

Design Audit Challenge - Oct 2024

Overview

Conduct a design audit of the ReepL Chrome extension and propose improvements that could elevate the user experience.

Task

1. Install ReepL from the Chrome Web Store

<https://chromewebstore.google.com/detail/reepl-free-linkedin-copil/dkfmadebibibgfogaifmnieipbgffomp>

2. Use the extension across different LinkedIn scenarios

- Replying to comments
- Messages
- Creating Posts (beta-mode)
- Optimising your profile
- Sidebar to screen profiles
- Save posts/profiles

3. Login to the web app: <https://www.reepl.app/login> and explore functionalities

4. Document design opportunities and propose solutions

Deliverable

Create a focused document highlighting:

1. **Design Opportunities** (70%)
 - Identify UX friction points
 - Highlight inconsistencies in UI patterns
 - Note areas where user flow could be streamlined
 - Flag potential accessibility concerns
 - Each point should include:
 - Screenshot of current design
 - Proposed improvement (sketch/wireframe)

- Brief explanation of why this would better serve users

2. Innovation Suggestions (30%)

- Propose 1-2 novel features or interactions that would enhance the extension
- Include quick mockups of your ideas
- Explain how they integrate with current functionality

Note: The product is currently being developed by our team, and it's still under development. You might notice a few functionality issues, as well, which is fine. The goal of this assignment is NOT to find flaws in code, but flaws in design. We're looking for candidates that can think out of the box, and can improve the UX of the product.

Evaluation Criteria

- **Visual Design Skills (30%)**
 - Consistency with modern design principles
 - Attention to detail in UI elements
 - Visual hierarchy and layout decisions
 - **UX Analysis (30%)**
 - Identification of genuine user pain points
 - Clarity of proposed solutions
 - User flow improvements
 - **Innovation & Creativity (20%)**
 - Uniqueness of proposed solutions
 - Integration with existing functionality
 - Feasibility of implementation
 - **Documentation Quality (20%)**
 - Clarity of presentation
 - Quality of mockups/wireframes
 - Thoroughness of explanations
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FAQs

How will the assignment be evaluated?

The assignment will be evaluated based on the criteria mentioned above. We look for:

1. **Design Thinking:** Your ability to identify and solve real user problems
2. **Visual Skills:** Your eye for detail and modern design principles
3. **Innovation:** Your creative approach to enhancing the product
4. **Documentation:** Clear communication of your ideas and solutions

Can I use AI design tools?

While AI tools can be helpful for inspiration or basic mockups, we're looking to evaluate your design thinking and creative problem-solving abilities. The core analysis and proposed solutions should come from your expertise and understanding of user experience principles.

Is there a deadline for submitting the assignment?

The deadline for the assignment is 7 days from receiving it.

What happens if I submit the assignment but don't get shortlisted?

You're welcome to use this work in your portfolio, with appropriate context. It's a real-world design challenge that demonstrates your UX audit and problem-solving abilities.

Will you be using my designs?

In the best case, we would hire you, and then work with you on refining the design.

However, if we are unable to work together due to constraints on either side, but we still like your work, we'll be rewarding you with \$100 worth of in-app ReepI credits, valid for a year.

Note: We will be offering the credits only to candidates who we believe have genuinely put-in hard work, and have delivered work that we can use. It's a reward-scheme to incentivise good behaviour, and not an obligatory compensation.

How do I reach out if I have questions?

If you have questions not covered in this document, please contact [email] with the subject line "ReepI Design Challenge Question".
