ITRAINEE MINI PROJECT

ITrainee Program 2022

Task description:

Create a static HTML landing page for a product of your choice: it can be your favorite vegetable or fruit, video game, film, book, music, etc. Think about it as a product that you want to sell via this website.

Basic requirements:

- Do not use any landing page builder tools, but write your own code.
- Focus on the landing page sections (see suggestions below) and the quality of the code.
- Add real text instead of "lorem ipsum".
- Don't forget to check the property rights of the used images!

Suggested sections for the landing page:

- Menu
- Hero shot with the main headline and supporting headline and a call to action (CTA)
- Features
- Benefits
- Product description (e.g. usage)
- Customer feedback ("trusted by" section)
- Pricing packages
- Footer
- *Optional: Logo for the selected product*

Background materials:

- https://pronovix.com/tags/landing-page-construction-kit
- http://unbounce.com/landing-pages/7-elements-of-a-winning-landing-page/
- https://blog.kissmetrics.com/landing-page-design-infographic/
- + your own research

Evaluation criteria:

- Overall look and feel of the page
- Correspondence to the landing page requirements (e.g. essential components)
- Efficiency of delivering the overall landing page concept (i.e. how your page conveys the message)
- Quality and simplicity of code

Deliverables:

Please send the source code of your landing page (index.html with all the used assets: images, CSS files, etc.) to the itrainee@pronovix.com email address as a single .zip file, and add 'ITrainee mini project - [your name]' to both the file title and the subject of your mail.

Deadline:

4 January, 2022

If you have any questions in the meantime, don't hesitate to contact us at itrainee@pronovix.com.