

10 Tips for Boosting Your Visibility on the Design Innovation Platform

Are you looking to increase your visibility on the Design Innovation Platform?

The platform is a great place to showcase your work and connect with other professionals in the design and innovation community.

By following these easy tips, you can maximise your profile and reach a wider audience of potential collaborators and clients. Let's get started!



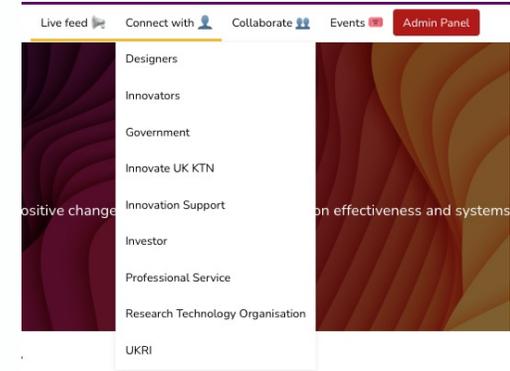
Innovate UK
KTN

#1

Your Cluster

Make sure you are in the correct **cluster** so that you can be visible to the right people! As you may have seen, we have had a slight reconstruction of the DIN Platform and people can now be easily found using the clusters that you have identified on your profile. We have identified that a lot of users have fallen into 'undefined' or 'founding user', make sure this is changed so that you can be seen by the community.

The image shows two screenshots of the iUK KTN user profile interface. The top screenshot shows the profile overview for 'Design Innovation Network' with the 'Edit my profile' link circled in red. The bottom screenshot shows the 'Edit my profile' form, with the 'Secondary information' dropdown menu highlighted in red. The dropdown menu includes options: Designer, Founding user, Government, Innovation Support, Innovator, Investor, Professional service (other than Design), Research Technology Organisation, Admin, and Innovate UK KTN.



Instructions on how to change your cluster

1. Go to your profile and click 'edit my profile'.
2. Scroll down to the 'secondary information' section and delete any clusters that do not best fit and replace them with what best describes you. If you fall into a category that isn't shown, get in touch with us at design@iuk.ktn-uk.org.

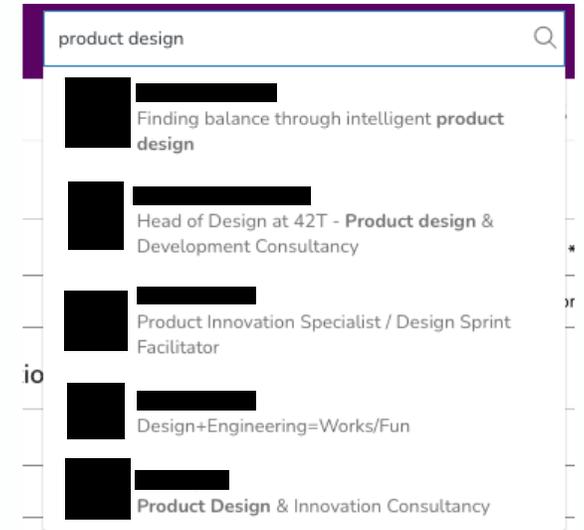
#2

Your Headline

Use keywords and phrases relevant to your work and expertise in your profile **headline, summarising your unique specialities.**

On the top toolbar, users can search for what they are looking for. For example, I may be looking for a specific service of 'Product Design', I can use the toolbar to do this and I will see all of the network members who specialise in Product Design. Make sure your Headline is complete to maximise visibility.

The screenshot shows the 'Design Innovation Network' profile editing page. The 'Edit my profile' button is circled in red. The 'Main information' section is highlighted with a red box, showing the 'Headline' field with the placeholder text 'Headline'. Other sections include 'About', 'Contact', 'Secondary information', and 'CV'.



Instructions on how to change your headline

1. Go to your profile and click 'edit my profile'.
2. Scroll down to the 'Main Information' section to find 'Headline'. Use this free space to write exactly what it is that you have to offer to the community.

#3

The mapping feature can be really useful for people who are trying to find local connections.

Design Innovation Network

Main Account

Shared Location
London, United Kingdom

Cluster
Innovate UK KTN, Admin

Recent Activity

About [Edit](#)

Contact [Edit](#)

Summary:

Skills:

Design Specialisms [Enhanced Design](#)

Secondary information

Shared Location*
London, UK

Cluster*
Admin x Innovate UK KTN x

CV
The file must not exceed 50 MB
[Upload file](#)

Cancel Save



Mapping

Instructions on how to change your headline

My profile -> Edit my profile > Shared Location > Enter your town/postcode

Make sure you check where you and others appear on the map! This is a great resource if you are looking for local meet ups, focus groups or a coffee chat!

