

# WORKAROUND 2.0

by Chris Pawlowski

# THE OLD SITE

- Unreadable and unrefined
- Doesn't explain what they do clearly enough
- Focused too heavily on social impact and not on value to businesses

The screenshot shows the top navigation bar with links: HOME, ABOUT, SERVICES, WORKERS, and CONTACT. Below the navigation is a video player showing a woman speaking. To the right of the video are two sections: 'MISSION' and 'VISION'. The 'MISSION' section contains text about restoring dignity to refugees through economic empowerment. The 'VISION' section contains text about a world where talent knows no boundaries.

The screenshot shows the top navigation bar with links: HOME, ABOUT, SERVICES, WORKERS, and CONTACT. Below the navigation is a red background area featuring four circular icons with black outlines: 'TRANSLATION' (speech bubble with 'A'), 'IMAGE TAGGING' (square with horizontal lines), 'DATA ENTRY' (rectangle with vertical lines), and 'TRANSCRIPTION' (play button). Below these icons is a section titled 'Frequently Asked Questions'.

The screenshot shows the top navigation bar with links: HOME, ABOUT, SERVICES, WORKERS, and CONTACT. Below the navigation is a large 'WorkAround' logo with the tagline 'maximize the potential'. A red banner at the bottom features the text 'Talent is wasted everyday.' and 'business process outsourcing so you can upsource your internal human resources'.

# THE GOALS

- Asked them for their goals
- Give them appearance of the budget and size of their competitors
- Give them a modernized site that they can use for many years going forward

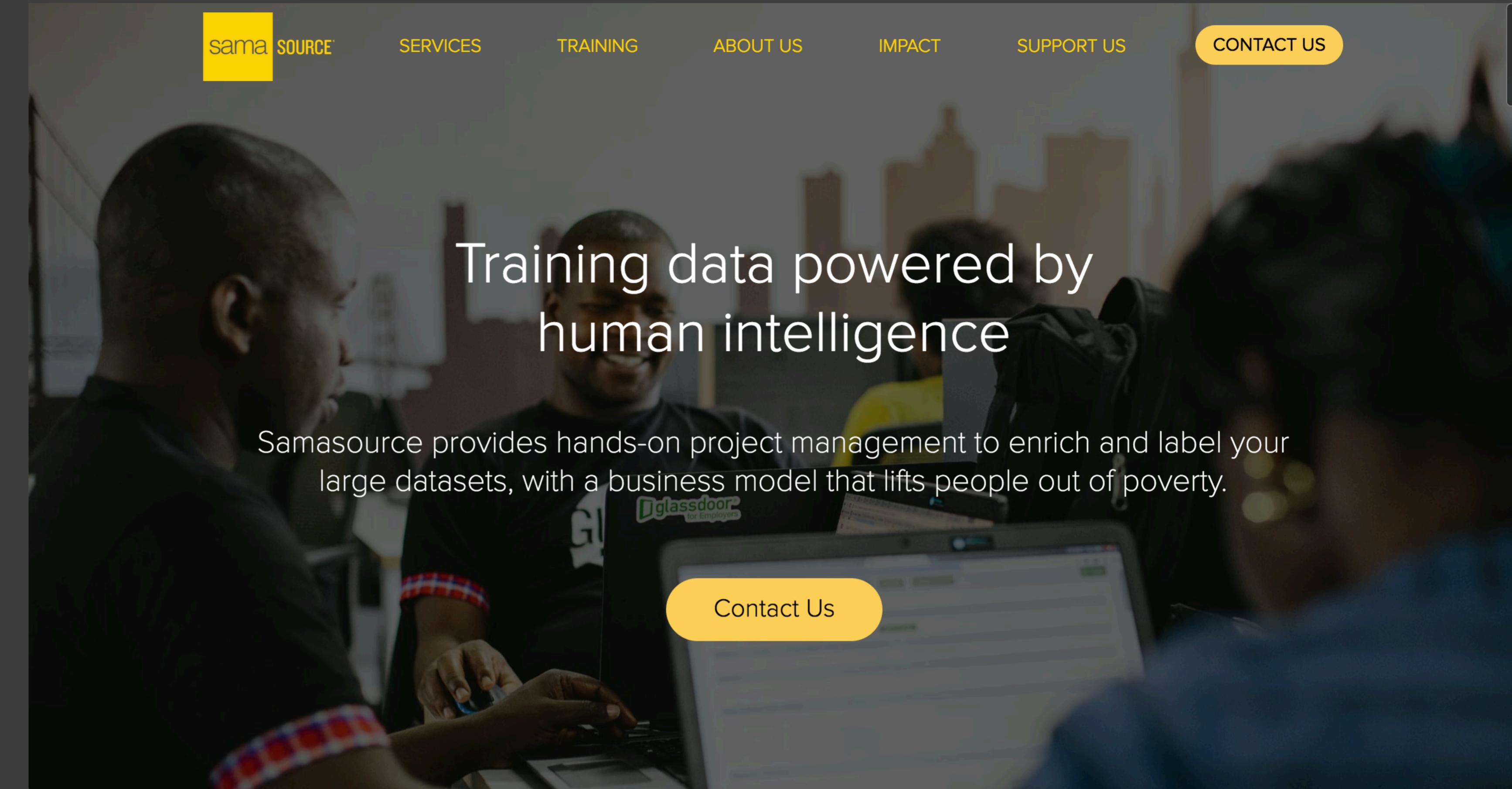
## What is The Goal?

