



Enhancing Communication between
Students & Alumni.



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• Alan de Mello
Langara College - WMDD4980- Project 2

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Project Overview



Problem

One of the biggest concern of most students is whether they will find a job in their field after finishing their studies. Before choosing a program, students do exhaustive research on post-secondary institutions. The questions are always the same:

Will I find a job when I finish this program?

How many people have already taken it?

How many of them are working in the industry?

These questions are extremely important for students because they are not only investing financially in a program, but also investing their time, for graduating in a post-secondary institution requires dedication and commitment.

To make this decision easier and help students with their job search we have created Nexum.

Solution

Nexum is a platform that will connect students and alumni of a post-secondary institution. It helps students in the job search by increasing their network.

Post-secondary institutions will be able to collect information on their students and ex-students such as: who is working in their field upon completion of their studies, in which companies, etc, and they can use this data to promote their program.

When a post-secondary institution offers the Nexum platform to their students, they will know that there is a strong possibility of success after finishing their studies, for they will have access to thousands of profiles of people who had taken the same program as theirs.



Main Features

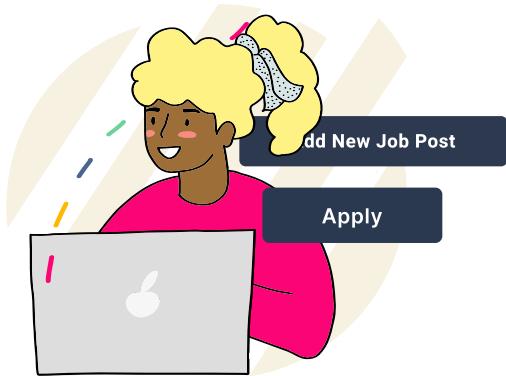


Institutions can manage students and alumni.

Our SaaS application allows institution administrators to track and manage students and alumni. Admins are provided an intuitive way to access information in list and graphical formats. The UI is focused on providing simplicity and functional behavior.

Connection building among students and alumni.

Enhancing communication between students and alumni is the core of our application. Everything we have built revolves around improving the interaction of students with other students, alumni and job opportunities that are shared within a private community of the institution.



Share job opportunities with the institution community.

Our application tries to make it easier for students by sharing exclusive community job opportunities that are visible to the students and alumnis of the institution. These job listings make it easier and more comfortable for students as they try to find a job in their industry.

Competitive Analysis

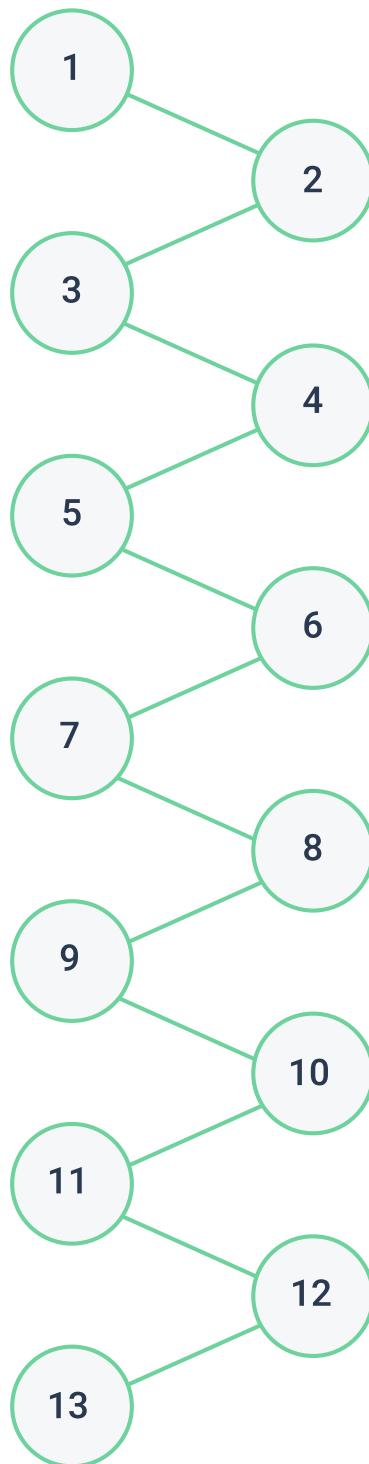
	 nexum	 almabase	 graduway from growth	 LinkedIn
Manage Alumni	✓	✓	✗	✗
Community Building	✓	✗	✓	✗
Job Board	✓	✗	✗	✓
Data Visualization for Admin	✓	✗	✗	✗

Project Schedule



Design Schedule

Team formed, Project Idea, Setting goals and expectations.



Wireframes.

Lean Canvas, User Story, Information Architecture, User Interview & Survey, User Flow.

Improving Wireframes.

Logo, UI Kit.

Mock-up / UI Prototype.

Mockups Revisions.

Project Proposal(First Draft).

Bug-bash report, Social media assets.

Conformance Review, Project Proposal, Presentation script.

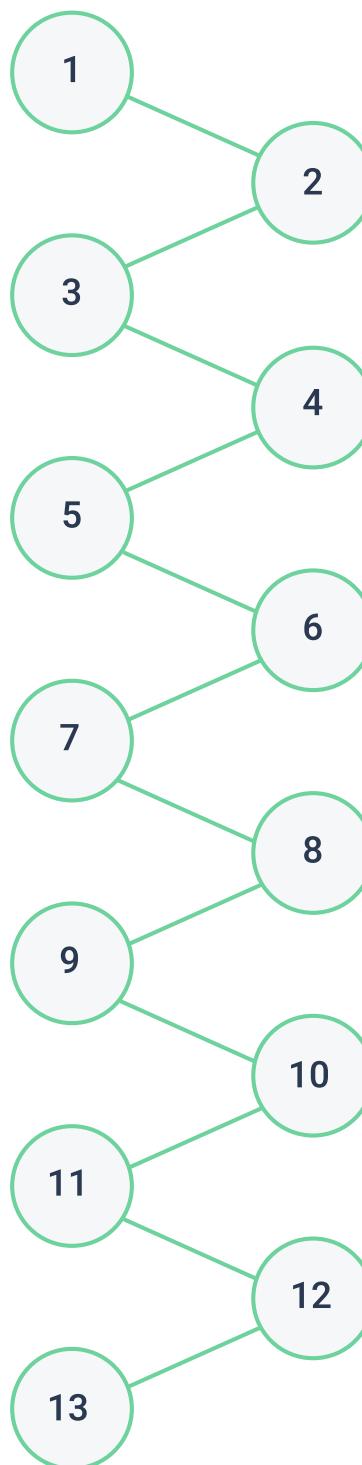
Presentation slide deck, Beta bug-bash.

Finalize slide deck, Mock presentation.

Final Presentation.

Development Schedule

Team formed, Project Idea, Setting goals and expectations.



