

Book of recommendations

Intec

Introduction

International Open Bidding Competition (IOBC) is a competition between different teams. Each team is composed of students from different countries, they have to collaborate together as much they can to complete the project. This year, these teams had one week to make a website, which is a platform where companies can donate electronic equipment they don't use anymore. Thanks to the website people who need electronic stuff can freely command it.

In the richest countries, which are the first market targets of the digital industry, electronic devices (computers, hardware components, mobile phones, mobile devices...) are often renewed after a short cycle of some years, when they are still perfectly functional. Intec is a non-profit business. According to us, ecology is an important value, and recycling is the key in this consumer society. This is why, in an ecological approach, our website connects big companies and people who need it. It gives a second life to the equipment.

The Team

Programming	Graphic Design	Digital Communication
Bévis-Surprise Thomas El Dahdah Mario Dino Asmaa Vũ Thị Thùy Dung Ivan Stoianov Sansberro Thomas	Lechevallier Tanguy Delame Glenn	Britel Chams Ayadi Célia Derache Élise

The Technologies used

During the process, the programming team used the following technologies. Firstly for the front end, we used HTML 5 and CSS3. And for the backend, we used PHP and SQL for the communication between the website and the database.

Graphic design

For our logo we opted for an extended oval containing the graphic representation of the connections. Being an agency with a project related to technology and the internet, the connections therefore represent the international and internet dimension where we are all connected, but also the human connection between people, through the mutual aid aspect of the project, where we want to connect people to help each other. Above the oval representing the connection we put the name of the project «Intec» in the font Above demo, we chose it for its simplicity, the «i» of «intec» is enlarged like a capital letter, indicating to people who we are, the superposition of our name on the connections invites with the idea said previously to connect people while passing by our site. We wanted for our logo the representation of modernization and the internet, without losing the human link, which is the heart of our project.

Our graphic elements are symbols of a network representing the links that we create between our users. The shapes used represent our simplicity and accessibility but also referring to modernity and technology, the very products that we share.

Communication Strategy

For our communication, we created official accounts to our company on Instagram, Facebook and LinkedIn. Moreover we made some print and web design, for social networks to promote our offer. Finally we did a trailer, to explain our service and show how it is simple to deal with it.

Conclusion

To conclude, after this week, we managed to make a prototype of our website with the help of programming team. We nicely promoted it with our communication team, thanks to a sophisticated design from our design team.