

ALJ Recruitment Development Brief.

Intro

The ALJ Recruitment Portal is based upon a 3 channel user journey. The target audience ranges from executive management to qualified professionals from the Asian continent. With this in mind we proposed the following user experience to be built upon a parallax journey that delivers the necessary content first to the relevant audience. Users will be looking for 1 of the following:

1. Working in the Middle East
2. Living in the Middle East
3. Who are Abdul Latif Jameel?

These 3 areas will utilise a single template (each with its' own colour theme, but same in design/functionality/structure) that consist of the parallax techniques. ALJ will send URL's to specific people with specific needs. High end candidates will be directed to alj.com/careers/living-in-the-middle-east and professionals from the Asian continent will be direct to alj.com/careers/working-in-the-middle-east. For those who want to learn more about ALJ as a company will be directed to alj.com/careers/who-are-abdul-latif-jameel. Candidates will be chased by recruitment companies for applications, these candidates will be sent these links via email to do their own research for them and their families. It is recommended that the careers link from the alj.com website link directly to alj.com/careers/who-are-abdul-latif-jameel though this decision is up to the client. This is explained further on page 4 of the provided presentation

[506271_ALJ_Recruitment_Pres_v6.pdf](#).

It is our recommendation that we try to utilise hashtags to hide and show these 3 section on one page load, to allow users to quickly switch between content without page refresh. This could mean the url's could be alj.com/careers/#living-in-the-middle-east, alj.com/careers/#working-in-the-middle-east and alj.com/careers/#who-are-abdul-latif-jameel. This technique is used here <http://agencyurvivalkit.com/>. Try switching between the

products on page load. When a product is changed, so is the content below when the user scrolls. This is the exact functionality we're proposing for our 3 section 1. Working in the Middle East 2. Living in the Middle East 3. Who are Abdul Latif Jameel? Though this example does not effect URL structure, we need to find a way which does changes the url using the anchor/hashtag technique.

This is fundamental to the project and will provide the woow factor.

Sitemap

You will find the sitemap and template map on pages 6 and 8 of the provided presentation. The long numbered pages are simple articles, mostly images/text/videos. Some of these articles are to be hidden from view and Google, as they are private and confidential. Only users who login to the website can view these articles. There is no registration. ALJ will create the logins themselves through the CMS and send out the details to their candidates.

The arrangements to be made prior...., this template is TBC for now.

The template map shows that the first 3 entry points 1. Working in the Middle East 2. Living in the Middle East 3. Who are Abdul Latif Jameel? will all use the same template, but with different colour schemes and content for each. Template 2 will be the listing page for all of the articles. Articles will be searchable, contain tags and sortable. Before getting to the listing page, the user will choose a country from either 1. Working in the Middle East 2. Living in the Middle East. This will then only show articles relevant to that country. 3. Who are Abdul Latif Jameel? will be global and not require country selection (this will be confirmed with client next week). Template 3 will be the article page, again same design and structure for all entry points but different colours and content.

Template 1 - Working in the Middle East. Page 10 to 22 of presentation.

1. Main Image

Upon arriving to alj.com/careers/working-in-the-middle-east, the user will see the main image with the copy on top, an animated GIF indicator (please build this from the vector provided in the photoshop file), menu icon for triggering menu sliding panel and 3 buttons linking to each entry point. Again looking at <http://agency survivalkit.com/>, we'll introduce the content switching here. As you can see in the design the horizontal arrow slider, this is the cursor upon hovering this image. This is to indicate to the user that they can slide to switch between the 3 sections. Exactly the same as seen on <http://agency survivalkit.com/>. The user can also choose to click the 3 colour coded buttons at the bottom to switch between sections. No matter the screen size, this image must always fill the browser from top to bottom. This technique is also used on <http://agency survivalkit.com/>, try resizing the browser, at all sizes the image/sliding technique is only visible to the user.

2. Menu

The menu will slide from the left and push the site to the right. The menu will always inherit the height of the browser no matter what height the browser is. The downloads will automatically download pdfs to the users' machine. The user can also switch between sections by clicking the links within the menu. Clicking on the website image or any other area away from the menu will close the menu.

3. Login

Upon clicking the login button, the menu will switch to a login view. Please use a nice animation. MMenu does this well. <http://mmenu.frebsite.nl/>. We will provide validation styles and forgot password designs upon final meeting with client. To go back to the first menu view, the user can click the arrow next to the Login title.

4. Fixed Header Page 13 of presentation.

Upon scrolling, the header will change to a white background, with a minimized menu icon. The logo must remain the same size. The 3 buttons that were on the main image and changed to 3 centre aligned links. The entry point that the user is currently on, in this case Working in the Middle East, will have an active circle shape below it. The header is to be fixed and follow the user down on scroll.

5. Sliding Gallery Page 13 of presentation

These images will act like a sliding gallery. Again we will introduce the change of cursor upon hovering these images. The user can swipe the images to move the image they want to see to the centre. Images to the left and right are to have lower opacity until they are swiped to the centre. This gallery is to be full 100% width of the browser. The quote below will be static, but can be updated from CMS. This is a parallax when so use as many subtle techniques that you believe to work best. We want all elements of text, images and video to load in an animated manner to the browser.

7. Benefits page 14 of presentation

When the user scrolls to this section, the image will animate into the browser from the right and be fixed until all of the content to the left has finished animating into the browser. While the image is fixed, the content on the left will animate into the browser. The user will scroll, the content will move upwards as normal (while the image remains fixed, in this case the chairs). On page 15 of the presentation you will see the benefit icons. Upon scrolling these will animate into the browser one at a time in a parallax fashion. Once all icons are loaded into the browser the image will unfix and the user will continue to scroll until the next section.

8. Testimonials Page 16 of presentation

Upon scrolling to the Testimonials section, firstly load in the image from the right to left. Then load onto the white rectangle shape. Then load the text on top. Then load the 1,2,3

numbers. Here again we're introducing the sliding cursor when hovering the image, swiping left and right will change the content to a new testimonial. When adding a testimonial from the CMS, we'll need to add 1. The name of the person 2. Title of testimonial 3. And link title. (watch ibrahim...). Upon clicking the 1,2,3 icons, this will also change the testimonials like a slider. We also require the functionality to upload a separate image to act as a placeholder for the testimonial. Upon clicking to play a testimonial, the video will cover the white rectangle and automatically play. The videos will be hosted on vimeo, provide the functionality so that the user only has to add the vimeo URL to the CMS to make it appear on the site. To close this testimonial, click the 'x' icon above the video, this will return to the first view.

9. Working in Saudi Arabia Page 18 of Presentation

Upon scrolling to this section, the image will animate into the browser from the right to left and become and use the same fixed/animation front-end functionality as in point 5.

Sliding Gallery. As soon as the image is loaded into the browser, begin to load in the working in Riyadh text. The user can switch tabs to choose this scrolling content between Saudi Arabia/UAE. Switch the tab will return the scroll to its first item, in both cases it will be Working in 'Country Name' with a paragraph of text. As the user continues to scroll the infographics will load into the browser one by one as seen on page 19 of presentation. Once the final infographic is loaded in the screen, the image will become unfixed and the user can continue to scroll.

10. Working in the Middle East Page 22 of Presentation

Upon scrolling to the bottom of this entry point, the user will see the final message, a dropdown with country selection before reading articles and a button to view job opportunities (this will link to an external website that we have nothing to do with, we will provide URL's to you). Upon clicking the dropdown menu, the list of countries will appear. For now only Saudi Arabia and UAE will be visible. This dropdown is to be scrollable. Upon hovering the social menu share icon, the 4 social media icons will appear to allow the user to share this URL to their chosen social media channel.

More about Template 1.

