

sorted✓
organize your job search

[brand book]

katie mcintosh
gr 830 | david spears
spring 2018

how do I even
get started on my
job search?

how do I keep track
of everything?

i feel overwhelmed...

[sorted can
help with that.]

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app development

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[about
sorted]





[introduction]

Many new graduate job seekers from majors without a defined pathway from school to work have unrealistic expectations of what it takes to get a job. They tend to focus on their end career goal without keeping the process in mind, and often avoid networking. sorted is an app that helps new and recent graduate job seekers target, organize and expand their job search. The sorted app collects all relevant data, like contacts and selection criteria, suggests timelines and provides reminders for application milestones and breaks the process down into achievable goals. sorted is everything these job seekers need to keep all the parts, pieces and steps of their job search organized and find career success.

[materials matrix]

thesis 2: explorations

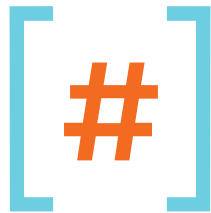


sorted app

4 points

Create an advanced prototype with 30 screens that provides organization, tracks application process, notifies/remindes user of scheduled items.

- Calendar with notifications for milestones
- Scheduling/project management to schedule and manage end-to-end job searches from first contact through hiring
- Suggests and helps to generate print assets (thank you letters etc).



marketing campaign

3 points

Create a digital and print marketing campaign that would introduce and promote the app to gain awareness and grow audience.

Including:

- Subway/public transit posters (5) | Two 2.5' X 6', three 24"x36"
- Web sidebar ads (10) | Five 1,200 x 628 pixel ads & five 728 x 90 pixel banner ads
- Tradeshow/College Career Fair Booth
- Collateral: Flyer (4"x11"), Brochure (8 pgs)

thesis 3: refinements



sorted website

1 points

Make a website that demonstrates how the app works, educates the audience on why it is useful and provides validity to the brand.

Pages Include:

- Home Page
- About Us
- How it works
- Using the app (video, 1 minute)
- What is Sorted? (video, 30 seconds)
- How Sorted can help you (video, 1 minute)
- Events
- Contact



promotional giveaways

3 points

Giveaways (with explanation card):

- Phone Stand
- Sticker
- Phone Screen Cleaner
- USB Drive
- Deodorant (for interview freshness)
- Stress Ball (for times when the hunt gets overwhelming)
- T-Shirt
- Travel coffee cup (for getting stuff done)
- Notebook with folder (for keeping physical items organized)
- Phone business card holder (for networking like a boss)

[timeline]

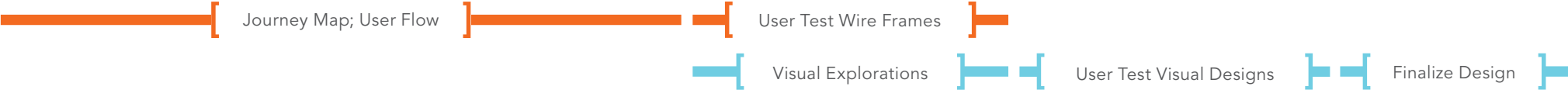
thesis 2: explorations



visual system



sorted app



marketing campaign



thesis 3: refinements



website



final video



process book



final presentation



[audience
personas]



[the (almost) graduate]



jenny johnson

“With graduation looming less than three months away, I am starting to feel the increasing pressure about my post grad plans. It seems like everyone around me has their life together while I’m just trying to make it to graduation.”

Jenny really enjoys college and is involved in many extra-curricular activities. She is a communications major because she didn’t know what she wanted to do and was told it was an adaptable major. She is overwhelmed thinking about the responsibilities and choices that await her at college graduation.

[one year out]



brian jenkins

“While it wasn’t what I had planned, I am thankful that my parents let me stay with them. It is great not to have to pay for rent as I figure out what is next. I am excited because I know something is right around the corner.”

Brian currently lives with his parents while working at Starbucks and applying for jobs. He has been a little lonely since moving back home because most of his friends stayed in their college town. He is currently optimistic about his situation, although it ebbs and flows.

[internship savvy student]



bri miller

"I can't wait to start my career, college is great, I feel alive when I am at my internship. I keep in touch with most of my bosses from my internship regularly. Life after college will be a dream come true."

Bri has already completed two internships and is currently working on a third. She has known what field she wanted to be in since she was a freshman in high school. She is extremely ambitious and works hard to achieve her goals.

[the grad student]



melissa wilson

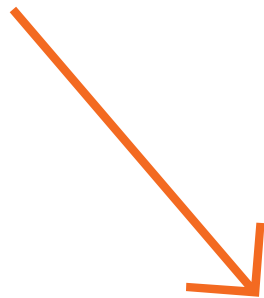
"Sometimes I feel like everyone I know is passing me by. My friends are establishing careers and I am still in school so I can start mine. It is hard to go out with friends; they do not understand the frugality I have to live with."

Melissa took a year off between her undergraduate and graduate studies. She works part-time at a department store while attending grad school full-time. She lives in an apartment with 2 other girls and shares a room.

[brand
elements]



[the logo]



Sorted is about getting things done, specifically successfully launching your career. New college graduates may not know how to do this best, but everything takes practice. The first thing to do when you need to get things done is make a list and it feels so good to check things off your list. Sorted guides the user to organize their job search and check things off the list, hence the check mark.

The logo needed to be friendly and the orange and blue and the soft edges of the Archer type in the logo reinforce the friendly and non-intimidating nature of the brand. Both elements also communicate a bit of fun and excitement because starting your career should be an exciting time. Sorted, and the logo, exist to help with that.

sorted ✓
organize your job search

[logo construction]

anatomy

The logo is made up of an wordmark, and icon and a tag line. They should not be separated. The next page shows the variations that are allowed for use and how they are to be used.



clear space

The logo should have the a clear space of the height of the tagline on all sides.



[logo variations]

main logo

The main logo is a combination of blue and orange with the tag line "organize your job search". This logo should be used on a white background. Use other brand elements to achieve a white area or use one of the secondary logos when a logo is needed on a colored background or and image. For example, you would also not use it if it did not have a strong contrast with the image used in the background.



It should never be difficult to see or read the logo. Consider this when choosing which logo variation to use.

secondary logos

The secondary logos should be considered when the background contrast requires. For example a medium density or a busy image background should use the white logo or gray logo because it will require higher contrast.



tertiary logos

The tertiary grayscale logos should only be used when a deliverable requires one color only.



[logo no-nos]

1. Do not stretch the logo
2. Do not use a logo where there is not a good amount of contrast
3. Do not change the colors of the logo
4. Do not use the black and white logo/one color logo on a color piece
5. Do not change the typeface of the logo
6. Do not set in all cap
7. Do not place at an angle
8. Do not rotate the check mark
9. Do not place a different shape instead of the check mark
10. Do not add white space around the check mark
11. Do not use full black, always use the sorted 80% gray
12. Do not cut the logo off

1



2



3



4



5



6



7



8



9



10



11



12

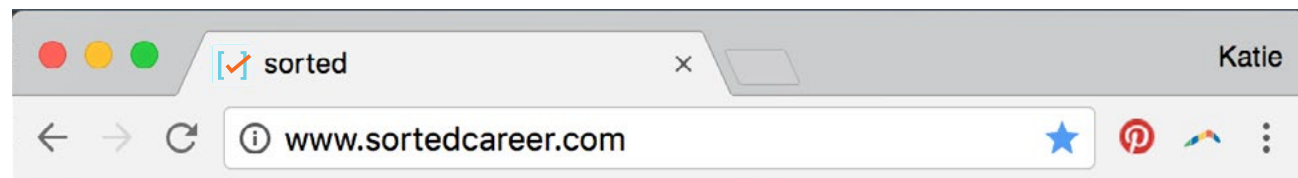


[favicon and app icon]

favicon



app icon



[colors]

Sorted has three primary colors: orange, blue and gray. The secondary color pallet expands the colorways of each primary color. This pallet should only be used in the app. The primary colors should be used in all other materials.

primary colors

		
sorted orange	sorted blue	sorted gray
CMYK 0 73 100 0	CMYK 52 0 10 0	CMYK 0 0 0 80
RGB 242 105 34	RGB 109 205 225	RGB 88 89 91
HEX #f26922	HEX #6dcde1	HEX #58595b

secondary colors

	HEX# FCE272 RBG 252 226 114		HEX# BEE6EF RBG 190 230 239		HEX# DF367D RBG 223 54 125
	HEX# F2A71E RBG 242 167 30		HEX# 35BDAF RBG 53 189 175		HEX# AF447E RBG 175 68 126
	HEX# F6891F RBG 246 137 31		HEX# 03BFD7 RBG 3 191 215		HEX# 732C55 RBG 115 44 85
	HEX# A43122 RBG 164 49 34		HEX# 008DA6 RBG 0 141 166		HEX# A7A9AC RBG 167 169 172
	HEX# 964120 RBG 150 65 32		HEX# 395797 RBG 57 87 151		
	HEX# 5A210E RBG 90 33 14		HEX# 184273 RBG 24 66 115		

[typefaces]

Sorted uses Archer for display text and Avenir for body/caption text. Archer can be used in bold or semibold, Avenir can be used in book or medium. When using Archer for the main display text on a page, a bracket will be used to create emphasis. Emphasis can also be created by using italics. Type should be set lowercase with the exception of body text and captions. Type should always be set in one of the sorted colors. Body text should be in “sorted gray” primarily or reversed out in white when necessary.

display typefaces

abc

archer bold

abc

archer semibold

text typefaces

abc

avenir medium

abc

avenir book

Spend more
time on less
applications,
*it will get
you farther*

archer semibold; archer semibold italic
72 pt/82pt leading

[type treatment]

brackets

When using the bracket to call out text, the brackets should be the same thickness as the type, if the bracket includes two lines, it should be 1.5x the thickness and if it is 3+ lines, it should be 2x the thickness of the type. The edge of the bracket should line up with the extending elements of the type inside it to create equal spacing around the text.

[bracket]

[type in
the bracket]

[this is type
placed in
the bracket]

emphasis

In headlines, pull quotes and call out text, use archer italic semi bold to create emphasis rather than a thicker line weight.

this is how to
add *emphasis!*

[voice]

The Sorted brand voice is encouraging and informative and a gentle guide to the process at hand. When a person is learning something new for the first time, they need to know that failing is okay as long as they get back up and try again. It takes someone being on your team to succeed and that is what I envision for my brand’s personality.

do:

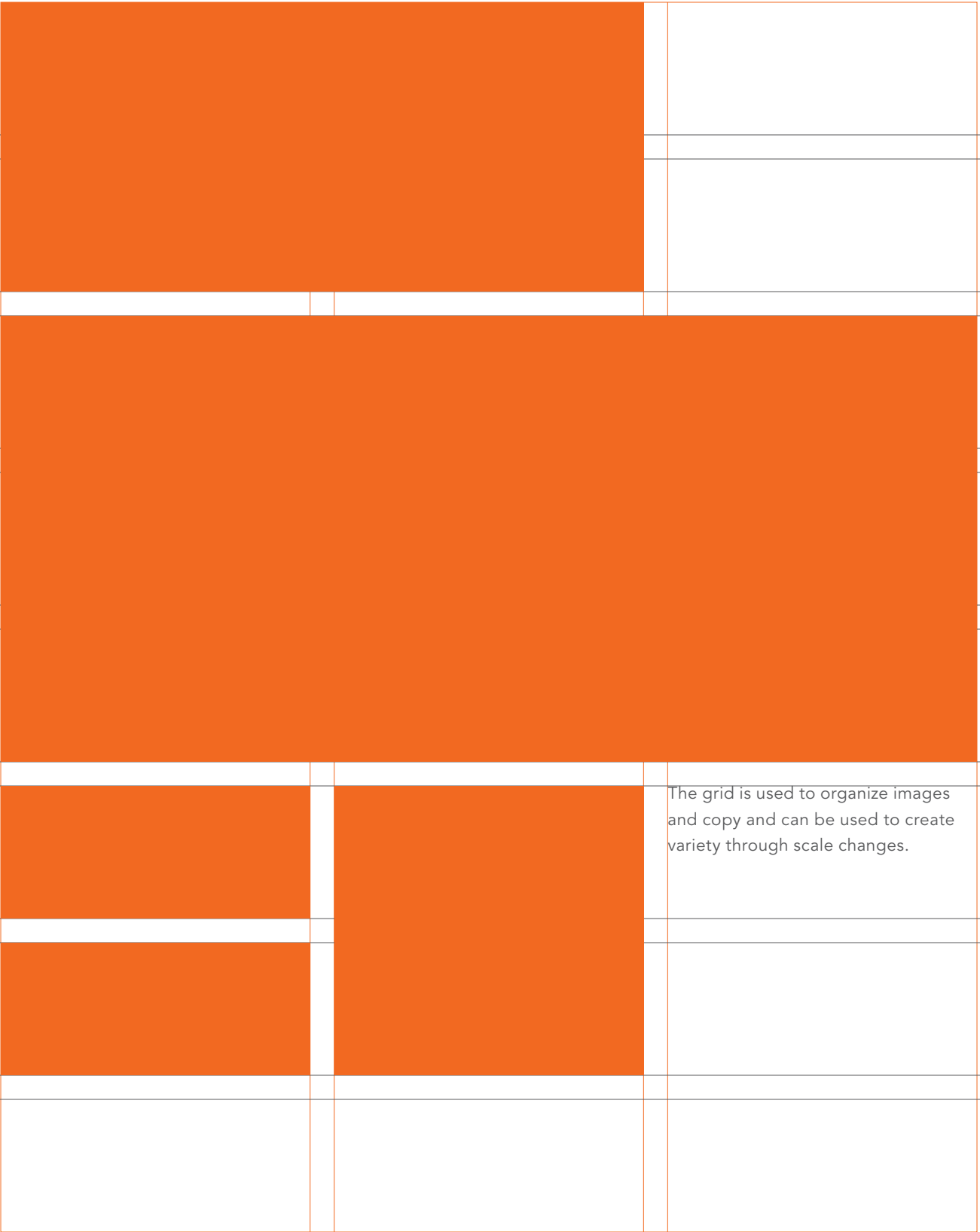
- use casual grammar, like contractions and abbreviations.
- use less “proper” words.
For example:
chat instead of *conversation*
exciting instead of *dynamic*
hi instead of *hello*
- do involve emotion in the text

don’t:

- use extra words, make text short and sweet and to the point
- use overly complicated words.
For example: colloquial, dynamism, composition

[grid]

Since Sorted is about organizing, it uses a modular grid. A modular grid as shown in this spread, used columns and horizontal grid lines in equal increments to establish structure and organize content. Sorted uses a modular grid to visually reinforce the concept of organization.



