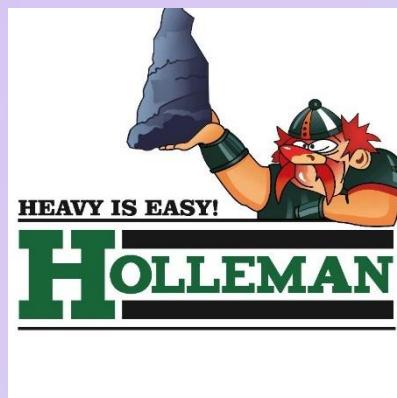


## LO5 — Personal Leadership

### 1. Holleman Web

#### 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some talks with one of the stakeholders, I understood that the main issue with their current website was that it was outdated, half of it not functional, and originally built with a third-party tool like Wix.com.

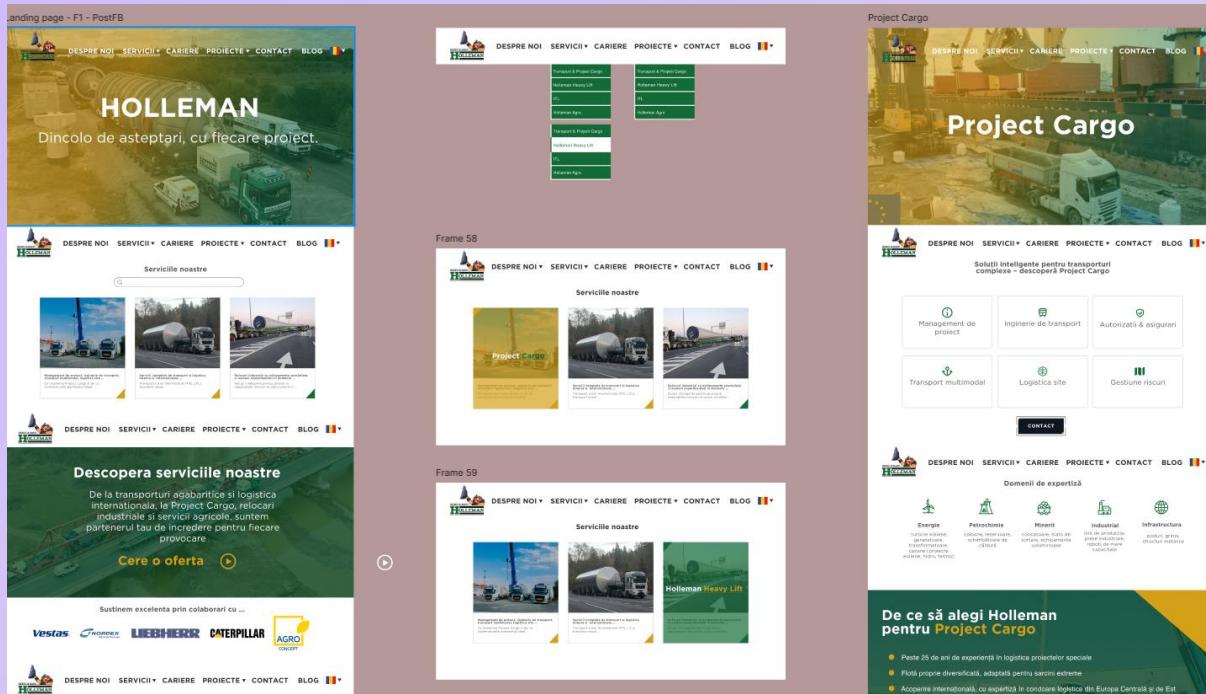


#### Process and Feedback:

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:

The screenshot shows a desktop browser window displaying the old website for Holleman. The main header features the company logo and the text "Flota si echipamente". Below the header, there's a "Despre" (About) section with some text and a "Echipamente de transport" section containing a diagram titled "EQUIPMENT (distances in cm)" showing various truck configurations. Further down, there's a "Echipamente de transport eoliene" section with a diagram showing wind turbine components being transported.

## NEW:

The screenshot shows a desktop browser window displaying the new website for Holleman. The top navigation bar includes links for ACASA, DESPRE NOI, CARIERE, SERVICII, PROIECTE, BLOG, CONTACT, and a language selector. The main content area features a section titled "Echipamente pentru Transport Specializat" with a sub-section "Plataforma extensibilă (telemege)". This section includes a diagram of a modular trailer system and four numbered callouts (1-4) describing different types of specialized trailers:

- 1.** Plataforma extensibilă (telemege): Trailer versatil, poate transporta încărcături de până la 2300 cm lungime sau utilaje autopropulsate de până la 365 cm înălțime (nu neapărat cea mai economică soluție).
- 2.** Semitrailer de 90 cm cu alveole, extensibil pe lungime. Potrivit pentru tractoare, încărcătoare mici și alte echipamente similare.
- 3.** Semitrailer cu înălțime de 80 cm și alveole. Foarte căutat deoarece permite transportul mărfurilor agabante, dar și protecția celor sensibile (de exemplu utilaje cu componente electronice).
- 4.** Tren rutier. Util atunci când este nevoie de transportul a două mărfuri cu lungime totală peste 1350 cm. Legal și flexibil (poate fi folosit doar capul tractor dacă este necesar).