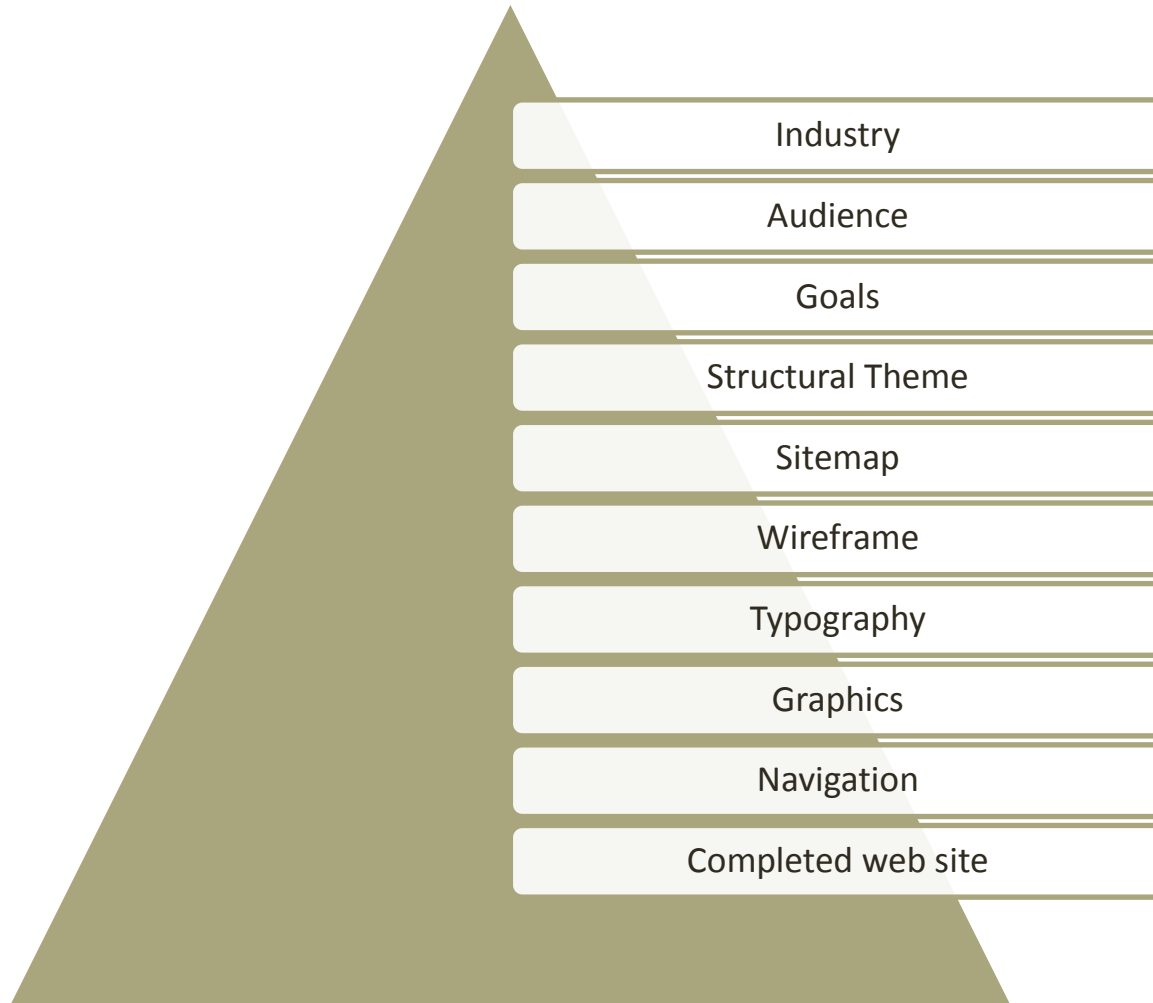




# WorkingNetwork<sup>©</sup> Web Site Design

By Rose Zaino

# Introduction



# Introduction

## The Need

- Mystery for millions of people
- 12.3 million unemployed\*
- Unemployment rate is (7.9 %)\*
- Unemployed and are living without collecting

\*United States Department of Labor: Bureau of Labor Statistics (<http://www.bls.gov/news.release/empsit.nr0.htm>)



**WORKINGNETWORK**®

# Introduction

## The Solution

- Network using WorkingNetwork
- Insider connections to jobs
- Current with industry news





