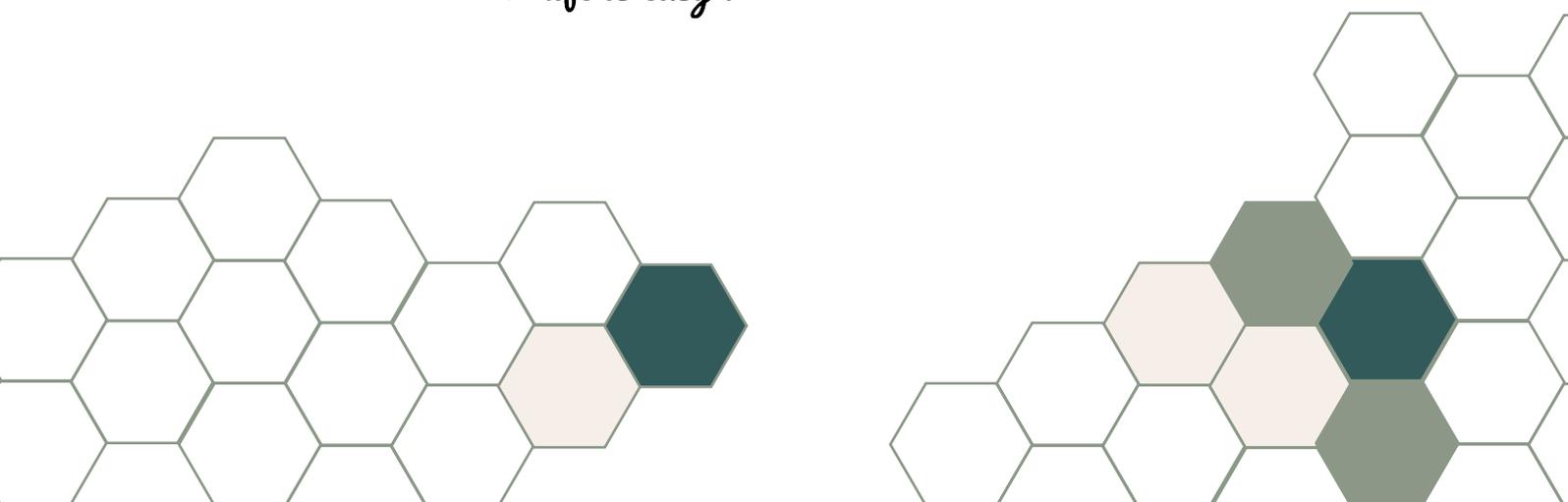




Be a Bee

life is easy!



Book of specifications

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Introduction

The team is made up of Mezoughi Nora, Khanan Marzina, Rodrigues Lucie Charet Clara, Aït Ouaret Ahmed Jibril, De Andrade Paulo Michel, De Witte Aymeric, Penev Dimitar, Le M Huy, Khamlich Mohamed, Chikaoui Mohamed, Doukhanse Abdoul Karim, Nguyen Khanh Hoa. All of these people constitute the Beez family team. The Beez Family are all working together to create «Be a Bee» an incredible social network where everyone can create hives (discussion spaces) around a specific theme and interact with people from all over the world. Whether it is to talk about politics, films, series, arts or even cooking, the Beez family awaits you in the hive, a magnificent place of discussion and sharing where people of all ages can dialogue. So join our community and be a bee, life is easy.



Context

As part of a tender seminar, our Beez team was formed from students from all over the world. Vietnamese, French, Bulgarian, Moroccan, all united around a project, that of designing a social network in 1 week.

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Problematic

The world was prey to close in on itself due to the health crisis it is undergoing. That is why we need to design an intergenerational communication and learning platform that will allow people from different countries and generations to connect online and share their skills and experiences. It should be multilingual to meet society's needs. This is to respond to the request submitted during the international week of the tender seminar of the Sorbonne University Paris Nord.



Graphic elements

Our project is called «Be a Bee» it was obvious that it would be related to bees. But why bees? Because bees are cute, hardworking insects that live in communities within a beehive. It is the spirit of community within the hives that we want to be able to offer to our users within the Beez Family. This is why we wanted the graphic universe of our website to resemble that of a beehive. Our logo is also very symbolic «Be a Bee», marked with the letter «B» to half-bee to half-letter as if it were a human transforming into a bee. The colours associated with the logo are therefore that of the beehives but also of the hive. It is thanks to these beautiful colours that we hope to put some bzz in your life. Because life is easy when you're a bee.



Graphic approaches

The universe around our project is that of the world of bees. What could be more wonderful than being a bee, who lives in a hive with his other friends the bees. It is this community spirit that attracts us to these little insects. This is why we want to pass this spirit on to our community. So, this cute and community side that we tried to bring out thanks to our graphic elements.



Concept-Board

It's important that our agency differentiates itself from competitors thanks to a visual identity marked by cute and attractive elements, just as honey differs from wool or even milk.

This is why we started with yellow as the main color because it represents joy, warmth or even knowledge. These are values common to our agency, which wishes to invite its users in a joyful and warm manner to use its platform filled with knowledge.

For our moodboard that we used for our visual identity, we wanted to integrate the universe of bees with beehives filled with honey. To browse acquaintances with different bees, you just need to walk from beehives to beehives and make lots of friends. Our moodboard brings this world together by playing on the appearance of honeycombs, bees, warm colors such as yellow as well as a typography that can reproduce the body of a bee.

In addition, we have added complementary colors to the yellow which are a tan blue and a khaki that go. As for these colors, they refer to the nuance of nature which accentuates the universe of our visual identity.



