

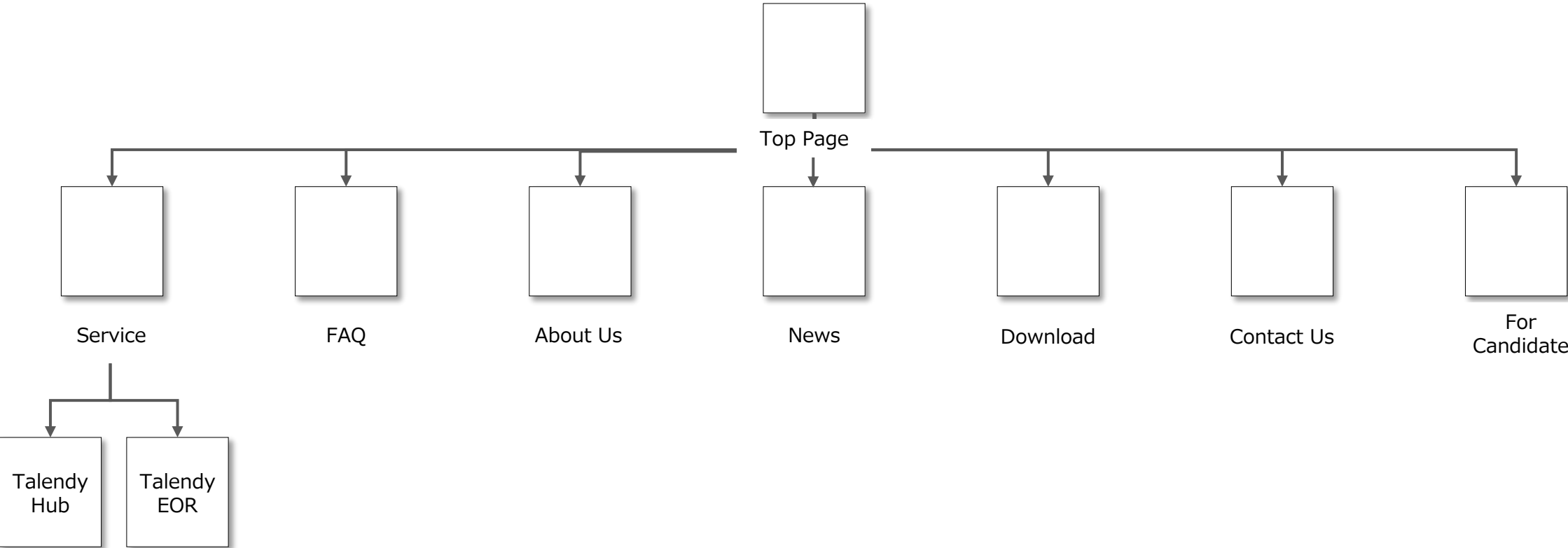
# Different approach to Japanese and global website

	<u>JAPANESE</u>		<u>GLOBAL</u>
<b>Audience</b>	Large corporate/ Startups in Japan	↔	Global corporate/ Startups
<b>Global Engineers</b>	No Experiences in hiring Indian engineers	↔	Experiences in hiring Indian engineers
<b>Competitiveness</b>	Less competitive	↔	Very Competitive

