



Enhancing Communication between  
Students & Alumni.

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 Team Phoenix

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Langara College - WMDD4980- Project 2



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# Project Overview



## Problem

One of the biggest concern of most students is whether they will find a job in their field after finishing their studies. Before choosing a program, students do exhaustive research on post-secondary institutions. The questions are always the same:

Will I find a job when I finish this program?

How many people have already taken it?

How many of them are working in the industry?

These questions are extremely important for students because they are not only investing financially in a program, but also investing their time, for graduating in a post-secondary institution requires dedication and commitment.

To make this decision easier and help students with their job search we have created Nexum.

## Solution

Nexum is a platform that will connect students and alumni of a post-secondary institution. It helps students in the job search by increasing their network.

Post-secondary institutions will be able to collect information on their students and ex-students such as: who is working in their field upon completion of their studies, in which companies, etc, and they can use this data data to promote their program.

When a post-secondary institution offers the Nexum platform to their students, they will know that there is a strong possibility of success after finishing their studies, for they will have access to thousands of profiles of people who had taken the same program as theirs.



## Main Features



### Institutions can manage students and alumni.

Our SaaS application allows institution administrators to track and manage students and alumni. Admins are provided an intuitive way to access information in list and graphical formats. The UI is focused on providing simplicity and functional behavior.

### Connection building among students and alumni.

Enhancing communication between students and alumni is the core of our application. Everything we have built revolves around improving the interaction of students with other students, alumni and job opportunities that are shared within a private community of the institution.























### Share job opportunities with the institution community.

Our application tries to make it easier for students by sharing exclusive community job opportunities that are visible to the students and alumnis of the institution. These job listings make it easier and more comfortable for students as they try to find a job in their industry.



# Competitive Analysis

	 nexum	 almabase	 graduway	 LinkedIn
Manage Alumni				
Community Building				
Job Board				
Data Visualization for Admin				

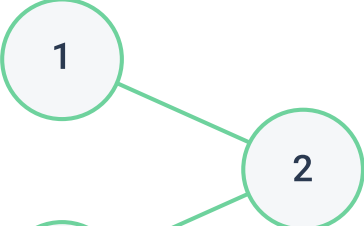
# Project Schedule





# Design Schedule

Team formed, Project Idea, Setting goals and expectations.



Lean Canvas, User Story, Information Architecture, User Interview & Survey, User Flow.

Wireframes.



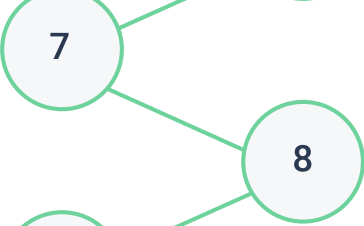
Improving Wireframes.

Logo, UI Kit.



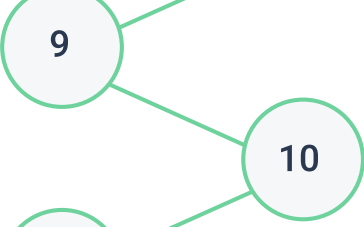
Mock-up / UI Portotype.

Mockups Revisions.



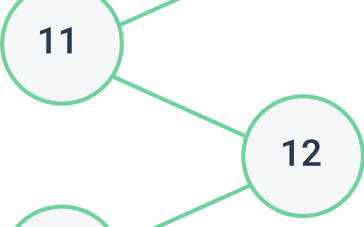
Project Proposal(First Draft).

Bug-bash report, Social media assets.



Conformance Review, Project Proposal, Presentation script.

Presentation slide deck, Beta bug-bash.



Finalize slide deck, Mock presentation.

Final Presentation.



# Development Schedule

Team formed, Project Idea, Setting goals and expectations.



Platforms and frameworks, System Architecture, Good Coding Practice.

Data model, Development milestone criteria, GitHub Repo.



GitHub Issues and GitHub Project.

Backend setup and configuration, URL request.



Issue management and tracking.

Burndown chart, Unit Testing.



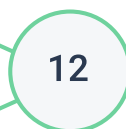
Implement feedback from usability testing.

Alpha bug bash.



User Acceptance Test.

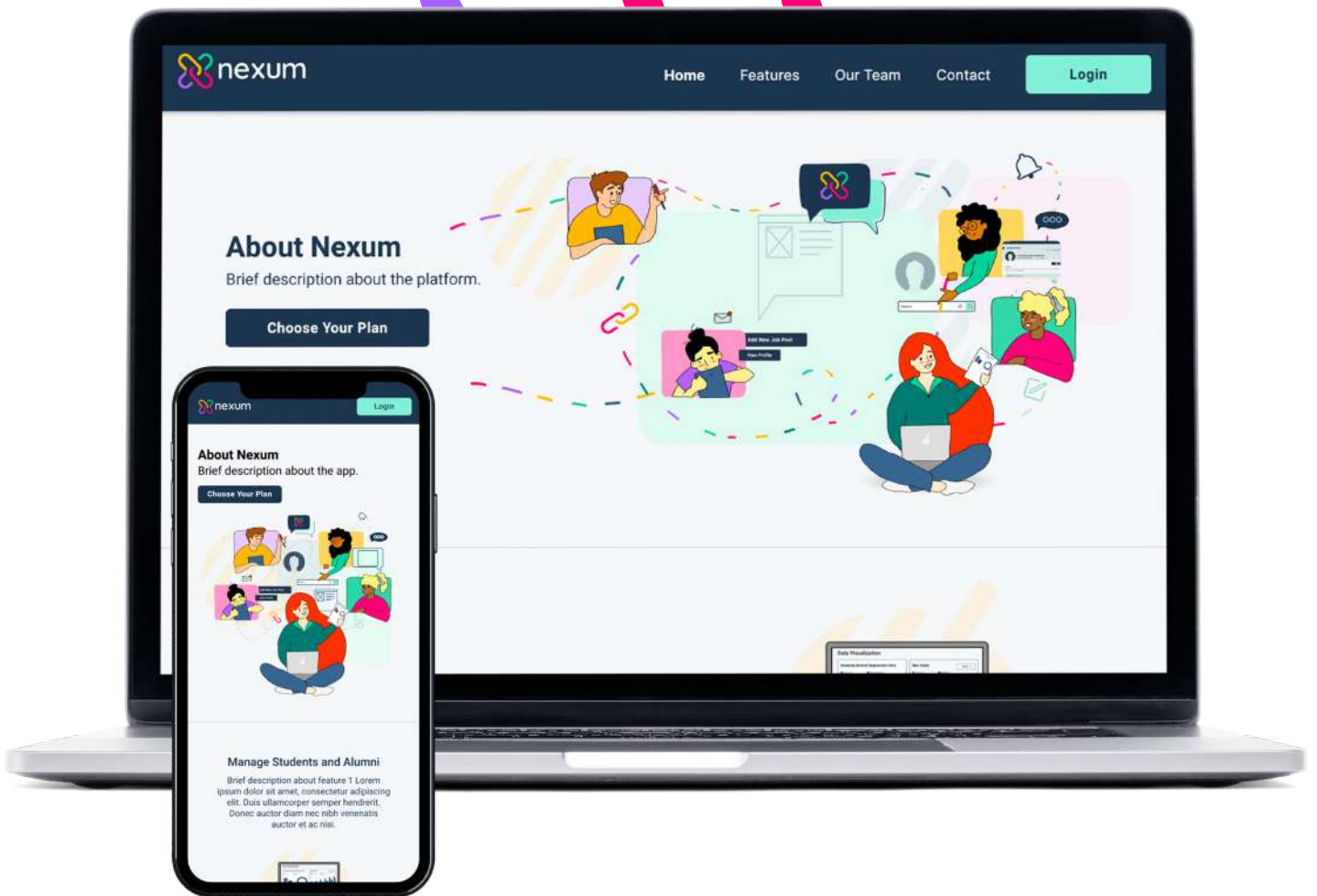
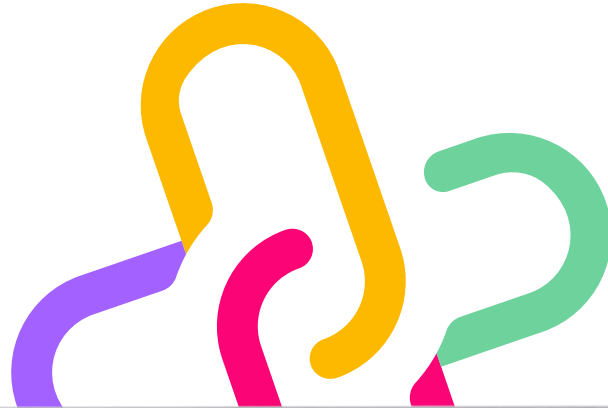
Beta bug bash, Issue tracker (RAID) report.