**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.



# THE COMPETITION

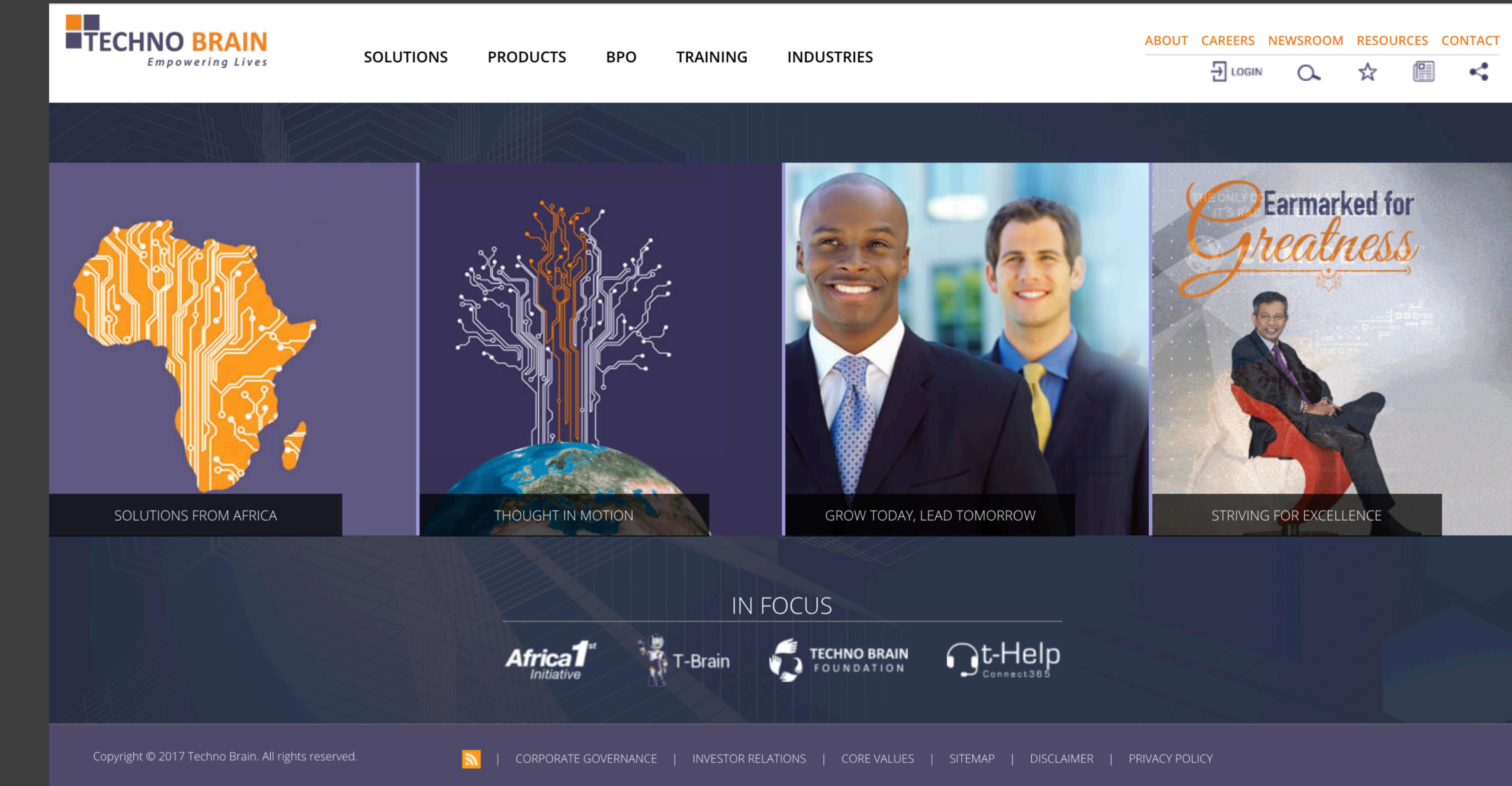
- Bold color palette
- Large images of happy workers
- Small icons and illustrations
- Dynamic and interactive



