***“Optimal Web Solutions for a Developer Portfolio Showcase in Recruitment”***

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Notes

* Simplify formatting (see examples on Aula)
  + No block colours, no lines
* See notes for interim report on Aula – as in email
* Remove citations from headings
* Spelling / grammar (I’ve only highlighted some of the ones to fix)
* Use correct referencing style
  + For the Literature Review don’t use multiple lines of quotes from the literature just strung together over pages and pages instead **Summarise in own words.**
  + Use quotes where necessary but don’t over do it
  + <https://uws-uk.libguides.com/referencing>
* Remove the mixture of caps and bold used in headings
* Do not use caps in headings.
* Ensure any info /sections link directly to your project
  + For each section include
  + A short introduction to link it to your project
  1. Write about it
  2. Summarise what you found
  3. Link findings to your project
* If refer to an appendix – state it in the text
* Page numbers
* Swap 2.2 and 2.1
* You could discuss
  + How you will create the site
  + What language
  + What platform
  + How choose best option

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# Introduction and Overview

Tidy up – e.g.

Discuss the problem

There are many recruitment websites but ~~there are not many~~ few that focus on the needs of software developers. This ~~which~~ makes it harder for developers to showcase work, and for employees to find desired person with needed skills

Discuss what this research is for

The purpose of this research is to find researchrepeating word  the best way for software developers to display their work experience and a portfolio of their work on a recruitment website.

research involved will include comparison and evaluation of current recruitment sites. Questionnaire and interviews with software developers will be undertaken to find best way to demonstrate their work experience and skills to the potential employers.

The literature review will not only focus on finding out the best way of displaying portfolio, but it will also research different ways of creating optimal portfolio. The result of research will be a recruitment website prototype which will be based and implemented on research. One requirement for the website is to be multi-responsive website for different devices

It will evaluate [app’s full words] sustainability on different platforms. ~~In order to find the best way to showcase portfolio,~~

.

## Aims and Objectives

1. Research existing methods of displaying portfolio of software developers
2. Compare recruitment websites; their pros and cons
3. Research the best design for recruitment website
4. Find out the principles of good web design
5. Design and implement the recruitment website according to research
6. Analyse the results

# Literature Review

## How can software developers showcase their portfolio?

A software engineer portfolio is among the most crucial ways for developers to showcase their personalities, design concepts, and coding abilities to prospective clients and employers ~~in order~~ to secure a job in software engineering. There are not that many ways to present portfolio. A portfolio is typically a website with ~~enormous~~ [better choice of words – a wide range of? ways it could be hosted such as ~~. It could be hosted~~ as an independent website, ~~it can be~~ built from scratch ~~in html, it could be built from~~ or an online template or it could be included in a section of recruitment website.

## Why software developers need portfolio

***“None of the job postings I've seen for front end developers make any mention of sending your portfolio, which is why I wonder if it's still a necessity.” - James Thomson(2019)17***

James Thomson(correct citation) explains job postings for front end developers don’t mention sending portfolios, he wonders if it is still a necessity.

You then explain why it is a necessity... (backing up what you say)

A software developer portfolio ~~should be available to every developer who has finished several development projects. It~~ allows ~~them~~ developers to illustrate how they have used their technical talents in real-world situations. ~~A portfolio also provides a continuous~~ benefits over a resume, which is normally utilised for job searching are;. ~~Developers can continuously~~ display their skills by publishing a link to their portfolio on social media sites ~~like~~ such as LinkedIn and Twitter, allowing their network to view their work. This not only makes introductions easier but also helps with networking. ~~Interestingly, chances sometimes appear when you least expect them.~~ ~~The necessity for a portfolio may not be urgent, nevertheless, if one has not yet started a project.~~ Tidy up to explain (succinctly and more clearly) the benefit over other options.

