



ANALYSIS & PERSONAS

Portfolio website design

PROFILE

Name: Gelila Ali

Job description: Website designer and marketing talent.

Skills: HTML, CSS, PHP, marketing, UI/UX,

marketing research

Project: a portfolio website

Mission: to find a job



Vision: “Don't be afraid to start Fresh”

Strategy: creating a website that showcases its capabilities to attract employers

Status: she has LinkedIn page and an older website that is not well built.

Target audience: employers and customers

Why: “In 2016-17 The VDAB, Flanders' public employment service, reported from the job industries that saw the most growth in terms of acquired positions; IT, media and telecom sectors were part of it . “

Deadline: 12 June 2020

Budget: own project

MAIN GOALS

The three most important goals that the client wants to have are;

The website must,

- ✚ Provide sufficient information about the client.

- ✚ Attract new customers and employers.

- ✚ The website must be “one page”.

WEBSITE POSSIBILITIES

The client wants a website that demonstrates her capabilities as a junior website designer and marketing talent.

Furthermore, she would like to have a contact section, which are easy to use.

She wants the employer to see her skills in designing the website page. ie the page would have someTrends should have on technology. (eg Hovers, responsive navbar.....)

THE TARGET

A hand holding a red pen is shown circling a group of white person icons on a dark background. The text "THE TARGET" is overlaid on the image. The background is filled with many more white person icons, some of which are blurred. The hand is holding a red pen and is circling a group of icons. The text "THE TARGET" is in the center of the image.

Henry Andrews

Friendly

Adventurous

sex: m

Age: 27

relationship status: not married

family situation: ---

Profession: recruit at employment agency

Keyword: student, knowledge in html & css, job seeker ICT.....

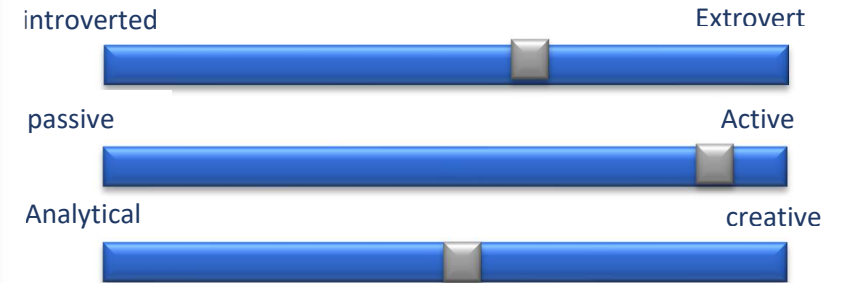


“Attracting the right person just with a vacancy is not easy. So I go online looking for perfect candidates”

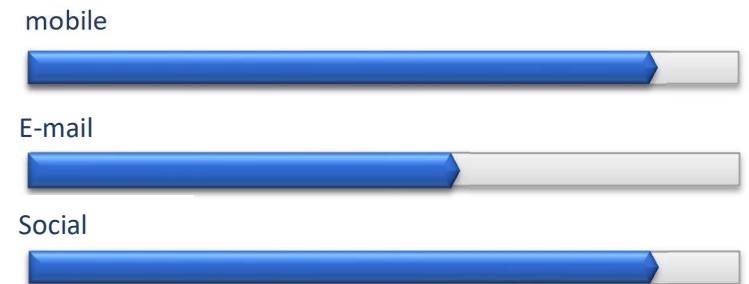
Henry is responsible for seeking out potential candidates for a website service management provider.

(A trainee/junior front-end developer)

Personality



Technology



likes : travel dislikes: wait inline

Jasmine Malone

Social

Artistic

sex: f

Age: 32

relationship status: not married

family situation: ---

Profession: : new entrepreneur

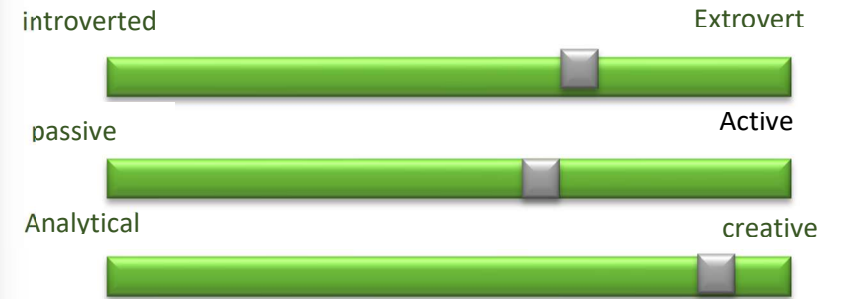
Keyword: Freelance, website designer, IT.....