Communication strategy

The main goal of our communication strategy is to make ourselves known by as many people as possible around the world in order to promote our social network. We want to connect together the different generations who are spread over different social networks such as Facebook (36% of users are over 35) or Snapchat (36% of users are between 18 and 24). We also want to connect together these different generations in order to get them to discuss different topics and help generations and cultures understand each other better.

Another major goal is the one of aiming to create a space able to connect people together and to develop an environment and a loving atmosphere between them. Indeed, according to various and numerous studies it is considered that young people are victims of harassment on social networks. Thus, Be a Bee wishes to create an intergenerational communication platform full of kindness and love.



Who's the target ?

Be a Bee as said above is a communication platform aiming at reaching all generations, even the oldest among us (70-90 years old). Obviously, bringing all these generations to connect together around the same platform will take time and may even require some explanations for the oldest among us. Maybe some talk groups will use our platform to communicate and debate or maybe our platform can be used after conferences (like TEDx or others).

What's the message ?

The message that we want to convey through our project and our agency is the following one : “We want people of all generations, all cultures, all countries of the world to be able to meet and discuss various topics. We want to see people debate as if they were at home around a table and with a good meal. We want to create a family universe where everyone can share their ideas, opinions and knowledge. ”.



What is the positioning of the company concerning its competitors ?

We want to be different from other more well-known social networks such as Facebook, Instagram, Snapchat. We do not wish to influence the choices of our users by using algorithms or other technologies. The home page with sample topics ideas will be the same for all users. They will also have the opportunity to create “hives” around specific topics. Nevertheless, we will use some of them to promote and secure our community.

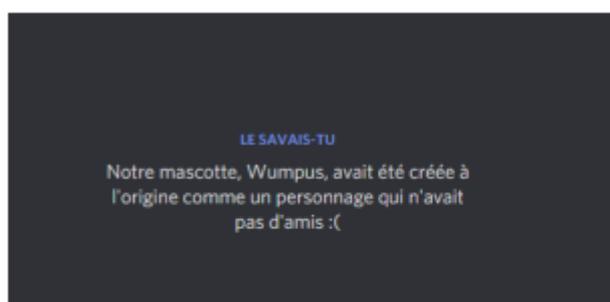
Which is the image we want to give to our social network ? What is the environnement of the social network ?

Above all, we want to create a familial image for our social network. This is why our graphic charter is relatively simplistic, cute and revolves around bees communities, it fits well with our name. Our online environment is intended to be as pleasant as possible for users and easy to use.



Who are your competitors and how do they communicate ?

Our competitors such as Discord, Teams or Facebook communicate via other online social networks such as Instagram, Twitter, Youtube, LinkedIn but also other means of communication such as advertisements on television or even print advertisements in the subways (especially for Teams). Discord uses mostly Instagram and sometimes Youtube to communicate. They often involve (American) influencers into their Instagram stories and who tell about their journey and their use of discord into their various daily activities as professionals. The image of discord also relies heavily on their mascot Wumpus. The mascot has a real story that we can learn on their social networks, on their website but also in the loading time when discord launches. He even has goodies bearing the image of their brand.



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For how long does your company exist ?

The company exists for about 3 days at the moment of writing this document. It was created at the mid part of March 2021.

What is the image of the company ?

Our image is represented by nature, the theme of nature, and more precisely by the bees.

How do you want to position your company in its market environment ?

We want to position our company in its market environment as not a better or a more competitive social network such as prominent ones like Instagram or Snapchat, but like an alternative social network, even more convivial, even more kind and truly kind if possible, and also and again, particularly both multicultural and intergenerational.

Do you want to reinforce or correct the image of your company ?

Definitely we want to reinforce the image of our company. Not correcting it, which would mean that we do not believe enough ourselves in it.



What are your competitive advantages ?

One of our main competitive advantages may be the main metaphor we have been inspired by for creating our social network : the one of bees and hives. Everyone may know that bees are indeed a good example to live into communities, but few may think to this example maybe to inspire the essence and image of a new social network to create and to propose. Then so, another competitive advantage that we have and propose is the novelty.

What are your strong points, your strengths ?

Our main strong points, strengths may be to be a young team, international one, ourselves multicultural, not exactly all from the same age, innovating, originals, catching especially by and thanks to our graphic elements.



What are your weaknesses ?

Our main weakness may be the fact that we are few people involved in this ambitious and demanding project. This project requires yet a certain manpower, workforce. And not any kind of workforce : a particularly skilled or high skilled workforce and into various areas from communication, to programmation, to graphism, to community management, etc.

Have you already planned any budget plan for your communication campaign ?

We have not yet determined a precise and numbered budget for our communication campaign. However, we have already been very concerned about informing ourselves about this point in particular. Marketing and communication costs can represent from 5 to 50% of turnover depending on the nature of the business of the company and the type of product.





Do you have one or more resource people who can be mobilized, internally, to coordinate your communication and monitor the smooth running of actions ?

We have mainly one person who can be full time mobilized internally to coordinate our communication and monitor the smooth running of our actions. However we can try to consider upgrading to 3 persons : 1 at full time, 2 at part time.

Do you have the means to delegate your communication campaign to an external service provider ?

Right now, only at the very beginning of our project, we do not have the financial means to delegate our communication campaign to an external service provider.





Thus, we want to increase your community and build loyalty through social networks. We want to use different platforms in order to reach as many generations as possible.

Our main goal is to develop and see a strong and qualitative contact with your community. That's why we think platforms like Twitter, Discord or Facebook are ideal.

It is important to maintain regular communication about our brand and our products, even between two campaigns ! So as not to lose the link with our audience.