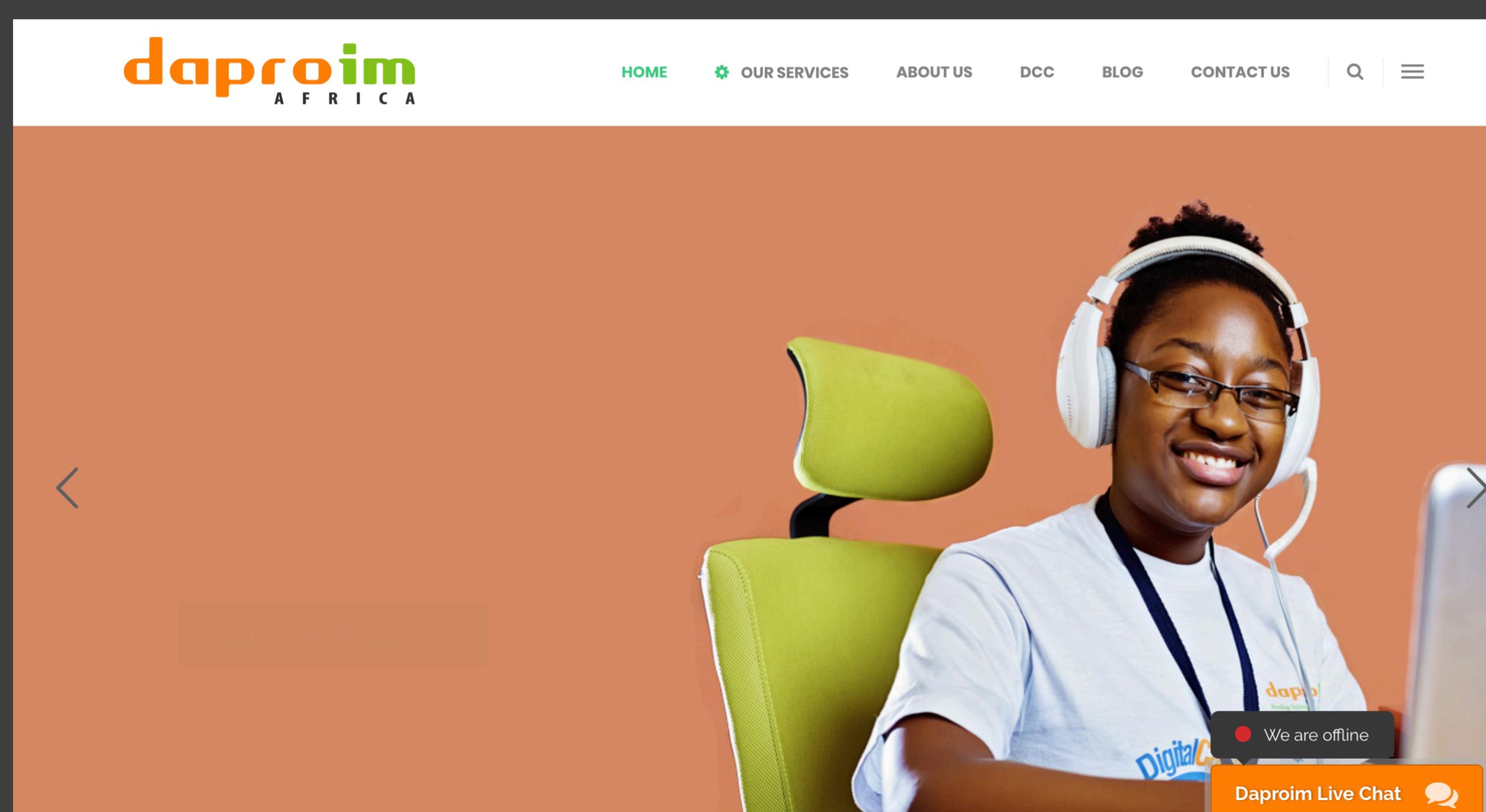
The screenshot shows the CloudFactory website. The header features the CloudFactory logo and navigation links for WORKSTREAMS™, PRICING, USE CASES, IMPACT, and CONTACT. The main visual is a photograph of a smiling man with glasses working on a laptop in an office environment. To his left, the text "Outsourcing Outsmarted" is prominently displayed. Below this, a subtitle states: "We scale people so visionary companies can focus on innovation and growth." A blue "Learn More" button is visible. At the bottom of the page, a white banner contains the text "Trusted by 100+ companies" and a small icon with a red notification dot showing the number 4.

# THE COMPETITION

- Bold color palette
- Large images of happy workers
- Small icons and illustrations
- Dynamic and interactive



The screenshot of the Techno Brain website features a dark blue header with the company logo 'TECHNO BRAIN' and the tagline 'Empowering Lives'. Below the header, there are navigation links for 'SOLUTIONS', 'PRODUCTS', 'BPO', 'TRAINING', and 'INDUSTRIES'. A top-level menu includes 'ABOUT', 'CAREERS', 'NEWSROOM', 'RESOURCES', and 'CONTACT'. On the right side of the header are icons for 'LOGIN', 'SEARCH', 'FAVORITES', 'PRINT', and 'SHARE'. The main content area has a dark background with a grid pattern. It contains four large images: a map of Africa with a circuit board pattern, a tree made of circuit boards, two smiling men in suits, and a man sitting relaxed with the text 'Earmarked for Greatness'. Below these images are subtitles: 'SOLUTIONS FROM AFRICA', 'THOUGHT IN MOTION', 'GROW TODAY, LEAD TOMORROW', and 'STRIVING FOR EXCELLENCE'. At the bottom of the page is a footer with logos for 'Africa 1st Initiative', 'T-Brain', 'TECHNO BRAIN FOUNDATION', and 't-Help Connect365', along with links for 'Copyright © 2017 Techno Brain. All rights reserved.', 'RSS', 'CORPORATE GOVERNANCE', 'INVESTOR RELATIONS', 'CORE VALUES', 'SITEMAP', 'DISCLAIMER', and 'PRIVACY POLICY'.



