



BOOK OF SPECIFICATIONS AND TECHNICAL SOLUTIONS

SUMMARY

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2. TARGET SURVEY
3. TARGETS
4. BENCHMARK
5. COMMUNICATION STRATEGY
6. TECHNICAL SOLUTION
7. THE AGENCY/TASKS ASSIGNMENT
8. CONCLUSION

I. PROJECT DESCRIPTION:

Our project is built on an international and digital aspect. It was developed from an event. In 2017, the Erasmus scheme is celebrating his 30 year. This scheme is built on European students willing to study in another country.

The different themes highlighted by this scheme allowed the creation of our project: Corner Network

Indeed, we want to offer to students and young professionals a platform where they could share and exchange their experiences linked to the MIT curriculum. The same way as Erasmus, our project have an international dimension, the goal is to create a professional social network. That way, all European students following the MIT curriculum could bring their skills in order to develop their career.

This offer is also given to companies and experienced workers willing to share their experience or get a job.

Our project want to develop the MIT curriculum, to popularize it. To do it, our project will grow a real and loyal hearing, by developing his communicational and international aspect through a good website.

II. TARGET SURVEY:

Making a target survey is a way to define the context of our future website. For that we created one and diffused it on the social network in the country partners. This way, we'll have some answers from different horizons. From the different results, we will know the demand of our potential audience.

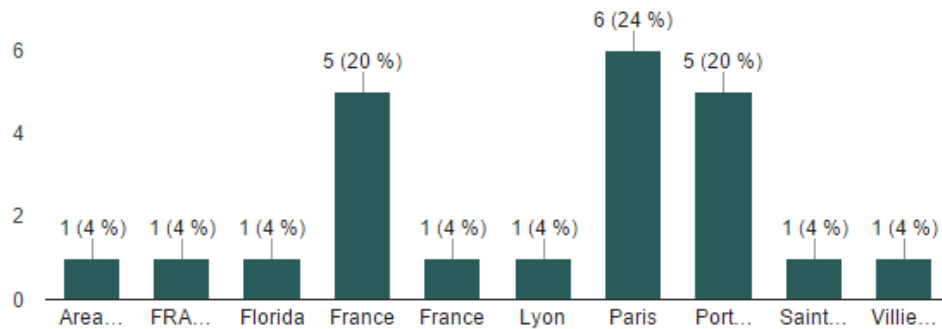
A. THE PROFILE:

To begin our target survey, we wanted to know their age and profession in order to know if they are in adequation to our project.

Who are you? (25 réponses)



Where are you from? (23 réponses)

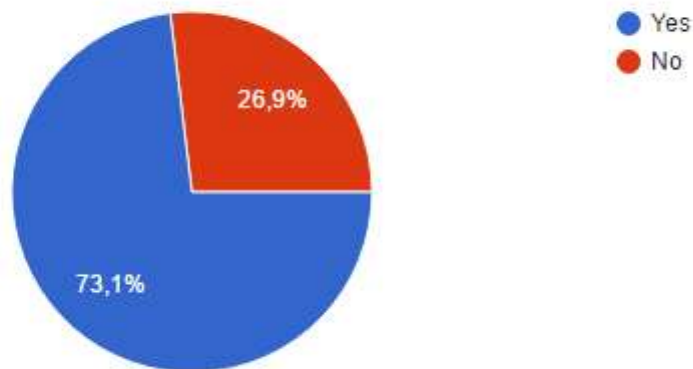


We can see that 92% of surveyed people are students and most of them live in Europe (96%). So, we can say that according to those graphics, our target is coherent to what we were thinking about. Indeed, our project is intended for European students and professionals. With these results, we know that our audience is mostly composed of students so it will help us to adapt our content.

B. DEGREE OF IMPLICATION:

In our survey, we asked some questions that determined important information. Indeed, we'll not make the same content for someone that knows MIT than someone that never heard of it. If most of our audience know MIT, we'll privileged some information more pertinent for them.

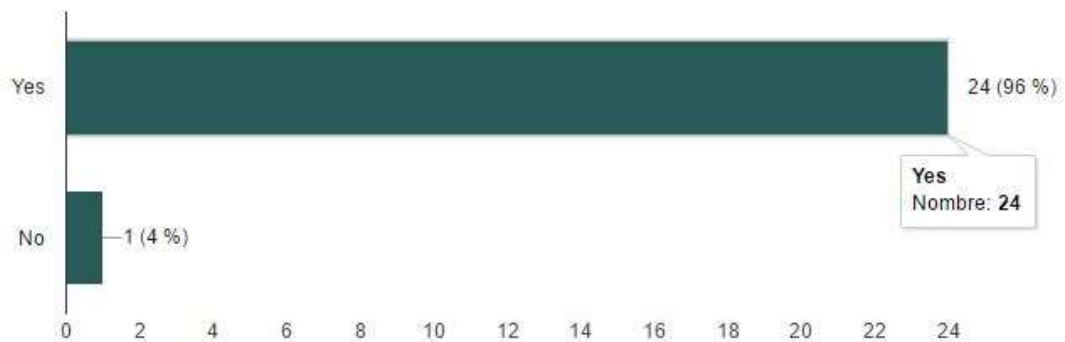
Have you ever heard about MIT? (26 réponses)



We can see that 73% of surveyed people have heard about MIT. Thanks to this information, we know that many people know about MIT. They can be in this university course or they can know someone in MIT. Our target is large so our website concern a lot of people.

The following question is here to link the major theme of our project: the mutual aid, to the demand of our audience.

Are you interested in meeting people accros the world? (25 réponses)

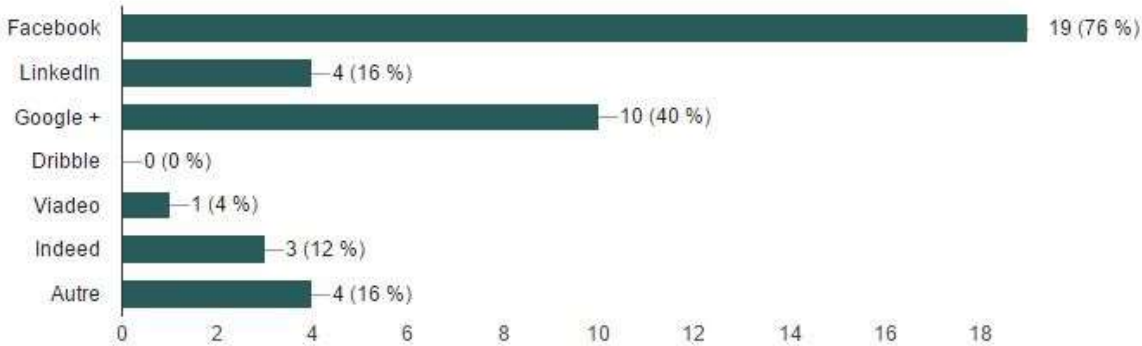


We can see that 96% of surveyed people are interested in meeting people across the world. We can assume that most people are sociable and want to know other people. So, the notion of exchange will be important in our website.

C. IS THERE AN AUDIENCE IN PROFESIONAL NETWORKS?

We noticed that most of the time, we can think that a student doesn't really use a professional social network as much. Through our survey, we are going to know if that's true. In this way, we can adapt our website to get the best from our contestants.

Have you ever used one of the following websites (25 réponses)



Many of them have a Facebook account (76%), after come Google + (40%), LinkedIn (16%), Indeed (12%) and other (16%).

