CASE STUDY · CREATIVETECH STUDIO

BUILDING THE CIGNETTI VAULT

How I turned a stream of press conferences and sideline clips into a searchable, sourced, shareable quote archive for Indiana fans.

OPEN THE VAULT →

READ THE USER GUIDE

PRODUCT PROMISE

Find. Relive. Share.

"I win. Google me."

ROLE

Product strategy, editorial curation, UX, design, build

PRODUCT

Searchable quote archive with share cards

AUDIENCE

IU fans, college football fans, social sharers

LIVE AT

creativetech.studio/iu/google-me/

THE CHALLENGE

GREAT QUOTES, NO HOME

Cignetti's lines spread fast on social media and then vanish into the feed. Fans remember the words but not where they came from, and screenshots rarely carry a source.

The brief: build an archive that is fun to browse, fast to search on a phone, and trustworthy enough to share.

THREE ANGLES

WHY THIS PROJECT WORKS

DIGITAL MARKETING

BUILT TO BE SHARED

- The headline “I win. Google me.” is the brand, the hook and a description of how people find it.
- Quote of the Day gives a reason to come back and a ready-made daily social post.
- Opponent and week filters tie the archive to the football calendar and rivalry weeks.
- Share cards carry the quote and its source into group chats and feeds.
- A submit form turns fans into contributors.

TECHNICAL

QUOTES AS STRUCTURED RECORDS

- Each quote is a record: exact text, source type, date, source link, publisher and verification status.
- Editorial fields add context, a Vault note, topic and opponent tags, and collection membership.
- That model powers search, filters, ranked lists and share cards from one source.
- Mobile-first layout with rounded quote cards, pill-shaped tags and compact copy and share controls.

WHY IT MATTERS

EDITORIAL TRUST AS A FEATURE

- The coach's words, the context and the Vault's commentary are always shown separately.
- Quotes are checked against transcripts or recognized outlets where possible.
- It shows product thinking, information architecture, editorial curation and interaction design in one build.
- The same pattern works for any coach, team, brand or public figure with a quotable voice.

BUILD STEPS

HOW I BUILT IT

1 **DEFINE THE PROMISE.** Find the quote, relive the moment, share the line, with “I win. Google me.” as the identity.

2 **DESIGN THE CONTENT MODEL.** Required source fields plus editorial layers, and a controlled topic taxonomy.

`Quote record · tag taxonomy`

3 **CURATE AND VERIFY.** Collect quotes from press conferences, interviews and halftime clips, and check each against its source.

4 **DESIGN QUOTE-FIRST CARDS.** Crimson hero, calm archive below, high-contrast type, and context one scan away.

5 **BUILD DISCOVERY.** Search, opponent and week filters, topics with counts, Top 10, Top 20, Laugh Track and the full archive.

6 **ADD SHARING.** Copy, link and share-card actions on every quote, plus Quote of the Day.

7 **PUBLISH AND DOCUMENT.** Launch on creativetech.studio with source standards, a fan disclaimer, a user guide and this case study.

DESIGN PRINCIPLES

SEVEN RULES THE VAULT FOLLOWS

1

QUOTE FIRST

The words are the hero; the interface stays out of the way.

2

CONTEXT ON HAND

Short context with the quote, sources one scan away.

3

FAST DISCOVERY

Search, filters, topics and rankings work together.

4

SHARE BY DEFAULT

Sharing is a core feature, not an add-on.

5

EDITORIAL TRUST

Accuracy and sourcing are part of the brand.

6

PHONE FIRST

Easy to scan, copy and share one-handed.

7

A SENSE OF PLAY

Laugh Track, opponents and rankings make browsing fun.

WHAT'S NEXT

ROOM TO GROW

The archive grows through each season. Next steps include Top 20 and topic pages as content fills in, and a Quote of the Day feed for email and social.

SEE IT LIVE

Free, no sign-up, works on any device.

OPEN THE VAULT →

An independent fan project, not affiliated with Indiana University or IU Athletics