Mock Presentation.

Final Presentation.





# Technical Overview



# Technology Usage

## Project Management



We have used Trello for project management and keeping track of tasks. The easy to use interface of trello helped us alot of assign tasks and mention due dates on Trello. We used Slack for communicating and sharing files among team members. Github and Github issues for coding repository and fixing issues.

## Design

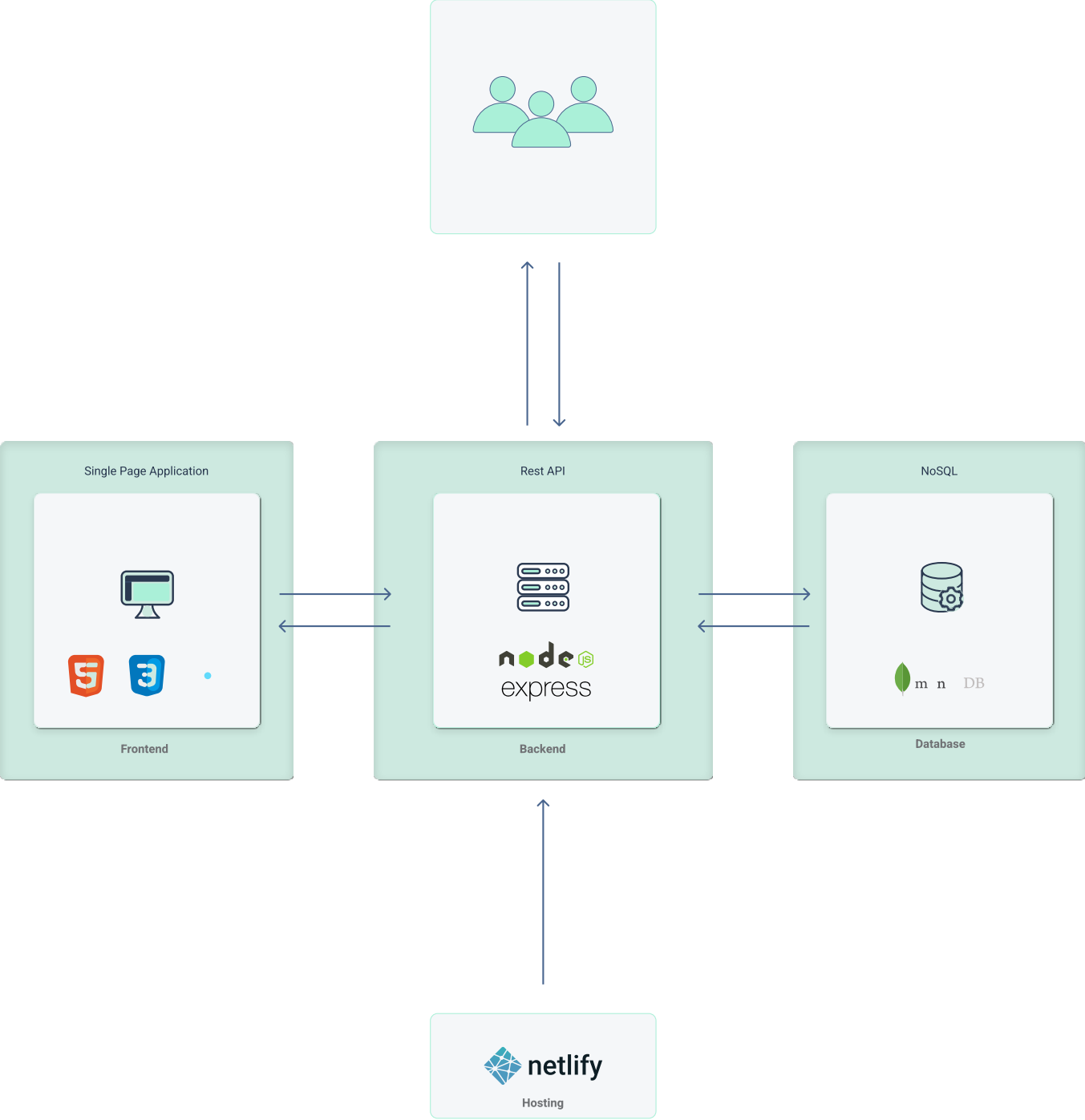


We have used Figma to collaborate and build the digital components and design of our app. Our user flow, wireframes, prototypes, component library and mockups have been built using Figma. We have used Photoshop, Illustrator and Fresco for icons, illustrations, marketing material. We've used Adobe Indesign for creating project proposal.