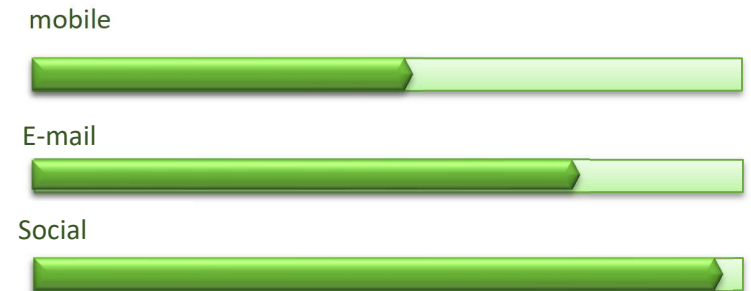
“I would like a nice website to promote my new company. But I don't have the cost to hire a big web design company. ”

Jasmin has just opened a new hair salon. And she is looking for a website designer who is cost effective.

Personality



Technology



likes : Read dislikes: deadlines

James Chambers

focused

Ambitious

sex: f

Age: 44

relationship status: married

family situation: Two children

Profession: Senior developer in
website design company

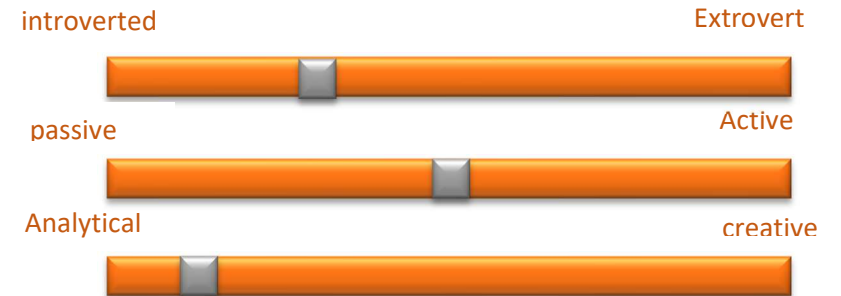


**Keyword: Junior PHP developer,
website designer,**

“My current project requires an extra
hand in PHP. I am looking for a
designer with PHP knowledge. But I
don't have time to send a vacancy”

James's department is in short of a
junior PHP developer for a project where
they are currently working on

Personality



Technology



likes : puzzle dislikes:disorganization

SCENARIOS

1. Helen is a freelance personal trainer. She would like to have a website that enhances her image. The website should have an easy contact page and should link to its social media.
2. As a Junior Web Developer, you will work for Provideit, a team of OutSystems experts. OutSystems is a state-of-the-art Rapid Application Development (RAD) platform. It provides a low-code platform to visually develop every application our customer needs. You will be part of a growing team of developers, excited about making high-quality software that evolves and improves continuously. you will(<https://inkubis.eu/jobs/web-mobile-developer/?cn-reloaded=1>)

what we ask of you

- Eager to learn and willing to improve your skills, and share your knowledge with colleagues
- You translate business requirements into technical specs
- Knowledge of HTML(5) and CSS3
- You're familiar with a coding language or IT platform, but also interested in business processes

3. Are you the up-and-coming PHP talent that wants to join our ambitious team? Then we should meet soon!

We are currently looking for a PHP developer to be mainly deployed on the backend side. A young web developer who will join our team in the continuous further development of current projects and the (joint) setting up of completely new projects. You will work together with a passionate and experienced developer who will go over the outlined guidelines with you, so that you can get started on each project with a solid foundation.

