Senior WordPress Developer – Take Home Assessment

Overview

Thank you for your interest in the Senior WordPress Developer position. This assessment is designed to evaluate your UI/UX design skills, WordPress and WooCommerce customization abilities, and plugin development expertise.

Your task is to design and develop a fully functional WooCommerce website, ensuring it is modern, user-friendly, and optimized for performance. Additionally, you will be required to develop a custom WordPress plugin that enhances the checkout experience.

Assessment Requirements

Website Development (UI/UX & WooCommerce Customization)

You are required to build a fully functional eCommerce website for a premium home decor brand.

Technical Requirements

- Platform: WordPress with WooCommerce
- Hosting: Host the website on InfinityFree (or any other free hosting service)
- Design Considerations:
  - The website should be visually appealing, easy to navigate, and optimized for performance.
  - The layout should follow modern UI/UX principles, with a strong focus on mobile responsiveness.
  - Avoid unnecessary elements that may slow down the website.

Pages to Develop

1. Home Page
   - A professional and engaging homepage that highlights the brand's unique value.
   - A well-structured hero section with a call to action.
   - Featured product section displaying key items.

2. Shop Page
   - Displays all products in an organized grid.
   - Includes filtering and sorting options.

3. Product Detail Page
  - Clean and detailed product information layout.
  - High-quality images with zoom functionality.
  - Clear add-to-cart and purchase options.

4. Cart Page
  - User-friendly cart design with an optimized layout.
  - Allows users to update product quantities and remove items easily.

5. Checkout Page
  - A well-structured and minimalistic checkout page to reduce abandonment rates.
  - Implement trust signals such as security badges and customer testimonials.

Custom WordPress Plugin Development
You must develop a custom WooCommerce plugin that enhances the checkout process.

Plugin Requirements
- The plugin should introduce a customer loyalty badge system at checkout.
- The system should display a badge next to the customer's name based on their total orders placed:
  - 5+ orders → Bronze Badge
  - 10+ orders → Silver Badge
  - 20+ orders → Gold Badge
- The badge should be styled appropriately and integrated using WooCommerce hooks and filters rather than modifying core WooCommerce files.
- The plugin should be modular, well-documented, and lightweight.
- The plugin must include an admin settings page where the store owner can customize badge colors and text.

Submission & Delivery Instructions
Step 1: Hosting the Website
1. Host the website using InfinityFree or any other free hosting provider.
2. Install WordPress and WooCommerce.
3. Configure the necessary settings to ensure smooth functionality.

Step 2: Website Development
1. Design and develop the required pages.
2. Implement WooCommerce customization as needed.
3. Ensure the UI/UX meets modern standards.

Step 3: Plugin Development
1. Develop the custom plugin according to the specifications.
2. Ensure that the plugin can be installed and activated without errors.
3. Provide documentation explaining how the plugin works.

Step 4: Submitting the Project
You must submit the following deliverables:
- Website URL – The publicly accessible URL where the website is hosted.
- WordPress Login Credentials – Provide the admin username and password for evaluation purposes.
- Plugin Files – A .zip file containing the custom plugin.
- Project Documentation – A short document explaining:
  - Design choices and UI/UX considerations.
  - Custom WooCommerce modifications.
  - Plugin functionality and implementation details.
- (Optional) Video Walkthrough – If possible, record a short video demonstrating the website and plugin functionality.

Evaluation Criteria

Your submission will be evaluated based on the following criteria:

Criteria	Weight
UI/UX Design and Aesthetics	35%
WooCommerce Customization	20%
Navigation and User Flow	15%
Custom Plugin Functionality	20%
Performance and Mobile Responsiveness	10%

Deadline
- The project must be completed and submitted within 3 working days.

Submission Method
- Once completed, send the website URL, WordPress login credentials, plugin file, and documentation.

Guidelines for Success

- Plan Before You Start – Outline your design and functionality before implementation.
- Follow WordPress Best Practices – Do not modify core files; use hooks and filters where necessary.
- Focus on Mobile-First Design – Ensure the site looks great on all screen sizes.
- Ensure Plugin Compatibility – The custom plugin should work without breaking the site.
- Optimize Performance – Minimize unnecessary scripts and assets.

Next Steps

Once we receive your submission, our team will review your work. If your assessment meets our expectations, we will reach out to you for the next steps.

If you have any questions, feel free to reach out.

Good luck!