WorkingNetwork© Web Site Design

By Rose Zaino

Introduction

- Industry
- Audience
- Goals
- Structural Theme
- Sitemap
- Wireframe
- Typography
- Graphics
- Navigation
- Completed web site
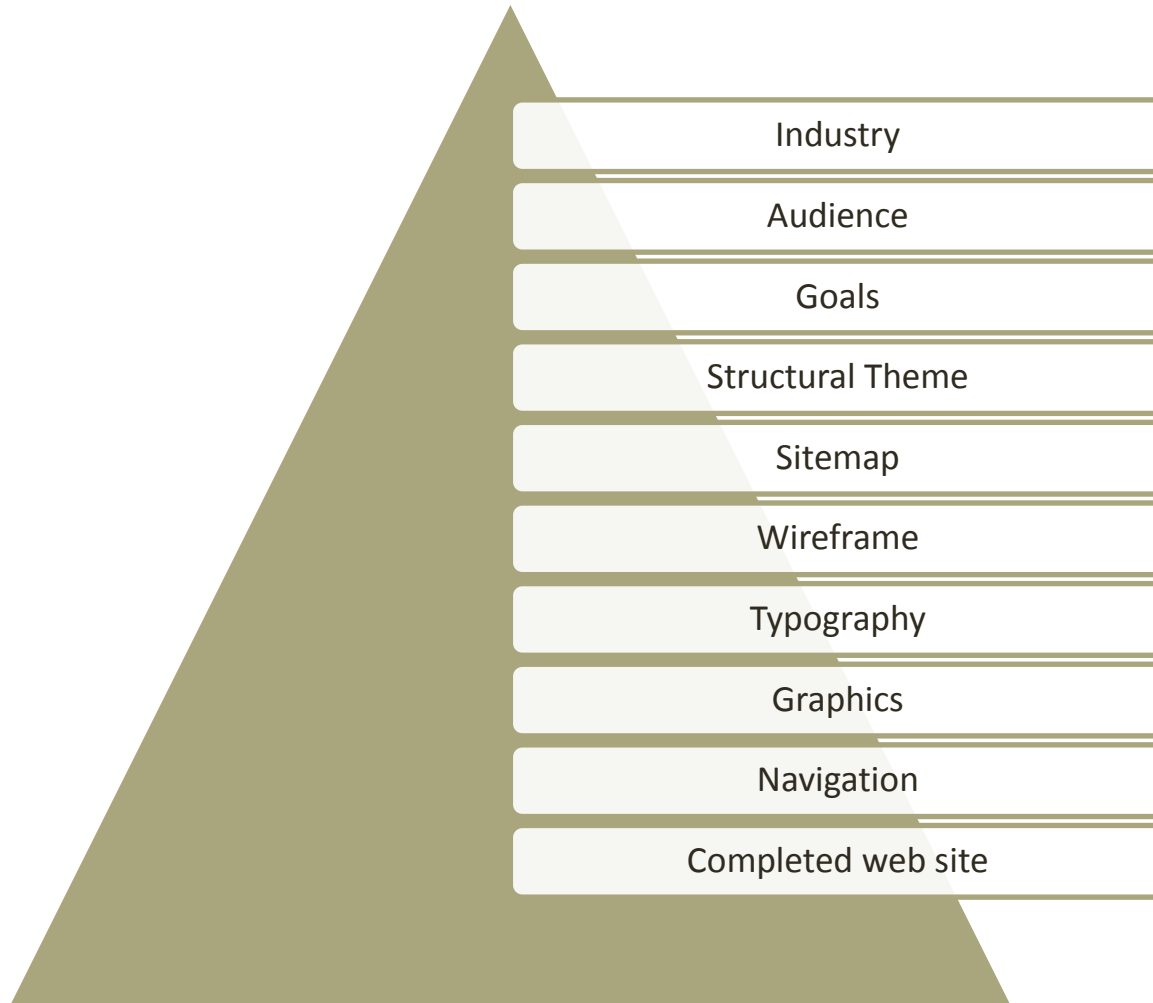
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Introduction

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)