A platform appreciated among 18-25 year olds, both ergonomic and intuitive, Discord is the tool that will be present in the mobile marketing strategies of tomorrow. The platform is able to create a new form of social engagement. With more than 130 million users, brands are aware of facing a new opportunity to reach new customers. However, using the Discord platform could hinder redirection to ours. Its use within our communication strategy is therefore controversial.





We wish to explore in the future of organizing online debates on societal topics. We could share these debates on Twitch and Youtube platforms. It would be a new way for people to share their business and take part in debates. Our platform offers many possibilities for exploration and development for the future.



Marketing campaign

We want to follow a specialization marketing strategy. That is, a constant mobilization and strengthening of the company's resources in a single strategic activity area (DAS) in order to acquire a strong position there. The goal is to achieve the best possible skill level to gain competitive advantage. Our objective is not to have a dominant position in the market but to complement the already existing market. However, we want to redirect users from other platforms to our own. To obtain this decisive and lasting competitive advantage, the company relies on valuing expertise, technology, and the specificity of its skills. Our company seeks to position itself in market niches not exploited by large companies (Facebook, Instagram, etc.).



Gérard Dupont



Age

Age 65 or older

Highest Level of Education

Bachelor's degree (e.g. BA, BS)

Social Networks



Industry

Agriculture

Organization Size

1-10 employees

Preferred Method of Communication

- Phone
- Email
- Face-To-face

Tools They Need to Do Their Job

- Email
- Invoicing Software

Goals or Objectives

The resources, prospects

Job Responsibilities

Resource management, Personnel management

Biggest Challenges

- Resources
- Change Management
- Problem Solving & Decision Making

Line Nguyen



Age

Under 18 years

Highest Level of Education

Associate degree (e.g. AA, AS)

Social Networks



Industry

Technology

Organization Size

Self-employed

Preferred Method of Communication

- Social Media
- Text Messaging

Tools They Need to Do Their Job

- Email
- Word Processing Programs

Biggest Challenges

- Navigating Client Relationships & Communications
- Communication
- Professional Development
- Collaboration & Creativity

Goals or Objectives

Shared with people around the world



Mike Miller



Age
25 to 34 years

Highest Level of Education
Master's degree (e.g. MA, MS,

Social Networks



Industry
Marketing

Organization Size
11-50 employees

Preferred Method of Communication

- Email
- Social Media
- Phone

Tools They Need to Do Their Job

- Email
- Content Management Systems
- Cloud-Based Storage & File Sharing Applications
- Employee Scheduling Software

Job Responsibilities

Staff management, strategy creation

Their Job Is Measured By

Team productivity

Biggest Challenges

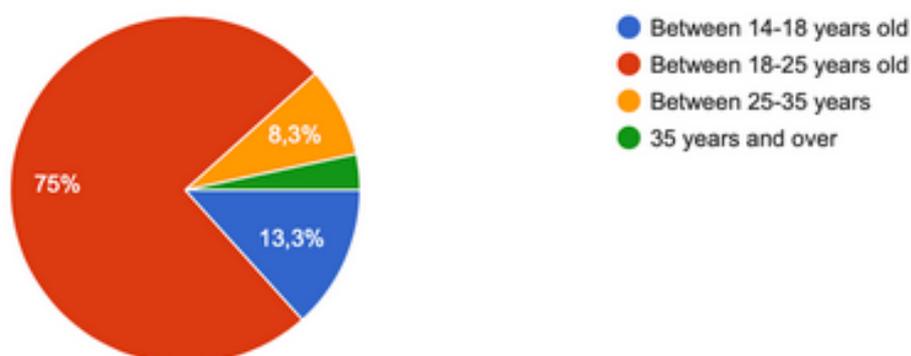
- Communication
- Collaboration & Creativity
- Project Management & Disorganization
- Navigating Client Relationships & Communications



Marketing Analysis

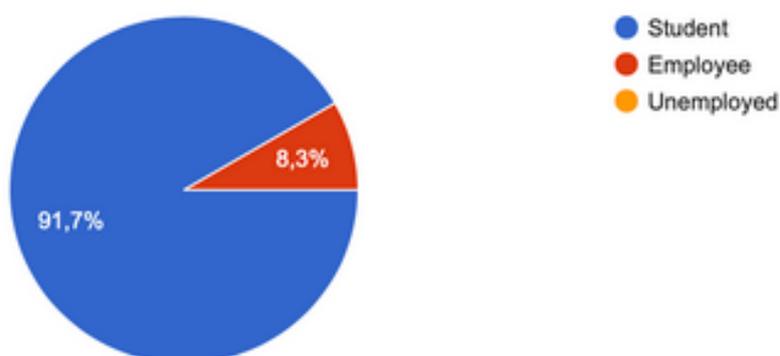
What is your age range ?

60 réponses



What is your occupation ?

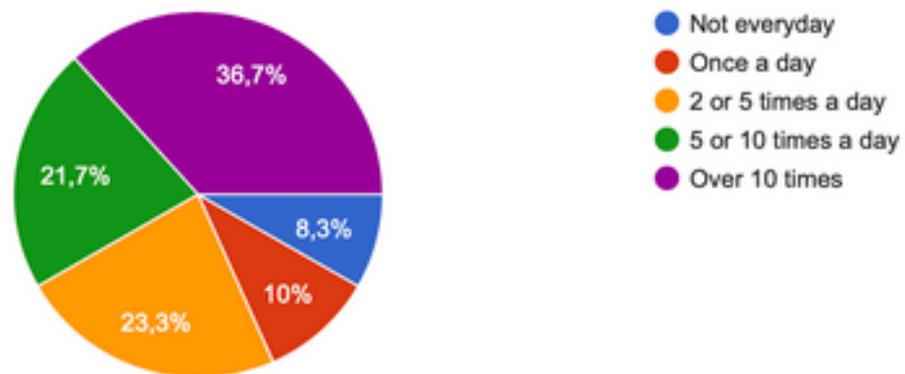
60 réponses



By asking these first two questions, we can immediately see which age group responded the most. Unsurprisingly, 75% of the responses were made by people between the ages of 18 and 25. However, we note that there are also all age groups that responded, including those over 35. By analyzing the second question, 91.7% of the answers come from students and 8.3% of the answers come from employees. On the other hand, we have not received any response from unemployed people, which shows that our target is potentially a generally very busy community.

