

Serendipitous Discovery

PitchBook Data

PitchBook Data is an online data platform that provides research, financial information, and resources to analyze private companies, investments and funds, private equity and venture capital.

PitchBook wants to explore new ways to surface insightful information to their users by allowing them to discover more information beyond what they were searching for, making it a one stop shop for all of their VC research needs.

Process



Research

- Domain research
- Persona Analysis
- User Interviews
- Affinity diagrams



Prototyping

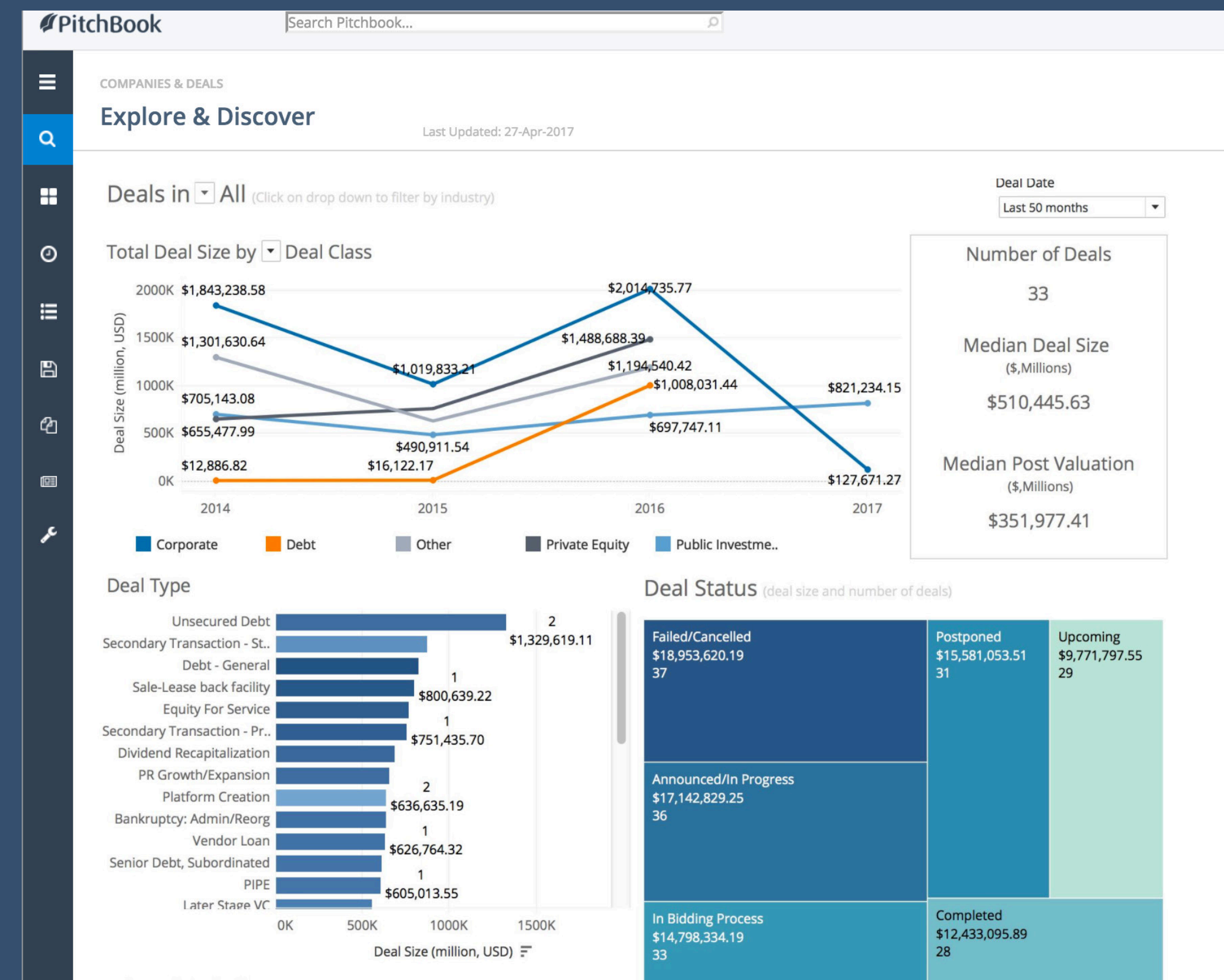
- Low fidelity wireframes
- Interaction design
- Content strategy
- Visualization design



Testing & Iteration

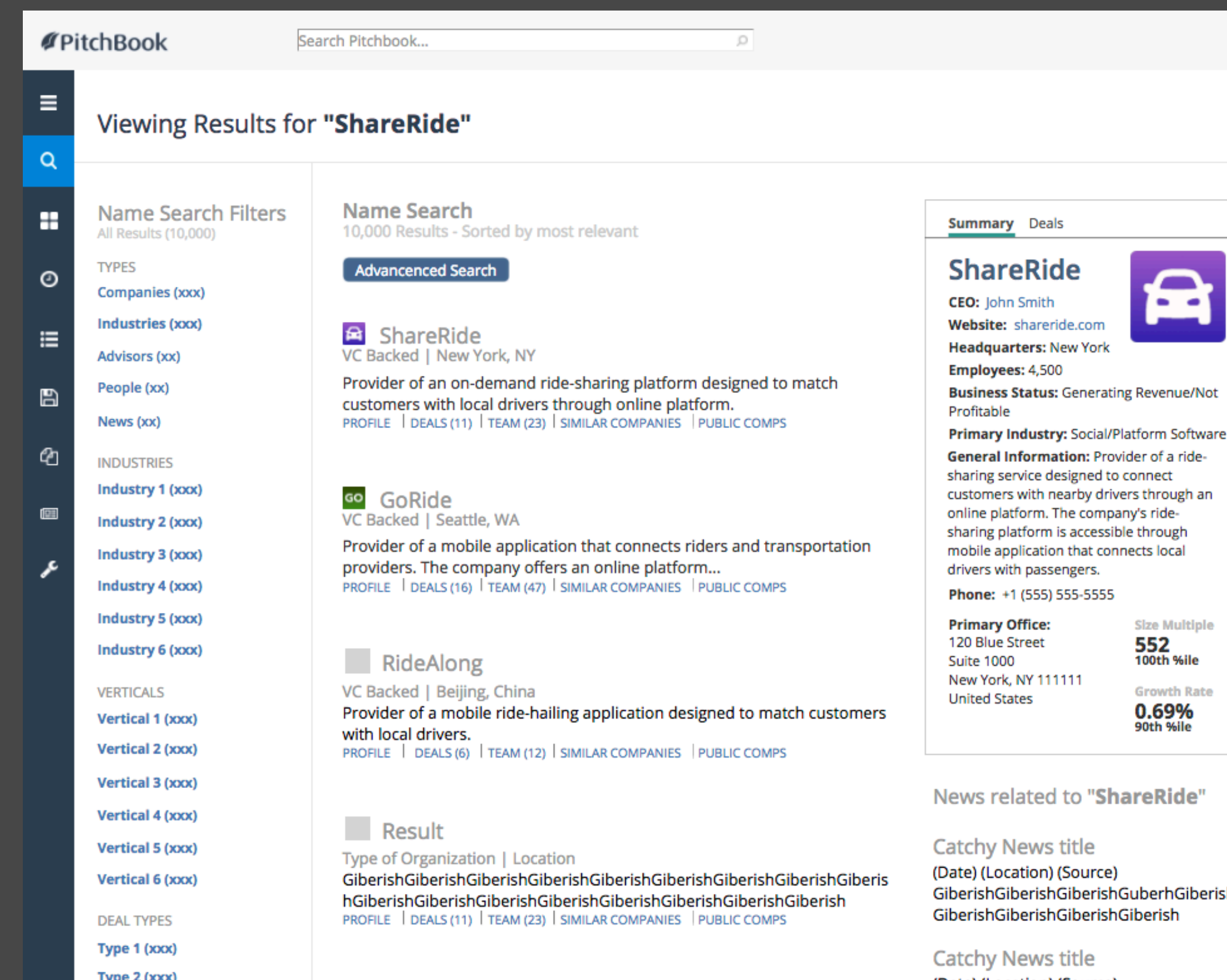
- High fidelity wireframes
- Interactive prototype
- Usability testing
- Responsive iteration

Explore & Discover



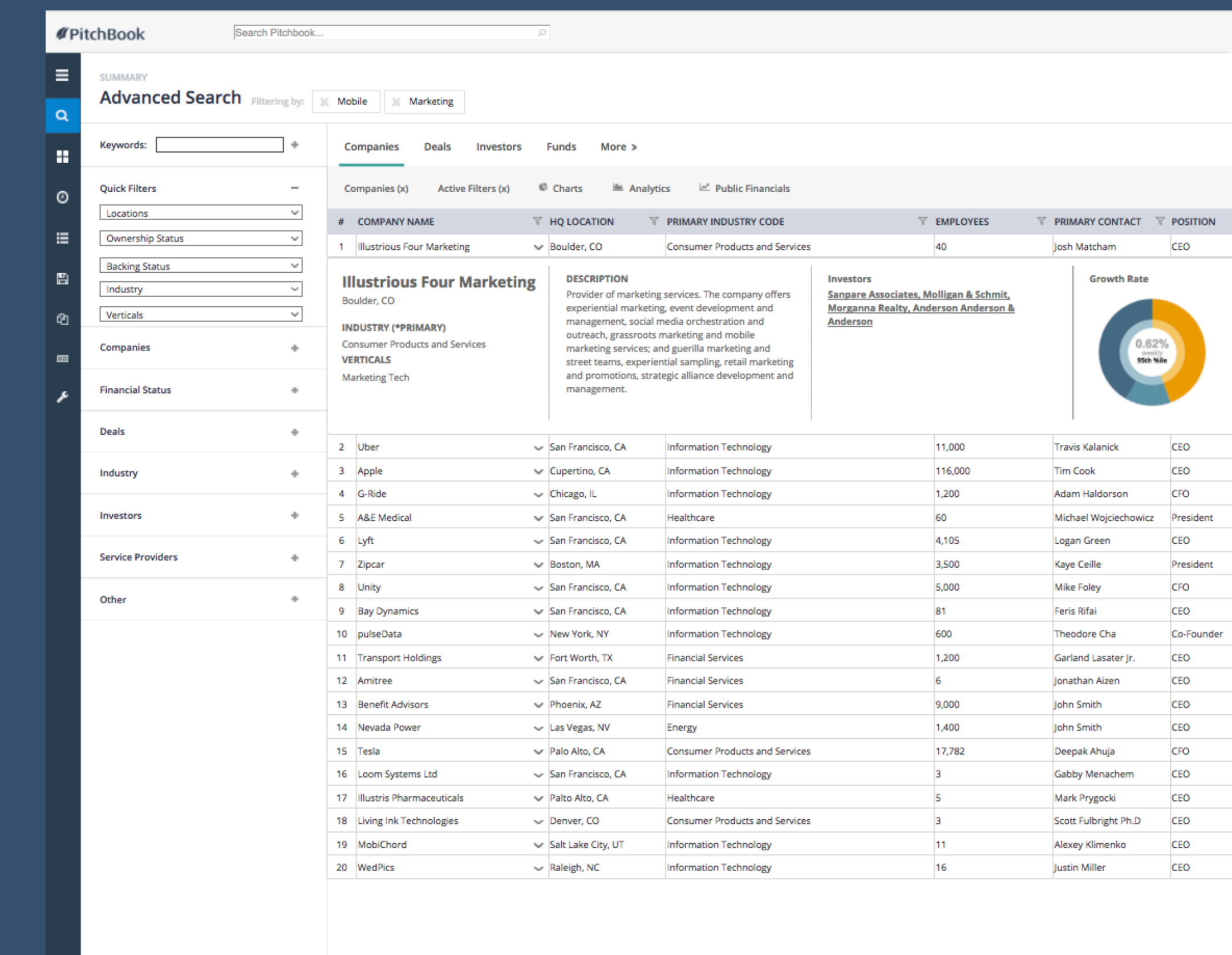
- Interactive visualizations for industry analysis
- Drill down for further analysis of data
- Compare industries, verticals, and other criteria
- Multifaceted view of dataset via linked dashboards

Basic Search



- High level information about search results
- Information dynamically changes with user interaction
- Showcases relevant information for analysis and decision making

Advanced Search



- Simplified criteria and functionality
- Seamless interactions to facilitate search process
- Easy comparison of information via dropdowns