



Idea Incubator Proposal

by

Ola Alsaidy, Chloe Marten,
Mike Sarcone-Roach

UXDI

Case Study

The Team



Ola Alsaify
Lead UX Design



Chloe Marten
Lead Research Strategist



Michael Sarcone-Roach
Lead Interaction Design

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Executive Summary

Problem/Opportunity/Solution

People seek advice and validation for their startup ideas, while GA has a global network of teachers and alumni. Connecting these users online helps GA stand out in their field while also solving the needs of entrepreneurs, prospective students and alumni alike.

Competitive/Comparative Research

We found a lack of accessible platforms where people can ask tech related questions and share their ideas. Competitors were either closed to the public or lacked the trust that our users desired.

User Research

We conducted thirteen user interviews from our 64 survey respondents. People wanted to validate their ideas and determine best practices when developing a project. Four personas were developed to represent the needs of our users and of GA personnel.

Feature Prioritization

Feature importance was based upon our user research (posting questions, giving feedback and having profiles) and then additional features were added to this base functionality (comment feedback, project boards and privacy settings.)

Design

The Idea Incubator style uses similar elements from GA Profiles. Due to the amount of content on the site, clear navigational terms were important for usability and the focus of our design studio.

Prototype

The prototype was able to reach a high fidelity quickly as we adhered closely to the visual branding of GA and had strong wireframes. This allowed us to get to user testing quickly.

User Testing

We had four iterations of the prototype, tested with over fifteen users. These lead to iconography and terminology adjustments which made the site much easier to read and access.

Next Steps

Going forward our focus would turn to on-boarding, deeper social features and incentivizing GA staff to use the site.

General Assembly

The Problem

When initially approaching the problem - exploring a need for an existing brand - we looked to our personal experience. Being students at General Assembly, we noticed there a lot of passionate people out there seeking knowledge. From this inspiration (and further research), we found that people need a way to gain feedback and build upon their startup ideas from peers and experienced professionals in the tech community.

The Idea

This is where our product idea comes in. Idea Incubator - a product that connects idea-makers with people in the tech industry. This is a platform where passionate people can share ideas, ask questions, access resource tools, manage their projects, and connect with others.

The Brand

Why General Assembly? General Assembly was founded by Jake Schwartz, Adam Pritzker, Matthew Brimer, and Brad Hargreaves in early 2011 as an innovative community in New York City for entrepreneurs and startup companies. Today, it is an educational institution that transforms thinkers into creators through education in technology, business and design. General Assembly is the ideal brand to pair with as the company as it has a large alumni-base and network of professionals within the technology and startup communities. This is a company founded on the basis of exchanging knowledge, and the problem and idea explored aligns with the overall mission.

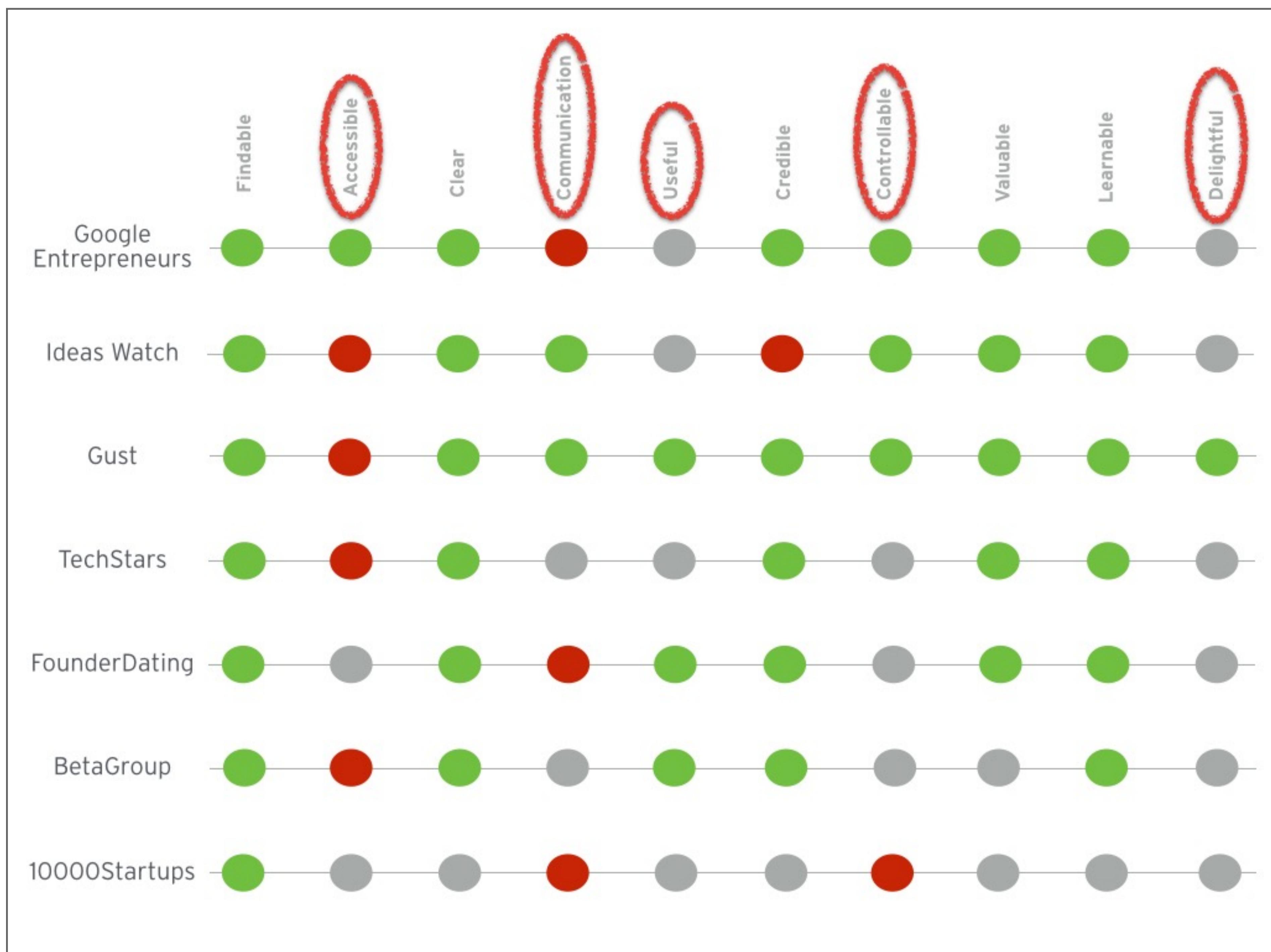
The Opportunity

Currently, 80% of General Assembly's revenue comes from long-form, immersive programs. With Idea Incubator, General Assembly will gain more awareness in the larger community that could lead to more enrollment. In addition, Idea Incubator would be a supplemental tool for students in long-form, short-form, and circuit programs — a quick way to get feedback on their course projects from the larger General Assembly and tech community. Lastly, General Assembly is considering additional ways to keep instructors and personnel engaged. This will allow the entire GA community to get involved in providing knowledge based on their expertise.

Comparative Research

Heuristic Analysis

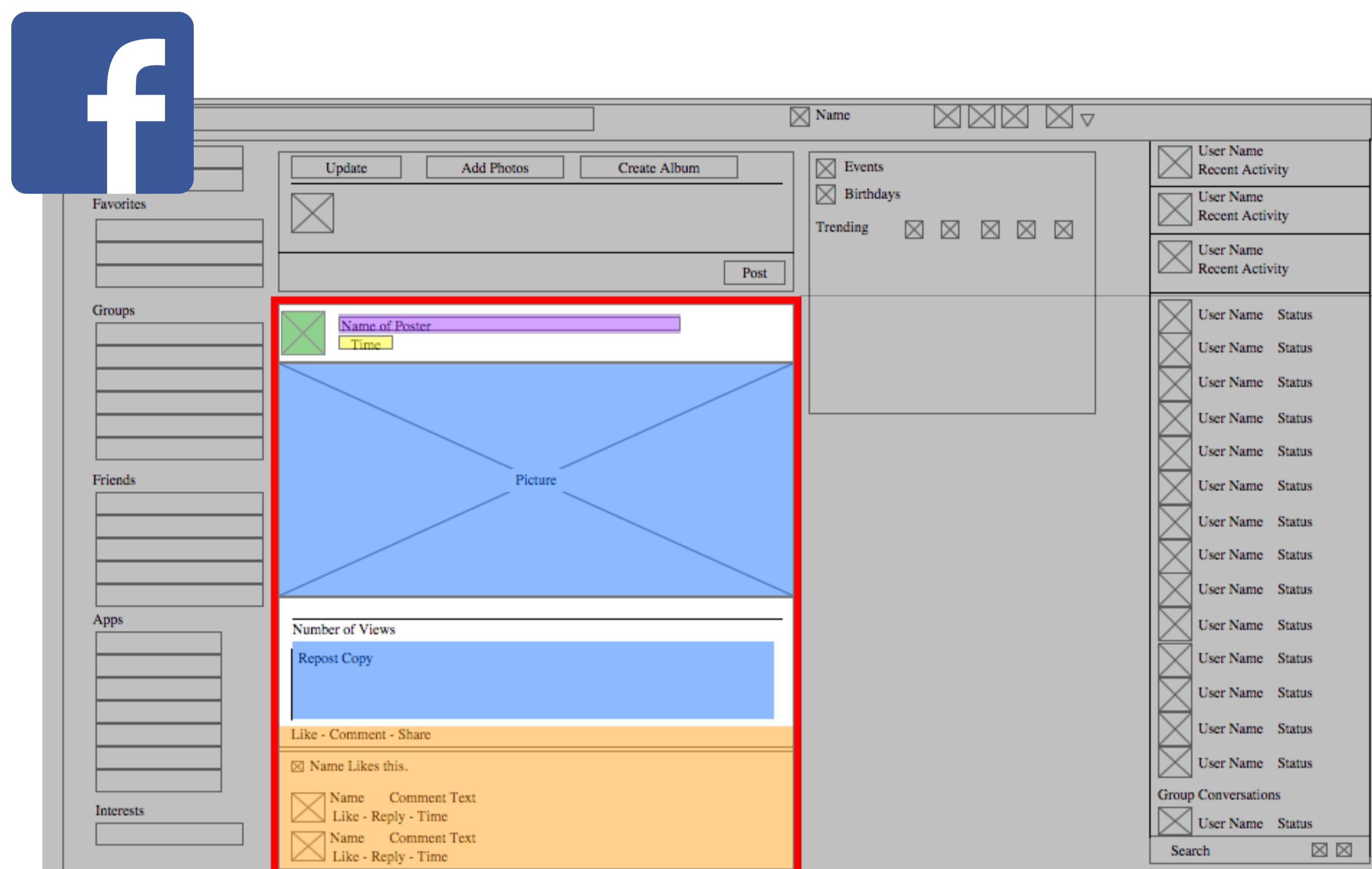
In our research, we did not find any direct competitors to the product we were exploring. However, we determined that our product would be a more accessible version of startup incubators. We looked into the following incubator websites and conducted **heuristic analyses** to determine areas of opportunities for our product:



We found that over half of the incubator competitors were insufficient at Accessibility, Communication, Usefulness, Controllability, and Delight. We want consider these 5 areas as opportunities for our product to stand out.

