## Textual Description for Designer

This is the frontpage of our application. The goal of the frontpage is to give some short introduction about the main functionalities and then take them to the pages exposing the information. We hope those pages are clear and useful without too many additional descriptions or preparations. Therefore, we seek for intuitive and clean designs of those pages.

## Contents

1. [The page starts with the heading]
   1. “SkillVoll”
      1. “Your personal guide to the skill trends on the job market”
   2. [and some nice background]
2. [Main goal / motivation]
   1. “We enable deep and unbiased analysis of the skill demands in the job market. Using deep learning techniques, we achieve understanding of job advertisements to extract the most relevant information for you. We combine these analysis with the most complete structural knowledge repositories to deliver analytics, discover trends and provide recommendations for personal professional development, as well as insightful job market overviews!”
3. [Three different ways to proceed]
   1. [Free text input] “Enter a skill or a job title” [with a dropdown to select “EN” or “DE” language]
   2. [a card with a link to trends page -- image <SkillEvolution.png> attached]
   3. [a card with a link detailed job ad analysis page -- image <JobAdAnalysis.png> attached]
4. [Next we introduce our application:]
   1. [Challenges]
      1. “Choosing the correct occupation plays an increasingly important role in our lives. Nowadays we consider an occupation as one of our fundamental rights. Yet, with the complexity of the modern technologies and job markets it is challenging to guarantee equal access to the market for everyone.”
      2. “The challenges include the knowledge of languages, personal traits, different understanding of requirements and different assessments of personal strengths. On the other end, business owners and recruitment professionals invest lots of effort to find suitable candidates for their job openings. How do we improve the situation, overcome the challenges and enable efficient, unbiased analysis of job advertisements without the need to change the existing practices?”
   2. [How we do this]
      1. “We employ machine learning. Machines do not have personal preferences or biases. The impressive progress of natural language processing and deep neural networks power our algorithms to precisely recognize and extract the most important pieces of information. We use manually designed ontologies that set the frames of the analysis and guide the machine in this process. However, machines (and also we ourselves) still miss a lot of background information about our complex professional world -- no one is perfect (yet). To fill in this gap we use the most complete structural knowledge sources to serve as background knowledge and provide additional information about the subject area. The combination of these two methodologies yields human-like processing results at huge scales. This allows us to aggregate data, provide deep insights, and identify novelties in the ever evolving job market.”
5. “About us”
   1. [how we operate -- free to use social project, based on voluntary efforts]
      1. “This application is a free social project powered by 3 enthusiast. We are experts in Natural Language Processing and Semantic Web with a record of 50+ scientific publications at top conferences and journals (<https://scholar.google.at/citations?user=iriOrHwAAAAJ&hl=en>, <https://scholar.google.at/citations?user=Hv_iIpYAAAAJ&hl=en>). We also have training and work experience in HR, and, most importantly passion for the job market. We all have migrant backgrounds and we know how difficult and important it might be to find your place in any new professional environment. Therefore, we strive to provide better professional opportunities, equal access and fair treatment for everyone.”
      2. “At the moment the project is completely funded by us. This not only includes the maintenance and further development, but also the costs of the infrastructure. If you like it and want us to continue, please, support us. Your every donation counts.”
   2. [3 pictures of us -- please, take some stock pics]
   3. [card] Support us: donate
6. [Powered by: cards of information sources]
   1. {European commission logo -- attached}
   2. {Wikidata logo -- attached}
7. [Contact pane] {email}, {twitter}, {linkedin}
8. [Terms, Privacy links in footnote]