



C U L T I V A T E   L A B S

## Cultivate Ignite Redesign

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## Our Challenge & Problem(s)

Right now, we are presented with a **crowded** and **insufficient** way to explore and navigate through the website.

How might we design a user-friendly experience of, **browsing**, **selecting** and **searching** ideas when there is an abundance of ideas and information?

## Client Information

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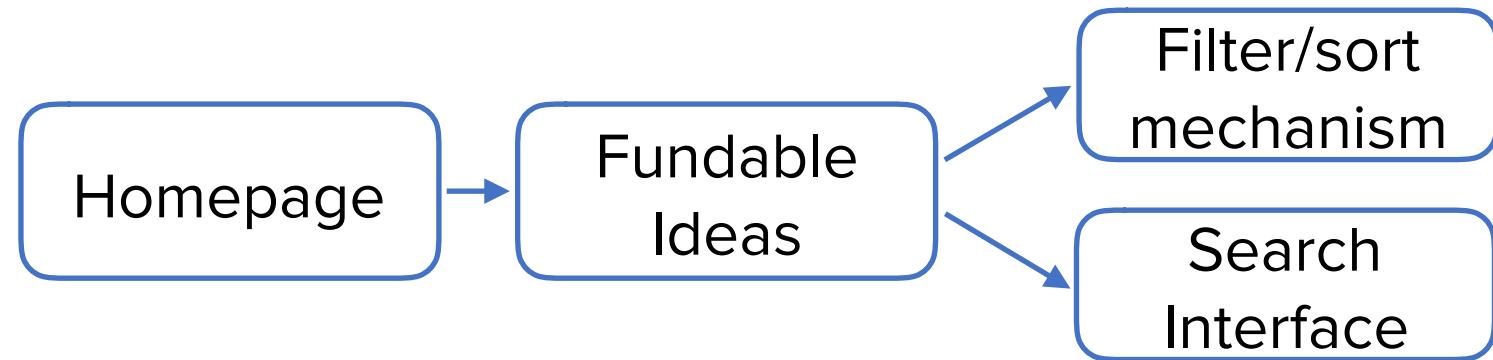
### Targeted users

Most part exclusively work within a large company  
Lower to mid-level working professionals

### Assumptions

Our assumptions are that a majority of users will use the product to **browse and fund ideas**, while a relatively small fraction of users will be **promoting and creating ideas** to fund.

# Understanding Cultivate Ignite



*A homepage that will entice people to begin exploring ideas.*

*A page that lists all ideas and allows for users to filter/sort by key attributes.*

*A predictive/autocomplete search interface in the top navigation bar.*

# Research - Primary

## Primary Research

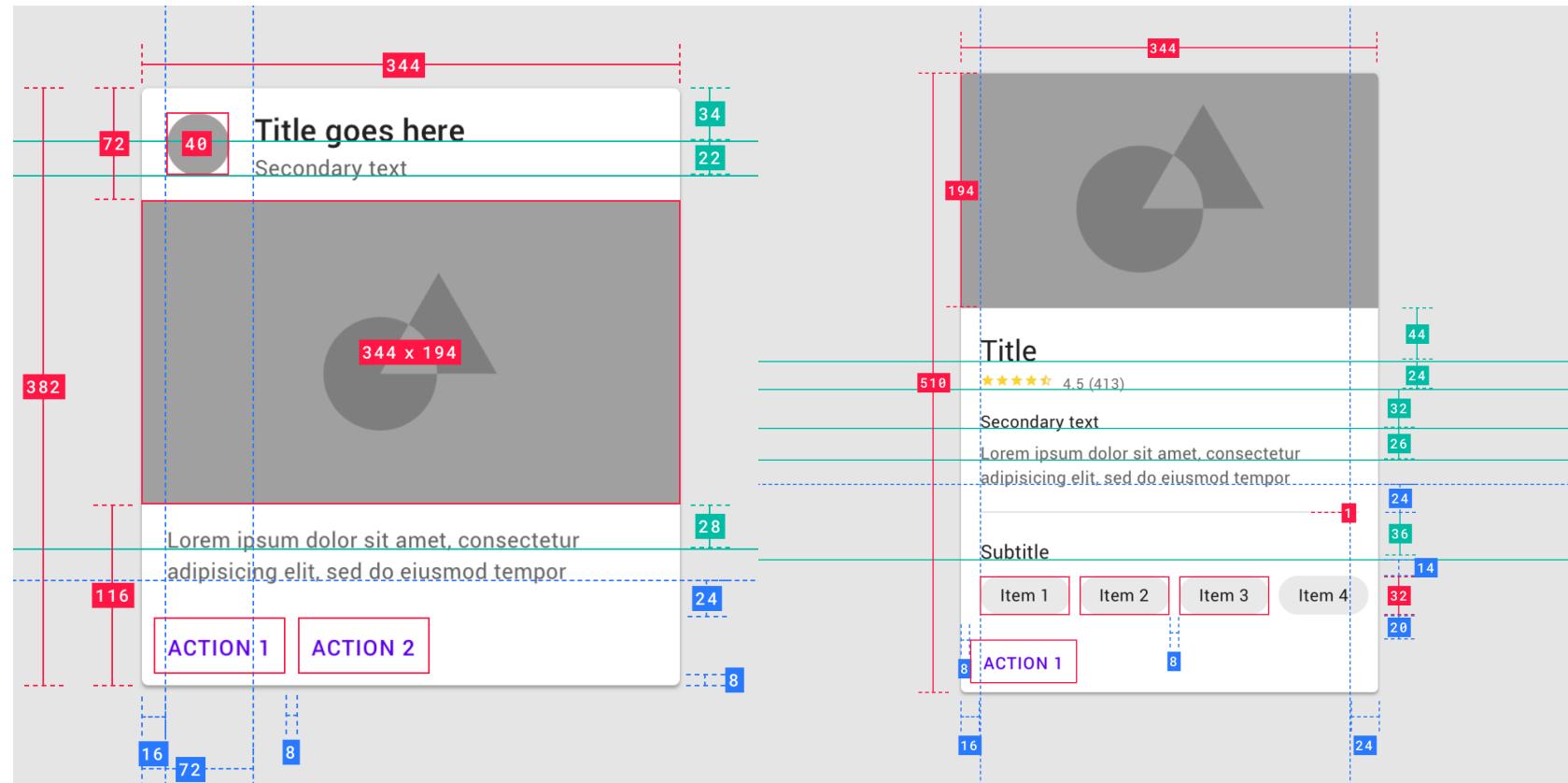
- Conducted a survey with users about the [search bar mechanism](#). From this we gathered the information that led us to the conclusion that users are already familiar with the traditional way of searching with a predictive search system.
- We conducted a second survey to help understand [what filter/sort criteria users prefer](#). From this we gathered that users prefer certain terms over others to describe the content.

## Research - Secondary

- Users favor a **straightforward and friendly design** that invites people to see, read, and understand the concepts of the website. Having massive blocks of texts and readings will deter users from wanting to continue to search
- **Categorization** is a ideal way to search and portray information
- Using a **card format** helps us separate information, all while keeping a balanced and organized structure.

# Research of Existing Products

## Material Design by Google



Card format in order to ensure users are able to browse effectively. All while keeping items organized and easy to navigate through.

# Research of Existing Products

## Kickstarter's Browsing Page

Explore **40 projects**

The image shows three project cards from a Kickstarter browsing page:

- Project We Love**: ARITA porcelain plates. Description: Japanese craft ARITA Ware by Michelin chef /人気シェフと有田焼のコラボ企画. Collaboration plates between a Michelin chef & Japanese craft ARITA Ware, also known as IMARI / 三... by HULS Inc. Pledged: ¥137,809 pledged, 13% funded, 42 days to go. Category: Design.
- Project We Love**: the Venn Puzzle. Description: A beautiful mechanical puzzle comprised of three identical pieces, die-cast in stainless steel and... by Craighill. Pledged: \$57,263 pledged, 572% funded, 24 days to go. Category: Product Design.
- Project We Love**: Perfect Cut: The All-In-One Utility Knife for Complex Shapes. Description: Multi-purpose utility knife performs all kinds of impeccable cuts on sheet materials like cardboard,... by PolarLab. Pledged: \$93,052 pledged, 186% funded, 38 days to go. Category: Product Design.

Card format in order to ensure users are able to browse effectively. All while keeping items organized and easy to navigate through.

# Research of Existing Products

## Target

filter results

In stock at New Albany

- ▽ Category
- ▽ Shipping & Pickup
- ▽ Brand
- ▽ Type
- ▽ Compatibility
- ▽ Model
- ▽ Price
- ▽ Deals
- ▽ Screen Size
- ▽ Features
- ▽ Activities Tracked
- ▽ Color



Apple Watch Series 4 GPS + Cellular, 44mm Stainless Steel Case with Milanese Loop

Apple | new at 

 ▾

\$849.99

[Choose options](#)



Apple Watch Series 4 GPS + Cellular, 40mm Stainless Steel Case with Milanese Loop

Apple | new at 

 ▾

\$799.99

[Choose options](#)

Filter/Sort system that allows a user to determine how specific they desire to be.

# Takeaways

- Using spaces wisely in a website is crucial for a users browsing experience, a way to organize the layout and save spaces would be present the information in [card format](#).
- Users are already familiar with the practical way of using a [predictive search bar](#).
- When there is an abundance of ideas users enjoy being able to [filter/sort](#) the kinds of ideas presented to them. All while being able to control how specific the filter is.
- [Highlighting important information](#) to allow users to quickly determine vital concepts and ideas that will allow them to understand the premise of an idea, just through a glance.
- Cards are excellent metaphors to make users understand each card is representing one sepretale idea.