The grid is used to organize images and copy and can be used to create variety through scale changes.

[graphic elements]

arrows

The sorted brand uses arrows as a graphic elements to guide the user and help organize the content. The arrow should always point forward, never backward because the sorted brand is helping users move forward in their career and the visuals should communicate this as well. The range goes from pointing strait up to pointing strait down.

The weight of the arrows should generally match the weight of the headline brackets that are used to accompany it. When arrows are paired with



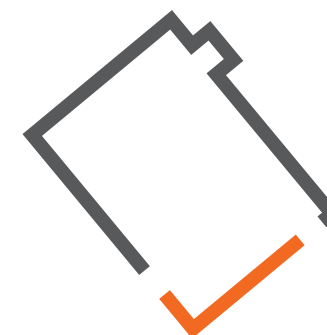
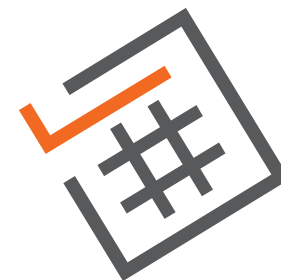
split

To show contrast or create excitement in a layout, Sorted uses a diagonal split. The split can be used on photos and color blocks.

When the split and the the arrow are used together the arrow should cross or overlap the split to express a movement forward.

[icons]

Icons are used in the app and in other printed or digital pieces to guide the user and visually link actions or tips to the app (see card set for an example). Since one of the goals of sorted is to help the user get things checked off in their job search, each icon incorporates a check mark into the look. In the app, the check mark will be highlighted when an icon is selected.



[photos]

When choosing photos, pick ones that either clearly have a causal feel or a professional feel. This communicates the contrast between the student and professional life the transition that Sorted is bridging.

Photos will be set in greyscale and use a monotone treatment in either the sorted blue or orange colors and gray when when nessacary or appropriate. To improve contrast when type is placed on top of an image, the image container can be filled with a tint (up to 30%) of the same color used for the monotone treatment.



monotone treatment



Monotone image with a 10% tint applied to the container box to improve contrast.

[photo style]

The sorted photo style is created by pairing two images together, each communicates the same concept, for example: meeting up with friends. However, one is casual and the other professional. This shows the refining process that Sorted takes the user through, guiding them from casual (in college) to starting their professional career.

When pairing images they should line up but not match up perfectly. They should be obviously different yet connected.



[deliverables]



[posters]

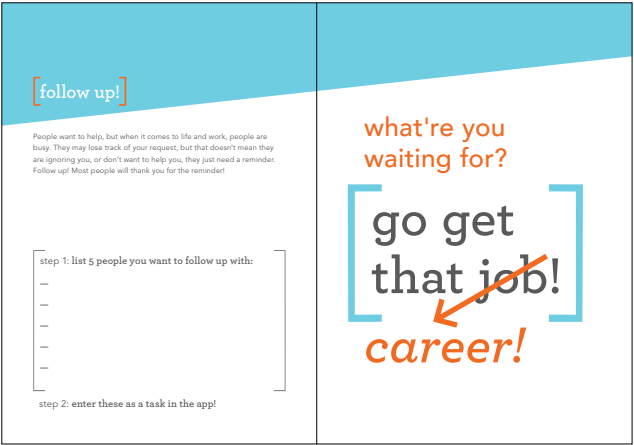
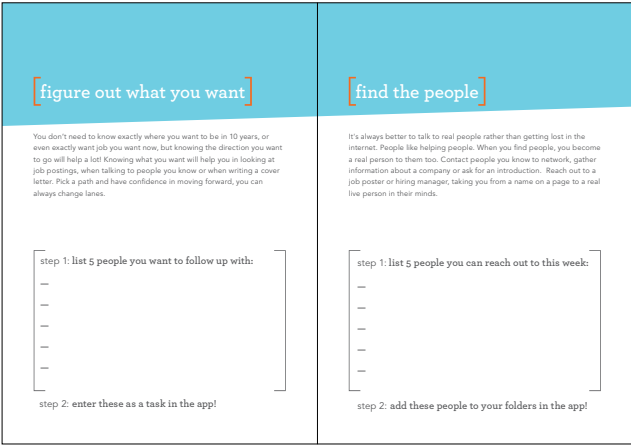
I have included posters in both blue and orange. I will determine which color will be used as I refine the elements and potentially determine a rule about when to use each color to include in the brand guidelines



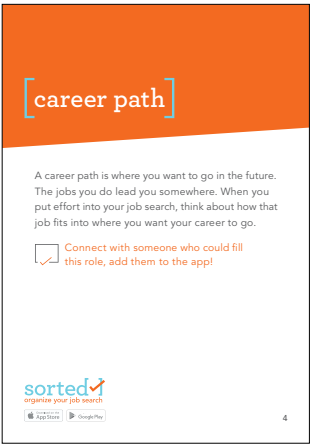
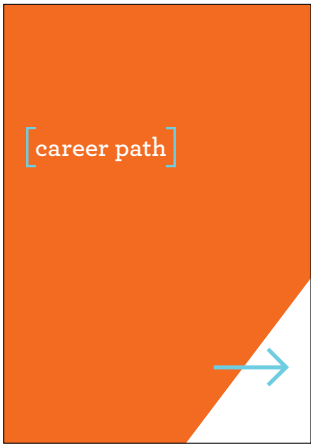
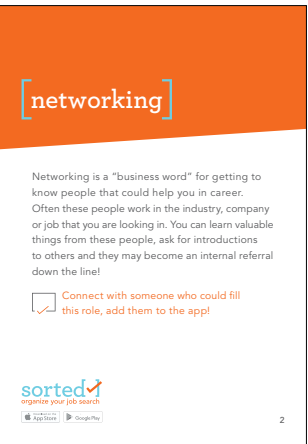
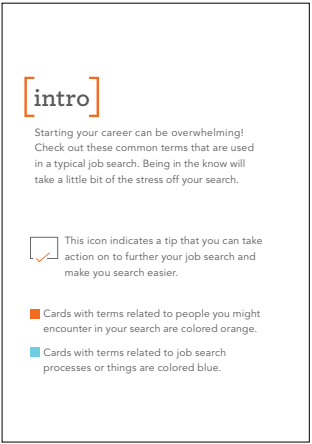
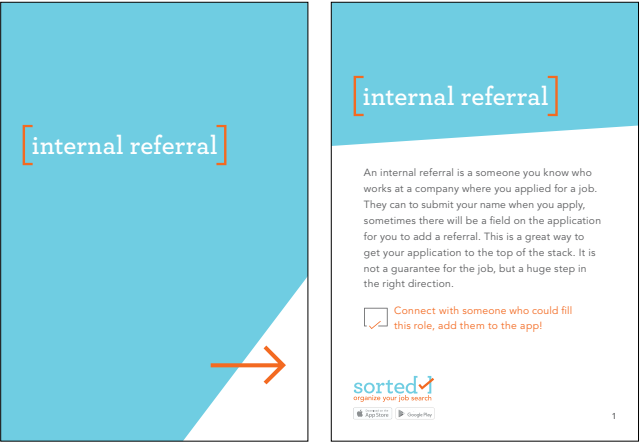
[posters]



[brochure]



[cards]



[web ads]

THE IRISH TIMES

BUSINESS > THE ECONOMY YOUR MONEY COMPANIES TECHNOLOGY WORK COMM

get your app on top of the stack


sorted
organize your job search

Google boss Sundar Pichai named most reputable CEO

A study by the Reputation Institute has ranked the top ten chief executives

Fri, May 18, 2018, 12:25

Colin Gleeson



make your job search count

sorted
organize your job search

your job search doesn't have to be overwhelming

sorted
organize your job search

don't get a job, get a career

sorted
organize your job search

get your job search organized

sorted
organize your job search

Forbes

YOUR READING LIST

Active on LinkedIn

Ten Job Interview Rules You're Allowed To Break Now

Active on LinkedIn

Ten Unmistakable Signs Of A Healthy Workplace

KPMGVoice:

The Startup CFO's Road Map To Success

Active on LinkedIn

MAY 18, 2018 @ 01:02 PM 100,984

2 Free Issues of Forbes

Ten Things Never, Ever To Promise Your Boss

Liz Ryan, CONTRIBUTOR

FULL BIO

Opinions expressed by Forbes Contributors are their own.

