LO4 - Professional standards

1. Holleman Web

Intro:

Over the summer I started working with Holleman, a heavy transport company, to redesign their outdated and partly non-functional website. My goal was to understand their needs, create a modern prototype, and develop a functional, future-proof solution.

Process and Feedback:

I began by creating a brand guide with mission, target audience, and color palette to align with the company's identity. Then I researched other heavy transport company websites to gather inspiration. The client provided a brief that described the pages and content needed. From there, I designed a clean and modern layout.
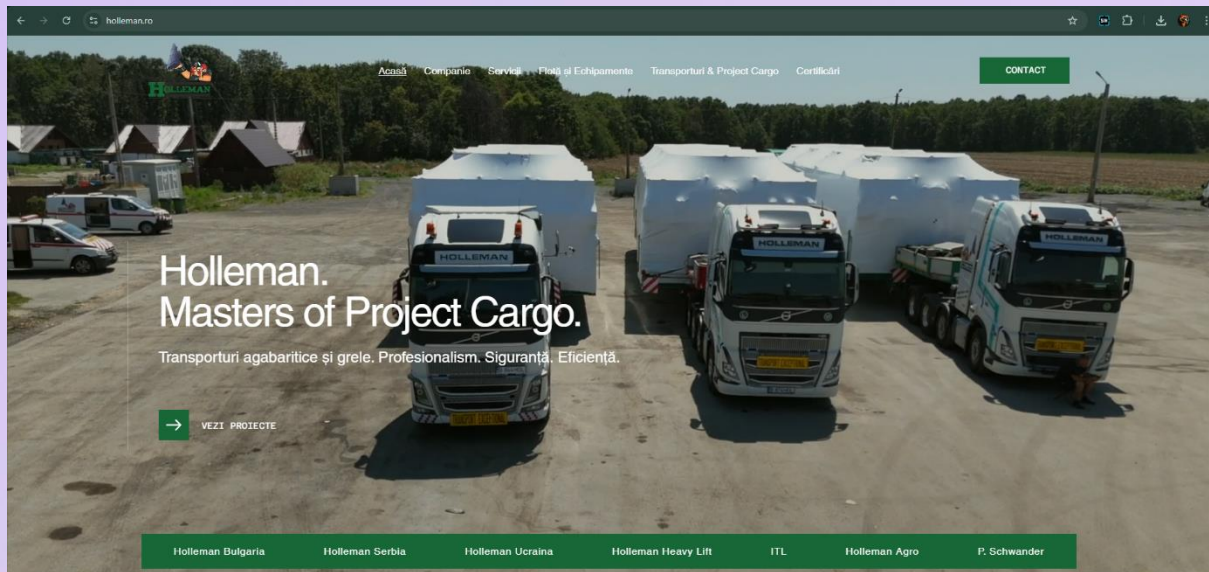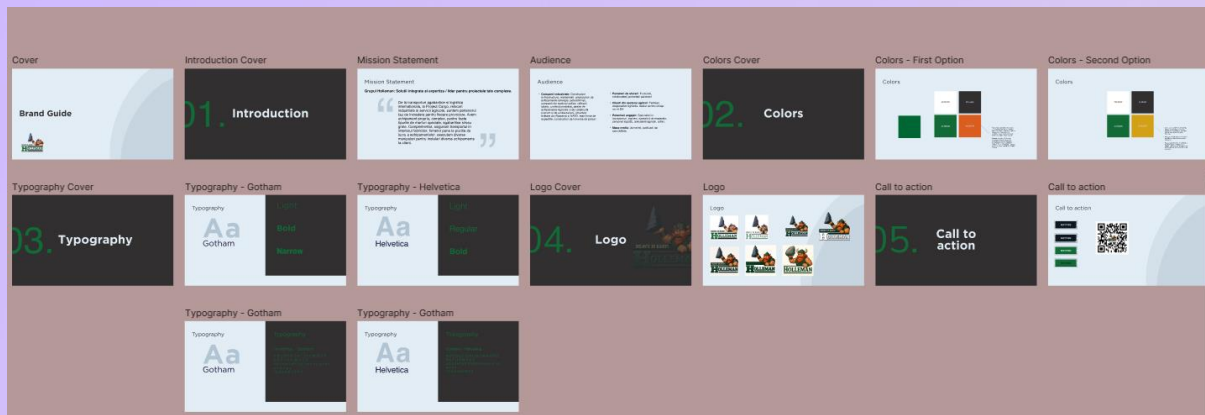
- Formular de aplicare online.