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Introduction

The Solution

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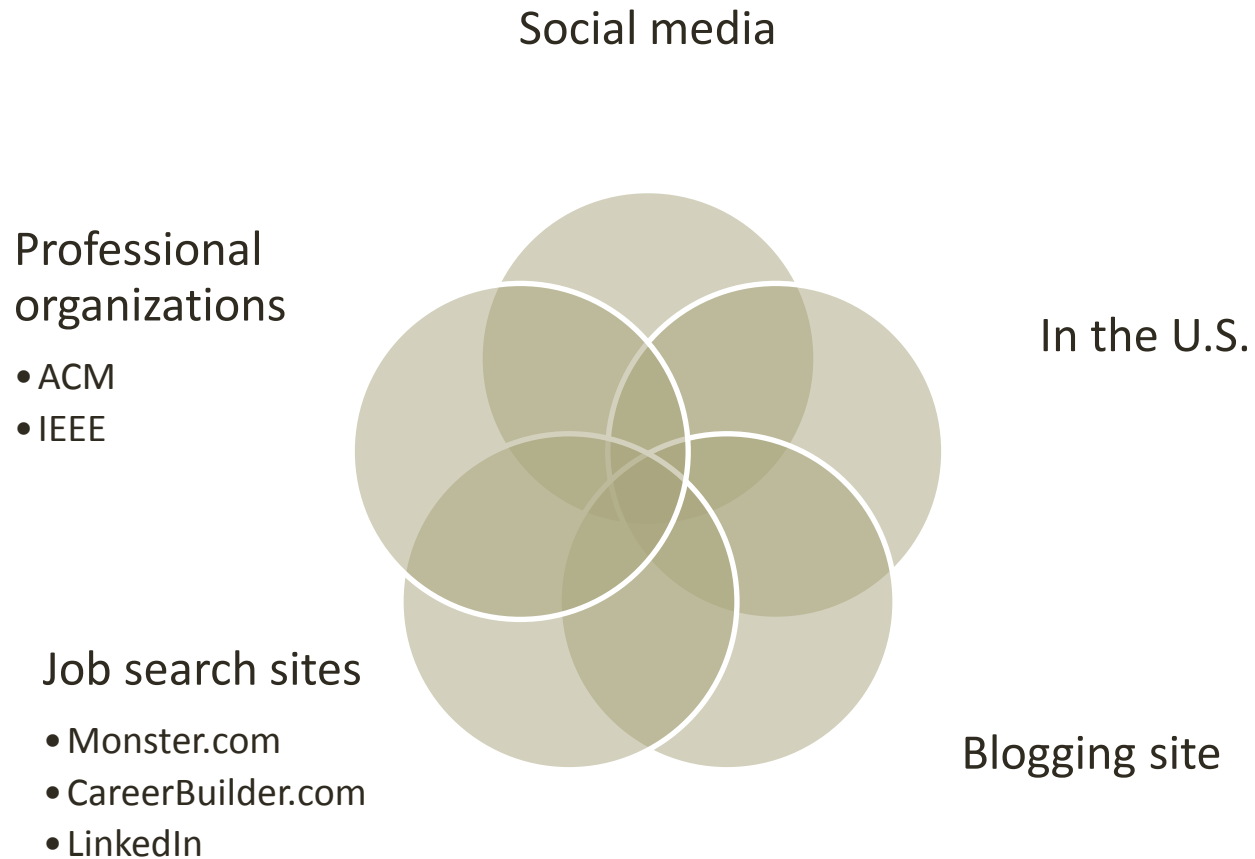- Current with industry news

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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

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Industry

Social media

Professional organizations
- ACM
- IEEE

In the U.S.

