

freelance business assistant for small and medium business

Freelance Business Assistant for Small and Medium Businesses: Your Secret Weapon for Growth

Introduction:

Unlocking Growth Potential: The Value of a Freelance Business Assistant for SMBs

Are you a small or medium-sized business (SMB) owner struggling to keep up with the ever-growing demands of running a successful enterprise? Feeling overwhelmed by administrative tasks, leaving you with little time to focus on strategic growth? Hiring a freelance business assistant can be the game-changer you've been searching for. This comprehensive guide explores the myriad benefits of employing a freelance business assistant, helping you understand how this strategic move can significantly boost your SMB's efficiency and profitability. From administrative support to specialized skills, we'll delve into the crucial roles a freelance assistant can play in propelling your business forward.

Article Outline:

- I. Defining the Role of a Freelance Business Assistant for SMBs: Clarifying responsibilities and skill sets.
- II. Key Benefits of Hiring a Freelance Business Assistant: Improved efficiency, cost-effectiveness, and scalability.
- III. Finding and Vetting the Right Freelance Business Assistant: Strategies for sourcing and evaluating candidates.
- IV. Defining Clear Expectations and Establishing Communication Protocols: Setting the stage for a successful working relationship.
- V. Leveraging Technology for Enhanced Collaboration: Utilizing tools to streamline workflows and communication.
- VI. Managing a Freelance Business Assistant Effectively: Tips for successful supervision and performance management.
- VII. Common Tasks a Freelance Business Assistant Can Handle: A detailed list of potential responsibilities.
- VIII. Cost Considerations and Budgeting: Understanding the financial implications of hiring a freelance assistant.

Explanatory Sentences:

I. Defining the Role of a Freelance Business Assistant for SMBs:

Understanding the Scope of Responsibilities

A freelance business assistant acts as an extension of your team, providing administrative, technical, and creative support tailored to your specific business needs. Their responsibilities can vary greatly depending on your industry and business size, ranging from scheduling appointments and managing emails to conducting market research and creating presentations.

Essential Skill Sets for a Successful Freelance Business Assistant

Essential skills encompass proficiency in communication (written and verbal), organization, time management, and technological competency. Additional skills, such as social media management, graphic design, or content creation, can be highly valuable depending on your business requirements.

II. Key Benefits of Hiring a Freelance Business Assistant:

Increased Efficiency and Productivity

By delegating administrative tasks and other time-consuming responsibilities, you can reclaim valuable time to focus on strategic initiatives that drive growth. This improved focus leads to increased productivity and higher output.

Cost-Effectiveness and Scalability

Hiring a freelance assistant offers cost advantages over employing a full-time employee. You only pay for the hours worked, eliminating overhead costs like benefits and office space. Furthermore, you can easily scale your assistant's hours up or down based on your fluctuating workload.

Access to Specialized Skills Without the Full-Time Commitment

Freelancers often possess niche skills that might be beyond the capabilities of your in-house team. This access to specialized expertise can significantly enhance your business operations without the long-term commitment of a full-time hire.

III. Finding and Vetting the Right Freelance Business Assistant:

Effective Sourcing Strategies: Where to Find Top Talent

Utilize online platforms like Upwork, Fiverr, and LinkedIn to find qualified candidates. Networking within your industry and leveraging professional organizations can also yield promising results.

Thorough Vetting Process: Ensuring a Good Fit

Carefully review candidate profiles, portfolios, and testimonials. Conduct thorough interviews to assess their skills, experience, and communication style. Check references to verify their work history and professionalism.

IV. Defining Clear Expectations and Establishing Communication Protocols:

Setting Clear Goals and Objectives

Clearly outline the responsibilities, tasks, and deadlines for your freelance assistant. Use project management tools to track progress and ensure alignment with your business goals.

Establishing Effective Communication Channels

Establish preferred communication methods (email, instant messaging, project management software) and set regular check-in times to maintain open and consistent communication.

V. Leveraging Technology for Enhanced Collaboration:

Utilizing Project Management Tools

Employ tools like Asana, Trello, or Monday.com to facilitate seamless collaboration, task management, and progress tracking.