VII. Noutati / Blog

- Articole despre proiecte noi, achizitii de echipamente, evenimente din industrie, noutati despre Grup.
- Utile pentru SEO si engagement.

VIII. Contact

- Formular de contact general.
- Date de contact principale (telefon, email, adresa sediu central).
- Formulare specifice de cerere oferta pentru fiecare divizie (Project Cargo, Heavy Lift, ITL, Agro), pentru a directiona eficient solicitarile.
- Harta Google Maps cu locatia sediului central.

5. Cerinte tehnice si functionale

- **Design Responsive (Mobile-First):** Experienta impecabila pe toate dispozitivele (desktop, tableta, mobil).
- **Platforma CMS:** WordPress (recomandat pentru usurinta in administrare si scalabilitate) sau alt CMS robust agreat.
- **Optimizare SEO:** Structura curata, URL-uri prietenoase, meta-taguri, viteza de incarcare rapida, compatibilitate cu Google Lighthouse.
- **Securitate:** Certificat SSL/TLS.
- **Galerie Media:** Functionalitate robusta pentru imagini si video de inalta rezolutie, cu optiuni de lightbox si zoom.
- **Integrare Analytics:** Google Analytics pentru monitorizarea traficului si comportamentului utilizatorilor.
- **Formulare de Contact:** Functionale, sigure, cu validare.
- **Viteza de Incarcare:** Optimizare pentru performanta rapida.
- **Multilingv:** Posibilitatea de a adauga ulterior alte limbi (ex: Engleza, Germana).

6. Continut si resurse

- **Materiale vizuale:** Fotografii si video-uri profesionale de inalta calitate, care sa ilustreze anvergura si complexitatea proiectelor Holleman, flota de echipamente si echipa.
- **Texte:** Continut clar, concis, informativ si optimizat SEO, care sa sublinieze expertiza si solutiile Holleman.
- **Testimoniale:** Culegerea de testimoniale de la clienti.