Data model, Development milestone criteria, GitHub Repo.

Backend setup and configuration, URL request.

Burndown chart, Unit Testing.

Alpha bug bash.

Beta bug bash, Issue tracker (RAID) report.

Final Presentation.

Platforms and frameworks, System Architecture, Good Coding Practice.

GitHub Issues and GitHub Project.

Issue management and tracking.

Implement feedback from usability testing.

User Acceptance Test.

Mock Presentation.



Technical Overview



Technology Usage

Project Management



We have used Trello for project management and keeping track of tasks. The easy to use interface of trello helped us a lot of assign tasks and mention due dates on Trello. We used Slack for communicating and sharing files among team members. Github and GitHub issues for coding repository and fixing issues.

Design

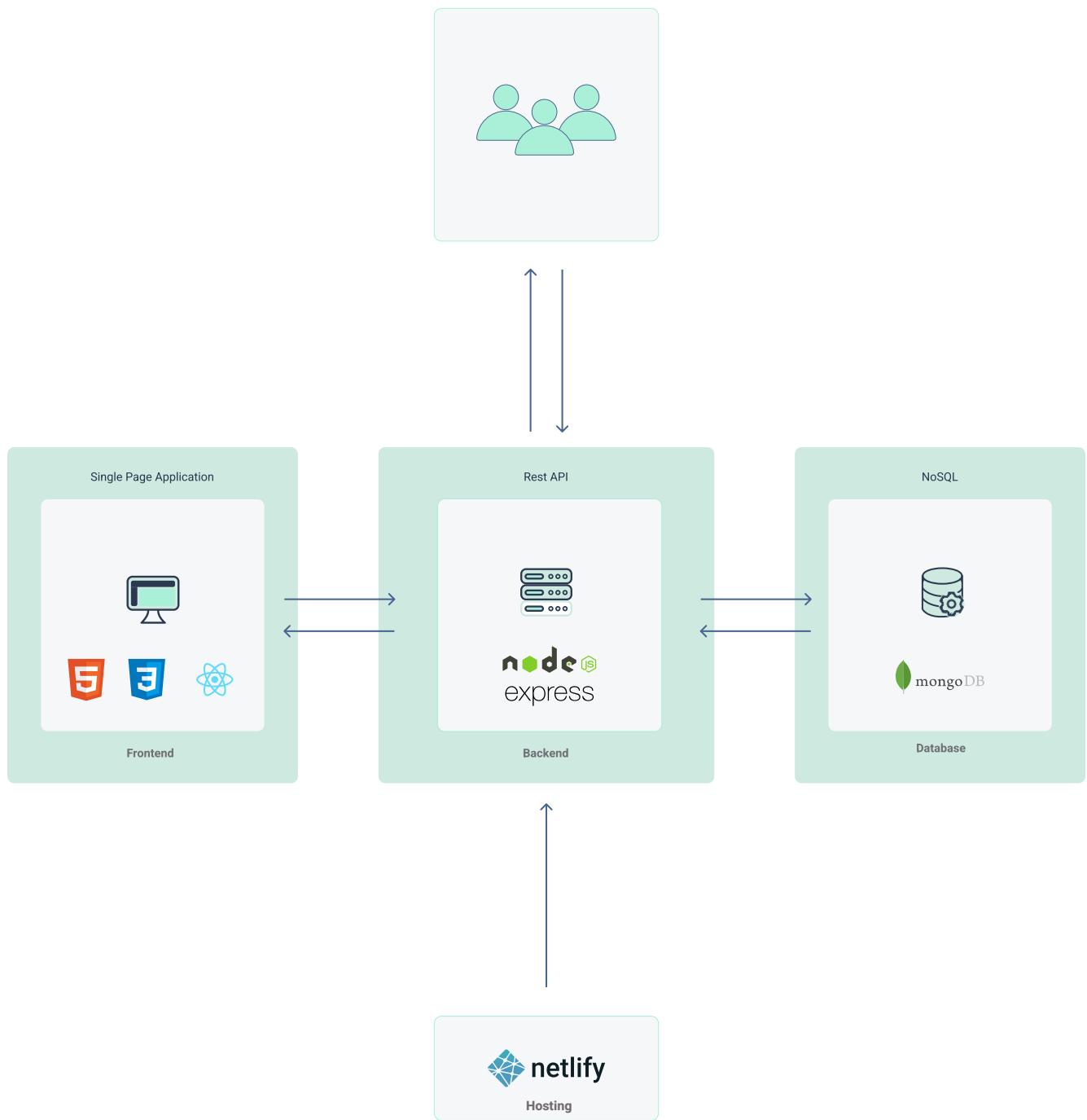


We have used Figma to collaborate and build the digital components and design of our app. Our user flow, wireframes, prototypes, component library and mockups have been built using Figma. We have used Photoshop, Illustrator and Fresco for icons, illustrations, marketing material. We've used Adobe InDesign for creating project proposal.

