**Design Specs**

**Requirements**

One of the important things is to create a clear and consistent set of design elements on the site. The final design will need to be integrated into SmartJoBboard (demo: <http://www.smartjobboard.com/demo/?theme=OfficeView> and breakdown of design elements: <http://www.smartjobboard.com/wiki/Front-end_Pages>)

Calls to action in the design are really important. I want to try and get as many visitors a) uploading their CV

I’d like for you to design a home page and an internal page. This internal page will contain generic design elements (eg tables, text boxes) that can be manipulated to display everything else of the site. This should be just a case of using largely the same elements on the front page.

*Home page*

Column 1

1. Logo (detailed below) and ad banner
2. Nav: Home | Jobs | Account | Register | News & Insight | Graduates | Recruiters | About
3. Subnav: [Jobs >> Advanced Job Search | Companies], [Account >> Login | Post Resume | Alerts | Settings], [Recruiters >> Login | Search Resumes | Advertising & Branding Solutions]
4. Username textbox, password textbox and “sign in” button
5. Quick Search: Keyword textbox, Location textbox, Type (Contract, Permanent checkboxes), ‘Search’ button, ‘Advanced Search’ textbox with direction arrows
6. List of job categories
7. Sponsored jobs title, with list of up to 10 featured jobs with Company name and Location.

Column 2

1. Latest News & Insight. List of the latest 5 titles from the Wordpress blog and link: “More articles”.
2. Email Job Alerts box with arrow or ‘go’ button
3. ‘Why CareersInData?”
   1. Jobseekers sub-headline, with three listed bullet points and “Register to
   2. Recruiters sub-headline, with three listed bullet points and “Register to
4. Featured Partner headline, beneath: 300 x 250px ad

Column 3

1. Post your resume box, with arrow as call to action. Different colour to emphasise.
2. Recruiters box,
   1. Login
   2. Advertise
   3. Search Resumes
3. Graduates
4. Twitter & RSS feed image

Bottom nav: restates all elements of main nav bar, with the ability to add lists as shown in wireframe.

*Internal page:*

Idea is to replace all content in Column 1 and Column 2, leaving Column 3. All the styles, design elements and boxes from the main page need to be used and simply restructured.

The internal page will need to hold elements capable of displaying:

Job Search results (<http://www.everysapjob.com/browse_by_category/BI/>)

Job display results (<http://www.everysapjob.com/display_job/521415/SAP_BI_Business_Objects_&_ABAP_Specialist.html?searchId=1323302038&page=1>)

Elements of note:

* Breadcrumbs nav
* Bar containing “Tell a friend”, “Print page”, ‘Save”

*Logo*

A simple, text logo with an emphasis (I’m thinking just a background colour if it works.. but not a problem if it doesn’t) on ‘Data’ Palatino is the idea I’m going for:

Careers*In*Data

**Inspiration**

[www.credit.com/blog/](http://www.credit.com/blog/)

*Light blue/pastel colours – the nav bar looks good, and the white space makes it approachable and easy to read*

<http://www.designsensory.com/>

*Nav looks amazing – I like the use of colours, the fact that the main nav blends into sub-nav and the text box*

<http://www.everysapjob.com>

*Clear and bold Search box, well laid out*

<https://alzselftest.com/>

*Use of contract/colours to attract users to call-to-actions.*

[www.montash.com](http://www.montash.com)

*Use of text is good (not colours!)*

<http://www.350gram.dk/>

*Clean design, use of contrasting (but ‘soft’) colours, layout features aligned*

<http://www.transportwerkt.nl/>

*This uses the software I will be installing. The design is clean and bold which draws attention.*

<http://www.baesystemsdetica.com/>

*One of my target clients. White space, images/bold text and use of colour communicate its cutting edge corporate values.*

**Audience**

People looking for a job:

Who they are – Technical to ‘Business’ people, Junior to Leadership that work designing Data-related solutions to businesses. Think ‘Big Data’. Salaries from £40,000-£150,000.

They’ll think:

* Does this site represent the organisations I see myself in?
* Does this site have career opportunities at my kind of salary level?
* Do they have relevant, cutting edge, roles?

What I want them to do:

* upload CV/register an account/register an email
* Search for jobs relevant to them without hassle
* Identify
* Easily see the kind of roles advertised q

Employers/Recruiters looking for people:

Who they are – Blue Chip Pharma, Energy, Financial, Telecoms companies, Large consultancies, niche consultancies, specialist recruitment firms, multinational recruitment firms.

* Is this website enganging enough to advertise on?
* Can I get the people I need through this?
* Does this website and the people I can access through it reflect my organisations values? (dynamic, accurate, innovative, complex, client-driven, considered)

What I want them to do:

* See competitors advertising,
* Request advertising information/get in contact

**Deliverables**

PSD files with clear layer labeling with adjustment layers rather than applied affects.