

Anna Lyle Collett

Professor Wang

SMAD 408 - Converged Media

5 February 2021

### Independent Project Proposal

**Project Name:** CONNECT: JMU

#### **Overview of work:**

As JMU students approach their graduation, they lack a central and user-friendly job posting and messaging board to connect them with alumni. Even after graduation, there is no central place for JMU alumni to connect with others when job searching. The interface will allow users to create an account by typing in their name, go through an authentication system to confirm they are a current JMU student or alumni, and prompt them to create a profile. From there, the user will have the options to follow other alumni (who may be posting work), message other alumni, and explore what opportunities people are working on. There will also be an option to post jobs if alumni are seeking other alumni for a particular position. To create this platform for these users, a website and mobile app must be designed. The purpose of this is to create a platform that would work on a desktop/laptop device, as well as a mobile phone. To effectively execute this work, I will need to have in-depth knowledge of HTML/CSS, hosting, and app creation software (like Adobe XD, Axure RP, Sketch, and/or Figma). In order to better learn these skills, I will be completing a LinkedIn Learning course. In terms of specific choices made about the interface, it will stick to a neutral black and white color scheme, with an occasional pop of JMU purple.

#### **Goals:**

The JMU alumni network has no central place to connect people for job networking purposes. Every major, in some cases, has a specific place for these networks to build, however; they are often inconsistent, unused, and inefficient. By having this lack of organization between these networks, JMU is neglecting to serve an essential need for JMU students and alumni. They are forgetting about a user group. As discussed in “Technically Wrong,” designers must always meet the needs of every group of people. Additionally, considerations must be made for different groups within that group of people (choices pertaining to colors choices, etc.).



#### **Audience personas:**

The primary audience for the CONNECT:JMU interface will be JMU students and alumni who are actively job seeking. The secondary persona will be JMU alumni and students who are interested in connecting with other alumni and students but are not actively job hunting.

**Timeline of Project:**

For this project, the proposal and index.html file to present it are to be submitted by Friday, February 5, 2021. The LinkedIn learning courses are set to be completed on February 19, 2021. While working on the course, the initial prototypes of the project will be created. After this date, interviews and run-throughs will be conducted to test the product. Next, the high-fidelity prototypes will go through it's final edits and be completed. The final independent project submission is due to be completed and submitted by March 5, 2021.


**Visual Samples:**



### James Madison University

JMU is committed to preparing students to be educated and enlightened citizens who lead productive and meaningful lives.

Harrisonburg, va · 113,943+ alumni · 131,869 followers

 Dana & 39 other connections work here · 5,359 employees

[Visit website](#) [More](#)

Home

My Employer

About

Posts

Jobs

Alumni

Videos

113,945 alumni

Start year

1900

End year

2021

< Previous

Next >

< Previous

Next >

Where they live

+ Add

108,521 | United States

32,037 | Washington D.C. Metro Area

13,713 | Charlottesville, Virginia Area

9,887 | Richmond, Virginia Area

Where they work

+ Add

2,618 | James Madison University

648 | Capital One

573 | Booz Allen Hamilton

477 | Deloitte

Show more

# What can we help you find today?



## Jobs →

Find internships and full-time jobs



## Employers →

Discover the right company for you



## Community →

Learn from alumni and students



## Career paths →

Explore roles and average salaries



## Events →

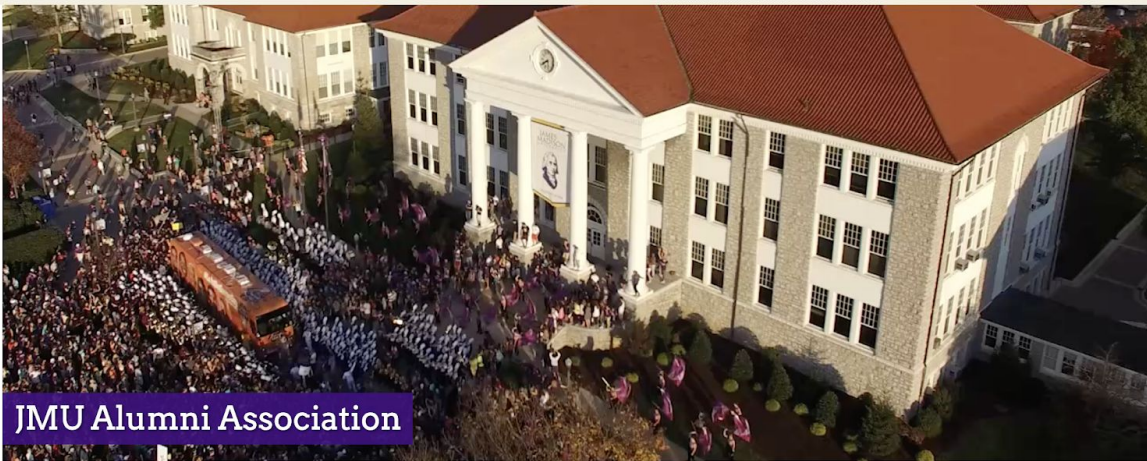
Register for events and career fairs



## Career center →

Connect with the experts

## JMU Alumni Association



## Quick Links

[Log in to the online community](#)

## GitHub Page:


<https://alcollett.github.io/>

## CONNECT: JMU

CONNECT  
J M U

create account

log in...



Name


grad year

job title

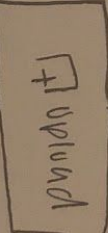
company

Next >>>

bio



Resume



website url

Next >>>

- make sure form fields are inclusive, having an "other" option if people wish to type in options
- only required field should be name and grad year



CONNECT JMU

CONNECT: JMU

we! come!

connect with fellow  
JMU students and  
alumn.

create an account

sign in