Design Audit of Reepl Chrome Extension and Web App

Identifying Design Opportunities and Proposing Improvements

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13 - 12 - 2024

Tools used :

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Introduction

What is Reepl ?

Reepl is a productivity tool designed to enhance the LinkedIn experience by leveraging AI-powered features. It offers both a Chrome extension and a web app to help users optimize their LinkedIn interactions. Key functionalities include:

- Generating AI-powered replies for comments and messages.
- Assisting with creating LinkedIn posts (beta).
- Providing tools for profile optimization and engagement tracking.
- A sidebar to screen profiles and save posts or profiles for future reference.

Reepl aims to streamline LinkedIn activities for professionals, making it easier to engage effectively and grow their network.

What is the goal of this audit ?

The goal of this audit is to evaluate the user experience (UX) and user interface (UI) of Reepl's Chrome extension and web app, identifying areas for improvement and proposing actionable solutions to enhance usability, consistency, and accessibility.

Design Opportunities

In Chrome Extension - Point 1

Title :- Quick response chips in comments

Screenshots :-

Problem Description :-

What is the issue ?

Quick response chips are a great feature for seamless interaction, but requiring users to click double arrows to view more chips can be unclear and may need a redesign for better usability.

Why is it problematic for the user experience?

Users need to click the arrows to select a response. If they frequently use a specific response, this process can become overwhelming and frustrating.

Proposed Solution :- Sketches

Explanation :-

This redesigned chip layout displays the number of times each chip is used and includes a scroll bar with partially visible chips, helping users easily recognize that more options are available.

In Chrome Extension - Point 2

Title :- Templates chips with fonts styles

Screenshots :-

Problem Description :-

What is the issue ?

The issue with the chips persists here, but the bigger problem is the inconsistent typography. The templates use Serif fonts, while the chips use Sans Serif, creating a lack of visual consistency in the design

Why is it problematic for the user experience?

User May get confused after seeing different font styles in one page

Proposed Solution :- Sketches

Explanation :-

Maintaining consistent font styles and design will enhance the professionalism with horizontal scroll bar for viewing more chips and overall quality of the design.

In Chrome Extension - Point 3

Title :- Action buttons of Bold, Italic is fixed in place & Inconsistent Fonts

Screenshots :-

Problem Description :-

What is the issue?

I really like the option to preview LinkedIn posts on the right side across different devices, but there are some major UX design flaws. These include inconsistent font styles inside the text holder, bullet and numbered lists not functioning when the user presses Enter, and the writing styles & Buttons(Bold, Italic, Bullet, Numbered lists) being fixed within the text holder. This results in a smaller area for viewing text and reduces the overall usability

Why is it problematic for the user experience?

Users may feel overwhelmed by the small text field, especially when typing long articles. To access basic features like Bold, Italic, Bullet points, or Numbered lists, they need to scroll to the top repeatedly, which disrupts their workflow. Additionally, the overall text field is too short, limiting the space for writing

Proposed Solution :- Sketches

Explanation :-

This layout addresses all the user pain points by fixing the writing style button at the top-right and positioning the Bold, Italic, Bullet, and Numbered list options at the bottom-left, outside the text field. This improves accessibility and usability, allowing users to access these features without disrupting their writing flow." Mockup is created in the Innovation suggestion.

In WebApp - Point 1

Title :- Dashboard layout and Dark & Light mode

Screenshots :-

Problem Description :-

What is the issue?

The dashboard tabs in the web app need some changes: first, the options should be updated to reflect features from LinkedIn and Reepl.ai. Second, the dark UI in light mode creates a visual disconnect, making the tabs appear isolated from the right-side layout, so this should be addressed for better integration

Why is it problematic for the user experience?

Users may feel overwhelmed and perceive the design as inconsistent when first using Reepl.ai due to the random placement of tabs and the use of Dark UI in Light mode.

Proposed Solution :- Sketches

Explanation :-

This tab layout improves user flow by grouping related tabs together. For example, 'Home,' 'Stats,' and 'Activities' are linked to the user's LinkedIn account, 'Promo' Library,' 'Post template,' 'Integration' and 'Model training' for reepl.ai webapp inbuild features, creating a more intuitive experience

Innovation Suggestion(this mockup is not final a design)

Feature Name: Smart Hashtag Suggestions

Purpose:
To enhance user engagement by recommending relevant hashtags while drafting LinkedIn posts, comments, or messages. The suggestions are tailored to the content being written, increasing the likelihood of visibility and reach.

How it works:

1. Post Drafting: While writing a LinkedIn post or comment, the system analyzes the text in real time.
2. Hashtag Recommendations: AI suggests 3-5 relevant hashtags based on the topic (e.g., #Networking, #AI, #Leadership).
3. Trending Indicator: Highlights hashtags that are currently trending for better visibility.

User Flow :

1. Step 1: The user begins typing in the LinkedIn post, comment, or message field.
2. Step 2: The extension analyzes the content and displays 3-5 hashtags in the suggestion panel.
3. Step 3:
   - Users can click individual hashtags to add them to their text.
   - Alternatively, users can select "Add All" to insert all recommended hashtags at the end of their draft.
4. Step 4: Users finalize their post/comment and publish as usual.

Mockup/Design :

Why This Enhances the User Experience :

- Saves Time: Users no longer need to research hashtags manually.
- Boosts Engagement: AI recommendations help posts gain better visibility.
- Effortless Workflow: Seamless integration into the existing process with minimal learning curve.