We mainly use the following tools

Front End: HTML5, CSS, Javascript

Backend: PHP

THE NEEDS

+ The website should be easily found on the search engine

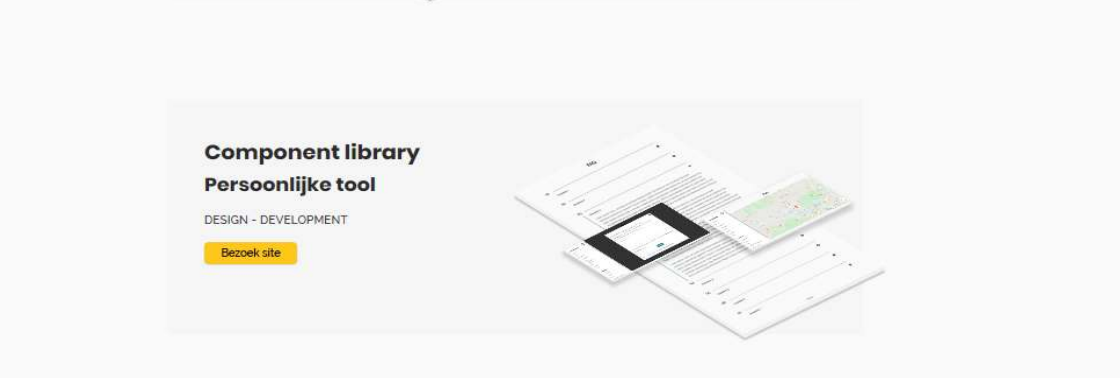
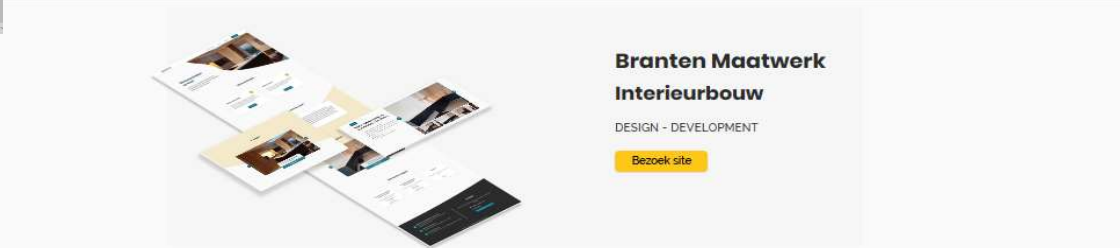
