

# T4 IMPROVING COMPETENCE SKILLS & CREATIVITY

D.T4.2.4 Sustainable strategy

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## Sustainable strategy

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# 1. Introduction sustainability strategy bases on I-CON project achievements and continuation after its completion

The project I-CON strives to improve competences and skills of food related SMEs through tools and techniques.

In the framework of the I-CON project, 10 competent partners, in collaboration with local and transnational partners and stakeholders, established reliable and strong relationships and improved entrepreneurial competences and skills in their remote local environments through enhancement of food innovation potentials in SMEs.

Food sector is traditional industry that is through smart specialization identified as the most potential sector to achieve socio-economic multiplier effects. In the I-CON project included remote regions in SI, HU, PL, SK which are facing declining employment opportunities in traditional industries as a result of structural change. This emphasizes the need to take steps to stimulate economic activity with employment generating potential in maintaining a critical mass of facilities to support economic development.

To descriptively summarize some of the principal activities in the I-CON project by explaining their experimental nature and demonstration character, one of its pilots was focused on crowddesign platform usability testing with prepared supportive tool-kit in order to provide a solution to the current problem of platform suitability for set of legislative obstacles in various countries and markets (despite standardization there are still special regulations which limit certain standard requirements). Here it is very important that regional facilitators are familiar with common standards and where to find those distinguished paragraphs so targeted SMEs get best information possible in order to comply with market obligations referred to labelling and design.

Such a crowdsourcing platform usability testing was performed by all project partners who are, together with their responsibilities, presented with the following list, however, in different extents, but the feedback from all was valuable for further work:

- PTP-LP SI011, Pomurska (implementing cases and dissemination workshops);
- CCIS-CAFE-PP2 SI021, Osrednjeslovenska (dissemination workshops and implementing cases);
- BIZ-UP-PP3 3AT312, Linz-Wels (dissemination workshop);
- CBHU-PP4 HU101, Budapest (dissemination workshop);
- STRIA-PP5 HU231, Baranya (dissemination workshops and implementing cases);
- CNA ER-PP6 ITH55, Bologna (dissemination workshops and implementing cases);
- UNISEF-PP7 ITH34, Treviso (dissemination workshop);



- UHOH-PP8 DE111 Stuttgart, Stadtkreis (Dissemination Workshop);
- KIGPSiO-PP9 PL127, Miasto Warszawa (dissemination workshops and implementing cases);
- SCCI-PP10 SK010, Bratislavský kraj (dissemination workshops and implementing cases).

The fundamentals for this pilot action were the following relevant documents/deliverables which were prepared and to be prepared during the duration of the I-CON project:

- D.T1.4.2 - Crowdsourcing platform usability Action Plan;
- D.T2.3.3 - Design assessment tool-kit;
- D.T2.4.2 - Atlas mapping tool;
- D.T3.3.2 - Regional reports on exchange workshops for SMEs;
- D.T4.2.1 - Supply vs Demand report;
- D.T4.2.2 - Report on Regional demonstration workshops;
- D.T4.2.3 - Regional reports on user group's involvement;
- D.T4.2.4 - Sustainability strategy.

Based on regional demonstration events, more than 200 users verified the appropriateness of the pre-selected platform, that is the DesignCrowd platform, (to some extent) and gave reasons why integration into the mentoring scheme support is reasonable. All of this was accomplished via following the logic which was to text existing tool but to introduce additional 'pre-conditioning' for designers in that platform so users could get more tailor-made solutions, which would differ from general design solutions and would represent concrete value/for money solutions, ready to be applied in real business environment. Adding additional requirement for designers (information from regional experts in labelling) in standard template of the platform is actually adaptation of the system for specific users targeted in the I-CON project.

The main indicator here was to disseminate the existence of the stated platform to users on both side, e.g. designers, who could offer their services in global market, and as well as for local SMEs to get solutions from all over the world. Both benefit from wider range of offered challenges/solutions.

In relation to the expected impact and benefits of this pilot action for the concerned territory and target group, there are several target groups included, thus, also benefits differ in that manner:

- SMEs shall see and use this price convenient tool to access services of designers in order to develop and improve their product/service recognition also abroad, complying with local legislation there and being in trend with that market - also to see their issues and solutions from different perspective (good exercise for further developments);
- relevant ministries and local councils for policy appraisal - it is about the usefulness of the tool, that with small amounts enables local/regional actors to improve their product design and thus recognition, and so improving their competitiveness;



- support agencies and regional ecosystem getting opportunity to develop novel services in their portfolios to work on more applicative base with SMEs in regions and preparing them for more successful integration into transnational vertical supply chains, e.g. to internationalize with more competitive products/services;
- applying this specific tool offers also opportunities for local/regional designers to find additional channel to address local/regional SMEs and getting in position to use this platform to offer them (SMEs) their solutions - for them this is additional selling point for SMEs though multiple choices in selection of further product development.

Toward this community building on the stated platform and use of this tool (adapted by pre-conditioning in food labelling requirements) were set also indicators - all users of the platform. Regional partners could co-finance some testing cases which enabled them and SMEs to learn how platform functions and how regional offer and demand could get linked.

There were quite a few lessons learned from the implementation of the pilot action and added value of transnational cooperation. While doing the pre-selection not all facts were known to the partnership on functionalities or business model, neither, that it is possible that business model of such platform changes with time. And exactly this happened to our project testing, where initial model was slightly different in promises and later it changed for our surprise, without prior notifications from the platform. It might be the truth, it didn't affect that much the SMEs (end users of solutions) but more the 'supply' side, e.g. designers that got involved/listed in platform, offering their services and when selected not as much as per initial deal was paid to them. It is, however, the truth that was not initial intention of the project, though we monitored also this side while testing.

Next, what we learned was a technical moment where after initial entry of secure data (credit card number) in totally separate case (implemented successfully), data of the credit card was saved and while trying next case, even without selecting all requirements or even giving data of the credit card an order case was launched and money withdrawn from the account. This shouldn't have happened, so we reacted immediately and system of the platform reacted immediately - positive experience, considering situation e.g. considering prior mistake in their service platform.

In general, we can still say the platform is a nice tool for SMEs facing for the first time their design challenges, where for reasonable amount of money they can get drafts of their corporate identity or simple product designs, they can limit the 'freedom' of designer with pre-conditioning, however one must understand also cultural differences between companies from Central Europe (SMEs in need for design) and designers coming from all around the world - cultural differences could limit the usefulness of solutions provided. But, in general, it is good tool for SMEs looking for design, rather than for those offering these services via this platform.



Additionally, there is a huge sustainability opportunity identified when considering the pilot action results and transferability to other territories and stakeholders. When referring to sustainability of this pilot action and eventually transferability to other territories and stakeholders we can say, that sustainability is guaranteed by existing global crowdsourcing platform, with its existing business model. Thus, letting other regions or actors about it is very easy (from official I-CON website, or from articles in media, Newsletters, cross-fertilization projects of partners, but with additional remarks from testing (also negative ones - refer to the (sub)chapters which address the lessons learned). In general, this approach makes it reasonable to be transferred and used in other occasions, however one must understand that it is not to be expected, that existing platform would totally adapt/fit the concrete needs, but you have to find inside opportunities to use such platform as much as possible to fit your needs and expectations. Some of platforms might offer more 'freedom', e.g. opportunities and options, some less.

The results of this pilot action also offers many opportunities for the follow-up projects, EU co-founded and commercial, especially within the field of the quickly emerging sensory science which is inherently interconnected with the field of design. And new feasible projects go hand in hand with new thoughtful funding schemes.

## 2. Demand and supply (food) designs market-wise

To start with, the following 3 additional documents which serve as the annexes to this document can be found together with this document in the corresponding file:

- [2.]Demand and supply (food) designs market-wise1 (.pdf);
- [2.]Demand and supply (food) designs market-wise2 (.pdf);
- [2.]Demand and supply (food) designs market-wise3 (.odp);

The first, titled What is Food Design? The complete overview of all Food Design subdisciplines and how they merge., and second, titled What design can bring to the food industry, are 2 rather interesting articles which address the background of this document. The third is the presentation that was delivered to the facilitators during the training academy's sessions in Treviso, Italy, by one of the I-CON project's knowledge partners - it covers everything from the definition of design to designing processes, preparing the briefs, evaluations of proposed designs, how 'beautiful' is not just a perception but has scientific bases, how less is often more, etc.

Next, it is important that, at this point, we present the definition of design. A design is a construction or activity specification or plan, or the result of that plan in the form of a prototype, finished product, or process. 'To design' as a verb expresses the process of developing such a design. In some cases, the direct construction of an object without an explicit prior plan (such as in craftwork and some engineering, coding, and graphic design) is also considered to be a design activity. The same word is also used for the broad discipline of design creation, which spans engineering and applied art.[citation



needed] Major examples of design include architectural blueprints, engineering drawings, business processes, circuit diagrams, and sewing patterns. The person or organization who produces a design is a 'designer', which is also a term used for people who work professionally in one of the various design areas - usually specifying which area is being dealt with (such as a textile designer, fashion designer, product designer, concept designer, web designer (website designer) or interior designer). A designer's sequence of activities is called a design process while the scientific study of design is called design science. A design is often crafted to meet certain design goals and constraints, and is often expected to interact with a certain environment. Designs may take into account aesthetic, functional, economic, or socio-political considerations. The process of creating a design can be brief (a quick sketch) or lengthy and complicated, involving considerable research, negotiation, reflection, modelling, interactive adjustment and re-design. (<https://en.wikipedia.org/wiki/Design>)

There are many different - and even contradicting - models which are related to design thinking and working. For example, the rational model instructs us to chronologically follow all steps from preparing a brief to testing, implementation and conclusion, whereas the action-centric model instructs us to follow our emotions, impressions, ideas, creativity, etc., by improvising and without paying attention pre-defined sequences.

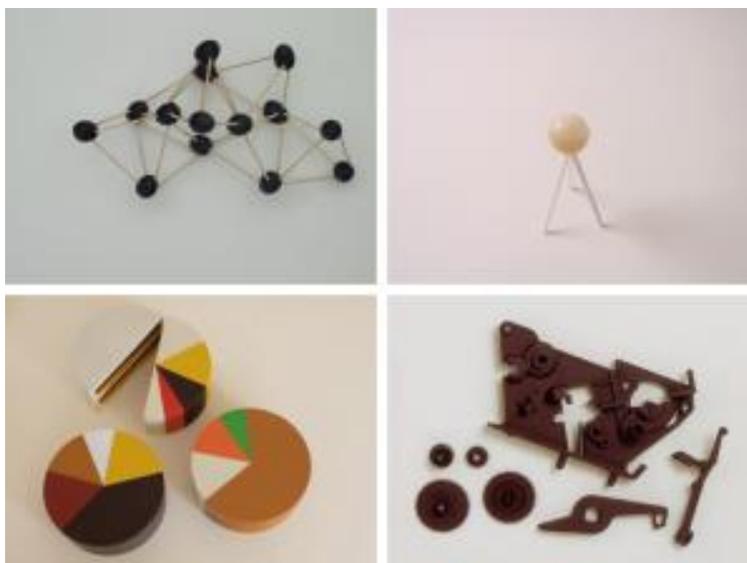
Additionally, there are many different design disciplines (<https://en.wikipedia.org/wiki/Design>):

- applied arts
- architecture
- automotive design
- biological design
- configuration design
- communication design
- design management
- engineering design
- experience design
- fashion design
- game design
- graphic design
- information architecture
- information design
- industrial design
- instructional design
- interaction design
- interior design
- landscape architecture
- lighting design



- modular design
- motion graphic design
- organization design
- product design
- process design
- service design
- social design
- software design
- sound design
- spatial design
- strategic design
- systems architecture
- systems design
- systems modeling
- urban design
- user experience design
- web design

It is also important that we present some definitions of so-called food design. With food design we mean the project with food or acts food (eating design). Food design is a recent discipline that includes the process of design studies and research that generates new products related to food. This discipline is part of the industrial design and is in charge of the creation and design of food, parts of complex food products and in some way related to them. In food design meet and mix different disciplines such as biology, genetics, anthropology, psychoanalysis, sociology, nutrition, research on sociability and social mediation and the history of cucinari systems and forms of conviviality. It can be divided into several sub-categories, some more related to food, other close to the sphere of design and are in some way related to food - they are presented below.



Design with food: the design of the food look at it as an object, and working with it as though it were a design project, taking on its usability, ergonomics, the logic of its industrialisations, its shape, materials, naming, packaging and rituals of use. This process aims to create new objects in terms of taste, texture, temperature, color and texture.



Eating design: this categorie include the design of any eating situation where there are people interacting with food. This sub-discipline encompasses many of the other sub-categories described above, and as a result it could be considered the most complex; designing eating situations requires the designer to take into account many different aspects and uncountable variables.



Food product: the design of food to be mass produced.



Design for food: the design of all the products useful to cut, chop, mix, contain, preserve, store, cook and present food. In this category we find all the products that are part of the preparation, distribution and communication of food. The packaging is not only a container, but equally important, it is one of the means of the communication for the product, that will make it recognized and remembered.





Design about food: it concerns the design of objects inspired by food. Usually food as a material is not involved in this category, instead, food is used to emphasize, reinterpret or characterize the product's message. The products that emerge from this methodology are carpets that look like giant fried eggs with round pillows to form the yolk.



Food space design and interior design for food: the design of food spaces considering all the characteristics of the eating environment or food environments, such as interiors, materials and colors but also lighting, temperature and music, as well as the employees clothing and behavior towards the customers.

Interior design for food is about products of interior design conceived for food spaces such as kitchens, bakeries, patisseries, bars and restaurants. Even if in this category too, food is not involved as a material, the methodology used in interior design for food involves knowledge from many aspects regarding food - from food preparation, for an understanding of the better material to design a work top with, to the eating experience dynamics, to be able to design the right light, temperature and colors in the eating environment. (<http://www.intothefood.eu/en/food-eating-design/what-is-food-design/>)

It is not long ago, that question 'What is food design?' emerged. To answer this question, back in 2007, Dr. Francesca Zampollo, founder of the International Food Design Society, founder of the Online School of Food design, and founding editor of the International Journal of Food design, created a Food design sub-categorization that helped people to understand how multifaceted the Food design discipline is. In 2017 she took the definition of Food design to the next level, adding some sub-disciplines and creating an overall visualization. As a result, we can now see everything that makes this discipline and how the Food design sub-disciplines intersect and merge.



Food design is, simply, the connection between food and design. Food design is the design process that leads to innovation on products, services or systems for food and eating: from production, procurement, preservation, and transportation, to preparation, presentation, consumption, and disposal. Food design is the process that brings deliberate and reasoned innovation of function, technology, or meaning on anything that has to do with food or eating. (<http://ifooddesign.org/food-design/>)

Food design is the design of food (food facts), or rather the activity of processing food more effectively in order to make the action of purchasing edible substances in a given context, environment or place of consumption both correct and pleasurable. Food design analyzes the reasons why we perform a food act in order to better understand how to design it and how to adequately meet the needs of the user. Food design deals with edible products, communication, packaging, services and places related to the sale and consumption of food.

The definition of food design can also be presented with 10 point (<http://foodesignmanifesto.org/en/food-design-manifesto-eng/>):

1. Food design deals with design in the food sector.
2. Food design is a specific design area that aims to produce effective solutions for the enjoyment of food in specific contexts and situations.
3. Food design aims to give shape to the interfaces and services in the way that is most appropriate to the circumstances in which the product is consumed.
4. The manufacturability and the seriality of a product or service are the conditions under which a design may be classified as food design.
5. The main criteria that an edible Food design product has to satisfy are: portioning, modularity and format being appropriate to the context and tools in and with which it will be consumed.
6. A food design product is designed to offer a service to one or more persons who have demonstrated certain needs, or to make an action related to food more effective through a tool derived from its design.
7. Food design means designing according to standard design procedures that in addition to purely formal or decorative research, also involve research into innovation in the processes related to production, distribution and consumption.
8. Food design is a privileged tool and particularly effective in the development and promotion of the territory through its oenogastronomic wealth.
9. Due to its links with nutrition, food design can also be considered within the context of social design and can envisage partnerships with no-profit groups and organizations.
10. A food design product is designed with the sole purpose of generating benefits for the user. The entire process has to interact in order to prevent exposing the user to risks resulting from poor design or inadequate attention paid to the regulations regarding preservation, production technology, ergonomics and microbiology related to foodstuffs.



To end with, we decided to include a short interview, titled ‘A food designer - what’s that?’ related to the topic addressed above.

Gionatan Lassandro is the president of Fooda and the co-founder of Foodam - Food, Design & Art Museum. He has organised a contest inviting designers from around the world to reflect on the theme, Food for future. 15 projects were eventually selected and then exhibited during Milan Design Week. We interviewed him to find out more about food design.

***The term food design is often ambiguous: it can be used to describe the presentation of dishes, the setting of a table, the packaging of a product or even kitchen utensils. Can you explain your definition of food design?***

*First, there’s a basic premise to make: the paradigm of Food Design is relatively recent and there isn’t a fixed definition yet. Some interpretations of the role are nostalgic, others are techno-visual. In any case, if you talk about design, you talk about styling and planning, so Food Design is the pre-ordination of everything having to do with food. To clarify: food design is tied both to industrial production and classic design (packaging, shape, colour of the food), as well as to a cultural and visual element. If, for example, a chef takes over a restaurant and decides which mood it should have, that’s also food design. It’s important not to confuse it with gastronomy and the art of garnishing dishes!*

***Do you think that the wider public can appreciate the experimentation in food design?***

*There’s surely a lot of curiosity about it. With regards to Foodam, our aim was to create an event. And the definition of “event” was very helpful, as events usually come from an attempt to generate chaos, from a series of happenings. Basically, we provided the input, the public did the rest. We’ll have to wait and see...*

***In a country like Italy or France, with such strong culinary traditions, do you think food design can find its place? And in which area?***

*Food Design is a growing phenomenon, but Italy, because of its strong traditions, is the hardest market to conquer, for sure. At the moment, food design is fun and we don’t see it as a limitation, like it could be in other countries. The “fun” and “novelty” and “surprise” tied to gastronomic categories like food design is, in reality, the other side of the local customs and traditions that are inextricably linked with “exoticism”. Basically, if it’s true that omnivores need to be sure that what they eat is part of their identities, it’s also true that they need variety to satisfy their intelligence and curiosity, and their need for a varied diet. The use of the term “design” is simply a matter of fashion and marketing. (<https://www.finedininglovers.com/blog/points-of-view/food-design-contest/>)*



### 3. Background related to (food) designs crowdsourcing

Similarly to the vast amount of definitions related to food design, there are also a lot of definitions related to the term crowdsourcing - and it is essential to understand it if we want to understand how crowdsourcing design(s) work.

Additionally, this term is related to the sustainability aspect of the I-CON project's CDP pilot action more than it may seem at first. Crowdsourcing, in general, embodies sustainability by itself because its core idea is long-term cooperation (with high level quality for low price) within a vast amount of areas.

Crowdsourcing as a practice has been around a lot longer than the actual term, which dates back only to 2006 according to Merriam-Webster. It entails using many disparate individuals to perform services or to generate ideas or content. Since the practice came to be known as crowdsourcing, it has become popular on the internet. The concept is built on an early 20th-century theory sometimes referred to as the 'wisdom of crowds'. The idea is that a large group of people can collectively provide surprising insight or value as a workforce. It's rooted in the example of British scientist Sir Francis Galton, who in 1907 asked more than 700 people at a county fair to guess the weight of an ox. Not one individual guessed right, but the average of all the guesses provided a number almost identical to the ox's weight.

And who uses it? Some businesses use crowdsourcing as a means of accomplishing specific tasks or generating ideas. While traditional outsourcing involves businesses choosing a specific contractor or freelancer for a job, crowdsourcing work is spread across a large, often undefined group. In addition to the completion of tasks, crowdsourcing also can provide valuable data based on the actions of large groups of people. For example, the sort of information or content that people seek on sites like Google or YouTube can help businesses gauge public interest in online content or other products and services. Aside from businesses, it's also common for small nonprofits or other community organizations with limited budgets to use crowdsourcing as a means of spreading a message or promoting an event. Perhaps the most common example of crowdsourcing is in software development. Many software programs are 'open source', which means that the actual code is available for programmers to see and review, allowing them to make changes or additions to the software. OpenOffice, which is a productivity suite compatible with Microsoft Office products, is one of the more well-known examples of such open-source software. Because it is developed through a form of crowdsourcing, it also is free to download and use.

Like any venture, crowdsourcing comes with pros and cons. Before embarking on a crowdsourcing campaign, it's a good idea to consider a major benefit and a major drawback associated with the practice:



- Pro: It can be much cheaper than hiring a professional in a traditional manner. For example, if a business wants to develop a new logo or slogan, it might put the concept in front of its customer base, challenging people to come up with ideas or designs that could be used. This method can be good for achieving positive results because the crowd might generate ideas that no one would have discovered through a more traditional approach—and the cost might be no more than rewarding those with the best ideas with discounts or some other perks.
- Con: Control of the process is limited. Following the same example of the new logo or design, a traditional approach would allow the company to oversee the process from beginning to end. If there's even a slight miscommunication with the crowd in a crowdsourcing campaign, the project can go in the wrong direction quickly and might result in nothing more than a waste of time.

One topic is also very important when considering crowdsourcing - marketplaces. Many forms of crowdsourcing are a means of attracting free labor. By seeking input from the crowd, businesses or other organizations bypass the process of hiring someone to do the desired job. There are forms of crowdsourcing, though, that involve getting paid. Crowdsourcing marketplaces on the web, also known as 'micro-labor' sites, provide opportunities for groups of people to perform small tasks or 'micro-jobs' for small fees. Crowdsourcing websites put out open calls on behalf of clients who need microtasks performed. For example, Amazon's Mechanical Turk offers virtual tasks that can be done online from home, and TaskRabbit connects people to complete virtual tasks in addition to running errands or doing odd jobs in person. Microworkers on these sites are not necessarily providing the same form of wisdom as those in other forms of crowdsourcing, such as with open-source software. Crowdsourcing marketplaces are different because each micro-worker is simply following instructions from a crowdsourcer. However, companies that use micro-labor often label these tasks as crowdsourcing jobs and do still receive some of the benefits they could get from a large crowd. If they are putting out calls for many small tasks to be completed and getting responses from many micro-workers, that's still much different than hiring one or a few full-time employees to perform each of those tasks. The company still gets the benefit of multiple viewpoints over time from multiple sources. (<https://www.thebalancecareers.com/what-is-crowdsourcing-3542321>)

Below, we added some in-depth definitions of crowdsourcing and how it works in practice.

Crowdsourcing involves obtaining work, information, or opinions from a large group of people who submit their data via the Internet, social media, and smartphone apps. People involved in crowdsourcing sometimes work as paid freelancers, while others perform small tasks on a voluntary basis. For example, traffic apps encourage drivers to report accidents and other roadway incidents to provide real-time updated information to app users. Crowdsourcing allows companies to farm out work to people anywhere in the country or around the world, which lets businesses tap into a vast array of skills and



expertise without incurring the normal overhead costs of in-house employees. Crowdsourcing is becoming a popular method to raise capital for special projects. As an alternative to traditional financing options, crowdsourcing taps into the shared interest of a group, bypassing the conventional gatekeepers and intermediaries required to raise capital. Crowdsourcing usually involves taking a large job and breaking it into many smaller jobs that a crowd of people can work on separately.

And the difference between crowdsourcing and crowdfunding? While crowdsourcing seeks information or work product, crowdfunding seeks money to support individuals, charities, or startup companies. People can contribute to crowdfunding requests with no expectation of repayment, or companies can offer shares of the business to contributors.

To summarize, crowdsourcing is the collection of information, opinions, or work from a group of people, usually sourced via the internet. Crowdsourcing work allows companies to save time and money while tapping into people with different skills or thoughts from all over the world. It seeks work or information from a group, while crowdfunding seeks money.

The advantages/benefits of crowdsourcing include cost savings, speed, and the ability to work with people who have skills that an in-house team may not have. If a task typically takes one employee a week to perform, a business can cut the turnaround time to a matter of hours by breaking the job up into many smaller parts and giving those segments to a crowd of workers. Companies that need some jobs done only on occasions, such as coding or graphic design, can crowdsource those tasks and avoid the expense of a full-time in-house employee.

Many types of jobs can be crowdsourced, including website creation and transcription. Companies that want to design new products often turn to the crowd for opinions. Rather than rely on small focus groups, companies can reach millions of consumers through social media, ensuring that the business obtains opinions from a variety of cultural and socioeconomic backgrounds. A practical example is Uber, which pairs available drivers with people who need rides, is an example of crowdsourced transportation.

While crowdsourcing often involves breaking up a big job, businesses sometimes use crowdsourcing to assess how multiple people perform at the same job. For instance, if a company wants a new logo, it can have dozens of graphic designers assemble samples for a small fee. The company can then pick a favorite and pay for a more complete logo package. (<https://www.investopedia.com/terms/c/crowdsourcing.asp>)

Crowdsourcing is the practice of engaging a 'crowd' or group for a common goal – often innovation, problem solving, or efficiency. It is powered by new technologies, social media and web 2.0. Crowdsourcing can take place on many different levels and across various industries. Thanks to our growing connectivity, it is now easier than ever for



individuals to collectively contribute – whether with ideas, time, expertise, or funds – to a project or cause. This collective mobilization is crowdsourcing.

This phenomenon can provide organizations with access to new ideas and solutions, deeper consumer engagement, opportunities for co-creation, optimization of tasks, and reduced costs. The Internet and social media have brought organizations closer to their stakeholders, laying the groundwork for new ways of collaborating and creating value together like never before. The approach is being embraced:

“Crowds are a hit. Millions of people, connected by the Internet, are contributing ideas and information to projects big and small. Crowdsourcing, as it is called, is helping to solve tricky problems and providing localized information. And with the right knowledge, contributing to the crowd – and using its wisdom – is easier than ever.” (The New York Times)

Crowdsourcing touches across all social and business interactions. It is changing the way we work, hire, research, make and market. Governments are applying crowdsourcing to empower citizens and give a greater voice to the people. In science and health care, crowdsourcing can democratize problem solving and accelerate innovation. With education, it has the potential to revolutionize the system, just as crowdfunding is currently challenging traditional banking and investing processes. It’s a 21st-century mindset and approach that can be applied in many areas and many ways to:

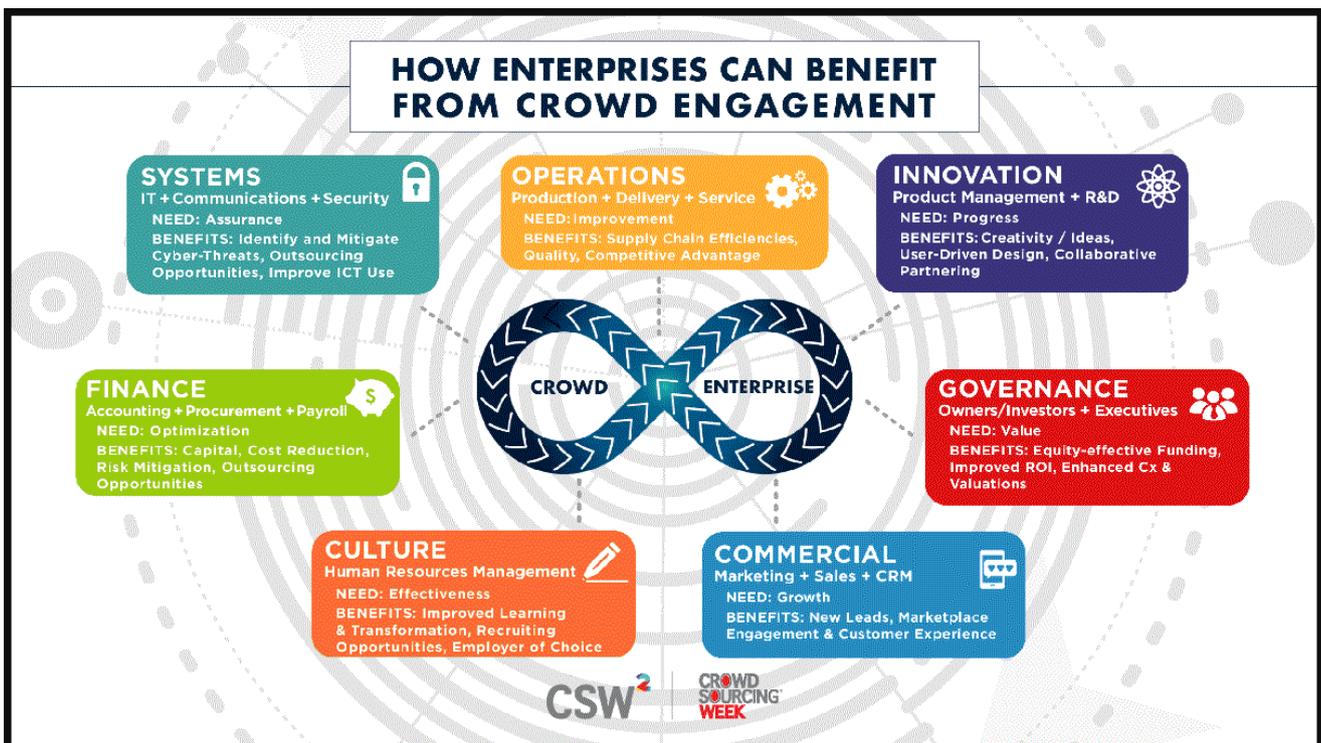
- accelerate innovation;
- share ideas;
- reinvent business models;
- co-create;
- engage consumers or citizens;
- reinvent work models;
- save cost;
- increase efficiency;
- reinvent financial models.

What can be crowdsourced? The short answer is, a collaborative or crowd-centric approach can be applied to everything. But here are just a few areas where it has had significant impact and huge potential:

- enterprise;
- education;
- government;
- IT;
- finance;
- entrepreneurship;
- marketing;
- science and health;
- social enterprise and non-profit.



Additionally, crowdsourcing is closely related to the future dynamics of business. So how can this phenomenon work for organizations? Crowdsourcing as a work model, financial model, and business model are here to stay. Leveraging collaborative practices and tools leads to disruptive business implications and transformative innovations. If existing enterprise are not prepared to adapt and embrace this new opportunity, they will be disrupted. Knowledge and understanding of collaborative business practices will be a required skill for C-level suite executives and entrepreneurs. (<https://crowdsourcingweek.com/what-is-crowdsourcing/>)



Crowdsourcing is a sourcing model in which individuals or organizations obtain goods and services, including ideas and finances, from a large, relatively open and often rapidly-evolving group of internet users; it divides work between participants to achieve a cumulative result. The word crowdsourcing itself is a portmanteau of crowd and outsourcing, and was coined in 2005. As a mode of sourcing, crowdsourcing existed prior to the digital age (i.e. ‘offline’).

There are major differences between crowdsourcing and outsourcing. Crowdsourcing comes from a less-specific, more public group, whereas outsourcing is commissioned from a specific, named group, and includes a mix of bottom-up and top-down processes. Advantages of using crowdsourcing may include improved costs, speed, quality, flexibility, scalability, or diversity.

Some forms of crowdsourcing, such as in ‘idea competitions’ or ‘innovation contests’ provide ways for organizations to learn beyond the ‘base of minds’ provided by their employees (e.g. LEGO Ideas). Tedious ‘microtasks’ performed in parallel by large, paid crowds (e.g. Amazon Mechanical Turk) are another form of crowdsourcing. It has also



been used by not-for-profit organizations and to create common goods (e.g. Wikipedia). The effect of user communication and the platform presentation should be taken into account when evaluating the performance of ideas in crowdsourcing contexts.

The term ‘crowdsourcing’ was coined in 2005 by Jeff Howe and Mark Robinson, editors at Wired, to describe how businesses were using the Internet to ‘outsource work to the crowd’, which quickly led to the portmanteau ‘crowdsourcing’. Howe, first published a definition for the term crowdsourcing in a companion blog post to his June 2006 Wired article, titled The Rise of Crowdsourcing, which came out in print just days later: “Simply defined, crowdsourcing represents the act of a company or institution taking a function once performed by employees and outsourcing it to an undefined (and generally large) network of people in the form of an open call. This can take the form of peer-production (when the job is performed collaboratively), but is also often undertaken by sole individuals. The crucial prerequisite is the use of the open call format and the large network of potential laborers.”

In a February 1, 2008, article, Daren C. Brabham, “the first [person] to publish scholarly research using the word crowdsourcing” and writer of the 2013 book, titled Crowdsourcing, defined it as an “online, distributed problem-solving and production model.” Kristen L. Guth and Brabham, found that the performance of ideas offered in crowdsourcing platforms are affected not only by their quality, but also by the communication among users about the ideas, and presentation in the platform itself.

After studying more than 40 definitions of crowdsourcing in the scientific and popular literature, Enrique Estellés-Arolas and Fernando González Ladrón-de-Guevara, researchers at the Technical University of Valencia, developed a new integrating definition: “Crowdsourcing is a type of participative online activity in which an individual, an institution, a nonprofit organization, or company proposes to a group of individuals of varying knowledge, heterogeneity, and number, via a flexible open call, the voluntary undertaking of a task. The undertaking of the task; of variable complexity and modularity, and; in which the crowd should participate, bringing their work, money, knowledge **\*\*[and/or]\*\*** experience, always entails mutual benefit. The user will receive the satisfaction of a given type of need, be it economic, social recognition, self-esteem, or the development of individual skills, while the crowdsourcer will obtain and use to their advantage that which the user has brought to the venture, whose form will depend on the type of activity undertaken.”

As mentioned by the definitions of Brabham and Estellés-Arolas and Ladrón-de-Guevara above, crowdsourcing in the modern conception is an IT-mediated phenomenon, meaning that a form of IT is always used to create and access crowds of people. In this respect, crowdsourcing has been considered to encompass three separate, but stable techniques; competition crowdsourcing, virtual labor market crowdsourcing, and open collaboration crowdsourcing.



Henk van Ess, a college lecturer in online communications, emphasizes the need to ‘give back’ the crowdsourced results to the public on ethical grounds. His nonscientific, noncommercial definition is widely cited in the popular press: “Crowdsourcing is channeling the experts’ desire to solve a problem and then freely sharing the answer with everyone.”

Despite the multiplicity of definitions for crowdsourcing, one constant has been the broadcasting of problems to the public, and an open call for contributions to help solve the problem. Members of the public submit solutions that are then owned by the entity, which originally broadcast the problem. In some cases, the contributor of the solution is compensated monetarily with prizes or with recognition. In other cases, the only rewards may be kudos or intellectual satisfaction. Crowdsourcing may produce solutions from amateurs or volunteers working in their spare time or from experts or small businesses, which were previously unknown to the initiating organization.

Another consequence of the multiple definitions is the controversy surrounding what kinds of activities that may be considered crowdsourcing.

It is utilized in multiple industries. Currently, crowdsourcing has transferred mainly to the Internet, which provides a particularly beneficial venue for crowdsourcing since individuals tend to be more open in web-based projects where they are not being physically judged or scrutinized, and thus can feel more comfortable sharing. This approach ultimately allows for well-designed artistic projects because individuals are less conscious, or maybe even less aware, of scrutiny towards their work. In an online atmosphere, more attention can be given to the specific needs of a project, rather than spending as much time in communication with other individuals.

According to a definition by Henk van Ess: “The crowdsourced problem can be huge (epic tasks like finding alien life or mapping earthquake zones) or very small (‘where can I skate safely?’). Some examples of successful crowdsourcing themes are problems that bug people, things that make people feel good about themselves, projects that tap into niche knowledge of proud experts, subjects that people find sympathetic or any form of injustice.”

Crowdsourcing can either take an explicit or an implicit route. Explicit crowdsourcing lets users work together to evaluate, share, and build different specific tasks, while implicit crowdsourcing means that users solve a problem as a side effect of something else they are doing.

With explicit crowdsourcing, users can evaluate particular items like books or webpages, or share by posting products or items. Users can also build artifacts by providing information and editing other people's work.

Implicit crowdsourcing can take two forms: standalone and piggyback. Standalone allows people to solve problems as a side effect of the task they are actually doing, whereas piggyback takes users' information from a third-party website to gather information.



In his 2013 book, *Crowdsourcing*, Daren C. Brabham puts forth a problem-based typology of crowdsourcing approaches:

1. Knowledge discovery and management is used for information management problems where an organization mobilizes a crowd to find and assemble information. It is ideal for creating collective resources.
2. Distributed human intelligence tasking is used for information management problems where an organization has a set of information in hand and mobilizes a crowd to process or analyze the information. It is ideal for processing large data sets that computers cannot easily do.
3. Broadcast search is used for ideation problems where an organization mobilizes a crowd to come up with a solution to a problem that has an objective, provable right answer. It is ideal for scientific problem solving.
4. Peer-vetted creative production is used for ideation problems, where an organization mobilizes a crowd to come up with a solution to a problem which has an answer that is subjective or dependent on public support. It is ideal for design, aesthetic, or policy problems.

Crowdsourcing often allows participants to rank each other's contributions, e.g. in answer to the question 'What is one thing we can do to make Acme a great company?' One common method for ranking is 'like' counting, where the contribution with the most likes ranks first. This method is simple and easy to understand, but it privileges early contributions, which have more time to accumulate likes. In recent years several crowdsourcing companies have begun to use pairwise comparisons, backed by ranking algorithms. Ranking algorithms do not penalize late contributions. They also produce results faster. Ranking algorithms have proven to be at least 10 times faster than manual stack ranking. One drawback, however, is that ranking algorithms are more difficult to understand than like counting.

In 'How to Manage Crowdsourcing Platforms Effectively', Ivo Blohm states that there are four types of Crowdsourcing Platforms: Microtasking, Information Pooling, Broadcast Search, and Open Collaboration. They differ in the diversity and aggregation of contributions that are created. The diversity of information collected can either be homogenous or heterogenous. The aggregation of information can either be selective or integrative.

A lot of examples how crowdsourcing is utilized in practice exist. Some common categories of crowdsourcing can be used effectively in the commercial world, including crowdvoting, crowdsolving, crowdfunding, microwork, creative crowdsourcing, crowdsource workforce management, and inducement prize contests. Although this may not be an exhaustive list, the items cover the current major ways in which people use crowds to perform tasks.

## **Crowdvoting**



Crowdvoting occurs when a website gathers a large group's opinions and judgments on a certain topic. The Iowa Electronic Market is a prediction market that gathers crowds' views on politics and tries to ensure accuracy by having participants pay money to buy and sell contracts based on political outcomes.

Some of the most famous examples have made use of social media channels: Domino's Pizza, Coca-Cola, Heineken, and Sam Adams have thus crowdsourced a new pizza, bottle design, beer, and song, respectively. Threadless.com selects the T-shirts it sells by having users provide designs and vote on the ones they like, which are then printed and available for purchase.

The California Report Card (CRC), a program jointly launched in January 2014 by the Center for Information Technology Research in the Interest of Society and Lt. Governor Gavin Newsom, is an example of modern-day crowd voting. Participants access the CRC online and vote on six timely issues. Through principal component analysis, the users are then placed into an online 'café' in which they can present their own political opinions and grade the suggestions of other participants. This system aims to effectively involve the greater public in relevant political discussions and highlight the specific topics with which Californians are most concerned.

Crowdvoting's value in the movie industry was shown when in 2009 a crowd accurately predicting the success or failure of a movie based on its trailer, a feat that was replicated in 2013 by Google.

On reddit, users collectively rate web content, discussions and comments as well as questions posed to persons of interest in 'AMA' and AskScience online interviews.

In 2017, Project Fanchise purchased a team in the Indoor Football League and created the Salt Lake Screaming Eagles a fan run team. Using a mobile app the fans voted on the day-to-day operations of the team, the mascot name, signing of players and even the offensive playcalling during games.

