

# MA FINAL PROJECT WEEK 4, PROJECT DRAFT

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For the past 15 years as a designer, I have worked in various global agencies and even opened my own studio business. I have struggled with the jobs' flow process and felt that it needed a central system to be organized. I always struggled with finding files and sometimes had to wait for other designer colleagues to send/share brand guidelines and important items before starting to work. During module two (Studio & Entrepreneurship), I have thought of an idea to make things easier and simplify the workflow process across agencies. I want to create a new digital interface used internally by agencies to coordinate and organize the flow of jobs and at the same time reduce redundant design work. Available as an app and web- based. It is a hub that collects everything under one tool to be used by different members of the agency to access relevant menu options. Designers usually have multiple tabs open, are looking for an image in a folder, having to look for guidelines for a specific client, having multiple software open (i.e., music, email, video calls, etc.) and the list goes on. All of these make the design work very redundant and unorganized. The Creative Digital Toolbox (DASHO) is the one solution that embeds all the above requirements under one hub via cloud for easier access, anytime and anywhere. Your dashboard is your world for a better efficient way of working and organizing your work and meeting your deadlines.

## ***Research Question:***

How can the work of agencies & studios be enhanced for better future working and collaboration?

## ***Aim:***

To enhance the workflow process across agencies & design studios.

## ***Objectives:***

- Understanding the creative workflow process in agencies & design studios
- Investigating the issues & problems faced by designers in terms of workflow on a daily basis

## ***Purpose:***

- Global collaboration within agencies
- Reduce redundant design work
- Onboard new projects faster
- Optimize current resources and do more with less man hours

## ***Audience:***

- Primary: Agencies & studios (global, regional & local)
- Secondary: Creatives, Accounts, Media, Traffic, Planning, and Production

## ***Type of written submission:***

Entrepreneurial/Business based.