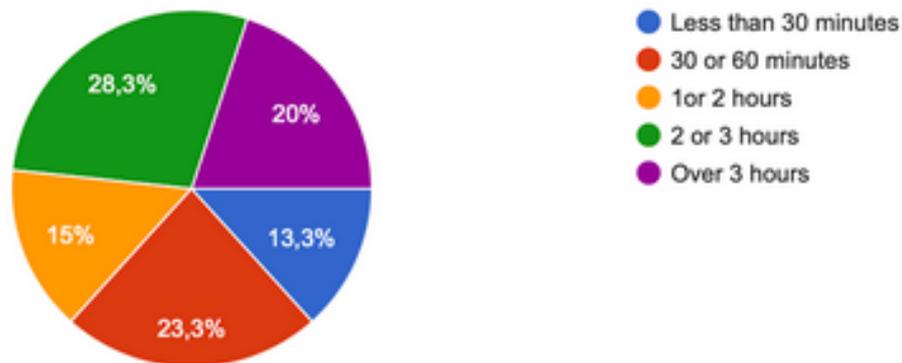
How many times a day do you look at social media ?

60 réponses



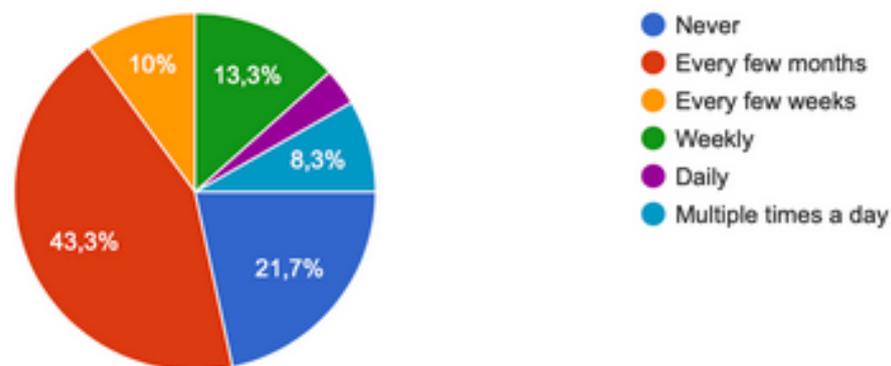
How much time do you spend on social media per day ?

60 réponses



How often do you post on social media ?

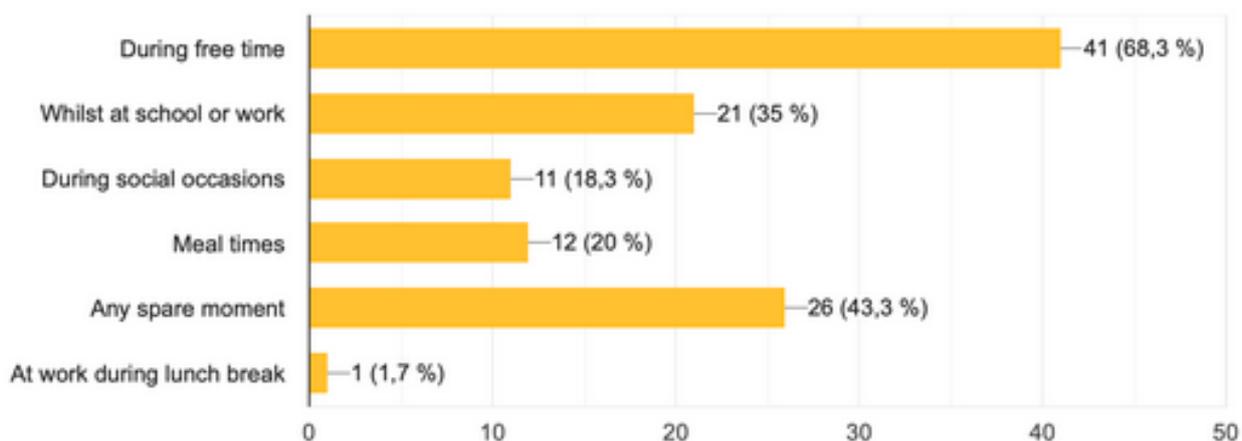
60 réponses



Opinions are mixed on this issue. Indeed, 36.7% of responses come from people who look at their cell phone more than 10 times in a day, while 10% do so once a day; which is little. Our target is therefore still very connected. We also see this with the following question, where 28.3% of people answered that they spend more than 2 or 3 hours on the networks per day. They therefore have time to devote. Following this, we asked people how often they post on social media. The most chosen answer is: every month. However, 21.7% of people responded that they never post.

When do you access social media ?

