GETTING KICKSTARTED ON

KICKSTARTER

Final Presentation by
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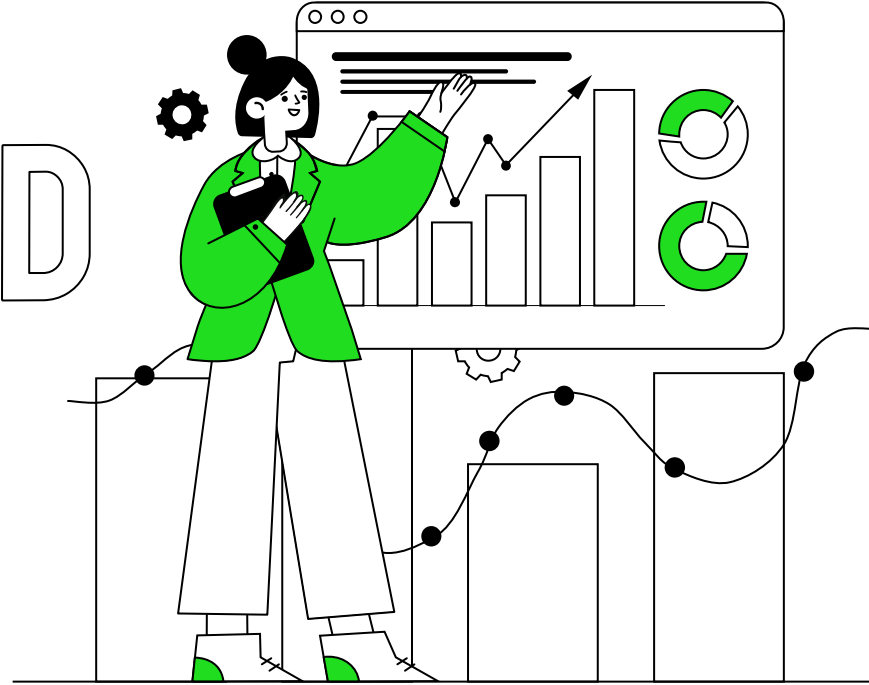
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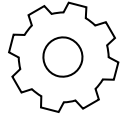Takeaways from Users

04

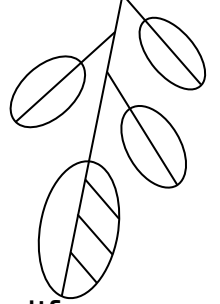**DEMO**

Our Website

05

FUTURE STATE

If We Had More Time...

01 OVERVIEW

Kickstarter: A global crowdfunding platform aiming to bring creative projects to life

Users: Project Creators (Early-Stage Startups, Independent Creators, Non-Profit Organizations) seeking to launch funding campaigns on Kickstarter
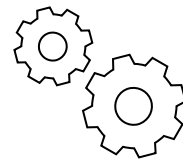
Goal: Help project creators on Kickstarter to optimize their campaign strategies for maximum success
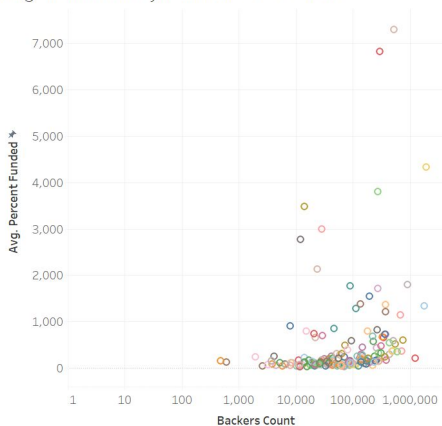
Data: Kickstarter - Data scraped using Apify

Tasks: Analyze the impact of funding categories, video ads inclusion, and launch date & location on total number of backers and funding
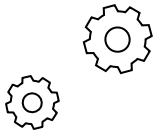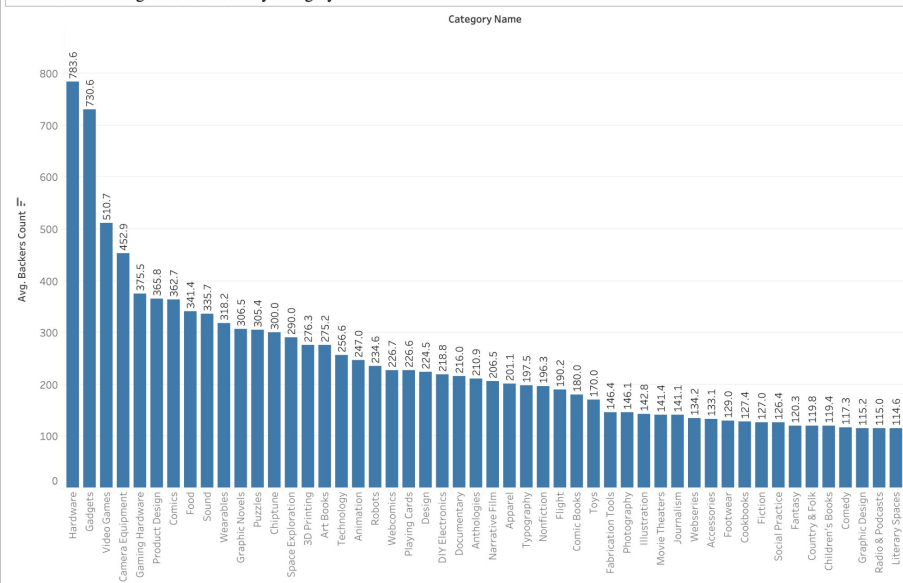
Sample of Initial Iterations

Avg. % Funded by Total Backers Count

Bar Chart of Average Backer Count by Category

Video on Project Page vs. Backers

- Less information included per graph
- Less details & animations
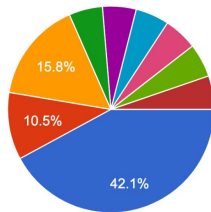- No guidance for navigation

USABILITY TEST SUMMARY

Test User Base Information: 19 Respondents

8 Independent Creators
3 Early Stage or Established Startups
3 Non-profit Organizations
5 Other types of potential users

Type of Respondent / Start-Up Organizer
19 responses

- Independent Creator
- Early-Stage Startup
- Non-profit Organization
- Senior Offering Strategy Consultant, IBM
- Other - User
- User
- Established Start-Up Founder
- Corporate Worker
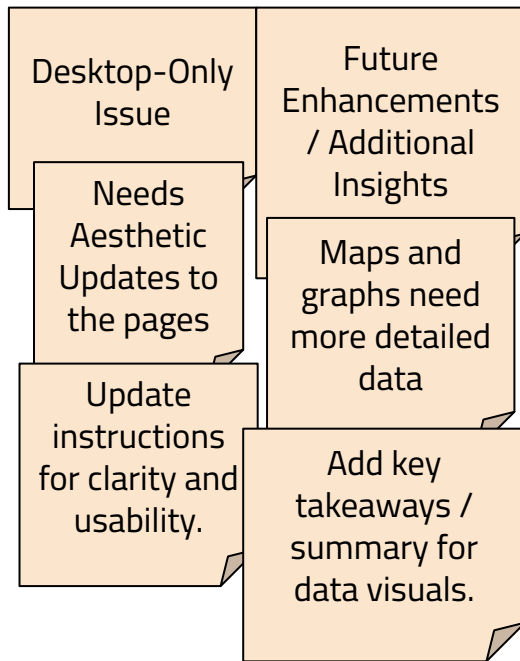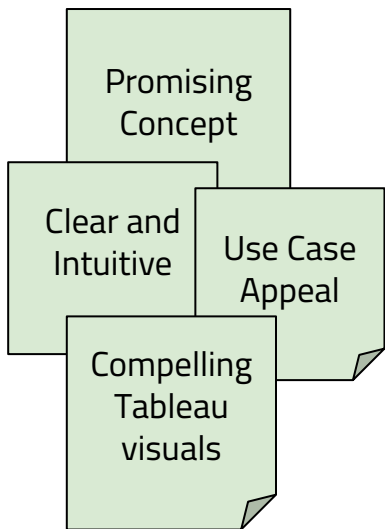- Early-Stage Startup & Non-profit Orga…

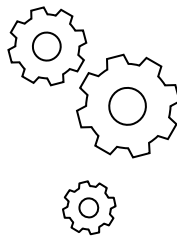42.1%
15.8%
10.5%

Test Tasks:

- Finding Undersaturated Categories
- Setting Effective Fundraising Goals
- Campaign Performance Analysis
- Determining the Best Location to Launch

Rating Categories (1-10 stars):

- Ease of Use
- Sufficiency of Information
- Importance of Task

Website (used for the study): *https://uc-berkeley-i-school.github.io/mids-datasci209-fall24-kickstarter/*

USABILITY STUDY: USER BEHAVIORS & FEEDBACK

Promising Concept

Clear and Intuitive

Use Case Appeal

Compelling Tableau visuals

Desktop-Only Issue

Needs Aesthetic Updates to the pages

Update instructions for clarity and usability.

Future Enhancements / Additional Insights

Maps and graphs need more detailed data

Add key takeaways / summary for data visuals.

Strengths:

- Clear, easy-to-use dashboard
- Valuable data visualization features

Areas for Improvement:

- Mobile Usability
- Instructions & Navigation
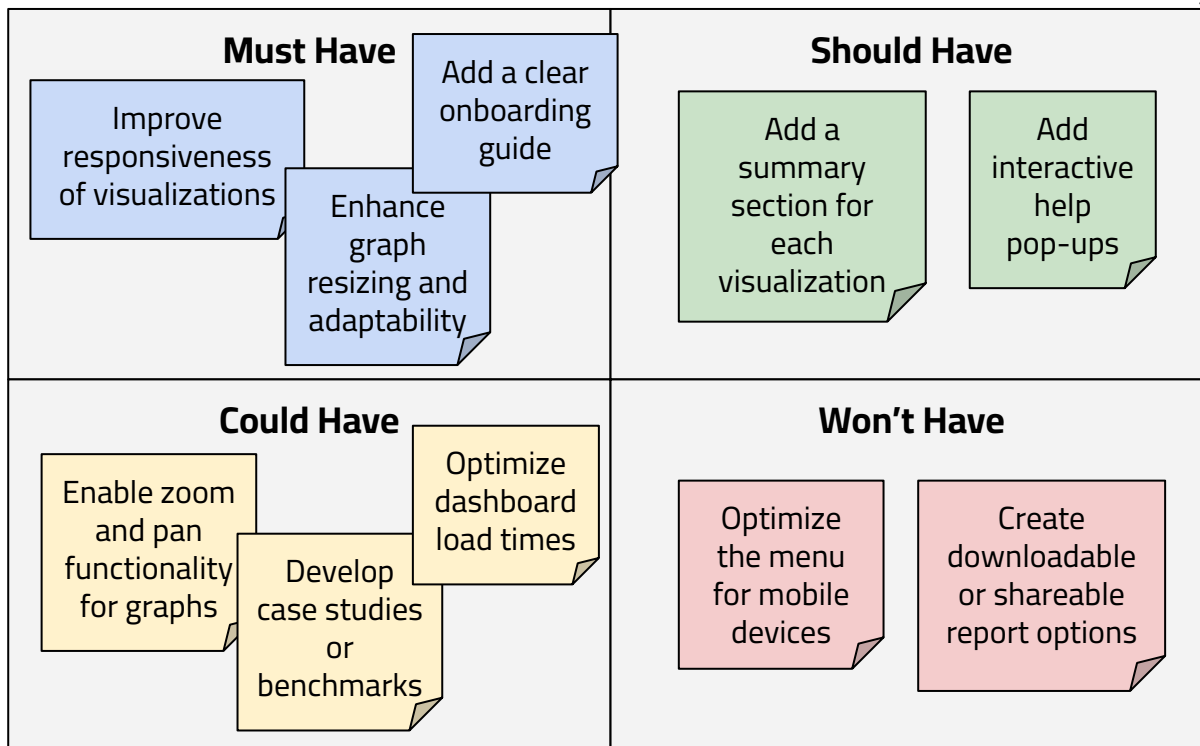- Visual Optimization
- Enhanced Insights
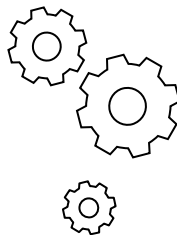
FINAL TASK PRIORITIZATION

Prioritization Method: MoSCoW Method (Must, Should, Could, Won't)

1. *Must Have (Blue)*
2. *Should Have (Green)*
3. *Could Have (Yellow):*
4. *Won't Have (Red)*

Must Have

- Improve responsiveness of visualizations
- Enhance graph resizing and adaptability
- Add a clear onboarding guide

Should Have

- Add a summary section for each visualization
- Add interactive help pop-ups

Could Have

- Enable zoom and pan functionality for graphs
- Develop case studies or benchmarks
- Optimize dashboard load times

Won't Have

- Optimize the menu for mobile devices
- Create downloadable or shareable report options

THE FINAL PRODUCT: FULL DEMO

Change Log:

- Tooltips
- Instructions
- Detailed descriptions
- Examples of insights gained
- Enhanced filtering on visualizations
- Dynamic axis on Video insights
- Fixed navigation issues with menu
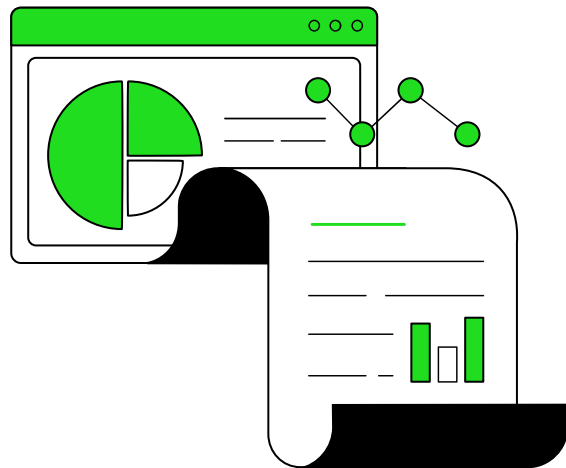
**Website:** https://apps.ischool.berkeley.edu/ds209_kickstarterfinalproject/
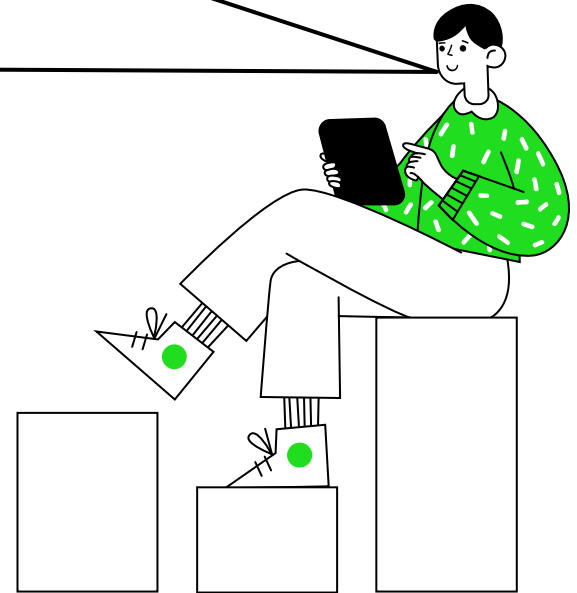
IF WE HAD MORE TIME...

Advanced Analytics and Gamified User Experience

❖ Comprehensive tracking and analytics tools to gather granular user behavior data

❖ Incorporate a fun and engaging user "test" at the end of each page – collect feedback to see if visuals are serving their purpose

Interactive Storytelling

❖ Storylines for the most successful Kickstarter projects of all time
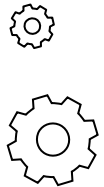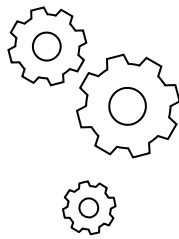
IF WE HAD MORE TIME...
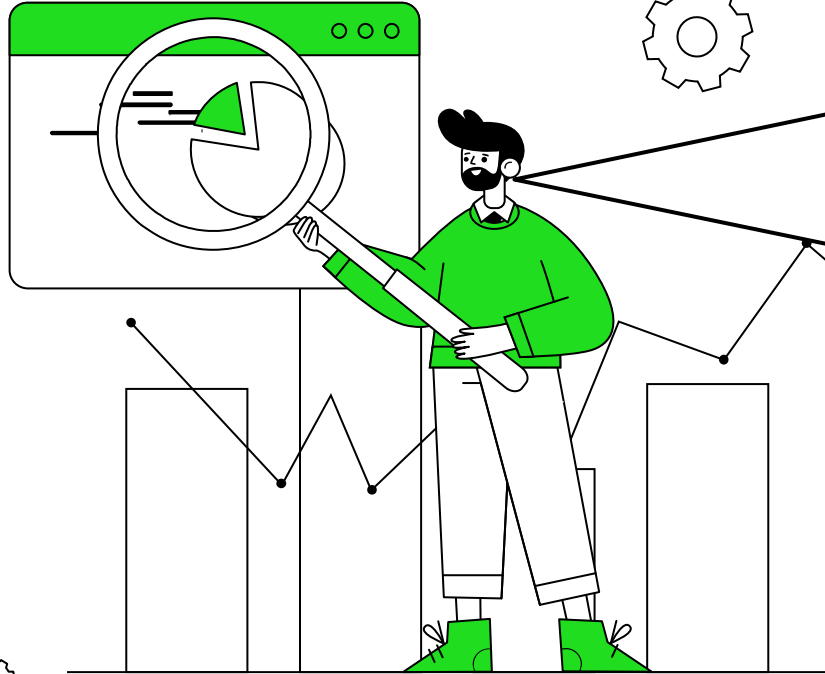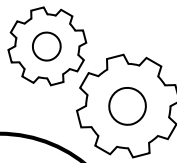
Other Analyses

❖ Sentiment analysis on project descriptions and comments to identify key themes, and emotions
❖ Network analysis on relationships between backers and creators of different categories

Live Data Updates

❖ Incorporate dynamic leader boards on the Home page to display weekly top-performing projects, with the ability to filter by region and category

THANK YOU!