Design crowdsourcing website launches innovative "Crowdsourcing 2.0"

DesignCrowd.com has today unveiled a refined design crowdsourcing process that it believes addresses the weaknesses in the crowdsourcing model

Design crowdsourcing website DesignCrowd (www.designcrowd.com), one of the leading crowdsourcing services online, has today unveiled a revamped website and an innovative, new design crowdsourcing model that addresses theflaws with the traditional crowdsourcing process through what it calls 'Crowdsourcing 2.0' crowdsourcing where multiple designers get paid. DesignCrowd now allows customers with graphic design projects tohandpick their favorite designers from around the world while keepingthe project open to other designers. Alec Lynch, CEO of DesignCrowd,says customers can build a crack team of designers from around theworld in just a few clicks. Designers invited to projects by customersreceive allocated participation payments (of up to $40) for workingon projects but the project also remains open to all designers fromaround the world who may want to submit. Designers then compete witheach other and submit designs (normally more than 50) and the winningdesigner will receive anywhere from $200 to $2,500. Lynch says Theability to combine the open contest approach with hand-picked designersthat all get paid helps address some of the weaknesses with traditionaldesign crowdsourcing inconsistent results and the need for alldesigners to bid for free. The fairer payment structure attractsbetter designers and means designers do not have to carry all the riskor bid for free. DesignCrowd has already experienced rapid take-up ofits improved crowdsourcing model with over 100 invites being sent everyday.Lynch says DesignCrowds new model is part of a broader evolution incrowdsourcing that he describes as Crowdsourcing 2.0. Crowdsourcingdoesnt have to be winner takes all. We offer crowdsourcing whereeveryone can get paid. This refinement of crowdsourcing is part of abroader progression in crowdsourcing where crowdsourcing companies areintroducing tighter governance and control of the crowd to ensureconsistent, quality results and a sustainable and fairer model.Yvonne Adele is a crowdsourcing thought leader and founder ofovernight, crowdsourced brainstorming service Ideas While You Sleep(www.ideasculture.com). Yvonne, who has recently begun submittingdesign projects through DesignCrowd, says I was worried about runninga design contest where the losing designers do not get paid butDesignCrowd is different to other design services Ive tried: it allowsyou to invite specific designers to your project and allocate themsmall, guaranteed payments. Yvonne is also planning to useDesignCrowds white labeled design outsourcing service to offer a rebranded DesignCrowd services to her own clients.DesignCrowd has also launched an expanded range of services to build onits core offering of logo design and web page design. Businesses cannow crowdsource packaging design, banner ad design, custom wordpress design, custom icon design and print designthrough DesignCrowd. DesignCrowd also allows personal designprojects and can be used for tattoo design, personal logos and personalblog design.DesignCrowd, who have experienced rapid growth since their launch inJanuary 2008 and were late last year backed by a syndicate of angelinvestors, expects their new crowdsourcing model to attract even moreclients and establish them as the highest quality designcrowdsourcing service in the market.Recent Press for DesignCrowdMashable.com - 15 sites to find design workSmartcompany - The stars of crowdsourcingThe Sydney Morning Herald - Crowdsourcing a game changer for businessVivid Sydney Festival - DesignCrowd wins 'Top 100 Creative Company' award at Vivid Festival Entrepreneur.com - DesignCrowd launches 'Viral Blog Contest'Entrepreneur.com - DesignCrowd launches 'Agency-Friendly' crowdsourcing

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