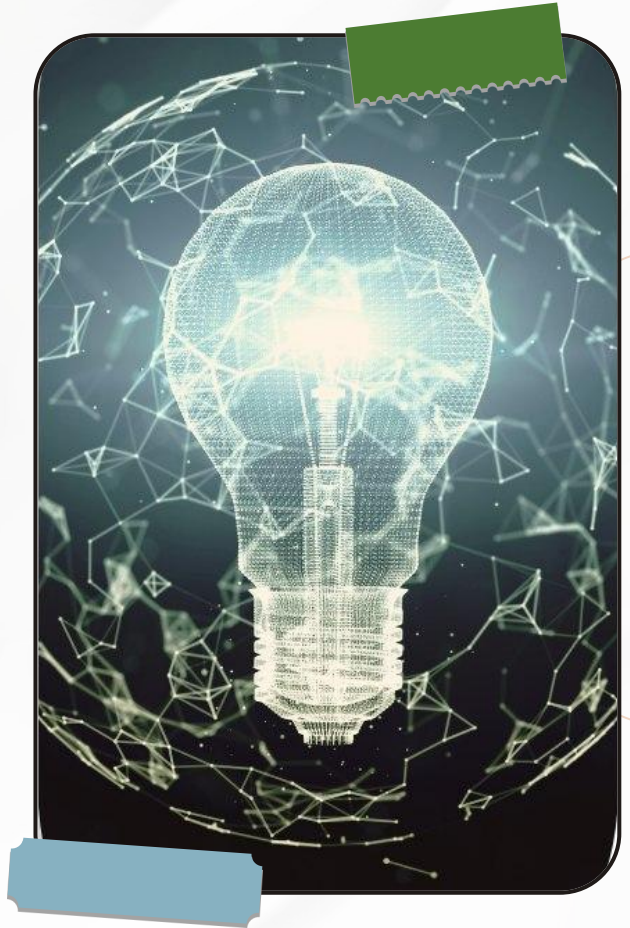




# Singular XQ

## HEAR

A Studio Lab Project





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# 01

## What is SXQ

# Introduction

## Singular XQ

Singular XQ is an organization centered in tech research and development working to provide comprehensive and all-inclusive product strategies for civil and federal governments, higher education, non-profit organizations, and so on.

## Team

The current SQX team is small, employing 8 people passionate about democratizing AI, all who have full-time careers aside from the project.



## Founder

Jennifer Pierce, a published AI researcher and multi-talented tech guru, founded SXQ in 2020 with the hope of aiding her clients amidst the increasing knowledge gap in tech.





## 02 Partner Mission

Singular XQ wants to democratize digital resources to ensure a better, more equitable future for the tech world.



### Open-source

Dismantle stigma against open-source softwares



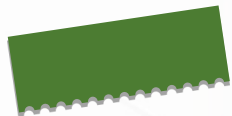
### Education

Engage with higher education to inspire next generation of tech



### Visual storytelling

Visual narrative to communicate what open-source is and its benefits





 singular XQ  
podcast

**"Harnessing the Potential of Digital Transformation"**

Tune in to discover how digital transformation can be a catalyst for growth and success in today's rapidly evolving digital landscape.

**Listen Now**  
[podcasters.spotify.com/pod/show/jennifer-pierce28](https://podcasters.spotify.com/pod/show/jennifer-pierce28)

# 03

# Design Challenges

# Design Challenge: Tech Literacy of Open Source

## “Open Source” is not commonly expressed

Technological literacy is not pervasive. “Open source” is a concept closely linked to programming but the public do not realize its democracy values and how it can benefits the mass.

The state of most open-source platforms right now are, in the words of Jennifer Pierce, “wonkier” than closed source softwares.

The only way for these software to become more concrete is if more people use them. This puts open-source in a difficult space. Users may be convinced to try open-source softwares and become disappointed in their endeavor due to the latency of the programs.



# Design Challenge: Tech Literacy of Open Source

## Articulate benefits of the digital commons and open-source technologies

Singular XQ is working directly in opposition to Big Tech. Thus, not only do they need to entirely alter public opinion but they need to engage/involve the public. In other words, they need funding in donations and grants.

Therefore, the design should serve as an educational tool that can clearly convey their mission to democratize the tech world.







# 04

# Key Stakeholders

Pro

## Over three quarters of tech workers aren't happy with their job

News By Lewis Maddison published April 10, 2023

Workers aren't afraid to walk if benefits and perks aren't met

Singular XQ



### Five Cool Reads Friday

Singular XQ offers some juicy digital transformation reads for your weekend.