## 6 steps to consider when creating a portfolio according to **indeed7 Recrtuitment Website**

*“Indeed is the #1 job site in the world with over 350M+ unique visitors every month. Indeed strives to put job seekers first, giving them free access to search for jobs, post resumes, and research companies. Every day, we connect millions of people to new opportunities.” –* **(Indeed, 2023)4**

Avoid multiple lines of a quote above – instead this part needs intro to section. so for example if you found the information from INDEED – you could write something like

According to INDEED (citation) when creating a portfolio developers should consider the following;

The list below is quite verbose – can it be more succinct? Can it be related to other sites that give the info e.g. <https://www.codecademy.com/resources/blog/hosting-and-showcasing-your-coding-skills/> is that relevant here?

1. **Decide how to host a portfolio**

There are numerous hosting alternatives available, and a website is frequently used to present a portfolio. For individuals who are proficient in programming, one option is to build a unique portfolio website using a programming language. Instead, those looking for a more time-effective alternative can choose website builders. These platforms often include templates that allow the insertion of features and personal information without the requirement for programming or coding knowledge.

1. **Add suitable projects**

The projects should be included after the website's structure has been developed. The portfolio's main goal is to highlight these projects, hence the selection process is vital. One should choose software engineering projects that successfully showcase a broad range of abilities and noteworthy accomplishments when choosing the projects to include. These tasks could involve creating websites or using programmes that have already been established. It is advisable to include a variety of initiatives with different goals or contents, placing special emphasis on those that most closely align with the person's passion to demonstrate their zeal for their work.

1. **Write “about me” section**

Following the incorporation of projects into the portfolio, the next essential component is the "about me" section. This section typically comprises a concise paragraph or two that provides an overview of the individual as a professional. It may encompass their name, contact information, and, if desired, a photograph. This section is an ideal space to emphasize key achievements in their career, allowing them to spotlight specific skills and credentials relevant to software engineering. Crafting this section effectively contributes to the development of their personal brand and tells a compelling professional story.

1. **Add other information**

With the "about me" section in place, the portfolio can be further enriched with critical information that underscores the individual's qualifications for potential employers. These valuable components may consist of:

* Awards or Contests
* Resume or Cover Letter
* Education, Certification, or Licensure
* Professional Experience
* Skills Section

The choice of elements to incorporate is a matter of personal preference, but the focus should be on highlighting what makes the individual an exceptional job candidate. For instance, if one has garnered several awards or excelled in contests, creating a dedicated page or section to showcase these achievements could be advantageous. Conversely, if educational background outweighs professional experience, featuring degrees, certifications, or licenses becomes paramount in illustrating their qualifications.

1. **Add links**

The portfolio can then be improved with finishing touches, such as the addition of links. These links may take you to other websites, social media profiles, a resume, or a cover letter. It is best to only link social media accounts that are used for work-related or professional objectives, nevertheless. The websites that the links point to should also be live and frequently updated. One should consider whether the linked content successfully exhibits abilities or experiences pertinent to the position of a software engineer when choosing which links to include. Links to personal social media accounts should generally be avoided in order to keep the focus on professional and career-related information.

1. **Revise**

Upon completing the software engineer portfolio, it is essential to perform a thorough proofreading and revision process. This step ensures the accuracy of all content and eliminates errors. Reading the portfolio aloud can assist in identifying grammar and punctuation mistakes. It is also crucial to verify the functionality of all included links, ensuring they direct the viewer to the correct destinations. Seeking feedback from friends or family members is a valuable practice, as it can provide constructive insights for improvement. Maintaining the portfolio's relevance is equally important, so periodic updates should be made to incorporate the most recent work and achievements. This ongoing maintenance keeps the portfolio current and reflective of the individual's evolving skills and experiences.

## ARE recruitment websites efficent enough [suitable/sufficient?] for software defelopers’ needs?

There are many types of recruitment platforms on the internet. The most common ones target various type of jobs and people and many are ran by employment agencies that use their online identity, promote job openings, and encourage and engage people to look for and apply for these positions directly through their recruitment platform. A specialised recruitment website for an agency is now necessary because a significant portion of job searches are conducted before contacting employers.