Cloud-Based Storage and Collaboration Platforms

Utilize cloud-based storage services like Google Drive or Dropbox for easy file sharing and access.

VI. Managing a Freelance Business Assistant Effectively:

Providing Clear Instructions and Feedback

Offer concise and detailed instructions for each task, and provide regular feedback to ensure quality of work and ongoing improvement.

Regular Performance Reviews and Evaluation

Conduct periodic performance reviews to assess progress, address concerns, and identify areas for improvement.

VII. Common Tasks a Freelance Business Assistant Can Handle:

Administrative Support: The Core Functions

This includes scheduling appointments, managing emails, handling correspondence, organizing files, and managing travel arrangements.

Social Media Management and Content Creation

Assisting with social media posting, content creation, community engagement, and social media analytics can greatly improve your brand visibility.

Marketing and Sales Support

Assist with email marketing campaigns, lead generation, and customer relationship management (CRM) tasks.

Financial Assistance

Assist with basic bookkeeping, invoice processing, and expense tracking.

VIII. Cost Considerations and Budgeting:

Hourly vs. Project-Based Rates

Understand the different pricing models and choose the option that best aligns with your needs and budget.

Budget Allocation and Financial Planning

Allocate a specific budget for your freelance assistant and track expenses diligently to stay within your financial limits.

Conclusion:

Strategic Partnership for Growth: The Power of a Freelance Business Assistant

Incorporating a freelance business assistant into your SMB strategy is a smart investment that can significantly enhance efficiency, productivity, and profitability. By carefully selecting, managing, and utilizing their skills, you can free yourself from administrative burdens, allowing you to focus on high-level strategic decision-making and driving sustainable growth for your business.

Frequently Asked Questions (FAQs):

Q: How much does it cost to hire a freelance business assistant? A: Costs vary widely based on experience, location, and the scope of work. Expect to pay anywhere from \$20 to \$75+ per hour.

Q: What kind of contract should I use? A: A well-defined contract outlining responsibilities, payment terms, confidentiality, and termination clauses is essential.

Q: How do I protect my confidential information? A: Choose a reputable freelance platform, require non-disclosure agreements (NDAs), and use secure communication methods.

Q: How do I ensure accountability? A: Set clear deadlines, utilize project management software for tracking, and maintain open communication.

Q: Can I hire a freelance business assistant internationally? A: Yes, but consider potential time zone differences, legal implications, and payment processing.

Related Keywords:

freelance virtual assistant, virtual assistant for small business, small business administration, SMB growth strategies, freelance business support, outsource business tasks, improve business efficiency, hire freelance assistant, freelance business management, cost-effective business solutions, business process outsourcing, remote assistant, administrative support, online business assistant, finding a freelance VA, managing a freelance VA, freelance VA pricing.

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Nick Loper, 2013-08-03 Take control of your entrepreneurial life and learn how to effectively outsource your non-essential tasks. You'll free up hours every day to focus on what's really important. In the end virtual assistants can help you lead a happier, healthier, and more productive and stress-free life.--Page 4 of cover

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freelance business assistant for small and medium business: B2B Sales of German Small and Medium-sized Enterprises. Challenges in Cross-border Sales Within the Context of German-French Business Relationships Yves Scheffler, 2018 For decades Germany and France have been forming the core of the European Union. They generate about 40 per cent of total economic output in the Euro Zone. Nowhere else, there does exist such an intense relationship between neighbouring economies like between these two countries. Those links go far beyond external trade relations and are targeted towards mutual business cooperation. In the light of globalisation, a rising number of competitors, increasing customer demands and short product life cycles, cross-national commerce are of great importance for German Small and Medium-sized Enterprises (SMEs) - particularly in the B2B sector. Sales is often tagged as an enterprise's figurehead. It is responsible for determining whether a manufacturer effectively conveys its capabilities to the B2B customer. To date, there exists no single reference book covering all four topics of this paper's headline: B2B, SMEs, sales and Franco-German business relationships. The ongoing literature is mainly focussed on large firms. The subject of international sales has hardly been investigated, yet. Apart from the sales excellence approach, there are few selling models for corporate practice. The lack of sales expertise both in theory and practise is thus not the ideal prerequisite for succeeding on a cross-border scale. This study addresses sales challenges of German SMEs with its trading partner France in the B2B sector. It should be stressed that the focus is on SMEs from Germany only. The company size of French business partners does not play a role in this context. The acquisition-related part of sales (selling) is highlighted while the physical component (distribution) is secondary within the framework of this assignment. In consequence, the central question is to figure out what kind of challenges German SMEs must face when exerting B2B sales activities in France. A related sub-issue is defined as follows: "Which type of challenge has the greatest impact on cross-border sales operations in France?" The declared purpose of this study is to answer the above-mentioned

