

January 2025

Hello, I'm

Jonathan Kyle Hobson

Human-AI UX Researcher & Designer

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



Research to Design

A UX Journey at Oak

1. Heuristic Evaluation

Identifying foundational UX issues

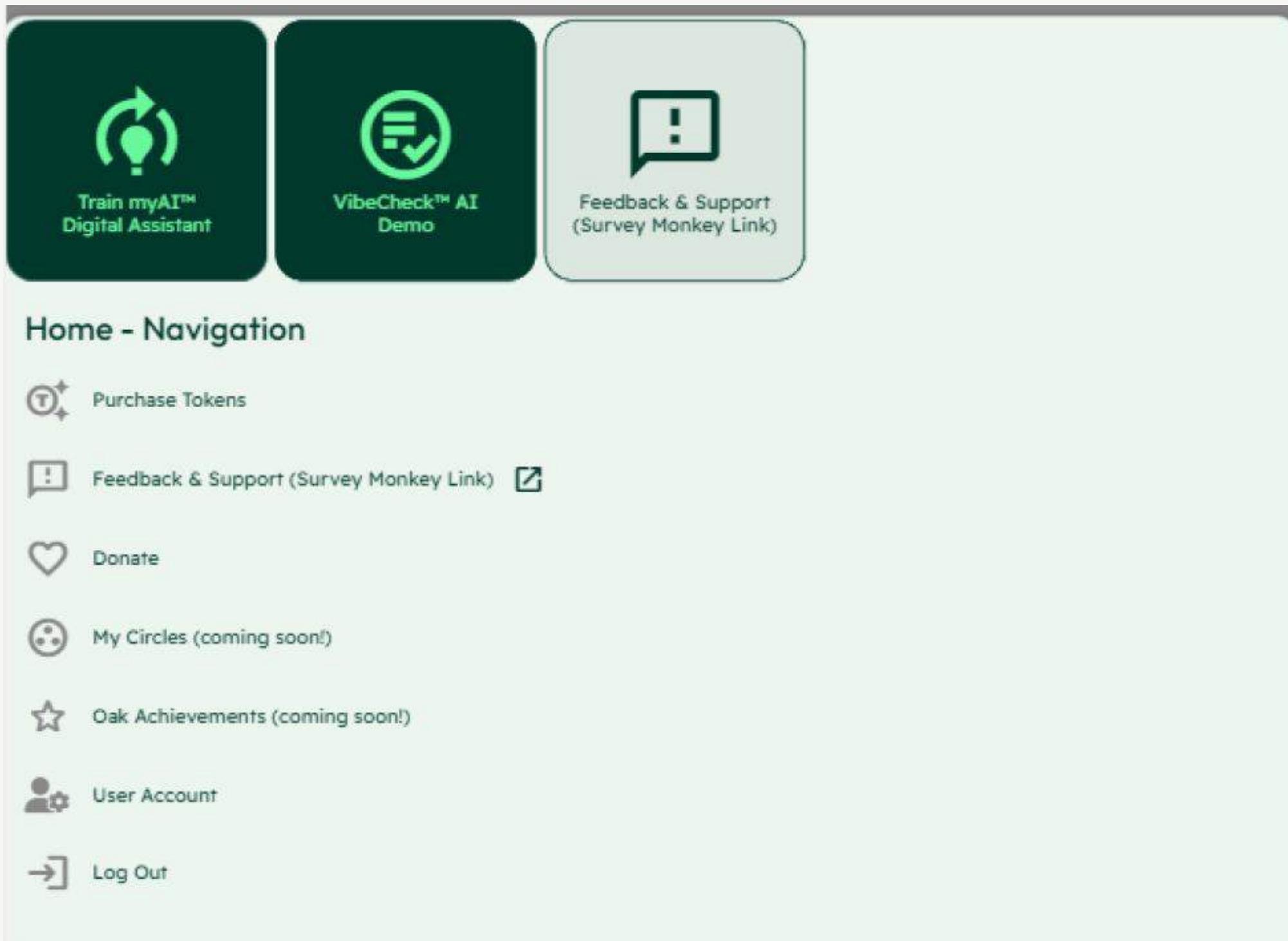
2. Design Iterations

Wireframes, prototypes & visual refinements

3. Implemented Changes & User Testing

Collaborating with engineering for release

Validating improvements with real users

Before

Heuristic eval → Wireframes → Prototypes
Fixed: menu clarity, value messaging, visual hierarchy

After Iteration #2

Before

The original login screen features a dark background with a green 'OAK' logo at the top left. Below it is the text 'Ready, Set... Log in to access your account'. There are two input fields: 'Email Address' and 'Password', followed by a large green 'Log In' button. Below these is a smaller button 'Send Me A One-Time Login Link'. At the bottom, there's a 'Request Early Access' button. A black footer bar contains the word 'Log In' and an error message 'Error: Invalid login credentials'.

Heuristic eval → Wireframes → Prototypes

Resolved: contrast, CTA clarity, signup friction

After Iteration #3

The evolution of the sign-up form:

- Initial Wireframe:** Shows a 'Sign In' button in grey and a 'Sign Up' button in light green. Fields for 'Email Address' and 'Password' are present, along with a 'Retype Password' field and a 'Country' dropdown set to 'Algeria'. Buttons for 'Create Account' and 'Continue with Google' are shown, along with links for 'Forgot Password' and 'Already have an account? Sign In'.
- Refined Prototype:** The 'Sign Up' button is now highlighted in green. The 'Email Address' field has placeholder text 'Name@email.com'. The 'Password' field includes validation rules: 'Up to 8 characters long', 'At least one upper case', and 'At least one special character'. The 'Retype Password' field also shows these rules. The 'Country' dropdown is set to 'Algeria'. Buttons for 'Sign In', 'Continue with Google', and 'Create Account' are visible, along with a 'Forgot Password' link and a 'Don't have an account? Sign Up' link.
- Final Polished Design:** The 'Sign Up' button is now a solid green. The 'Email Address' field has placeholder text 'Enter your email...'. The 'Password' field includes validation rules: 'Up to 8 characters long', 'At least one upper case', and 'At least one special character'. The 'Retype Password' field also shows these rules. The 'Country' dropdown is set to 'Select your country of residence...'. Buttons for 'Sign In', 'Continue with Google', and 'Create Account' are visible, along with a 'Forgot Password' link and a 'Don't have an account? Sign Up' link. A red error message 'Passwords do not match' is displayed above the 'Retype Password' field.

Design Recommendations

Solution Overview

- 1. UI Standardization:** Develop a uniform UI framework to ensure consistency across different parts of the application, thus reducing cognitive load and enhancing user comprehension.
- 2. Information Architecture Remodeling:** Restructure the site's information hierarchy to improve navigability and content discoverability, making it more intuitive for users to find what they're looking for.
- 3. Brand Development:** Revamp the brand identity to ensure consistency across all digital touchpoints. This includes standardizing color schemes, logo designs, and overall visual language.

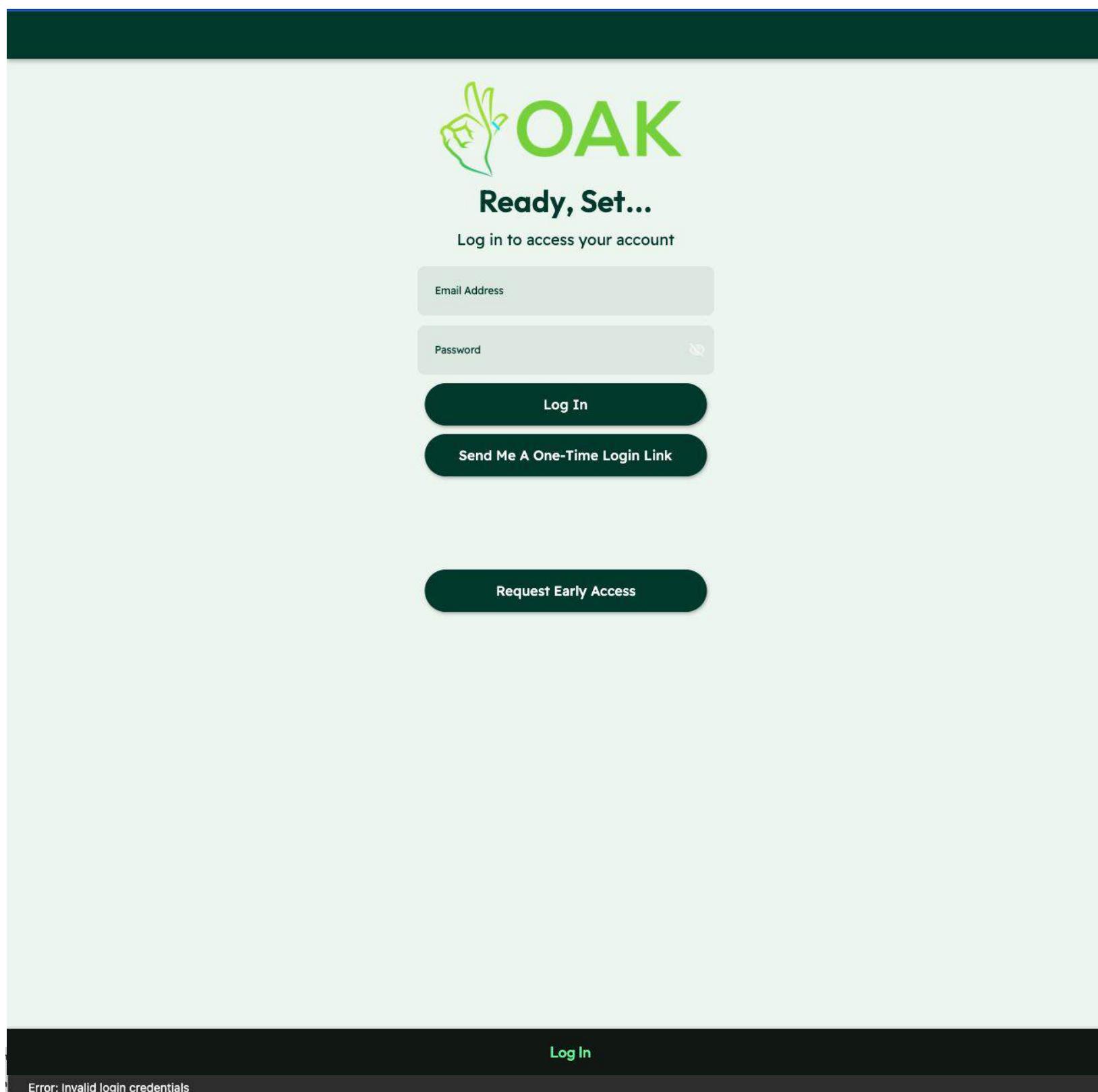
The image displays three distinct user interface designs side-by-side, illustrating design evolution. The 'Current' design on the left shows a complex navigation bar with multiple tabs and a sidebar. The 'Proposed' design on the right features a simplified navigation bar with fewer items and a cleaner layout. The background design in the center appears to be a wireframe or a different version of the proposed interface.

Note: These are screenshots of reports delivered modified per NDA

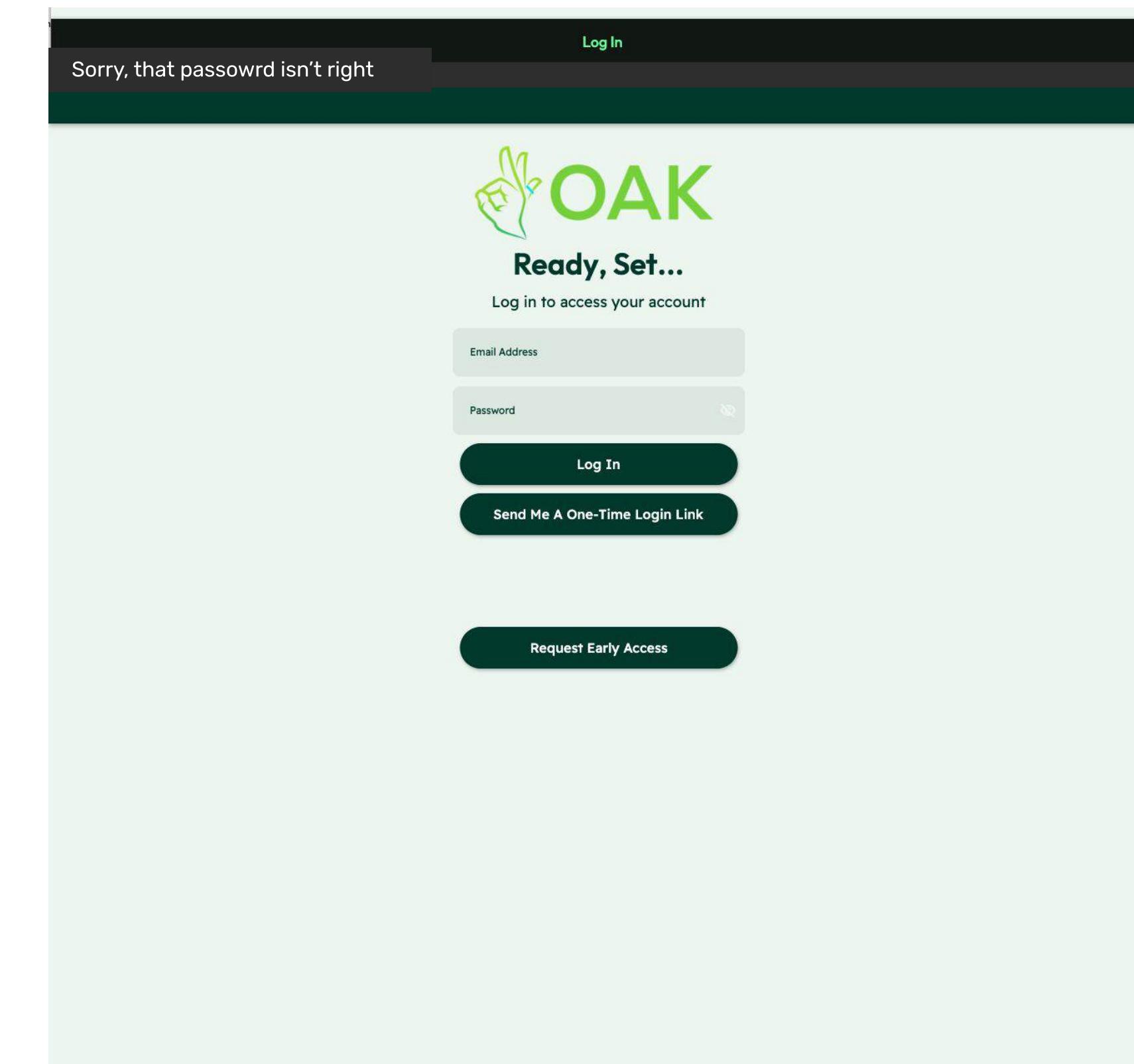
Simplest Implementation

Notifications should be **centered** or **top** of the page

🚫 Before



✓ After



Error Message needs to be clear, concise, and action oriented

Notifications should be clear , concise, and action-oriented.

🚫 Before

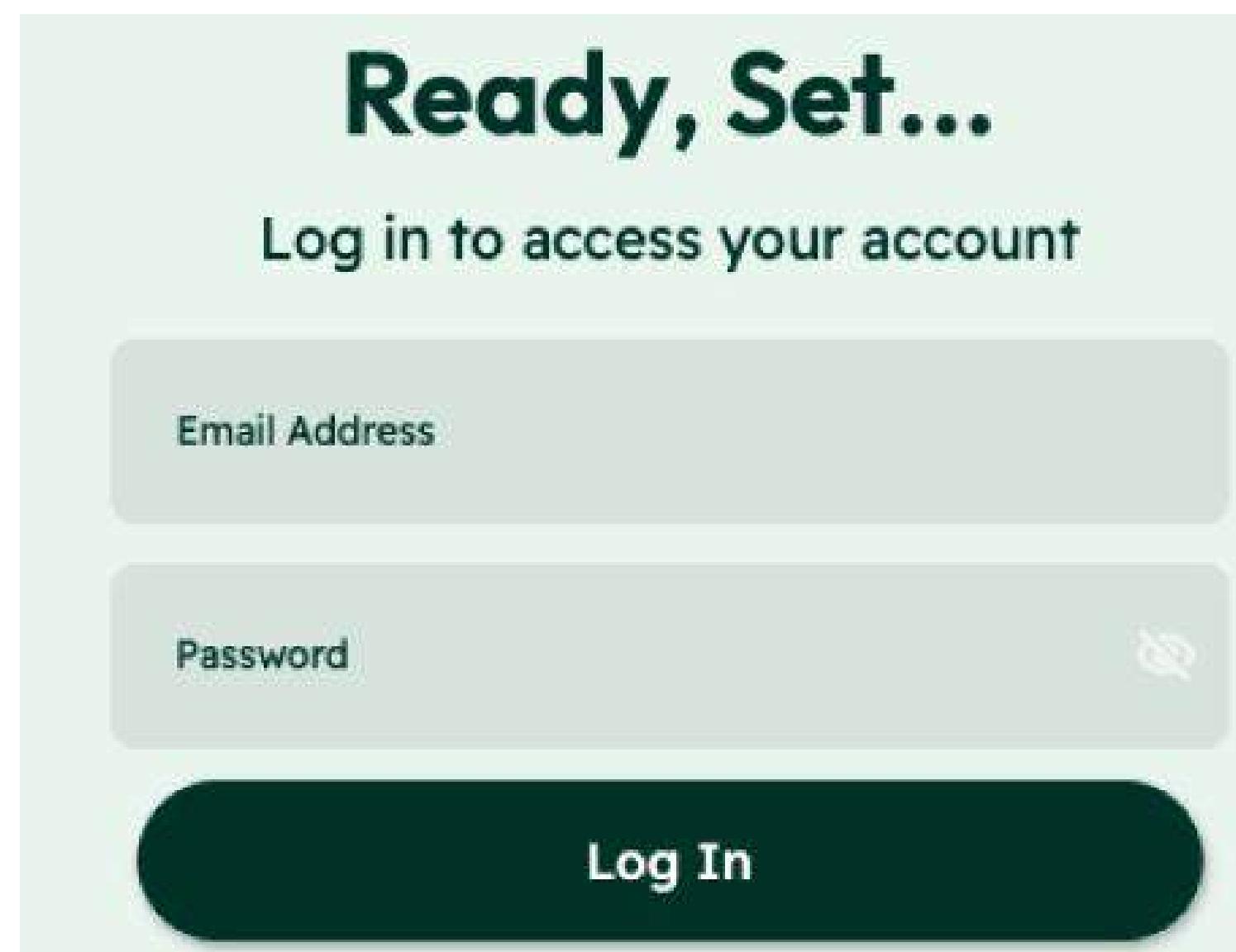
Ready, Set...

Log in to access your account

Email Address

Password

Log In



✓ After

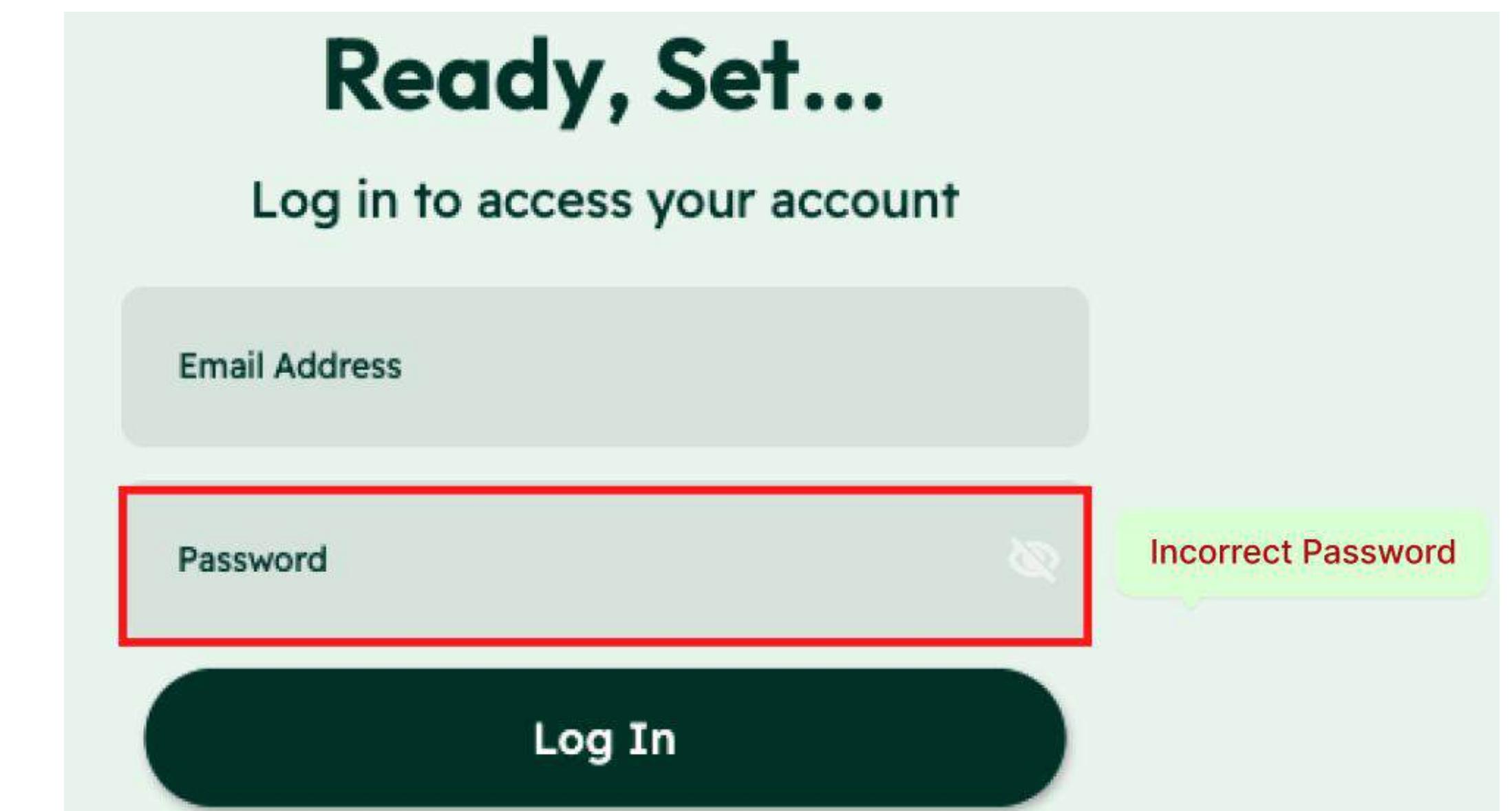
Ready, Set...

Log in to access your account

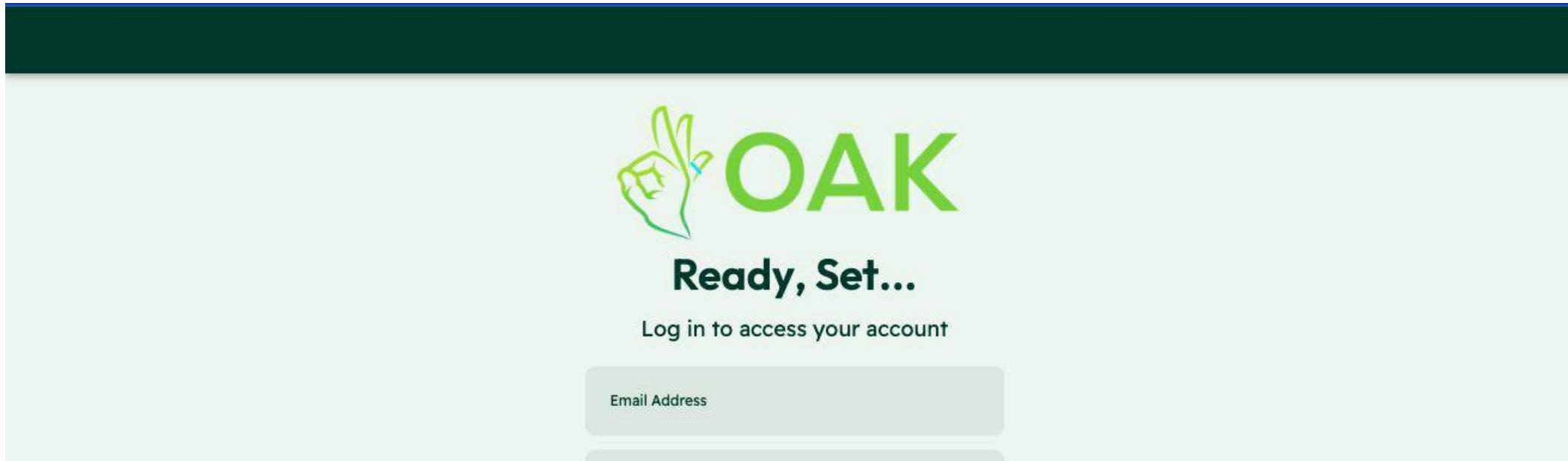
Email Address

Password

Log In



Current



Proposed

A screenshot of a proposed website design. It features a light gray header with the OAK logo and a navigation menu with links for Home, About, Services, Products, and Contact. The "About" link is underlined. Below the header is a large green rectangular area containing the text "Ready, Set..." and a "Log in to access your account" link, followed by an "Email Address" input field. To the right of this green area are two buttons labeled "First Button" and "Second Button".

Logo colors need to be reevaluate to be WCAG compliant on light & dark modes.

Jonathan Hobson

Note: These are screenshots of reports delivered modified per NDA

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.

