

LO4 – Professional standards

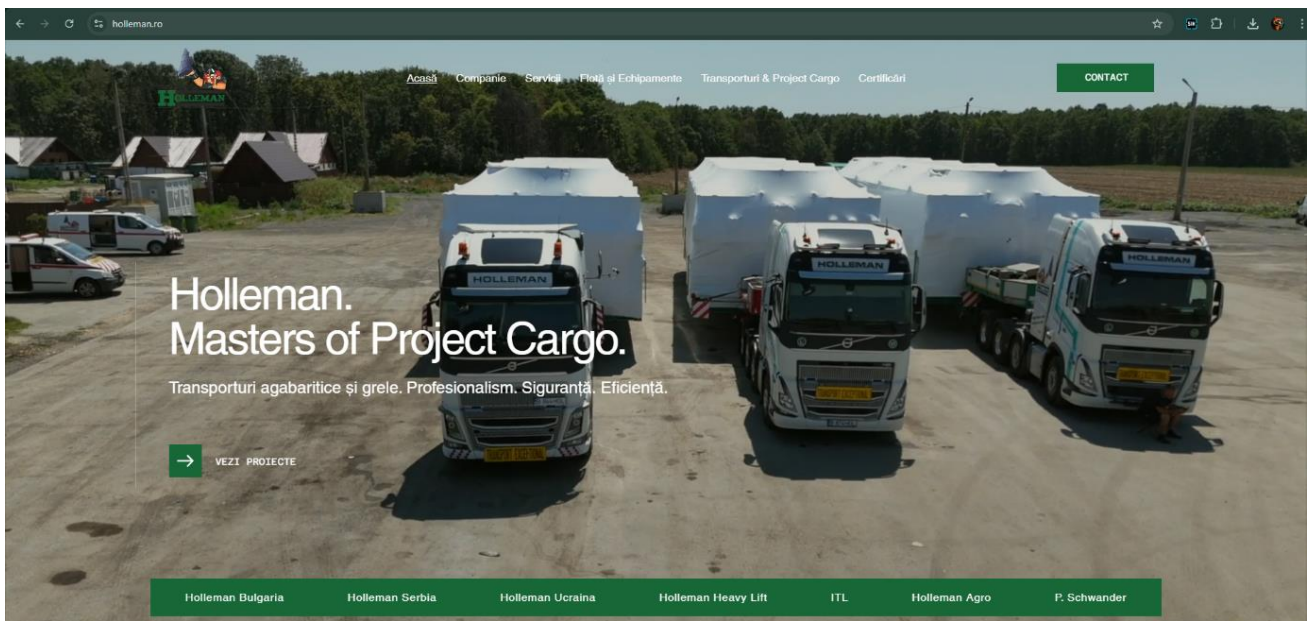
1. Stakeholder Interaction and Matching Client Preferences: Holleman Website

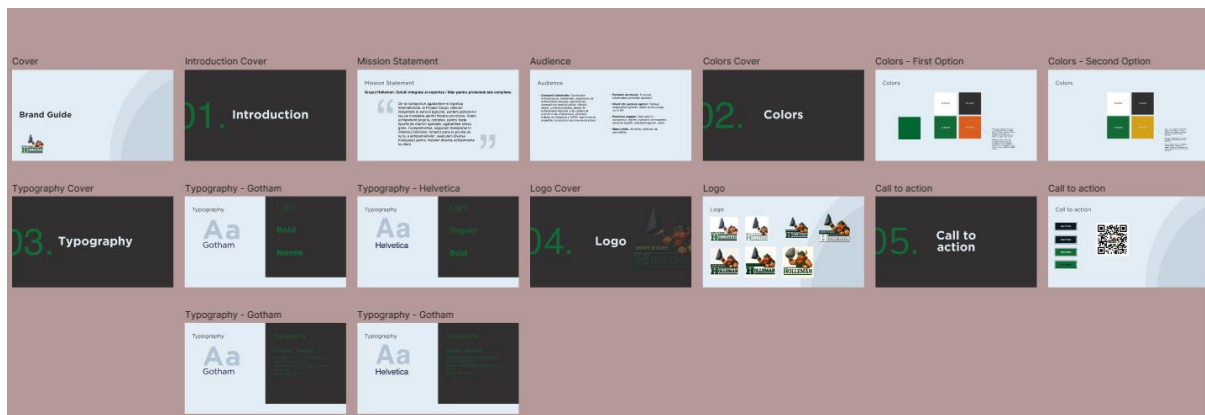
Intro:

Over the summer I started working with Holleman, a heavy transport company, to redesign their outdated and partly non-functional website.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, achiziții de echipamente, evenimente din industrie, noutati despre Grup.
- Utile pentru SEO și 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, Aero), pentru a directiona eficient solicitările.
- Harta Google Maps cu locatia sediuului 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: Possibilitatea 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 anveraura 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 time real.
- Sectiune Q&A (Intrebari frecvente) animata – interactiv, click pentru raspuns.

