

The Study of Online Work Portal Website

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Abstract: *In this paper we have studied the essential work of the Ai in the field of The Information Age has affected the workforce in several ways. Workers are also being forced to compete in a global job market. Technology has increased job opportunities in developing countries and has promoted the globalization of the workforce. Often, workers in low income or developing countries have a competitive advantage which translates into increased opportunities and higher wages. This research was targeted at providing a platform to which, people can sign up according to their skill set or talents and have access to numerous job opportunities. Therefore, freelancers of different skill sets, and expertise can engage and interact with different opportunities. A place where they can work hand in hand with different people on the same industry or collaborate with fellow freelancers to achieve various tasks assigned. To achieve a high level of scalability and platform performance, PHP, MySQL, JavaScript and Node JS, were used for developing the server-side. Node.js has an event-driven architecture capable of asynchronous I/O. These design choices aim to optimize throughput and scalability in Web applications with many input/output operations, as well as for real-time Web applications. The solution promotes freelancing and self-employment with the use of technology*

Keywords— Artificial intelligence, Humans, decision support,

I. INTRODUCTION

In Job Outsourcing websites, there is no direct relationship of employer – employee. Remote Work is a new-age concept of Work. It is found generally that this business model is more effective in revenue generation for “Nano” companies and individuals. The worker is termed as Job Seeker also known as Remote Coder or Freelancer and the employer is known as Job Provider. Freelancers are self-employed; they do not have a permanent work contract with an employer

[1]. Usually they receive no fixed salary, but are paid on a fee basis for the work they undertake

[2]. Many freelancers work on short-term assignments for multiple firms

[3] Often they have specific qualifications and are hired for particular knowledge-intensive tasks..

This differentiates freelancers from consultants, who have an advisory role within the company and usually take no part in the organisation's processes themselves. The Outsourcing websites acts as a facilitator for those who are seeking jobs and for those who are looking out for hiring people to complete their jobs. The Job Outsourcing sites earn their revenue from both side of the stream. They charge a marginal fee from Job Providers and Job Seekers. The Information Age has affected the workforce in several ways. It has created a situation in

which workers who perform tasks which are easily automated are being forced to find work which involves tasks that are not easily automated (Porter, 2015). Workers are also being forced to compete in a global job market. Lastly, workers are being replaced by computers that can do their jobs faster and more effectively. This poses problems for workers in industrial societies, which are still to be solved. However, solutions that involve lowering the working time are usually highly resisted. Castells (1999) said that Jobs traditionally associated with the middle class (assembly line workers, data processors, foremen and supervisors) are beginning to disappear, either through outsourcing or automation. Individuals who lose their jobs must either move up, joining a group of "mind workers" (engineers, doctors, attorneys, teachers, scientists, professors, executives, journalists, consultants), or settle for low-skill, low-wage service jobs. The "mind workers" are able to compete successfully in the world market and receive high wages. Conversely, production workers and service workers in industrialized nations are unable to compete with workers in developing countries and either lose their jobs through outsourcing or are forced to accept wage cuts (Reich,2012). In addition, the internet makes it possible for workers in developing countries to provide keyword phrases.

Jobs are posted by job provider and the outsourcing company websites by completing certain formalities and forms and agreeing to the terms and conditions of the facilitator. Jobs are of two types: Firstly, on time basis – Where the job seeker is paid on hourly basis, second method is on project basis – fixed amount for the work estimated. The Facilitator usually provides some software tools to monitor for the job being performed on real time basis. This ensures and guarantees the quality performed by the job seeker the job provider has to get instantaneous updates. The Job Seeker also gets an assured amount for his work without any hassle. Usually job seeker and Job Provider are provided the feedback surveys at the conclusion of the work, to exchange and determine each other performance trust, confidence. These star ratings are visible to other registered members of the job site.

II. LITERATURE REVIEW

The youth, more particularly the educated variety are embroiled in a dilemma after school on whether to seek employment or contemplate the pursuing of a business venture in the face of competition. Competition has made it incumbent upon business to strive to survive tough economic times.

