



BOOKS OF SPECIFICATIONS

tech it.

TEAM 1
IOBC 2022

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INTRODUCTION

IOBC 2022

March 2022, several teams, coming from several horizons (France, Morocco, Bulgaria, Vietnam, Lebanon, United States) are gathered for an event: a tender seminar. 6 teams of about 13 people must come up with a prototype of a common project. This year the theme is a website allowing users to donate their computer equipment. This theme includes several important issues: social, environmental and economic.



THE PROJECT

Tech IT is a project that allows Internet users to donate their used computer equipment on a completely digital and online platform. More than an initiative for computer enthusiasts, Tech IT is dedicated to dusting off the principle of barter and donation.

Modern and futuristic, its brand image is linear and design, pure but technical. Everyone can donate their equipment, whether they are individuals or professionals. It is an initiative that is both supportive and eco-responsible, since it aims to reduce technological waste, which today pollutes certain areas of our planet.

This innovative support will be translated into a multimedia project: an online donation website, which will be surrounded by a strong brand image and a competitive transmedia storytelling.

How to allow people to access second-hand electronic devices with a web platform?



THE TEAM

Our team is multidisciplinary and international. France, Morocco, Vietnam, Bulgaria and Lebanon, we communicate remotely to build this common project. We have made English our daily language, but we do not hesitate to share our origins, especially for the TECH IT platform, which will be translated into our respective languages.

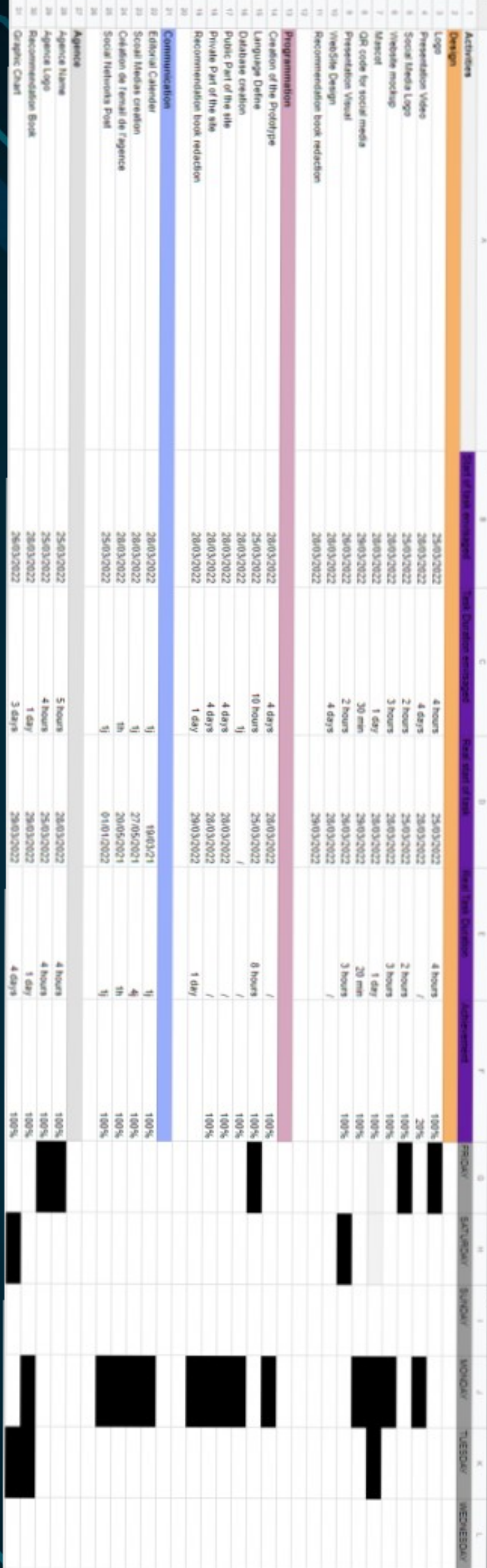
As for the main positions: Kieran is the team spokesperson, he manages the team and its speeches. Michael is in charge of the server responsibilities, he is in charge of putting the website online. Maïssa is in charge of the audiovisual, she manages the filming studio. Carla is in charge of the brand image management.