We can assume that many of them have already use a social network and most of them used some professional social network. We can easily say than a part of our audience is mature and have already a professional conscience. But most of surveyed people have Facebook because it's the most popular social network. The majority of our audience will be on it because it is the most famous social network and almost everybody have a Facebook account.

D. ASSETS WE MUST HIGHLIGHT:

The different experiences that our users had in our concurrent websites are important. Indeed, we have to take conscience of the advantages and the drawbacks that exist.

For you , what is a good online network ? (25 réponses)

One that allows me to connect with friends

instagram

Un réseau de partage mondial très sécurisé

A google online network is a network of exchange and adaptability


Simple

A platform where you can talk with others, where you can share files etc

Some that can connect you with ideas an the world

Sharing

SIMPLE AND INTUITIVE

 ♀

find good things

Yes

aides et conseils facilités. Trouver des jobs et des stages rapidement

Fb, twitter

Facebook

A simple and funny one

Share ideas and experiences

A good online network is made by people who are more interesting to help the workers together instead of make money and profits

A good online network can exchange in the world

in which you can share information, advice, solution of a problem etc. with other people

#JeMeSensMieuxEnAffichantMaVieSurLesReseaux

I think a good online network have to be simple

Pour partager des choses avec les autres

When you can talk with people around the world

When you can talk with people around the world

A good online network should build bridges for different interest groups or finding them fast and easy as possible

Many responses to this question are based on the communication around the world and share somethings. For a lot of people, a good social network is like Facebook or Twitter, it must be simple and intuitive. As our project have the same goals than they responses, our project will save their expectations to satisfy them.

CONCLUSION OF THE TARGET SURVEY:

Through our target survey, we determined the different stakes we'll have to face during the creation of our project. Our project aim the mutual aid between students and/or Europeans professionals. On our website or application, the users are going to discover more of the MIT curriculum and the multimedia field in general. Thanks to the survey results, we became aware of the demand created by a part of our audience and adapt it in our website. This audience permit us to understand what was our target: our principal target is the MIT students.

III. TARGETS:

Corner Network is a website which aims to help European students and young professional to find an internship or a job in multimedia domain. So, we are interested about people that could find interest in our website. According to the survey, we were possible to determine the ages ranges and the profile of our future customer.

Our principal target will be constituted by CEOs between 25 and 65 years old who search trainee and juniors in their company. The principal target is already familiar with the international world and will find in our website a support tool to find their future employee easier.

Our secondary target will be constituted of professionals who are looking for a job in IT. The target can already work in this job field or they can be people who discovered it recently. Cornet Network is specialized for people in multimedia, and ease the act of researching for a job/internship.

GENERIC PORTRAITS :

1. CORE TARGET :



Camille is an MIT student and she is 20. She is very sociable and she wants to make her internship in another country. She asks about it to her university and enquire on internet. She discovers Corner Network thanks to their communication strategy. Seduced by the intuitiveness and atmosphere of this website, she creates an account and start her research. She quickly contacts a foreign entrepreneur, who then wishes to hire her for an internship.

2. PRINCIPAL TARGET :



Johann is 35 and he is a young entrepreneur specialized in IT and web development. Multimedia market is a globalized sector, so he is very susceptible about international relationship. Johann discovers Corner Network thanks to their communication campaign on Facebook. Satisfied with all the functionalities and the organization of the “Job” section, he opens an account and publishes announcement to recruit a junior or an intern.

3. SECONDARY TARGET:



Diego is 37 and he is a former trader, he doesn't have job since now one year. He learns web development, thanks to private trainings. He is looking for a job and he discovers Corner Network on his social network page. He already works with people in others countries so he is not afraid about that. He decides to register and apply to job offers.

IV. BENCHMARK:

A Benchmark is a method which involve a comparative analysis between a sample group of websites. We've chosen 3 concurrent websites: LinkedIn, Openclassrooms and Housing Anywhere. This method will help us to define our specialisation factor, the positioning and the added values of our products.

A. Direct Competitors:

LINKEDIN

1. Presentation:

LinkedIn is a professional social media where companies can offer jobs in specific fields. It's also interesting by the way it works: basically, if a company near to you is offering a job that correspond to your profile, you'll be warned by the website, and you'll be free to respond or not. There is also a "content-wall", where people in your relations can share information and papers.



2. Content Quality:

LinkedIn is a really good tool when it's about define who you are as a professional. There is a lot of content and the system of relations and competences recommendation (other can recommend your competences) allow you to build a good internet reputation. The website is intuitive and aesthetic. There is a lot of personalisation you can apply to our profile.

3. Content Organization:

There is a good organization. 6 sections, a lobby (your wall), a relation searching, a job section, a message section, a notification section and a profile/private section. All those sections can be chosen on top of the website (there is also a research field).



All the section appears in 95% of the website space, below the section selection bar.

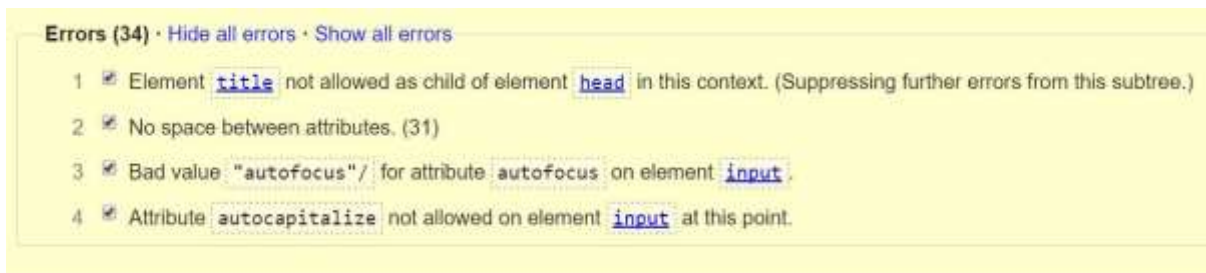


4. Navigation and Ergonomic:

There is a good ergonomic in the website. The navigation is fluid and it's very intuitive. One drawback is that the website often proposes to invite friends and get new relation and it's a little messy. But that apart there is not much more to say. The visual is good looking, the colour are rather nice. There is no breadcrumb. We navigate freely on the website.

5. Technical Solutions:

All categories are accessible and well positioned. If the user want to see his messages, he can click-on the logo and he will be here. The website is responsive but it isn't valid W3C. On our wall, there is a large possibility of file sharing. You can share from a lot of sources across the Internet.



6. Fidelization Tools:

There is no fidelisation tools. Even though the website is really good and intuitive, it lacks something to make the user come back.

7. Project Funding:

There is a premium option: the premium option allows the user to know who visit their profile, and has a statistics option where you can analyse the number of visits through a month or a week. So basically, LinkedIn is a freemium.

Conclusion:

LinkedIn is THE leader in the professional social media. The website is intuitive and good looking. The quality of this website is visible and obvious and his system of relation and "skills sharing" work really well. The only two drawbacks are the constant requests aiming for your relations enlargement, and the little mess of the organization. Still the website has way more quality to take in consideration these drawbacks.

B. Indirect Competitors :

Open Classrooms

1. Presentation :

Open Classrooms is an international platform where everyone can access to computing courses to improve themselves. This website is considered as a work companion throughout the development of the user skills. Indeed, the different proposed courses help users throughout their career, whether they are students or searching for a job. The quality of the courses and the innovation of the website in general determined his success. Today, Open Classroom is the European leader in the MOOC sector (Massive Open Online Course).