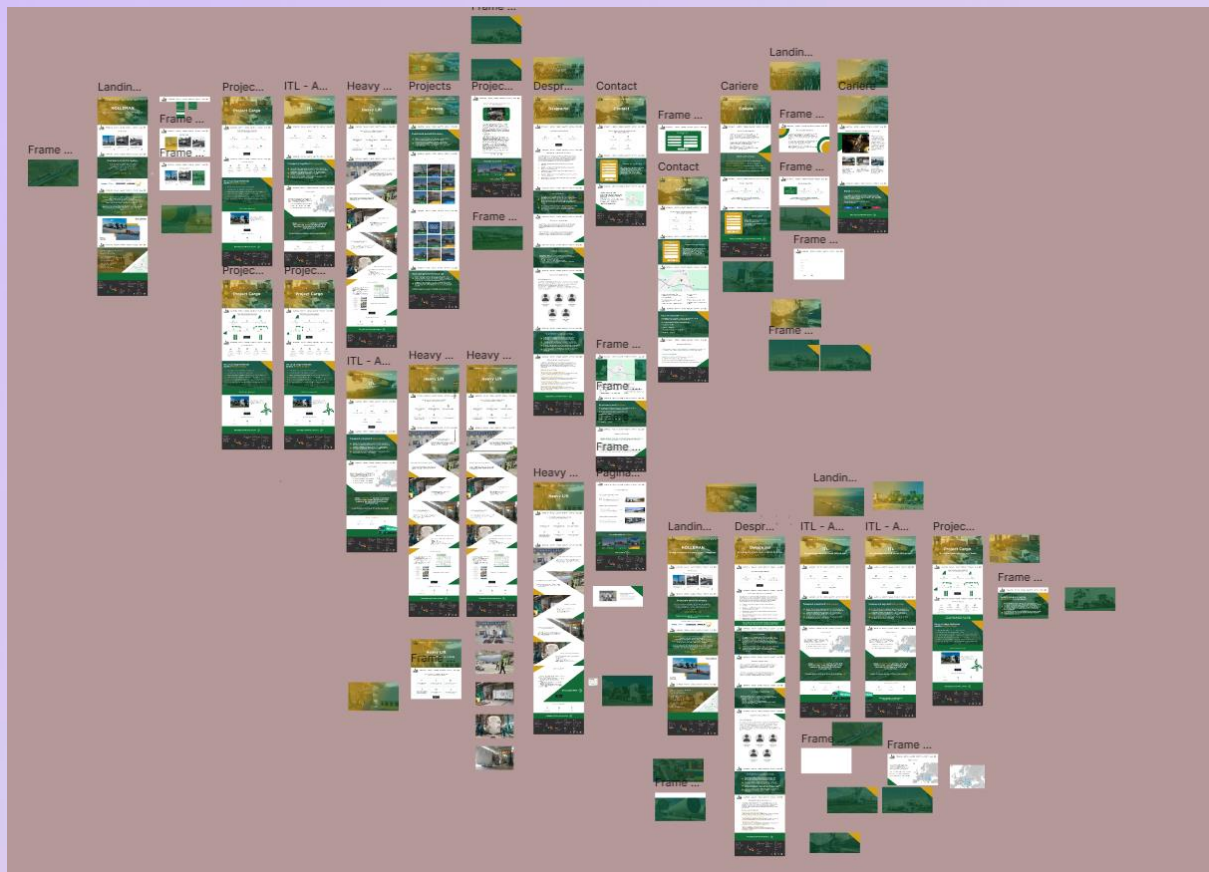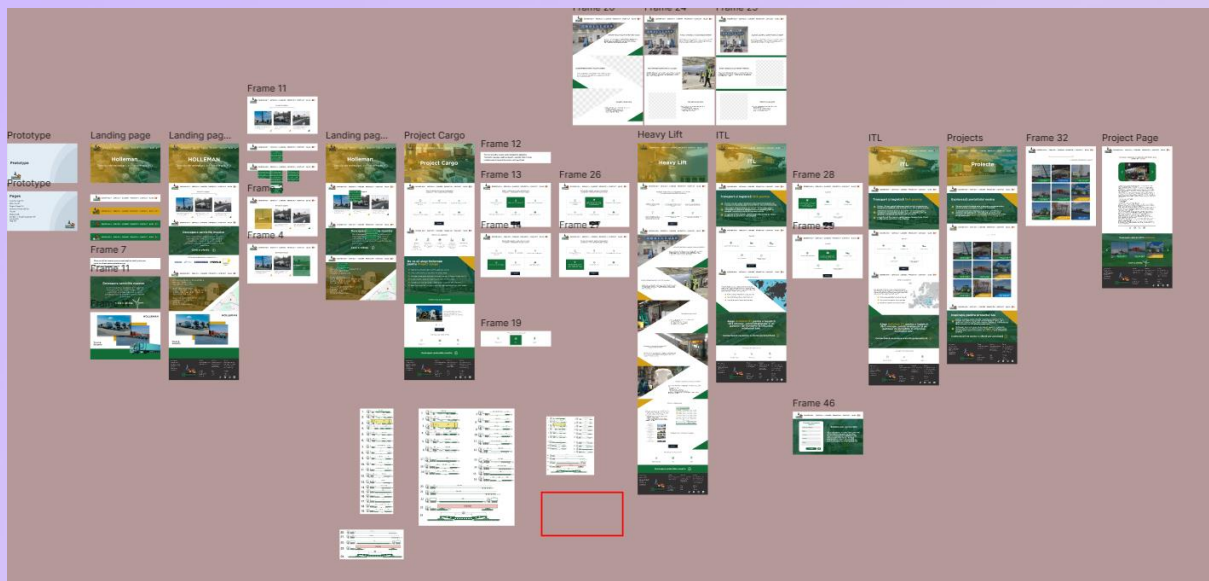**7. Functionalitati**

- **Platforma online de ofertare rapida:** Raspuns automatizat la cererile de oferta.
- **Aplicatie mobila pentru clienti si soferi:** Status transport, documente, notificari automate.
- **Monitorizare live pentru clienti:** Interfata online pentru urmarirea transportului in timp real.
- **Sectiune Q&A (Intrebari frecvente) animata** – interactiv, click pentru raspuns.