**Key Points for Global  
Website Renewal**

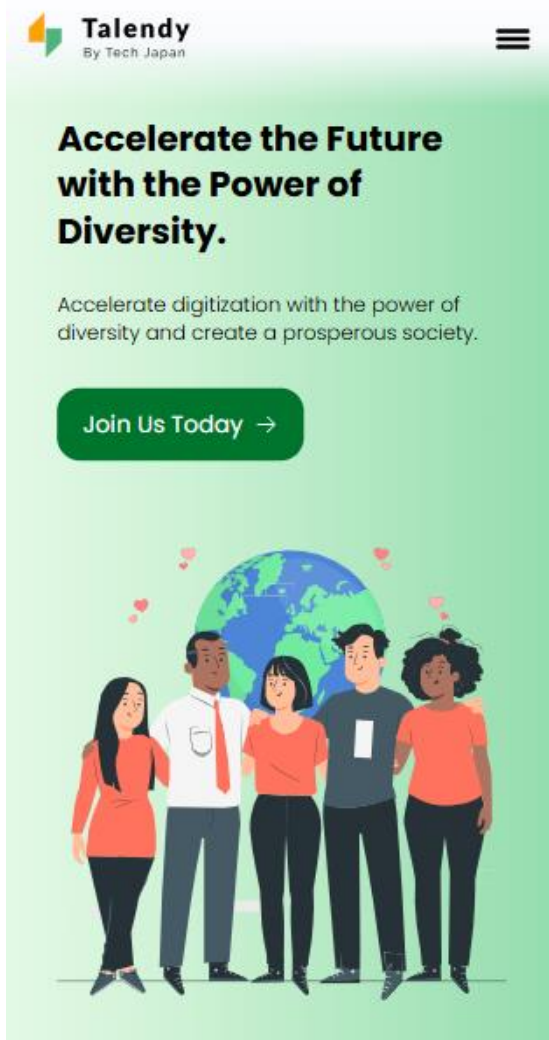
**Minimize the emphasis on 'Why India' but focus on 'Why TALENDY'  
(Uniqueness and Case studies)**

# Global website site map



Reference: Talendy Japanese Website <https://www.techjapan.work/>

# Current problem about the global Talendy Website



## WHAT WE DO

A one stop platform to connect with top 1% talent from India.

Discover India's top 1% talent from premier institutions, including IITs, IIMs, NITs, IISc, and IIITs, through our comprehensive one-stop destination. We not only introduce highly-skilled Indian human resources but also provide unwavering support for their consistent and active role in your company. From pre-recruitment organisation to seamless onboarding, our tailored approach ensures a smooth hiring journey. With continuous engagement our mission is to nurture excellence and drive your company's success with exceptional Indian human resources. Elevate your organisation with the best talent India has to offer.



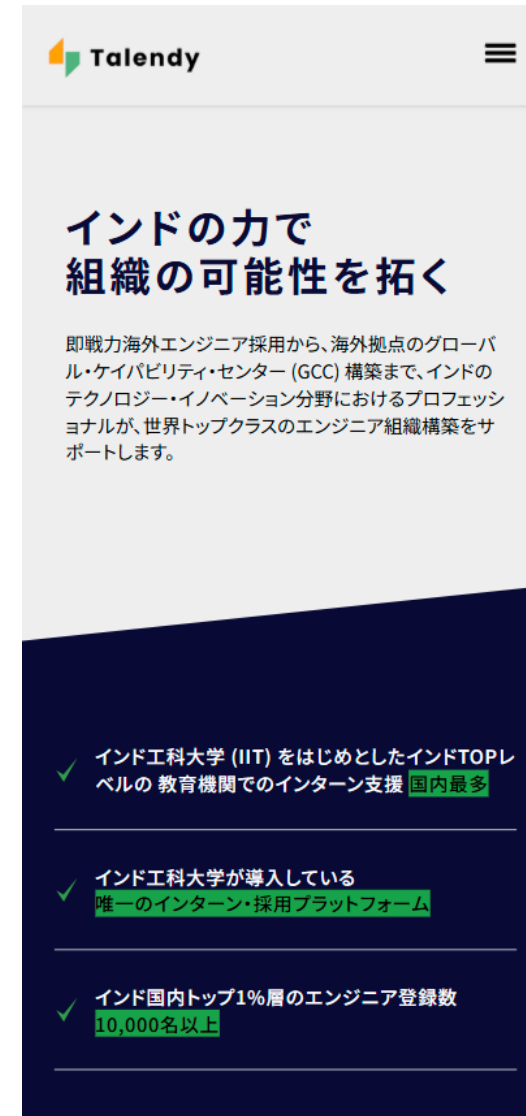
## What to solve?

- The design and illustrations do not intuitively convey that this is a tech company.
- Due to the large amount of text and small font size, the readability and completion rate are low.
- The following key points are not communicated instantly:
  - What kind of problems does the solution solve?
  - What makes it superior or innovative?
- The current design and structure do not effectively lead users to a clear call to action.

# Directions for improvement

## Direction for the improvement

- The content and information should be based on the Japanese Talendy website.  
(<https://www.techjapan.work/>)
- However, **it is not necessary** to follow the same design tone and manner as the Japanese website.
- Instead, develop an optimal design assuming that large corporations and startups in the Asia region are the primary target users.
- Use placeholder materials tentatively for any sections with insufficient information such as case studies and client logos.



