**Project Name**

.Link IT

**Project Idea**

**link it is a web-based platform designed to bridge the gap between students in their final academic year, fresh graduates, and the professional world. Many students face challenges in transitioning from education to employment due to a lack of industry connections, unclear career pathways, or limited access to opportunities. CareerLaunch provides a streamlined platform where students can discover internships, entry-level jobs, and skill-building opportunities relevant to their field of study.**

**Team Members (pentaRae)**

**1-Asmaa Mohamed Aboelkher Mohamed**

**2-Malak Ahmed Elsayed Ahmed**

**3-Aya Reda Kammel Ammar**

**4-Abdullrahman Amr Abdullgafor Hegazy**

**5-Romisaa Fetouh ElSayed Gebril**

**6-Mahmoud Magdy Soliman Abd Elhamed**

**Work Plan**

1. **Research & Analysis**
   * Audience personas
2. **Visual Identity**
   * Logo design
3. **Main Designs**
   * Poster
4. **Complementary Products**
5. **Review & Finalization**
6. **Final Presentation**

**Roles & Responsibilities**

**Research & Discovery (Asmaa Mohamed Aboelkher Mohamed)**

* User interviews, surveys, competitive analysis
* Understanding user needs, goals, and pain points

**Define (Malak Ahmed Elsayed Ahmed)**

* Personas & user journey maps
* Problem statements & use cases

**Information Architecture (IA) (Abdullrahman Amr Abdullgafor Hegazy)**

* Structuring content & features logically
* Site maps, navigation flows

**Wireframing (Aya Reda Kamel )**

* Low-fidelity sketches or digital wireframes
* Focusing on layout & flow (not visuals yet)

**Prototyping (Romisaa Fetouh ElSayed Gebril)**

* Interactive prototypes (low–mid fidelity)
* Testing user flows before visuals are applied

**Usability Testing (-Mahmoud Magdy Soliman Abd Elhamed)**

* Gathering feedback from real users
* Iterating on flows and interactions

**Output: Wireframes, user flows, prototypes, personas, journey maps.**

**UI Process (User Interface)**

**Design System / Style Guide (Asmaa Mohamed Aboelkher Mohamed)**

* Colors, typography, iconography, spacing
* UI components (buttons, inputs, cards, etc.)

**Visual Mockups (Malak Ahmed Elsayed Ahmed)**

* High-fidelity screens with real content
* Applying the brand look & feel

**Interaction Design (Abdullrahman Amr Abdullgafor Hegazy)**

* Micro-interactions, animations, transitions
* Ensuring feedback (hover, pressed, success/error states)

**Responsive Design (-Mahmoud Magdy Soliman Abd Elhamed)**

* Adapting UI to mobile, tablet, desktop
* Prototyping (High Fidelity) (Aya /Reda Kamel
* **KPIs (Key Performance Indicators)** – Metrics for project success (e.g., response time, system uptime, user adoption rate).

**Instructor**

**\*Eng/Mohammed kammar**

**Project Files**

https://drive.google.com/drive/folders/1sp0EvDB7vIesSRULVW3zhiqpvIL74L3b  
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