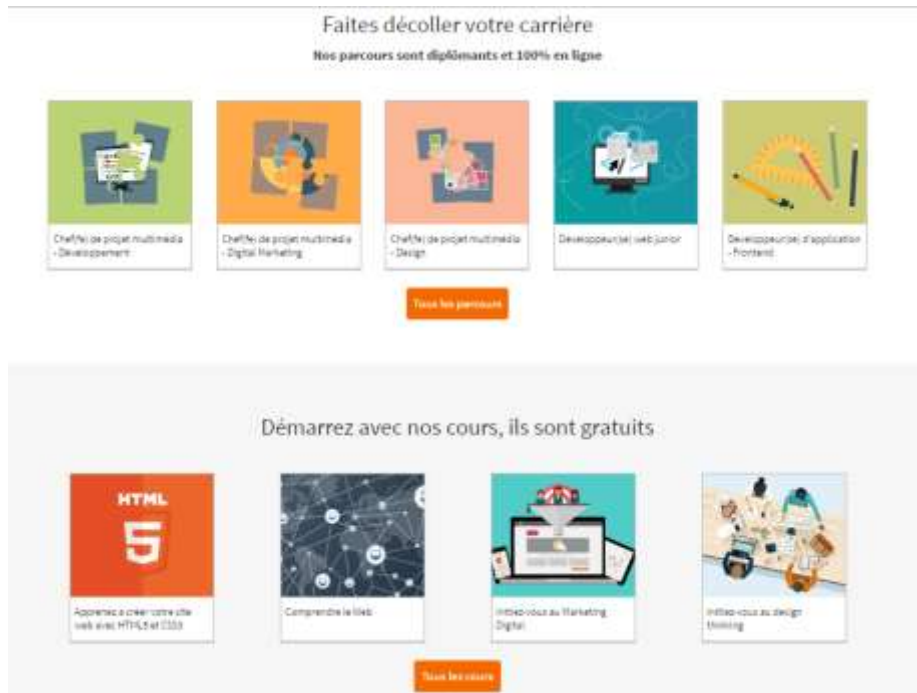


2. Content Quality

There is rather relevant content on Open Classrooms. Help, progression and success are the keywords of the platform. They offer a genuine course for the user to work on. It works this way: a true personalisation is established. The website proposes a various and pertinent content, realised by many active users. They use a friendly language that instore an almost intimate relation with other users. That way the user want to learn and progress. To aim the long turn, there is also a section that allows him to build his personal course step by step. The website feature content that allow the user to improve his skills and to build his future.

3. Content Organization:

The user can directly access to the content thanks to the many rubrics. All rubrics define different domain attached to the IT to establish a true professional career with the user.



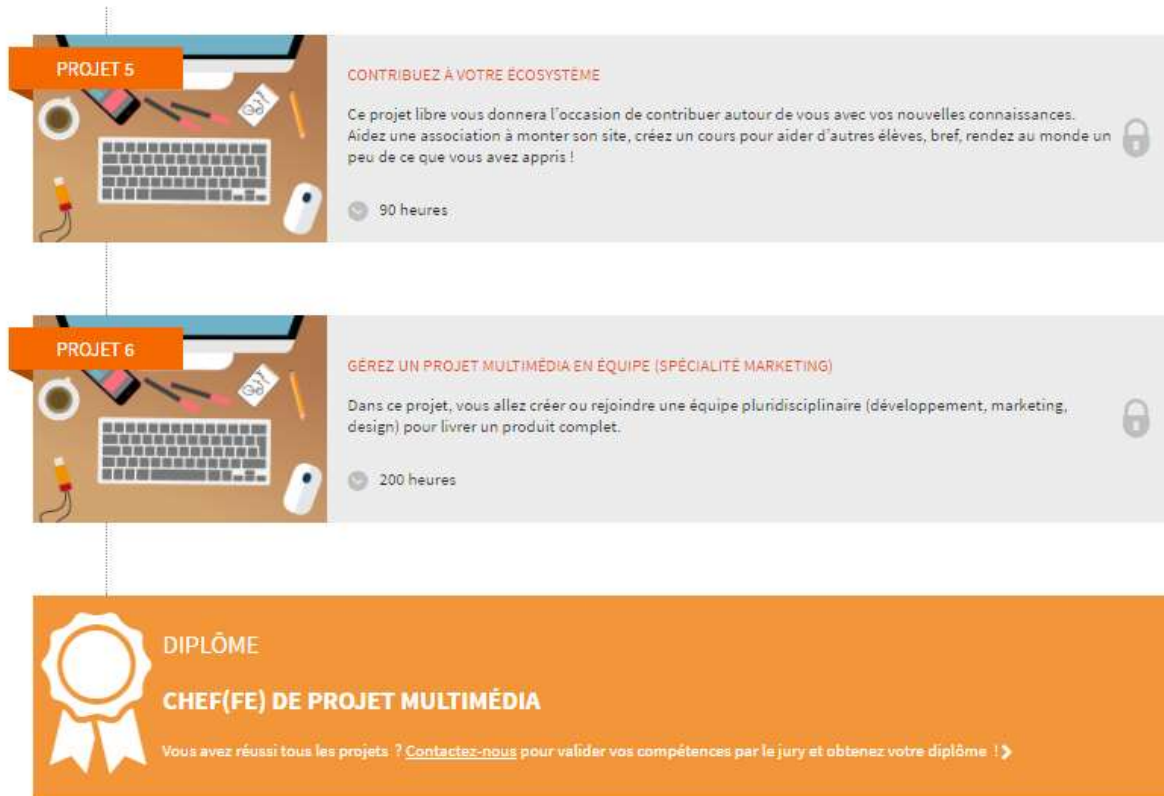
In this area, there is a description of the selected jobs. So, the user can have some good information.

There is a theoretical part before making some exercises and projects. Always in the idea of mutual help, Open classrooms have a forum. Through the rubrics, users can have more information on a theme. Or if he doesn't understand something, a large community of programmer will respond him.

There are two versions of this website: business and premium. In those version, there is a better training adapted for the user.

4. Navigation and Ergonomic:

Open classrooms have an “easy to navigate” interface. On the main page, the first part “process” and “courses” are introduced with short sentences, some kind of catch phrases to bring the user to the right content for him. The coloured images are realised and appropriate to the many multimedia jobs presented.



When the user arrives on the category he wants, a unifying structure is emphasized: from the beginning of the courses to the degree.

Visually, this one-page website globally proposes a refined visual, with some little touch of colours.

On the top, there is a menu bar that always follows the user. A breadcrumb is also placed on the top bar in order to help the user to refine his researches with keywords.

5. Technical Solutions:

All categories are visible. There are few multimedia content, only one video and a lot of images and texts. The website is responsive but it isn't W3C valid and the Web Accessibility Checker indicated many errors. Visually, the website is good but there is many programming errors.

6. Fidelization Tools:

To retain the user, Openclassrooms highlights the quality of his content. The success of this website and the different opinions are positives. It makes a relation of trust.



The user would want to come back if the content is known as performant. Therefore, on the home-page, there is mostly the number of the member of the community Openclassrooms, the mentors in it etc.

To increase a little more the website notoriety, the website is present in different social medias like Instagram or LinkedIn for example.

7. Project Funding:

About the financing, the start-up Openclassrooms developed his services for 3 years and brings about 2 million subscribers. It also wants to raise 6 million euros to increase its members. For that, some investors like bpiFrance are going to be mobilised to finance some of their projects. The turnover of the society is secret but we suppose that he will be multiply by 3 during this year. The formations offered at 300 euros per month are going to generate most of the incomes.

