Banfield's Professional Medical English.
OET Preparation for Healthcare Professionals

I am writing to outline the comprehensive process I undertook to develop a responsive landing page for the OET Preparation course, in alignment with the requirements provided.

I began by thoroughly reviewing the project requirements and conducting in-depth research on Banfield as a company and the Occupational English Test (OET). This research provided valuable insights into the business, the current technologies in use, and, most importantly, an understanding of the needs of the company's clients. This understanding was crucial for developing an effective solution.

To visualize my ideas, I initially created sketches using pencil and paper, which I later translated into a more detailed mockup using Figma. During this phase, I incorporated specific information such as typography and color schemes. I also examined similar business websites to identify best practices and effective strategies. Furthermore, I utilized AI tools to generate images depicting satisfied clients, particularly from India, as I understand this is where a majority of the company's current clientele originates.

Following the design phase, I began coding the landing page using HTML and CSS. As the HTML structure expanded, I decided to separate the content into multiple files to enhance accessibility and organization. The CSS stylesheet was developed concurrently as new elements were created in the HTML. I also implemented JavaScript to make the FAQ section collapsible, keeping in mind that the company currently utilizes technologies like WordPress, Elementor, and WooCommerce, which should facilitate a smooth adaptation process.

Lastly, I created a GitHub repository containing all project files, which I subsequently deployed on Vercel.

I genuinely enjoyed working on this project. It was not only a fun experience but also an opportunity to learn various tools and techniques throughout the development process.

Thank you for considering my application. I look forward to the possibility of discussing my work further.

Sincerely,

Camilo Estrada.