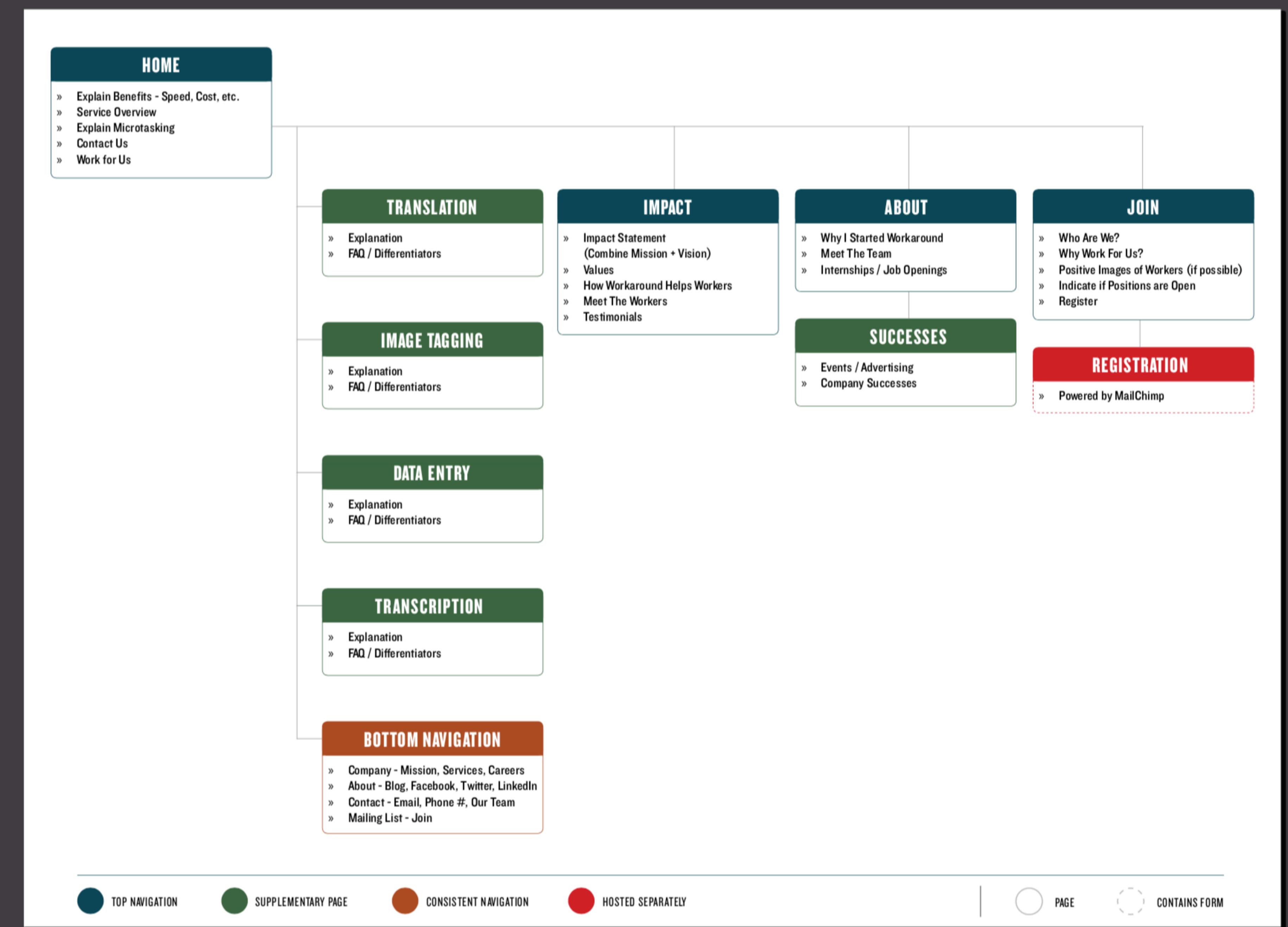
The screenshot of the Daproim Africa website shows a white header with the logo 'daproim AFRICA'. Below the header is a navigation bar with links for 'HOME', 'OUR SERVICES', 'ABOUT US', 'DCC', 'BLOG', 'CONTACT US', and a search icon. The main content area has a large orange background image of a woman wearing headphones and smiling. In the bottom right corner of this image is a small orange box containing the text 'We are offline' with a red dot. At the bottom of the page is a footer with a 'Daproim Live Chat' button and a speech bubble icon.



This screenshot shows a specific page for 'DOCUMENT SCANNING' on the Daproim Africa website. The page has a teal background. At the top, the 'daproim AFRICA' logo is visible, along with a navigation bar with links for 'HOME', 'OUR SERVICES', 'ABOUT US', 'DCC', 'BLOG', 'CONTACT US', and a search icon. To the right of the text, there is an illustration of a document scanner with several gears above it. The main heading 'DOCUMENT SCANNING' is in large, bold, white letters. Below the heading, a paragraph of text describes the services: 'Daproim has built a reputation on providing quality document scanning, document management and document indexing services. Our on-site and outsourced scanning solutions are geared to best fit a client's current and future requirements.' A green button labeled 'GET SCANNING SERVICES' is located below the text. In the bottom right corner, there is another 'Daproim Live Chat' button with a speech bubble icon. A small message bubble in the bottom right corner says 'We are offline' with a red dot.

# THE DIAGRAM

- Straightforward layout with very little depth—can't lose your place
- Many plugins that could potentially not be editable or could be broken if I change the wrong bit of code
- Lack of content—no images, but wanted site to be image-heavy with minimal reading



# THE REFINEMENT

- Questionable levels of dynamism in site. Header tabs, FAQ buttons, collapsible case studies.
- Company not sure about their tagline, lack of communication out of the country, and content had missing pieces.

**WORKAROUND**

WorkAround is an impact sourcing provider helping companies get more done for less, while giving jobs to refugees.

**Get more done.**  
We can help you with:

- Translation
- Transcription
- Data Entry
- Data Scrubbing
- Image Tagging
- Research

**For less.**  
Pricing begins at \$10/hr. Volume discounts are available.

**How it works:**

- Contact us.
- We get to work.
- Done.

We will discuss your unique needs and set up a project workflow that best suits your needs. Project managers do all of the set up work and communicate with workers so you don't have to.

**Why Choose Us?**

- Speed**: Take advantage of our global workforce to get around the clock service.
- Cost**: Get results at a fraction of the cost of hiring additional staff.
- Security**: We use encryption and password protection on all online data transfers.
- Quality**: Our three step quality control process ensures accuracy every time.

**Trusted by:**

- GREENLINE
- zoominfo.
- Brandeis
- AMERICA'S TEST KITCHEN
- Etiquette
- mycroft-ai
- SchoolChoice International
- Juniata College

**Featured in:**

- built**in** boston
- the Justice
- Medium
- MC MASSCHALLENGE BOSTON
- neon
- ENTERPRISE FORUM CAMBRIDGE

**Want to learn more?**  
Contact us to learn more about our services, our impact, or to get a quote.

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**Become a Workarounder!**  
If you lack access to traditional employment, we're here to help.

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**WORKAROUND**

Images

**TRANSLATION WHEN YOU NEED IT**

[Learn More](#)

## Why Choose Workaround?

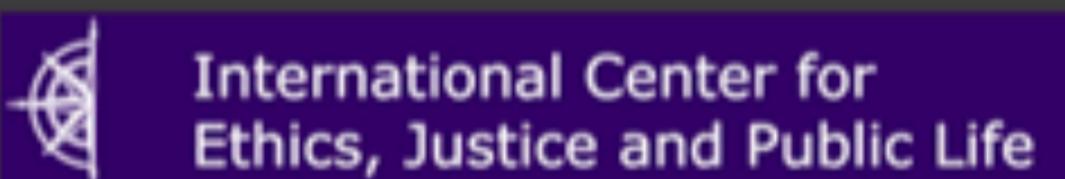
WorkAround's English to Arabic translators have been verified through our quality control system. All have master's degrees or higher in their field.

We choose translators who have experience in subject area of the document that needs translating in order to ensure that technical terms and concepts are correctly translated.

Choose the style of writing you need, and specify terms you don't want translated. Allow 48 hours. Rush services add \$2/hour.



## Case Study



"Here is where a quote from the Cohen Ethics Center would go explaining how Workaround helped improve their organization."

John Doe  
President of Cohen Ethics Center

## FAQ About our services:

**Can you do things not listed on the services page?**

**How do you ensure quality?**

**How long will it take?**

**How does payment work?**

When your work is completed, we will send you an invoice, which you can pay by check, transfer, or credit card.

**What if I'm not satisfied?**

# THE SYSTEM

- Icon system designed using hexagon shape and rounded corners throughout
- Blue, white, and gray color scheme