Development

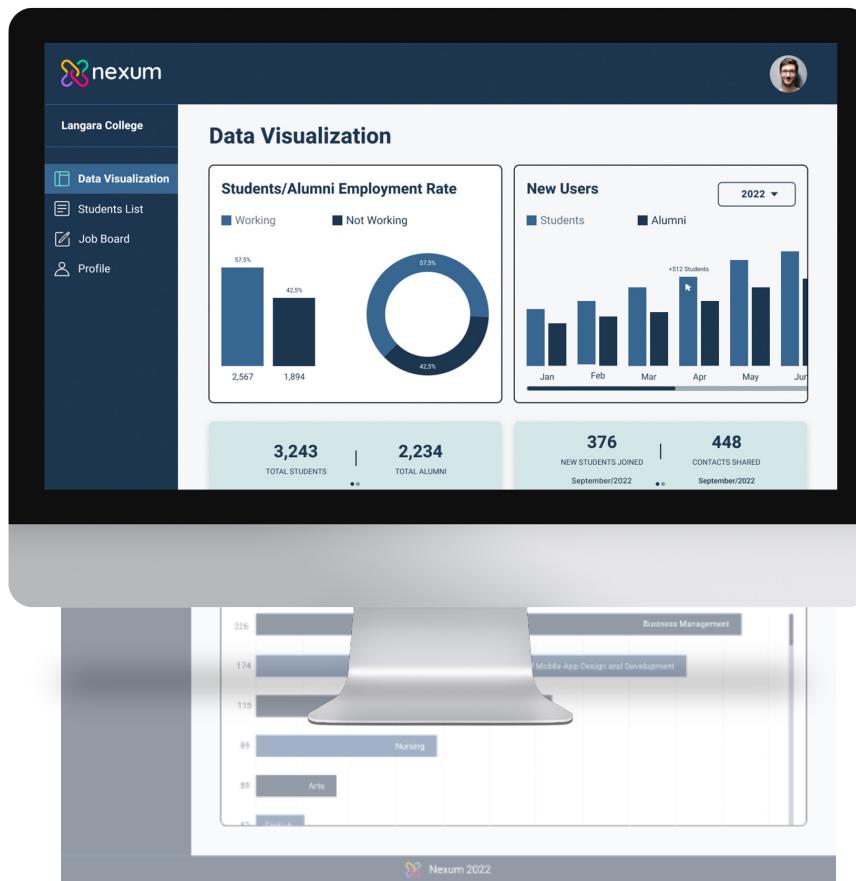


System Archeitecture Diagram



Data Model



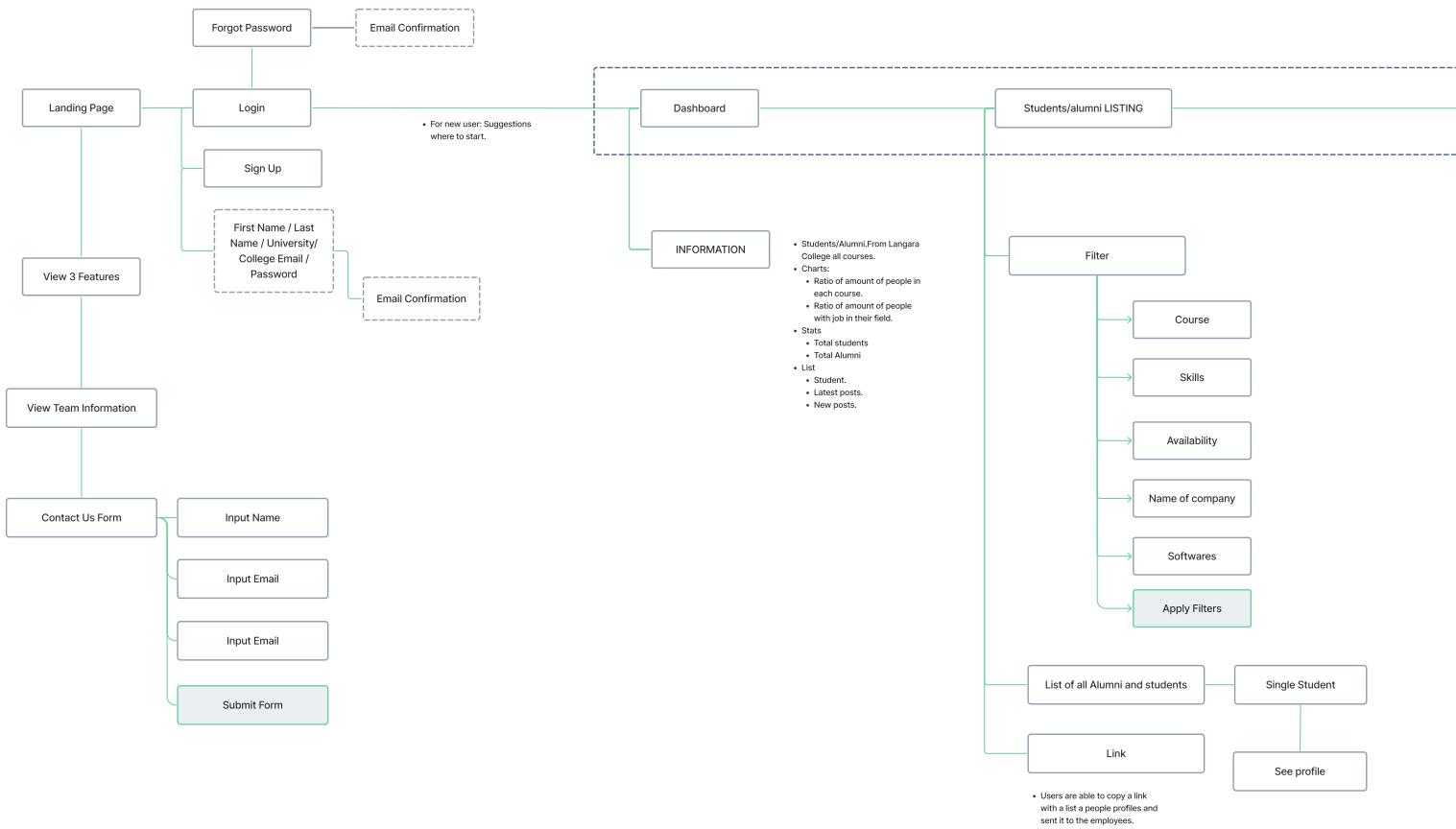


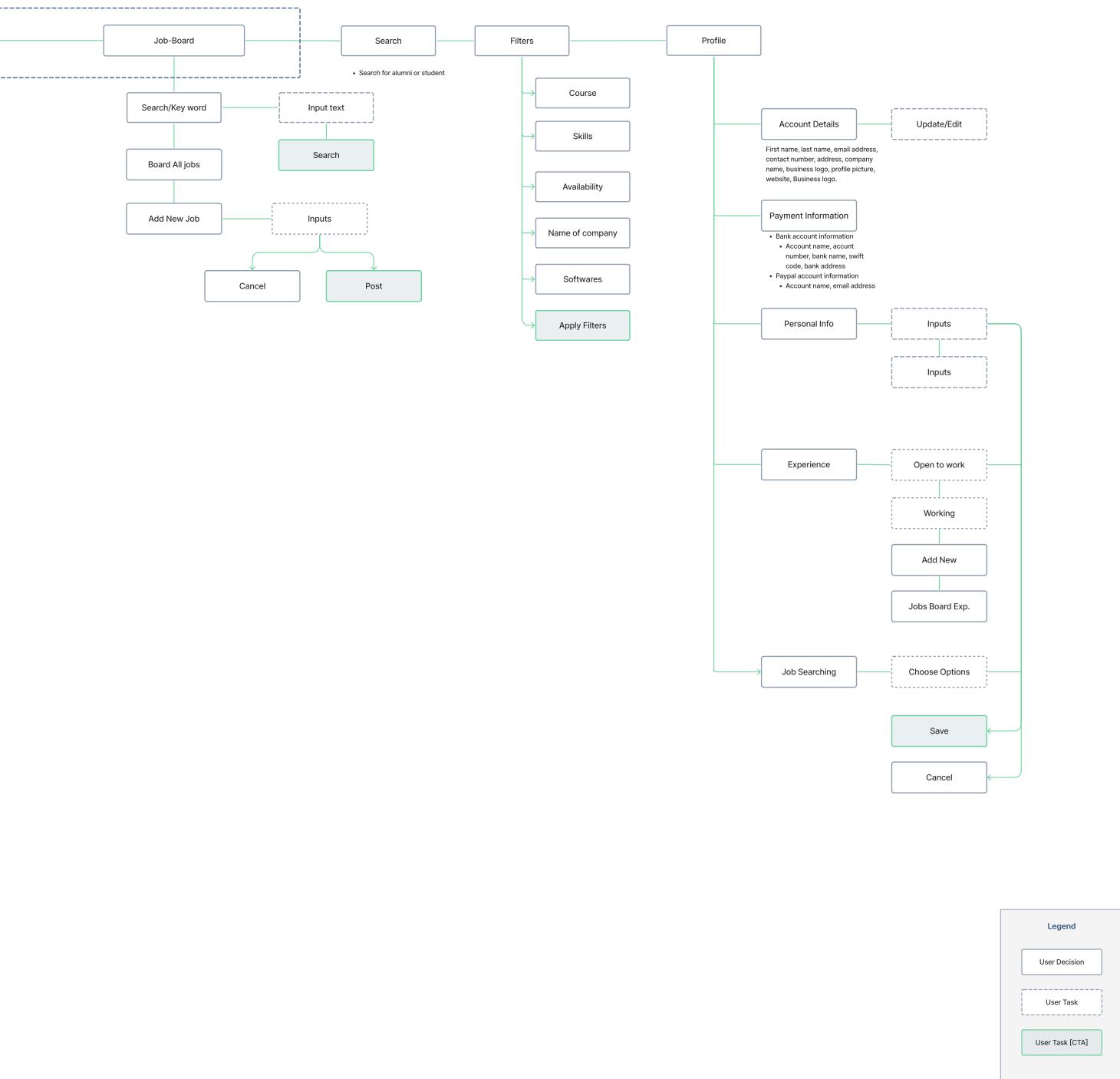
Our software is a fast way for organisations to enhance communication between **Students and **Alumni**. Get a customised software up and running with your organizations logo and branding today.**