60 réponses

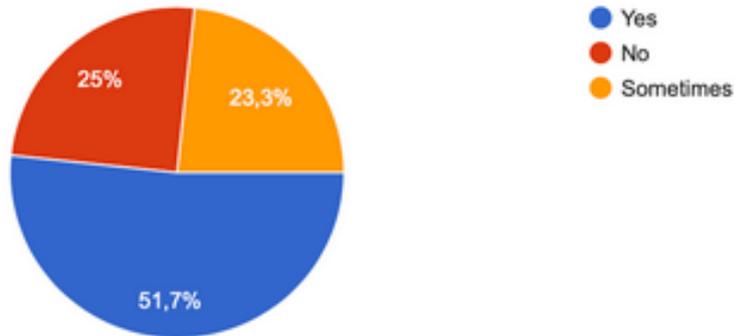


This question was asked so that we can see what time of day we could get people to post, or post ourselves. By analyzing the responses, we see that most people go online in their spare time but also at school or at work.



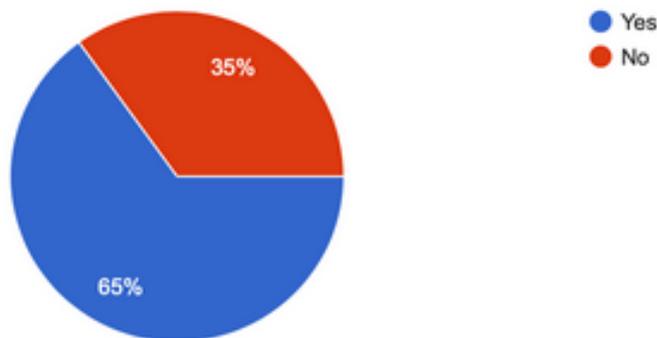
Do you check social media before you get out of bed ?

60 réponses



Is checking social media the last thing you do before going to bed ?

60 réponses

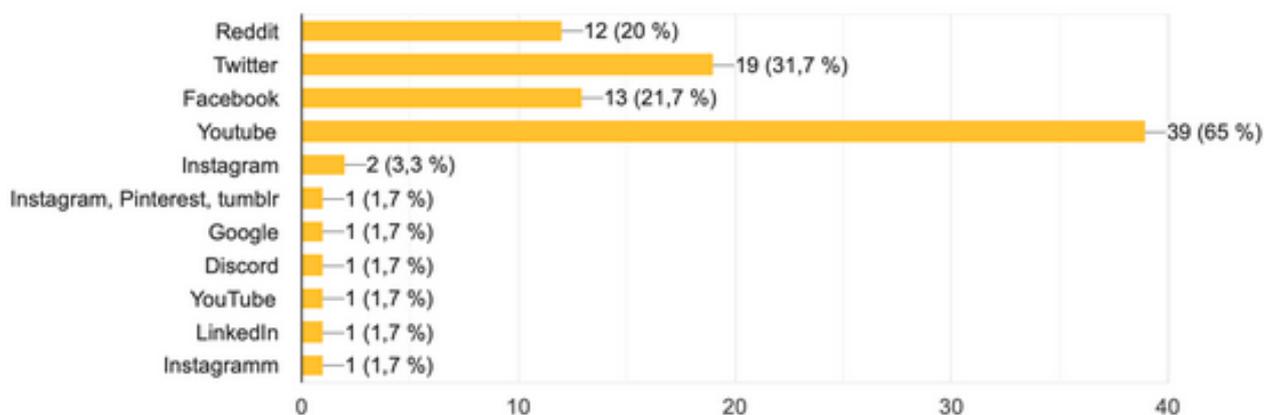


51.7% of people are on social media before getting up in the morning and 65% of people watch what's going on on social media before going to sleep.



What is the medium that interests you the most to acquire enriching knowledge ?

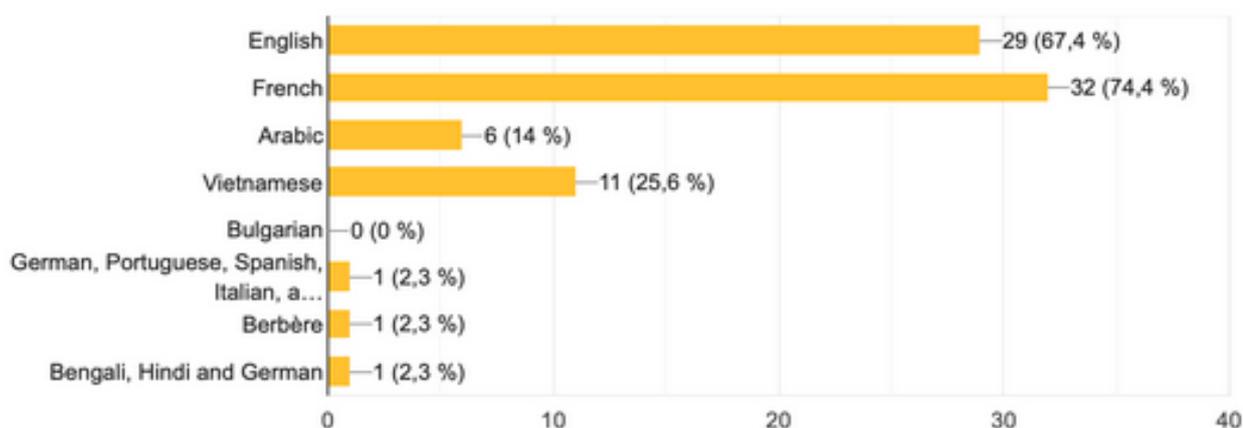
60 réponses



This question was asked to analyze our competitors in the market. Most people get their news from Reddit, Twitter, Facebook, and Youtube. These include the largest social networks where a lot of content is shared.

What language do you speak ?

