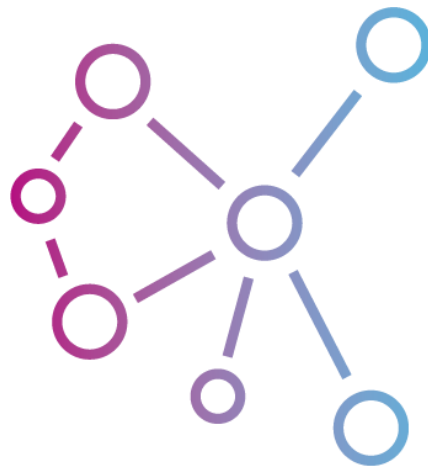


Graphics Design and Communication

TNM069



CONNEX

Group 7

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1. What is Connex?

Connex strives to be the ultimate meeting place for creative and IT professionals. Giving these two the chance to create their own network and a new way for professionals and companies to connect and create job opportunities. It is a way for job seekers to show what they can do, instead of just writing it. With interactive communication, such as video-chatting and live coding, the professionals can show who they are and what they can do, and the companies can get a bigger image of potential employees. The best fit for the job might not be the one with the longest résumé.

The name Connex comes from the word connect, since Connex is a place where professionals and companies connect. The name could be used as a verb, to connex, meaning when you connect with someone on the network.

2. Target Audience

Connex's target audience are job seekers who are professional and passionate in data/IT, design or creative professions, people who want to show their work. Connex is not just intended for programmers and designers, but for anybody who is creatively inclined to stand out by creating a personalized page and would like to have great interaction with employers/employees.

2.1 Professionals

The job seekers who use Connex are people who are professional and passionate in IT, design or creative professions. They might have little experience to show, but have skill within a specific area that they can show. They are driven people and on Connex they have the opportunity to find jobs that suits them, instead of waiting for companies to find them.

2.1.1 Personas

The following personas are examples of Connex's users and target audience.

2.1.1.1 Hilda

Name: *Hilda Helgotsson*

Profession: *Game designer.*

Age: *27*

Living situation: *Has recently moved to Gothenburg and lives alone in a small one-room apartment. Does not know many people in Gothenburg, but moved there because she wanted to live in a big city where there are many jobs, but also likes to live near the sea.*

Hobbies: *Besides game design, she loves to travel and surf. She is also into true crime and loves watching thriller movies.*

Looking for: *Full time job at a game company as a game designer.*

Education: *Bachelor in game design and graphics at Uppsala university, campus Visby.*

Experience: *Have made projects in school and has had an internship at a game company during summer vacations.*

2.1.1.2 Erik

Name: *Erik Martin*

Profession: *Freelance makeup artist.*

Age: *23*

Living situation: *Lives with parents outside of Stockholm.*

Hobbies: *Making youtube videos.*

Looking for: *Freelance jobs to create a portfolio and get experience.*

Education: *Went to Art of Makeup School in Solna with beauty orientation.*

Experience: *Self-taught artist.*

2.1.2 Companies

The companies that uses Connex are smaller start ups to bigger companies that are looking for passionate professionals, either for smaller freelance work or for employment. The companies get a great view of the potential employees and do not limit themselves to a specific competence.

3. Main features

3.1 Personal portfolio

An easy way to create a personal, eye catching and extensive profile. It contains all the important information about the company/professional but is also a way to visually show projects and a bit of personality to make you stand out from the crowd. Add photos and videos of your projects to show employers what you can do or employees what you do. Combine the creativity of a personal website with the convenience and structure of a uniform platform.

The portfolio icon is pink, since this is where the professionals can show their creative side and showcase their projects and work.

3.2 Job market

The job market is a place where companies that search for competence can add assignments, which professionals can bid on by showing what they can do. Follow job specifications you like, such as "AI", "web development" or "game development" and get suggestions on job opportunities in your region that could fit you.

The job market icon is blue since this is a color that stands for tech and business.

3.3 Interactive communication

Connect with companies/professionals easily. A chat function where you can video-chat, live code, send files and share screens so that you can have interviews or live cases without changing platform. Everything in one makes it convenient for both employers and professionals.

The chat icon is purple since this is where the professionals (pink) and the companies (blue) interact and possibly join, blending these two colors gives us our purple chat color.

3.4 Pricing

Connex is completely free for individual professionals but companies have three different price packages to choose from. The packages varies in how many ads the company can post, better advertisement on users feed and extra features.

4. Graphic profile

Connex's graphical profile has been developed with the target audience in mind, and strives to give a professional yet fun impression.

4.1 Logo

Connex logo portrays people connecting with each other and creating a network. The logo is primarily the connex icon with the pink-blue gradient and the brand name connex in black, but can be used with only the icon or completely black, white, pink or blue. The logo as only the icon can be used for example as the application icon on mobile phones. The font used for the brand name is clean and professional.