Design Process



User Flow





User Personas



Billy Smith

—
WEB DEVELOPER

Age 30

Gender Male

Location Vancouver

About

Billy has been a web developer from 2 years and wants to become Sr. developer. He takes online courses to enhance his development skills and achieve his target.

Goals

- To become a senior developer
- Learn new skills and stay updated to the field trends
- Help others who are looking to work in this field

Pain Points

- He wants to connect with other alumni
- He cannot directly connect to the new students from the same program



Emily Jordan

—
POST-DEGREE STUDENT

Age 25

Gender Female

Location Vancouver

About

Emily is new in Canada and enrolled in computer science program. She came to Canada for a better future just like others and working hard towards her goals.

Goals

- To get a job in the field
- Learn something new everyday
- Stay current on industry trends

Pain Points

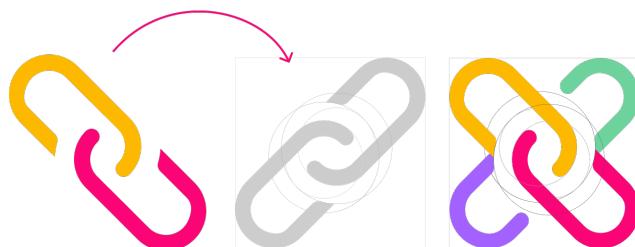
- She does not know any alumni's working in the field
- No awareness about job opportunities and which skills to acquire

Brand Identity

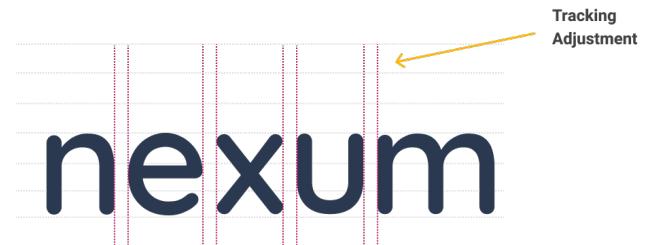
Logo

Several aspects are involved in this logo. The first part is about the name of the app "Nexum". Nexum is a Latin word that means nexus, connection and links. This is why we decided to use the most used icon for links. The second part is we created an "X" with this icon, this X is part of the word nexum. Finally, we have a logo that inspires connection since all the parts are intertwined with each other.

A lot of care has gone into colour consideration. Our application connects people from different cultures and backgrounds. The colours represent these differences and the union between them.



We have chosen the Quicksand typeface because it has rounded corners, which matches the illustration of the logo. Also because it is a sans-serif typeface, which implies greater legibility and makes the logo more modern and minimalist.



Full Logo



Fav Icon Logo



Logo Applications

Logo on Dark background



Typography



Heebo Typeface

Aa

Bold

Aa

Medium

Aa

Regular

Desktop

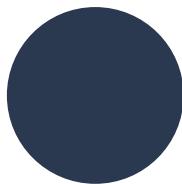
Heading 1	36pt	Bold
Heading 2	30pt	Bold
Heading 3	24pt	Medium
Body (Large)	18pt	Regular
Body (Regular)	16pt	Regular
Button	18pt	Bold
<u>Link</u>	18pt	Regular

Mobile

Heading 1	24pt	Bold
Heading 2	21pt	Medium
Heading 3	18pt	Bold
Body (Large)	16pt	Regular
Body (Regular)	14pt	Regular
Button	18pt	Bold
<u>Link</u>	18pt	Regular

UI Kit

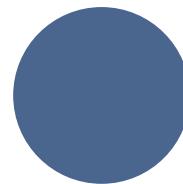
Color Palette



Clicked Primary Button

#2A3950

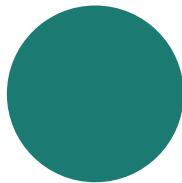
RGB: 42, 57, 80



Background Active Navigation

#4A668F

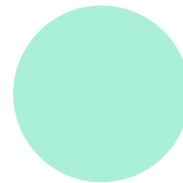
RGB: 74, 102, 143



Hover Primary Button Stroke

#1B7A72

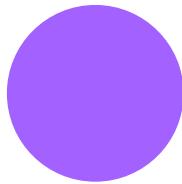
RGB: 27, 122, 114



Clicked Secondary Button

#C3CBD6

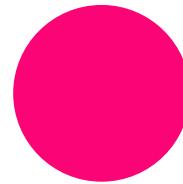
RGB: 170, 240, 216



Logo Color

#A361FF

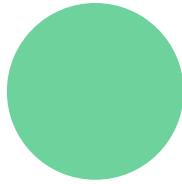
RGB: 163, 97, 255



Logo Color

#FA0476

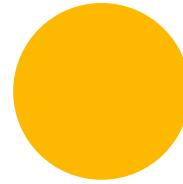
RGB: 250, 11, 118



Logo Color

#6ED29D

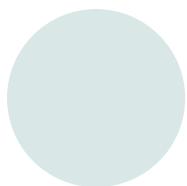
RGB: 110, 216, 157



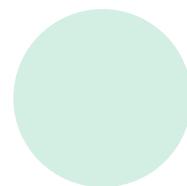
Logo Color

#FDB800

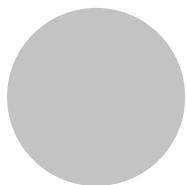
RGB: 153, 184, 0



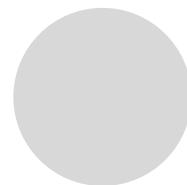
Second Background Cards
#D9E7E7
RGB: 217, 231, 231



