

MA FINAL PROJECT, CRITICAL PATH OUTLINE

OMAR MAL

Business Module:

The Creative Digital Toolbox solution (DASHO) will be a service that is offered on a subscription base (monthly and yearly membership packages), available as an app and web-based, accessible from any device (desktop, mobile & tablet).

Logistics:

Online research, relevant case-study examples, collecting data from questionnaires & surveys, interview industry & award-winning experts locally, regionally and globally.

Resources:

Marketing executives, art directors, UX & UI designers, IT programmers, media & digital communication executives, project managers, copywriters.

Ethical considerations:

Data protection and data security for users' info (privacy), encrypted communication between meetings & chats (internally within agency and externally with clients); signed consent forms from individuals.