

Assignment for interview 2:

Website Redevelopment Presentation

We would like you to present your approach to the task of fully redeveloping our website, including CRM integration, course date publication system, and enrolment processes. Your presentation should last 10 minutes, followed by a 20-minute question-and-answer session. During the presentation, focus on demonstrating your expertise in website development, CRM integration, and user experience optimization.

Please consider the following aspects in your presentation:

- Overall Website Strategy:
 - Provide an overview of your strategic approach to the website redevelopment, considering our target audience and business goals.
 - Discuss how you plan to improve the user experience, navigation, and overall design aesthetics.
 - Highlight any unique features or functionalities you intend to incorporate to enhance user engagement.
- CRM Integration:
 - Explain your strategy for integrating the CRM system (Zoho CRM) into the website.
 - Discuss how you plan to synchronize user data, leads, and enrolment information between the website and CRM.
 - Highlight any automation possibilities and how they will streamline the enrolment and follow-up processes.
- Course Date Publication System:
 - Present your plan for implementing a user-friendly course date publication system.
 - Discuss how you will enable course administrators to easily update and manage course dates.
 - Explain how the system will allow users to search for and view upcoming course dates, along with any additional features you propose to enhance the user experience.
- Enrolment Processes:
 - Outline your strategy for optimizing the enrolment processes on the website.
 - Discuss how you plan to simplify the enrolment forms and make them intuitive for users to complete.
 - Explain any additional features or functionalities you suggest for improving the enrolment experience, such as progress tracking or personalized recommendations.
- Technical Considerations:
 - Address the technical aspects of the website redevelopment, including hosting, security measures, and scalability.
 - Discuss the technology stack you recommend for the website and justify your choices.
 - Outline any third-party integrations or plugins you propose to enhance functionality and user experience.
- Timeline and Project Management:
 - Present a high-level timeline for the website redevelopment project, including key milestones and deliverables.
 - Discuss your project management approach and how you will ensure timely execution and effective coordination with stakeholders.
 - Highlight any potential risks or challenges you anticipate and how you plan to mitigate them.
- Budget and Quotation:
 - Provide an estimated budget breakdown for the website redevelopment project, considering development, design, CRM integration, and other associated costs.
 - Justify your proposed budget and explain the value and benefits the client can expect from the investment.



During the Q&A session, be prepared to answer questions related to your approach, technical considerations, project management, and any other aspects relevant to the website redevelopment.

Please, send your presentation via email at least 2 days before your interview!

Please, bring your own laptop and connect to our projector. If you don't have a laptop, please contact us in advance.

Good luck!