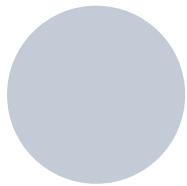
Hover Secondary Button
#D3EEE2
RGB: 211, 238, 226



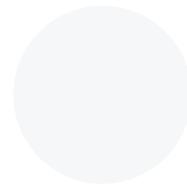
Drop Shadow
#C3C3C3
RGB: 195, 195, 195



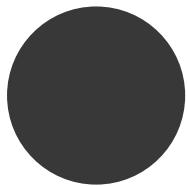
Disabled Buttons
#D8D8D8
RGB: 216, 216, 216



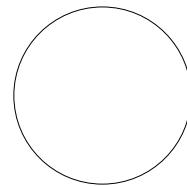
Hover Primary Button
#C3CBD6
RGB: 195, 203, 214



Background
#D9E7E7
RGB: 217, 231, 231

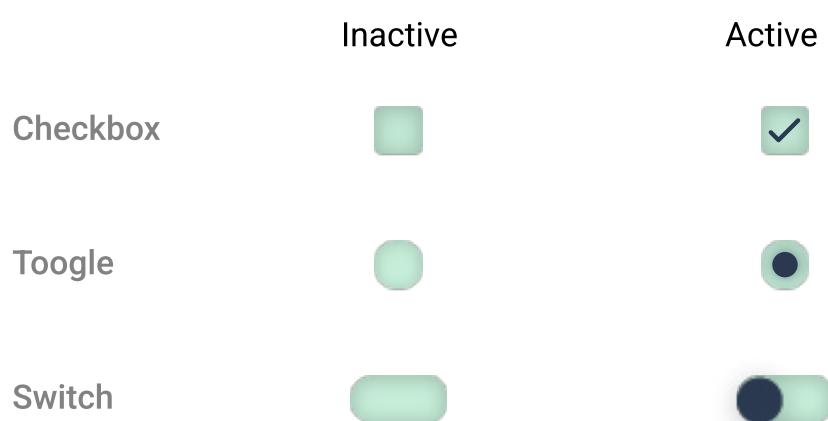
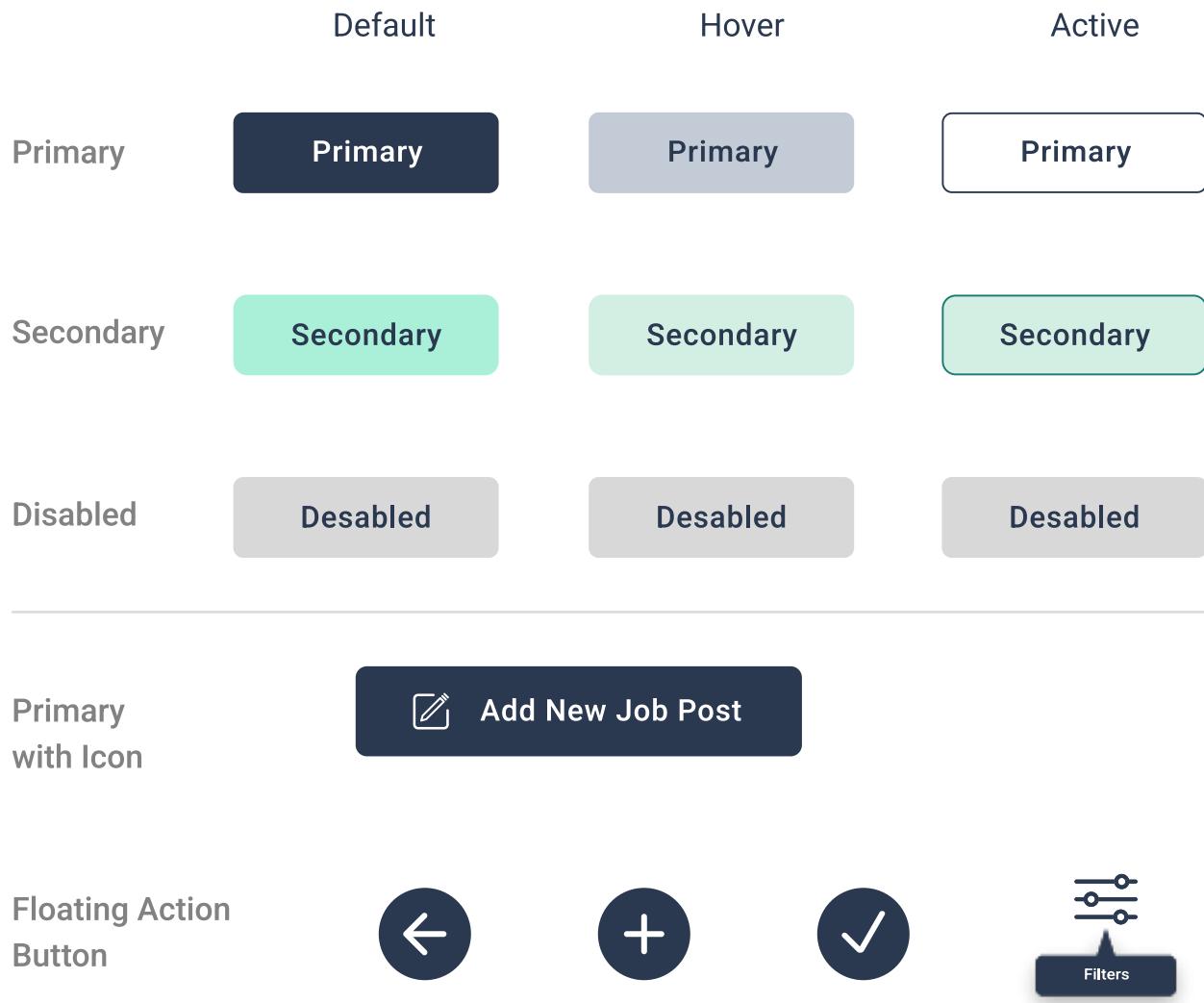


Body Text
#383838
RGB: 56, 56, 56



Background Cards
#FFFFFF
RGB: 255, 255, 255

Buttons

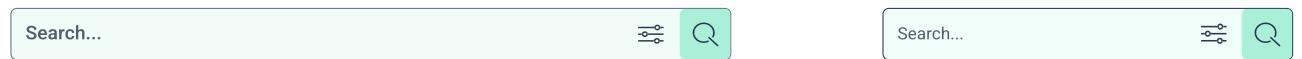


Search

Inactive State



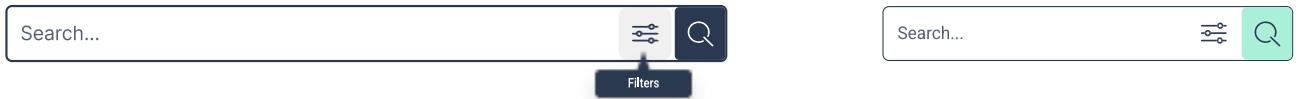
Active State



On focus state



On hover state



The search bar is one of the most important features of this page. Students or alumni want to find people from their university with specific skills or contacts. They should do this search quickly and easily, since the main objective of this platform is for people to find other people.