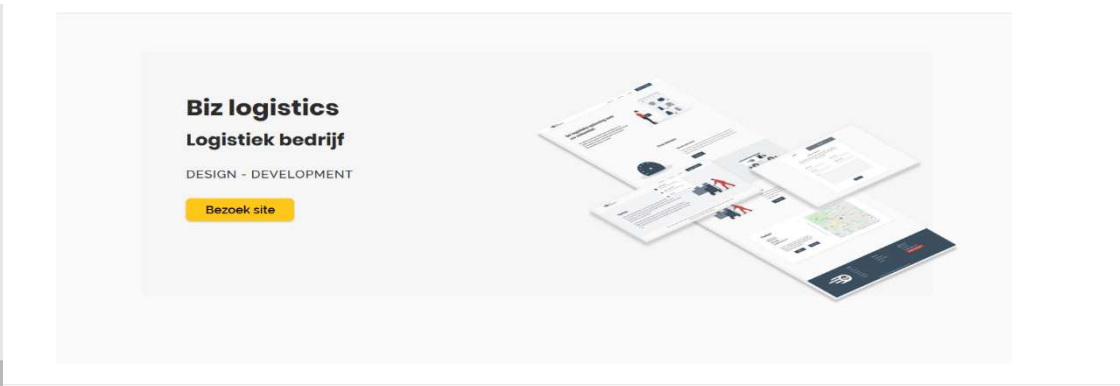
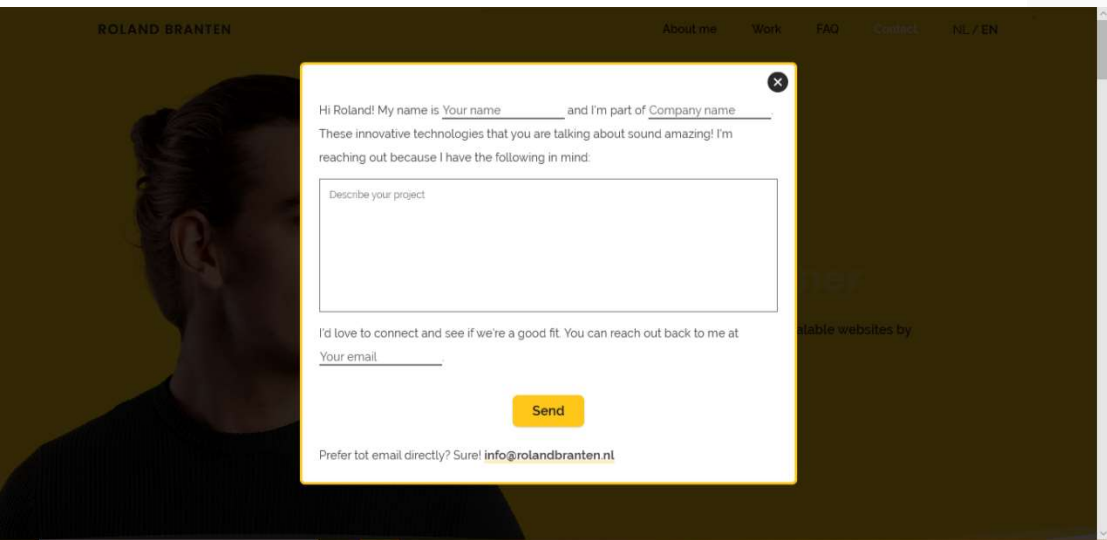
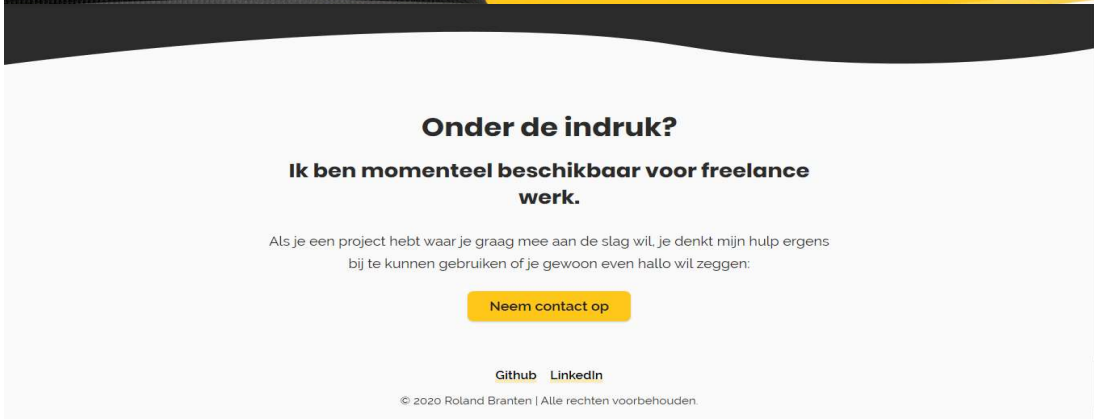
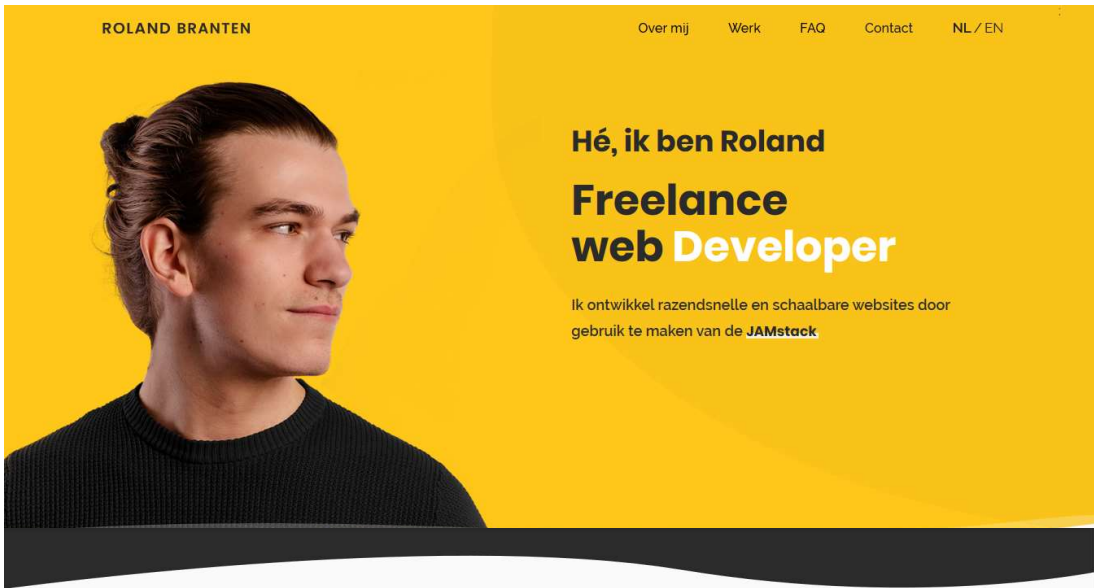
+ Outlines the skills of the customer (can compare quickly with Competition)

