Microsoft 365 freelance toolkit

Case studies to use for your SharePoint Communication Site
Why include case studies?

As our employees began engaging with freelancers, we provided a place to share their experiences as case studies, including quality, time savings, and cost savings measures. Other employees have found it useful to browse through completed projects, categorized by task type, and see the results of the work.

How to display use cases on your SharePoint Communication Site

Page 3

How to display each individual use case

Pages 4-18
Case studies: How are others engaging with the gig economy?

Web Mobile, & Software Dev

- **Metrics**: Quality, Time, Cost
- **Port PHP Code to C**
- **Quality evaluation of translations on Microsoft Office products**
- **UX Design support**

Marketing

- **Metrics**: Quality, Time, Cost
- **Consultant for Template Package**
- **Faster translation**
- **Design gif for Social Media**

Translation

- **Metrics**: Quality, Time, Cost
- **Hindi Language Pack**
- **English Language Pack**
- **Hindi Language Pack**
Case Study – Video Production

Project
We recorded a 45-minute interview. The deliverable was provided one day before the due date.

Feedback to Freelancer
"Got edit before deadline. Thank You!"
Case Study – Create modern Office templates

Project
Two freelance project leads managed seven freelancers to create 280 new Word, XL, and PPT templates in three months.

Feedback to Freelancers
“We could never have accomplished this in such a short period of time without the depth of freelance talent we were able to harness.”
Case Study – Data Science & Analytics

Project

We needed help with keywording our library of icons for an internal database tool. This involved breaking out the visual (physical), conceptual (metaphor), and category (genre) tags for each icon. We have 4,000+ icons that need to be defined and categorized as part of our taxonomy development.

Feedback to Freelancer

“Easy to communicate with and asked questions to clarify what we needed to get the job done right. I appreciated the follow-ups and would be happy to work with him again.”
Case Study – Design & Creative / Illustration

Project

Our animator had 4 other videos on his plate, so we decided to outsource this project. The characters came back on point – it saved us so much time! We are happy to work with Vicki again!

Feedback to Freelancer

“Wonderful working with Vicki, she understood our ask and had a quick turnaround.”
Case Study – Design infographic using a small business ppt deck as source material

Project

Review a strategy deck and create an example infographic to summarize the information as a different way to share the future employability challenges and opportunities.

Feedback to Freelancer

"Great work!" I've used [...] on many projects and his work is always very quick (2-4 days) and super helpful to our busy team. Much of the other work has been research oriented; sometimes with graphical summaries.
Case Study – Graphic Design - 3 generic screenshots for Excel Android Touch Guide

Project

We needed to update an existing guide with additional screenshots of new functionality. They needed to show touch gestures and match the styles of existing art.

Feedback to Freelancer

"Thanks. Appreciate the quick responses and iterations so we get what we need."
Case Study – Small Business expert to consult on starting up a small business template

Project

Create content for a set of 6 small business templates, including a sample business plan. A pitch deck, and start up checklist. This required expertise beyond what we had on our team and we were able to find several small business experts.

Feedback to Freelancer

“Work was done promptly and as requested.”

Deliverable
Case Study – Writing

Project

Two articles needed to be edited and proofed for clarity and concision, and needed to be balanced by the MSFT Style Guide and the author’s voice.

Feedback to Freelancer

Able to accommodate a very quick turnaround time for this last-minute project.
We hired Edward to conduct a Power BI content review and refresh experiment. He assessed a Power BI course in relation to the latest features and current student feedback, and identified any existing gaps.

Did a great job and went above and beyond - I look forward to working with him again.
Case Study – Writing

Project

We are producing a series of short form training topics that will be arranged into learning paths. Since the production of each training topic starts with the writing of an outline, we hired a freelancer to produce a written outline that followed a set format and addressed relevant points.

Feedback to Freelancer

“Appreciated the attention to detail.”
Case Study – Data Science & Analytics

Project

Analyze and interpret data, and turn into easily readable report with actionable insights. Report must be templated for future use.

Feedback to Freelancer

“Excellent job.”
Case Study – Data Science & Analytics

Project

We needed help with keywording a library of icons to help build out our taxonomy for an internal database tool. This involved breaking out the visual (physical), conceptual (metaphor), and category (genre) tags for each icon. Having a solid understanding of metadata, subject classification, and knowledge organization was essential.

Feedback to Freelancer

Easy to communicate with and asked questions to clarify what we needed to get the job done right. I appreciated the follow-ups and would be happy to work with him again."
Case Study – Design & Creative

Project
Gif needed for launch of new web app. Background for the asset needed to be a morning scene.

Feedback to Freelancer
Super responsive and has a quick turnaround. I will definitely be seeking out her work in the future.”
Case Study – Web, Mobile, and Software

Project

Web-based help & how-to content: Design patterns for navigating help for multiple versions.

Feedback to Freelancer

Experienced UX designer who asked great questions and provided some good options for us.
Case Study – Infographic Design

Project

Despite the fact that more and more people are working remotely, meeting habits still tend to focus on a conference room. This leads to a loss of efficiency and poor inclusion of people who aren’t in the room.

After crowd-sourcing some best practices, we hired a freelance designer to create a beautiful infographic to distribute around conference rooms in Redmond.

Feedback to Freelancer

“Super quick turnaround time, willing to accept numerous iterations, high quality work, AND he provided the source .ai files.”