

January 2025

Hello, I'm

Jonathan Kyle Hobson

Human-AI Interaction UX Researcher

Focuses on **real human needs**
to design more **seamless,**
trustworthy AI experiences.



Career OBJECTIVE

Aim is to bridge the gap between cutting-edge AI technology and real human needs. Leading research backed design, and strategy that make complex tools truly accessible, ethical, and impactful.

Specialize in turning user insights into action, driving engagement and adoption through human-centered AI, and shaping products that earn trust in high-stakes environments.

With a proven record of delivering 35%+ engagement gains, conducting research with over 2,000 users in a single study, and building scalable processes I aim to lead teams and organizations at the intersection of innovation, empathy, and measurable business impact.



Career SNAPSHOT

10,000+
Users
Impacted

35%+
Engagement
Increase

30+
Unique
Projects Led

3,000+
Feedback
Interactions

15+
Research
Methods

2,000+
Users; one
project

Career SNAPSHOT

Organizations I've Driven Results For



<https://www.oak.ai/>

Led **20+ research efforts**, influencing product roadmap & securing funding.

Gathered **1,700+ voices** to shape ethical content and platform pivots.



<https://www.keepmake.com/>

Led **5+ UX workshops** shaping app features, journeys, and North Star flows.



Built AI tools used by **2,000+ students**, improving UX and **reducing grading time 20%**.

Redesigned content across **10+ courses**, boosting UX, engagement and access.

Case Studies

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UXR Case Study #1

Slide 6

A Netnography Research Project | How We Tackled the Unknown

UXR Case Study #2

Slide 9

A Survey Research Project | Turning Noise Into Insight

UXR Case Study #3

Slide 16

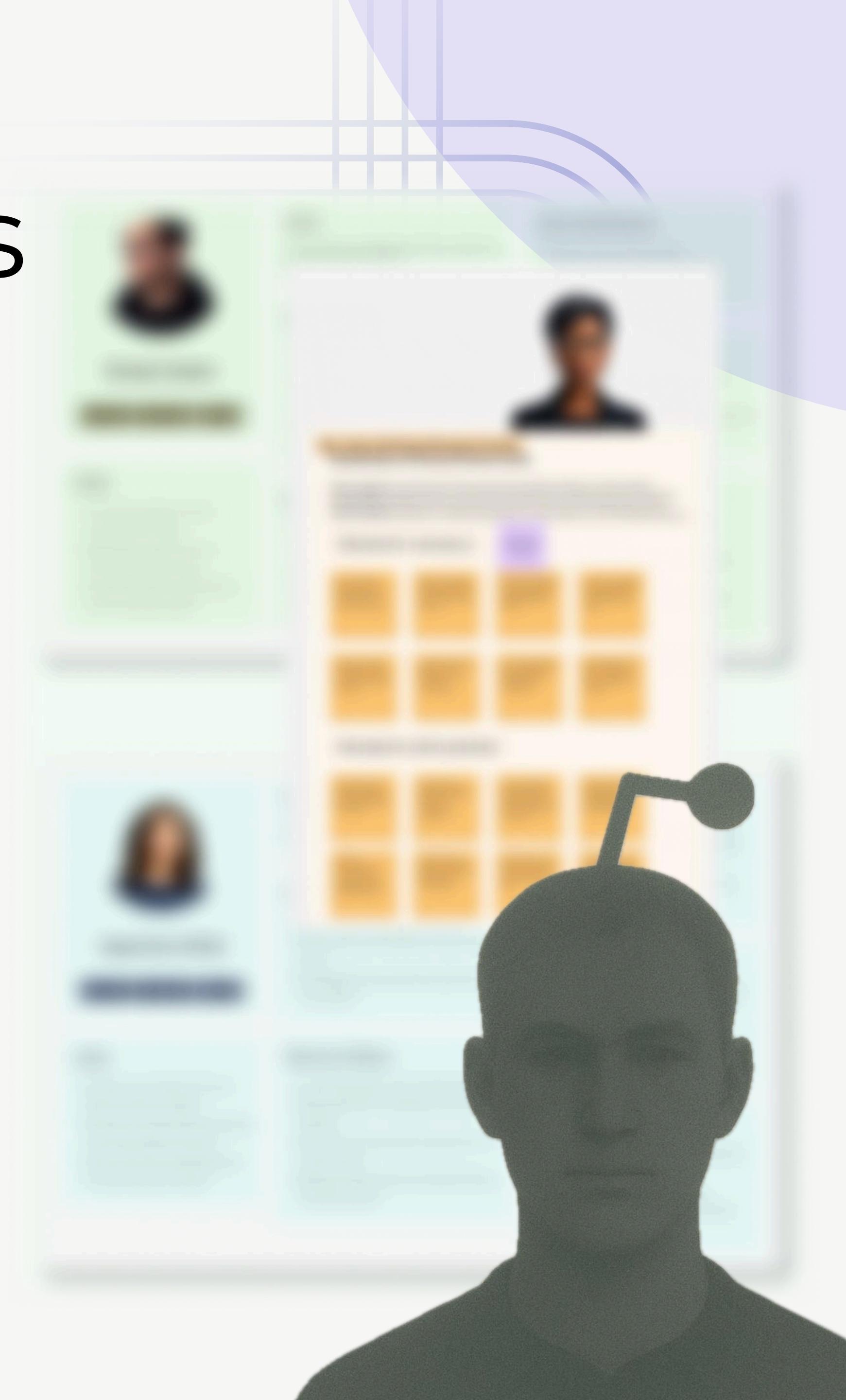
A UX Audit and Heuristics Project | Turning Existing Knowledge into Strategic Direction

Listening Between the Lines

A Netnography Research Project | How We Tackled the Unknown

Problem: Who is Oak's target personas within privacy-conscious communities, and what features will best meet their needs?

Challenge was the internal “fog” around who the real user is.



Listening Between the Lines

A Netnography Research Project | How We Tackled the Unknown

1 week of passive observation and trend mapping.

1 week of active engagement and conversations.

400~
Posts

3
Subreddits

1,000+
Comments

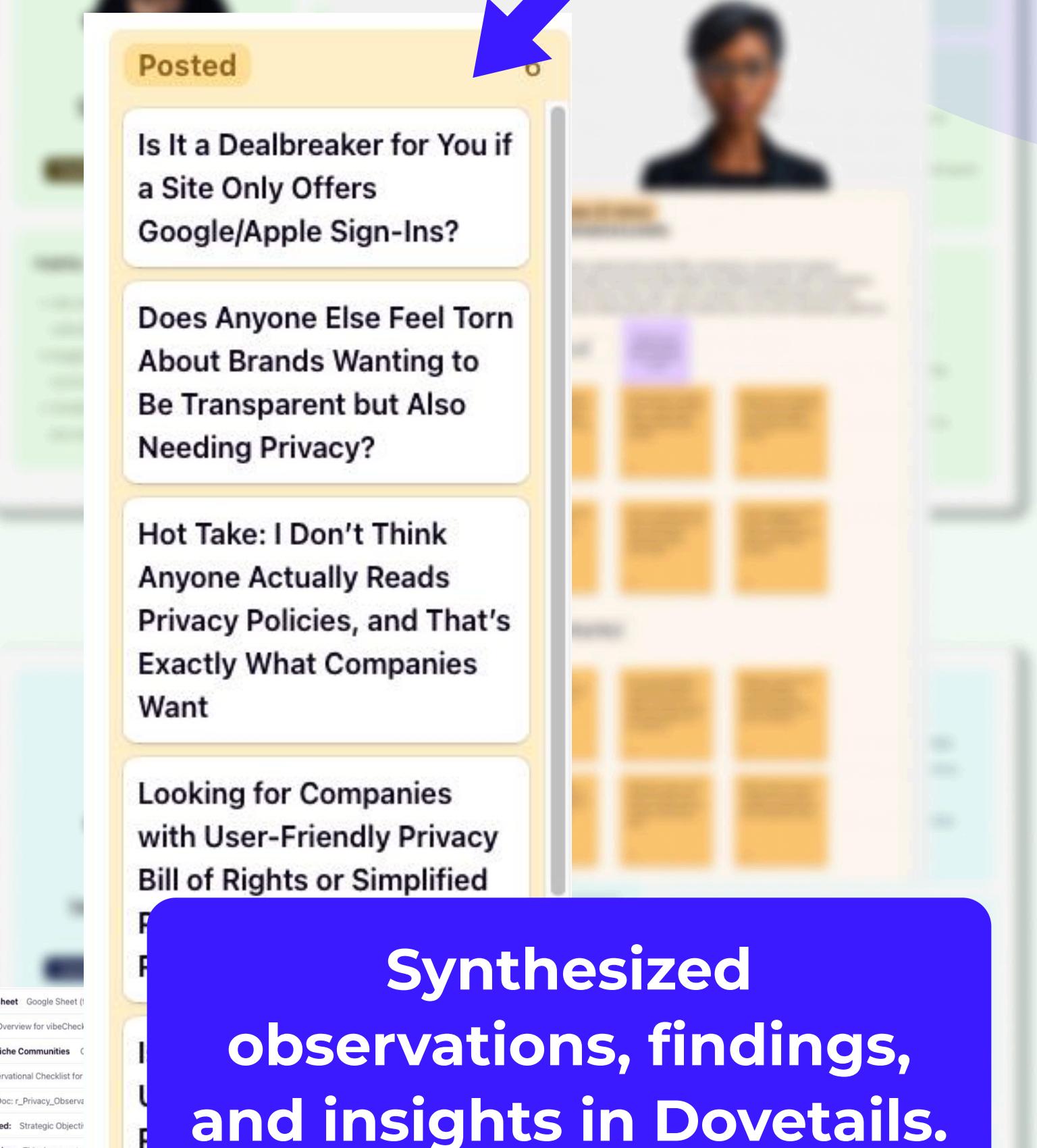
evaluated resulting in

50 distinct insights

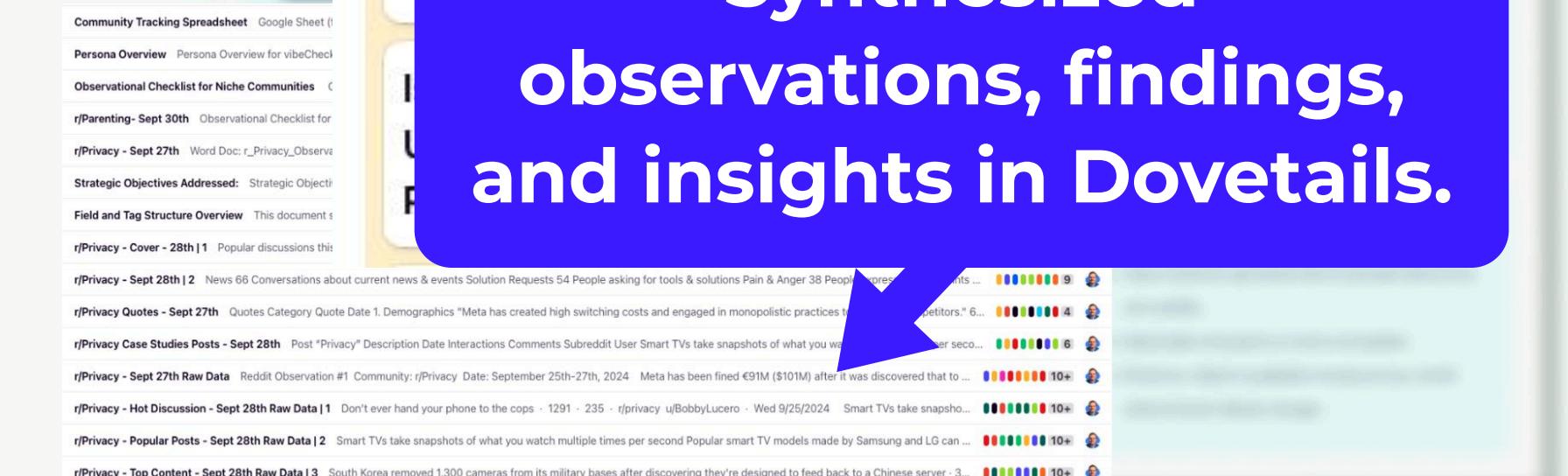
and 4 distinct personas

all tracked and synthesized in Dovetails

Prompts from posts
made to engage the
community.



Synthesized
observations, findings,
and insights in Dovetails.



Listening Between the Lines

A Netnography Research Project | How We Tackled the Unknown

We mapped the privacy-first mindset to realize the audience was too niche and skeptical for product-market fit.

Planned interviews and deeper research were halted.

Oak reoriented its product and messaging. Prioritizing segments where adoption was possible.