queries. Following the acquired basic knowledge this is done through an empirical survey. Furthermore, it is targeted to provide recommendations in order to enhance sales efficiency and effectiveness of German SMEs.

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Twitter, and other social media tools to engage customers and potential stakeholders How to generate leads and win strategic partnerships with LinkedIn How to employ videos and YouTube to further your brand What you need to know about Groupon and group discount buying What mobile marketing can do for your business Give your small business its best shot by understanding the best and latest small business strategies, especially in this transformative and volatile period. The Small Business Bible offers every bit of information you'll need to know to succeed.

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they are maintaining the highest professional standards in their service delivery. And more attention is being given to innovative applications of technology to career management services. As a result of these evolving trends, the need has never been greater for career management professionals to think clearly about the services they deliver, to enhance their own professional development on an ongoing basis, and to respond effectively to changes in the labor market. One of the best ways to accomplish this growth is to fully tap the knowledge and experience of authorities in the field. The contributors to this volume are established industry leaders with demonstrated expertise in their areas of special interest. This volume is a valuable resource to all those interested in the fields of outplacement and career management-- especially current and would-be practitioners. Its contents will benefit candidates receiving career management services and human resources professionals whose organizations provide such services. It is also of interest to those from a variety of academic backgrounds including counseling psychology, organization development, and industrial/organizational psychology. For all of these audiences, this volume assembles practical, state-of-the-art information about important career development topics from a broad range of distinguished practitioners.

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which the relevance of understanding these two interlinking domains is so paramount, such as corporate branding and reputation, government relations and community communications, as well as drawing on expertise of legal considerations and ethical awareness. The effective management of public relations is crucial within any organization, but a wider managerial awareness and support of its role is equally critical. *Public Relations: A Managerial Perspective* offers an original and vital discussion of these challenges for second and third year undergraduate and postgraduate students of public relations, corporate communications and public affairs.

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freelance business assistant for small and medium business: The Small Business Advocate, 1995-05

freelance business assistant for small and medium business: Building Business Acumen towards Sustainability Dr.C.Nagadeepa, Dr.Ibha Rani, Dr.Arati Singh, Dr.Raja Kamal Ch, Building Business Acumen towards Sustainability is a thought-provoking and enlightening book that delves into the intersection of business acumen and sustainability. Compiled and edited by a team of renowned researchers and, this collection of research papers offers valuable insights and practical strategies for organizations aiming to navigate the challenges of the modern business landscape while prioritizing sustainability. The book begins by establishing a comprehensive understanding of business acumen, emphasizing its significance in driving strategic decision-making and achieving long-term success. It explores the various dimensions of business acumen, including financial literacy, market analysis, risk management, and innovation. By highlighting the importance of a holistic understanding of business operations, the book sets the stage for integrating sustainability into these core competencies. Central to the book's narrative is the recognition that sustainability is no longer a choice but a necessity for businesses operating in the 21st century. The research papers provide an in-depth examination of the environmental, social, and economic challenges facing organizations, elucidating the interconnectedness between these domains and their impact on long-term business viability. By presenting compelling case studies and empirical evidence, the book illustrates how organizations can effectively incorporate sustainability principles into their operations and drive positive outcomes. One of the key strengths of Building Business Acumen Towards Sustainability is its focus on actionable strategies. The research papers not only provide theoretical frameworks but also offer practical guidance for implementing sustainable practices within organizations of various sizes and industries. From adopting circular economy principles to enhancing supply chain sustainability, the book covers a wide array of topics and provides step-by-step approaches for integrating sustainability into existing business models. Moreover, the book emphasizes the role of leadership in fostering a culture of sustainability within organizations. It explores the qualities and competencies required of leaders to drive sustainable change, highlighting the importance of stakeholder engagement, ethical decision-making, and long-term thinking. By showcasing successful examples of sustainable leadership, the book inspires readers to embrace their role as change agents and advocates for a more sustainable future. Whether you are an academic, business professional, or sustainability enthusiast, this book offers a wealth of knowledge and inspiration to foster positive change and drive sustainable outcomes.