## Development

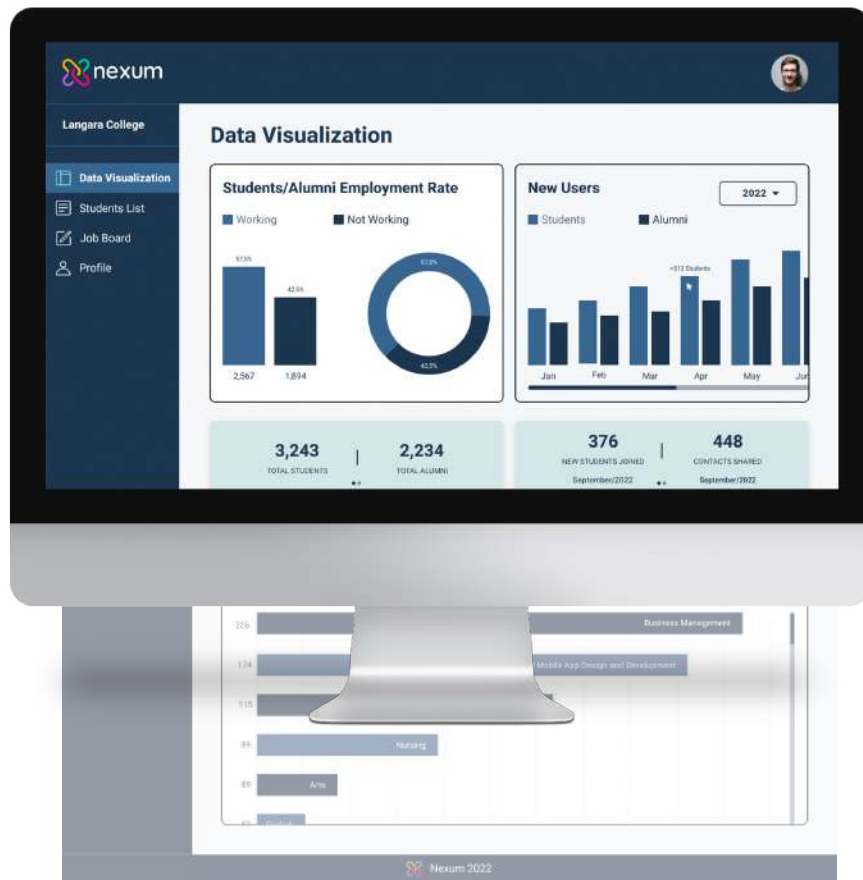


# System Architecture Diagram



# Data Model





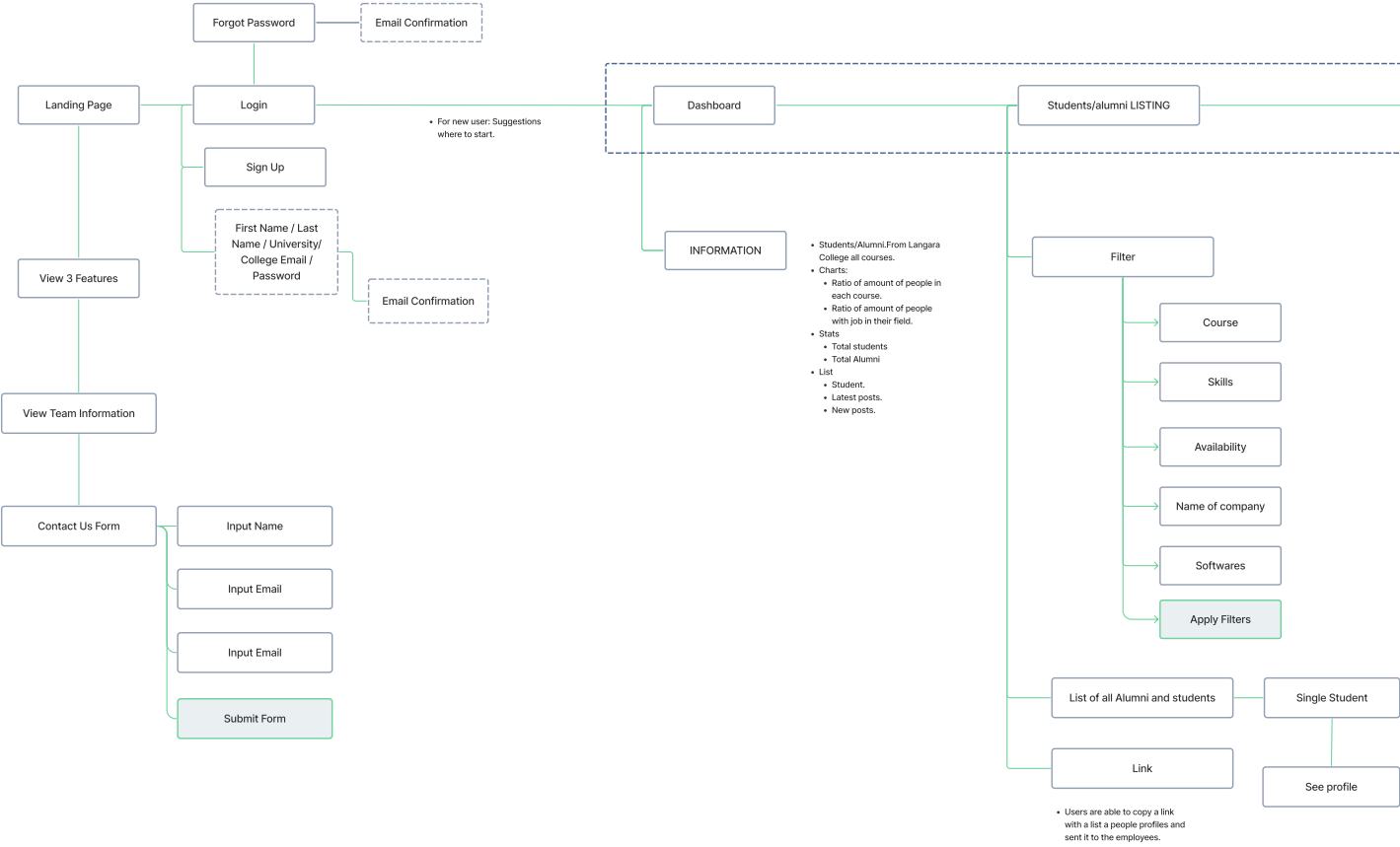
Our software is a fast way for organisations to enhance communication between **Students** and **Alumni**. Get a customised software up and running with your organizations logo and branding today.

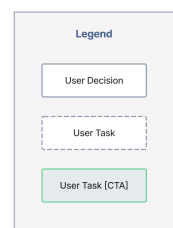
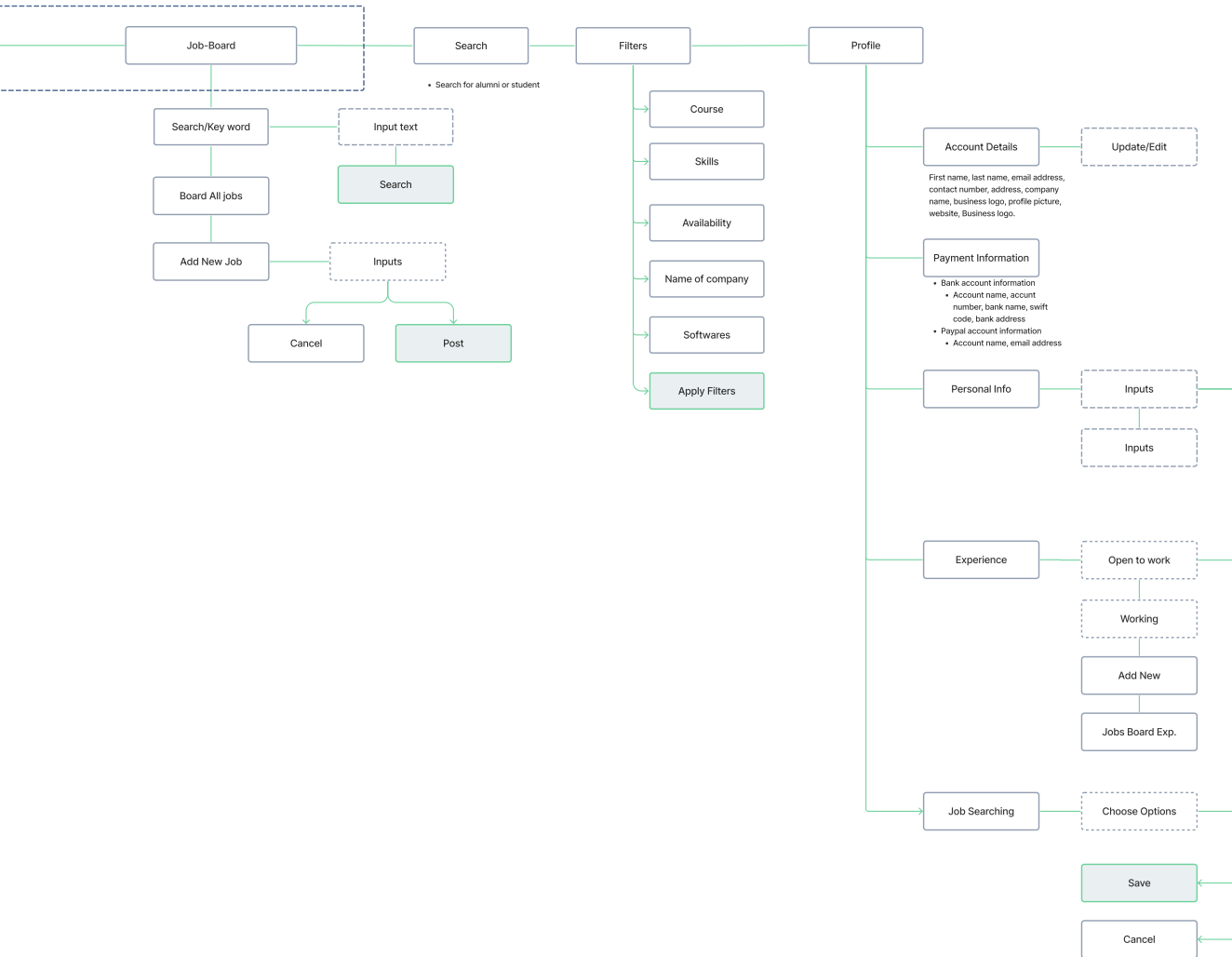




# Design Process

# User Flow





# User Personas



**Billy Smith**

WEB DEVELOPER

Age	30
Gender	Male
Location	Vancouver

## About

Billy has been a web developer from 2 years and wants to become Sr. developer. He takes online courses to enhance his development skills and achieve his target.

## Goals

- To become a senior developer
- Learn new skills and stay updated to the field trends
- Help others who are looking to work in this field

## Pain Points

- He wants to connect with other alumni
- He cannot directly connect to the new students from the same program



**Emily Jordan**

POST-DEGREE STUDENT

Age	25
Gender	Female
Location	Vancouver

## About

Emily is new in Canada and enrolled in computer science program. She came to Canada for a better future just like others and working hard towards her goals.