Outcome: We saved time, avoided sunk cost, and modeled true user-centered strategy.



Simple Seeker

Trusting, Connected, Independent

Habits

- Use a minimalist approach to the internet, preferring privacy settings.
- Engage with tech, but only if it's transparent about its purpose or source.
- Consider technology morally, often prioritizing a sense of personal autonomy over convenience.

Team workshop conducted with stakeholder to report findings.

2B. Levels of Privacy Personas (2 mins)
Introduction to Privacy Persona Levels

Privacy Casuals: Entry-level privacy interests; explore basics like VPNs, ad blockers, and search engines.
Privacy Explorer: Skeptical of big tech; use open-source tools like Signal, but balance privacy with convenience.
Privacy Advocate: Avoid big tech; champion privacy tools, open-source systems, and ethical data practices.
Privacy Extremists: High distrust; use extreme measures like Tor, self-hosted tools, and avoid mainstream platforms.

PRIVACY CASUALS

- I think the tools I have are good enough for my needs.
- Don't mind giving up some privacy for convenience.
- Don't mind giving up some privacy for convenience.
- Don't mind giving up some privacy for convenience.
- Don't mind giving up some privacy for convenience.

PRIVACY EXPLORER

- Don't mind giving up some privacy for convenience.
- Don't mind giving up some privacy for convenience.
- Don't mind giving up some privacy for convenience.
- Don't mind giving up some privacy for convenience.
- Don't mind giving up some privacy for convenience.

PRIVACY ADVOCATE

- Don't mind giving up some privacy for convenience.
- Don't mind giving up some privacy for convenience.
- Don't mind giving up some privacy for convenience.
- Don't mind giving up some privacy for convenience.
- Don't mind giving up some privacy for convenience.

PRIVACY EXTREMIST

- Don't mind giving up some privacy for convenience.
- Don't mind giving up some privacy for convenience.
- Don't mind giving up some privacy for convenience.
- Don't mind giving up some privacy for convenience.
- Don't mind giving up some privacy for convenience.

Ethical Guardian

"Privacy isn't just for me; it's a principle I stand for"



Inquisitive Mind

Dedicated, Ethical, Vigilant

Strongly values ethical practices and data autonomy.

90 Distinct Observations

Informed User Personas that were developed.

Shaping Strategy Through Voices

A Survey Research Project | Turning Noise Into Insight

Problem: How do you turn a passionate social justice audience into engaged, actionable, or contributing community members?

Qasim Rashid's audience was deeply passionate. But we didn't know how they really wanted to act, engage, or support.

Supporters weren't converting to paying members or taking consistent action.



Shaping Strategy Through Voices

A Survey Research Project | Turning Noise Into Insight

Led survey design, launch, and analysis

Recruited a diverse audience through multi-channels

Balanced quantitative and qualitative questions

**1,781
Participants**

**1,459
Complete Results**

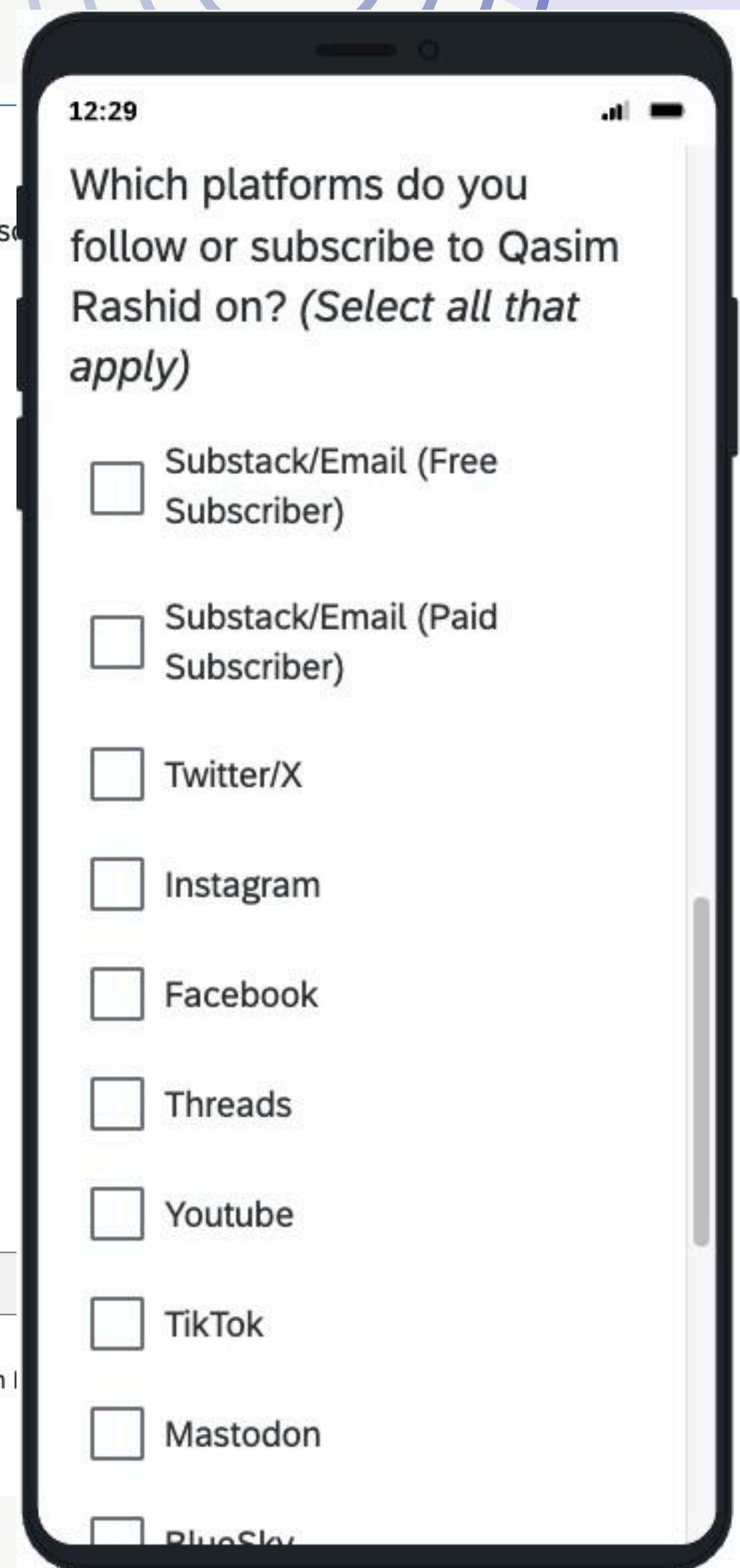
**649
Open Ended
Responses**

evaluated resulting in **41** identified **pain points** and **42** actionable **insights** all completed in under 3 weeks.

Please provide a response

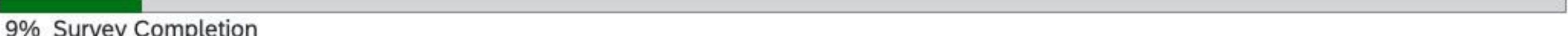
Which platforms do you follow or subscribe to Qasim Rashid on? (Select all that apply)

- Substack/Email (Free Subscriber)
- Substack/Email (Paid Subscriber)
- Twitter/X
- Instagram
- Facebook
- Threads
- Youtube
- TikTok
- Mastodon
- BlueSky
- All of the Above
- Other (please specify)
- None of the above (Do not follow Qasim Rashid)



Shaping Strategy Through Voices

A Survey Research Project | Turning Noise Into Insight



Oak & Qasim: Empowering Value-Driven Actions

9% Survey Completion

How often do you advocate for issues and causes with direct or indirect action?
(e.g., signing petitions, donating, contacting officials, volunteering, attending protests, supporting changemakers)

- Never – I'm not interested in taking action
- Never – I want to take action, but I encounter challenges
- Rarely (1-2 times per month)
- Sometimes (1-2 times per week)
- Often (3-5 times per week)
- Almost always (Daily or multiple times a day)

James Rankin Mar 6
Liked by Qasim Rashid, Esq.

I liked this survey. The questions were more relevant & easier to answer than most surveys.

LIKE (1) REPLY (1) SHARE

Qasim Rashid, Esq. Mar 7
Author

Glad to hear that. Thanks for filling out.

LIKE (1) REPLY SHARE

Shaping Strategy Through Voices

A Survey Research Project | Turning Noise Into Insight

Delivered Real-World Impact and Enabled Ongoing Research

Confirmed a viable, motivated audience for our product, influencing both feature prioritization and funding pitches.

Added **400+** engaged users to our marketing and research panel creating a reliable cohort for future surveys, interviews, and usability tests.

Rapidly filled focus groups and completed follow-up interviews to validate product direction

Delivered recommendations now being implemented (Action Hub, enhanced user voice)

Data used in funding pitches and strategic decision-making



Table of Contents

Section 1: Focus Groups

- Deep-dive conversations **exploring emotional, cognitive, and behavioral patterns**
- **Subscription hesitation** & value perception
- Overwhelm, sharing fears, and **motivation gaps**
- **Feature requests** & content structure needs
- Emotional resonance and **quotes that drive action**

“Seeing that things actually get done and my action makes an impact. Most times I feel like I’m just shouting into the void ... because my representatives continue to do nothing, or actively perpetuate harmful policies.”



Section 2: Survey

- Quantitative insights **from 1,459+ respondents**
- Demographics & identity
- Platform preferences & **engagement habits**
- **Barriers to action** and paid support
- Trust dynamics & **CTA effectiveness**

Section 3: Phase 1 Research

- Early investigation into **Qasim’s challenges**, audience behaviors, and platform friction
- **Audience pain point** scenarios
- Storyboard: Action Support Hub
- Engagement & algorithm issues
- Workflow and communication overload

Barriers to Becoming a Paid Subscriber

- [REDACTED] say they **can't justify the cost right now or have other financial constraint.**
- [REDACTED] feel they **get enough value from the free content or don't see the value added.**
- [REDACTED] are **already subscribed to too many paid platforms** or are **overwhelmed.**
- [REDACTED] are **planning to subscribe** in the future.

Some users expressed concerns about Qasim's perspectives or Substack's policies, with a [REDACTED] preferring alternative platforms [REDACTED].

NDA Redacted

Audience that is Overwhelmed but Seeking Clarity



“Most of us would like a focused way we can make a difference/ take action and **information overload isn’t it.**”



“I stopped using social media because I **found the noise overwhelming.** I paid for a subscription to his newsletter and rely on it for relevant news and actions to take.”



“It’s extremely important that we hear the ways that our resistance is making a difference or about how others’ efforts are making a difference.”



“I don’t like to miss anything, but I also **dread opening his emails** because of the sense of overwhelm.”



“I want to contribute, but I don’t know what I don’t know.”

Turning Knowledge Into Action

A UX Audit and Heuristics Project | Turning Existing Knowledge into Strategic Direction

Problem: Oak's app was built without UX or design oversight, leading to a fractured, non-intuitive, and inconsistent user experience.

The platform relied on engineering-first assumptions with no foundational UX strategy, leaving users confused and undermining the product's mission.



Turning Knowledge Into Action

A UX Audit and Heuristics Project | Turning Existing Knowledge into Strategic Direction

Led Information Architecture analysis, Heuristics Evaluation, UX & Accessibility Audit, and Brand Review

Applied Nielsen's 10 heuristics, and Chauncey Wilson's severity scale
Benchmarked against competitor platforms and UX best practices

13
Heuristics

37
Solutions
Identified

38
Distinct Violations

evaluated across **100+ interface elements** resulting in site-wide grade: **33% (F)** and a roadmap for redesign and rebranding. **all completed in under 2 weeks.**

| Heuristic Evaluation // Desktop | | | | |
|--|--------|--|---------------------|---------------------|
| Your Device / Browser: MAC Desktop / Chrome | | | | |
| Site URL: https://app.oak-a.ai/ | | | | |
| Date: 11/22/2023 | | | | |
| Checklist | Rating | Comments | Additional Comments | Classification |
| Every interface begins with a title/header that describes page contents | 1 | Titles and headers, while present, lack the necessary descriptiveness and consistency. They don't consistently convey the contents of the page effectively, leading to potential user confusion. | | Navigation & Search |
| Headings and subheadings are short, straightforward and descriptive | 1 | Headings and subheadings, as observed, are not effectively conveying clarity and straightforwardness, which is essential for guiding the user. They require refinement for enhanced clarity and alignment with the intended message of the page. | | |
| Value proposition is clearly stated on the home page (tagline or welcome blurb) | 1 | The home page lacks a clear value proposition, resulting in ambiguity about the app's purpose. This absence hampers immediate user understanding and engagement with the product. | | |
| The items on the home page are clearly focused on primary actions | 1 | The home page does not effectively highlight primary actions. The presence of unconventional elements contributes to a confusing user experience, detracting from the focus on primary actions. | | |
| Each page is clearly branded so that the user knows they are on the same site | 2 | Branding elements are present but lack the necessary consistency and prominence. The disparity in design between the website and web application creates a disjointed brand experience. | | |
| Navigation makes it clear which page I'm on | 1 | Navigation lacks intuitiveness and clarity, failing to effectively communicate the user's current location within the site. This can lead to disorientation and a less efficient user journey. | | |
| Link names match the title of destination pages, so users will know when they have reached the intended page | 2 | Link names are somewhat descriptive but require improvement for better clarity and predictability, ensuring users understand when they've reached their intended destination. | | |