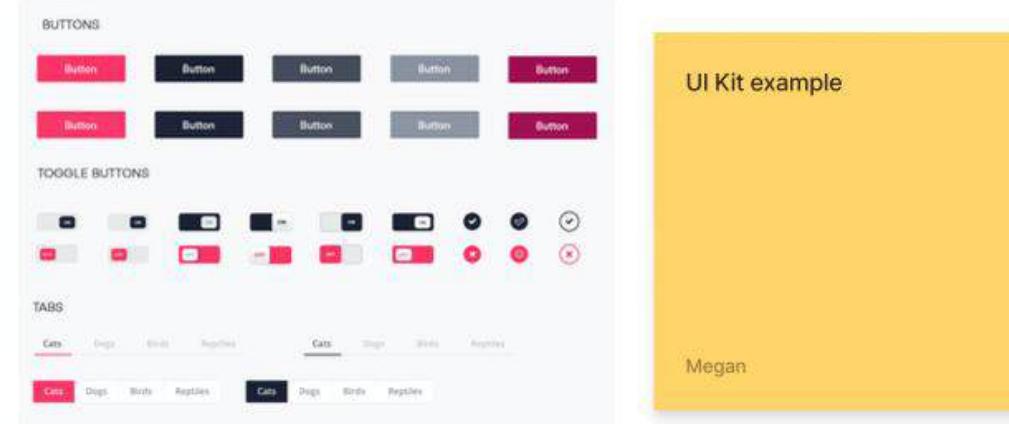
Sample of Project Deliverables

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

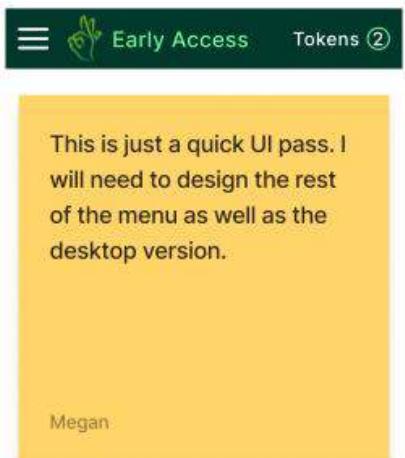
Design Recommendations #3

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



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

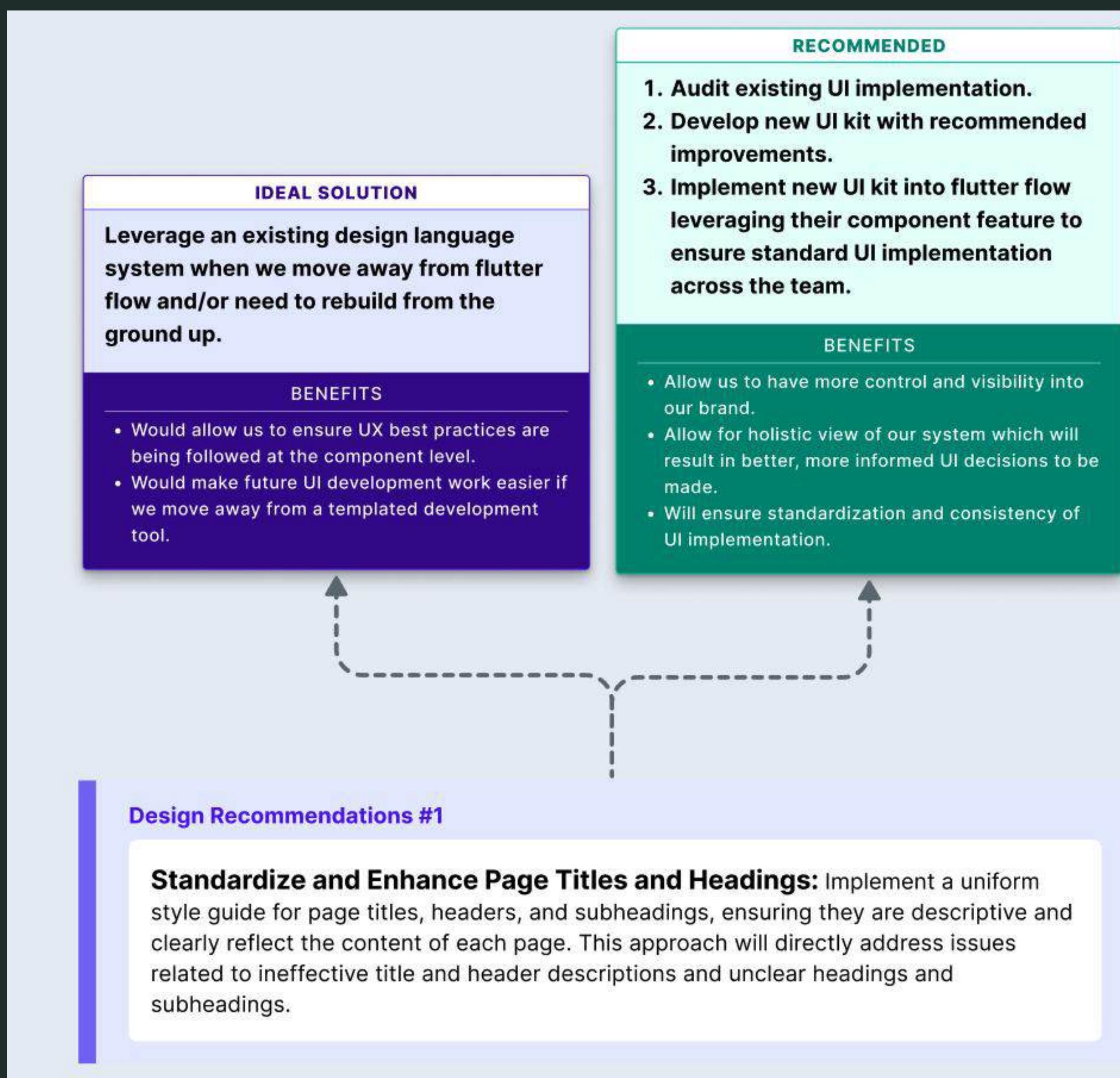
1. Redesign top bar navigation:
 - a. Ensure icons are recognizable
 - b. Ensure token counter is recognizable
 - c. Ensure responsive handling
 - d. Reorder navigation options in a more intuitive way.

BENEFITS

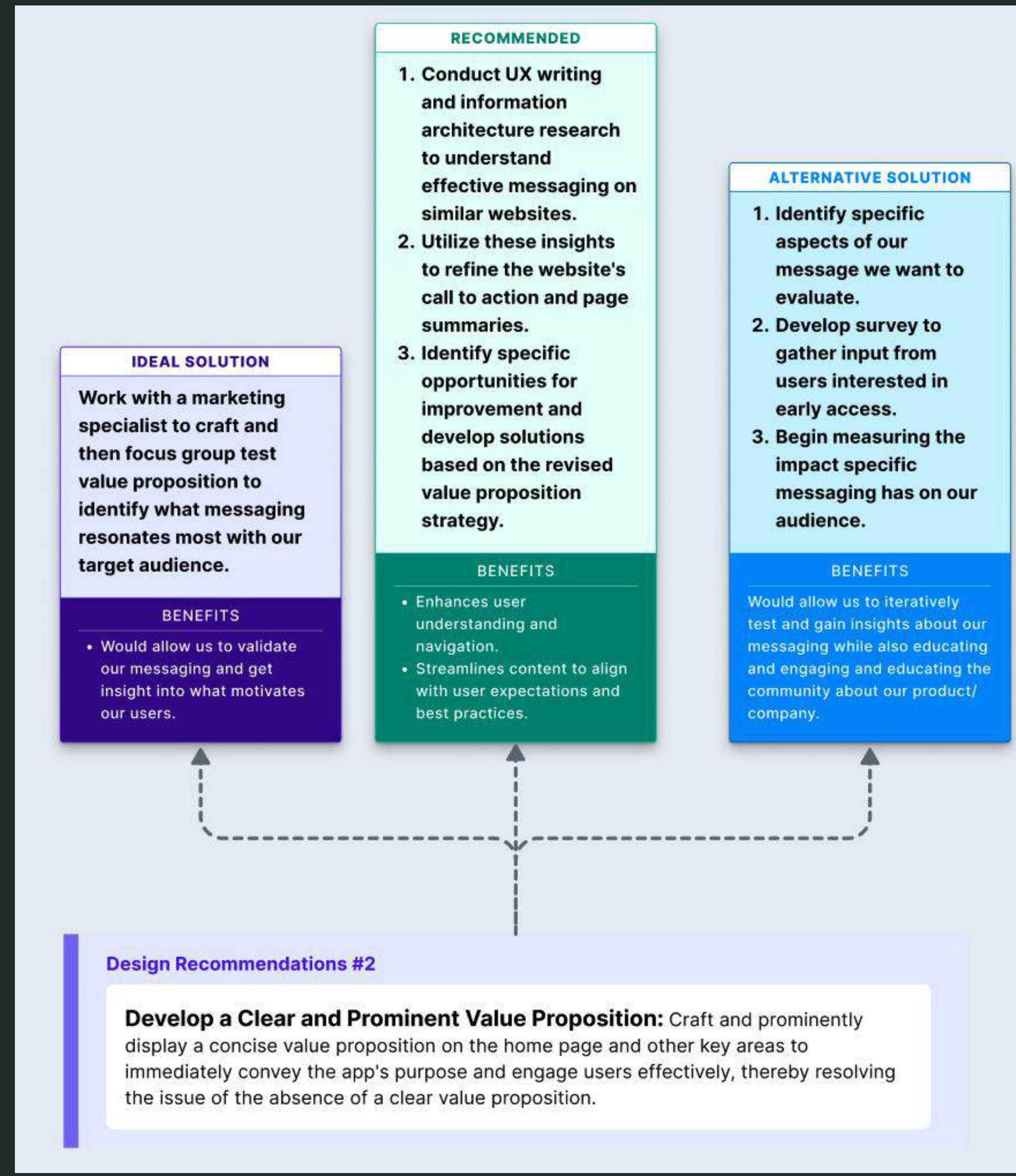
- This scoped approach will allow us to make necessary navigation updates without the need for an entire AI evaluation.

Note: These are screenshots of reports delivered modified per NDA

Sample of Project Deliverables



Excerpted from internal research documents

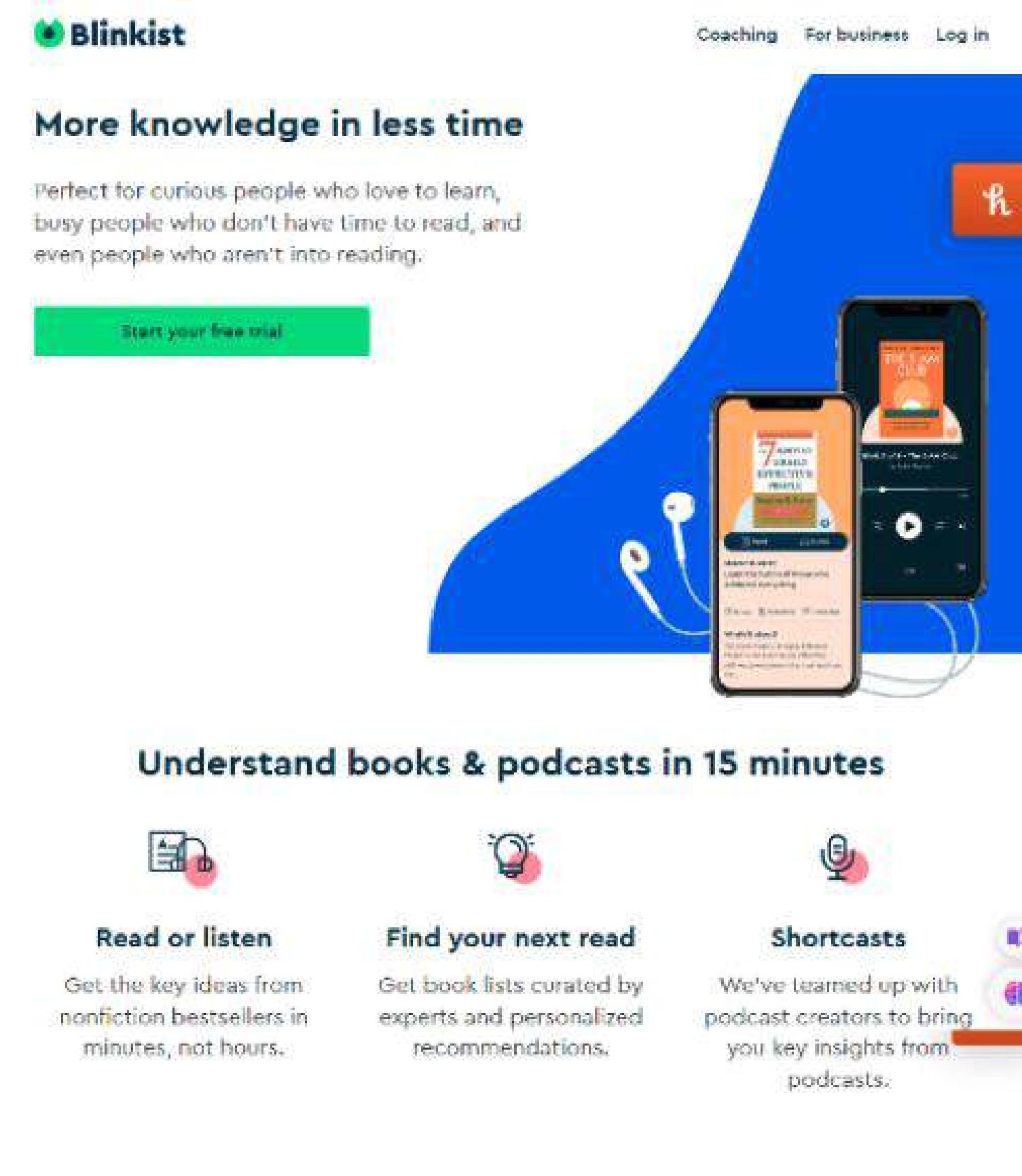


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Sample of Project Deliverables

A book-summarizing service with a sleek and minimalistic design, employing brand colors creatively for a unique and accessible layout.

Kyle



The screenshot shows the Blinkist homepage. At the top, there's a navigation bar with 'Coaching', 'For business', and 'Log in'. Below it, a large blue graphic features two smartphones displaying book summaries. The text 'More knowledge in less time' is prominently displayed. A green button says 'Start your free trial'. Below the graphic, the text 'Understand books & podcasts in 15 minutes' is followed by three sections: 'Read or listen', 'Find your next read', and 'Shortcasts'. Each section includes an icon and a brief description.

Blinkist

More knowledge in less time

Perfect for curious people who love to learn, busy people who don't have time to read, and even people who aren't into reading.

Start your free trial

Understand books & podcasts in 15 minutes

Read or listen

Find your next read

Shortcasts

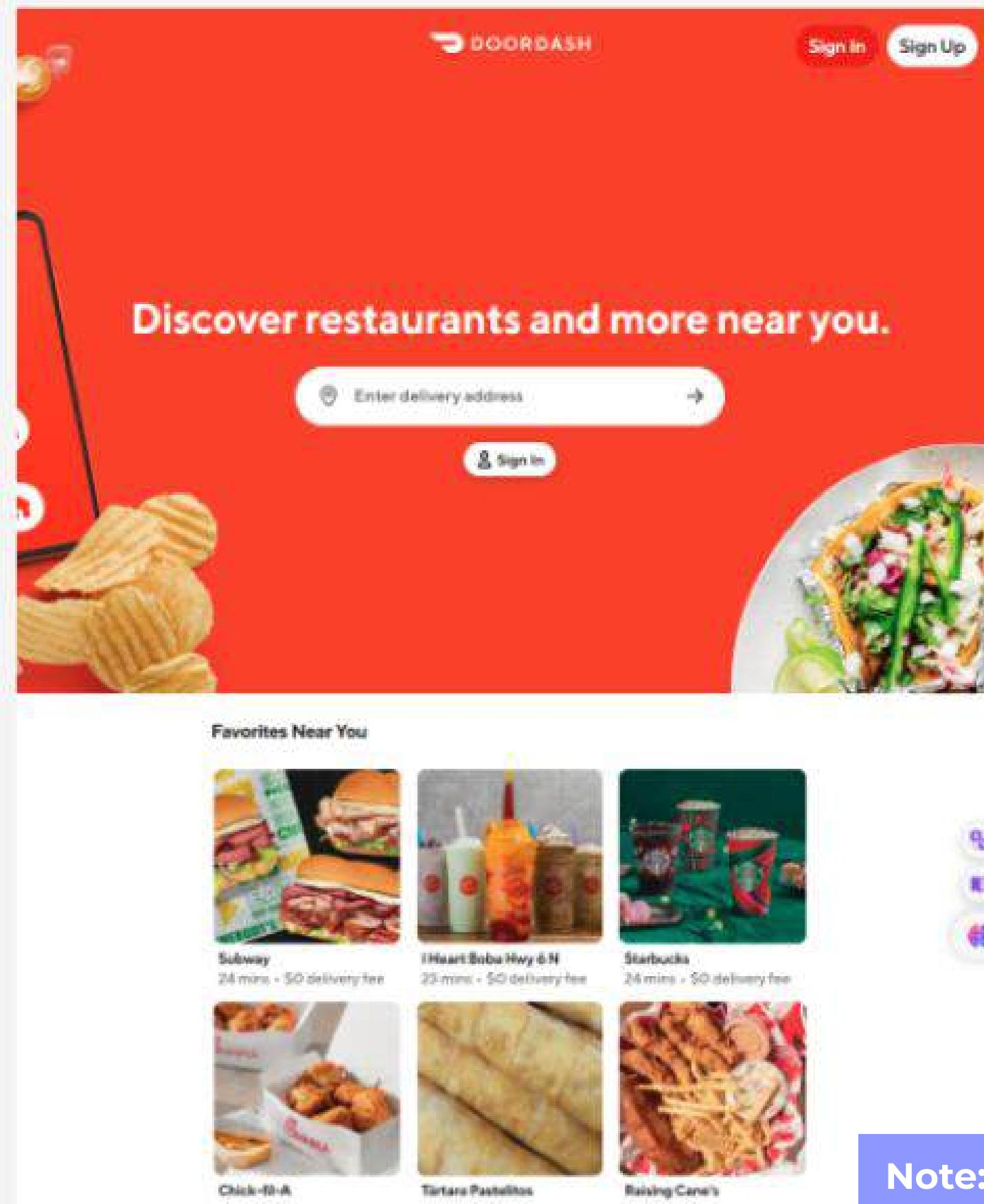
Excerpted from internal research documents

Connects users with local restaurants, featuring a modern and clean interface with easy-to-use navigation and high-value content.