If the logo is set to a darker background the logo can be changed to white. Although there are a lot of alternate options for the logo, it can never be used with only the 'Connex' brand name since it is not recognizable.

4.1.1 Use of logo

There are a few rules regarding the use of the logo. It can be used for commercial use for the company and in any form that strengthens and promotes Connex. The rules that apply for the logo are described below.

The primary logo's text can only be in black or white, and the connecting circles (if not in gradient) cannot be in a different color than the text. The logo must always be positioned in a straight line and never flipped or turned. When only using the connecting circles the gradient has to go from pink to blue and never in reverse. The circles should never be filled and only show the outlines. If the logo is positioned against a colored background then the logo cannot be in color, only in black or white.

4.2 Colors

The graphical profile contains three primary colors: a magenta/pink, a light blue and a light purple. A hot pink color indicates excitement, energy and fun. This color is used for the professionals, representing their creativity and personalities. Blue colors represents calm and logic, and is used for the companies, representing professionalism and business. The purple color is used for the chat, since the purple is the combination of pink and blue, and the chat is where professionals and companies can connect. The colors are often used as a gradient from pink to blue, for example in the logo, which represent how professionals and companies can be “merged” using Connex.

4.3 Font

The font used is Avenir, and can be used as Avenir Book, Avenir Light, Avenir Light Oblique or Avenir Black, depending on if it is used in headings or paragraphs, and give contrast and different weight, but give it a cohesive look. For headlines it should foremost be used in book and light. Avenir Book and Avenir Light Oblique can be used for subheadings. For body text all the different cuts available can be used to label words and sentences so they stick out; such as Avenir Light Oblique and Avenir Black. The font was picked to give a professional and clean look and is easy to read.

4.4 Graphical element

The gradient color using our pink and blue colors can be used as a notable graphical element. Using the gradient to improve different elements and backgrounds can enhance the content in all sorts of graphical material. The gradient can be used in reverse for comprehension purposes.

4.5 Use

Combining everything mentioned in the graphic profile, we can easily create graphical material for our company to use. The Connex logo should always be included in all material. Its placement should be clearly visible and in contrast to the background. The graphical element can be used in different ways and it is allowed to create own elements and layouts as long as the colors are included. The colors described under the subchapter Colors do not have to be used at the same time. When matching other colors to these strong colors, standard colors such as grey, white or black are preferred. Placement of text depends on what information should be highlighted, therefore own judgement can be made as long as an hierarchical grid is considered.

5. Material

5.1 Website

We wanted to give the website a clean and professional look, giving users the impression that the company is serious and that results can be expected using the service. This also blends well with the very clean looking font used. Since the users can make a personalized, creative profile, the Connex web page should not take focus from this. The website strives to be intuitive and easy to use. The colour representations of pink being individual professionals, blue being companies and purple being chat is further used on the website, including in the feed and the icons in the menu that leads the user to “the profile”, “the chat” and “the job site”.

5.2 Roll-up

People living in the city are networking and connecting with other people every day. That is why we used a city theme; to make passers understand and feel the connection that a city has. The gradient on top of the city symbolizes the connection between the individual professionals and the companies. The roll up is specifically designed to be seen from far and before the passer can read the text he or she should understand the positive outcome that Connex gives. All of this by the connected line going upwards; it defines reaching your goals to find a job, just for you.

5.3 Flyer

A decision was made to split the flyer into two pages; one intended for professional users, and one for companies/business users. This was done to be able to allow more focus on both groups separately. To quickly show which page is intended for which user, one of the main element of focus is the top center box, which says “looking for a job” or “looking for talent”. The color of the boxes reflect the target viewer, as explained before. Here the city theme with the gradient is kept, with the gradient direction swapped on one of the pages, to further show contrast between the pages.

6. Audience analysis

6.1 Online survey

To obtain suggestions from our target audience we created an online survey containing earlier versions of our graphic material. The way our online survey was set up, was to make the survey participants evaluate our design choices and suggest better solutions. Using these comments we changed our material to match some of these suggestions.

6.2 Changes

After conducting a audience analysis we obtained a lot of comments and suggestions from our target audience. This gave us a new perspective that made us change a few things. These changes were: adding notifications symbols to the colored icons on the website, larger text in the body text, creating a more distinct hierarchy, changing the icons between the company and professional symbols and flipping the graph line on the rollup so that it looks like its increasing and not decreasing.

7. Final words

Connex strives to be a recognizable brand with real-time connectivity. Our purpose is to create collaborations in the most efficient way for both companies and professionals. Our main focus is to help job-seekers first and foremost and secondly help employers find these incredible individuals. We encourage creativity among our users and therefore we took our time to create a strong foundation for our company. To encourage creativity we had to show creativity in our brand, a goal we have achieved.

8. References

The following references have been used as inspiration and guidelines while creating our company.

Graphic Manuals

LiU: https://drive.google.com/open?id=1D85LWJ_SU7OjdKeHcURXWiqbnOTSEI62

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