

CASE STUDY

ACTIONBUTTON DESIGN, 2021-2022

SKILLS

- Writing design specs & requirements
- Responsive design

TOOLS

- Miro
- Figma

ARTIFACTS

- Figma mockups
- Consumer-facing app

PROBLEM

Shortly after NationBuilder acquired ActionButton, several members of the original team, including the designer, left. With an aggressive product roadmap already in place and a new team, we've needed to move quickly without institutional knowledge, a design system, or clear priorities.

SOLUTION

By taking on design leadership as well as responsibility for writing requirements for many of our new features, I've been able to continue designing for a new customer base while building a design system from scratch. One of my first tasks was designing the user journey for customers to connect their ActionButton and NationBuilder accounts. This was necessary to unlock the value we hoped to gain from acquiring ActionButton.

Once we built the integration between NationBuilder and ActionButton, I designed multiple features to enable customers to create buttons which could take advantage of the ActionButton API to gain more insight into their supporters.

The image displays two side-by-side screenshots of the ActionButton app interface, showing the 'Contact Your Rep(s)' and 'Signup' button creation flows. Both screens feature a progress bar at the top with three stages: 'Select Action', 'Action Details', and 'Finish & Share'. The left screen, titled 'Contact Your Rep(s)', prompts the user to 'Enter the required information to complete your first action below.' It includes a 'Connect to NationBuilder' section with a 'New user? Yes' button. Below this, there are fields for 'Rep(s)' (with a dropdown menu showing 'Rep. Blumenauer', 'Sen. Merkley', and 'Sen. Wyden'), 'Education' (with a dropdown menu showing 'Basic Education'), and a 'Message text (50 character minimum)' field. A 'Back' button is at the bottom left, and a 'Continue' button is at the bottom right. The right screen, titled 'Signup', prompts the user to 'Enter the required information to complete your first action below.' It includes a 'Join us to make a difference.' section with a 'Sign up' button. Below this, there are fields for 'First Name (Optional)', 'Last Name (Optional)', 'Mobile Phone', 'Email Address', and 'Thank You Title (Optional)'. A 'Back' button is at the bottom left, and a 'Next' button is at the bottom right.

AB4E (ActionButton 4 Everyone) button creation flow for Contact Your Rep(s) and Signup buttons

The sequence of screenshots illustrates the 'Select Action' flow in the 'FREE PLAN' of the 'Petfinder' app. The flow starts with a 'Select Action' screen where 'Adopt' is selected. This leads to a 'Select Action - unselected' screen where 'Adopt' is highlighted. Next is a 'Select Action - locked' screen where 'Adopt' is locked. This is followed by a 'Select Action' screen where 'Adopt' is selected. Finally, the flow ends at a 'Select Action' screen where 'Adopt' is selected. The flow is indicated by a red line connecting the 'Adopt' button in each screen.

RESULT