LO5 — Personal Leadership

Intro:

During the summer I wanted to gain experience working with a real client on a full project — from branding to prototyping a website, then building it, creating an interface for the client, and deploying it. I reached out to a heavy transport company called Holleman. After some talks with one of the stakeholders, I understood that the main issue with their current website was that it was outdated, half of it not functional, and originally built with a third-party tool like Wix.com.
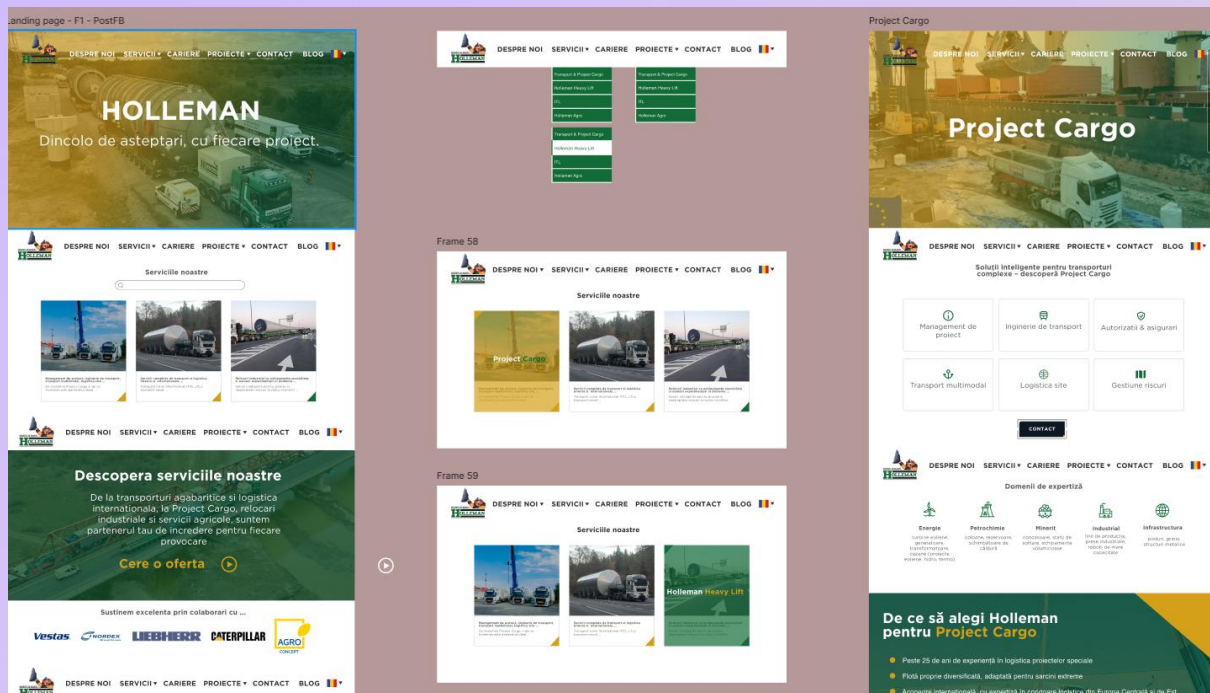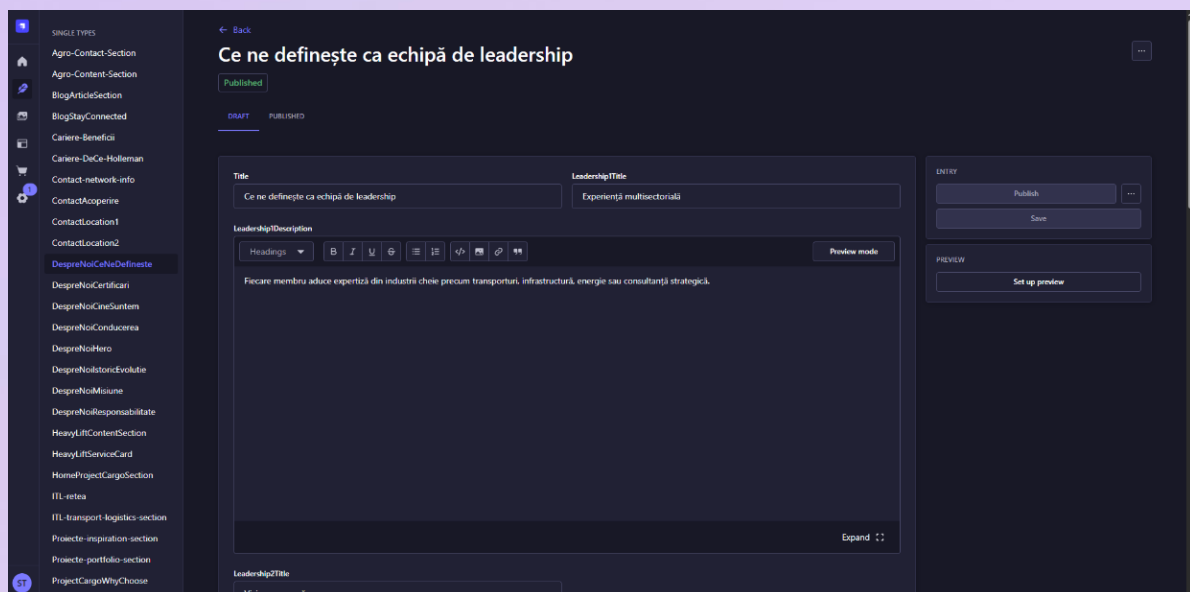

Process and Feedback:

To approach this project, I first created a brand guide where I defined the mission statement, target audience, and color palette. Then I researched other heavy transport company websites to understand patterns and get inspiration for the prototype.

I received a creation brief that outlined the pages and content needed. With that in mind, I started designing a consistent layout that was modern and minimalist, using mostly white space and subtle shadows to highlight important elements.

The prototyping phase took around 10 days. During this time, I had multiple calls with the stakeholder to discuss ideas and show progress. The prototype went through several iterations, some based on feedback, others based on my own UX/UI research.

When moving into development, I was given freedom to choose the tools. Instead of WordPress, I decided to build the site in React and connect it to Strapi as a headless CMS. This was the first time I worked with Strapi, and I learned how to set up components, connect them, and make real-time changes, which was very valuable for my development.

Results:

The development phase took around 20 days. I kept close contact with the stakeholder, requesting files and images while also receiving documents with modifications. The feedback was very positive, both about the timeline and the quality of the work.

Integrating the interface took 3 days in total, creating the fields and components and filling them with different information.

GitLinks:

Website: https://github.com/yfaneee/holleman

CMS: https://github.com/yfaneee/holleman-cms

Both hosted and working atm.

Website Link: https://holleman.vercel.app/

Reflection:

Taking on this project really helped me grow in terms of personal leadership. I had to make a lot of independent decisions, such as switching from WordPress to React and Strapi for scalability. This boosted my confidence in choosing the right tools for a client. It also showed me the importance of tracking work properly with Git and committing consistently. Working with Railway and Vercel for deployment taught me new things that I haven't yet experienced and had no idea how would work. Overall, this project pushed me out of my comfort zone and gave me new technical skills while also making me more confident in leading a full project from start to finish.

OLD:

NEW: