

Chonky

UX CONTENT DESIGNER

2021 content design portfolio

3 PRINCIPLES

The core principles that guide my work

4 PROCESS

How I do my work

5 APPLYING UX HEURISTICS

An example of how I evaluate product experiences

13 WORK SAMPLE

Onboarding flow @ Searchable.ai

PRINCIPLES



CLARITY

- Share the right message at the right time
- Explain what's happening and what to do next



CONSISTENCY

- Describe things the same way everywhere
- Create and leverage scalable frameworks



EMPATHY

- Anticipate how people may be feeling at each step of the experience and adjust tone accordingly



INCLUSIVITY

- Ensure that people of any background or ability can navigate their way to success



TRANSPARENCY

- Tell people what they need to know to stay safe and make informed decisions

1. UNDERSTAND + EXPLORE

- Review PRDs
- Collaborate on Design POV
- Draft content in intial designs

2. FEEDBACK + RESEARCH

- Collect team + peer feedback
- Gather insights from research
- Implement

3. ITERATION + APPROVAL

- Start Legal + Policy reviews
- FAQ collaboration as needed

4. FINALIZE + HAND OFF

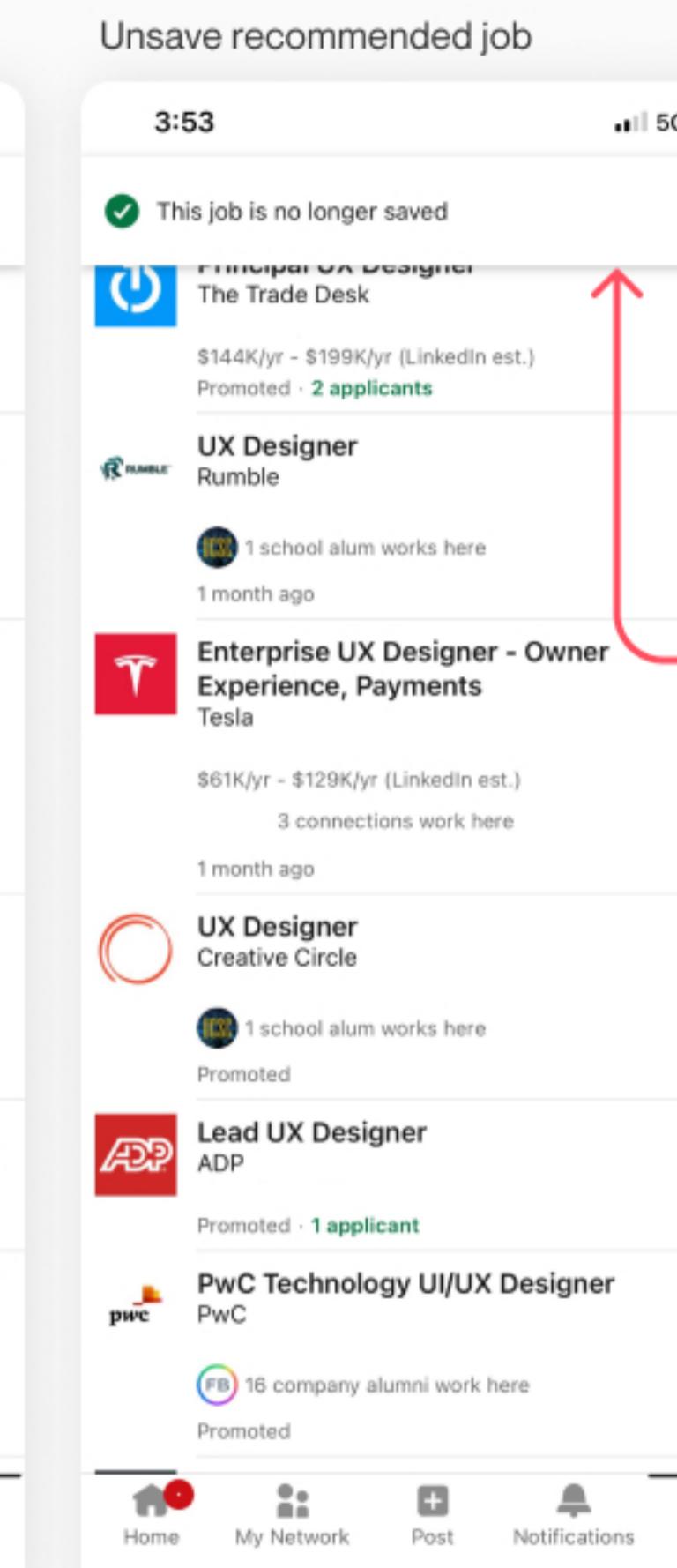
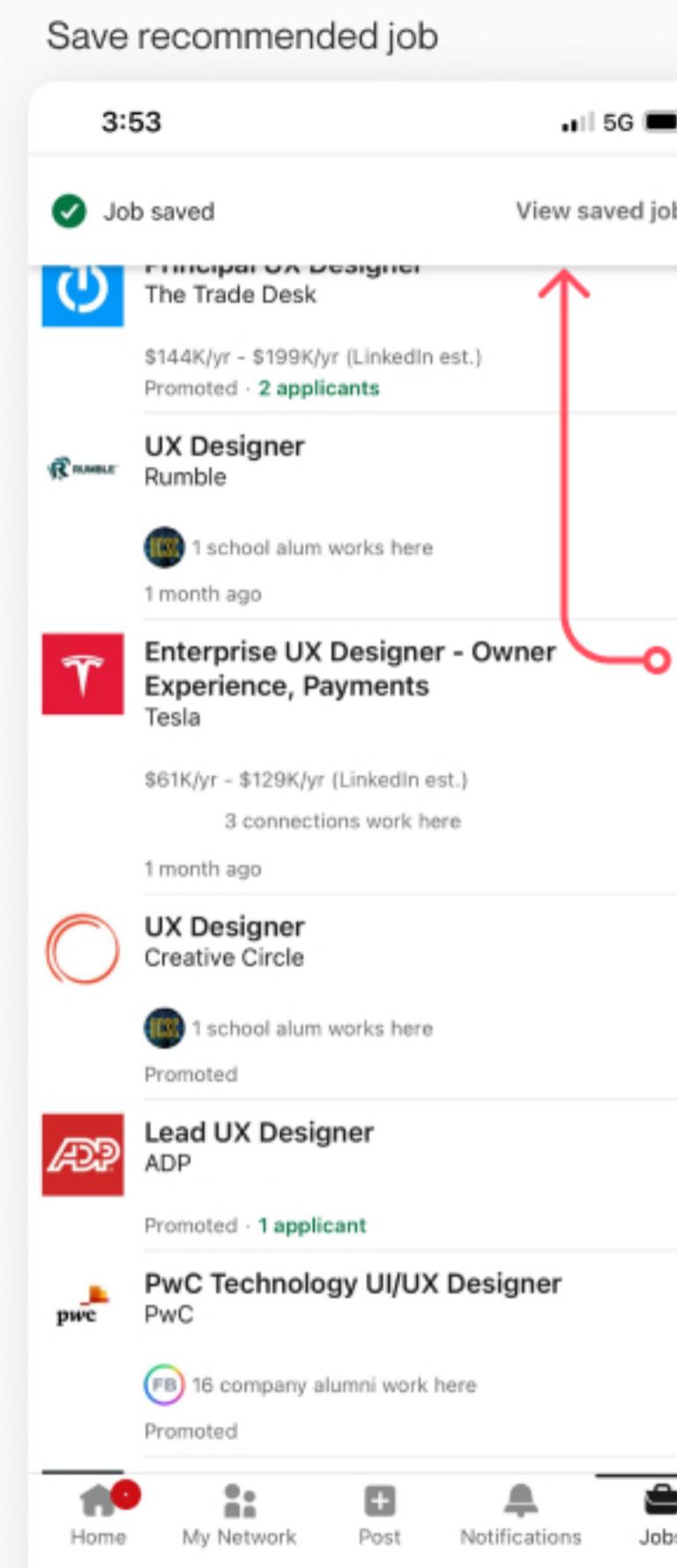
- Adjust as needed for L + P
- Translation docs as needed
- Eng docs + communication

