

Case Study: Newsletter Sign Up Modal

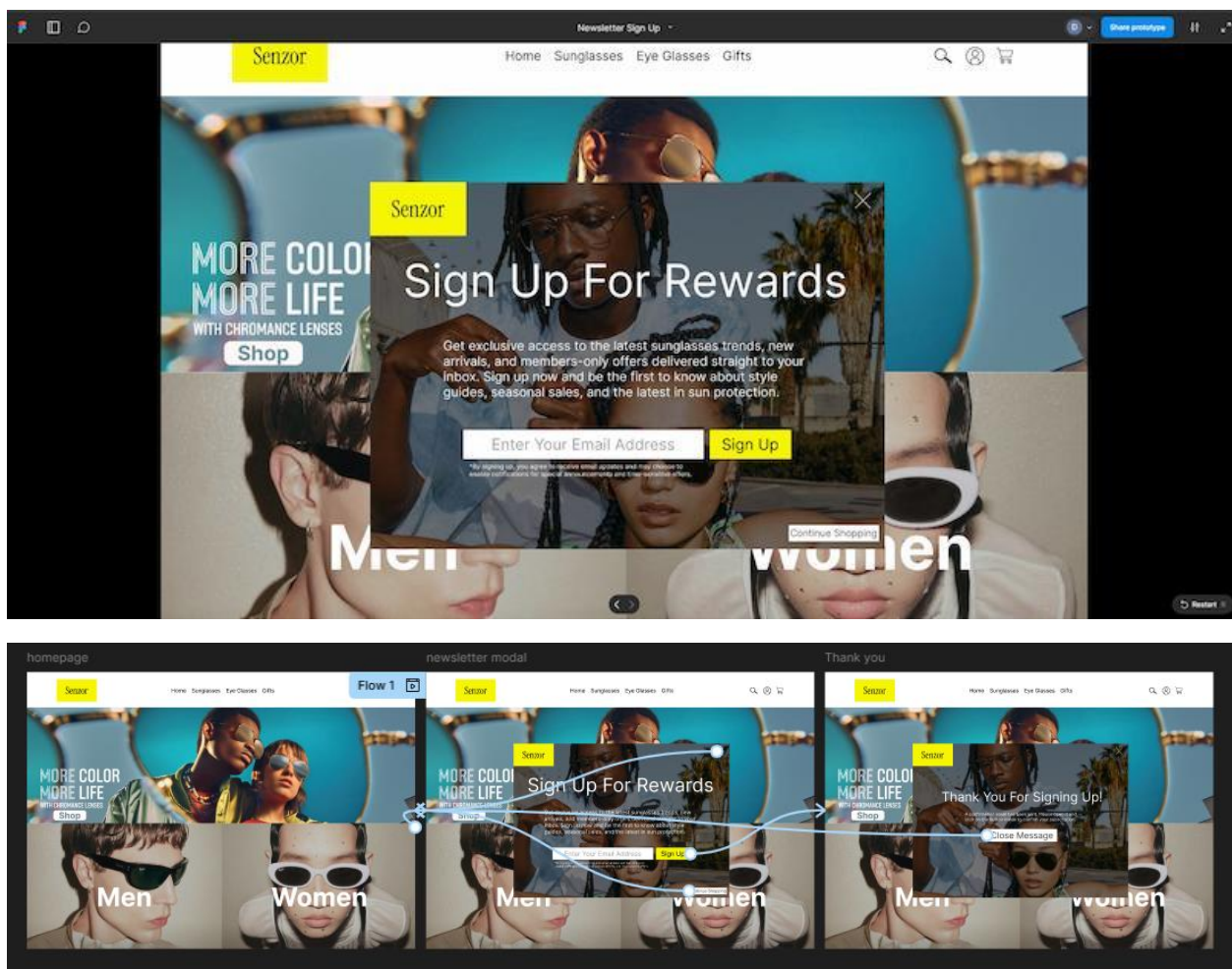
Project Overview

This project is a newsletter sign up modal for a glasses brand that I designed using Figma.

Problem Statement

The problem presented was to create a newsletter sign up for a glasses brand while focusing on accessibility.

Design Process



I began this project by going on a couple of different sites and taking a look at their newsletter sign up modals. I took note of how they formatted their modal and how effective it was in getting users to sign up. The main call to action was to get the user to enter their email. The way I tackled the problem was to make sure that the details of what the user is subscribing to is intriguing enough to

make them not click off the modal. I also wanted the user to see the call to action right away and for it to pop out. To do that, I made the sign up button and the input for the email address large enough to capture the user's attention. I also made the sign up button a bright colour to make it stand out more. As for the content, I wanted to ensure that I listed all the perks of signing up for the newsletter, but also keep it as concise as possible in order to not lose the user's interest. Additionally, I made the exit button and the continue shopping button on the far right of the modal in order to maintain the user's focus on the central content of the modal.

Development

After doing some research on a couple examples, I sketched a low-fidelity wireframe of the homepage and the modal. From there, I wrote out the content that I wanted in the modal in order to get users to subscribe. After doing so, I went into Figma and created the high-fidelity wireframes, added the interactions to make the modal pop up after a certain amount of time, the thank you for signing up modal and the buttons to exit the modal.