Layout Analysis

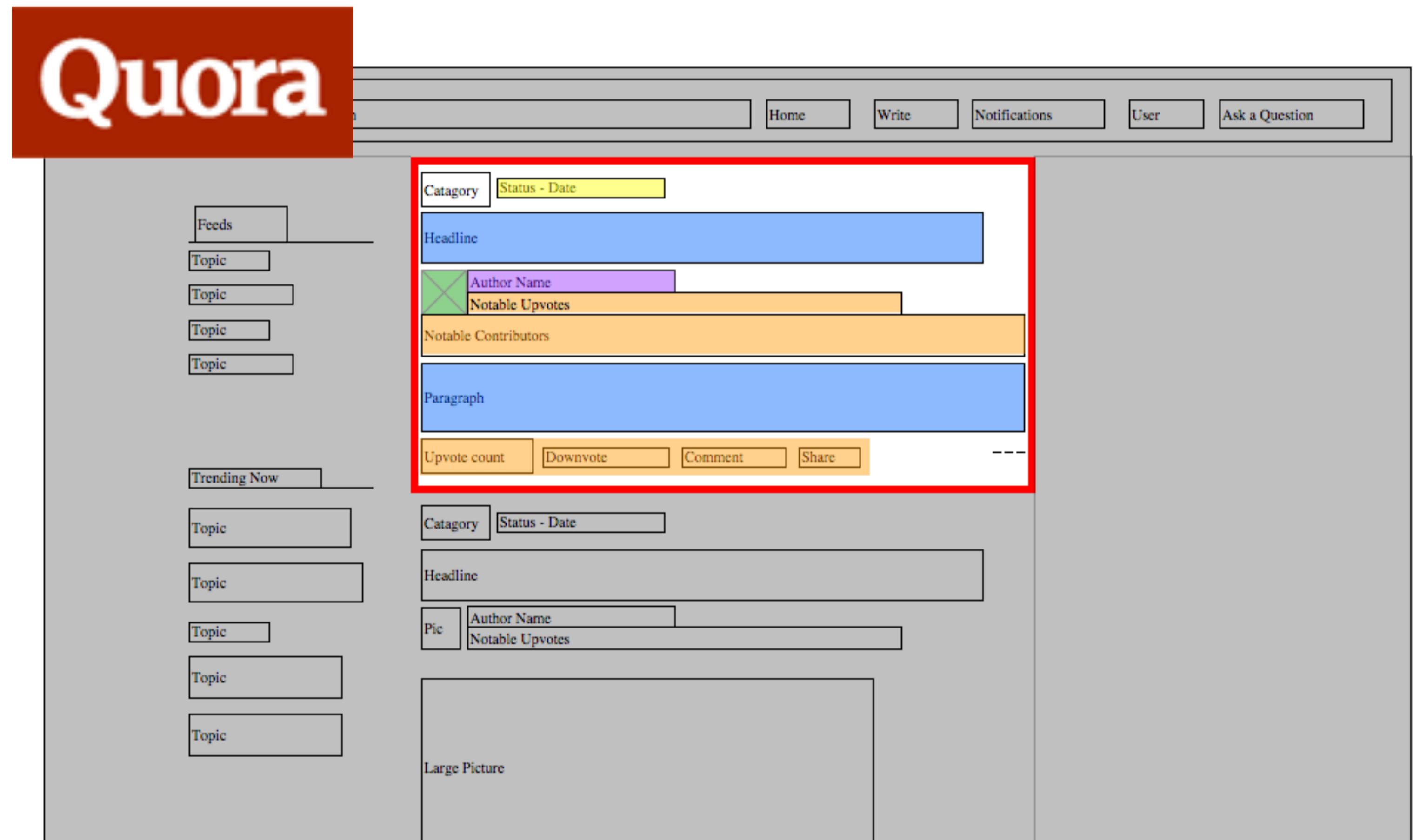
We also looked into Quora and Facebook for post design. We needed to think through how our product would display idea and question posts. We conducted **layout analyses** for inspiration.



A wireframe diagram of a Facebook post layout. A red box highlights the main post area. The diagram uses a color key to identify different UI elements:

- Content** (Blue): The large blue rectangular area representing the post's main content.
- Username** (Purple): The purple bar at the top of the post containing the poster's name and time.
- Profile Picture** (Green): The green icon representing the poster's profile picture.
- Post Time** (Yellow): The yellow bar at the bottom of the post showing interaction metrics like views and likes.
- Comments** (Orange): The orange section at the bottom of the post showing comments and reply options.

The sidebar on the left contains links for Favorites, Groups, Friends, Apps, and Interests. The top navigation bar includes Name, Update, Add Photos, Create Album, Events, Birthdays, Trending, and a search bar.



A wireframe diagram of a Quora post layout. A red box highlights the main post area. The diagram uses a color key to identify different UI elements:

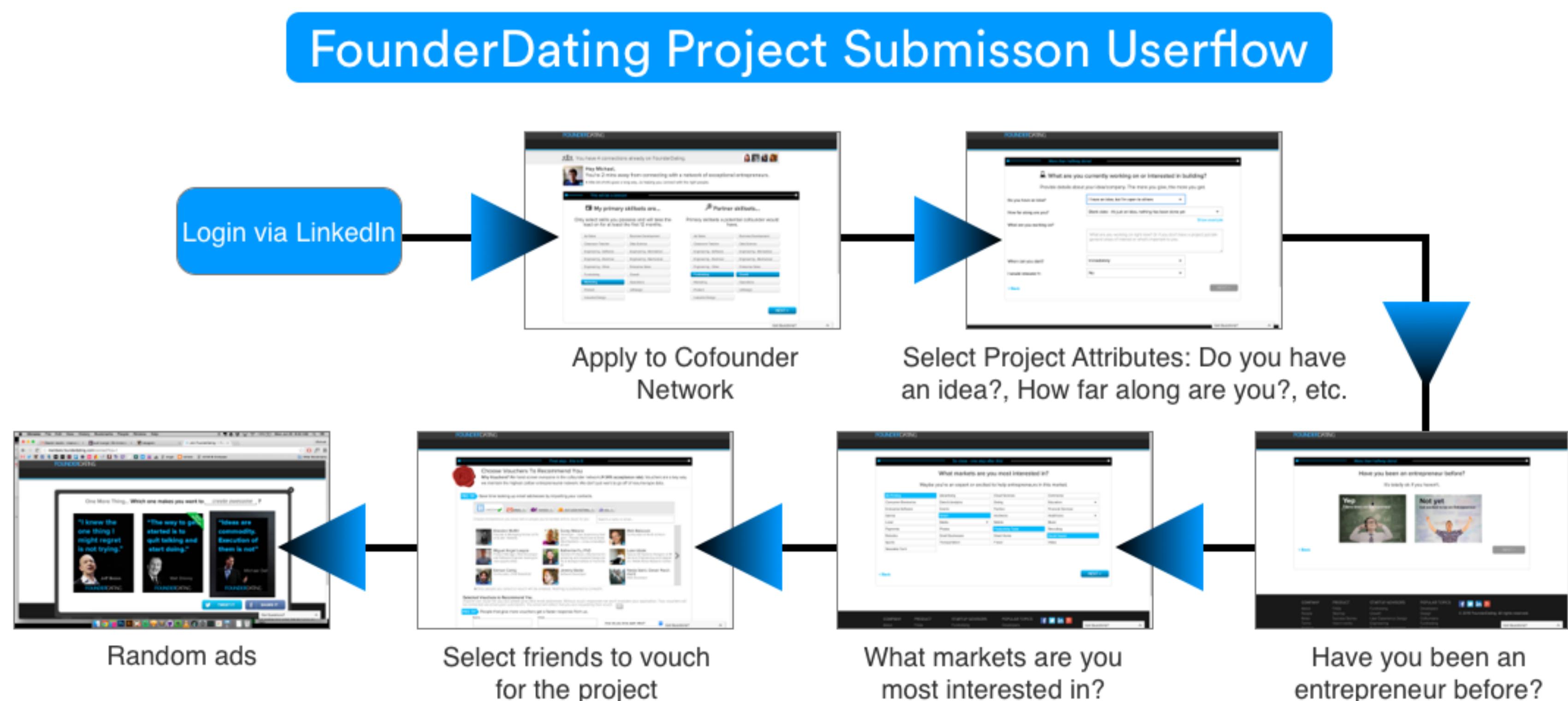
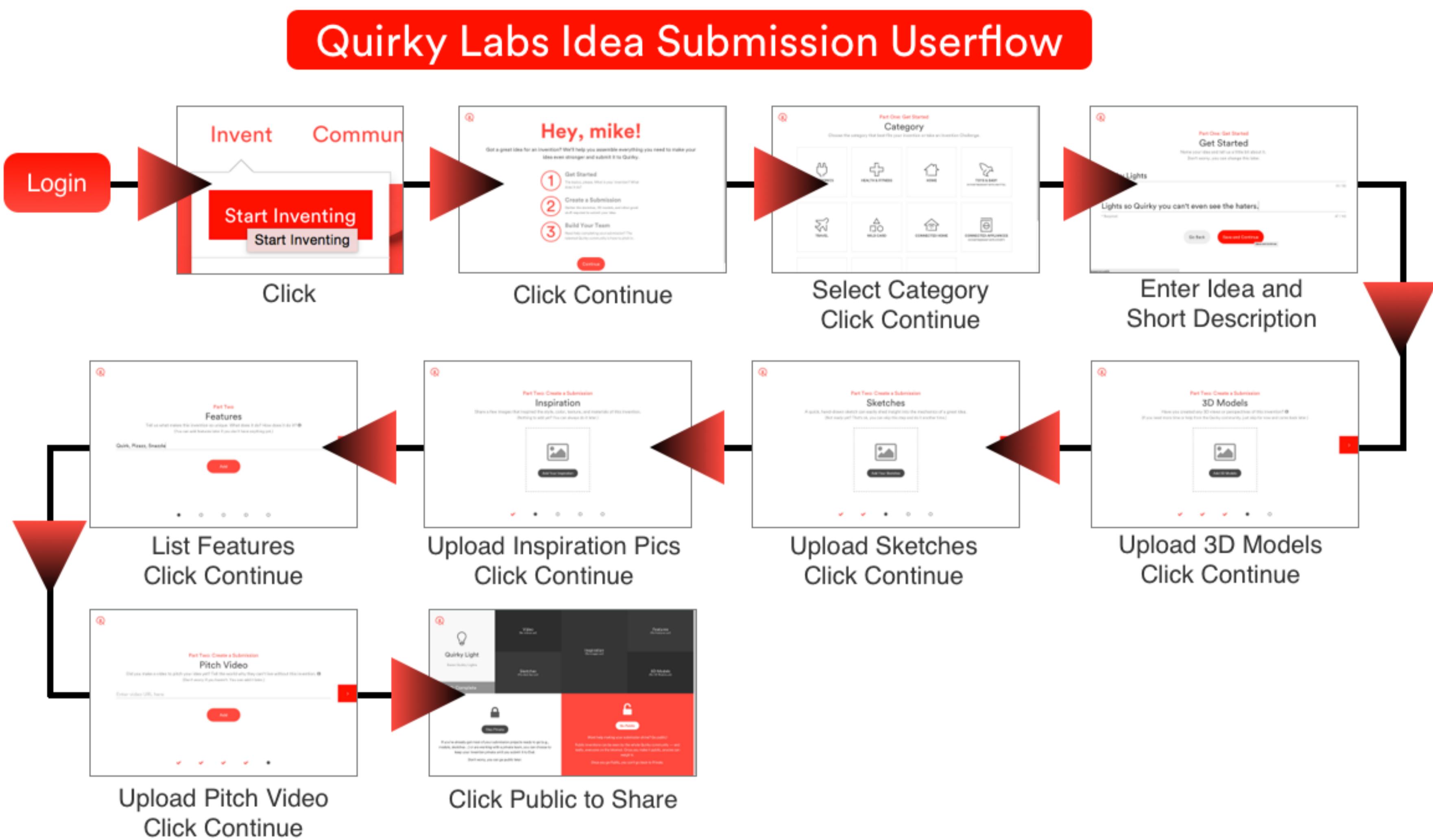
- Content** (Blue): The large blue rectangular area representing the post's main content.
- Username** (Purple): The purple bar at the top of the post containing the author's name and upvotes.
- Profile Picture** (Green): The green icon representing the author's profile picture.
- Post Time** (Yellow): The yellow bar at the bottom of the post showing interaction metrics like upvotes and downvotes.
- Comments** (Orange): The orange section at the bottom of the post showing comment and share options.

The sidebar on the left contains Feeds, Topics, and Trending Now. The top navigation bar includes Home, Write, Notifications, User, and Ask a Question.

Facebook gives posted content priority, while Quora gives equal attention to the comments. We want to find a happy medium with our design.