Job search sites
- Monster.com
- CareerBuilder.com
- LinkedIn

Blogging site

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Audience

People who are:	Employers	Government agencies
• In the U.S.	• In the U.S.	• In the U.S.
• Adults	• Corporate America	
• Employed		
• Unemployed		
• Age 20-65		
• Expert to novice		

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Goals of the project

Provide a site for people to network with others in the industry

Provide professional growth opportunities

Provide a place for people to search jobs
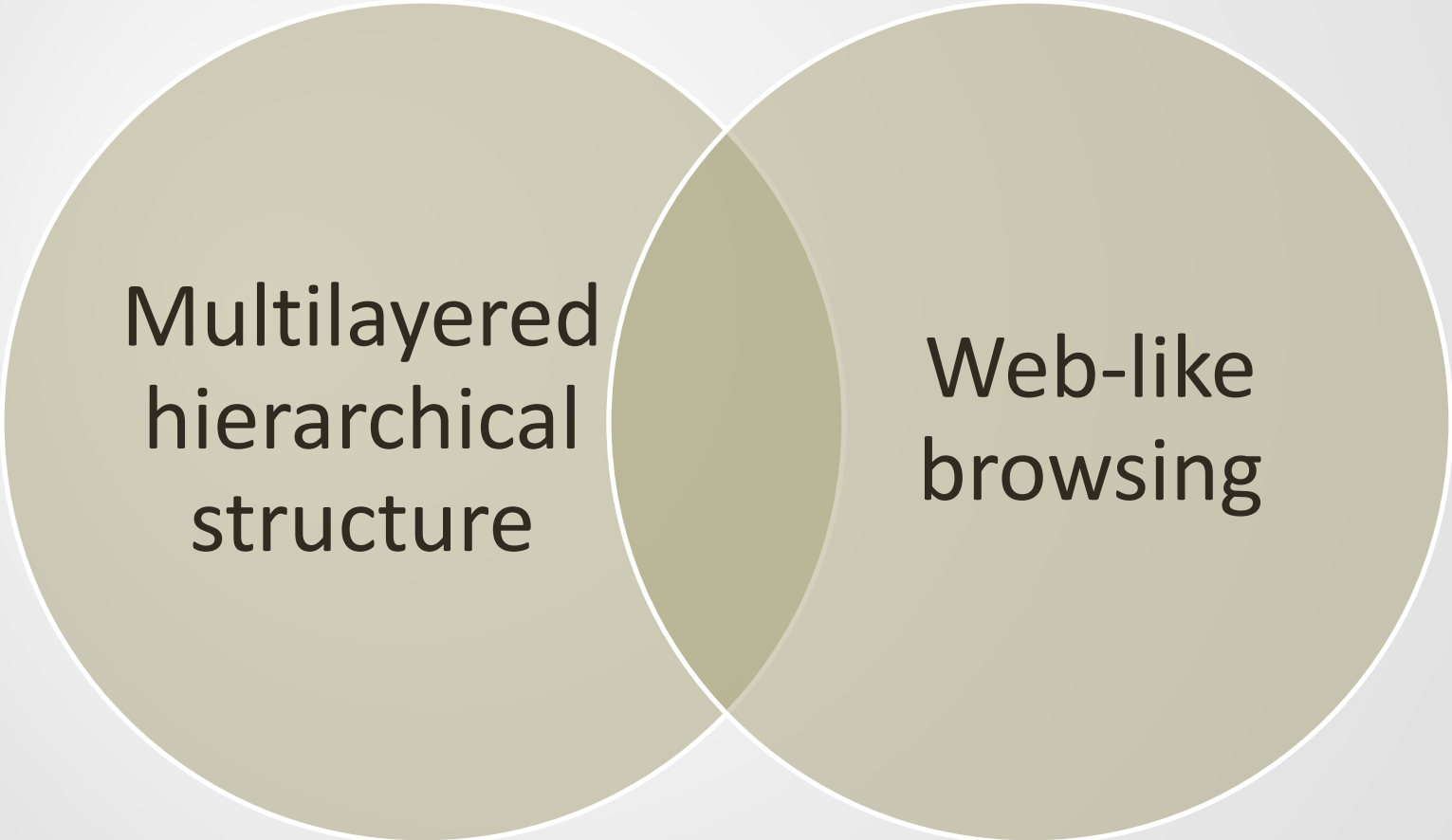
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Structural Theme

Multilayered hierarchical structure

Web-like browsing

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Sitemap

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Wireframe

Logo

(Image of ne tworking)

Search

Groups   Companies   Discussions   Events

Newsfeed

Profile

Inbox

Contacts

Title of Page

(Content goes he re)

Ads

Scroll down and see "jobs you may be inter- ested in"

