

**Chris Pawlowski**

Bringing Back the Vision  
10/29/17



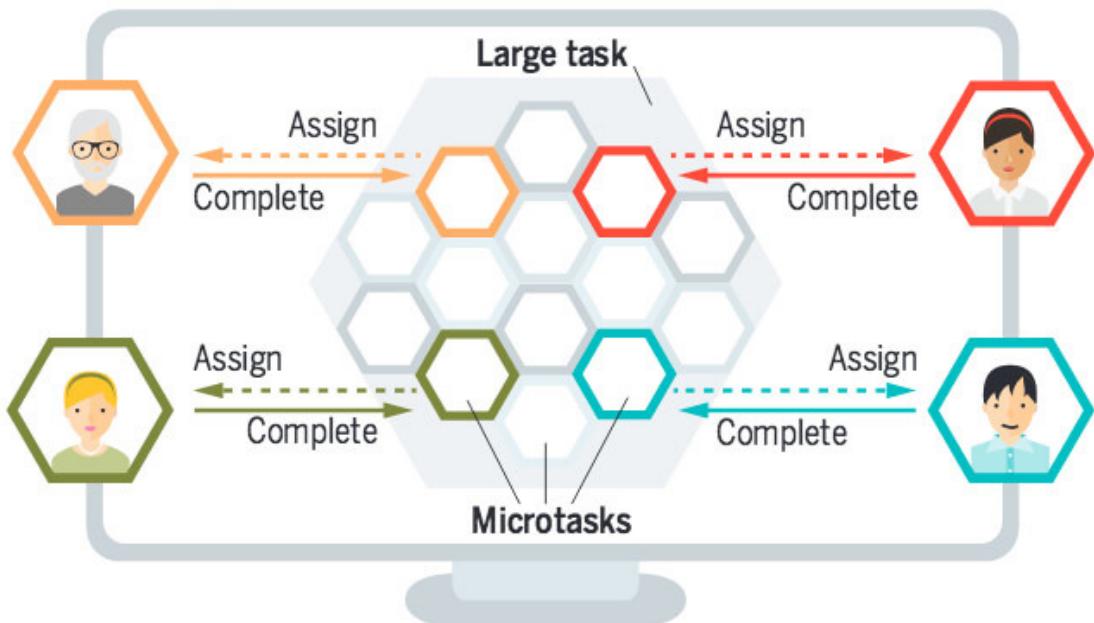
**WORKAROUND**

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# What is Workaround?

**Workaround** is an impact sourcing platform seeking to connect businesses to remote workers who lack access to traditional employment. They offer top quality microwork services such as data management, transcription, translation, and other customized tasks, giving businesses more time to focus on growing their company. Workaround has hundreds of highly trained individuals ready to work around the clock to maximize a business' internal efficiency while allowing people without economic opportunities to take control of their lives.



# What is the Problem?

The current Workaround website is poorly optimized, with text that is large yet still hard to read, pages that are laid out without a clear and understandable hierarchy, and the overall aesthetic of the site is incredibly corporate and generic, lacking any form of imagery and providing no insight into the personality of this organization. I recently redesigned the branding of Workaround to reflect the company's image more, using influences from Arabic architecture and hexagonal patterns to retain a sense of refinement and professionalism while bringing out the personality of the company more. This rebranding of their logo will play heavily on the visual direction of the site, bringing better colors, more images, and a more dynamic and interactive layout to the redesigned website.

Talent is wasted everyday.

 **45%**  
of Syrians have been displaced by the conflict

 **75%**  
of refugees in the Middle East and Africa have internet

We are facing the greatest refugee crisis in modern history. 65 million people have been displaced worldwide. Many of these people are stuck in limbo, waiting to be resettled. They are often prohibited from working in their host country, and spend hours each day in line, waiting for news, waiting to receive aid, waiting for decisions on their status, waiting to use their potential to start their new lives. We don't believe they should have to wait. Many of these refugees are highly skilled, having learned English and computer skills in high school or college before the conflict forced them to leave their homes. They need work now, not the promise of work someday while aid resources cover only part of what they need to survive.

WORKAROUND

HOME ABOUT SERVICES WORKERS CONTACT

 TRANSLATION  
 IMAGE TAGGING  
 DATA ENTRY  
 TRANSCRIPTION

Frequently Asked Questions

AROUND

HOME ABOUT SERVICES WORKERS CONTACT

 Sheikhsaraf: Partnerships

**MISSION**  
Our mission is to restore dignity to refugees through economic empowerment by connecting them to online work, allowing businesses to maximize their internal human potential while contributing to a more socially just and productive world.

**VISION**  
We envision a world where talent knows no boundaries, opportunity doesn't ask for status, and work is rewarded with fair pay.

maximize your potential

BECOME A WORKAROUNDER

**work anywhere** **work anytime** **work on anything**

 Moving a lot? Not sure where you will be tomorrow? Perfect. You can do jobs from anywhere with an internet connection.

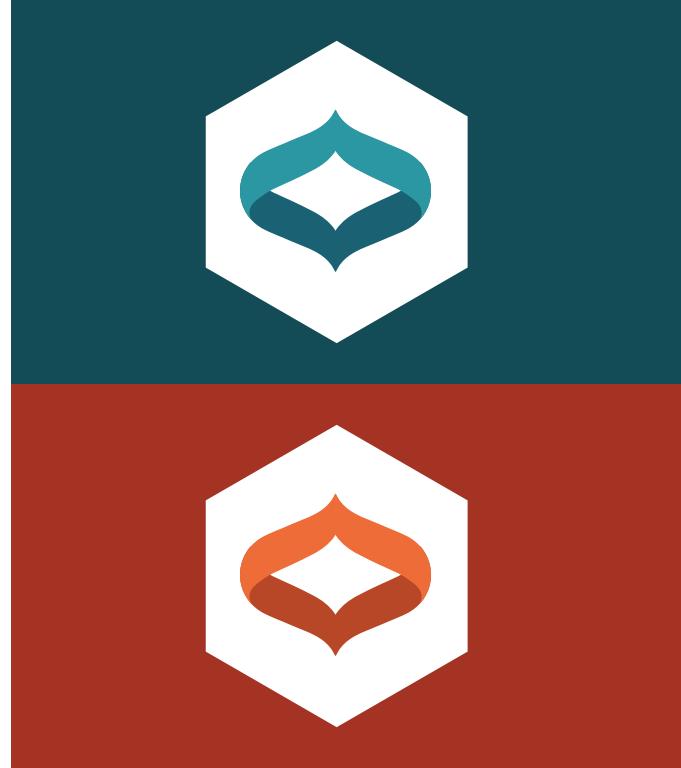
 Can't do an 8 hour shift? We got you. Squeeze in 20 min. while you wait for laundry, or 10 min. while you wait for the

 Our platform works on computers, laptops, tablets and smartphones. Get bored easily? Our tasks vary from data entry to surveys to

# Who is the Audience?

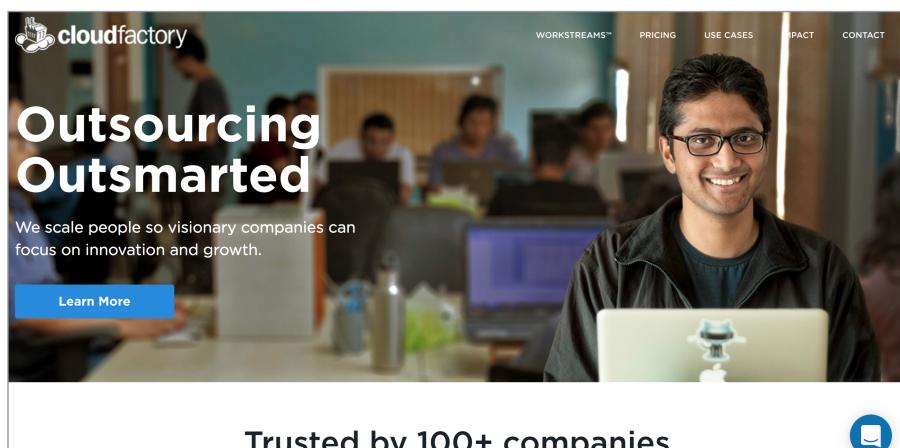
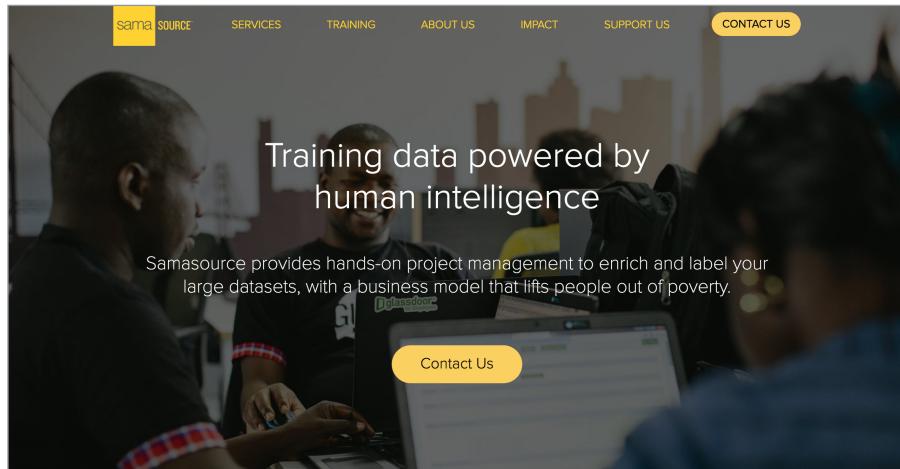
**Workaround primarily serves businesses;** however, they also serve their employees who are unable to seek work in their host countries due to their refugee status.

As a result, the website needs to have interactions within one portion of the website for businesses to learn the services and prices that are offered, while refugees need a separate portion of the site to see the benefits of employment and have the ability to sign up with this organization.



# Who Have They Worked With?

**Workaround has never worked with a designer before** as they do not have the funding to hire someone else, so everything on the site has been done in-house up to this point. The site is certainly functional and together at this point, so my job will be based more in editing the hierarchy and visuals of the site to match up with industry standards. Although Workaround is a very small organization that is in its early stages of growth, this redesign will allow them to maintain an appearance that matches or even surpasses that of their competitors.



# What is The Goal?

**One major goal with this redesign** is to alter the primary focus of the website from their social mission towards the benefits they bring to businesses. They do not want to lose the social mission; however, they also are not looking for businesses to invest in their operation because they see the organization as a form of charity. Workaround is confident in the ability of their workers, and they are not currently looking for more employees, so the primary focus of this site will be to pull businesses in and convince them that investing in microtasking services is a worthwhile investment.