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guru'—Fast Company Since it was first published almost fifteen years ago, David Allen's *Getting Things Done* has become one of the most influential business books of its era, and the ultimate book on personal organization. "GTD" is now shorthand for an entire way of approaching professional and personal tasks, and has spawned an entire culture of websites, organizational tools, seminars, and offshoots. Allen has rewritten the book from start to finish, tweaking his classic text with important perspectives on the new workplace, and adding material that will make the book fresh and relevant for years to come. This new edition of *Getting Things Done* will be welcomed not only by its hundreds of thousands of existing fans but also by a whole new generation eager to adopt its proven principles.

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freelance business assistant for small and medium business: *Sex and the City and Us* Jennifer Keishin Armstrong, 2019-05-07 The bestselling author of *Seinfeldia* offers a fascinating retrospective of the iconic and award-winning television series, *Sex and the City*, in a "bubbly, yet fierce cultural dissection of the groundbreaking show" (Chicago Tribune). This is the story of how a columnist, two gay men, and a writers' room full of women used their own poignant, hilarious, and humiliating stories to launch a cultural phenomenon. They endured shock, slut-shaming, and a slew of nasty reviews on their way to eventual—if still often begrudging—respect. The show wasn't perfect, but it revolutionized television for women. When Candace Bushnell began writing for the New York Observer, she didn't think anyone beyond the Upper East Side would care about her adventures among the Hamptons-hopping media elite. But her struggles with singlehood struck a chord. Beverly Hills, 90210 creator Darren Star brought her vision to an even wider audience when he adapted the column for HBO. Carrie, Miranda, Charlotte, and Samantha launched a barrage of trends, forever branded the actresses that took on the roles, redefined women's relationship to sex and elevated the perception of singlehood. Featuring exclusive new interviews with the cast and writers, including star Sarah Jessica Parker, creator Darren Star, executive producer Michael Patrick King, and author Candace Bushnell, "Jennifer Keishin Armstrong brings readers inside the writers' room and into the scribes' lives...The writing is fizzy and funny, but she still manages an in-depth look at a show that's been analyzed for decades, giving readers a retrospective as enjoyable as a \$20 pink cocktail" (The Washington Post). *Sex and the City and Us* is both a critical and nostalgic behind-the-scenes look at a television series that changed the way women see themselves.

freelance business assistant for small and medium business: *Handbook of Research on Consumerism in Business and Marketing: Concepts and Practices* Kaufmann, Hans-Ruediger, 2014-03-31 The modern era of business has prompted an increased focus on the consumer and the responsibility of corporations to consider their ethical and social obligations to their customers. The rise of the consumerist movement has encouraged further research and development on the topic of consumerism, enabling business to succeed in a consumer-driven market. *Handbook of Research on Consumerism in Business and Marketing: Concepts and Practices* features research on diverse topics on consumerism in the global marketplace, focusing on the ways in which businesses can improve their relationships with customers as well as analyze and influence purchasing behavior. As a comprehensive reference source on topics pertaining to consumer management, identity, and behavior, this publication is intended for use by marketing professionals, business managers,

students, and academicians.

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freelance business assistant for small and medium business: Design Discourse on Business and Industry Doctor Gjoko Muratovski, Craig Vogel, 2019-05-22 Just as the term design has been going through change, growth and expansion of meaning, and interpretation in practice and education – the same can be said for design research. The traditional boundaries of design are dissolving and connections are being established with other fields at an exponential rate. Based on the proceedings from the IASDR 2017 Conference, *Re:Research* is an edited collection that showcases a curated selection of 83 papers – just over half of the works presented at the conference. With topics ranging from the introduction of design in the primary education sector to designing information for Artificial Intelligence systems, this book collection demonstrates the diverse perspectives of design and design research. Divided into seven thematic volumes, this collection maps out where the field of design research is now.

