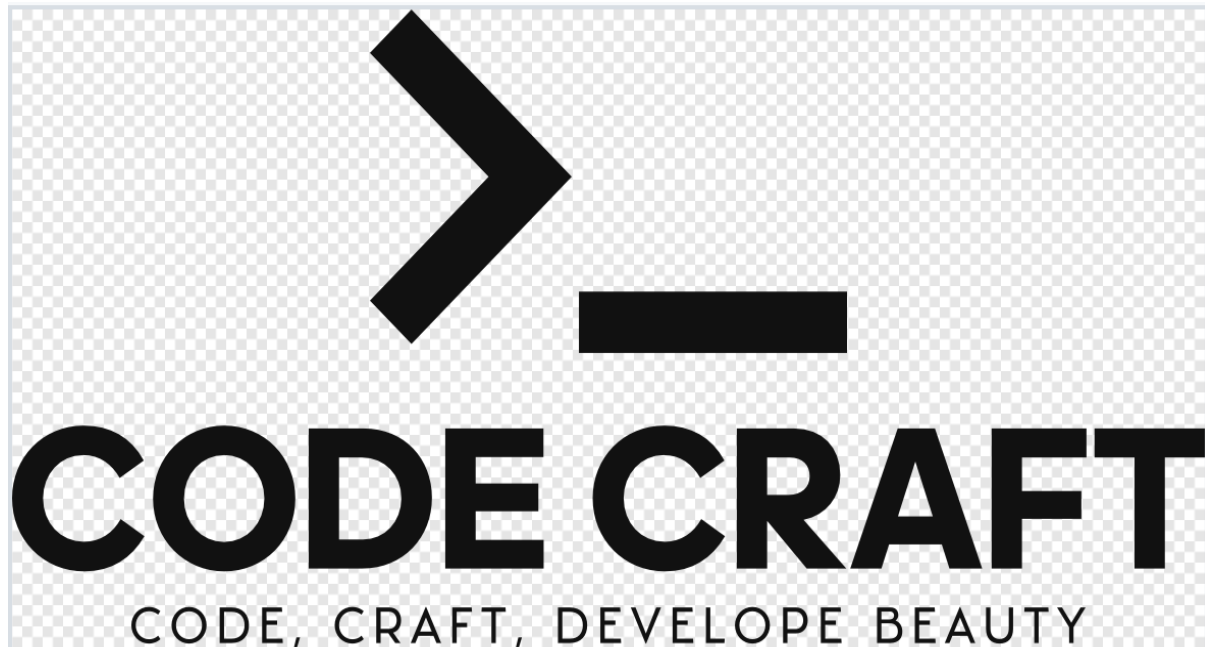


Name and task management group project  
NAME: CODE CRAFT

LOGO:



**SLOGAN:** Code, Craft, Develop Beauty

**DESCRIPTION:** CODE CRAFT is a premier web development company that crafts elegant solutions for businesses and individuals. Our core competencies include custom website development, e-commerce solutions, web application development, responsive design, and content management systems. We are committed to driving digital growth through innovative technology that delivers exceptional web experiences. Our dedication to quality, innovation, and client satisfaction sets us apart, making us the ideal partner for anyone looking to succeed in the digital realm.

**COMPANY CULTURE:**

### **Part 1: Co-creation**

At Code Craft, we believe deeply in the power of collaborative expertise. We encourage the contribution of each team member and believe that through collaboration we can deliver innovative solutions to our customers.

### **Part 2: Individual Excellence**

We appreciate the uniqueness of each employee.  
We support personal development in line with their personal ambitions and professional skills.

### **Part 3: Passion for Excellence**

We dedicate ourselves to both the art and science of web development in every project.

Our name “Code Craft” reflects our care in completing each project.

### **Part 4: Openness and Transparency**

We maintain a flat organizational structure to ensure transparent communication.

All team members are free to express their opinions and we have feedback mechanisms for continuous development and improvement.

### **Part 5: Continuing education**

We expect and encourage continuous learning to stay current in a rapidly changing digital world. This includes mastering new programming languages, following design trends, and using new project management tools.

### **Part 6: Flexibility and Responsiveness**

Our small groups offer flexibility.

We pride ourselves on our ability to adapt quickly to change, ensuring optimal efficiency in delivering projects to our customers.