### **Crowdsourcing creative work**

Creative crowdsourcing spans sourcing creative projects such as graphic design, crowdsourcing architecture, apparel design, movies, writing, company naming, illustration, etc. While crowdsourcing competitions have been used for decades in some creative fields (such as architecture), creative crowdsourcing has proliferated with the recent development of web-based platforms where clients can solicit a wide variety of creative work at lower cost than by traditional means.

### **Crowdsourcing in software development**

Crowdsourcing approach to software development is used by a number of companies. Notable examples are Topcoder and its parent company Wipro.

### **Crowdsourcing language-related data collection**



Crowdsourcing has also been used for gathering language-related data. For dictionary work, as was mentioned above, it was applied over a hundred years ago by the Oxford English Dictionary editors, using paper and postage. Much later, a call for collecting examples of proverbs on a specific topic (religious pluralism) was printed in a journal. Today, as ‘crowdsourcing’ has the inherent connotation of being web-based, such language-related data gathering is being conducted on the web by crowdsourcing in accelerating ways. Currently, a number of dictionary compilation projects are being conducted on the web, particularly for languages that are not highly academically documented, such as for the Oromo language. Software programs have been developed for crowdsourced dictionaries, such as WeSay. A slightly different form of crowdsourcing for language data has been the online creation of scientific and mathematical terminology for American Sign Language. Proverb collection is also being done via crowdsourcing on the Web, most innovatively for the Pashto language of Afghanistan and Pakistan. Crowdsourcing has been extensively used to collect high-quality gold standard for creating automatic systems in natural language processing (e.g. named entity recognition, entity linking).

### **Crowdsolving**

Crowdsolving is a collaborative, yet holistic, way of solving a problem using many people, communities, groups, or resources. It is a type of crowdsourcing with focus on complex and intellectually demanding problems requiring considerable effort, and quality/ uniqueness of contribution.

### **Crowdsearching**

Chicago-based startup Crowdfind, formerly "crowdfynd", uses a version of crowdsourcing best termed as crowdsearching, which differs from microwork in that no payment for taking part in the search is made. Their platform, through geographic location anchoring, builds a virtual search party of smartphone and Internet users to find lost items, pets, or persons, as well as returning them.

TrackR uses a system they call ‘crowd GPS’ to load Bluetooth identities to a central server to track lost or stolen items.

### **Crowdfunding**

Crowdfunding is the process of funding projects by a multitude of people contributing a small amount to attain a certain monetary goal, typically via the Internet. Crowdfunding has been used for both commercial and charitable purposes. The crowdfunding model that has been around the longest is rewards-based crowdfunding. This model is where people can prepurchase products, buy experiences, or simply donate. While this funding may in some cases go towards helping a business, funders are not allowed to invest and become shareholders via rewards-based crowdfunding.

Individuals, businesses, and entrepreneurs can showcase their businesses and projects to the entire world by creating a profile, which typically includes a short video introducing



their project, a list of rewards per donation, and illustrations through images. The goal is to create a compelling message towards which readers will be drawn. Funders make monetary contribution for numerous reasons:

1. They connect to the greater purpose of the campaign, such as being a part of an entrepreneurial community and supporting an innovative idea or product.
2. They connect to a physical aspect of the campaign like rewards and gains from investment.
3. They connect to the creative display of the campaign's presentation.
4. They want to see new products before the public.

The dilemma for equity crowdfunding in the US as of 2012 was how the Securities and Exchange Commission (SEC) is going to regulate the entire process. At the time, rules and regulations were being refined by the SEC, which had until January 1, 2013, to tweak the fundraising methods. The regulators were overwhelmed trying to regulate Dodd - Frank and all the other rules and regulations involving public companies and the way they trade. Advocates of regulation claimed that crowdfunding would open up the flood gates for fraud, called it the 'wild west' of fundraising, and compared it to the 1980s days of penny stock 'cold-call cowboys'. The process allows for up to \$1 million to be raised without some of the regulations being involved. Companies under the then-current proposal would have exemptions available and be able to raise capital from a larger pool of persons, which can include lower thresholds for investor criteria, whereas the old rules required that the person be an 'accredited' investor. These people are often recruited from social networks, where the funds can be acquired from an equity purchase, loan, donation, or ordering. The amounts collected have become quite high, with requests that are over a million dollars for software such as Trampoline Systems, which used it to finance the commercialization of their new software.

### **Mobile crowdsourcing**

Mobile crowdsourcing, involves activities that take place on smartphones or mobile platforms that are frequently characterized by GPS technology. This allows for real-time data gathering and gives projects greater reach and accessibility. However, mobile crowdsourcing can lead to an urban bias, as well as safety and privacy concerns.

### **Macrowork**

Macrowork tasks typically have these characteristics: they can be done independently, they take a fixed amount of time, and they require special skills. Macrotasks could be part of specialized projects or could be part of a large, visible project where workers pitch in wherever they have the required skills. The key distinguishing factors are that macrowork requires specialized skills and typically takes longer, while microwork requires no specialized skills.

### **Microwork**



Microwork is a crowdsourcing platform that allows users to do small tasks for which computers lack aptitude for low amounts of money. Amazon's popular Mechanical Turk has created many different projects for users to participate in, where each task requires very little time and offers a very small amount in payment. The Chinese versions of this, commonly called Witkey, are similar and include such sites as Taskcn.com and k68.cn. When choosing tasks, since only certain users 'win', users learn to submit later and pick less popular tasks to increase the likelihood of getting their work chosen. An example of a Mechanical Turk project is when users searched satellite images for a boat to find lost researcher Jim Gray. Based on an elaborate survey of participants in a microtask crowdsourcing platform, Gadiraju et al. have proposed a taxonomy of different types of microtasks that are crowdsourced. Two important questions in microtask crowdsourcing are dynamic task allocation and answer aggregation.

### **Simple projects**

Simple projects are those that require a large amount of time and skills compared to micro and macrowork. While an example of macrowork would be writing survey feedback, simple projects rather include activities like writing a basic line of code or programming a database, which both require a larger time commitment and skill level. These projects are usually not found on sites like Amazon Mechanical Turk, and are rather posted on platforms like Upwork that call for a specific expertise.

### **Complex projects**

Complex projects generally take the most time, have higher stakes, and call for people with very specific skills. These are generally 'one-off' projects that are difficult to accomplish and can include projects like designing a new product that a company hopes to patent. Tasks like that would be 'complex' because design is a meticulous process that requires a large amount of time to perfect, and also people doing these projects must have specialized training in design to effectively complete the project. These projects usually pay the highest, yet are rarely offered.

### **Inducement prize contests**

Web-based idea competitions or inducement prize contests often consist of generic ideas, cash prizes, and an Internet-based platform to facilitate easy idea generation and discussion. An example of these competitions includes an event like IBM's 2006 "Innovation Jam", attended by over 140,000 international participants and yielding around 46,000 ideas. Another example is the Netflix Prize in 2009. The idea was to ask the crowd to come up with a recommendation algorithm more accurate than Netflix's own algorithm. It had a grand prize of US\$1,000,000, and it was given to the BellKor's Pragmatic Chaos team which bested Netflix's own algorithm for predicting ratings, by 10.06%.

Another example of competition-based crowdsourcing is the 2009 DARPA balloon experiment, where DARPA placed 10 balloon markers across the United States and



challenged teams to compete to be the first to report the location of all the balloons. A collaboration of efforts was required to complete the challenge quickly and in addition to the competitive motivation of the contest as a whole, the winning team (MIT, in less than nine hours) established its own ‘collaborapetitive’ environment to generate participation in their team. A similar challenge was the Tag Challenge, funded by the US State Department, which required locating and photographing individuals in five cities in the US and Europe within 12 hours based only on a single photograph. The winning team managed to locate three suspects by mobilizing volunteers worldwide using a similar incentive scheme to the one used in the balloon challenge.

Open innovation platforms are a very effective way of crowdsourcing people’s thoughts and ideas to do research and development. The company InnoCentive is a crowdsourcing platform for corporate research and development where difficult scientific problems are posted for crowds of solvers to discover the answer and win a cash prize, which can range from \$10,000 to \$100,000 per challenge. InnoCentive, of Waltham, MA and London, England provides access to millions of scientific and technical experts from around the world. The company claims a success rate of 50% in providing successful solutions to previously unsolved scientific and technical problems. IdeaConnection.com challenges people to come up with new inventions and innovations and Ninesigma.com connects clients with experts in various fields. The X Prize Foundation creates and runs incentive competitions offering between \$1 million and \$30 million for solving challenges. Local Motors is another example of crowdsourcing. A community of 20,000 automotive engineers, designers, and enthusiasts competes to build off-road rally trucks.

### **Implicit crowdsourcing**

Implicit crowdsourcing is less obvious because users do not necessarily know they are contributing, yet can still be very effective in completing certain tasks. Rather than users actively participating in solving a problem or providing information, implicit crowdsourcing involves users doing another task entirely where a third party gains information for another topic based on the user’s actions.

A good example of implicit crowdsourcing is the ESP game, where users guess what images are and then these labels are used to tag Google images. Another popular use of implicit crowdsourcing is through reCAPTCHA, which asks people to solve CAPTCHAs to prove they are human, and then provides CAPTCHAs from old books that cannot be deciphered by computers, to digitize them for the web. Like many tasks solved using the Mechanical Turk, CAPTCHAs are simple for humans, but often very difficult for computers.

Piggyback crowdsourcing can be seen most frequently by websites such as Google that data-mine a user’s search history and websites to discover keywords for ads, spelling corrections, and finding synonyms. In this way, users are unintentionally helping to modify existing systems, such as Google’s AdWords.



## Health-care crowdsourcing

Research has emerged that outlines the use of crowdsourcing techniques in the public health domain. The collective intelligence outcomes from crowdsourcing are being generated in three broad categories of public health care - health promotion, health research, and health maintenance. Crowdsourcing also enables researchers to move from small homogeneous groups of participants to large heterogeneous groups, beyond convenience samples such as students or higher educated people. The SESH group focuses on using crowdsourcing to improve health.

## Crowdsourcing in agriculture

Crowdsourcing research also reaches to the field of agriculture. This is mainly to give the farmers and experts a kind of help in identification of different types of weeds from the fields and also to give them the best way to remove the weeds from fields.

## Crowdsourcing in cheating in bridge

Boye Brogeland initiated a crowdsourcing investigation of cheating by top-level bridge players that showed several players were guilty, which led to their suspension.

## Crowdsifting

Crowdsifting (crowd-sifting) is a form of crowdsourcing by which self-selected participants with specialized disciplinary knowledge, skills and interests examine a specific topic at large scale.

## Crowdshipping

Crowdshipping (crowd-shipping) is a peer-to-peer shipping service, usually conducted via an online platform or marketplace. There are several methods that have been categorized as crowd-shipping:

- Travelers heading in the direction of the buyer, and are willing to bring the package as part of their luggage for a reward.
- Truck drivers whose route lies along the buyer's location and who are willing to take extra items in their truck.
- Community-based platforms that connect international buyers and local forwarders, by allowing buyers to use forwarder's address as purchase destination, after which forwarders ship items further to the buyer.

A number of motivations exist for businesses to use crowdsourcing to accomplish their tasks, find solutions for problems, or to gather information. These include the ability to offload peak demand, access cheap labor and information, generate better results, access a wider array of talent than might be present in one organization, and undertake problems that would have been too difficult to solve internally. Crowdsourcing allows businesses to submit problems on which contributors can work, on topics such as science, manufacturing, biotech, and medicine, with monetary rewards for successful



solutions. Although crowdsourcing complicated tasks can be difficult, simple work tasks can be crowdsourced cheaply and effectively.

Crowdsourcing also has the potential to be a problem-solving mechanism for government and nonprofit use. Urban and transit planning are prime areas for crowdsourcing. One project to test crowdsourcing's public participation process for transit planning in Salt Lake City was carried out from 2008 to 2009, funded by a U.S. Federal Transit Administration grant. Another notable application of crowdsourcing to government problem solving is the Peer to Patent Community Patent Review project for the U.S. Patent and Trademark Office.

Researchers have used crowdsourcing systems like the Mechanical Turk to aid their research projects by crowdsourcing some aspects of the research process, such as data collection, parsing, and evaluation. Notable examples include using the crowd to create speech and language databases, and using the crowd to conduct user studies. Crowdsourcing systems provide these researchers with the ability to gather large amounts of data. Additionally, using crowdsourcing, researchers can collect data from populations and demographics they may not have had access to locally, but that improve the validity and value of their work.

Artists have also used crowdsourcing systems. In his project called the Sheep Market, Aaron Koblin used Mechanical Turk to collect 10,000 drawings of sheep from contributors around the world. Sam Brown (artist) leverages the crowd by asking visitors of his website explodingdog to send him sentences that he uses as inspirations for paintings. Art curator Andrea Grover argues that individuals tend to be more open in crowdsourced projects because they are not being physically judged or scrutinized. As with other crowdsourcers, artists use crowdsourcing systems to generate and collect data. The crowd also can be used to provide inspiration and to collect financial support for an artist's work.

Additionally, crowdsourcing from 100 million drivers is being used by INRIX to collect users' driving times to provide better GPS routing and real-time traffic updates.

## **Demographics**

The crowd is an umbrella term for the people who contribute to crowdsourcing efforts. Though it is sometimes difficult to gather data about the demographics of the crowd, a study by Ross et al. surveyed the demographics of a sample of the more than 400,000 registered crowdworkers using Amazon Mechanical Turk to complete tasks for pay. A previous study in 2008 by Ipeirotis found that users at that time were primarily American, young, female, and well-educated, with 40% earning more than \$40,000 per year. In November 2009, Ross found a very different Mechanical Turk population, 36% of which was Indian. Two-thirds of Indian workers were male, and 66% had at least a bachelor's degree. Two-thirds had annual incomes less than \$10,000, with 27% sometimes or always depending on income from Mechanical Turk to make ends meet.



The average US user of Mechanical Turk earned \$2.30 per hour for tasks in 2009, versus \$1.58 for the average Indian worker.[citation needed] While the majority of users worked less than five hours per week, 18% worked 15 hours per week or more. This is less than minimum wage in the United States (but not in India), which Ross suggests raises ethical questions for researchers who use crowdsourcing.

The demographics of Microworkers.com differ from Mechanical Turk in that the US and India together account for only 25% of workers; 197 countries are represented among users, with Indonesia (18%) and Bangladesh (17%) contributing the largest share. However, 28% of employers are from the US.

Another study of the demographics of the crowd at iStockphoto found a crowd that was largely white, middle- to upper-class, higher educated, worked in a so-called 'white-collar job' and had a high-speed Internet connection at home. In a crowd-sourcing diary study of 30 days in Europe the participants were predominantly higher educated women.

Studies have also found that crowds are not simply collections of amateurs or hobbyists. Rather, crowds are often professionally trained in a discipline relevant to a given crowdsourcing task and sometimes hold advanced degrees and many years of experience in the profession. Claiming that crowds are amateurs, rather than professionals, is both factually untrue and may lead to marginalization of crowd labor rights.

G. D. Saxton et al. (2013) studied the role of community users, among other elements, during his content analysis of 103 crowdsourcing organizations. Saxton et al. developed a taxonomy of nine crowdsourcing models (intermediary model, citizen media production, collaborative software development, digital goods sales, product design, peer-to-peer social financing, consumer report model, knowledge base building model, and collaborative science project model) in which to categorize the roles of community users, such as researcher, engineer, programmer, journalist, graphic designer, etc., and the products and services developed.

### **Contributors and motivations (for online participation)**

Many scholars of crowdsourcing suggest that both intrinsic and extrinsic motivations cause people to contribute to crowdsourced tasks and these factors influence different types of contributors. For example, students and people employed full-time rate human capital advancement as less important than part-time workers do, while women rate social contact as more important than men do.

Intrinsic motivations are broken down into two categories: enjoyment-based and community-based motivations. Enjoyment-based motivations refer to motivations related to the fun and enjoyment that contributors experience through their participation. These motivations include: skill variety, task identity, task autonomy, direct feedback from the job, and pastime. Community-based motivations refer to motivations related to community participation, and include community identification and social contact. In crowdsourced journalism, the motivation factors are intrinsic: the



crowd is driven by a possibility to make social impact, contribute to social change and help their peers.

Extrinsic motivations are broken down into three categories: immediate payoffs, delayed payoffs, and social motivations. Immediate payoffs, through monetary payment, are the immediately received compensations given to those who complete tasks. Delayed payoffs are benefits that can be used to generate future advantages, such as training skills and being noticed by potential employers. Social motivations are the rewards of behaving pro-socially, such as the altruistic motivations of online volunteers. Chandler and Kapelner found that US users of the Amazon Mechanical Turk were more likely to complete a task when told they were going to “help researchers identify tumor cells”, than when they were not told the purpose of their task. However, of those who completed the task, quality of output did not depend on the framing of the task.

Motivation factors in crowdsourcing are often a mix of intrinsic and extrinsic factors. In a crowdsourced law-making project, the crowd was motivated by a mix of intrinsic and extrinsic factors. Intrinsic motivations included fulfilling civic duty, affecting the law for sociotropic reasons, to deliberate with and learn from peers. Extrinsic motivations included changing the law for financial gain or other benefits. Participation in crowdsourced policy-making was an act of grassroots advocacy, whether to pursue one's own interest or more altruistic goals, such as protecting nature.

Another form of social motivation is prestige or status. The International Children's Digital Library recruits volunteers to translate and review books. Because all translators receive public acknowledgment for their contributions, Kaufman and Schulz cite this as a reputation-based strategy to motivate individuals who want to be associated with institutions that have prestige. The Mechanical Turk uses reputation as a motivator in a different sense, as a form of quality control. Crowdworkers who frequently complete tasks in ways judged to be inadequate can be denied access to future tasks, providing motivation to produce high-quality work.

## **Requesters**

Using crowdsourcing through means such as Amazon Mechanical Turk can help provide researchers and requesters with an already established infrastructure for their projects, allowing them to easily use a crowd and access participants from a diverse culture background. Using crowdsourcing can also help complete the work for projects that would normally have geographical and population size limitations.

## **Participation in crowdsourcing**

Despite the potential global reach of IT applications online, recent research illustrates that differences in location affect participation outcomes in IT-mediated crowds.

At least six major topics cover the limitations and controversies about crowdsourcing:

1. Impact of crowdsourcing on product quality
2. Entrepreneurs contribute less capital themselves



3. Increased number of funded ideas
4. The value and impact of the work received from the crowd
5. The ethical implications of low wages paid to crowdworkers
6. Trustworthiness and informed decision making

### **Impact of crowdsourcing on product quality**

Crowdsourcing allows anyone to participate, allowing for many unqualified participants and resulting in large quantities of unusable contributions. Companies, or additional crowdworkers, then have to sort through all of these low-quality contributions. The task of sorting through crowdworkers' contributions, along with the necessary job of managing the crowd, requires companies to hire actual employees, thereby increasing management overhead. For example, susceptibility to faulty results is caused by targeted, malicious work efforts. Since crowdworkers completing microtasks are paid per task, often a financial incentive causes workers to complete tasks quickly rather than well. Verifying responses is time-consuming, so requesters often depend on having multiple workers complete the same task to correct errors. However, having each task completed multiple times increases time and monetary costs.

Crowdsourcing quality is also impacted by task design. Lukyanenko et al. argue that, the prevailing practice of modeling crowdsourcing data collection tasks in terms of fixed classes (options), unnecessarily restricts quality. Results demonstrate that information accuracy depends on the classes used to model domains, with participants providing more accurate information when classifying phenomena at a more general level (which is typically less useful to sponsor organizations, hence less common). Further, greater overall accuracy is expected when participants could provide free-form data compared to tasks in which they select from constrained choices.

Just as limiting, oftentimes the scenario is that just not enough skills or expertise exist in the crowd to successfully accomplish the desired task. While this scenario does not affect 'simple' tasks such as image labeling, it is particularly problematic for more complex tasks, such as engineering design or product validation. In these cases, it may be difficult or even impossible to find the qualified people in the crowd, as their voices may be drowned out by consistent, but incorrect crowd members. However, if the difficulty of the task is even 'intermediate' in its difficulty, estimating crowdworkers' skills and intentions and leveraging them for inferring true responses works well, albeit with an additional computation cost.

Crowdworkers are a nonrandom sample of the population. Many researchers use crowdsourcing to quickly and cheaply conduct studies with larger sample sizes than would be otherwise achievable. However, due to limited access to the Internet, participation in low developed countries is relatively low. Participation in highly developed countries is similarly low, largely because the low amount of pay is not a strong motivation for most users in these countries. These factors lead to a bias in the



population pool towards users in medium developed countries, as deemed by the human development index.

The likelihood that a crowdsourced project will fail due to lack of monetary motivation or too few participants increases over the course of the project. Crowdsourcing markets are not a first-in, first-out queue. Tasks that are not completed quickly may be forgotten, buried by filters and search procedures so that workers do not see them. This results in a long-tail power law distribution of completion times. Additionally, low-paying research studies online have higher rates of attrition, with participants not completing the study once started. Even when tasks are completed, crowdsourcing does not always produce quality results. When Facebook began its localization program in 2008, it encountered some criticism for the low quality of its crowdsourced translations.

One of the problems of crowdsourcing products is the lack of interaction between the crowd and the client. Usually little information is known about the final desired product, and often very limited interaction with the final client occurs. This can decrease the quality of product because client interaction is a vital part of the design process.

An additional cause of the decrease in product quality that can result from crowdsourcing is the lack of collaboration tools. In a typical workplace, coworkers are organized in such a way that they can work together and build upon each other's knowledge and ideas. Furthermore, the company often provides employees with the necessary information, procedures, and tools to fulfill their responsibilities. However, in crowdsourcing, crowdworkers are left to depend on their own knowledge and means to complete tasks.

A crowdsourced project is usually expected to be unbiased by incorporating a large population of participants with a diverse background. However, most of the crowdsourcing works are done by people who are paid or directly benefit from the outcome (e.g. most of open source projects working on Linux). In many other cases, the end product is the outcome of a single person's endeavour, who creates the majority of the product, while the crowd only participates in minor details.

### **Entrepreneurs contribute less capital themselves**

To make an idea turn into a reality, the first component needed is capital. Depending on the scope and complexity of the crowdsourced project, the amount of necessary capital can range from a few thousand dollars to hundreds of thousands, if not more. The capital-raising process can take from days to months depending on different variables, including the entrepreneur's network and the amount of initial self-generated capital.

The crowdsourcing process allows entrepreneurs to access to a wide range of investors who can take different stakes in the project. In effect, crowdsourcing simplifies the capital-raising process and allows entrepreneurs to spend more time on the project itself and reaching milestones rather than dedicating time to get it started. Overall, the



simplified access to capital can save time to start projects and potentially increase efficiency of projects.

Opponents of this issue argue easier access to capital through a large number of smaller investors can hurt the project and its creators. With a simplified capital-raising process involving more investors with smaller stakes, investors are more risk-seeking because they can take on an investment size with which they are comfortable. This leads to entrepreneurs losing possible experience convincing investors who are wary of potential risks in investing because they do not depend on one single investor for the survival of their project. Instead of being forced to assess risks and convince large institutional investors why their project can be successful, wary investors can be replaced by others who are willing to take on the risk.

There are translation companies and several users of translations who pretend to use crowdsourcing as a means for drastically cutting costs, instead of hiring professional translators. This situation has been systematically denounced by IAPTland other translator organizations.

### **Increased number of funded ideas**

The raw number of ideas that get funded and the quality of the ideas is a large controversy over the issue of crowdsourcing.

Proponents argue that crowdsourcing is beneficial because it allows niche ideas that would not survive venture capitalist or angel funding, many times the primary investors in startups, to be started. Many ideas are killed in their infancy due to insufficient support and lack of capital, but crowdsourcing allows these ideas to be started if an entrepreneur can find a community to take interest in the project.

Crowdsourcing allows those who would benefit from the project to fund and become a part of it, which is one way for small niche ideas get started. However, when the raw number of projects grows, the number of possible failures can also increase. Crowdsourcing assists niche and high-risk projects to start because of a perceived need from a select few who seek the product. With high risk and small target markets, the pool of crowdsourced projects faces a greater possible loss of capital, lower return, and lower levels of success.

### **Concerns**

Because crowdworkers are considered independent contractors rather than employees, they are not guaranteed minimum wage. In practice, workers using the Amazon Mechanical Turk generally earn less than the minimum wage. In 2009, it was reported that United States Turk users earned an average of \$2.30 per hour for tasks, while users in India earned an average of \$1.58 per hour, which is below minimum wage in the United States (but not in India). Some researchers who have considered using Mechanical Turk to get participants for research studies, have argued that the wage conditions might be unethical. However, according to other research, workers on Amazon



Mechanical Turk do not feel they are exploited, and are ready to participate in crowdsourcing activities in the future. When Facebook began its localization program in 2008, it received criticism for using free labor in crowdsourcing the translation of site guidelines.

Typically, no written contracts, nondisclosure agreements, or employee agreements are made with crowdworkers. For users of the Amazon Mechanical Turk, this means that requestors decide whether users' work is acceptable, and reserve the right to withhold pay if it does not meet their standards. Critics say that crowdsourcing arrangements exploit individuals in the crowd, and a call has been made for crowds to organize for their labor rights.

Collaboration between crowd members can also be difficult or even discouraged, especially in the context of competitive crowd sourcing. Crowdsourcing site InnoCentive allows organizations to solicit solutions to scientific and technological problems - only 10.6% of respondents report working in a team on their submission. Amazon Mechanical Turk workers collaborated with academics to create a platform, WeAreDynamo.org, that allows them to organize and create campaigns to better their work situation.

### **Irresponsible crowdsourcing**

The popular forum website reddit came under the spotlight during the first few days after the events of the Boston Marathon bombing as it showed how powerful social media and crowdsourcing could be. Reddit was able to help many victims of the bombing as they sent relief and some even opened up their homes, all being communicated very efficiently on their site. However, Reddit soon came under fire after they started to crowdsource information on the possible perpetrators of the bombing. While the FBI received thousands of photos from average citizens, the website also started to focus on crowdsourcing their own investigation, with the information that they were crowdsourcing. Eventually, Reddit members claimed to have found 4 bombers but all were innocent, including a college student who had committed suicide a few days before the bombing. The problem was exacerbated when the media also started to rely on Reddit as their source for information,[citation needed] allowing the misinformation to spread almost nationwide. The FBI has since warned the media to be more careful of where they are getting their information but Reddit's investigation and its false accusations opened up questions about what should be crowdsourced and the unintended consequences of irresponsible crowdsourcing.

<https://en.wikipedia.org/wiki/Crowdsourcing>

## **4. 'The Creativity of Crowds'**

Below, an interesting article by Christopher Steiner which refers directly to the creative aspect of masses is presented. Also, the fundamentals of the crowdsourcing idea can be found in its text/content.



In 1922 publishing baron colonel Robert McCormick promised \$50,000 to the architect who produced the best design for a tower to house the Chicago Tribune. The competition attracted 263 entries (and the winner's neo-Gothic 36-story building still stands). Now Chicagoans Ross Kimbarovsky, 38, and Michael Samson, 49, want to bring that same competition model to the graphic design business - and help thousands of struggling entrepreneurs in the process.

Their company, CrowdSpring.com, allows buyers to run competitions for company logos, Web sites, T-shirts and the like. For buyers of designs, that means more choice at a fraction of the cost; for aspiring designers, it means a shot at stealing work from entrenched design firms.

"The beauty of our site is that it doesn't matter if you have a degree from the Rhode Island School of Design or if you're a grandma in Tennessee with a bunch of free time and Adobe Illustrator," says Samson. "If the client likes the grandma's work better, then she's going to get the job."

The twosome didn't make a beeline to Web land. Kimbarovsky, an intellectual property lawyer, met Samson, a film producer, 20 years ago, when Kimbarovsky started dating Samson's cousin (now his wife). In 2006 Samson was struggling to outsource postproduction work to India, while Kimbarovsky was running into trouble with a design shop that kept bungling a face-lift of his law firm's Web site. Initially, the two imagined a matchmaking service for buyers and sellers of everything from wedding planning to landscaping. They settled on graphic design because the product could be rendered and exchanged digitally with minimal overhead. In six months they rustled up \$3 million from 16 business associates around Chicago.

The concept is compelling. An established interactive-design firm like Razorfish or Critical Mass might demand a \$5,000 retainer to take on a project; CrowdSpring lets customers load rough specs into the site and pledge as little as \$200 to the winner (higher purses, however, lure more artists). Designers compete by posting their work, gratis, for all to see, and buyers can offer instant feedback. CrowdSpring's cut: 15% of the pledged amount, meaning that on a \$500 project, \$500 goes to the winning designer and \$75 to CrowdSpring. If at least 25 designs come in, you're obliged to buy one, even if you don't like any of them; if fewer than 25 come in, you can get your money back.

Venture capitalist Guy Kawasaki, who recently put up \$500 for a T-shirt design to sell on his Web site, received 230 entrants and garnered a lot of traffic for CrowdSpring from Kawasaki's huge global reader base. Last August Kimberlee Dushinski, a self-employed mobile-marketing consultant, offered \$250 for a new company logo; five days later she had 112 to choose from. "This gave me the opportunity to work with several great designers, something that wouldn't have been possible otherwise," she says.



CrowdSpring eats its own cooking. It offered \$5,000 for its Web site design, done by a college student in the Netherlands. CrowdSpring's logo, a clever silhouette of a man's torso leaping with the force of a spring below, came from a janitor in Toronto with no formal design training. Cost: \$200.

On the supply side, freelance designers--some 80,000 in the U.S.--need lots of help. Sarah Urbanek couldn't find a drop of work until she went on CrowdSpring, where the 28-year-old Titusville, Fla. designer has since snared 37 projects. "It's been a total savior to me," she says.

While scores of so-called business-to-business Web startups have flamed out groping for immature or insignificant markets, CrowdSpring, now with nine employees, is showing some legs. Some 5 million new companies come online every year and most need design work. Since its launch last May CrowdSpring has registered nearly 2,400 buyers from 35 countries--and 12,200 designers from more than 130. "We have clients chasing good designers rather than desperate designers chasing work," says Kimbarovsky. About 1,900 projects, worth an average of \$400, have closed so far, yielding a little over \$100,000 in revenues. Assuming the founders can manage their cash (they won't share their monthly burn rate), they expect to turn a profit in mid-2010.

How to land higher-dollar gigs? The site's premium Pro option (minimum pledge: \$1,000) appeals to larger buyers--such as packaged-food-giant ConAgra Foods --by allowing them to veil the submissions, so as not to tip off the competition. (ConAgra confirms it has tapped CrowdSpring to spruce up some of its brands but won't provide details.)

Competition lurks. Sites like Elance.com and Guru.com offer a big pool of freelancers for everything from legal to design work. But those sites don't do much to help untested freelancers. After a buyer posts a project, vendors advertise existing portfolios, but they don't take a preliminary stab at the work. Seasoned players usually win out.

Yet another challenge: dealing with pushback from the established design community, which has started a campaign called NoSpec, urging designers not to work in advance of getting paid. "You can't go to the new restaurant at the top of Trump Tower, ask for a taste and then decide if you're going to pay," says Catherine Brownlee, director of the Association of Professional Design Firms.

Not that Kimbarovsky feels the need to justify CrowdSpring's competitive approach. "In the design world, the gatekeepers are fighting hard to keep the status quo," he says. "Now if you live in India or Peoria you can buy a computer and sophisticated software for a little bit of money and compete with big agencies--and they don't like that."  
(<https://www.forbes.com/forbes/2009/0216/062.html>)



## 5. 'Why Designers Hate Crowdsourcing'

Below, an interesting article by Mike Isaac is presented - it specifically touches the not-so-great aspects of design(s) crowdsourcing that is from the (fair) designers' perspective.

Mix crowdsourcing, the Internet and a huge pool of underemployed graphic designers, and the outcome is a company that's grabbed a great deal of attention. In the two and a half years since it launched, Web startup 99designs out of Melbourne, Australia, boasts that it's helped to broker 48,000 graphic design projects for big name clients like Adidas and DISH Network as well as for thousands of small businesses.

Acting as a middleman between business owners and graphic designers, the 99designs site hosts contests in which clients post their needs--website design, logos, print packages--and designers compete to fill them. Instead of bidding for the job, designers submit finished work tailored to the client specifications in the contest listing. 99designs calls it a win-win scenario: Its clients gain access to the site's pool of 73,000 active designers, while the designers are given a chance to compete for "upwards of \$600,000 in awards paid out monthly."

The company seems to be winning too. It says it will generate \$12 million in revenues this year, is growing at a 10% monthly clip and has opened a San Francisco office to handle its business development and marketing.

But many in the graphic design community say 99designs isn't such a good thing.

"99designs is something akin to a Walmart," says Dan Ibarra, industry veteran and co-founder of Aesthetic Apparatus, a Minneapolis design studio. "It's not necessarily dedicated to bringing you good work, but to bring you a lot of it. That's not necessarily better."

Ibarra's thoughts echo the general response from designers to a 2009 article Forbes ran on a 99designs look-alike called Crowdspring.com. Many critics of Crowdspring's business model directed readers to NO!SPEC.com, an online campaign dedicated to educating the public about the risks of speculative work--which is, as defined by NO!SPEC, work in which the designer "invests time and resources with no guarantee of payment," a "huge gamble" for designers competing against thousands of others.

99designs' main selling point is exactly that: The company prides itself on its crowdsourcing business model, boasting of its ability to bring the client as many designs as possible from anyone who wants to participate. "A new design is uploaded to the site every seven seconds," says site cofounder Matt Mickiewicz, with "quality that I would argue is as good or better as any freelance designers out there."



Earning the title of 'designer' on 99designs is as easy as filling out an online registration form.

"It doesn't matter if you're 18 or 60," says Mickiewicz, making a case for merit-based design competitions on a levelled playing field. Technically, you must be 18 years old to sign a contract to submit work to the site. But 99designs doesn't appear to be very strict about enforcing that. People claiming to be as young as 11 years old that have posted designs. But the competition is stiff. For each project, 99designs says an average of 95 designs is submitted.

Design professionals do concede that the site is attractive to art school students and others just starting out. "The populist element is very appealing," says Richard Grefé, executive director of the American Institute of Graphic Arts, a professional association for designers. "Clients may be satisfied with that, but they're losing out on the full experience of design."

It's this lack of experience that irks designers the most. Clients post a brief to 99designs' website in which they tell the designers what the company is looking for, but there's no guarantee the client will provide feedback to the designers who seem to be getting it right. (99designs does encourage "continual feedback" between client and designers.) "The initial back-and-forth process of consultation between client and designer is crucial to the design process," says Grefé.

While clients may or may not be getting "Walmart-quality" designs, they're certainly paying Walmart prices. Logo pay-outs can run as low as \$211, while a webpage design package starts at just \$499--rates considered absurdly low by some in the business.

"AIGA would never come up with a piecework price list for design," scoffs Grefé. "It's a pricing structure that does not relate to value."

As larger companies turn to 99designs and the crowdsourcing model, industry professionals are paying closer attention, whether they like it or not. "We're trying to understand and respect the shift in the marketplace while still trying to protect the integrity of design," says Grefé. "It's clear that social media is changing the marketplace." (<https://www.forbes.com/2010/07/09/99designs-spec-graphic-technology-future-design-crowdsourcing.html>)

## 6. Selection of DesignCrowd platform

Our first debate was about developing our own platform which would serve as tool for design(s) crowdsourcing or utilizing one of the existing ones. We decided for the later option, however, we had to carefully determine the parameters based on which we, in the next phase, selected the one which we then used.



The process of selection of the DesignCrowd platform can be found in the document, titled [6.]Selection of DesignCrowd platform (.pdf), which is included in the same file as this document.

In the table below, the parameters/categories and scorings related to the stated selection are presented (for in-depth analysis refer to the next chapter).

PROVIDER	LOGO	CORPORATE IDENTITY	STICKER	LABEL	PROCESS STAGES												
<a href="https://www.crowdstudio.in/">https://www.crowdstudio.in/</a>	158 USD	408 USD	n/a	n/a	n/a	create an account	3	design brief	4	receive	4	feedback	5	favorite	3	n/a	
<a href="https://graphicriver.net/">https://graphicriver.net/</a>	29 USD/month		n/a	n/a	n/a	templates	4		n/a		n/a		n/a		n/a	n/a	
<a href="https://www.crowdspring.com/">https://www.crowdspring.com/</a>	199 USD		n/a	n/a	n/a	creative brief	3	project details	4	review	4	payment	3		n/a	n/a	
<a href="https://99designs.com/">https://99designs.com/</a>	299 USD	599 USD	5	n/a	n/a	design brief	3	design package	5	launch contest	3	receive	5	feedback	3	favorite	3
<a href="https://99designs.co.uk/">https://99designs.co.uk/</a>	209 GBP		n/a	n/a	n/a	design brief	3	design package	5	launch contest	3	receive	5	feedback	3	favorite	3
<a href="http://www.designcrowd.com/">http://www.designcrowd.com/</a>	> 150 USD	> 100 EUR	5	400 USD (win glasses + box)	> 150 USD	e-mail	4	contest	5	similar to others & 1st receive	5		n/a		n/a	n/a	
<a href="https://www.48hourslogo.com/">https://www.48hourslogo.com/</a>	29 USD		n/a	n/a	n/a	description	5	contest	5	initial payment	2	OR	3	guaranteed prize	4		n/a
<a href="https://logotourname.com/">https://logotourname.com/</a>	prize (> 275 USD)		n/a	n/a	n/a	name	4	audience	5	ideas	3	prize	3	upgrades	5	payment	3
<a href="http://www.designcompetition.com/design-competitions-platforms.php">http://www.designcompetition.com/design-competitions-platforms.php</a>																	
<b>100% money back guarantees (conditions applied and no commission fee returned)</b>																	

We also find an interesting statement which backed up our decision to use the DesignCrowd platform (accessible via the following link: <https://www.designcrowd.com/>) for the I-CON project’s pilot action: “While design quality is one of our top priorities, affordability is another. For both of these reasons, I trust you will find the perfect design solution with DesignCrowd.”



## 7. Introduction to and actions plan (including methodology) related to DesignCrowd platform

Let's start with the explanation what the DesignCrowd platform actually is.

*DesignCrowd is an online logo design service and marketplace for website design contests and almost any other type of graphic design you can think of. Businesses/people that need a design can use DesignCrowd to run a Design Contest and get the best design possible or run a Freelance Graphic Design Job to save money.*

*We have a global designer community specializing in all areas of design, including; Logo designers, Web designers, Graphic and Brochure designers from the USA, the UK, Europe, Australia and India. You can harness the collective creativity of these designers using the design crowdsourcing model and find the best design available by running a Design Contest on DesignCrowd.*

*Already know exactly what you want on your design and just need someone to do it for you? Or maybe your design is too complex to run as a contest (for e.g. a multi-page website)? If so, you can also run a Freelance Job where designers are invited to submit their interest to work on your project and you choose the best designer for the job. Once a designer is chosen, DesignCrowd will provide you with the necessary tools to begin working one-on-one with them to produce your design.*

*When using DesignCrowd, the entire design process, end-to-end, is managed within the DesignCrowd website. From brief definition, to communicating with designers, to receiving your designs, and payment - the DesignCrowd marketplace is all you need.*

*In summary, use DesignCrowd as your agent to help you find the best design possible, reduce your risk, and provide protection. Thousand of customers have already used DesignCrowd by crowdsourcing logo design, web design and more. Read the DesignCrowd reviews to see some feedback from happy customers. (<https://www.designcrowd.com/help/article/what-is-designcrowd>)*

In the same file, together with this document, one can also find a video, titled [7.] Introduction to and actions plan (including methodology) related to DesignCrowd platform (.mp4), which briefly shows what is the DesignCrowd platform and how it works.

### **Developing joint cooperation strategy and action plan - CROWDSOURCING PLATFORM USABILITY ACTION PLAN**

For the purpose of preparing this document, that is the sustainability strategy related to the I-CON project's CDP pilot action, we 'overhauled' the original document of the deliverable D.T1.4.2 and it is presented below.



## Introduction

A previous version of Deliverable D.T1.4.2: ‘Crowdsourcing platform usability action plan’ was submitted on February 2017. The original version of this deliverable (chapter 1 Crowdsourcing platform (CDP): Criteria definition and selection in the present document) included exclusively the analysis of several available crowd design platforms, and the selection of the most suitable one for the I-CON purpose following a criteria definition. Purpose of the platform is from one side bring designers and another side food producers, who are looking for good design.

After the creation of the I-CON Atlas mapping tool and the selection and the exhaustive use of the DesignCrowd platform as I-CON crowdsourcing platform, the present update version of D.T1.4.2 includes two additional chapters (chapters 2 and 3). Chapter 2 presents the ultimate guide for the I-CON Atlas mapping tool and, subsequently, the DesignCrowd platform users, presenting the crucial phases/steps related to the previously stated tool and platform to assist the users to fully and optimally utilize both of them. Within I-CON project, a pilot action will be carried out on CrowdDesign platform usability testing. Based on regional demonstration events min 200 platform users will verify the appropriateness of the platform and its integration into the mentoring scheme support. Chapter 3 collects I-CON partners’ instructions for the correct implementation of the regional pilot action on DesignCrowd platform use.

The final structure of Deliverable D.T1.4.2 can be found below:

- Chapter 1. Crowdsourcing platform (CDP): Criteria definition & selection;
- Chapter 2. I-CON atlas mapping tool & DesignCrowd platform users’ manual;
- Chapter 3. I-CON regional pilot action on DesignCrowd platform use: partners’ instructions.

### Chapter 1. Crowdsourcing platform (CDP): Criteria definition & selection

In order to be able to reach the output set e.g. Crowd design platform and corresponding Action plan it is necessary to define steps to be taken while developing this joint cooperation strategy. Under steps it is understood to have criteria definition of most suitable design of a crowd-sourcing platform, ability of user requirements, definition of technical and EU regulation normative and process itself (information flow). The last one can be made through concrete pre-testing, where data collected is used for Action plan and guidelines for users in pilot actions.

#### Platform (Crowdsourcing platform definition)

Crowdsourcing is a specific sourcing model in which individuals or organizations use contributions from Internet users to obtain needed services or ideas.

Crowdsourcing was coined in 2005 as a portmanteau of crowd and outsourcing. This mode of sourcing to divide work between participants to achieve a cumulative result was already successful before the digital age (i.e., "offline").



Crowdsourcing is distinguished from outsourcing in that the work can come from an undefined public (instead of being commissioned from a specific, named group) and in that crowdsourcing includes a mix of bottom-up and top-down processes.

Advantages of using crowdsourcing may include improved costs, speed, quality, flexibility, scalability, or diversity.

Crowdsourcing in the form of idea competitions or innovation contests provides a way for organizations to learn beyond what their "base of minds" of employees provides (e.g., LEGO Ideas).

Crowdsourcing can also involve rather tedious "microtasks" that are performed in parallel by large, paid crowds (e.g., Amazon Mechanical Turk).

Crowdsourcing has also been used for noncommercial work and to develop common goods (e.g., Wikipedia). Arguably the best-known example of crowdsourcing as of 2015 is crowdfunding, the collection of funds from the crowd (e.g., Kickstarter). (<https://en.wikipedia.org/wiki/Crowdsourcing>)

Above stated definition, taken from Wikipedia perfectly describes the advantages of this tool in comparison to other classical ways of obtaining knowledge or services from external sources. Accordingly to project targets fit perfectly to be examined and where possible adapted to the needs of SMEs coming from food processing industry.

### Criteria definition

A selected platform should comply with following requirements:

- globally available - from any internet accessing point;
- "fuzzy logic" for easy use (guidelines through logical steps);
- safety (secured payment of services);
- minimum communication in English;
- allowing users to customize the search accordingly to its needs;
- price (cost efficiency, price-value ratio, additional services availability - discounts);
- 100% money back guarantees (exception commission fee returned);
- time efficiency - from order to delivery (optioning);
- protection of rights (IPR issues);
- claims of the customer (post-sale services);
- supply (offer) side should represent a huge base of global providers;

### Offer on the market

NOTE: Not all platforms provided all of the required information, namely price models and deeper access (registration and other conditions required), therefore it is rather difficult to directly benchmark various platforms.

Through desk research and upon some information from business partners following platforms attracted our attention.



## CrowdStudio

<https://www.crowdstudio.in/>



### What design do you need?

**Logo**  
from Rs. 9,500

**Business card**  
from Rs. 5,500

**Stationery**  
Business card, letter-head envelope  
from Rs. 9,500

**POPULAR**

**Complete brand identity**  
from Rs. 24,500

- Logo
- Business card
- Letterhead
- Envelope
- Facebook cover

**Need Some other kind of design?**  
We can help you with an individual designer to get other type of designs like brochure, poster, t-shirt etc.

**Looking for web design & development?**

We can help you connect to top web design agencies to get your project done.

[Request a quote](#)

**Need an explainer video?**

We can help you explain your ideas, products and services through simple and shareable explainer videos.

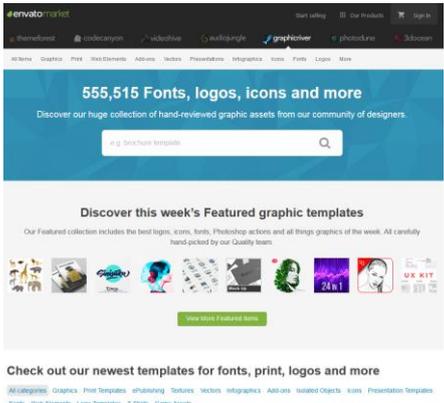
[Request a quote](#)

## Graphicriver



<https://graphicriver.net/>

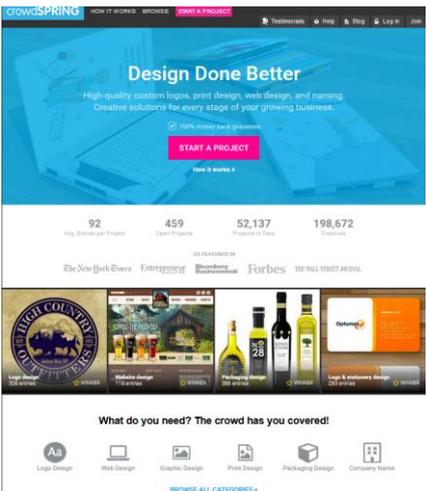




## Crowdspring

<https://www.crowdspring.com/>





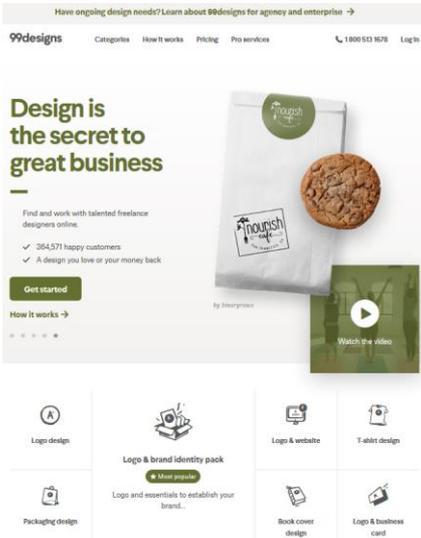
## 99designs



<https://99designs.com/>

**99designs**

Also EU version:  
<https://99designs.co.uk/>



### DesignCrowd

<http://www.designcrowd.com/>

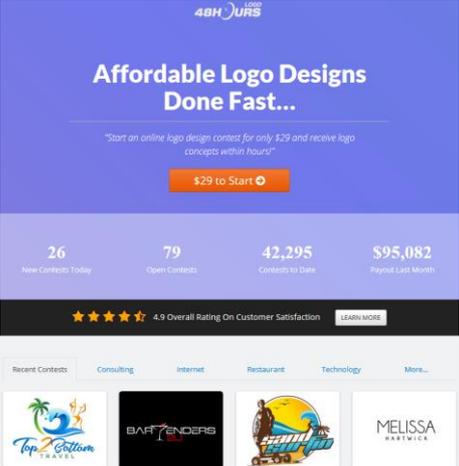




### 48hourslogo

<https://www.48hourslogo.com/>



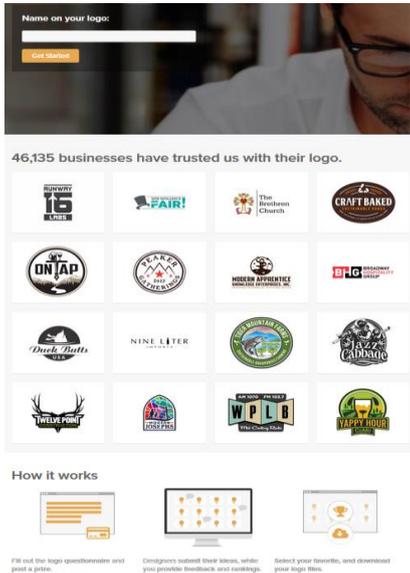


### Logotournament



<https://logotournament.com/>





More of such pages: <http://www.designcompetition.com/design-competitions-platforms.php>.

### Selection

Upon process of selection we searched for the attributes in criteria definition, which enabled us direct comparison and evaluation of each individual site/platform and summaries in this table below made it possible for us to benchmark all and select most appropriate:

PROVIDER	LOGO	CORPORATE IDENTITY	STICKER	LABEL	PROCESS STAGES					
<a href="https://www.crowdstudio.in/">https://www.crowdstudio.in/</a>	158 USD	408 USD			create an account	design brief	receive	feedback	favourite	
<a href="https://graphicriver.net/">https://graphicriver.net/</a>	29 USD/month				templates					
<a href="https://www.crowdspring.com/">https://www.crowdspring.com/</a>	199 USD				creative brief	project details	review	payment		
<a href="https://99designs.com/">https://99designs.com/</a>	299 USD	599 USD			design brief	design package	launch contest	receive	feedback	favourite
<a href="https://99designs.co.uk/">https://99designs.co.uk/</a>	209 GBP				design brief	design package	launch contest	receive	feedback	favourite
<a href="http://www.designcrowd.com/">http://www.designcrowd.com/</a>	> 150 USD	> 100 EUR	400 USD (wine glass + box)	> 150 USD	e-mail	contest	similar to others			
<a href="http://www.48hourslogo.com/">http://www.48hourslogo.com/</a>	29 USD				description	contest	initial payment	OR	guaranteed prize	
<a href="https://logotournament.com/">https://logotournament.com/</a>	prize (> 275 USD)				name	audience	ideas	prize	upgrades	payment
<a href="http://www.designcompetition.com/design-competitions-platforms.php">http://www.designcompetition.com/design-competitions-platforms.php</a> <b>100% money back guarantees (conditions applied and no commission fee returned)</b>										

### Legend:

By comparing selected platforms through accessible details provided within the platforms, each attribute can be ranked by points given (1-insuficent; 5-excellent or state N/A where not available service or information provided) and the best sum of points (highest point achieved) has resulted in DesignCrowd platform to be most appropriate to our information.

See the evaluation of platforms by points (the average rating according to two evaluators who analyzed and utilized the platforms):



PROVIDER	LOGO	CORPORATE IDENTITY	STICKER	LABEL	PROCESS STAGES													
<a href="https://www.crowdstudio.in/">https://www.crowdstudio.in/</a>	158 USD	4	408 USD	n/a	n/a	n/a	create an account	3	design brief	4	receive	4	feedback	5	favourite	3	n/a	
<a href="https://graphicriver.net/">https://graphicriver.net/</a>	29 USD/month	2		n/a	n/a	n/a	templates	4		n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	
<a href="https://www.crowdspring.com/">https://www.crowdspring.com/</a>	199 USD	3		n/a	n/a	n/a	creative brief	3	project details	4	review	4	payment	3		n/a	n/a	
<a href="https://99designs.com/">https://99designs.com/</a>	299 USD	2	599 USD	5	n/a	n/a	design brief	3	design package	5	launch contest	3	receive	5	feedback	3	favourite	3
<a href="https://99designs.co.uk/">https://99designs.co.uk/</a>	209 GBP	3		n/a	n/a	n/a	design brief	3	design package	5	launch contest	3	receive	5	feedback	3	favourite	3
<a href="http://www.designcrowd.com/">http://www.designcrowd.com/</a>	> 150 USD	4	> 100 EUR	5	400 USD (wine glass + box)	4	> 150 USD	4	e-mail	4	contest	5	similar to others & list receive	5		n/a	n/a	n/a
<a href="https://www.48hourstap.com/">https://www.48hourstap.com/</a>	29 USD	5		n/a	n/a	n/a	description	5	contest	5	initial payment	2	OR	3	guaranteed prize	4	n/a	n/a
<a href="https://1000tournament.com/">https://1000tournament.com/</a>	prize (P-275 USD)	2		n/a	n/a	n/a	name	4	audience	5	ideas	3	prize	3	upgrades	5	payment	3

<http://www.designcompetition.com/design-competitions-platforms.php>  
100% money back guarantees (conditions applied and no commission fee returned)

## Explanation:

There are many crowd design platforms available which is consistent with a rather high level of online design projects demand. The majority of such platforms offer 100% money back guarantee but it should be noted that “conditions apply” policy is always present. The selected platform, i.e. DesignCrowd, is - at least as it seems - the most popular and the most used such a platform.

DesignCrowd platform was selected due to shortest process of getting first results, easiness of communication and prices which are of good price / value ratio. However, without direct testing of all platforms to see in detail (and accordingly pricing policies of each platform) we can't say that selected platform is absolutely “the best”, still according to testing we made we feel it is one of the best. Its design, accessibility and customer support make it even easier for common users (not expert) to be able to work with it (easy to understand, secure-safe payments, not working with templates that everyone can see-confidentiality issue) and in general user friendly...e.g. “fuzzy logic”).

Additionally, the pre-phase, namely desk research and comparing various platforms, i.e. gathering crucial information, was the most important element of the decision making process since it offered nearly all of the necessary information regarding available design categories, process stages, approximate prices, payment options and selected design handover process. It is crucial to add that information provided proved to actually be correct and consistent with the offer. However, we were quite disappointed since we did not receive as many designer responds and designs as it was advertised in the “Package” option.

Nevertheless, we experienced a very high level of feedback and correspondence with the designers and there were no problems whatsoever concerning receiving the final design files. Also, the designer we selected as a winner offered to assist us even after they have received their payment which was not in any way compulsory, but rather a courteous and voluntary gesture. Last but not least, the customer support was and is good, maybe even a bit too much since they are still notifying us (almost daily) about various promotional offers even after we have completed the design project.

## Chapter 2. I-CON Atlas Mapping Tool and DesignCrowd Platform users´ manual

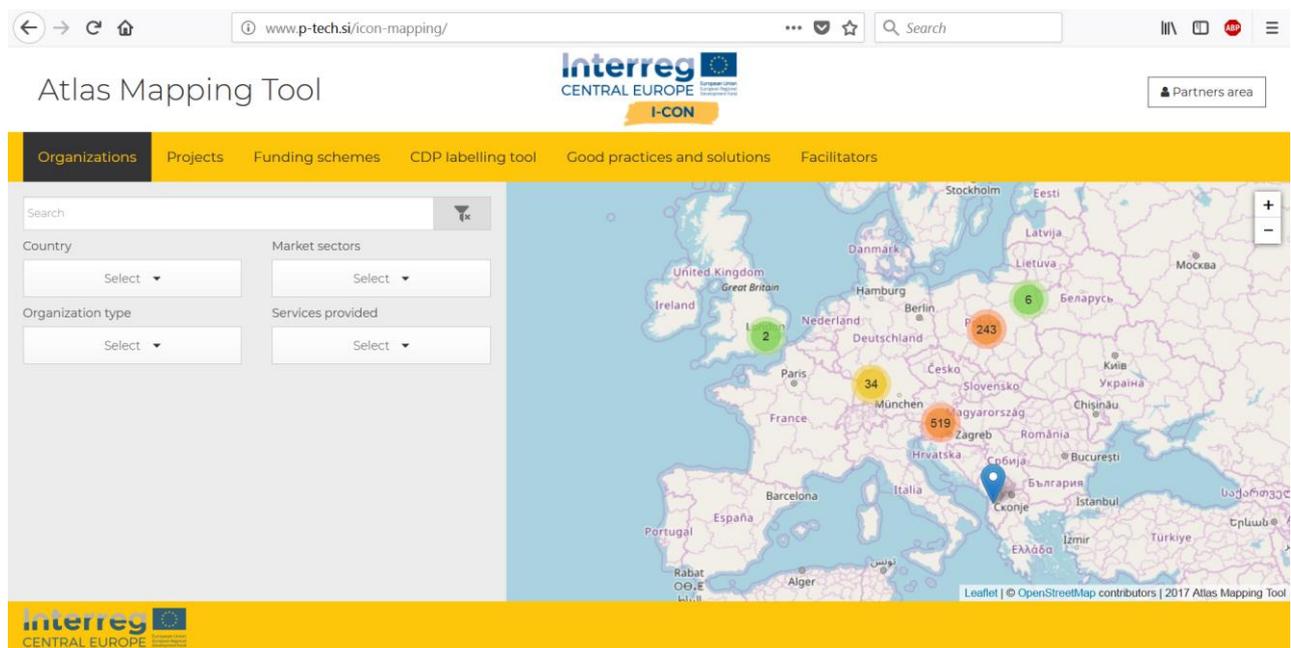
This chapter is to be considered as the ultimate guide for the I-CON Atlas mapping tool and, subsequently, the DesignCrowd platform users. It briefly, clearly and simply scrutinizes all of the crucial phases/steps related to the previously stated tool and platform and comprehensively walks the users through them in order to assist the users to fully and optimally utilize both, the tool and the platform.



## I-CON Atlas mapping tool

The I-CON Atlas mapping tool offers to investigate specific issues and geographic areas by selecting the data to be mapped from a menu.

The access to the said online platform is provided through the following web page link: <http://www.p-tech.si/icon-mapping/>. Doing that, a user reaches its first web page layer.



## Overview

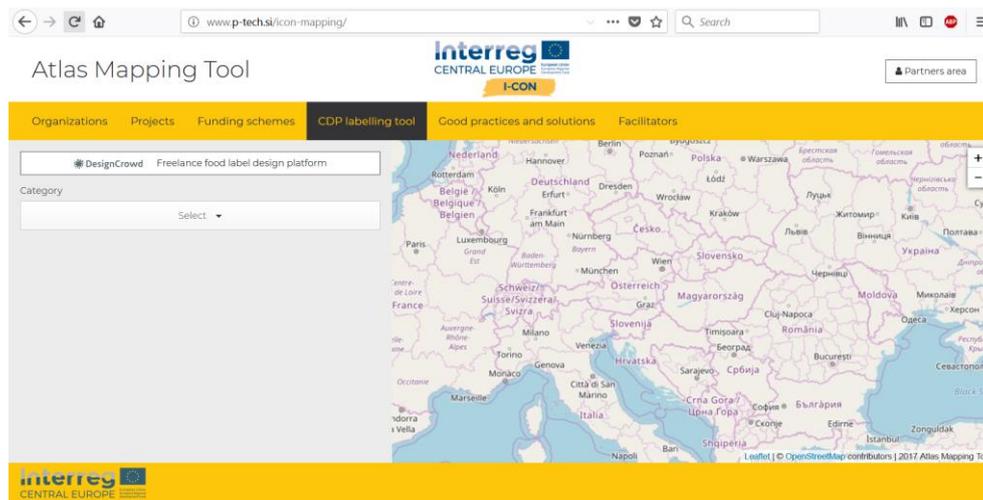
The I-CON Atlas mapping tool is designed and implemented to be as user-friendly as possible. It consists of six main panels of which some have additional subcategories to choose from and the search bar with filtering options. All of this is accompanied by the interactive map.

One of the I-CON Atlas mapping tool's interactive and intuitive conceptualized panels is the CDP labelling tool panel. It offers various links with the direct access to the legislation, supporting documents and good and bad practices examples related to the food labelling design.

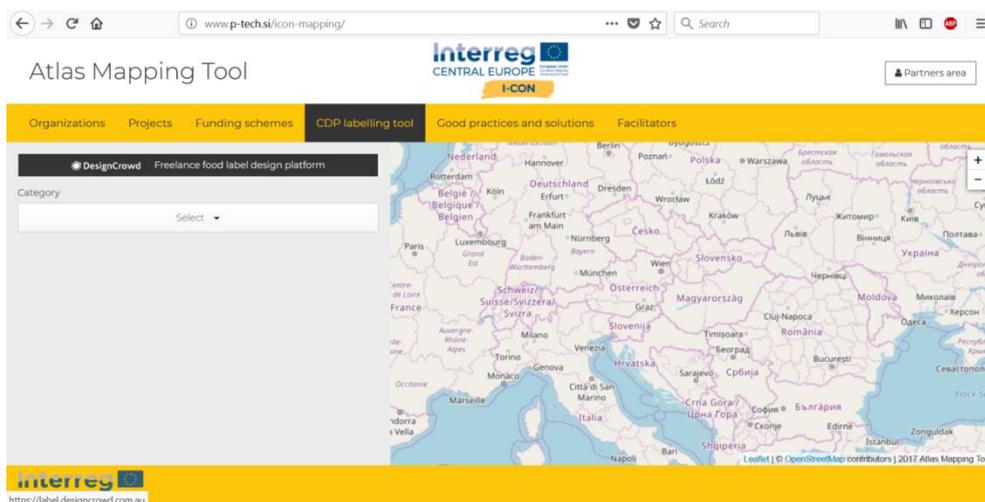
The discussed panel aims to help the soon-to-be food labellers by providing the legislative and supporting documents, together with good and bad practices graphic/visual examples. It is designed and implemented to be as user-friendly as possible. A user can choose one of the main categories and/or various subcategories and/or can utilize the search bar with the filtering options. Again, all of this is accompanied by the interactive map.

## How to use?

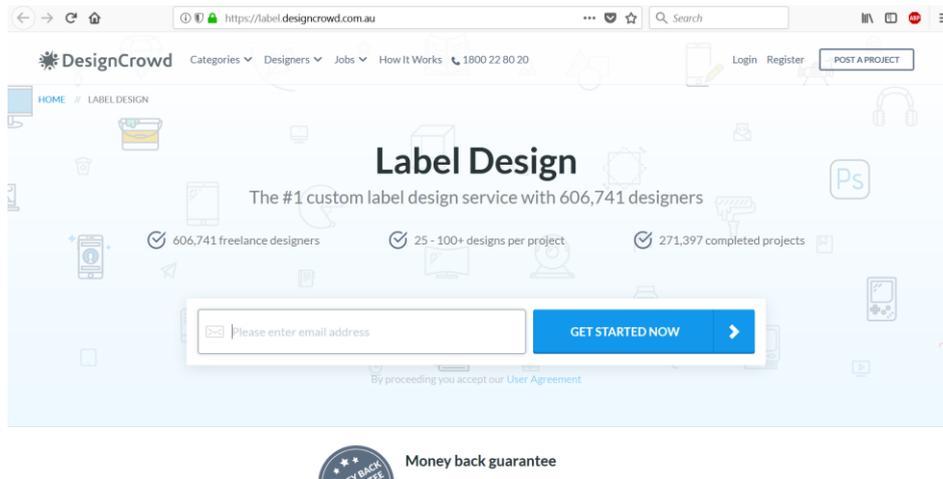
A user can access the I-CON Atlas mapping tool's CDP labelling tool panel by clicking the CDP labelling tool button which is the fourth of the six panels available on the first web page layer.



The said panel contains the DesignCrowd - Freelance food label design platform button.



It offers the direct redirection to the renowned online freelance design platform's food label design subpage (hyperlink: <http://label.designcrowd.com.au/>).



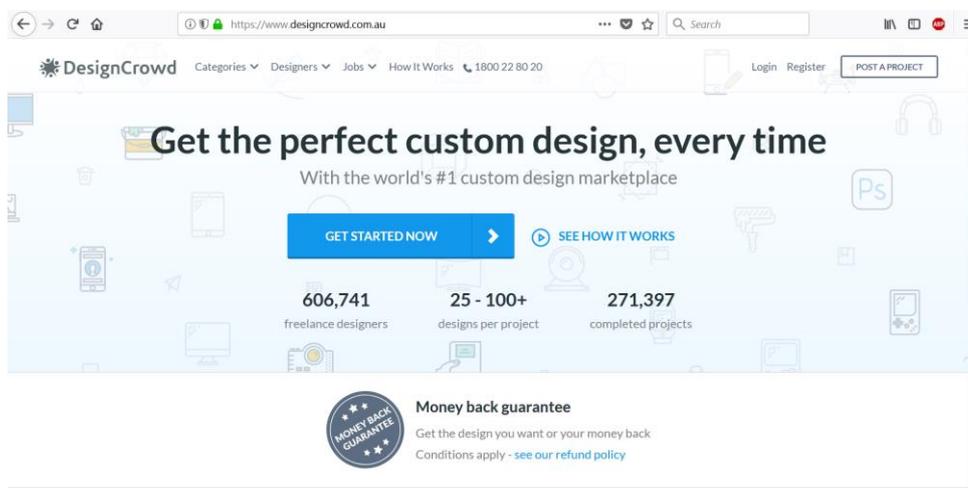
## Troubleshooting support

Should a user experience any (kind of) error/issue/problem regarding and/or when using the I-CON Atlas mapping tool, they are invited to report it to the following e-mail address: [borut@p-tech.si](mailto:borut@p-tech.si). We will appreciate all help directed to the improvement of our tool.

## DesignCrowd platform

The DesignCrowd platform is one of the most utilized online freelance design platforms. It connects the design related demand and supply from all over the world and hosts the create-the-best-design competition in which a customer can select a winning designer who receives the predetermined payment amount. It is as simple and fast as it feels.

The access to the said online platform is provided through the following web page link: <http://www.designcrowd.com.au/>. Doing that, a user reaches its first web page layer.



## Overview



The DesignCrowd platform is an online marketplace providing logo, website, print and graphic design services by providing access to freelance graphic designers and design studios around the world.

It gives the users the access to a so-called virtual team of more than 600 thousand designers from around the world via a process called crowdsourcing and helps them to tap into the very best international design talent available at a low cost. A user can post a project and watch designs pour in from around the world. An average project receives more than 50 designs.

However, it is not all about the quantity. The quality also matters and the DesignCrowd platform uses the so-called Crowdsourcing 2.0 system which offers a fairer, sustainable and higher quality crowdsourcing where every designer can get paid and customers can browse the top graphic designers and hand-pick their favourites.

The DesignCrowd platform's team's mission statement indicated that they desire to give people the opportunities to be creative and to provide various businesses with the risk-free graphic designs.

The benefits of the design(s) outsourcing are:

- more creativeness,
- privacy,
- cost effectiveness,
- experience.

The quick presentation of the DesignCrowd platform and how it works is available through the following hyperlink: <https://www.youtube.com/watch?v=9Qx6fbt1ycA>.

### How to use?

When a user reaches the DesignCrowd platform, they have to create a free account in order to utilize it.

DesignCrowd Categories Designers Jobs How It Works 1800 22 80 20 Login Register POST A PROJECT

### Create a free account

First name\*

Email address\*

Password\*

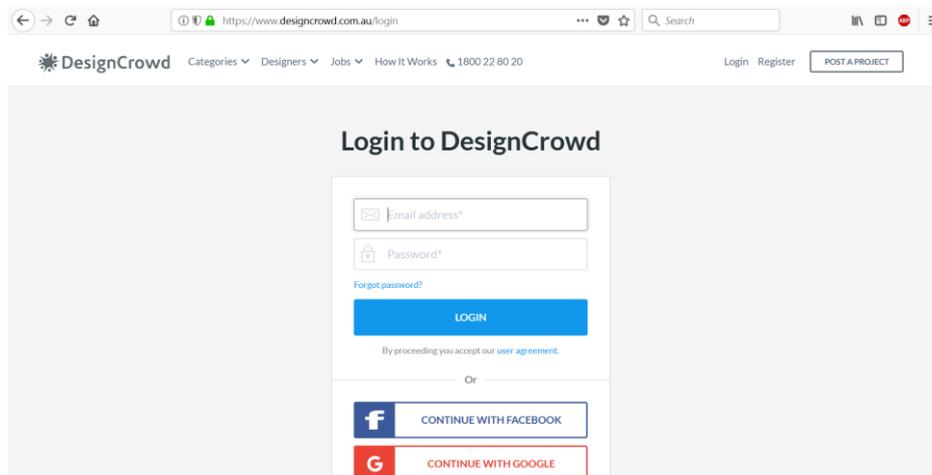
I'M A CUSTOMER I'M A DESIGNER

CONTINUE

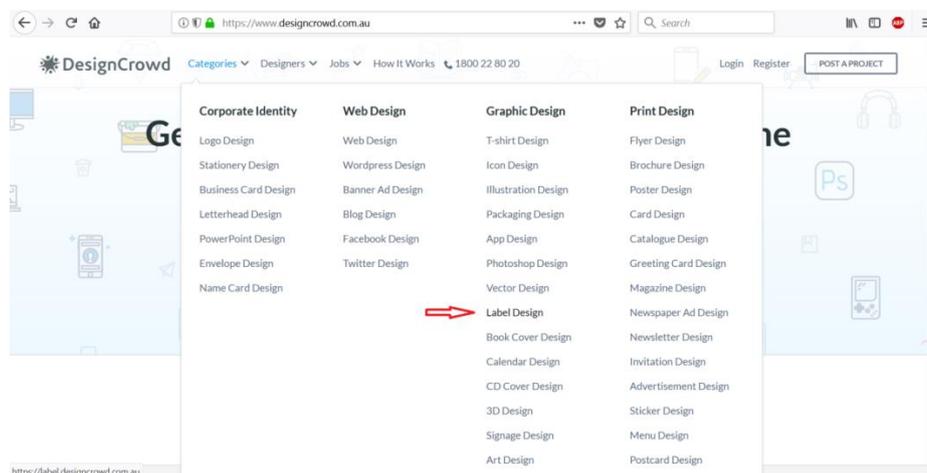
By proceeding you accept our user agreement.



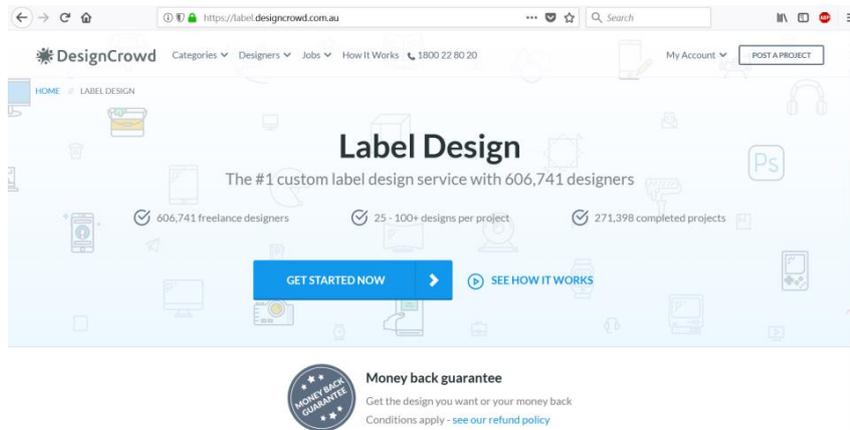
Additionally, they have to log in.



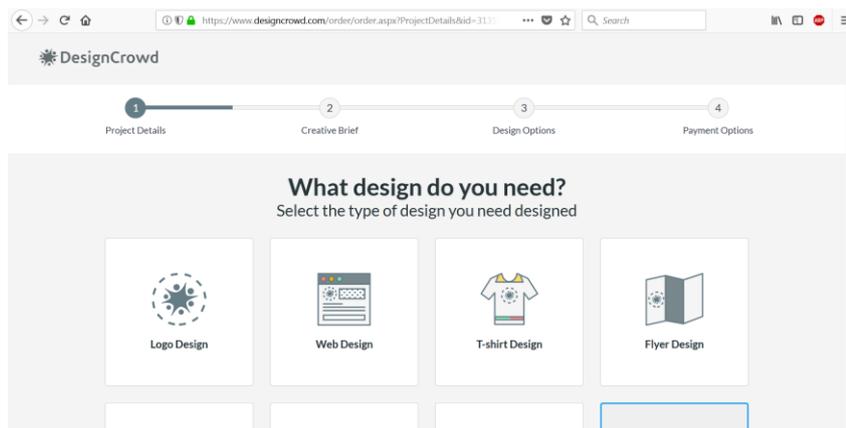
To manually - instead of using the previously described I-CON Atlas mapping tool's direct redirection button - reach the (food) label design subpage, a user has to hover over the Categories dropdown menu and click on the Label Design button which is located in the Graphic Design column.



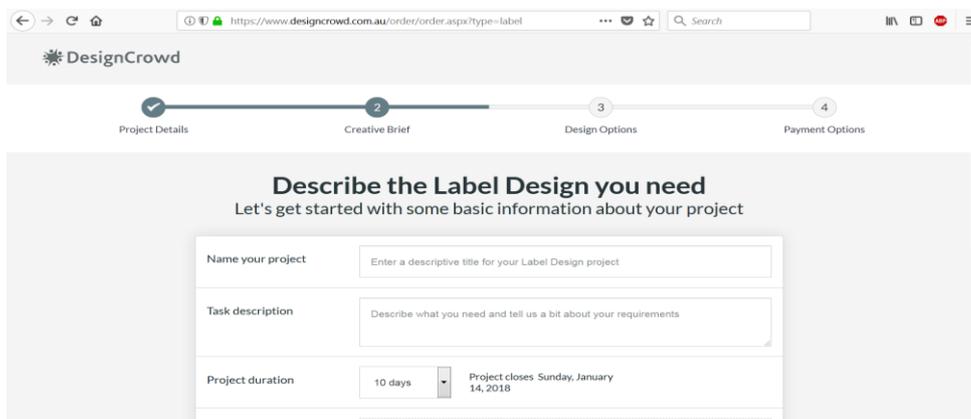
Now, the (food) label design subpage is reached and Get started now button is to be clicked.



Firstly, the design type has to be selected and the (food) label design is the default selection because of the previous actions.

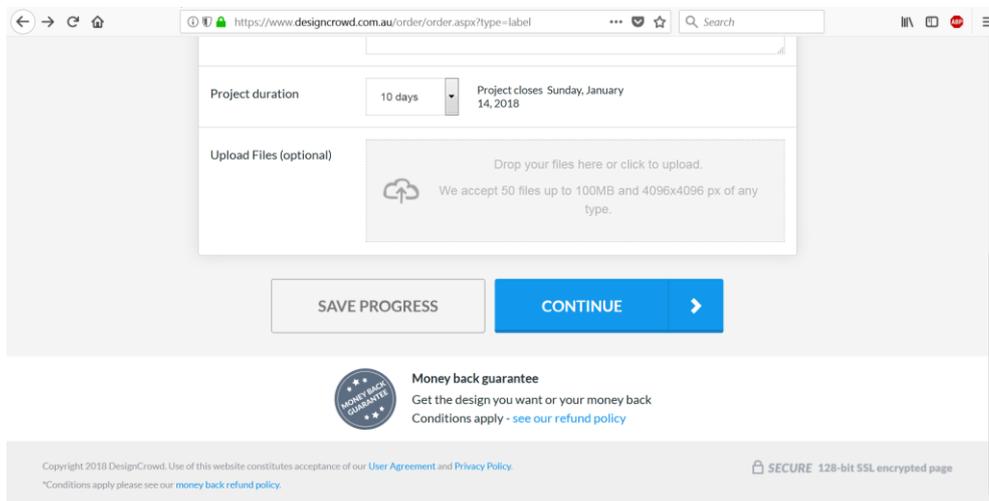


Secondly, the project's basic information and other descriptions, including the project's name and desired duration, are to be provided.



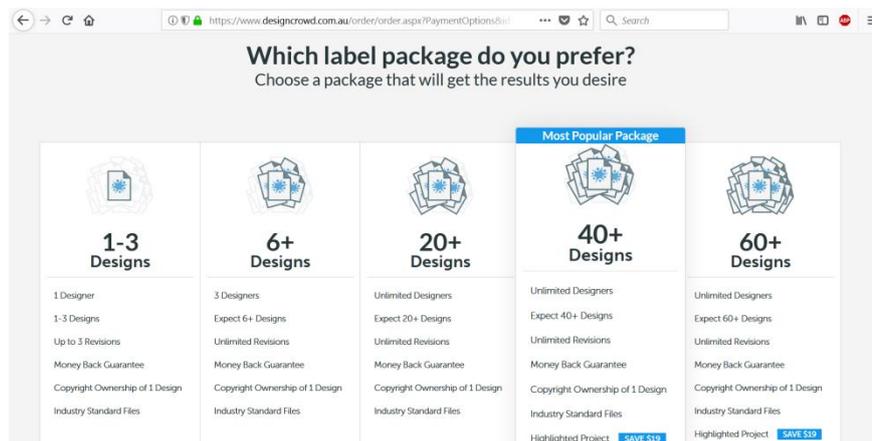


A user can always save their progress and/or click on the Continue button.



Thirdly, one of the predetermined and offered packages has to be selected depending on the user's preferences.

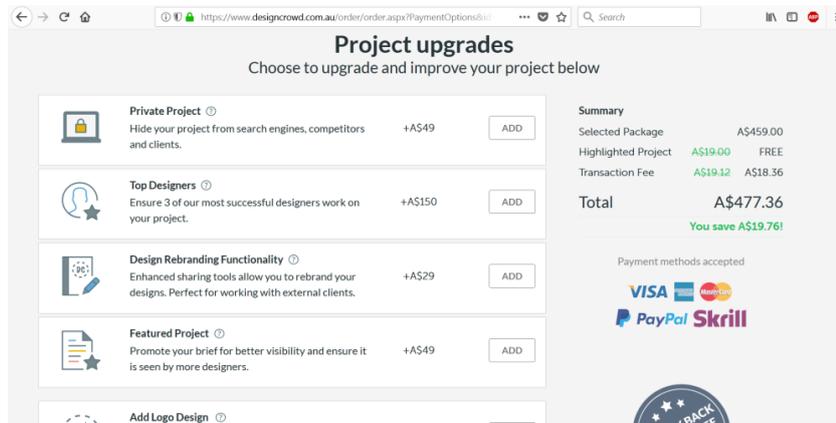
All available packages contain a brief description, price and other important and relevant information. The most popular package is the default selection.



Additionally, the project can be improved by adding the desired upgrades.

All available upgrades contain a brief description, price and other important and relevant information.

NOTE: The currency on the picture below is the Australian dollar which is the default option and, as such, this should be ignored. A user can select their preferred currency (e.g. Euro, etc.).

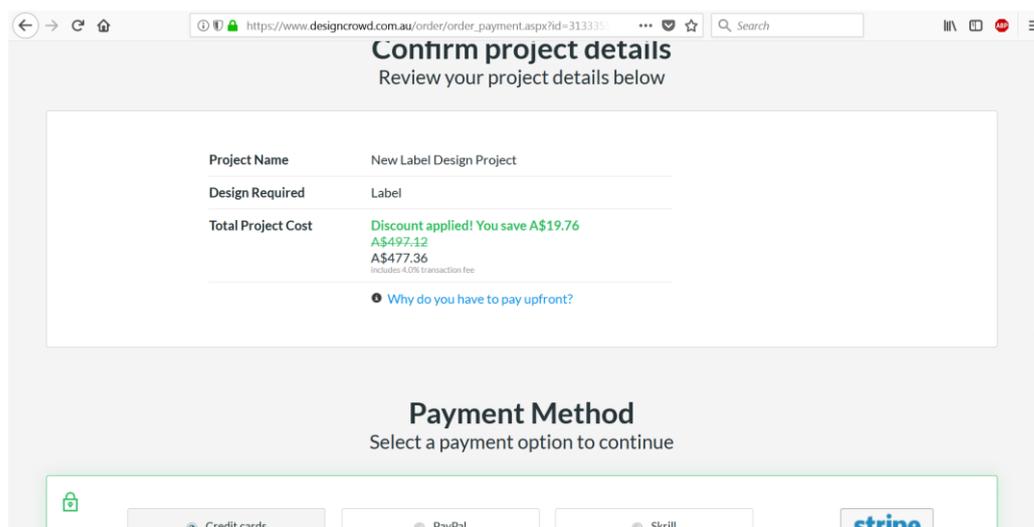


Also, the discount code(s) can be entered and claimed.