**LinkedIn**

LinkedIn was launched on May 5 2003 and it has 930 million registered users from over 200 countries which makes it one of the biggest employment-focused social media platform. It allows users to create a profile in a social media style. Users can upload profile picture and background picture, publish posts, write a bio, add work experience and education to the public profile, add skills and interests. Skills can be verified by completing LinkedIn skill assessments. According to (**LinkedIn,** 2023)8: ***“The LinkedIn Skill Assessments feature allows you to demonstrate your knowledge of the skills you've added on your profile by completing assessments specific to those skills.”*** This is one of the way to verify whether user is honest.

**Indeed**

Users can search for particular openings on Indeed.com, a job board that compiles ads from many sources. Reviews might be written concerning a company's hiring practises and pay scales.

**Glassdoor**

The primary function of Glassdoor is to allow current and former employees to post anonymous reviews of businesses. Job searchers can learn from this information what to anticipate from a specific employer in terms of interview processes, pay, work-life balance, benefits, etc.

## Comparison of Recruitment websites

Source: (**Li, M, 2021 - LinkedIn VS Glassdoor VS Indeed)11**

|  |  |  |  |
| --- | --- | --- | --- |
| **Service/Feature** | **LinkedIn** | **Indeed** | **Glassdoor** |
| Job Listing & Searching | Yes | Yes | Yes |
| Write reviews | Yes | Yes | No |
| Public profile | No | No | Yes |
| Messaging | No | Yes | Yes |
| Share feeds | No | No | Yes |
| Interview Q&A | Yes | Yes | No |
| Find other users | No | No | Yes |

Write summary of what you understand from this/ how it will have a bearing on your work

## Websites for Multiplatform use

### Definition

According to *MEQUODA* **(Nicholas D, 2022)15**, **“A multiplatform website enables a publisher to create dynamic content on multiple platforms. Some of these platforms might be online streaming through a membership library of training videos, or it could be a web magazine—formatted for, and read on the web.” Summarise in own words .**

~~Being~~ multiplatform usually refers to having the ability to operate on two or more distinct hardware platforms. Software for iOS and Android mobile devices, for instance, is cross-platform, as is software accessible for desktop systems running Windows and Mac OS X.

### HOW MUCH EFFORT IS INVOLVED WITH RESPONSIVE DESIGN?

Mikal E. Belicove **(Mikal E. Belicove, 2012 - How to Build a Multi-Platform Website)16** stated that **“It will always take just a little more thought and a little more time to think about how design will function across multiple formants and devices”**. **Summarise in own words.** However, later he has stated that on the other hand, creating a single multipurpose website with responsive web design is significantly quicker than creating websites tailored to a variety of device types. So in conclusion, designing a one multipurpose website with responsive design can result in saving time and money as it will function on different devices which will give developers more time on focusing on improving the website or other projects.

### ARe there any design challenges?

Developing a single website design that functions on all popular devices is challenging. There will be a degree of tweaking and iterations to work before creating a great experience. Here are some examples according to Mikal E. Belicove **(Mikal E. Belicove, 2012 - How to Build a Multi-Platform Website)16:**

* Landscape-size photo may have to be swapped out with a square image that suitable for mobile devices
* Word “Download” as a button may have to be replaced with button “Learn More” as mobile users do not usually click on download
* Putting website’s main subject categories (Home, Contact, etc.) across the top of site may work on computer web browser, but not on a smartphone screen. Vertical list is easier to read on a mobile devices

### Cost OF responsive design comparing to traditional web design

Needs clearer start – and

~~When people~~ what people? “take into account” reword (consider) the time investment, responsive design seems like a marginally more costly choice. It is, however, much more cost-effective when they calculate the cost in terms of customers. One can automatically connect with clients from a variety of sources and on a range of devices thanks to responsive design. By the middle of the next year, a company that decides to only market to desktop users will have reached fewer than half of its prospective clientele. As a result, making a slightly larger initial investment in responsive design can pay off handsomely later on.