## Goals

- To get a job in the field
- Learn something new everyday
- Stay current on industry trends

## Pain Points

- She do not know any alumni's working in the field
- No awareness about job opportunities and which skills to acquire

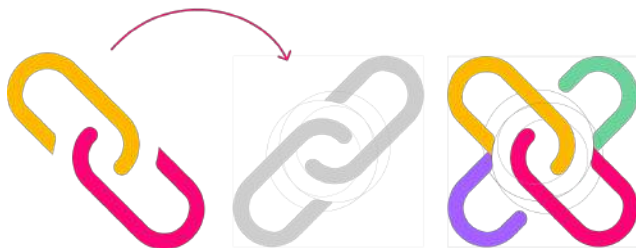
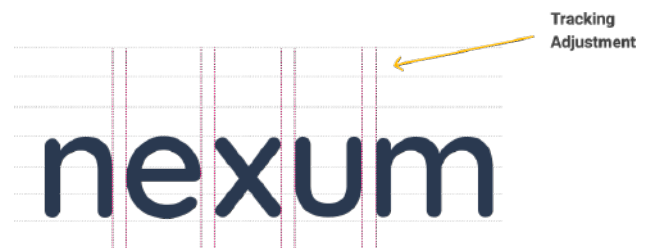
# Brand Identity

## Logo

Several aspects are involved in this logo. The first part is about the name of the app "Nexum". Nexum is a Latin word that means nexus, connection and links. This is why we decided to use the most used icon for links. The second part is we created an "X" with this icon, this X is part of the word nexum. Finally, we have a logo that inspires connection since all the parts are intertwined with each other.

A lot of care has gone into colour consideration. Our application connects people from different cultures and backgrounds. The colours represent these differences and the union between them.

We have chosen the Quicksand typeface because it has rounded corners, which matches the illustration of the logo. Also because it is a sans-serif typeface, which implies greater legibility and makes the logo more modern and minimalist.



Full Logo



Fav Icon Logo



Logo Applications

Logo on Dark background



# Typography

Heebo

## Heebo Typeface

**Aa**  
Bold

Aa  
Medium

Aa  
Regular

## Desktop

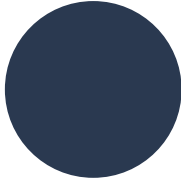
Heading 1	36pt	Bold
Heading 2	30pt	Bold
Heading 3	24pt	Medium
Body (Large)	18pt	Regular
Body (Regular)	16pt	Regular
Button	18pt	Bold
<u>Link</u>	18pt	Regular

## Mobile

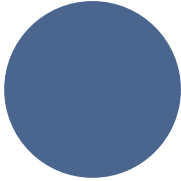
Heading 1	24pt	Bold
Heading 2	21pt	Medium
Heading 3	18pt	Bold
Body (Large)	16pt	Regular
Body (Regular)	14pt	Regular
Button	18pt	Bold
<u>Link</u>	18pt	Regular

# UI Kit

## Color Palette



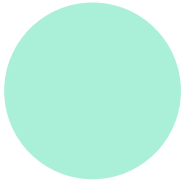
Clicked Primary Button  
#2A3950  
RGB: 42, 57, 80



Background Active Navigation  
#4A668F  
RGB: 74, 102, 143



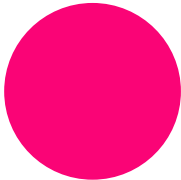
Hover Primary Button Stroke  
#1B7A72  
RGB: 27, 122, 114



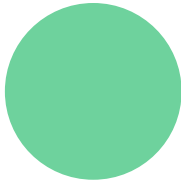
Clicked Secondary Button  
#C3CBD6  
RGB: 170, 240, 216



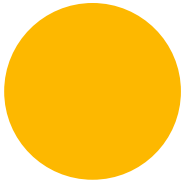
Logo Color  
#A361FF  
RGB: 163, 97, 255



Logo Color  
#FA0476  
RGB: 250, 11, 118

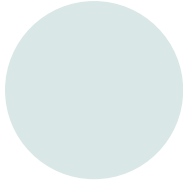


Logo Color  
#6ED29D  
RGB: 110, 216, 157



Logo Color  
#FDB800  
RGB: 153, 184, 0

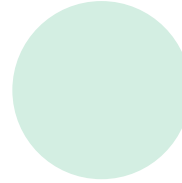




**Second Background Cards**

#D9E7E7

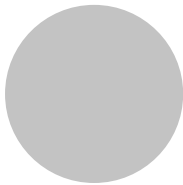
RGB: 217, 231, 231



**Hover Secondary Button**

#D3EEE2

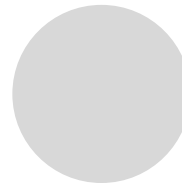
RGB: 211, 238, 226



**Drop Shadow**

#C3C3C3

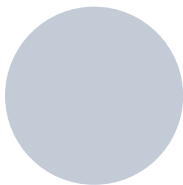
RGB: 195, 195, 195



**Disabled Buttons**

#D8D8D8

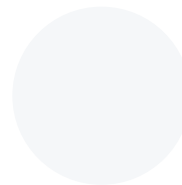
RGB: 216, 216, 216



**Hover Primary Button**

#C3CBD6

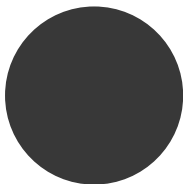
RGB: 195, 203, 214



**Background**

#D9E7E7

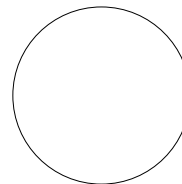
RGB: 217, 231, 231



**Body Text**

#383838

RGB: 56, 56, 56




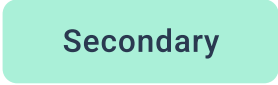
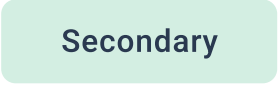
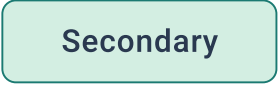





**Background Cards**

#FFFFFF

RGB: 255, 255, 255

# Buttons







	Default	Hover	Active
Primary			
Secondary			
Disabled			

Primary with Icon



Floating Action Button



	Inactive	Active
Checkbox		
Toogle		
Switch		

# Search

## Inactive State



## Active State



## On focus state



## On hover state



The search bar is one of the most important features of this page. Students or alumni want to find people from their university with specific skills or contacts. They should do this search quickly and easily, since the main objective of this platform is for people to find other people.

## Funcionality

The users can use the input section to search for students or alumni. After writing it, they can press enter or the button. Once they press the button, the page will take them to the Student List. Then they will be able to see all students.

The search bar will have a filter icon. The hover of this filter icon says the user what is it. The users can set up their preferences before a search or they can also search just with the filters setup.

# Forms

## Inactive State

Label  
Placeholder

Employment Type  
Full Time Employment

Description  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

## Active State

Label  
Placeholder

Employment Type  
Full Time Employment

Description  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

## Invalid State

Label  
Placeholder

Employment Type  
Full Time Employment

Description  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

## Select Dropdown

### Inactive State

Employment Type  
Full Time Employment

### Active State

Employment Type  
Full Time Employment

- Co-Op/Curricular
- Temporary/Summer Employment
- WOC (Eligibility Required for Hire)
- Casual/On-Call

# Navigation

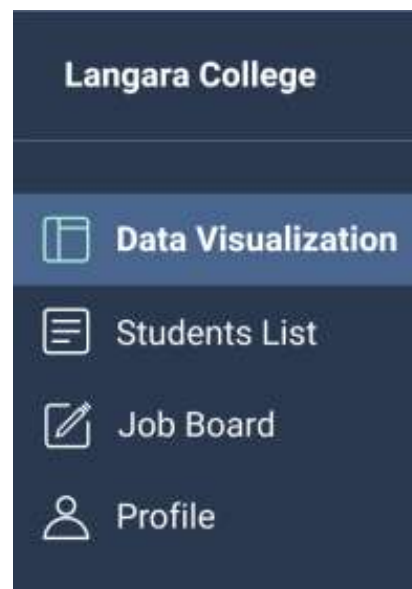
Navigation is important for the users to identify where they are on the website.