#4

Adding your specialisms/experience is another way to modify your profile to allow people to know exactly what you have to offer. There is a drop down menu that allows you to select all that apply, but only those that you specialise in. These are also used in the filtering in the 'connect with' section of the platform.

Design
Specialisms/
Innovation
Experience/
Sector
Experience

The screenshot shows the 'About' section of a profile on the Innovate UK KTN platform. The interface includes a search bar at the top, navigation links for 'Live feed', 'Connect with', 'Collaborate', 'Events', and 'Admin Panel', and a map in the background. The 'About' section is highlighted with a red border and contains the following fields:

- Design Specialisms:** A dropdown menu with 'Behavioural Design x' selected.
- Innovation Experience:** A dropdown menu with 'Inclusion, Diversity and Equity x' selected.
- Sector Experience:** A dropdown menu with 'Design x' selected.

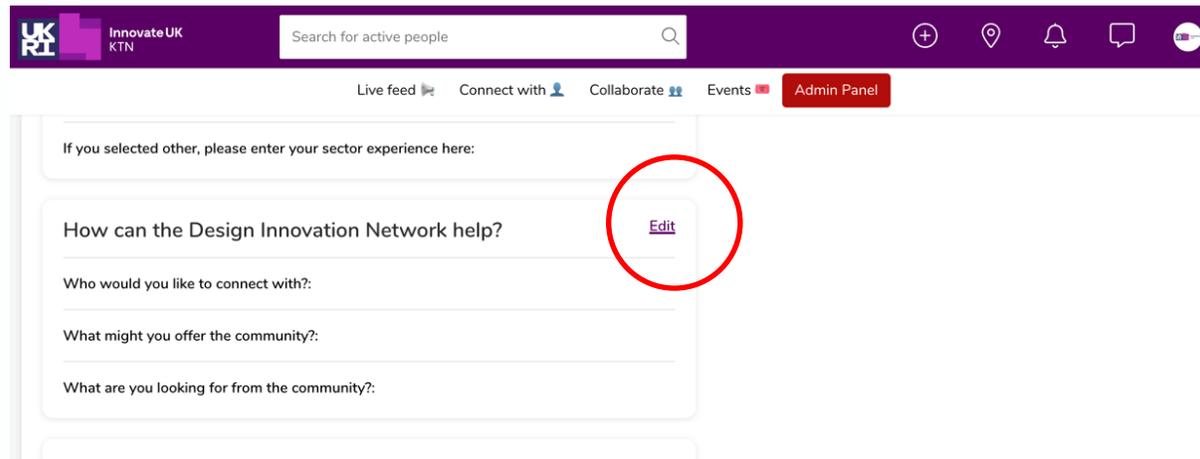
Each dropdown menu is followed by a text input field with the instruction: 'If you selected other, please enter your design specialisms here' (or 'innovation experience here' or 'sector experience here').

#5

At the bottom of your profile there is a section which asks 'How can the Design Innovation Network help?' The questions are:

- Who would you like to connect with?
- What might you offer the community?
- What are you looking for from the community?

To fill in these questions use the 'edit' button. This allows an extra layer of finding the right connections with other network members.



The screenshot shows the top navigation bar of the Innovate UK KTN website. The header includes the logo, a search bar for active people, and navigation icons for home, location, notifications, messages, and profile. Below the header is a menu with options: Live feed, Connect with, Collaborate, Events, and Admin Panel. The main content area displays a profile section with the question 'How can the Design Innovation Network help?' and an 'Edit' button circled in red. Below this question are three text input fields for: 'Who would you like to connect with?', 'What might you offer the community?', and 'What are you looking for from the community?'.

How can the
Design
Innovation
Network
help?

#6

Skills

Similarly, to the specialisms/experience, there is a drop-down menu that allows you to select all that apply, but only those that you are skilled in. These are also used in the filtering in the 'connect with' section of the platform.

The screenshot shows the user profile page on the Innovate UK KTN platform. The top navigation bar includes the UKRI logo, the text 'Innovate UK KTN', a search bar for active people, and icons for adding, location, notifications, chat, and a profile menu. Below the navigation bar are links for 'Live feed', 'Connect with', 'Collaborate', 'Events', and 'Admin Panel'. The main content area is divided into two columns. The left column, titled 'About', contains a list of skills: Advertising, AutoCAD, Data Analysis, Online Advertising, Auditing, Agile Methodologies, and Adobe Creative Suite. Below this list is a search bar with the text 'skills' and a dropdown arrow. Underneath is a 'Design Specialisms' section with a dropdown menu showing 'Behavioural Design x'. A note below the dropdown reads 'If you selected other, please enter your design specialisms here'. The right column, titled 'Contact', shows the email 'design@ktn-uk.org' and a 'Shared Location' map of London.

#7

Profile Picture

On your profile, select 'edit my profile' and a button will appear which says 'Edit image' below profile picture. Please upload an image with the recommended size of 400x400px. By having a profile picture, this can increase your chances of gaining new connections and boosting your profile views. A good photo helps you stick out from the crowd. It puts your sparkling personality out there for the world to see and shows people that you take pride in yourself.

Edit my profile

** Required fields are marked with an asterisk*

Profile picture

Recommended image size 400x400px

Edit Image



Cover picture

#8

On your profile, select 'edit my profile' and a button will appear which says 'Edit image' below 'Cover Photo'. Please upload an image with the recommended size of 2290x486px. Your cover photo/banner should reinforce who you are and visually support the written portions of your profile. This image should communicate your value, skills and professional identity. Your background image is a perfect place to highlight social proof or achievements.

Cover picture

Recommended image size 2290x486px

Edit Image



Cover
Picture

#9

Add a CV

If you want to share a deeper lens on what it is that you offer/ want to gain from being part of the platform, you have the ability to add a CV, keeping your profile up to date with your latest work and accomplishments.

Main information

Headline

Gender



Secondary information

Shared Location*



Cluster*



CV

The file must not exceed 50 MB

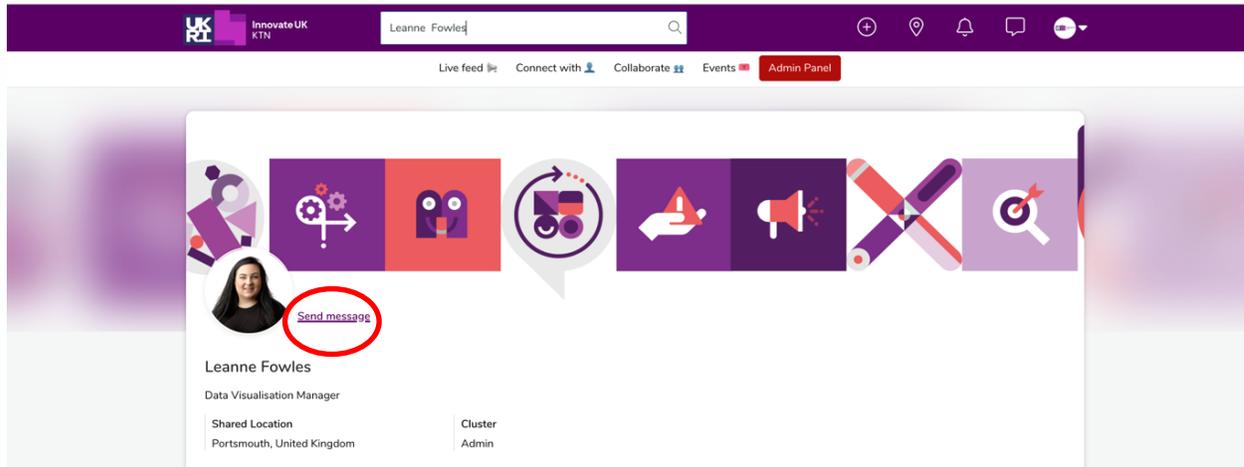
[Upload file](#)

#10

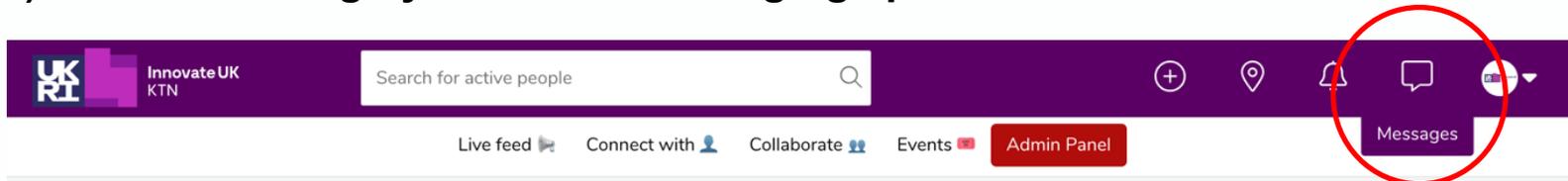
Connect!
(Direct
Messaging)

Network with other users and industry professionals through the platform's messaging and connection features. Direct messaging can be done a couple of ways through the platform. This can be done through 1) your profile or through 2) direct messaging

1) Connect through your profile:



2) Connect through your direct messaging space:



Conclusion

The Design Innovation Platform is an excellent resource for innovators looking to share their work and connect with others in the field. By following the tips outlined above, you can increase your visibility and gain greater exposure for your skills and experience.

Whether you are just starting out or are an expert of your sector, these tips can help you make the most of the platform and make invaluable connections. By engaging with the community, sharing your ideas, and utilising the platform's features, you can build and deepen a strong network of connections in the design and innovation world.



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