So we distributed the tasks in poles according to our skills :

- **Creative pole:** Kieran and Carla in charge of the graphics and the design of the website
- **Web development pole:** Othmane, Micheal, Jean-Pierre, Rony, Yordan, Long, Thi Hoa in charge of front end and back end development.
- **Communication pole :** Dylan, Maïssa, Paul, are in charge of the various communication campaigns.

GANTT CHARTER

Here is the Gantt chart of our project management. It is divided into 3 main areas: communication, programming and computer graphics. Each sub-task is distributed according to the number of hours of each, in the week.



TECHNOLOGIES

AND REQUIEREMENTS

In order to develop a donation platform on a website, we will need to use multiple programming languages to give our users the best experience.

For the Front End we will use HTML, JS and CSS, three essential languages that allow us to design the website. It will be used for everything visual and interactions like redirections to the website and our promotional video. We may use some Javascript in order to add some fonctionnality which would require the user to not refresh the pages.



TECHNOLOGIES

AND REQUIEREMENTS

As for the back end, we opted for PHP as our best solution, it's a language known and used by the majority of our programming team and it allows us to get the information the users give us and stock them in a database. The information could be user credentials, product information and more.

We decided not to use more web languages since we want everyone to share their codes with the rest of the team, so we kept the most common in the team.

Finally for the database, we decided to use MySQL, an easy to use database which will stock usernames, passwords and the product available on the website. Additionally, phpMyAdmin will provide a visual version of the database.

Our website will be published on the University Institute of Technology of Bobigny's server, if we want to change it we will only have to download the SQL file containing our current database and allow our users to keep their account/profiles after the change.



GRAPHICS

The graphic world of TECH IT is very strong. It is serious but welcoming, close to the users. In spite of its technological and futuristic aspect, TECH IT wants to inspire human exchange through certain aspects, such as the touches of red. Our visuals are also friendly, as shown by our mascot, Pluggy. With TECH IT, we want the user to feel comfortable visually.

OUR LOGO

TECH IT is a «wordmark» logo, meaning that its general shape is based on its name. Its typography is bold, original and custom-made. It is surrounded by fine graphic elements: vessels, digital connectors that intersect and form technological quotation marks. The colors of TECH IT are not insignificant since they represent two worlds. The blue is dark, professional, and cold often associated with technology, IT. And this shade of red pink breaks these strict codes and warms up the logo by directly reminding the primary objective of TECH IT: mutual aid and exchange.

GRAPHICS

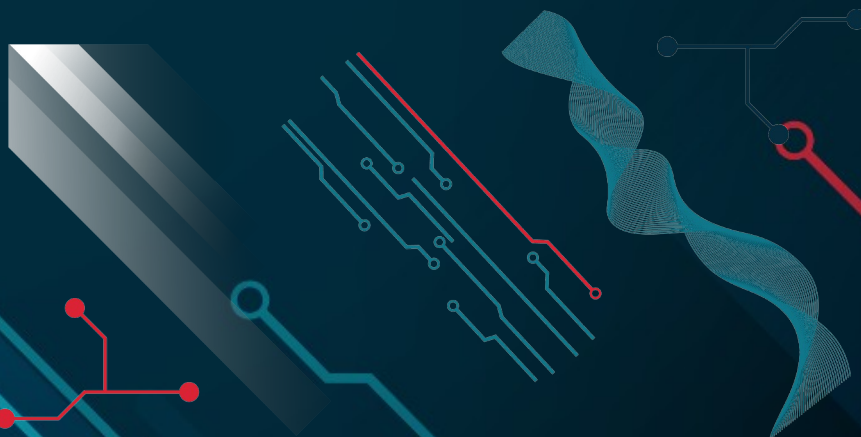
This logo has been declined in several different styles. For example one for an application icon, one for a circular profile picture, or simply in black or white colors.

The main colors of the logo are a dark blue and a pinkish red. The complementary colors are white, black, a shade of gray and a lighter blue

FONTS AND GRAPHIC ELEMENTS

We have a total of 4 typefaces. A title font, the CODE in light or bold. One subtitle typeface, LT Wave. Two others for the text, Creato Display and Noto Sans. We chose the Noto Sans font because it has been used in more than 800 languages, a perfect font since TECH IT is international.

We have some recurring graphic elements. The blue or red connectors are the main part of our graphics. But we also have a modern wire twist and light halos.