In the student part, they can see they profile at the top.

For Universities, the navigation has one more screen than for students. This screen is the Data Visualization.

The Profile has a second Nav. With this Nav, the users can manage all their information.

From this Nav, they manage their profile. The University manage also their Plan and Payments.



# Icons

## Inactive State



## Active State



## On focus state



These icons are designed with outlined style. We wanted to create minimalist icons to give the website a modern look. They are also easy to understand. We use our secondary colour for the hover colour to reinforce our brand image. To place icons with other layout components, be sure to maintain the proper size and margin around them.

# Illustrations

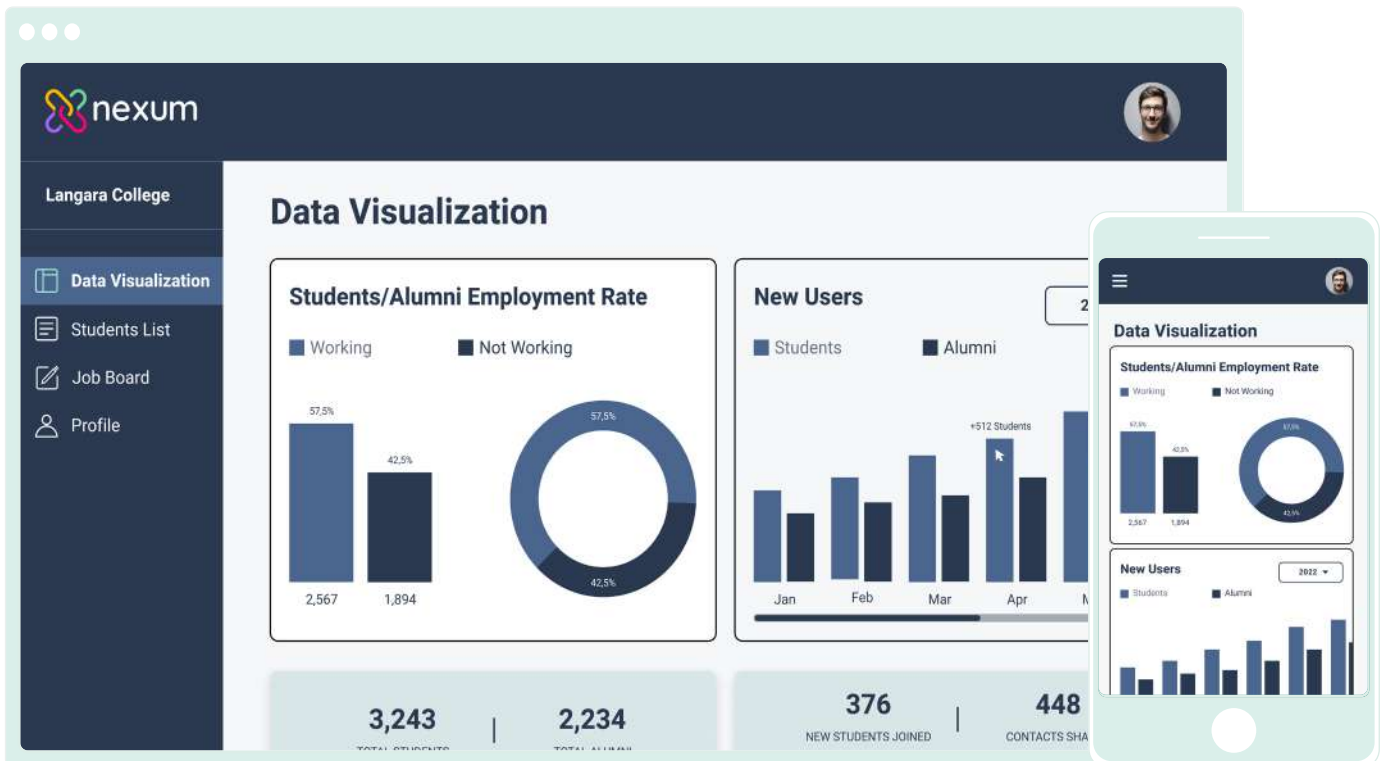
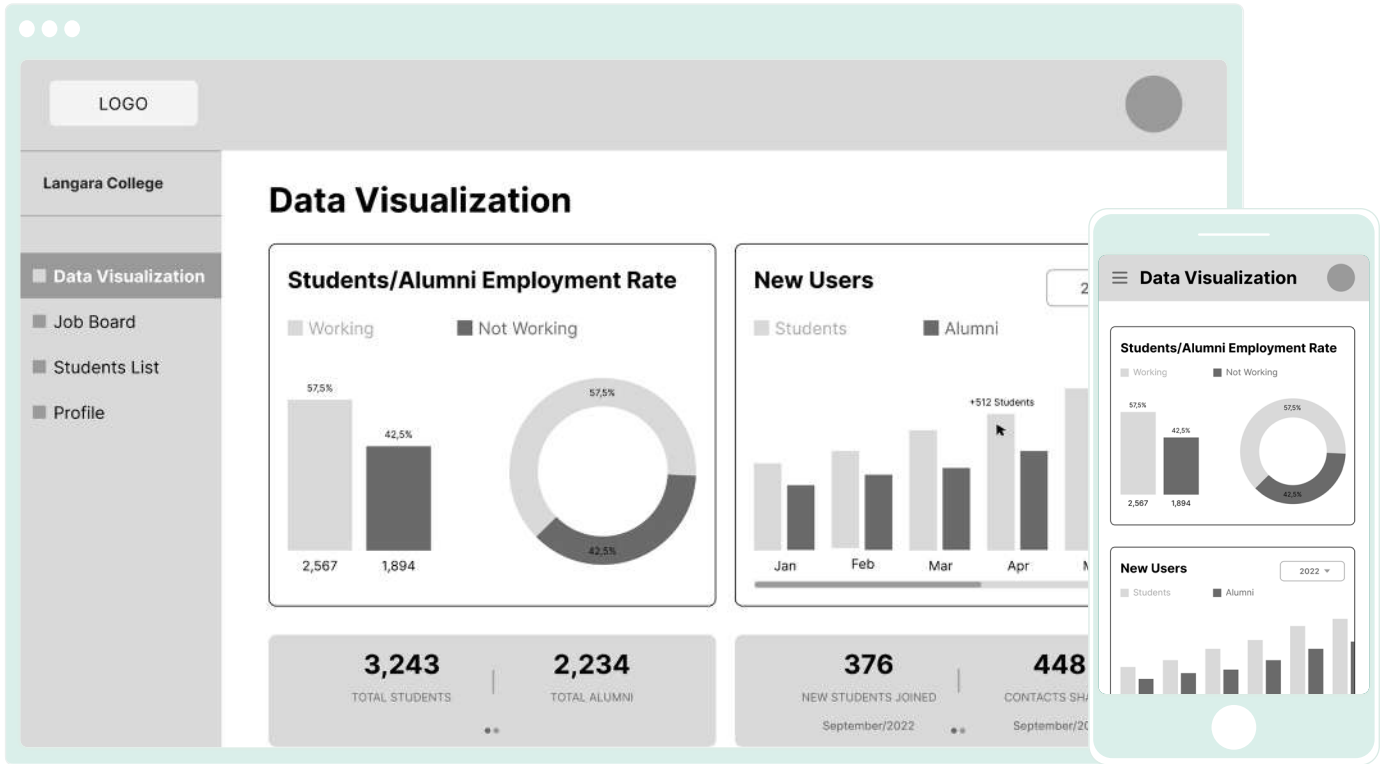


We create these illustrations in Flat design, this design style matches our brand. They represent the features of the platform: Networking, communications and information. We use this illustrations to avoid a serious tone and create a more friendly and dynamic look on the Landing page.