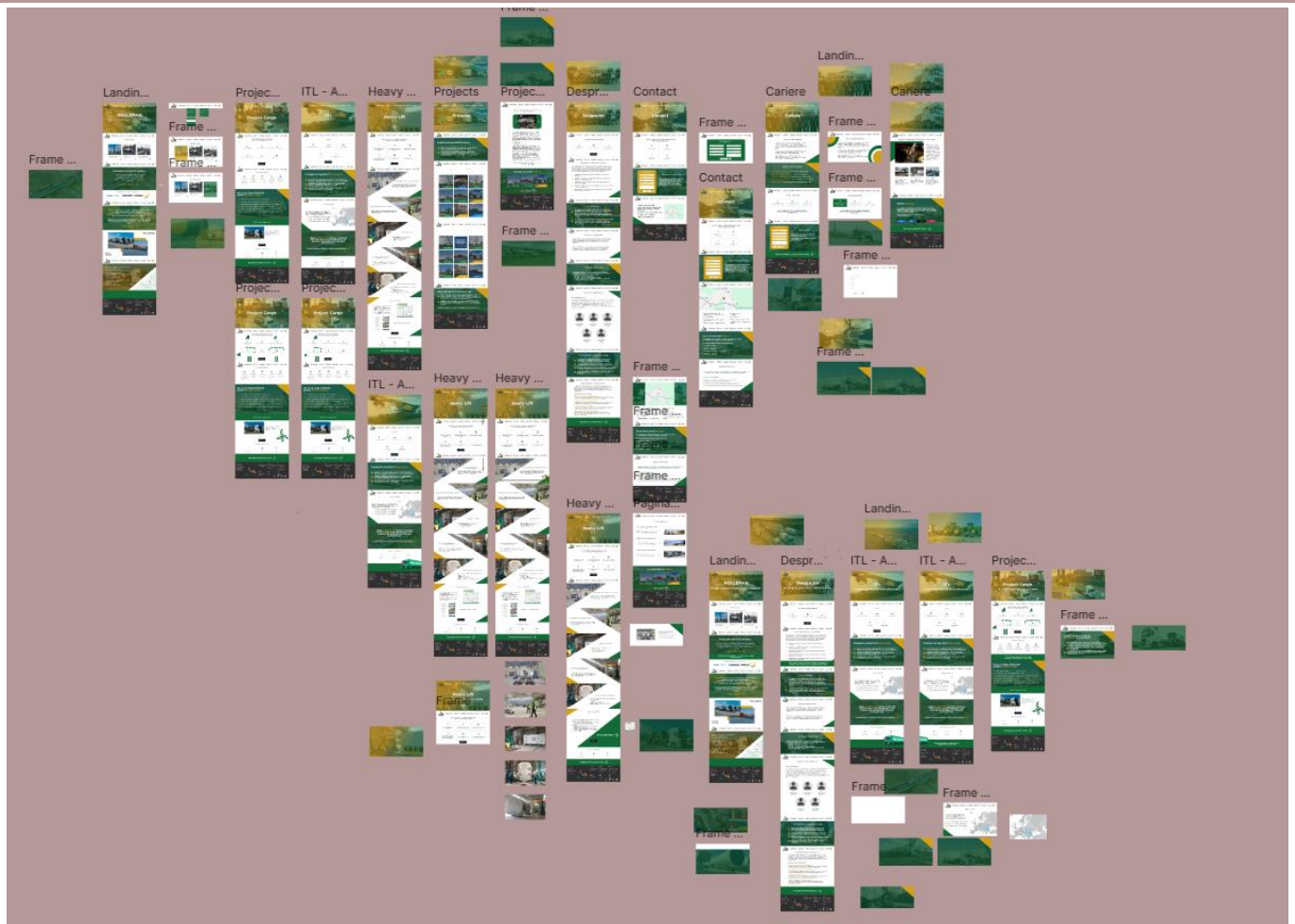
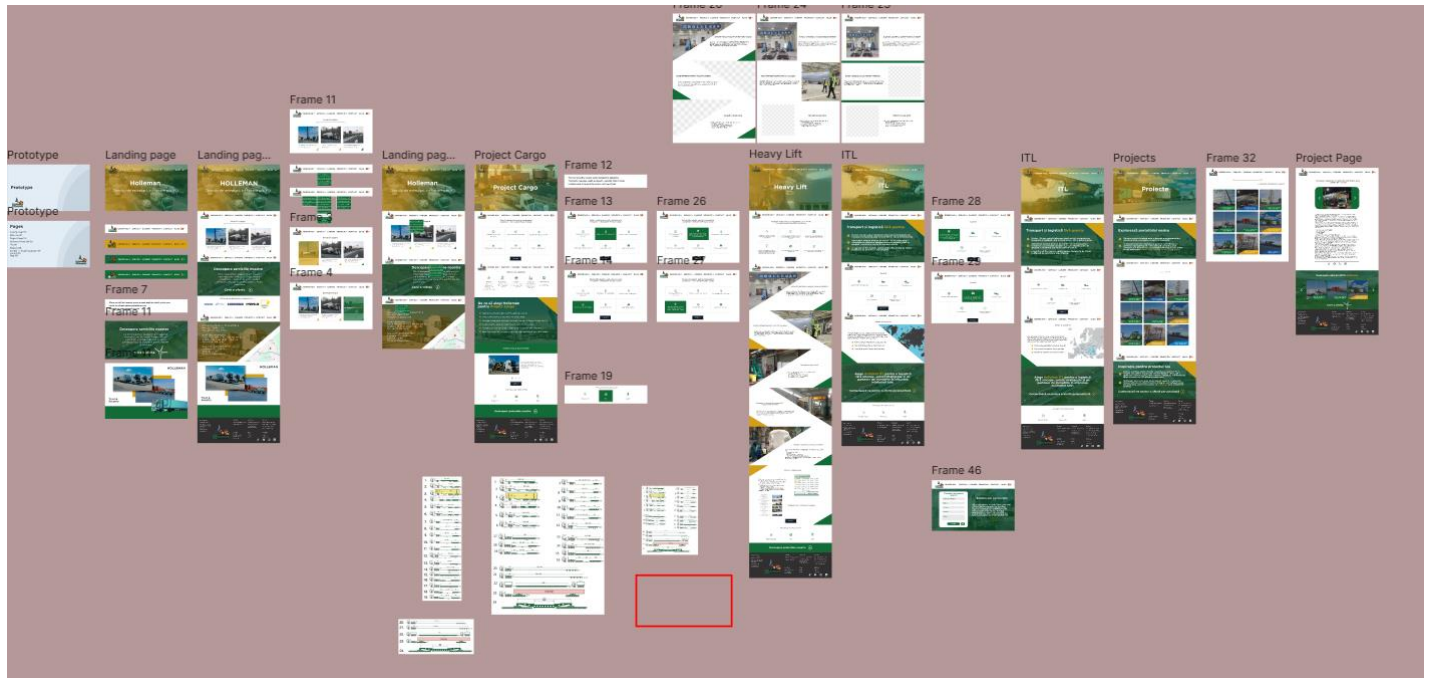
8. Concepte pentru whimsical effect (exemplu mockup)

