Digita Global Marketing Internship Evaluation

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Name of Applicant: Jamar Lee  
  
Date of Submission: May 30, 2022  
  
Time of Submission: 12:00 PM

**USEFUL INFORMATION REGARDING APPLICANT’S EVALUATION**

**IMPLEMENTATION OF WEBSITE RE-DESIGN**As requested, the website’s home page was redesigned used using WordPress. After taking a look at the website that is currently being used as the main website for Digita Global, there were some more changes that the applicant believes could have been done but not in the timeframe that was provided. The applicant instead opted for a little bit more of a minimalistic approach in terms of theme and overall design. Some thoughts that went into the redesign of the home page were as follows:  
1. As stated above, a minimalistic approach was taken so that it would be easy on the eyes and easy to follow when visiting the website.  
2. The theme and colors that were chosen by the applicant were colors that give off a professional energy but also included imagery that would help engage a visitor to keep their attention.  
3. Any good website needs to keep the attention of a visitor so that they don’t end up clicking off of the website and actually spend time viewing the website. In an effort to achieve this goal, the applicant chose to include a scrolling parallax effect that would help boost the “attention-grabbing” ability of the website.  
4. The applicant also chose to go for a static page approach to facilitate the above effect so as to not have the user having to navigate to too many different sections, even though that option is there on the navigation bar if they so choose.

**IMPLEMENTATION OF SIMPLE INFORMATIVE APP**

The evaluation regarding the implementation of the applicant was done using Flutter. Flutter was chosen due to the ease of its usability and implementation regarding quick and easy iOS or Android applications. The applicant went with an Android implementation since it is what they felt would have been easier in the timeframe given. The applicant took the following into consideration when implementing the application:

1. The applicant chose to only go with three simple screens that would be able to give a brief overview of the company as well as the services that they offered as it was stated in the evaluation.

2. The three screens that were done were a simple home screen to introduce the company, a screen that speaks about what the company does on a day-to-day basis as well as showcases a few of their achievements and a page that gives all the information regarding contact details for the company.

3. The design and look of the application was more of a “fun” design with cartoony characters just because the applicant felt like going for a more “fun” design that would be able to grab the user’s attention and keep them reading. An application is only as good as how well it can keep a user hooked, right?

4. The user made use of cards and scrolling list views to help with the ease of access to information and for it to be an engaging way for users to want to keep using the application and for them to be able to easily access the information.

**KNOWN ISSUES WITH THE WEBSITE/APPLICATION**It is important as a developer to be able to scrutinize your work and be able to identify ways in which you can do things better in the future. So, logic dictates that the applicant would share that same ideal. The following were things that the applicant noticed after completing the evaluation:  
**KNOWN ISSUES WITH THE WEBSITE**

1. After evaluating the website, the applicant realized that they could have done the re-design a little more differently. They could have done a different vertical, as well as a horizontal layout, to differentiate it a little more from the original website.

2. The applicant also realized that they could have made use of more images/links to be able to redirect the user to different pages, especially regarding emailing and access to the projects that the company has done.  
**KNOWN ISSUES WITH THE APPLICATION**

1. The applicant realized that after testing the Android application on different screen sizes and phone types, it translates better on mid-sized to larger devices. The applicant tried to rectify it for smaller devices, but it was to no avail. Further testing and troubleshooting would have needed to be done.

2. The applicant realized that they could have implemented a navigation bar versus just using the arrows to help better improve the usability and scalability of the application.

3. The applicant realized that they could have implemented a “Light/Dark Mode” setting in the UI versus having it change based on the user’s default setting.