

CASE STUDY

ACTIONBUTTON DESIGN, 2021-2022

SKILLS

- Writing design specs & requirements
- Responsive design

TOOLS

- Miro
- Figma

ARTIFACTS

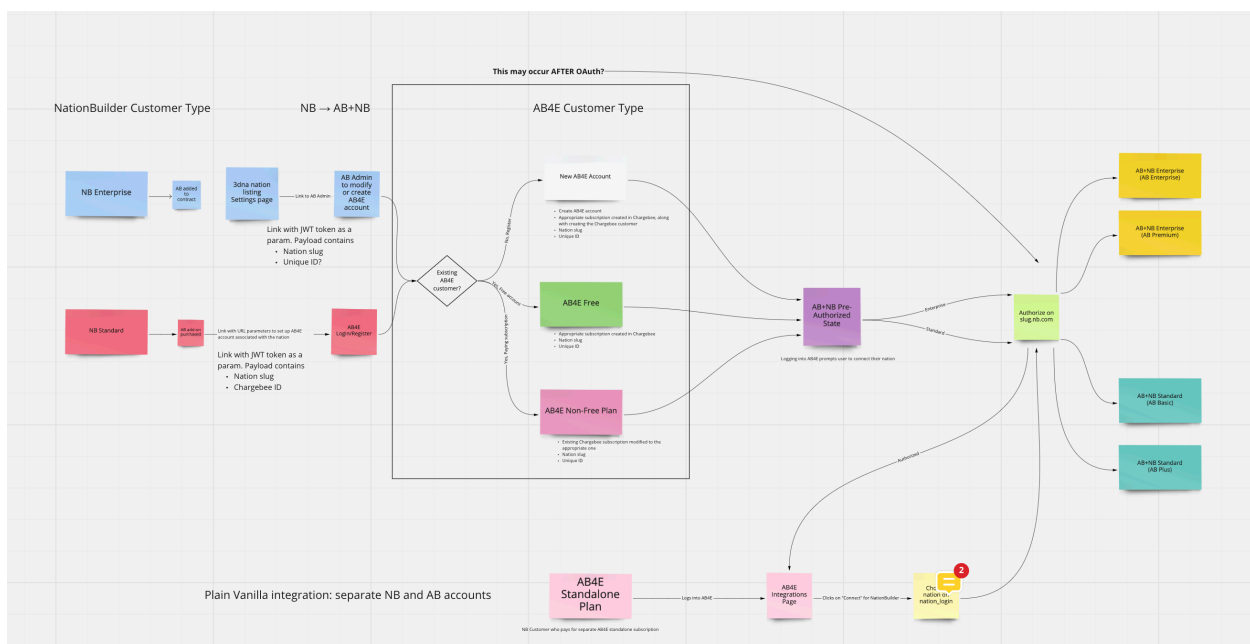
- Figma mockups
- Consumer-facing app

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.



Miro user journey map to align stakeholders and engineers on the scope of the project.

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 web interface. Both screens show a progress bar at the top with 'Contact Your Rep(s)' and 'Signup' as the current steps. The left screen is titled 'Contact Your Rep(s)' and prompts the user to 'Enter the required information to complete your first action below.' It includes a dropdown for 'Country/State/Province', a text input for 'Recipient Name', a dropdown for 'Recipient Education', and a checkbox for 'Include opt-in to collect user information'. The right screen is titled 'Signup' and prompts the user to 'Enter the required information to complete your first action below.' It includes a dropdown for 'Country/State/Province', a text input for 'First Name (Optional)', a text input for 'Last Name (Optional)', a text input for 'Mobile Phone', and a checkbox for 'Include opt-in to collect user information'. Both screens have 'Back' and 'Next' buttons at the bottom.

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

As we've added new features to ActionButton, the UI for selecting the type of button you want to create has become unwieldy, and user testing revealed that users didn't notice button types below the fold. Since we don't currently have sufficient metrics to justify removing underused or underperforming button types, I took the initiative to redesign this page in order to ensure we could highlight relevant features and leverage existing marketing assets.

The image shows a series of five annotated desktop and mobile designs for the new 'select action' screen. The designs are arranged horizontally, showing the flow from 'Select Action' to 'Select Action - unselected' to 'Select Action - locked' to 'Select Action - mobile' to 'Select Action - mobile'. Each design features a list of action types on the left and a detailed view of the selected action on the right. The annotations highlight key features and user flow, such as the 'Foster' and 'Adopt' buttons, the 'Sign this petition' button, and the 'Contact Your Rep(s)' button. The designs are annotated with red lines and text, providing a clear visual guide for the new screen.

Annotated desktop and mobile designs for new "select action" screen.

RESULT

We're continuing to add new customers and upsell existing customers with the new ActionButton features. By building and evolving our design system in Figma and using Storybook to ensure

components match, I've improved consistency within `ActionButton` and helped the marketing team update assets.