- Ilustratii personalizate: Inlocuieste pictogramme clasice cu desene utilizate ale camioanelor, macaralelor sau turbinelor soliste.
- Micro-animatii: Camioane care „ruleaza” incet pe homepage, roti care se invart cand derulezi sau macarale care se ridica usor.
- Efecte hover jucase: Butoarele pot vibra usor, „sari” sau schimba forma la interactiune.
- Easter eggs: Click pe o roata o face sa se inverte, pe o turbina – o gorneste.
- Quiz: „Glucose ce transport?” – o imagine blurata si 3 solutii de raspuns.
- Povesti pe roti: Mini-benzi desenate cu proiecte de transport, de la planificarea pana la livrare.
- Exemple texte:
 - o Niciun transport nu e prosa ciudat. Problema.
 - o Daca se misca ceva si e completat probabil l-am transportat deja. Cu calm, precizie si safta tare.
 - o Avem tot ce trebuie ca sa mutam turbine, tancuri sau vise grele de antrecenor.
 - o Ne gimbeam mai mult desat GPS-ul tau. Din Dobrogea gagan-n Alpi, stim facuse drum.
 - o Am transportat si lascuni care n-au sapatat nume in DEX. Daca intru pe trailer, il ducem.
 - o Cand drumul pare imposibil, noi il facem interesant.
 - o Transportam imposibilul ... cu seriozitate si tenaci de 30 de tone.

