

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!



InnovateUK
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 from the Design Innovation Network (DIN) platform. The top screenshot is a user profile page for 'Design Innovation Network'. It includes a header with navigation links: 'Live feed', 'Connect with', 'Collaborate', 'Events', and 'Admin Panel'. The profile section shows 'Main Account', 'Shared Location' (London, United Kingdom), and 'Cluster' (Innovate UK KTN, Admin). Below this are 'About' and 'Contact' sections. A red circle highlights the 'Edit my profile' link in the top right corner. The bottom screenshot is the 'Edit my profile' form. It has sections for 'Name' (First name, Last name), 'Main information' (Headline, Gender), and 'Secondary information' (Shared Location, CV). A red box highlights the 'Cluster' dropdown menu, which lists various roles: Designer, Founding user, Government, Innovation Support, Innovator, Investor, Professional service (other than Design), Research Technology Organisation, and UKRI. The 'Admin' and 'Innovate UK KTN' options are also visible.

Instructions on how to change your cluster

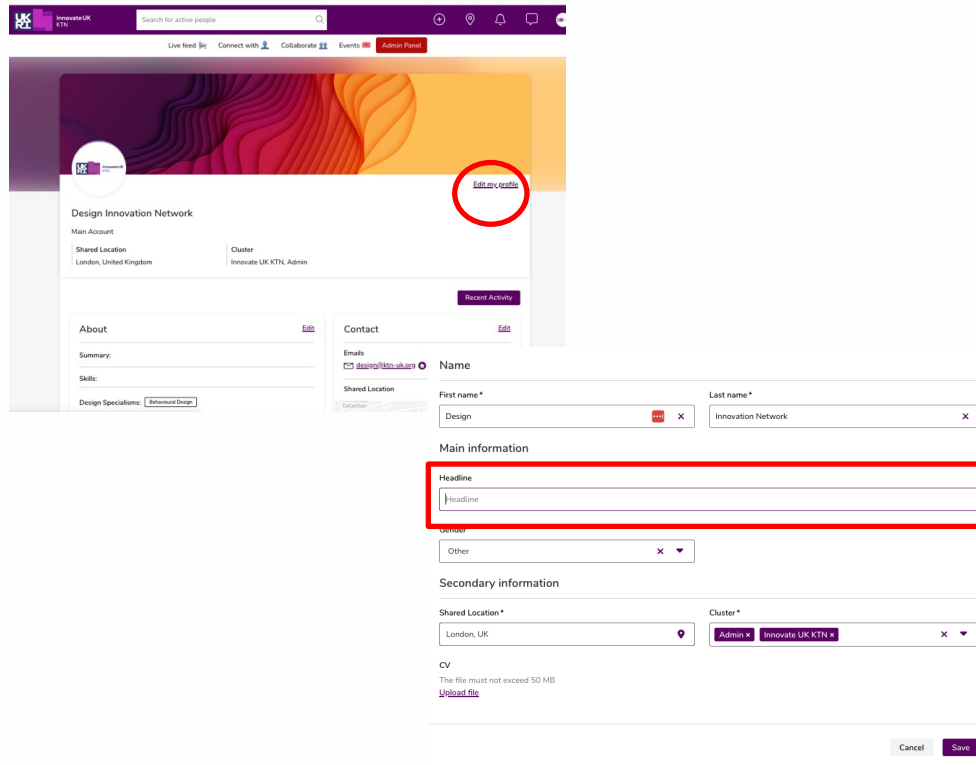
1. Go to your profile and click 'edit my profile'.
2. Scroll down to the 'secondary information' section and delete any clusters that do not best fit and replace them with what best describes you. If you fall into a category that isn't shown, get in touch with us at design@iuk.ktn-uk.org.

#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 Innovate UK KTN profile page. At the top, there is a search bar with the text 'product design'. Below the search bar, there is a list of search results. The first result is 'Finding balance through intelligent product design'. The second result is 'Head of Design at 42T - Product design & Development Consultancy'. The third result is 'Product Innovation Specialist / Design Sprint Facilitator'. The fourth result is 'Design+Engineering=Works/Fun'. The fifth result is 'Product Design & Innovation Consultancy'. Below the search results, there is a section for 'Design Innovation Network' with a profile picture and a name. The profile picture is a circular icon with a stylized 'D' and 'I'. The name is 'Design Innovation Network'. Below the name, there is a 'Main Account' section with 'Shared Location' (London, United Kingdom) and 'Cluster' (Innovate UK KTN, Admin). To the right of the profile picture, there is a red circle around the 'Edit my profile' button. Below the profile picture, there is a 'Recent Activity' section. Below the 'Main Account' section, there is a 'Contact' section with 'Emails' (design@innovateuk.org) and 'Name' (Design). Below the 'Contact' section, there is a 'Main information' section with a 'Headline' field that is highlighted with a red rectangle. Below the 'Headline' field, there is a 'Secondary information' section with 'Shared Location' (London, UK) and 'Cluster' (Admin x, Innovate UK KTN x). Below the 'Secondary information' section, there is a 'CV' section with a note 'The file must not exceed 50 MB' and a link to 'Upload file'. At the bottom right, there are 'Cancel' and 'Save' buttons.

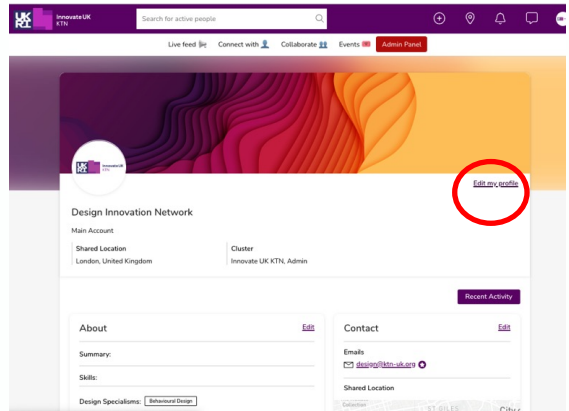
Instructions on how to change your headline

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

Mapping

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



The screenshot shows the 'Design Innovation Network' profile page. The 'Edit my profile' link is circled in red. Below the profile information, the 'Secondary information' section is visible, with a red box highlighting the 'Cluster' dropdown menu. The dropdown menu shows 'Admin' and 'Innovate UK KTN' as options.

Design Innovation Network

Main Account

Shared Location: London, United Kingdom

Cluster: Innovate UK KTN, Admin

Recent Activity

About

Summary:

Skills:

Design Specialisms: Behavioral Design

Contact

Emails: design@innovateuk.net

Shared Location

Secondary information

Shared Location*: London, UK

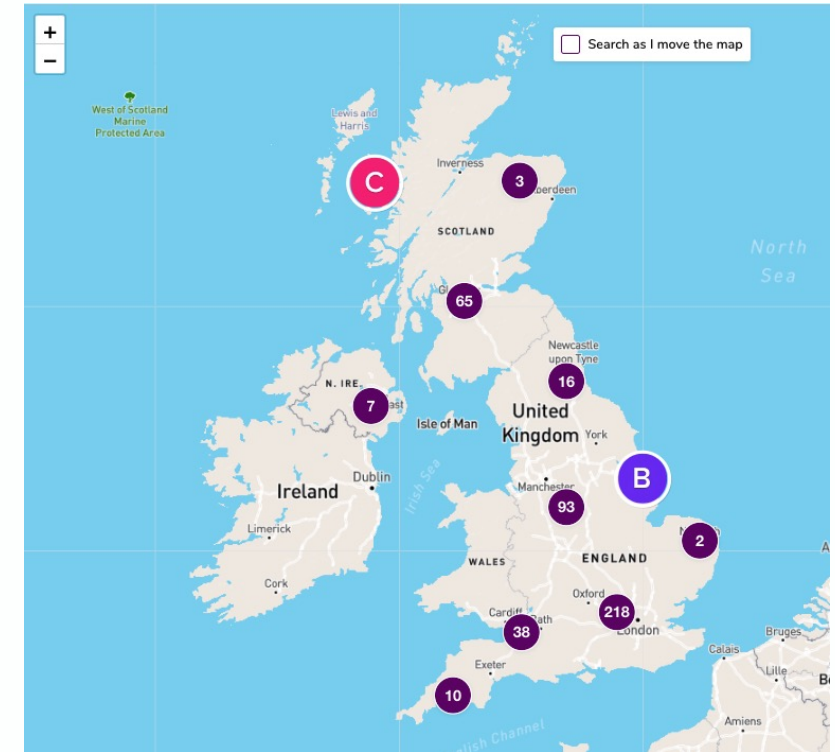
Cluster*: Admin x Innovate UK KTN x

CV

The file must not exceed 50 MB

[Upload file](#)

Cancel Save



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' profile form on the UKRI Innovate UK KTN platform. The form is titled 'About' and has 'Cancel' and 'Save' buttons. It is divided into three main sections: 'Design Specialisms', 'Innovation Experience', and 'Sector Experience'. Each section has a dropdown menu with a selected option and a text input field for additional details. The 'Design Specialisms' section has 'Behavioural Design x' selected. The 'Innovation Experience' section has 'Inclusion, Diversity and Equity x' selected. The 'Sector Experience' section has 'Design x' selected. The form is highlighted with a red border. The background shows the platform's navigation bar with 'Live feed', 'Connect with', 'Collaborate', 'Events', and 'Admin Panel' buttons, and a search bar for 'active people'.

UKRI Innovate UK KTN

Search for active people

Live feed Connect with Collaborate Events Admin Panel

About Cancel Save

Design Specialisms

Behavioural Design x

If you selected other, please enter your design specialisms here

Innovation Experience

Inclusion, Diversity and Equity x

If you selected other, please enter your innovation experience here

Sector Experience

Design x

If you selected other, please enter your sector experience here

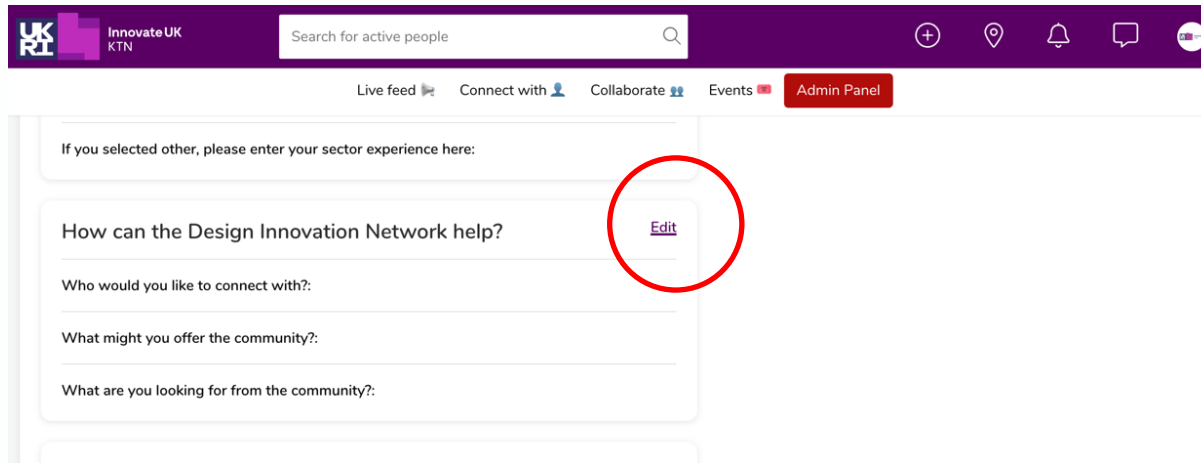
#5

How can the Design Innovation Network help?

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 Innovate UK KTN profile page. The header includes the logo, a search bar, and navigation icons. Below the header, there are tabs for 'Live feed', 'Connect with', 'Collaborate', 'Events', and 'Admin Panel'. The main content area displays a form with the following questions:

- If you selected other, please enter your sector experience here:
- How can the Design Innovation Network help?
- Who would you like to connect with?:
- What might you offer the community?:
- What are you looking for from the community?:

An 'Edit' button is circled in red next to the first question.

#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 'About' section of a user profile on the Innovate UK KTN platform. A red rectangular box highlights the 'About' section, which includes a list of skills and a 'Design Specialisms' dropdown menu. The 'About' section has a 'Cancel' button and a 'Save' button. The 'Design Specialisms' dropdown menu is currently set to 'Behavioural Design x'. Below the dropdown, there is a text input field for 'If you selected other, please enter your design specialisms here'.

About [Cancel] [Save]

- Advertising
- AutoCAD
- Data Analysis
- Online Advertising
- Auditing
- Agile Methodologies
- Adobe Creative Suite
- Test Driven
- Skills

Design Specialisms

Behavioural Design x

If you selected other, please enter your design specialisms here

Contact

Emails

design@ktn-uk.org

Shared Location

Recent Activity

#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

Cover Picture

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



#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

Headline

Gender

Other



Secondary information

Shared Location*

London, UK



Cluster*

Admin x

Innovate UK KTN x



CV

The file must not exceed 50 MB

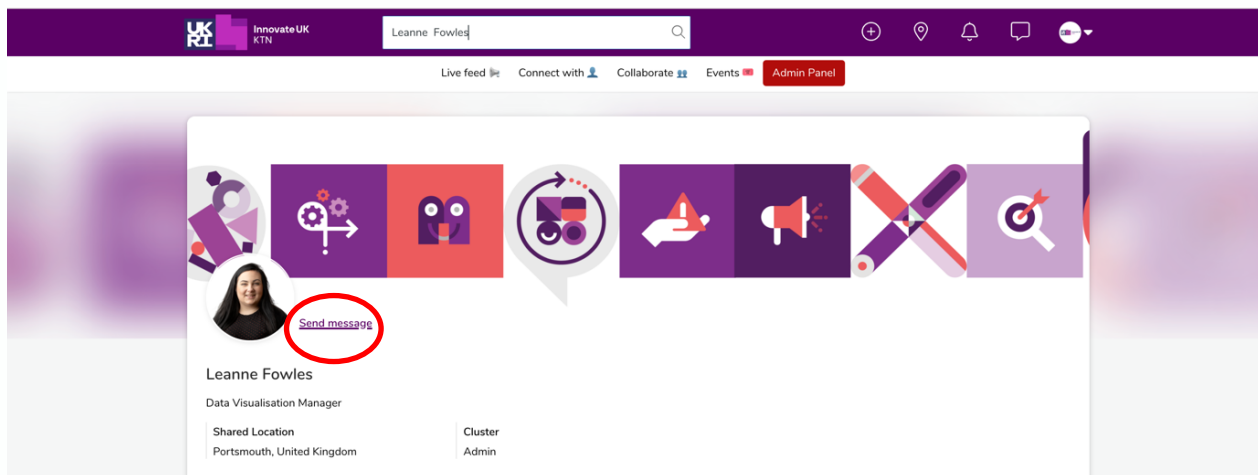
[Upload file](#)

#10

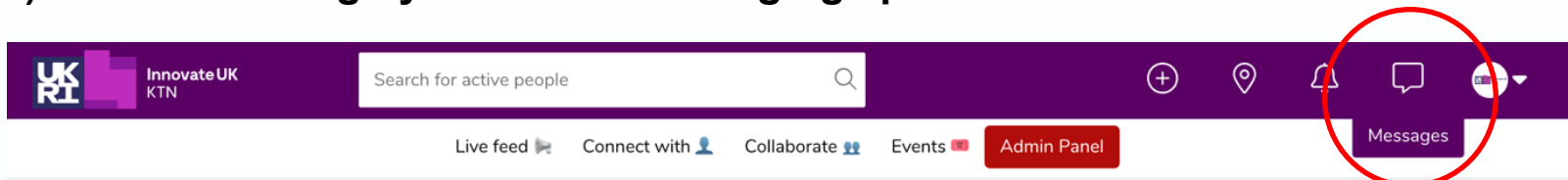
Connect!
(Direct
Messaging)

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.



Innovate UK
KTN