

SEM Coaching - 34

Crowd Sourcing

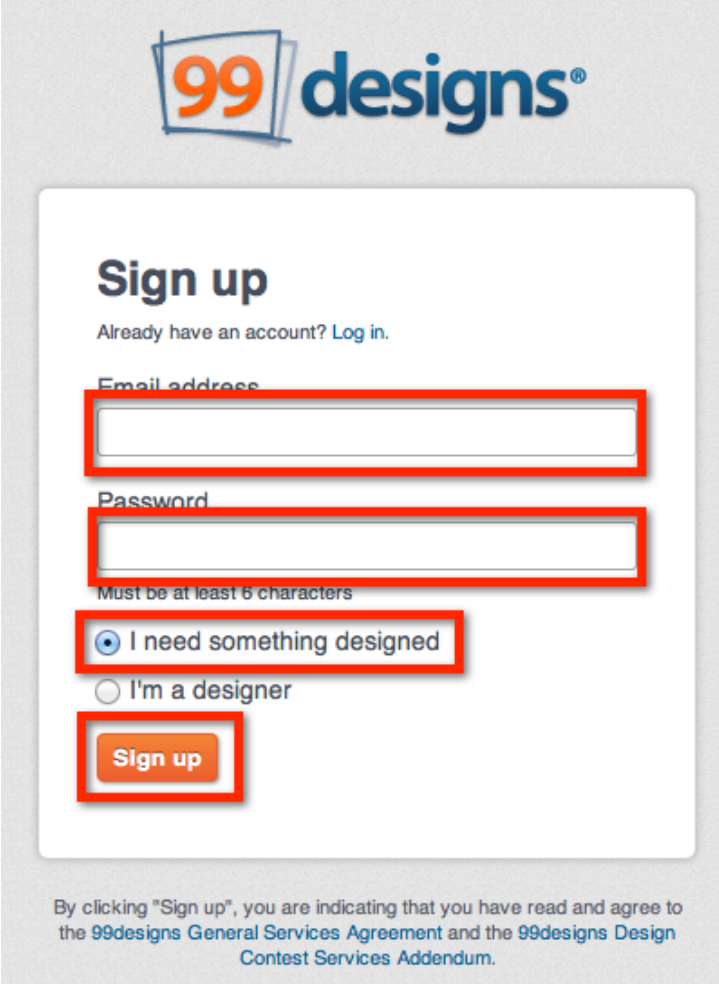
Introduction

- ❖ Crowd sourcing involves outsourcing to a group of individuals (i.e. crowd) rather than a specific individual
- ❖ Major benefit is the variety of ideas or solutions from wide selection of talents versus a single idea or solution from a single talent
- ❖ Popular tasks to crowd source include:
 - Web site design
 - Logo design
 - Book cover design
 - Product packaging design
 - Name card design

99Designs.com

How It Works

- ❖ Register for a free account at 99designs.com



The image shows the 99designs sign-up form. At the top is the 99designs logo. Below it is the heading "Sign up" and a link "Already have an account? Log in." The form contains three input fields: "Email address", "Password", and a radio button selection for "I need something designed" (selected) and "I'm a designer". A "Sign up" button is at the bottom. A red box highlights the "Email address" field, another red box highlights the "Password" field, and a third red box highlights the "I need something designed" radio button. Below the form, there is a disclaimer: "By clicking 'Sign up', you are indicating that you have read and agree to the 99designs General Services Agreement and the 99designs Design Contest Services Addendum."

99 designs®

Sign up

Already have an account? [Log in.](#)

Email address

Password

Must be at least 6 characters

☒ I need something designed

☐ I'm a designer

Sign up

By clicking "Sign up", you are indicating that you have read and agree to the 99designs General Services Agreement and the 99designs Design Contest Services Addendum.

How It Works

❖ Step 1 - Determine what you want designed

Launch a design contest

1 What do you want designed? 2 Design brief 3 Contest details 4 Launch contest

Step 1. What do you want designed?

Logo

Logo design A logo for a company, website or brand.

Logo & business card

Website & App

Website E-commerce, blog, landing page, etc.

Mobile app iPhone, Android, etc.

Social media page Facebook, YouTube, Twitter, etc.

Other website or app

Business & Advertising

Stationery Business cards, letterhead, etc.

Postcard or flyer

Brochure

Banner ad A web page advertisement

Signage

Other business or advertising

Packaging & Label

Product packaging Toys, food, electronics, etc.

Product label Wine, drinks, vitamins, food, etc.

Other packaging or label

Clothing & Merchandise

T-Shirt A design to be printed onto a T-shirt

Clothing or apparel Jackets, hats, hoodies, shoes, etc.

Merchandise Mugs, pens, phone skins, bags, etc.

Other clothing or merchandise

Art & Illustration

Icon or button

Illustration

Card or invitation

Other art or illustration

Book & Magazine

Book cover

Magazine cover

Other book or magazine

Other

Other design



EST.

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2021

How It Works

❖ Step 2 - Complete the design brief

Launch a logo and business card contest

1 [What do you want designed?](#) 2 **Design brief** 3 [Contest details](#) 4 [Launch contest](#)

Step 2. Design brief

Describe what you want to our design community.

To produce the perfect design, our designers need to know exactly what you're looking for. Be as specific as you can to ensure you attract as many designers as possible - it helps to stand out!

What name do you want in your logo?

E.g. Acme

Do you have a slogan you want incorporated in your logo?

Tip: Leave blank if you don't want one incorporated.

Describe what your organization or product does and its target audience

E.g. We sell anvils and other industrial goods to manufacturing companies and hobbyists all over the world.

Select your industry



How It Works

❖ Step 3 – Select Contest Package

- 1 What do you want designed? 2 Design brief 3 **Contest details** 4 Launch contest

Step 3. Contest details

Create a contest that attracts the right designers to your brief.

We've got the largest design community online so it's important to create a contest that attracts the kinds of designers you want to work on your brief.

What design package do you want?

All packages come with a 100% money-back guarantee and you own full copyright to the final design.

- ☐ **Bronze - \$449**
Get lots of great designs at a great price
 - Expect around 30 designs
- ☒ **Silver - \$649** **Most popular**
Attract great designers and get priority support
 - Your project will be shown to designers before bronze projects
 - Expect around 40 designs
- ☐ **Gold - \$849**
Attract the best designers and receive one-on-one assistance
 - Your project will be shown to designers before bronze and silver projects
 - A dedicated account manager will guide you to the best result possible
 - Expect around 60 designs

[I want to create a custom package](#)



How It Works

❖ Step 3 – Select Contest Package

- Make your contest 'blind' and 'guarantee your contest' to attract more high quality designers

Contest preferences



Make it a blind contest

Designers can not see each others entries. Only you and the original designer can see their idea. Your design brief is still visible to the general public.



Guarantee your contest

This means you guarantee to award a winner for your contest, **forgoing your right to claim your money back**. On average, guaranteed contests attract 200% more designers!



Make it a private contest (+\$39.00)

Your contest will be hidden from search engines like Google as well as the general public. Only the 99designs community will be able to view your design brief and designers concepts.

How It Works

❖ Step 4 – Make Payment & Launch Your Contest

1 [What do you want designed?](#)2 [Design brief](#)3 [Contest details](#)4 **Launch contest**

Step 4. Launch contest

Contest listing preview

This is how our design community will see your contest in our contest listing & search results.

[Edit contest details](#)

Contest Title	Ends	Entries	Package
<div>No entries yet</div> <div>Your help is required for a new logo and business card</div>	7 days	-	<div>silver</div> <div>\$649</div>

[Edit contest title and overview](#)

Total
\$649.00 USD



How It Works

❖ 99designs.com – My Account Dashboard

Design contests · Logo store · Blog


My contests

99 designs

Start a chat 1 800 513 1678
8am - 5pm PST Mon-Fri

Home Launch a contest Browse contests How it works Help

My Account > Contests

G'day, 

0 Messages \$0 All Balances

- Overview
- My Contests
- Private Messages
- 1-to-1 invoices
- Transactions
- Credits
- Saved Searches
- Payment Methods
- Settings

Held

Contest title	Ends	Entries	Feedback
Prizle.com needs a new logo and business card Prizle.com offers corporate contests & giveaways.	open 3 days	60	-
Design the cover for Fabian Lim's new book: Click! Internet entrepreneur, speaker and author	selecting winner 7 days	125	14
Help Prizle.com with a new Homepage Design Online contest and social promotion service	won	113	45

showing 1 – 3 of 3

How It Works

❖ 99designs.com – Contest Dashboard

[Design contests](#) · [Logo store](#) · [Blog](#)
My contests
Start a chat
1 800 513 1678
8am - 5pm PST Mon-Fri

[Home](#)
[Launch a contest](#)
[Browse contests](#)
[How it works](#)
[Help](#)

[Home](#) / [Contests](#) / [Logo](#) / [Logo & business card contests](#)

Prizle.com needs a new logo and business card
guaranteed \$849 +

1. QUALIFYING ROUND 4 DAYS
 2. SELECT FINALISTS
3. FINAL ROUND 3 DAYS
 4. SELECT WINNER

Accepting entries from all designers for another 3 days
 Held by **You**

Help
Providing feedback is critical

Give feedback to tell designers what you want and encourage them to continue participating.

1. Use the [star ratings](#) as a grading system so designers know where they stand.
2. Providing comments on individual designs is the most helpful to designers
3. [Writing a global comment to all designers](#) is good for giving direction to all designers at once.
4. Don't be afraid to [eliminate a design](#)

Other help topics
[Providing feedback is critical](#)
[What are watchers?](#)
[Create a poll and ask friends to vote](#)
[Selecting a winner](#)

[Entries \(60\)](#)
[Designers \(37\)](#)
[Design brief](#)
[Watchers \(35\)](#)
[Create a poll](#)
Twitter Facebook Contest options

Show [All](#) [Unrated](#) [Rated](#) [Eliminated](#)
Order by [Time](#) [Rating](#)

★★★★★ [Begin by rating...](#) [or eliminating designs](#)

radians #59

★★★★★

Yan2agular #58

★★★★★

rendy design #57

Crowd Sourcing Strategies

- ❖ Make the contest 'blind' and 'guarantee' the prize money to attract more high quality designers
- ❖ Be as detailed as possible in your Design Brief
- ❖ Provide visual references & website URLs to illustrate the designs that you find attractive
- ❖ Rate or eliminate each design submitted
- ❖ Provide on-going feedback
- ❖ Create a poll on pre-selected designs and get friends to vote
- ❖ **Browse other similar contests on the site and invite winning designers to join your contest!**

'Live' Demo

Questions?