

Talent Hub

Project Title: Website Case Study

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Course Subject: T4INF1101 Web Engineering

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Date: 22/01/2026

1. Introduction

This document outlines the planning and design process for the proposed website.

It defines the website's purpose and goals, breaks each goal into actionable steps, and includes a sitemap and wireframes to illustrate the site structure and layout.

2. Website Purpose and Goals

2.1 Purpose

The website's purpose is to provide a platform for employers and job-seekers to connect and facilitate the hiring process.

- **Target audience:** employers and job-seeking individuals;
- **Problem or need addressed:** lack of transparency and friction before the hiring process;
- **Main purpose of the website:** to streamline the hiring process by making it easier for employers and job seekers to find the right fit.

2.2 Website Goals

List the main goals of the website.

1. **Goal 1:** enable employers to share and manage job positions;
2. **Goal 2:** enable job seeking individuals to search and apply for vacancies;
3. **Goal 3:** efficient matching of job-seekers and employers;
4. **Goal 4:** improve communication and follow-ups;
5. **Goal 5:** simplify and bring transparency to the hiring process.

3. Goal Breakdown: Actionable Steps

Goal 1: *enable employers to share and manage job positions*

- Create business/employer registration;
- Build employer dashboard;
- Add "Job Posting" form;
- Add application tracking;
- Provide analytics.

Goal 2: *enable job seeking individuals to search and apply for vacancies*

- Create job seeker registration;
- Build job seeker dashboard;
- Create job search page with filters;
- Add “Application” form for CV upload or manual description of skills;
- Provide application tracking history.

Goal 3: *efficient matching of job-seekers and employers*

- Implement search filters;
- Add job recommendations (based on skills, location, preferences, ...);
 - *Note: AI could be a useful technology here.*
- Implement feature to save jobs (later application);

Goal 4: *improve communication and follow-ups*

- Add in-platform messaging;
- Enable push notifications for:
 - New messages;
 - New job listings;
 - Application status updates;
 - Interview requests.
- Add email notifications.

Goal 5: *simplify and bring transparency to the hiring process*

- Provide a clear application workflow;
- Implement application status updates;
- Build dashboard with applications overview.

4. Sitemap

- Home
 - About;
 - Jobs;
 - Employers:
 - * Employer dashboard;
 - * Publish a job;
 - * Manage jobs;
 - * Applications.
 - Job seekers:
 - * Job seeker dashboard;
 - * Profile;
 - * Saved jobs;
 - * Applications.
 - Login;
 - Register:
 - * Employer registration;
 - * Job seeker registration.

5. Wireframes

Home Page Wireframe

Insert wireframe image here

LOGO Home Jobs Employers Job Seekers Login
HERO SECTION: “Find your next job / hire the best talent” [Search Jobs]
[Post a Job]

| Featured Jobs | Featured Employers | How it Works |

| Footer: About | Contact | Privacy | Terms |

Key elements: - Header and navigation - Main content area - Footer

Page Name Wireframe

Insert wireframe image here

Key elements: - Section descriptions - Layout explanation

6. Conclusion

Summarize the website's purpose, goals, and how the sitemap and wireframes support the overall design.

7. Appendix (Optional)

Include any additional sketches, notes, or alternative designs.