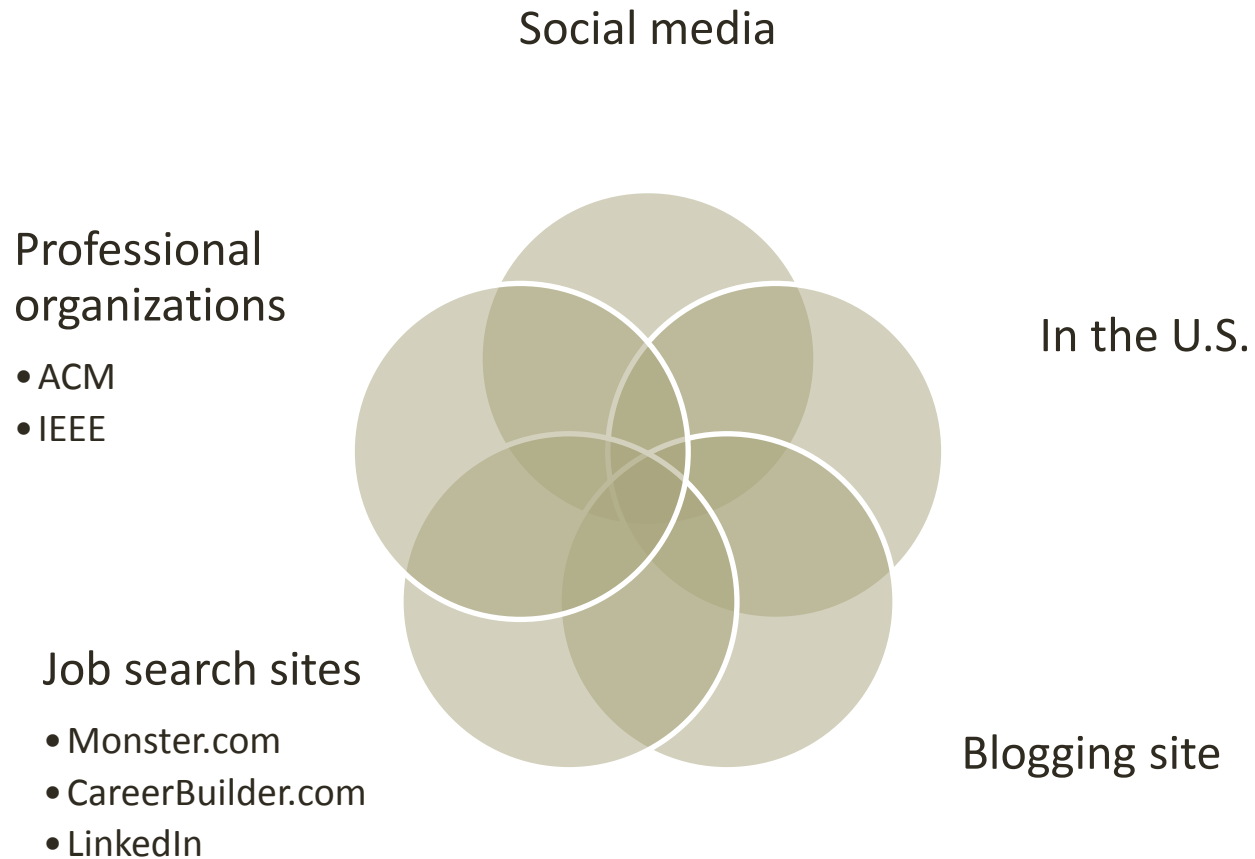
# Why?

I have researched job hunting for 4 years:

- Job coaches
- Job hunting/interviewing articles
- Job hunting webinars
- Job fairs
- Networking events
- Resume writing
- I used to conduct interviews



# Industry



# Audience

## People who are:

- In the U.S.
- Adults
- Employed
- Unemployed
- Age 20-65
- Expert to novice

## Employers

- In the U.S.
- Corporate America

## Government agencies

- In the U.S.

