

problem



Product Design Case

Purpose

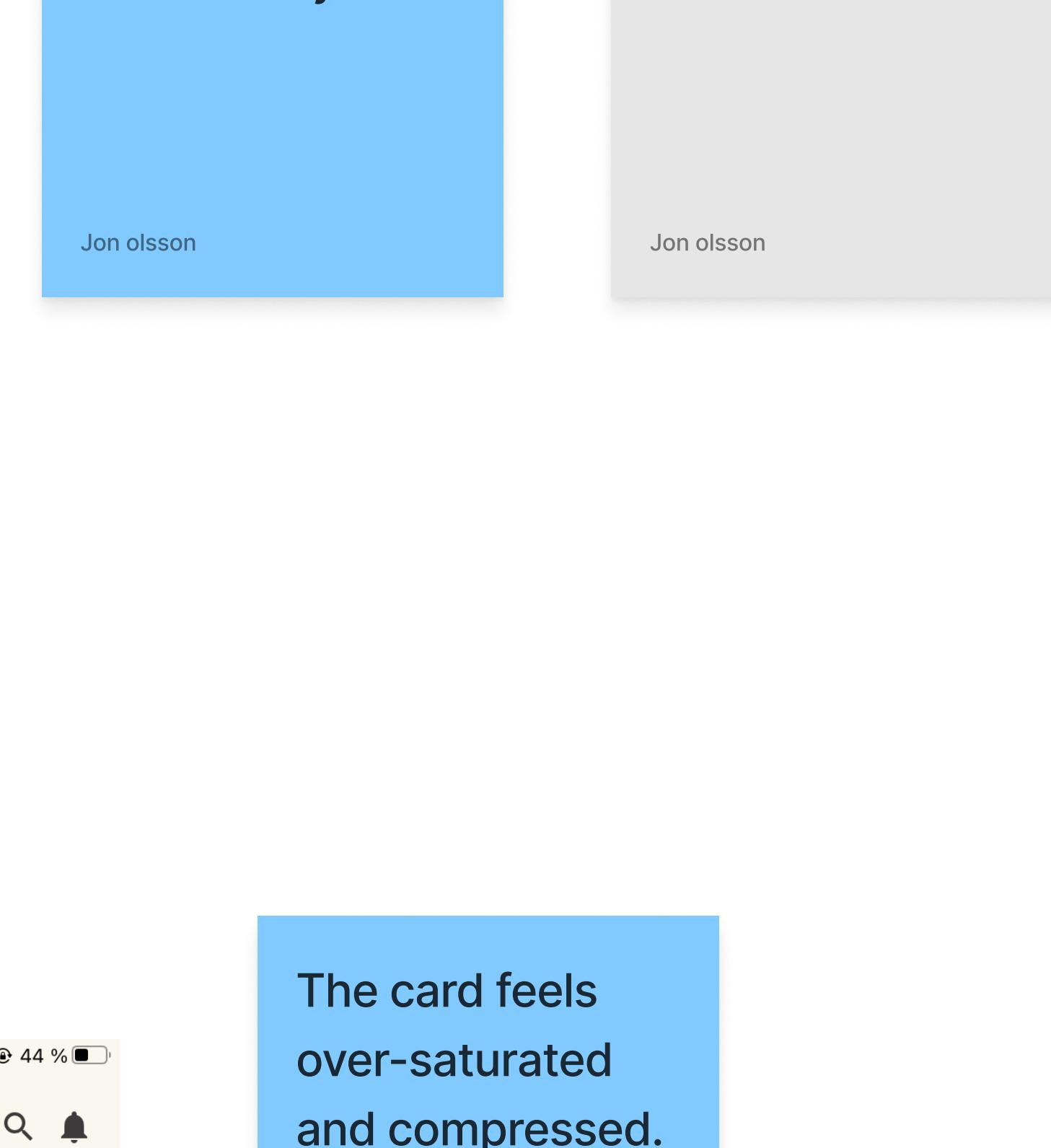
The purpose of this Product Design Case, is to gauge whether your visual design style is a good match for Female invest, as well as your UX skills. We are looking for a product designer who can translate the Female Invest aesthetic into an intuitive and delightful user experience, and who can collaborate with product and engineering.

Deliverables

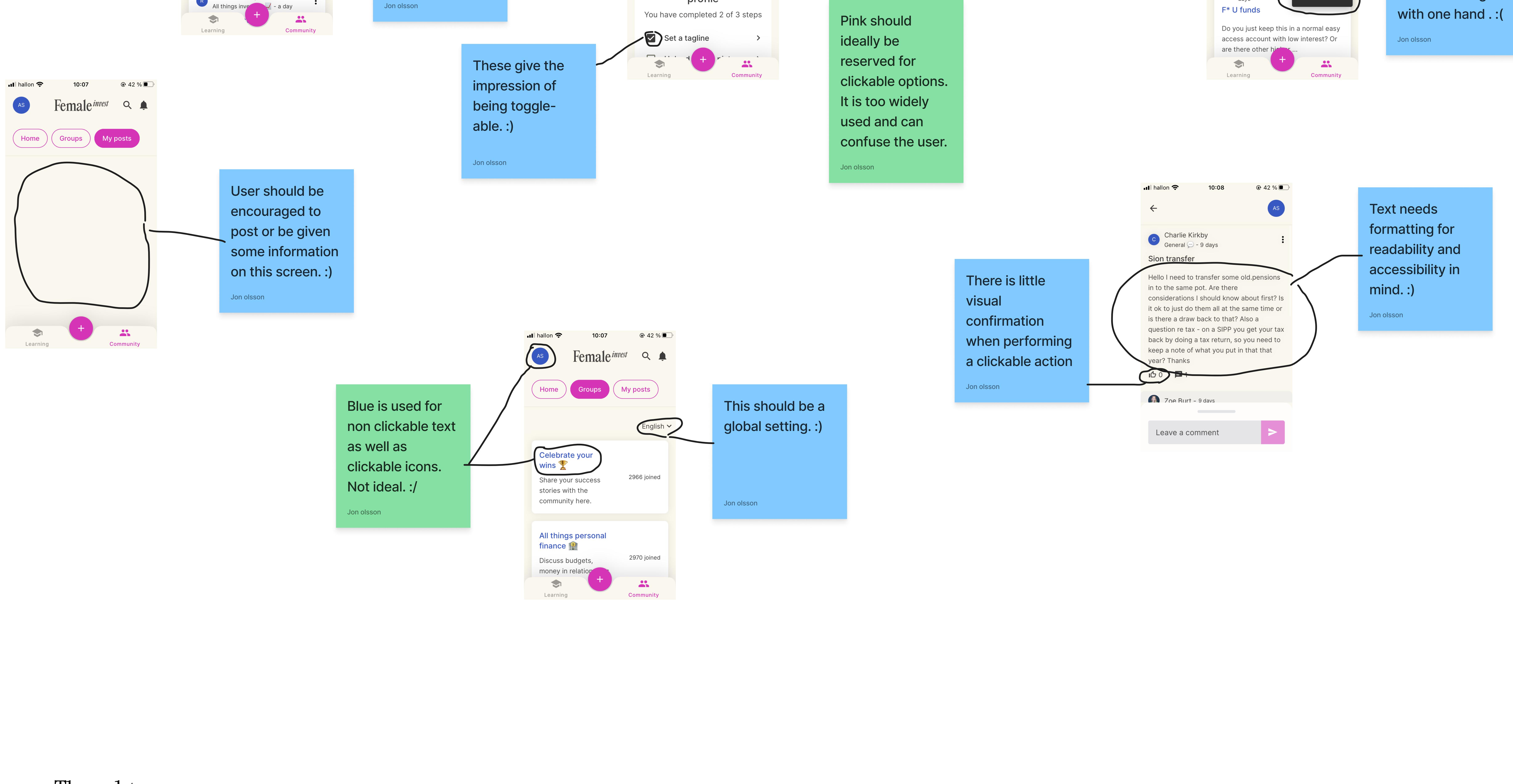
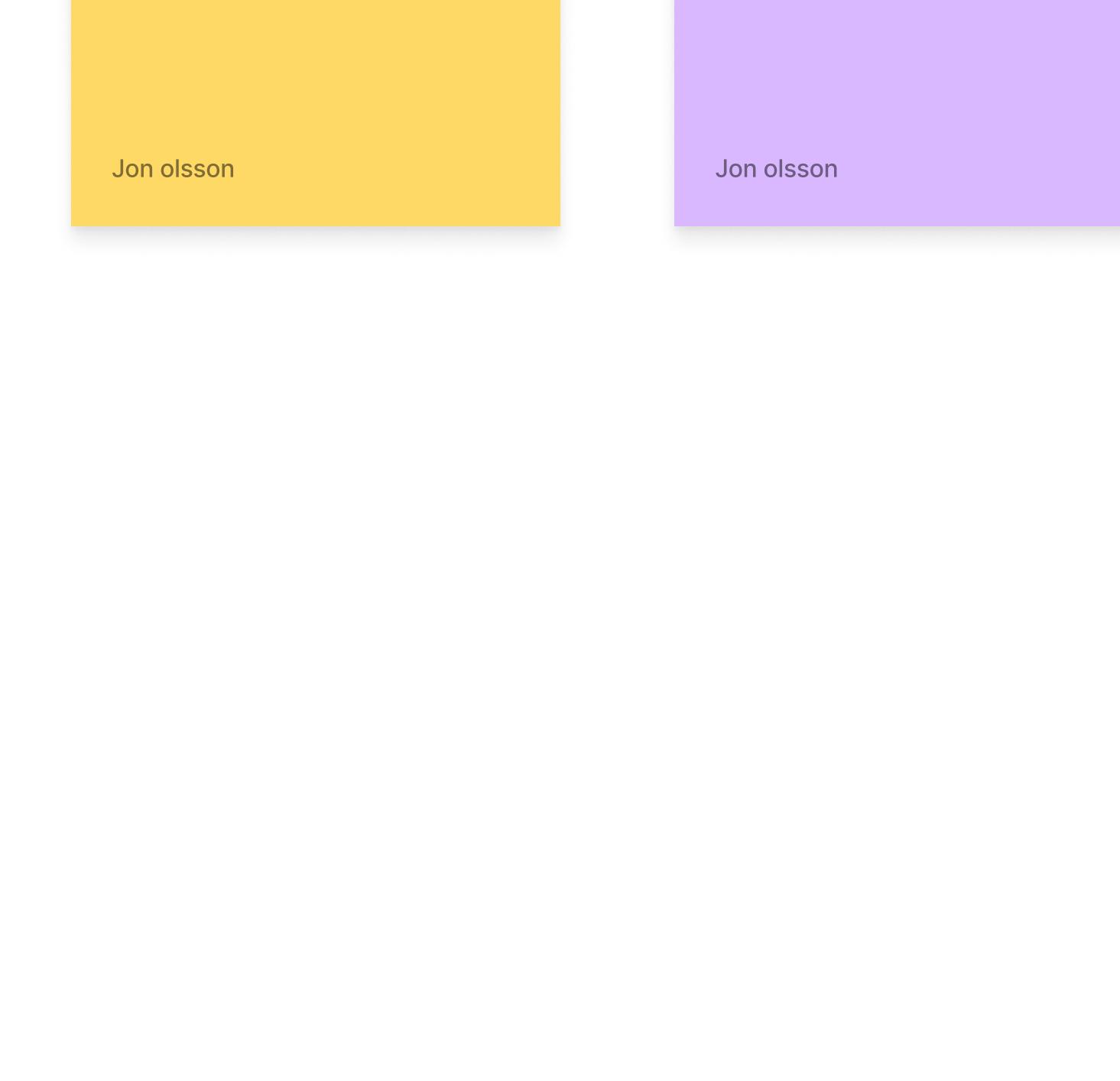
- 2-3 screen mockups (preferably in Figma) explaining how you would improve the community experience in our mobile app. You will have a chance to expand on your recommendations if we go to the next round, but feel free to include some brief explanations for what wasn't working in the previous design, and how your design improves it
- Show us your process
- Show us how you would effectively communicate the designs above to a front-end engineer (e.g. user story, design specs etc.)

My Process

Must dos



Would-love-to dos



Thoughts

I would move the profile completion part somewhere else, as I feel it does not belong under community.

I have included three font options for the global navigation.

I have focused on the principle of familiarity in line with similar products. On this occasion I have added horizontal swiping gestures for interaction.

I would suggest adding the functionality of marking posts as favourites so the user can easily go back and read at a later stage.

All icons are placeholders as I did not have access to the iconography

I have chosen fonts that are similar to the ones used by the style guide, as I do not own the ones currently in use.

I also considered double tap to like posts, in line with Instagram.

I added categorization since it will make it easier for the user to find relevant information. It will also ensure the user does not initially need to scroll through dozens of pages.

I would recommend adding a search function for posts. I assume the top search icon is for global search.

The goal of this design is to offer a solution to the issues I have identified during my evaluation of the current design, whilst attempting to stay true to the style guide and brand.

I also try to reduce the amount of redirects the user encounters as this can generally be a source of frustration for the user.

My design uses a factor of 8 for distance, as it is easily divisible.

There is no visual confirmation in this prototype since it is not interactable (yet), but this is something I would ensure for future iterations.

In order to efficiently communicate this design to developers, I would provide a design system, an interactive prototype, a few user stories (see figma file), and potentially a user journey. The ladder requires a persona so I have not created it at this time.

User Story

User Story: As an Investor, I want to be able to find helpful information easily, so I can avoid situations where I feel hesitant.

User Story

User Story: As an Investor, I want it to be familiar and intuitive to use my application, so I can avoid spending a lot of time learning how to learn.

My Solution