Interaction Between Client and Design Consultant: The Stance of Client to Design Consultant and Its Influence on Design Process Haebin Lee, Muhammad Tufail, Myungjin Kim, KwanMyung Kim Design is essential in product development but several small- and medium-sized enterprises (SMEs) relatively capable of manufacturing are suffered from lack of in-house design ability. For new product design, these SMEs typically employ external designers. In this client–designer interaction, designers propose design solution alternatives to their clients, which clients may accept or reject. In some cases, clients provide designers further design requirements. A study on how interactions are performed and what effects these interactions have on the results of product development is essential to determine what is needed to achieve successful collaborative relationships. Thus, this study analyzed three design development cases that were previously performed to understand how interactions work between clients and designers and its effect on the outcomes. In all cases, the design team developed designs for the clients based on their technological requirements. This study focused on the effect of client stance on the process and deliverables. Clients usually take various actions that accept or reject design solutions or give additional demands. This is because clients take initiative in decision making. Clients' stance was divided into receptive and expressive stances. As a result, a receptive stance ensured the design capabilities of design consultants, whereas expressive stance confined design capabilities to some extent but a new design direction may be proposed based on a client's knowledge, information and judgment.

Speed Dating with Design Thinking: An Empirical Study of Managers Solving Business Problems with Design Seda McKilligan, Tejas Dhadphale, David Ringholz The concept of design thinking has received increasing attention during recent years, particularly from managers around the world. However, despite being the subject of a vast number of articles and books stating its importance, the effectiveness of this approach is unclear, as the claims about the concept are not grounded on empirical studies or evaluations. In this study, we investigated the perceptions of six design thinking methods of 21 managers in the agriculture industry as they explored employee and business-related problems and solutions using these tools in a 6-hour workshop. The results from pre and post-survey responses suggest that the managers agreed on the value design thinking could bring to their own domains and were able to articulate on how they can use them in solving problems. We conclude by proposing directions for research to further explore adaptation of design thinking for the management practice context.

Product Design Briefs as Knowledge-Based Artifacts of Cross-Functional Collaboration in New Product Development Ian Parkman Contemporary research in business strategy, new product development and design management has suggested that cross-functional collaboration within team-based environments is critical to successful product development processes. However, scholars have also demonstrated that the mere presence of inter-functional structures does not necessarily lead to better outcomes. Indeed, the very differences which cause cross-disciplinary teams to result in improved design

processes may also lead to friction as team members' backgrounds, orientations and training often cause them to have different perspectives on what information is important to the product design process and to solve development-related problems. Improved understanding how to integrate information from differing functional areas is a clear emphasis of research, yet very few empirical studies have precisely defined the units of knowledge flowing through NPD projects, differences in importance of information elements by functional area or the structures which may facilitate the sharing of information within NPD. This study presents an investigation of product design briefs as knowledge-based artifacts of cross-functional collaboration within NPD. Drawing on a proprietary sample of 68 briefs analyzed through an expert rating procedure alongside survey questionnaire of 153 product development managers our results define 51 information elements commonly shared between functional areas during an NPD project. We organize these information elements as eight factors, categorize the "importance" of each element to NPD success and describe differences in evaluation from across three primary functional domains of NPD: (a) Design, (b) Marketing and (c) Engineering/ R&D/ Development.

