



Case Study

Draper Fisher Jurvetson Website

Our client’s challenge:

Draper Fisher Jurvetson (DFJ), a leading Silicon Valley venture capital firm, sought a new website that would set it apart from its competition. Through the Scott Design discovery process, we concluded that the new site should project DFJ’s global presence, segment the information on the site so different audiences can quickly access the information they seek, and have a look that reflects DFJ’s innovation and success.

The Scott Design solution:

Scott Design presented DFJ with several designs from which to choose, all meeting the requirements we developed during the discovery phase. The new, award-winning web site features interactive cards that provide visitors quick and visually compelling ways to find information about DFJ team members, investments, and partner funds. Each page includes additional information in sections that can be opened or closed, allowing visitors to tailor the information they see.

Awards:

- Best in Class, The Interactive Media Awards—Financial Services Award of Distinction, The Communicator Awards—Website Structure and Navigation
- Gold Award, MarCom Awards—Web Interactive Capabilities
- Silver Award, Silicon Valley ADDYs—B2B Website
- Silver Award, Davey Awards—Financial Services Website
- Silver Award, Davey Awards—Website Navigation

- a** Home page
- b** Portfolio page
- c** News page



a



b



c