### What are the most visited multiplatform websites in 2023 ~~according to statista.com?~~

A graph of a company

Description automatically generatedAccording to **statista.com**18, about 276 million people visited Google Sites in June 2023, making it the most popular multiplatform web property in the US. Other well-known Google online properties include YouTube, the online video platform, Apps, Maps, Gmail, Hangouts, and Google Play, which is the digital app distribution platform. Along with Google Search, these properties are also popular on mobile devices. Media outlets and e-commerce websites are also examples of leading online properties. In the meantime, Facebook is the most widely used social network in the US according to multi-platform viewers. The age group of 25 to 34 accounted for the largest proportion of Facebook members in the United States as of March 2023.

Figure - Most popular multi-platform web properties in the United States in June 2023, based on number of unique visitors18

How is this relevant? Have you explained the link to your work

## 2.7. 10 Principles of Effective Recruitment Web Design ~~according to Recruiters Websites~~~~19~~

**SOURCE: *Navarro, N - 10 Principles of Effective Recruitment Web Design(2023)19***

Recruiters Websites is a website design and digital solutions company that was specifically founded to comprehend the goals and challenges faced by staffing and recruitment companies.

Creating an effective design of website is a key factor in ensuring the success of recruiting firm. There should be a careful consideration how elements like layout, colour, and typography contribute to making the website attractive and easy to navigate, striking the perfect balance between aesthetics and usability. A well-designed website, at the end of the day, makes users take action, whether it's purchasing a product or service or encouraging someone to sign up for a newsletter.

1. **Understand your audience**

* Understanding the audience and their specific needs is crucial for creating a successful website. Tailoring the recruitment web design to match user interests and requirements, whether they are potential candidates or clients, is the key to thriving online, rather than merely surviving.

1. **Keep it simple**

* Simplifying the design to enhance the user experience is essential. Starting with a clean, easy-to-read layout, employing a single-color palette, and utilizing ample white space to emphasize key elements is crucial. The minimization of multiple fonts and font sizes, along with keeping pages concise to reduce scrolling, fosters user-friendliness. This straightforward design approach ensures a positive experience and encourages return visits.

1. **Use typography to create hierarchy**

* Typography creates a visual hierarchy, aiding visitors in understanding the website's structure. It serves to highlight important elements, focus attention, and categorize content effectively. Different font sizes emphasize key sections and differentiate between headings, subheadings, and body text. Prioritizing bold fonts for headings and italics for emphasis is recommended, while limiting font variety ensures visual harmony.

1. **Use white space to create visual interest**

* This design element often helps to create balance and focus, making a website appear more aesthetically pleasing. White space, which can be any colour, plays a role in emphasizing and establishing hierarchy, guiding the audience's attention to vital information. For instance, a bold, colourful headline with plenty of white space around it draws more attention compared to one surrounded by dense text and images.

1. **Use colour deliberately**

* Colour can be employed to convey meaning, elicit emotions, add visual appeal, and direct the user's focus. It is important to consider how different colours interact and their overall impact on the website's aesthetics. Several principles should be kept in mind when using colour:
  + Contrast: Ensure that the chosen colours provide a sufficient level of contrast. High contrast enhances the distinction of shapes and objects, making the website more user-friendly.
  + Complementary colours: These are pairs of colours located opposite each other on the colour wheel, such as blue and orange. They create a visually striking effect when used together.
  + Colour symbolism: Different colours evoke distinct emotions. For example, red is often associated with power and energy, while blue conveys a sense of serenity and trustworthiness. It's essential to select colours that align with the desired emotional impact of the website.

1. **Use images effectively**

* Using images effectively on a website can be a powerful way to engage viewers, capture their attention, and convey the message. High-quality images that accurately represent the website's content are essential for maintaining professionalism. Moreover, it's important to optimize images for recruitment web design and usage. Large images can slow down website loading times, so they should be compressed for faster loading. Adding text to images can improve visibility and provide more descriptive context.

1. **Use Icons and buttons wisely consistency - caps / lower case**

* They should choose icons and buttons that are easily recognizable and swiftly convey the intended message. This maintains consistency across the website and enhances user navigation, as they become accustomed to the design. Both aesthetic and technical considerations should be taken into account [grammar]. Select icons that are optimized for all devices and web browsers to ensure a seamless user experience. Choose an appropriate icon size for different devices, be it a smartphone, tablet, or desktop computer. This prudent selection of icons and buttons fosters an intuitive user experience, encouraging engagement and increasing conversions.