A digital platform for booking air freight capacity, offering an effective layout that efficiently presents relevant information using lists, images, and graphics.

Kyle



The screenshot shows the DoorDash homepage. The top navigation bar includes 'DOORDASH', 'Sign In', and 'Sign Up'. The main heading 'Discover restaurants and more near you.' is centered. Below it is a search bar with 'Enter delivery address'. There are sections for 'Favorites Near You' showing images of Subway, IHop Boba Hwy & N, Starbucks, Chick-fil-A, Tortilla Pastelitos, and Raising Cane's. The background is red.

DOORDASH

Sign In Sign Up

Discover restaurants and more near you.

Enter delivery address

Favorites Near You

Subway

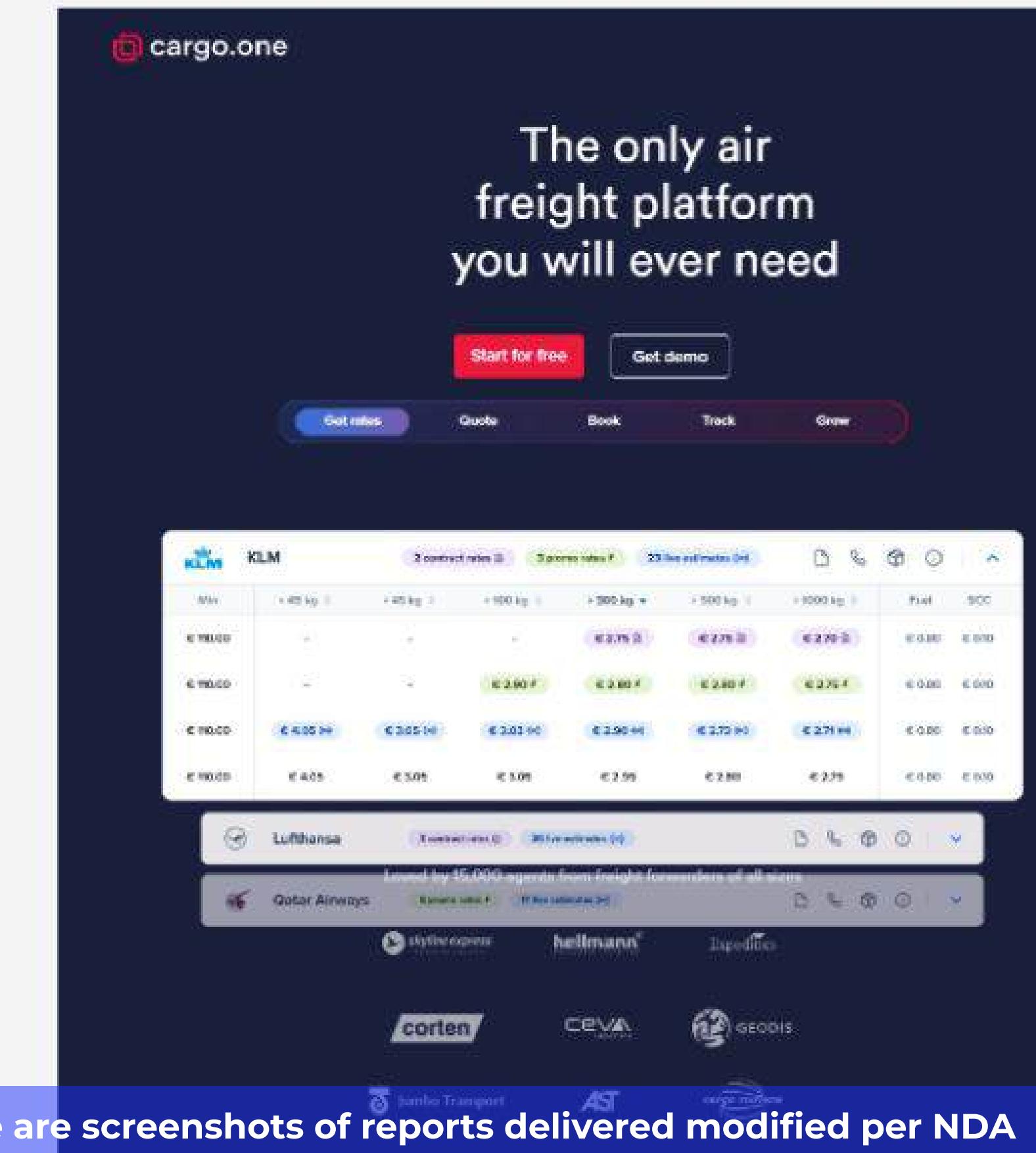
IHop Boba Hwy & N

Starbucks

Chick-fil-A

Tortilla Pastelitos

Raising Cane's



The screenshot shows the cargo.one homepage. The top header reads 'The only air freight platform you will ever need'. Below it is a navigation bar with 'Start for free', 'Get demo', 'Get rates', 'Quote', 'Book', 'Track', and 'Home'. The main content area displays a table for KLM air freight rates and logos for various airline partners like Lufthansa, Qatar Airways, and KLM. Logos for shipping companies like DHL, FedEx, and UPS are also present at the bottom.

cargo.one

The only air freight platform you will ever need

Start for free Get demo

Get rates Quote Book Track Home

	Min	+ 40 kg	+ 80 kg	+ 160 kg	+ 320 kg	+ 500 kg	+ 1000 kg	Pmt	SOC
KLM	-	-	-	-	€ 3.76	€ 7.29	€ 2.79	€ 0.00	€ 0.00
E THAI	-	-	-	-	€ 2.60	€ 2.60	€ 2.60	€ 0.00	€ 0.00
E HIND	€ 4.05	€ 3.05	€ 2.01	€ 2.99	€ 2.72	€ 2.72	€ 2.72	€ 0.00	€ 0.00
E HIND	€ 4.05	€ 3.05	€ 2.01	€ 2.99	€ 2.80	€ 2.79	€ 2.79	€ 0.00	€ 0.00

Lufthansa

Qatar Airways

DHL

FEDEX

UPS

corten

CEVA

seodis

Intermodal

AST

Logistics

Note: These are screenshots of reports delivered modified per NDA

Wire Frame (Ready for Review)

Desktop

vibeCheck

Pricing

About Oak

Log in

Sign up

Confused by complex terms and policies?

vibeCheck sifts through jargon-filled documents to highlight what matters to you. We help you to set healthy boundaries online using ethic M T.

Start Your Free vibeCheck Trial

UI Pass (Ready for Review)

UI Pass

OAK AI on Your Side

vibeCheck Pricing About Oak

Sign In Sign Up

Confused by complex terms and policies?

vibeCheck sifts through jargon-filled documents to highlight what matters to you. We help you to set healthy boundaries online using ethical AI.

Start Your Free vibeCheck Trial

Features

Insight leads to empowerment

Protect yourself and your data by understanding the terms of service.

Simplify the Internet

New vibeCheck

Give Feedback

OAK AI on Your Side

vibeCheck Search

HISTORY

- Oak.ai
- LinkedIn
- Facebook
- TikTok
- Youtube

Oak.ai

Oak.ai Terms of Service | Manual Read Time: 21.6 Minutes

A Overall

Viber

Tags

- #Notification (4)
- #Rules & Governance (11)
- #Other (59)
- #User Consents (2)
- #Account Moderation (5)
- #Security (2)
- #Government Data Requests (1)
- #Content Policy (4)
- #Guarantees (2)
- #Dispute Resolution (7)

Mobile

Sign In Sign Up

Confused by complex terms and policies?

vibeCheck sifts through jargon-filled documents to highlight what matters to you. We help you to set healthy boundaries online using ethical AI.

Start Your Free vibeCheck Trial

AI on your Side

Sign In **Sign Up**

Email Address
Enter your email...

Password

- Up to 8 characters long
- At least one upper case
- At least one special character

Retype Password

Passwords do not match

Country
Select your country of residence...

Create Account

 Continue with Google

Already have an account? [Sign In](#)

Wireframe → Engineering & Team Feedback → Wireframe

**Due to technical constraints and need
for branding we made changes.**


vibeCheck
by Oak

Sign In **Sign Up**

Email Address
Enter your email...

Password
Create a password... 

- Up to 8 characters long
- At least one lower case
- At least one upper case
- At least one number
- At least one special character

Retype Password
Retype your password... 

Country
Select your country of residence...

I consent to the Oak [Terms](#) and [Privacy Policy](#)

Create Account

Already have an account? [Sign In](#)

Confused by complex terms and policies?

vibeCheck sifts through jargon-filled documents to highlight what matters to you. We help you to set healthy boundaries online using ethical AI.

Start Your Free vibeCheck Trial

Features

Insight leads to empowerment

Protect yourself and your data by understanding the terms of service.

- Simplify the Internet**
- Community Insights**
- Train Your Own AI**

Our Mission

Helping you align your online life with your personal values.

Cut through the noise and see the things that matter most to you.

vibeCheck Search simplifies complex information like data privacy notices and terms of service. We use ethical AI to highlight concepts that you and the community have deemed important so that you can make informed decisions based on your values.

Subscriptions

Pricing plans that scale

Simple, transparent pricing that grows with you. Try the Basic Plan free for 30 days.

Stay Informed - Subscribe Today!

Stay updated on policy changes from top companies.

Enter your email **Subscribe**

We care about your data. View our [privacy policy](#).

Insights on Fine Print From Real People

vibeCheck by Oak empowers you to make informed decisions quickly when signing up for online services. Focus on what matters most to you—like online privacy and data security. View or contribute to community insights on what to watch out for.

Try for Free!

Explore our tool by checking out what the community says about these top companies, or evaluate Oak's Terms of Service and Privacy Policy.

Tool	Overall	Manual read time
Oak	Overall	Manual read time 32 Minutes
Enigagin	Overall	Manual read time 42 Minutes
Snapshot	Overall	Manual read time 42 Minutes
Facebook	Overall	Manual read time 42 Minutes

How it Works

- Search for Companies you Use
- Easily search for companies others have reviewed or add new ones by pasting the URL or document text.
- Evaluate Policies
- Explore which terms and policies the community finds questionable and contribute yourself.
- Set your Personal Values
- Train your own AI with your values so that it will evaluate terms and policies for you.
- Explore Better Options
- Compare companies based on your values to find better alternatives to services.

Pricing

As an early stage startup, our support for new technology that's transparent and truly user-focused. Try risk-free with a 14-day free trial - cancel any time.

Plan	Price	Billed monthly
Essential	\$1.3	Limited Time Offer
Standard	\$5.6	For individuals interested in personalizing their experience to gain meaningful insights.
Premium	\$12	For individuals who want to support our work & don't mind shell out for growing AI features.

Frequently Asked Questions

What is vibeCheck?

vibeCheck covers common online agreements, such as terms of service and privacy policies. These documents often contain critical details about how your data is used or shared. By using vibeCheck, you gain clear insights into these terms, helping you make decisions that align with your values and protect your data privacy.

What does it mean that vibeCheck is in early access?

vibeCheck is in early access, so you can start using the platform before the full release. During this time, we're rolling out new features, improving existing ones, and fixing any issues.

By subscribing now, you'll:

- Start Access: Start using vibeCheck's features right now.
- Enjoy Regular Updates: Receive frequent enhancements as we refine the platform.
- Help Shape the Future: Your feedback directly influences our progress.
- Explore Some Early Benefits: We aim for smooth use, there may be some bugs as we grow.

Your subscription supports ongoing development, helping us deliver an even better experience by launch.

Does vibeCheck provide legal advice?

No, vibeCheck is not legal advice. It provides guidance based on AI and community input. The insights are not verified or vetted by legal professionals. Users should treat the insights as helpful information, not as definitive legal evaluations.

Who can benefit from using vibeCheck?

vibeCheck is designed for individuals who value privacy and want to take control of their personal data. If you're looking to understand how companies use your information and make informed choices, vibeCheck is for you.

Subscribe to our Newsletter on Substack.

Stay updated on policy changes from top companies.

Subscribe to Substack

Page Navigation Sample of Project Deliverables

Excerpted from internal research documents

The screenshot shows the homepage of vibeCheck. At the top, there are navigation links: Pricing, How it Works, and FAQ. Below the header, there's a large section titled "Insights on Fine Print From Real People". A callout bubble highlights a red angry face icon and a warning message about binding arbitration. A green checkmark icon is also present. At the bottom left, there's a "Try for Free!" button.

This screenshot shows the "Frequently Asked Questions" section of the website. It contains several expandable questions with icons next to them. Below the FAQ, there's a section titled "Subscribe to our Newsletter on Substack" with a "Subscribe to Substack" button.

The screenshot shows the "Pricing" section. It displays three plans: Essential (\$1-\$3), Standard (\$5-\$6), and Premium (\$12). Each plan includes a "Start Free 14 Day Trial" button and a list of features. The "Essential" plan has a "Limited Time Offer" badge.

This screenshot shows the "Try for Free!" section. It lists several companies with their overall scores (A, B, C, D) and links to their terms of service. There's also a "Want to evaluate other documents? Subscribe Now!" button.

How it Works

1 Search for Note: These are screenshots of reports delivered modified per NDA

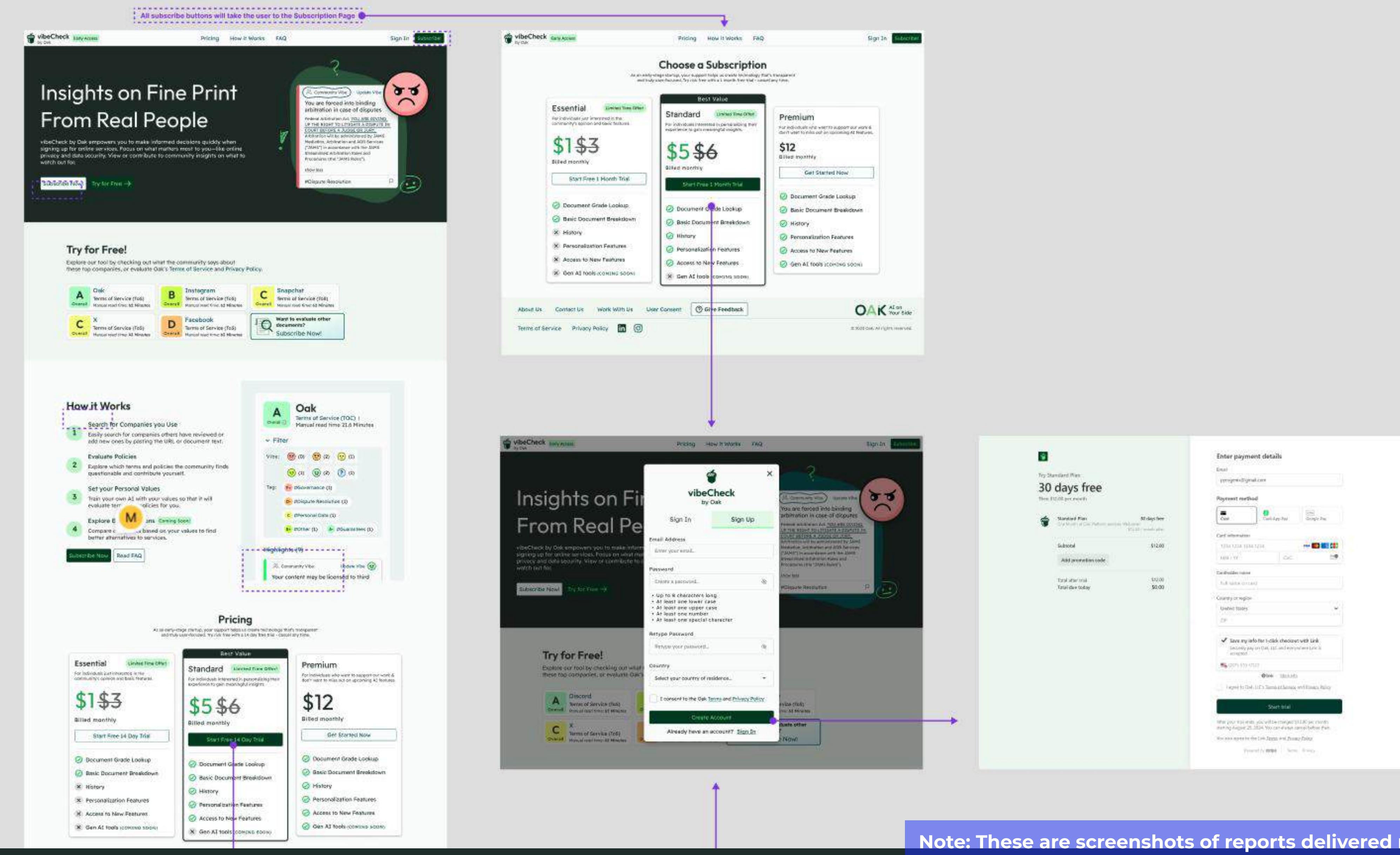
1 Easily search for companies others have reviewed or add new ones by pasting the URL or document text.

Filter

Sample of Project Deliverables

Subscribing Workflow

Excerpted from internal research documents



Note: These are screenshots of reports delivered modified per NDA

Sample of Project Deliverables

Landing Not Logged In

Insights on Fine Print From Real People

vibeCheck by Oak empowers you to make informed decisions quickly when signing up for online services. Focus on what matters most to you—like online privacy and data security. View or contribute to community insights on what to watch out for.

Subscribe Now Try for Free →

Try for Free!

Explore our tool by checking out what the community says about these top companies, or evaluate Oak's Terms of Service and Privacy Policy.

A Overall Discord Terms of Service (ToS) Manual read time: 62 Minutes
B Overall Instagram Terms of Service (ToS) Manual read time: 62 Minutes
C Overall Snapchat Terms of Service (ToS) Manual read time: 62 Minutes
D Overall Facebook Terms of Service (ToS) Manual read time: 62 Minutes

Want to evaluate other documents? [Subscribe Now!](#)

How it Works

- 1 Search for Companies you Use Easily search for companies others have reviewed or add new ones by pasting the URL or document text.
- 2 Evaluate Policies Explore which terms and policies the community finds questionable and contribute yourself.
- 3 Set your Personal Values Train your own AI with your values so that it will evaluate terms and policies for you.
- 4 Explore Better Options Coming soon! Compare companies based on your values to find better alternatives to services.

Subscribe Now Read FAQ

A Overall Oak Terms of Service (TOC) | Manual read time: 216 Minutes

Filter

Vibe: (1) (2) (3)
(4) (5) (6)

Tag: #Governance (1)
#Dispute Resolution (1)
#Personal Data (1)
#Other (1)
#Guarantees (1)

Highlights (9)

Community Vibe Update Vibe

Your content may be licensed to third parties

publicly perform (for example, to enable the playback of a video on public properties or third-party platforms at your direction but not..

show more

#governance

No Community Take Away

Community Vibe Update Vibe

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show more

Excerpted from internal research documents

New Key Screens iPhone 13 Pro

vibeCheck by Oak Early Access

A Overall Oak Terms of Service (TOC) | Manual read time 62 Minutes

Filters Reset

Vibe: (1) (2) (3)
(4) (5) (6)

Tag: #Governance (1)
#Dispute Resolution (1)
#Personal Data (1)
#Other (1)
#Guarantees (1)

Document Highlights (10)

No Community Take Away

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show more

Note: These are screenshots of reports delivered modified per NDA

Workshops to Design

A UX Journey at Keepmake

1. Team Workshops

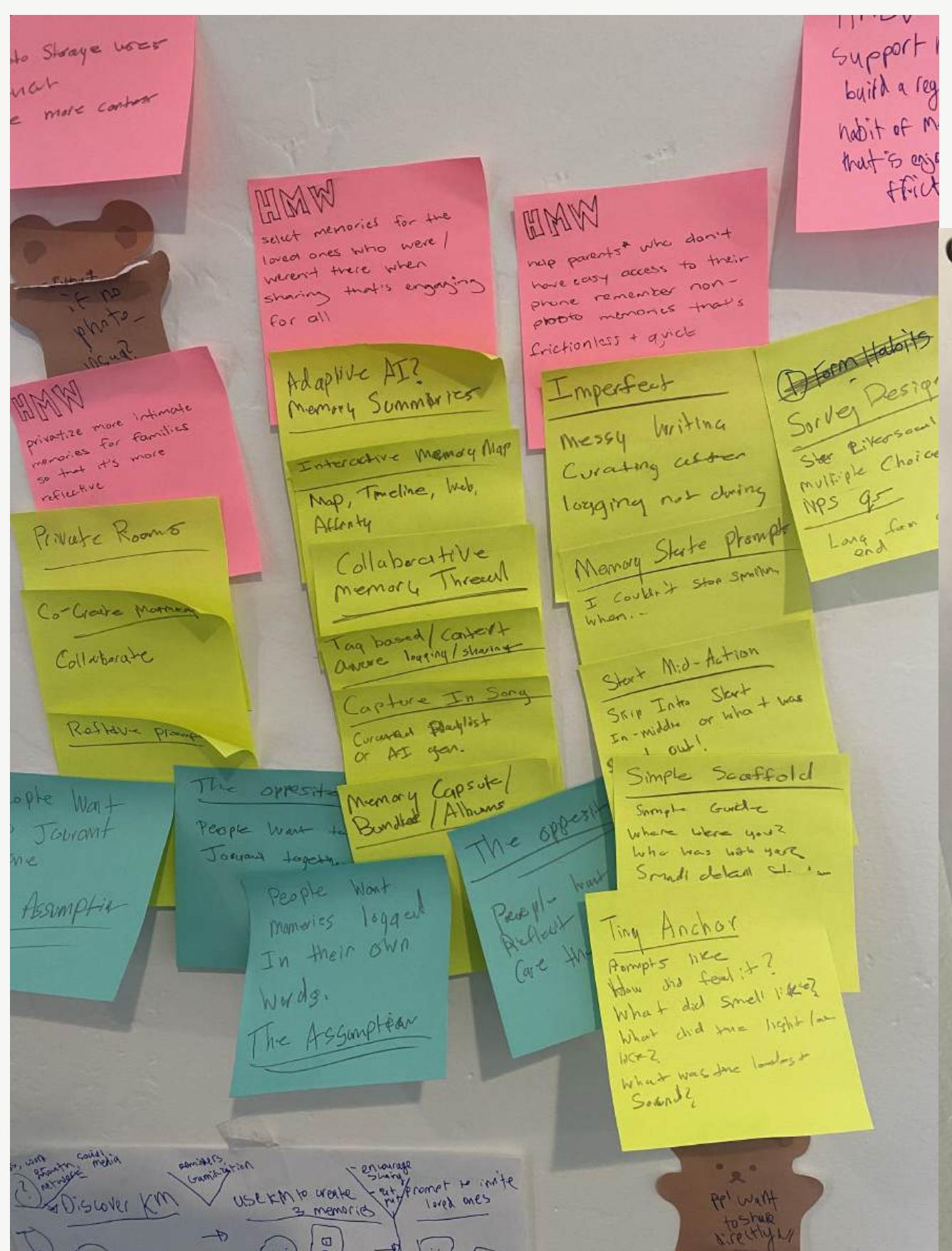
Participatory Problem and Solution Design Workshops

2. User Journey & Feature Prioritization

Organizing and digitizing workshop outcomes

3. Wireframes & Design Iterations

Wireframes, vibe coding, prototypes & visual refinements



Crafting awesome HMW statements

1 Main goal: Turn identified insights into opportunities

ACTION you want to achieve (e.g. verb), SUBJECT to be influenced or affected, so that... WHAT you would like to ideally achieve (outcome)?

1. Action Redesign, encourage, improve, solve... for investment Prompt (Sing Anchor) Simple Scaffolding	2. Subject Millennials, sales managers, retired women, CEOs	3. What Frictionless, affordable, fun, engaging...
Where do I start? Not know where to start when logging name	Interested in creating a memory starform	Mark Starform for memory. Connection feels easy, naturally Involve saw carers
Action: Encourage and guide for people audience so that it's natural and easy.	Start when logging name	Move in flow

2 Find variations on your HMW statement to broaden your ideation space

- Highlight the good: HMW add extra value/reward a need to make it extra good
- Remove the bad: HMW entirely remove the frustration/pains
- Explore the opposite: HMW turn pains in to the most exciting part of their journey?
- Question an assumption: HMW take a job to be done and change it (e.g. in time, space, medium...)
- Add in adjectives: HMW make a pain easier and less of a hassle? HMW make a gain more fun and engaging?
- Leverage unexpected resources: Eg HMW turn time for planning a social moment into a social occasion?
- Make use of analogy: Eg HMW make planning and organizing more like a road trip?
- Change the status quo: Eg HMW connect millennials with their friends without having the hassle of organizing a social activity?

printsize: A4 | boardofinnovation.com/tools

Problem validation script Team: Kyle

Curated Digital Memory

1 Main goal: understand the context of a user & look for 'pains'

- Can you tell me more about the last time you did [X]? Google Photos Eleni and I trips
- What are the reasons you do [X]? To keep photos to reflect, and show off
- How often do you do [X]? Every time there is a trip, b4 sig mommies
- What are you trying to achieve/get done by doing [X]? Persiste, and share

Could you describe step by step how you do [X]? upload to cloud, star, sometimes fast on phone, spend 20+ hours in dan depend on the location move between so many places

Why did you decide to go for this solution/process? Causes
Did you ever compare alternative solutions to solve problem [X]?

How often do you experience problem [X]? Too many photos
What happens before/after you experience problem [X]? Tour goes to travel, pay for space and ROI we less of travel + live on-hour spaces

What don't you like about [X]? To me it's not what place is
How would you compare this (negative) experience to [X]?

Can you show me how you do [X]?

Have you ever tried to improve [X]? Yes by using different photo storage solutions with using chevron

What is the maximum you would pay (to invest) to tackle problem [X]?

Are you paying for a solution today? Sort of not directly

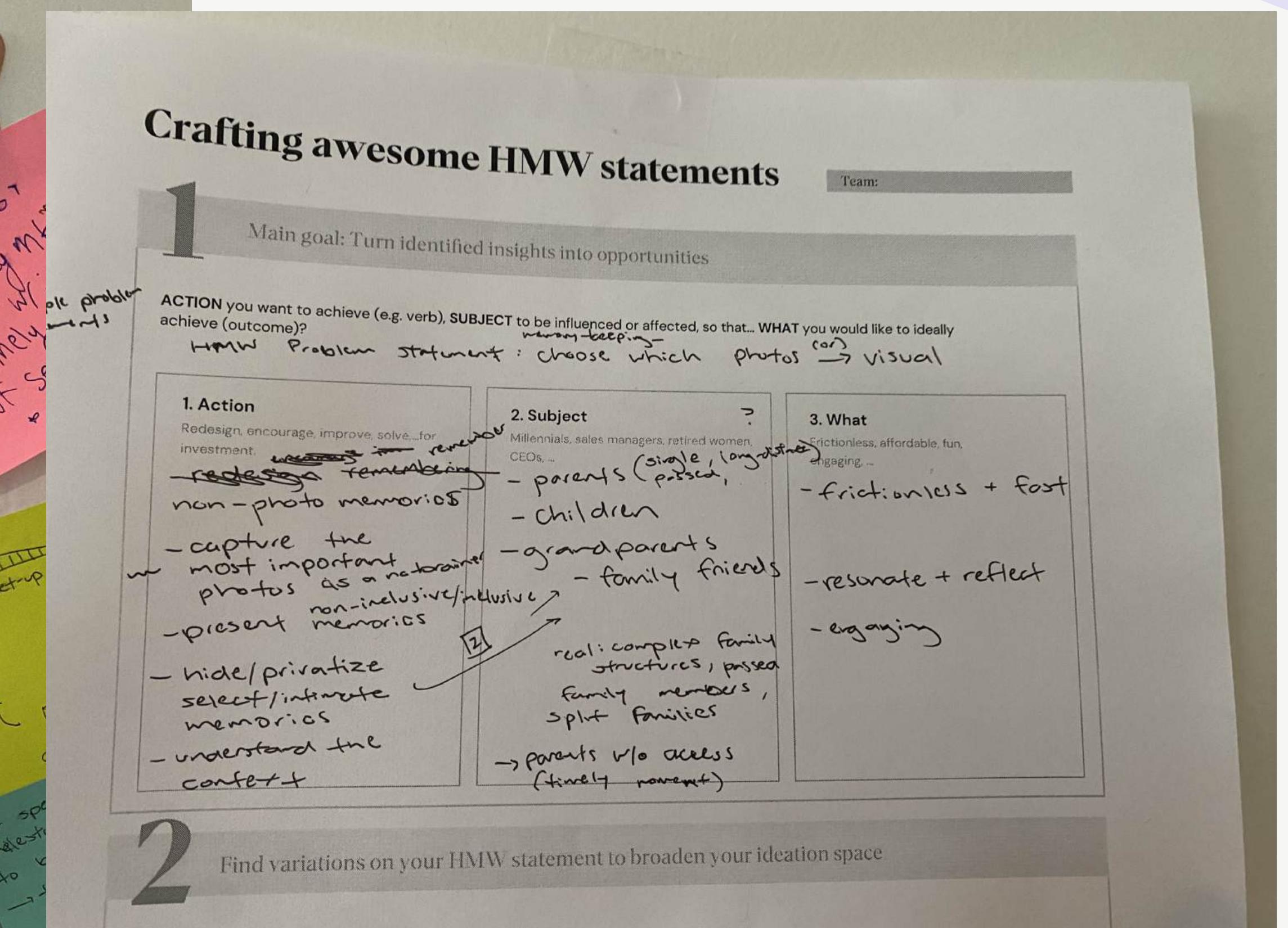
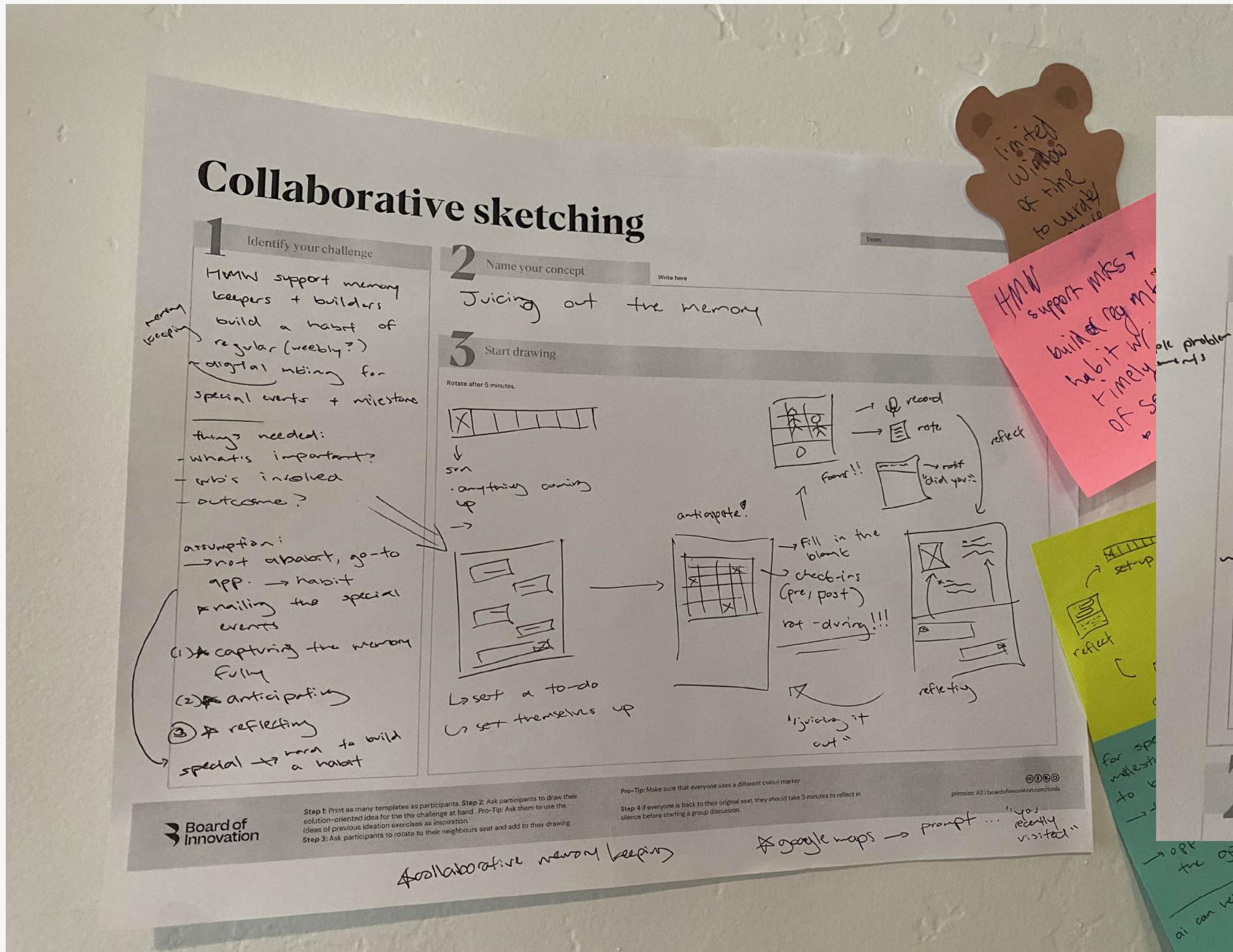
2 General tips

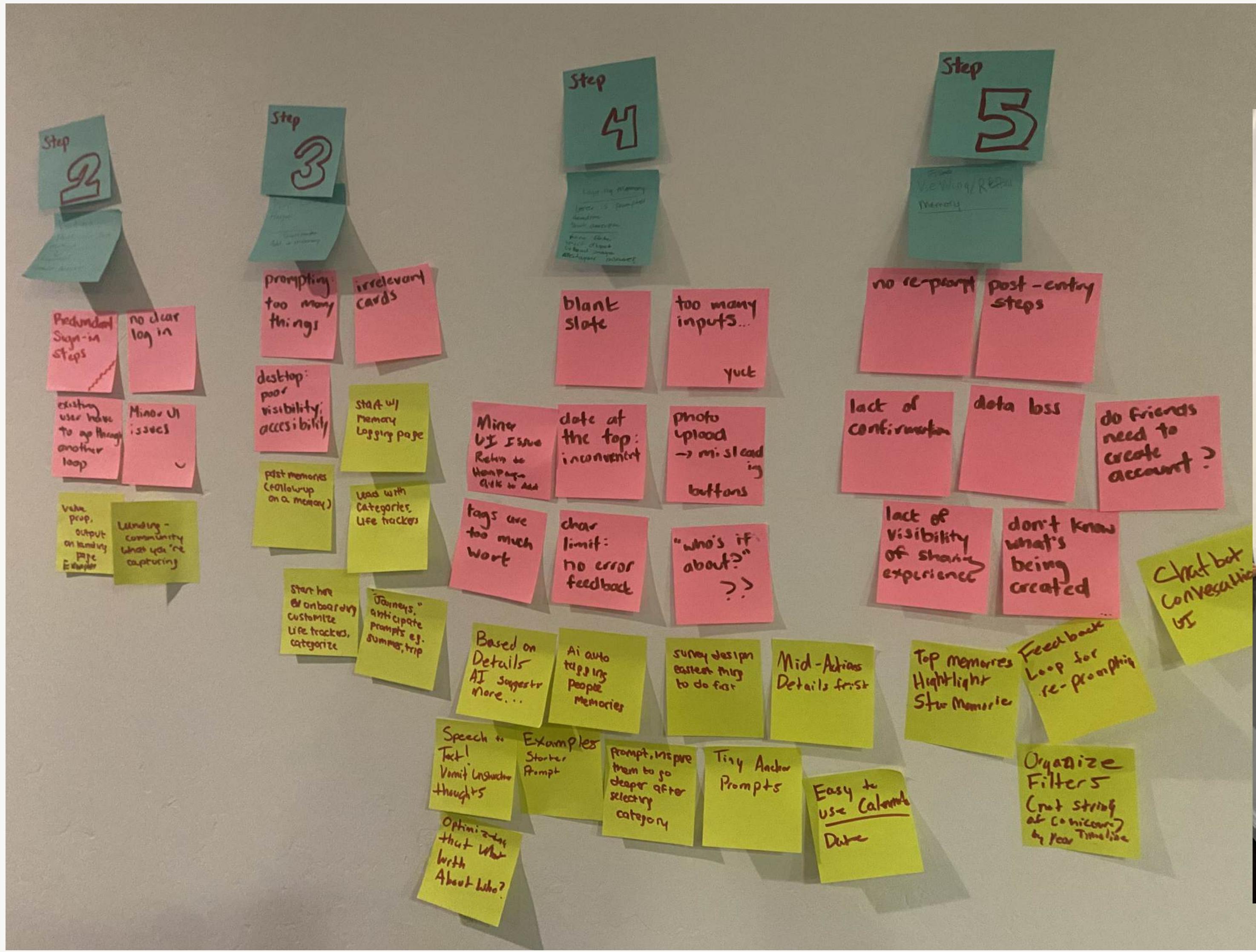
- Don't interrupt people too soon. If you are silent, people might feel uncomfortable so they will tell you more to avoid silence.
- Don't ask them to invent the future (solution).
- Ask why, why, why... to have a very detailed view on what actually happens.
- A question that can be answered with just yes/no is not enough. Ask for more info.
- Ask for references or specific numbers where possible. "It's easy to do." is not enough. "It takes 10 min & 6 steps to complete X" is already better.
- Look for evidence/proof of existing behaviour!

About this tool: The 'Problem Validation Example Questions' tools is designed to guide you through your first problem validation interviews. Use these example questions to design your interview scripts. Truly understanding your target customers is key to the success of your venture, and it's hard to understand people without talking to them. Tip: Try to go in with an open mind, enjoy the conversation, and focus on really understanding Why.

printsize: A4 | boardofinnovation.com/tools

Board of Innovation





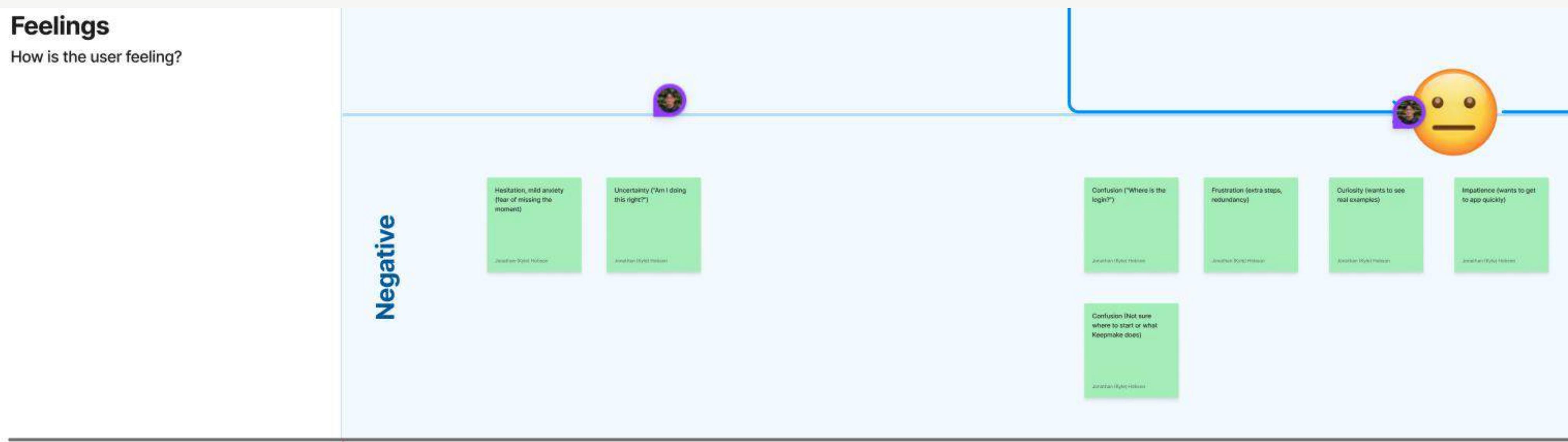


Full Case Study #2

| The User Journey & Feature Prioritization

Feelings

How is the user feeling?



Pain points

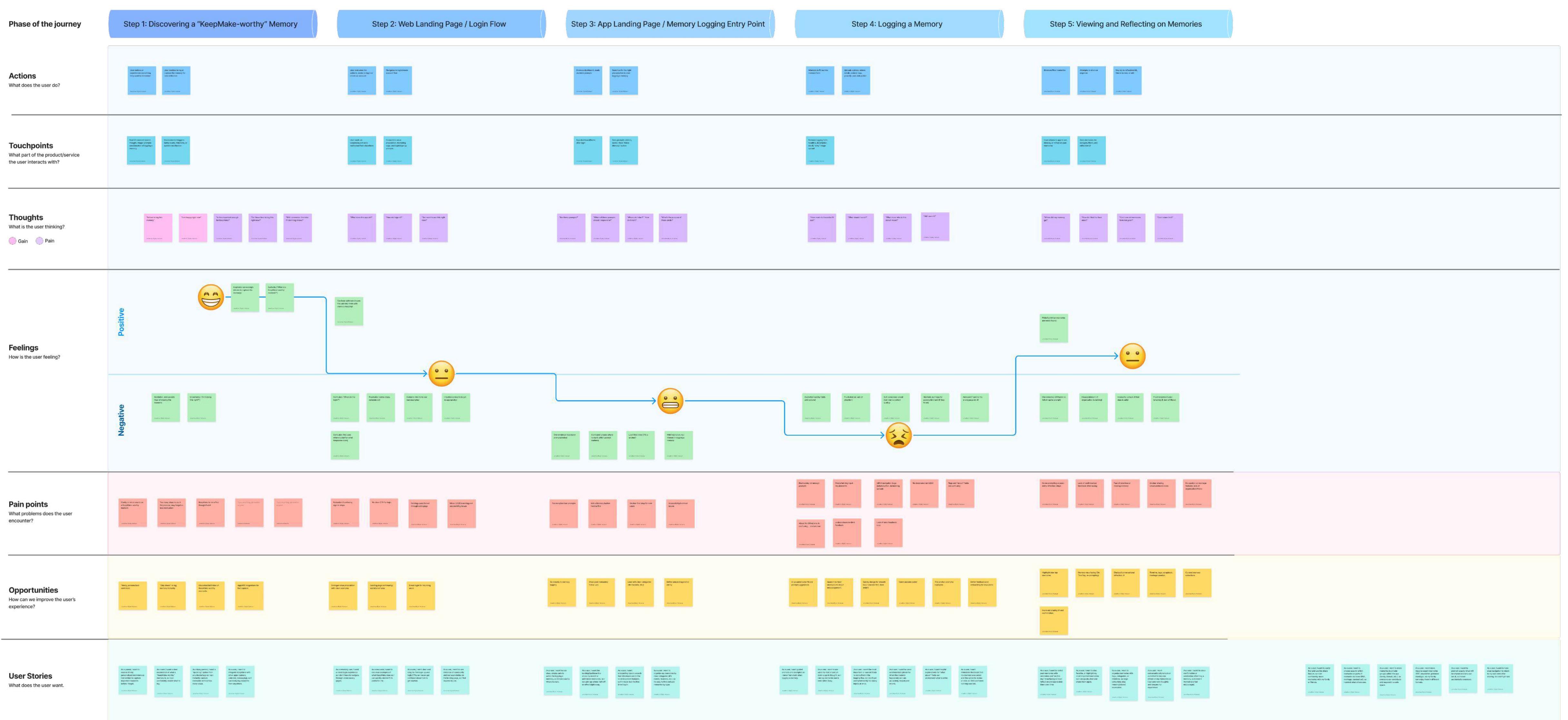
What problems does the user encounter?