| Accessibility & Ease of Access | | | | |
|--|--------|--|--|--|
| Meets WCAG Principle Standards | | | | |
| Checklist | Rating | Comments | | |
| P - Content Alternative provided, Content is adaptable, and Content is easy to hear and see. | 1 | The site does not adequately provide alternative content for images or icons. Neither is there adaptable content. Additionally, issues with color contrast and text alignment audit suggest that the content is not always easy to see. The lack of accessibility features significantly hinders the use of the site for all users. | | |
| O - All functionality is available and flexible, enough time is provided, content is safe, and content is easy to find. | 2 | While some basic functionalities are available, the site is not fully accessible. The audit suggests that the site may be challenging due to inconsistent navigation and labeling. There are no indications that the site provides users with sufficient time to read and interact with content or ensures the safety of content. | | |
| U - Content text is readable and understandable, content appears and operates in predictable ways, and users are helped to avoid and correct mistakes. | 2 | The site's content text is not consistently readable or predictable. Issues such as center-aligned text complicating the reading flow and unpredictable appearance of content are not predictable, as evidenced by user behavior and labeling. Additionally, there is a lack of clear instructions for users to avoid and correct mistakes, which is crucial for a user-centered design. | | |
| R - Maximize compatibility is provided for current and future user agents. | 1 | The site does not demonstrate a commitment to maximize compatibility for current and future user agents. This lack of forward-thinking design limits the site's accessibility and user base. | | |

Turning Knowledge Into Action

A UX Audit and Heuristics Project | Turning Existing Knowledge into Strategic Direction

| Error Prevention | | |
|---|--------|--|
| Even better than good error messages is a careful design which prevents a problem from occurring in the first place. | | |
| Checklist | Rating | Comments |
| Pages are free of "scroll stoppers" (headings or page elements that create the illusion that users have reached the top or bottom of a page when they have not) | 5 | The site's design does not include elements that create false impressions of having reached the top or bottom of a page, allowing for uninterrupted scrolling. This is a positive aspect in terms of error prevention, as it reduces the likelihood of users missing important content due to misleading page layouts. |
| The user does not need to consult user manuals or other external information to use the site | 1 | Given the significant navigation and usability challenges highlighted in the audit, it seems likely that users would need external assistance to effectively use the site. The complexity and lack of intuitive design necessitate additional guidance, pointing to a critical need for a more user-friendly interface and clearer in-site instructions. |
| User confirmation is required before carrying out potentially "dangerous" actions (e.g. deleting something) | 2 | The site appears to have inadequate measures for confirming user actions in critical situations, such as the submission of a "vibeCheck" or validating content in text boxes. This lack of clear confirmation steps increases the risk of accidental actions that could detrimentally affect the user experience. Implementing more prominent and clear confirmation prompts is essential for preventing unintended actions. |
| The site provides feedback (e.g. "Did you know?") that helps the user learn how to use the site | 1 | The site lacks effective feedback mechanisms, such as tips or guidance, to assist users in navigating and understanding the site's features. This is a significant shortcoming, especially considering the site's complexity. Introducing informative feedback would greatly enhance the user experience by aiding in navigation and feature utilization. |
| There is sufficient space between targets to prevent the user from hitting multiple or incorrect targets | 4 | Target spacing does not seem to be a major issue on the site. However, considering the overall design inconsistencies and potential clutter, ensuring adequate spacing between targets is important for preventing accidental clicks and facilitating smooth interaction, especially in a complex and potentially confusing interface. |

Executive Summary

This report presents a comprehensive heuristic evaluation of the Oak website (<https://app.oak-a.ai/>), conducted using Jakob Nielsen's 10 Usability Heuristics and scored with Chauncey Wilson's severity scale. Our analysis aimed to assess the website's usability, accessibility, and overall user experience.

Key Findings:

- Significant inconsistencies in design and navigation, causing user confusion and inefficient navigation.

| Empathetic Engagement and Inclusion | | |
|--|--------|--|
| Evaluate the alignment of the interface with the full spectrum of human emotions, psychology, and behaviors. | | |
| Checklist | Rating | Comments |
| The interface acknowledges and responds to user emotions, either through design, content, or interactive elements. | 2 | The interface does not effectively acknowledge or respond to user emotions. While there may be some attempts at engagement through design or content, these efforts are inconsistent and do not adequately cater to the emotional aspect of user interaction. |
| The design ensures users feel safe and secure, minimizing anxiety-inducing elements. | 1 | The site's design does not effectively promote a sense of safety and security. Inconsistent navigation, unclear error messages, and a lack of intuitive design elements contribute to a potentially anxiety-inducing experience, rather than minimizing it. |
| The content and design elements respect and reflect a wide range of cultural norms and values. | Null | Further research and analysis are needed to determine if the content and design elements of the site respect and reflect a wide range of cultural norms and values. |
| Information is presented in a way that shows understanding and consideration for the user's emotional state. | 1 | The presentation of information does not show an adequate understanding or consideration for the user's emotional state. The lack of clear, empathetic communication and user guidance indicates a gap in addressing the emotional aspects of the user experience. |
| Design and content are accessible to users with various physical and cognitive abilities, promoting inclusivity. | 1 | The site's design and content are not sufficiently accessible to users with diverse physical and cognitive abilities. This lack of inclusivity is evident in the absence of adaptable content, alternative text, and other accessibility features. |
| Features and functionalities that empower users, giving them control and choice in their interactions. | 1 | The site lacks features and functionalities that empower users by providing control and choice. The overall user experience is hindered by a lack of customizable options and clear navigation paths, which limits user agency and engagement. |

Help Users Recognize and Recover From Errors

Error messages should be expressed in plain language

| Checklist | Rating | Comments |
|---|--------|--|
| The site uses a customised 404 page, which includes tips on how to find the missing page and links to "Home" and Search | 4 | The site could employ customized 404 error page that provides helpful tips for finding the missing page or coming soon pages more effectively. This could include direct links to the "Home" page and a search feature. This approach is highly effective in assisting users in recovering from an error by offering clear guidance and alternatives. |
| Error messages contain clear instructions on what to do next (check form error states as well) | 1 | Error messages on the site fail to provide clear instructions on what steps to take next. This lack of clarity in error communication significantly hinders users' ability to understand and rectify errors. For effective error recovery, error messages should be explicit, guiding users towards a resolution in plain and understandable language. |

Heuristics Evaluation

[Heuristic Guideline Checklist](#)

Visibility of system status

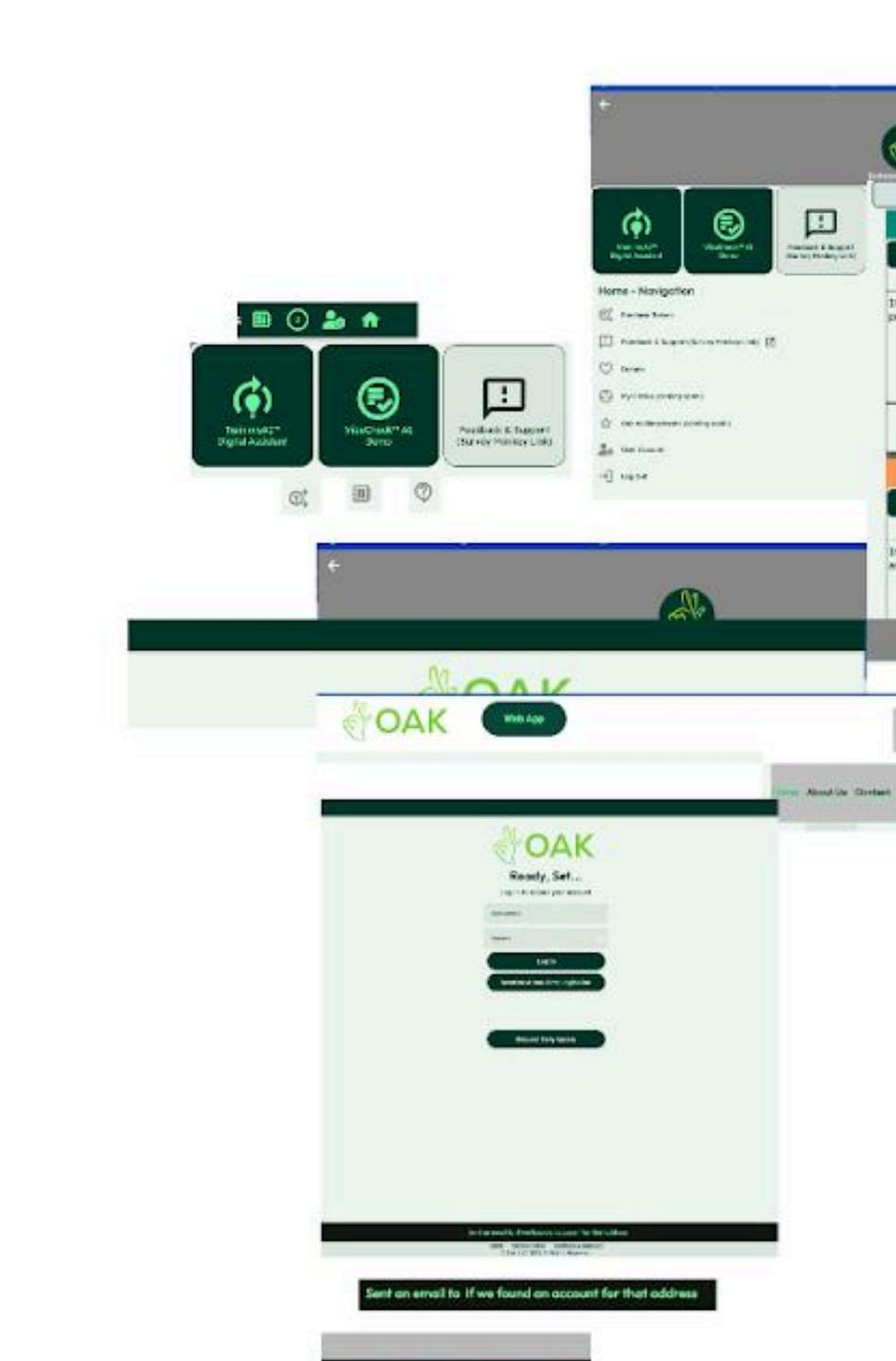
Keep users informed about what is going on, through feedback within a reasonable amount of time.

| Checklist | Rating | Comments |
|---|--------|--|
| Every interface begins with a title/header that describes page contents | 1 | Titles and headers, while present, lack the necessary descriptiveness and consistency. They don't consistently convey the contents of the page effectively, leading to potential user confusion. |
| Headings and subheadings are short, straightforward and descriptive | 1 | Headings and subheadings, as observed, are not effectively conveying clarity and straightforwardness, which is essential for guiding the user. They require refinement for enhanced clarity and alignment with the intended message of the page. |
| Value proposition is clearly stated on the home page (tagline or welcome blurb) | 1 | The home page lacks a clear value proposition, resulting in ambiguity about the app's purpose. This absence hampers immediate user understanding and engagement with the product. |
| The items on the home page are clearly focused on primary actions | 1 | The home page does not effectively highlight primary actions. The presence of unconventional |