5. SHIP + MONITOR

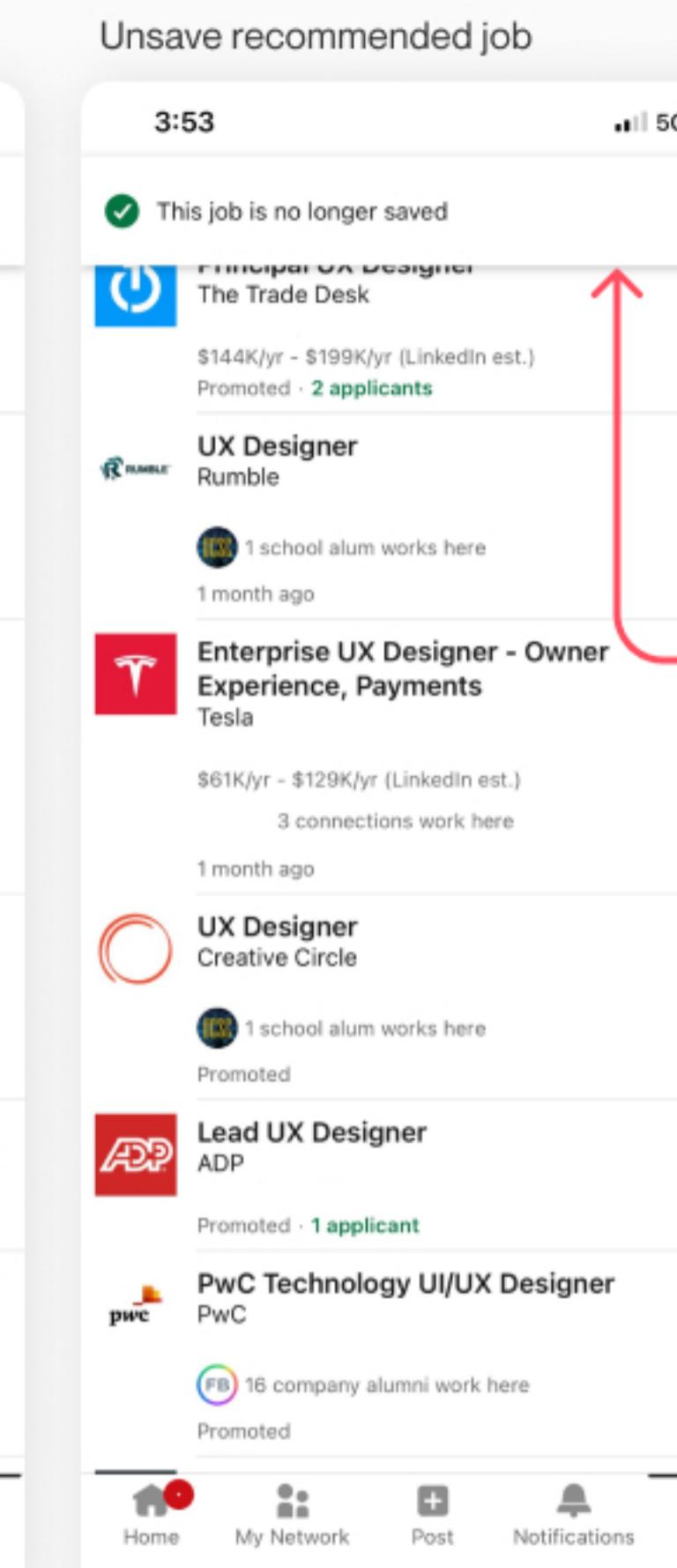
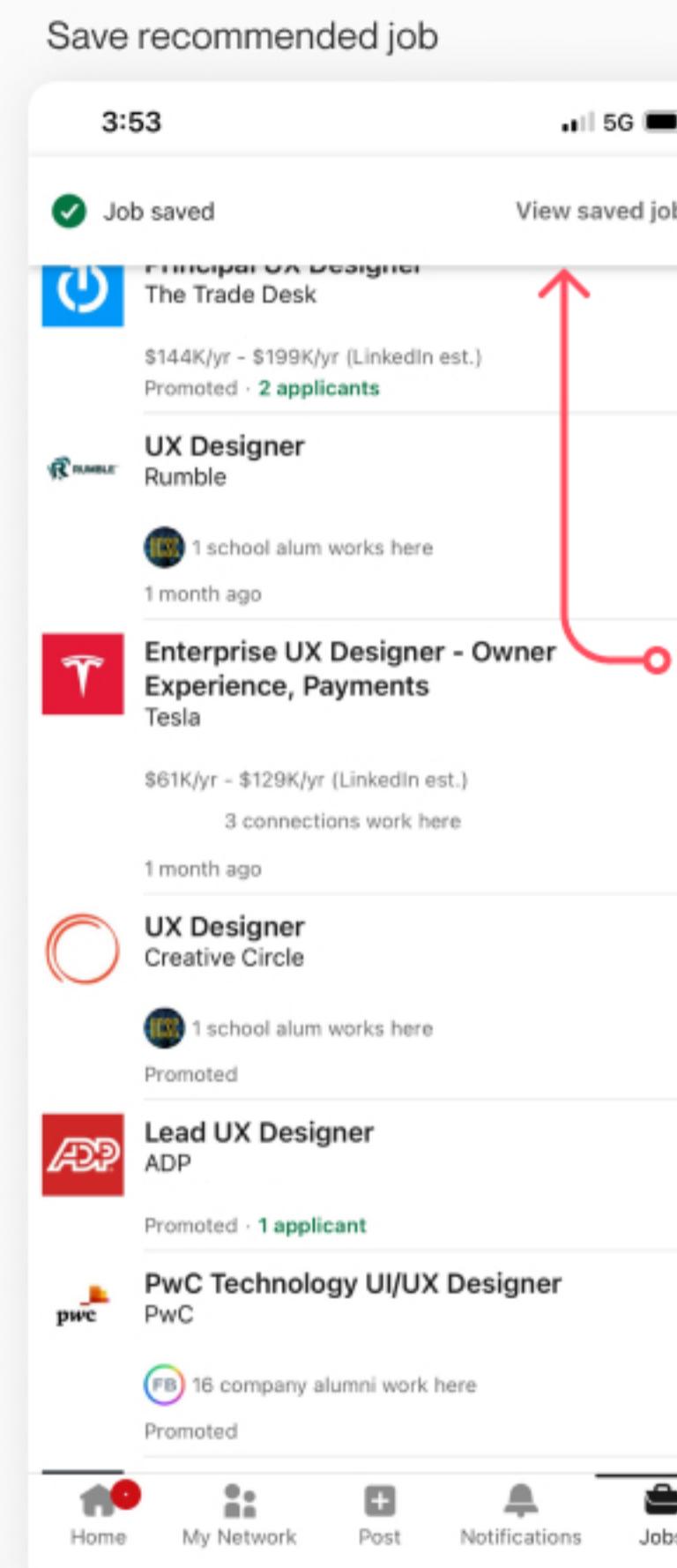
- 🎉 Ship it!
- Track and adjust as needed

in APPLYING UX HEURISTICS

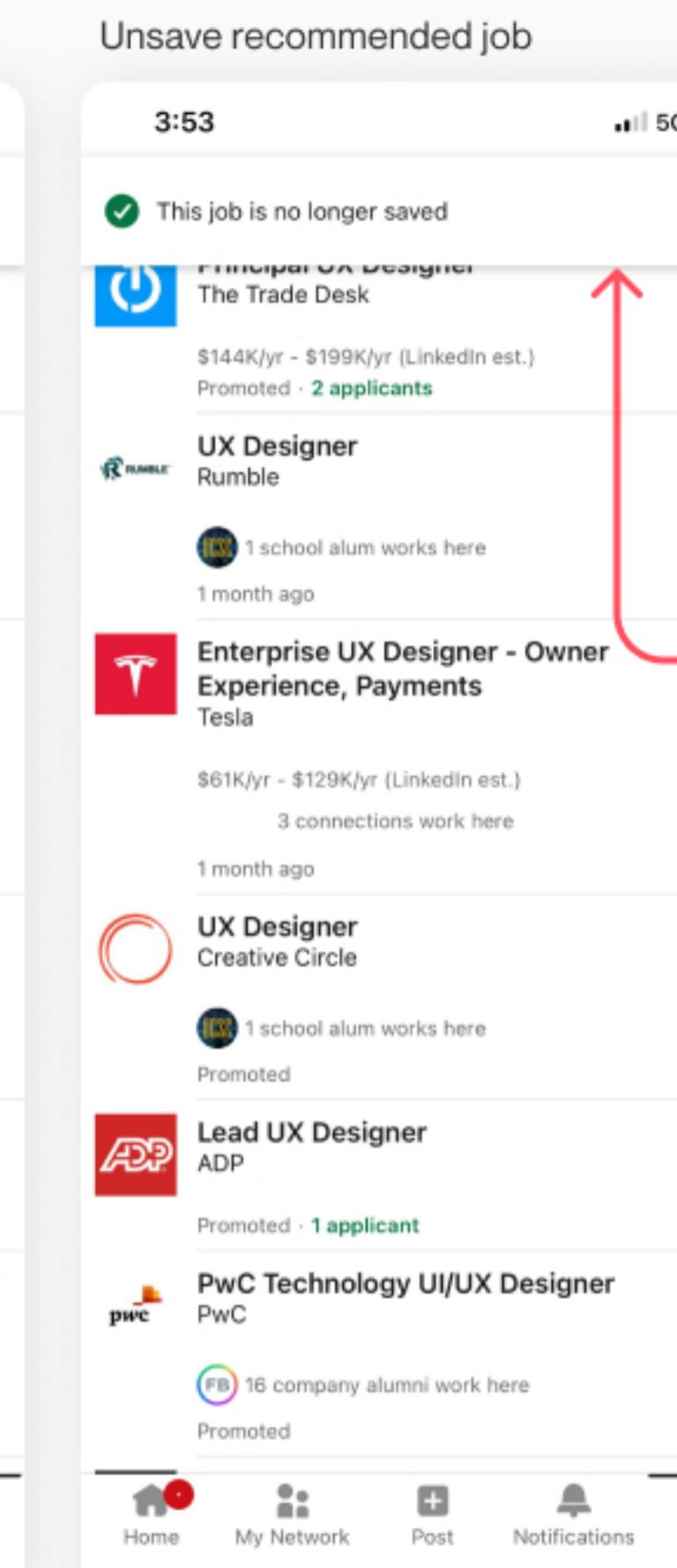
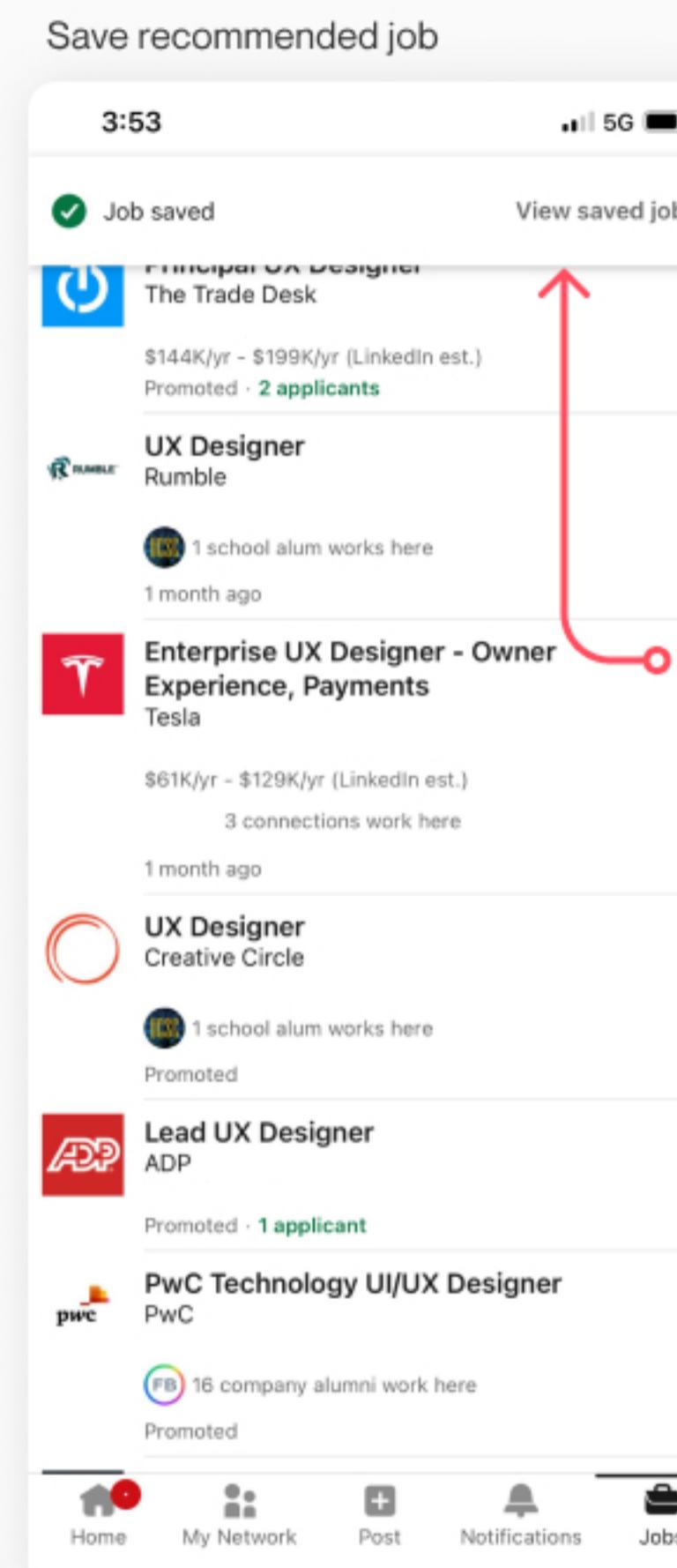
Visibility of status



