

Berkeley

Sutardja Center for
Entrepreneurship & Technology

BEGIN Redesign

Final Presentation

January 04, 2024

How might we...

improve the user experience of the BEGIN website to better
guide users to their desired information and resources
based on their current motivations?

BEGIN Website Screener Survey

Hello there! Thank you for taking the time to fill out this screener survey regarding your experience with the BEGIN website. Your responses here will be used to gain more insight into motivations and pain points in the user experience to better tailor the website to your needs. All of the information provided will be kept entirely CONFIDENTIAL and will be accessed only by the SCET team.

If you aren't familiar with BEGIN, we aim to provide resources, opportunities, events and general information to help you connect with the Berkeley ecosystem and take the next step in your entrepreneurial journey. Feel free to explore our available resources at our website (<https://begin.berkeley.edu/>)!

If you have any questions or concerns, please feel free to contact Amber Le (alle0814@berkeley.edu).

alle0814@berkeley.edu [Switch account](#)



Not shared

* Indicates required question

Name *

Your answer

Email Address *

Your answer

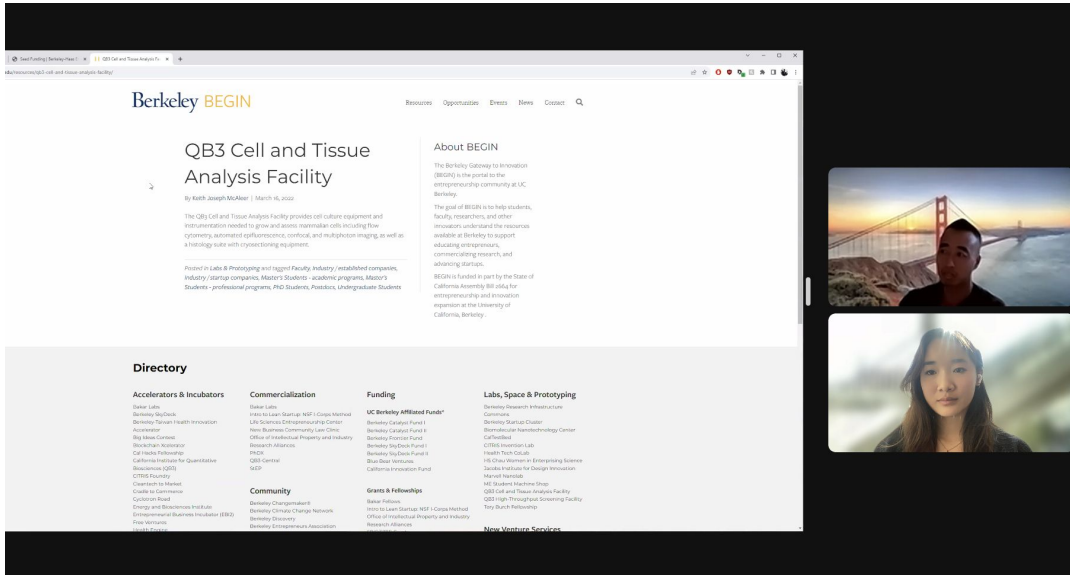
Objective

Gauge general sentiments on the BEGIN website to understand user motivations and themes in their user experience

Summary

Received 25+ responses from people with a variety of backgrounds (education, background, familiarity with BEGIN)

User Interviews



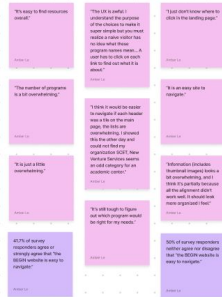
Objective

Understand how users are currently interacting with the website to locate pain points, testing mid-fidelity ideas

Interview with Kevin Chang (MBA Grad, entrepreneurial experience)

Navigation

How do people feel about finding and filtering through resources through the website?



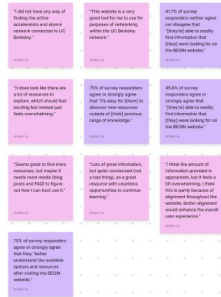
Organization & Categorization

How do people feel about how resources are categorized on the website?