8. Concepte pentru whimsical effect (exemplu mockup)

- **Ilustratii personalizate:** Inlocuieste pictogramele clasice cu desene stilizate ale camioanelor, macaralelor sau turbinelor eoliene.
- **Micro-animatii:** Camioane care „ruleaza" incet pe homepage, roti care se invart cand derulezi sau macarale care se ridica usor.
- **Efecte hover jucause:** Butoanele pot vibra usor, „sari" sau schimba forma la interactiune.
- **Easter eggs:** Clic pe o roata o face sa se invarta, pe o turbina – o porneste.
- **Quiz:** „Ghiceste ce transportam" – o imagine blurata si 3 optiuni de raspuns.
- **Povesti pe roti:** Mini-benzi desenate cu proiecte de transport, de la planificare pana la livrare.

- **Exemple texte:**
  - Niciun transport nu e prea ciudat. Promitem.
  - Daca se misca greu si e complicat, probabil l-am transportat deja. Cu calm, precizie si cafea tare.
  - Avem tot ce trebuie ca sa mutam turbine, tancuri sau vise grele de antreprenor.
  - Ne plimbam mai mult decat GPS-ul tau. Din Dobrogea pana-n Alpi, stim fiecare viraj.
  - Am transportat si lucruri care n-au capatat nume in DEX. Daca intra pe trailer, il ducem.
  - Cand drumul pare imposibil, noi il facem interesant.
  - Transportam imposibilul … cu seninatate si lanturi de 30 de tone.

Throughout the 10-day prototyping phase, I maintained regular calls with the stakeholder to share progress and ensure my ideas matched their vision. Since the client didn't have much UX/UI knowledge, I guided them through different design choices and explained why certain decisions were important. The prototype went through multiple iterations to refine the look and usability.

Figma Link:

https://www.figma.com/design/u76ErRZxccamFVXFPAmXYg/Holleman?node-id=0-1&p=f&t=tEfsEHycllPXPYYd-0

