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Practical work

Final report

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1 Website Concept

Website is a web portfolio or a web resume.

1.1 Target audience

Website is primarily aimed at experienced **hiring managers** and **HR specialis**t in the IT sector. Target audience belongs to **age group 35-50** and can be of any gender (M/F/X). Their **occupation** or job title might be: HR Specialist, Head of Department (Software Development, Data Engineering), Manager positions, or similar.

Hiring person's **primary goal** is to make a hiring decision or recommendation by finding proof of and details about applicant's skills and background that make them stand out from other candidates. They have a well-defined list of requirements for the roles they need. They look for those specific qualifications first, everything else is considered a bonus. An applicant also must have personal characteristics that match the overall image and company culture. They deal with a lot of job applications, so they want concrete and direct information to not waste time.

Hiring person's **expectations** from a portfolio website:

- *intuitive* and *easy navigation* to important information

- *easy to read* descriptions with no typos and clear language

- *concrete examples* of applicant's skills and projects

- *concise information* that gives an idea of who the applicant is as an individual

1.2 Information about the website

I am the developer of the site and owner of the images that were used in the design. I created maps, pictures, screenshots, and links showcasing my projects and skills. The website is hosted in Labranet. However, a copy of the website is also on GitLab. Website will be updated quarterly/seasonally.

Website will be shared publicly and is accessible to anyone with the link. Link will only be shared alongside a resume in a job application. The website does not contain any basic contact information (exact location (i.e., full address), email, phone number). It includes links to LinkedIn and GitLab which are offered as primary contact options.

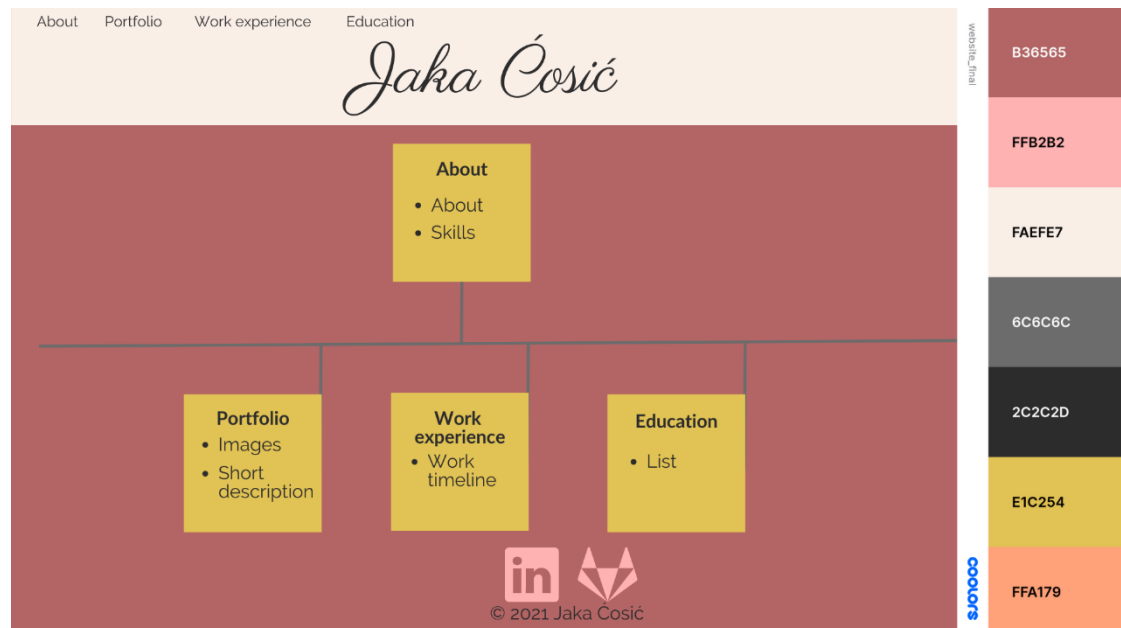## 1.3 Hierarchical structure

Figure 1 Structure and contents of the website

My portfolio website consists of four pages: About (Homepage), Portfolio, Work experience and Education. About page gives a short introduction and overview of my skills. Portfolio contains images organized in a grid, with short information about previous projects. Work experience has been presented as a timeline, and education is text and lists organized in a grid.