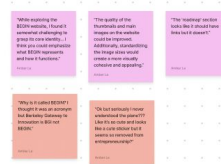
Resources

How do people feel about the actual resources and programs showcased on the site?



Visual Design & Identity

How do people feel about the general visual design and brand identity of BECN?



Website Intentions

Why are people visiting the BECN website?



Objective

Identify common themes across the research methods (survey statistics, survey quotes, external quotes interview) to locate key takeaways in the current UX

Summary

Organized 40+ insights across 5 main themes to pinpoint user sentiments



John the Gatherer

I'm a current student at UC Berkeley and recently attended an AI Hackathon. After working on the project with my team, I received positive feedback and was recommended to look into pushing my idea as a start-up! However, as someone new to the entrepreneurship space, I don't have a good idea on where to start with my background and previous experiences.

Curious Hardworking Creative

NEEDS

- To understand which stage his experiences best aligns with
- To find resources to kickstart and guide his entrepreneurial journey
- To gain a better understanding of the founder journey and pathway
- To discover other people that would be interested in forming a team

FRUSTRATIONS

Confused Annoyed Unmotivated

- Not sure how to navigate** through the wide variety of available resources.
- Finds that the BEGIN website is hard to understand **as a first time user** – doesn't know where to begin looking.
- Finds that the user experience is **cumbersome** and isn't easily scannable
- Doesn't really understand the intentions** and branding of the website



Steph the Hunter

I'm a graduate student at UC Irvine and I'm currently one of the founders of a start-up that my friends and I founded a few years ago. Looking to expand my business to a larger space, I'm looking to find resources on accelerators to take my business goals to the next step. I'm also interested in learning more about the experiences of previous startups.

Ambitious Goal-Driven Inquisitive

NEEDS

- To find resources that address her current business needs
- To explore the potential solutions to address current roadblocks
- To find accelerator organizations that will support her start-up goals
- To learn more about the experiences of previously successful startups

FRUSTRATIONS

Annoyed Frustrated Unamused

- Can't easily find** the resources that she needs to address her goals
- Not sure how to navigate** through the wide variety of available resources due to lack of onboarding or easy filtration.
- Finds that the user experience is **cumbersome** and isn't easily scannable
- Unable to provide feedback** on her experiences on the BEGIN site

1

Inability to Preview Resources

Users don't have the ability to preview available resources and must navigate to an entirely new page to get more information.

2

Lack of understanding of BEGIN goals/intentions

Users don't know if the website is meant for their needs and note lack of consistent branding throughout the website.