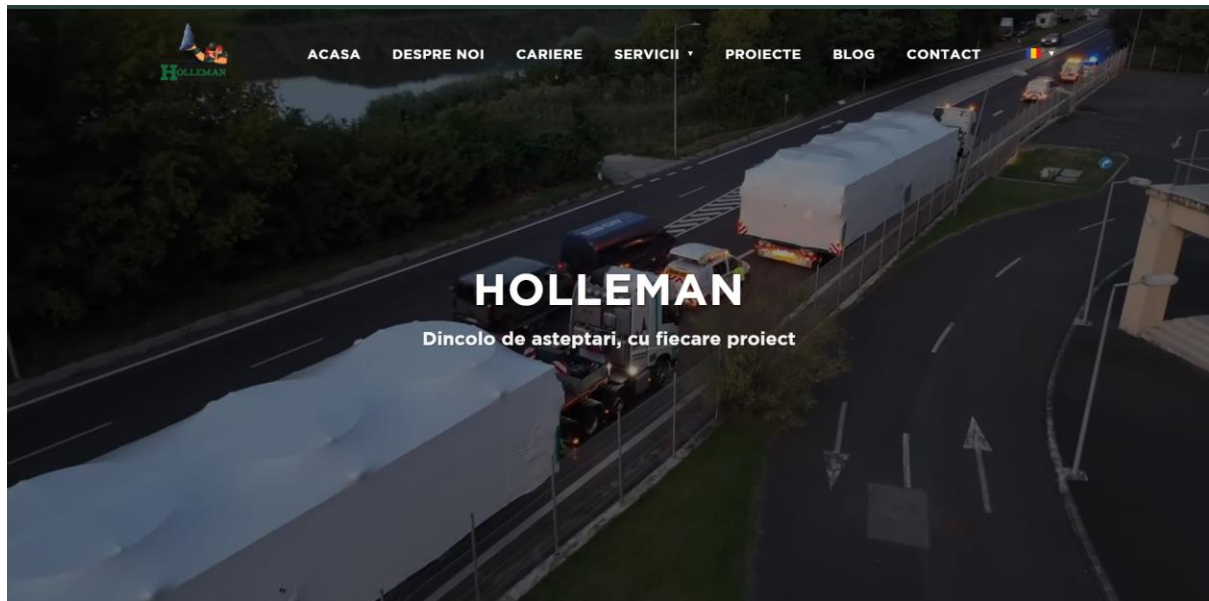
Throughout the 10-day prototyping phase, I maintained regular calls with the stakeholder to share progress and ensure my ideas matched their vision. Since the client didn't have much UX/UI knowledge, I guided them through different design choices and explained why certain decisions were important. The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

CMS: <https://github.com/yfaneeee/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.

2. Poster feedback

Intro

Finally, after preparing and finalizing the last iterations of our poster, the Poster Showcase Day arrived. Each group had to showcase their poster and exchange feedback with others. One of the main tasks for the day was to fill in a feedback form for different teams' posters, giving our opinions on both visuals and content.

Prototype Event S3 Media

Name Luca Tomescu

	1	2	3	4
Project	Catchee	OPAH Desca	PRIDE2026 TWIST	Project Hydra
What I like	I enjoyed the graphics and colors used on both posters.	The poster clearly explains what the project is about and what they plan to do.	One of the posters I liked the most, it has a very clean design and linear graphics with a great mix of colors, especially with the inclusion of photos of different groups of LGBTQ+ people.	I enjoyed the visuals and graphics of this one, even though it feels a bit bland and lacks color.
What I do not like	I didn't really get the sense of there being two posters, nor did I fully understand what was going on in the second one.	However, the aesthetic and graphics don't really match the typical style of Twitch streamers or gaming content.	Maybe consider adjusting the white spacing a bit, as there's quite a lot of it.	I didn't really like the main picture, as it didn't explain much about the project it gave me the impression that they're just going to handle the camera.
Comments/ Conclusion	It felt like there was a bit of over-explaining in the first poster, but I still got the main idea overall.	I enjoyed the overall flow of the poster.	Overall, it's very vibrant, clean, and modern I really liked this one.	I did like the number graphics on the side and the overall quality of the poster.

