Web Designer Role Practical Task
INTERVIEW TWO

Contents

Task Brief

Task Description

Your task is to design, build and test a landing page for our Internal Audit Solution, Pentana Audit. The purpose of the landing page is to generate leads for our sales team to follow up on and run demonstrations of the product. As such, the landing page should be visually interesting and communicate the core benefits and capabilities of the product to generate form conversions.

The landing page will be used to drive traffic via organic search as well as being used by our internal teams for marketing campaigns via e-mail (direct link), LinkedIn, Twitter and PPC Advertising.

Task Details

The landing page must:

- Follow the Ideagen corporate brand as per the Ideagen website

- Use the content provided in the supplied Word document

- Use CSS in separate file(s) and show evidence of the use of a CSS pre-processor

- Be responsive to mobile, tablet and desktop sizes

- Run and be presentable on all modern browsers (Chromes, Firefox, Edge and IE 11)

- Use HTML5 mark-up, including a form element with the following form fields:

    o First Name (text input)

    o Last Name (text input)

    o E-Mail Address (e-mail input)

    o Company Name (text input)

    o Job Title (text input)

    o Phone Number (telephone input)

    o Country (country list dropdown)

    o The call to action "Request A Demo" (submit input or button) – the form does not need to be actionable.

As the candidate, you must:

- Create low and high-res wireframes of your design for mobile, tablet and desktop.

- Create a landing page and keep all source files and code into a single folder for submission

- Be able to talk through your design and decision process from start to finish

- Demonstrate efforts to change default styling and incorporate your own design elements into your proposed solution

You may:

- Use any of the provided assets

- Use any HTML, CSS or JS Framework/library

- Use any additional assets you might deem suitable for your design

- Use any software to demonstrate the design process and wireframes