Conclusion:

In conclusion, we can say that Openclassrooms is a pertinent website. He's refine and well organised so the user receives a concrete content which help him professionally to progress. Yet, we see a majority of a redactional content. We regret a lack of variety supports, audio-visual for example. This practical aspect could avoid a linear and monotonous tone.

C. Generic Competitor:

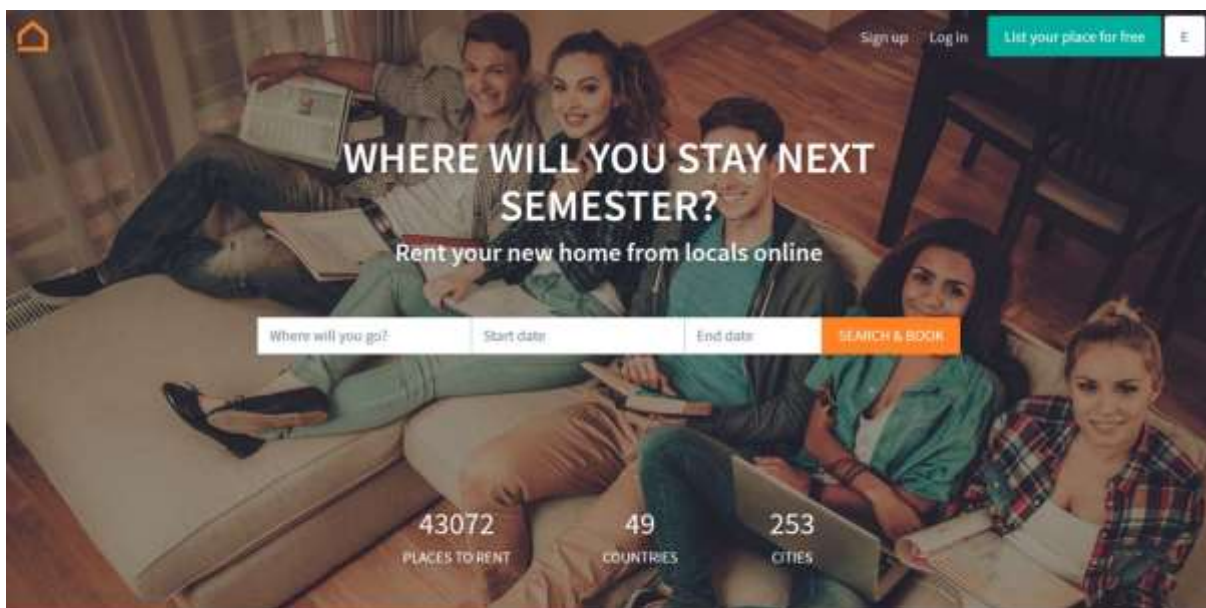
1. Presentation:

Housing Anywhere is a website which propose students a house in another country. This company is set in 50 countries, students can live in 256 towns and it got many partnership with international university.



2. Content Quality:

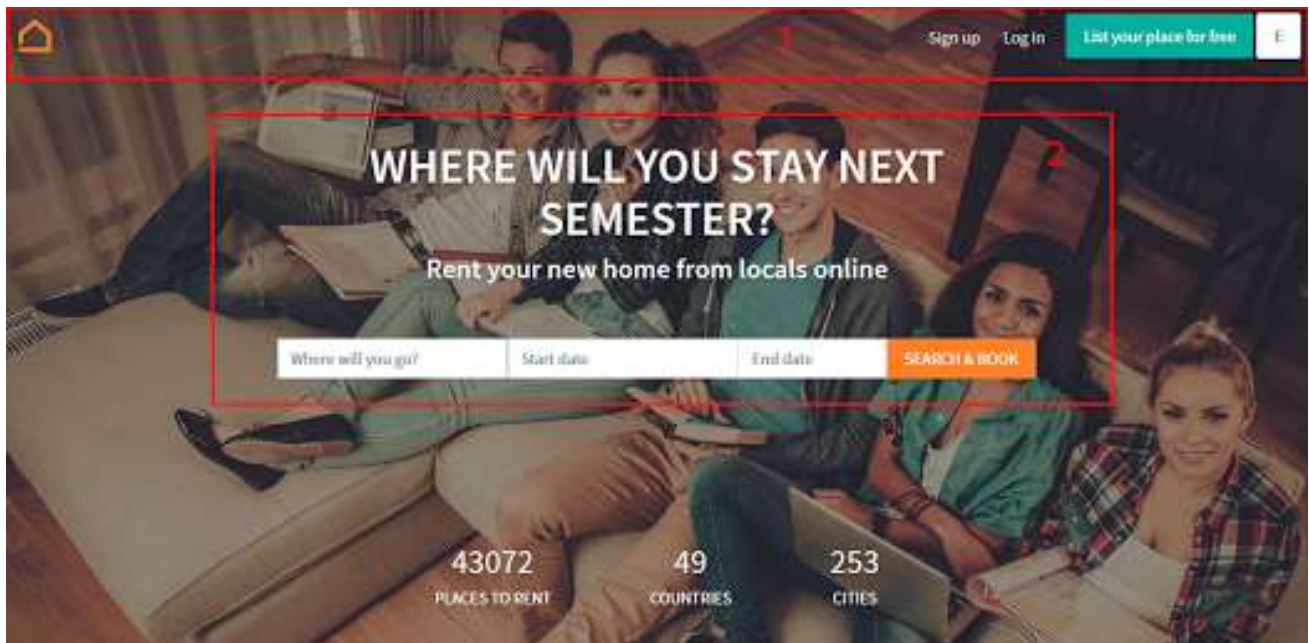
The website has a good content. There is only what the user need and there are many multimedia supports. The website is good looking and intuitive. The user can easily find what he is looking for.



HOW IT WORKS

3. Content Organization:

The website start with a navbar (1) which propose to sign in, register or list your place. After that, there is a form (2) to make a research. You must put on the place where you want to live, the day you'll arrive and the day you'll leave. Then you have a section (3) that explains how the website work thanks to a video and two other buttons for more specific explanations. After that, you have two sections (4)(5), one is a list of countries where you can click to rent a home in the selected country, the other is about the university partnership. Then, there is a section about the customer's reviews (6). Last, we have a footer with additional information (7).



HOW IT WORKS 3

Search for rooms in one of our 500 cities, get in touch with locals directly and book your place on our secure platform. All advertisers on Housing Anywhere are verified, which guarantees a safe booking.

The screenshot shows a user interface for finding accommodation. At the top, there are search filters including dropdown menus for location and dates, and a slider for price. Below the filters is a grid of four property listings, each with an icon representing the room type (e.g., two beds, desk, sofa) and a green 'Book' button. To the right of the listings is a map of a city with several orange location pins. A video player overlay is positioned over the map, showing a play button and a duration of 0:59. At the bottom of the interface, there are two orange buttons: 'HOW TO BOOK A PLACE' and 'HOW TO LIST A PROPERTY'.

HUNDREDS OF CITIES AROUND THE WORLD! WHERE WILL YOU GO? 4

Barcelona, Spain	Delft, Netherlands	Helsinki, Finland	Milan, Italy	Utrecht, Netherlands
Berkeley, United States	Florence, Italy	Leiden, Netherlands	Munich, Germany	Valencia, Spain
Berlin, Germany	Gothenburg, Sweden	Lille, France	Pisa, Italy	Vienna, Austria
Brussels, Belgium	Guadalajara, Mexico	Madrid, Spain	Rotterdam, Netherlands	

130+ PARTNER UNIVERSITIES 5

[MORE INFO FOR UNIVERSITIES](#)

I had been looking for a place in Denmark for three months before arriving there. I tried to find it using some housing websites but I faced the same problems again and again: tons of spam, fake advertisements... Then I found HousingAnywhere.com and everything turned friendly and easy: only real offers, safe payment methods, and people who were ready to help me. I finally found home thanks to them. Try it!