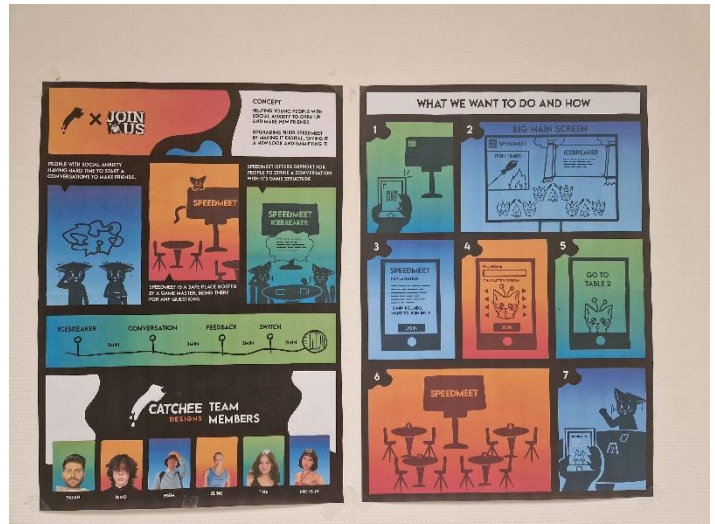
Process and Feedback

The first poster I gave feedback on was from Team Catchee with their *Speed Meet* project. It immediately caught my eye since I had already seen it in previous days, they were one of the first groups to finish their poster. I really liked the graphics and colors they used, they felt alive and vibrant against the black background.

LINK:

<https://www.figma.com/design/O1jNF2tEcP21UmmK7dNaeW/PortfolioIS?node-id=335-376&p=f&t=gAlMSW9DMPFmYzDt-0>

However, they had a second poster as well, and that one didn't really work for me. I couldn't understand the visuals or the concept behind it, and I found myself struggling to figure out what it was trying to communicate.



The second poster I looked at was from Team OPAH with their *Desca* project. The poster was clear and easy to understand helping me to quickly get the concept and idea behind it. The only thing I felt could improve was that it didn't really match the *gaming* or *Twitch* vibe they were aiming for, but that might just be my personal taste.



The third one, and my favorite by far, was PRIDE2026 from *Team Twist*. I really liked their overall visual style and use of graphics. The white background gave it a clean, modern look, but at the same time, it created some large empty spaces that made the layout feel a bit unfinished in some areas. Still, it stood out in a very positive way.



Finally, I reviewed the Project Hydra poster. While the visuals felt a bit bland, I liked the calm and minimalistic vibe it gave. After reading through the text (which there was plenty of), I understood the project clearly, but the main image gave off the wrong impression, making it look more like a *camera-focused* project than what it was.



As for the feedback we received on our own poster, some people mentioned that the second image we used didn't clearly represent *photogrammetry*, even though the first one did a good job of showing the process. Other than that, the comments were positive. People noticed the big improvement from our previous version, especially after we changed the text, title, and layout, which made everything feel much more balanced and professional.

Reflection

The poster showcase was a great opportunity to not only get feedback but also to see how other teams approached their design process. Talking to different groups helped me understand how others think about visual communication and what makes a poster stand out.

For our own work, the feedback gave us a fresh perspective, sometimes you get so used to seeing your own design that you stop noticing small flaws, and that day helped fix that.



3. Trello and retrospective

Intro

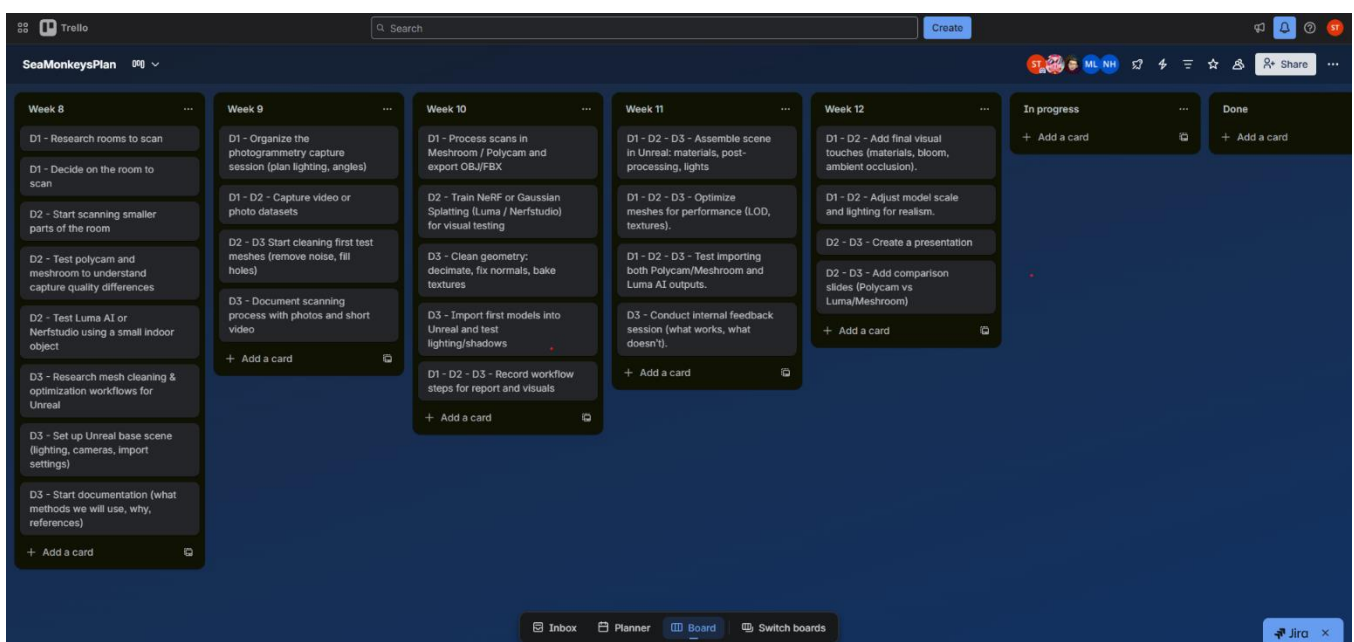
After finishing the Poster Showcase Day, me and my team decided to create a Trello board for the next five weeks leading up to the Prototype Showcase deadline. The idea was to structure our work properly and plan everything ahead so we could stay on track.

We started by deciding to first narrow down which technologies we were going to use, based on costs, accessibility, and complexity, and then split the entire process into smaller daily tasks.

Process and feedback

We began with quick research to figure out which tools we could use for our project. We ended up choosing Polycam and Meshroom for photogrammetry, and Luma AI or Nerf Studio for Gaussian Splatting. Since our project involves indoor scanning, we realized that Gaussian Splatting might fit better because of its accuracy and smoother results, even though our original plan was to use photogrammetry as the main approach.

After setting the tools, I started organizing daily tasks spread across the next five weeks to make sure we stayed consistent and efficient. The goal was to reach the Prototype Showcase with a fully Unreal Engine–ready indoor scene asset, created within our planned timeframe.



Link: <https://trello.com/b/XsgHS5Px/seamonkeysplan>

We also held a retrospective session about the poster creation process to identify what went well and what didn't. Each of us shared our thoughts, and the main takeaway was that we lacked proper task division and planning during the previous phase. That's exactly what we wanted to improve with the Trello setup.

However, the question of how to divide the work remained. In the end, we decided to split the team into two groups of three people randomly generated with both groups working on the same main tasks.

Checkpoint 8 SC Paul: Checkin progression 23-10-2025



Tomescu, Luca L. 2 days ago

During today's check-in talk, we discussed how things are currently going within the project and the team. I pointed out some of the things that I found problematic in our situation, but with our newly made changes, like creating a Trello plan for the next weeks and splitting the group into 2 3-person groups, that should manage and communicate tasks better. As for my personal progress, I'm doing well, and I am on track, having my portfolio almost finished and now populating it with documentation.

Since our assignment involves scanning a room, we divided the space into two sections, meaning each group would scan half of it. This approach not only improves productivity but also allows us to compare results and see which technologies and methods perform better for our use case.

Reflection

Doing the retrospective of the poster project really helped me see where I went wrong personally especially when it came to communication. I realized that sometimes I just focus on working and improving the product without clearly communicating my progress or ideas to the rest of the team.

This reflection helped me understand how important it is to keep everyone on the same page, especially in a collaborative project like this.

At the same time, setting up the Trello board made a huge difference in how we organize our workflow. Now we have a clear structure, visible progress,

and shared responsibility for tasks, which helps us stay motivated and more productive.