# TopPrivydelek.cz Logo & Webdesign tender

# The idea

Hi. We are TopPrivydelek.cz, a Czech startup. We will launch a website where people would advertise services they can provide to one another. The website will be Czech and aimed at audience of the Czech Republic.

# We need a logo and a website design

We need:

* A logo,
* Website design.

The logo and the design should fit well with one another. We split the two into two different competitions on DesignCrowd but if we find The Designer whose logo and website design makes us jump with joy, we will be more than happy to award both to a single designer.

## The logo

The logo should be connected to „TopPrivydelek.cz“ and should feature the website name. We look for clean, appealing graphics.

The logo should feature:

* The website name,
* A small visual/emblem which we will be able to re-use both online and offline and can be separated from the website name (say a small symbol that will represent the brand).

The visual and choice of colours should be based around the following cornerstones of our identity:

* People to people,
* Money (remember the “extra income”?),
* Community,
* Helping one another.

We seek a fun playful design that helps us establish a trustworthy, credible brand but doesn’t bore you to death with its sterility.

## The website design

We look for a modern, clean website design. We are focused on households and families (think your grandma) rather than businesses. The design should respect that.

For a specific breakdown of website sections and webdesign elements, please see the respektive section below.

# The brand explained

Privydelek is Czech for „extra income“ or „extra money“. We want to let people earn a little extra money by offering what they’re good at – be it a simple service such as gardening, math tutoring or babysitting or selling what they’re produced on a small scale – food, jewelry, socks.

We will be an advertisement board. We want to provide an easy way in which people can advertise the sort of services or goods they want to sell and to connect them with their prospective customers.

Our target audience is households and possibly mom & pop’s sort of establishments. Our brand needs to appeal to general public but must convey the perception of credibility and trustworthiness.

# The idea explained

TopPrivydelek.cz will act as a portal covering two areas:

## Service advertisement

We provide a platform which lets people advertise services they can provide to one another. The sort of services we look at include but are not limited to:

* + Cooking,
  + Housecleaning,
  + Babysitting,
  + Tutoring,
  + …

## Small-scale production advertisement board

Small farmers or even households can advertise the crops they have grown and offer them to wide public. We are not limited to food, same goes for other products produced by household or small-scale producers – talk knitwear, jewelry, grandma’s socks and furry whatnots.

We act as an advertisement board, not an actual marketplace – the website won’t feature a transactional part, i.e. to actually purchase the goods, you need to contact the farmer.

# The Website – Content, categories

Here we briefly describe each section of the portal. If you have any questions please ask. We will try to respond as soon as possible.

## Advertisements

Advertising (offers and demand) will constitute the main content of the website. All advertisements will be divided into sixteen categories, and each category should be represented by some graphic element (picture). The number of categories may be increased or reduced in the future.

**The categories we think of are:**

1. Cooking.
   * In this category we want to connect people who cook for themselves regularly with people who don’t cook at home but don’t want to buy food at the restaurants all the time. For the first group of people it’s not difficult to cook some extra portions so they can sell them let’s say to pensioners, students, singles etc. We also believe that later some small restaurants can also use this category while selling their day/lunch offers, so it’s necessary to add next buttons to advertisement section for day/lunch offers of the restaurants: dish photo, name, price and buy button.
2. Housework (cleaning, ironing, mending, ...)
3. Work in the garden (mowing grass, raking leaves, ...)
4. Pet care (dog walking, training, ...)
5. Babysitting
6. Tutoring
7. Elderly care
8. Transportation (people, goods, car sharing, ...)
9. Handyman (minor repairs, assembling furniture, ...)
10. Consulting (legal services, accounting, ...)
11. Art (drawing, video recordings, ...)
12. Body care (manicure, pedicure, massage ...)
13. Farming (apples, pears, tomatoes, onions, ...)
14. Animal products (rabbit, goose, chicken, eggs, honey, ...)
15. Hand-made goods (jewelry, sweaters, baskets, ...)
16. Other (services and goods)

## Required webdesign elements

Each category should have its own specific filter for easy search of adverts (subcategory, price, location, rating, and some specific filters suitable for each certain category). Given that the filters are not ready completely and will be formed up in the process of the portal creation, please prepare a universal filter with the following items:

* text field
* drop-down box (select)
* checkbox (checkbox)
* checkbox (radio)
* slider to select prices (type “range” in HTML 5)
* spinner to select the number of available pieces (text field with buttuns for increasing and decreasing)
* date picker
* a dialog to select a location from the map
* + anything else you can think of :)

For each advertisement, the following actions will be available to the user. We need an image for each of the actions:

* Edit (only for the author of the advert)
* Update (to place an advert with the same text, but with the actual date; only for the author of the advert)
* Place at the top of the list (instructions how to do that via SMS)
* Hide (advert is not deleted, but not in the list, only for the author of the advert)
* Statistics (data, how many people viewed the ad detail)
* Show Answers (for ad author)
* Delete (only for the author of the advertisement)
* Report (report for inappropriate content)
* Share on social networks (FB, G +)
* Send a link to a friend’s e-mail

## Registration

We don’t want to scare the user during registration with the extensive form, so we’d like to use only basic items and to put the benefits from the registration somewhere on the web-page.

* username
* password
* password again
* e-mail (from which the user will confirm registration)
* e-mail again
* agreement with the general conditions
* agreement to receive news, newsletters, commercials.

Upon a successful registration, the user will be asked to fill the other information in his profile because it will help him in communicating with potential customers:

* name and surname
* address of residence. This data will be very important to filter ads by distance. It would be perfect if users could enter the GPS coordinates (the best option is that the user click on the map and GPS coordinates are identified automatically), but we guess we will have to prepare the option to enter the address (street, city, postal code).
* telephone number (few)
* e-mail (few)
* Skype
* ICQ
* web (few)
* text fields for description of skills / notes
* profile photo
* additional files for biography and various certificates

## User profile

The user profile will display basic information about the user, his advertisements, discussion and evaluation (users will be able to evaluate each other)

## Photo Albums

So that users are able to better present their work we’ll make an option to create a photo album (title, description, photos).

## Private messages

Registered users will be able to send messages to each other. The responses to advertisements will be addressed the same way.

## Search

Although each category will have a detailed filter, we want to keep a classical search box in the header, as some users are used to it.

## Discussion forum

The portal will have a discussion section, which will include several categories:

* Comments on the site
* Pets
* Hobby and garden
* Holiday
* Children
* Households
* ...

## Articles

We want to make an option of placing articles on the portal and offer users to have a blog, where they can describe their services in detail.

# The website – layout requirements

Originally, we didn’t want to describe the site layout, but it might help you. Still we welcome your own ideas and vision.   
  
The header should have logo, search box, login box, space for menu (discussion, articles, users, registration, add advert, ...) and after the user logs in there should be a menu with links for logged users (my profile, my messages, statistics). Somewhere in the header there also should be the breadcrumb navigation (for example home -> Advertisements).

The body of the page should consist of two columns. One of them for the main contents of the inner width of 728 pixels and the second column on the inner width of 300 pixels, which will be used to display the best ads, advertising, box to log in to send a newsletter, etc..   
  
Web should have responsive design - for the beginning we want to hide the right column for certain devices, so there should be a button somewhere in the header.

# The website – Page structure

1. Homepage
2. Advertisements – page with a list of categories
3. Advertisements – list of ads within the category (please prepare two kinds of display)
4. Advertising – ad details
5. Advertising – page for adding the ads (including a progress bar for file upload)
6. Registration
7. Users – list of registered users
8. Users – profile
9. Private Messages
10. Photo Album
11. Article
12. Discussion – page with a list of categories
13. Discussion – page with a list of discussion forums within the category
14. Discussion – posts overview in discussion forum
15. Newsletter – template of the e-mail that we’ll send out to users

# Deliverables – formats & usage

## The logo

* Show us how it works on white/light and black/dark background,
* We expect to receive an editable standard vector-based format (EPS, SVG, PDF)

## The webdesign

* PSD,
* Proper usage of layers,
* Be ready to provide support to help us crop the PSD into the actual webdesign elements (CSS and image files)