

## 4.2.16 The Big Pitch (1.0)

<i>ID</i>	<i>Recommendation</i>	<i>Solution</i>	<i>Rating</i>
1-1	Show only briefs that the logged-in member has rights to (slide 34).	Display only public briefs and private briefs when the member has rights to that private information.	5
1-2	Clean up cluttered design elements and ensure visual consistency throughout all pages and users – simplification is key (slide 13).	“Featured briefs” – remove “Show me more” buttons and replace with “more” link after truncated text.	4
1-3		“Briefs I am interested in” section – remove “Show me more” buttons.	4
1-4		“Other briefs you might like” section – remove “Show me more” buttons.	4
1-5		Remove images from Showcase section on right side of page, including “Journalists wanted” image.	4
1-6		Treat headings consistently (slide 32).	Showcase header on right of page should link to Showcase page.
1-7	Ensure that pitch links lead to the correct pages (slide 36).	“My pitch” must link to the user’s own pitch.	5
1-8		“View the winning pitch” must link to the winning pitch.	5
1-9	Remove original brief from list of “Similar” briefs (slide 36).	List of “Similar briefs” must exclude the brief that the user was looking at when they clicked to arrive at the “Similar briefs” list.	4
1-10	Users should be prompted to use tags in all relevant sections (slide 53).	“Other briefs you might like” section should always populated with at least two briefs drawn from user’s interests. See “TAGGING SUMMARY” above.	5
1-11	Following the logic of employing user testing to possibly rename The Knowledge and Magazine (slide 52).	Rename title as determined by user testing session findings.	4