Funcionalidad

The users can use the input section to search for students or alumni. After writing it, they can press enter or the button. Once they press the button, the page will take them to the Student List. Then they will be able to see all students.

The search bar will have a filter icon. The hover of this filter icon says the user what is it. The users can set up their preferences before a search or they can also search just with the filters setup.

Forms

Inactive State

Label —
Placeholder

Employment Type —
Full Time Employment ▾

Description —
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

Active State

Label —
Placeholder

Employment Type —
Full Time Employment ▾

Description —
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

Invalid State

Label —
Placeholder

Employment Type —
Full Time Employment ▾

Description —
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

Select Dropdown

Inactive State

Employment Type —
Full Time Employment ▾

Active State

Employment Type —
Full Time Employment

Co-Op/Curricular

Temporary/Summer Employment

WOC (Eligibility Required for Hire)

Casual/On-Call

Navigation

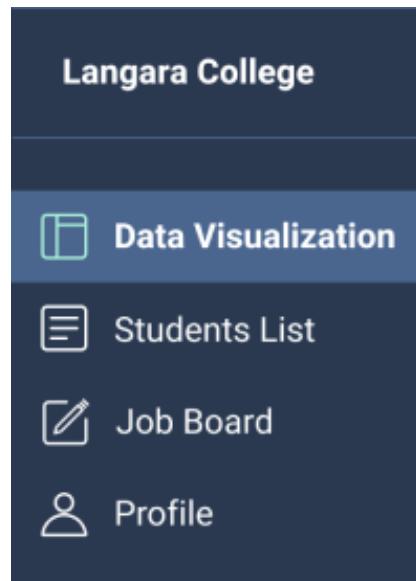
Navigation is important for the users to identify where they are on the website.

In the student part, they can see their profile at the top.

For Universities, the navigation has one more screen than for students. This screen is the Data Visualization.

The Profile has a second Nav. With this Nav, the users can manage all their information.

From this Nav, they manage their profile. The University manages also their Plan and Payments.



Icons

Inactive State



Active State



On focus state



These icons are designed with outlined style. We wanted to create minimalist icons to give the website a modern look. They are also easy to understand. We use our secondary colour for the hover colour to reinforce our brand image. To place icons with other layout components, be sure to maintain the proper size and margin around them.

Illustrations



We create these illustrations in Flat design, this design style matches our brand. They represent the features of the platform: Networking, communications and information. We use this illustrations to avoid a serious tone and create a more friendly and dynamic look on the Landing page.

Wireframes & Mockups



Wireframes & Mockups

The wireframe shows a desktop application interface for 'Langara College'. The top navigation bar includes a 'LOGO' icon and three dots. The left sidebar contains a 'Data Visualization' section with 'Job Board', 'Students List', and 'Profile' options. The main content area features a title 'Data Visualization' and two primary data cards:

- Students/Alumni Employment Rate**: A bar chart showing 'Working' at 57.5% (2,567) and 'Not Working' at 42.5% (1,894), and a donut chart showing the same percentages.
- New Users**: A bar chart comparing 'Students' (light grey) and 'Alumni' (dark grey) new users across months: Jan (2,567), Feb (1,894), Mar (+512 Students), and Apr (448).

Below these are summary statistics: '3,243 TOTAL STUDENTS' and '2,234 TOTAL ALUMNI' on the left, and '376 NEW STUDENTS JOINED' and '448 CONTACTS SHARED' on the right.

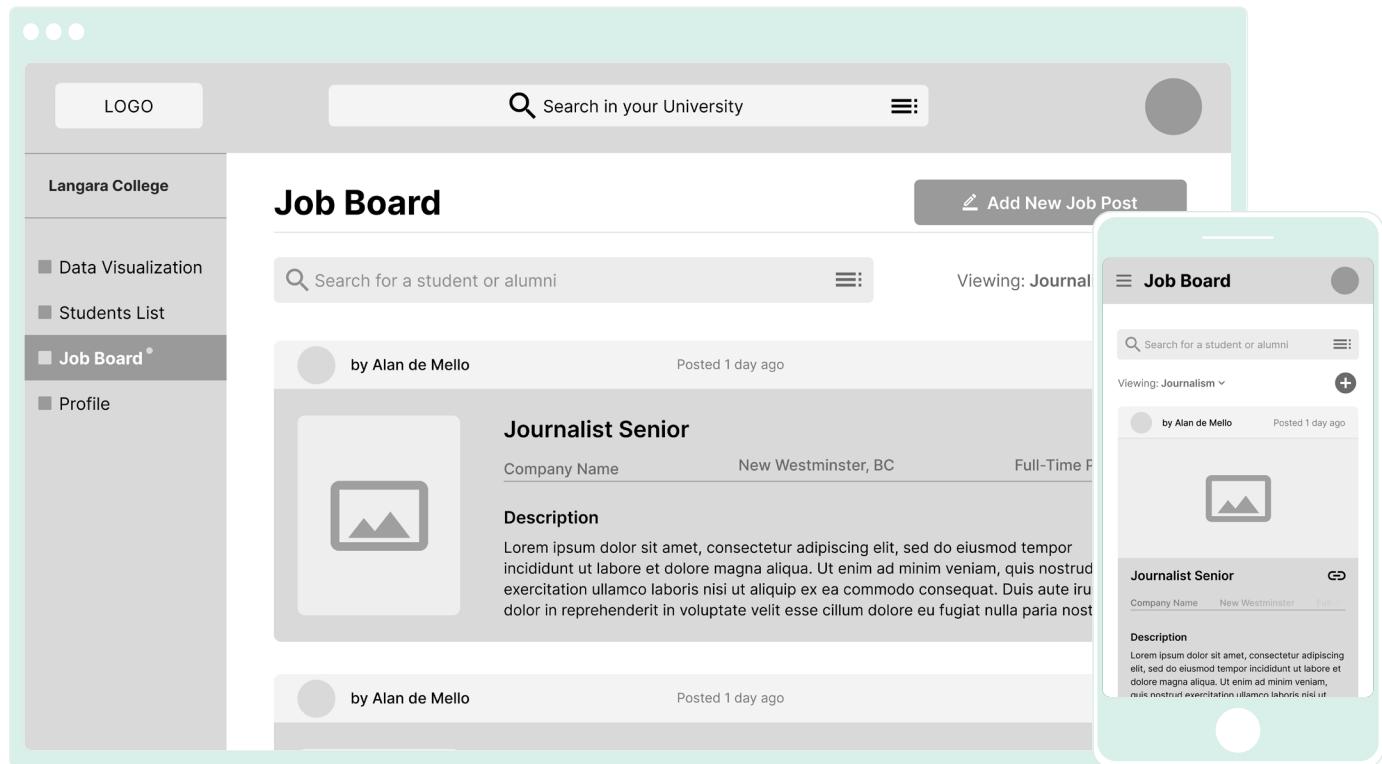
A mobile phone mockup on the right displays a simplified version of the dashboard, showing the employment rate chart and the 'New Users' chart with a dropdown menu set to '2022'.

