Crowd Funding Site Research

# Kickstarter

Kickstarter began accepting projects on April 28th 2009[[1]](#footnote-1) and to date is arguably one of the most successful crowdfunding websites. Their moto ‘help bring creative projects to life’[[2]](#footnote-2) has been the company founding goal since its creation; with over 257,000 projects funded successfully from over $1.9 billion in pledges[[3]](#footnote-3) so far that moto certainly stands true to this day.

## Standout Features

* Highly simplistic navigation on landing page, only 7 main buttons spaced 3 – 1 – 3 along the top
* Minimalistic White, Green, and Black house theme
* User met with slideshow with aspirational comments ‘Discover what’s possible when a community creates together’ and quick navigation to create a project
* Statistics of highlighted projects in the midriff of the page
* Stats of highlighted projects that have nearly met their funding goals lower down
* Very much a positive user experience, all the projects highlighted are nearly funded. No negatives visible e.g. failed projects
* Site details at the bottom with a fun little snip icon you can click on revealing the Kickstarter email subscription sign up.
* Diverse use of GUI objects / link designs:
  + Simple buttons using contracting background / font colour
  + Shadow effects around speech bubbles on contrasting backgrounds
  + Design segmented horizontally

## Limitations

* Outlined in Kickstarter guidelines for new projects[[4]](#footnote-4), charities and non-profit organisations cannot start a project purely to obtain donations, funding must be towards a project / product / goal and not a generic ‘mission’.

# gofundme

Gofundme takes a more personal approach to crowdfunding as the ‘projects’ now revolve around people

1. Kickstarter. (2017). *A Brief History of Kickstarter*. [online] Available at: https://www.kickstarter.com/stories/fiveyears [Accessed 16 Oct. 2017]. [↑](#footnote-ref-1)
2. En.wikipedia.org. (2017). *Kickstarter*. [online] Available at: https://en.wikipedia.org/wiki/Kickstarter [Accessed 16 Oct. 2017]. [↑](#footnote-ref-2)
3. En.wikipedia.org. (2017). *Kickstarter*. [online] Available at: https://en.wikipedia.org/wiki/Kickstarter [Accessed 16 Oct. 2017]. [↑](#footnote-ref-3)
4. Kickstarter.com. (2017). *Our Rules — Kickstarter*. [online] Available at: https://www.kickstarter.com/rules [Accessed 16 Oct. 2017]. [↑](#footnote-ref-4)