Université
Sorbonne
Paris Nord

Giftle

Recommandation Book

Team

Team leader :

Alexandre Lopez

Members :

Programming team :

Ransky Allonce
Adam Nehme
Raphaël Alcantara
Viviane Dessaint
Credric Akinocho
Amine El Achari
Quang Khải Trần

Communication team :

Hugo Maokhampio
Thị Thu Hương Lương
Rumen Nikilov
Alexandre Lopez

Design team:

Amina Feguiri
Quentin Lemaître
Bojana Maksimova

Introduction

This book of recommendations from the Giftle agency is a didactic and practical document intended to guide and harmonize the actions of each person (designer, programmer, communicator, etc.) in a perspective of organization and meeting the expectations of the quality of the project. The analysis of all the themes gives prescriptions for the creation of a site that connects companies that wish to donate their old electronic equipment to associations, organizations or institutions, as well as technical solutions to many constraints that arose during the design of this project. In this recommendation booklet we will ask ourselves the following question: How can we ensure reliable and secure inter-agency donations?

Proposal description

Proposal Description

The Giftle agency offers a service that puts people in touch with each other and manages their donation in order to ensure the security of sensitive data while giving a second life to the donated equipment. This service is presented in the form of a website that proposes the creation of a member account as well as the management of a community.

Giftle is a solution for companies in wealthy and developing countries, offering them the possibility to renew their equipment without generating electronic waste. It is also a solution for organizations/institutions that wish to have access to functional equipment.

The agency is involved in several social networks in order to promote our communication and to raise awareness about the recycling of digital tools and equipment.
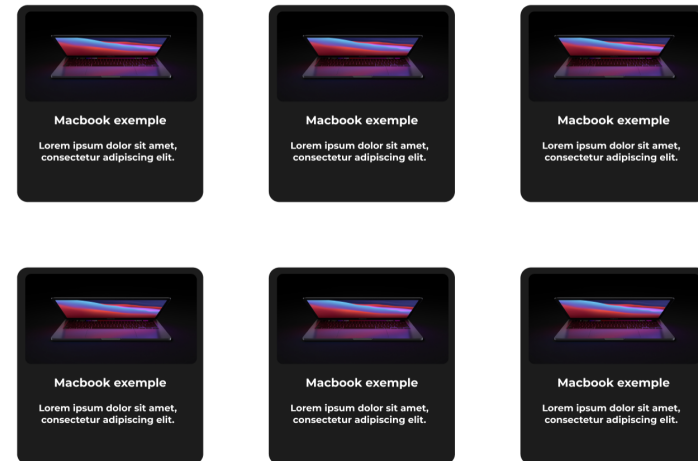
Graphic approach

Graphic approach

To present our agency we have developed a visual identity and a graphic approach sober and effective. The graphic elements that make up our graphic supports translate our ambitions and our image. The arrow takes up the idea of the life cycle of the devices but it also translates the path of the gift. The colors chosen are simple and in agreement with our will of recycled and with our identity of a serious agency.
The design of the site is built in an ergonomic and modern way which allows a simple and practical navigation and which also allows to position itself according to the need.
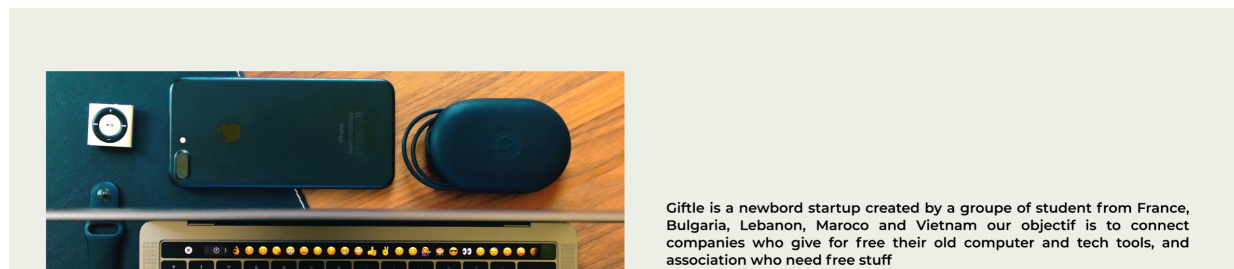