The wireframe shows a desktop application interface for 'nexum'. The top navigation bar includes a 'LOGO' icon and three dots. The left sidebar contains a 'Data Visualization' section with 'Students List', 'Job Board', and 'Profile' options. The main content area features a title 'Data Visualization' and two primary data cards:

- Students/Alumni Employment Rate**: A bar chart showing 'Working' at 57.5% (2,567) and 'Not Working' at 42.5% (1,894), and a donut chart showing the same percentages.
- New Users**: A bar chart comparing 'Students' (blue) and 'Alumni' (dark blue) new users across months: Jan (2,567), Feb (1,894), Mar (+512 Students), and Apr (448).

Below these are summary statistics: '3,243 TOTAL STUDENTS' and '2,234 TOTAL ALUMNI' on the left, and '376 NEW STUDENTS JOINED' and '448 CONTACTS SHARED' on the right.

A mobile phone mockup on the right displays a simplified version of the dashboard, showing the employment rate chart and the 'New Users' chart with a dropdown menu set to '2022'.



Job Board

Search in your University

Add New Job Post

Viewing: Journalism

Journalist Senior

Company Name: New Westminster, BC

Description:

Posted 1 day ago

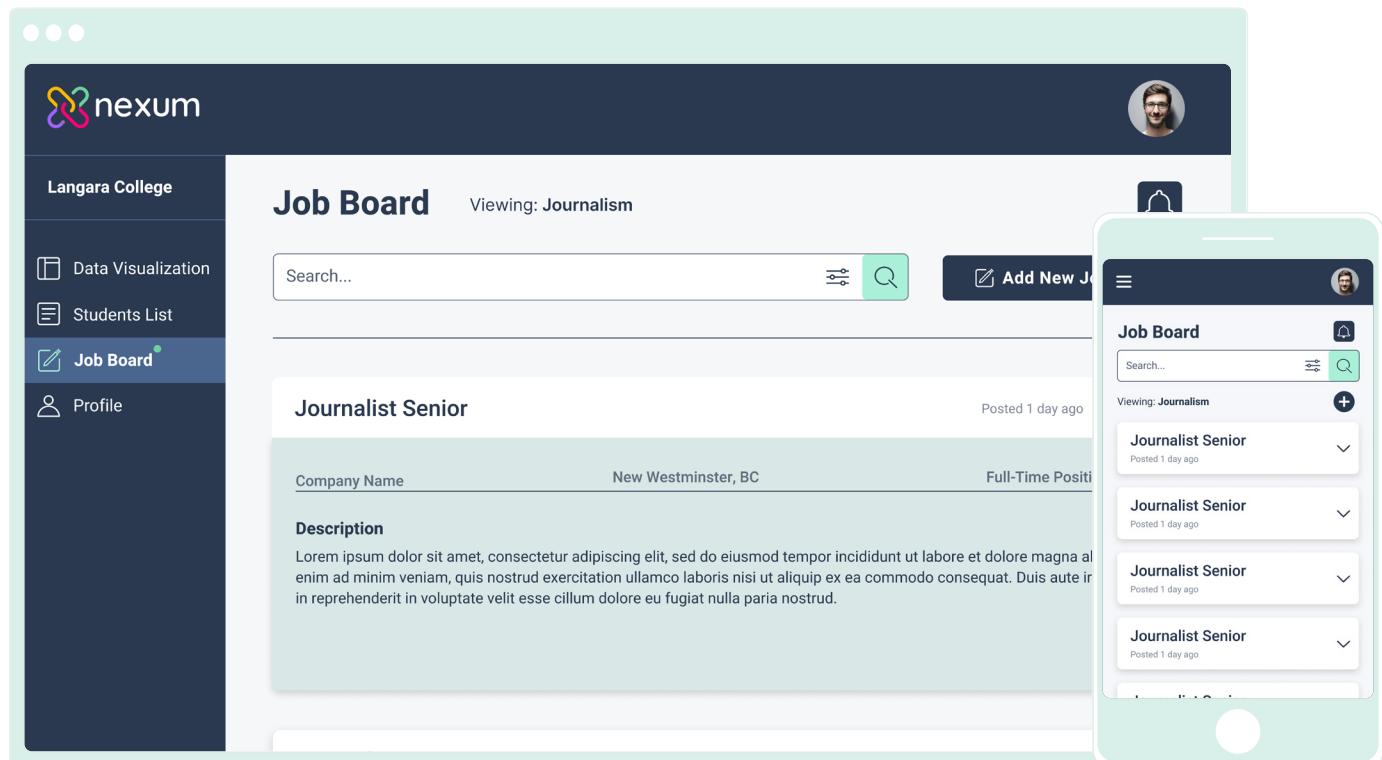
Journalist Senior

Company Name: New Westminster

Description:

Posted 1 day ago

The wireframe shows a desktop view with a sidebar for Langara College (Data Visualization, Students List, Job Board*, Profile) and a main area for the Job Board. A mobile phone view is shown to the right, mirroring the desktop layout but with rounded corners and a different color scheme.



nexum

Langara College

Data Visualization

Students List

Job Board*

Profile

Job Board

Viewing: Journalism

Search...

Add New Job Post

Journalist Senior

Company Name: New Westminster, BC

Description:

Posted 1 day ago

The wireframe shows a desktop view with a dark header featuring the nexum logo and a sidebar for Langara College. The main area is identical to the previous wireframe. A mobile phone view is shown to the right, also featuring the nexum logo in the top right corner.