1. **Use responsive design**

* Responsive design optimizes website viewing on various devices like desktops, tablets, and mobile phones. It adapts layouts and elements to fit different screen sizes, making content accessible to all users, irrespective of their device. This approach is especially crucial with the rising popularity of mobile devices, ensuring an optimal user experience.

1. **Optimize for search engine optimization**

* Without proper optimization for search engines, a website may not appear in search engine results pages (SERPs). To enhance SEO, improving content and site structure is vital. Incorporating keywords related to the website's main topic strategically can improve SEO. Their usage throughout the site increases the likelihood of appearing in search results. Also, it's important to include keywords in title tags, meta descriptions, and image alt-text for comprehensive optimization.

1. **Test**

Testing is essential for evaluating design decisions and their expected functionality. Various approaches can be considered, such as usability testing to assess user interaction, functional testing to ensure all website elements work correctly, and A/B testing to determine which design options drive the most user engagement.

# Research methodology

## Qualitative research

The research method for this project will be qualitative research. “Qualitative research is the study of the nature of occurrences, and it is particularly useful for determining why something is observed (or not), evaluating intricate multi-component interventions, and concentrating on improving interventions.” – (***Tenny S, Brannan J.M, and Brannan G.D, 2022- Qualitative Study)13***

### DOCUMENTS

Research will focus on obtaining data from websites, articles, recruitment websites and comparing some features of websites.

### INTERVIEWS

There may be interviews with software developers that have used recruitment websites in the past. There will be 2 categories of software developers:

* Front-End Developers
* Backend Developers

The interviews will be performed face-to-face, over the phone, or in focus group of six to eight participants each. In order to elicit ideas and opinions from the attendees, the meeting will include both closed and unstructured questioning. The following elements will be part of the interview protocol:

* Participants will be informed of the interview’s heals and the project’s intended uses and dissemination of the data. Also, they will continue to have access to the security of their private information and the option to withdraw at any time during their studies.
* The interview’s duration will be disclosed, along with an explanation of how the session will be taped.
* Participants will receive messages of gratitude for their participation and updates on the use of the data.

### OBSERVATIONS

Observations will be conducted and the conclusion will be written up. Furthermore, a protocol can be drawn that will state the following information:

* Participants will be informed of the observation's goals and the project's intended uses and dissemination of the data.
* It will also include the duration of the observation, an overview, and a statement on how the observation will be recorded.
* Participants will receive messages of appreciation for their participation and updates on the use of the data.

## QUANTITIVE RESEARCH

“The goal of quantitative research is to quantify the data collection and processing process. It is based on a deductive method that emphasises the validation of hypothesis and is influenced by positivist and empiricist theories”. – (***Bhandari P, 2022 - An introduction to quantitative research)14***

### QUESTIONARIES

Those who expressed interest in participating in the study will get questionnaires. Both online and paper-based distribution methods will be used. If necessary, the questionnaire can also be administered over the phone or in person.

Protocol of the questionnaire will include the following components:

* The goal of the questionnaire, as well as how the data will be collected, used, and presented within the research, will be explained to participants.
* The questionnaire's length, a summary, and a statement about how the interview will be recorded will also be given.
* Participants will receive messages of gratitude for their participation and updates on the use of the data moving forward.

Put questionnaire in appendix and refer to appendix number.

