

INTERSHIPS.ASIA

Phase 1

Website Wireframe

APRIL 2015

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1. Website Design

1.1 Landing/Home Page

The website is designed so that it is easy to navigate, locate, and to search and sort internship opportunities within Asia. The Landing/Home Page includes links to all sections of the website and comprises the following:

- Introductory Phrases
 - Want to get professional experience while still in college/university or graduate school?
 - Want to offer an internship opportunity to an undergraduate or graduate student in Asia?
 - Internships.Asia is Asia's only region-wide social enterprise platform that connects students with potential internship opportunities in Asia free of charge.
- Menu Bar
 - Internships.Asia (Logo only and serves as a link to the home page)
 - About Us
 - Search Internships
 - Post an Internship
 - Login
 - Registration
- Social Media
- Featured Internships
- Resources
- Bottom Bar
 - Copyright Icon and Internships.Asia
 - Terms and Conditions
 - Internships.Asia Twitter
 - Internships.Asia Facebook
 - Internships.Asia LinkedIn
 - Contact Us


Picture 1. Landing/Home Page Layout

Note to Designer: We welcome alternative design suggestions

INTERNSHIP.ASIA
[ABOUT US](#)
[SEARCH INTERNSHIPS](#)
[LOGIN](#)
[REGISTRATION](#)
[FOR EMPLOYERS](#)


Ready to get your feet wet?

Internship.Asia is a powerful network that helps talented students breaking through the professional world.




Social Media

[f](#) [t](#)




Medium @Medium · 23m
 “Academia and the people
[medium.com/@publicanth](#)
[View summary](#)

Retweeted by Team Acer




ESL StarCraft 2 @ESLSC2
 Congratulations to @Acer!
[esl.eu/eu/sc2/go4sc2/...](#) #
[View photo](#)




UMD Smith B-School @S
 #UMD #SmithSchool Nam
[shar.es/Nm7E6](#) #Bschool :
[Expand](#)

Retweeted by UMD Smith B-S



Tata Group @TataCompani
 .@tatacompanies and @Sr
 10 featuring @WarrenKH
[Expand](#)




UMD Smith B-School @S
 Join #UMD @SmithSchool
 Product Development, Jul
[Expand](#)

Featured Jobs

Operations Intern Mitsubishi WirelessClinton,Shenzen	Operations Intern Mitsubishi WirelessClinton,Shenzen
Engineering Intern Comcast Cable Communication, Beijing	Engineering Intern Comcast Cable Communication, Beijing
Consultant Intern HSBC, Shanghai	Consultant Intern HSBC, Shanghai

[MORE](#)

Resources



Resume / Cover Letter Tips

[READ MORE...](#)

© 2014 by Internship.Asia [Terms and Conditions](#) [Contact Us](#) [f](#) [t](#)

1.2 Menu Bar

1.2.1 Internships.Asia

Insert the Internships.Asia logo only and provide a link to the Home page. See Picture 1. Landing/Home Page Layout.

1.2.2 About Us

Clicking the “About Us” link users may choose to view two pages: 1) Mission, and 2) Our Team, which contains the following text:

Mission

Internships.Asia is a social enterprise that is dedicated solely to connecting students/potential interns with internships opportunities throughout Asia. We formed Internships.Asia to solve the following problems:

- Local companies and multi-national corporations currently identify potential interns through current staffs' professional/personal networks, through for-fee intermediaries and through an individual university or college's career development centre, all of which are time-consuming, inefficient, and limit the pool of talent from which to choose.
- Many universities/colleges in the region lack the systems and personnel to connect their students with internship opportunities.
- There is no common platform in Asia that helps students identify internship opportunities in the region except local job listings or exclusive career centres.

Internships.Asia is a no-cost, workable, and efficient platform for companies to advertise internship opportunities and for students/potential interns to identify internship opportunities throughout Asia. Particularly with the rising of the ASEAN Economic Community, students in the region must get international work experience to be competitive.

In the coming months, we will work continuously to build this platform and provide more advanced features in the future. If you have ideas or want to get involved, please email us at info@internships.asia

We look forward to hearing from you.

Our Team

The layout of "Our Team" should follow the design below:

Picture 2. No borders and ability to click on the picture/name to get a summary profile

Staff



Dr. Fred Mednick
Founder, Teachers Without Borders



Jessica Clark
Business Operations Director



Stephanie Knox Cubbon
Peace Education Program Coordinator



Deyanira Castilleja
Latin America Coordinator



Li Hong Xu
China Country Coordinator



Zhou Xian Lin
Science Inquiry Project Coordinator in China



Amelia Cesar Enrietti
Project Coordinator, Brazil

Country Representatives



Maria Cuellar
In-Country Representative, Chile



Dr. Joseph Muleka
In-Country Representative, Kenya



Mathias Osimbo
In-Country Representative, Kenya



Jude Tadeo Walubo
In-Country Representative, Uganda



Gerard Rwagasana
In-Country Representative, Rwanda



Gladys García
In-Country Representative, Mexico



Pyana Symphorien
In-Country Representative, Democratic Republic of Congo



Alicia Medorio
In-Country Representative, Mexico



Misheck Mutuzana
In-Country Representative, Zambia

Team

E. Brooke Whitaker – Founder



Brooke volunteers his time to Internships.Asia, and is managing director of Thumos Ltd., a boutique consulting firm specialising in business incubation, impact investing, entrepreneurship, feasibility and value chain analysis, strategy, capital raising, corporate finance advisory, and restructuring of companies in developing countries with a particular focus on Africa, the Middle East and South East Asia. With over 20 years of experience in private equity/venture capital and consulting, Brooke has extensive experience across a wide range of industries and countries. He has advised on 80+ capital raising/exit mandates (IPOs, financial and trade sales, valuations, exit strategy, etc.) valued \$2+ billion with start-ups, early and expansion/growth stage SMEs. Brooke has an MBA from the Tuck School of Business at Dartmouth, a BS in finance from the University of Maryland in the United States, and a certificate in Arabic Language Proficiency from the American University in Cairo. In addition to Arabic, Brooke also speaks French, Swahili and Thai.

Anh Truong – Chief Operating Officer (COO)



Anh volunteers her time at Internships.Asia and is its Chief Operating Officer. Anh is an analyst and project manager at Thumos Ltd. where she manages several start-up projects and assists in implementing consulting engagements in developing countries. Anh has had internships at Capital Seaweed Vietnam and Thumos Ltd. She has also worked for NSD OY, a software company based in Finland and Thysa Clothing Co. in Vietnam. Anh has a BS in Economics & Business Administration from Aalto University, School of Business, Finland, where she was Vice President of AIESEC Mikkeli, Finland and leader of the internship team.

- **Country Representatives**

Internships.Asia works with Country Representatives who provide valuable local insights and strengthen collaborations with local companies.

[Insert pictures and profiles of Country Representatives]

Please contact your Country Representative to learn more about Internships.Asia. If your country representative is not listed and you want to be a volunteer country representative, please email us at info@internships.asia

- **Friends of Internships.Asia**

Duy Tran – Initial Website Design



At Internships.Asia, Duy developed the initial layout for the website and provided comprehensive support to the COO. Currently, Duy is finishing his BS in Finance, University of Maryland, United States.

1.2.3 Search for Internships

Overview

Users will not be able to search the listed internships until they register on the website.

When users encounter an internship that meet their personal interests, they could either follow the internship or click to apply for the position right away.

If users select to follow the internship, they will be able to track down this marked internship in the section “Followed Internships”. *Note to Designer/Programmer: If this feature is costly and complicated to design, we can eliminate it.*

If users choose to apply for the internship, Internships.Asia only provides a listing or summary of the internship opportunity and it is the company’s responsibility to provide direction to potential interns in how to apply, which may be a telephone number, email

address or URL link to the company's website. Users are not allowed to upload their application materials on Internships.Asia's database system.

The layout or design of the "Search for Internships" may follow one of two options.

Option 1: The Washington Post Job List

The optimal option is to design the "Search for Internships" section similar to that of The Washington Post's job site because of its effectiveness and simplicity. For example, users apply their preferences on the left side and the results are returned immediately on the right side of the page. See Picture 2. The Washington Post Job List.

Picture 2. The Washington Post Job List

Jobs

Similar searches: [Retail Manager](#); [Driver](#); [Customer Service Manager](#); [Delivery Driver](#); [Engineer](#)

Refine Search

LOCATION

- DC Metro Region 8521
- DC 2129
 - Maryland 3605
 - Virginia 2787
- Outside DC Metro Region 1185
- MD 17
 - Virginia 94
- Other 1074

FUNCTION

- Volunteer 1557
- Other 1498
- Management 1209
- Administrative 613
- Driver 535
- [MORE FUNCTIONS](#)

What: [Advanced Search](#) **Where:** ☒ D.C. Area ☐ U.S. [Advertisement](#)

job title, keywords or company

Sort by: **Relevance** [Date](#) Jobs 1 to 15 of 250 from 9706

Call Center
Sparks Personnel - Laurel, MD
8 days ago - [Save](#) [Email](#) [Share](#) [Related Jobs](#)

Branch Support Representative - Pentagon
Pentagon Federal Credit Union - Washington, DC
30 days ago - [Save](#) [Email](#) [Share](#) [Related Jobs](#)

Medical Receptionist
Not Listed - Fairfax, VA
NEW - Today - [Save](#) [Email](#) [Share](#) [Related Jobs](#)

Advanced Mac Support Tech

<http://www.washingtonpost.com/jobs/JobSearchServlet?keyword=&localRadio=0&location=-1>

Option 2: Jobs Agent

Alternatively and depending upon cost is Jobs Agent, which requires users to start their search by answering lists of queries, then to click on submit. The results will be returned on a subsequent page. Users must start a new job search every time they enter this page, so it is less convenient but could potentially cheaper. See Picture 3. Jobs Agent

Picture 3. Jobs Agent

Countries and Cities List

Country	Cities
Bangladesh	Dhaka
Bhutan	Thimphu
Brunei	Bandar Seri Begawan
Cambodia	Phnom Penh
China	Beijing, Guangzhou, Shanghai, Shenyang
Hong Kong	Hong Kong
India	Chennai, Delhi, Bangalore, Kolkata, Mumbai
Indonesia	Batam, Jakarta, Medan, Surabaya
Japan	Nagoya, Osaka, Kobe, Kyoto, Sapporo, Saitama, Tokyo, Yokohama
Laos	Vientiane, Luang Prabang
Macau	Macau
Malaysia	Kuala Lumpur, Malacca, Penang
Maldives	Male
Mongolia	Ulaanbaatar
Myanmar	Naypyidaw, Yangon
Nepal	Kathmandu
Pakistan	Islamabad
Philippines	Manila
Singapore	Singapore
South Korea	Busan, Daegu, Daejeon, Incheon, Gwanju, Seoul, Ulsan
Sri Lanka	Colombo
Taiwan	Taipei
Thailand	Chiang Mai, Bangkok, Pattaya, Phuket
Vietnam	Da Nang, Ha Noi, Ho Chi Minh

Industry List

A Accounting Administration Advertising Aerospace Engineering Agriculture/Agribusiness Animation Architecture Art Aquaculture	E Economics Education Energy/Power Engineering Entertainment Environment Event Planning	J Journalism	R Real Estate Research Retail
B Banking (Commercial) Beverages Biology Biomed./Bio-Engineering	F Fashion Film Finance FMCG	L Legal	S Sales Social Entrepreneurship Sports
C Chemistry Civil Engineering Communication Computer Science Construction Consulting Criminal Justice Culinary/Restaurants	G Geology General Management Graphic Design Government	M Management Marketing Mechanic Engineering Media Medical Research Music	T Technology Transportation
D Design Development	H Healthcare Hedge Funds Hospitality/Hotels Human Resources	N Nutrition Non-Profit	W Wildlife Writing
	I Industrial Engineering IT Investment Banking	P Photography Physics Psychology Public Policy Public Relations Publishing Private Equity/Venture Capital	

1.2.4 Log-in

All users will login to the website using a username and password that is established upon registration regardless so of whether the user is a Potential Intern or Company Representative.

Note: Usernames and passwords may be modified on the “My Profile” page.

1.2.5 Registration

After clicking, users will see the following message:

“If you are seeking an internship opportunity” Click “Here”

“If you are a Company representative seeking to list an internship opportunity on Internships.Asia” Click “Here”

Potential Interns

The following information is required of Potential Intern users during the registration process:

Required Input	Note
Email address & Username	Set per user.
Password	Set per user.
First name	Set per user.
Last name	Set per user.
University or College	Users can enter their own university/college but this should be a drop down list so that prior universities can be used.
Graduation Date	“Month” and “Year” from a drop down list.

Company Representatives

The following information is required from Company representatives during the registration process:

Required Input	Note
Email Address & Username	Set per user.
Password	Set per user.
First name	Set per user.
Last name	Set per user.
Company Name	Users may enter their own company or choose from a drop down list of prior registered companies can be used.
Title	Set per user.

1.2.6 Post an Internship

Once users click on this, only registered “Company Representatives” will be able to view this portion of the site. The company representative will be permitted to list their own internships on the website, and will provide the following:

Label	Note
Position Name	
Company Name	[Automatic from registration]
Employer Type	[Automatic from registration]
Industry	See Industry List
Description of Internship	[user input field]
Requirements	[user input field]
Start Date of Internship	Calendar input
Finish Date of Internship	Calendar input
City	See Criteria
Country	See Criteria
Compensation Category	Check box for “Volunteer” or “Paid Internship”
Full or Part Time	Check either “Full-time” or “Part-time”
Application Deadline	[user input field]
Contact Details	[user input field]

Manage Internships:

Internships.Asia will allow employers to keep track and manage their internships posted through the following interface:

Label	Note
Internship Title	Automatically updated after employers post internships
Location	Automatically updated after employers post internships
Date Posted	Automatically updated after employers post internships
Status	Users are able to edit the status of the posted internships: - Draft - Active - Closed - Expired The default status of all internship posts is “Draft”
Views	Inform employers the number of views clicked by students

Internship posts will be automatically moved to “Expired” folder one day after the application deadline and Internships.Asia will delete 3-month expired internships from its database system.

1.3 Social Media

The social media section will contain automated Twitter feeds from the following universities and colleges in Asia: See Appendix 4

1.4 Featured Internships

The Featured Jobs section will contain automated internship listings from Internships.Asia internships listings at random.

1.5 Resources

This page will provide a sample CV and Cover Letter (See Appendix 2 and 3.) with the following text:

Sample Cover Letter Link

Generally, one needs to include a cover letter for internships that are advertised unless one is instructed not to include one with their CV. Cover letters for students and recent graduates should be no longer than one-page in length. The cover letter should highlight points that are not readily apparent on your CV such as something you learned in a prior position that would be relevant for the internship position.

Please also review these links regarding cover letters:

<http://blogs.hbr.org/2014/02/how-to-write-a-cover-letter/>

<http://blogs.hbr.org/2009/06/the-best-cover-letter/>

Sample CV/Resume Link

Writing a résumé or CV is one of the first steps in a successful internship search strategy. Generally, it should be considered as a one-page selling tool and other than perhaps a face-to-face meeting or cover letter, your CV may be the first impression you make at a firm.

The following are best practice guidelines for CVs, all of which are reflected in the attached sample. Students/potential interns would be well advised to imitate this CV sample to the greatest extent possible as they construct their own CV. The best practice guidelines are:

- Make your CV one page to make it easy for the reader to review.
- Should be flawless/perfect and neatly laid-out.
- Each CV you send to firms should be tailored for that particular internship and role.
- Proofread your CV carefully. Even one small typo mistake can create a bad impression.

Throughout your career, you will undoubtedly create multiple versions of your CV so it is best to keep track of them all by developing your own file naming procedures such as by typing your name, the word “CV” and the date into your files:

[Name] CV - 16 Jul 2014.docx

If you are applying to companies in different industries, you may want to create different “industry” folders on your computer so that the CVs meant for companies within a specific industry are easily identified and tailored.

Regardless of your strategy, know that editing your CV repeatedly and making it better and more relevant for particular positions is all part of the process.

1.6 Bottom Bar

The bottom bar will contain the following:

- Copyright Icon Internships.Asia
- Terms and Conditions (A link)
- Twitter (to Internships.Asia Twitter feed)
- LinkedIn (to Internships.Asia LinkedIn Profile Group)
- Contact Us

1.6.1 Copyright Icon Internships.Asia

See Picture 1.

1.6.2 Terms and Conditions

This will provide a link to the text as contained in Appendix 1. Terms and Conditions

1.6.3 Twitter log

This will provide a link to Internships.Asia Twitter feed profile

1.6.4 LinkedIn

This will provide a link to Internships.Asia LinkedIn Profile Group.

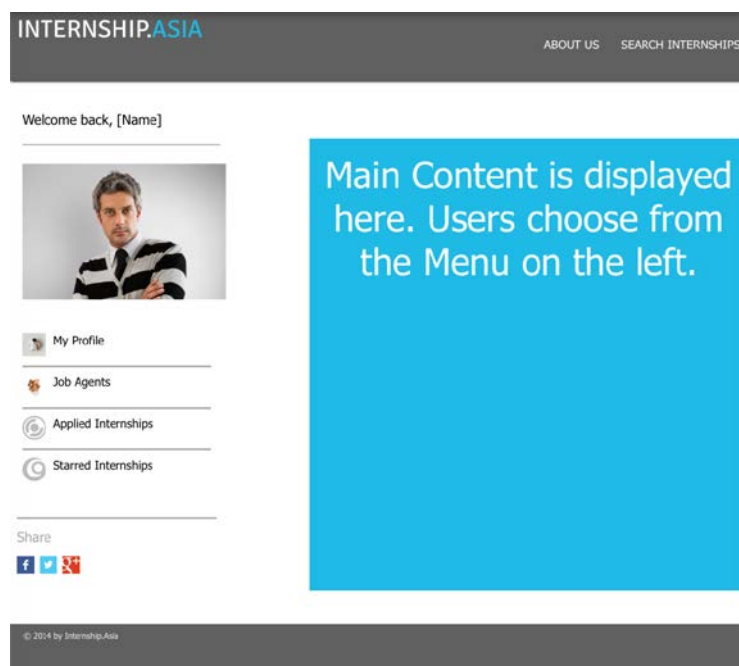
1.6.5 Contact Us

Once users click on this page, it will open to a page that provides the following email address and message:

For further information, please email: info@internships.asia

1.7 User Profiles

User profiles for both Potential Interns and Company Representatives can look similar to the below:



1.7.1 Students/Potential Interns

The following information will appear on the Students/Potential Intern “user profile”:

Required Input	Note
Email Address & Username	Users should be permitted to change as long as it does not conflict with another email address.
Password	Users should be permitted to change
First name	Users should be permitted to change
Last name	Users should be permitted to change
University or College	Users should be permitted to change
Graduation Date	Users should be permitted to change

1.7.2 Company Representatives

The following information will appear on the Company Representative’s “user profile”:

Required Input	Note
Email Address & Username	Users should be permitted to change as long as it does not conflict with another email address.
Password	Users should be permitted to change
First name	Users should be permitted to change
Last name	Users should be permitted to change
Company Name	Users should not be permitted to change
Title	Users should be permitted to change