

IS6

# Project Brief

Website Design

IS6

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## **1. Introduction**

Our team aims to help those people who own a bachelor degree of information system to find suitable jobs in their career development. And we are planning to develop a website, which is called 'Hooli'. This is an occupation information introduction site. With the information we provide, users can compare between the employment prospects of the UK, the US and China to choose the suitable employment for them. The project has launched September 2, 2019, and it will spend about 3 months.

If you have any questions, you can contact our team manager by E-mail. Her E-mail is [yutingh@utas.edu.au](mailto:yutingh@utas.edu.au).

## **2. About the organization**

Our company is consist of six individuals. Then we will provide the positions and job responsibilities of the members of the company.

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### 3. Target Audience

**a. The experienced IT employees** who own an IS degree. Those people can get enough information about their career development and choose a suitable way to make use of learned skills from our website. The website should be easy and clear enough to be used.

**b. The graduate students** who have an IS bachelor degree. Our website lists and analysis skills and jobs for IS graduates, the working area contains several parts from IT to business. The website should act like a user-friendly website and help these students to acquire what they need.

**c. The media.** Some of the media may list the job search website to help the graduates and sometimes they may use the data and analysis from website writer. Our website can offer specific data which was collected by our professional team so that we can also provide information for media to use. Besides, the ads from media is helpful to advertise our website.

**d. The IS related companies.** These companies have the need of employing IS people. Our website can have business relationship with them and list the people they need on our website.

#### **4. Website activities and objectives**

We would like to help users to compare the career in different countries and focus on the analysis between three countries: USA, UK and China. The user can do activities like:

- Register/Log in
- Get career development analysis from different countries
- Get to know the skills and jobs in IS area
- Find the suitable company and know the job the company needs now
- Leave comments for our website
- Contact us from the way we provide

The main objectives of our website are:

- Create awareness of our website team
- Help those students who own a bachelor degree of information system to find a better job in their career development
- Make improvements of the IS career analysis
- Compare and analysis the job career between 3 different countries

## **5. Navigation structure**

- **Home**

Mission

Introduction for applicable people

Job information (basic)

Log in and sign in

Country choice

Potential Career Analysis

- **Country (China, USA and UK)**

National Employment Environment and Opportunities

Occupational classification

Industry requirements

Talent introduction plan

Skills Recommendation

Representative companies (basic information)

National projects in the industry

Comment section

- **Signup and login**

- **Company details (about seven per country)**

Company Introduction (details)

Recruitment Requirements

Salary

Job description

Opinions on Big Data Analysis

Recruitment Ratio

Company Official Website Hyperlink

A comparison chart of three country information

Comment section

- **Contact us**

Team (6 members)

Contact information

The website will have approximately 28 pages for launch, which includes job information and country pages.

## **6. Website features**

- Flash animation on the home page (please see [https://cn.japanese-jobs.com/?utm\\_source=baidulisting&utm\\_medium=GNbig&utm\\_campaign=G187&utm\\_content=25659845147&utm\\_term=94062733273](https://cn.japanese-jobs.com/?utm_source=baidulisting&utm_medium=GNbig&utm_campaign=G187&utm_content=25659845147&utm_term=94062733273) as reference)
- Login function
- Access privileges
- Responsive Formula (please see <https://www.indeed.com/q-The-Job-Hunter-jobs.html> as reference)
- Click to enter a new page
- Hyperlinks
- Database
- Drop-down navigation (please see <https://www.bls.gov/ooh/> as reference)

## 7. Competitor websites

Competitor website worth referencing are:

Indeed -<https://www.indeed.jobs/>

Indeed is a well-known job recruitment website, we think the range of services the site offers is their biggest advantage like 180 million unique visitors in 50 countries and available in 26 languages. But we don't like the design of the website, the color is too simple.

Monster- <https://www.monster.com/jobs/search/>

We love their interaction design, which also offers a feature that allows employers to post job listings on Facebook, Twitter and LinkedIn, making job hunting easier and faster.