A.The ratings of online job

Survival has seen retrenchments and layoffs hence pondering serious questions on the future of youth(Omido, 2016). With the ever-growing number of competitors in the marketplace, talent is the only differentiator. Capital is abundant while technology is easy to access, but the brainpower of knowledge and experienced staff is the most important asset for the modern, progressive organization. It is, therefore, alarming when more than half — 54.2 per cent — of respondents say that their biggest challenge is retaining top talent, as talent retention increasingly determines the success or failure of many organizations. Further, 50.3 per cent and 43.5 per cent of the employers say providing competitive compensation and managing organizational changes, respectively, is a major

hurdle (Ochieng', 20)

B. Technology Used In it

Advancements in Information and Communication Technologies and the booming growth of the Internet has attracted many individuals to work as freelance graphics designers, network specialist, software and web designers, developers, and IT trainers. In case of web development, people are attracted to work as freelancers because they can work from home and develop websites, applications, and systems at their own time and convenience. The World Wide Web is becoming the most common place to find freelancing jobs. There are several websites—for example, Elance.com, FreeLance.com, Go4outSourcing.com and many more—which allow individuals and organizations to hire freelancers especially for web designing and develop Info System Frontment. A simulation is used to examine the occurrence weights in the final page generated by searches on Google. Through the framework of factor assessment, different keywords can be identified to help achieve marketing strategy to increase visibility. Automating marketing is a step towards better business results. Thus in is presented the role of AI in personalizing marketing strategies, offering through its use a better view of the merchants regarding the clients. Relationships between the company and users are more in-depth and become natural. The complex decisions faced by specialists when they want to implement a marketing campaign is discussed in . An automatic keyword generation method is proposed, based on the consumer search behaviour theory, and it is used an internal search log for the site to extract them. The approach is empirically tested, and the results are positive. investments for each marketing channel is made in . Based on the results obtained, a new investment is proposed as a marketing budget using a scoreboard and storing the information in a marketing database

III. PROPOSED METHODOLOGY

A) The steps require for the following portal to build are as follows

Our web development process includes the following steps:

1. Requirement Gathering Stage :

Our marketing executives initiate contact with the clients to get a better idea of their requirements. They collect the raw data or materials from the original ideas by consultation and these requirements are evaluated for their validity and possibility of incorporating the ideas in the developing phase.

2. Systems Analysis :

The requirement specifications from first phase are studied carefully and a list involving the details of the proposed items are prepared in an organized manner and then technically documented.

3. Planning and designing:

In this phase the overall structure of the software and its lay out are defined to plan different milestones of the Website Development and it is here that the logical system of the product is developed.

4. Implementation :

On receiving the design documents the coding phase starts. Small modules are developed first and then they are integrated and implemented to meet their specifications.

5. Testing/Quality Assurance :

After the coding phase, testing begins. Different Testing Methodologies are used in order to detect the bugs. The bugs are fixed and the final website is tested to make sure that it meets the client's requirements.



Fig 1 Steps for process Life Cycle for Building Website :-

B) Development of freelance platform

1. Choose the business niche

Targeting a niche market is always a good idea. There is no way you can build a product that caters to everyone. Find your specific audience and build your product with their needs in mind.

There are several examples of such an approach: 99designs is specifically aimed at designers, while Fiverr originally positioned itself as a place to get cheap (starting from \$5) and fast freelancing services.

2. Deciding a marketplace model

Deciding how you will attract revenue is crucial before you actually start developing a freelancing marketplace. The business model will, ultimately, dictate the customer journey and the type of user interface you will build for your platform know what kind of content you should create.

3. Finalizing requirements

The project definition stage is a good place to start. Before you jump headfirst into the design and development, you need to understand exactly what is needed. This will save you lots of time and effort in the long run.

4. Design

The next step is to create a visual identity and a user interface for your online freelance marketplace. The UX/UI design process usually includes several stages:

Analysis: Gathering the information and processing the solution.

Wireframing: It is the use of the requirement minimum data for quick build the solution

Design: The Prototype of the website

5. Prototyping

As soon as you have the graphic design at hand, you can see your product in action, or even test it out with real users. This is when rapid prototyping comes into play. It doesn't require as much time (and money) as development does, yet proves to be very helpful when validating your assumptions early in the process.

6. Marketplace development

Now that you have created, tested out, and polished your visual design and UX, you can put it into code and build a marketplace website.

If you don't have an experienced CTO in your team, we recommend partnering with a trusted technology provider to hire a dedicated development team. Your team will help you choose the optimal tech stack and define the minimum viable set of features to start with.

