

# SURGE

WHERE DESIGN STUDENTS AND  
BUSINESSES SUCCEED TOGETHER.

1

## THESIS QUESTIONS

How might we improve graphic design within local businesses that cannot afford design agencies?

How can we assist advanced level design students gain professional experience?

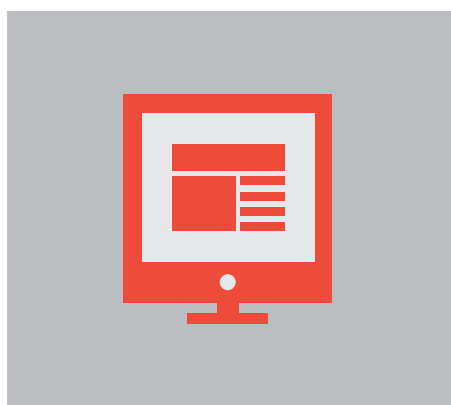
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## PROVIDING A SOLUTION

My Senior Capstone project was to design a resource for advanced level graphic design students and for small businesses. This resource is a website and app for small businesses to use to look for a designer, and for designers to look for a client to work with.

This website and app provides all the available information on job postings and a list of graphic designers. However, it is up to the designer and client to connect and work together.

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### Experiment 1

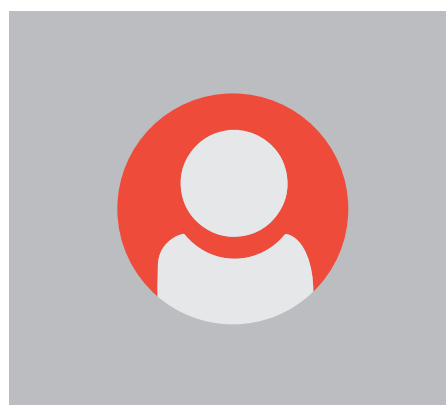
Compared 5 Talent Agency Websites and figured out the style I wanted for my website.

### Conclusion

Explored by creating a prototype website on squarespace.com to see how it would function.

From researching I wanted a clean and simple design that was easy to navigate.

I wanted to incorporate a chat system that other agencies seemed to lack.



### Experiment 2

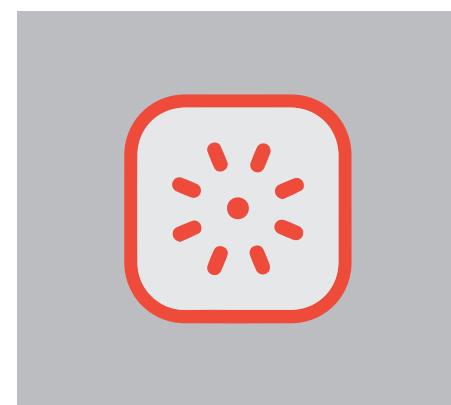
Gathered more information from designers and business owners. Would they use this resource? Would it benefit them if they used the website or app?

### Conclusion

95.83% of people who took the survey would use the website and app.

54.17% would only use the website verses 16.67% would only use the app. The other 29.17% would use both.

100% of people would recommend this resource.



### Experiment 3

Explored the 'Pop' app and figured out how it works. After developing screen mock ups for the app, I used 'Pop' to let users test my app.

### Conclusion

The app 'Pop' lets you upload pictures or screens to the app and create hot spots. These hot spots let you move to another screen.

This app is easy to use and great for creating an app prototype.