3

Overwhelming Number of Resources

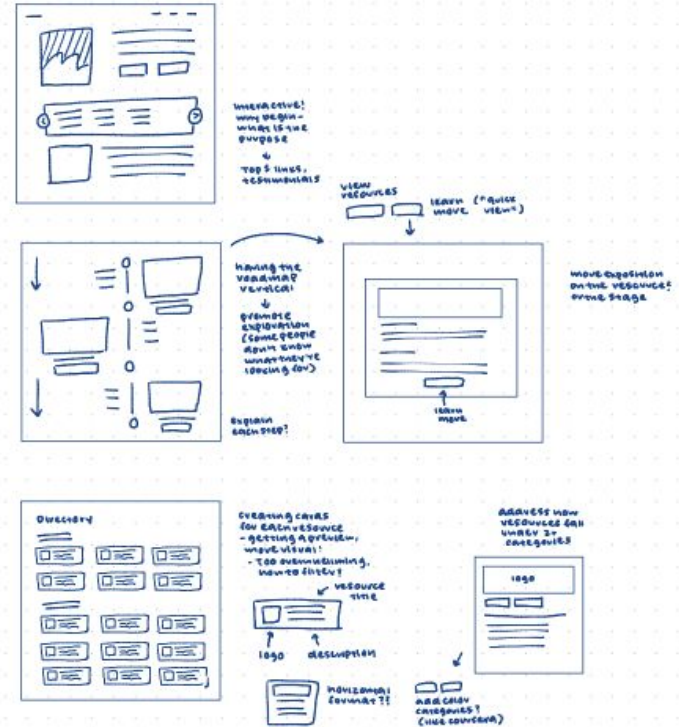
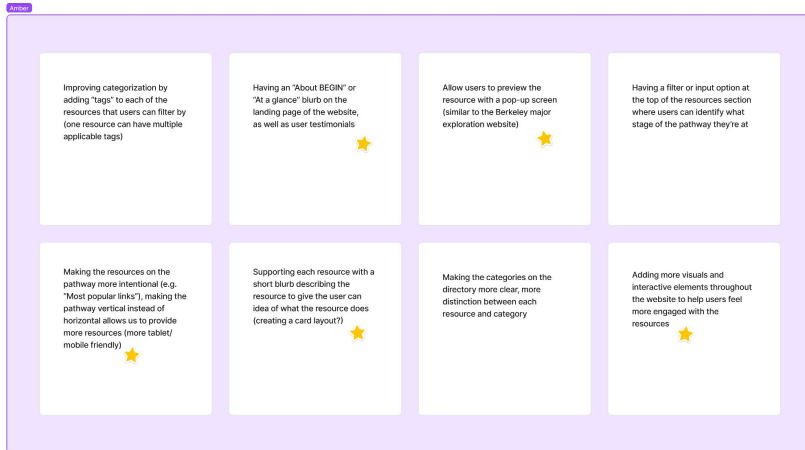
While the actual resources are helpful, users find it difficult to find the resources that are best applicable to their needs.

4

Lack of clear categorization

The way that resources are categorized does not make sense and some of the displayed resources are more relevant to certain users than others (e.g. Bakar Labs, Collider Cup)

Generating ideas through **rapid ideation** methods and selecting the solution recommendations based on solution **feasibility and impact**





Adding **testimonials** to increase rapport between BEGIN and new users



Reconceptualizing the roadmap to encourage resource exploration



Supporting each resource with a **blurb** and **icon** for visual engagement and easy scannability



Applying information and visual hierarchy rules to allow users to understand the purpose of each resource

[Figma Prototype](#) [Walkthrough](#)

WHY BERKELEY?

In 2023, Pitchbook ranked UC Berkeley as the #1 university worldwide for number of venture capital-backed companies founded by undergraduate alumni and #2 for female-founded companies, as well as #1 public university in the U.S. for entrepreneurs with graduate degrees.



#1
University Worldwide for
Venture Capital-backed
Companies Founded by
Undergraduate Alumni



#1
Public University for
Entrepreneurs with Graduate
Degrees



#2
University Worldwide for Female-
Founded Companies



1604
Startup Founders



1383
Startups



\$ 1B+
Annual Research Funding



1451
Active Inventions



850
Active US Patents



1150
Active Foreign Patents



UC Berkeley is the top university in number of venture-funded startups founded by undergraduate alumni.

#1

Public University

1604

Startup Founders

\$1B+

Annual Research Funding

#2

University of Entrepreneurs

1649

Active Inventions

814

Annual Research Funding

#4

in Most Successful Founders

774

Active Patents

1383

Startups

An ecosystem of support

From success stories to valuable insights, our testimonials showcase the impact our platform has on aspiring and seasoned entrepreneurs alike.



Elizabeth B.
Undergraduate Student



As someone with little business experience, discovering BEGIN was the spark that ignited my entrepreneurial journey, illuminating the path to success with its invaluable resources."