Almost every job seeker has a tendency to undervalue themselves.

We become the world's most flexible and agreeable people when we're close to getting a job offer.

It is easy to say, "Sure! I'll be happy to take a pay cut, work every weekend and pick up donuts on my way to work on Mondays!" when you're trying to get hired.

Only after you've done the deal does it hit you that you gave away more than you got. You made too many promises.

Giving away valuable things for free ends up hurting us. We devalue ourselves when we treat our time, energy and talents like commodities.

When you take a new job and you realize that you took too low an offer, agreed to unfavorable terms and conditions or sold yourself as less capable than you are, it stings.

recruiters will read everything I submit, finding the best person is their job.

download the app! and get your resume read


sorted
organize your job search

AgencySpy

Copywriter Serves Up Mountain Dew Ice-Flavored Rap Response to W+

By Patrick Coffee on Apr. 4, 2018 - 3:52 PM

Copywriter Serves Up Mountain Dew Ice-Flavored Rap Response to W+



"Copyrappers" are all the rage these days.

Of course this isn't a new thing. Remember "brand rapper" slash Deutsch LA copywriter **Jason Pickar**? What about Traction's "IT Rap" for Lenovo? Who could forget **Lil Dickey**? And then there was last year's **incognito hip-hop classic** that Droptree Productions of Portland made over two years of commercial shoots.

We see a well-established pattern here, but there's #innovation to be found in the agency bro hip-

Advertisement

if i'm the right candidate, i'll get through the automated tracking system.

download the app! and get on top of the stack

sorted
organize your job search

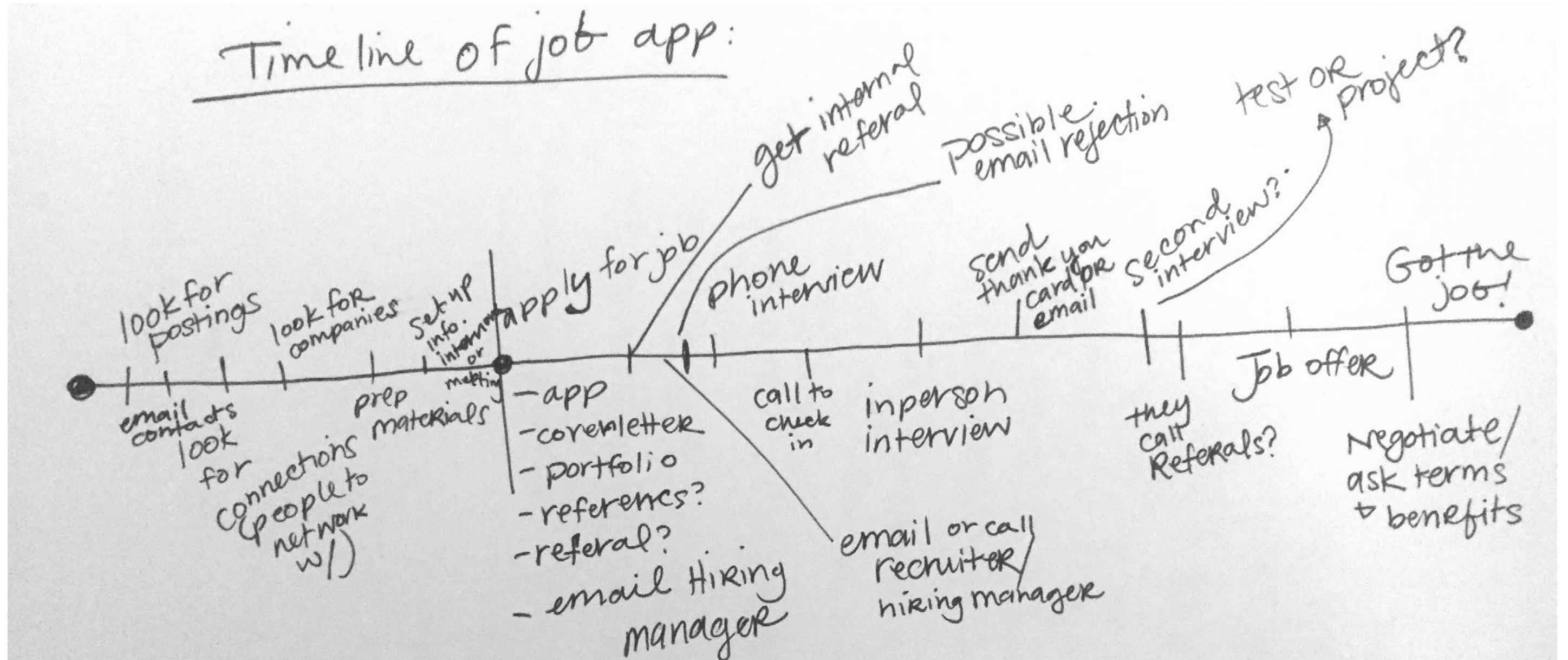
[booth]



[app development]



[brainstorming]

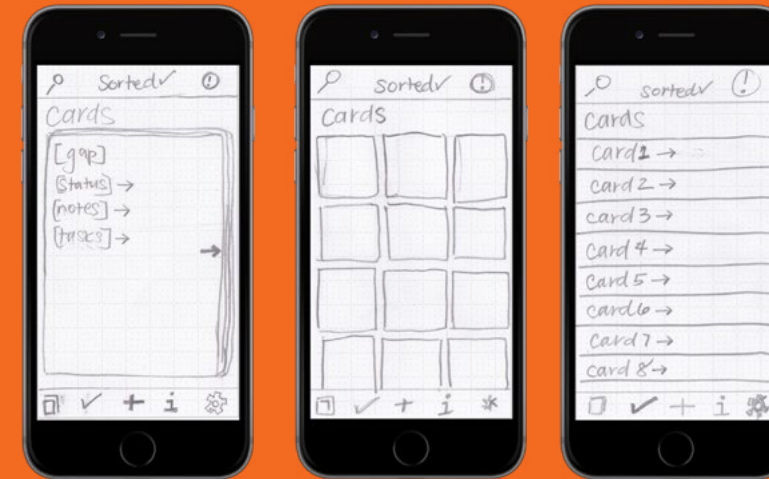


[what to test?]