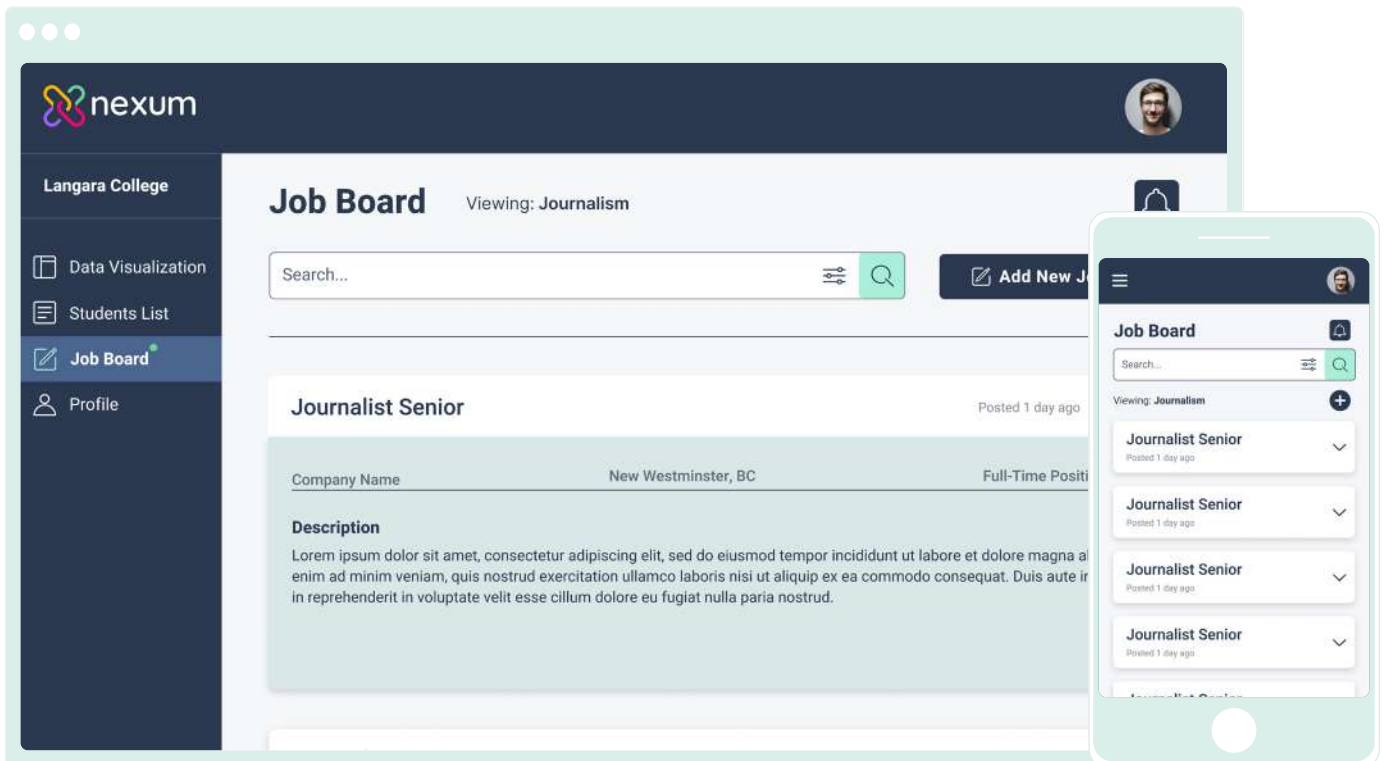
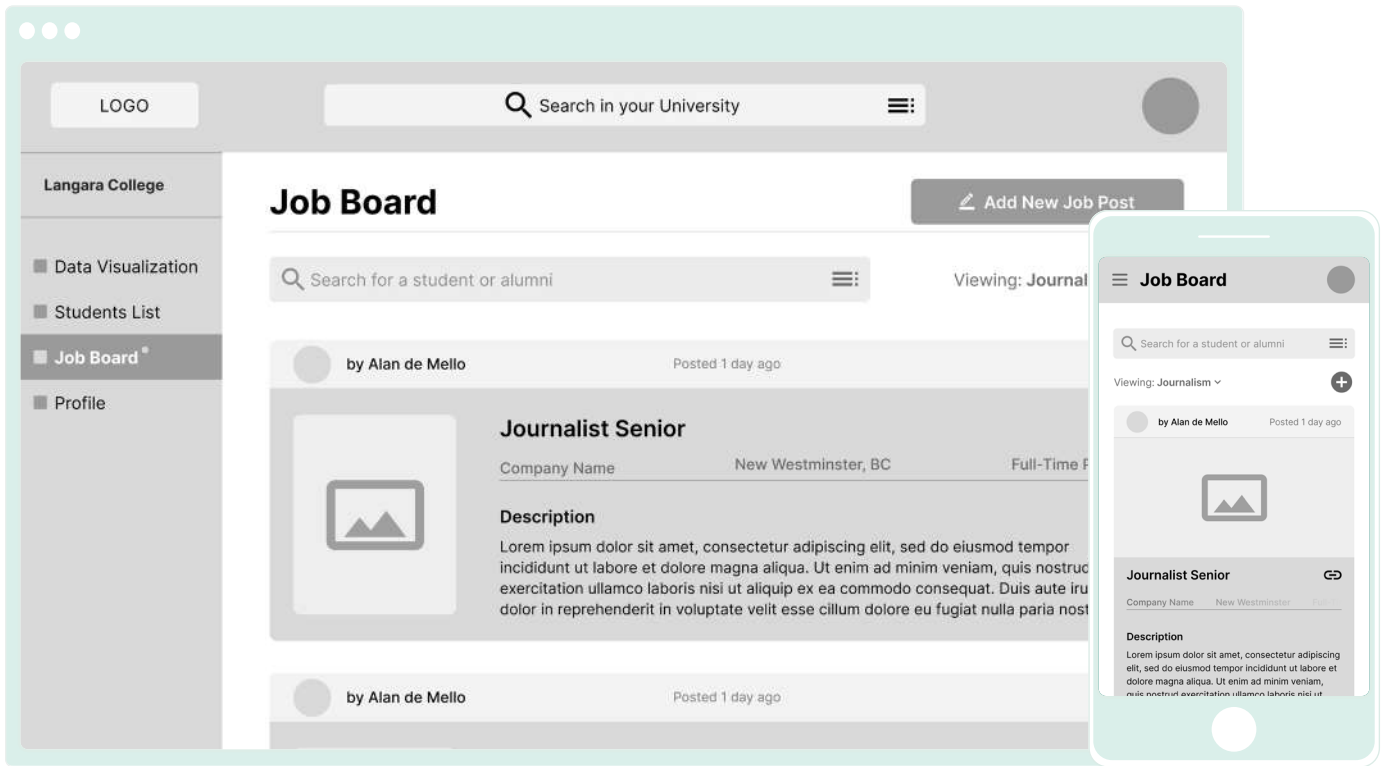
# Wireframes & Mockups