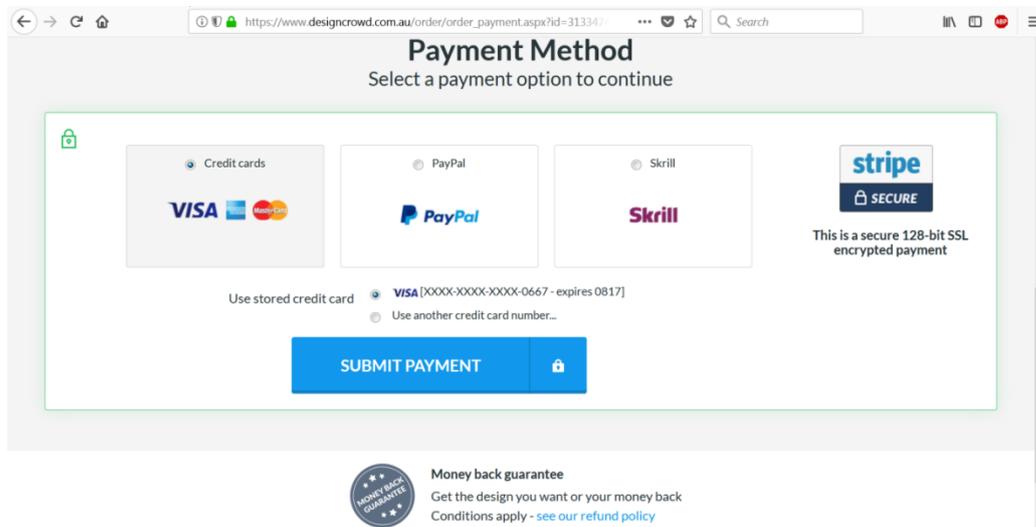
Discount Code

Next, the project's details shall be reviewed and confirmed before proceeding to the payment phase.



Then, the desired payment method/option has to be selected and the Submit payment button has to be clicked.

NOTE: The DesignCrowd platform remembers/stores the previously used credit card's data. Instead, the Use another credit card number selection can be chosen.

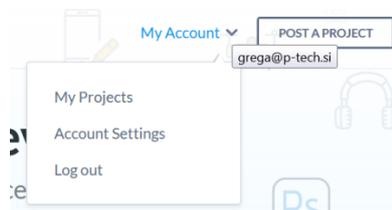


The payment is successfully processed after entering all of the required data regarding the payment.

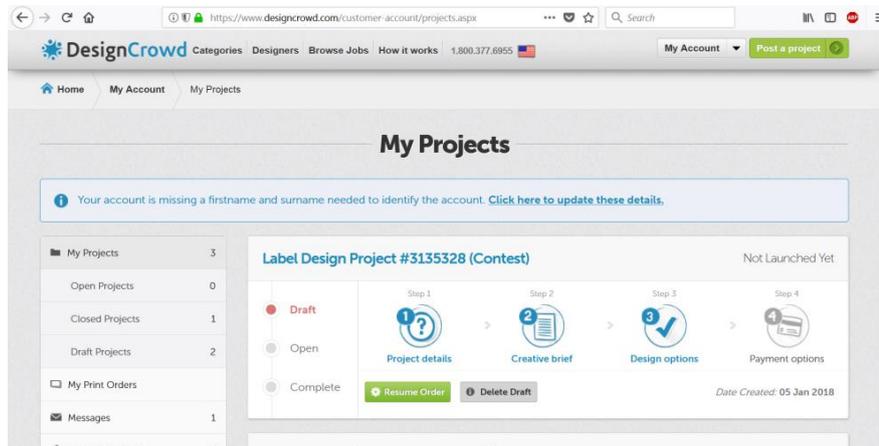
Now, the project is launched and public.



When clicking on “My account” dropdown menu, a user can manage their project(s), access and change the account settings and/or log out.



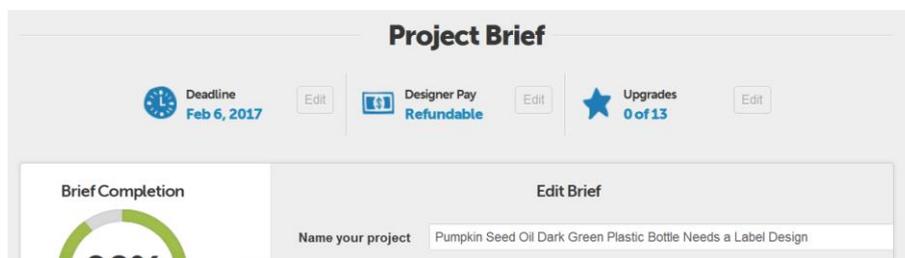
When entering the My account subpage, a user can manage their open, closed and draft projects, i.e. resume or delete not yet launched project(s) and monitor the live projects' progress.



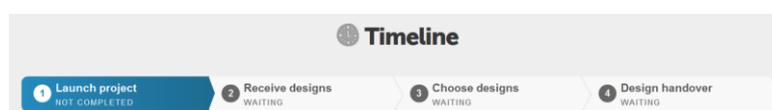
After the project is complete, a user can access the design files, view invoice and/or start a new project with the same, i.e. winning, designer.



Additionally, they can view the project's brief and extensively and thoroughly edit it.



The project's timeline which shows the project's completed and uncompleted phases is also visible.





A user can monitor the project's progress and various other details via the Project health system which offers optimal suggestions and prompts them to take action(s) needed.



The project's deadline can be extended when a user does not receive enough (acceptable) designs.

NOTE: Only the first deadline extension is free of charge.

#### Extend your Deadline

Deadline will be extended by **5 Days**. The first extension to your deadline is free of charge, but subsequent deadline extensions may incur a fee of €19

When the project is due, a user can select the preferred designs and choose the winner. They can also grant the participation payments.

**Winning Designs**

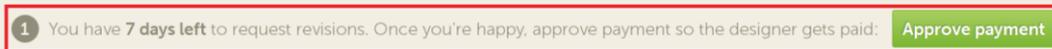
1st place	2nd place	3rd place	Participation Payments
Select Design	Add Place	Add Place	

 Rate: Nexus Macedonia, The Former Yugoslav Republic of Select as Winner	 Rate: Simon Hon Malaysia Select as Winner	 Rate: designone Ireland Select as Winner	 Rate: designone Ireland Select as Winner
---	---	--	--



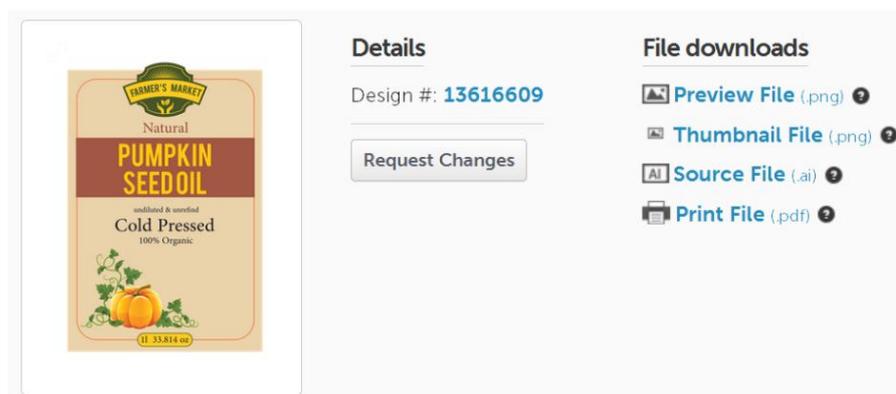
Additionally, a user has to approve the payment(s).



However, not before they have received the project's design's source file(s).



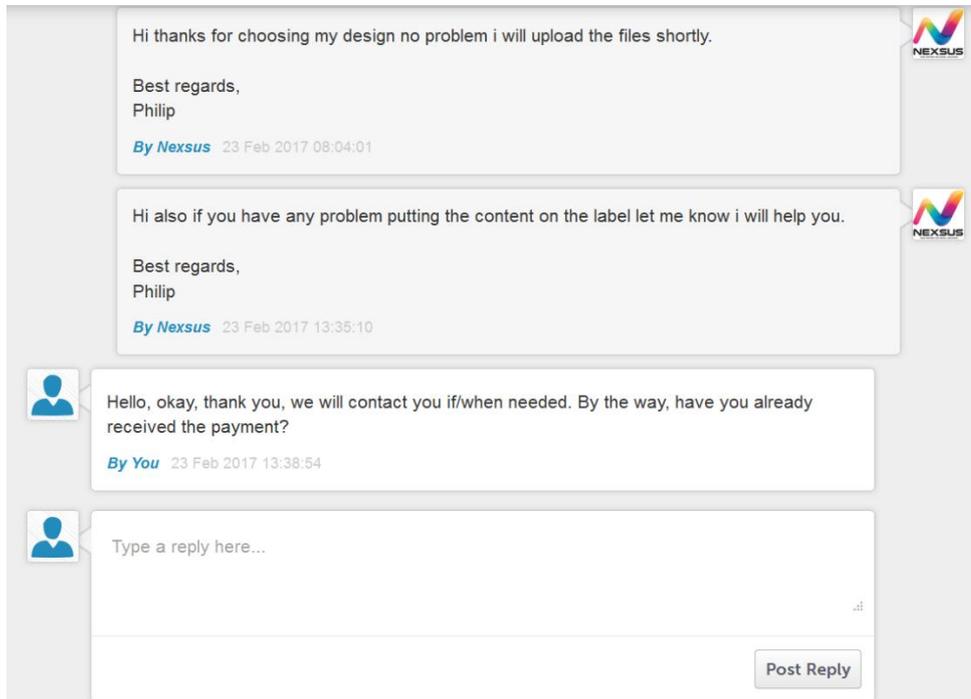
Yet again, a user can preview the winning design, request changes and/or download received file(s).



The DesignCrowd platform's messaging system can be accessed via the main menu option.

### Messages / Change Requests 3

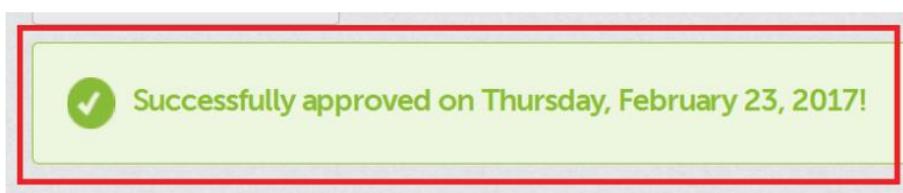
The picture below is showing the DesignCrowd platform's messaging system with the actual correspondence.



When the entire process is completed, the successfully approved on [date] message is displayed on the screen.

By now, a user has already received their design, including all of the relevant files, and the winning designer has already received their predetermined payment.

The project is now complete and over.



### Troubleshooting support

Should a user experience any (kind of) error/issue/problem regarding and/or when using the DesignCrowd platform, they are invited to refer to the following hyperlinks: [www.designcrowd.com.au/help](http://www.designcrowd.com.au/help) and [www.designcrowd.com.au/contact](http://www.designcrowd.com.au/contact) or contact the following e-mail address: [support@designcrowd.com](mailto:support@designcrowd.com).

### Chapter 3. I-CON regional pilot action on DesignCrowd platform use: partners' instructions

As previously reported, an I-CON pilot activity focused on CrowdDesign platform usability testing will be carried out. Purpose of this platform is, from one side, bring designers and, from the other side, food producers, who are looking for good design. Based on

regional demonstration events min. 200 platform users will verify the appropriateness of the platform and its integration into the mentoring scheme support.

On the basis of the impact assessment reports during the pilot test implementation, partners will verify the results, elaborate sustainability strategy and recommendations to policy makers.

The present chapter summarizes the instructions for the I-CON Regional partners concerning the steps to be done for the pilot action on DesignCrowd Platform use.

Every regional partner (CCIS-CAFÉ, STRIA, CNA, KIGPSiO and SCCI) must assign one internal (I-CON official partner) or external CDP facilitator. This person will be responsible for the support of the regional SMEs with the DesignCrowd platform, the gathering of the required data and the preparation of the corresponding report to PTP.

The DesignCrowd platform's designers create nothing but blank designs. The designers design creative sheets. For that reason, the CDP facilitators will help their clients to prepare the proper content for given food label designs.



Thus, all additional texts, ratios, colours, highlighted parts, exposed areas, (bold) fonts, distributions of various marks, etc. ought to be provided in advance and/or during a given food label design project.



Food label design contents ought to be checked that they are in accordance with the European Union legislation and other relevant regulations. In the I-CON project's duration time, internal and/or external experts in the relevant field(s) can offer assistance to all CDP facilitators.

Based on the information provided by the SMEs (e.g. type of food product, especial needs, requirements, etc.), each CDP facilitator will be responsible for the launching/ordering of the food label design projects. Through the corresponding regional partner, each CDP facilitator has a specific budget allocated to cover the cost of the different food label design projects.

DesignCrowd platform's invoices shall contain appropriate organizations' data and information for justifying the expenses. By notifying the platform's service consultants ([support@designcrowd.com](mailto:support@designcrowd.com)). See the example in the following page), it is possible to modify any given invoice and issue the updated one. Each CDP facilitators will send all invoices (PDF/PrtScr) to the lead CDP facilitator (PTP). An example of an DesignCrowd platform invoice is showed below.



Od support@designcrowd.com ✨  
Zadeva **Re: Tax invoice**  
Za Mene ✨

Odgovori →

Type your response ABOVE THIS LINE to reply

**Grega**  
Subject: Tax invoice

MAR 06, 2018 | 08:13PM SGT  
Pierre replied:  
Hi Grega,  
Thanks for contacting DesignCrowd support.

Yes it is possible to modify your invoice with your company name and address. Kindly let me know the information that you would like us to write on your invoice and I will be happy to provide it to you.

Looking forward to hearing from you,  
Best regards,  
Pierre, Service Consultant

Web: www.designcrowd.com  
US: 1800 377 6955 | AU: 1800 22 80 20 | UK: 0 800 680 0685 | CA: 1 800 890 2410 | SG: 800 852 3882 | BR: 19 395 71346

MAR 06, 2018 | 05:47PM SGT  
Original message  
Grega wrote:  
Good day,  
I would just like to know if it is possible that the tax invoice for a launched project states detailed information regarding the customer who launched the design project (if yes, where to provide such data)? The reason being that we are a company and if we want to justify the company's expenses, our laws require that the bill states company's full name and address.  
Thank you very much in advance, for clarification and help.  
Best regards,  
Grega.

Example of communication with the platform's service consultants

**DesignCrowd Pty Ltd**

Level 4 Suite 2, 2 Hill St  
Surry Hills NSW 2010 Australia  
Phone: 1800 22 80 20  
Australian Business Number (ABN): 26 127 272 315

**TAX INVOICE**

Date: Thursday, February 2, 2017  
Invoice#: 2542977

**Invoice To:**  
[Redacted]@p-tech.si  
Slovenia

regional partner's name and address CONTACT SUPPORT!

**PAID**

**Invoice For:**  
Label Design project 'Pumpkin Seed Oil Dark Green Plastic Bottle Needs a Label Design'  
Project ID 2542977

DESCRIPTION	QTY	PRICE	AMOUNT (EUR)
Package (includes a €29.00 posting fee)	1	€139.00	€139.00
Transaction Fee	1	€5.56	€5.56
<b>SUBTOTAL</b>			<b>€144.56</b>
<b>SHIPPING COSTS</b>			<b>€0.00</b>
<b>TOTAL AMOUNT PAID</b>			<b>€144.56</b>

Example of DesignCrowd platform invoice

As it was previously indicated, the required total number of participants for this pilot activity is 200 (counting customers and designers), with a minimum of 40 participants for each regional partner (5 regional partners + PTP). For each food label design project order, the number of participants will be one “client” (SME) + the number of responding designers.

A recommended approach has been suggested by PTP and CCIS-CAFE:

- 1st call: 5 invited regional SMEs (x€500)/regional partner.
- 2nd call: additional invited regional SMEs (x€500)/regional partner (until reaching the adequate total number of participants).

Before the start of the pilot action on DesignCrowd platform, 18 demonstration workshops will be held by the regional partners in the 5 I-CON pilot regions (SI, IT, HU,



PL and SK). The main goal of these workshops is the transfer of knowledge to regional SMEs by facilitators, including information about I-CON CDP labelling tool and the I-CON pilot actions. Those SMEs who show interest for pilot activities will be invited to participate as a “client” for the DesignCrowd platform, getting food label design for their food products with no costs for them. Also designers (students, etc.) will be invited to take part in the CDP pilot action.

#### Summary (to-do list):

1. Information flow: SMEs (clients) -> CDP facilitators -> Grega Konkolič (PTP)
2. 1 CDP facilitator/regional partner
3. Total required (project level): 200 participants
4. Min. 40 participants/regional partner
5. Always conduct/perform a food label design content check-up
6. Invoices shall contain regional partners' names and addresses
7. Send all invoices (PDF/PrtScr) to the lead CDP facilitator

## 8. Instructions/users' guide/manual to optimally use DesignCrowd platform

The following is to be considered as the ultimate guide for the I-CON Atlas mapping tool and, subsequently, the DesignCrowd platform users. It briefly, clearly and simply scrutinizes all of the crucial phases/steps related to the previously stated tool and platform and comprehensively walks the users through them in order to assist the users to fully and optimally utilize both, the tool and the platform.

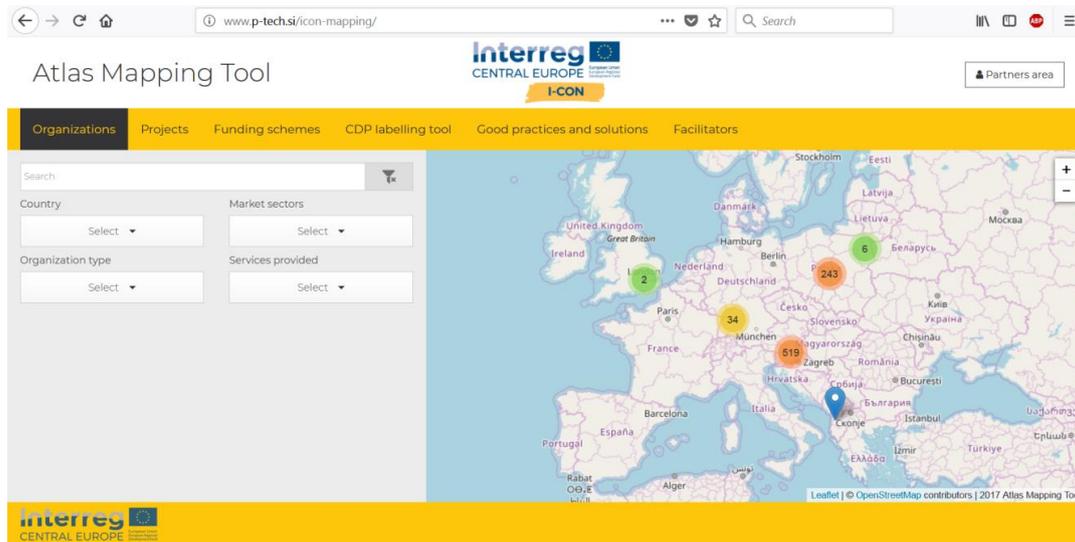
Additionally, it includes the explanations how to find and utilize some of the additional materials (legislation, photo-examples, regulations, etc.) related to the stated topic.

This was prepared, reviewed and rectified during the I-CON project.

#### I-CON Atlas mapping tool

The I-CON Atlas mapping tool offers to investigate specific issues and geographic areas by selecting the data to be mapped from a menu.

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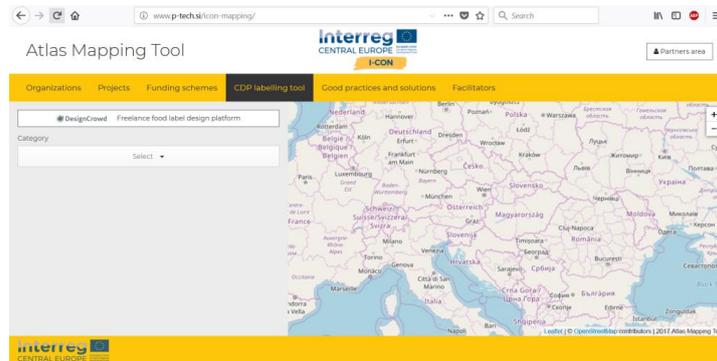
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## How to use?

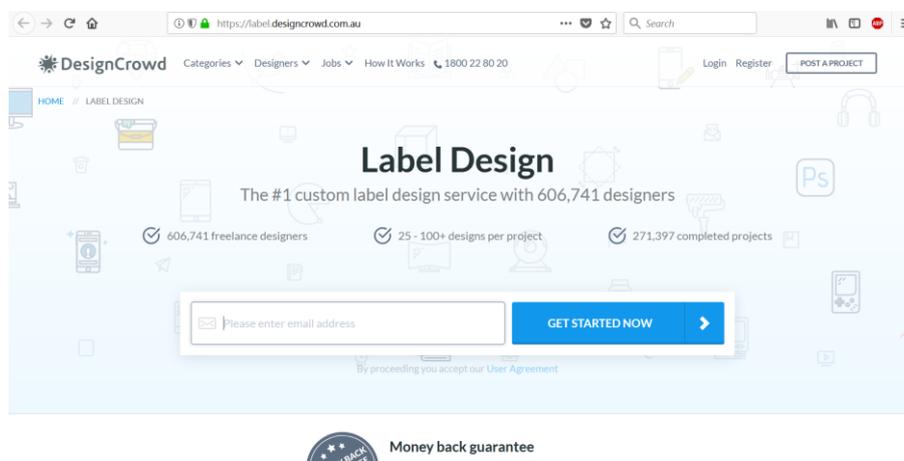
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Troubleshooting support

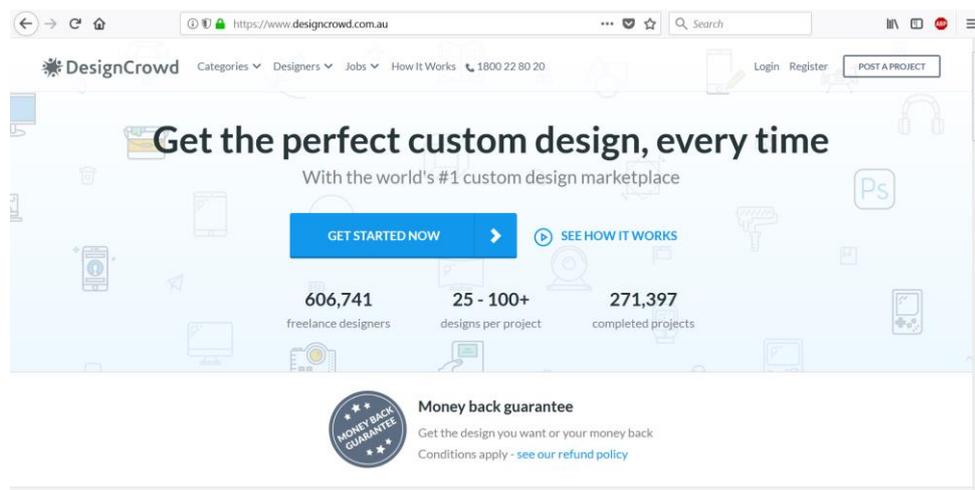


Should a user experience any (kind of) error/issue/problem regarding and/or when using the I-CON Atlas mapping tool, they are invited to report it to the following e-mail address: [borut@p-tech.si](mailto:borut@p-tech.si). We will appreciate all help directed to the improvement of our tool.

## DesignCrowd platform

The DesignCrowd platform is one of the most utilized online freelance design platforms. It connects the design related demand and supply from all over the world and hosts the create-the-best-design competition in which a customer can select a winning designer who receives the predetermined payment amount. It is as simple and fast as it feels.

The access to the said online platform is provided through the following web page link: <http://www.designcrowd.com.au/>. Doing that, a user reaches its first web page layer.



## Overview

The DesignCrowd platform is an online marketplace providing logo, website, print and graphic design services by providing access to freelance graphic designers and design studios around the world.

It gives the users the access to a so-called virtual team of more than 600 thousand designers from around the world via a process called crowdsourcing and helps them to tap into the very best international design talent available at a low cost. A user can post a project and watch designs pour in from around the world. An average project receives more than 50 designs.

However, it is not all about the quantity. The quality also matters and the DesignCrowd platform uses the so-called Crowdsourcing 2.0 system which offers a fairer, sustainable and higher quality crowdsourcing where every designer can get paid and customers can browse the top graphic designers and hand-pick their favourites.



The DesignCrowd platform's team's mission statement indicated that they desire to give people the opportunities to be creative and to provide various businesses with the risk-free graphic designs.

The benefits of the design(s) outsourcing are:

- more creativeness,
- privacy,
- cost effectiveness,
- experience.

The quick presentation of the DesignCrowd platform and how it works is available through the following hyperlink: <https://www.youtube.com/watch?v=9Qx6fbt1ycA>.

### How to use?

When a user reaches the DesignCrowd platform, they have to create a free account in order to utilize it.

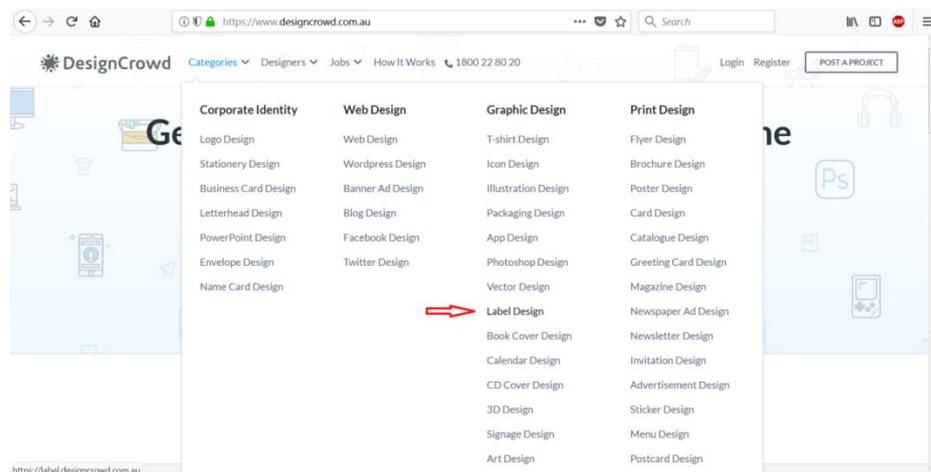
The screenshot shows the DesignCrowd registration page. The browser address bar displays "https://www.designcrowd.com.au/registration". The page header includes the DesignCrowd logo, navigation links for "Categories", "Designers", "Jobs", and "How It Works", a phone number "1800 22 80 20", and links for "Login", "Register", and "POST A PROJECT". The main heading is "Create a free account". The registration form contains three input fields: "First name\*", "Email address\*", and "Password\*". Below the fields are two radio buttons: "I'M A CUSTOMER" and "I'M A DESIGNER". A blue "CONTINUE" button is positioned below the radio buttons. A small note at the bottom of the form states "By proceeding you accept our user agreement."

Additionally, they have to log in.

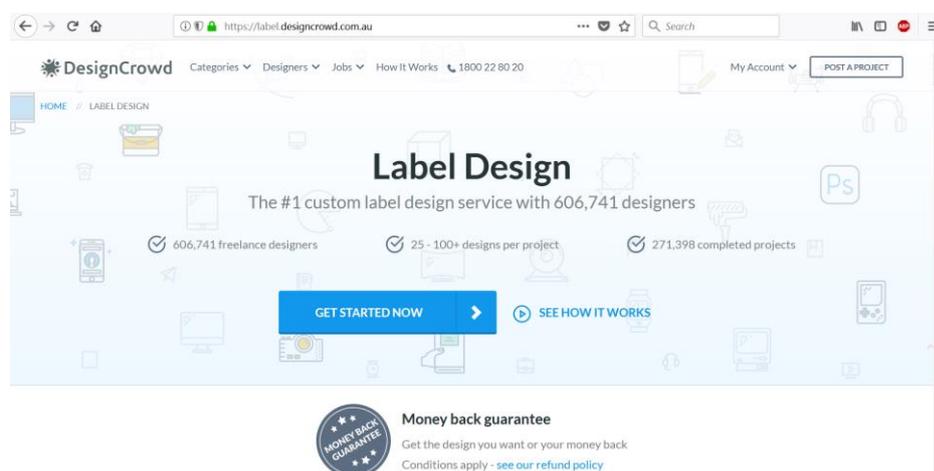
The screenshot shows the DesignCrowd login page. The browser address bar displays "https://www.designcrowd.com.au/login". The page header is identical to the registration page. The main heading is "Login to DesignCrowd". The login form contains two input fields: "Email address\*" and "Password\*". Below the fields is a link for "Forgot password?". A blue "LOGIN" button is positioned below the "Forgot password?" link. A small note at the bottom of the form states "By proceeding you accept our user agreement.". Below the login form, there is an "Or" separator and two social login options: "CONTINUE WITH FACEBOOK" (with a Facebook logo) and "CONTINUE WITH GOOGLE" (with a Google logo).



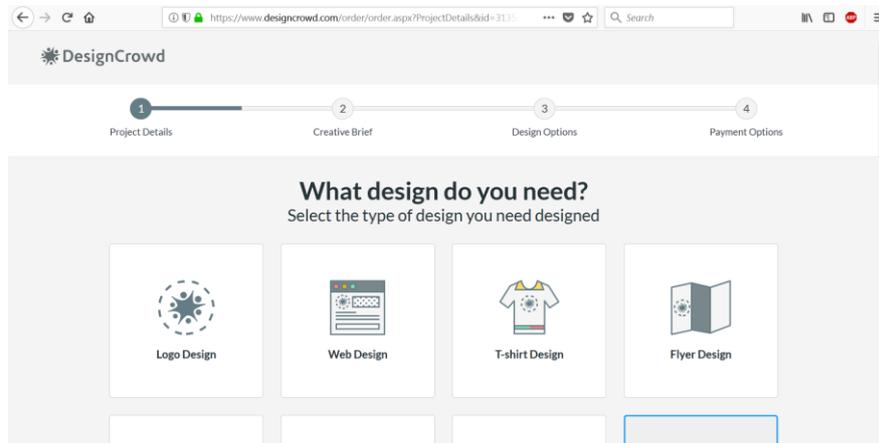
To manually - instead of using the previously described I-CON Atlas mapping tool's direct redirection button - reach the (food) label design subpage, a user has to hover over the Categories dropdown menu and click on the Label Design button which is located in the Graphic Design column.



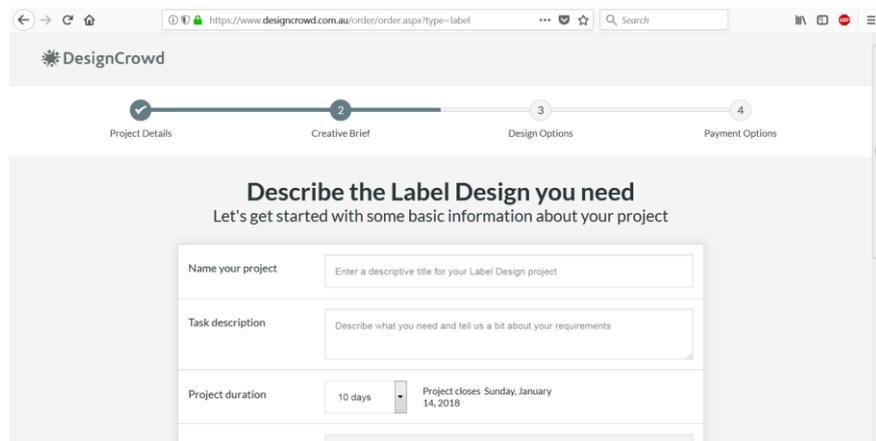
Now, the (food) label design subpage is reached and Get started now button is to be clicked.



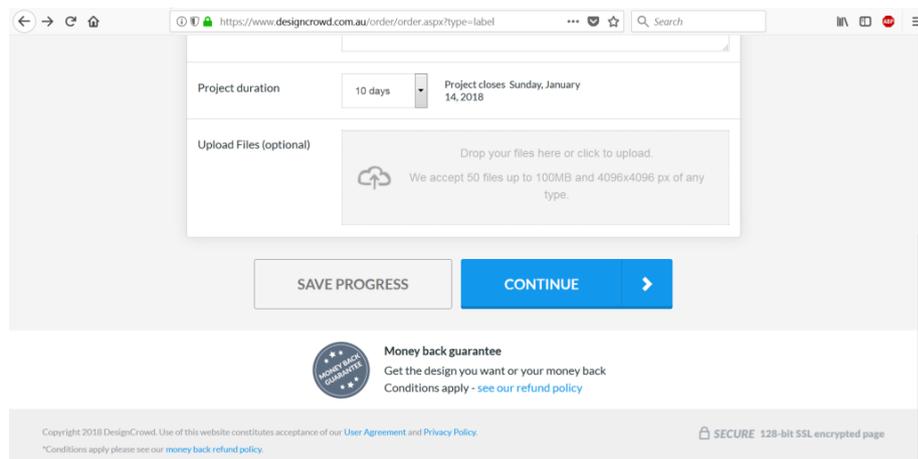
Firstly, the design type has to be selected and the (food) label design is the default selection because of the previous actions.



Secondly, the project's basic information and other descriptions, including the project's name and desired duration, are to be provided.



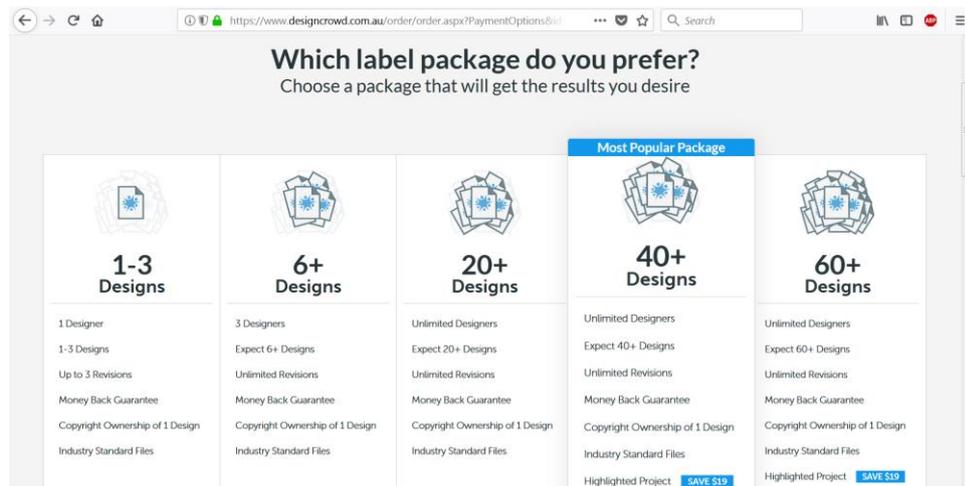
A user can always save their progress and/or click on the Continue button.





Thirdly, one of the predetermined and offered packages has to be selected depending on the user's preferences.

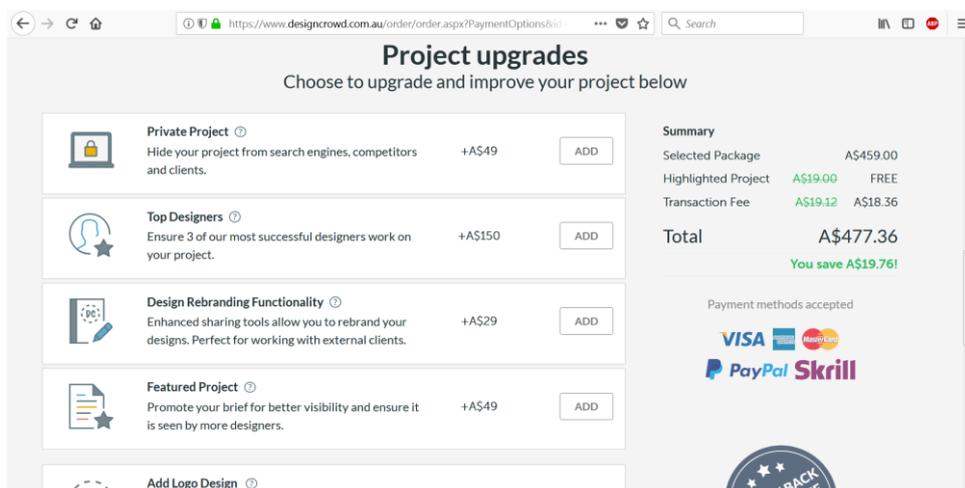
All available packages contain a brief description, price and other important and relevant information. The most popular package is the default selection.



Additionally, the project can be improved by adding the desired upgrades.

All available upgrades contain a brief description, price and other important and relevant information.

NOTE: The currency on the picture below is the Australian dollar which is the default option and, as such, this should be ignored. A user can select their preferred currency (e.g. Euro, etc.).



Also, the discount code(s) can be entered and claimed.



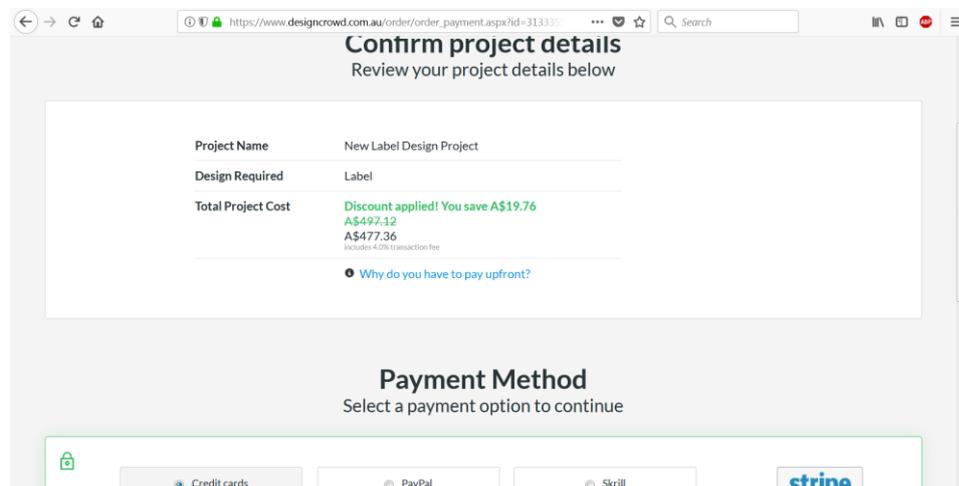
 [Click here if you have a discount code...](#)

Discount Code

Your discount code

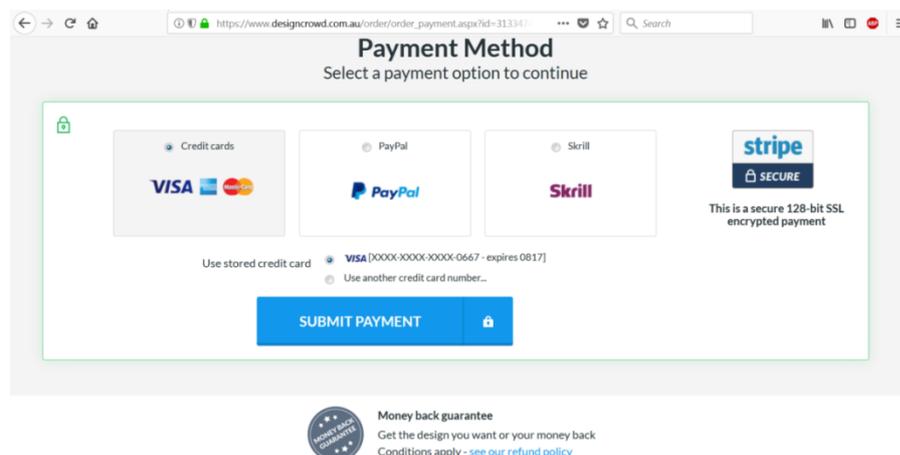
APPLY

Next, the project's details shall be reviewed and confirmed before proceeding to the payment phase.