Comparative User Flow

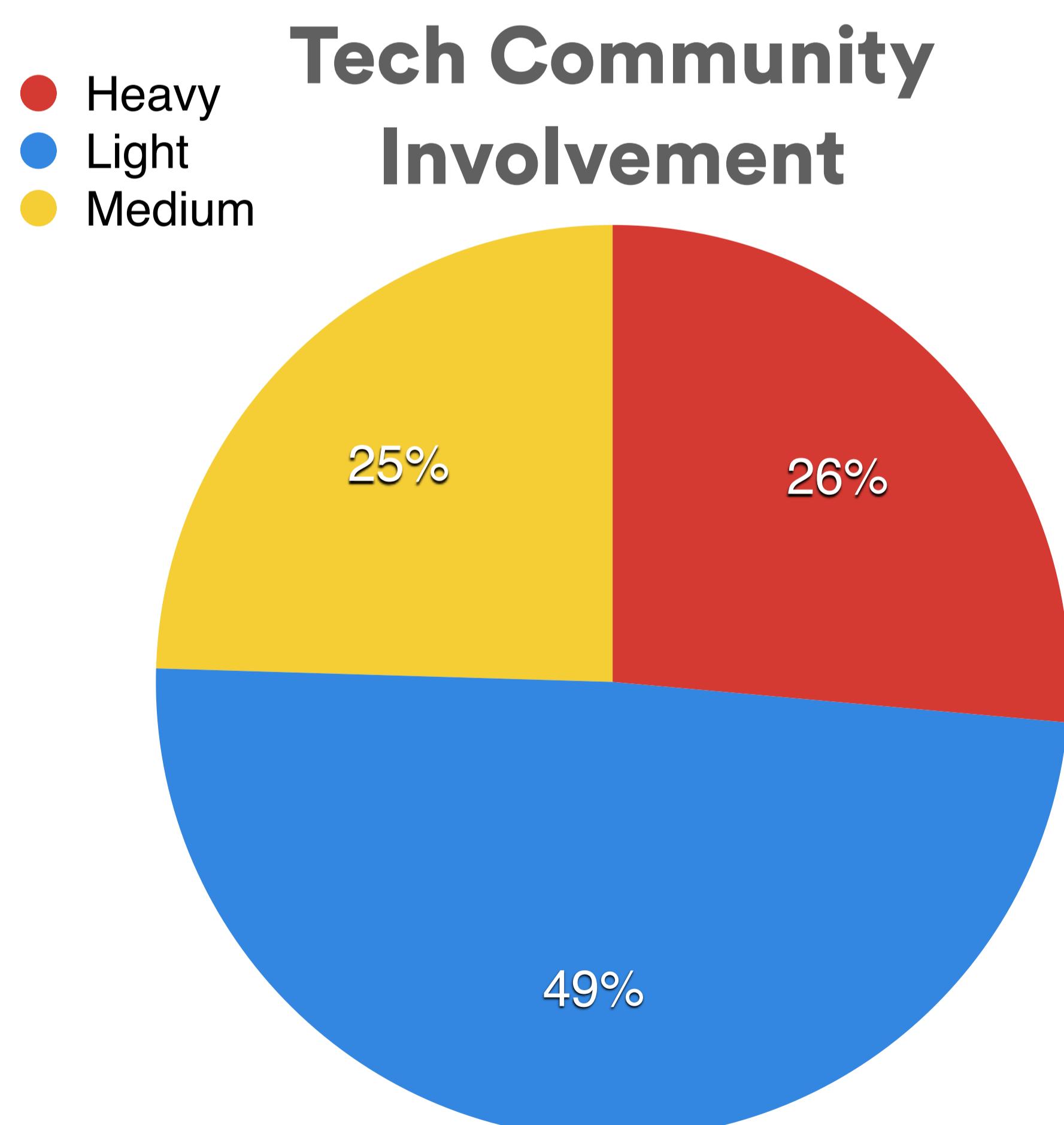
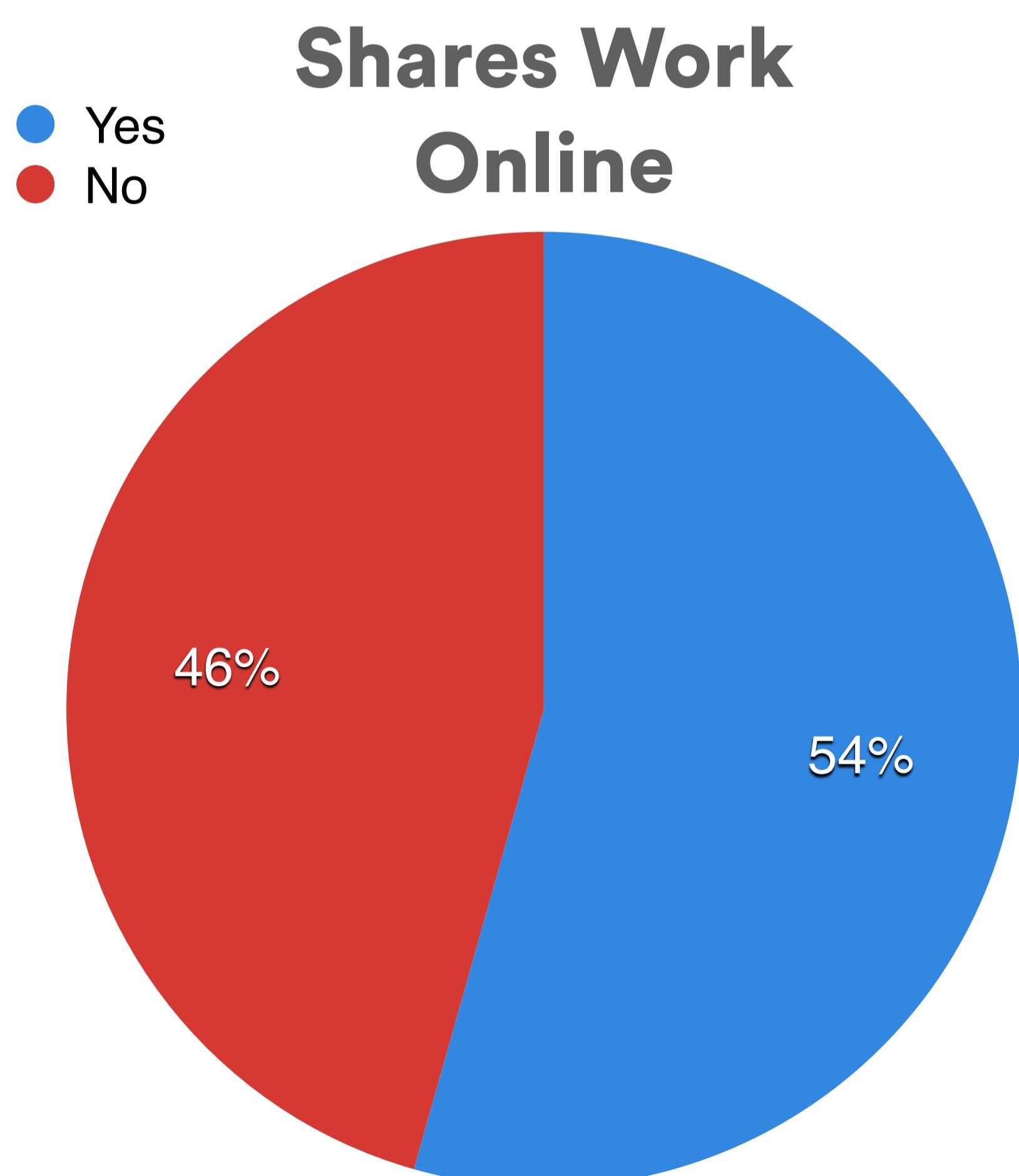
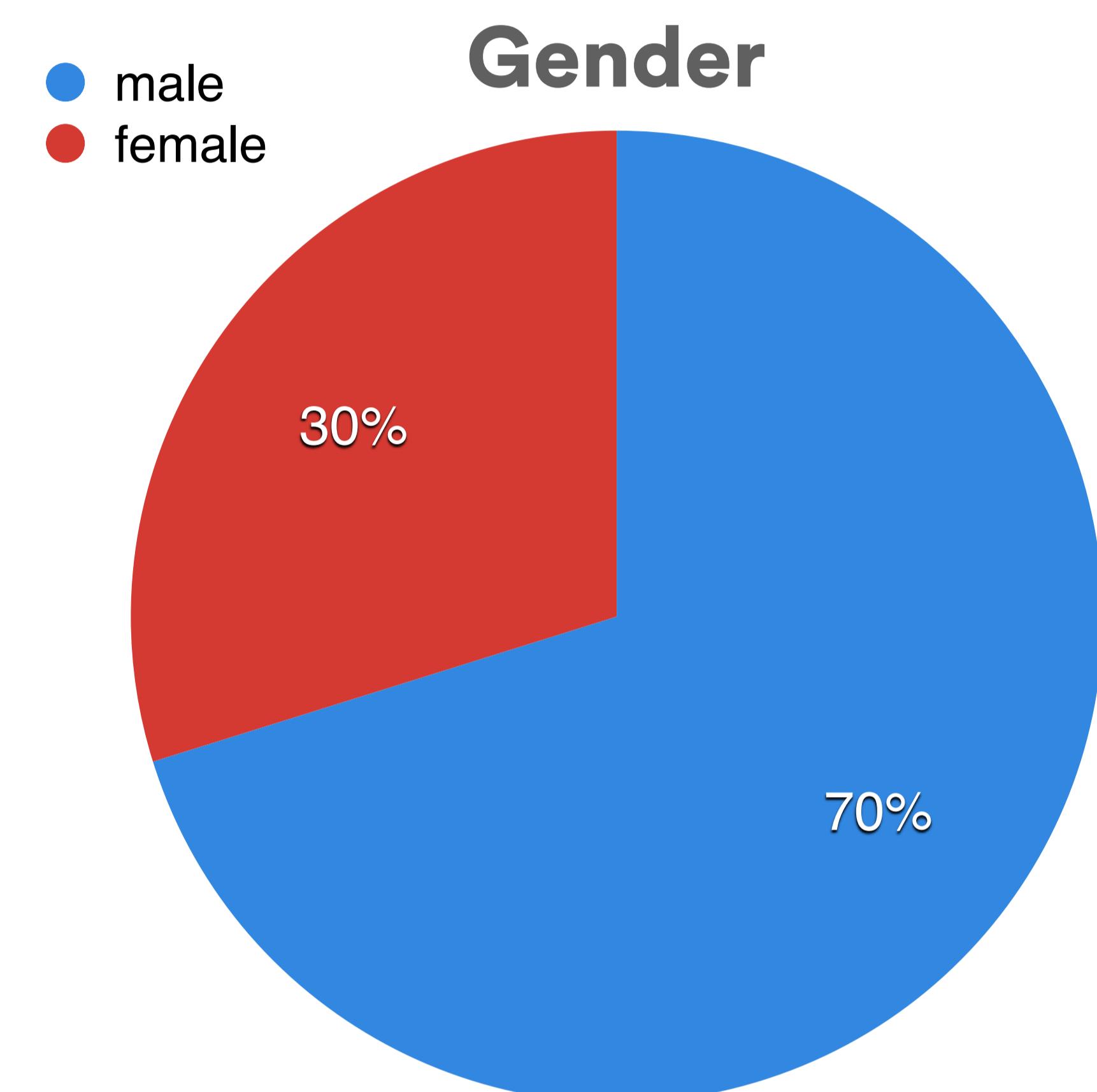
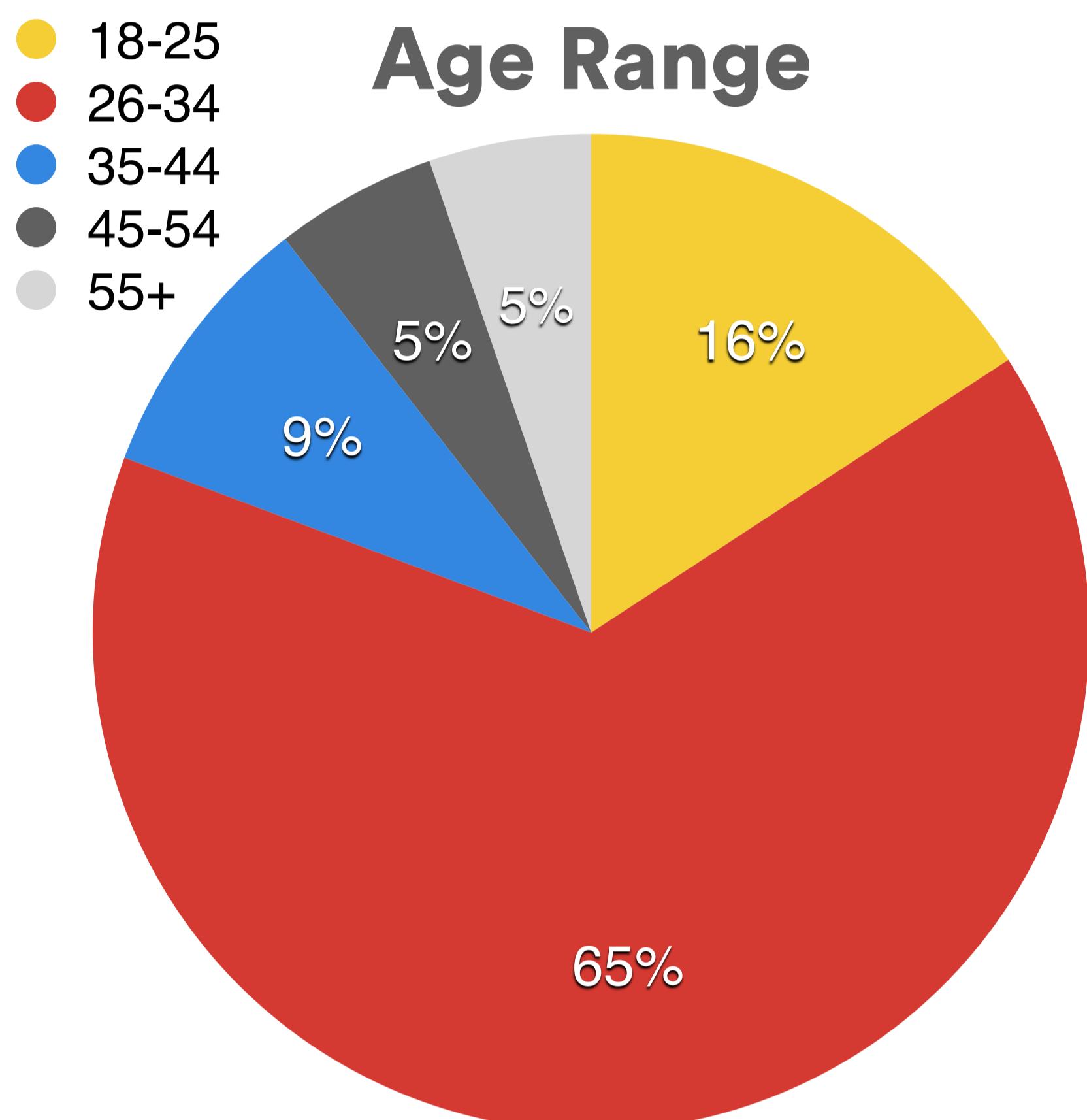
To better understand how users submit questions and create new projects, we looked into the **user flows** for Quirky and FounderDating.com. For Quirky, we were interested in how someone submits an idea, while with FounderDating.com, we were interested in how one would setup a project within an exclusive community.



User Research

Survey

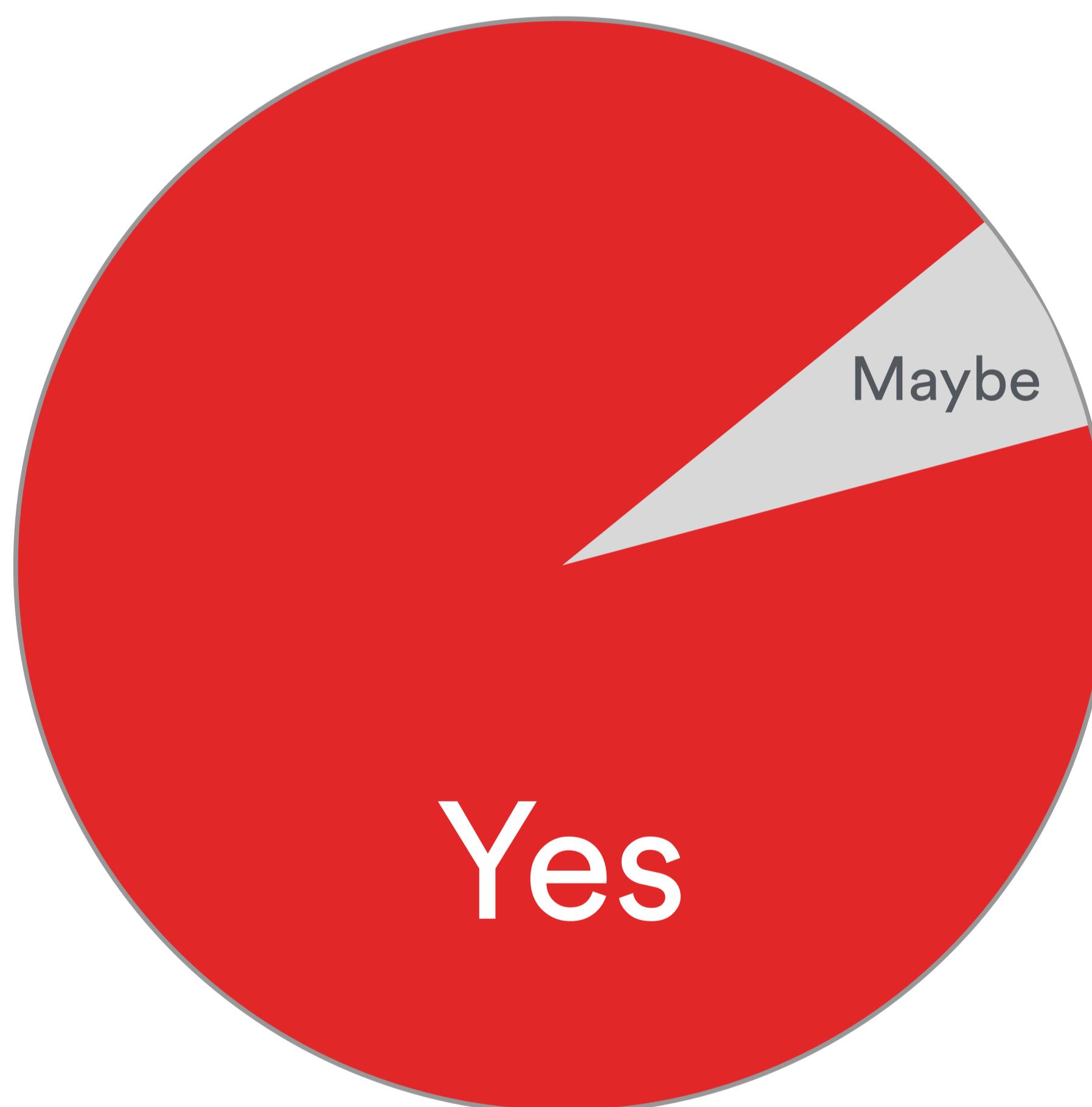
A **survey** was sent through Reddit, Quora, Facebook, and General Assembly communities. We received 64 responses to locate potential interview participants and inform on user demographics. Below is a summary of the respondents.



Survey

After speaking with the Global Program Manager, we learned that GA headquarters has their own team of designers, developers, and product managers. Our product would be a great opportunity for these personnel to get more involved in the community. Another [survey](#) was sent to gauge GA interests.

Of the 14 respondents, 92% enjoy offering feedback related to their expertise.



GA personnel want to get involved.

User Interviews

We conducted **13 user interviews** with various user backgrounds — startup experience, GA instructors/personnel, GA students, and people with ideas and little tech background. Through our interviews we noticed a lot similar insights and pain points. The interviews helped in developing our **personas**.

“I want to know if my idea is good”

“I want to find partners with similar interests”

“I need advice from experienced people”

“I don’t know how to interview developers”

“I lack the business and legal knowledge”

“I’m not sure where to get started”

“I’m unaware of best practices”

Personas

We developed **4 personas** and labeled them as either “idea-maker” or “contributor” based on their behavior and experience level.

Primary



Secondary



David

Persona Type:

Idea Maker

Age: 26

Occupation:

Creative Producer

Location:

San Francisco



“Ideas are a dime a dozen. You don’t have anything until you start building a product.”

Backstory:

David has an idea for a funny new app. He has already put together a business plan and is ready to move forward with creating his product. While he is very familiar with the tech industry, he has no idea about the development needed. He is looking for a developer to partner with, but he often does not know what questions to ask when interviewing them. He is currently taking courses at General Assembly to get a better understanding of web development.

Technical Empathy:



Social Media:



Comfortable Sharing Online:



Needs

- Validation of his idea
- Quick advice from trusted source
- Locate people nearby with similar interests

Pain Points

- Unable to communicate with developers
- Unable to find collaborative partners
- Lack of money

How Can We Serve

- Tag posts based on topic
- Find people based on location
- LinkedIn integration
- User ratings



Ally

Persona Type:

Idea Maker

Age: 24

Occupation:
Account Manager

Location:
Washington D.C.



“Anytime I move forward, I just have more questions.”

Backstory:

Ally came up with an “amazing” new app idea and even drew a few sketches, but she has no idea what to do next. She consults with friends in the tech industry, but at times she feels that she is bugging them with too many questions. She looks to Google for some answers, but it often results in her wasting time and not getting anywhere.

Technical Empathy:



Social Media:



Comfortable Sharing Online:



Needs

- Ability to search for similar questions
- Control over who sees her ideas
- Ability to share files
- Step by step guides to startups

Pain Points

- Gets frustrated trying to find answers online
- No understanding of project scope
- Lack of time with full-time job

How Can We Serve

- Search filters
- Privacy settings
- File uploading
- Access to resources
- Profile info associated with idea



Mark

Persona Type:

Idea Maker/Contributor

Age: 27

Occupation:

Engineer

Location:

Seattle



“An issue I repeatedly wrestle with is trying to run before learning to walk.”

Backstory:

Mark has been involved in startups since he graduated. He loves the excitement that comes with a new company. He has been involved in several incubator networks and has learned a thing or two about creating a startup. Mark has been very fortunate to have mentors that provided guidance, and he is now interested in sharing his experience with others. While he has experience in the startup world, he continues to struggle with rushing to the next step and not paying attention to finer details along the way.

Technical Empathy:

Social Media:

Comfortable Sharing Online:

Needs

- Ability to track progress
- A way to exchange similar experiences with others
- Ability to connect with potential mentors

Pain Points

- Finding equally passionate people to collaborate with
- Managing projects

How Can We Serve

- Project management tools
- Privacy settings
- Commenting
- Direct message



Nate

Persona Type:

Contributor

Age: 34

Occupation:

Designer

Location:

New York



“I enjoy building relationships with students on both a personal and professional level.”

Backstory:

While a designer by profession, Nate now teaches UXDI at General Assembly. He loves helping students achieve their dreams, and finds it deeply gratifying to watch them succeed. Students generally seek him out for mentorship as they value his advice. However, with an already packed schedule, Nate can have difficulty finding time in his schedule to advise.

Technical Empathy:



Social Media:



Comfortable Sharing Online:



Needs

- Incentive for time
- Reminders

Pain Points

- Little time with school and side projects
- Difficulty staying focused

How Can We Serve

- Acknowledgement for activity
- Notifications
- GA Profile integration

Feature Needs

From the personas, features were **prioritized** based on common user needs and feasibility. Features we grouped as either a **Must**, **Should**, **Could**, and **Won't** have.

MUST

- Be able to post questions or ideas
- Be able to leave comments/feedback
- Be able to create profile and sign in

SHOULD

- Be able to rate comments
- Be able to add connections
- Be able to upload and share documents
- Be able to send direct messages
- Be able to search by topic
- Be able to adjust privacy settings

COULD

- Receive notifications
- Track project process
- Provide project management tools
- Incorporate GA video tools

WON'T

- Be able to connect directly with investors
- Provide specific project guidelines
- Be able to upvote/downvote ideas

Technical Research

Responsive Platform

Due to the amount of content and features, a **responsive website** is the most appropriate platform for the Idea Incubator. A full website will allow for real time updates without needing to cut down on content or sacrifice navigation. Additionally, it provides access from multiple devices to accommodate those on the go.



For responsive, we wanted to focus on iPad (1024x768) and iPhone 6 (375x667), and considered the following elements:

- **Page Resizing:** Font resizing, adjusting content locations, consolidating menus.
- **Interactions:** Button size, keyboard pop-up, hotspot size (touch instead of click).

LinkedIn API

Due to the professional nature of this product, it makes the most sense to integrate with [LinkedIn's API](#). Users would be able to create an account using their existing LinkedIn profile. With the integration, they could pull information from their personal LinkedIn — skills, recommendations, picture, etc. — to build their Incubator profile, making it more credible. To access this information, GA Idea Incubator would need to apply and be approved for the Apply with LinkedIn program.

LinkedIn Developers

Profile Field Descriptions

Reference Tables

Member profile fields

The following selection of profile fields are available to all LinkedIn developers:

- [Basic Profile Fields](#)
- [Location Fields](#)
- [Position Fields](#)

Company profile fields

The following company profile fields are available to developers managing company profiles on LinkedIn.

- [Company profile fields](#)

Member profile fields available to Apply with LinkedIn developers

The following selection of profile fields are only available to applications that have applied and been approved for the Apply with LinkedIn program:

- [Full Profile Fields](#)
- [Contact Info Fields](#)
- [Company Fields](#)
- [Publication Fields](#)
- [Patent Fields](#)
- [Language Fields](#)
- [Skill Fields](#)
- [Certification Fields](#)
- [Course Fields](#)
- [Education Fields](#)
- [Volunteer Fields](#)
- [Recommendation Fields](#)

Available Profile Info

Home Docs Support Partners Blog Legal My Apps REST Console

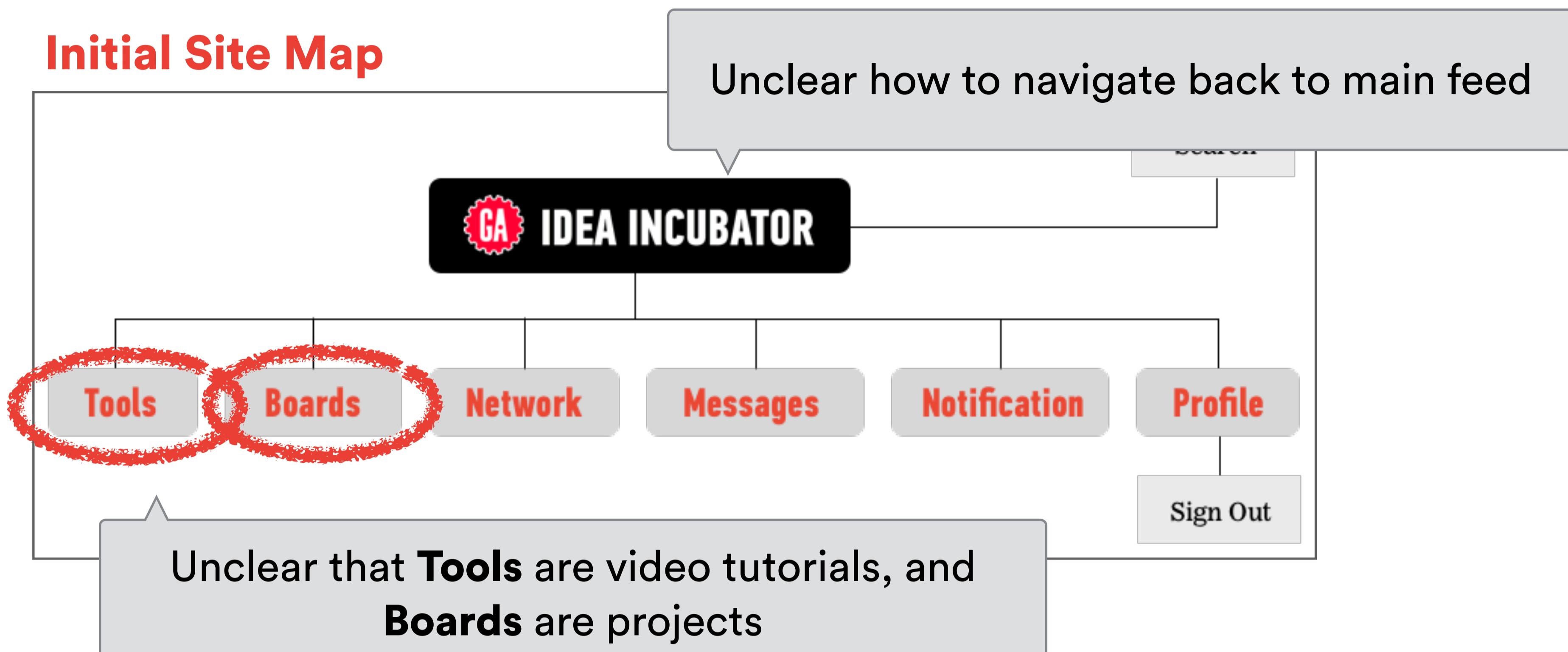
LinkedIn Corporation © 2015 About Cookie Policy Privacy Policy User Agreement

The Design

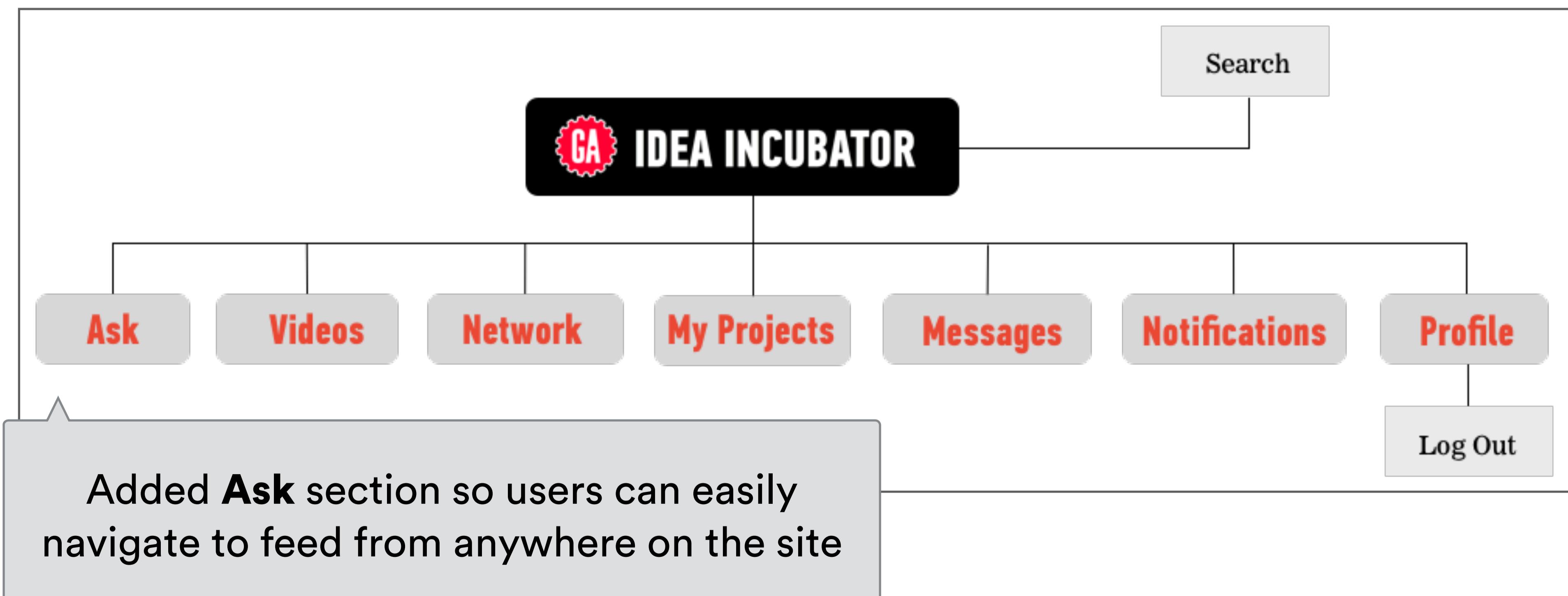
Site Map

The **navigation** for this product is important as there are many features and pages. In our initial test, we tried a couple of “clever” terms in the main navigation, but found that users were confused and not able to find certain pages. We concluded that more basic, descriptive terms are clearer and validated the final navigation through user testing.

Initial Site Map

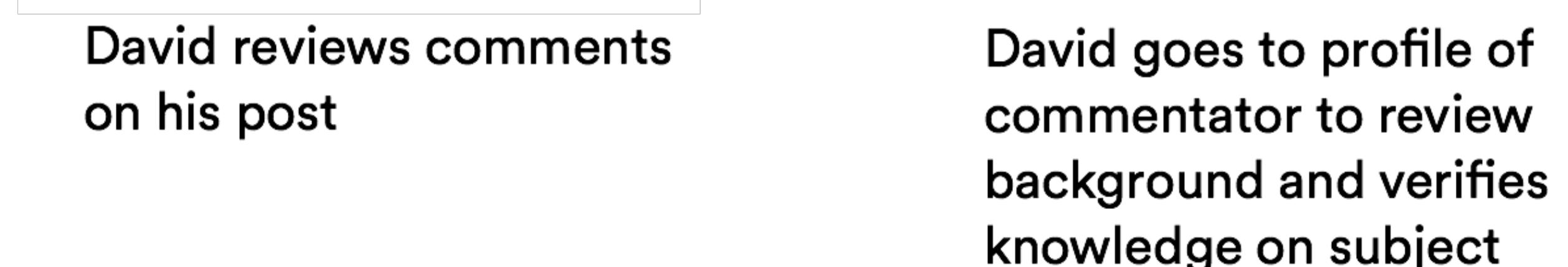
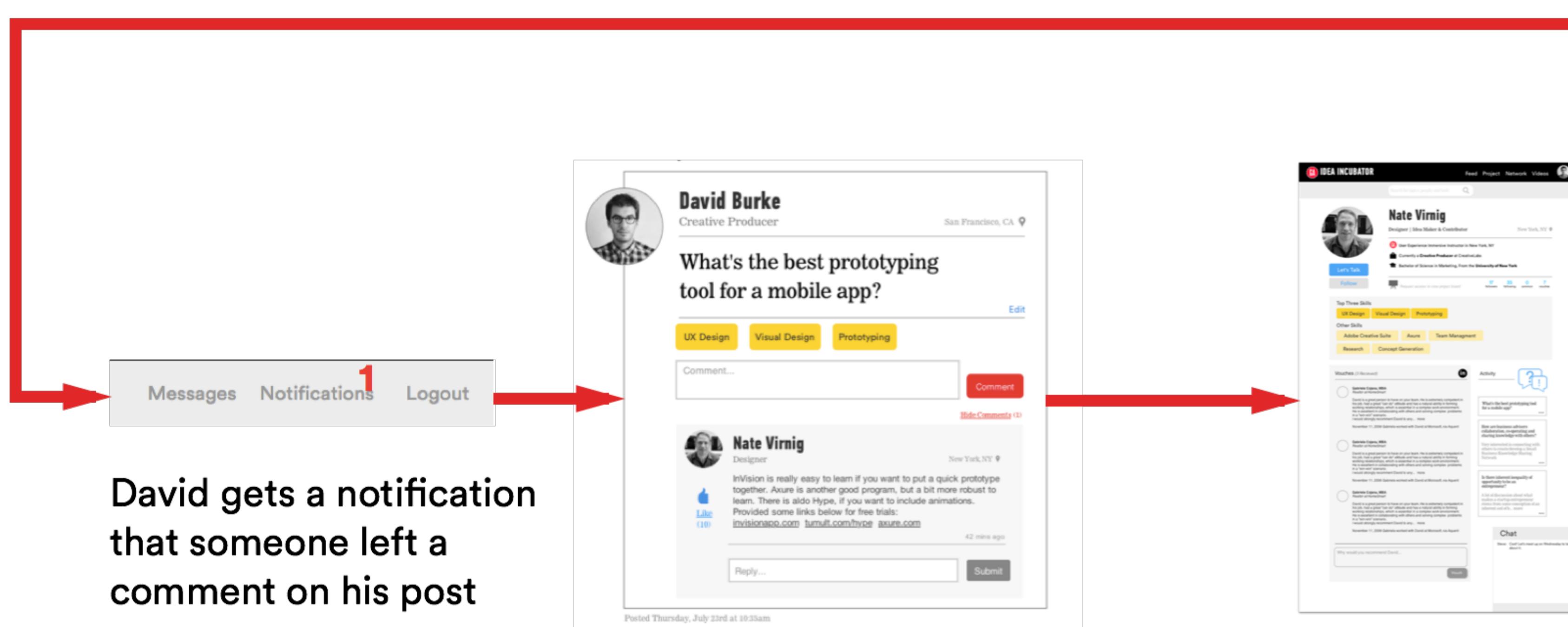
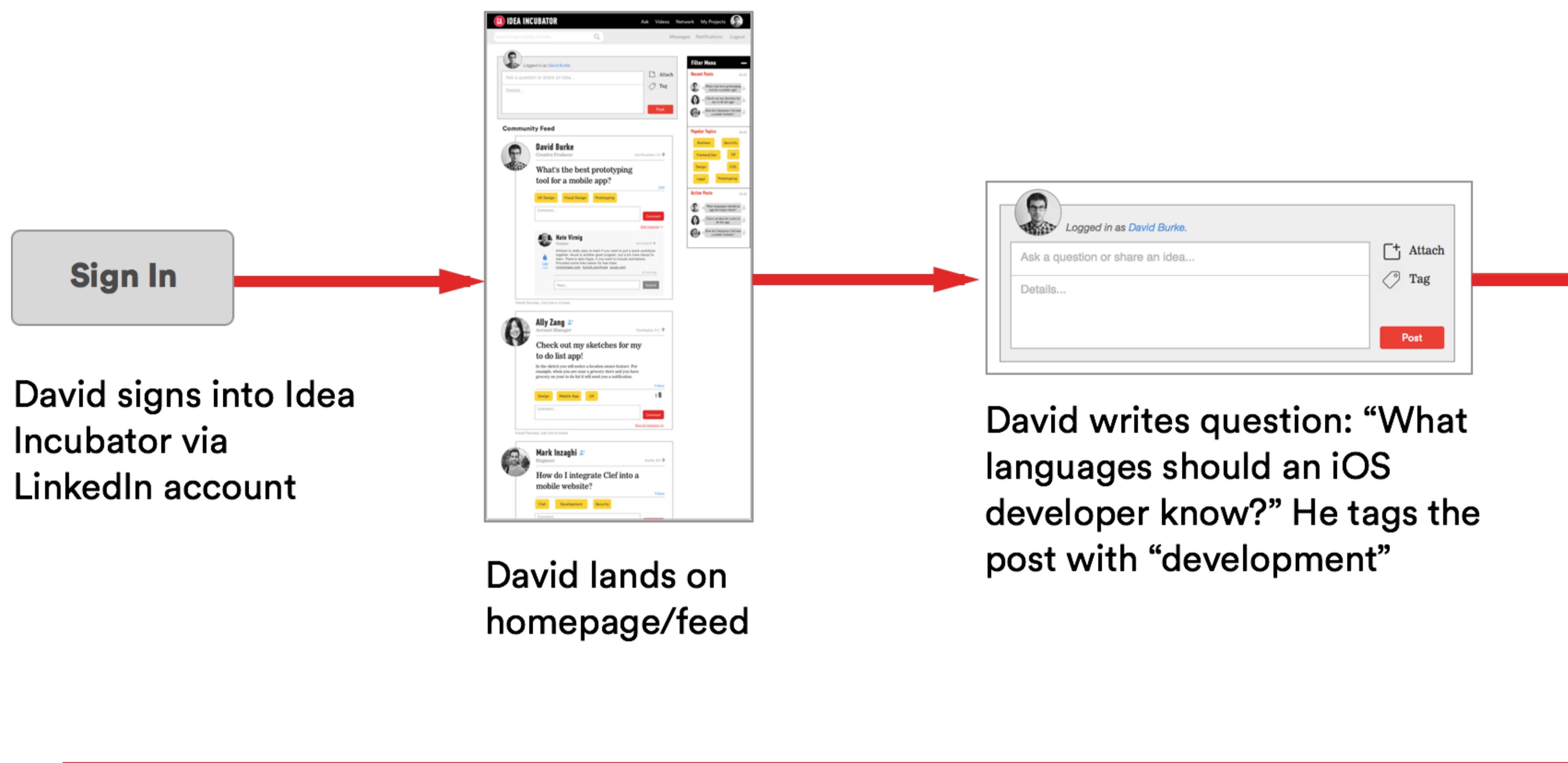


Final Site Map



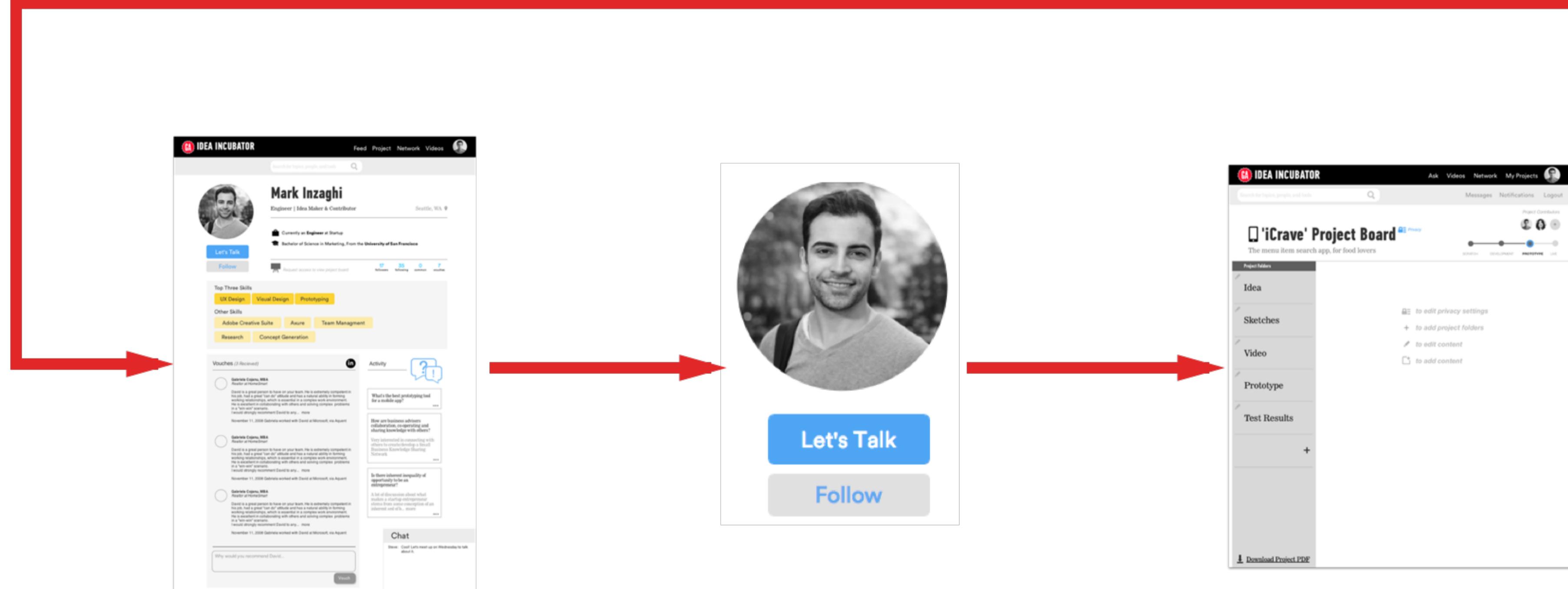
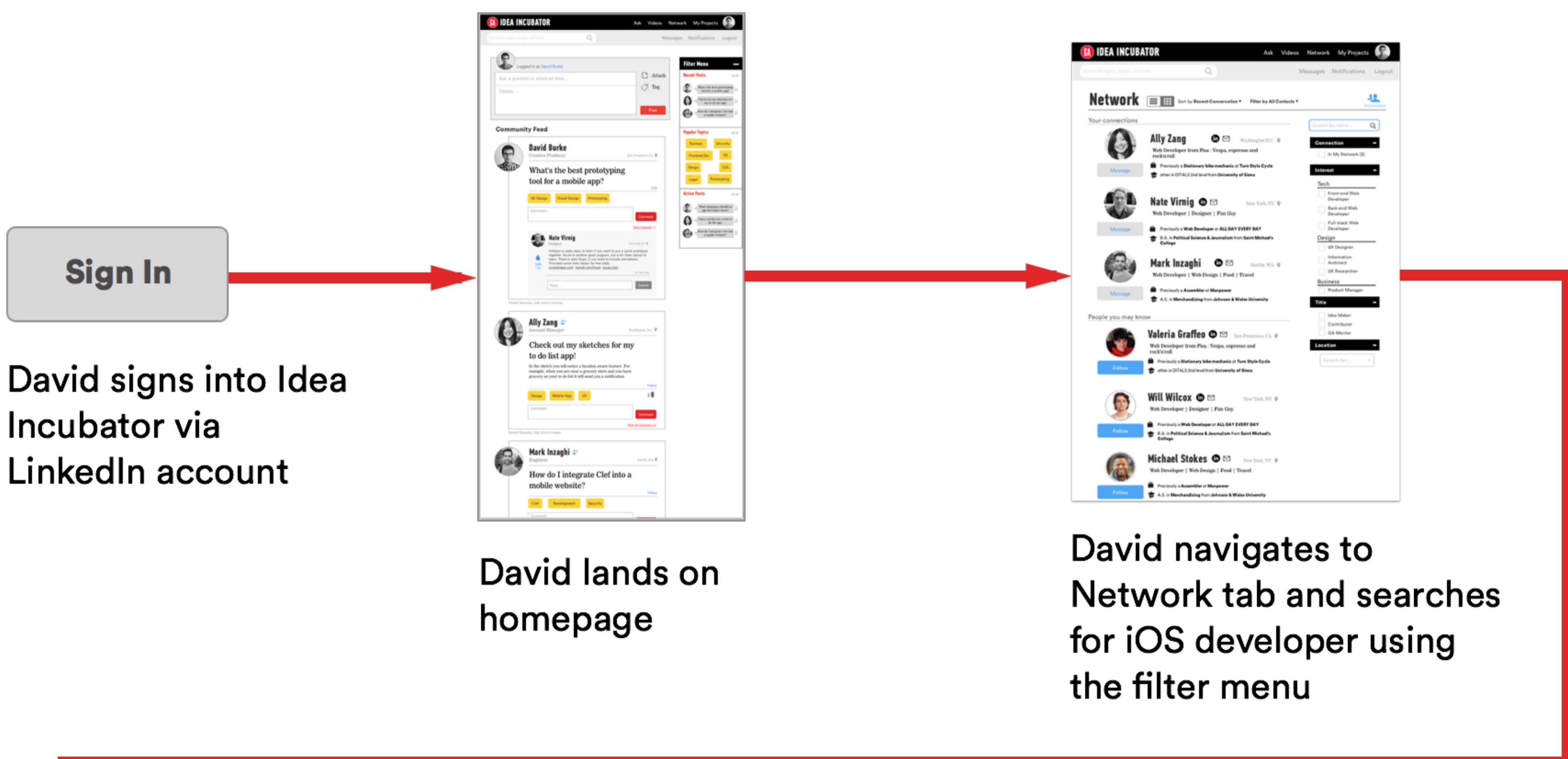
User Flow

Posting: Focusing on our primary user, David, he is unaware how to communicate with developers. He has question regarding what languages iOS developers need to know. Below demonstrates his user flow to ask a question, get an answer, and validate the response.



User Flow

Connecting: David is looking for an iOS developer in his area to connect with. Below demonstrates his user flow for finding, connecting, and collaborating with people on Idea Incubators.



Home Page

The screenshot shows the Idea Incubator home page. At the top, there's a navigation bar with links for Ask, Videos, Network, My Projects, and a user profile icon. Below the navigation is a search bar and links for Messages, Notifications, and Logout. The main area is titled "Community Feed". It displays four posts:

- David Burke** (Creative Producer, San Francisco, CA)
What's the best prototyping tool for a mobile app?
Tags: UX Design, Visual Design, Prototyping
Comment...
Edit
Comment
Hide Comments (1)
Posted Thursday, July 23rd at 10:35am
- Nate Virnig** (Designer, New York, NY)
InVision is really easy to learn if you want to put a quick prototype together. Axure is another good program, but a bit more robust to learn. There is also Hype, if you want to include animations.
Provided some links below for free trials:
invisionapp.com tumult.com/hype axure.com
42 mins ago
Like (10)
Comment...
Reply...
Submit
- Ally Zang** (Account Manager, Washington, D.C.)
Check out my sketches for my to do list app!
In the sketch you will notice a location aware feature. For example, when you are near a grocery store and you have grocery on your to do list it will send you a notification.
Follow
Design, Mobile App, UX
Comment...
Comment
Show All Comments (10)
Posted Thursday, July 23rd at 8:00am
- Mark Inzaghi** (Engineer, Seattle, WA)
How do I integrate Clef into a mobile website?
Follow
Clef, Development, Security
Comment...

The **home page** allows users to post questions and ideas to get answers feedback from the Idea Incubator. Users are able to attach files of their work and also tag posts based on topic.

Filter menu allows users to search for posts by time, level of activity, and popular topics.

On the **posts** themselves, users have the ability to write comments, review comments, and like or reply to specific comments.

From the feed, users can easily access other user **profiles** by clicking on their name or picture. They can also easily follow them by clicking on follow icon.

Home Page Responsive

The image shows two versions of the Idea Incubator home page: a mobile version on the left (iPhone 6) and a tablet version on the right (iPad). Red numbered circles highlight specific design elements for comparison:

- 1** Consolidated filter menu: A single horizontal bar at the top of the mobile screen.
- 2** Button resizing: Buttons like 'Add Post' and 'Comment' are larger on the mobile screen.
- 3** Keyboard pop-up at data entry prompt: A red circle highlights the 'Comment...' input field on the mobile screen.
- 4** Consolidated primary navigation: A single horizontal bar at the top of the tablet screen.
- 5** Consolidated posting: A single 'Add Post' button located in the top right corner of the tablet's main content area.

- 1** Consolidated filter menu
- 2** Button resizing
- 3** Keyboard pop-up at data entry prompt
- 4** Consolidated primary navigation
- 5** Consolidated posting

Profile Page

The screenshot shows the profile page for David Burke. At the top, there's a navigation bar with links for Ask, Videos, Network, My Projects, and a user icon. Below the navigation is a search bar and a header section featuring a profile picture of David Burke, his name, title (Creative Producer | Idea Maker), location (San Francisco, CA), and a LinkedIn icon.

Below the header, there are sections for "Top Three Skills" (UX Design, Visual Design, Prototyping) and "Other Skills" (Adobe Creative Suite, Axure, Team Management, Research, Concept Generation). A "Recommendations" section lists three received recommendations from Gabriela Cojanu, John Smith, and Mary Johnson, each with a short quote and a "more" link. To the right of the recommendations is an "Activity" section showing a question about prototyping tools and two other questions related to business collaboration and entrepreneurship.

The **profile page** provides additional background information on users. Skills and Recommendations can be pulled from LinkedIn when the user initially creates their account.

Users are not required to be part of GA community to create an account, but if they are, they can provide that information.

If a user lands on a new profile page, they will have the option to follow, adding them to their network.

This screenshot shows the profile page for Ally Zang. It features a similar layout to the first one, with a navigation bar, search bar, and a header with a profile picture, name, title (Account Manager | Idea Maker), and location (Washington D.C.). Below the header, there are sections for "Top Three Skills" and "Follow" and "Let's Talk" buttons. A "Request access to view project board" button is also present. The "Activity" section on the right shows a question about prototyping tools and two other questions related to business collaboration and entrepreneurship.

Desktop

Profile Page Responsive

The image shows two versions of a user profile page side-by-side: a mobile version on the left (labeled iPhone 6) and a desktop version on the right (labeled iPad). Both pages are for a user named David Burke, a Creative Producer | Idea Maker based in San Francisco, CA.

Mobile (iPhone 6) Version:

- Header:** GA IDEA INCUBATOR, search bar, navigation menu (3).
- User Info:** Profile picture, name (David Burke), title (Creative Producer | Idea Maker), location (San Francisco, CA), follower count (17), following count (35), recommendation count (7).
- Skills:** Web Development in San Francisco, CA; Currently a Creative Producer at CreativeLabs; Bachelor of Science in Marketing, From the University of San Francisco.
- Project Board:** Go to my project board.
- Skills Section:** Top Three Skills: UX Design, Visual Design, Prototyping; Other Skills: Adobe Creative Suite, Axure, Team Management, Research, Concept Generation.
- Recommendations:** Recommendations (3 Received) from Gabriela Cojanu, MBA (Realtor at HomeSmart) and John Smith, MBA (Realtor at HomeSmart).
- Comments:** A comment from Gabriela Cojanu praising David's competence and attitude.

Desktop (iPad) Version:

- Header:** GA IDEA INCUBATOR, navigation menu (Ask, Videos, Network, My Projects), user profile picture.
- User Info:** Profile picture, name (David Burke), title (Creative Producer | Idea Maker), location (San Francisco, CA), follower count (17), following count (35), recommendation count (7).
- Skills:** Web Development in San Francisco, CA; Currently a Creative Producer at CreativeLabs; Bachelor of Science in Marketing, From the University of San Francisco.
- Project Board:** Go to my project board.
- Skills Section:** Top Three Skills: UX Design, Visual Design, Prototyping; Other Skills: Adobe Creative Suite, Axure, Team Management, Research, Concept Generation.
- Recommendations:** Recommendations (3 Received) from Gabriela Cojanu, MBA (Realtor at HomeSmart) and John Smith, MBA (Realtor at HomeSmart).
- Comments:** Two comments from Gabriela Cojanu and John Smith, both praising David's competence and attitude.

Annotations:

- Red circle with '1': Points to the 'Edit Profile' button on the mobile version.
- Red circle with '2': Points to the 'Edit Profile' button on the desktop version.
- Red circle with '3': Points to the navigation menu icon in the top right corner of the mobile header.
- Red circle with '4': Points to the navigation menu icon in the top right corner of the desktop header.

- 1 **Button resizing**
- 2 **Content restructure**
- 3 **Consolidated primary navigation**
- 4 **Condensed content area**

Network Page

The screenshot shows a network page with a header featuring the 'IDEA INCUBATOR' logo, a search bar, and navigation links for Ask, Videos, Network, My Projects, and a user profile picture. Below the header, the main content area is titled 'Network' and includes sections for 'Your connections' and 'People you may know'. Each profile card displays a user's name, LinkedIn icon, email icon, location, and a brief bio with previous work experience and education. A 'Message' button is present next to each profile. To the right of the profiles are three filter menus: 'Connection' (set to 'In My Network (3)'), 'Interest' (with categories like Tech, Design, and Business), and 'Title' (with categories like Idea Maker, Contributor, and GA Mentor). A 'Location' dropdown menu is also shown. The bottom of the page has a 'Follow' button for each user.

IDEA INCUBATOR

Ask Videos Network My Projects

Search for topics, people, and tools

Messages Notifications Logout

Network Sort by Recent Conversation ▾ Filter by All Contacts ▾ 3 Connections

Your connections

Ally Zang in Washington D.C.
Web Developer from Pisa : Vespa, espresso and rock'n'roll
Previously a Stationary bike mechanic at Turn Style Cycle
other in DITALS 2nd level from University of Siena

Message

Nate Virnig in New York, NY
Web Developer | Designer | Fun Guy
Previously a Web Developer at ALL DAY EVERY DAY
B.A. in Political Science & Journalism from Saint Michael's College

Message

Mark Inzaghi in Seattle, WA
Web Developer | Web Design | Food | Travel
Previously a Assembler at Manpower
A.S. in Merchandising from Johnson & Wales University

Message

People you may know

Valeria Graffeo in San Francisco, CA
Web Developer from Pisa : Vespa, espresso and rock'n'roll
Previously a Stationary bike mechanic at Turn Style Cycle
other in DITALS 2nd level from University of Siena

Follow

Will Wilcox in New York, NY
Web Developer | Designer | Fun Guy
Previously a Web Developer at ALL DAY EVERY DAY
B.A. in Political Science & Journalism from Saint Michael's College

Follow

Michael Stokes in New York, NY
Web Developer | Web Design | Food | Travel
Previously a Assembler at Manpower
A.S. in Merchandising from Johnson & Wales University

Follow

Connection -
 In My Network (3)

Interest -
Tech
 Front-end Web Developer
 Back-end Web Developer
 Full-stack Web Developer
Design
 UX Designer
 Information Architect
 UX Researcher
Business
 Product Manager

Title -
 Idea Maker
 Contributor
 GA Mentor

Location -
Search for...

The **network page** allows users to easily connect with people in their network and search/add new connections.

The **filter menu** enables users to filter their connections based on interests, title, and location.

Desktop

Network Page Responsive

1 Filter Menu

2 Message button

3 Network tab

4 Profile picture and bio

1 Network tab

2 Follow button

3 Primary navigation bar

4 Profile picture and bio

- 1** Consolidated filter menu
- 2** Button resizing
- 3** Consolidated primary navigation
- 4** Condensed content area

Project Page

The screenshot shows the 'iCrave' Project Board page on the Idea Incubator website. At the top, there's a navigation bar with links for Ask, Videos, Network, My Projects, and a user profile icon. Below the navigation is a search bar and a menu bar with links for Messages, Notifications, and Logout.

The main content area features a title 'iCrave Project Board' with a privacy link, followed by a subtitle 'The menu item search app, for food lovers'. To the right, there's a 'Project Contributors' section showing two users and a '+ Add' button. Below that is a progress bar with four stages: SCRATCH, DEVELOPMENT, PROTOTYPE (which is highlighted in blue), and LIVE.

A sidebar on the left lists project folders: Idea, Sketches, Video, Prototype, and Test Results, each with a '+ Add' button. On the right side of the main area, there are four buttons with descriptions: a lock icon for privacy settings, a plus sign for adding project folders, a pencil for editing content, and a document icon for adding content.

At the bottom left is a 'Download Project PDF' button with a download icon. The entire interface has a clean, modern design with a light gray background and white text.

The **project board** page allows users to upload their work for a specific project. This can be a private space for a user to track their work or they can add contributors from their network to collaborate and provide feedback directly.

On the project board, users can edit privacy settings, add new project folders, upload files, download their work, track their project, and communicate directly with project contributors.

Desktop

Project Page Responsive

The image shows two responsive project pages side-by-side: one for an iPhone 6 and one for an iPad. Both pages are for a project titled "'iCrave' Project Board".

iPhone 6 View (Left):

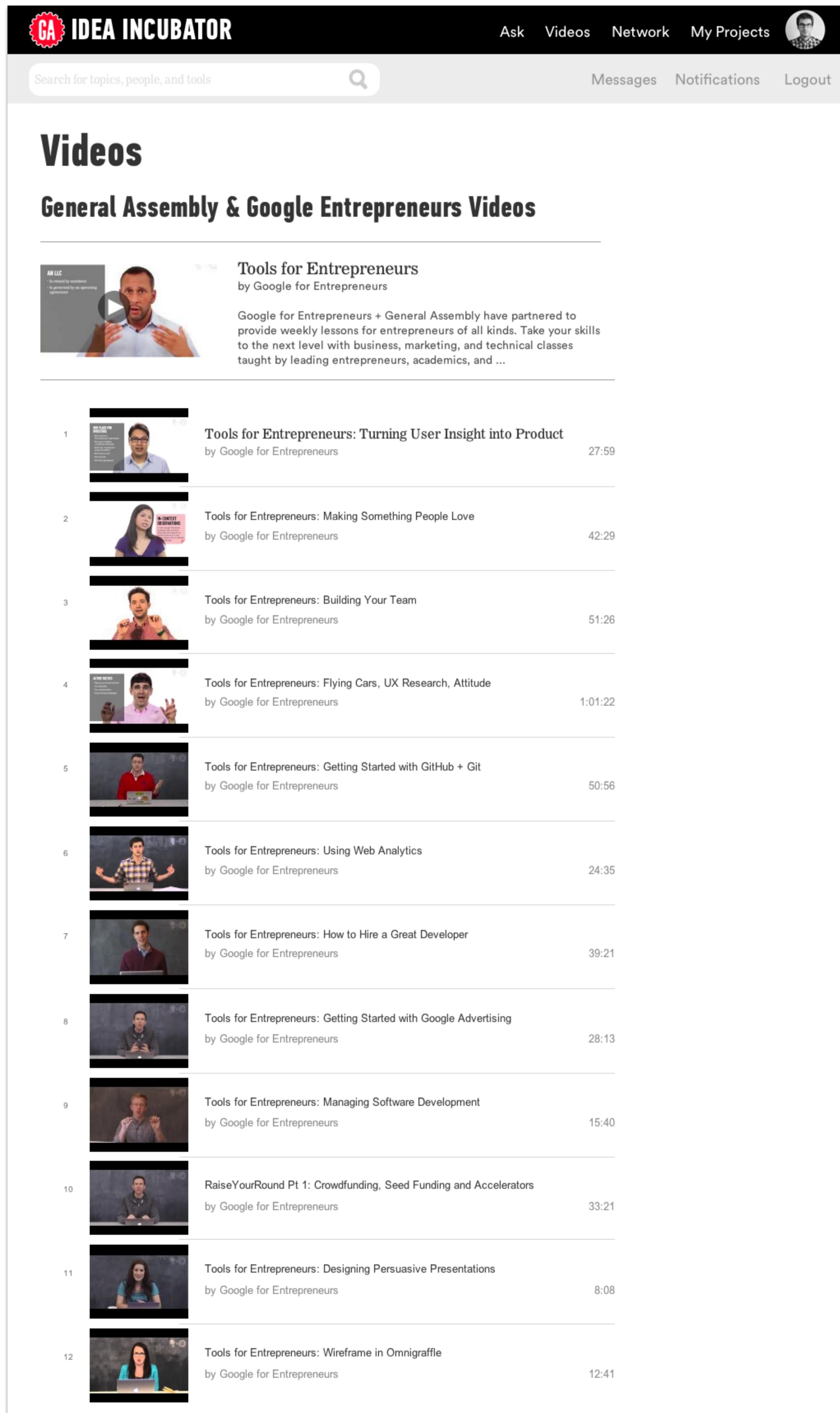
- 1**: A wireframe sketch of a mobile application interface, showing various screens like 'HARVEST' and 'SIGN IN'.
- 2**: A 'Project Folders +' button.
- 3**: Three circular icons representing project stages: SCRATCH, DEVELOPMENT, PROTOTYPE, and LIVE.

iPad View (Right):

- 1**: A 'Project Folders' sidebar on the left containing sections like Idea, Sketches, Video, Prototype, and Test Results.
- 2**: A 'Privacy' section with icons for edit, add, and content.
- 3**: Project Contributors: David, Sarah, and a plus sign.
- 4**: A 'Download Project PDF' button at the bottom.

- 1** Consolidated project folder menu
- 2** Button resizing
- 3** Consolidated primary navigation
- 4** Condensed content area

Video Page



The screenshot shows the 'Videos' section of the Idea Incubator website. At the top, there's a search bar with placeholder text 'Search for topics, people, and tools'. To the right of the search bar are links for 'Ask', 'Videos', 'Network', 'My Projects', and a user profile icon. Below the header, a title 'General Assembly & Google Entrepreneurs Videos' is displayed. The main content area lists 12 video thumbnails, each with a number (1-12) to its left, the video title, the creator ('by Google for Entrepreneurs'), and the duration.

Number	Title	Creator	Duration
1	Tools for Entrepreneurs	by Google for Entrepreneurs	27:59
2	Tools for Entrepreneurs: Turning User Insight into Product	by Google for Entrepreneurs	42:29
3	Tools for Entrepreneurs: Making Something People Love	by Google for Entrepreneurs	51:26
4	Tools for Entrepreneurs: Building Your Team	by Google for Entrepreneurs	1:01:22
5	Tools for Entrepreneurs: Flying Cars, UX Research, Attitude	by Google for Entrepreneurs	50:56
6	Tools for Entrepreneurs: Getting Started with GitHub + Git	by Google for Entrepreneurs	24:35
7	Tools for Entrepreneurs: Using Web Analytics	by Google for Entrepreneurs	39:21
8	Tools for Entrepreneurs: How to Hire a Great Developer	by Google for Entrepreneurs	28:13
9	Tools for Entrepreneurs: Managing Software Development	by Google for Entrepreneurs	15:40
10	Tools for Entrepreneurs: Getting Started with Google Advertising	by Google for Entrepreneurs	33:21
11	Tools for Entrepreneurs: Designing Persuasive Presentations	by Google for Entrepreneurs	8:08
12	Tools for Entrepreneurs: Wireframe in Omnigraffle	by Google for Entrepreneurs	12:41

Desktop

The **video** page displays the startup videos that GA and Google Entrepreneurs created. We stumbled upon these videos during our research and found them to be a useful tool for our community. We wanted to give these videos more prominence by dedicating a page to them.

This page is an example of static tools that GA has and wants to incorporate on Idea Incubators.

Video Page Responsive

The image shows two versions of a video page side-by-side: a mobile version on the left (labeled 'iPhone 6') and a desktop version on the right (labeled 'iPad'). Both pages are for the 'IDEA INCUBATOR' platform.

iPhone 6 (Left):

- Header:** 'IDEA INCUBATOR' logo, a red circular icon with 'GA', a search bar, and a menu icon (three horizontal lines).
- Section 1:** 'Video' heading, 'General Assembly & Google Entrepreneurs Videos' section, featuring a video thumbnail of a man speaking.
- Section 2:** 'Tools for Entrepreneurs' by Google for Entrepreneurs, with a detailed description and a list of nine video thumbnails.

iPad (Right):

- Header:** 'IDEA INCUBATOR' logo, a red circular icon with 'GA', a search bar, and a user profile icon.
- Section 1:** 'Videos' heading, 'General Assembly & Google Entrepreneurs Videos' section, featuring a video thumbnail of a man speaking.
- Section 2:** 'Tools for Entrepreneurs' by Google for Entrepreneurs, with a detailed description and a list of nine video thumbnails.

Red Circles with Numbers:

- 1: Consolidated primary navigation (top bar).
- 2: Thumbnail & content resizing (video thumbnails and descriptions).
- 3: Condensed content area (list of video thumbnails).