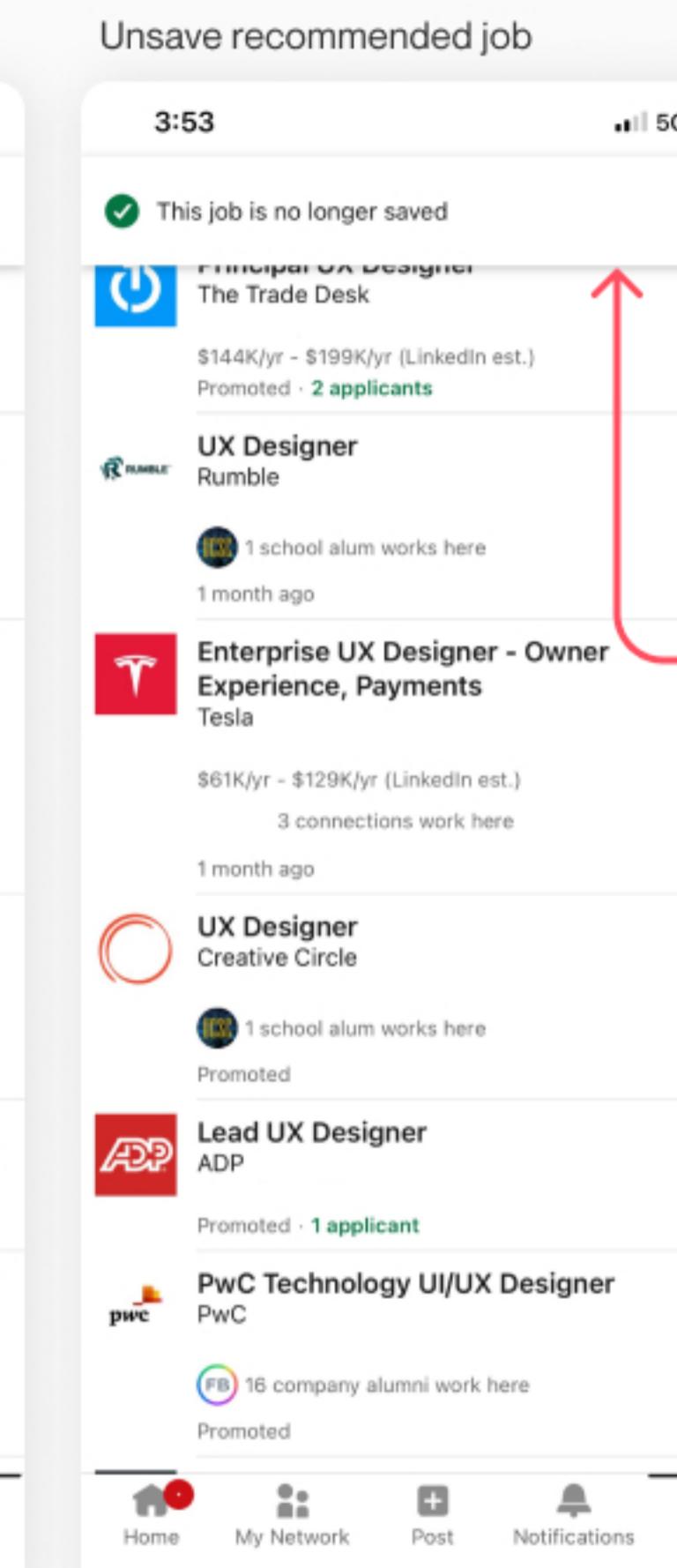
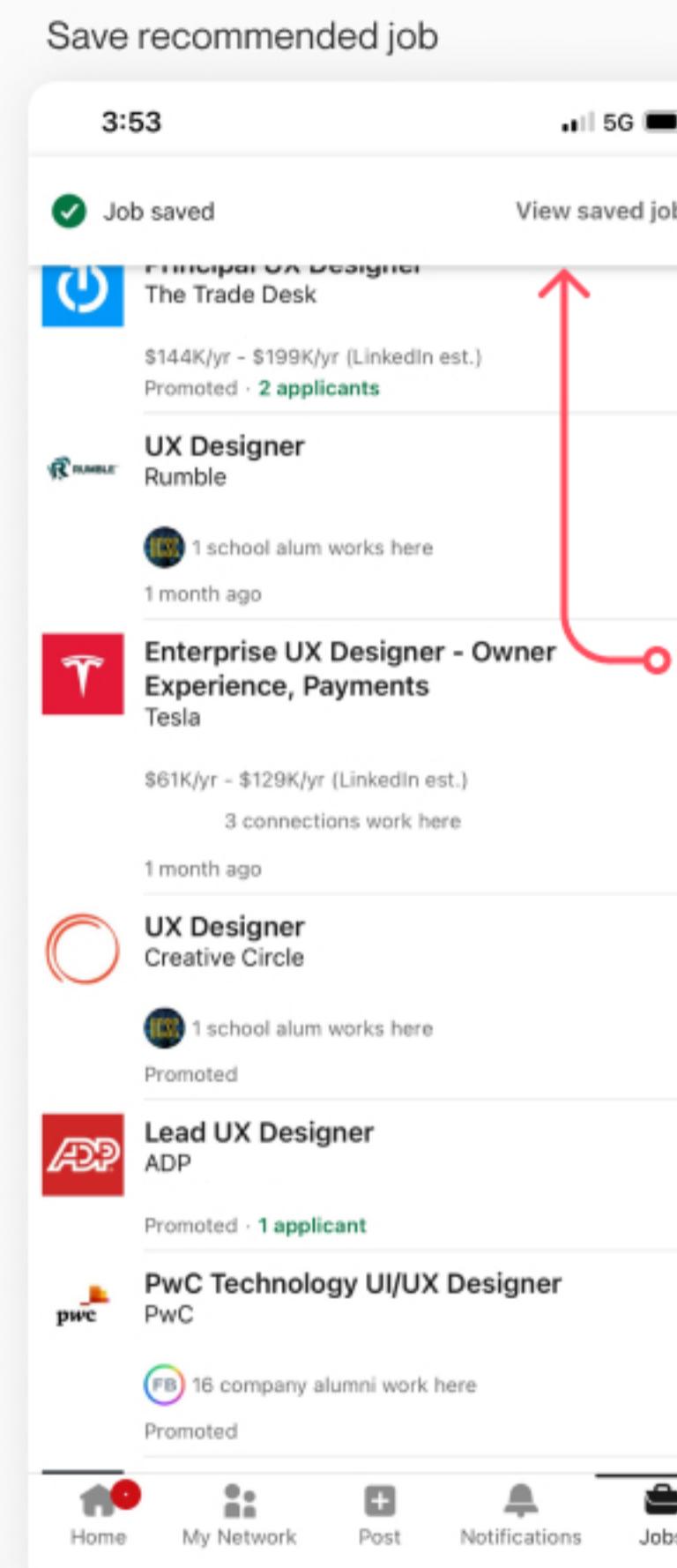
Content quality



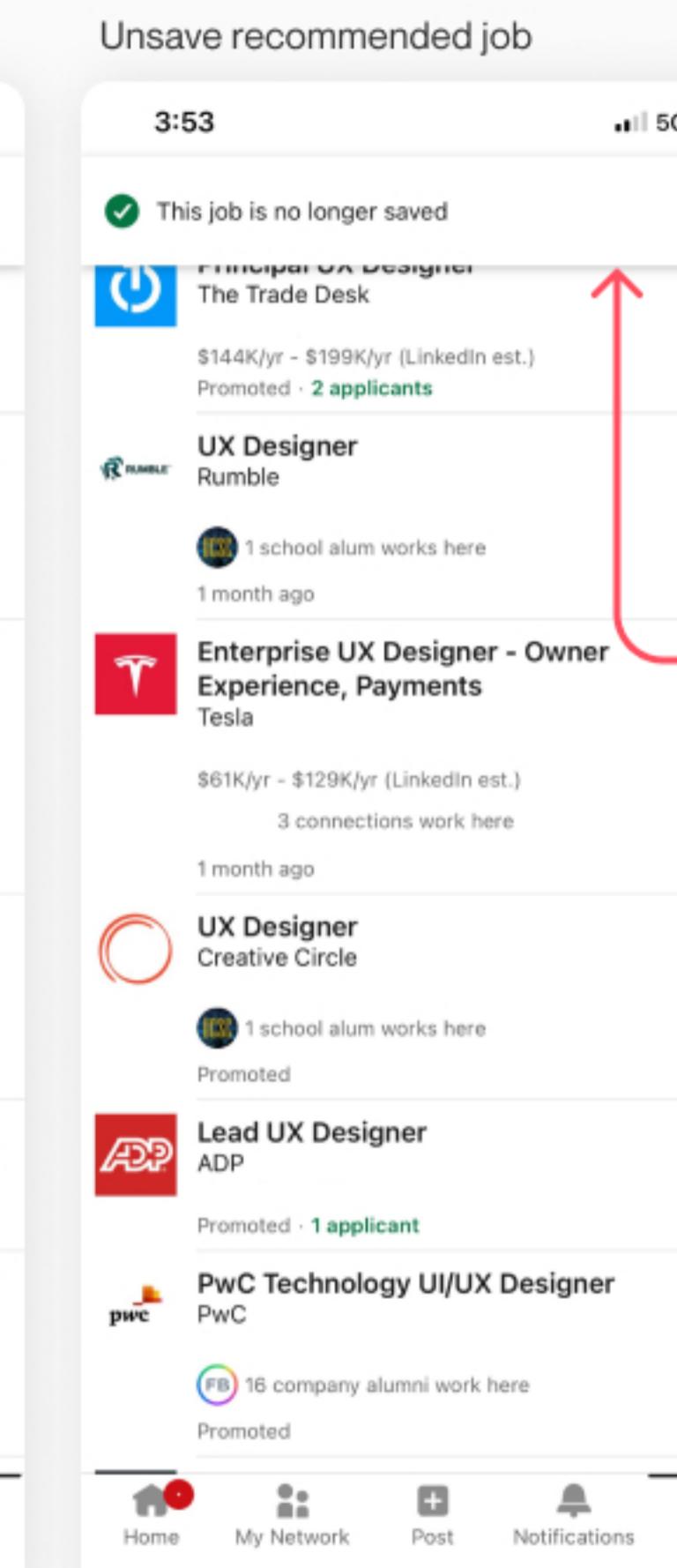
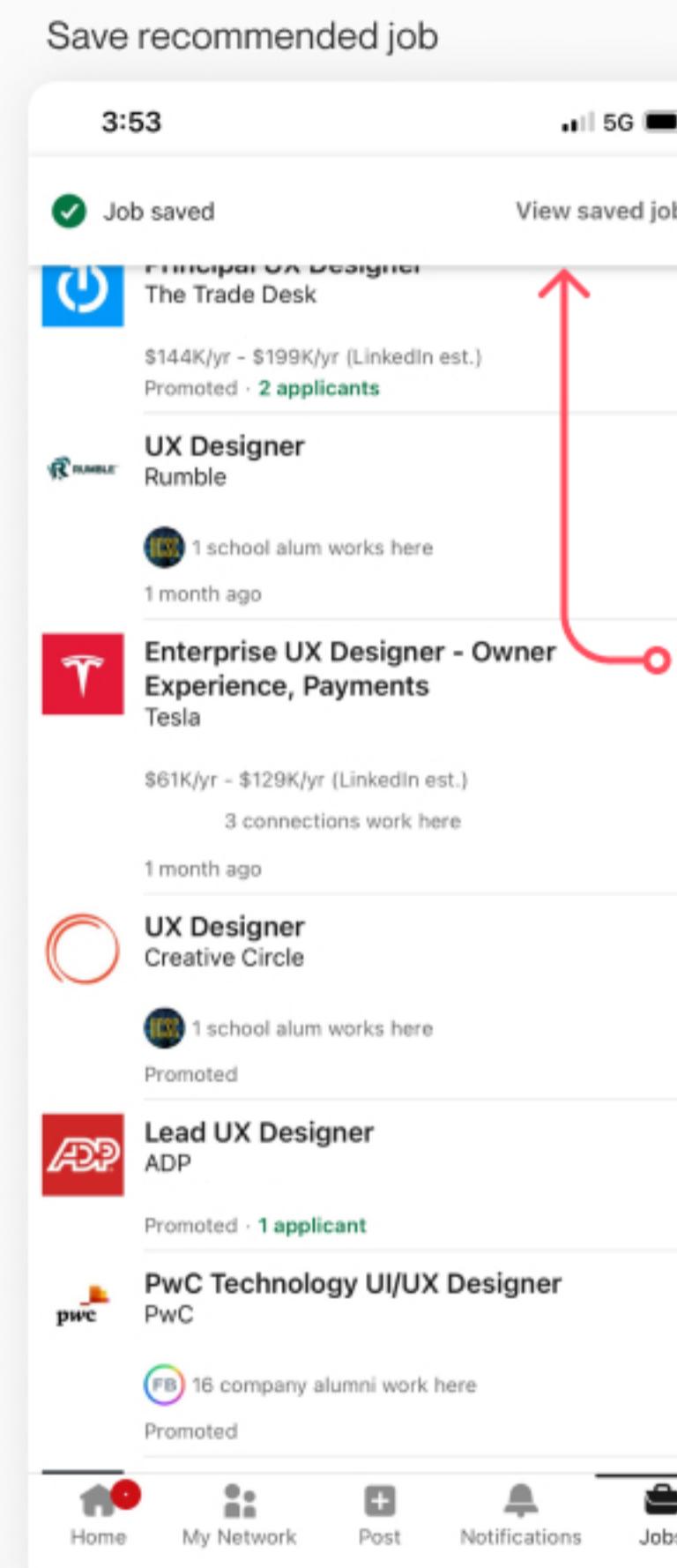
Accessibility



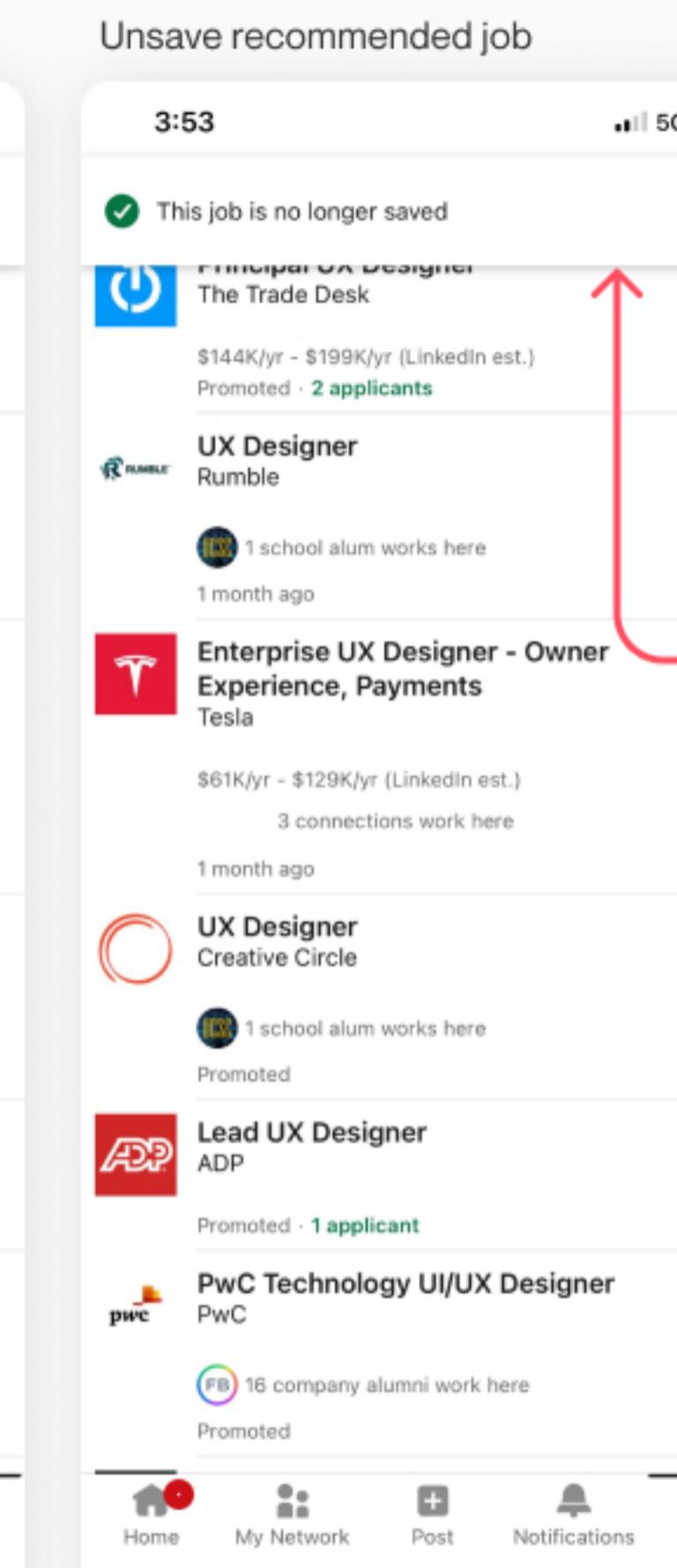
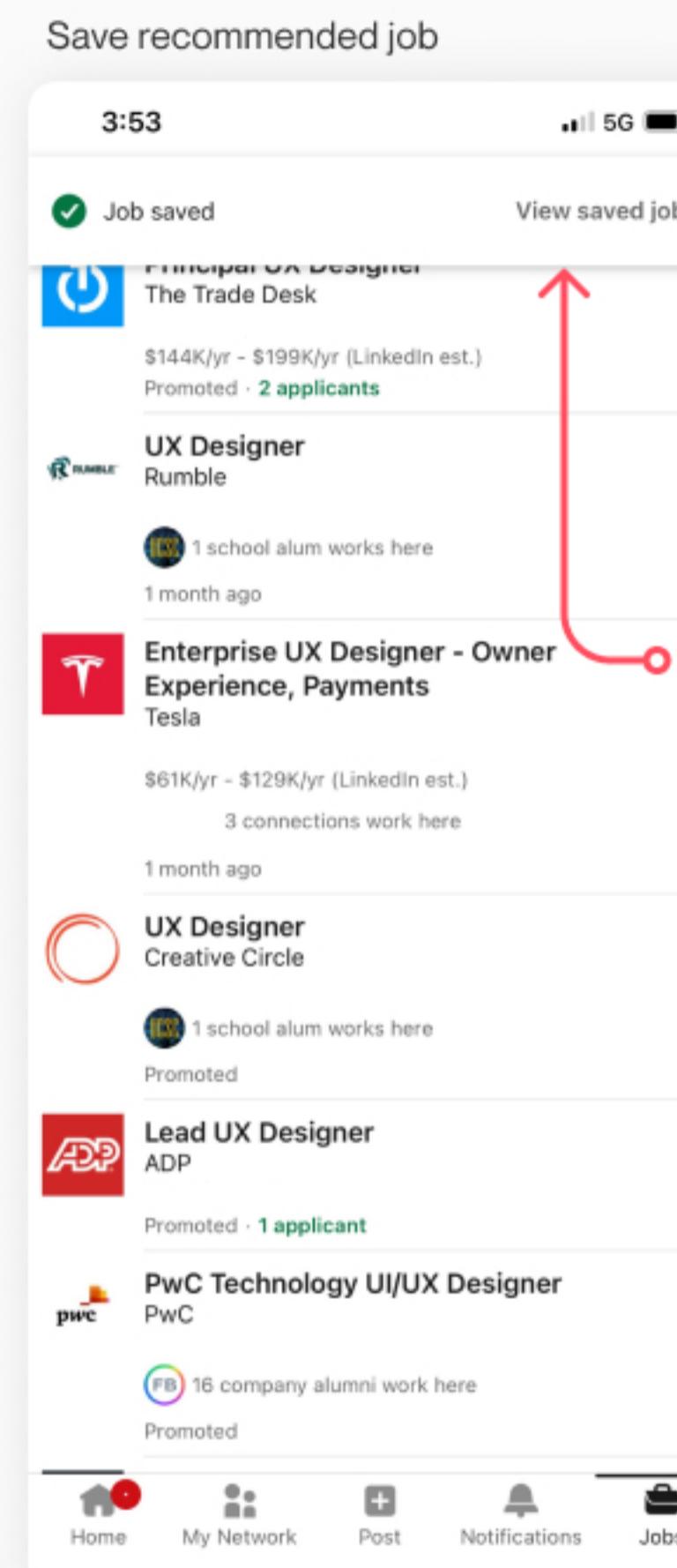
User control



Alignment with real world



Flexibility + efficiency



Error prevention + handling

LinkedIn generally does a good job of **visually representing the status of the system** to users, with **occasional inconsistencies**. This may lead to **confusion, frustration or lack of confidence** in certain features, ultimately causing people to **engage less often** with them. Depending on the value of the interaction, that may be costly over time.

Consistency

in APPLYING UX HEURISTICS

Visibility of status

Content quality

Accessibility

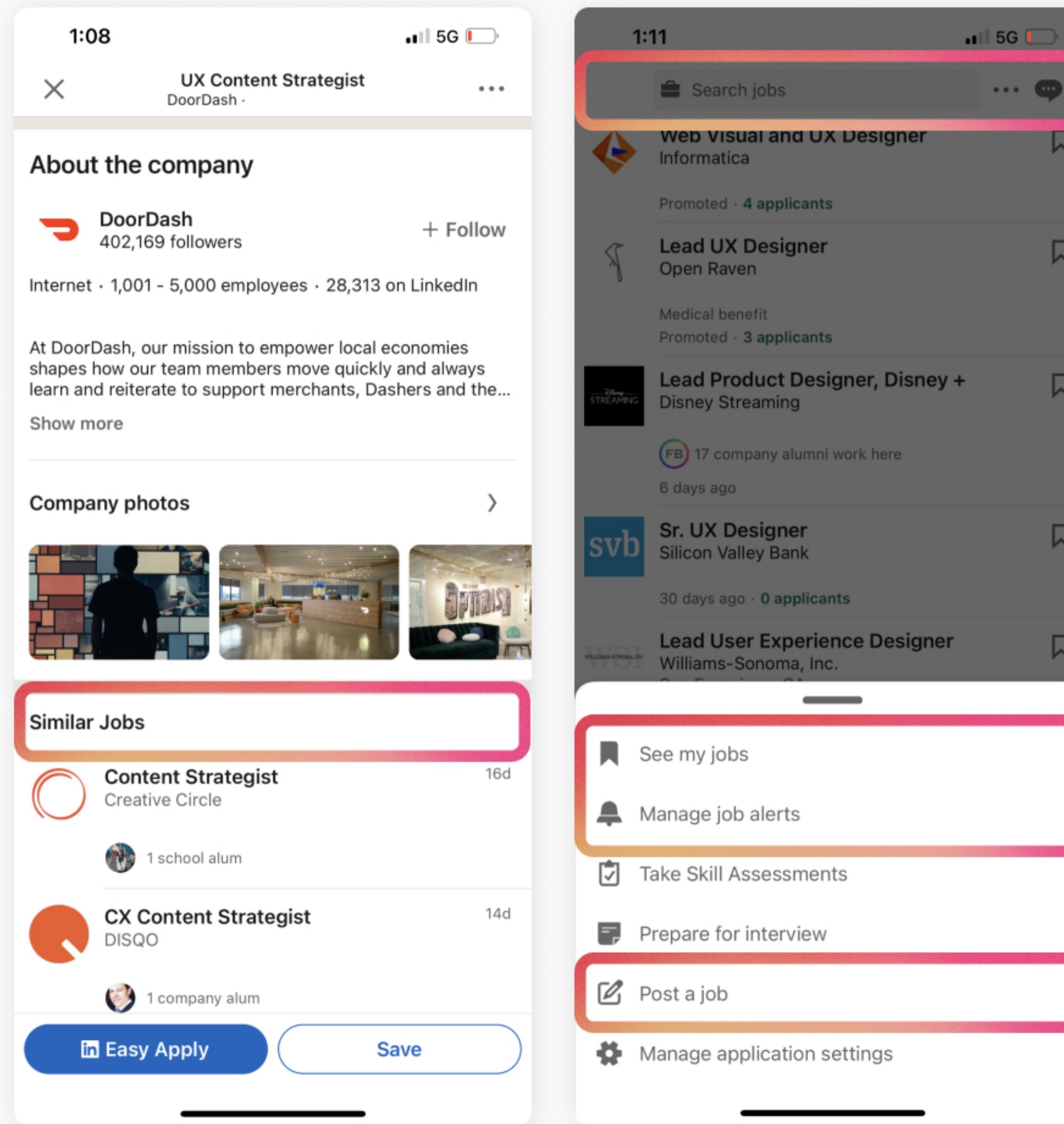
User control

Alignment with real world

Flexibility + efficiency

Error prevention + handling

Consistency



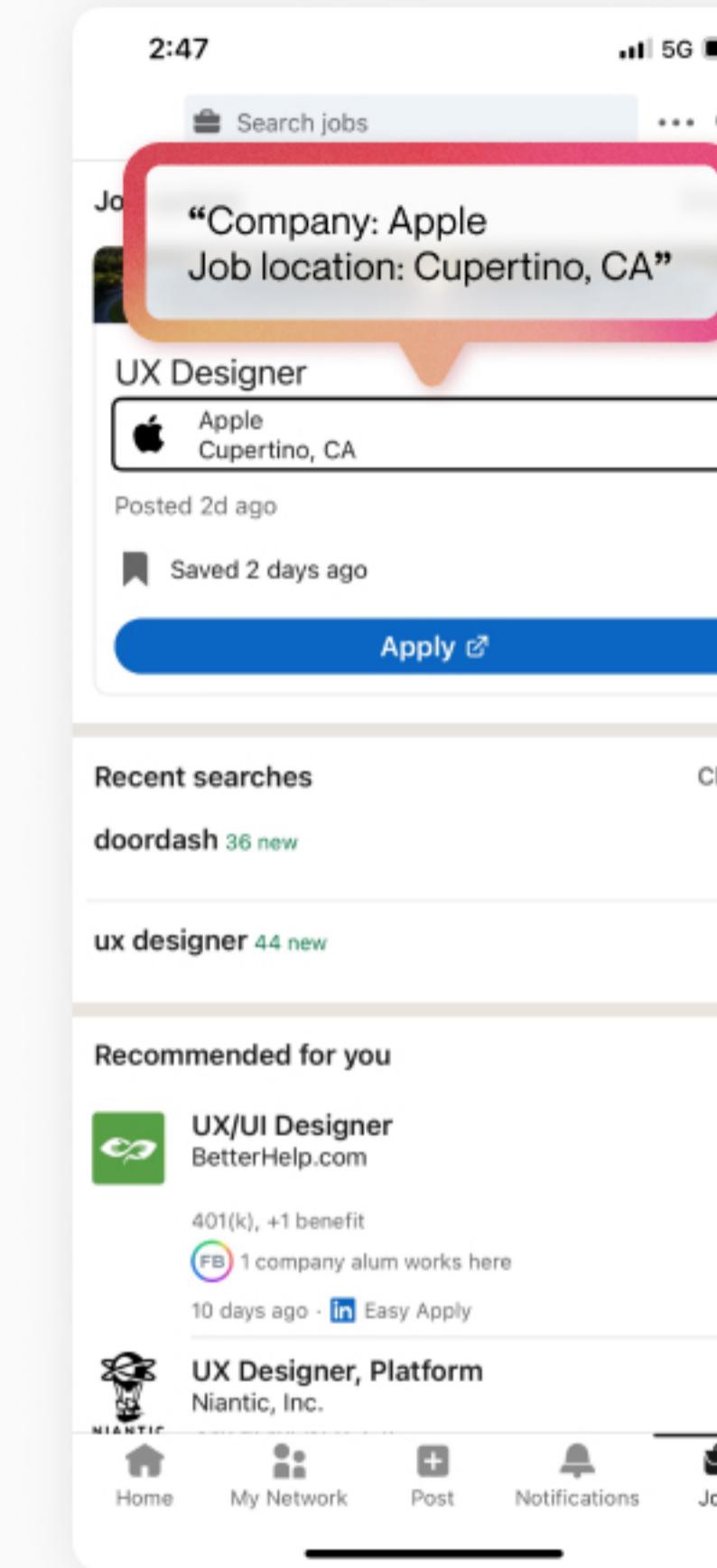
In general, the LinkedIn app **upholds core tenets of content quality:**

- Accurate, clear, indicative of system state
- Generally consistent and error-free
- Transparent about outcomes of actions
- Follows a logical progression

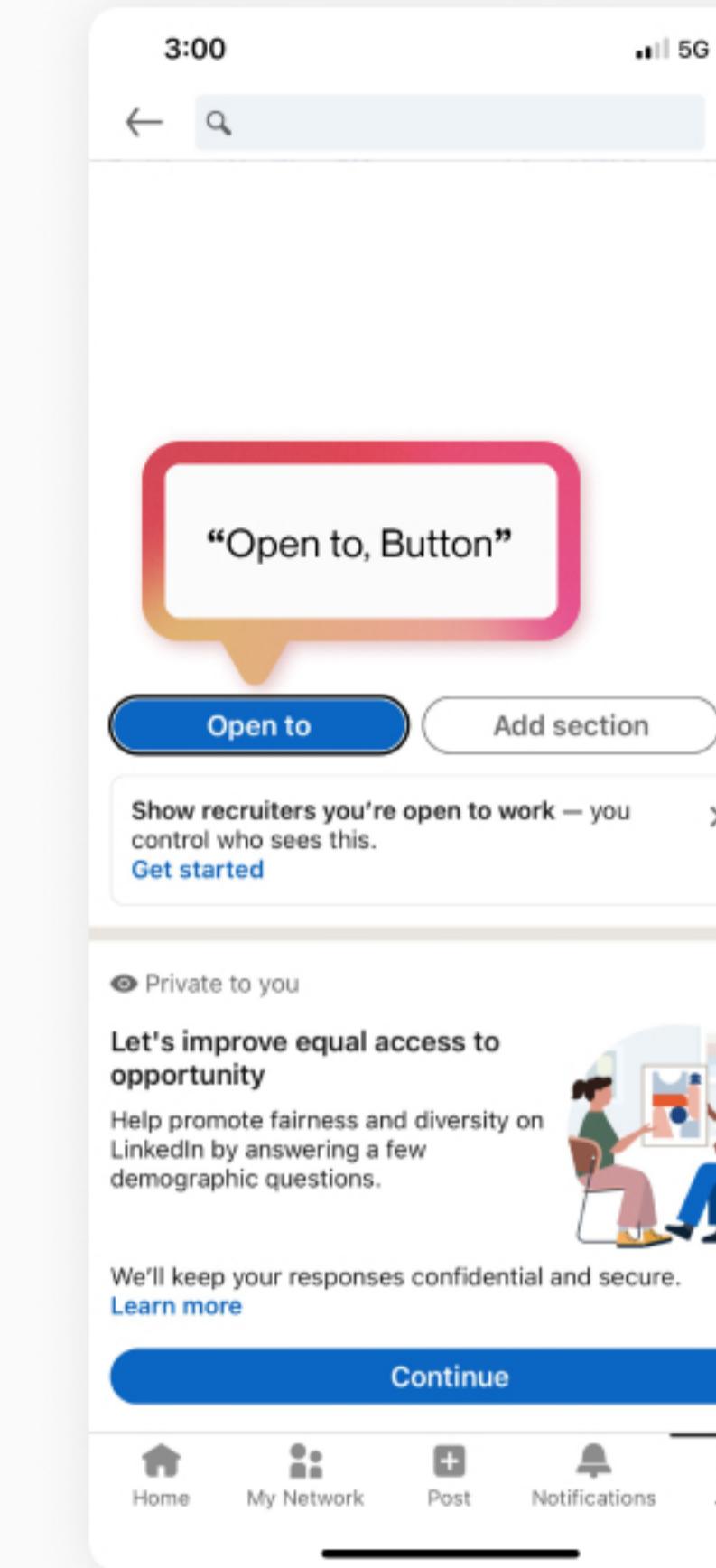
Inconsistencies in its “sentence case everywhere” styling are few, but I did find one: **a discrepancy between “jobs” and “Jobs.”**