7. Testing

Although we've mentioned testing after the development stage, they usually go in parallel. Sometimes tests are written even prior to the code itself (in case of Test Driven Development).

Yet, regardless of the approach you take, quality assurance is absolutely necessary if you want to build a functional and

successful marketplace.

8. Launch and ongoing improvement

The development doesn't end after you launch your marketplace website. You need to work on improving your product and scaling it. There is always something you can do better, just like there is always room for growth.

C) Features of Work Portal

1. Registration and user profile.

Online freelance marketplaces usually have two types of users – customers and freelancers. Alternatively you can introduce one more profile type – agencies.

Apart from the photo, bio, skills, and a list

2. Advanced search.

Users should be able to browse through the available projects/freelancers using various filters, such as domain, specific skills, hourly rate, date posted, etc.

3. Job listing.

Users (customers) should be able to post their projects on the platform to let freelancers know they are looking for specific skills.

4. Bidding mechanism.

Freelancers should be able to reply to the relevant job postings and offer their services.

5. Messaging.

This is a private chat room where the customer can talk to the pre-selected freelancers and discuss the project details. Later on, it can be used as a project communication tool, if necessary.

6. Project management tools.

A popular solution for a freelance services marketplace is the addition of a time logging feature to ensure transparency of the freelancer's work. It is also a convenient way to track the time worked for hourly projects.

7. Payments.

The online freelance marketplace typically handles all transactions between the customer and the contractor. A popular solution is an escrow payment option. You should also provide integration with the most popular online payment gateways as well as credit cards.

Fig 2 Features of Work Portal



D) Languages and Frameworks Used By Programmers

Programming languages are developers' tools—and each is well suited for a particular kind of website, application type, or project size and scope. Developers will have their own preferences, and will also know which languages and frameworks to use to maximize an application's potential as well as their own efficiency. However, when it comes to these skills—probably the most overwhelming aspect for a nontechnical person to sift through—frameworks and languages are often front and center on developers' resumes. That's why we've compiled a quick look at the most popular programming languages and frameworks, so you can hire faster and more effectively.

The following Categories into Two parts:-

[1] Client-side scripting languages & frameworks:-

languages are used specifically for client-side scripting—namely, JavaScript. These scripts are embedded in the HTML markup, and transform your website from a static page to a hard-working, interactive application. Client-side code runs in the browser—it's temporarily downloaded from the server to the browser so it can run independently of the server. Client-side scripts have a number of frameworks to support developers and add extra functionality. What your site gets from these scripts is a fast, seamless, desktop experience, with less load on the server. To keep pace with these more advanced dynamic websites, there are also CSS preprocessors and front-end frameworks which make it easier to style your websites and keep pace with the ever evolving world of web design.

Front-end languages include:-

- 1)CSS
- 2)HTML
- 3)XML

Front-end Frameworks include:-

- 1) jQuery
- 2) AngularJS,
- 3) Angular 2

[2] Server-side scripting languages & frameworks:-

All sites are hosted on a powerful computer called a server. Without getting too technical, server-side code lives on your server and has direct access to your database. By running on the server, it serves as go-between architecture, transferring data to the browser, minimizing the browser's workload (and necessary client-side scripting), and making your site more secure. Each language has a number of frameworks to support developers in writing code—some with add-ons, extras, and built-in APIs and other software that make building a top-to-bottom application fast and easy.

Back-end languages include:-

- 1)PHP
- 2)SQL
- 3)C++
- 4)XML

Back-end Frameworks include:-

- 1) ASP.NET
- 2) Node.js,
- 3) The ruby on Rails

Fig no 3:- Languages Use in Work Portal

TYPE	LANGUAGES	FRAMEWORKS
FRONT END	1)CSS 2)XML 3)HTML 4)Silverlight	1)jQuery 2)Angular.js 3)Backbone.js 4)Aurelia
BACKEND	1)JAVA 2)DBMS 3)PHP 4)MYSQL	1)ASPNET 2)Rubyon Rails 3)Djangoframework 4)Laravel

IV.CONCLUSION:-

The proposed with the used of process cycle and following languages and framework . the online work portal is found to be make and considered as to be work in future aspect and in present the contribution of Website is very affective from the languages such as sql,java ,and foamworks.

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