1

Consolidated primary navigation

2

Thumbnail & content resizing

3

Condensed content area

Usability Testing

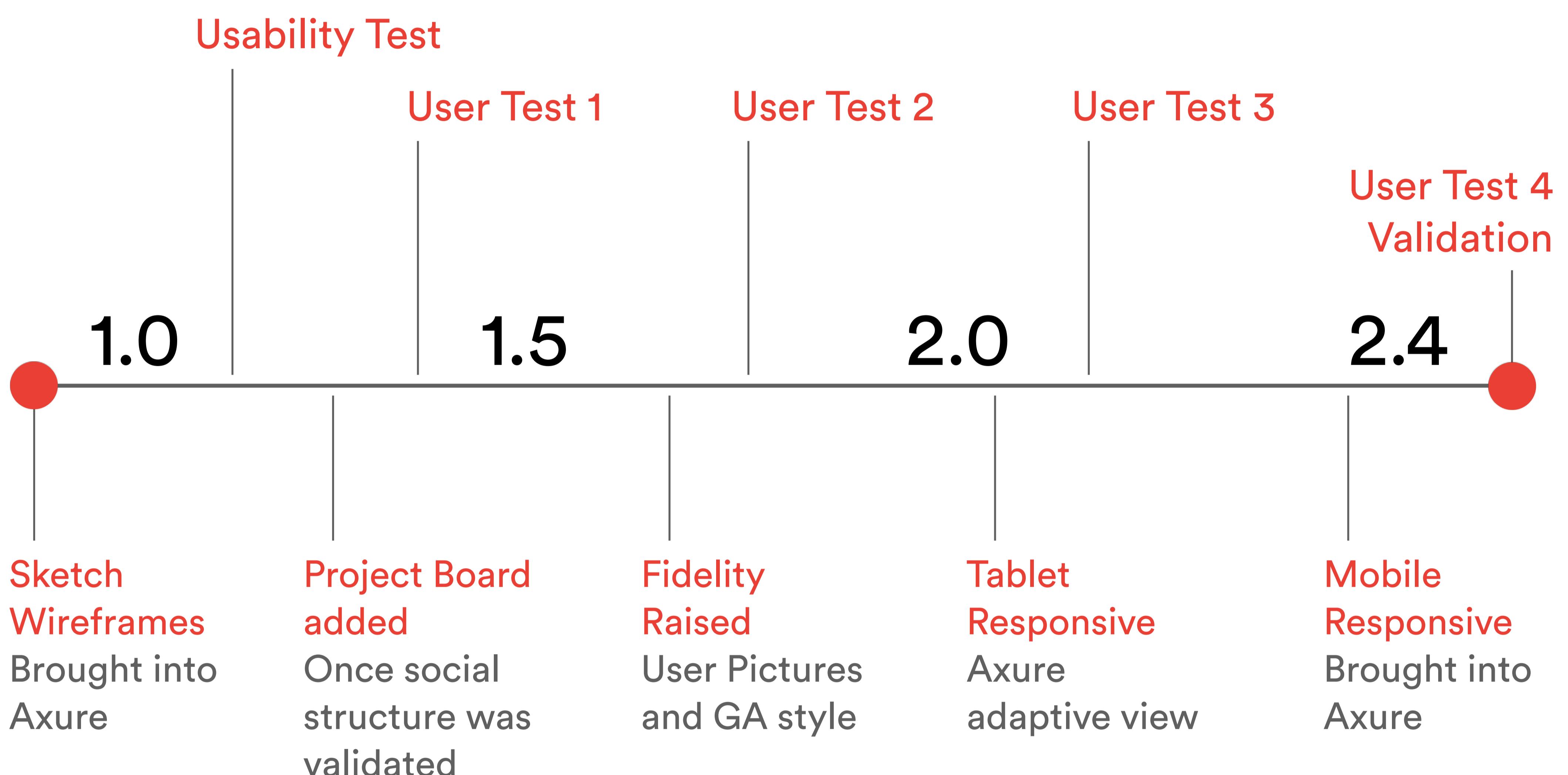
Usability Testing

We conducted 4 rounds of **usability testing** with over 15 different users. Users were asked to perform a series of tasks on the desktop viewport to test navigation understanding, posting functionality, connecting with other users, and project tools. The results informed our current design.

User:					
Thanks for taking time today to test our new product. Just some background, this is a product that connects idea makers with professionals and peers in the tech industry to get advice and feedback. We have a couple of scenarios that we would like you to try out. Please note that nothing you do is wrong - we just want to test that this product makes sense. Feel free to talk aloud about what you are doing and feeling. We appreciate any and all feedback.					
Task - choose 3 or 4 of the following tasks to test	Was the user successful in completing the task? (Y/N)	What pain points/obstacles did the user encounter?	What aspects of the design did the user enjoy or like?	What questions did the user have when completing a task?	General comments/feedback.
Navigation					
Where would you go to see if you have any new alerts?					
You are logged into your account and are interested in connecting with other people in the industry. How would you go about that?					
You would like to learn more about what makes a successful startup. Where would you go to watch how to tutorials on this website?					
Where would you go if you want to write a private message to someone in your network?					
Posting					
You are in the middle of designing your app idea, and you have a question about whether a certain functionality is feasible. How would share your questions with the community?					
Someone just posted a really helpful comment on your question. How would you validate that they are a knowledgeable source?					
Connecting					
You read a really interesting idea for an app and would like to connect with the idea maker.					
You are reading comments to a UX design question, and you find an answer that make sense and that is explained very clearly. You want to let the author know you agree or like the comment.					
Project Board					
You have an idea and even started designing some layouts. You would like to save them to a private place within your account to keep track. Where would you upload them?					
You are on a private board for your app idea. You would like to share this information with someone in your network. How would you do that?					

Prototype

For our initial **prototype**, we focused on rendering our MUST features, and then continued to add on features such as the Project Page and responsive versions. Below is a timeline of our testing process.



Current Prototype: <http://61gjzx.axshare.com/>

Testing Results

Home Page

The screenshot displays the 'IDEA INCUBATOR' platform's home page. At the top, there is a navigation bar with icons for search, play, screen, user profile, message, and notifications. Below the bar, a search bar says 'Search for topics, people, and tools'. The main content area shows three user posts:

- Post 1 (David Burke):** "What's the best prototyping tool for a mobile app?". It includes tags for UX Design, Visual Design, and Prototyping. A comment from Nate Virmig (@natev) is shown, mentioning InVision and Axure, with a link to Axure's download page. The comment has 10 upvotes and was posted 43 mins ago.
- Post 2 (Ally Zang):** "Check out my sketches for my to do list app!". It includes tags for Design, Mobile App, and UX. A comment from an anonymous user (@) is shown, mentioning a location-aware feature for grocery notifications. The comment has 1 reply and was posted 43 mins ago.
- Post 3 (Mark Inzaghi):** "How do I integrate Clef into a mobile website?". It includes tags for Clef, Development, and Security. A comment from an anonymous user (@) is shown, asking for integration advice. The comment has 10 replies and was posted 43 mins ago.

To the right of the posts is a 'Filter Menu' sidebar with sections for Recent Posts, Popular Topics (Business, Frontend Dev, Design, CSS, Legal), and Active Posts. Each post and comment has a small red circle with a number (1 through 5) indicating a specific user interaction point of interest.

1 The function of primary navigation icons was not clear to all users.

2 The comment voting system was unclear to some users. Those who were familiar with Reddit mentioned 'voting up'. Our intention was to use the button as a stamp of approval vs a voting system.

3 Reply button is difficult to find and inconsistent with the comment box.

4 When asked to "connect with a person", users were unclear where to go.

5 User was confused about the name being in the ask box: "I feel like I'm asking myself a question."

Testing Results

My Profile Page

The profile page for David Burke shows the following details:

- Profile Picture:** A circular photo of David Burke.
- Name:** David Burke
- Title:** Creative Producer | Idea Maker
- Location:** San Francisco, CA
- Skills:** UX Design, Visual Design, Prototyping, Adobe Creative Suite, Axure, Team Management, Research, Concept Generation.
- Activity:** Shows 3 received vouches from Gabriela Cojanu, M.B.A. (Realtor at HomeSmart). Each vouch note is a testimonial about David's competence and work ethic.
- Chat:** A recent message from Steve: "Cool! Let's meet up on Wednesday to talk about it."

1 Users provided feedback that profile page should not have the capability to 'Follow' or 'Let's Talk'. This would be included on other profile pages.

2 Users reported that the link to 'Project Board' was not findable.

3 Tested users were confused about the association with LinkedIn and the 'Vouches' header.

4 Chat feature- not thoroughly developed for testing, to be considered for next step.

Testing Results

Network Page

The screenshot shows the 'Your Network' section of the platform. At the top, there's a navigation bar with icons for video, contacts, messages, and notifications. Below it is a search bar labeled 'Search for topics, people, and tools'. The main area is titled 'Your Network' with a red circle containing the number '1'. It displays six user profiles in a grid:

- Richard Fu** | User Experience Designer | Idea Maker
- Daniel Martin** | Web Developer | Contribuor
- Steve Taylor** | User Experience Designer | GA Mentor
- Mary Smith** | Web Developer | GA Mentor
- Lindsay Parker** | Marketing and Media | Idea Maker
- Nancy Khan** | Business and Management | Idea Maker

Below the grid are navigation arrows and a 'Search' button.

1 All user testing results reported that users were unable to navigate through the network page and determine how to add a contact.

2 Most users did not scroll far enough to find the search function.

The screenshot shows the 'Find' page. At the top, there's a search bar labeled 'Search by Name...' with a red circle containing the number '2' over it. To the right are dropdown menus for 'Interest', 'Title', and 'Location', each with a minus sign. The 'Interest' menu is expanded, showing categories like Tech, Design, and Business with corresponding checkboxes. The 'Title' and 'Location' menus are collapsed.

Three user profiles are listed:

- Valeria Graffeo** | San Francisco, CA | Web Developer from Pisa : Vespa, espresso and rock'n'roll | Previously a Stationary bike mechanic at Turn Style Cycle other in DITALS 2nd level from University of Siena | Add to Network
- Will Wilcox** | New York, NY | Web Developer | Designer | Fun Guy | Previously a Web Developer at ALL DAY EVERY DAY B.A. in Political Science & Journalism from Saint Michael's College | Add to Network
- Michael Stokes** | New York, NY | Web Developer | Web Design | Food | Travel | Previously a Assembler at Manpower A.S. in Merchandising from Johnson & Wales University | Add to Network

Testing Results

Project Board

The screenshot shows a project board for 'iCrave' on the 'IDEA INCUBATOR' platform. The board has columns for 'Idea', 'Sketches', 'Video', 'Prototype', and 'Test Results'. The 'Sketches' column contains a wireframe sketch of a user flow for sign-in and account creation. The sketch includes screens for 'LOADING HARVEST', 'SIGN IN/SIGN UP', 'SIGN IN', and 'CREATE ACCOUNT'. A red circle with the number '2' is placed over this sketch. Below the sketch, there are links to 'Wireframe Sketches', 'Submitted by David on June 2, 2015', and 'View All Comments (3)'. At the bottom of the sketch area, there are three smaller sections: 'Navigation Wireframe', 'Brainstorming', and 'Group Sketches'. A red circle with the number '3' is placed at the bottom left of the main board area.

1 All user testing results reported that users were unable to navigate through the network page and determine how to add a contact. There were also some privacy concerns regarding who could view this page.

2 When navigating through board, users were unsure on how to add additional content.

3 The add a folder icon was too far down for users to find.

Next Steps

Next Steps

1. 'My Projects'

Further develop the My Projects section, adding a landing page to give the following capabilities:

- Adding additional projects
- Editing existing projects
- Managing privacy rules
- Managing share functionality
- Content summary of each project and 'Project Tracker'

2. Chat

Research and validate the need for a chat feature. A chat feature would allow instant interaction with the Incubator community and satisfy the user need for quick exchanges. Possible drawbacks that we want to account for are usability and functionality on the multiple viewports/devices.

3. Incentive for GA Personnel

To help create a robust flow of ideas equally credible from both peers and personnel at GA, we would like to explore different ways to provide GA personnel with incentives for contributions to Idea Incubator. This can come in the form of a vouching system or GA course integration.

4. Enterprise

GA works with enterprise clients for corporate training programs. We would like to further research this community and figure out opportunities to integrate them with Idea Incubators.

5. Additional Tools

We would like to explore the idea of adding more tools, such as the Video page, to help inspire and provide users with helpful resources.

6. On-boarding/Sign-in

Creating an on boarding process to get users to sign up and orient them towards becoming power users. We would like to experiment with walking users through the main features of the site:

- Signing up/Integrating LinkedIn profile
- Asking a question/Posting ideas
- Starting a project board

7. Test Responsive

Check if responsive design works on the intended devices. Site must be able to detect device type and adjust accordingly. Users must be able to navigate and interact with the site with minimal challenges.

Appendix

Style Guide

In keeping with the General Assembly **brand**, we incorporated the same fonts and colors used on the current GA site. Below is a summary of the visual design elements used throughout the Idea Incubator site.

Logos:



Fonts:

Logos: PF Din Text Comp Pro

Headers: Circular Std

Body Text: News706 BT Roman

Hex Codes:



#47A2F8



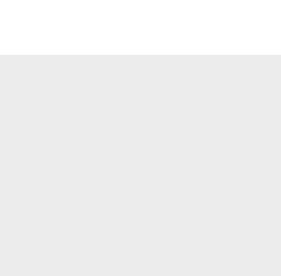
#FBD334



#E12728



#000



#E7E7E7

CTA Buttons:



Post

Posting/Commenting



Let's Talk

Connecting/Messaging

Images:

