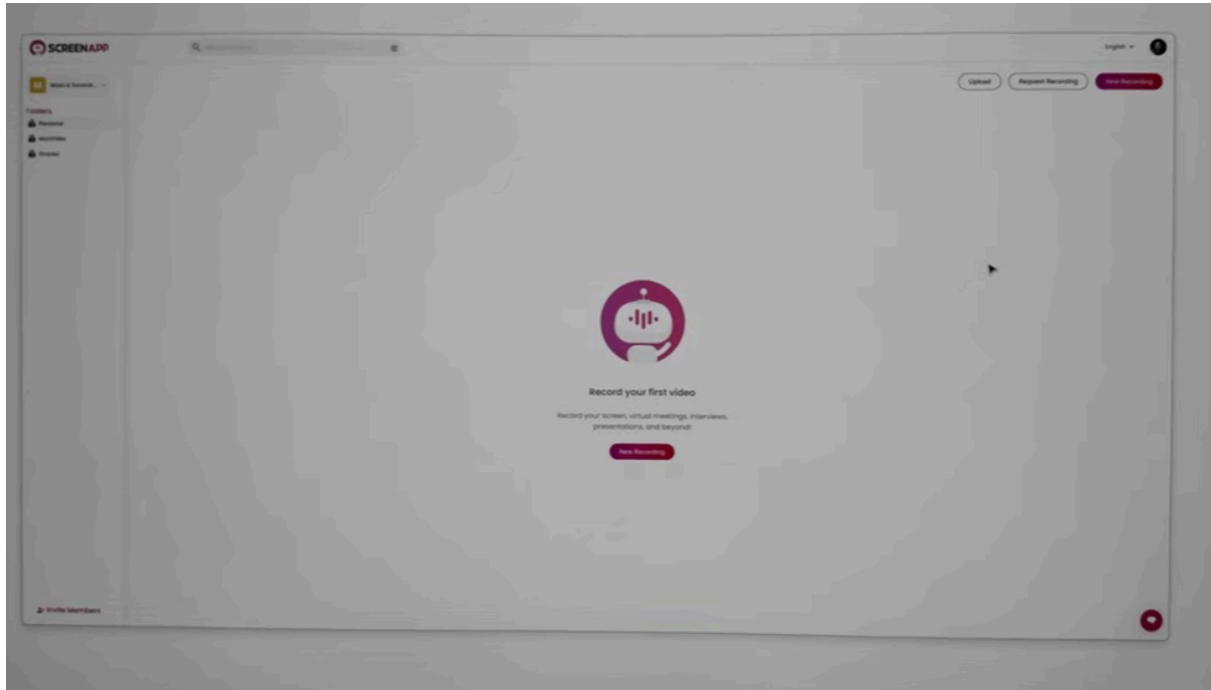


Strategy & UX Redesign Proposal

ScreenApp is an AI startup that allows users to chat with videos instead of watching them end-to-end, saving time through transcription and AI-generated summaries.



Screenshot of ScreenApp current UI

Objective of Case Study

This project focused on identifying product and design issues contributing to **low activation rates**, **high churn**, and **inefficient design workflows**, and proposing strategic UX improvements to address them.

Revamp the ScreenApp experience with a focus on:

1. Visibility of high-priority features
2. Transcription & summary workflow
3. UI design language and design system consistency

Research & Discovery Approach

Rather than jumping directly into UI design, the focus was on understanding real user behavior and expectations.

Research Inputs:

- Review of existing customer research (Zoom recorded sessions and Calls)
- Analysis of user feedback and observed friction points
- Proxy interviews with users who had used similar AI video tools (when direct users were unavailable)

Key Principles

- Understand what users **want**, and **need**
- Balance user needs with **business sustainability**
- Map the **entire user journey**:
 - Homepage → onboarding → video upload → insights extraction

Design Challenge

Determine whether to:

- Build upon the **existing design system and workflows**, or
- Create a **new, simplified foundation**

Design Strategy & Decisions

Onboarding & First-Time User Experience:

- Simplified, clean initial screens
- Encouraged collaboration by inviting teammates early
- Pre-uploaded demo video for first-time users to:
 - Reduce friction
 - Demonstrate core interactions immediately

Dashboard Improvements:

- Cleaner UI and updated branding
- Clearer feature prioritization

Activation Optimization:

Design decisions were explicitly made to:

- Help first-time users reach value faster
- Reduce confusion around core features
- Improve early engagement signals tied to activation metrics

Insights on Churn:

Primary reasons users were leaving:

1. Unclear path to the “aha moment”
2. Perceived inaccuracy of the AI (LLM outputs)

These insights directly informed prioritization of:

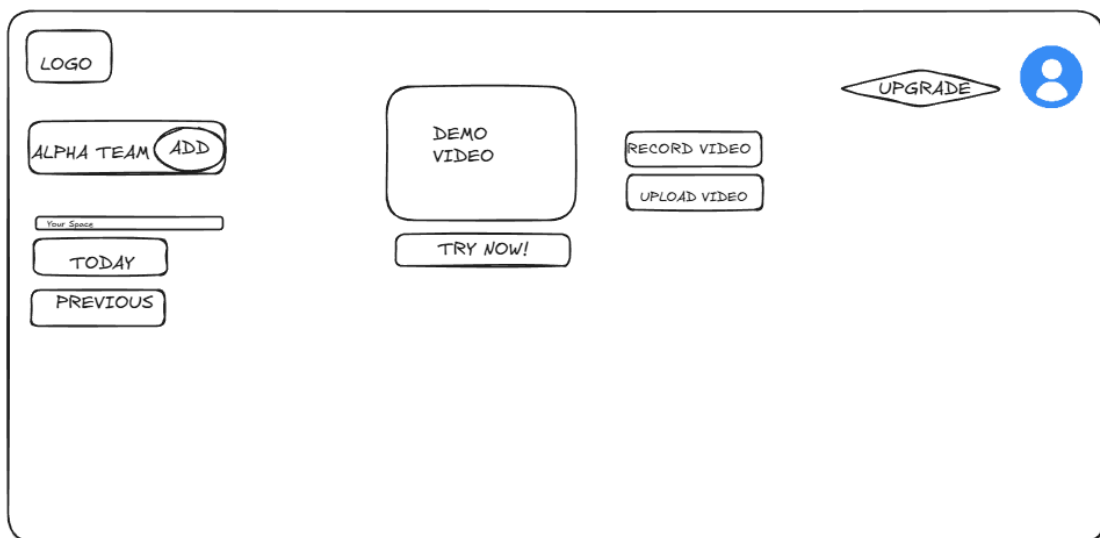
- **Clearer workflows**
- **Intuitive user experience**
- **More transparent AI interactions**

Outcome & Learnings

- Strengthened understanding of how UX decisions impact **activation and churn**
- Reinforced the importance of **research before design**
- Highlighted the role of UX in aligning **user needs with business goals**

My Re-designed Version

Based on the above findings, I built a wireframe as the next step.



Low-Fidelity Wireframe (platform used to draw: [Excalidraw Whiteboard](#))

Key design decisions include:

- A single primary call-to-action (“Try Now”) to guide users toward their first successful interaction.
- Secondary actions (Record Video, Upload Video) are available but visually de-emphasized.
- Upgrade and team features are present but intentionally non-intrusive to avoid distracting users during onboarding.