You can include findings from questionnaire in the body

# Questionnaire

1. What recruitment websites have you used before?
   1. Indeed
   2. Glassdoor
   3. LinkedIn
   4. None of the above
2. Which recruitment website were you satisfied with? – change it to least to most satisfied
   1. Indeed
   2. Glassdoor
   3. LinkedIn
   4. None of the above
3. How often do you visit recruitment websites when searching for software development opportunities?
   1. Daily
   2. Weekly
   3. Monthly
   4. Rarely
   5. Never
4. What features do you find most important on a recruitment website for software developers?(Rank from 1 to 6) – list it from most to least important
   1. Job search functionality
   2. Portfolio
   3. Company profiles and reviews
   4. Resume upload and profile creation
   5. Salary information
   6. Job alerts
5. Do you find the search filters and options on recruitment websites for software developers to be effective in narrowing down job opportunities.
   1. Yes
   2. No
6. How do you typically find job opportunities on recruitment websites?
   1. Using keyword searches
   2. Browsing categories
   3. Applying to job alerts
   4. Other
7. What types of job listings are you most interested in?
   1. Full-time positions
   2. Part-time positions
   3. Contract or freelance opportunities
   4. Internships
   5. Remote work position
8. What do you like most about the recruitment websites you use for software development job searches?

-

1. What improves or additional features would you like to see in theses websites?

-

1. Are there any specific challenges or frustrations you face when using recruitment websites for software development job searches?

-

**Conclusion:**

Thank you for taking the time to complete this questionnaire. Your feedback is important and will help us better understand the needs of software developers when it comes to recruitment websites. Your input is greatly appreciated.

# SUMMARY PROGRESS

## What have I done so far? work completed

Work completed to date includes;

* Research into ~~has been carried out about~~:
  + existing recruitment websites
  + software developers portfolio
  + websites for multiplatform use
  + principles of good web design for recruitment websites
  + tools necessarily for development of the prototype
* Questionnaire has been completed and handed out to gather intel
* Initial design of the website has been done(screenshots attached below)
* The set-up of computer for development has been done
  + Have you evidence of this? have you explained it in report?
* Interviews are being set-up

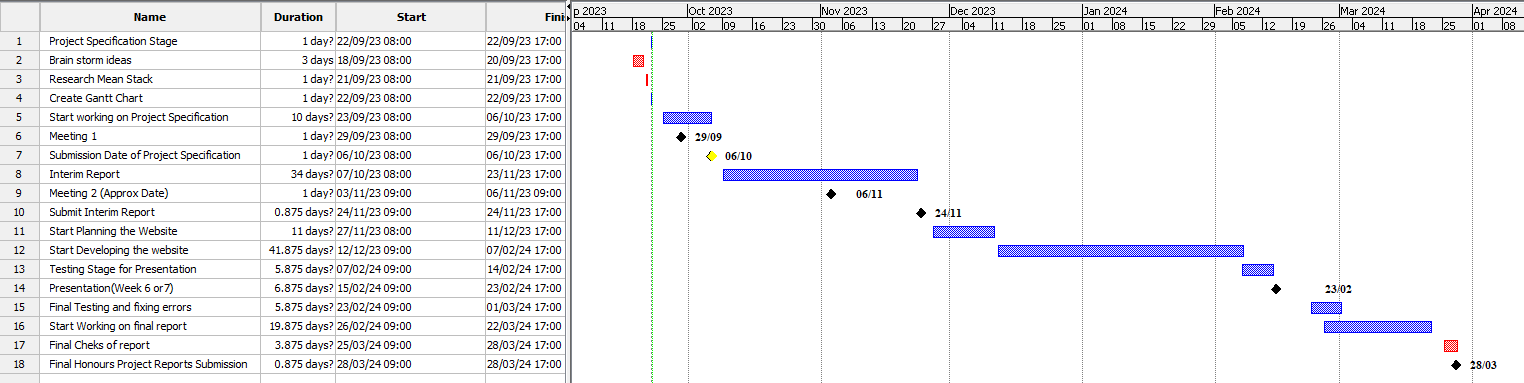
## Next steps

The next step are ~~following~~:

* Carry on with further research
* Start the dissertation
* Go over prototype design; review everything
* Start development before Christmas
* Plan / design database?

## A diagram of software developer job Description automatically generatedScreenshots with progress

Figure - Mind Map with the plan for the website

Figure - Gantt chart with submission dates and approx. dates with stages of the project

A screenshot of a computer screen

Description automatically generated

Figure - Test database has been set up

A diagram of a flowchart

Description automatically generated

Figure - Initial Site Map

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