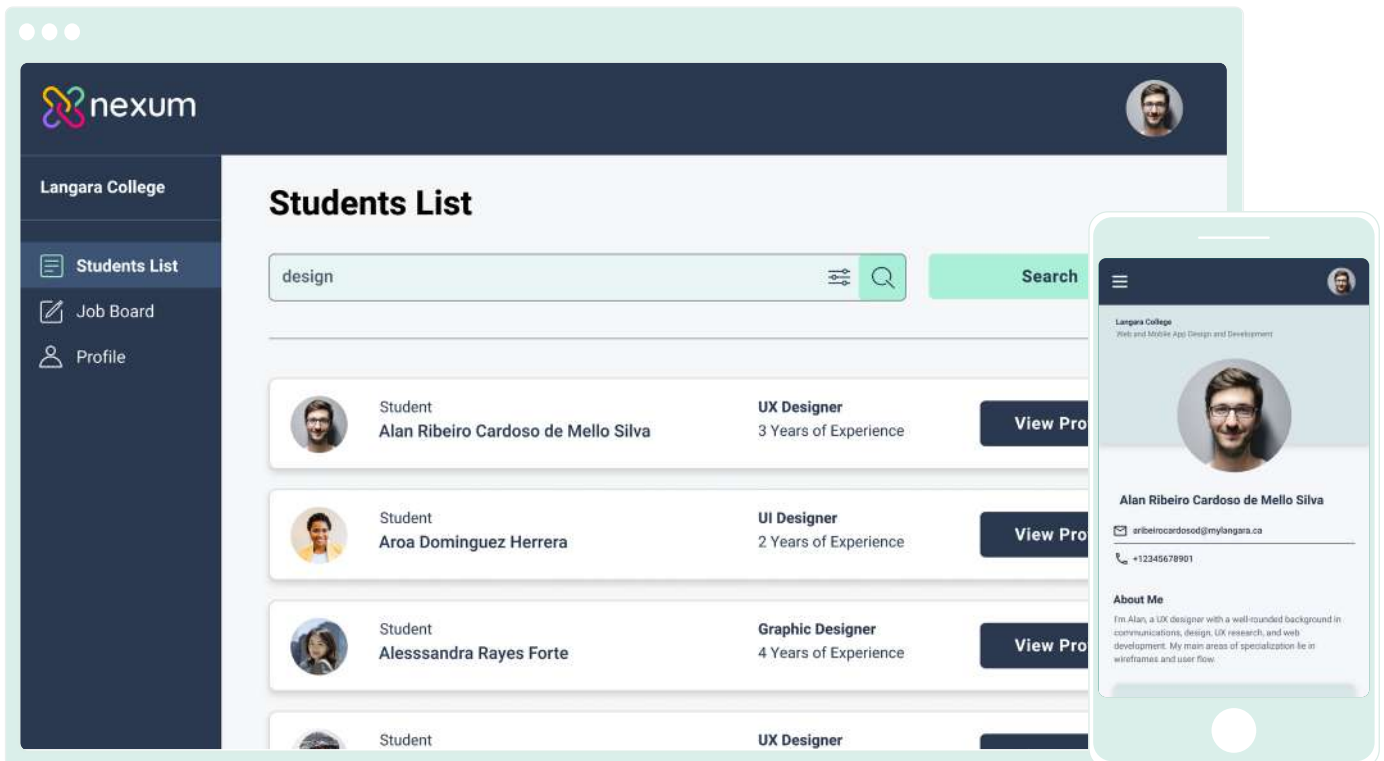
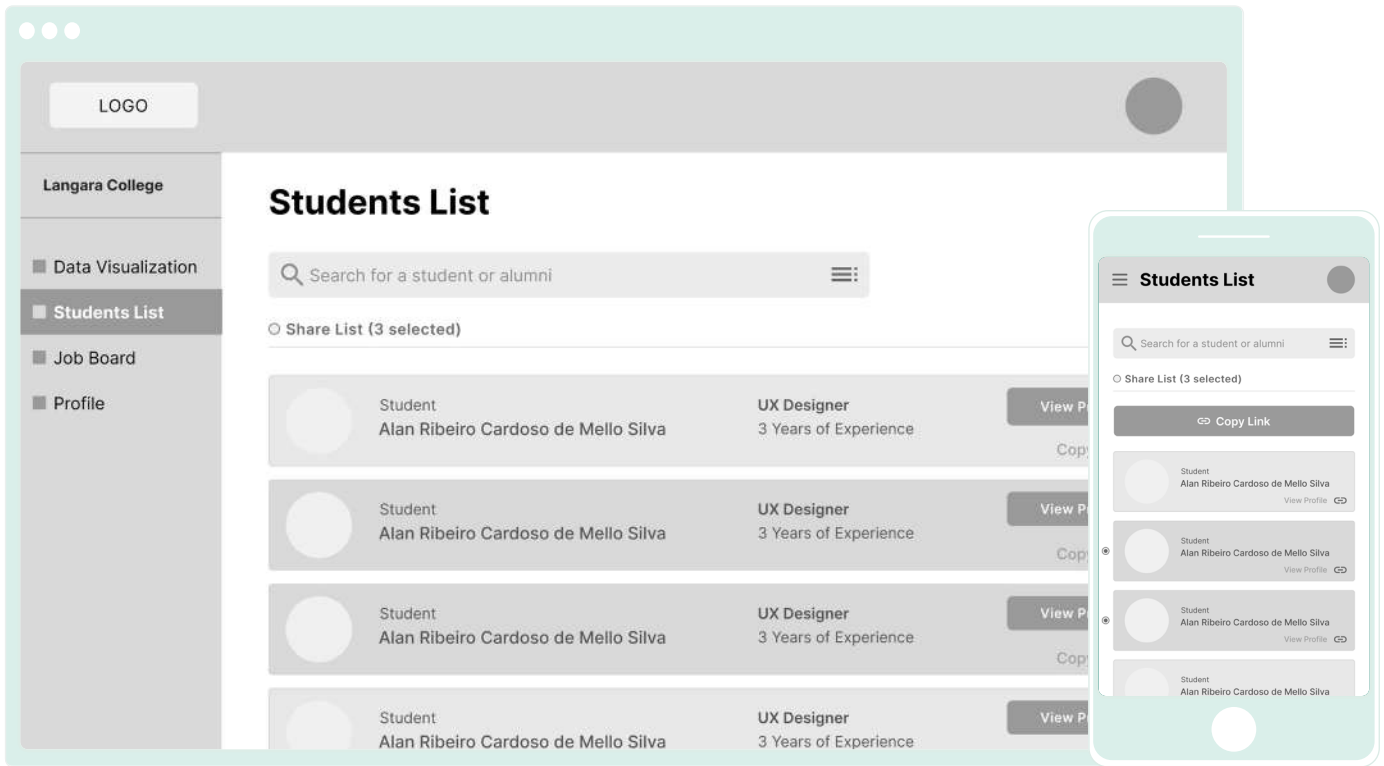
# Wireframes & Mockups