User Journey Map of *Keepmake's Current App*

Sample of Project Deliverables

Excerpted from internal research documents



Emoj

Copy and paste the emojis into the canvas to illustrate the user's feelings



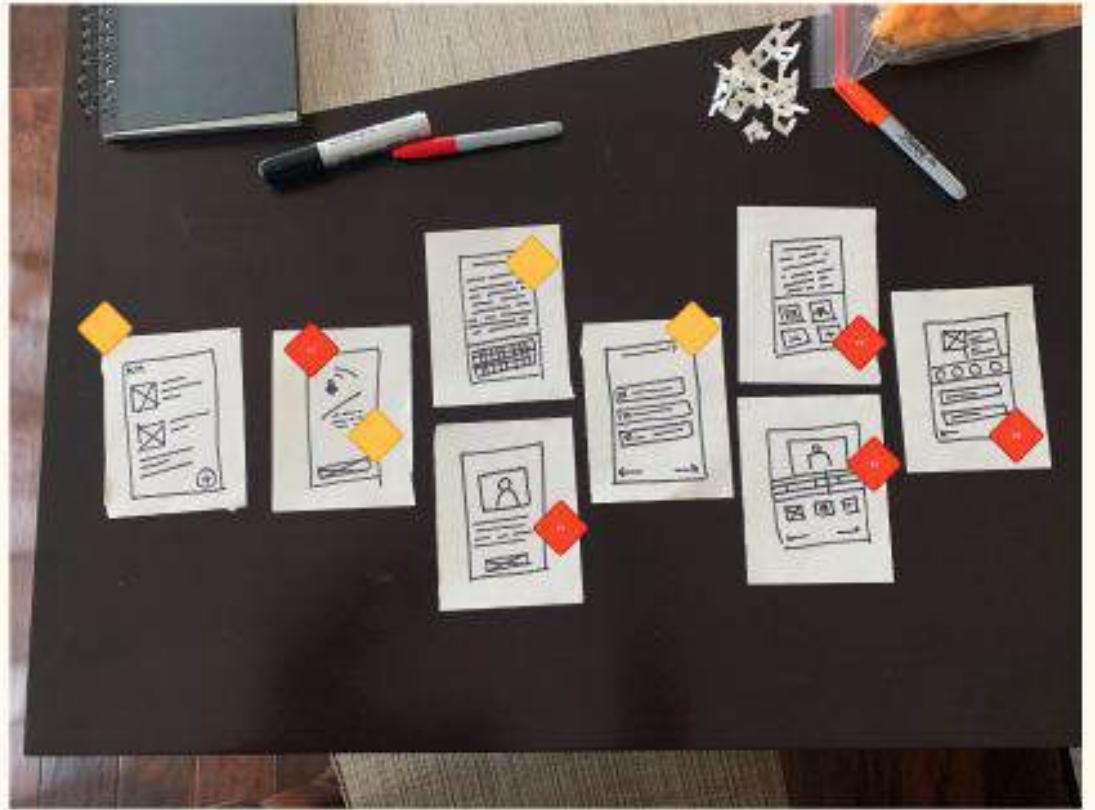
Note: These are screenshots



Full Case Study #2

| The Wireframes & Design Iterations

Anthony's sketches



Larissa's sketches

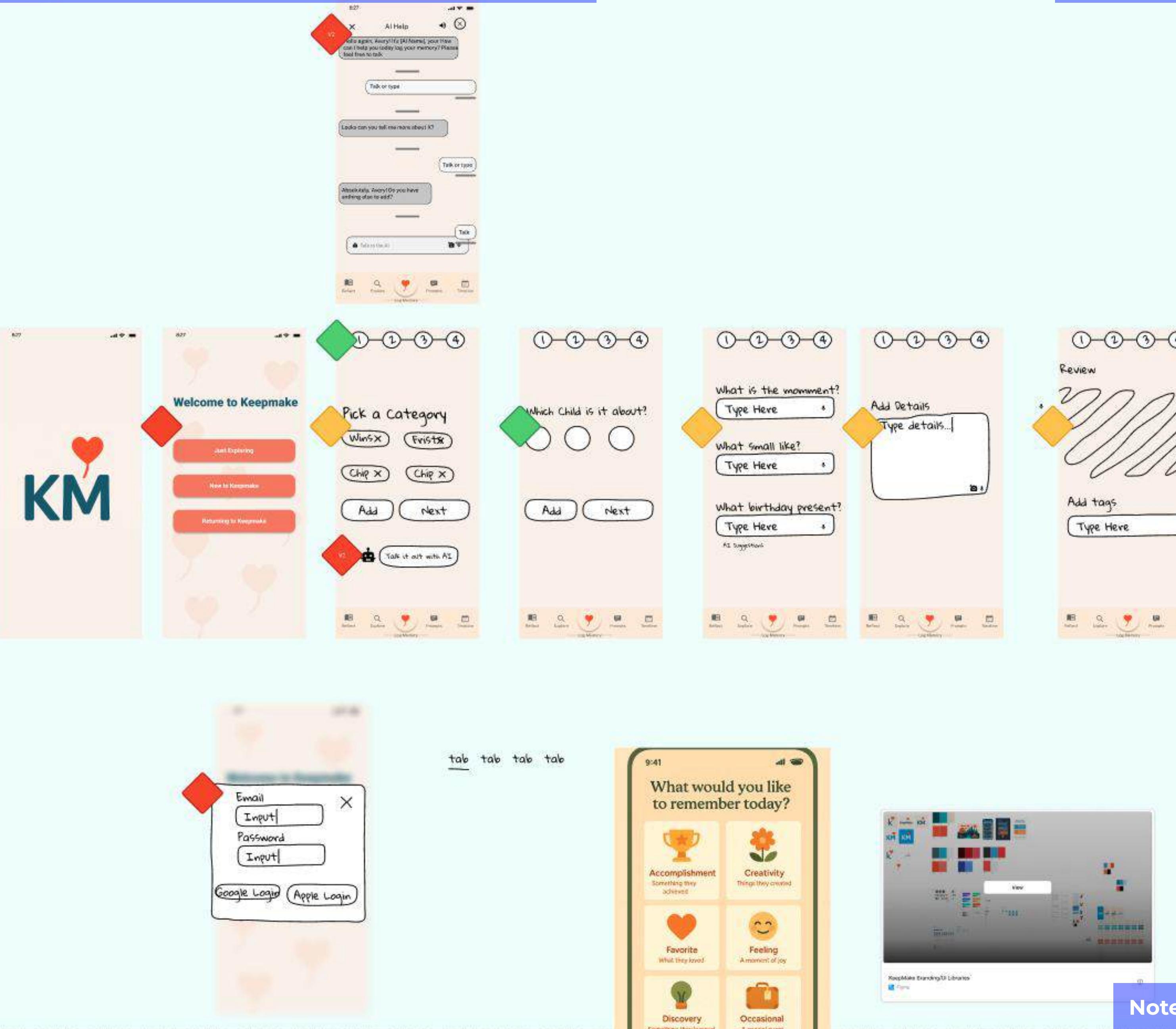
Kyle's Sketches

Unique & Obviously valuable (only appears once)

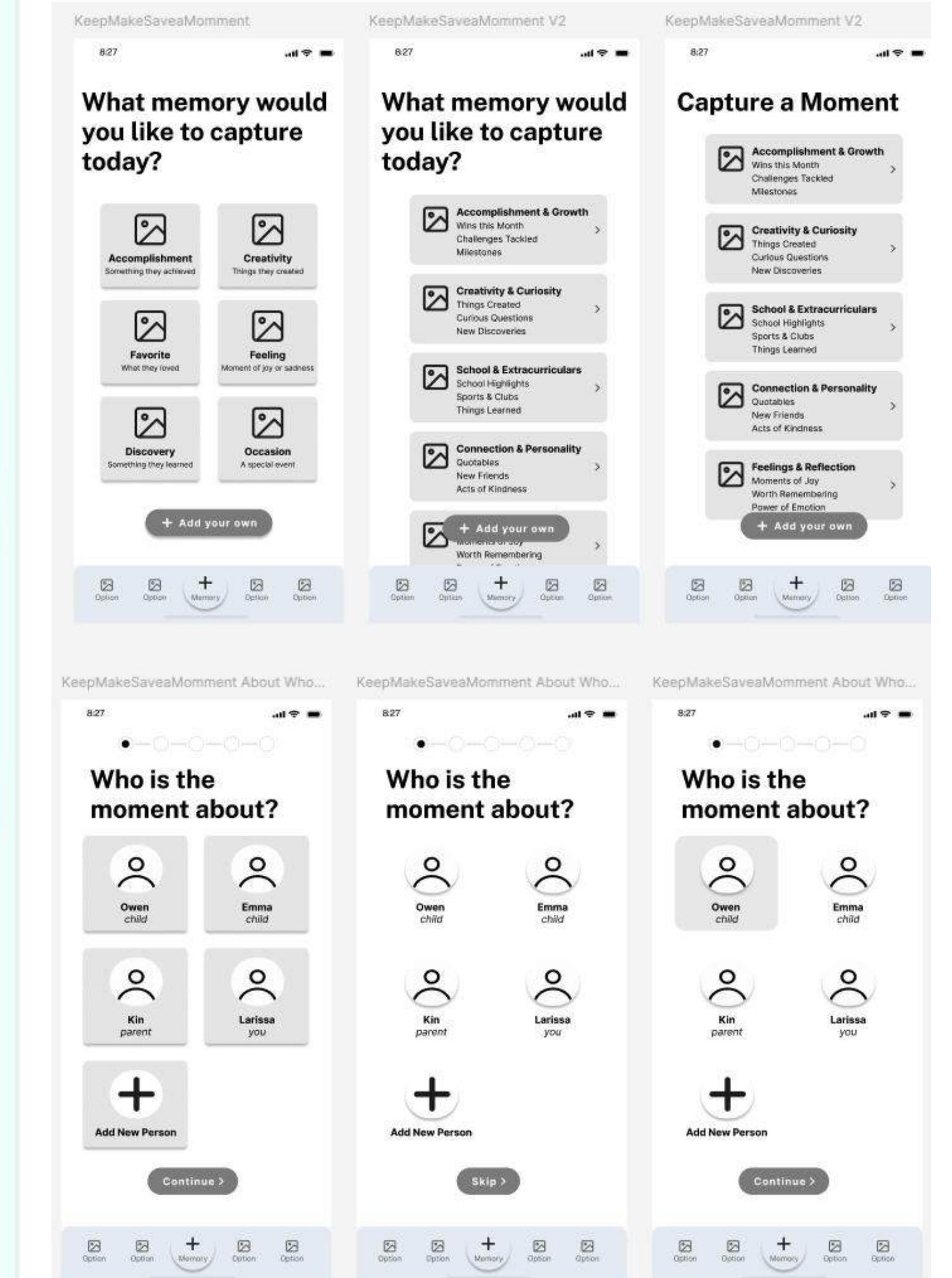
Duplicate (shows up in 2-3 flows)

Nice but non-critical (cool, yet not in the north-star sentence)