Entrepreneurial Universities Meet Their Private Partners: Toward a Better Embedding of the Outcomes of Cross-Sector Collaborations Baldini Luca, Calabretta Giulia, De Lille Christine In the past decades, universities' involvement in socio-economic development, which goes along with their teaching and researching activities, has defined a new role for them in society's ecosystem. This new role is often referred with the term of "entrepreneurial" university, whose objectives are positive societal, economic and environmental impacts. In order to fulfill such objectives, entrepreneurial universities might engage in cross-sector collaborations with external organizations. Despite the great contributions that cross-sector collaboration can give to the partners involved, the outcome is mostly unfocused and rarely embedded. This paper explores the outcome embedding in the cross-sector collaboration between entrepreneurial universities and the private sector. To this end, we provide the case of the collaboration between a Dutch airline company and four Dutch entrepreneurial research and teaching institutions. We aim to uncover hindering and enabling factors to the outcome embedding in order to design an interaction platform, design it together. This platform will be a tool to encourage the outcome embedding, moving from being inspired by to the actual implementation of the cross-sector collaboration. In order to fulfill this goal, this study employs a research through design methodology. This approach is a generative process, where cyclic loops of iterations and evaluations with stakeholders tend to the research goal. The solution is a digital platform, co-created with all stakeholders. This study can inspire practitioners and future research on the problem of unsuccessful cross-sector collaborations, between entrepreneurial universities and external organizations, with more emphasis on the value of embedding and translating the outcomes.

Expert Opinion on the Barriers to Communicating Excellent Research in Commercially Driven Design Projects Dana Al Batlouni, Katie Beverley, Andrew Walters Effective university-industry collaboration has become a major focus for governments in recent years. Universities are increasingly expected to play a greater role in the innovation system and evidence their contribution to economic development. At the same time, the growth in research quality assessment exercises makes it imperative that the excellence of research conducted in commercially driven activities can be appropriately evaluated. This paper explores the challenge of reconciling commercially focused activity and research quality assessment in design. Semistructured interviews were conducted with 13 experts including representatives from the design discipline, other applied academic disciplines, research quality assessment leaders and commercial designers. The interviews identified a number of barriers to demonstrating research excellence in commercially driven projects. These were classified as barriers resulting from: the nature of industry/academic relationships; the nature of the project; and the nature of the research quality assessment. It is concluded that there is a need to build a simple, easily usable framework for assessing the research potential of commercially driven design projects from the outset to ensure that the appropriate processes are put in place to communicate research conducted within them.

Exploring Design-Specific Factors for Building Longer Term Industry Relationships Medeirosari Putri, Mersha Aftab, Mark Bailey, Nicholas Spencer When design works with industry it tries to sell

two things, first, selling design as an agent of transformation and second, selling design as a skill. Whilst historically design has been successful in the latter, it is the former that is more challenging, making it a necessity for design to work in none design contexts in order to build trust and credibility. Therefore, it is necessary to investigate the ways in which design interacts with industry, and how these interactions enable design to establish longer term relationships. This investigation set out to answer the question, what design-specific characteristics are applied to establish successful longer term relationships between design and industry? The paper aims to illustrate the intrinsic factors that enable design to get access, and designers to get authority to play a significant role in organizations. Five well-established relationships between design and industry have been used to analyze to find correlations. The investigation identifies three stages of collaboration between design and industry, namely, involvement, collaboration and partnerships, contrary to Cahill's theoretical model, which claimed four stages to long-lasting partnerships. Also, the case studies confirm three stages of trust and credibility as factors that help in strengthening a relationship between design and industry. Finally, several intrinsic factors that are unique to design have been identified, which are seen to have helped design in building high levels of trust and credibility.

Collaborating Design Risk Laura Ferrarello, Ashley Hall, Mike Kann, Chang Hee Lee The "Safety Grand Challenge" is a collaborative research project between the Royal College of Art (RCA) School of Design, and the Lloyd's Register Foundation (LRF). The maritime industry is dominated by "grandfathering" leading to a slow-pace of adopting innovations that can reduce risk and save lives at sea. We describe how impact was achieved through collaboration and design innovations that bridged the risk gap between technologies and human behaviors. Starting from the project brief we designed a collaborative platform that supported a constructive dialog between academia and partner organizations that aimed to foster innovative design approaches to risk and safety. The project generated an engaged community with diverse expertise that influenced the outcomes which included seven prototypes designed by a group of 30 students from across the RCA. Throughout the course of the project the network extended to other partners beyond the initial ones that included the RCA, LRF and Royal National Lifeboat Institution. The "Safety Grand Challenge" demonstrates how research can be an explorative platform that offers opportunities to analyze and design solutions to real-life safety problems in mature industries through the prototypes that reflect the sophistication of the project's collaborations. Our conclusions support how design research helped identify the value of design for safety in tackling complex issues that intertwine human, environmental and commercial views and can shape new forms of collaborative research between academia and industrial partners.