As mentioned before, this template will be re-used 3 times for each of the 3 entry points but will contain different content and colour scheme for each. You can see the designs for all uses of this template within the presentation and provided PSD's. As you can see all 3 designs use exactly the same structure, functionality both for front-end and backend. A plugin I recommend for loading elements into the browser is <http://scrollme.nckprsn.com/>. The user experience scrolling down the browser should be as pleasant as scrolling up the browser. See how this plugin does it, it is perfect. We want this usability throughout this website. This is to be a high quality parallax website, every detail matters.

Template 2 - Explore Living in the Middle East (Article Listing Page)

About Template 2

This template is the page for holding all of the articles within a specific entry point and country choice. Upon choosing a country in page 33 of the presentation. The user will arrive to this listing page with all articles to do with living in Saudi Arabia after choosing Saudi Arabia from page 33 of the presentation. For entry points 1. Working in the Middle East & 2. Living in the Middle East, their will be country selection at the bottom of their pages. Upon choosing a country in either of these entry points, the user will be directed to here (this template is will also be reused with different colour schemes). If the user arrives on 3. Who are Abdul Latif Jameel?, they do not have to choose a country. They click a button and are directed to Template 2 listing page, all the articles for 3. Who are Abdul Latif Jameel? are global across all countries.

1. Search Page 46 of Presentation

The background image will inherit the same image as that of the entry point, in this case the sunset image. The bold title on top will act as a breadcrumb. In this case Living in the

Middle East/Explore. We will add 'Explore' to the end of the URLs to reach this listing page for example alj.com/careers/living-in-the-middle-east/explore, alj.com/careers/working-in-the-middle-east/explore and alj.com/careers/who-are-abdul-latif-jameel/explore. This may change, this is URL idea for now. The 'Everything you need to know about living in Saudi Arabia' title, this will change in country name depending on the country choice by the user. So it will either be Saudi Arabia or UAE. The system must support future countries at a later date and be flexible/scalable. So please keep that in mind during early development stages. For now and the foreseeable future, we're sticking with Saudi Arabia and UAE.

The first input field is for keyword. This must search article titles and content to show results. The subjects dropdown will act like Tag functionality. When adding new articles, the admin will tag articles with subjects. The ability to add new subject tags must be available. Upon clicking the search button, the browser will scroll down to the articles. Preferably without page refresh! Keep things moving fast. If the user decides to click one of the popular tags, this will automatically scroll the page down to the search title with articles. If the user clicks the search button without defining a keyword or subject, all articles will show.

2. Sorting Page 46 of Presentation

The user can choose to sort the articles by most recent (recently updated/edited/published), most popular (most viewed) and vital reading (please build in a check box within an article upload page within the CMS to allow the admin to check for Vital Reading). Vital reading is for articles that users must read, these will have to be manually checked by the admin. The user also has the option to switch countries. By clicking the dropdown and choosing UAE, the page will refresh (with the same entry point design colour), but the articles will change to UAE articles and the top title will read 'Everything you need to know about living in UAE'.

3. Login Page 46 of presentation

A vital part of this template is the login system for view confidential articles. There also must be a checkbox within the CMS when adding articles for confidential articles. If this

checkbox is chosen, articles will be hidden from view and Google, until a user logs in. Upon clicking the login button from the teal sorting bar, the panel will open, and follow the same design as page **12 of the presentation**. If the user is already logged in, the login button will switch to LOGOUT. Upon clicking logout, the page will refresh and go back to the not-logged in state with the confidential articles hidden.

4. Article Listing Page 47 of Presentation

Upon scrolling to the article listings please load each one at a time using this technique <http://scrollme.nckprsn.com/>. If the user has made a search the article title listing should be 'Your search '**banks**' returned 5 articles. The users' keyword search should be in bold and quotes. If the user did not make a search, show the full number of current available to read articles such as '25 Articles'. If the user has made a search, the 'Clear Search x' link will appear to the right of the article listing title. This will clear the search without page refresh.