Sample of Project Deliverables



Excerpted from internal research documents



Note: These are screenshots of reports delivered modified per NDA



Full Case Study #2

| The Vibe Coding - Google Stitch AI

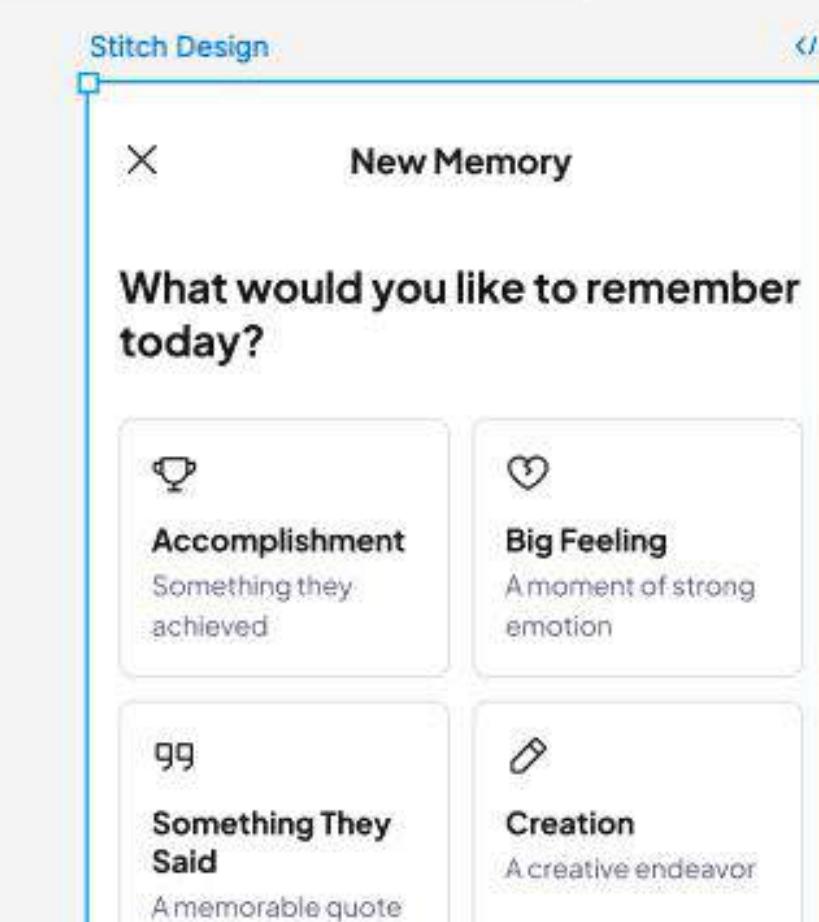
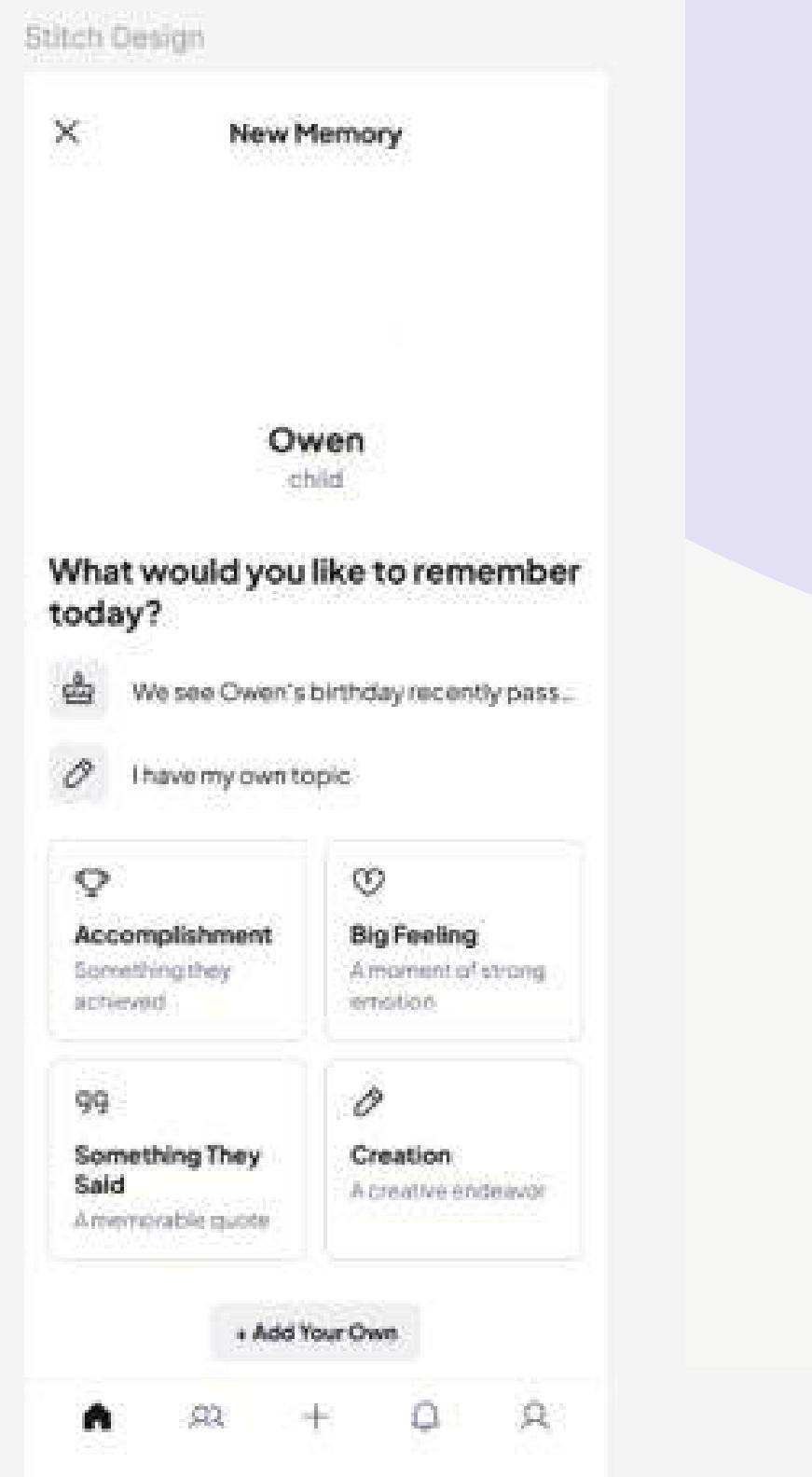
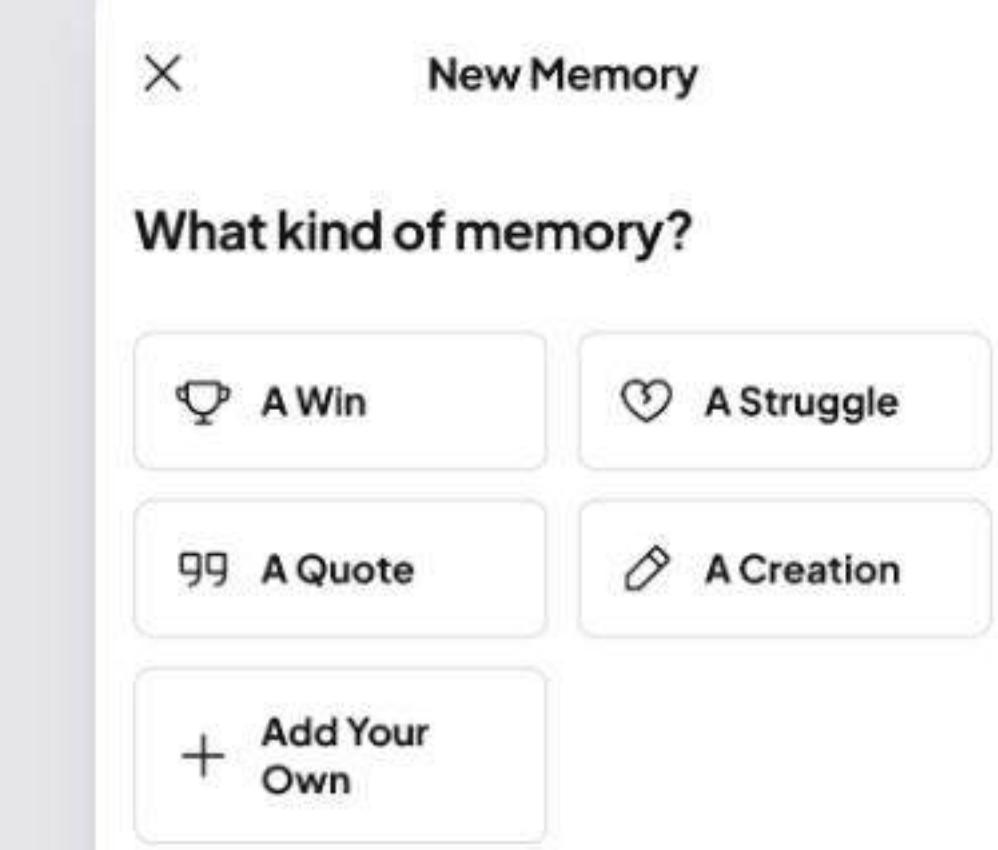
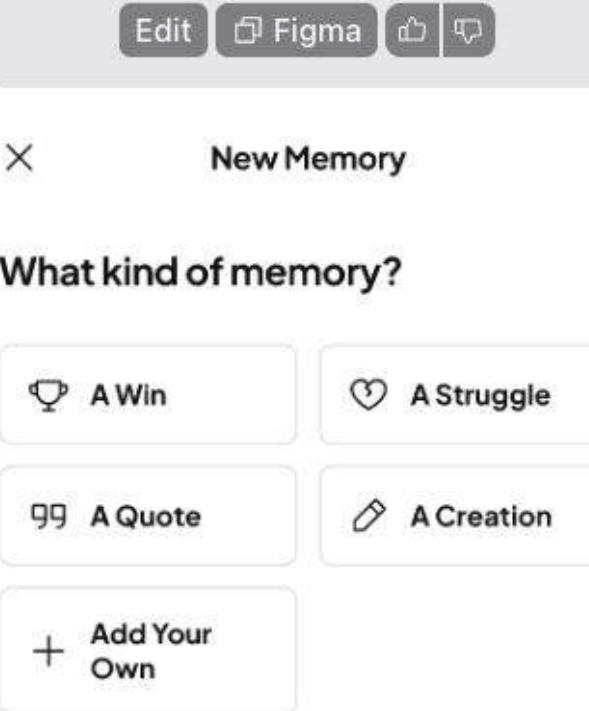
← A memory journaling and reflection screen...
 Create the next page after sign-in/registration
 that shows the first screen of logging a memory. Which should be multiple steps process as outlined below.
 1. Add a Memory ("Moment") Trigger: Floating "+" icon or home screen button
 Steps: Select a Prompt Type Display as card grid with emotional labels (e.g. "A Win," "A Struggle," "A Quote," "A Creation")
 Emoji/icon support include "+ Add Your Own" prompt option
 Select Who It's About Choose from avatar list: [Child A], [Parent], [Family Member]
 Optional: "Just Me" or multiple tag support (stretch)
 Answer Prompt Input: Text field
 Optional: Voice note, photo/video attachment, tone tag UI: Helper text/autocomplete suggestions (e.g. "Today I noticed...")
 (Premium Stretch): "Talk with AI" button to deepen reflection
 Review & Curate Summary view: Prompt, response, media Tag system (e.g. "Milestone," "Funny," "Growth") Visibility toggle: [Private] / [Family Circle] Add private parent reflection Confirmation "Memory Saved!" confetti success screen Prompt to "Add Another" or view feed/collections



The design has been generated for you. Would you like any changes or further details on this design?

Describe your design

STANDARD MODE





Full Case Study #2

| The Vibe Coding - Bubble AI

WishInTandem

Your Shared Journey

Welcome to your collaborative space for Stars and Wishes. Share what you appreciate about each other and express hopes for your relationship's growth.

Add New Entry

Share your thoughts

Type

Creative Prompts

Need inspiration? Get a thoughtful prompt to spark meaningful reflection.

Get Creative Prompt

WishInTandem

A nurturing space for couples to celebrate each other and grow together through meaningful Stars and Wishes check-ins.

Support

Help Center

Privacy Policy

Terms of Service

Connect

Contact Us

Send Feedback

Community

Shape

Alert

Video

HTML

Map

Built on Bubble

Install More

Containers

Group

Repeating Group

Popup

Floating Group

Group Focus

Home Account Manage Check-ins Reminders Log Out

element... 100% ⌂

Saved 🔍 ⌂ ⌂ ⌂ 1 issue

MemoryKeeper

Memory Timeline

Relive precious moments from your family's journey

+ Add Memory

Filter by Tag From Date To Date

All memories 6/26/2025 6/26/2025 Apply Filters

Parent group's MemoryEntry's title

Parent group's MemoryEntry's date Parent group's MemoryEntry's child's name

Parent group's MemoryEntry's content

Search for MemoryEntryTags:each item's tag:first item's name

Parent group's MemoryEntry's rating

Your Family Story Awaits

Start capturing precious moments and building a beautiful timeline of memories that will be treasured for generations.

Create Your First Memory



Full Case Study #2

| The Vibe Coding - Lovable AI

tiny-humans-reflections

milestone tracking apps, but with a more warm and personal touch focused specifically on parent-child bonding.

For this first version, I'll implement:

- Clean, warm profile display with child's photo, name, and age
- Four primary categories prominently displayed as cards
- Expandable "View More" section for additional categories
- Category-specific prompts to inspire meaningful reflections
- Simple text-based memory capture and saving
- Basic memory viewing organized by categories

I'll use a soft, family-friendly color palette with warm pastels, gentle animations, and thoughtful micro-interactions. The design will feel personal and intimate while being clean and modern.

feat: Implement Childhood Me... >
Preview Latest
Restore <> Code

I've created a beautiful Childhood Memories Snapshot app with a warm, family-friendly design that captures the essence of precious parenting moments through an intuitive journaling experience.

What's next?

- **Refine & Customize:** Tweak the design, animations, and layouts via prompts or visual edits.
- **Master Prompting:** Use "chat mode" to plan out your project without making edits. Use clear, detailed, and iterative prompts for best results.
- **GitHub Sync:** Transfer your project's code to GitHub for two-way sync of edits.

Need to save memories, add user accounts, or connect with other services? Supabase is a simple way to add these features without complex technical setup.

Emma's Journey
Age: 4 years old
Capturing the wonderful moments of childhood, one memory at a time. Every smile, every discovery, every precious moment matters.
[View Memories](#)

What would you like to capture?
Choose a category to start documenting this precious moment

Grateful Moments
Special moments that fill your heart

Current Favorites
What they love right now

Quotables
The adorable things they say

Wins This Month
Celebrating their achievements

[View More Categories](#)



Full Case Study #2

| The Vibe Coding - Lovable AI

keepmake-family-tales 🔒

improvements

Navigation Changes:

- Replaced the floating add button with a centered, visually weighted CTA in the bottom navigation
- Streamlined navigation to just "Memories | + | Family"
- Removed Collections from the MVP focus

Accessibility & Contrast:

- Implemented WCAG-compliant contrast ratios throughout
- Added proper focus states and ARIA labels
- Replaced emoji icons with vector icons from Lucide React
- Added keyboard navigation support

60-30-10 Color Strategy:

- 60% Base: Sand backgrounds (#F7F3EF, #EFDCCD1)
- 30% Accent: Red (#F25835) for strategic emphasis
- 10% CTA/Focus: Dark blue-green (#025159) for actions
- Added supporting palette with proper text colors

Typography Overhaul:

- Implemented Inter font family (geometric sans-serif)
- Added proper font weights and responsive sizing
- Enhanced readability with proper line heights

Visual Improvements:

- Replaced emojis with clean vector icons
- Added soft micro-interactions with gentle hover effects
- Improved card designs with proper spacing and shadows
- Enhanced accessibility with focus rings and button states

The app now has a clean, family-focused design that prioritizes clarity and accessibility while maintaining warmth and intentionality.

Ask Lovable...

Like Dislike

Chat ↑

+ Edit

The screenshot shows the KeepMake mobile application's main interface. At the top, there's a header with the brand name "KeepMake" and the tagline "Curate life's precious moments". Below the header, a summary box displays "This month 12 memories" and "Family joy High". The main content area is titled "Family" and includes three circular profile icons for "Emma 28", "Alex 25", and "Sarah 20". To the right, a button says "Tap to filter memories". Below this, a section titled "Recent Memories" shows three cards. The first card is for "Emma" with the title "A Win" and the note "Emma finally learned to ride her bike without training wheels today! She was so proud and kept saying 'I did it! I did it!' The joy on her face was absolutely priceless." It includes tags "milestone" and "growth", and 3 likes. The second card is for "Alex" with the title "A Quote" and the note "'Mom, do clouds have feelings? Because this one looks really sad.' - Alex while looking out the car window during our drive to school." It includes tags "funny" and "curious", and 5 likes. The third card is partially visible at the bottom. At the very bottom of the screen, there are navigation buttons for "Memories" (with a plus icon), "Family" (with a person icon), and a central "Edit" button.