in APPLYING UX HEURISTICS

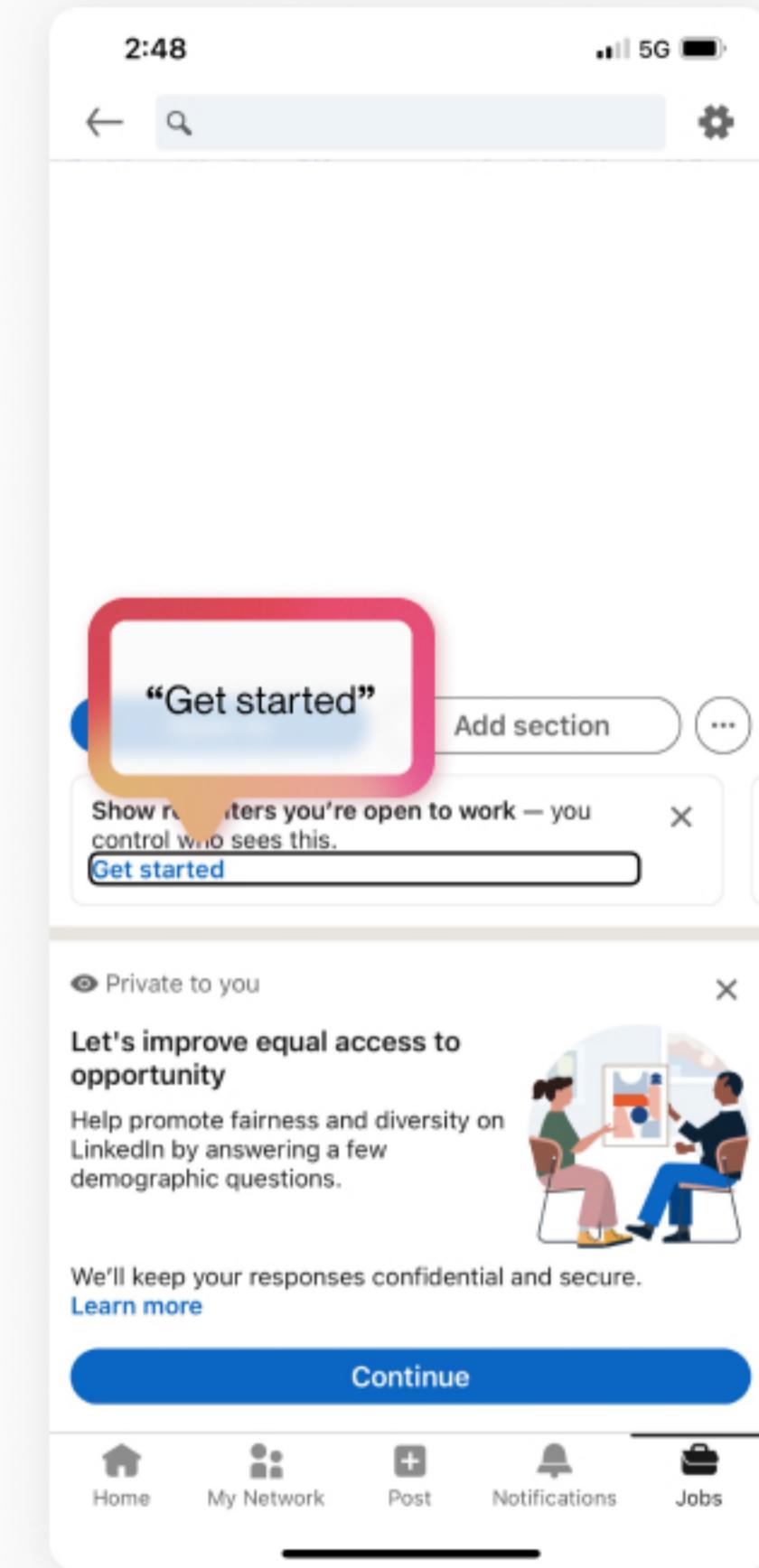
Visibility of status



Content quality



Accessibility



User control

Alignment with real world

Flexibility + efficiency

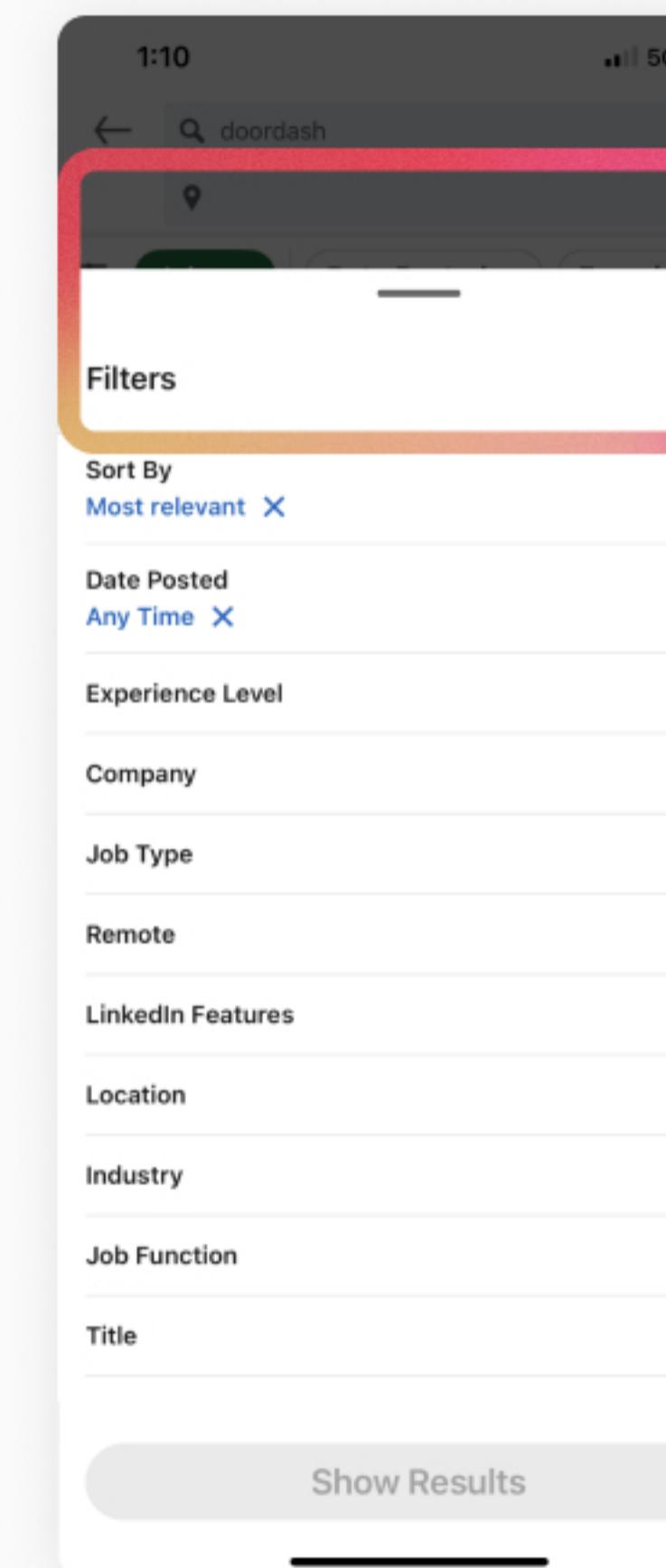
Error prevention + handling

Consistency

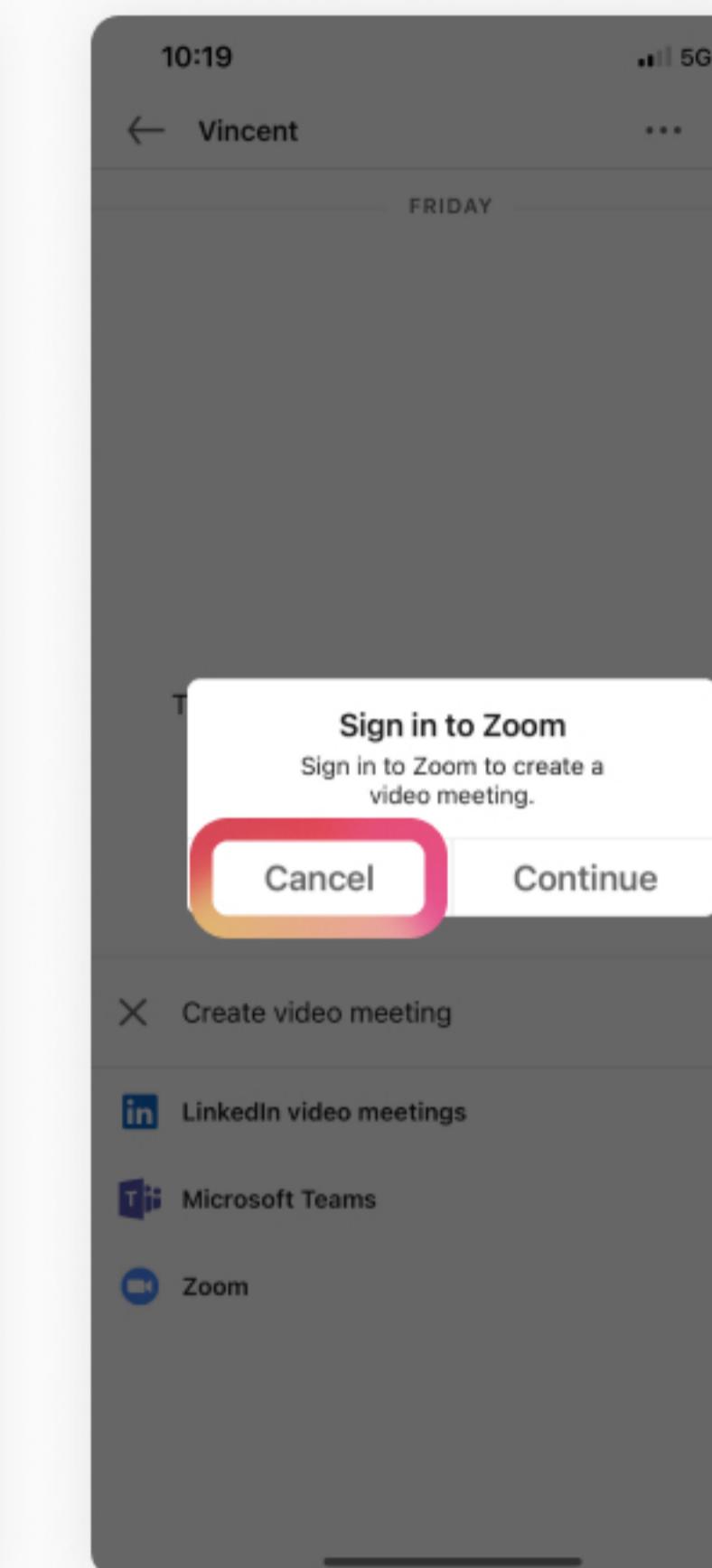
LinkedIn's mobile app is **generally accessible**. Interactive elements have been given **roles identifiable by the screen reader** and navigation works as expected. However, there is **room for improvement**. For example, **text buttons don't consistently have a Button role assigned**. This would be helpful for making it completely clear to screen reader users that these elements are actionable. More broadly speaking, **more severe accessibility shortcomings may put the company at legal risk**.

in APPLYING UX HEURISTICS

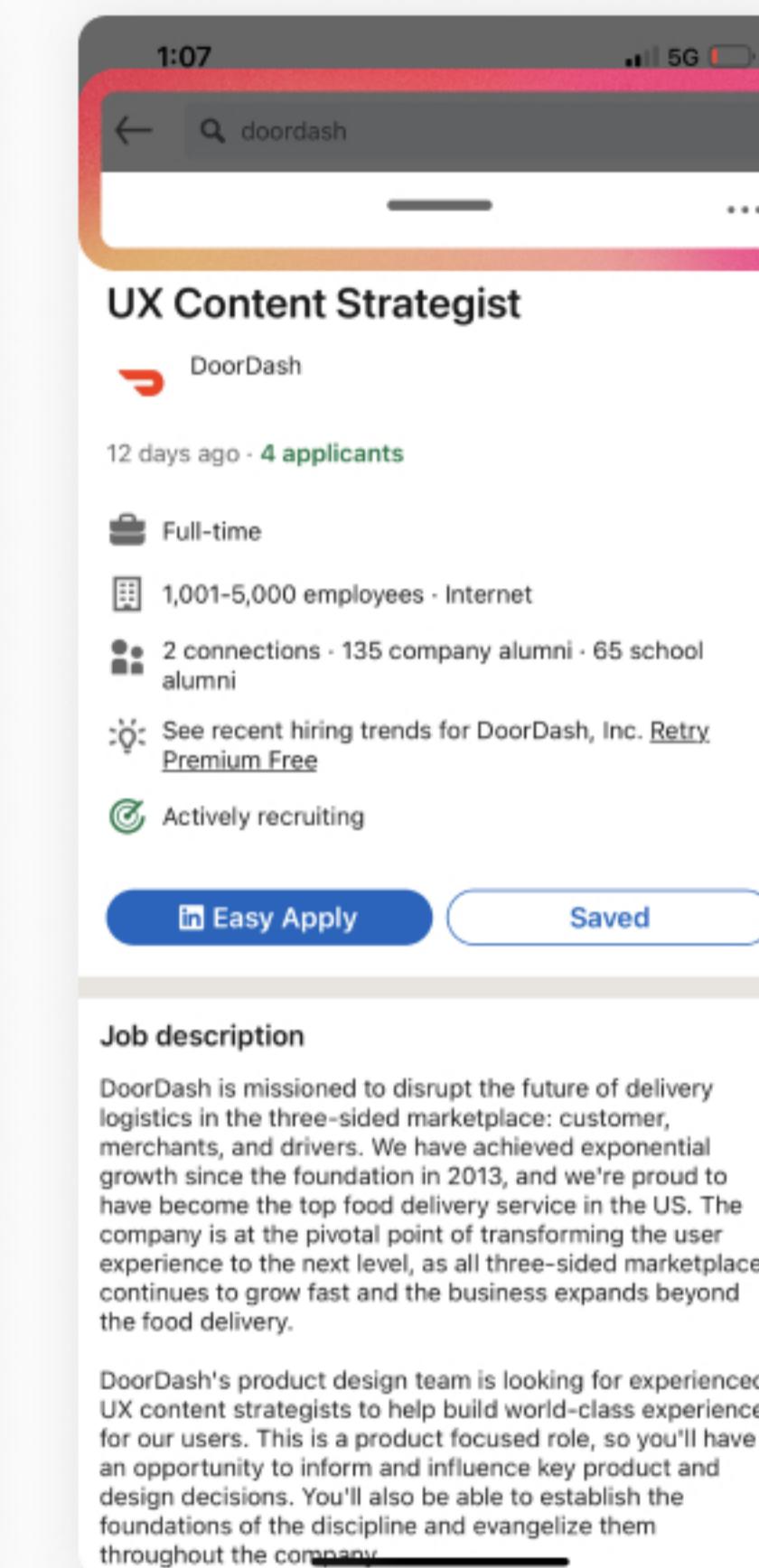
Visibility of status



Content quality



Accessibility



User control

Alignment with real world

Flexibility + efficiency

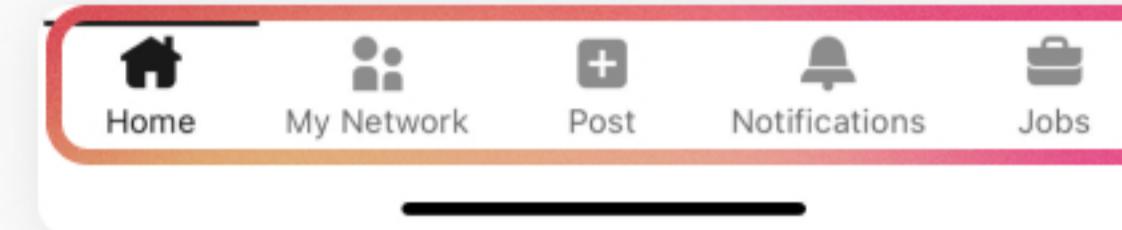
Error prevention + handling

Consistency

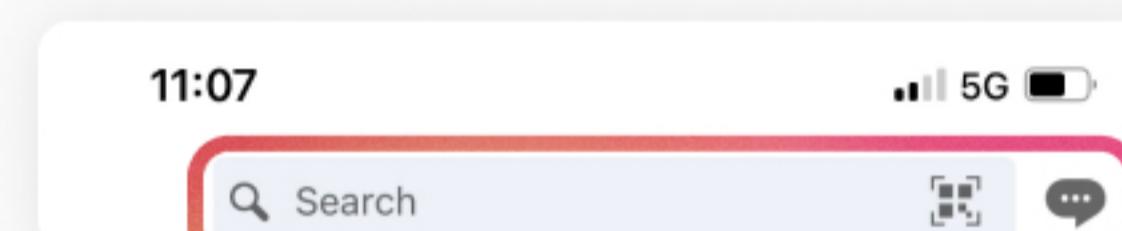
The LinkedIn app generally **provides users control over their experience**. Their **bottom sheet system** can easily be tapped or swiped out of. There's a **back button** at the top of the app when drilling into different sections. In experiences like filter setting, they make it **easy to revert to the unselected state** in a single step.

