

1. Introduction

In this chapter an introduction to this project will be given. Firstly the problem and general company information is described. Then the assignment will be explained followed by the research questions.

1.1 Problem

1.1.1 About Company and Application

a. Company Information

Coddin is a young startup company that focuses on the web development industry. This company started in August 2012. They focus on the online performance of websites, SEO (Search engine optimization) and social media campaigns.

This company was founded by Falko Woudstra. They have several specialists available for each discipline, this ensures that they can translate all of the client's wishes and problems, to create a right solution with a good result. Coddin is a full-service web development business. This means that Coddin can provide in more than just developing a website. Coddin also provides their clients with other services such as designing, software engineering, SEO specializing and marketing strategizing to support their client.

b. Application Definition

Applicant is a costless vacancy website provider which helps companies to find applicants for their company, but for the two main functions, users must pay to use it; an application tracking system and a talent pool. Where the talent pool won't be inexpensive, the application tracking system will be, unless the company wants it fully automated. With this application tracking system, the company can set up their own workflow and manage their applicants. People can apply through the website and will be funneled through this workflow.

Applicants that get rejected by a company, will be invited to join the talent pool. After registering in the talent pool, they can choose to apply to other companies which have vacancies that matches their competences.

1.1.2 Current Situation

Finding a proper applicant for a company will cost hundreds of euros within the process. However, they don't always find the best candidates at the first attempt. This happens to a lot of companies. At the same time, applicants also have to apply and repeat the process of finding a job again when they get rejected by a company. The costs of both sides keep multiplying because they have to repeat the same process.

1.1.3 Our Solution

To solve this problem Coddin build an application called Applicant. Applicant will connect companies and applicants by gathering their job application information and create a matching system to find the best candidates for them. Applicant will also help companies to manage their job applications, so they can work effectively.

Applicant will have a talent pool, that offers rejected applicants a new chance for finding a job. This talent pool will connect companies and give applicants information about their vacancies. They can choose to apply to other companies which have vacancies that matches their competences.

1.1.4 New Product

Applicant is a new product that will be launched soon. Even though it is still in the development phase, Coddin must prepare a launch for this product.

1.1.5 No Brand Identity

Being new product, Applicant lacks brand identity. A product needs a brand identity to build awareness and loyalty from customers. Coddin needs to define a brand identity for Applicant and every asset that is related to it.

1.1.6 Need to Define an Identity

Depending on the target group of the customer, Coddin needs to identify a brand identity that recognizable, memorable and visually accordance to the profile of the user.

1.2 Assignment

The assignment exists of three parts. Below the separate parts will be explained in the order of execution.

1.2.1 Define the Brand Identity

Defining a brand identity for Applicant that will be used by Coddin to create assets, application and website design.

1.2.2 Design Website for Applicant

Designing a website to introduce Applicant and attract customers to use it.

1.2.3 Style the Application within the Identity Definition

Once the brand identity has been defined, a style guide based on the identity definition will be created. This style guide will be applied in designing application and its assets.

1.3 Research Questions

1.3.1 Main Question

The main question of this graduation report is defined as following:

“How to design a website and its brand identity for introducing Applicant to its customers?”

1.3.2 Sub Questions

In order to answer the above main question properly, some sub questions are defined as well. The following sub questions will be answered during the research in this report:

- What brand identity design that suitable for web-based application website such as Applicant?

Author will do research for current design trends for website and discuss it with Coddin to identify the brand identity that suitable for Applicant.

- What elements or parts are needed to build a website for Applicant?

Author will discuss this with the team in Coddin and compare the information about similar product's website to determine which part of the website should be created for Applicant.

- How to maintain coherence of each company asset?

To answer this question, Author will look information about how other companies maintain their assets stay coherence. This information can be obtained from journals, online articles or other sources.

- What should be avoided when creating a website?

Information about this will be collected from various sources such as journals, online articles etc. This information will be reviewed before being used in building the website.

- How other competitors introduce their product how this information is useful for creating websites for Applicant?

Author will select competitors that have similar product and analyze its website. Their website will be analyzed on what content that given on the website, how they deliver it to the customer and similarities between their websites. This information will be considerate for building a website for Applicant.

- What is the people's opinion about the results of this project?

Some parties such as client and users will be asked for opinions on the products made. Several methods such as A/B testing, usability test or direct discussion are considered to gain information from client and users. This information will be used to develop the product that is being made.