For development, I chose React combined with Strapi, which was different from the WordPress solution suggested in the brief. Since the client also wanted animations within the site and for it to be as performant as possible, I explained the benefits of the combo React and headless CMS to the client (scalability, easier content management), and they trusted my choice.
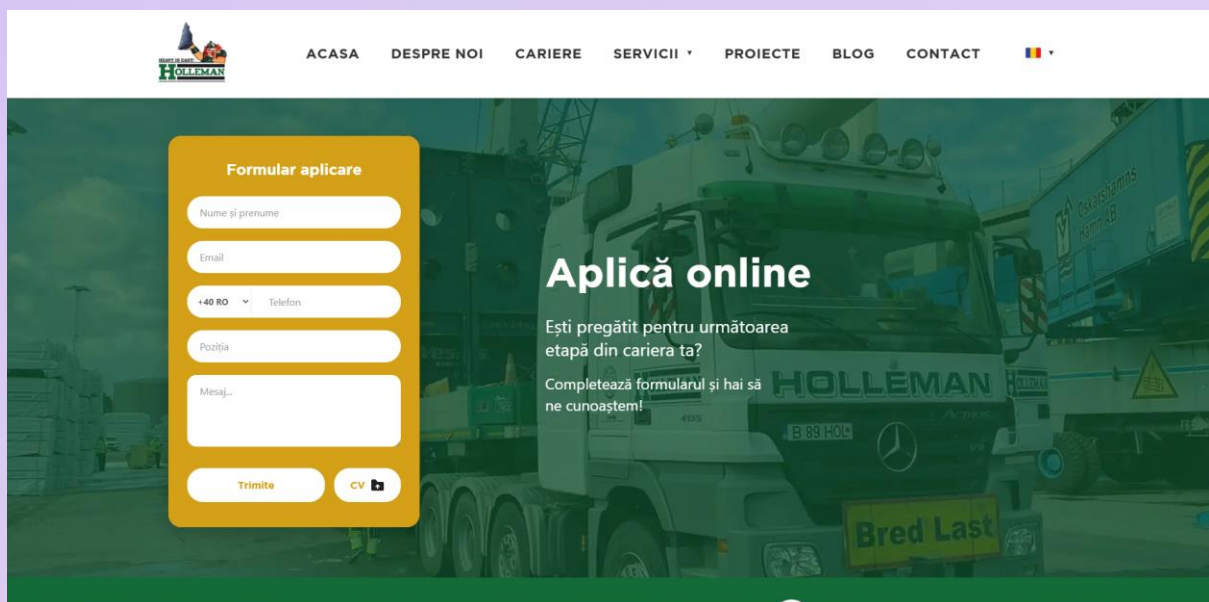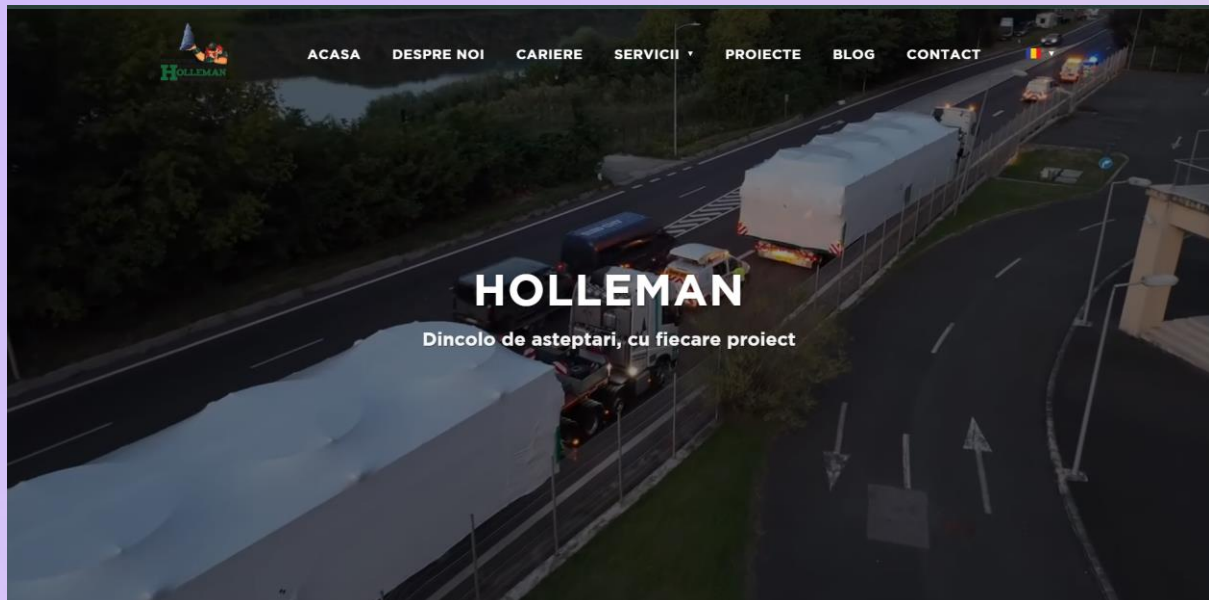
Results:

 The development phase took 20 days, during which I stayed in close communication with the stakeholder, requesting needed files and implementing adjustments. The client appreciated both the quality of the design and the fast turnaround.

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:

This project taught me how important it is to keep clear communication with a client and to constantly check whether my work matched their expectations. Even though I had freedom to make technical decisions,

I always made sure the client understood why certain choices were better for their needs. It helped me see how to translate feedback into practical changes and how to guide a client who doesn't have design or technical knowledge. In the end, the positive feedback showed me that involving the stakeholder at every step and adapting to their preferences is key to delivering a satisfying final product.