Roger L.
Haas MBA Graduate



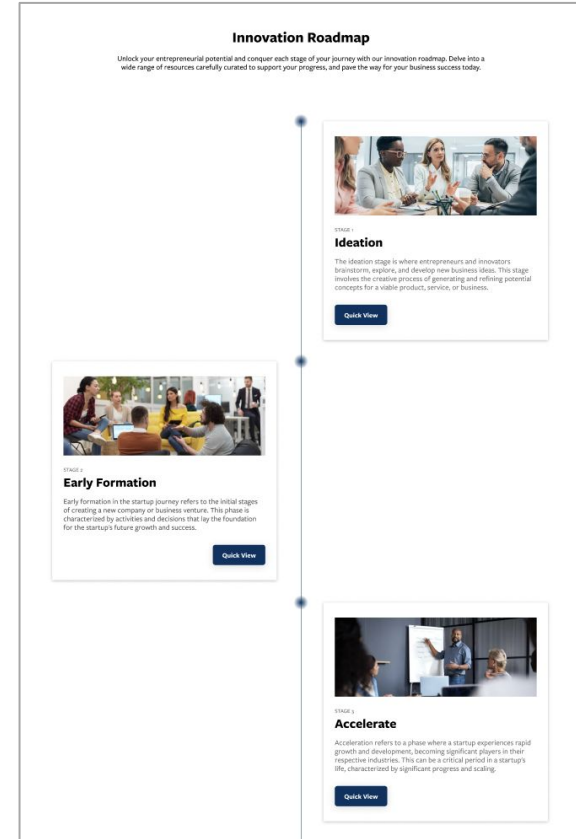
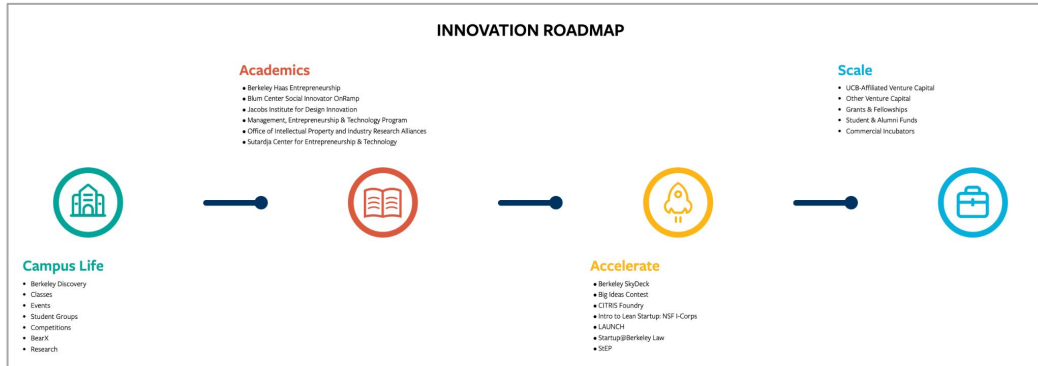
Through the BEGIN website, I was able to find resources that located me to co-founders that shared a similar entrepreneurial goals. Meeting them kick-started our successful business."



Matthew G.
Berkeley Transfer Student



As someone with little business experience, discovering BEGIN was the spark that ignited my entrepreneurial journey, illuminating the path to success with its invaluable resources."



Directory

Accelerators & Incubators

Bakar Labs
 Berkeley SkyDeck
 Berkeley-Taiwan Health Innovation Accelerator
 Big Ideas Contest
 Blockchain Xcelerator
 Cal Hacks Fellowship
 California Institute for Quantitative Biosciences (QB3)
 CITRIS Foundry
 Cleantech to Market
 Cradle to Commerce
 Cyclotron Road
 Energy and Biosciences Institute
 Entrepreneurial Business Incubator (EBIZ)
 Free Ventures
 Health Engine
 Health Tech CoLab
 HS Chau Women in Enterprising Science LAUNCH
 Nucleate Bay Area
 QB3 Garage@Berkeley
 SCET – Summer Venture Lab
 SEEP
 Tory Burch Fellowship

Alumni Networks

BearX
 Berkeley Founders Pledge
 Berkeley Haas Alumni Relations
 Berkeley Innovators
 Cal Alumni Association
 CalFounders
 Career Center
 Courtyard Ventures
 Handshake
 STEP
 UCB Startup Fair
 UC Co-Founder Matching @ SCET

Commercialization

Bakar Labs
 Intro to Lean Startup: NSF I-Corps Method
 Life Sciences Entrepreneurship Center
 New Business Community Law Clinic
 Office of Intellectual Property and Industry Research Alliances
 PhDX
 QB3-Central
 SEEP