## **COMPANY STRUCTURE:**

CEO (Chief Executive Officer)

Name: Vladislav Cernega

Responsibilities:

1. Defining and overseeing the strategic direction of Code Craft.
2. Serving as the company's representative in all external communications and partnerships.
3. Ensuring the smooth execution of internal operations while upholding the company's culture and values.
4. Holding the ultimate authority in making critical company decisions and approving projects.

Web Development Manager

Name: Nurbolot Kanybek Uulu

Responsibilities:

1. Managing the entire lifecycle of web development projects.
2. Collaborating with the CEO on strategic project coordination.
3. Researching and staying updated on the latest web development technologies and trends.
4. Coordinating closely with designers and UX managers to ensure seamless project implementation.

## Design and User Experience (UX) Manager

Name: Tilek Ulan Uulu

### Responsibilities:

1. Leading the design department to ensure a user-friendly interface and an attractive website appearance.
2. Maintaining a strong collaboration with the web development manager to align design with server-side functionality.
3. Keeping abreast of the most recent UX trends to enhance user interaction and conversion.
4. Managing feedback and making iterative improvements based on user testing and analysis.

### EXAMPLE OF WHAT ON OUR COMPANY WILL WORK ON:

#### Project Overview

**Link:** <https://www.apple.com/>

This report provides an overview of the development process for the [www.apple.com](https://www.apple.com/) website. This report details the project's goals, the development team, the technologies used, the challenges faced, and the final outcomes.

#### Project Goals

The primary goals of the website development project were as follows:

**Create a Responsive Website:** The website needed to be accessible and user-friendly on a wide range of devices, including desktops, tablets, and smartphones.

**Effective User Experience (UX):** The website should provide an intuitive and engaging user experience, with an emphasis on ease of navigation and content readability.

**Content Management:** Develop a content management system (CMS) to allow non-technical staff to easily update and add content.

**Performance Optimization:** Ensure fast loading times and optimal performance to enhance user satisfaction and search engine rankings.

**Security:** Implement robust security measures to protect user data and prevent unauthorized access or data breaches.

**SEO-Friendly:** Optimize the website for search engines to increase visibility in search results.

#### Development Process

The website development process followed these key stages:

**Planning and Requirements Gathering:** This phase involved understanding the client's goals and gathering requirements, creating wireframes and prototypes, and defining the project scope.

**Design and Prototyping:** The design team created mock-ups, prototypes, and style guides. The client provided feedback, and design iterations were made until the final design was approved.

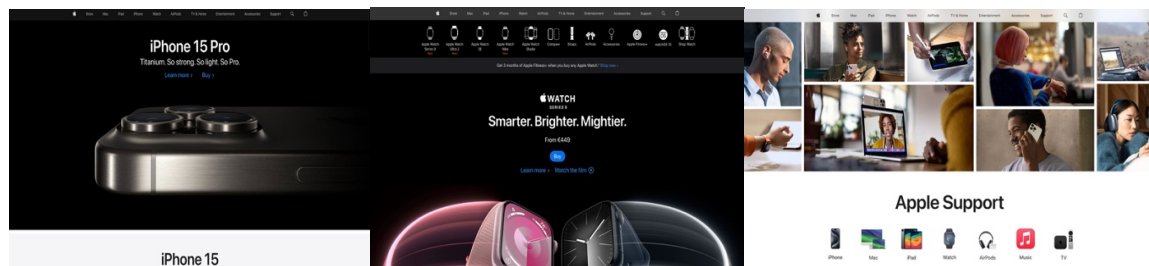
**Development:** The front-end and back-end developers worked in parallel. The front-end focused on creating responsive and interactive user interfaces, while the back end handled server-side logic, database integration, and API development.

**Content Management:** The content manager populated the website with text, images, and multimedia content using the CMS.

**Testing and Quality Assurance:** The team conducted rigorous testing, including functional testing, usability testing, performance testing, and security audits.

**Deployment:** The website was deployed to a production server, and domain and DNS settings were configured.

**Post-Launch Maintenance:** Ongoing maintenance and updates were performed, addressing any issues and incorporating client-requested changes.




## Final Outcomes

The [www.apple.com](http://www.apple.com) website was successfully developed and met the project's goals and objectives. The key outcomes include:

- ✓ A responsive and user-friendly website that caters to a wide range of devices.
- ✓ An intuitive and engaging user experience.
- ✓ A robust content management system for easy content updates.
- ✓ Excellent performance with fast loading times.
- ✓ Effective security measures to protect user data.

## App Development



1

### 1st Checkpoint

[illegible]