Lulú Arias
from Spain

This platform was a lifesaver when I moved abroad, I was a bit skeptical about transferring money to a foreign bank account without having visited the apartment myself. The website's team assured that the money won't be transferred to the landlord until after I had moved in. Sure, I had to pay for it - but with that amount of money I wanted to lock down a house sooner rather than later; moreover, I wanted to be absolutely sure that my money wouldn't just disappear into thin air. All worked out like a charm!



Mikko Kajander
from the United States

As a sales manager of 7 student residences with a strong reputation in France and especially in Clermont Ferrand, this year we wanted to develop our offer abroad. Thanks to the Housing Anywhere platform, our accommodations have been advertised to students from all over the world and in one month time we had already very good feedback and quickly several bookings. The communication with the team is fast and simple; this booking platform convinced me.



Emilie Bartkowski
from France



TRUSTSCORE: 9.1

100+ reviews on Trustpilot

English

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Our team
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FAQ
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Data security
Cookie Policy
University plans

How to list a property
How to book a place
Advertiser insurance

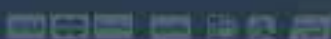
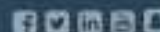
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4. Navigation and Ergonomic:

There is few information but there are all important. The ergonomic is good and the navigation is fluid. The colours are sweet and all information are put in the right place. However, there is no breadcrumb, there is no indication to know where the user is (he's kind of lost).

5. Technical Solutions:

This website has few errors in W3C, and it is not validated by the accessibility validator. Despite this, the website is responsive and all categories are well positioned. The website is available in many languages like English, French or Spanish.



Accessibility Review

Accessibility Review (Guidelines: [WCAG 2.0 \(Level AA\)](#))

Export Format: PDF Report to Export: All Get File

Known Problems (12) **Likely Problems (0)** **Potential Problems (188)** **HTML Validation** **CSS Validation**

1.3 Adaptable: Create content that can be presented in different ways (for example simpler layout) without losing information or structure.

Success Criteria 1.3.1 Info and Relationships (A)

Check 57: [input element, type of "text", missing an associated label.](#)

Repair: Add a `label` element that surrounds the control's label. Set the `for` attribute on the `label` element to the same value as the `id` attribute of the control. And/or add a `title` attribute to the `input` element. And/or create a `label` element that contains the `input` element.

Line 220, Column 9:

```
<input autofocus="autofocus"
      id="txtCity" class="geo-autocomplete-city home--search-- ...
```

Check 213: [input element, type of "text", has no text in label.](#)

Repair: Add text to the `input` element's associated label that describes the purpose or function of the control.

Line 220, Column 9:

```
<input autofocus="autofocus"
      id="txtCity" class="geo-autocomplete-city home--search-- ...
```

6. [Fidelisation Tools:](#)

There is no fidelisation tool. If you subscribe to the website, it'll automatically send you the newsletters.

7. [Project Funding:](#)

There are no ads, no premium accounts available. We can say that a certain percentage of the rent price will go in their favour. Otherwise they make the exponent between universities and students, so they can be remunerated by the universities for making advertising.

[Conclusion:](#)

Finally, we can say that Housing Anywhere is a good website. All the sections are well positioned and readable. The navigation is fluid and it's good looking. Everything push the user in looking for what he wants. The only drawbacks are a lack of fidelisation tool and that there is no clue to know where the user is on the website (he's kind of lost).

D. Benchmark Conclusion:

There is not much websites that feature the same services our website will propose. However, we found that LinkedIn is a more “all-round” website. The website was interesting because it has the job offer feature and worked a little bit like Facebook, so it was a good choice for the quality of the content and for the ergonomic. LinkedIn is not as specific to a job domain as we are. It proposes the same services and the same features that we want in our website. Yet, we are more specific about the job field: it'll be specific to the MIT field. So, we needed to take some inspiration on Open Classroom. It's a cooperative website where users can follow many courses and improve themselves into Web Development. Yet it wasn't international, not even European. Despite this lack of international communities, Open Classroom is a good example for communication and “knowledge sharing”. And for the international part of our project, we decided to take “Housing Anywhere” as an example. The website help students to find a house/apartment in other countries across 50 states.

V. Communication Strategy

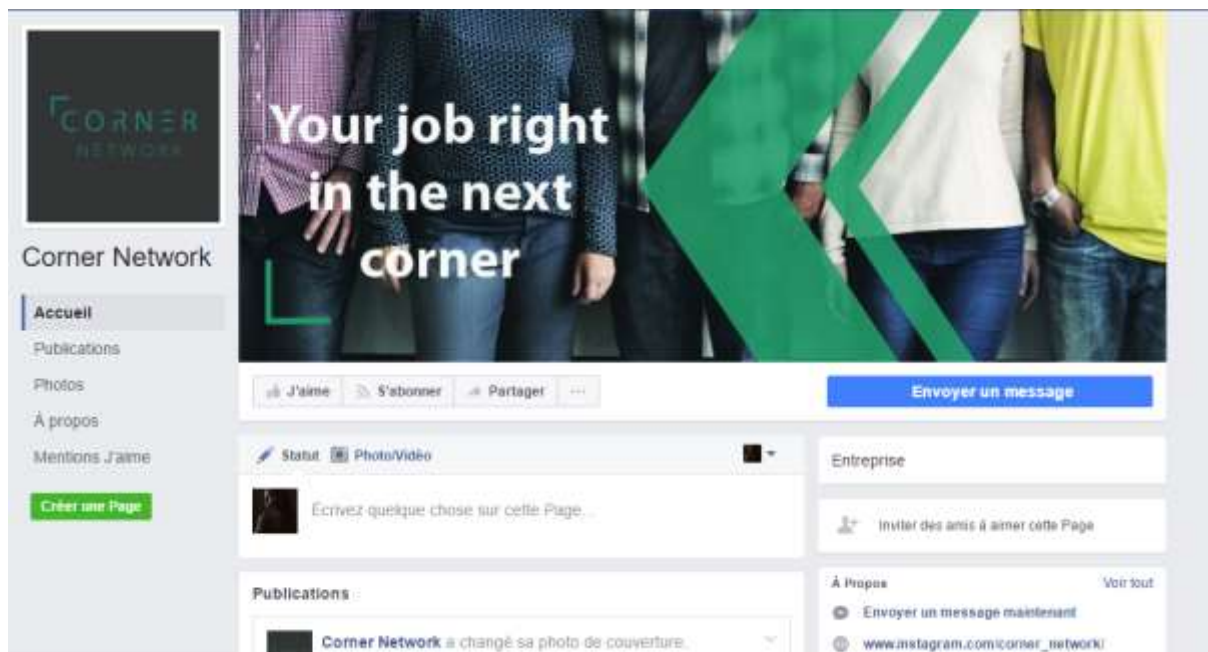
In order to know our communication actions, we defined a communication strategy. Now that we know our target through the “target” part of our book of specifications, we can establish the different messages that we want to relay them with some potential communication methods.

