Clarification I

Investor Map: UX Design Considerations

2 March 2020
The information included in the following slides is for designing purposes and only indicative.
Across the top ribbon, I think we would like to keep the About, Methodology and Investment Opportunity Maps. However, I would consider changing the order of the tabs so that the landing page is the Map.

I think we should also add a ‘get in touch’ option. It could be interesting to create case studies based on investments originated through this platform. It could read ‘Showcase your work’ or something similar.

It would also be great to have a tracker (example shown below) that shows the number of IOAs available.

This could be for some point in the future, but highlighting our own impact facilitation conferences. For example with the Nigeria opportunity. Some questions around paywalls and if we foresee charging for these events (to cover the costs of attending).
Methodology

We should highlight the data points underpinning each IOA, moreso than the funnel process. I think it would also be important to communicate the use of interviews with government and private sector actors.
I don’t think that the IOA tiles are very intuitive, or a strong way of showing the business models. I think that this section needs most work. It will be important to confirm the user stories of the filtering options, as well as build in a compare and contrast option for IOA tiles. Examples are shown on the next slide.
Examples of what we’re looking for:

https://sibdatabase.socialfinance.org.uk/
https://briterbridges.com/innovation-maps
https://golab.-bsg.ox.ac.uk/knowledge-bank/project-database/
https://sibdatabase.socialfinance.org.uk/