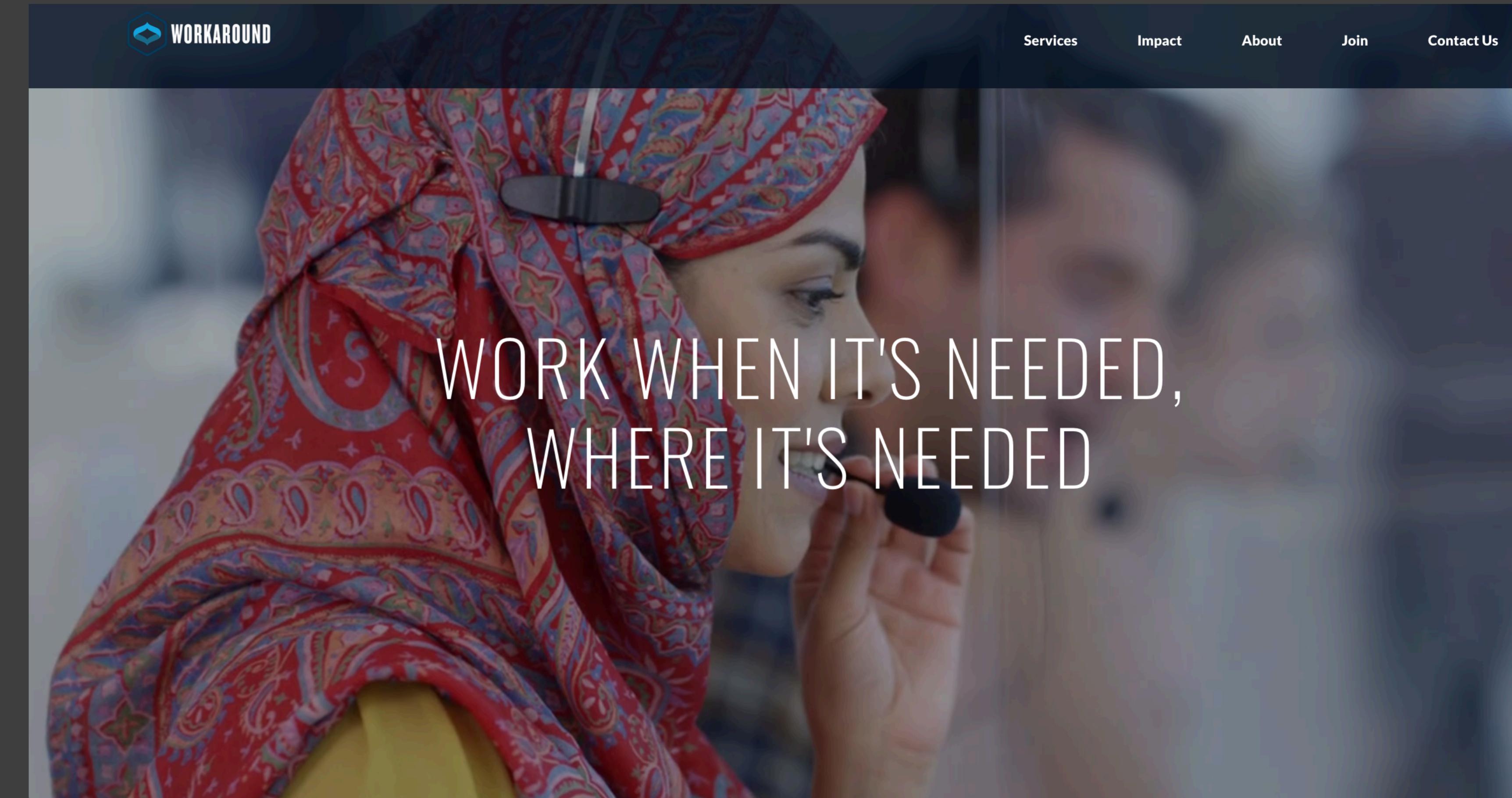
# THE CHALLENGES

- Generations of code scattered throughout from spacers to tables to floats
  - Broken code found in the existing site
  - Strip site down to bare bones and rebuild with CSS grid

```
<div class="wsite-spacer" style="height:50px;"></div>
```

# THE RESULTS

- Bold and impactful screen when you first visit the site
- Floating header so user can always change tabs without having to scroll
- Attractive color palette



PENNSYLVANIA  
+1876+

Services Impact About Join Contact Us

### How It Works:

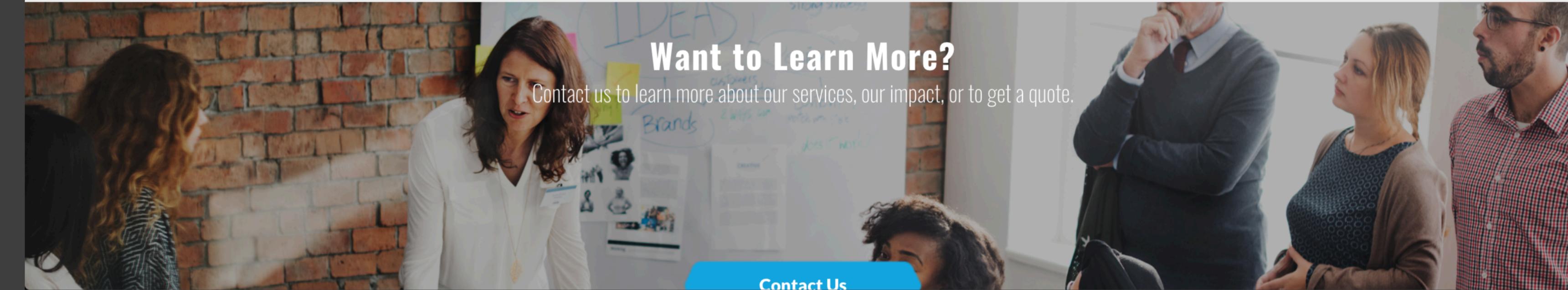
- Contact us.**  
We will discuss your unique needs and set up a project workflow that best suits your needs. Project managers do all of the set up work and communicate with workers so you don't have to.
- We get to work.**  
Our refugee workers are highly skilled, 84% have a college education and all are pre-screened and qualified for specific tasks matching their skills.
- Done.**  
We send back the completed work along with an invoice. You can pay by credit card or mail us a check.

# THE RESULTS

- Links to relevant articles
- Case studies from previous customers
- Business-centered focus

**Featured in:**

[builtin boston](#) [the Justice](#) [Medium](#) [MC MASSCHALLENGE BOSTON](#) [neon](#) [MIT ENTERPRISE FORUM CAMBRIDGE](#)



## Case Study Brandeis

"Here is where a quote from the Cohen Ethics Center would go explaining how Workaround helped improve their organization."

John Doe President of Cohen Ethics Center

## FAQ

About Our Services:

Can you do things not listed on the services page?

How do you ensure quality?

# WHAT TO IMPROVE

- Optimize code to be more efficient and effective
- Add more dynamism and responsiveness to site
- Research what certain bits of unknown code are doing before deleting
- Get header functionality back

```
</li>
<li id="wsite-nav-716001236617936143"
    class="wsite-menu-subitem-wrap "
    >
    <a
        href="transcription.html"
        class="wsite-menu-subitem"
        >
            <span class="wsite-menu-title">
                Transcription
            </span>
```



## Why Choose Workaround?

WorkAround's English to Arabic translators have been verified through our quality control system. All have master's degrees or higher in their field.

We choose translators who have experience in subject area of the document that needs translating in order to ensure that technical terms and concepts are correctly translated.