Wireframes & Mockups

The wireframe shows a desktop view with a sidebar menu for Langara College (Data Visualization, Students List, Job Board, Profile) and a main content area titled "Students List". The content area includes a search bar, a "Share List (3 selected)" button, and a list of four student profiles. Each profile card shows a placeholder image, the student's name, their role (Student or UX Designer), and their experience (3 Years of Experience). Buttons for "View Profile" and "Copy" are also present. A mobile phone mockup on the right shows the same "Students List" screen with the same layout and data.

The wireframe shows a desktop view with a sidebar menu for Langara College (Students List, Job Board, Profile) and a main content area titled "Students List". The content area features a search bar with the word "design" and a "Search" button. Below the search bar is a list of student profiles. The first profile is for Alan Ribeiro Cardoso de Mello Silva, a UX Designer with 3 years of experience. The second profile is for Aroa Dominguez Herrera, a UI Designer with 2 years of experience. The third profile is for Alessandra Rayes Forte, a Graphic Designer with 4 years of experience. The fourth profile is partially visible. A mobile phone mockup on the right shows the same "Students List" screen with the search bar and the first three profiles displayed. The profile card for Alan Ribeiro Cardoso de Mello Silva is expanded, showing his name, email (eribeirocardoso@mylangara.ca), phone number (+12345678901), and a "About Me" section describing him as a UX designer with a well-rounded background in communications, design, UX research, and web development.

LOGO

Student Profile

Langara College
Web and Mobile App Design and Development

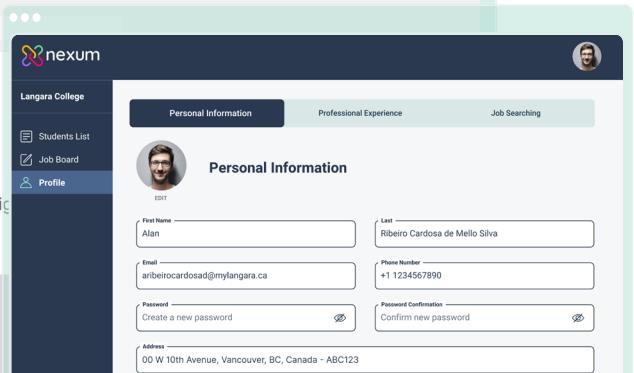
Alan Ribeiro Cardoso de Mello Silva



Email: aribeirocardosod@mylangara.ca | Phone: 

About Me
I'm Alan, a UX designer with a well-rounded background in communications, design, and technology. My areas of specialization lie in wireframes and user flow.

UX Designer | Company Name
Description



Add New Job Post

Company —

Location —

Position —

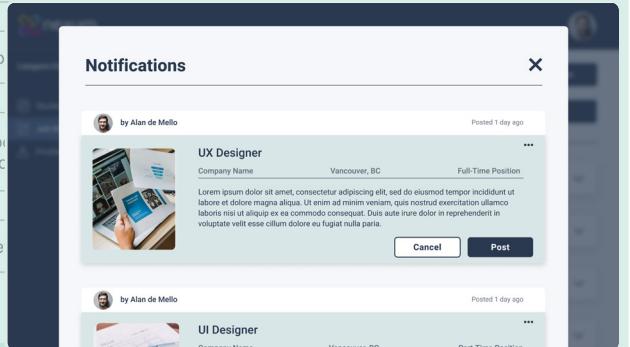
Employment Type —

Start Date — 

Board —

Description —
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Link —



Business Strategy



Business Strategy

Our application focuses on the B2B business model. Our team provides Nexum as a SaaS platform to various institutions who can leverage our platform to enhance communication and opportunities among their students.

Business Model

Our application is available on subscription basis on monthly and annual plans. The cost of building our application and monthly maintenance, support and infrastructure costs are the requirements of building our app. The subscription plans are priced to cover these costs and make a profit. The institutions can then go ahead and access this plan with their faculty, students and alumni. Upgrades and custom addons are also available at an additional subscription cost.

Target Market

Any types of educational institutions like universities, colleges or private courses and tuitions are our primary target market.

TAM (Total Addressable Market) - 36.32 Million

SAM (Serviceable Addressable Market) -

SOM (Serviceable Obtainable Market) -

Pricing model

We hope to give the monthly subscriptions at 99\$ and annual subscription at 1099\$.

Competitive Advantage

The focus of our application is a niche that solves a specific problem that hasn't been successfully solved with users in mind. We want to provide software that can show results and specifically benefit the institutions, alumni and students.

Customer Success

1. We help enhance communication between students and alumni.
2. We help institutions manage their alumni.
3. We provide opportunities to students of the institution.
4. We help institutions in fundraising from alumni.

Future Features:

1. Donation feature for Alumni
2. Content libraries for Alumni
3. Event and reunion features for Students & Alumni

Project Team

Our team consists of UI/UX designers and Web developers.

Team Phoenix is well equipped with cross functional team members who solve problems in design & engineering with a focus on the end user. Our attention to detail and agile best practices ensure that we deliver top quality software.



Alessandra Rayes Forte

Full-stack Developer (Project Manager)

Responsibilities: Organized team meetings and facilitate decision-making. Responsible for the backend configuration, development of API endpoints, data models and database structure, frontend user interfaces and integration between frontend and backend.

 [/arayesforte](#)

 [/alerayes](#)



Bhanuj Nagpal

Full-stack Developer

Responsibilities: Oversee development in team. Architect the project structure, create REST API endpoints. Develop frontend user interfaces and integration between them. Maintain database functionality and collaborate with team for feature implementation.

 [/bhanujnagpal](#)

 [/bhnauj](#)



Emmanuel Fasanya

Responsibilities: Develop frontend landing page. Maintain database functionality and collaborate with team for feature implementation.

 [/efasanya](#)

 [/efasanya](#)



Aroa Dominguez

Graphic & UI/UX Designer (Lead)

Responsibilities: Supervise graphic and UI/UX design in the team. Involve in all the design process. Ideation and visual designing of branding identity, design system, user experience design, finalized proposal.

 [/arodominguetherreira](#)

 [/arodohe](#)



Alan De Mello

UI/UX Designer

Responsibilities: Conduct user research, write user stories, build user flow with user-centered approach, design wireframe, annotation to high fidelity prototype, proposal.

 [/alan-de-mello](#)



Manpreet Singh Assi

UI/UX Designer

Responsibilities: Collaborate in user-experience research, design process and ideation: wireframe, mockups, UI Kit. Leading mockups aspects and presentation slide deck.

 [/manpreetsinghassi](#)



Gurjot Singh

UX Designer

Responsibilities: Conduct user research and interviews, user stories, helping building userflow, support wireframes and prototypes with a user centric approach. Planning the business model and social responsibility.

 [/gurjotsinghdev](#)

References

References

<https://unsplash.com/photos/WNoLnJo7tS8>

<https://unsplash.com/photos/HZS-CkFEQds>

<https://unsplash.com/photos/a0EQFTH4ZfA>

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