Understanding Passengers' Experiences of Train Journeys to Inform the Design of Technological Innovations Luis Oliveira, Callum Bradley, Stewart Birrell, Rebecca Cain, Andy Davies, Neil Tinworth In this paper, we present results from a collaborative research between academic institutions and industry partners in the UK, which aimed to understand the experience of rail passengers and to identify how the design of technology can improve this experience. Travelling by train can often provide passengers with negative experiences. New technologies give the opportunity to design new interactions that support the creation of positive experiences, but the design should be based on solid understanding of user and their needs. We conducted in-depth, face-to-face semi-structured interviews and used additional questionnaires given to passengers on board of trains to collect the data presented on this paper. A customer journey map was produced to illustrate the passengers' experiences at diverse touchpoints with the rail system. The positive and negative aspects of each touchpoint are plotted over the course of a "typical" journey, followed by the explanations for these ratings. Results indicate how the design of technological innovations can enhance the passenger experience, especially at the problematic touchpoints, e.g. when collecting tickets, navigating to the platform, boarding the train and finding a seat. We finalize this paper pointing toward requirements for future technological innovations to improve the passenger experience.

Taxonomy of Interactions and the Design of the Airport Passenger Screening Process Levi Swann, Vesna Popovic, William Mason, Benjamin MacMahon This paper presents a case study analyzing the interactions of nine security officers during the mandatory

passenger screening process at an Australian international Airport. Eye-tracking glasses were used to observe the visual, physical and verbal interactions of security officers while they performed the x-ray task. Stationary video recording devices were used to record physical and verbal interactions performed by security officers during the load, search and metal detector tasks. Six taxonomic groups were developed that define the different types of interactions performed by security officers during each task. Each taxonomic group is comprised of several discrete interactions specific to each of the tasks observed. Through analyzing the composition of interactions and the relationships between interactions in different tasks, this paper highlights the prominence of interactions that security officers perform with passengers and their belongings. These interactions play an important role in the first and last stages of the passenger screening process, as well as influence the functioning of the overall passenger screening process. Due to this, they have substantial effect on passenger experience, throughput efficiency and security efficacy. In response to these findings, we draw from emerging security technologies and persuasive design principles to present potential design solutions for optimizing the passenger screening process. These are presented in the context of a preliminary framework with which to inform the design of current and future passenger screening processes.

Raising Crime Awareness through Design Thinking within a 'High Street Retailer' in the United Kingdom Meg Parivar, David Hands Since the 1800s, England became an industrialized country and experienced extensive urban growth, so sales associates chose this location to establish large stores. Toward the end of the nineteenth century, the aim was to create the stores to entice customers through space, impressive architecture, interior design and the elegant display of merchandise. At the same time, the display techniques were growing to promote sales. Therefore, more retail equipment manufactured and supplied for displaying products in the stores. This significant variation led the retail industry as the goods could be touched by the customers and they were not accessible only through retail assistant anymore. Since then due to this new differentiation, retailers have been experiencing a significant change in their customer's behavior. Now the retailers are trying to give a brilliant shopping experience to their customers with more reason to increase the sale. However, there are some restrictions to this strategy that afford excellent opportunities for shoplifters and opportunist criminals. Store design can be a fantastic and efficient tool to increase sales. Also, it could significantly increase the chance of retail crime. This paper examines how to minimize criminal activity in retail environments to reduce loss prevention and retail shrinkage by raising awareness through design thinking. Therefore, interviews, observation and exploration were done based on the experience of employees and customers in "The High Street Retailer." The research project outcome included as over, a creative retail crime learning package and a digital platform to raise awareness and improve communication.