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# GOING FORWARD

- Finish site
- Clean up and remove unintended white space
- Study Javascript enough to be able to give FAQ and header dynamic functionality
- Keep putting time into making site look exactly as intended in my mockups

## Why Choose Workaround?



### Speed

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### Cost

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### Security

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## Services



### Translation

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### Transcription

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### Image Tagging

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### Data Entry

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**Get more done.**  
We can help you with:



#### Translation



#### Transcription



#### Data Entry



#### Data Scrubbing



#### Image Tagging



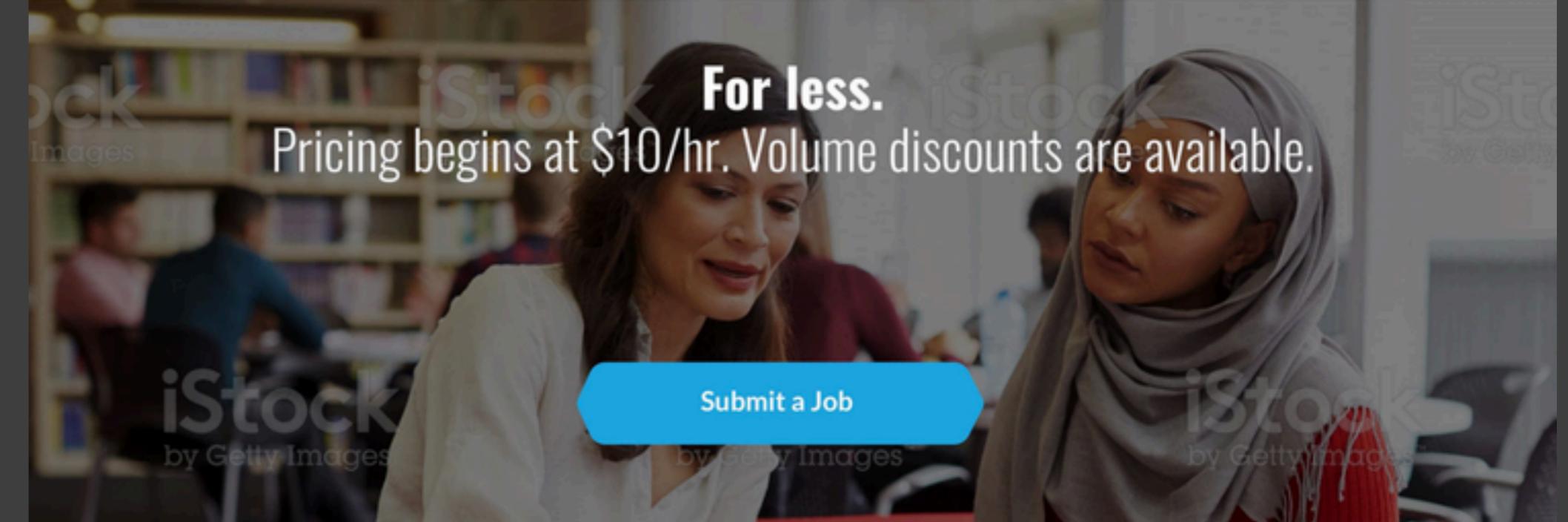
#### Research

**iStock** by Getty Images

**For less.** Pricing begins at \$10/hr. Volume discounts are available.

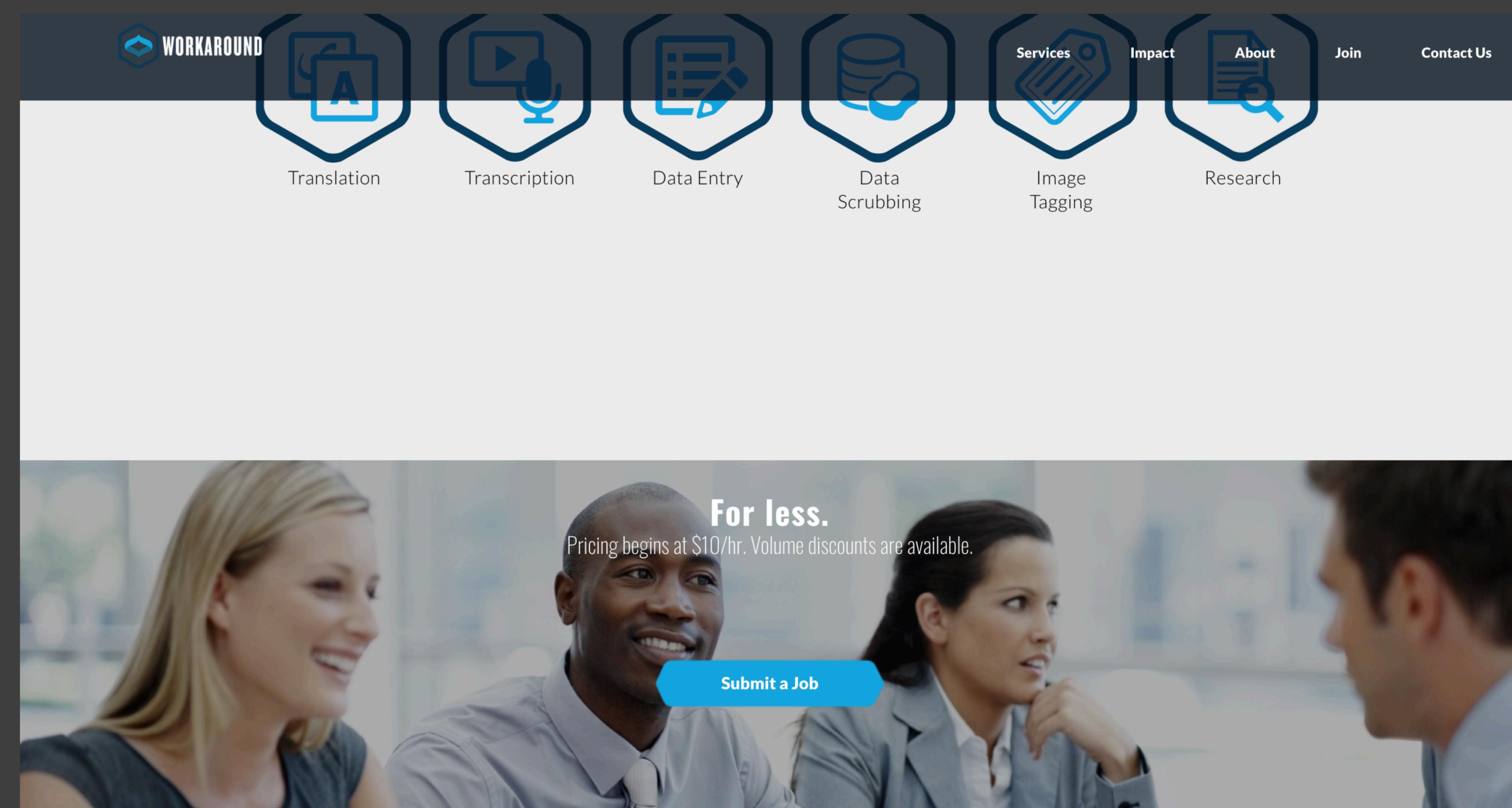
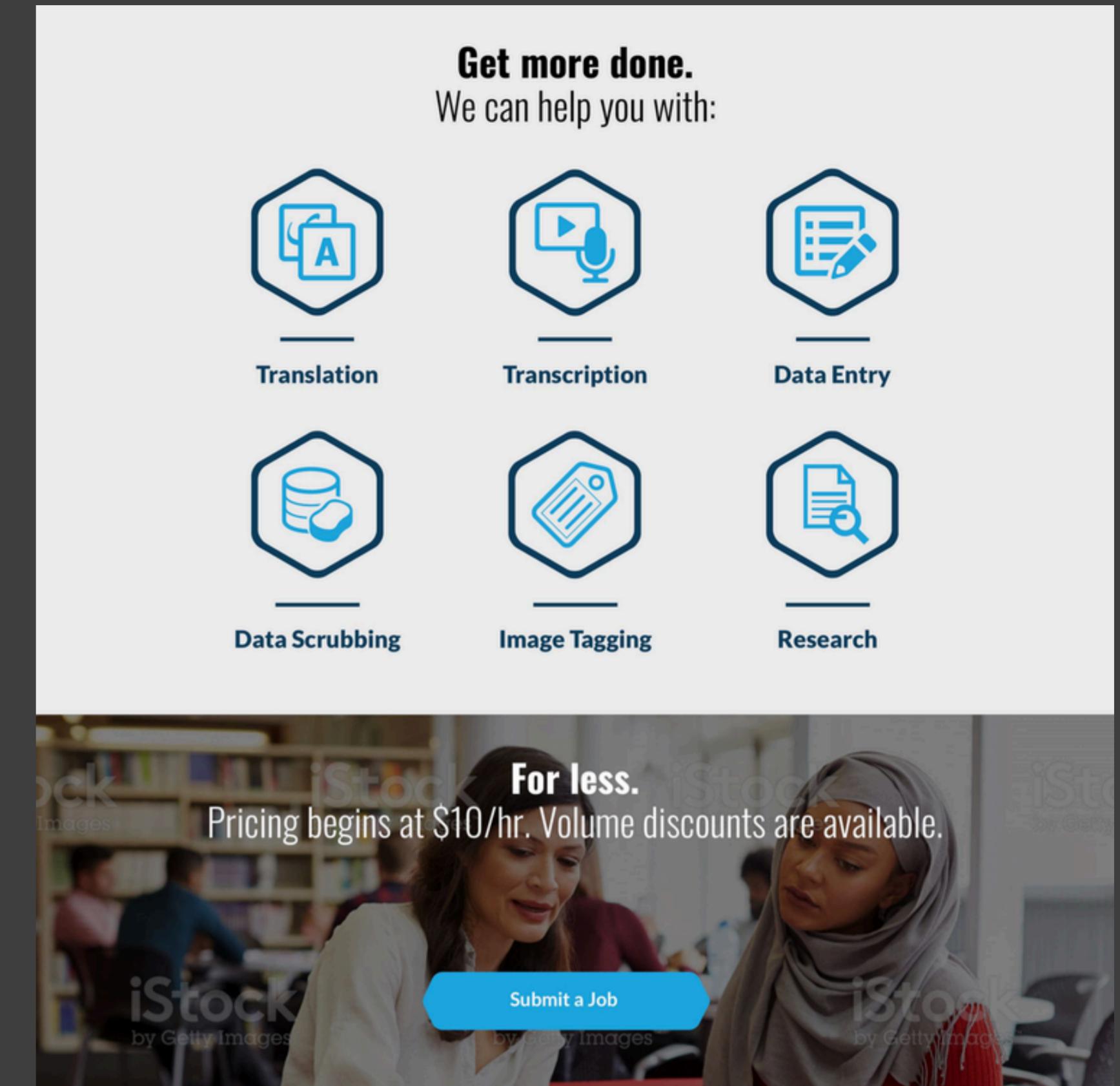
**iStock** by Getty Images

**Submit a Job**



# GOING FORWARD

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**THANK YOU!**