Potential way to communicate:

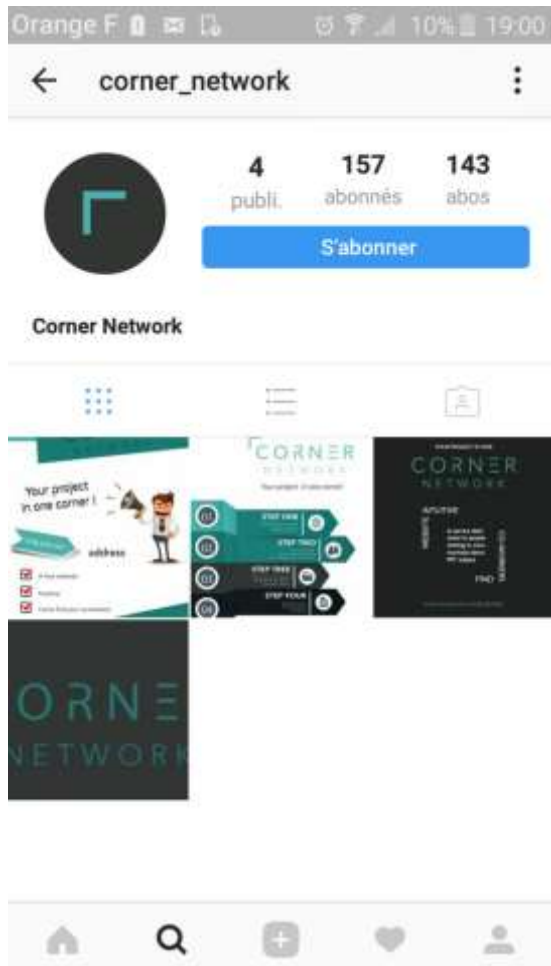
1. Social Networks:

Social networks are nowadays the most efficient way of communication. Thanks to that, we can talk, share with many people around the world. Corner Network, which is an international website, must use social networks to inform their customers.

According to our survey, many people use Facebook. Indeed, it is actually the most popular social network. It is an easy way to share rapidly with a large group of people. So naturally, we will create a Facebook account for our project “Corner Network” where we will post, inform and sharing some information like our different events to students and professional.



Instagram is used by young people. Many of them are students and they will be brought to find an internship, a job in their country or in another country. So, when we will take some photos to our conferences, we can share it on Instagram and inform people who don't know about us, who we are, what we do and if they are interested, they will find our website.



To the CIO's, we will use LinkedIn. LinkedIn is probably the most popular social network for professional. With LinkedIn, a student can be immediately in contact with recruiters. Further, it proposes also a platform to share, to talk and to find a job. So, we will create a LinkedIn page for our website.

2. Partnerships:

Our project is developed around one event: the 30th years of the Erasmus program. This program of European student exchange share with us the same values: mutual help, the exchange, the international dimension. So, it is not negligible to establishes a partnership with this program.



We also think of sites like letudiant.fr. This site is famous for his many news about students. About orientation but also about housing searches, this site is specialised in student life. We could make a partnership, make an appearance in different exhibitions that they propose for example.



It seems important to us to exchange with sites more professionals. Indeed, Corner Network concern young professionals or senior professionals too. These people can search for a job, but also make some recruitments, be in search multimedia specialists. In this way, it seems appropriate to make a partnership with sites like Monster.com or Indeed.com. They are site who proposed many offers for internship or jobs every day. Always in the aim of mutual aid, this partnership will allow us to post on our website the different offers they propose in reference with multimedia.



Corner Network allow an exchange in different European students. So, it is not negligible to make a partnership with different European university of multimedia. In the aim of propose our services or make some projects which are serving students, this could be necessary.

3. Events:



Participating in events is the most effective way for students to discover our company. Many events are related to our targets. Therefore, participating would be positive in any case.

“L’Étudiant Exposition” and “BEST Exposition” are events that bring together thousands of students for a purpose, learning more about their futures. “BEST” is a European student board to inform about career and course and “L’Étudiant Exposition” is the same, but just in France. These meetings are key events for young people to introduce to the professional world.

We will attend these expositions because they allow direct contact with students which have come for this. Those students will be much more receptive and direct contact will allow us to convince them to use our platform.

We will take a stand to ease contact and discussion and we will intervene directly through conferences on the theme of internationality and/or multimedia.

We can also organize meet-ups. We can invite CEOs and students in a place in order to organize job interviews or just talk and share information and advices.

4. Posters/Flyers:

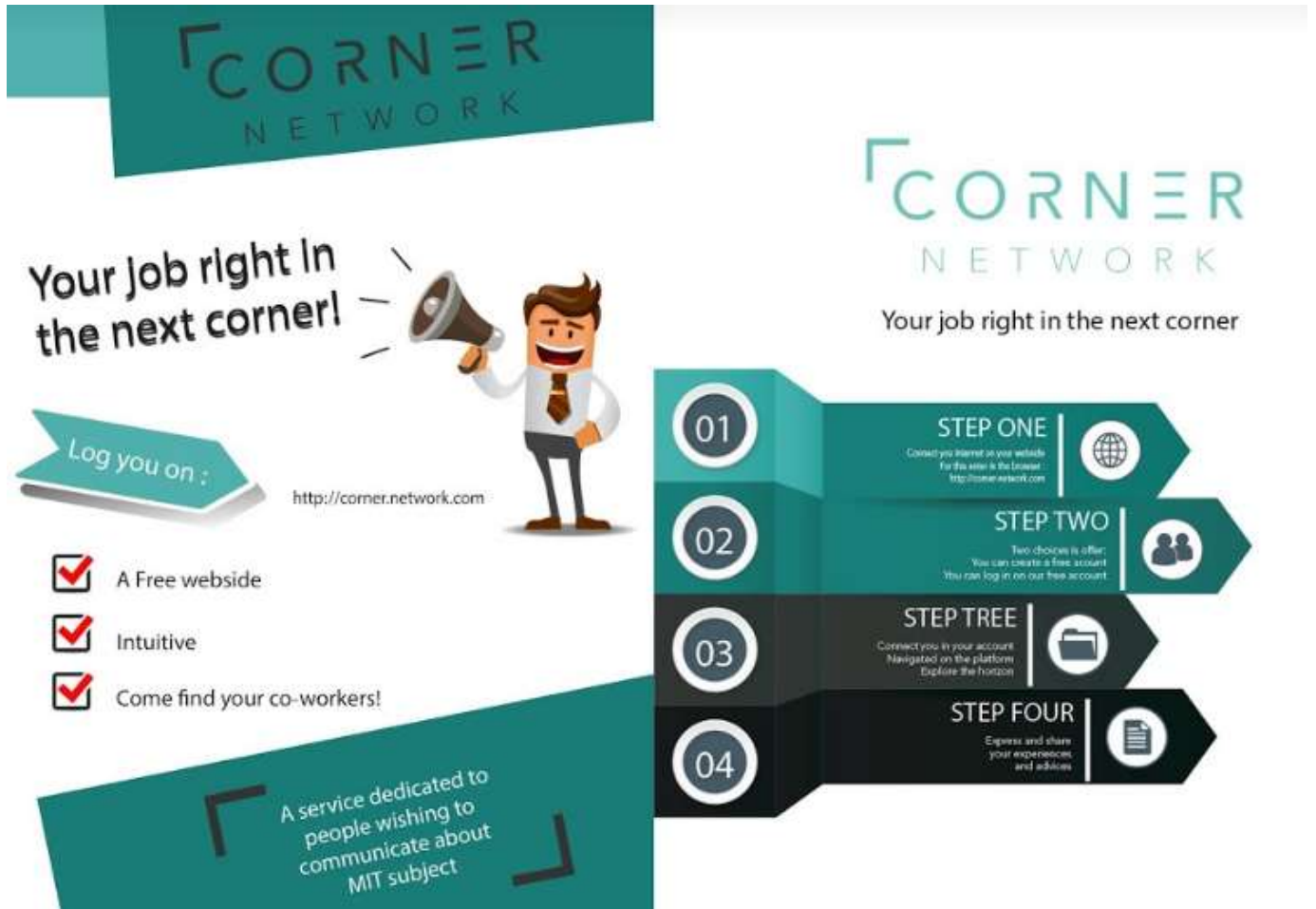
To increase our notoriety through our communication strategy, our team proposed different visual supports. In this way, we realised some posters and flyers. We could distribute some of them in our different events that we established in the part “Events”.

a) The poster:



b) The flyers :

We created flyers in order to distribute them near school and universities.