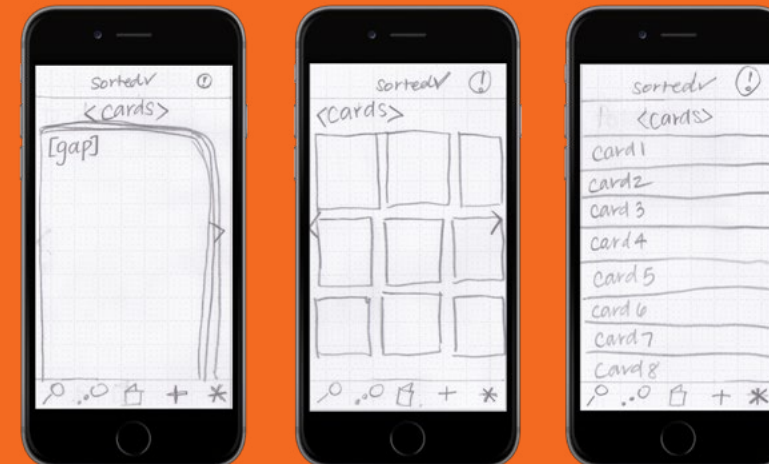
I worked on my app map and refined it through several versions using research I had completed about my audience and what I thought needed to be included to accomplish my vision. I wanted to test if my research and observations were right for my audience. I created some sketches of different ways to display the navigation and interviewed several audience members to gather insight on what they need from the sorted app.

What I tested with my users:

- Main navigation style (hamburger vs. bottom navigation)
- What to call cards (cards, folders, notebooks, binders...)
- Style of cards page
- Icon symbology



Bottom navigations with cards and tasks as separate icons



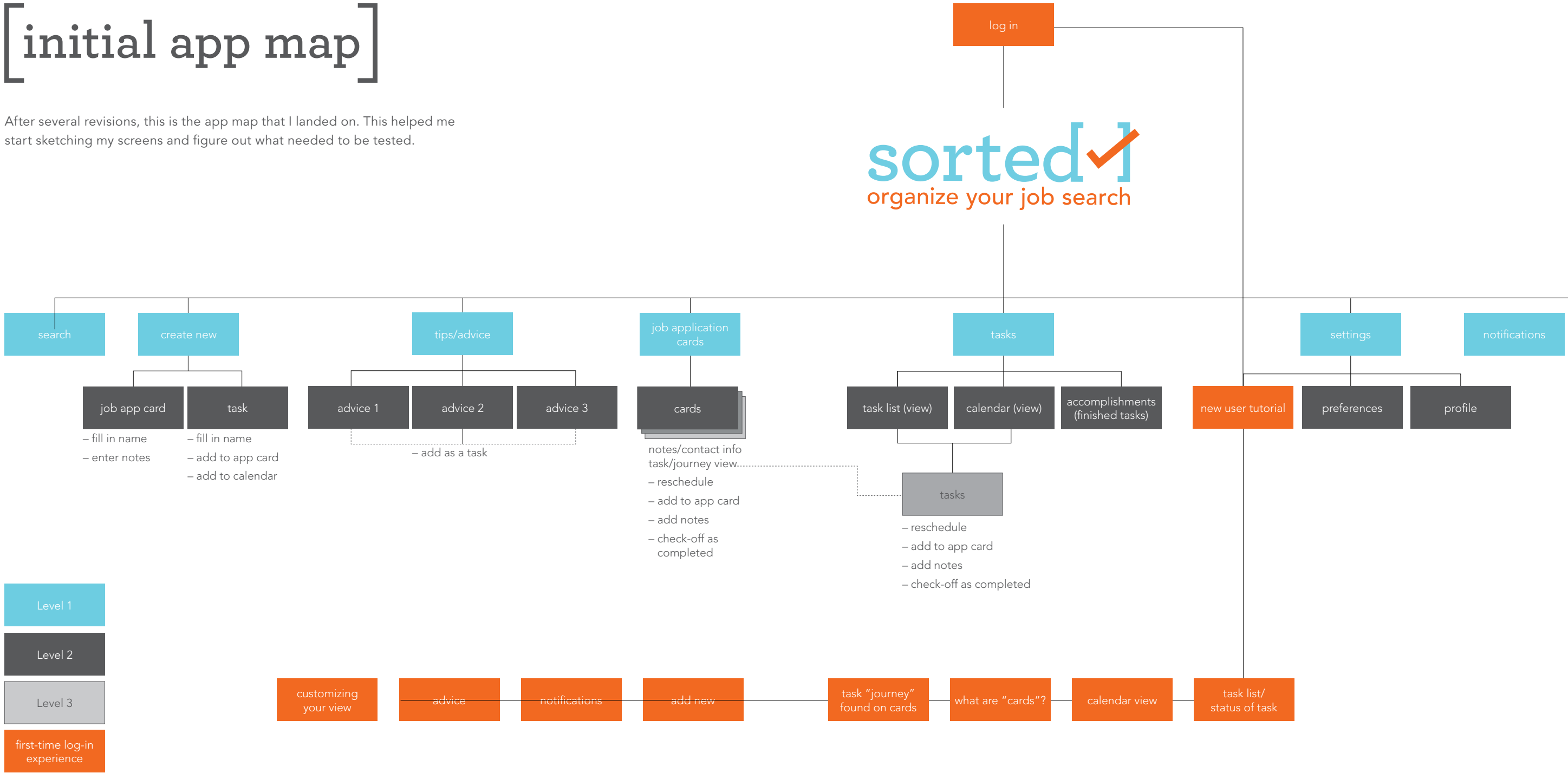
Bottom navigation with cards and tasks as one icon



Hamburger main navigation

[initial app map]

After several revisions, this is the app map that I landed on. This helped me start sketching my screens and figure out what needed to be tested.



[participants]

The users I tested had never been a part of a user testing experience before and it was fruitful for both sides. They are all fresh out of college and looking for their first job in their chosen field. The questions I asked them really made them think about their preferences and figure out why they liked one thing over another. They learned that much of their preference was learned and that ease of use was the number one need, preferences aside.



matt
23 years old
just got his first career job



jared
23 years old
started a new job 6 months ago



tim
22 years old
looking for his first career job



sam, 22
23 years old
figuring out career direction
and looking for first job



laura, 25
25 years old
finished grad school and
looking for a career job

[results]

This user testing was very valuable because it helped me determine critical design and user interface decisions. The users mostly agreed on their opinions and some were a surprise to me. They also made suggestions and sparked ideas that I would never have thought of on my own. While it was daunting to conduct at first, they were all very interested in the process and excited to give their opinions. The users did not really care what the “cards” were called; they were fine being trained with the app.

navigation



hamburger menu
vs. bottom menu

style

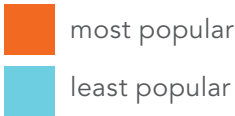


tiles vs. stack of cards
**no one liked the bars, they all thought it was a boring option*