A Study on the Entrepreneurial Path of Design-Led Startups in Taiwan Fang-Wu Tung The phenomenon of design entrepreneurship has received attention in the field of design. The trend of design entrepreneurship emerges in Taiwan and becoming a new career option for designers. Entrepreneurial activities can promote economic growth through innovation and knowledge spillovers. Studies on designer entrepreneurship are warranted because it proposes the possibility of entrepreneurial innovation, contributing to industrial and economic development. A multiple case study was employed, and seven design-led startups were selected as case study subjects to explore and conclude how these firms integrate their own profession and acquire resources to construct the value chain so as to keep the company operational and profitable. According to the results, the value chain of design-led startups identified. The findings are further discussed to provide a better understanding of the entrepreneurial path of design-led startups in Taiwan.

EV 3.0: A Design-Driven Integrated Innovation on Rapid Charging Model BEV Mobility Miaosen Gong, Qiao Liang, Juanfang Xu, Xiang Zhou This submission reports a design-driven integrated innovation on EV mobility, EV 3.0, as a collaboration between design research institution and a small BEV company in China. The on-going project provides a novel vision and design strategies of Battery Electric Vehicle (BEV) and mobility and has achieved a key technological performance on rapid charging of BEV. The current situation of BEV Industry and their recharging patterns show a big gap of new energy mobility. Key

issues of BEV and mobility are defined by analysis of users' need of mass market and a case study of a leading BEV. Usability of charging is identified as a bottleneck of BEV industry. Hence a new vision and scenario of rapid charging are defined, leading to respective design strategies and technological routines. With a long-term investigation and iterative prototyping, an established prototype is developed and officially tested in the National Center of Supervision and Inspection on New Energy Motor Vehicle Products Quality in Shanghai. The test result indicates that the prototype has 431-km range in speed of 80km/h with only 15 minutes' recharging, which provides a valid routine to break bottleneck of BEV industry. Design for Better Comprehension: Design Opportunities for Facilitating Consumers' Comprehension of Really New Products (RNPs) Peiyao Cheng, Cees de Bont, Ruth Mugge Developing successful really new products (RNPs) can bring competitive advantages for companies. However, the success rate of RNPs are relatively low because consumers often feel resistant to adopt them. One reason for consumers' resistance is their lack of comprehension of RNPs. To facilitate consumers' comprehension, this paper conceptually discusses the opportunities related to designing the appearances of RNPs. More specifically, to facilitate consumers' internal and external learning, this paper explores four underlying mechanisms: (1) product appearance as a visual cue to trigger category-based knowledge transfer, (2) to trigger analogy-based knowledge transfer, (3) product appearance as an information carrier to communicate innovative functionality directly, and (4) product appearance as a way to trigger congruity with innovative functionality of RNPs. The rationales for each underlying mechanism are conceptually discussed, supported with relevant empirical evidence and examples found in the markets.

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American Desserts Stella Parks, 2017-08-15 Winner of the 2018 James Beard Foundation Book Award (Baking and Desserts) A New York Times bestseller and named a Best Baking Book of the Year by the Atlantic, the Wall Street Journal, the Chicago Tribune, Bon Appétit, the New York Times, the Washington Post, Mother Jones, the Boston Globe, USA Today, Amazon, and more. The most groundbreaking book on baking in years. Full stop. —Saveur From One-Bowl Devil's Food Layer Cake to a flawless Cherry Pie that's crisp even on the very bottom, BraveTart is a celebration of classic American desserts. Whether down-home delights like Blueberry Muffins and Glossy Fudge Brownies or supermarket mainstays such as Vanilla Wafers and Chocolate Chip Cookie Dough Ice Cream, your favorites are all here. These meticulously tested recipes bring an award-winning pastry chef's expertise into your kitchen, along with advice on how to "mix it up" with over 200 customizable variations—in short, exactly what you'd expect from a cookbook penned by a senior editor at Serious Eats. Yet BraveTart is much more than a cookbook, as Stella Parks delves into the surprising stories of how our favorite desserts came to be, from chocolate chip cookies that predate the Tollhouse Inn to the prohibition-era origins of ice cream sodas and floats. With a foreword by The Food Lab's J. Kenji López-Alt, vintage advertisements for these historical desserts, and breathtaking photography from Penny De Los Santos, BraveTart is sure to become an American classic.

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