5. Article Items

Each article item will contain the thumbnail item, which will be assigned from within the cms (cropping tool required for all image upload preferably). The title of the article will display in bold and the subject tags that are tagged by the admin from the CMS will appear below each article in the listing. Articles that are confidential will show the unlocked icon on the top right of the image, this should only be view if the user is logged in. As well as using the animated feature for loading articles into the browser, we'll use ajax to load more articles upon scroll. We will provide the animated gif for you when you're ready.

6. Who are Abdul Latif Jameel?/Working in the Middle East Page 49 of Presentation

Upon scrolling to the bottom of this template, the user will see the other two sections that will hold more articles. So if the user enters this portal from 1. Working in the Middle East, and navigates to the Explore Article Listings, at the bottom will read **Who Are Abdul**

Latif Jameel? + Working in the Middle East. Clicking these images will direct the user to their entry points (template 1).

More About Template 2.

The vital part of this template is the login with confidential articles. This template will be used for **Working in the Middle East - UAE & Saudi Arabic, Working in the Middle East - UAE & Saudi Arabia and Who are Abdul Latif Jameel?**. This is highlighted in the template map.

Template 3 - Articles Detail Page Page 52 of Presentation

About Template 3

This template will be used for every article within the portal. It will simply be text/images/galleries/blockquotes. We must have everything predefined in the system so the admin can upload any time of content and the article template will inherit it cleanly.

1. Title, Subjects & Search

The article template will contain firstly the breadcrumb, in this case 'Living in the Middle East/Explore/'. The title 'Overview of Saudi Arabia', the date posted in the format show '27th July 2015' and the subjects that this article are tagged too. The sidebar will be fixed to the right and follow the user on scroll. The search will follow the same functionality as the listing page. Upon clicking search the user will be redirected back to the listing page with their results. The related article is based upon articles which share the same subject tag.

2. Galleries/Images

If the admin uploads a collection of images to an article they will display in the format shown on page 52 of the presentation. The user can navigate through multiple images by clicking the arrows. The number of images uploaded will display below the image. If the admin uploads only one image, remove the arrows and the image numbers.

3. Blockquotes Page 54 of Presentation

We will most likely use a lot of block quotes within articles, to show the user the opinion of ALJ employees. In the CMS if the admin uses a block quote, it must follow this predefined style.

4. Previous and Next Articles Page 54 of Presentation

Articles that are more/less recent of the current article the user is reading will display as anchor links below the content. Upon clicking these links the user will be redirected to these article pages.

More about Template 3

This is a simple template. The main thing we're looking for is for all WISWIG elements to be predefined in CSS so no matter what content is uploaded, the portal is ready to use it in the right style. Remember that this template is used for all entry point articles, so it will have 3 colours schemes.

Development references

<http://scrollme.nckprsn.com/>

Inspiration

<http://www.nytimes.com/projects/2013/tomato-can-blues/>

<http://www.beoplay.com/products/h6-rapha-edition#in-the-zone>

<http://savesmoothies.com/#introduction>

<http://sassiholford.com/>

<http://www.laregiondesmusees.fr/>

<http://magazine.rolexawards.com/laureate/arthur-zang>

<http://brandoncjohnson.com/>

<http://velvethammer.net/>

<http://agencysurvivalkit.com/>

<http://www.soyuzcoffee.com/ru/coffee>

<http://www.audreyazoura.fr/>

<http://17grad.com/>

<http://whiteboard.is/>

<http://www.bagigia.com/collection.php>

<http://unfold.no/>

<http://whois.wildlife.la/>

<http://www.flatvsrealism.com/>

<http://www.sony.com/be-moved/>

<http://makeyourmoneymatter.org/>

<http://www.vondutch.com/>

<http://madebyshape.co.uk/>

<http://neomam.com/interactive/13reasons/>

<https://www.oculus.com/en-us/rift/>

Client liked these (not us! Don't take much notice)

<http://cessna.txtav.com/en/citation/mustang>

<http://neomam.com/interactive/13reasons/>

<http://lostworldsfairs.com/atlantis/>

<http://www.madwell.com/>

<http://www.spaceneedle.com/home/>

Please provide your full feedback and timeframe upon reading this document.

The END.

Thanks

Pete.