Giftle   Home   How it works ?   Contact   Language ▾
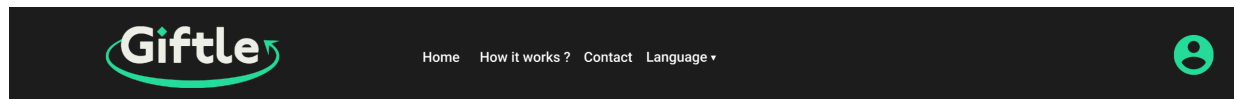
Who are you ?

Select what you are looking for

Donor   **Beneficiary**

On the homepage of our website, the user is invited to choose between Donor and Beneficiary to get the best user experience for his approach.

Giftle is a newbord startup created by a groupe of student from France, Bulgaria, Lebanon, Maroco and Vietnam our objectif is to connect companies who give for free their old computer and tech tools, and association who need free stuff

Advertising Campaign

Campaign of Communication

Our advertising campaign is divided in two parts, web and print.

For the web, we will mostly use our social media and promotional video to promote our service, functioning, advantage and especially to communicate with our customers and to gather their opinion.

The print campaign will be turned to posters and flyers in order to promote our company and to reach a larger target.
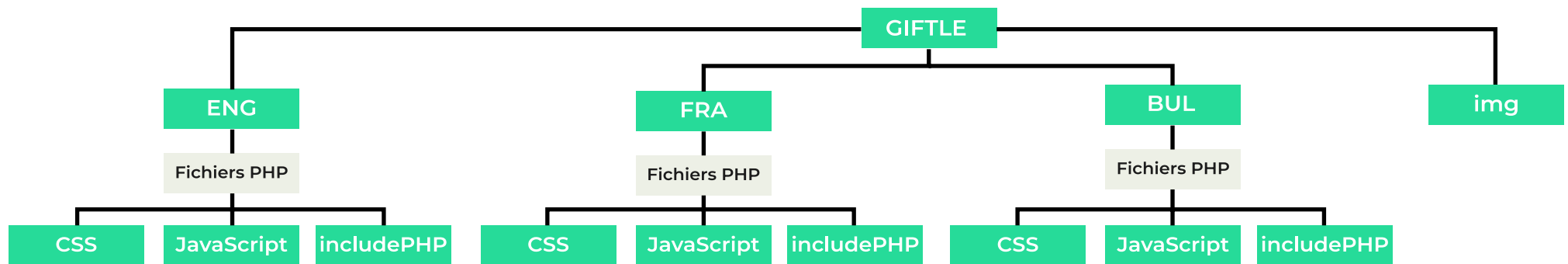

Twitter

Instagram

Technical solution

Technical solution

For the realization of our site we used HTML, CSS for the formatting, Javascript to allow to dynamize the site and finally the most important for the functionality of our site is the PHP with the SQL database, the PHP and the SQL allows to gather all the data of our devices as: its ID, the brand of the device, its categories, date of manufacture or its description and its technical characteristics.
We used a GitHub directory to send our codes to each other, we chose GitHub because it allows us to send and correct our codes more easily.

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                                    GIFTLE
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        ENG        FRA               BUL                        img
         │          │                 │
    Fichiers PHP  Fichiers PHP    Fichiers PHP
    ┌────┼────┐   ┌────┼────┐    ┌────┼────┐
   CSS  Java includePHP CSS Java includePHP CSS Java includePHP
       Script          Script          Script
```

Conclusion

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In conclusion, Giftle wishes to be the intermediary between those who propose to donate and those who are in need of digital equipment. We provide the connection, security and transportation to extend the life of digital equipment still in use.