

A Digital Magazine Project at GESHER, Inc.

GESHER TIMES

グエン ミン チャン

Nguyen Minh Trang

7/2024 - 8/2024



Overview

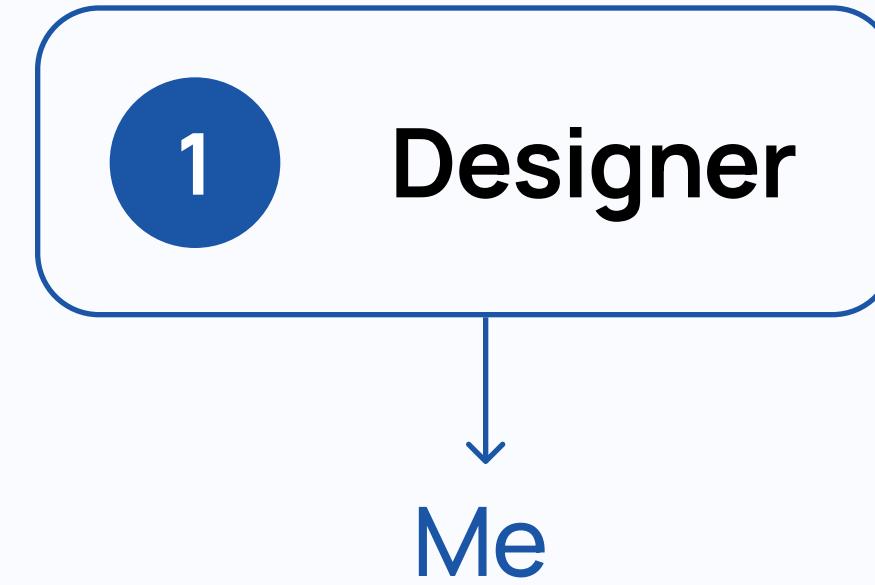
GESHER TIMES is a digital marketing platform created to bridge Japanese innovation and startups with global audiences, fostering connections and expanding the brand presence of GESHER .inc.

GESHER TIMESは、日本のイノベーションとスタートアップを世界とつなぐためのデジタルマーケティングプラットフォームであり、株式会社ゲシェルのブランドの認知を拡大することを目的としています。

*Gesher in Hebrew means “bridge”

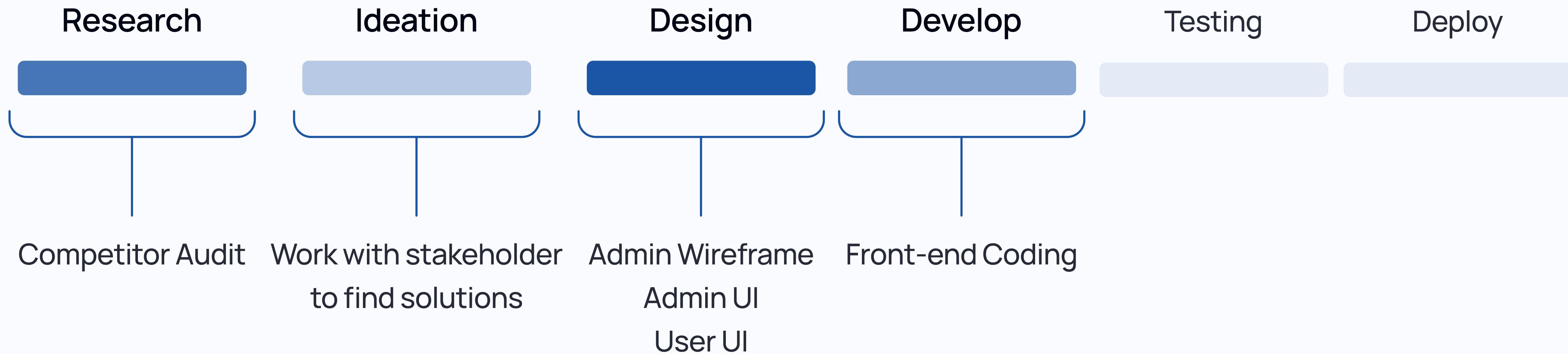
My Team

1 Project Lead



1 Full-stack Developer

My Design Process



Persona



Name: Hiroshi Tanaka

Age: 34

Occupation: Startup Founder

Location: Tokyo, Japan

Background:

Hiroshi is the founder of a tech startup focused on AI-driven solutions for the healthcare industry. He has experience in software engineering and recently shifted into a business role to lead his company. Hiroshi is passionate about innovation and wants to expand his company's reach globally. He's familiar with the Japanese startup ecosystem but is still learning about navigating international markets and building a brand presence abroad.