GRAPHICS

PRINT COMMUNICATION

For our print communication supports, we have opted for blue or white backgrounds depending on the supports. For example for flyers or posters, the background will be interchangeable, to have two different readings according to the persons. Most of the time, the logo and the graphics are put forward to catch the eye of the public.

We also have in terms of print support business cards, flyers, t-shirts, laptop and phone covers, bags, black print folders and outdoor advertising posters.

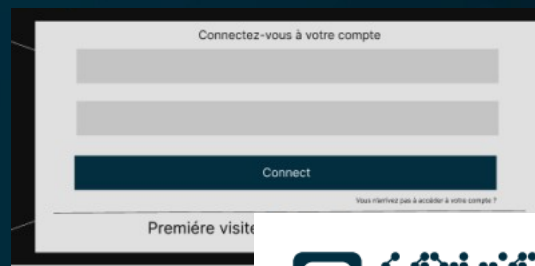
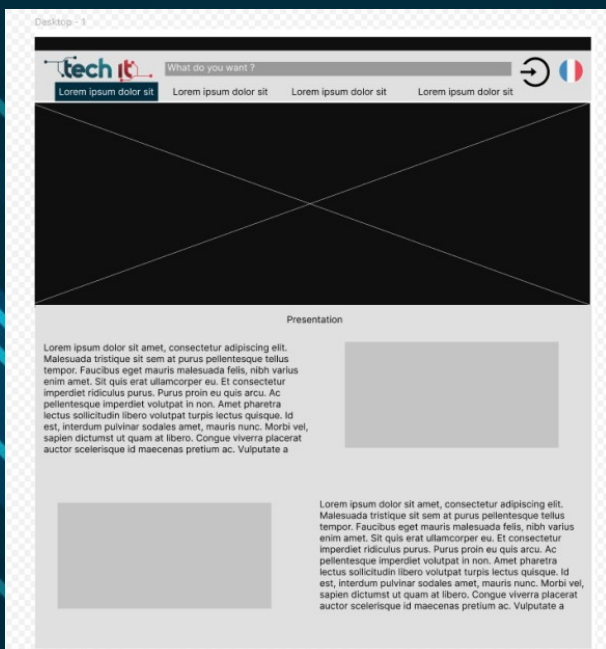


GRAPHICS

WEB DESIGN

Our TECH IT website is built in a simple and organized way to simplify the user's navigation. It consists of a menu with different headings. Users will be able to access our social networks such as Instagram, Facebook, TikTok to contact us. In order to inform the public about TechIT, we have made available presentation of the project in the homepage.

Users will have access to information about each product through detailed and clear product sheets. And of course the site will be very accessible because it will be fully responsive, so it will be available on tablet, mobile phone cell phone, computer. Several QR codes in the shapes and colors of TECH IT will be arranged in our various communication media



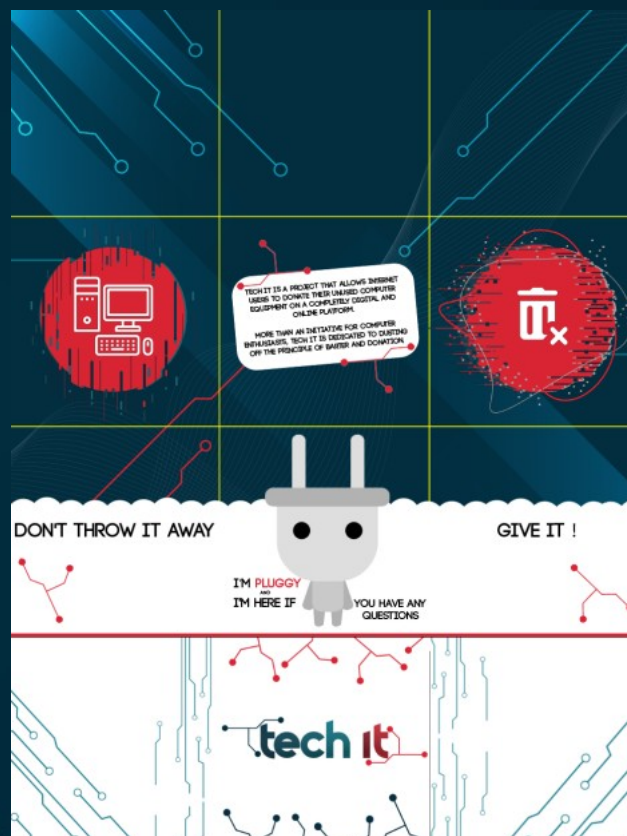
GRAPHICS

SOCIAL NETWORKS AND **WEB COMMUNICATION**

Our social networks have a very strong and technical image. Especially on our instagram account, where the overall look of our feed is for us very important. Each post that follow each other forms one and the same image, despite the fact that the subject of each post is distinct.