43 réponses





Finally, for the last question, we were able to find out what language we should translate our website and our content into. The main responses were French, English and Arabic.



Technical elements

We have chosen to use the following languages for the programming part:

- HTML to generate the general structure of the site,
- CSS to associate colors and visuals to our website,
- PHP (Mariadb) to manage user space,
- JavaScript to allow interactions with users,
- AJAX to send requests to the database without having to reload the page,



Selected Technologies

In terms of computer graphics, we chose to use Adobe Illustrator to allow us to create our various visual content. In addition, we have also used InDesign to layout our various official documents.

For the audiovisual aspect, we chose to make our presentation video in motion design, which is why we chose to continue with the adobe suite and use AfterEffect. Ideal, to animate our various visuals in an optimal way, with ease for our graphic designer team already accustomed to the software.

In order to relieve our graphic designers, the communication department used Adobe Illustrator and Canva to produce the various content dedicated to the Web. We also used “Make my Persona” to make the personas for the marketing analysis.



File naming conventions

The files are organised as followed :

Folders to classify the different work we have

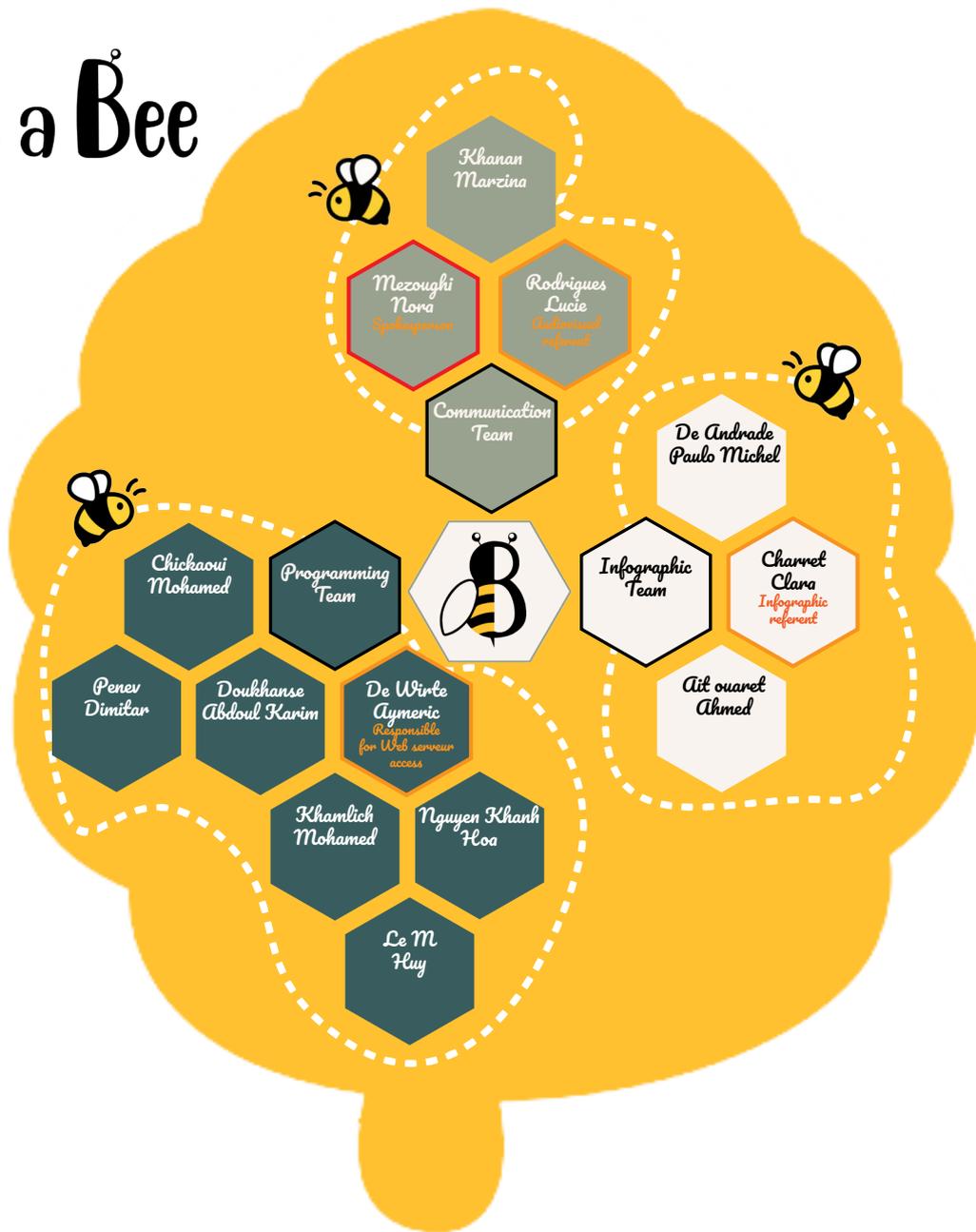
- a php folder where we have every single php pages (except the index that is in the root folder)
- inside of it we have a database folder where we have the different settings and connection to the database in order to ease the work elsewhere
- a JS folder where we have all the javascript files
- a CSS folder where we have all the css files
- an image folder where we have the differente images we need in the website

Then the files are named with the name of the page (e.g : Room.php, Room.css, Room.js ...)