# Elements that have to be implemented to each page

Pages	Must Elements	Pages	Must Elements
Top Page	<ul style="list-style-type: none"><li>• First View (Corporate tagline and CTA)</li><li>• Introduction of our company, services, competitive edge and news.</li><li>• Create a section for voice of consumers*</li></ul>	News	<ul style="list-style-type: none"><li>• Standard news section</li><li>• Preferable to sort them by categories</li></ul>
Service	<ul style="list-style-type: none"><li>• A concise description of each services</li><li>• Competitive advantage</li></ul>	Download	<ul style="list-style-type: none"><li>• Request form for downloading company overview deck</li></ul>
Talendy HUB	<ul style="list-style-type: none"><li>• A concise description including the benefits it offers and how it stands out compared to other services.</li><li>• A demo video of the service*</li></ul>	Contact us	<ul style="list-style-type: none"><li>• General Contact Form (Company name, email address, department etc.)</li></ul>
Talendy EOR	<ul style="list-style-type: none"><li>• A concise description including the benefits it offers and how it stands out compared to other services.</li></ul>	For candidate	<ul style="list-style-type: none"><li>• Guidance Page for Engineering Job Applicants</li></ul>
FAQ	<ul style="list-style-type: none"><li>• Standard FAQ section (You can insert FAQ from the Talendy Japan website or leave it blank as for now)</li></ul>		
About Us	<ul style="list-style-type: none"><li>• Company vision, CEO message, achievements, management team and corporate information</li></ul>		

\*VoC image will be shown in the later slide

\*Video will be inserted later

# Reference: Voice of Consumers

## お客様の声



株式会社batton  
取締役CTO 秋山様

DX

ソフトウェア

エンジニア不足が深刻な日本国内、辿り着いた選択肢はインドのインターン活用でした

優秀な若手エンジニアを正規雇用するには、国内だけでは無理があると考えていました。インターンを経て2名の採用を決めました。実装スキルやプロジェクトへの貢献度を考えると、日本では到底採用出来ないレベルの人材だと感じています。



株式会社トラベリエンス  
代表取締役社長 橋本様

グローバルサービス

インターンの枠組みを超えて、実際のプロダクト開発を約20日間という短期間で達成してくれました

インターン採用は時間と労力がかかると考えている企業も多いと思いますが、Talendy Hubを使えば成長意欲とハイレベルな人材を効率的に採用することができます。

# Rules and regulations

## **One account per person**

You are only allowed to have one account to sign in (your college email ID). You cannot submit entries from multiple accounts. All team members need to have their accounts on our website to be eligible to apply.

## **No sharing outside the competition**

Sharing the data outside the competition is not permitted. You can only share the data to your respective team members.

## **Team formation**

In no case will more number of participants be allowed in a team than the mentioned maximum team size. The team member count should be less or equal to the number permitted. Only students from one college can form a team. Cross college team formation is not permitted.

## **Submission Rules**

Only one submission is allowed from one team. Once you make the submissions, please cross check since editing and re uploading the submission is not allowed. No requests to edit/change the submissions will be entertained. Please provide public links for all your submissions.

# Rules and regulations

## **Submission Format**

Make sure that the submissions are in the following format.

- Figma Files

## **Regarding the process after the winner is selected**

The submitted design will be implemented on the Talendy Global website so we may request a brush-up of the finer details. Therefore, please be aware that we may schedule 2-3 Zoom calls as needed to request adjustments and fine-tuning.



# Evaluation

## **You will be evaluated on the following criteria:**

- Does the design convey a sense of innovation and technological advancement that represents Talendy?
- Is the design optimized to minimize user drop-off and enable smooth, intuitive navigation?
- Is the service and company information communicated clearly and concisely?
- Is the layout designed to maximize CTAs such as document requests and inquiries?

**\*\*\*Please note that there can be more than one winning team, each winning team will be given a prize money of 200,000 JPY!**

# Timeline

April 25<sup>rd</sup> Open for submission

May 14<sup>th</sup> Deadline for submission

May 21<sup>th</sup> Tentative winner announcement