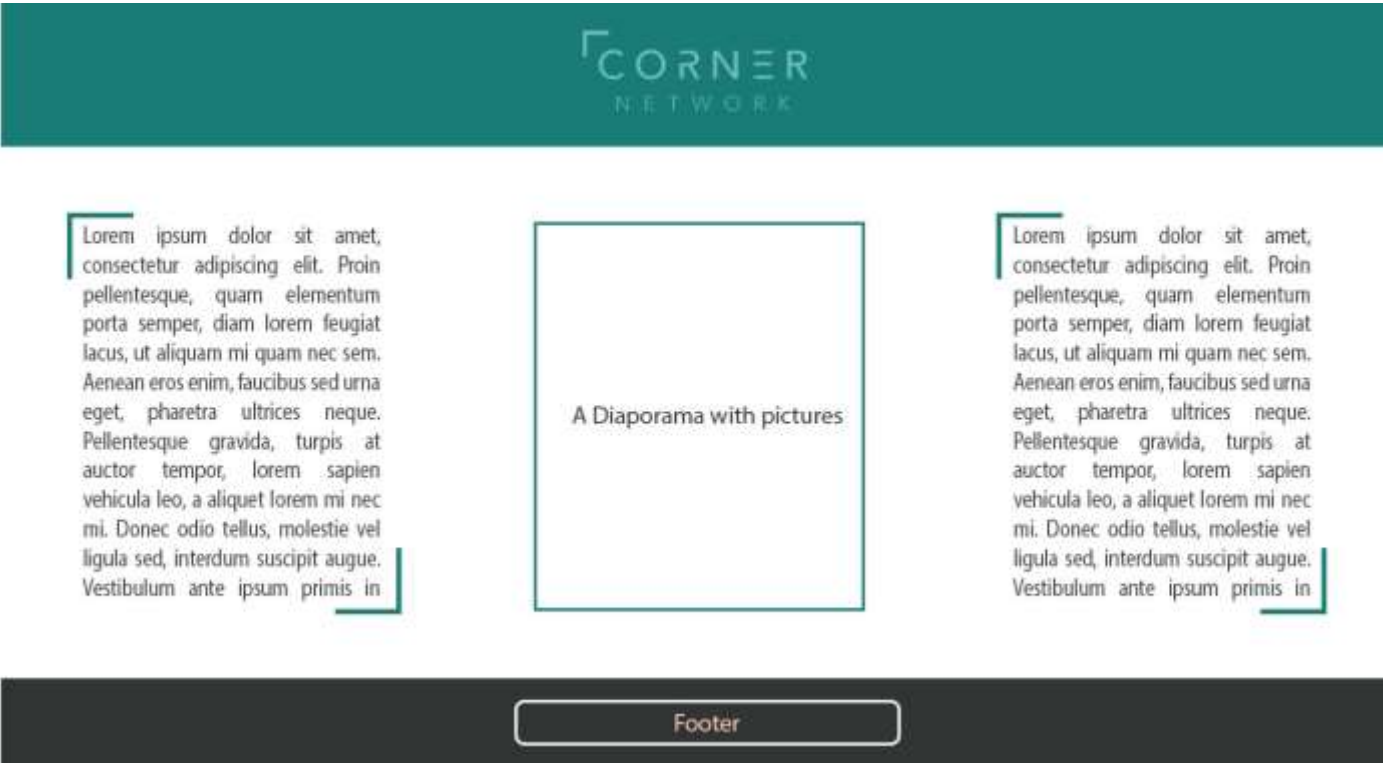


VI. Technical Solution:

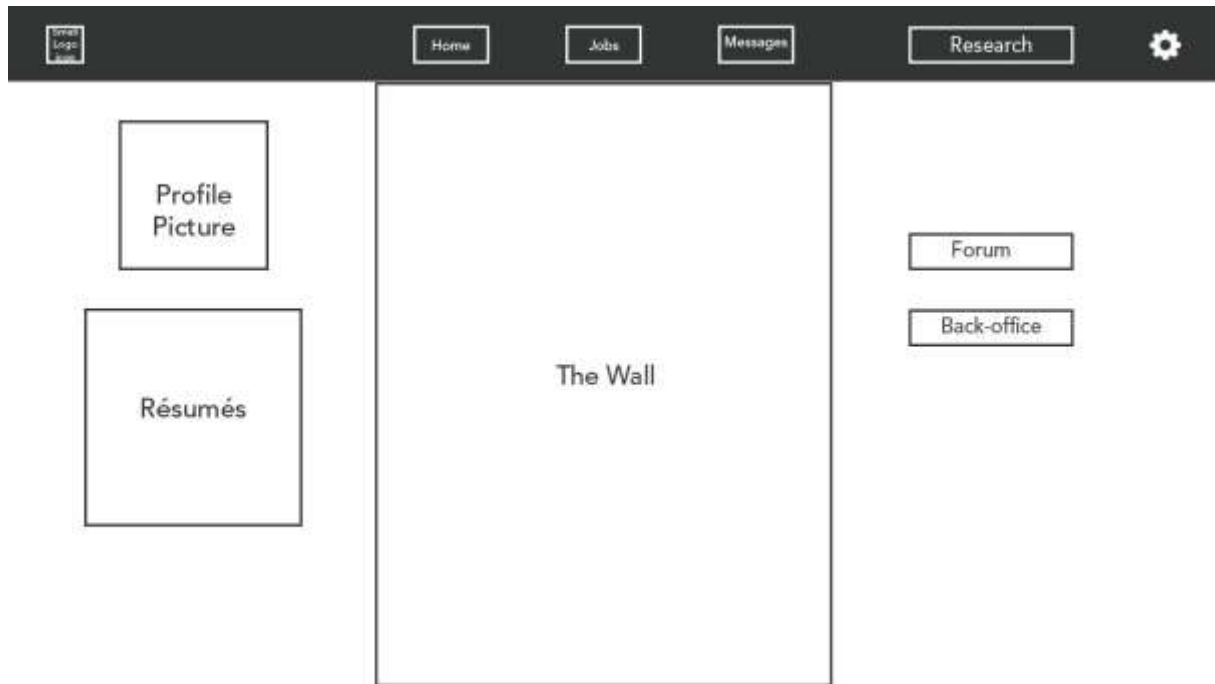
A. The Website MOCK-UP:

Before the creation of the website or the application, we've created some mock-up to know the position of every elements on our project. Here are the results:

The first mock-up represents the home page of the website. There is a little description of the functionalities of the website and the part to log in and register. Under this page, there are more pieces of information about MIT Studies and jobs.



The second mock-up shows the interface for a student user of the website. We can see the 3 different pages, which are Home with a news feed in the middle. For the page of jobs, all the job offers are displayed and you can use a filter to keep the one you are interested in. The last page is for the messages between the members of the website.



The last mock-up shows the interface when you are logged in as a company. On the home page, there is a description of the company, the second page shows the jobs or the internships that the company can offer. The last page is a blog fed by the company.

Logo of the company

Become Coworkers

Picture
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Forum

Back-office

Logo of the company

Job offers X

Job description
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Job offers +

Job offers +

Job offers +

Forum

Back-office

About the colours, we choose a colour range to create our logo and all the visuals for this project. All information are in the Identity Book.

B. The Application MOCK-UP:



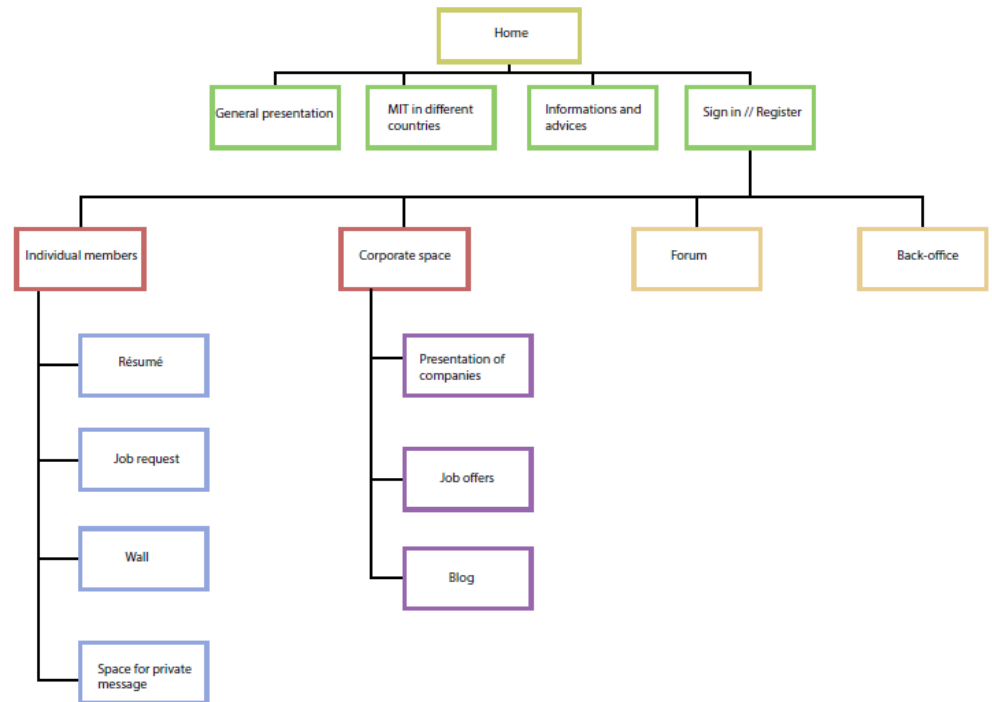
Visual support

By defining our targets, and by analysing our contestant, we thought it was good to adapt our website on different supports, and we've chosen to adapt on smartphones.

C. Arborescence :

Public section : This section will be like a one page, so you just have the main thinks

Private section : When you are in, you are a individual member or a company. Both have access to the back-office and the forum.



VII. THE AGENCY AND TASK ASSIGNMENTS:

A. The Agency:

In order to develop our project, our team is composed by eleven members. As it's developed across Europe, students from different countries are call-up, all with great determination, all willing to build an online quality platform. The union of this exchange brought a team: the **MITeam** agency.

Our agency is built on two qualities: a strong bond in the team and skilled members. We all come from everywhere across Europe, and our goal is to put together polyvalent students, to get the best of us and to improve ourselves into what we're doing. MITeam reflect that because the MIT curriculum is pluri-disciplinary and our team is composed of students from this it.

B. Tasks Assignment:

In each agency, the organisation is very important. To increase our efficiency of execution, we searched to know the strong points and the weak points of each members of the team. Knowing the members helped the tasks assignments and defined our organisation. Indeed, being quick and efficient is the key of a good job.

During the establishment of our organisation we noticed that each country in the MIT curriculum have his specialization:

Our Portuguese members Sara Silva and Joana Maia shows that they have competences in graphic design and web development.

For the Germans: Andre Funk and Harun Sevinc, but also the Greeks: Konstantinos Hatzilias and Charalambos Pantazis; their competences are in web development as well (but more pushed).

Whereas the French members: Nathan de Morel, Yorlane Quaetaers, Jeyna Consalus, Aline Xu and Romane Bayiza were more polyvalent in communication and graphic design

Learning from their specializations allowed us to attribute the different tasks in our project. In this way, we divided the members of our team in 3 poles that built our project:

- The graphic design pole, composed of Joana Maia, Sara Silva, Aline Xu and Yorlane Quaetaers.
- The development pole, composed of Konstantinos Hatzilias, Charalambos Pantazis, Andre Funk and Harun Sevinc.
- The communication pole, composed of Jeynasiuse Consalus, Nathan de Morel and Romane Bayiza.

Nathan de Morel is the project manager: he participated in the creation of the book of specification, as well as the benchmark, and coordinated the exchange between students (translation, task assignment...)

Joana Maia was greeted of the graphic design. She and Sara Silva, as well as Yorlane Quaetaers and Aline Xu, worked on visuals for the website. Joana did the poster and the identity book with Sara, that also made the colour pallet. Yorlane did the visual prototypes

for the website and Aline took care of the agency logo and the flyer (as well as the application visual design).

Andre Funk, Konstantinos Hazilias, Charalambos Pantazis and Harun Sevinc was in charge of the web development of the website. With the visual prototypes and the identity book, they made the idea come true. Andre Funk did the front end.

Romane Bayiza and Jeynasius Consalus took care of the communication tasks, as well as Nathan de Morel. Romane, Nathan and Jeynasiuse did one study each in the benchmark. Romane and Jeynasius worked on the book of specification, and Nathan translated and formatted it. Jeynasiuse and Romane worked on the targets definition.

CONCLUSION:

Nowadays, the multimedia field is omnipresent. There is more and more training that are developed around this environment. The demand grows every day. For all, our site allows a linking which is simple and efficient with graduate students and professionals in the MIT curriculum.

The MITeam agency is composed of MIT students. In this way, all the members of the team are interested to this problematic. Every one of us wants to highlight the multimedia field and let all the information to the users about this vast world. The values that we want to convey are very actual in a way. We want to develop through our project that the value of mutual aid exceeds the national frontiers. Indeed, Corner Network gathers the European area of the Globe, all in a booming field.

MITeam is conscious that the labour market is not always easy to access. So, we develop our services to those who make a first step in the active life. For all that, the website won't overlook people who wants to search for multimedia specialists, like business owners for example. So, Corner Network is adapting to our different targets and it is multipurpose in its services. For a professional approach, the website is positioning as a real guide for the users.

In order to attract more people on the website, we need to expand and renew ourselves. We were based on concrete objectives to create an efficient strategy of communication. This strategy has been made to arouse the interest of European students and professionals through the services we can propose. Moreover, we want to win the user's loyalty by diversifying our medium of communication. Especially with our presence on different social media. In this way, Corner Network is a project who is close to our customers.

In order to keep the professional aspect of this project, we wanted to be simple in the visual aspect. However, to keep the attention of the user we have created a relevant written and visual content.