Community

Berkeley Changemaker®
 Berkeley Climate Change Network
 Berkeley Discovery
 Berkeley Entrepreneurs Association
 Build the Future
 Decode
 Innovation & Entrepreneurship Council
 YCo-Founder Matching @ SCET

Competitions

Big Ideas Contest
 Cal Hacks
 Collider Cup
 FastTracking Founders Program
 Haas Venture Fellows
 Nuclear Innovation Bootcamp
 SEEP
 Venture Capital Investment Competition

Inclusion

Berkeley Changemaker®
 Biology Scholars Program
 Design Scholars Program
 EDGE in Tech Initiative at U.C.
 Free Ventures Fellowship
 Funding to Black & Latinx Founders
 HS Chau Women in Enterprising Science Inclusive Innovation Equitable Entrepreneurship
 she256
 Tech Transfer (PIRA) DEI Page
 Tory Burch Fellowship

Funding

UC Berkeley Affiliated Funds*

Berkeley Catalyst Fund I
 Berkeley Catalyst Fund II
 Berkeley Frontier Fund
 Berkeley SkyDeck Fund I
 Berkeley SkyDeck Fund II
 Blue Bear Ventures
 California Innovation Fund

Grants & Fellowships

Bakar Fellows
 Intro to Lean Startup: NSF I-Corps Method
 Office of Intellectual Property and Industry Research Alliances
 SBIR/STTR Grants

Student & Alumni Funds

Berkeley Angel Network
 Berkeley Haas Entrepreneurship Startup Seed Fund
 Berkeley Venture Capital
 Dorm Room Fund
 Erupture Ventures
 Haas Impact Fund
 House Fund
 I School Innovators

Other UC Berkeley-active Funds

Bee Partners
 Better Ventures
 Bow Capital
 Double Bottom Line Ventures
 Impact Science Ventures
 Ironfire Ventures
 Kapur Capital
 Life Science Angels
 Osage University Partners

Labs, Space & Prototyping

Berkeley Research Infrastructure Commons
 Berkeley Startup Cluster
 Biomolecular Nanotechnology Center
 CalTestBed
 CITRIS Invention Lab
 Health Tech CoLab
 HS Chau Women in Enterprising Science
 Jacobs Institute for Design Innovation
 Marvell Nanolab
 ME Student Machine Shop
 QB3 Cell and Tissue Analysis Facility
 QB3 High-Throughput Screening Facility
 Tory Burch Fellowship

New Venture Services

AMENA Center for Entrepreneurship & Development
 Berkeley Haas Entrepreneurship
 Berkeley Institute of Data Science
 Berkeley Master of Design
 Berkeley Postdoc Entrepreneurs Program
 Big Ideas Contest
 Blum Center Social Innovator OnRamp
 Build the Future
 EDGE in Tech Initiative at U.C.
 FORM-FUND – Legal Support
 Free Ventures Fellowship
 Fung Fellowship
 Fung Institute for Engineering Leadership
 Garwood Center for Corporate Innovation
 Learn2Launch
 Life Sciences Entrepreneurship Center
 Management, Entrepreneurship & Technology Program
 Master of Engineering program
 Master of Translational Medicine
 Neurotech Collider Lab
 Ollie Legal
 Robinson Life Science, Business, and Entrepreneurship Program
 SkyDeck ACE Intern Program
 Startup@Berkeley Law
 Sutardja Center for Entrepreneurship & Technology

*All seven of these funds share about 1/2 of General Partner carry/return with UC Berkeley.

Directory

Find the resources that best suit your needs.

Explore Resources

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Bakar Fellows	Scale	Audience
Bakar Labs	Early Formation	Audience
BearX	Ideation	Audience
Bee Partners	Ideation	Audience
Berkeley Angel Network	Accelerate	Audience
Berkeley Catalyst Fund I	Accelerate	Audience
Berkeley Catalyst Fund II	Accelerate	Audience
Berkeley Changemaker	Early Formation	Audience
Berkeley Climate Change Network	Early Formation	Audience
Berkeley Discovery	Early Formation	Audience
Berkeley Entrepreneurs Association	Early Formation	Audience
Berkeley Founders Pledge	Category	Audience
Berkeley Frontier Fund	Category	Audience
Berkeley Haas Alumni Relations	Category	Audience
Berkeley Haas Entrepreneurship	Category	Audience

Overview

Berkeley BEGIN Resources Opportunities Events News Contact

How can we help you?

