



Microsoft 365 Freelance Toolkit

Case studies to use for your SharePoint Communication
Site



Why include case studies?

As our employees began engaging with freelancers, we provided a place to share their experiences as case studies, including quality, time savings, and cost savings measures. Other employees have found it useful to browse through completed projects, categorized by task type, and see the results of the work.

How to display use cases on your SharePoint Communication Site

Slide 3

How to display each individual use case

Slides 4-18



Case studies: How are others engaging with the gig economy?


Web Mobile, & Software Dev



Metrics:
Quality
Time
Cost

Port PHP Code to C

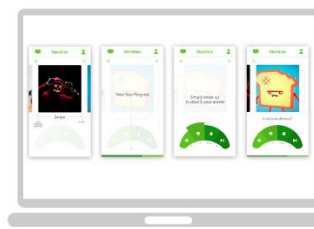
Web Mobile, & Software Dev



Metrics:
Quality
Time
Cost

Quality evaluation of translations on Microsoft Office products


Web Mobile, & Software Dev



Metrics:
Quality
Time
Cost

UX Design support


Marketing



Metrics:
Quality
Time
Cost

Consultant for Template Package


Translation



Metrics:
Quality
Time
Cost

Faster translation

Design and Creative



Metrics:
Quality
Time
Cost

Design gif for Social Media

Case Study – Video Production

Project

We recorded a 45-minute interview. The deliverable was provided one day before the due date.

Feedback to Freelancer

"Got edit before deadline. Thank You!"

Deliverable



Case Study – Create modern Office templates

Project

Two freelance project leads managed seven freelancers to create 280 new Word, XL, and PPT templates in three months.

Feedback to Freelancers

"We could never have accomplished this in such a short period of time without the depth of freelance talent we were able to harness."

Deliverable



Case Study – Data Science & Analytics

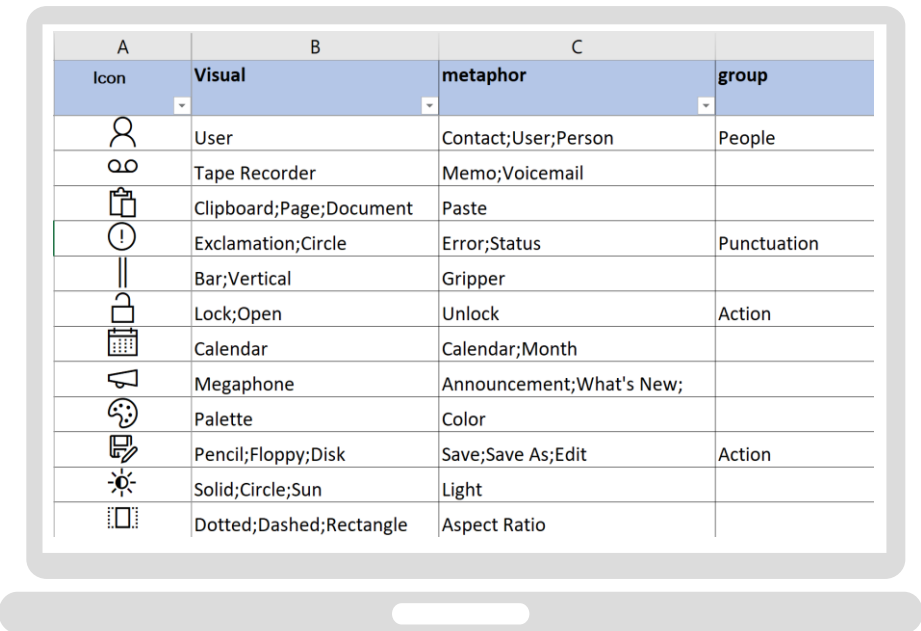
Project













We needed help with keywording our library of icons for an internal database tool. This involved breaking out the visual (physical), conceptual (metaphor), and category (genre) tags for each icon. We have 4,000+ icons that need to be defined and categorized as part of our taxonomy development.

Feedback to Freelancer

"Easy to communicate with and asked questions to clarify what we needed to get the job done right. I appreciated the follow-ups and would be happy to work with him again."

Deliverable



A	B	C	
Icon	Visual	metaphor	group
	User	Contact;User;Person	People
	Tape Recorder	Memo;Voicemail	
	Clipboard;Page;Document	Paste	
	Exclamation;Circle	Error;Status	Punctuation
	Bar;Vertical	Gripper	
	Lock;Open	Unlock	Action
	Calendar	Calendar;Month	
	Megaphone	Announcement;What's New;	
	Palette	Color	
	Pencil;Floppy;Disk	Save;Save As;Edit	Action
	Solid;Circle;Sun	Light	
	Dotted;Dashed;Rectangle	Aspect Ratio	

Case Study – Design & Creative / Illustration

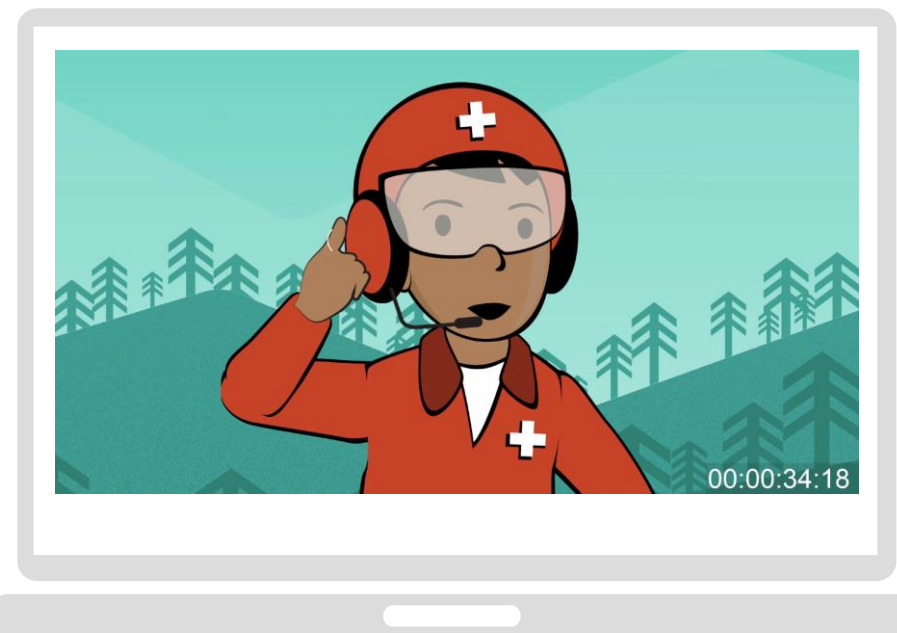
Project

Our animator had 4 other videos on his plate, so we decided to outsource this project. The characters came back on point – it saved us so much time! We are happy to work with Vicki again!

Feedback to Freelancer

“Wonderful working with Vicki, she understood our ask and had a quick turnaround.”

Deliverable



Case Study –Design infographic using a small business ppt deck as source material

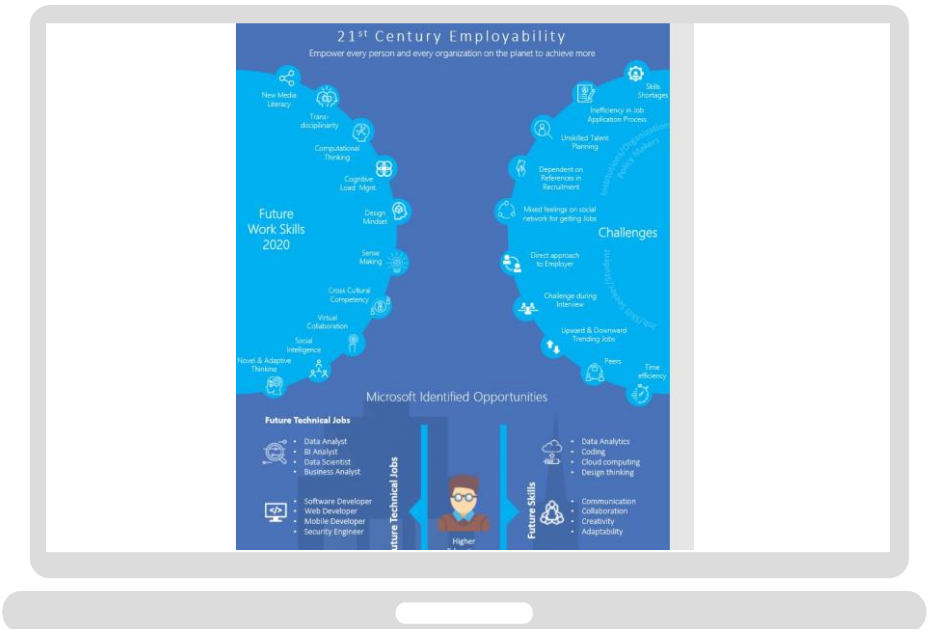
Project

Review a strategy deck and create an example infographic to summarize the information as a different way to share the future employability challenges and opportunities.

Feedback to Freelancer

"Great work!" I've used [...] on many projects and his work is always very quick (2-4 days) and super helpful to our busy team. Much of the other work has been research oriented; sometimes with graphical summaries.

Deliverable



Case Study – Graphic Design - 3 generic screenshots for Excel Android Touch Guide

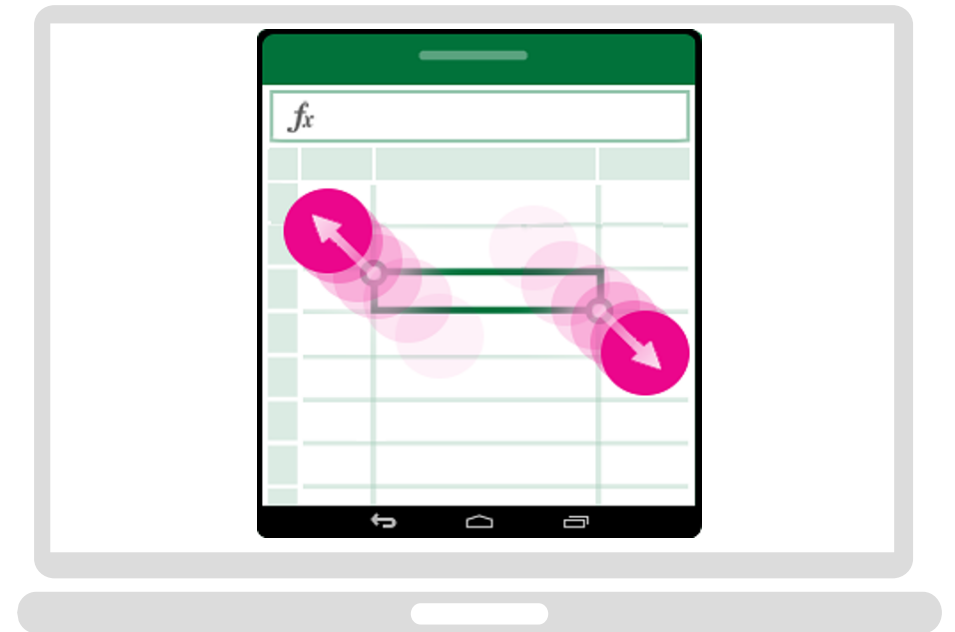
Project

We needed to update an existing guide with additional screenshots of new functionality. They needed to show touch gestures and match the styles of existing art.

Feedback to Freelancer

"Thanks. Appreciate the quick responses and iterations so we get what we need."

Deliverable



Case Study – Small Business expert to consult on starting up a small business template

Project

Create content for a set of 6 small business templates, including a sample business plan. A pitch deck, and start up checklist. This required expertise beyond what we had on our team and we were able to find several small business experts.

Feedback to Freelancer

"Work was done promptly and as requested."

Deliverable



Case Study – Writing

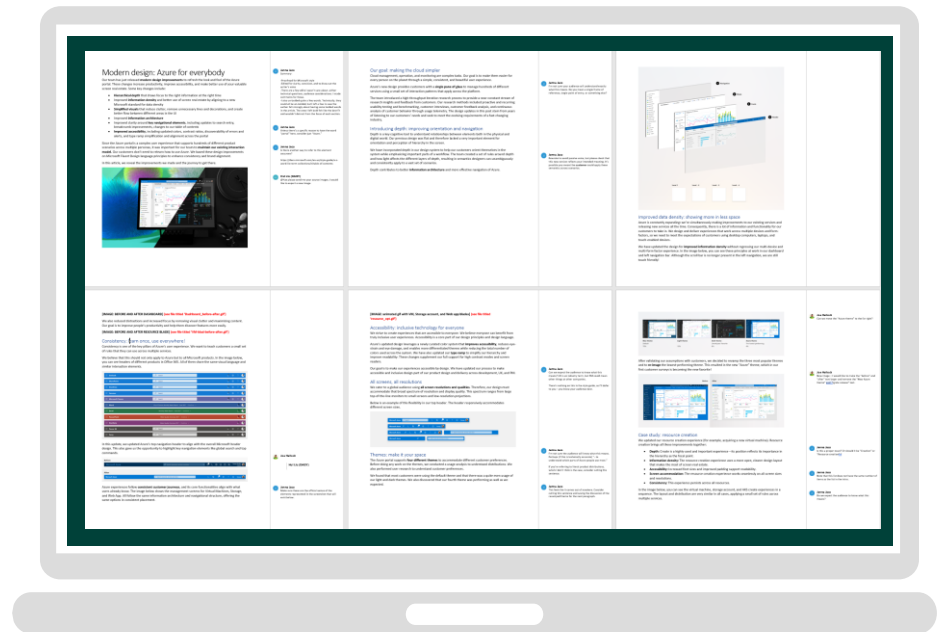
Project

Two articles needed to be edited and proofed for clarity and concision, and needed to be balanced by the MSFT Style Guide and the author's voice.

Feedback to Freelancer

Able to accommodate a very quick turnaround time for this last-minute project.”

Deliverable





Case Study – Writing

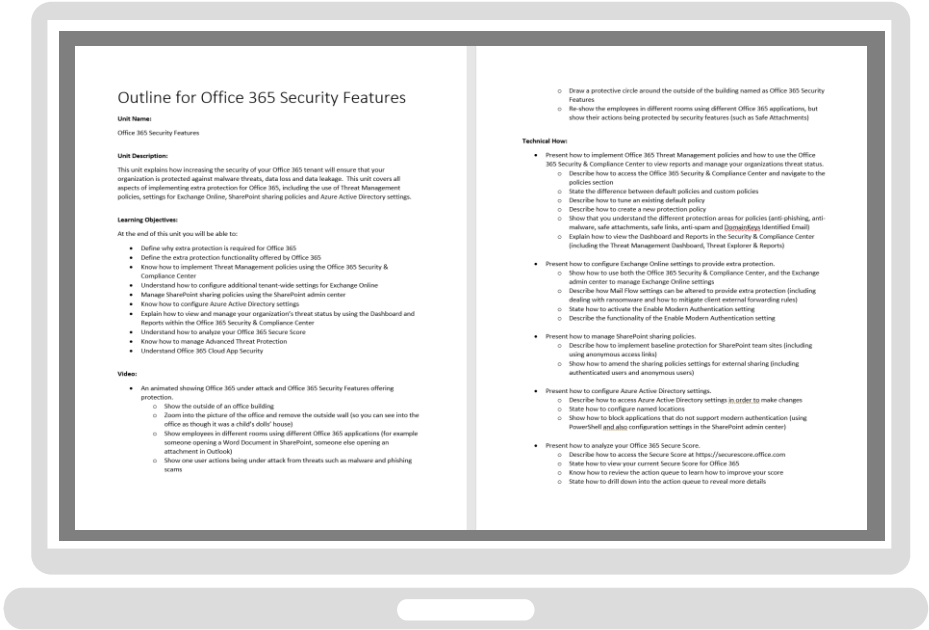
Project

We are producing a series of short form training topics that will be arranged into learning paths. Since the production of each training topic starts with the writing of an outline, we hired a freelancer to produce a written outline that followed a set format and addressed relevant points.

Feedback to Freelancer

“Appreciated the attention to detail.”

Deliverable



Case Study – Data Science & Analytics

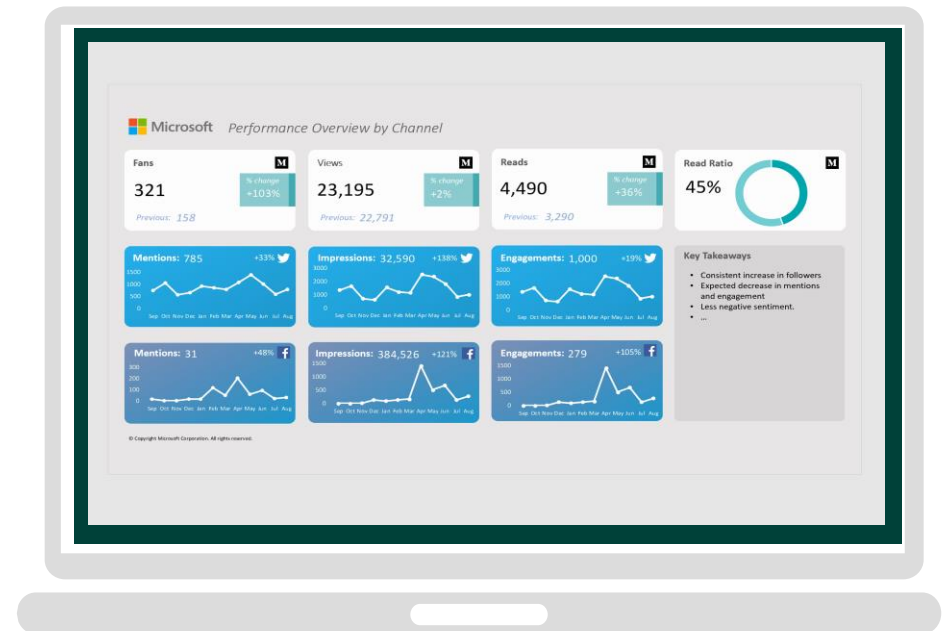
Project

Analyze and interpret data, and turn into easily readable report with actionable insights. Report must be templated for future use.

Feedback to Freelancer

“Excellent job.”