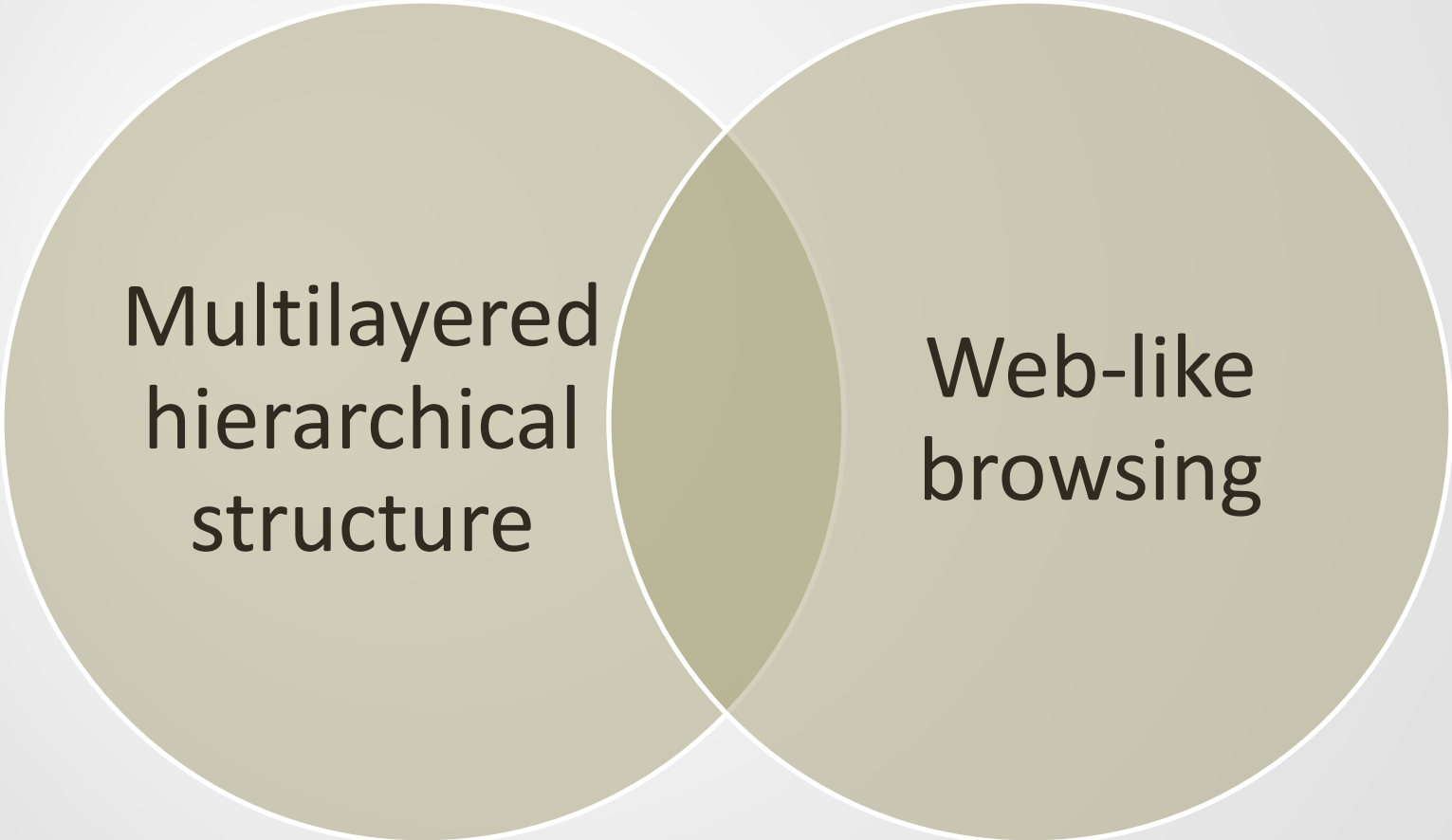


# Goals of the project





# Structural Theme

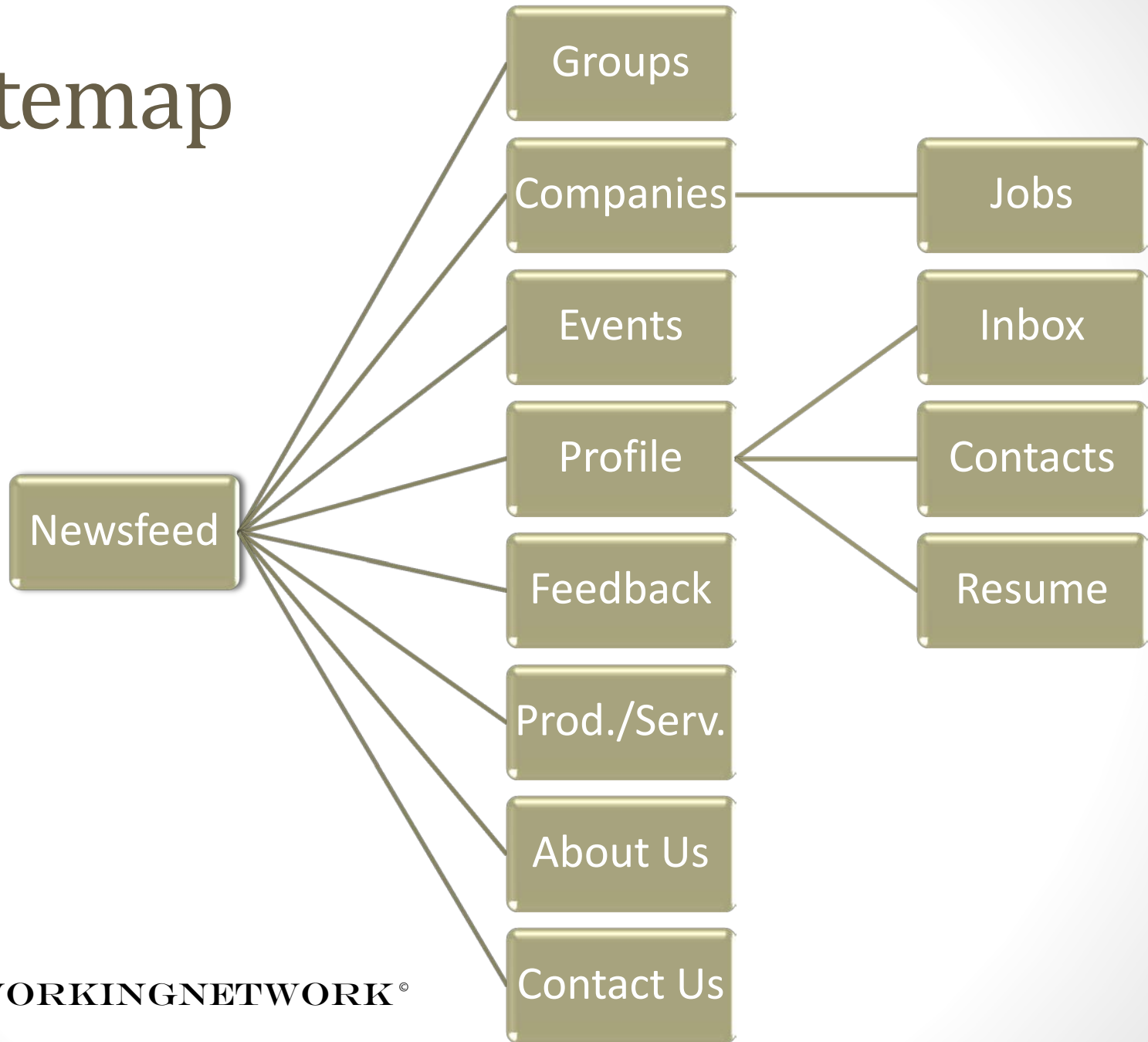


Multilayered  
hierarchical  
structure

Web-like  
browsing

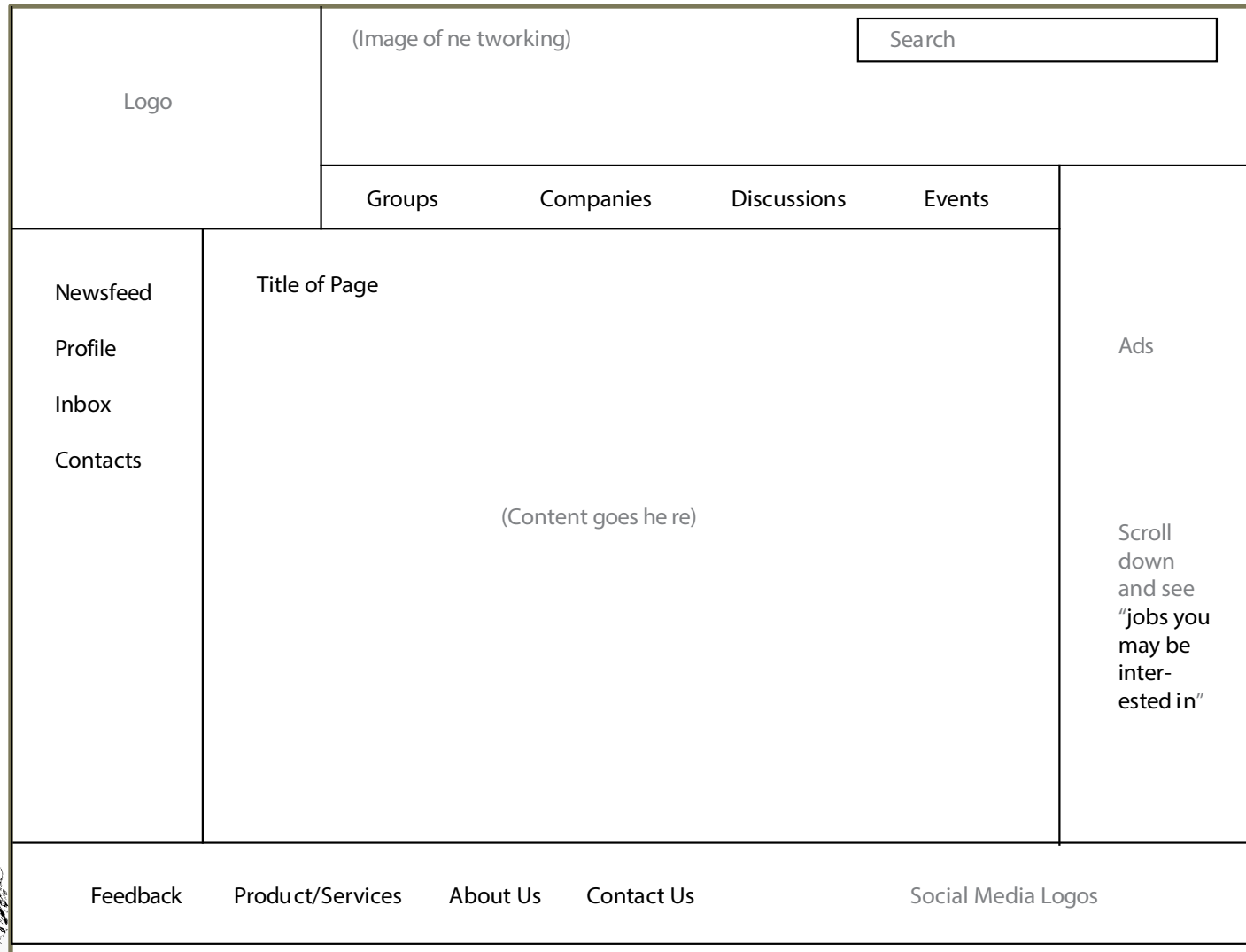


# Sitemap





# Wireframe



# Typography

Title Font: **WorkingNetwork**

Font family: Century Gothic Typesetting Color: Blue = R=46 G=49 B=146 Weight: Regular Size: 32pt

Headings: **70% of jobs are made this way. Join us.**

Font family: Century Gothic Color: Black R=0 G=0 B=0 Weight: Bold Size: 14pt

Content: Should more companies work from home?

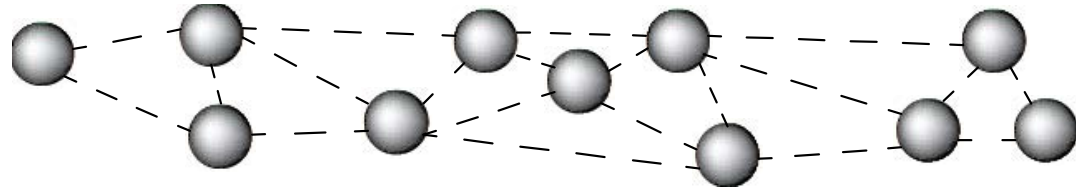
Font family: Century Gothic Color: Black R=0 G=0 B=0 Weight: Regular Size: 13.5pt

Anchor (Links): **Contact Us**

Font family: Franklin Gothic Book Color: Black R=0 G=0 B=0 Weight: Regular Size: 13.5pt