It is imperative to keep this image on each social network, whether for photos or even videos.

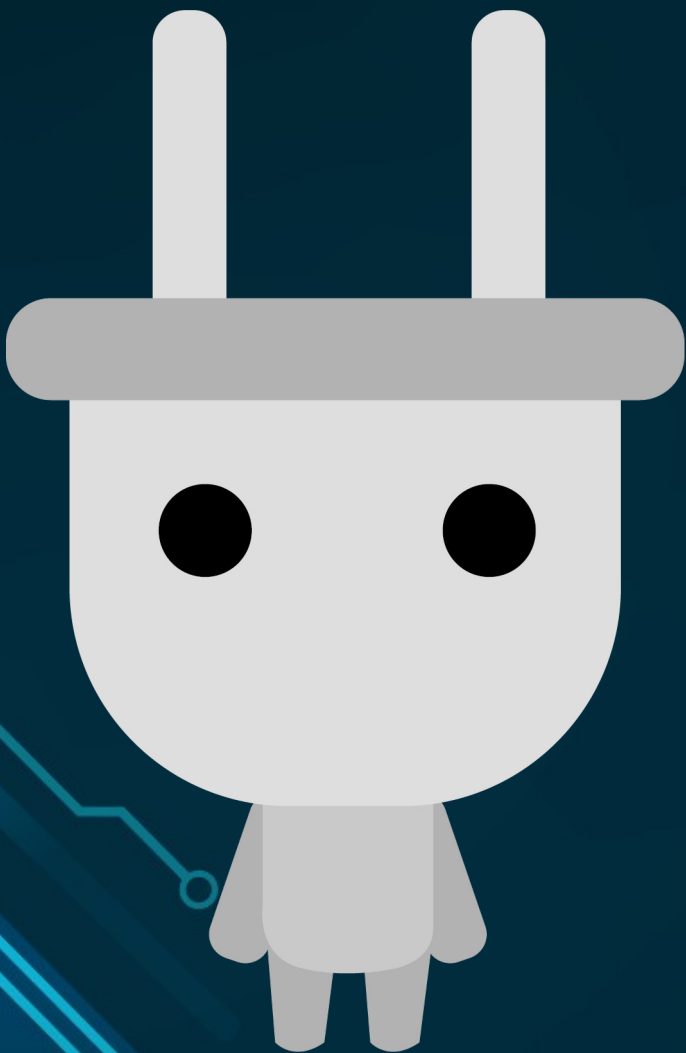
The same goes for all the online elements that highlight our brand image such as profile pictures, banners or video clips.



GRAPHICS

AND COMMUNICATION

OUR MASCOT: PLUGGY



Pluggy is the mascot of TECH IT. His design is flat and minimalist. Inspired by an electric plug, his head is voluminous with two round eyes.

He is made of a shade of gray. It has no mouth, inspired by cute little Japanese characters.

Its function is not only decorative, it also serves as a mediator between users and the site, as it will partially entertain and help the user when using the site. It also serves as a strong image for the brand, and public communication campaigns.

COMMUNICATION

For our communication we have chosen to make ourselves known via online communication, but also offline. By combining the two, we optimise our visibility and therefore our potential users.

DIGITAL COMMUNICATION :

Digital communication refers to the different digital media that can bring great visibility to TECH IT, it is a type of communication that is closer to the consumer thanks to regular, interactive and evolving content. Indeed, digital communication is important nowadays and is often used more than offline communication, because it has unique advantages that print does not have. For example, the latter allows precise and personalised targeting.

