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# Front-end

## **WHAT IS IT ABOUT?**

It's all about websites' appearance and layout: here the question is not the data, but what it looks like and how it works.

## **WHY IS IT CHALLENGING?**

A website should look good on the millions of varieties and brands of devices and their screens as well as in different browsers. In addition, front-end includes the programming of all the more complex actions: zoom, drag and drop, e.g. when the image on a clothing web shop becomes larger if you hover your mouse over it.

## **WHEN IS IT THE RIGHT CHOICE?**

If it is important to you that your work be eye-catching, colorful and unique.

## **EXAMPLE**

On your favorite social media site, the data on what images you have in your gallery comes from the back-end, but how they appear and how you can scroll through them with arrows is the job of the front-end.

## **DID YOU KNOW?**

Contrary to popular belief, a sense of beauty is not absolutely necessary because there is usually a separate designer or UX person for this purpose. (Sure, they'd be happy if someone has a feel for aesthetics, but this depends more on the company's culture and needs.) It may seem simpler than the back-end at first glance, but it's not!



# Back-end

## **WHAT IS IT ABOUT?**

It's all about the behind-the-scenes, so everything that happens on the server: database management, receiving communication over the Internet, and so on. This is the part of web page development that handles the data, i.e. it is not seen on the screen but takes place in the background. There is a back-end for almost every company, web application, and mobile application in the world. Where isn't there any back-end? For example, in a mobile calculator or in a game where you don't play with anyone else.

## **WHY IS IT CHALLENGING?**

Designing a website that can serve many users while having secure data management and storage requires logical yet flexible code structure that should also be easily maintained.

## **WHEN IS IT THE RIGHT CHOICE?**

If you don't necessarily like super artsy-creative work, you'll like these more abstract tasks.

## **EXAMPLE**

Any interaction that appears to someone else or something someone else did and you want to see it or you can also access it on another computer, such as being able to register on a social network, log in, query your friends list, view their pictures, chat with them, is the back-end part of the story.

## **DID YOU KNOW?**

Stronger logical, algorithmic thinking is needed in this area (especially in the future, but this does not necessarily mean that back-enders are smarter, though).



# Full-Stack

## **WHAT IS IT ABOUT?**

A full-stack developer is a mix of back-end and front-end who, deep down, prefers only one area, but manages, with their knowledge, to know what either side needs. In project teams, the role of tech lead is usually like this, someone who needs to be able to communicate with both front-end and back-end staff.

## **WHY IS IT CHALLENGING?**

You need to be familiar with the whole process (both back-end and front-end aspects) in order to create a usable and deployable product.

## **WHEN IS IT THE RIGHT CHOICE?**

If you don't want to choose between front-end and back-end. It's for you if you're interested in end-to-end processes and want to see the entire web application, not just the certain technical pieces.

## **EXAMPLE**

It is more typical for small companies with few employees or if you want to work as a freelancer to create small websites. On larger projects, as we have already written, it is mainly the tech lead position that requires full-stack knowledge.

## **DID YOU KNOW?**

This area and term have become very popular lately, almost a buzzword. Even though you're a full-stack developer, you'll always love one 'end' better. In fact, today, both back and front enders are expected to move in a full-stack direction over time instead of narrowing their expertise to one or the other.



# ServiceNow / Salesforce Platform Developer

## **WHAT IS IT ABOUT?**

This branch of software development is about extending the capabilities of an existing platform (such as ServiceNow or Salesforce) with custom development, including integrating the platform with existing business processes and building integration with existing systems.

## **WHY IS IT CHALLENGING?**

You need to have knowledge of a complex system and keep in touch with customers. Of course, soft skills are important for all software developers, but in this specialization, it is extremely important that you communicate properly with the other parties involved in the project.

## **WHEN IS IT THE RIGHT CHOICE?**

If you are interested in corporate business processes, e.g. IT, HR, finance, logistics, etc., not only in the “raw” code, and it’s important for you to see and understand the business processes as well.

## **EXAMPLE**

The HR process of a larger company consists of many steps, recruitment, selection, training, etc., and this is often handled in Excel sheets. There is a great need to replace this, and a ServiceNow Developer typically works on such projects where the platform’s capabilities need to be individually expanded and integrated into the company’s existing systems.

## **DID YOU KNOW?**

This has been the most dynamically developing area in recent years, with all industry forecasts showing that this direction will determine software development in the next period.

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100+  
94%  
1500