1.4 Layout design

The main blocks of the page were navigation and header elements and the grid element for the content. The grid was omitted on the Work experience page since there was no benefit of putting the timeline element in the grid.
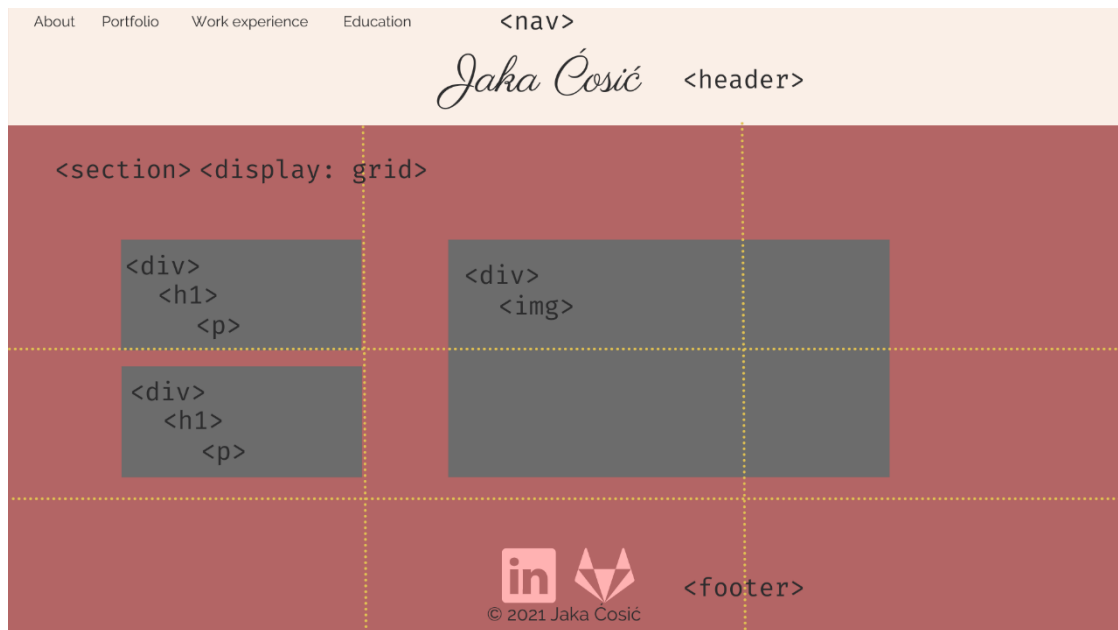
Figure 2 Basic layout and elements of a web page

Picture above shows the general layout of the website. The <div> elements'
placement and content were adjusted accordingly. In the Portfolio page, <section>
element was switched with <figure>.

1.5   Testing and Validation

Validation showed only one minor error. In the Portfolio page there was initially
<section> as parent grid element. The validator suggested adding headings since it
expected them for that semantic element. However, it seemed unnecessary to have
headings. I decided to change the item to <figure>, since it holds images and that
corrected the error.

There is one slight difference between Chrome and Firefox. The correct fonts display,
but they seem a bit stronger or bolder in Chrome.

1.6   Resources

General planning and designing took around 6 hours. Creating the layout, writing the
content, and making corrections took around 27 hours. Research and testing took
around 6 hours. In total, I have spent 39 hours working on this website.

1.7   Comments and self-evaluation

I believe I have created a clear website using appropriate elements, spacing, colors and font types. I have also included all the technical details and elements that were required. I have created the layout myself and challenged myself by using grid as the base for my content. The learning process and trial-and-error period took a lot of my time. Overall, I am satisfied with the result and proud that I have learned something new. The website, however, should and will be updated and improved over time.

Finally, I think my work is satisfactory and should be approved.