Feedback   Product/Services   About Us   Contact Us   Social Media Logos
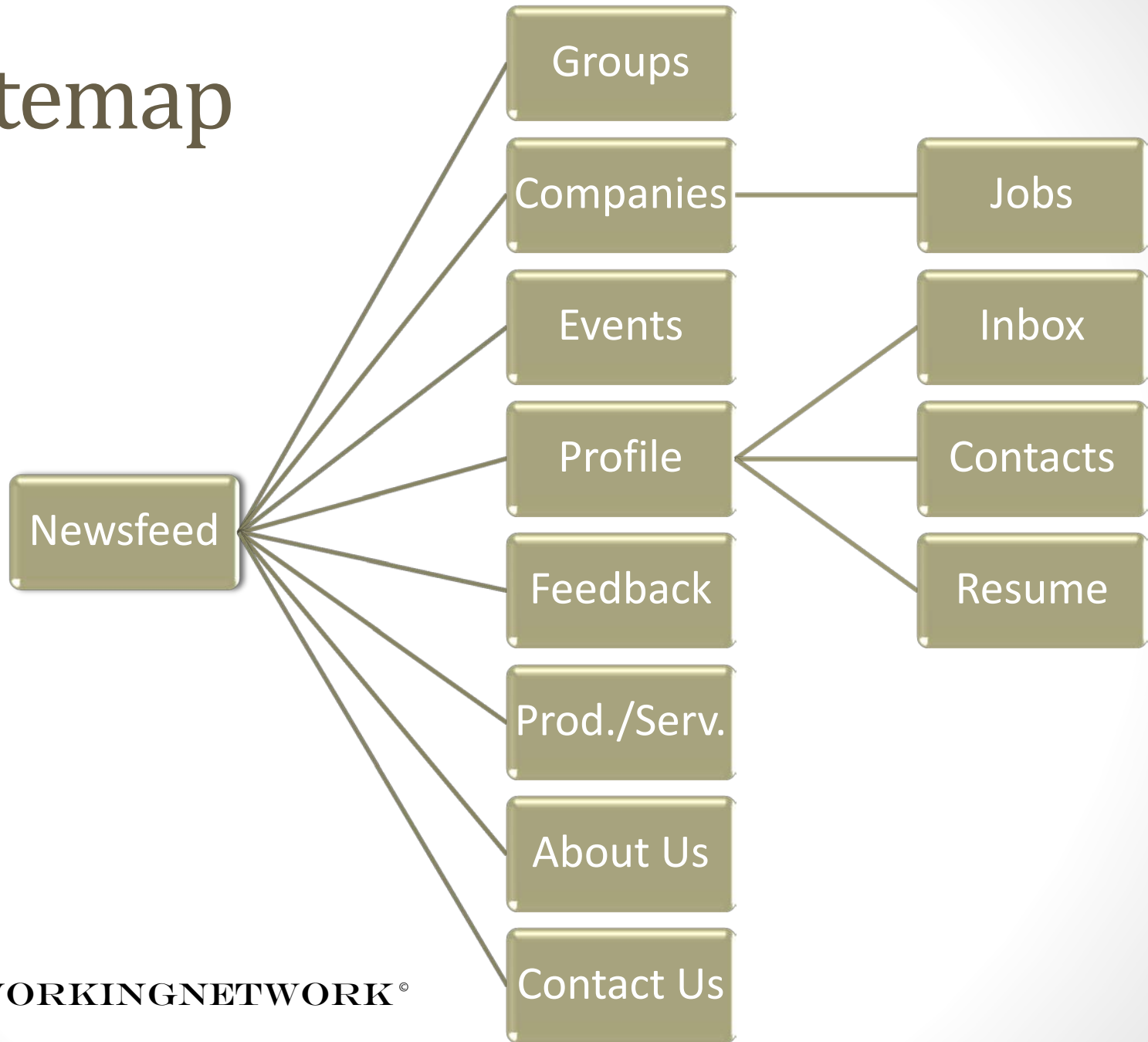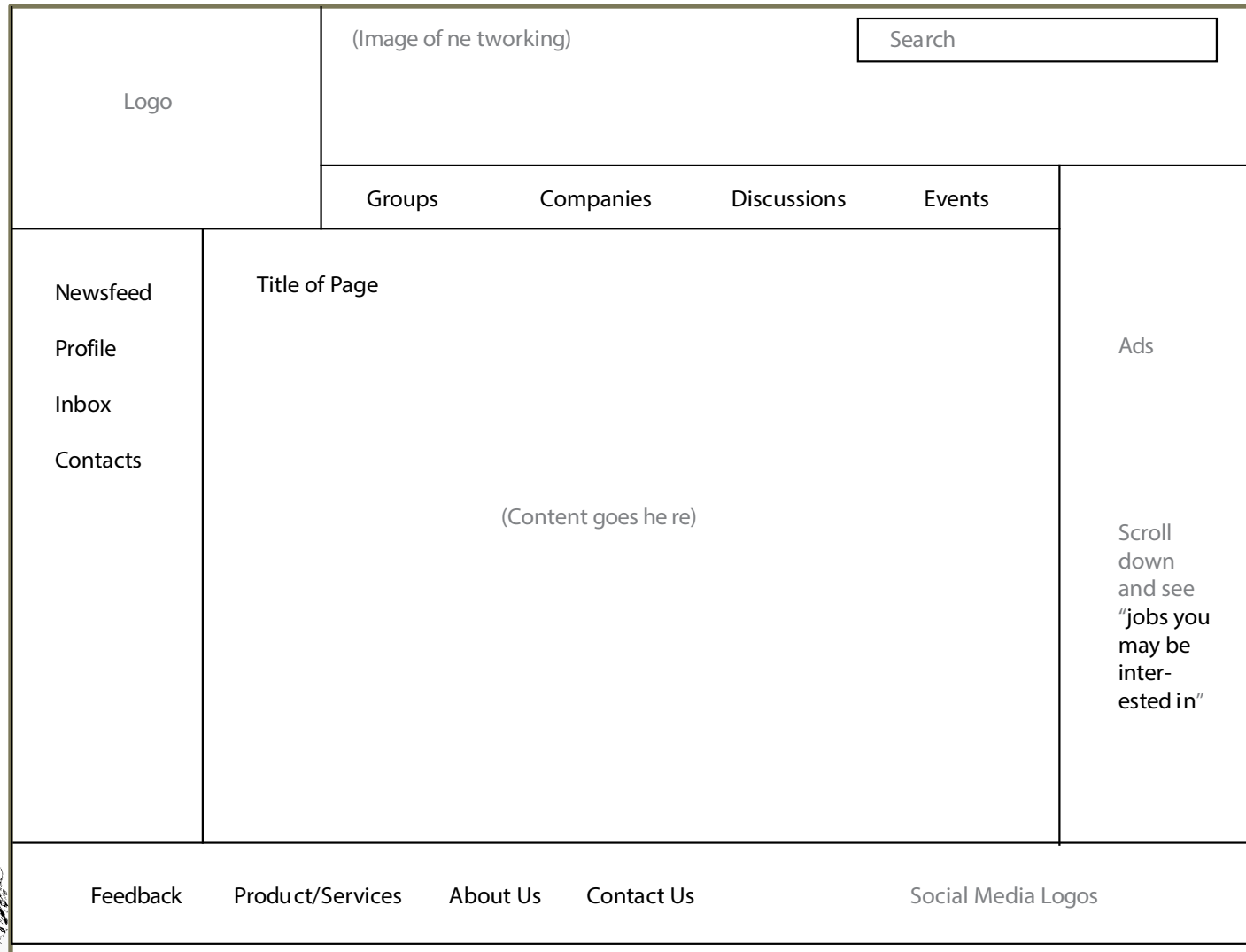
Typography

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

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Graphics Considered and Used

Navigation

Navigation

Home Page Design

Product/Services Page Design

Feedback Page Design

Contact Us Page Design

Sign Out | MyAccount   Search

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| Groups | Companies | Discussions | Events |

Scroll down and see jobs you may be interested in

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

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

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Next Steps

Designing site January 2013

Launching the site Spring 2013

Testing the site February 2013

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