Then, the desired payment method/option has to be selected and the Submit payment button has to be clicked.

NOTE: The DesignCrowd platform remembers/stores the previously used credit card's data. Instead, the Use another credit card number selection can be chosen.



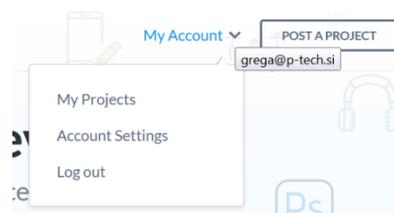


The payment is successfully processed after entering all of the required data regarding the payment.

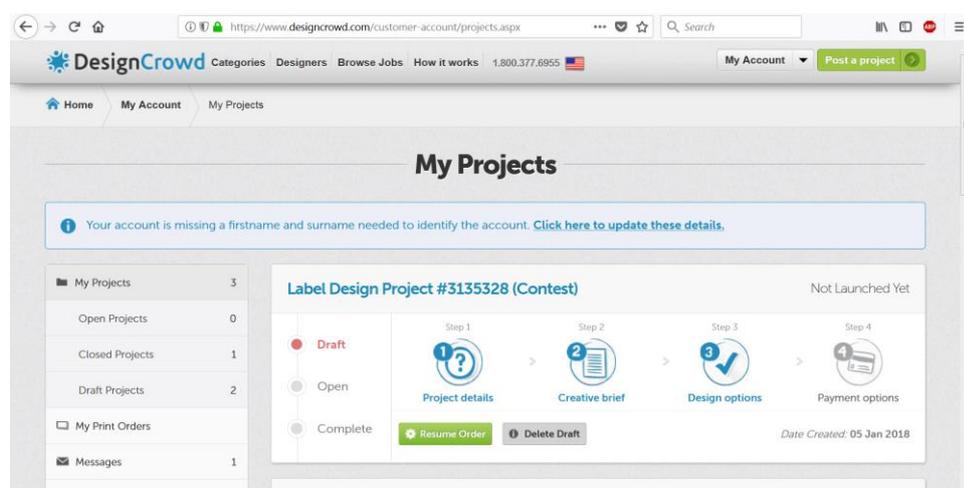
Now, the project is launched and public.



When clicking on My account dropdown menu, a user can manage their project(s), access and change the account settings and/or log out.



When entering the My account subpage, a user can manage their open, closed and draft projects, i.e. resume or delete not yet launched project(s) and monitor the live projects' progress.



After the project is complete, a user can access the design files, view invoice and/or start a new project with the same, i.e. winning, designer.



Additionally, they can view the project's brief and extensively and thoroughly edit it.

The project's timeline which shows the project's completed and uncompleted phases is also visible.

A user can monitor the project's progress and various other details via the Project health system which offers optimal suggestions and prompts them to take action(s) needed.

The project's deadline can be extended when a user does not receive enough (acceptable) designs.

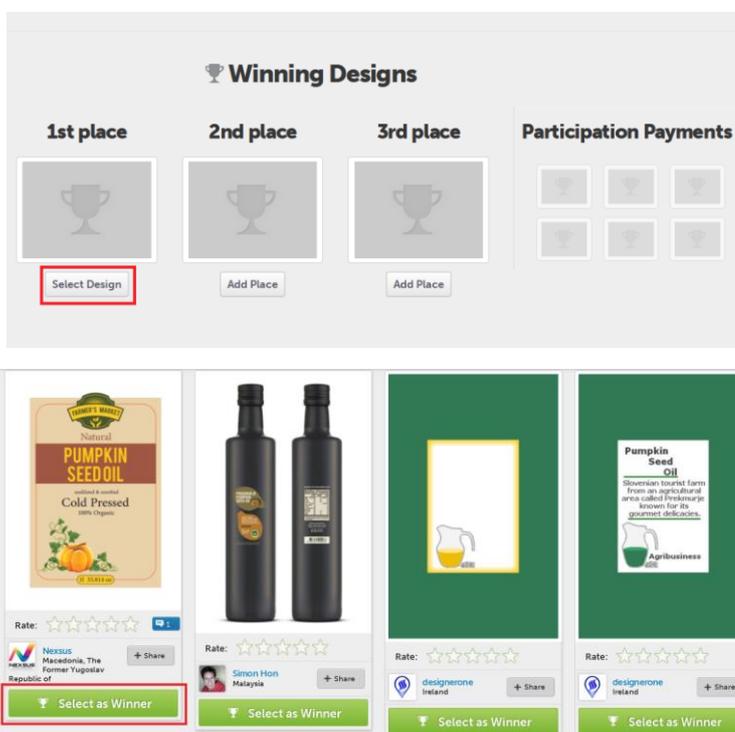


NOTE: Only the first deadline extension is free of charge.

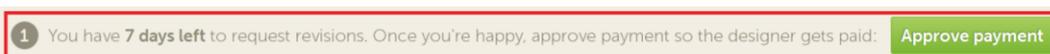
### Extend your Deadline

Deadline will be extended by **5 Days**. The first extension to your deadline is free of charge, but subsequent deadline extensions may incur a fee of €19

When the project is due, a user can select the preferred designs and choose the winner. They can also grant the participation payments.



Additionally, a user has to approve the payment(s).



However, not before they have received the project's design's source file(s).

**Please do not click on "Approve Payment" if you haven't received the source files yet.**



Yet again, a user can preview the winning design, request changes and/or download received file(s).

**Details**

Design #: **13616609**

[Request Changes](#)

**File downloads**

- [Preview File \(.png\)](#)
- [Thumbnail File \(.png\)](#)
- [Source File \(.ai\)](#)
- [Print File \(.pdf\)](#)

The DesignCrowd platform's messaging system can be accessed via the main menu option.

**Messages / Change Requests 3**

The picture below is showing the DesignCrowd platform's messaging system with the actual correspondence.

Hi thanks for choosing my design no problem i will upload the files shortly.

Best regards,  
Philip

*By Nexus* 23 Feb 2017 08:04:01

Hi also if you have any problem putting the content on the label let me know i will help you.

Best regards,  
Philip

*By Nexus* 23 Feb 2017 13:35:10

Hello, okay, thank you, we will contact you if/when needed. By the way, have you already received the payment?

*By You* 23 Feb 2017 13:38:54

Type a reply here...

⌨

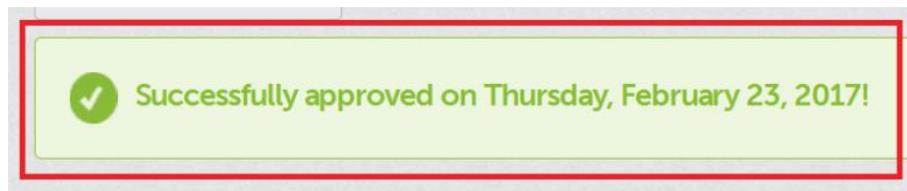
[Post Reply](#)



When the entire process is completed, the Successfully approved on [date]! message is displayed on the screen.

By now, a user has already received their design, including all of the relevant files, and the winning designer has already received their predetermined payment.

The project is now complete and over.



### Troubleshooting support

Should a user experience any (kind of) error/issue/problem regarding and/or when using the DesignCrowd platform, they are invited to refer to the following hyperlinks: [www.designcrowd.com.au/help](http://www.designcrowd.com.au/help) and [www.designcrowd.com.au/contact](http://www.designcrowd.com.au/contact) or contact the following e-mail address: [support@designcrowd.com](mailto:support@designcrowd.com).

## 9. Testing of DesignCrowd platform

Before promoting the DesignCrowd platform to other project partners and wider public, we had to test it to see how it works in practice. For this, we actually ordered a concrete food packaging design and documented the whole (ordering) process from the preparation of the brief to the payment step and the final food design handover in the agreed formats.

The complete testing, together with some instructions and warnings, is presented via screen-captured images in the presentation, titled [9.]Testing of DesignCrowd platform (.pdf), which can be found in the file where this document is located. Some of the images are also presented below.



Post a Design Project | Des... x Fran x vreme - Iskanje Google x +

https://www.designcrowd.com/order/order.aspx?ProjectDetails&id=2542977

Corporate Identity	Print design	Graphic design
Logo	Print	Graphic
Business Card	Advertisement	App
<b>Label</b> ✓	Book Cover	Art
Letterhead	Brochure	3D
Name Card	Calendar	Illustration
Signage	Card	Photoshop
Stationery	Catalogue	PowerPoint
T-shirt	CD Cover	Vector
	Envelope	
<b>Web design</b>	Flyer	<b>Other</b>
Web	Greeting Card	Graphic
Banner Ad	Invitation	
Blog	Magazine	
Email Marketing	Menu	
Facebook	Newspaper Ad	
Icon	Packaging	

Post a Design Project | Des... x Fran x vreme - Iskanje Google x +

https://www.designcrowd.com/order/order.aspx?CreativeBrief&id=2542977

**Task description**

We need a label design for an Slovenian tourist farm from an agricultural area called Prekmurje and known for its gourmet delicacies.

We would like to be presented with label designs for a 1 litre (approximately 33.814 U.S. fluid ounces) dark green plastic bottle containing undiluted (ie. 100%), viscous and very dark green (almost black) pumpkin seed oil. The label design should be consistent with nature and food processing industry, represent adequate colours, be 11 centimetres (approximately 4.331 inches) high and 7.5 centimetres (approximately 2.953 inches) wide and have enough blank/empty space (approximately 1/3 of the label) for the subsequently added legally stipulated text.

We look forward to receive visual and appealing label designs that ought to communicate quality, trust and, most importantly, the geographical origin.

We would like to add that the said client has not yet worked on their corporate identity which means that ample freedom is allowed and should be taken advantage of.

Post a Design Project | Des... x Fran x vreme - Iskanje Google x +

https://www.designcrowd.com/order/order.aspx?PaymentOptions&id=2542977

**Label Design Package Breakdown**

Project Type  
Contest

Preferred Currency  
EUR

Package - (minimum €149)  
€ 149 .00

**BE CAREFUL TO REFRESH AND/OR CHECK "PACKAGE" VALUE.**

**A lag may prevent the page to auto-refresh which means that the preferred currency is changed from USD to EUR while the package value remains identical, ie. 249.**

**Project upgrades**  
Choose to upgrade and improve your project below



Post a Project: Payment | D... x Fran x vreme - Iskanje Google x +

https://www.designcrowd.com/order/order\_payment.aspx?id=2542977 110% Search

Enjoy \$10 OFF your design project! Discount Code: WELCOME10D

### Confirm project details

Review your project details below

<b>Project Name</b>	Pumpkin Seed Oil Dark Green Plastic Bottle Needs a Label Design
<b>Design Required</b>	Label
<b>Total Project Cost</b>	Discount applied! You save €10.40 €154.96 €144.56 <small>includes 4.0% transaction fee</small>

[Why do you have to pay upfront?](#)

### Payment Method

Select a payment option to continue

**Why does DesignCrowd take money up-front?**

DesignCrowd takes payment in advance to protect both you and the designer community.

By committing to payment upfront, it provides some surety to the design community that you are serious about your design project. Your funds remain with DesignCrowd until the end of your project and only released to the designer when you are happy with the designs you received.

At the point in which you choose a winning designer, we simultaneously release the design files to you and payment to your winning designer. It's the risk free way to design!

13:24  
1.2.2017

Prejeto x Koledar x Your DesignCrowd Invoice... x

Prejmi sporočila x Sestavi x Klepet x Imenik x Označi x Hitri filter

Od DesignCrowd <info@designcrowd.com>

Zadeva **Your DesignCrowd Invoice #2542977**

Za Mene

Zaradi zaščite vaše zasebnosti je Thunderbird v tem sporočilu prepričal prikaz oddajene vsebine.

**DesignCrowd Pty Ltd**

Level 4 Suite 2, 2 Hill St  
Sunny Hills NSW 2010 Australia  
Phone: 1800 22 80 20  
Australian Business Number (ABN): 26 127 272 315

**Invoice To:**  
GregoPTP  
grega@p-tech.si  
Slovenia

**Invoice For:**  
Label Design project 'Pumpkin Seed Oil Dark Green Plastic Bottle Needs a Label Design'  
Project ID 2542977

**TAX INVOICE**

Date: Thursday, February 2, 2017  
Invoice#: 2542977

PAID

DESCRIPTION	QTY	PRICE	AMOUNT (EUR)
Package (includes a €29.00 posting fee)	1	€139.00	€139.00
Transaction Fee	1	€5.56	€5.56
<b>SUBTOTAL</b>			€144.56
<b>SHIPPING COSTS</b>			€0.00
<b>TOTAL AMOUNT PAID</b>			€144.56

Današnji dan

9:30  
1.2.2017

Manage Project Update Bri... x +

www.designcrowd.com/project-progress/brief.aspx?briefId=2542977 110% Search

**DesignCrowd** Categories Designers Browse Jobs How it works

My Account Post a project

**Colors** What colors do you want used in your design?  
 No preference. Let the designer choose.

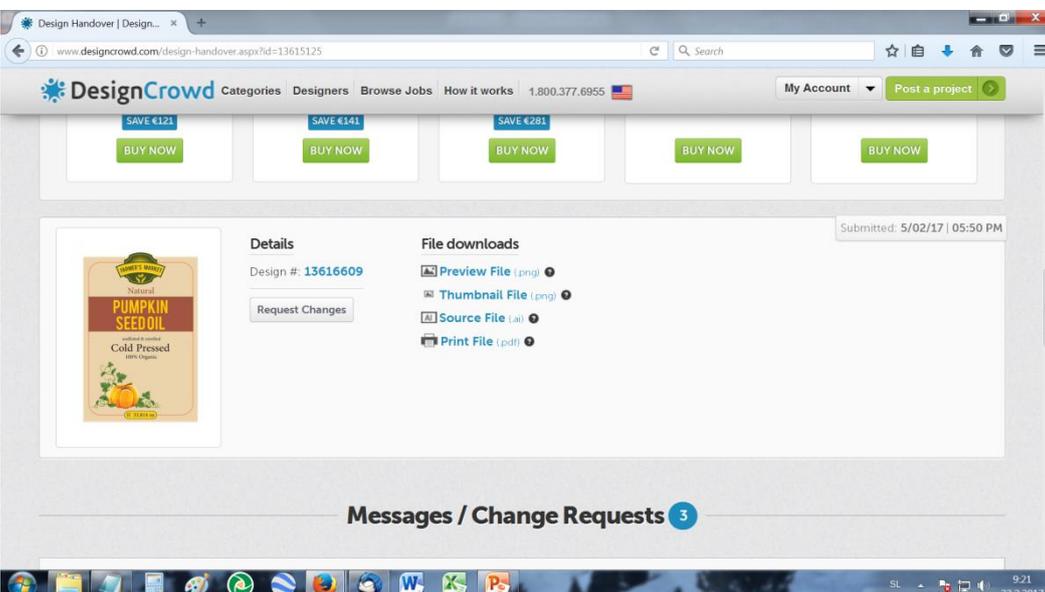
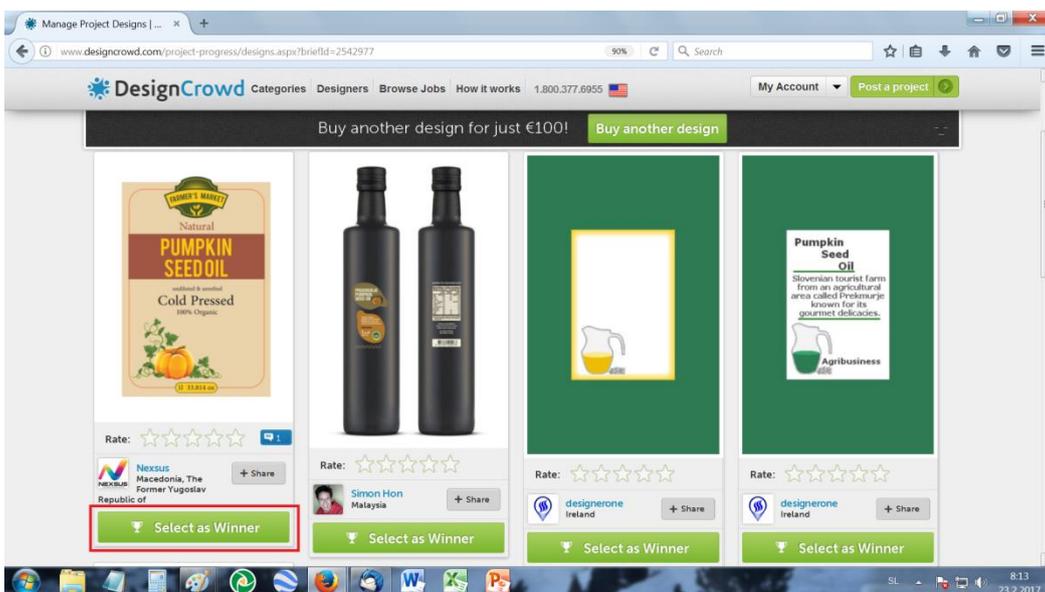
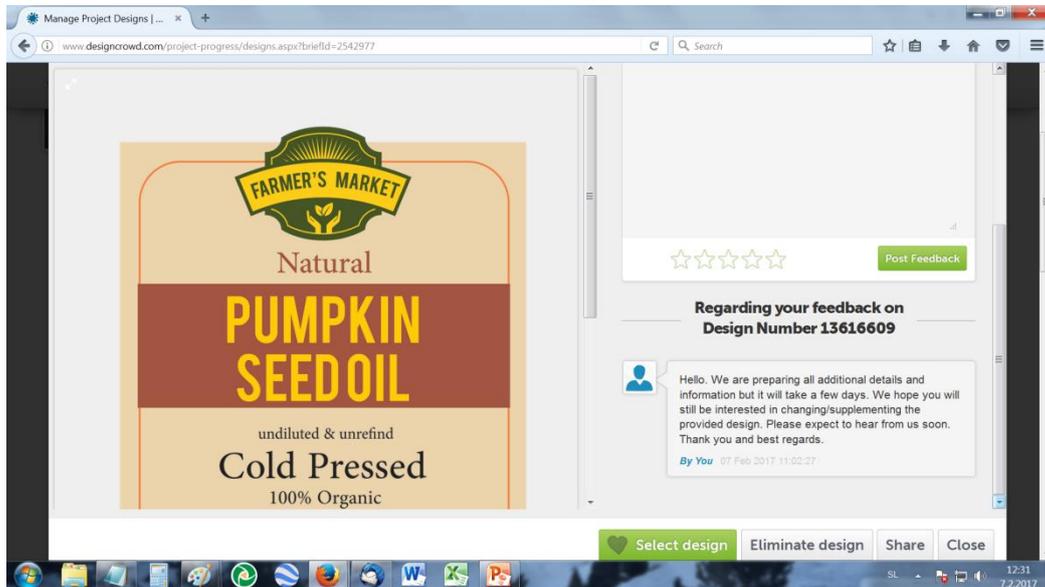


Color Grayscale

**Look and Feel**

Elegant	<input type="checkbox"/>	Bold	<input type="checkbox"/>
Playful	<input type="checkbox"/>	Serious	<input type="checkbox"/>
Traditional	<input type="checkbox"/>	Modern	<input type="checkbox"/>

13:37  
1.2.2017



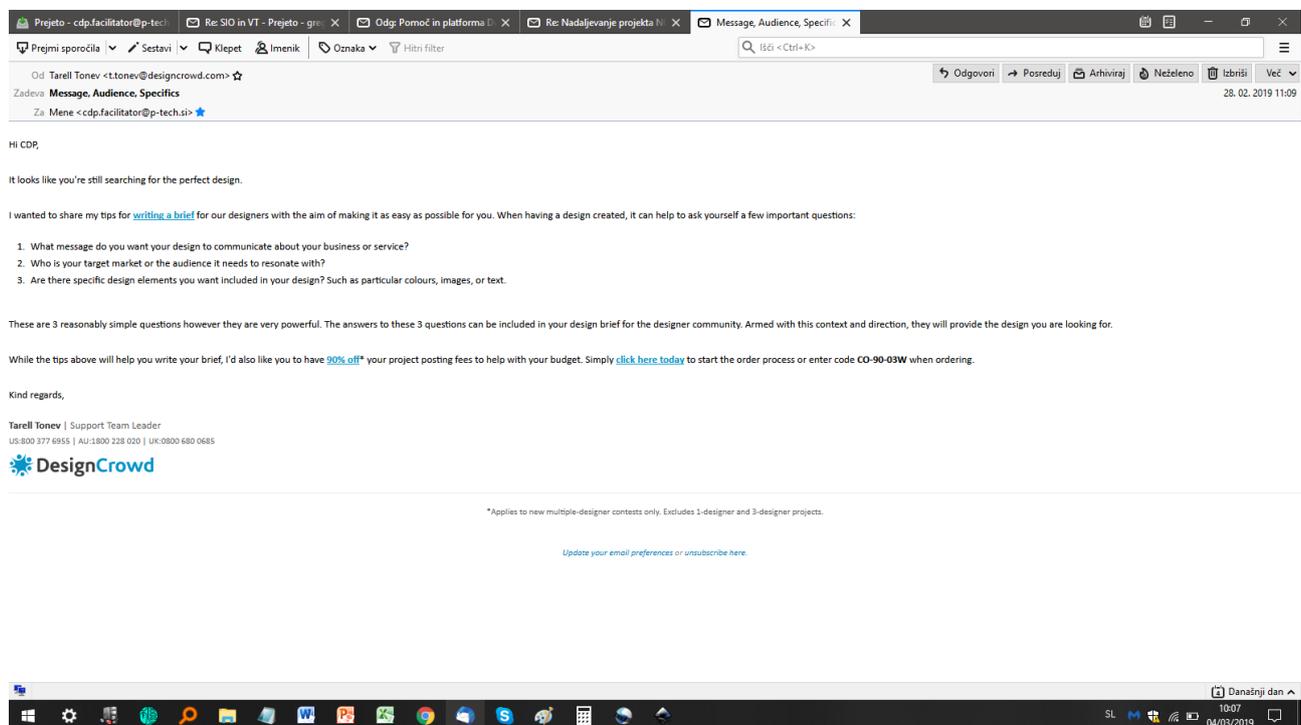


## 10. Identified approaches to and opportunities considering use of DesignCrowd platform

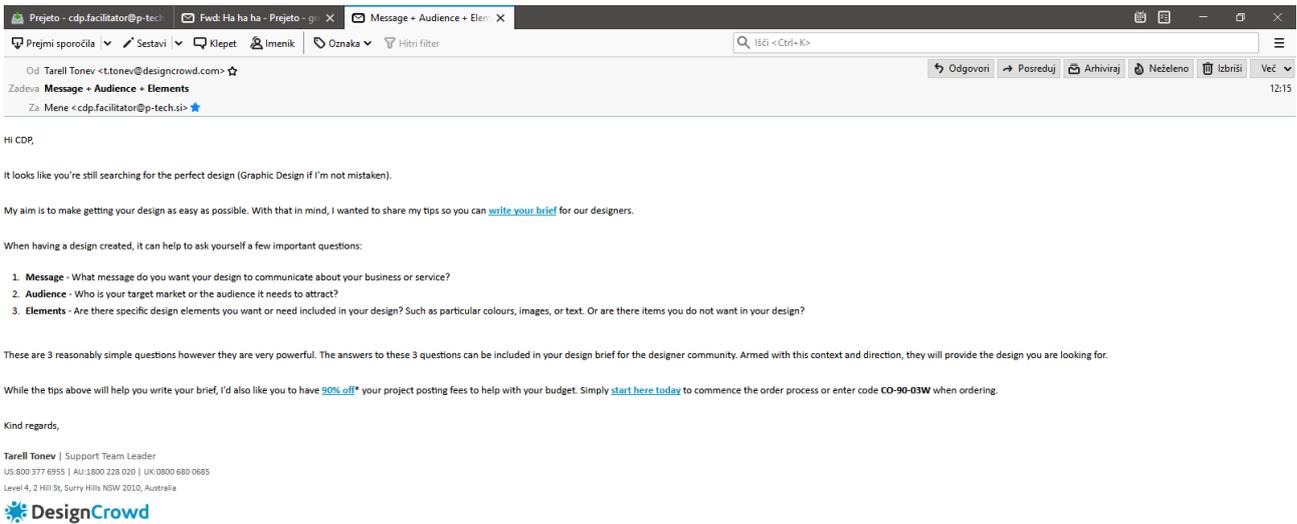
When using the DesignCrowd platform, we noticed that we began receiving the auto-generated e-mails with various helpful information and promotions which we integrated into our future (food) design(s) orders.

Below, we present some examples via the screen-captured images - they are in raw, that is not cropped, form because of the intention to present the DesignCrowd platform's concept of such e-mails.

### Writing a brief #1



### Writing a brief #2

Hi CDP,

It looks like you're still searching for the perfect design (Graphic Design if I'm not mistaken).

My aim is to make getting your design as easy as possible. With that in mind, I wanted to share my tips so you can [write your brief](#) for our designers.

When having a design created, it can help to ask yourself a few important questions:

1. **Message** - What message do you want your design to communicate about your business or service?
2. **Audience** - Who is your target market or the audience it needs to attract?
3. **Elements** - Are there specific design elements you want or need included in your design? Such as particular colours, images, or text. Or are there items you do not want in your design?

These are 3 reasonably simple questions however they are very powerful. The answers to these 3 questions can be included in your design brief for the designer community. Armed with this context and direction, they will provide the design you are looking for.

While the tips above will help you write your brief, I'd also like you to have [90% off\\*](#) your project posting fees to help with your budget. Simply [start here today](#) to commence the order process or enter code **CO-90-03W** when ordering.

Kind regards,

Tarell Tonev | Support Team Leader  
US:800 377 6955 | AU:1800 228 020 | UK:0800 680 0685  
Level 4, 2 Hill St, Surry Hills NSW 2010, Australia

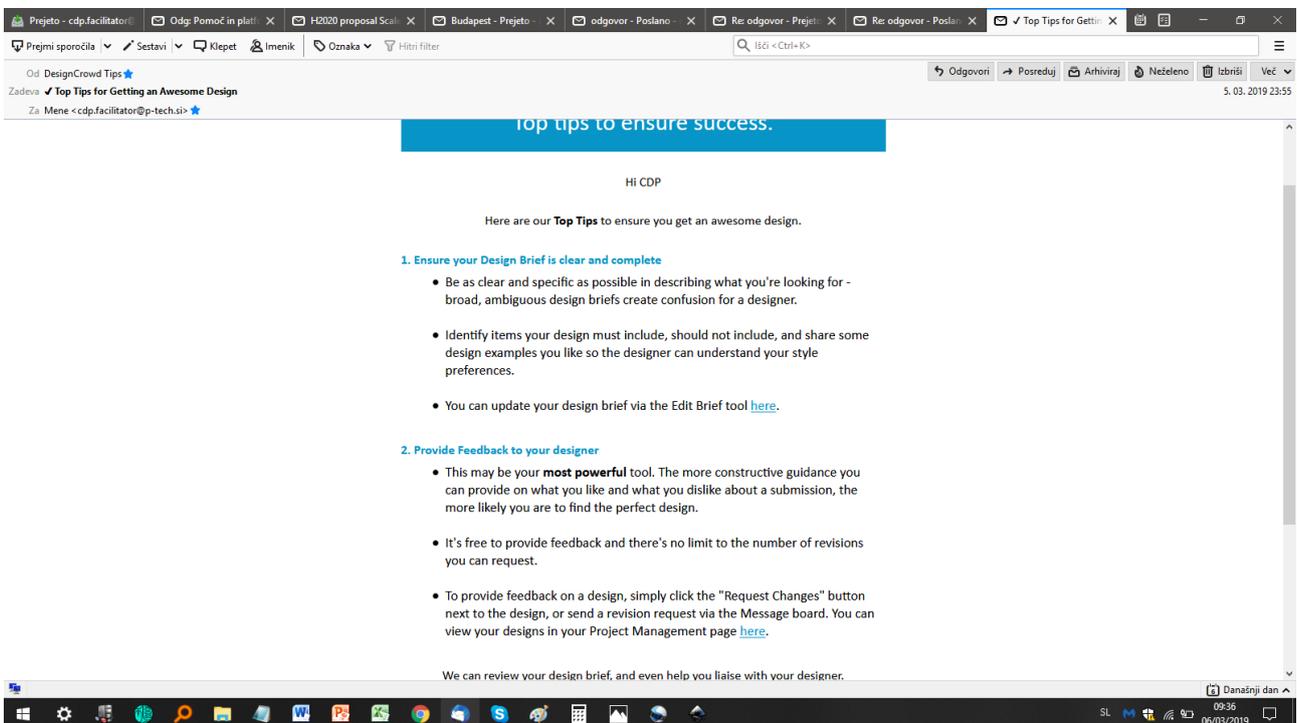


\*Applies to new multiple-designer contests only. Excludes 1-designer and 3-designer projects.

[Update your email preferences or unsubscribe here.](#)



## Top tips



**Top tips to ensure success.**

Hi CDP

Here are our **Top Tips** to ensure you get an awesome design.

1. **Ensure your Design Brief is clear and complete**
  - Be as clear and specific as possible in describing what you're looking for - broad, ambiguous design briefs create confusion for a designer.
  - Identify items your design must include, should not include, and share some design examples you like so the designer can understand your style preferences.
  - You can update your design brief via the Edit Brief tool [here](#).
2. **Provide Feedback to your designer**
  - This may be your **most powerful** tool. The more constructive guidance you can provide on what you like and what you dislike about a submission, the more likely you are to find the perfect design.
  - It's free to provide feedback and there's no limit to the number of revisions you can request.
  - To provide feedback on a design, simply click the "Request Changes" button next to the design, or send a revision request via the Message board. You can view your designs in your Project Management page [here](#).

We can review your design brief, and even help you liaise with your designer.

## Starting a project (order)



Prejeto - cdp | Re: [I-CON] | I-CON | 2. Festival | Re: Nekaj | I-CON Fil | I-CON Si | Just to let | Re: platf | Re: Povl | Nova bar | Our check |

Prejmi sporočila | Sestavi | Klepet | Imenik | Oznaka | Hitri filter

Od Cheryl Lim <c.lim@designcrowd.com> ☆

Zadeva **Our checklist for great design CDP**

Za Mene <cdp.facilitator@p-tech.si> ☆

25. 04. 2019 12:01

Hi CDP,

It seems you've thought about a Graphic Design project with us. Would you like help [getting a project started?](#)

As a short guide, here are some tips for getting the most out of our talented designer community and your DesignCrowd project:

1. Write a structured, clear, and detailed design brief.
2. Select a package that suits your budget.
3. Provide any design assets you already have.
4. Give examples of designs you like.
5. Outline the key message you would like your design to convey.

Working through this checklist will ensure you get the design you are looking for.

I've also got a little extra for you! You can launch your project today and [only pay a €1 project posting fee\\*](#).

Sound interesting? Just [click here](#) to proceed or enter **CO-VIP1-01WE** when ordering.

If you need further assistance or guidance with your project please hit reply as we're always here to help.

Kind regards, Cheryl

Cheryl Lim | Support Team Leader  
US:800 377 6955 | AU:1800 228 020 | UK:0800 680 0685



\*Applies to new multiple-designer contests only. Excludes 1-designer and 3-designer projects.

[Update your email preferences or unsubscribe here.](#)

Današnji dan 01:44 26/04/2019

## File formats

Poslano - grega@p-tech | Re: [I-CON] Study vi | I-CON | Individual | 2. Festival znanstveni | Re: Nekaj odprtih za | Re: Aktivacija mladih | Re: tekst - Prejeto - | This is what you get |

Prejmi sporočila | Sestavi | Klepet | Imenik | Oznaka | Hitri filter

Od Joanne Pedro <j.pedro@designcrowd.com> ☆

Zadeva **This is what you get from us CDP**

Za Mene <cdp.facilitator@p-tech.si> ☆

16. 05. 2019 12:07

Hey CDP,

In case you were unsure about what you get from us, I wanted to share some important information on design file formats.

DesignCrowd gives you industry-standard design files. This ensures they are suitable for all production requirements - so you can implement your new design within your business (online, via social media, and/or in print).

Designs are typically supplied as both vector-based and pixel-based files; generally in AI / EPS, PDF, and JPEG formats (although this can vary depending on type of design needed and what is most appropriate). Please note, you are also able to request specific file formats in your brief if you have other requirements.

Earlier this week we had **90% off posting fees\*** on all design categories. You can simply [start your project here](#) or apply the code **CO-90OFF-09W** when placing your order.

When you launch your project, we'll deliver the right design and the right files.

Kind regards,

Joanne Pedro | Support Team Leader  
US:800 377 6955 | AU:1800 228 020 | UK:0800 680 0685  
Level 4, 2 Hill St, Surry Hills NSW 2010, Australia

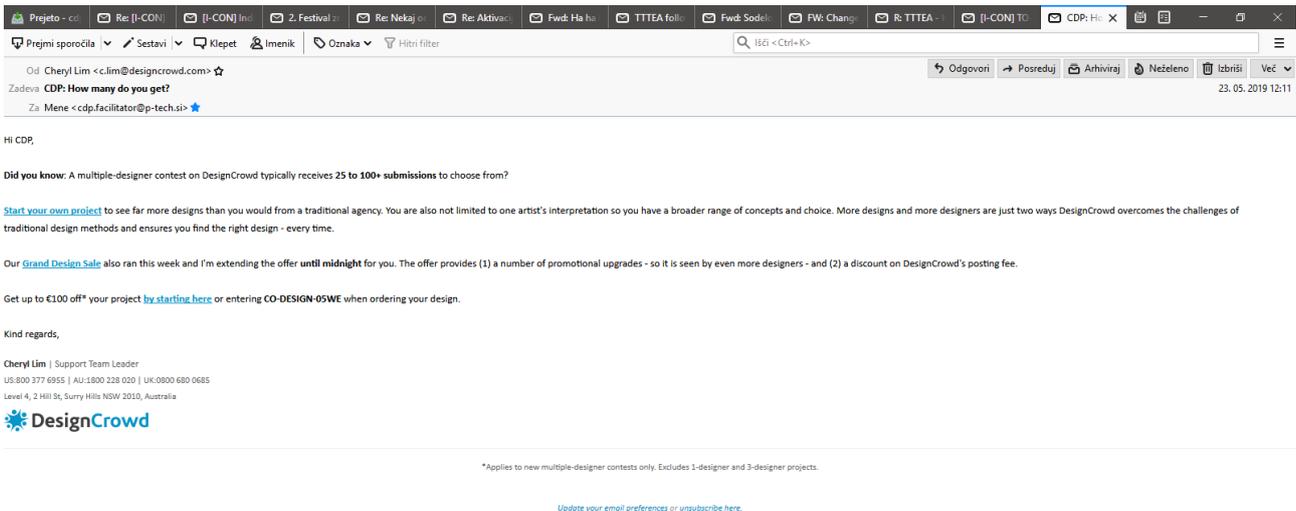


\*Applies to new DesignCrowd design contests only. Excludes 1-designer and 3-designer projects.

[Update your email preferences or unsubscribe here.](#)

Današnji dan 09:37 21/05/2019

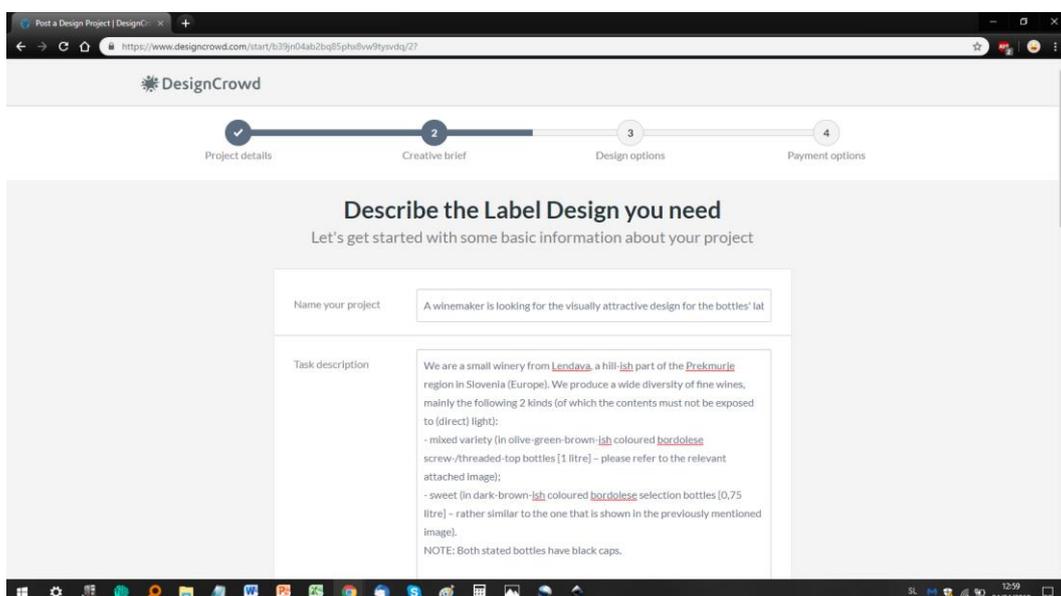
## Types of (ordering) contests

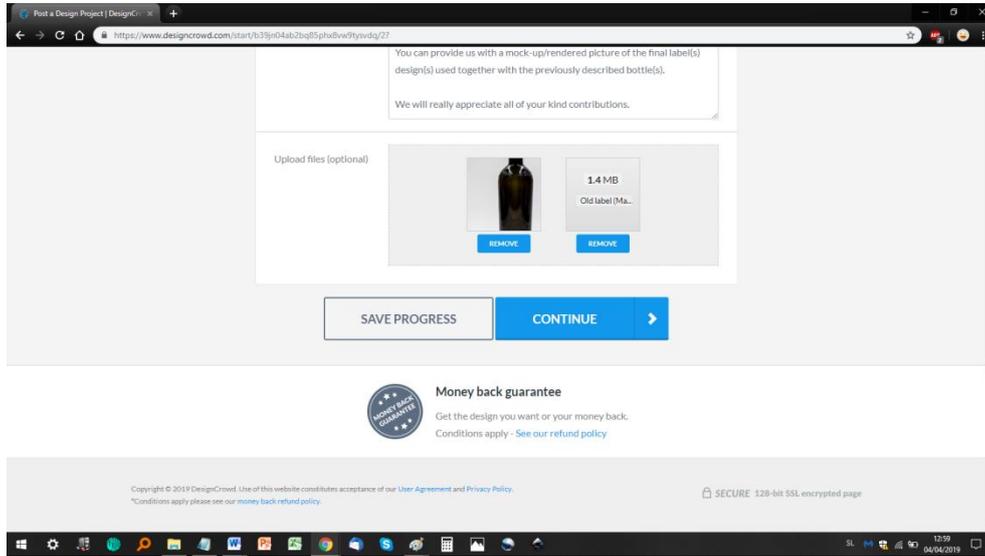


## 11. Design ordering, payment and handover processes within DesignCrowd platform

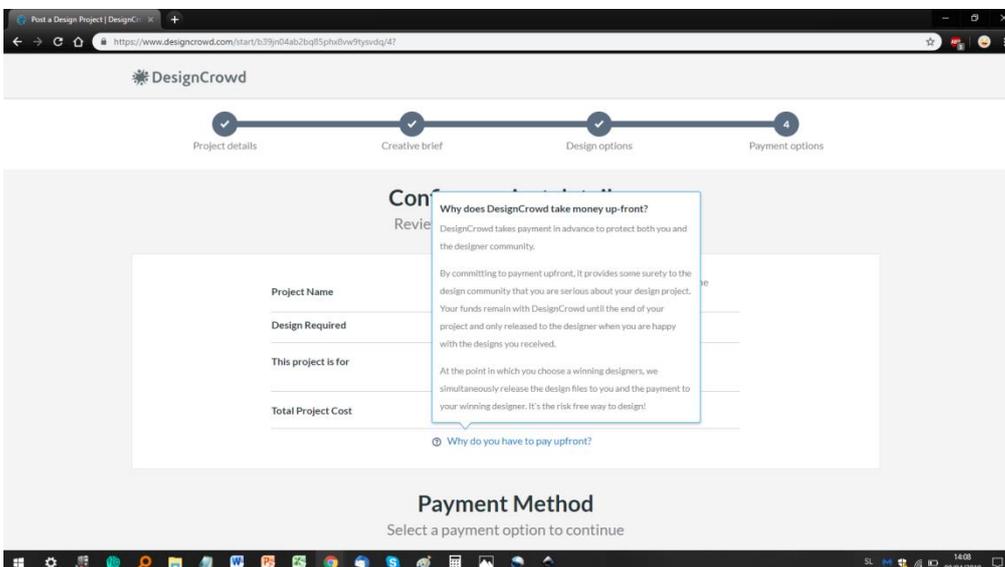
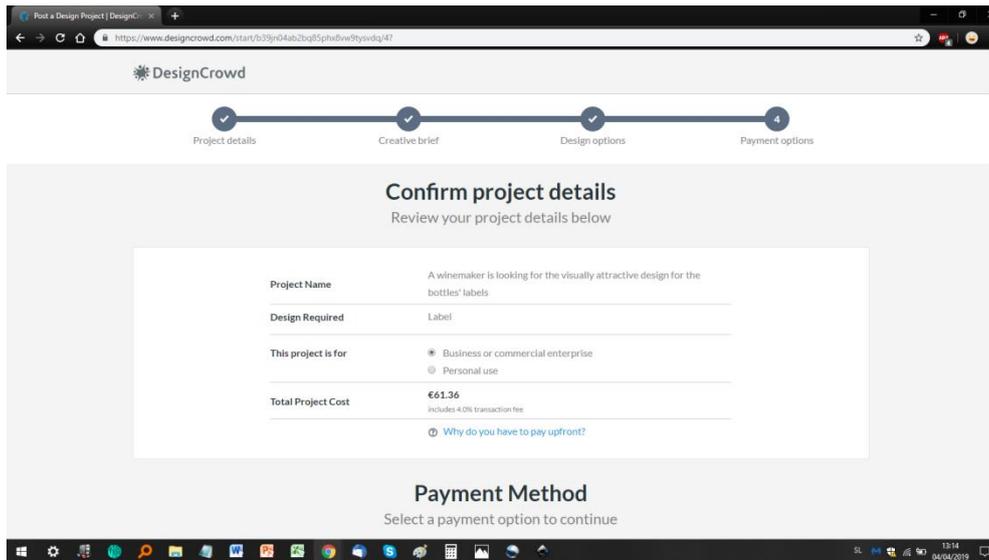
Utilizing the DesignCrowd platform consists of ordering a design via a pre-prepared brief, waiting for designer(s) to do their work and communicating with them, approving your payment and design(s) handover phase.