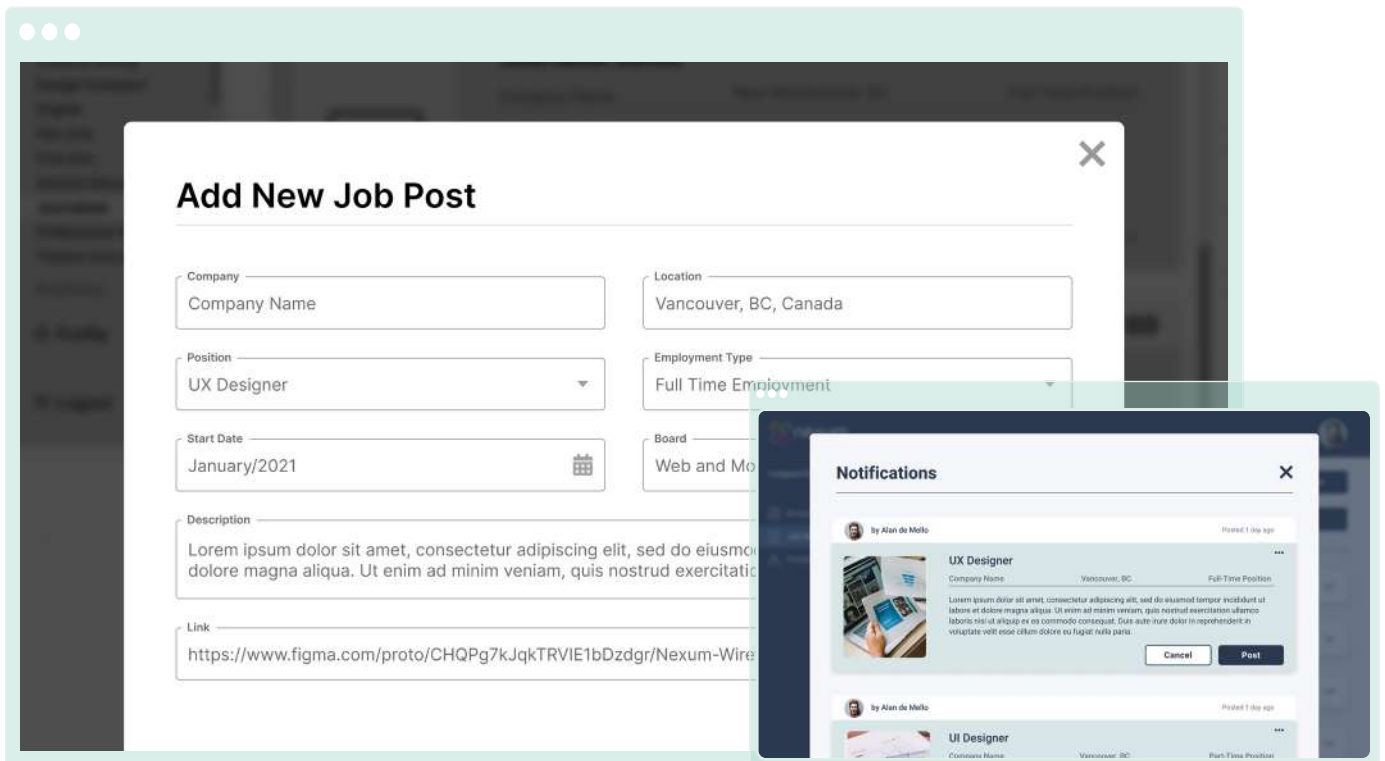
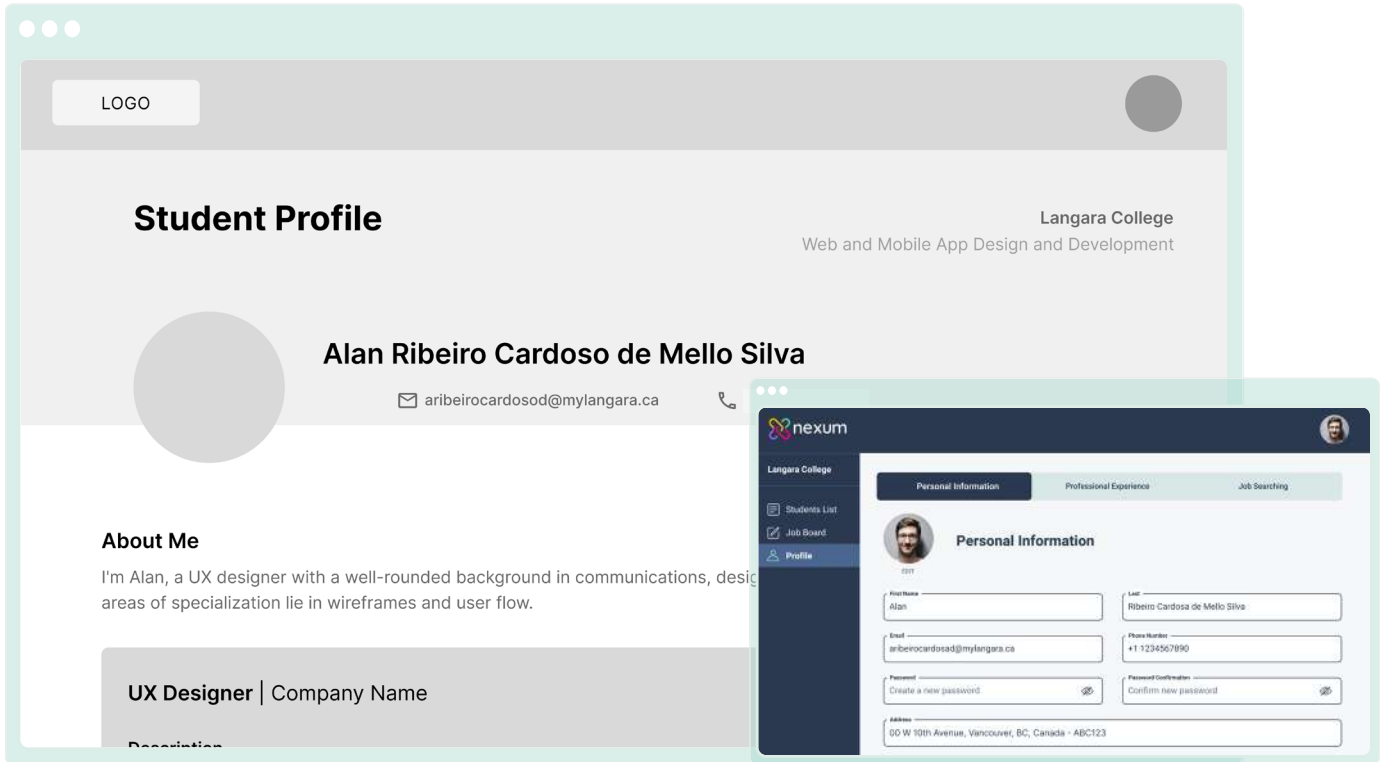






# Wireframes & Mockups





# Business Strategy



# Business Strategy

Our application focuses on the B2B business model. Our team provides Nexum as a SaaS platform to various institutions who can leverage our platform to enhance communication and opportunities among their students.

## Business Model

Our application is available on subscription basis on monthly and annual plans. The cost of building our application and monthly maintenance, support and infrastructure costs are the requirements of building our app. The subscription plans are priced to cover these costs and make a profit. The institutions can then go ahead and access this plan with their faculty, students and alumni. Upgrades and custom addons are also available at an additional subscription cost.

## Target Market

Any types of educational institutions like universities, colleges or private courses and tuitions are our primary target market.

TAM (Total Addressable Market) - 36.32 Million

SAM (Serviceable Addressable Market) -

SOM (Serviceable Obtainable Market) -

## Pricing model

We hope to give the monthly subscriptions at 99\$ and annual subscription at 1099\$.

## Competitive Advantage

The focus of our application is a niche that solves a specific problem that hasn't been successfully solved with users in mind. We want to provide software that can show results and specifically benefit the institutions, alumni and students.

## Customer Success

1. We help enhance communication between students and alumni.
2. We help institutions manage their alumni.
3. We provide opportunities to students of the institution.
4. We help institutions in fundraising from alumni.

## Future Features:

1. Donation feature for Alumni
2. Content libraries for Alumni
3. Event and reunion features for Students & Alumni

# Project Team

Our team consists of UI/UX designers and Web developers.

Team Phoenix is well equipped with cross functional team members who solve problems in design & engineering with a focus on the end user. Our attention to detail and agile best practices ensure that we deliver top quality software.



## Alessandra Rayes Forte

**Full-stack Developer (Project Manager)**

Responsibilities: Organized team meetings and facilitate decision-making. Responsible for the backend configuration, development of API endpoints, data models and database structure, frontend user interfaces and integration between frontend and backend.

 [/arayesforte](#)

 [/alerayes](#)



## Bhanuj Nagpal

**Front-end Developer**

Responsibilities: Oversee development in team. Architect the project structure, create REST API endpoints. Develop frontend user interfaces and integration between them. Maintain database functionality and collaborate with team for feature implementation.

 [/bhanujnagpal](#)

 [/bhnaui](#)



## Emmanuel Fasanya

Responsibilities: Develop frontend landing page. Maintain database functionality and collaborate with team for feature implementation.

 [/efasanya](#)

 [/efasanya](#)



## Aroa Dominguez

### Graphic & UI/UX Designer (Lead)

Responsibilities: Supervise graphic and UI/UX design in the team. Involve in all the design process. Ideation and visual designing of branding identity, design system, user experience design, finalized proposal.

 [/arodominguezherrera](#)

 [/arodohe](#)



## Alan De Mello

### UI/UX Designer

Responsibilities: Conduct user research, write user stories, build user flow with user-centered approach, design wireframe, annotation to high fidelity prototype, proposal.

 [/alan-de-mello](#)



## Manpreet Singh Assi

### UI/UX Designer

Responsibilities: Colaborate in user-experience research, design process and ideation: wireframe, mockups, UI Kit. Leading mock-ups aspects and presentation slide deck.

 [/manpreetsinghassi](#)



## Gurjot Singh

### UX Designer

Responsibilities: Conduct user research and interviews, user stories, helping building userflow, support wireframes and prototypes with a user centric approach. Planning the business model and social responsibility.

 [/gurjotsinghdev](#)



# References





## References

<https://unsplash.com/photos/WNoLnJo7tS8>

<https://unsplash.com/photos/HZS-CkFEQds>

<https://unsplash.com/photos/a0EQFTH4ZfA>

[https://unsplash.com/photos/PK\\_t0Lrh7MM](https://unsplash.com/photos/PK_t0Lrh7MM)

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