

# Abstract

Two separate enterprises, named Coddin and Voyance, decided to cooperate together. They started a project to build an online application to manage applicants for companies in the metal-tech branch. This application, which they named Applicant, needs a platform to inform its features and introduce its brand to their client. They decided to build a website to solve this issue. The authors charge is designing website and determining a visual identity for Applicant. This graduation report provides the problem background and definition, theory of visual identity, analysis of the current trends, competitor analysis, and strategy to keep a potential customer, mistakes on designing websites, use of Dutch culture in design, usability test and users feedback, and the progress and result of designing visual identity, website and asset of Applicant. At the end of the report, there is the conclusion of the project which explains what has been done in this project, client's opinion about the results, and summary of current progress of the project, and recommendations regarding these conclusions.

In addition, the appendix section provides a complete picture of the Applicant project results, the Applicant's assets are not explained in the report because they are not related to website development or are still in progress when this report is in the process of completion, and other projects are outside the applicant's project

*Keywords: Online Application, Website Design, Visual Identity, Current Trends, Competitor Analysis, Dutch Culture, Mistake in Website Design, Strategy to Keep a Potential customer, Usability Test*