Process

Given that I had to create a personal or professional brand for this assignment, the first thing that I thought of creating is a personal blog about a professional and experienced person (me) giving career advice to people who want to become web designers. But this blog required much profound background information which I did not yet have. Then, I tried promoting myself as a job agency but had to later reflect on this idea because it was a too broad subject to explore. I finally narrowed down my choice to a job agency helping aspiring web designers and found it more focused to work on.

Plan

I named my company "WebCareer" to represent people who are seeking web design as a career. On each page, I have my global navigation as the logo and the other buttons, "Resume Plan", "Training Session", "Referrals", "Contact", "Comments and Feedback" and "Login/Signup" as the local navigation. I also included related links such the footer section, "About", "Report A Problem", "Location" and "Company Policies", WebCareer's email address, "Registration Open!", "Intermediate Web Design", "Advanced Web Design" and the Pinterest and Facebook pages.

I focused more on linking pages in the navigation bar. However, to have an idea what the footer would have been like, my "About" link would have contained detailed information about the company such as how it started and how it is doing during all these years. My "Report A Problem" link is partially linked to the "Comments and Feedback" tab but also offers customer support via phone and e-mail. WebCareer is also considering adding a 24/7 chatbox so that we can answer customer queries. My "Location" link includes the company's headquarters and the training locations available in the GTA. There is also some contact information listed next to the training centres. We also made sure to establish the training locations reachable for the customers. I also listed the "Company Policies" link to show how our company is following the law and is a licensed and trusted company.

Wireframes

I already discussed <header>, <nav> and <footer> sections above. Below is about the content and the aside content.

Homepage

Below the navigation bar, I included an image which represents web design as the banner. I posted a welcome message and briefly explained the role of the company.
I also briefly introduced myself as the CEO and explained what led me to found this company. To further promote the company's brand, WebCareer clients' positive responses were added below.

Resume Plan

I included an image below the navigation bar because I believe that it looks more like a professional website. I also thought of being friendlier and therefore input the message of helping with the clients' resume. I offered 3 options for the resume: download templates and work on your own, mail it to the agency or take an appointment. I animated the 3 images below to give the impression that you can click on it and it will take you to the next page.

For the resume template option, if the user will access it, s/he will only have few options available to him/her and the other options will be locked (because s/he has to register to have access to them).

Training Session

I included an image below the navigation bar because I believe that it looks more like a professional website. I gave details about how much the course will cost depending on how you register. I created a video and added it through a link from my Youtube channel which gives more insight on the training session. Moreover, I added advanced level courses to show how eager we are to perfect our clients' skills. However, those courses are only available to users who have already completed the Basic Web Design course.

But if someone already has a previous knowledge of web design and have proofs to present to use such as certificates of completion, we can reconsider the course level that s/he would have to take e.g. if s/he has a basic knowledge, s/he can take the intermediate course and skip the basic course. And if someone does not have any document proof to show s/he has a knowledge, we can test his/her skills to consider in what level s/he should be put into. For example, someone learnt to code by himself/herself, WebCareer will give him/her an aptitude test to know the person's level.

Referrals

I included an image below the navigation bar because I believe that it looks more like a professional website. Details have been provided about referral meetings with and without registration.

Contact

I have listed contact details such as email address and phone number and location. Pinterest and Facebook pages for WebCareer have also been included to show that WebCareer's brand is being promoted.

I have also added a notice that the "Job Postings" tab is closed because it does not come up when a user is not a member or not logged in when s/he visits the website. It is only for people who are registered through the agency.

Comments and Feedback

I created a feedback box for users to leave their comments so that WebCareer strives to be better.

Login/Signup

Users can sign up either by Facebook or create an account of their own with their email addresses.

Once they have set up an account, they will be automatically registered with WebCareer. They will have access to the services at a lower rate compared to those who are not registered to WebCareer. All charges will be shown on their account.

Personal Brand Statement and Rationale
I am a career planner/builder for aspiring web designers. I help people become web designers. My goals are help people get jobs, provide them the best of my services and view my company as reliable.

I decided to create this company because I noticed that nowadays people have issues finding a job on their own. I believe that a qualified agency could guide them to the right path. I have made sure to give the maximum satisfaction to my clients by giving them discounts if they are registered with us.

Visual Identity and Graphic Study
I compared the pictures that I have chosen for this assignment to Photoshop and I believe that the pictures are a good match to my website's content because it is very professional and describes the agency's message clearly. The colours and my text's font colour and my text's font size give a professional look to the website.

Accessibility and Usability Requirements
I made a tablet version and/or a mobile version for the website which can be resizable and this would be useful to people who have poor vision. The website can work with a keyboard alone if there are no cursors. I used plain language for the content to be clear and understandable. I increased the view time for the video for people to be able to read it at their own pace.

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