### CREATING A MORE SUSTAINABLE AND INCLUSIVE TECHNOLOGY ECOSYSTEM.

One conversation at a time.

www.singularxq.com

### Five Cool Reads Friday

Singular XQ  
Raise Your Digital Transformation Intelligence.  
Published Aug 25, 2023

1. Dr. Jennifer Pierce is in the #FieldNotes Series of Connect 36 be "In the Spotlight!"

The New York Times

### Student Financial Services

Fees Financial Aid Scholarships, Awards and Bursaries Work/Study Programs Your Student Account Financial Advising Refunds CO

### Award Search

This tool lets you view awards, scholarships, prizes and bursaries offered at York University. Take a few moments to search for awards you may be eligible for: you can search by Faculty, award type, activity level or type in the name of an award that you may be familiar with. Unless otherwise stated, all full-time, part-time and mature students are eligible for all the awards in the system so long as they meet the published criteria.

For additional graduate awards, visit the [York Financial Assistance](#) section of the Faculty of Graduate Studies website. You can also see a [listing of external awards](#) elsewhere on this site.

Note: All awards listed on this website are subject to change or cancellation without notice.

YOUR MONEY ADVISER

## Thousands of Students Missing Out on College Grants, Study Finds

The number of students filling out the Fafsa form has fallen in the pandemic, and the form is used to determine who gets federal Pell Grants, which are aimed at the needy.

itions to start searching for

Reset



# Tech Community

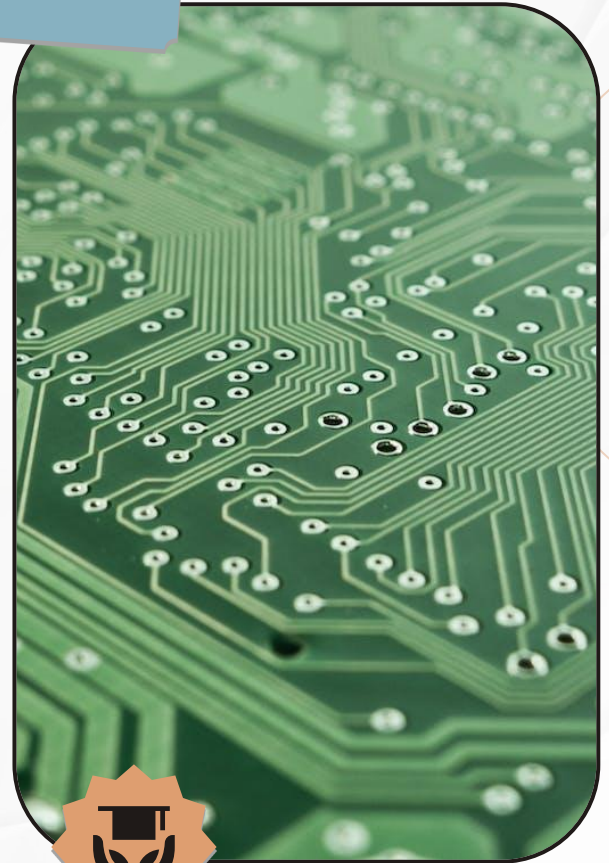
The unsatisfied; those who benefit from an open-source repository

# Higher Ed

Students and faculty involved in Project Unicorn & Project Leonardo

# Media Listeners

The SXQ base built up through podcasts, newsletters, and other media forms.





# SINGULAR XQ

## CONCEPT

Singular XQ wants to create an [open source repository](#) using the skills of unmotivated [tech industry](#) workers, making them feel empowered while also creating a [more inclusive](#) world.

## AESTHETIC

Appeal to good-hearted people with a tech democracy vibe—think [futuristic](#), [diverse](#), and [anti-capitalist](#)

## TECHNICAL

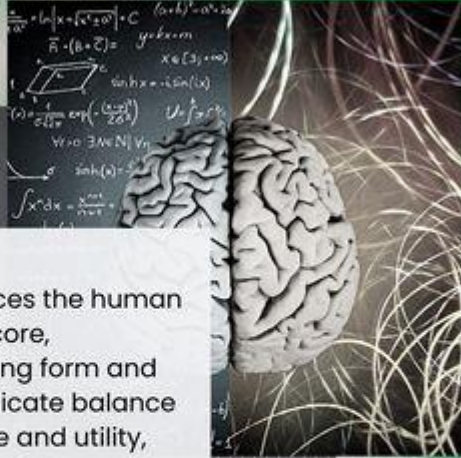
Using Creative Cloud, we'll create a [hyper sharable animated comic](#) with attractive visual effects

# 05 CAT Framework



# 06

## Next Steps & Deliverables



"Great design places the human experience at its core, seamlessly blending form and function. It is a delicate balance between elegance and utility, ensuring that every interaction, every touchpoint, speaks directly to the essence of what it means to be human."

DIETER RAMS

## Next Steps



### Interview Company Stakeholders

Set up individual interviews with members of the SXQ team and format their thoughts in a whiteboard.

## Deliverables



### Brainstorm Comic

Test out Creative Cloud apps and practice comic layouts. We'll also begin to think about best practices when creating an educational comic.



# Deliverable Spotlight: Sharable Comic

- Diverse audience
- Appealing visual effects
- Multi-platform (possibly animated?)
- Tech democracy vibe: futuristic, diverse, anti-capitalist