organization



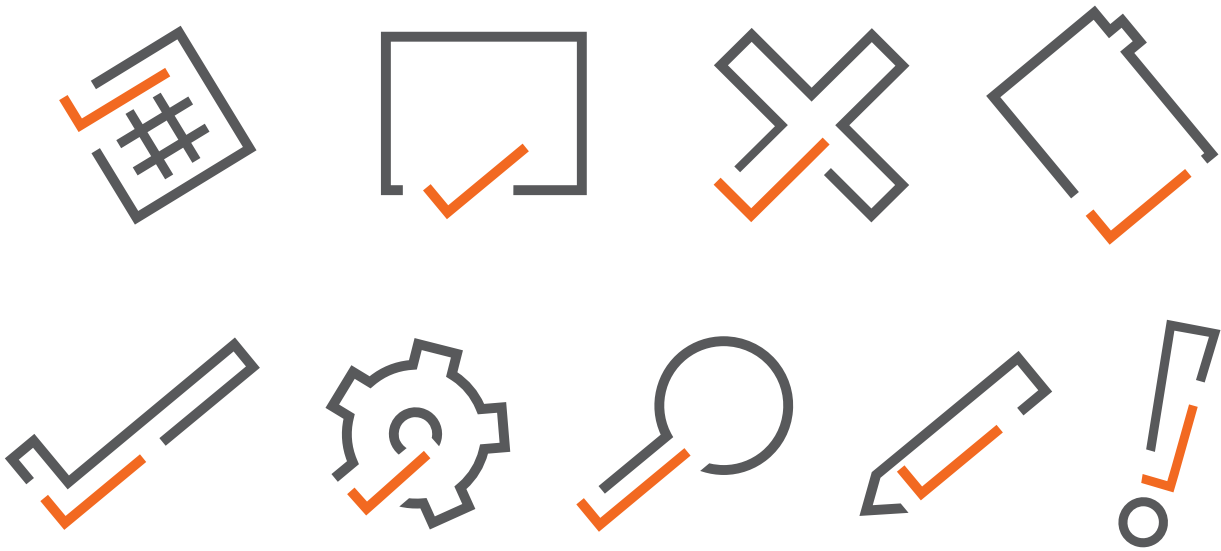
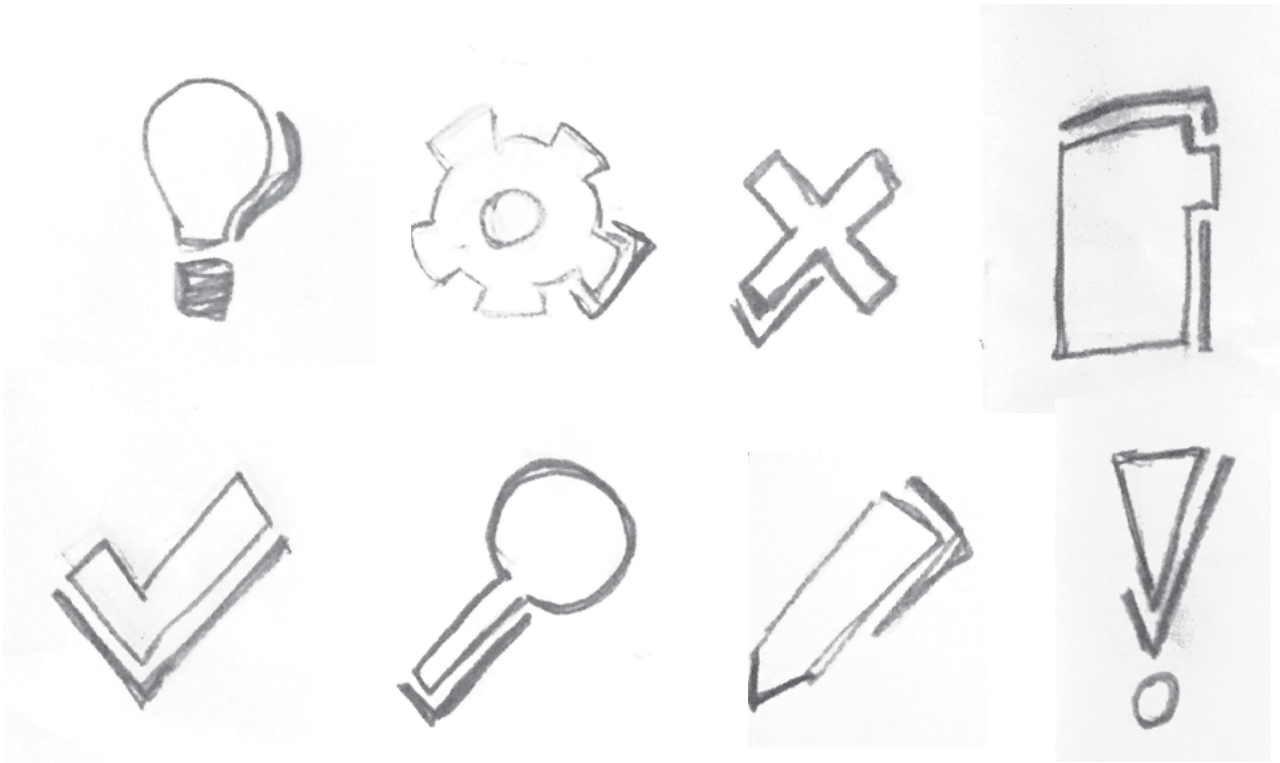
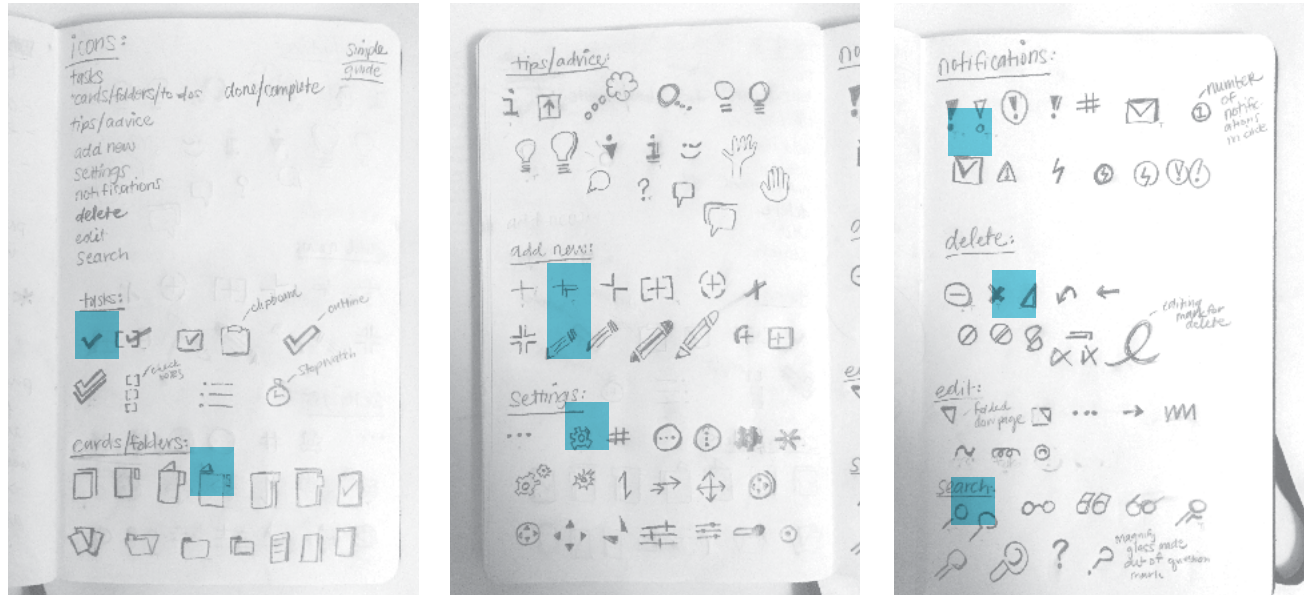
tasks/cards separate
vs. tasks/cards together
**with the idea that users can set their view preference, two changed their mind to together*



[results]

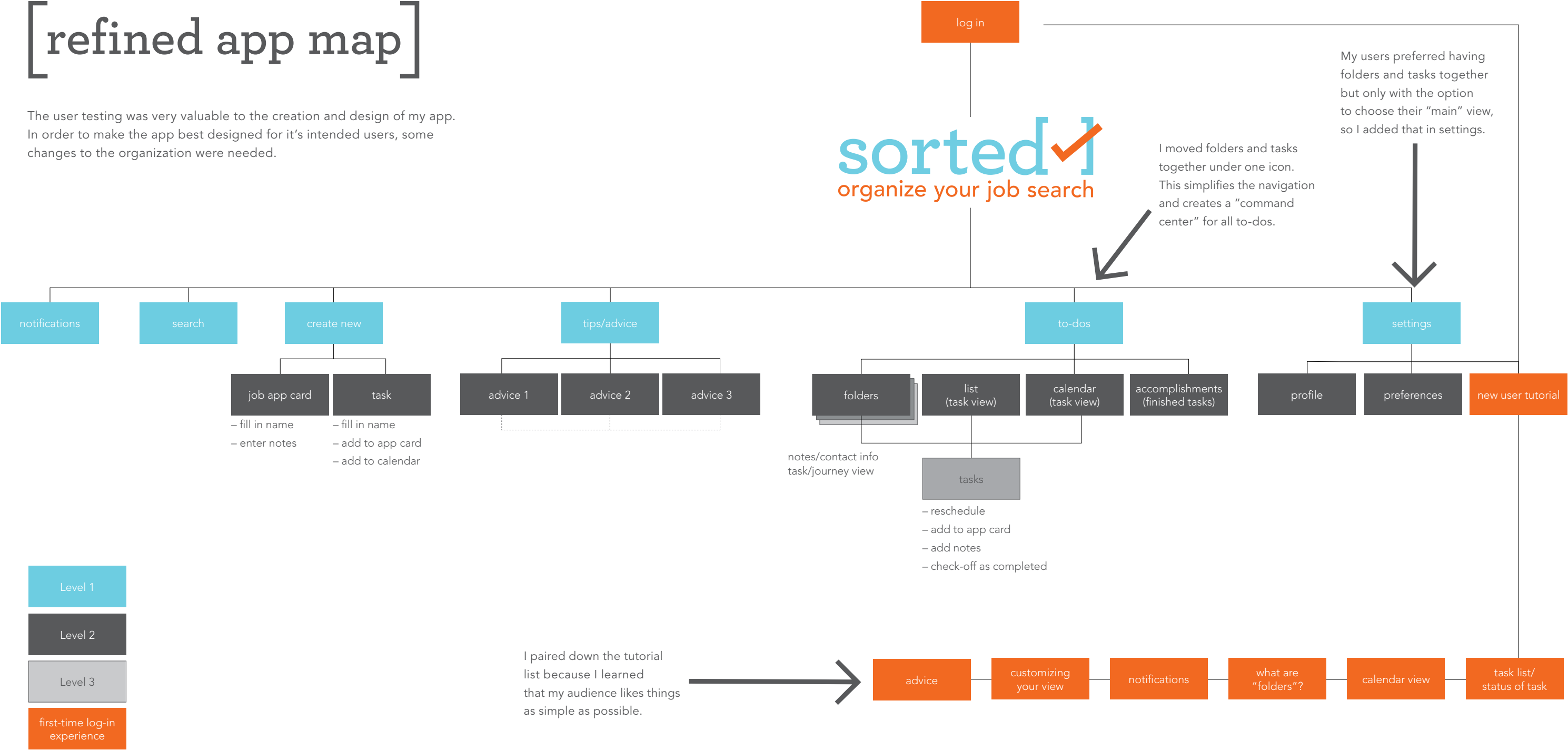
I also showed my audience some sketches of icons and asked them what symbolic reference they thought would be best for each category in the app that would need an icon. I used this data to create the icons for the app.

icons



[refined app map]

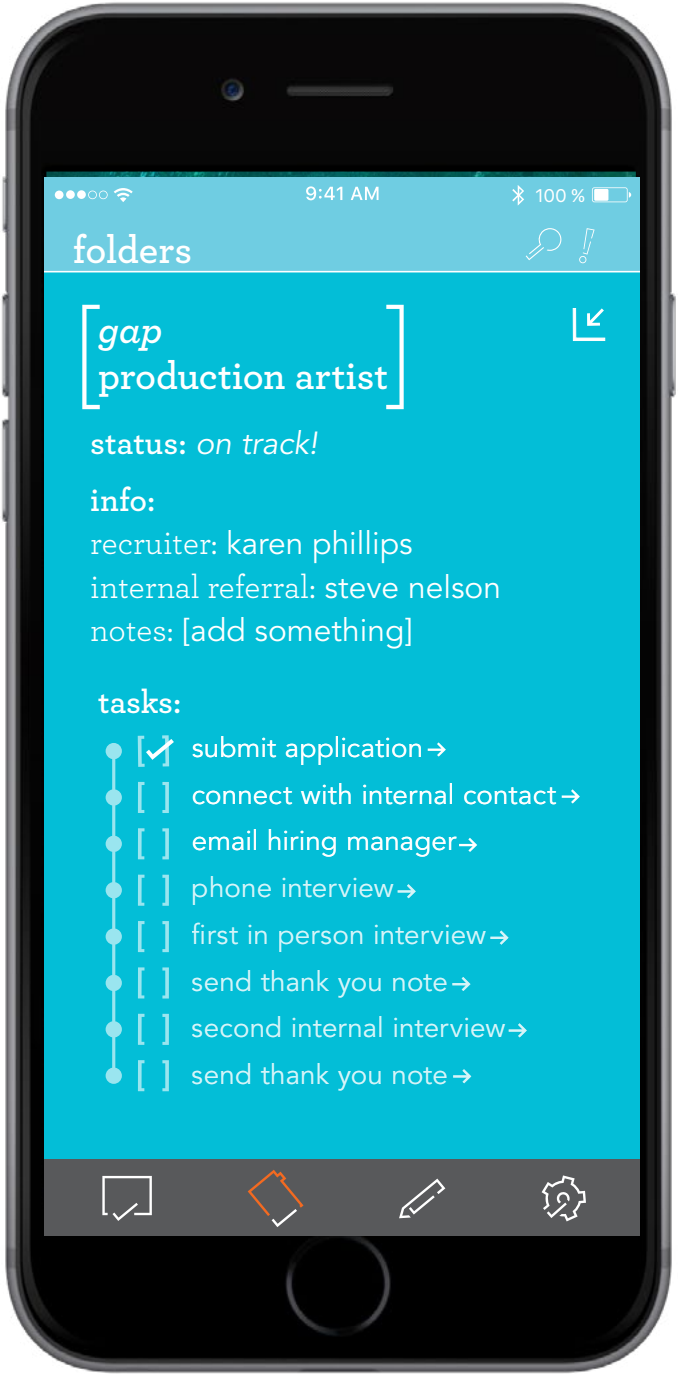
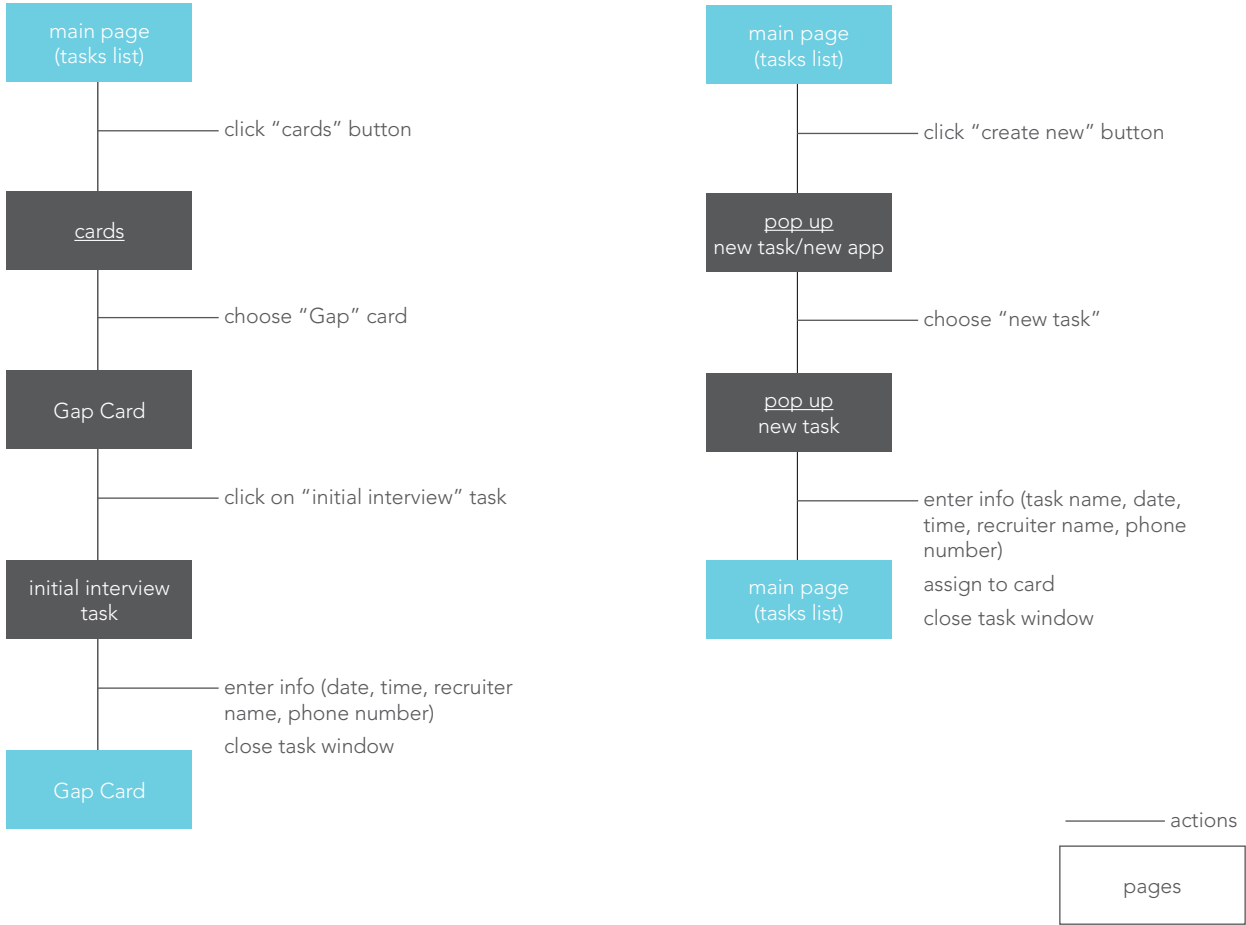
The user testing was very valuable to the creation and design of my app. In order to make the app best designed for it's intended users, some changes to the organization were needed.