•



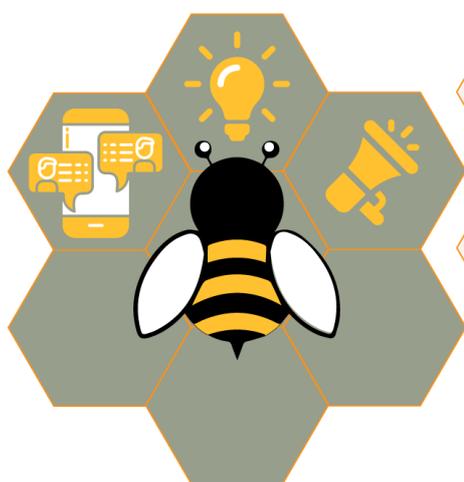
Detailed tree structure



Planning and Distribution

Roles

Communication



Art



Programming



Description and assignment of the team

We have chosen to divide our group of 13 people into 3 main sub-groups. The Communication department, which first ensures good communication within the different teams, and helps the different groups to organize their working time. The communications team is also responsible for writing content for the website, official documents, and social media management.

To simplify the organization, we have made the choice to designate a person that we consider to be the Be a Bee project manager: MEZOUGHI Nora.

The infographic department is made up of 3 members and worked on everything that is Be a Bee's visual identity. Together, they create the graphic charter but also the various print content of the project, but also the motion

.





design presentation video. Thus, the computer graphics team has an audiovisual sub-group led by RODRIGUES Lucie.

The programming pole or the pole with the most varied origins whose referent is Aymeric DeWitte. They are responsible for the design of the Be a Bee site, its optimization for the mobile version. Later, they will be responsible for site maintenance and updates.



Organization and work remotely

To organize our work remotely, we organized ourselves around a discord server. This facilitates communication within the group and the various teams. Indeed, they offer us the possibility of creating roles in order to speak directly to a particular team. It also allows the conversations of different teams to be segmented into different text and voice rooms and therefore organize work. Thus, everyone can still access the conversations of different teams and therefore be able to see the progress of each without encroaching on the workspace of others.

To complete and make our teamwork more efficient, a sharing folder grouping everyone's work has been created from google drive.

This is organized in different subfolders and subfolders. Thus, for example, each member can access the "Computer graphics" folder and therefore download the logo and the various illustrations to reuse them in the context of the creation of the website or of the communication.