Turning Knowledge Into Action

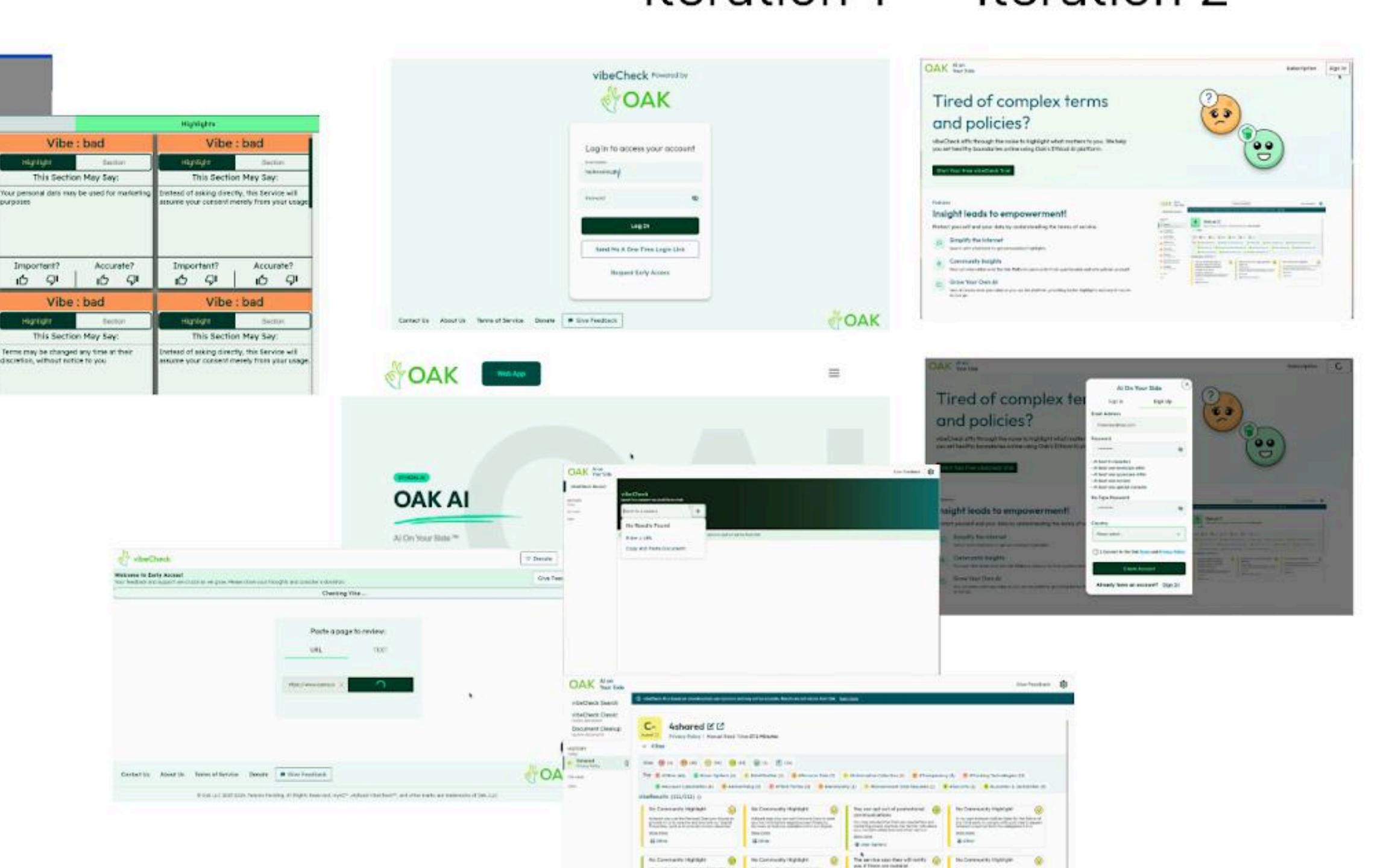
A UX Audit and Heuristics Project | Turning Existing Knowledge into Strategic Direction

BEFORE



AFTER

Iteration 1 Iteration 2



The 'AFTER' section shows the results of two iterations of design improvement. The interface is significantly more organized and user-friendly. In Iteration 1, the login screen is simplified, and the main dashboard features large, clear calls-to-action and a simplified navigation bar. In Iteration 2, the dashboard is further refined with a clean layout, improved readability, and a more intuitive overall design.

Design Recommendations

1. Standardize and Enhance Page Titles and Headings:

Implement a uniform style guide for page titles, headers, and subheadings, ensuring they are descriptive and clearly reflect the content of each page. This approach will directly address issues related to ineffective title and header descriptions and unclear headings and subheadings.

2. Develop a Clear and Prominent Value Proposition:

Craft and prominently display a concise value proposition on the home page and other key areas to immediately convey the app's purpose and engage users effectively, thereby resolving the issue of the absence of a clear value proposition.

3. Redesign Home Page to Highlight Primary Actions:

Restructure the home page layout to emphasize primary actions, using visual cues and strategic placement to guide users efficiently, addressing the lack of focus on primary actions.

4. Consolidate and Strengthen Branding Elements:

Create a cohesive branding guideline that standardizes design elements such as logos, color schemes, and typographies across all pages, ensuring a consistent and recognizable brand experience throughout the site. This will help mitigate inconsistencies in branding and logo usage.

5. Enhance Navigation with Clear Signposting:

Overhaul the navigation system to include clear, descriptive link names and intuitive menus, ensuring users can easily understand their current location and navigate to desired pages without confusion. This solution targets issues with navigation clarity and non-descriptive link names.

6. Optimize Standard Element Placement:

Conduct a thorough review and reorganization of standard elements (like privacy policies, contact information) to ensure they are easily locatable and accessible from any page, addressing the difficulty in finding standard elements.

7. Implement a Fixed and Functional Logo Navigation:

Standardize the logo's position across all pages and ensure its functionality consistently returns users to the home page, enhancing navigational clarity and consistency.

UX Trend Examples

Effective Page Titles and Headings:

- Basecamp (www.basecamp.com): Known for its clear <h1> tag at the top of the homepage, Basecamp effectively uses headings to convey its core offering - "The All-In-One Toolkit for Working Remotely".
- Mailchimp (www.mailchimp.com): Mailchimp uses headings effectively on its homepage, with a clear separation between headers and subsequent paragraphs, aiding in quick identification and focus for users.

Clear Value Proposition on Homepage:

- FreshBooks (www.freshbooks.com): Targets small business owners with a clear value proposition addressing the pain points of bookkeeping.
- The Ladders (www.theladders.com): Specializes in high-income professional job placements with a value proposition that speaks directly to career advancement and increased salary.
- Apptimize (www.apptimize.com): Clearly states its mission to enhance mobile app experiences, appealing directly to its target audience.
- Asana (www.asana.com): Known for its clear communication of its value proposition on the homepage.