Please type your search or select from below to let us know your interests and needs.

CATEGORIES: Accelerators & Incubators (2x) Alumni Networks (1x) Commercialization (0) Community (0) Competitions (0) Funding (3x) Grants & Fellowships (4) Inclusion (1) Labs & Prototyping (10) New Venture Services (2x) Other UC Berkeley-active Funds (5) Student & Alumni Funds (0)

UC Berkeley Affiliated Funds (7)

AUDIENCE: Alumni (1) Berkeley SkyDeck (0) Bio Startup Speed Training (0) cal Innovation week (0) CITRS Foundry (0) Faculty (3x) Industry / established companies (0) Industry / startup companies (0) Life sciences startup (0) Master's Students - academic programs (1) Master's Students - professional programs (4) PhD Students (1) Postdocs (4) startup accelerator (0) startup funding (0) startup mentorship (0) Sutardja Center for Entrepreneurship & Technology (0) UC Berkeley (0) Undergraduate Students (2)

AMENA CENTER for Entrepreneurship & Development
NEW VENTURE SERVICES
The AMENA Center provides a variety of support for entrepreneurs and development through the University of California at Berkeley to diverse strengths in entrepreneurship, technology, innovation, and global growth.

Bakar Fellows
FUNDING, GRANTS & FELLOWSHIPS
Accelerating the translation of university research. The Bakar Fellows Program at UC Berkeley accelerates important research, discovery and innovation and of benefit and value to the kinds of people who need them most.

Bakar Labs
ACCELERATORS & INCUBATORS
COMMERCIALIZATION
There has never been a shortage of entrepreneurs with great ideas designed to tackle the most pressing global challenges in the world. Bakar Labs is an entrepreneurial incubator that gives those ideas the resources and multiple connections to help them succeed. Bakar Labs, part of the Bakar Berghoff Hub at UC Berkeley, helps scale startups to the international hub for innovation where opportunities exist.

BearX
ALUMNI NETWORKS
Joining UC Berkeley "Entrepreneurs™" Connects with students, alumni, faculty, and staff to advance your career, find mentors, job partners, and other exclusive events.

Bee Partners
FUNDING, OTHER UC BERKELEY ACTIVE FUNDS
Founded in 2006, Bee Partners is a pre-seed mentor support for first generation, revolutionary founders working on the Frontier of Innovation through the University of California at Berkeley. We are an all-in-one platform helping the best entrepreneurs in the world secure financing, create and manage partner networks and connect entrepreneurial aspirations to identify and opportunity to large, untapped markets. Our portfolio companies consistently receive grants and other equity, industry awards and secure follow-on investments from top venture VCs.

Berkeley Catalyst Fund
Berkeley Catalyst Fund II
FUNDING, UC BERKELEY AFFILIATED FUNDS
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A mission-driven fund at Berkeley at UC Berkeley. The Berkeley Catalyst Fund works closely with UC Berkeley, Lawrence Berkeley National Laboratory, UC San Francisco, associated incubators and...

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COMMUNITY
The Berkeley Climate Change Network (BCCN) is an online virtual network collaboration platform at UC Berkeley and Lawrence Berkeley National Lab. The BCCN is a volunteer, consensus and advisory for faculty, staff and students and scientist.



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Filter

Category: Ideation Early Formation Accelerate Scale

Audience: Faculty Industry / established companies Industry / startup companies Life sciences startup Master's Students - academic programs Master's Students - professional programs PhD Students Postdocs startup accelerator startup funding startup mentorship Sutardja Center for Entrepreneurship & Technology UC Berkeley Undergraduate Students

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Climate Change

Berkeley Discovery

Berkeley Entrepreneur Association