Dossiers

Nom ↑

 Audio-visual

 Communication

 Infography

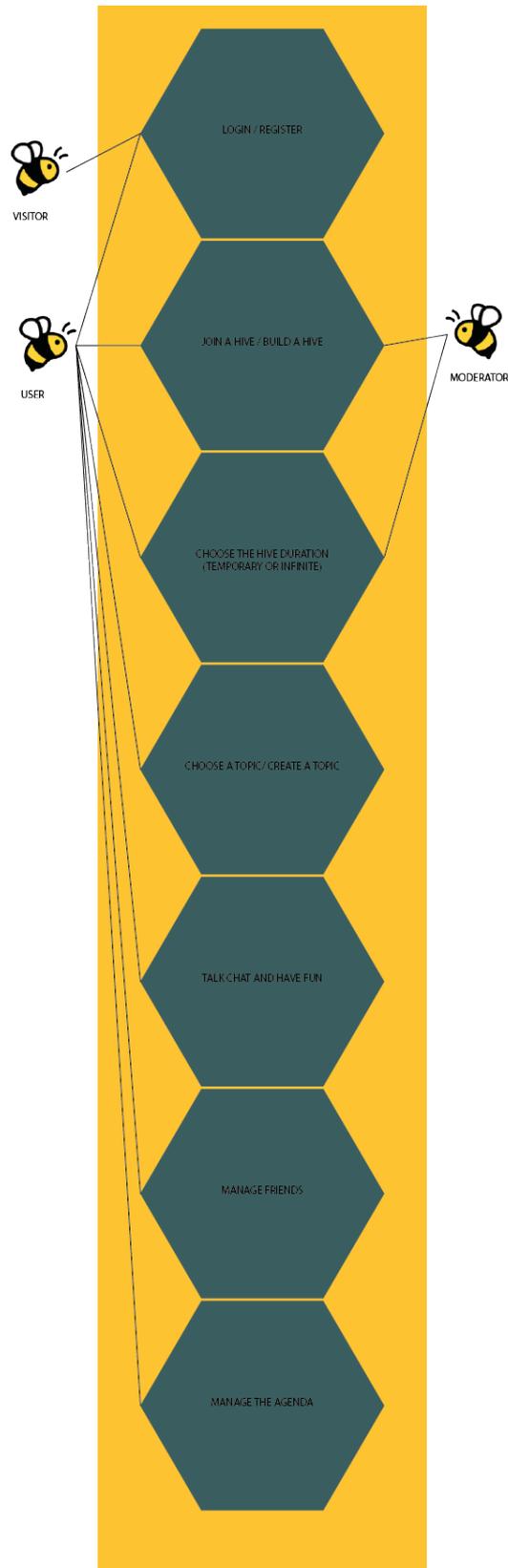
 Instagram

 Programming

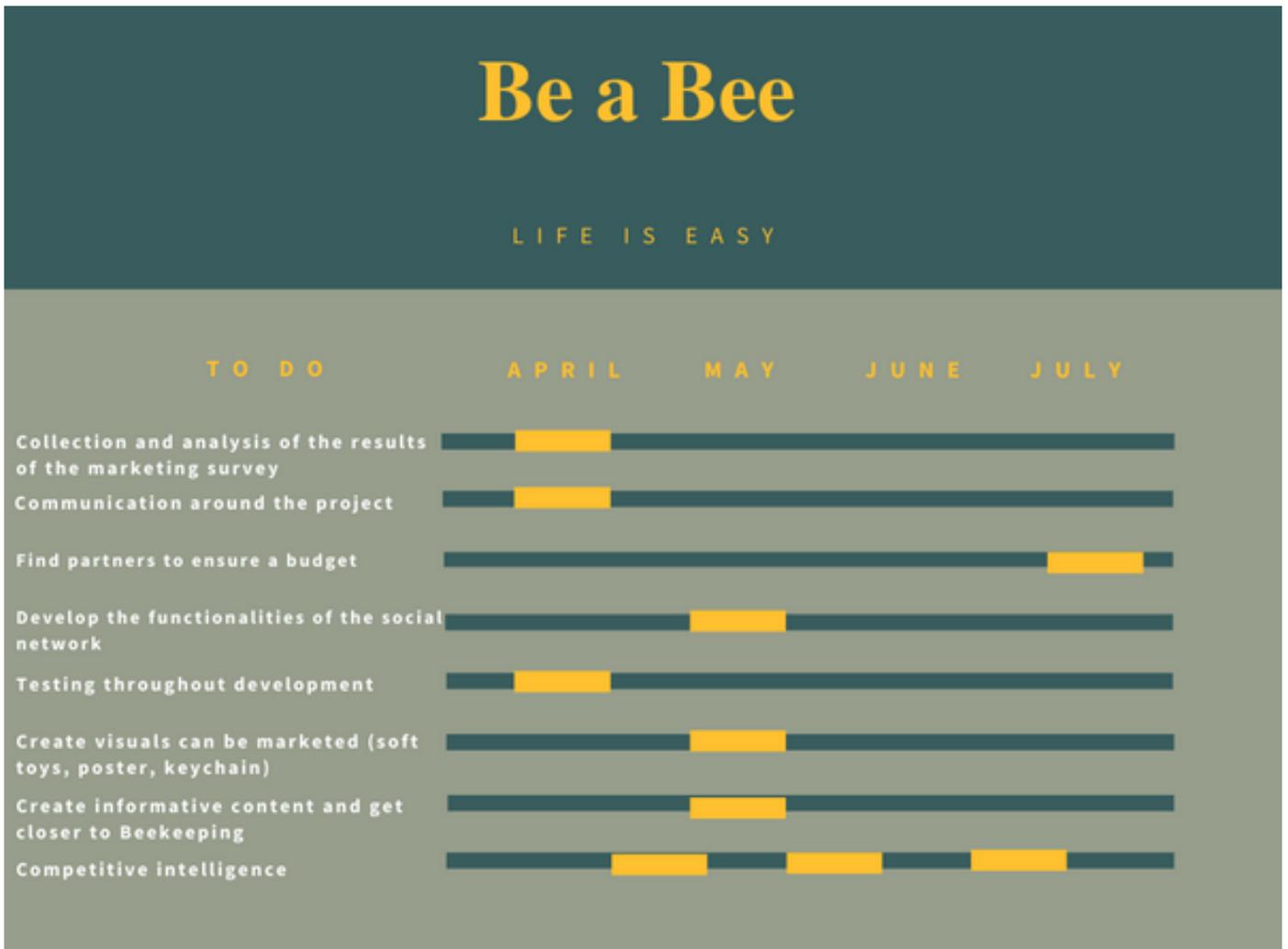
 Tasks & points



UC diagram



Gantt chart



Be a Bee

L I F E I S E A S Y

T O D O

A U G

S E P T

O C T

N O V

Visit retirement homes, schools and make them aware of the use of social networks

Offer mini games on environmental issues to the community

Question the different generations to optimize the interface and simplify it

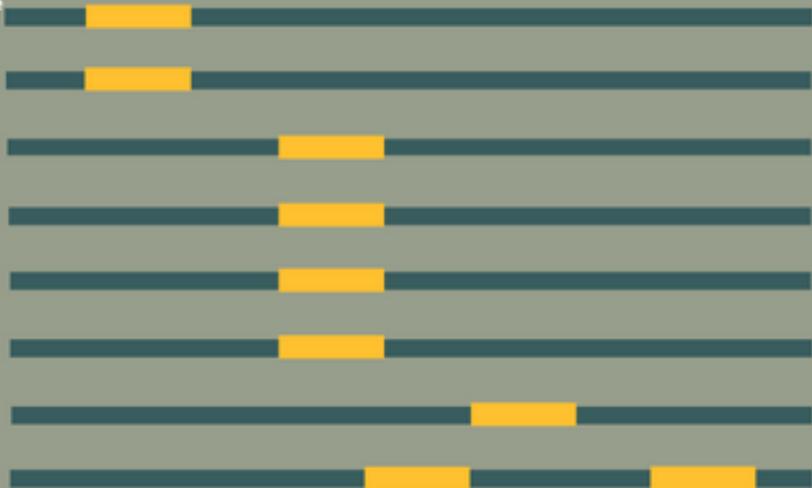
Participate in Conventions and organize events

Work on natural referencing

Work on a security policy

Announce the event

Adjust tactics



Conclusion

As part of a call for the International Open Bidding Project, we developed a prototype of a social network and a marketing and communication strategy. We also created a visual identity for this network as seen above. Our project is defined as an intergenerational and ecological platform.

This is an idea to emerge from the current health crisis but also because of the mix of origins and cultures within our team.

We are delighted to have been able to work with other foreign students. We deeply appreciated the work provided by each member of the team. And we especially thank the Vietnamese students who often stayed late to work. They did a quality job, efficient and all in a good mood.

Unfortunately, the experiment had some failures because some students unfortunately did not want to participate in the project and therefore never participate in the common communication space.





It was nevertheless an opportunity to learn a few words of Vietnamese and discover cultures. This is why we would like to thank each member of the team who participated in the project.