Homepage Layout Highlighting Primary Actions:

- Dropbox (www.dropbox.com): Features a well-designed homepage with a hero image and clear CTAs focused on efficiency and security.
- Slack (www.slack.com): Utilizes unique illustrations and a clear tagline to guide visitors towards creating an account or signing in.
- Green Mountain Energy (www.greenmountainenergy.com): Uses contrasting colors in CTAs to clearly distinguish between options for residential customers and business owners.
- CarMax (www.carmax.com): Effectively addresses its dual audience (buyers and sellers) with multiple CTAs on its homepage.

Cohesive Branding Across Pages:

- Dropbox (www.dropbox.com): Exhibits consistent design and personalization across channels, maintaining its signature logo and style in all communications.
- charity:water (www.charitywater.org): Uses its logo effectively across various channels, keeping the branding and mission top of mind while showcasing creative marketing strategies.
- Wells Fargo (www.wellsfargo.com): Maintains traditional and consistent messaging across all platforms, using uniform fonts, colors, layouts, and logos.
- Warby Parker (www.warbyparker.com): Communicates its boutique-quality branding consistently through all promotions and marketing assets, maintaining a clean and navigable website design.

Enhanced Navigation Clarity:

- Websites employing various types of effective navigation include full-screen, top horizontal, dropdown, vertical side, footer menus, breadcrumbs, and hamburger menus for mobile devices, each enhancing user experience and helping visitors find what they need quickly.

Optimal Standard Element Placement:

- While specific examples were not identified, websites that excel in this area typically exhibit a clear and intuitive layout, ensuring elements like contact information, privacy policies, and user accounts are easily accessible and logically placed. Consider studying well-designed websites for inspiration on how they strategically position these standard elements.

Fixed and Functional Logo Navigation:

- Websites with fixed navigation systems, like blogs with extensive content, often employ this feature effectively. These systems keep navigational elements such as logos in place while users scroll through content, improving accessibility and user experience.

Summary

This document presents a condensed summary of the heuristic evaluation conducted on the Oak web application (<https://app.oak-a.ai/>). Our analysis meticulously followed Jakob Nielsen's 10 Usability Heuristics to assess the website's user experience comprehensively. The evaluation pinpointed various significant issues that impact the site's usability, ranging from ineffective navigation elements to inconsistent design and lack of clear instructions. Each identified problem is paired with a tailored solution or recommendation aimed at enhancing the overall user experience and functionality of the web application. This summarized version focuses on presenting the core issues and proposed solutions in a succinct format. For a detailed understanding and complete insight, please refer to the full report available at

Problems Identified:

- Ineffective Title and Header Descriptions:** Titles and headers lack consistency and descriptiveness.
- Unclear Headings and Subheadings:** Headings and subheadings are not clear or straightforward.
- Absence of Clear Value Proposition:** The home page fails to clearly convey the app's purpose.
- Lack of Focus on Primary Actions:** Primary actions are not highlighted effectively on the home page.
- Inconsistent Branding Across Pages:** Branding elements vary, creating a disjointed experience.
- Navigation Clarity Issues:** Navigation is not intuitive or clear, leading to user disorientation.
- Non-Descriptive Link Names:** Link names do not match destination page titles.
- Difficult to Locate Standard Elements:** Essential elements like privacy policies are not easily found.
- Inconsistent Logo Placement and Functionality:** Logo's location and function vary across pages.

Sample of Project Deliverables

Excerpted from internal research documents

UI Standardization

Design Recommendations #1

Standardize and Enhance Page Titles and Headings: Implement a uniform style guide for page titles, headers, and subheadings, ensuring they are descriptive and clearly reflect the content of each page. This approach will directly address issues related to ineffective title and header descriptions and unclear headings and subheadings.



Uniformed Style Guide

IDEAL SOLUTION

Leverage an existing design language system when we move away from flutter flow and/or need to rebuild from the ground up.

BENEFITS

- Would allow us to ensure UX best practices are being followed at the component level.
- Would make future UI development work easier if we move away from a templated development tool.

RECOMMENDED

1. Audit existing UI implementation.
2. Develop new UI kit with recommended improvements.
3. Implement new UI kit into flutter flow leveraging their component feature to ensure standard UI implementation across the team.

BENEFITS

- Allow us to have more control and visibility into our brand.
- Allow for holistic view of our system which will result in better, more informed UI decisions to be made.
- Will ensure standardization and consistency of UI implementation.

Information Architecture

Design Recommendations #2

Develop a Clear and Prominent Value Proposition: Craft and prominently display a concise value proposition on the home page and other pages to immediately convey the app's and that page's purpose. In order to engage users effectively, thereby resolving the issue of the absence of a clear value proposition and page intent.

Develop Value Proposition

IDEAL SOLUTION

Work with a marketing specialist to craft and then focus group test value proposition to identify what messaging resonates most with our target audience.

BENEFITS

- Would allow us to validate our messaging and get insight into what motivates our users.

RECOMMENDED

1. Conduct UX writing and information architecture research to understand effective messaging on similar websites.
2. Utilize these insights to refine the website's call to action and page summaries.
3. Identify specific opportunities for improvement and develop solutions based on the revised value proposition strategy.

BENEFITS

Would allow us to iteratively test and gain insights about our messaging while also educating and engaging the community about our product/company.

ALTERNATIVE SOLUTION

1. Identify specific aspects of our message we want to evaluate.
2. Develop survey to gather input from users interested in early access.
3. Begin measuring the impact specific messaging has on our audience.

BENEFITS

- Enhances user understanding and navigation.
- Streamlines content to align with user expectations and best practices.

Information Architecture

Design Recommendations #3

Redesign Home Page to Highlight Primary Actions: Restructure the home page layout to emphasize primary actions, using visual cues and strategic placement to guide users efficiently, addressing the lack of focus on primary actions.

Current



Proposed



This is just a quick UI pass. I will need to design the rest of the menu as well as the desktop version.

Megan

Home Page Navigation

IDEAL SOLUTION

1. Complete a Information Architecture evaluation of the site.
2. Redesign & implement new optimized navigation.

BENEFITS

- Ensure that users can easily navigate the site.
- Design navigation around workflows and establish UX patterns to allow for scaling of capabilities.

RECOMMENDED

1. Redesign top bar navigation:
 - a. Ensure icons are recognizable
 - b. Ensure token counter is recognizable
 - c. Ensure responsive handling
 - d. Reorder navigation options in a more intuitive way.

BENEFITS

This scoped approach will allow us to make necessary navigation updates without the need for an entire AI evaluation.

Note: These are screenshots of reports delivered modified per NDA