### Brief





## Order





Payment successful

You will receive an email notification shortly with the details of your project



Just a few more steps to launch your project ...

[CONTINUE](#)

Money back guarantee

My Projects

Your project is currently being reviewed and will launch in the next few hours. You will receive a notification when your project launches.

Refer & Get up to \$100 off

- My Projects: 4
- Open Projects: 1
- Closed Projects: 3
- Draft Projects: 0
- My Print Orders
- My Website Orders
- Messages: 3
- Favorite designers: 0
- Affiliate program

**One-on-one Label design project** Under Review Public Project

Draft	0	€59.00	0	2
Open	Designs	Package Cost*	Comments	Days left
Complete	<a href="#">View Brief</a>			Date Created: 04 Apr 2019

**One-on-one Logo design project**

Draft Designs: 2 Winner: **HAZEM TMMAM**

[Start a new project with this designer](#)

Label Design job - Label brief for

A Winemaker is Looking For The Visually Attractive Design For The Bottles' Labels

**Label Design job - A winemaker is looking for the visually attractive design for the bottles' labels**

Draft Project 0 Designs Submitted €59.00 Package Cost

Label Design Brief Comments (0)

Payment Prepaid Payment Not Guaranteed Translate this brief

Job Type: Label Design

Task Outline: Create a Label Design

Task Description: We are a small winery from Lendava, a hill-ish part of the Prekmurje region in Slovenia (Europe). We produce a wide diversity of fine wines, mainly the following 2 kinds (of which the contents must not be exposed to (direct) light):

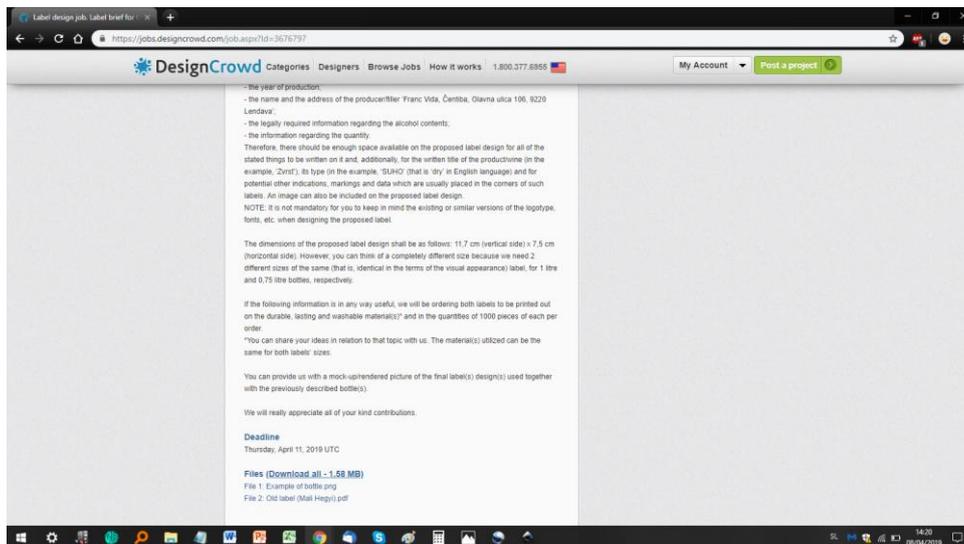
- mixed variety (in olive-green-brown-ish coloured bordeaux screw-threaded-top bottles [1 litre] - please refer to the relevant attached image).
- sunset (in dark-brown-ish coloured bordeaux selection bottles [0.75 litre] - rather similar to the one that is shown in the previously mentioned image).

NOTE: Both stated bottles have black caps.

Save to Watchlist  
Browse Label Design Jobs  
Back to Manage Project

Payments: Package Cost €59

Help: How does a Design Contest work? How many designs will I get? What if I don't like any of the designs? Can I invite designers to my project? What protection does DesignCrowd provide?



**DesignCrowd Pty Ltd**  
Level 4 Suite 2, 2 Hill St  
Surry Hills NSW 2010 Australia  
Phone: 1800 22 89 20  
Australian Business Number (ABN): 26 127 272 315

**TAX INVOICE**

Date: Tuesday, April 9, 2019  
Invoice#: 3676797

Invoice To:  
CDP facilitator  
cdp.facilitator@p-tech.si  
Slovenia

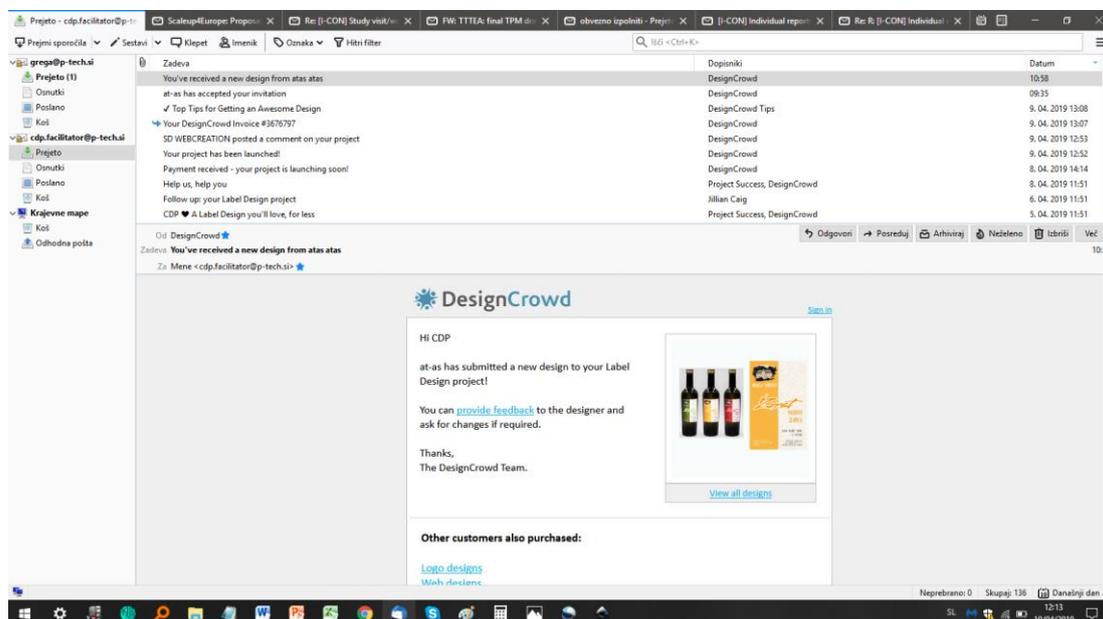
**PAID**

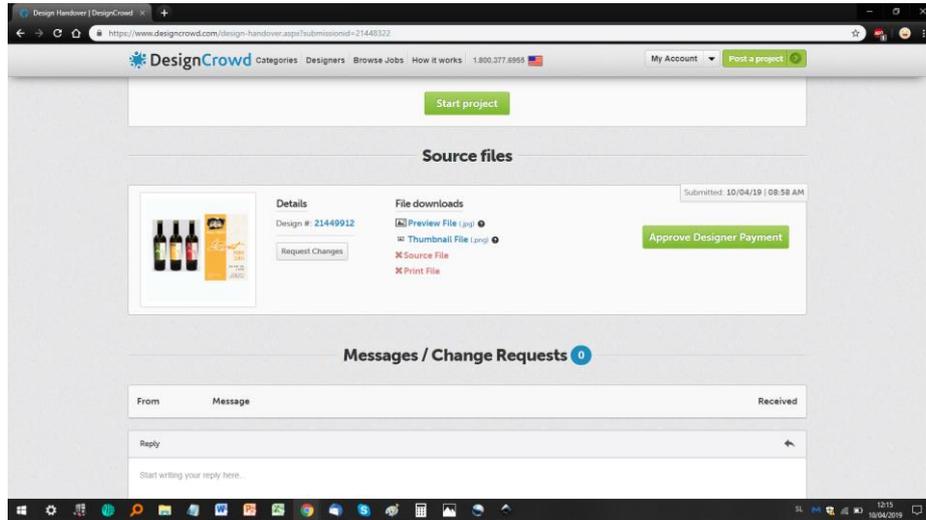
Invoice For:  
Label Design project 'A winemaker is looking for the visually attractive design for the bottles' labels'  
Project ID: 3676797

DESCRIPTION	QTY	PRICE (Exc.)	AMOUNT (EUR)
Package (includes a €14.00 posting fee)	1	€59.00	€59.00
Transaction Fee	1	€2.36	€2.36
<b>SHIPPING COSTS</b>			€0.00
<b>TOTAL (I) AMOUNT PAID</b>			€60.00
<b>TOTAL AMOUNT PAID</b>			€61.36

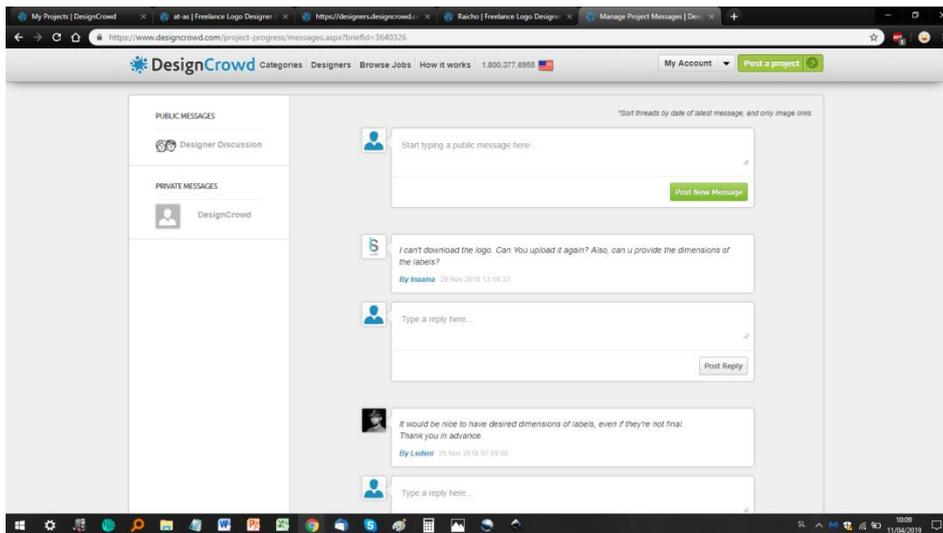


**Receiving design(s) proposal(s)**

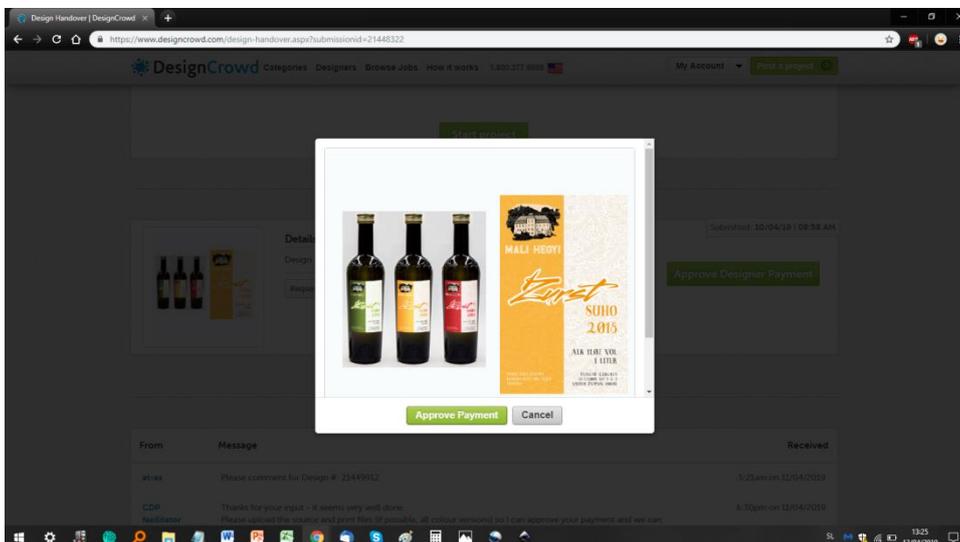




## Communication



## Selection of winning design(s)





DesignCrowd Categories Designers Browse Jobs How it works 1,800,377,6955

**A winemaker is looking for the visually attractive design for the bottles' labels with at-as**

Rate DesignCrowd [Edit brief](#) [Contact support](#)

✓ Successfully approved on Friday, April 12, 2019!

**Designer submitted**  
at-as has submitted their initial design.  
Review the design and make any change requests that you have.

**Status**  
SUBMITTED at-as has submitted a design

**Your label is ready!**

**Next steps**

- Get your brand online with your own website
- Invite a friend and get up to \$100 off your next design project

DesignCrowd Categories Designers Browse Jobs How it works 1,800,377,6955

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Review the design and make any change requests that you have.

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Download Work with this Designer Again

Get a website

Refer and earn

**Get a Website with Hosting & Domain**  
Get a website customized and setup by a professional designer

Get a new website designed by a professional designer:  
1 professional designer FREE: 12 months hosting

## Downloading final files

DesignCrowd Categories Designers Browse Jobs How it works 1,800,377,6955

**Source files**

Submitted: 10/04/19 | 08:58 AM

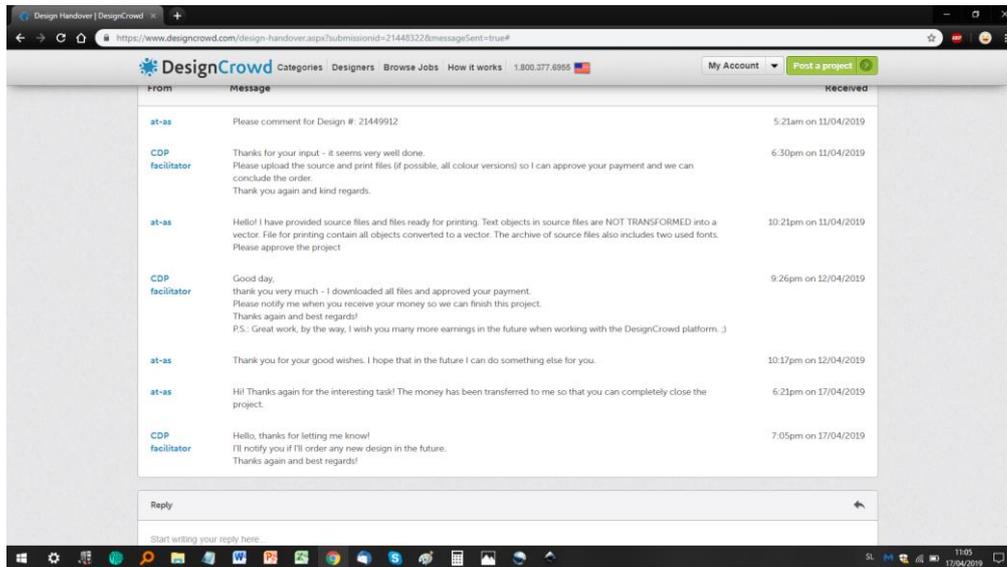
**Details**  
Design #: 21449912  
[Request Changes](#)

**File downloads**

- Preview File (.jpg)
- Thumbnail File (.png)
- Source File (.zip)
- Print File (.eps)

**Messages / Change Requests 3**

From	Message	Received
at-as	Please comment for Design #: 21449912	5:21am on 11/04/2019
CDP facilitator	Thanks for your input - it seems very well done. Please upload the source and print files (if possible, all colour versions) so I can approve your payment and we can conclude the order. Thank you again and kind regards.	6:30pm on 11/04/2019
at-as	Hello! I have provided source files and files ready for printing. Text objects in source files are NOT TRANSFORMED into a vector. File for printing contain all objects converted to a vector. The archive of source files also includes two used fonts. Please approve the project	10:21pm on 11/04/2019



## 12. Promotion of DesignCrowd platform within I-CON project's activities

As planned accordingly to the activities during the I-CON project, the DesignCrowd was promoted to other project partners and wider public after PTP as the leading project partner verified its appropriateness.

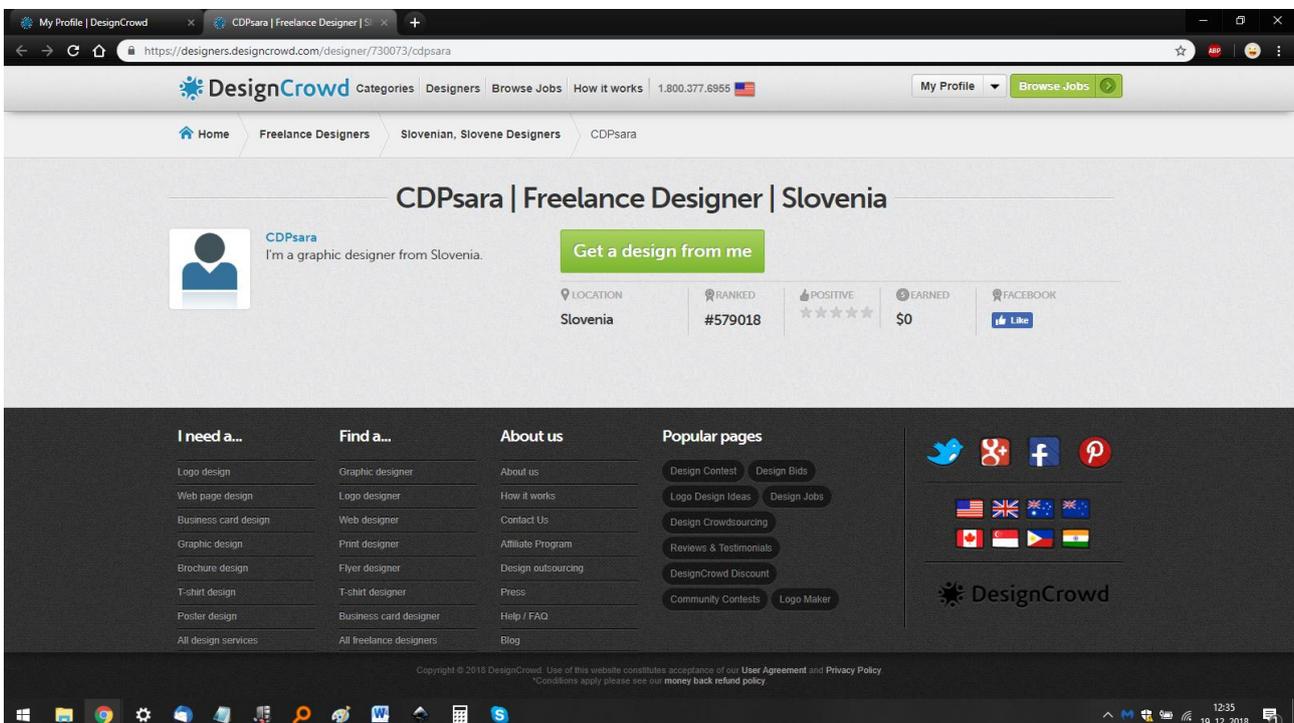
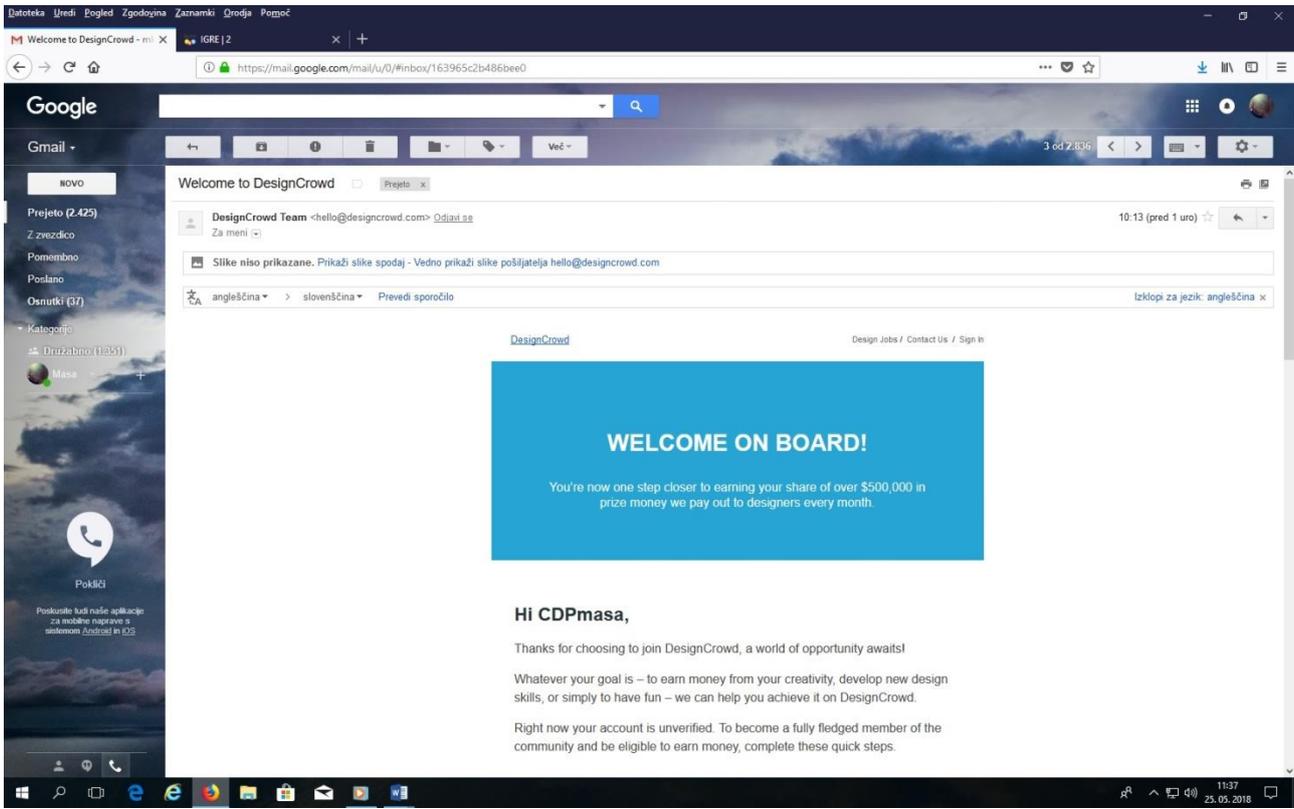
This was done mainly via regional demonstration workshops and the in-depth report, titled [12.]Promotion of DesignCrowd platform within I-CON project's activities1 (.doc), can be found in the same file where this document is located.





In the role of a regional partner, our objective was to identify and motivate at least 40 people to register into the DesignCrowd platform and, therefore, become its (new) users, test it, give us the valuable feedback and, later, work with it independently of the I-CON project. Mainly, we targeted the potentially interested stakeholders whom we'd identified in the previous stages within our work related to the CDP activities, namely D.T4.2.1 (potential beneficiaries) and D.T4.2.2 (participants of our demonstration workshops). Therefore, we addressed people on both, demand (SMEs and various other organisations with the expressed or latent need) and supply (designers, agencies, freelancers, students, etc. able and available to provide inexpensive and, most importantly, quality solutions), sides of the design-in-food-sector market.

Then, our objective was to test how the selected, that is DesignCrowd, platform works in real-life circumstances, considering real companies with real inquiries and orders and real designers working on the companies' briefs and providing these companies with concrete and satisfying results, that is (required) designs. We accomplished this task with the help of various food production, processing and service oriented SMEs which we previously identified as feasible for such activities and which were interested to participate within such activities. Thus, they became our 'testings subjects' within our CDP pilot activities.



Within the stated activities, our main goal was to conduct at least 5 cases via utilizing the DesignCrowd platform and mind the consistency according to relevant standards and food regulation requirements, posted projects' briefs, received solutions (that is designs related to food, packaging, etc.), feedback statistics, possible barriers, positive/negative experience, financial aspects, customers support staff, etc.

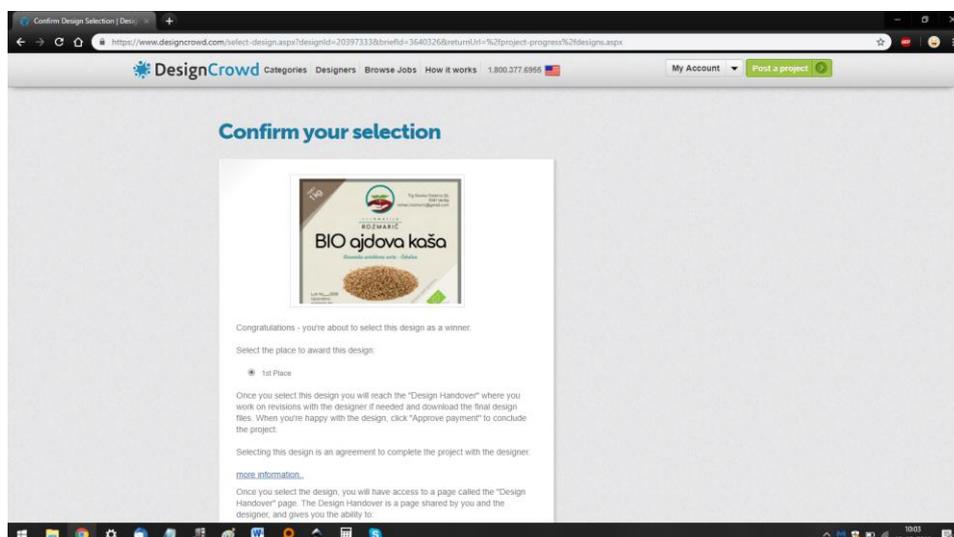
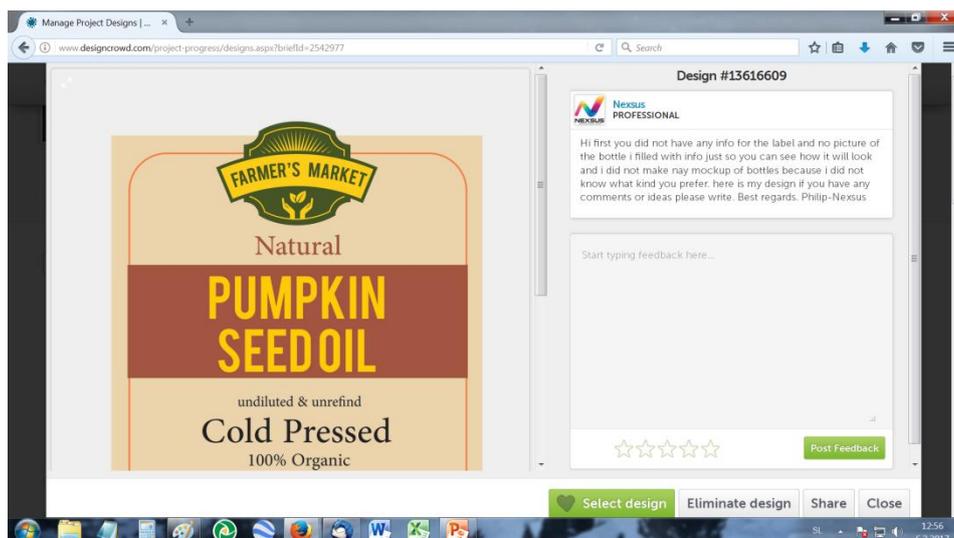
Additionally, the responsible PTP's employees were active as the leading facilitators in the I-CON project's CDP part, thus, offering assistance/help to other project partners within all activities which were in any way related to the (work with the) DesignCrowd platform, plus, collecting their results, feedbacks, etc.

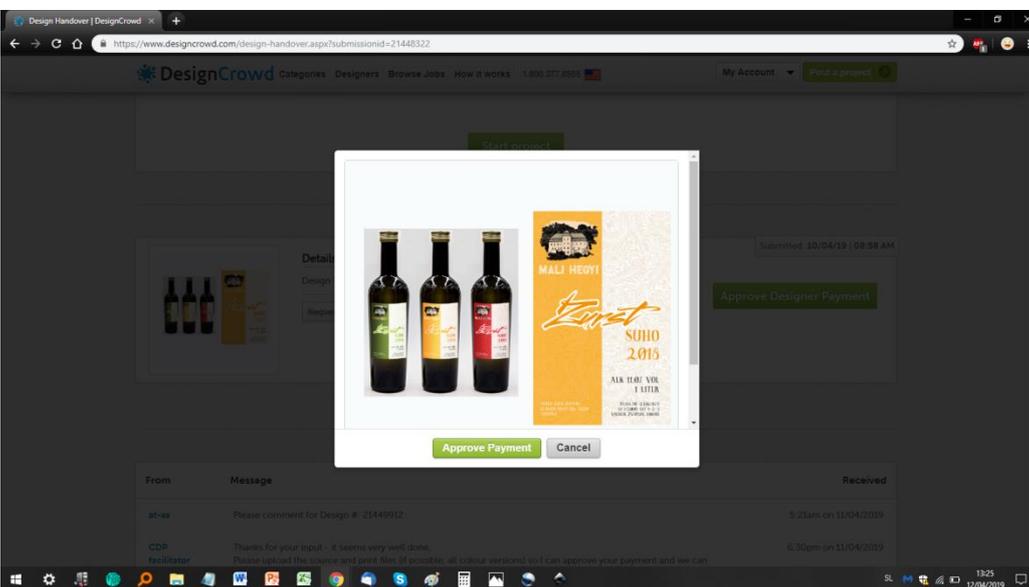
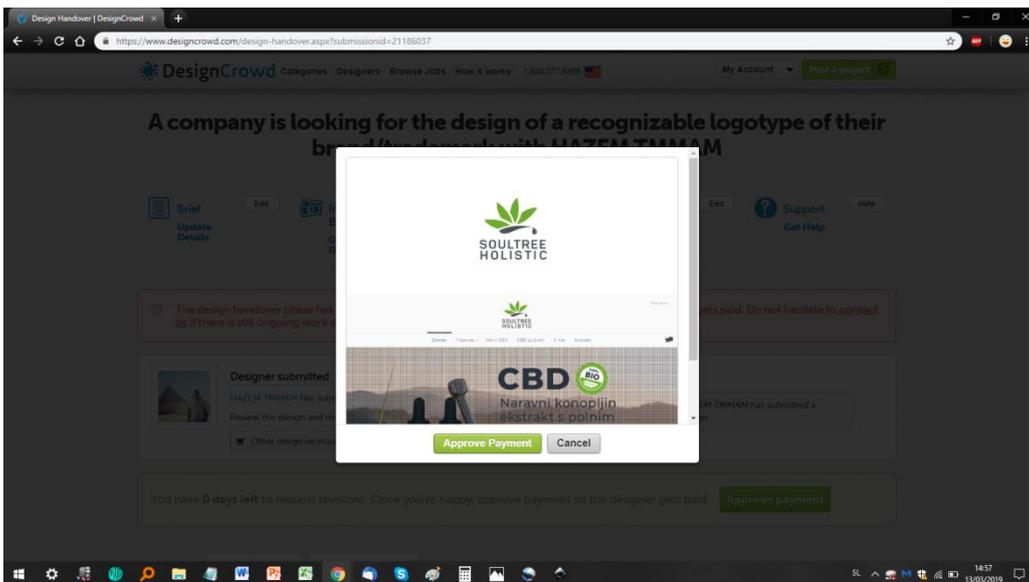
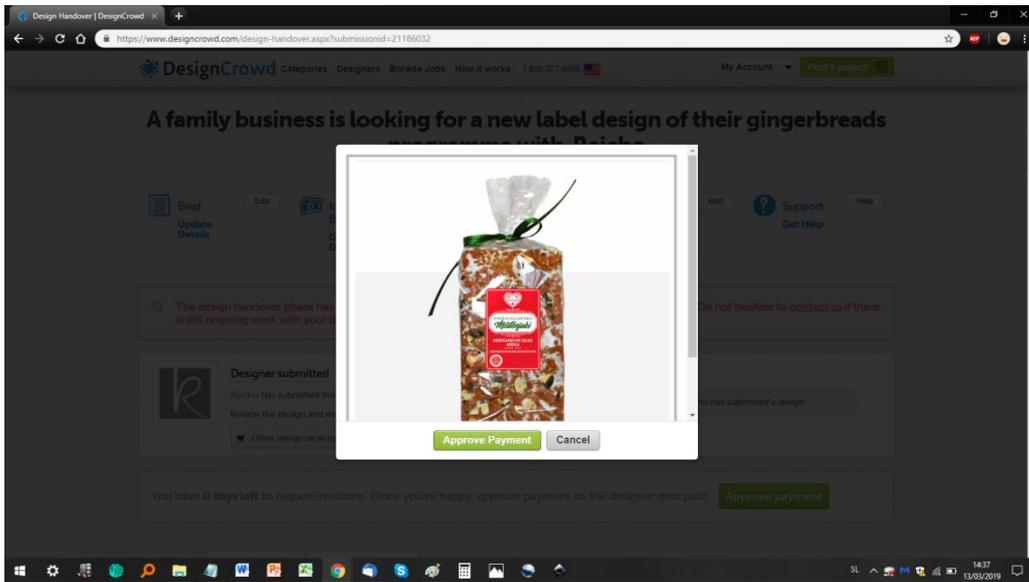
The in-depth report, titled [12.]Promotion of DesignCrowd platform within I-CON project's activities1 (.doc), related to this activity, that is user group's involvement, can be found in the same file where this document is located.

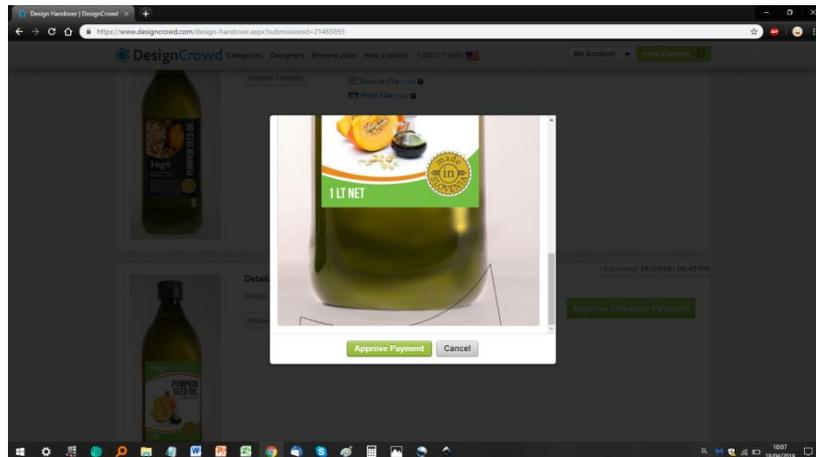
### 13. Acceptance of DesignCrowd platform

The DesignCrowd platform was rather positively accepted by PTP personnel, other project partners, (regional) demonstration worksops participants and SMEs which assisted project partners during its testing phase.

Below, some concrete results, that is (food packaging) designs, of utilizing the DesignCrowd platform are presented.



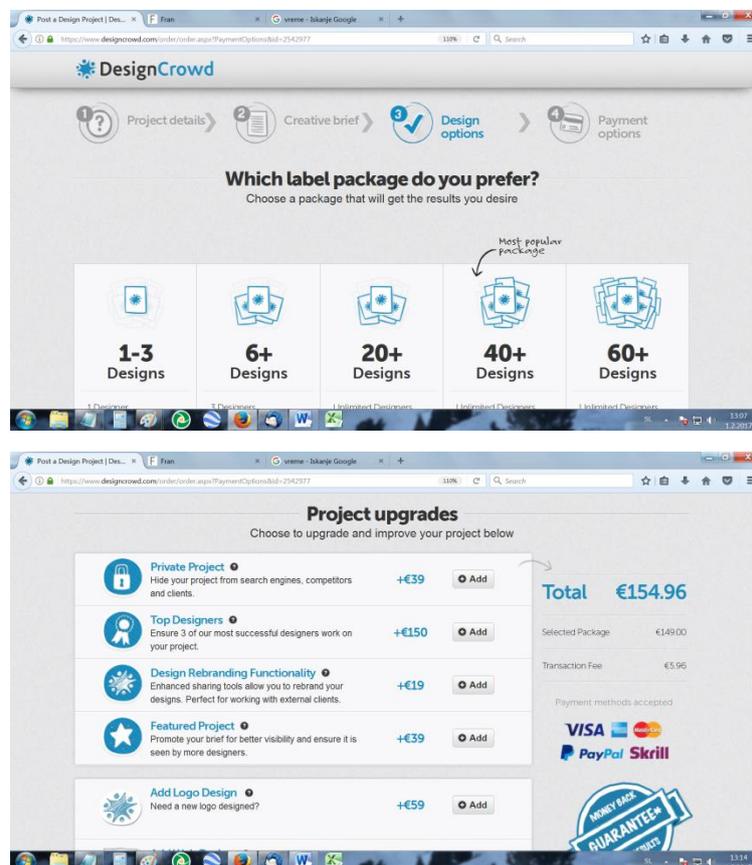




## 14. DesignCrowd platform's interface changes

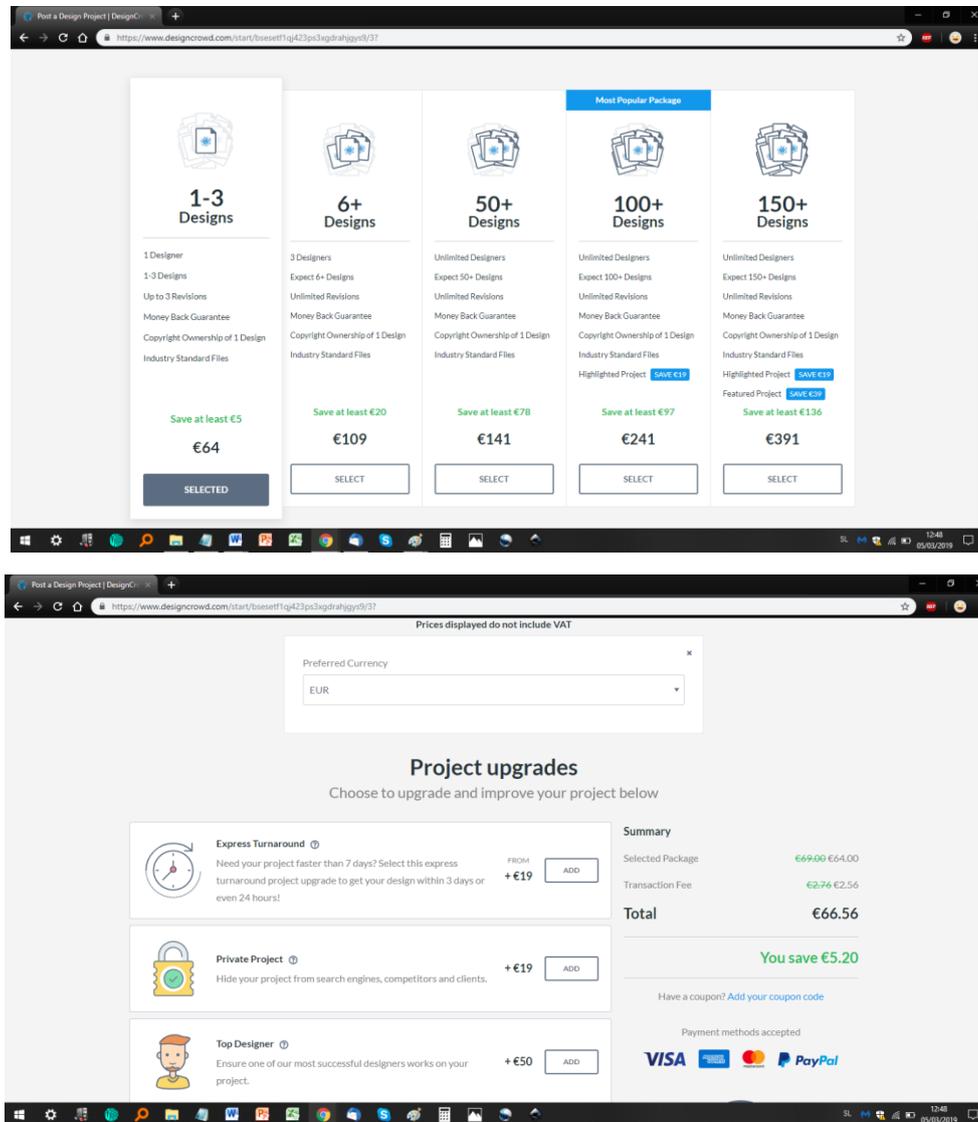
After our first testing of the DesignCrowd platform, in January/February 2017, its interface, that is almost all front-end parts of the website, were changed. Therefore, another testing was needed to determine if anything else was changed within the design(s) ordering process and all project partners had to be informed about these changes because the images in their instructions were outdated.

Before





After



## 15. DesignCrowd platform in real life

PTP conducted 5 'real life' cases utilizing the DesignCrowd platform - many images are already presented above in this document. Together with SMEs which are operating in the market, we tested how the DesignCrowd platform works when we require to receive concrete (food packaging) designs by using it. The results surprised both, the facilitators and SMEs, because it became clear to all of us that we can get quality design(s) for an inexpensive price - see example presented below.



[1.] Testiranje platforme DesignCrowd	13/06/2019 11:34	File folder
[2.] Ponovno testiranje platforme Design...	07/06/2019 15:23	File folder
[3.] Ekološka kmetija Rozmarič	13/06/2019 12:07	File folder
[4.] Medičarstvo Celec	13/06/2019 12:49	File folder
[5.] Soultree Holistica	13/06/2019 12:50	File folder
[6.] Mali Hegyi	13/06/2019 12:51	File folder
[7.] Izletniška kmetija Jakob	13/06/2019 12:51	File folder



### DesignCrowd Pty Ltd

Level 4 Suite 2, 2 Hill St  
Surry Hills NSW 2010 Australia  
Phone: 1800 22 80 20  
Australian Business Number (ABN): 26 127 272 315

**Invoice To:**  
CDP facilitator  
cdp.facilitator@p-tech.si  
Slovenia

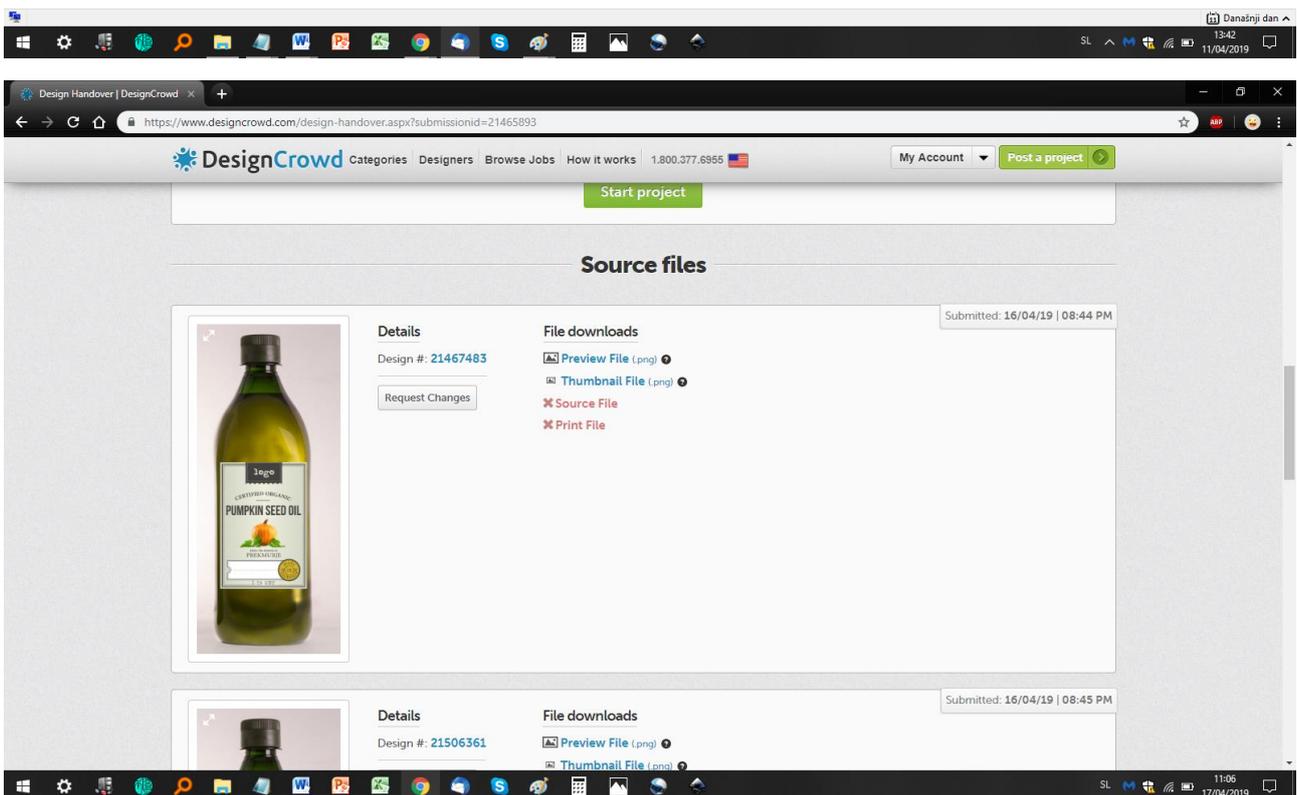
**Invoice For:**  
Label Design project 'A farmer is in the need of a great design for the pumpkin seeds oil bottles' labels'  
Project ID 3677635

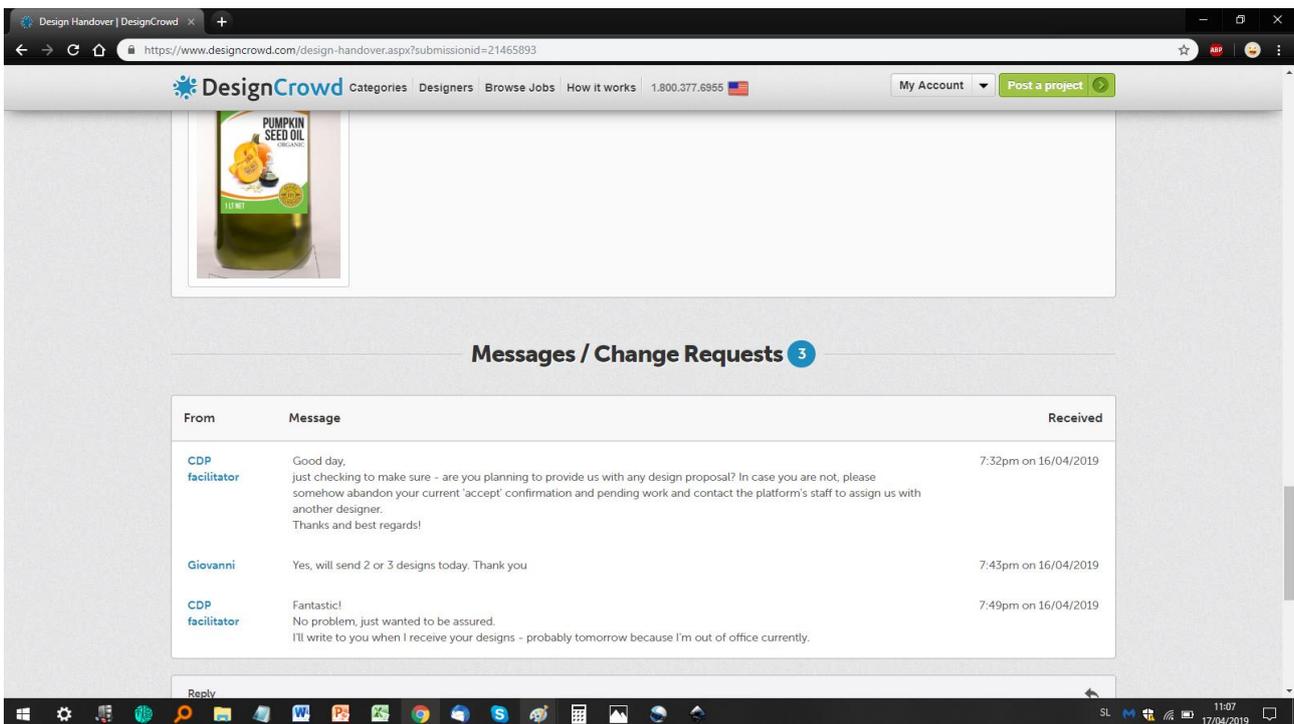
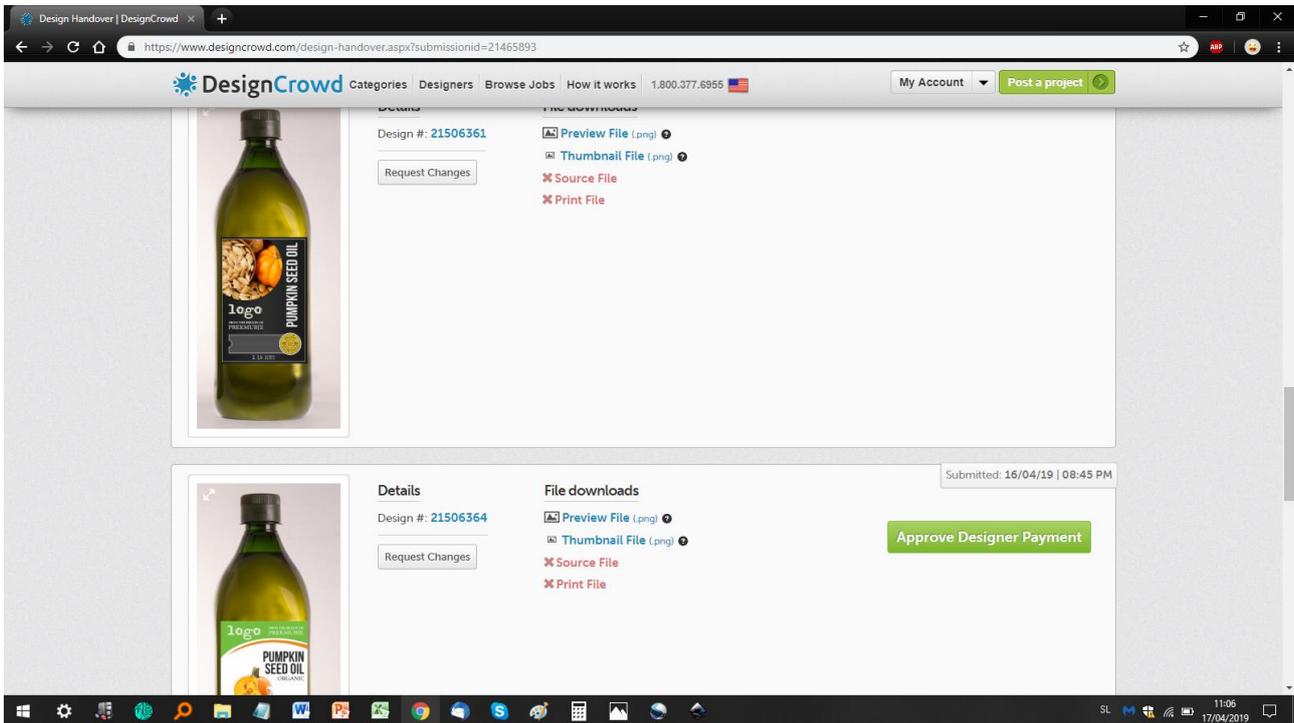
### TAX INVOICE

**Date:** Thursday, April 11, 2019  
**Invoice#:** 3677635

**PAID**

DESCRIPTION	QTY	PRICE (Exc. )		AMOUNT (EUR)
Package (includes a €14.00 posting fee)	1	€59.00	€0.00	€59.00
Transaction Fee	1	€2.36	€0.00	€2.36
			<b>SHIPPING COSTS</b>	€0.00
			<b>TOTAL ( ) AMOUNT PAID</b>	€0.00
			<b>TOTAL AMOUNT PAID</b>	€61.36





## 16. Positive and negative experience with DesignCrowd platform

Various positive experience with the DesignCrowd platform are already presented within other (sub)chapters of this document, especially the user's ability to receive quality



design(s) for a cheap/low price and simple ordering process, interface and website functions.

When using the DesignCrowd platform, we encountered quite a few issues, namely designers being unable to download our uploaded files (logotypes, etc.), our bank card not being accepted, not being able to find perfectly clear breakdown of fees that are included in the price's total sum, etc. However, we contacted the DesignCrowd platform's customer support staff multiple times and they responded quickly, usually within a few hours, and helped us extensively with everything.

Below, we present the CCIS-CAFÉ project partner's experience related to the CDP pilot action activities:

*Workshops we organised to promote the design platform were very useful as companies became interested in trying it. In this way, we managed to rise interest of SMEs. We think DesignCrowd platform is a very useful tool for finding new designs. The time between submitted project and first designs received is short which improves the usability of the platform. Private messaging on the platform helps to clarify any misunderstandings that may occur between the designer and people submitting the project and improves the final result at the same time.*

## 17. Feedbacks/testimonials about work with DesignCrowd platform

In this chapter, we present (summary) feedbacks/testimonials related to the CDP pilot action activities from various project partners.

### CCIS-CAFÉ

*The platform proved to be very useful for the companies we worked with. Only one (out of six companies) was not satisfied with any of the designs received. I think that using an already existing platform was a good idea due to a big number of designers active on that platform. The designs were very different from each other which offered a great choice between different designs. The possibility of adapting slight changes to the winning design adds to the satisfaction of both parties.*

### CNA ER

*In relation to the implemented activities, CNA organized 3 demonstration events in which it presented the platform, its objectives and its potential to companies in the Food sector. One of these companies, the natural gut consortium, was strongly interested in participating in pilot 2 and the objective was both to define a new communication and to create the new institutional website to give greater visibility to the consortium brand and its products. CNA supported the*



*consortium in the registration to the platform because the registration and insertion procedures of the project proposal on the platform are complex for a company and its use is not easy to understand.*

*CNA supported throughout the project up to the decision of a winning design proposal that best represented the idea of a new communication campaign of their brand. The platform is an innovative system and allows companies to receive design proposals from international designers in a fast and smart way, but it remains an intermediation platform between supply and demand and does not allow the direct payment between the subject that requires a design proposal and the design offer. The platform holds a success fee, and this aspect is a negative element for designers. We found many difficulties in being able to customize the project, since each step and request for customization (the same request for the invoice to be made to CNA ER) had to pass through the customer service, and this led to, in the realization of the project and the pilot, a little delay. Furthermore, since the Budello had to create a web site, the platform is linked to only in activity steps, without allowing the overall quantification of the activities to be understood until it reached the final realization of the site itself. The CDP customer service, in fact, required us to divide the campaign into 3 steps and this would have required a very high investment of time and effort, without being able to understand a priori the total and definitive figure that we needed to recognize. The Budello, again assisted by CNA, then proceeded with the selection of a winner among the proposals offered by the designs that had participated in the tender. The state of the art is that the casing consortium is considering whether to use the proposal offered by the platform.*

## SCCI

*PP10 SCCI organized 3 workshops for Slovak companies from food industry where Crowd design platform was presented to participants. They appreciated this platform as a great opportunity for companies that are interested in getting new logo or design proposal from various number of designers and pick the most suitable for them. On the other hand they were a bit skeptical about freelance designers from abroad to offer them specific design to meet their requests. In SCCI we did not launch new project in CDP for custom design.*

## STRIA

*Using the website is very easy, it is a good opportunity not to have a user account, but we can also log in with our own Google or Facebook account. For the easy and effective communication, I have copied the information to be given in the brief into a word document, and sent to the SME (winery) to fill it.*

*Uploading the logo design project was very simple, the process was clear, the explanatory information was useful. Our choice fell on the 7-day package, we received 115 logo plans from 64 users.*



*Unfortunately, the representative of the winery was unable to meet us personally during the selection of the winning design, so I sent them the plans via email. The time available for the selection was sufficient and the winner's selection was very simple. The winner has already uploaded the source files the day after his selection.*

*After we reached the project we met personally with our FLC and they informed us that the invoice we received from the DesignCrowd platform won't be eligible if it is not contain our company name and address. I contacted with the DesignCrowd team via email and asked them to send us a new invoice with the correct data and they were very helpful, it takes only an hour and I received the new one, so I was really satisfied with the user support.*

*The winery was satisfied to, they were surprised because of the number of the designs we received. The selection wasn't easy for them, because they liked three logos, but they choose the following one:*



## UHOH

*[...] As it was reported to Petra for D.T4.2.2, UHOH organised a Demonstration Workshop (University of Hohenheim, 14.11.18) with 19 participants. During the workshop an overview of the project was presented (concept, objectives, consortium, work plan, outputs...) and additionally, Caspar gave a step-by-step demonstration on the use of the CDP. Even though this information is already included in D.T4.2.2, I am sending you attached the list of participants and some pictures.*

*[...] but from the participants' feedback in our Demonstration Workshop, they were very pleased with this easy-to-use online tool and the possibility to get professional designs (logo, packaging, etc.) for an affordable prices.*



## 18. Lessons learned during utilizing DesignCrowd platform

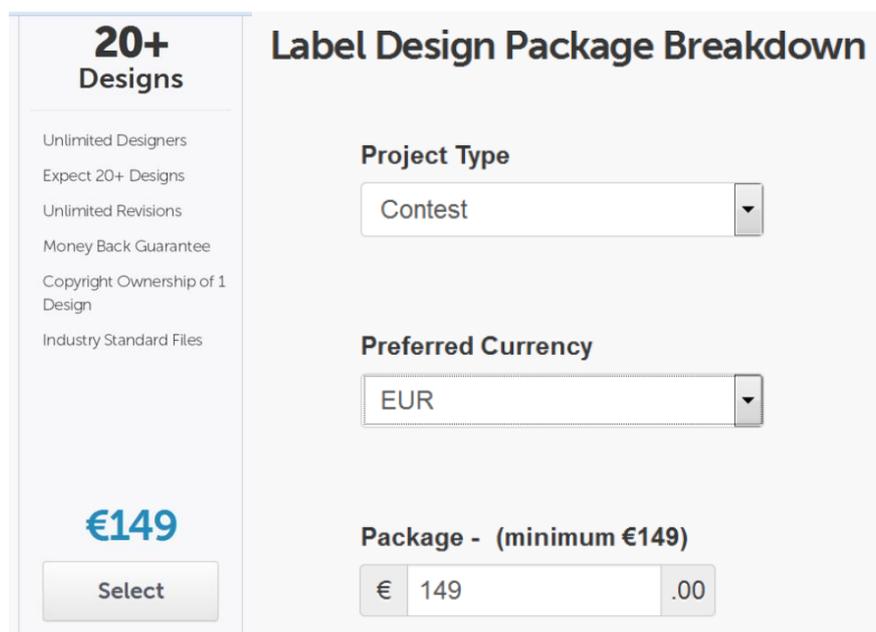
This chapter chronologically summarizes a handful of rather valuable lessons learnt when studying and using the DesignCrowd platform.

### Selected food label design package and preferred currency auto-refresh issues

At some point in the food label design ordering process, we chose Euro to be our preferred currency and, thus, all advertised design packages respectively listed the price in Euros.

However, when we selected the desired package (€149, equivalent to \$249 option) and - after selecting other desired label design upgrades - continuing to the final, i.e. confirmation, phase of the ordering process, the project's stated value sometimes appeared written as \$249 and, a few moments later, as €249, before finally refreshing to being correctly stated as €149.

Therefore, be careful while proceeding through the (food) label design ordering process, wait a few moments for the numbers and other selections and details (e.g. regarding the payment information) to refresh and double-check everything, especially the final design ordering process' confirmation window, most importantly before submitting the required payment.



### Up-front payment reasons

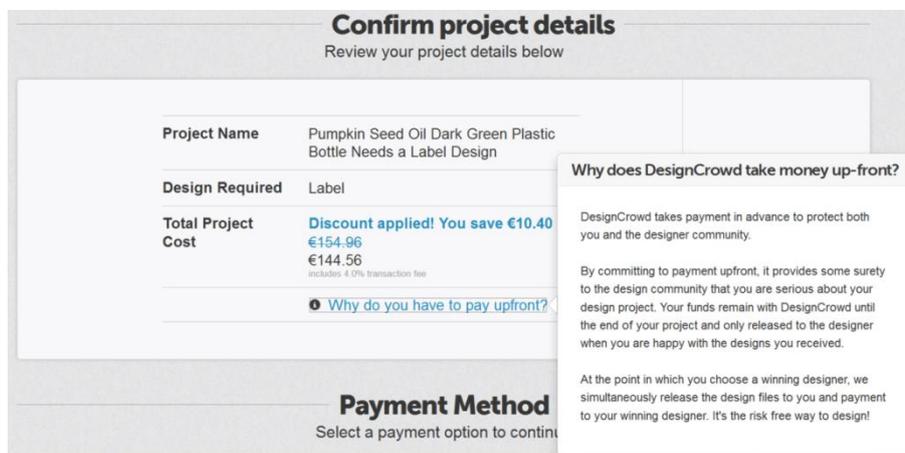
It is necessary to process the payment (including all fees - refer to the following hyperlink: <https://www.designcrowd.com/fees.aspx>) in advance, i.e. before the project even publicly begins/launches, because it is in the optimal interest of both/all parties participating in the design(s) providing competition.



The up-front payment is the most serious sign that the customer is ready to actively participate in the design(s) creation process and that the winning designer will be undoubtedly paid, provided a given design is selected as acceptable by the customer and the (source) files are pre-uploaded to the platform. Then, the placed funds are securely stationed on the platform until (and if) the winning design(er) is determined and the (source) files and the payment are simultaneously interchangeably/cross-released to both parties, respectively.

It is free for a designer to register an account, whilst the platform charges a 15% commission on their each and every earning.

The described method of operation is the risk-free way to (get a) design.



**Confirm project details**  
Review your project details below

<b>Project Name</b>	Pumpkin Seed Oil Dark Green Plastic Bottle Needs a Label Design
<b>Design Required</b>	Label
<b>Total Project Cost</b>	Discount applied! You save €10.40 €154.96 €144.56 <small>includes 4.0% transaction fee</small>

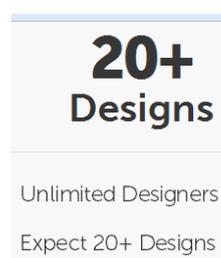
**Why does DesignCrowd take money up-front?**  
DesignCrowd takes payment in advance to protect both you and the designer community.  
By committing to payment upfront, it provides some surety to the design community that you are serious about your design project. Your funds remain with DesignCrowd until the end of your project and only released to the designer when you are happy with the designs you received.  
At the point in which you choose a winning designer, we simultaneously release the design files to you and payment to your winning designer. It's the risk free way to design!

**Payment Method**  
Select a payment option to continue

## Advertised number of participating designers and received designs

### Overview

In the food label design ordering process, we decided to select the offered package which advertised that we will receive more than 20 designs, coming from unlimited amount of platform's registered designers - the perfect choice for us (at least we initially believed it to be).



**20+**  
**Designs**

Unlimited Designers

Expect 20+ Designs

The project's deadline was due in a few days (as we determined in the ordering process), however, we had received only 6 designs, coming from 4 different people, in total.

Additionally, it is safe to add that 2 of the received designs were rather appalling and terrible.



### Extending deadline

Then, we decided to extend the project’s deadline for additional 5 days. This was done for the first time, thus, it was free of any charges and/or fees.

#### Extend your Deadline

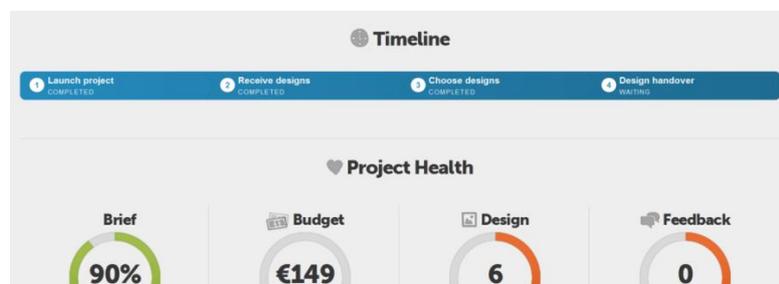
Deadline will be extended by **5 Days**. The first extension to your deadline is free of charge, but subsequent deadline extensions may incur a fee of €19

Understandably, we had to briefly provide reasons for the deadline extension.

We also considered all of the platform’s suggestions regarding our project, took them into account and updated our description and demands related to our project.

### Completion

In short, we did not receive any more designs, no matter the (additional) effort.



### Unintended payment successful - version #1 (written as important notice for project partners)

In early 2017, we have scrutinized the platform and we had a great first-time experience with it. Additionally, we have conducted a real-life food label design ordering test to fully perceive how the system and the whole process protocol work.

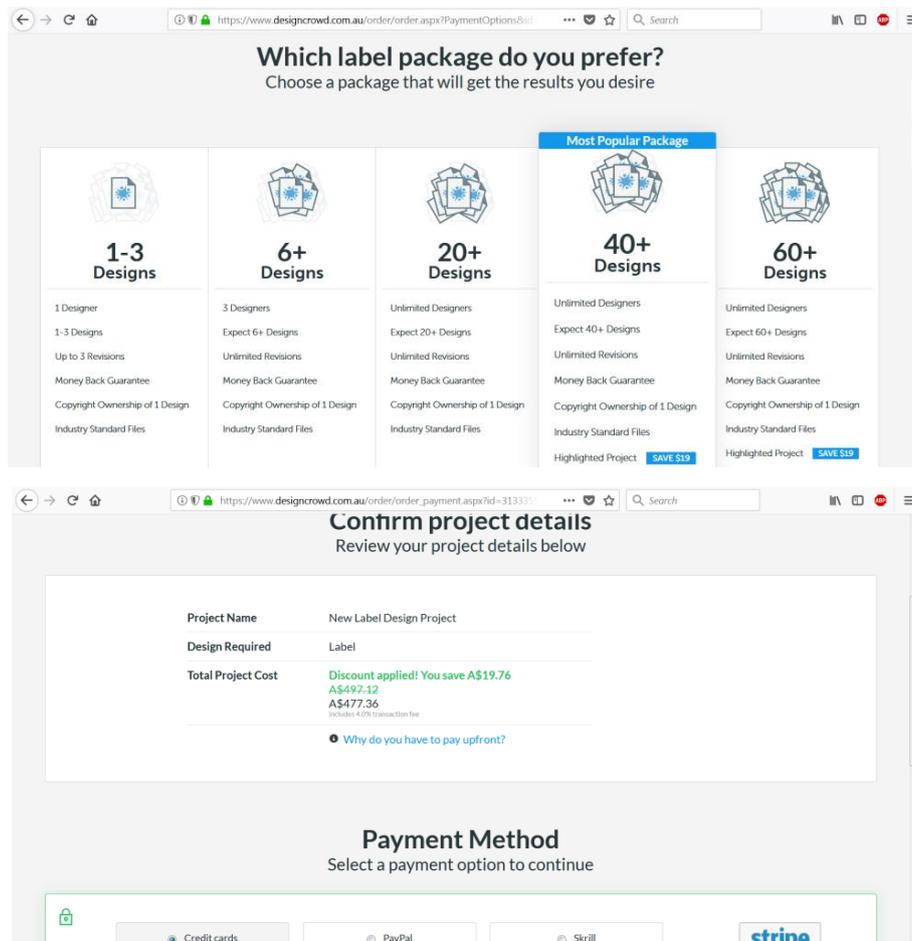
Everything worked smoothly, we received the discount code, extended the deadline free of charge, the winning designer’s payment was processed in accordance to the policy, the communication with the designers and the customers support went well (and, most importantly, quickly), the (source) files were received without a single problem (no delays, etc.) and so on.

We struggled - even after the deadline extension - to achieve the expected amount of received designs, but otherwise, our overall experience with the platform was above our already-set-high expectations.



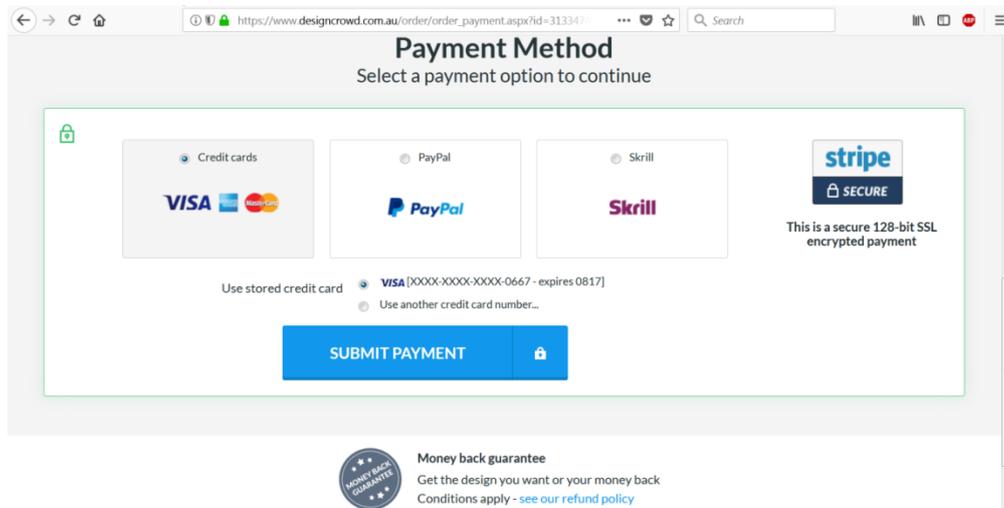
In early January 2018, roughly one year later, we conducted some additional testing to gather the (overhauled) graphic material of the entire (food) label design ordering process.

We continued a step after step, leaving the default options selected and all other fill-in-able boxes empty without any exception.



Wanting to see all those empty spaces go red to command us to completely fill them in, we incautiously clicked the SUBMIT PAYMENT button, only to find that the payment was instantly successfully processed (we did not even receive the invoice).

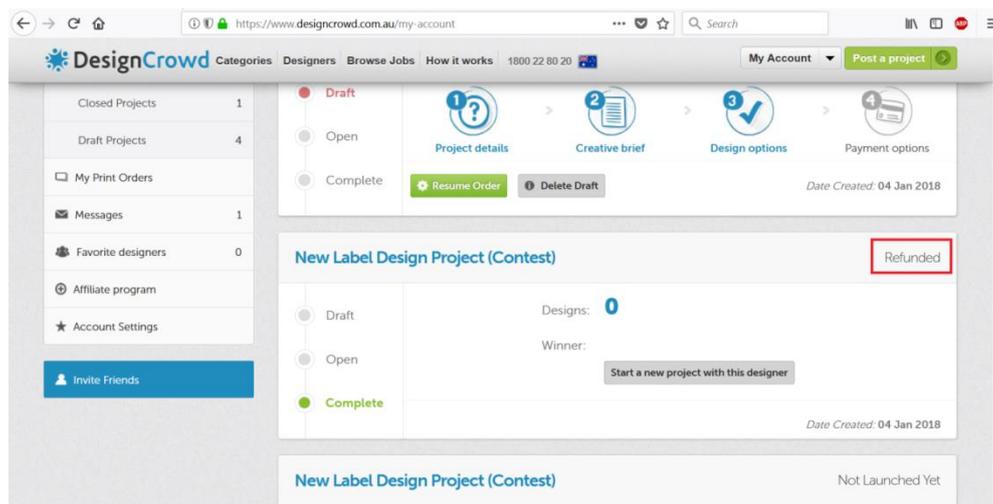
Later, i.e. in the next few minutes, we discovered this happened due to our (interestingly enough, expired/old) credit card number and other information being stored in the platform's system, disregarding the fact that we never instructed it to memorize and remember them. In addition, we were using the Mozilla Firefox's private, i.e. hidden and no-history, window.



Immediately, we contacted our bank and the DesignCrowd platform's customers support via the contact form and the provided e-mail address.

Reportedly, our bank processed and finalized the payment in the matter of minutes, if not seconds, and they could not freeze and/or cancel it. However, they offered us that they will make a refund claim and, thus, begin the refund process.

On the contrary, the platform's personnel set things in motion even before we managed to determine our future actions needed to resolve the unfortunate issue and promised to unconditionally refund us the unintentionally submitted payment in somewhere between from 7 to 10 days. Quickly, friendly and without any twist and turns which is more the exception rather than the rule now-a-days. Laudable.



All in all, the described event/occurrence has been a great and precious - and, thankfully, not costly - lesson learnt. It is important for us to share it so that we can inform and caution the future platform users in order for them to avoid such (potential) inconveniences.

**Unintended payment successful - version #2 (written to be sent to DesignCrowd platform's customers support staff)**



### Who we are and what are we doing?

As a technology park, located in the north-eastern region in the Republic of Slovenia, Europe, we are the leading partner in the Improving competences and skills through food sector innovations (acronym: I-CON) international project.

Pomurje Technology Park is a regional technology transfer intermediate, start-up and innovation centre covering cross-sectors of Food, Metal and polymer industry, Mechatronics, ICT, Creative industry, with the extensive experience in the European Union's projects.

Our website is available via the following hyperlink: <http://www.p-tech.si/> and the previously mentioned project's webpage is available via the following hyperlink: <http://www.interreg-central.eu/Content.Node/I-CON.html>.

One of the main phases in the I-CON project is to promote cheap and overall accessible food label design(s) acquiring possibilities and, after conducting the comprehensive desk research, we determined the DesignCrowd platform to be our go-to choice. We have already fully tested it and, in the following months, we will begin training other responsible colleagues (so-called facilitators) from other partner countries participating in the I-CON project, namely how to utilize the platform. We all will then proceed to the final phase of the I-CON project which will consist of assisting the interested companies and other organizations to get their desired food label designs. Additionally, we will promote the platform at our events, via media contributions, among the (local) known designers and, most importantly, at universities/faculties in order to stimulate the supply's response to the demand's requirements which will be fulfilled without the actual direct, eye-to-eye contact between the geographically dispersed and/or otherwise limited parties.

Our intentions are serious and that can be seen at the following hyperlink: <http://www.p-tech.si/icon-mapping/> (our own Atlas Mapping Tool) in which we have already implemented the direct redirection to the DesignCrowd platform (the button in the fourth, i.e. CDP labelling tool, panel).

### Why?

In short, we are creating the special hub for the specific companies and other organizations to join and find the much-needed assistance, information and tools.

We are open to find, meet and get (potential) new business partners to - together - even more easily help the interested small and medium-sized enterprises. That being said, we assess that the DesignCrowd platform's team could be of the utmost value.

### First-time experience

As already stated, we have scrutinized the platform and we had a great first-time experience with it.



Everything worked smoothly, we received the discount code, extended the deadline free of charge, the winning designer's payment was processed in accordance to the policy/protocol, the communication with the designers and the customers support went well (and, most importantly, quickly), the (source) files were received without a single problem (no delays, etc.) and so on.

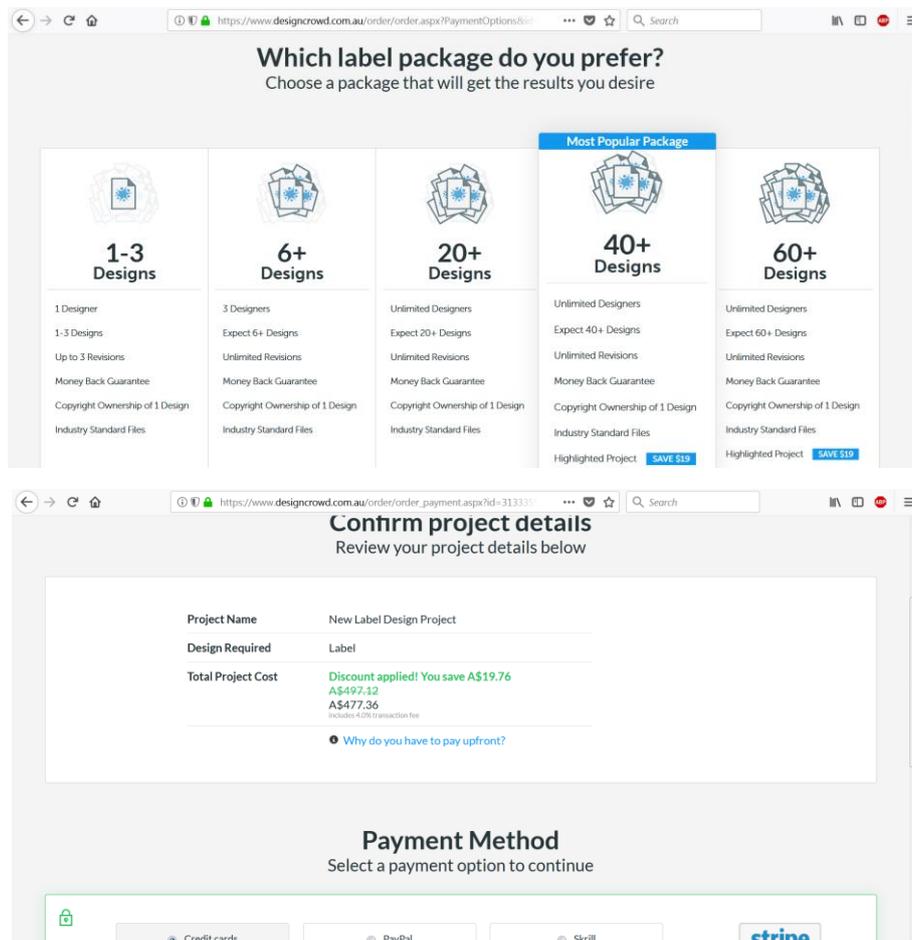
The only thing that slightly negatively surprised us was the final (even after the deadline extension) number of received designs - only 6 (in contrast to 20+ advertised) from 4 different designers. However, the platform cannot be blamed for this in any way.

Otherwise, our overall experience with the platform was above our already-set-high expectations.

#### Additional testing and abrupt incident

In January 2018, roughly one year later, we conducted some additional testing to gather the graphic material of the entire (food) label design ordering process.

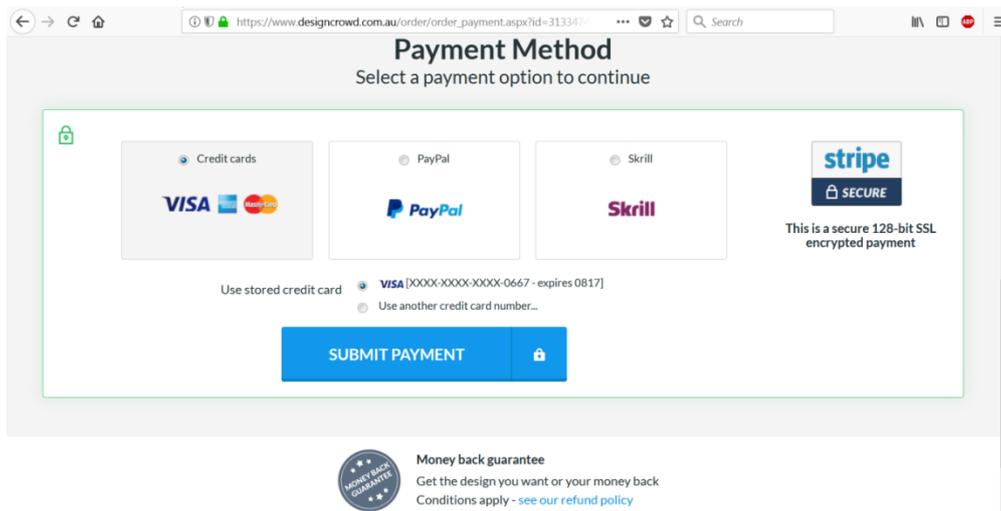
We continued a step after step, leaving the default options selected and all other fill-in-able boxes empty without any exception.



Wanting to see all those empty spaces go red to command us to completely fill them in, we incautiously clicked the SUBMIT PAYMENT button, only to find that the payment was instantly successfully processed (we did not even receive the invoice).



Later, i.e. in the next few minutes, we discovered this happened due to our (interestingly enough, expired/old) credit card number and other information being stored in the platform's system, disregarding the fact that we never instructed it to memorize and remember them. In addition, we were using the Mozilla Firefox's private, i.e. hidden and no-history, window.

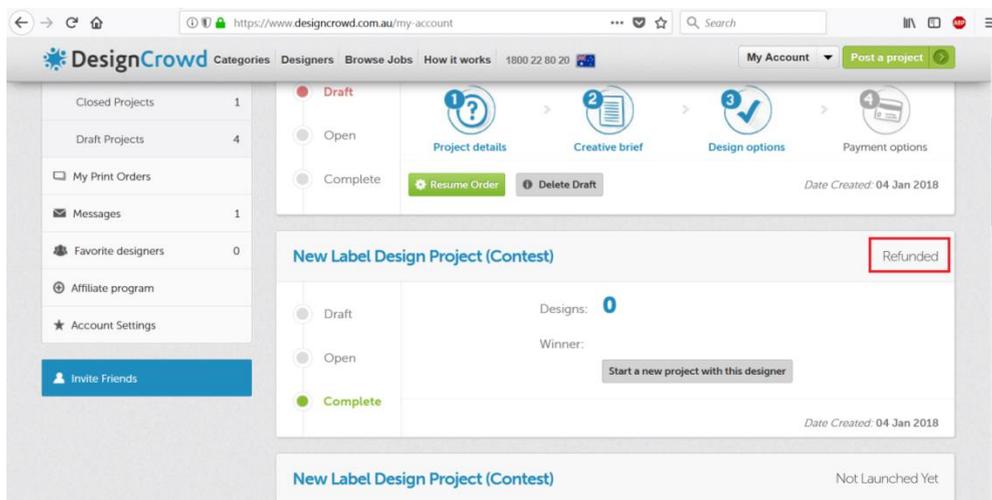


### Customers support and refund

Immediately, we contacted our bank and the DesignCrowd platform's customers support via the contact form and the provided e-mail address.

Reportedly, our bank processed and finalized the payment in the matter of minutes, if not seconds, and they could not freeze and/or cancel it. However, they offered us that they will make a refund claim and, thus, begin the refund process.

On the contrary, the platform's personnel set things in motion even before we managed to determine our future actions needed to resolve the unfortunate issue and promised to unconditionally refund us the unintentionally submitted payment in somewhere between from 7 to 10 days. Quickly, friendly and without any twist and turns which is more the exception rather than the rule now-a-days. Laudable.





## Recommendations

Clearly, the platform is not responsible for the fact that our bank allowed the payment to be made with the expired, old credit card and without any (additional) authentications and/or verifications.

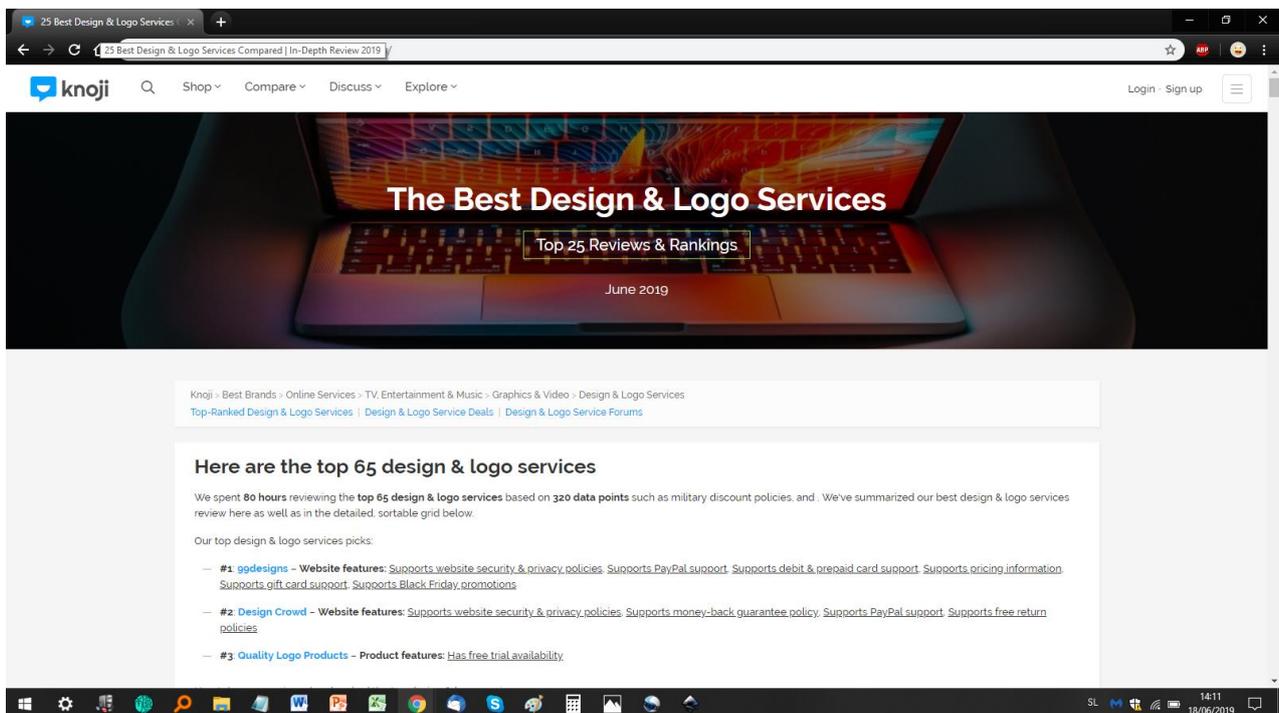
However, for the benefit of all stakeholders, i.e. customers, designers, banks, owners, etc., using the platform, we felt the obligation to warn and make the platform's team members aware that such (as previously described) situations are indeed possible and kindly advise and suggest them to review and revise the platform's payment submission phase/process. It should alert the users in case the credit cards' details will be/are stored, instead of automatically store them. It should not accept expired, old credit cards, especially not without any form of identity check and other confirmations. And so on.

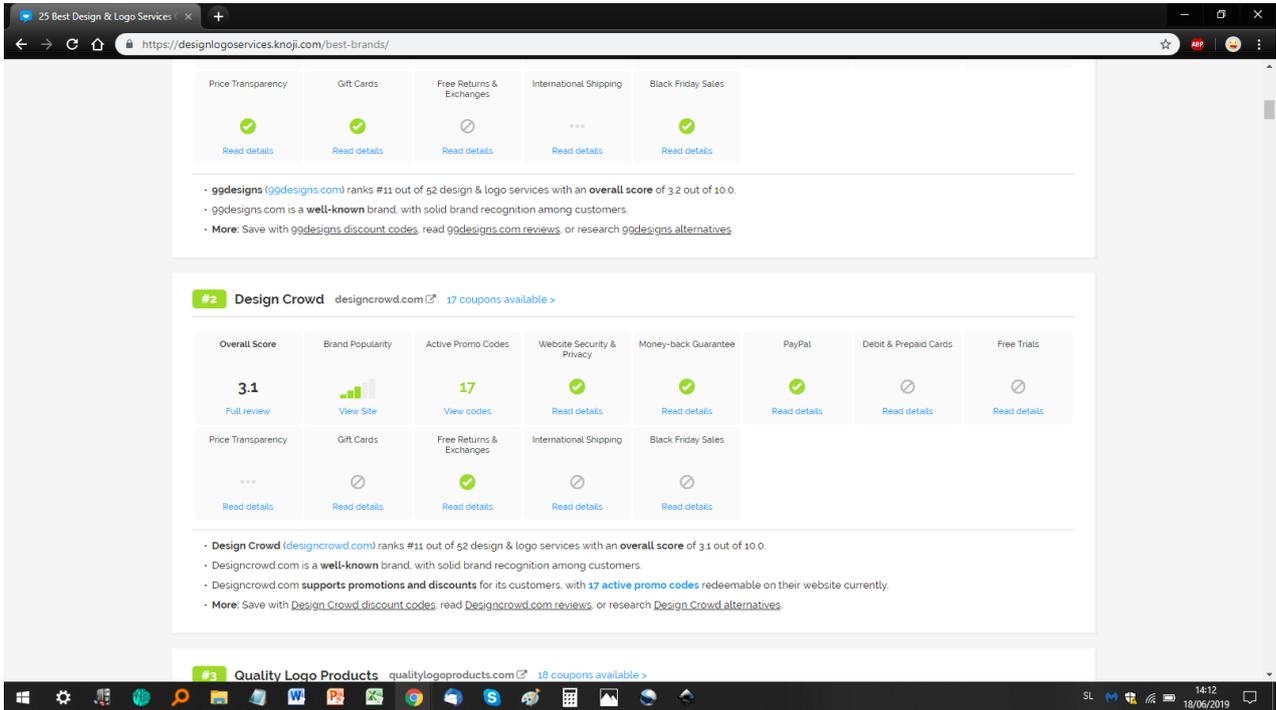
All in all, the described event/occurrence has been a great and precious - and, thankfully, not costly - lesson learnt.

## 19. Review of DesignCrowd platform

To complement our evaluation of the DesignCrowd platform, we present some official reviews and ratings of the stated platform which are available on the web.

### Best design(s) and logo(s) service(s)



The screenshot shows a webpage titled '25 Best Design & Logo Services'. It compares two services:

- #1 99designs (99designs.com)**: Ranks #11 out of 52 design & logo services with an overall score of 3.2 out of 10.0. It is a well-known brand with solid brand recognition. Features include Price Transparency, Gift Cards, Free Returns & Exchanges, International Shipping, and Black Friday Sales.
- #2 Design Crowd (designcrowd.com)**: Ranks #11 out of 52 design & logo services with an overall score of 3.1 out of 10.0. It is a well-known brand with solid brand recognition. Features include Overall Score (3.1), Brand Popularity, Active Promo Codes (17), Website Security & Privacy, Money-back Guarantee, PayPal, Debit & Prepaid Cards, Free Trials, Price Transparency, Gift Cards, Free Returns & Exchanges, International Shipping, and Black Friday Sales.

## One of reviews (with comparison)

Last year we reviewed 99Designs, a crowdsourced marketplace that I was a huge advocate of. In short, you pay a fixed price (prize pool) which designers compete for, the designer you select wins the prize pool. When designers compete, we win. Conversely, it provides an opportunity for designers to find work, and designers confident in their ability have an opportunity to score some nice prize pools.

To summarize, some of the pros and cons of 99Designs were:

- PROs:
  - We received dozens of designs for as little as \$300, since only the “winner” gets paid, designers are motivated to win.
  - It took me over 12 hours for the LaunchAStartup logo (below), time I could have spent on other tasks. There isn’t a shadow of a doubt that crowdsourcing your design will save you time and money. I knew exactly what I wanted, so I did this one myself. When dealing with clients, I use to point them to 99Designs because I can’t get inside their head. There’s almost no way I can know exactly what they want - even if they tell me. And I really don’t want to spend hours on revisions when I can focus on other higher ROI tasks.
  - Don’t like the submitted designs? There’s a 100% Money Back Guarantee



# Launch A Startup

- CONs:
  - It could be potentially cheaper to just hire an independent contractor, but you won't get as many designs and may end up unhappy, and may end up spending more in the long run looking for another designer.
  - Could take a few days for designs to start rolling in, if you're in a time crunch look to running a larger contest to motivate more designers to submit a design.

Since 99Designs, another site has risen to prominence offering lower pricing packages - DesignCrowd.

## DESIGNCROWD REVIEW: WHEN MARKETPLACES COMPETE, WE WIN.

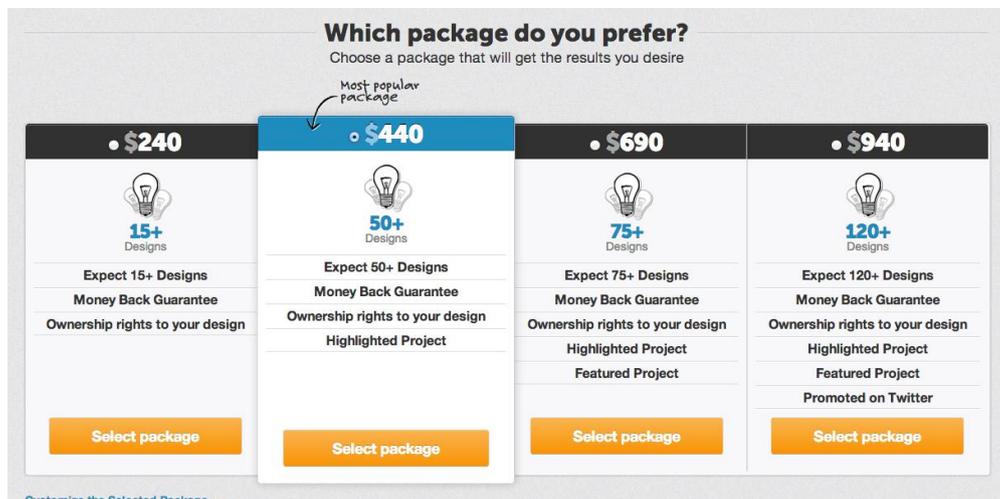
On paper, DesignCrowd vs 99Designs as far as how it works, are very similar. Both offer design competitions, both offer 100% money back guarantees. But the thing that makes or break a marketplace, are the sellers. In this case, the designers. It's the whole chicken and the egg conundrum, you can't have one without the other. I've already mentioned when designers compete, we win. The same rings true for marketplaces, when they compete, we win.

Before we dive into the details of the project I ran on DesignCrowd, let's take a quick look at a pricing comparison for the most popular service, logos. At one end of the spectrum we have 99Designs, who offer pricing packages as low as \$300:

 <b>Bronze</b>	 <b>Silver</b>	 <b>Gold</b>	 <b>Platinum</b>
<p><b>\$299</b></p> <p>Creative design on a budget</p> <ul style="list-style-type: none"> <li>✓ Expect ~30 designs</li> <li>✓ Good designers</li> </ul>	<p><b>\$499</b></p> <p>Best value for money</p> <ul style="list-style-type: none"> <li>✓ Expect ~60 designs</li> <li>✓ Better designers</li> </ul>	<p><b>\$799</b></p> <p>Attract expert designers</p> <ul style="list-style-type: none"> <li>✓ Expect ~90 designs</li> <li>✓ Expert designers</li> <li>✓ Dedicated account manager</li> </ul>	<p><b>\$1,199</b></p> <p>Work only with the best</p> <ul style="list-style-type: none"> <li>✓ Expect ~60 premium designs</li> <li>✓ Exceptional designers</li> <li>✓ Dedicated account manager</li> <li>✓ All designers handpicked by 99designs</li> </ul>



And DesignCrowd offers slightly lower pricing packages:



See the complete pricing breakdown on the [DesignCrowd website HERE!](#)

At \$240, DesignCrowd's cheapest package is the most affordable for cash strapped SMB's and startups. Remember that the better designers tend to chase after the larger prize pools. But today, we're going to focus on the cheapest pricing package, as that's the most popular option for cash strapped businesses I work with.

#### CROWDSOURCED GRAPHIC DESIGN: WHAT COULD I DO WITH \$180?

I didn't need a logo, I actually wanted a full page website background, possibly for LaunchAStartup, or another one of my projects... I haven't quite decided yet. Nonetheless, the packages for "Graphic Design Contests" were actually cheaper, I selected the cheapest package (\$180), which after a transaction fee totaled to \$185.40. Here's what I asked for:

*Our company is LaunchAStartup, and we need simple, clean looking full page background illustration for our new website.*

*We want something similar to [redacted].*

*- They use buildings from New York in their illustration to denote where they're from, we'd like to accomplish the same with an illustration of the Las Vegas Strip. Perhaps even incorporate our Red Rock mountains if you think it works with the illustration (<http://www.city-data.com/articles/images/img1761279.jpg>)*

*- We would like a sunset gradient*

*- Our logo uses a rocket to denote growth (see attached), we would like to see that incorporated into the design (perhaps skyrocketing to the moon?)*

*- Leave a little room to add some content later, eg. video.*

FINAL RESULT? I WAS ECSTATIC TO GET THIS DESIGN FOR \$180:



Note: I added the illustration of the Las Vegas strip on the hill.

The designer got it right the first try. I tried to squeeze in a few more details by offering feedback, but I ended up liking the original better where I could add my own flair to it. For what it's worth, this was the feedback I offered to all designers:

*Hi all,*

*I like what I'm seeing so far, I just updated the project to guarantee payment.*

*I'm probably leaning a little towards [seller name redacted] right now, though I like the Las Vegas Strip elements incorporated by [different seller name redacted], though I would like to see use of popular landmarks (like what you did with Paris).*

*If you guys need help figuring out which landmarks to use in the illustration, here are a few ideas, they're listed in the order you would see them driving up the Las Vegas Strip:*

*Luxor - The pyramid shaped hotel located on the beginning (South) of the Strip.*

*[http://upload.wikimedia.org/wikipedia/commons/5/52/Luxor\\_Hotel.jpg](http://upload.wikimedia.org/wikipedia/commons/5/52/Luxor_Hotel.jpg)*

*<http://www.lasvegastourism.com/Images1/luxor-las-vegas.jpg>*

*Paris - A popular hotel featuring a replica of the Eiffel Tower*

*<http://www.destination360.com/north-america/us/nevada/las-vegas/paris-las-vegas/hotel>*

*Bellagio - The fountains at Bellagio are a popular landmark*



[https://www.google.com/search?q=bellagio+fountains&num=100&es\\_sm=119&source=lnms&tbm=isch&sa=X&ei=JDm4U9X0BcuHogSjloG4Aw&ved=0CAkQ\\_AUoAg](https://www.google.com/search?q=bellagio+fountains&num=100&es_sm=119&source=lnms&tbm=isch&sa=X&ei=JDm4U9X0BcuHogSjloG4Aw&ved=0CAkQ_AUoAg)

*The Quad/Linq Hotel - A popular landmark featuring the world's highest observation wheel in the back:*

<http://2.bp.blogspot.com/-OJZq2imxXfA/UAW1JBBcasI/AAAAAAAAAv8/MFT5G4ileO4/s1600/linq-rendering.jpg>

*Stratosphere - This popular hotel usually denotes the end (North) of the Las Vegas Strip:*

[http://www.vegas.com/slideshows/hotels/stratosphere/cr\\_Strato-1a-exterior-night.jpg](http://www.vegas.com/slideshows/hotels/stratosphere/cr_Strato-1a-exterior-night.jpg)

#### DESIGNCROWD TIPS AND HOW TO MAKE THE MOST OF DESIGNCROWD

1. Motivate the Designers - Start a project and let a few designs roll in. If there are a few you like, there's an option to guarantee payment. I feel like this is a huge motivator to designers knowing that you won't utilize the money back guarantee, essentially wasting a designers time. Designers are much more apt to listen to your revision requests as well.
2. Provide Feedback - More often than not, designers won't get it 100% perfect the first try. If they're close, provide them with the feedback they need.
3. Invite, Invite, Invite - With tens of thousands of projects running on DesignCrowd, it's easy for a designer to miss a project they could be interested in. That's why it's a good idea to invite dozens of designers to your project... and DesignCrowd's search and filter tool is phenomenal. You can filter designers by the basics such as type of designer and country, but also feedback score, contests entered, contests won, win %, etc. I felt like it was Fantasy Football and I was sorting through stats to pick designers - loved it. Since my project was only for \$180, I strategically invited designs from lower income countries as they're more apt to play for a lower prize pool.

#### DESIGNCROWD VS 99DESIGNS?

Honestly, with a feature set so similar it's a toss up. But like I mentioned earlier, the designers are what make the marketplace. With both offering a 100% money back guarantee, I don't think you could go wrong with either. And while DesignCrowd has a lower entry price point, more features, and I was happy with my last project, though here a few cons I thought of vs 99designs:

- "Never trust a skinny chef" - You ever hear that phrase before? Similarly, I'm not very impressed with the design of DesignCrowd's website. It could be my personal taste but I feel there current design was popular a good 5+ years ago. I think 99Designs has a much more professional, and modern design... not to mention a much more intuitive platform. And...



- They created the market - 99Designs created the market, everyone else is a mere copy. People don't ask for a facial tissue, they ask for a Kleenex. Similarly, the term "crowdsourcing" runs nearly synonymous with 99Designs.
- Less Work - I didn't have to invite designers on 99Designs, they just came. And I receive more designs. Granted, I paid less on DesignCrowd. Had I paid more, perhaps it would have attracted more designers. Something to consider.

I feel DesignCrowd's biggest competitive advantage is the lower price points on their packages - but it will draw less designers. With the 100% money back guarantee, it's still a win/win situation. If you don't like the end result, simply utilize the satisfaction guarantee. Though I haven't had to do that because chances are if a designer knows he's about to close and win the 'logo competition', he'll go the extra mile to seal the deal. (<http://launchstartup.com/designcrowd-review-crowdsource-design/>)

**Another review (overall score: 9.4/10.0 (3.6/5.0 by users))**

DesignCrowd is an online marketplace that provides print and graphic design services, website work, logo designs and more. They provide access to freelance designers worldwide so that clients can find the very best talent for their project and choose from numerous contributions in a variety of styles. This unique site also offers specialists a platform to showcase their skills, make contacts, and build their portfolios. The average project results in over fifty design concepts to choose from as freelance designers are free to choose which project proposals they'd like to take on.

**The good**

- Designers
- Company Size
- Additional Services

**Designers**

The company offers a broad array of design skills. There are over a hundred thousand designers who are eager to provide results for clients looking for something that suits their budgetary needs as well as their design demands. Having a worldwide marketplace of professional designers makes it possible to select from more than just a team of in-house designers with limited vision regarding design concepts or only the experiences of a specific small company. DesignCrowd provides a money-back guarantee and is available to be contacted directly should any client have problems communicating with their chosen designer.

**Company size**

DesignCrowd was established in 2009. Over the years that they have been around, it has become one of the largest logo design companies in the world. DesignCrowd allows people from a variety of backgrounds to find work on its site. Enabling people with diverse needs to find the perfect freelancer on one site. They have helped prestigious customers with custom design projects from all around the world.



Design Crowd's power is in its niche. It's one of the biggest sites that is attempting to connect designers and clients in an online, freelance-style marketplace. This is no small feat, but DesignCrowd has managed to build a website platform that is organized in a clear and user-friendly manner. Furthermore, the site allows users to complete all transactions in an orderly and fair manner by hosting payment, job assignment, etc. This helps make freelancing easy by cutting down on the hassle of organizing the various aspects of solo freelance work.

#### Additional services

DesignCrowd has plenty to offer in addition to its logo design services. Some of their products include:

- web design,
- T-shirt design,
- app design,
- calendar design,
- blog design,
- label design,
- menu design,
- Photoshop design,
- postcard design,
- business card design,
- graphic design.

#### The bad

- Outside Designers
- Fees

#### Outside designers

It can be a little overwhelming to have so many designers to choose from and to try to narrow it down based on prices, presentation, and time constraints. With so many designers as part of the group, DesignCrowd is not able to personally interview each designer and make sure that they are professional and courteous in all of their dealings with potential clients throughout the design process. Additionally, their prices aren't set, and they do not disclose how many concepts you'll be getting. Each design work experience, price, and quality varies greatly between clients and designers.

#### Fees

Unlike other freelance logo maker services, DesignCrowd charges a fee from the incoming payments of freelance designers. While this can be resolved by charging a higher price, designers should be aware of this policy before beginning design work on any DesignCrowd project. Additionally, DesignCrowd encourages competition for custom design projects via a design contest, instead of merely assigning one designer per project.

#### The bottom line



All in all, this is a company that has been in business for a decent amount of time and has provided graphic design services to thousands of clients all over the world. Though DesignCrowd may not be as heavily involved in the design process of each creative project as other companies in the design industry, it has customer service representatives available via phone or email for complaints, concerns, or questions along the way to ensure that everything goes smoothly.

Having so many professional designers on hand working on a creative project makes it hard to not end up with ideal results so long as communications are kept and expectations are clear. DesignCrowd is an established source for any graphic design work or advertising designs that any small business or large business could need including t-shirt designs, brochures, business cards, letterhead, banners, custom logo designs, car decals and so on. (<https://bestcompany.com/logo-design/company/designcrowd>)

## 20. Future plans involving aspect of usability of DesignCrowd platform

Taking into account the past experience which are the most valuable factor when determining the future plans related to continuing utilizing the DesignCrowd platform and based on various (evaluating) articles which are included in this document, we can assure all its (potential) users that they will be satisfied with the acquired results, that is required design(s). Additionally, it is very important that they follow the codex/(un)written rules about how to order a design from the beginning to the end of the process.

Below, we present an interview with the DesignCrowd platform's founder Alec Lynch which, alongside the stated platform's history, briefly touches the future of the stated platform and the fields of design and crowdsourcing in general.

### Crowdsourcing Design: An Interview with DesignCrowd Founder Alec Lynch

I've written extensively on this site and in my books about crowdsourcing. These days, you can use the wisdom of crowds to do just about anything—including design. To this end, I recently sat down with **DesignCrowd** founder Alec Lynch. We talked about crowdsourcing, the problem it tries to solve, and the history of the company.

**PS:** What's your definition of crowdsourcing?

**AL:** Crowdsourcing is a type of outsourcing that involves using many people often from around the world ('the crowd') to get something done. You can think of crowdsourcing like cloud computing but with people instead of computers. When done well and applied to the right task, crowdsourcing is basically outsourcing on steroids - it is faster, better, and often cheaper.



Crowdsourcing is particularly powerful for creative tasks or projects (such as design, video or photography) and this is one of the most common applications. Crowdsourcing is also used for non-creative tasks. Examples include research, basic writing, quality control, particularly when a high volume of tasks is required.

In saying that, since the term **crowdsourcing** was coined in 2006 by Jeff Howe, its definition has evolved to become quite broad and is often used to describe anything that involves a crowd. Today, everyone seems to be crowdsourcing and you can crowdsource just about anything - Obama is crowdsourcing, Google is crowdsourcing, NASA crowdsourced poetry for Mars and (apparently) Marissa Mayer crowdsourced her baby's name.

**PS:** I used the site to design a logo for my publishing company and was very pleased with the results and the service. For others, explain how DesignCrowd works. What problems are you trying to solve?

**AL:** We started the company in 2007 with the goal of helping people crowdsource logo, web, and graphic design ideas from designers around the world. Businesses post a brief on DesignCrowd requesting a design and we then publish the brief on the site and invite our 100,000 designers (and 'the world') to respond. Over the course of five to ten days a typical logo project receives over 100 designs.

I started DesignCrowd because I could see a number of problems and opportunities within the traditional design industry.

These problems fell into two buckets. First, for businesses buying design, I could see they faced three key problems: it was expensive, it was slow, and it was risky when buying design (there was no certainty they would get a good result). Second, for designers, I could see it was difficult to find work or get a job - even if you were qualified or talented.

In summary, I could see the global design industry was large—at least \$44B—and ripe for disruption. DesignCrowd fixes the problems for businesses buying design and aims to discover and provide opportunity the best designers in the world using crowdsourcing.

**PS:** How did you start DesignCrowd? How have you grown the company?

**AL:** DesignCrowd started 'out of the garage' in Sydney Australia. My co-founder Adam Arbolino built a prototype while we were both working full-time. I then quit my job as a strategy consultant at Booz & Co, took the prototype, \$10,000 in savings, and 3 credit cards, moved back home to live with my mom, and started working on the business full time in 2007.

Since then, the business has had three phases of growth. The first phase was bootstrapped. For the first two years I worked from home - funding the business with credit cards and eventually \$30,000 of loans from friends and family. In



2009, we received \$300,000 in angel investment and we used that money to get our first office and start marketing the business more outside Australia. In 2011, we received a \$3M investment from **Starfish Ventures** - Australia's largest VC.

PS: What tips would you give people looking to crowdsource?

AL: If you're looking to crowdsource a creative project (whether that be logo design or photography or video), my advice is: 1) write a strong brief 2) offer a fair amount of money (the more you offer, the better your result) 3) provide a lot of feedback to the crowd; and 4) use a crowdsourcing marketplace with a large community of sellers and creatives.

PS: What does the future hold for crowdsourcing?

AL: Crowdsourcing is still relatively new and the opportunity for it to disrupt multiple billion dollar industries is huge.

Crowdsourcing is being powered by a number of huge macro trends enabled by the Internet. Firstly, the Internet is providing access to millions of talented workers in emerging economies. For example, many crowdsourcing sites are powered by users from Asia. While there are 1 billion Internet users in Asia, this is only 25% of the population in the region and as the rest of the population in Asia (3 billion people) connects to the Internet, crowdsourcing will become an even more powerful tool. In addition to this, crowdsourcing also taps in to a powerful freelancing, work-from-home and small business trends in the North America, Australia, the UK, and Europe.

Within creative industries, the opportunity for crowdsourcing is particularly big. For example, the global design industry is at least \$44B but crowdsourcing (while disruptive and gaining tremendous traction) still has around 0.1% market share. The opportunity to grow and take share from traditional players remains huge. In saying that, crowdsourcing won't kill traditional design agencies. As the crowdsourcing model and design industry evolves, we will see more and more traditional agencies working with and adopting crowdsourcing as part of their business model - combining the power of crowdsourcing with the strengths of the traditional business models. Either way, the future for crowdsourcing is bright and it will continue to grow, evolve and, ultimately, change the way the world works.

[https://www.huffpost.com/entry/crowdsourcing-design-an-i\\_b\\_4179653?guccounter=1&guce\\_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS8&guce\\_referrer\\_sig=AQAAAAtEhcwiqTwj-xkd6jPYhvx0MXWQey72BoqzumRAw09T3qEYPu0kc-CJEcrGyO3b\\_1cOLwQXCHysldlxzN\\_q6FKxwGbUkwa0yNpsumqWwZnyOXe0A\\_NcEPB MQfxpO8yX8FUtmszKhcGzukWqAD-nMuklhtSiwJTBcrOEjBvQ74\\_l\)](https://www.huffpost.com/entry/crowdsourcing-design-an-i_b_4179653?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS8&guce_referrer_sig=AQAAAAtEhcwiqTwj-xkd6jPYhvx0MXWQey72BoqzumRAw09T3qEYPu0kc-CJEcrGyO3b_1cOLwQXCHysldlxzN_q6FKxwGbUkwa0yNpsumqWwZnyOXe0A_NcEPB MQfxpO8yX8FUtmszKhcGzukWqAD-nMuklhtSiwJTBcrOEjBvQ74_l))



## 21. Synergy in relation to I-CON project's Transnational Food Mentor Scheme and conclusion

In the I-CON project elaborated Transnational Food Mentor Scheme Strategy and Action Plan (TFMS-AP) represents developed joint cooperation strategy to integrate and transfer skills, experiences and knowledge in three important food sector topics: 1) mechatronics, 2) food safety, quality and labeling, 3) food design. TFMS-AP reflects the goal of all partners and their regions to create and offer the integrated knowledge hub for food processing SMEs (Atlas Mapping Tool (AMP)) by meeting their needs for good, practical, real solutions in the domain of three food sector topics (mechatronics, food safety, quality, labeling).

Within the I-CON task Developing online interactive map, PTP in cooperation with other project partners, elaborated the online AMT.

The main objective of AMT is to provide users all relevant information to leverage joint cooperation possibilities.

AMT is online tool providing a visual depiction (geographic data) of joint possibilities (RIS 3 supporting measures) and solutions providers (technology, design and food safety) enabling regional SMEs to access the resources and opportunities necessary to meet their needs and reach the advancing knowledge.

AMT is in practice online tool to investigate food sector specific areas of mechatronics, food safety and geographic areas by selecting the data mapped from the menu.

Focus of AMT is on good practice cases that enable SMEs to get access to cost efficient solutions, able to assure quality and safety of their products and be better in risk management.

The goal of all partners and their regions, to create and offer the integrated knowledge hub for food processing SMEs by meeting their need for good, practical, real solutions in the domain of three food sector topics, is fully accomplished.

This online tool with geographic data positioning and identified solution providers underpin contacts to specific facilitator (either by competence or country), who will audit the issue of SME and forward 'needs' to most competent transnational mentor in pool of experts.

The tool supports SMEs by providing geographic overview of the available services, support schemes and supportive ecosystem across the regions. Sample materials and links to helpful resources are provided where existing. By providing a visual depiction of joint possibilities the tool is supposed to play a powerful role in guiding policy, planning, and strategic actions to joint solutions as well as B2B instrument.



Impact and benefits are in form of concrete support for food related SMEs in need, to reach: the solutions in the field of mechatronics, food safety and quality, food design issues; access to pool of experts/mentors and facilitators to link them with competent resources (either human or financial); skills to use available tools, improving SMEs competitiveness, reducing costs, improving performance, assuring repeatable quality and better handling of risk management.

After launching online AMT within the partnership, project partners continue to enter data into the databases and use it on daily bases.

Both, ‘demand’ (SMEs in need) and ‘supply’ (mentors and good practice case solutions’ providers) gain from match-making process, where joint projects are to be reach, especially if both sides find appropriate funding solutions in the same hub, under section of RIS3 support instruments.

Based on project achievements, the I-CON partnership consortium sees long-term sustainability of I-CON project in the form of:

- SMART AGRO-FOOD DIH platform and
- SMART AGRO-FOOD community.

Based on AMT and transnational network of SMEs and solution providers (match-making community) developed within the I-CON project these valuable tools/platforms/elements will be widespreaded further by internationalisation activities of the I-CON project partners consortium.

And design crowdsourcing aspect, together with the DesignCrowd platform, is the perfect means to support the pre-, mid- and post-phases of ambitions and initiatives in the fields of mechatronics, quality, safety, labelling and design. Because with all of this mixed together stories like the one presented with the picture below can arise, happen and be made true.

**Dairy farm Gorički raj (family business which co-operated with PTP within I-CON project activities multiple times) appearing on shelves of one of largest retailers of consumer goods in wider region**

**BLIŽJE SMO S K**



**GORIČKI RAJ**

Smo majhna kmečka sirarna v skrajnem severovzhodu Slovenije v neposredni bližini madžarske meje. Nahajamo se v zaščitenem območju Krajinskem parku Goriško. Eden od glavnih vzrokov ali ali celjev za nastanek naše sirarne je ohranitev neokrnjene pokrajine na Goriškem.

Na območju Goriškega se je v zadnjih desetletjih zaradi odseljevanja ljudi več sto hektarjev obdelovalnih površin zaraslo z gozdom. Mladi so odhajali za iskanjem zasluzka v mesto ali v tujino, tako, da je ostalo na podeželju le malo kmetov z malimi površinami zemlje. Že od začetka se naša družina skupaj z zainteresiranimi ljudmi z nadzorovano pašo drobnice revitalizirati zaraščene površine in ohranjati ogrožene živalske in rastlinske vrste v zaščitenem območju in ohranjati obdelovalne površine, ki bi drugače izginjale. Z dobrimi vzgledi in odkupom mleka skušamo motivirati male pridelovalce mleka. Predelava kravjega mleka je v začetkih in v minimalnih količinah, ker se trudimo vzpostaviti sistem reje na področju, kjer to ni običajno. Večino proizvodnje pa predstavlja predelava kravjega mleka. Mleko krav izvira in ga odkupujemo v malih količinah od majhnih rejcev krav iz neposredne bližine, ki živali krmijo ekstenzivno z minimalno silažo in krmil v obroku. Iz tega mleka potem ročno in dajansko noč in dan v mini mlekarni izdelujemo mlečne izdelke. (o.p. gre večinoma za rejce z do 10 kravami).

**radi imamo domače**




 <p><b>Tinkin mlečni riž</b> 250 g Redna cena: 0,89</p>	 <p><b>Tinkin sadni jogurt</b> več okusov, 250 ml Redna cena: 0,99</p>	 <p><b>Tinkin jogurt</b> 500 ml Redna cena: 1,11</p>	 <p><b>Tinkin mlečni desert</b> več okusov, 150 g Redna cena: 1,39</p>	 <p><b>Tinkin jogurt</b> s smetano, v stekleni embalaži, 500 g Redna cena: 1,55</p>
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