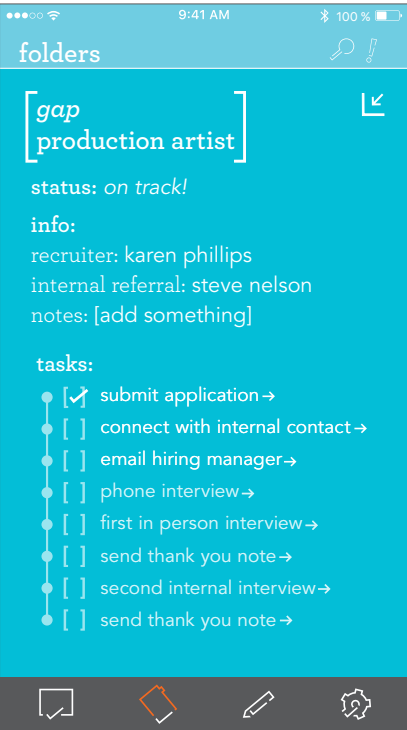
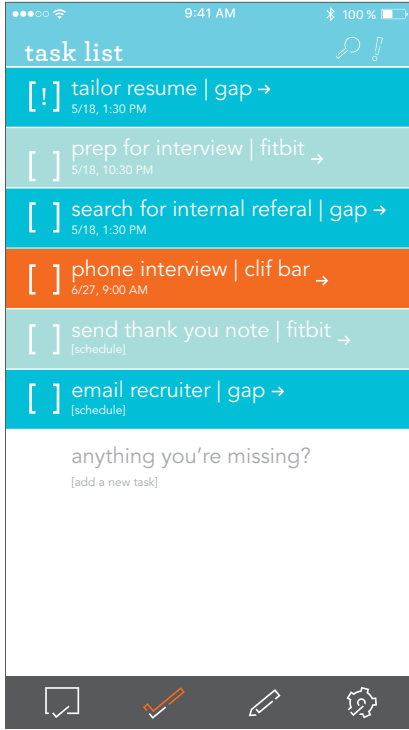
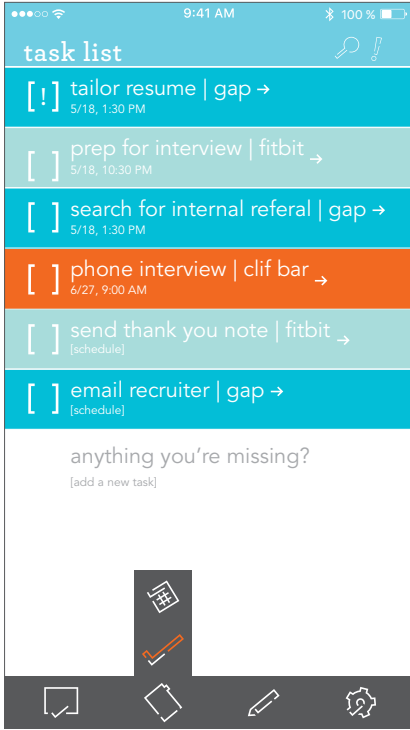
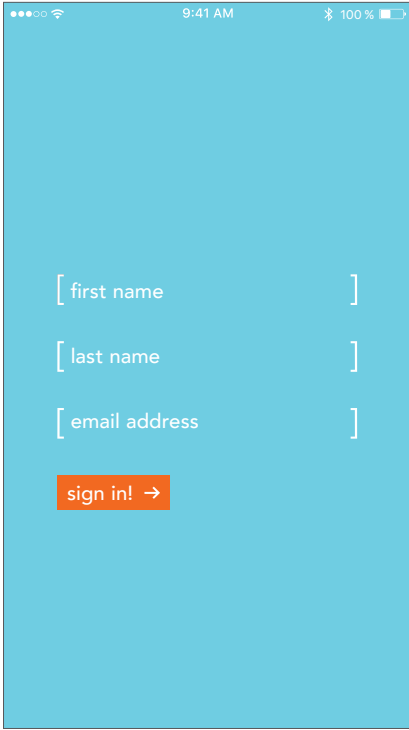


[app user flow screens]

task flow scenario

You got an email from a recruiter at Gap. She says she got your application you sent in last week and would like to set you a time to do an initial phone call to talk about the position. How would you enter this into Sorted?





[app tutorial]

