

SEPTEMBER

2024



PROJECT REPORT

Empowering Your Enterprise
for Success

Prepared for

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Table of **CONTENTS**

01 Introduction

02 Research & Analysis

03 UI Designing

04 Problem Statement

05 Proposed Solution

06 Results



1. INTRODUCTION

Arka Innovate is a recruitment firm specializing in Life Sciences and IT sectors. They sought a modern, scalable, and dynamic website to showcase their services, manage job postings, and engage with clients and candidates. The goal was to create a user-friendly platform that aligns with their industry-specific needs and growth objectives.

2. RESEARCH & ANALYSIS

The foundation of this project was thorough research and analysis to ensure the website would meet client requirements and excel in the competitive recruitment market.



UNDERSTANDING REQUIREMENTS

Project Overviews are the first thing potential clients see when they land on your site. They allow you to highlight why they should hire you and what results they expect.



COMPETITOR ANALYSIS

Researched similar websites in the recruitment industry to identify trends, strengths, and areas of improvement.



MARKET DEMAND

Analyzed user behavior and preferences, ensuring the design and functionality would meet industry expectations.

This phase ensured our approach was data-driven & aligned with project requirements and goals.

3. UI DESIGNING

The next step was to translate our research into a user-friendly design: After the designing the client will approved the design after multiple iterations, paving the way for the development phase.

1

WIREFRAMES & PROTOTYPES

Created initial wireframes to outline the website's structure, ensuring intuitive navigation.

2

CLIENT COLLABORATION

Worked closely with the client to refine the design, incorporating feedback to meet their expectations.

2

RESPONSIVE DESIGN

Ensured the design was mobile-friendly and visually appealing across all devices.

4. PROBLEM STATEMENT

Developing a scalable WordPress website involved challenges like integrating custom features, ensuring responsiveness, optimizing performance, and maintaining ease of management within the client's timeline.

1. SCALABILITY

Website needed to accommodate diverse types of content, including job postings, blogs, and case studies.

2. USER EXPERIENCE

Both clients & candidates required an intuitive interface to navigate & search effectively.

3. CONTENT MANAGEMENT

The client needed a CMS that enabled non-technical staff to easily update & manage the web.

5. PROPOSED SOLUTION

To address the client's challenges, we implemented:



Custom Post Types

Created tailored post types for job listings, blogs, and case studies to simplify content organization.



Dynamic Search and Filtering

Integrated advanced filters to improve search functionality and enhance the user experience for job seekers.



CMS Optimization

Customized the WordPress dashboard for non-technical users to easily update and manage website content.



Performance Enhancements

Improved loading speed with caching plugins, image optimization, and lazy loading for seamless performance.

6. RESULTS

The newly developed website enabled Arka Innovate to:



Streamline job postings and content management.



Enhance engagement with both clients and candidates.



Improve brand visibility through SEO-optimized content.