Goal

- Gain visibility for his startup outside Japan
- Connect with potential investors, partners, and collaborators worldwide
- Learn best practices and strategies for scaling internationally

Frustrations

- Limited exposure to global networks and audiences
- Difficulty in finding resources to effectively market his company abroad
- Language barriers in accessing international opportunities

Needs from GESHER TIMES

- Information on global startup trends and market opportunities
- Networking resources to connect with international investors
- Insights and case studies on Japanese startups succeeding abroad

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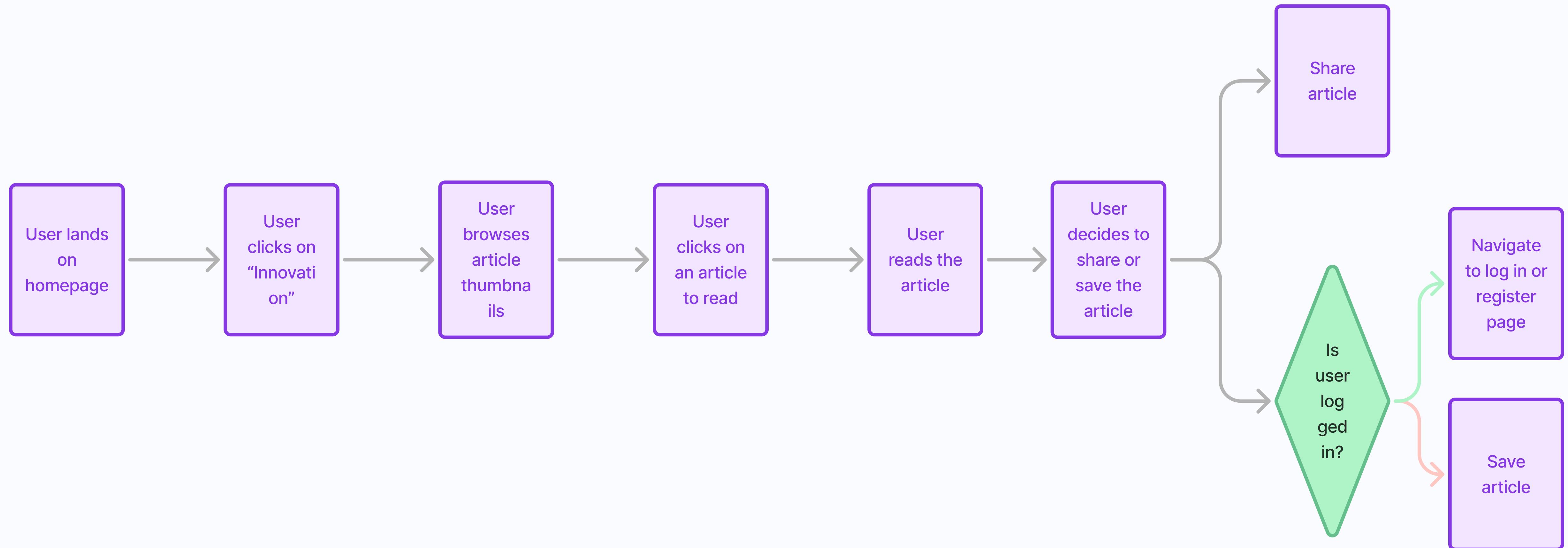
As a startup founder aiming to expand my business internationally, I want to use GESHER TIMES to gain insights on global market trends, learn strategies for promoting my brand abroad, and connect with international partners, so that I can increase my company's visibility and successfully grow outside of Japan.

- Hiroshi Tanaka

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スタートアップの創業者として、ビジネスを海外に拡大するために、GESHER TIMESを活用して、グローバル市場のトレンドについての洞察を得たり、海外でブランドを促進するための戦略を学んだり、国際的なパートナーとつながることがしたい。その結果、会社の認知度を高め、日本国外での成長を成功させたいと考えています。

User flow



Wireframes

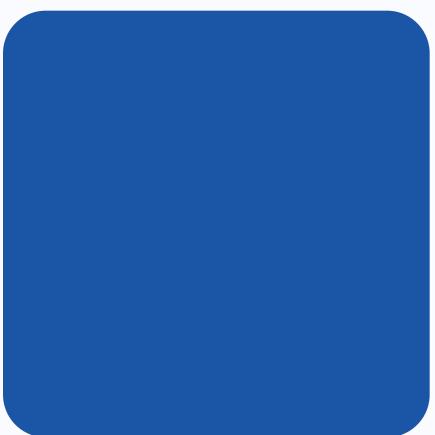


Logo

The design combines the letters 'G' and 'T' in the same font as the company logo, forming an image of a bridge to represent this site as a connection between Japan and the world.



Primary Color



#1B55A6

This primary color aligns with the company's brand identity, reinforcing the site's core objective: to enhance GESHER's reputation and visibility.

ゲシエルタイムズ
GESHERTIMES

**Email,
news- letter
template**

Product Screens



Visit the website at

<https://times.gesher.co.jp/>

Thank you