+ Availability (when can the customer start a new project or job?)

+ Location (does the customer live close to the employer?)

COMPETITOR ANALYSIS





+ Informative

+ Very good wireframe

+ Clear navigation

+ A unique contact page

+ Link to LinkedIn and GitHub

+ Availability info

+ Bilingual website



Web ontwikkeling

Wij vinden het belangrijk dat uw bedrijf even sterk online staat als offline. Een website is het ultieme uithangbord van uw bedrijf. Daarom hechten we veel belang aan een uniek en creatief ontwerp dat volledig geoptimaliseerd is voor zoekmachines.

Dankzij onze ervaring met verschillende frameworks en CMS systemen kunnen we ook uw bestaande website verder uitbreiden.



E-commerce

Wij bouwen een krachtige en flexibele webshop volledig naar eigen wens. Compleet met statistieken, order-, klant- en catalogusbeheer, enzovoort.

Magento is één van de meest populaire open source CMS platformen voor e-commerce websites. Hierdoor kunnen we u garanderen dat we een betrouwbaar product afleveren dat makkelijk valt te configureren & uitbreiden.



Hosting

Voor ons is het belangrijk dat uw website een goede plaats krijgt op het internet. 24 op 7 bereikbaar van over de hele wereld tegen een ongeziene snelheid.

Elke website heeft zijn eigen doelpubliek, complexiteit en bezoekersvolume. Deze factoren zijn voornamelijk bepalend voor de laadtijden van uw website. En net om die reden bieden wij een op maat gemaakt hosting pakket.

Vraag een vrijblijvende offerte!



Certificaten

Door de verschillende certificaten die Webunit in huis heeft, kunnen we u een grote meerwaarde bieden. Zo kunnen we u garanderen dat we een kwalitatief product afleveren met een goede service. Ook na oplevering kunnen we u steeds een correct antwoord bieden op al uw vragen.



Magento is één van de meest populaire open-source CMS systemen voor e-commerce websites.

Bekijk certificaat



Het PHP Zend certificaat bewijst geavanceerde expertise die nodig is voor het uitwerken van een professionele dynamische website.

Bekijk certificaat



Vragen?

Contacteer Webunit CommV.

Tel: 0496 38 80 83

Email: info@webuniti.be

BTW-BE: 0666.759.786

IBAN: BE80 7390 1372 3477

Weak competitor: web unit <http://webunit.be/>

- ✚ No navigation
- ✚ No “about us” page
- ✚ Bad wireframe
- ✚ No portfolio
- ✚ No contact page but you can request a quote by email
- ✚ No link to any social media

SITEMAP

