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Capstone Proposal pt 1

Model Flow

What?

This Capstone project focuses on designing and validating a high-fidelity prototype for a direct-connection modeling platform that allows models and brands to work together without traditional agency barriers, while still supporting collaboration with makeup artists, hair stylists, and other creative professionals. The problem this project addresses is the lack of transparency, access, and efficiency in the current modeling industry. Models often face limited opportunities, unclear contracts, and loss of control over their work, while brands struggle to find talent that accurately represents their target customers without navigating slow and expensive agency systems.

The targeted customer segments for this project are freelance and independent models, small to mid-sized brands, photographers, and supporting creatives such as makeup artists and hair stylists who regularly collaborate on campaigns but lack a centralized, professional platform designed around real production workflows. Rather than launching the product publicly, this Capstone emphasizes building a working, interactive prototype supported by real user feedback and data analysis. The goal is to reach an investor-ready stage where the product concept, feature set, and market need are clearly validated.

Over the course of ten weeks, this project will combine product design, technical prototyping, and data-driven decision making. Technologies and skills involved include UX research, Figma prototyping, front-end development concepts, survey design, data analysis, and visualization. This project goes beyond previous coursework by integrating multiple TM disciplines into a cohesive, professional-quality product that demonstrates not just how the platform works, but why it should exist.

Why?

I chose this Capstone project because the modeling industry has serious structural problems that directly put people at risk, especially young women who are just starting out. Traditional modeling agencies often act as gatekeepers. They control access to jobs, take large percentages of earnings, and require models to rely heavily on personal relationships and informal communication. This lack of transparency creates an environment where exploitation can thrive. Modeling agencies are frequently used as a lure for sex trafficking and other forms of abuse, particularly when models are pressured to trust people they barely know or feel financially trapped by contracts and commissions.

I have been involved in modeling my entire life and have seen firsthand how normal it is for models to give away control of their careers in exchange for the promise of exposure. Many agencies take a huge cut while offering limited protection or accountability. Models are often expected to navigate unsafe situations alone, negotiate pay without data, and rely on word of mouth to judge whether a brand or photographer is legitimate. This system benefits agencies far more than the talent they represent.

This project aims to explore a safer alternative. By creating a professional platform that emphasizes data, transparency and verified interactions, models and brands can connect without relying on agencies that profit from control. Instead of launching a full product, my goal is to build a strong working prototype supported by real user feedback and data analysis. I want to study how models and brands actually interact, where risks appear, and how technology can reduce those risks.

This is Capstone worthy because it goes beyond technical execution. It addresses a real-world safety issue, applies data analysis to human behavior, and proposes a scalable solution grounded in research and lived experience. The final product is not just an app mockup. It is a data informed argument for a safer and more ethical industry model that I can confidently present to investors or industry professionals.

How?

Below is an annotated list of the technologies and TM skills that will be used in this Capstone project:

- **Figma (Advanced Prototyping)**
  Used to design a high-fidelity, interactive prototype that demonstrates full user flows for models, brands, and supporting creatives. This will showcase UX design, user flow mapping, and product thinking at a professional level.
- **Front-End Development Concepts (HTML, CSS, JavaScript)**
  A previously built low-fidelity coded version will inform realistic interactions and constraints. While not a full production app, this demonstrates technical understanding of how the product would be implemented.
- **User Research and Survey Design**
  Creation and distribution of surveys and interviews with models, brands, and creatives to collect qualitative and quantitative data. This demonstrates research planning, bias awareness, and data collection skills.

- **Data Analysis (Excel, SQL, or Python)**
  Collected data will be cleaned, analyzed, and structured to identify patterns such as feature demand, pain point frequency, and user priorities. This shows analytical thinking and decision support skills.
- **Data Visualization (Power BI)**
  Findings will be presented visually through graphs and dashboards to support investor-style storytelling and clarity.
- **Product Management Techniques**
  Personas, journey maps, feature prioritization, and roadmap creation will be used to translate research insights into product decisions.

If any tools require additional learning, documentation, tutorials, and guided practice projects will be used during the early weeks to build competency before implementation.

10-Week Schedule

Week 1: Refine problem statement, define user segments, finalize research goals

Week 2: Competitive analysis, survey and interview design, prototype audit

Week 3: High-fidelity prototype development in Figma

Week 4: User research execution (surveys and interviews)

Week 5: Usability testing and feedback collection

Week 6: Data cleaning and organization

Week 7: Data analysis and visualization

Week 8: Prototype iteration based on insights

Week 9: Investor-style narrative and documentation

Week 10: Final presentation and Capstone submission

Indicators of being ahead include early data saturation or validated assumptions. Indicators of falling behind include low response rates or unclear findings, which would trigger scope adjustments.

TM Disciplines (Pillars)

Product Management

- Demonstrated through user research, personas, journey maps, feature prioritization, and roadmap development.

Data Science and Analytics

- Demonstrated through data collection, cleaning, analysis, and visualization used to justify product decisions.

Technology and UX Design

- Demonstrated through high-fidelity prototyping, technical feasibility awareness, and interaction design.

Leadership and Professionalism

- Demonstrated through project planning, stakeholder-focused communication, and investor-ready presentation.

Reflection (Growth and Development)

This Capstone will significantly contribute to my growth by pushing me beyond execution and into strategic thinking. I am learning how to validate ideas with evidence rather than intuition alone, and how to communicate product value in a way that resonates with decision-makers. By emphasizing data analysis and real feedback, I am strengthening my ability to make informed, defensible choices and to adapt based on what the data reveals rather than what I initially expect.

This project also challenges me to balance creativity with discipline. As someone with a strong creative and industry background, it is easy to focus on vision, but this Capstone requires me to ground that vision in research, structure, and accountability. It has helped me develop confidence in presenting ideas professionally and positioning them for real-world consideration.

Ultimately, this Capstone is preparing me to operate at a higher level within technology and product-driven environments. It reflects the kind of work I want to continue doing after graduation: thoughtful, data-backed, and centered on solving real problems with integrity and clarity.