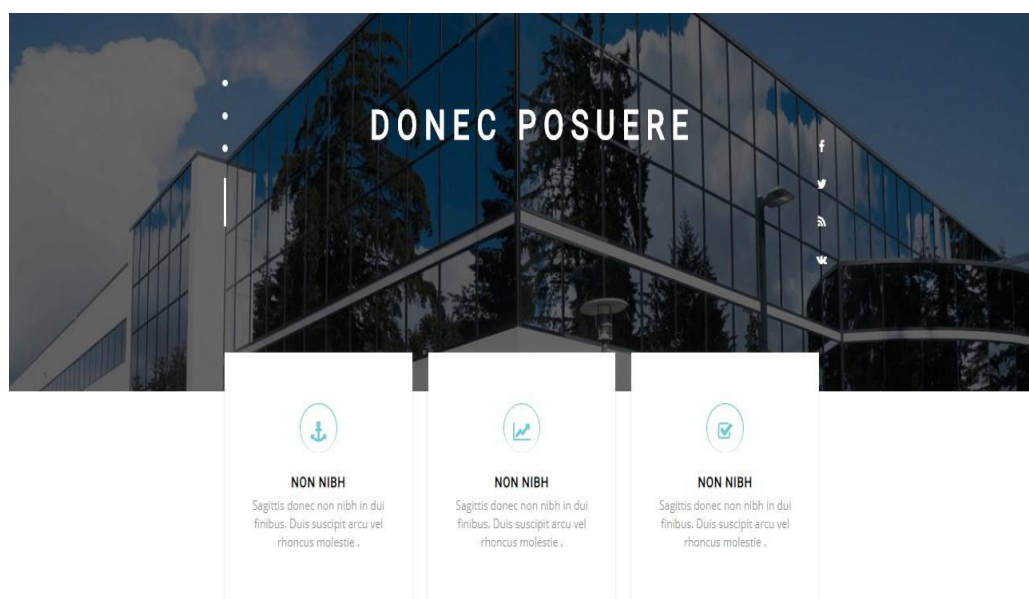
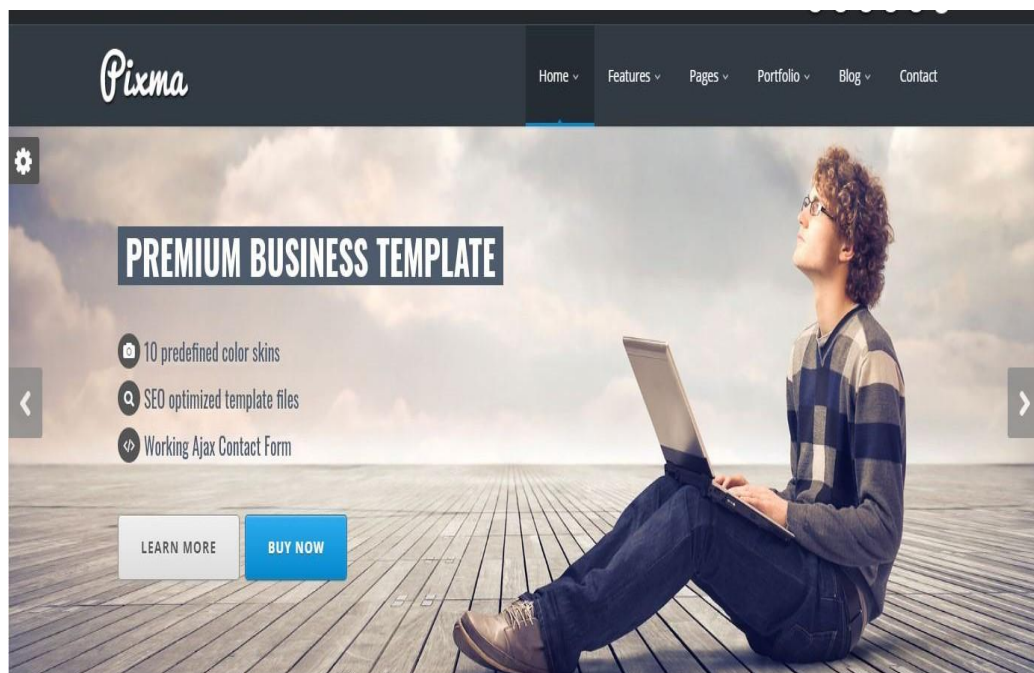
GlassDoor-<https://www.glassdoor.com/index.htm>

The site is representative of user interactions, with millions of company reviews, salary reports, interview reviews and questions, benefit evaluations, and more. This is a good example from our website about the comment section. But asking for a login before you see anything useful can lead to a loss of users.



## 8. Design

After collecting and filtering a large number of real websites and web design templates, we had a group meeting and discussed about the basic design, then we decided on the approximate page layout, combining with our own topic, design concepts as well as examples, we decided on the approximate page layout. It is similar to the template reference below:



The overall style of our website is concise and clean. The main colors we planned to adopt are blue and gray, which may make viewers' visual comfortable, and then the highlights are decorated with a small amount of yellow color to make the interface not too dull. The layout design will be based on people, mainly for the convenience of visitors. In addition, the design approach combined pictures and text will be used, which is reasonably arranged to make it easy for users to view information. In particular, the pictures will be interactive.

The navigation bar will be placed in the prominent position at the top of the home page, clearly classified, allowing users to quickly and easily access the page they want to view. And there are conspicuous buttons that can be connected to the main pages of career information introductions of the three country. The home page could express our survey topics and display some basic survey content, including text and images.

The design style and tone of other interfaces are consistent with the home page, reflecting the integrity of the site. Each interface will contain the details of our findings and conclusions, and will be presented in a consistent, visible layout.