## Understanding

a user-friendly experience  
of, **browsing, selecting** and  
**searching** ideas

## Research

Simplistic and  
representative filter/sort  
criteria

Categorization

Card design concept

Traditional predictive  
search bar

## Ideation

Simple filter/sort criteria  
with specific rules under it

Card layout

Traditional search bar



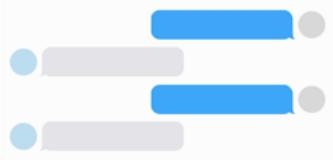


1

41  
ongoing ideas\$217.88k  
invested amount84%  
launched campaigns**Automotive Solutions & Driverless Car**

"Smarter vehicles, smoother driving. Panasonic innovation are revolutionizing the driving experience by leveraging disruptive technology like the Internet of Things, Big Data and sustainable energy."

Panasonic

**Barnies Computer Messenger**

"Developing a world where we can live through and around our computers whenever and wherever, all while having the power to be in constant contact with others."

— Barnie

**AstroPieces Shrink**

"The world is moving towards wanting to be able to shrink and contain information and data that is moving towards implementation. Making it strong and effective will allow for us to move forward in this world."

— Astro

CAMPAIGNS IDEAS

Most Popular

Just started

Ongoing

Almost there!

Ready to launch

Category

Arts Media

Investment

Design &amp; Tech

Science

Highlights

VR AR

Smart City

Healthy Lifestyle

DIY

2

**Project Networks**

"Giving the ability to network with anyone who is anywhere, and not needing that step ahead or connections to people. I want to give people the power to always be able to network no matter who you are."

— ProNet

**Fan Waves**

"Different wave lengths will be able to help ideas and concepts be better given and presented to people through the power and use of technology. Different waves and signals will contact others."

— Fan inc.

**Healthy Diet Shortcuts**

Healthy Diet Shortcuts will help for better productivity in the work place, including a boost of morale. It provides solutions to white collars who do not have enough healthy food choices.

— mDiet

3

... All Ideas



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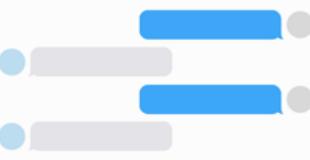
Investment

"Smarter vehicles, smoother driving. Panasonic innovation are revolutionizing the driving experience by leveraging disruptive technology like the Internet of Things, Big Data and sustainable energy."

Panasonic

Starting Time: 05.06.2017 ending Time: 12.06.2018

\$ 0.00 \$ 455,500.00 \$ 1,000,000.00

**Barnies Computer Messenger**

"Developing a world where we can live through and around our computers whenever and wherever, all while having the power to be in constant contact with others."

— Barnie

Starting Time: 05.06.2017 ending Time: 12.06.2018

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... All Ideas

The **card layout** from our design incorporates a better overall functionality that will entice users to browse and explore ideas with minimal effort.



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Design &amp; Tech

Science

## Highlights

VR AR

Smart City

Healty Lifestyle

DIY

The filter/sort mechanism on our design allows user specific controls, enabling the user to adjust how specific the filter/sort the content.

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... All Ideas



The predictive search interface incorporates simple functionality that users are familiar with. Displaying a message if there were no results found.

Oh, no results were found...



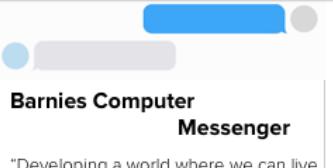
**Automotive Solutions & Driverless Car**

 Investment

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DIY



# Thank you!

Feel free to ask about any question or concerns  
you may revolving around our concept

# Appendix

## Detailed simplification

The goal was to complete a well balanced and simplified website to allow the users to better navigate and work there way around a site that provides many opportunities within the company.

Giving them the chance to do this will allow for better flow and understanding of the site, giving more people more opportunities to fund, learn, and share.

Creating a concept that allows users to view and navigate the site effortlessly, while giving user control over the specifics of the filter/sort function.

41  
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## A Better Tech Lifestyle

Applying the aspects of social media, and texting, along with an interactive and personal way to contact others and stay close to those who may not be.



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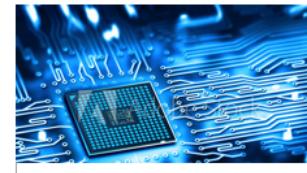
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## Urban Movements

Building a better experience for urban lifestyle which contains smarter technology, healthy lifestyle and communication.



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Homepage grouped by campaigns

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I'm looking for ideas from **▼ category,**  
by **▼**,  
**about ▼ investment,**  
**about □ investors,**  
**created about ▼**,  
**close by ▼.**

**Automotive Solutions  
&Driverless Car**

Investment

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Starting Time: 05.06.2017      ending Time: 12.06.2018  
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**Campaign Name:**

Smart City is one major goals to apply advanced technology in our daily life. What area you think our company should invest?

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**CAMPAIGNS IDEAS****Most Popular****Just takeoff****Almost there!****Skeyrocking****Ready to launch****Arts Media****Investment****Design & Tech****Science****VR AR****Smart City****Automatic Driving****DIY**

List page with a highly functional filter