Deliverable



Case Study – Data Science & Analytics

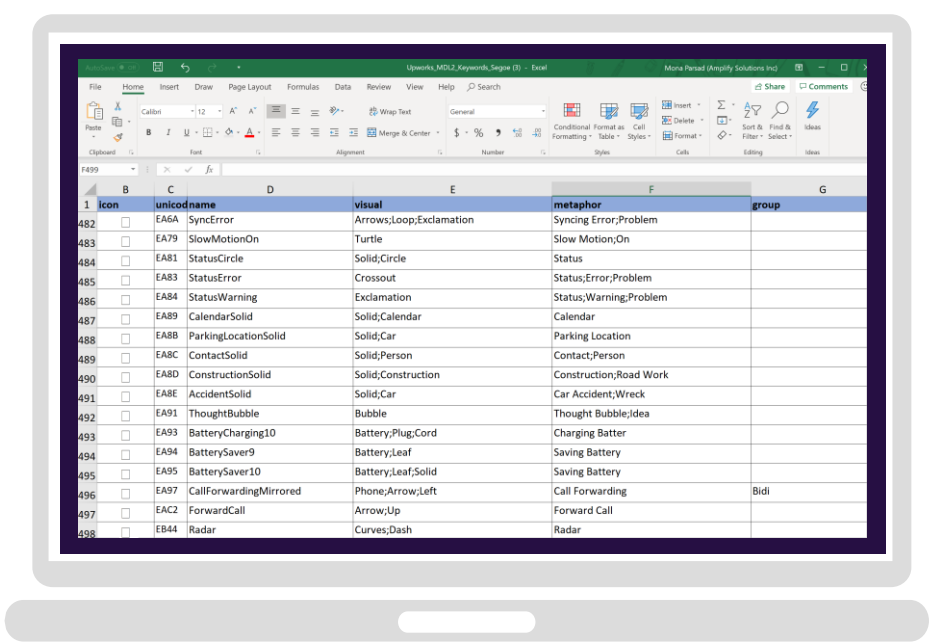
Project

We needed help with keywording a library of icons to help build out our taxonomy for an internal database tool. This involved breaking out the visual (physical), conceptual (metaphor), and category (genre) tags for each icon. Having a solid understanding of metadata, subject classification, and knowledge organization was essential.

Feedback to Freelancer

Easy to communicate with and asked questions to clarify what we needed to get the job done right. I appreciated the follow-ups and would be happy to work with him again.”

Deliverable



1	Icon	uniconname	visual	metaphor	group
482	<input type="checkbox"/>	EA6A SyncError	Arrows;Loop;Exclamation	Syncing Error;Problem	
483	<input type="checkbox"/>	EA79 SlowMotionOn	Turtle	Slow Motion;On	
484	<input type="checkbox"/>	EA81 StatusCircle	Solid;Circle	Status	
485	<input type="checkbox"/>	EA83 StatusError	Crossout	Status;Error;Problem	
486	<input type="checkbox"/>	EA84 StatusWarning	Exclamation	Status;Warning;Problem	
487	<input type="checkbox"/>	EA89 CalendarSolid	Solid;Calendar	Calendar	
488	<input type="checkbox"/>	EA8B ParkingLocationSolid	Solid;Car	Parking Location	
489	<input type="checkbox"/>	EA8C ContactSolid	Solid;Person	Contact;Person	
490	<input type="checkbox"/>	EA8D ConstructionSolid	Solid;Construction	Construction;Road Work	
491	<input type="checkbox"/>	EA8E AccidentSolid	Solid;Car	Car Accident;Wreck	
492	<input type="checkbox"/>	EA91 ThoughtBubble	Bubble	Thought Bubble;Idea	
493	<input type="checkbox"/>	EA93 BatteryCharging10	Battery;Plug;Cord	Charging Battery	
494	<input type="checkbox"/>	EA94 BatterySaver9	Battery;Leaf	Saving Battery	
495	<input type="checkbox"/>	EA95 BatterySaver10	Battery;Leaf;Solid	Saving Battery	
496	<input type="checkbox"/>	EA97 CallForwardingMirrored	Phone;Arrow;Left	Call Forwarding	Bidi
497	<input type="checkbox"/>	EAC2 ForwardCall	Arrow;Up	Forward Call	
498	<input type="checkbox"/>	EB44 Radar	Curves;Dash	Radar	

Case Study – Design & Creative

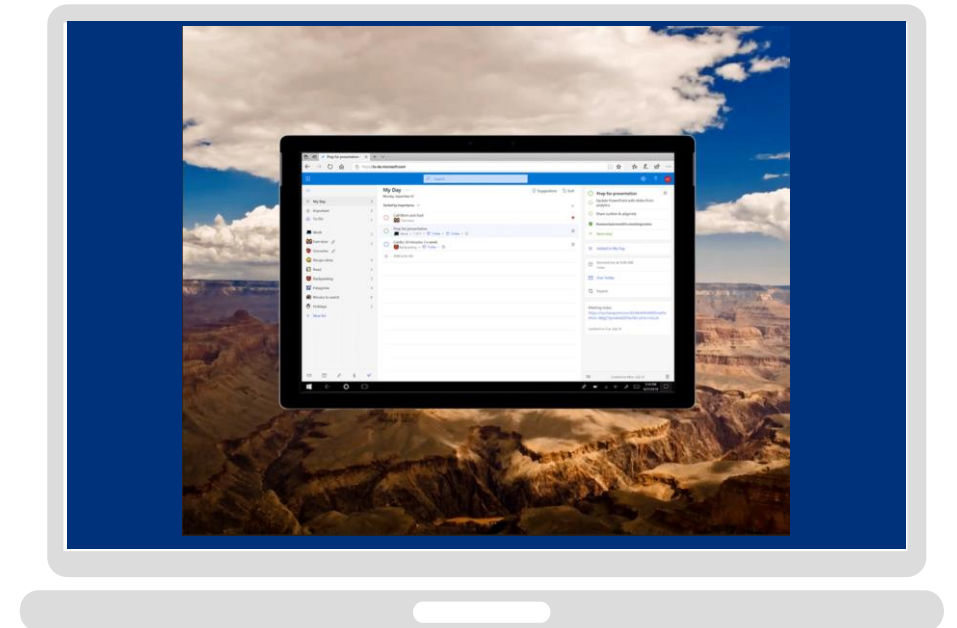
Project

Gif needed for launch of new web app. Background for the asset needed to be a morning scene.

Feedback to Freelancer

Super responsive and has a quick turnaround. I will definitely be seeking out her work in the future.”

Deliverable



Case Study – Web, Mobile, and Software

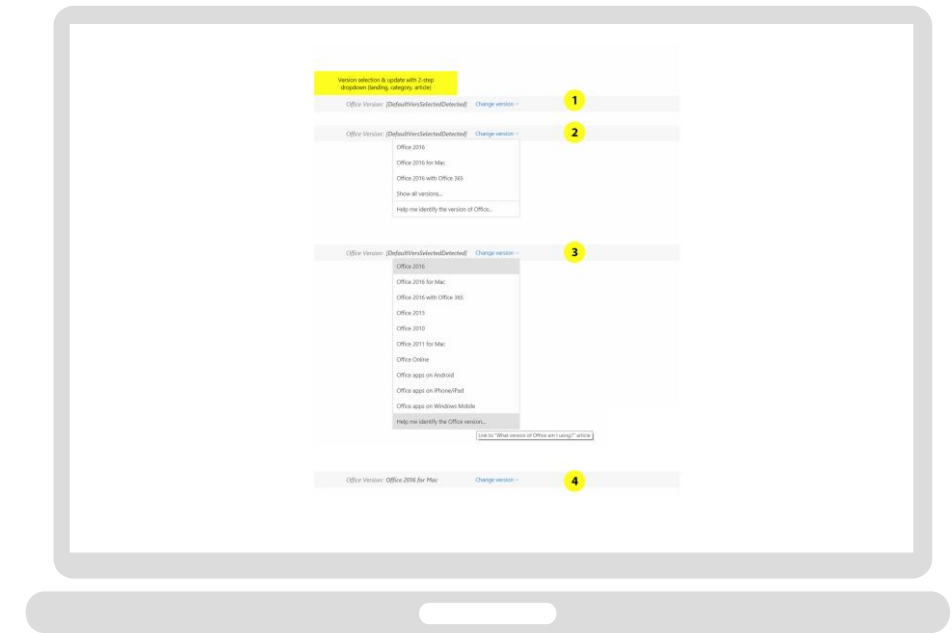
Project

Web-based help & how-to content: Design patterns for navigating help for multiple versions.

Feedback to Freelancer

Experienced UX designer who asked great questions and provided some good options for us.

Deliverable



Case Study – Infographic Design

Project

Despite the fact that more and more people are working remotely, meeting habits still tend to focus on a conference room. This leads to a loss of efficiency and poor inclusion of people who aren't in the room.

After crowd-sourcing some best practices, we hired a freelance designer to create a beautiful infographic to distribute around conference rooms in Redmond.

Feedback to Freelancer

"Super quick turnaround time, willing to accept numerous iterations, high quality work, AND he provided the source .ai files."

Deliverable