In addition, web communication also allows for a more easily calculable return on investment. The number of shares or likes will be more easily accessible. This will help us to adapt our advertising campaigns so that they are visible to a maximum number of users. In addition, social networks will allow a more effective interaction with our target. Indeed, they will help us build a loyal community (subscribers) and interact with them more easily, through polls or comments for example. We will therefore be able to easily see the engagement of our community.

To design our online communication, we decided to develop only on Facebook, Instagram and Tiktok. Indeed, being present on all social networks is not necessarily necessary and advantageous for us. If we take the example of Pinterest, Twitter and Snapchat it is clear that they correspond less to the content we can and want to produce.

The use of Facebook is part of the social media routine of a large majority of the population, despite the growing success of other social networks. We are well aware of this fact and will therefore exploit the potential of this platform in our marketing strategy. Its audience is very diverse, with almost as many men as women, and an average age of 18-49, which makes it a very interesting social network for Tech It to target different age groups. Facebook is still the most popular social network in the world, and communicating via this network, which has become a marketing tool, will not only allow us to improve our visibility and build customer loyalty but also to be better referenced. As for content, we will mainly produce informative posts accompanied by numerous calls to action, notably to our website.

COMMUNICATION

In addition to having a large audience, Instagram also has a very high engagement rate, the highest of all social networks. It's more than 4 times higher than Facebook. This engagement rate is due to the purely visual content of Instagram and the ease of understanding the post from the first second. Instagram is probably the most effective social network for working on our corporate identity. It is particularly through the latter that we will creatively express the visual universe associated with Tech It, while showcasing our service. As a content we will be present on all the functionalities that it proposes. That is to say that we will produce posts, stories, reels, but we will also have the possibility to animate lives during which we will be able for example to sensitize people on their relationship with used electronic devices.

Just over 60% of consumers make a purchase after viewing a brand's video on social media or television. In fact, video is at the top of the list when it comes to advertising effectiveness, both on the Web and in traditional media. That's why we chose to communicate via TikTok, a platform based on video content. It is ideal for this type of marketing strategy because it is entertaining, easy to use and viral. Indeed, it is easier for a company to arouse the interest of its targets thanks to attractive contents. Moreover, thanks to TikTok's unique broadcasting algorithms, it is easy to get higher engagement on our videos which can go viral even if our account is new and we have no subscribers. As for content, we will follow the trends that we adapt to the service that TECH IT offers, which will allow us to be referenced in the "For You page", a place strongly promoted by the platform.

The little extra in our communication strategy is the inclusion of a mascot. This is an additional visual element linked to our brand. By representing it in the guise of a character, the mascot gives our brand an image that is easier to remember, just like our logo. It offers infinite possibilities in terms of communication. It can be used in various forms and appear on a large number of media. It increases the impact of visual communication and makes it easier to remember the content of the message. In general, our mascot will contribute to the development of our brand as it will humanise TECH IT in such a way as to create positive and lasting attitudes towards it. It allows direct interaction between the brand and the customer.

COMMUNICATION

EXTERNAL COMMUNICATION CAMPAIGN

Offline and online communication are dependent on each other. It is unthinkable to use only one or the other, a successful marketing plan is multi-channel. It allows us to achieve specific objectives within a defined time frame, which is why we will use it for TECH IT's communication. We will mainly produce posters and flyers, which allow us to get a lot of information across to a large number of people in a very practical and quick way. On these we will put QR codes to redirect our potential users to our website and our various social networks. In addition to this, we want to intervene in companies and institutions in order to make as many people as possible aware of the waste of electronic devices.

The communication channels and media allow for a variety of methods to be adopted. Therefore, the combination of online and offline marketing strategies seems to be the perfect combination to make TECH IT a platform known to all.



CONCLUSION

To conclude, for this international competition, we are designing a working prototype. We have merged our respective strengths, whether in communication, programming or design, to create the best possible version of this donation platform. TECH IT, from the pun "take it", will allow many users to access computer equipment, all in an eco-responsible sphere that leads the population to think and act differently. Thanks to many visual strategies, and transmedia storytelling type communication, we make sure that the user feels at ease on our platform.

Our site in addition to being a platform of donation of electronic devices allows exchanges between humans and create links.

Our project is still young and under development, but it has the potential to become in addition to its initial objective a platform for human and material exchange.

This is how Tech It has the potential to become a useful project for everyone.





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