Visited: Blue = R=46 G=49 B=146 Roll Over: Blue = R=46 G=49 B=146

# Graphics Considered and Used



# Navigation

The screenshot displays the WorkingNetwork website interface. At the top left is the WorkingNetwork logo, featuring a lion's head. The top right contains links for "Sign Out" and "MyAccount", and a search bar. A central navigation bar is highlighted with a red oval, containing "Groups", "Companies", "Discussions", and "Events". Below this, the main content area shows a "Home" section with a profile picture of Ross S. Zaino and a post by Jane Smith asking "Should more companies work from home?". A left sidebar is also highlighted with a red oval, listing "Newsfeed", "Profile", "Inbox", and "Contacts". At the bottom, a footer navigation bar is highlighted with a red oval, containing "Feedback", "Product/Services", "About Us", and "Contact Us". To the right of the footer are social media icons for Facebook, LinkedIn, YouTube, and Twitter. The bottom of the page includes copyright information: "© 2012 WorkingNetwork e-mail workingnetwork@email.com 111 North Ave, North Brunswick, NJ".

WORKING NETWORK

Sign Out | MyAccount Search

Groups Companies Discussions Events

Home

70% of jobs are made this way. Work with us.

Ross S. Zaino

Newsfeed

Profile

Inbox

Contacts

Jane Smith

Should more companies work from home?

Comment

Feedback Product/Services About Us Contact Us

Facebook LinkedIn YouTube Twitter


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# Navigation

The screenshot displays the WorkingNetwork website interface. At the top left is the WorkingNetwork logo, featuring a lion's head. To the right of the logo is a navigation menu with links for "Sign Out", "MyAccount", and a "Search" input field. Below this is a dark blue navigation bar with buttons for "Groups", "Companies", "Discussions", and "Events". The main content area shows a user profile for "Rose S. Zaino" with a profile picture and a list of navigation options: "Newsfeed", "Profile", "Inbox", and "Contacts". To the right of the profile is a "Contacts" section with a "Search" input field and a list of names starting with "A": "John A'Doe" (repeated five times). A vertical sidebar on the right contains the text "Scroll down and see jobs you may be interested in". The footer includes a dark blue bar with links for "Feedback", "Product/Services", "About Us", and "Contact Us", along with social media icons for Facebook, LinkedIn, YouTube, and Twitter. Below the footer is a light brown bar with copyright information: "© 2012 WorkingNetwork e-mail workingnetwork@email.com 111 North Ave, North Brunswick, NJ".



# Home Page Design



Sign Out | My Account Search

Groups Companies Discussions Events

Home

70% of jobs are made this way. Work with us.

**Rose S. Zaino**

Newsfeed

Profile

Inbox

Contacts

**Jane Smith**

Should more companies work from home?

Comment

Scroll down and see jobs you may be interested in

Feedback Product/Services About Us Contact Us


f in YouTube t

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# Product/Services Page Design







Sign Out | MyAccount

Groups Companies Discussions Events

Home > Products/Services





  
**Rose S. Zaino**  
Newsfeed  
Profile  
Inbox  
Contacts

### WorkingNetwork Product/Services

-  Working Network Basic Package
-  Working Network Silver Package
-  Working Network Gold Package
-  Working Network Premium Package

Scroll down and see jobs you may be interested in


Feedback Product/Services About Us Contact Us

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# Feedback Page Design



Sign Out | MyAccount Search

Groups Companies Discussions E vents

Home > Feedback

Scroll down and see jobs you may be interested in

**Rose S. Zaino**

Newsfeed  
Profile  
Inbox  
Contacts

WorkingNetwork Feedback

Name:\*

E-mail:\*





Phone:\*

Message:\*


SUBMIT

Feedback Product/Services About Us Contact Us

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# Contact Us Page Design



Sign Out | MyAccount

Groups Companies Discussions Events

Home > Contact Us

  
**Rose S. Zaino**





Newsfeed  
Profile  
Inbox  
Contacts

**WorkingNetwork Contact Us**

Working Network  
111 North Avenue  
North Brunswick, New Jersey  
08902  
workingnetwork@email.com  
1-800-555-5555

Scroll down and see jobs you may be interested in

Feedback Product/Services About Us Contact Us

© 2012 WorkingNetwork e-mail workingnetwork@email.com 111 North Ave, North Brunswick, NJ



# WorkingNetwork Overview

**Central  
idea:**

- Most effective ways to job hunt
- Keep current in the industry news
- Network with new people





# Next Steps

Designing  
site January  
2013

Launching  
the site  
Spring 2013

Testing the  
site February  
2013