in APPLYING UX HEURISTICS

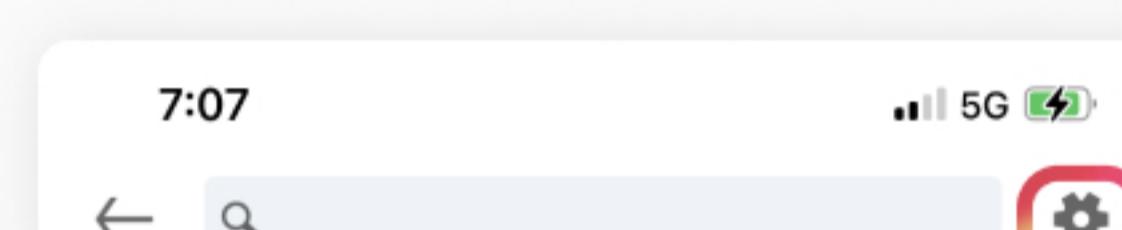
Visibility of status



Content quality



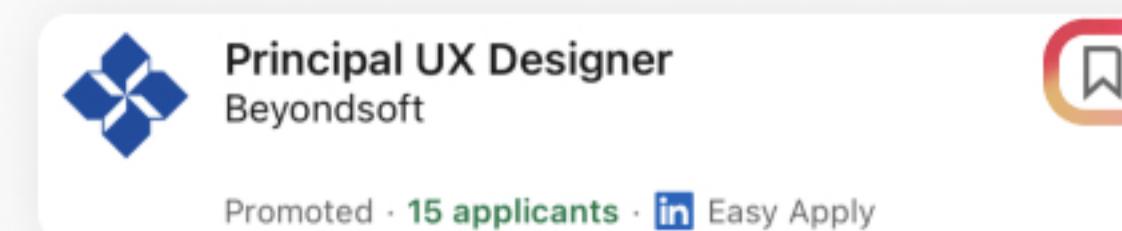
Accessibility



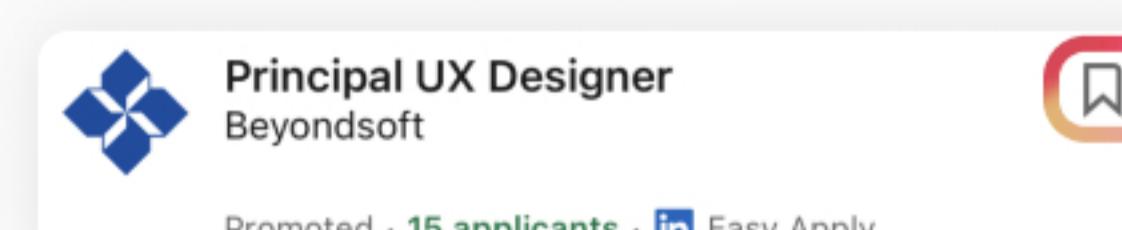
User control



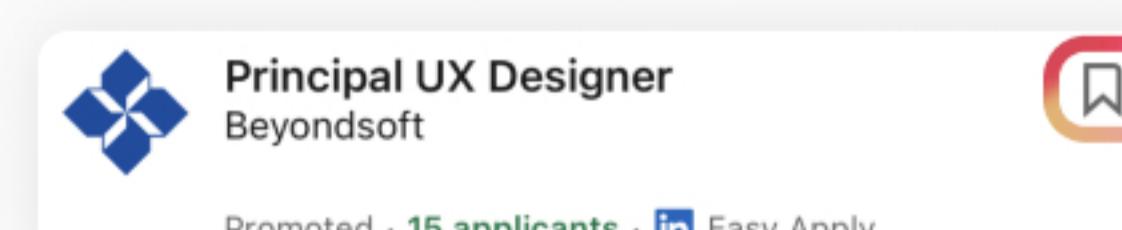
Alignment with real world



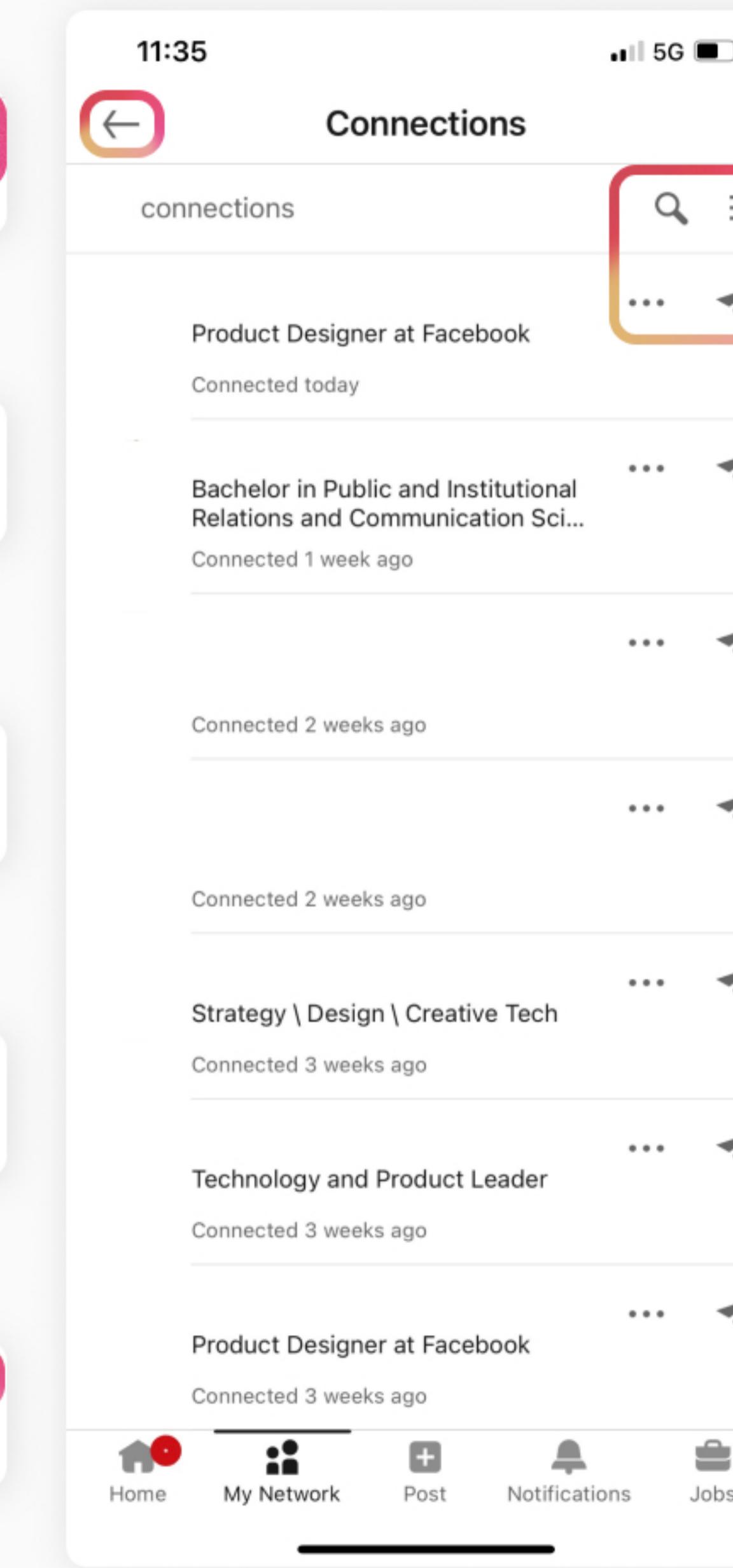
Flexibility + efficiency



Error prevention + handling



Consistency



We can evaluate an app's alignment with **common physical and digital experiences**.

LinkedIn's mobile app **uses design patterns common to social media products**, providing a sense of **familiarity**.

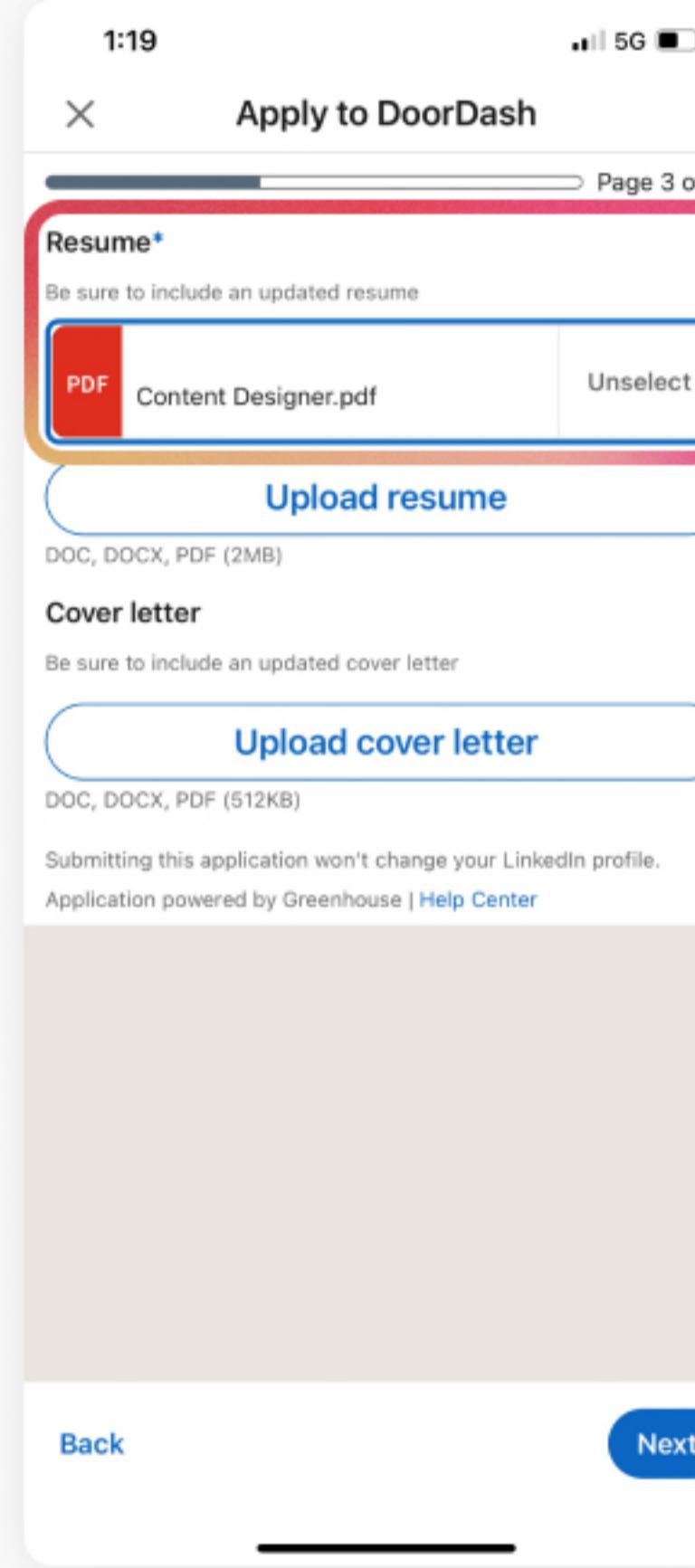
There's nothing fancy here. **Scrollable content, lists, and filters** form the bulk of the experience.

The app uses **clear and common iconography** that represents most features accurately or recognizably at a glance.

in APPLYING UX HEURISTICS

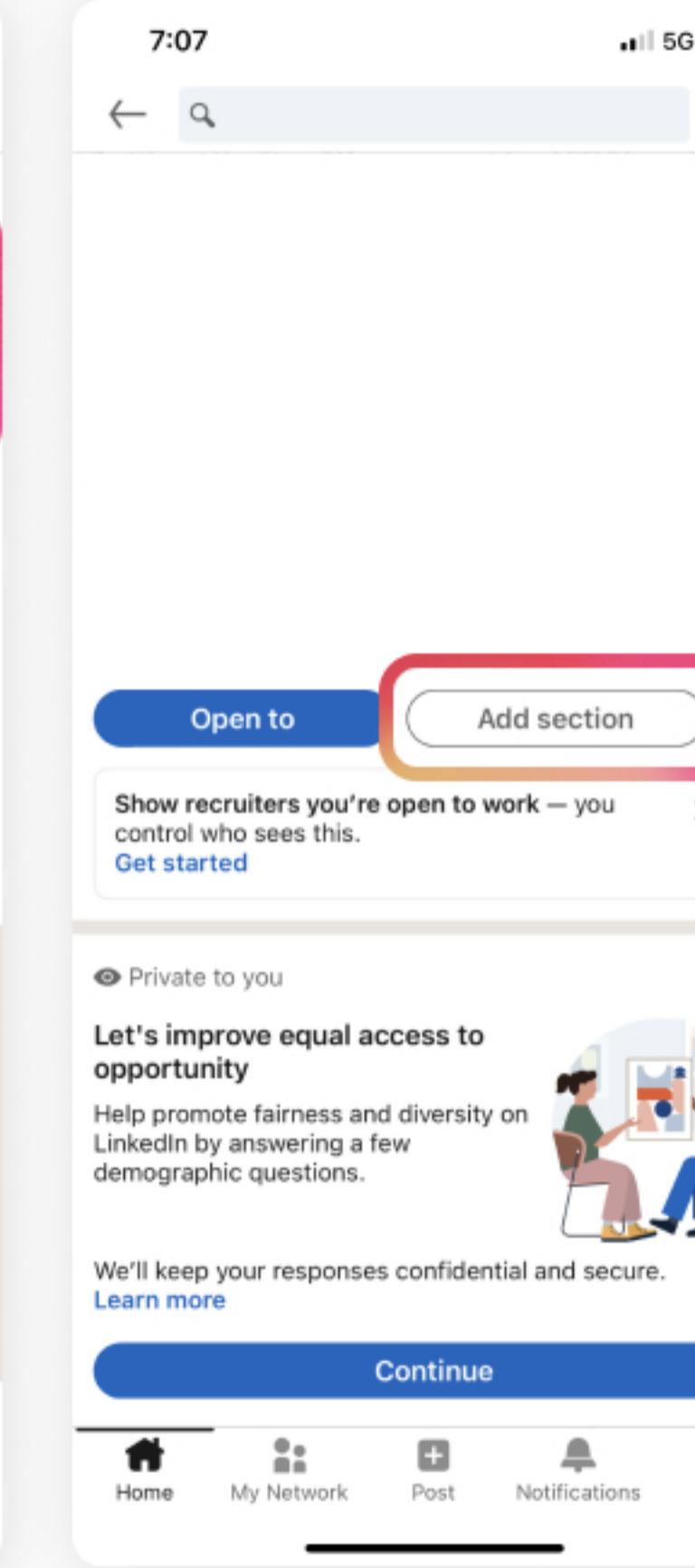
Visibility of status

Use previously uploaded files



Content quality

Customize content



Accessibility

User control

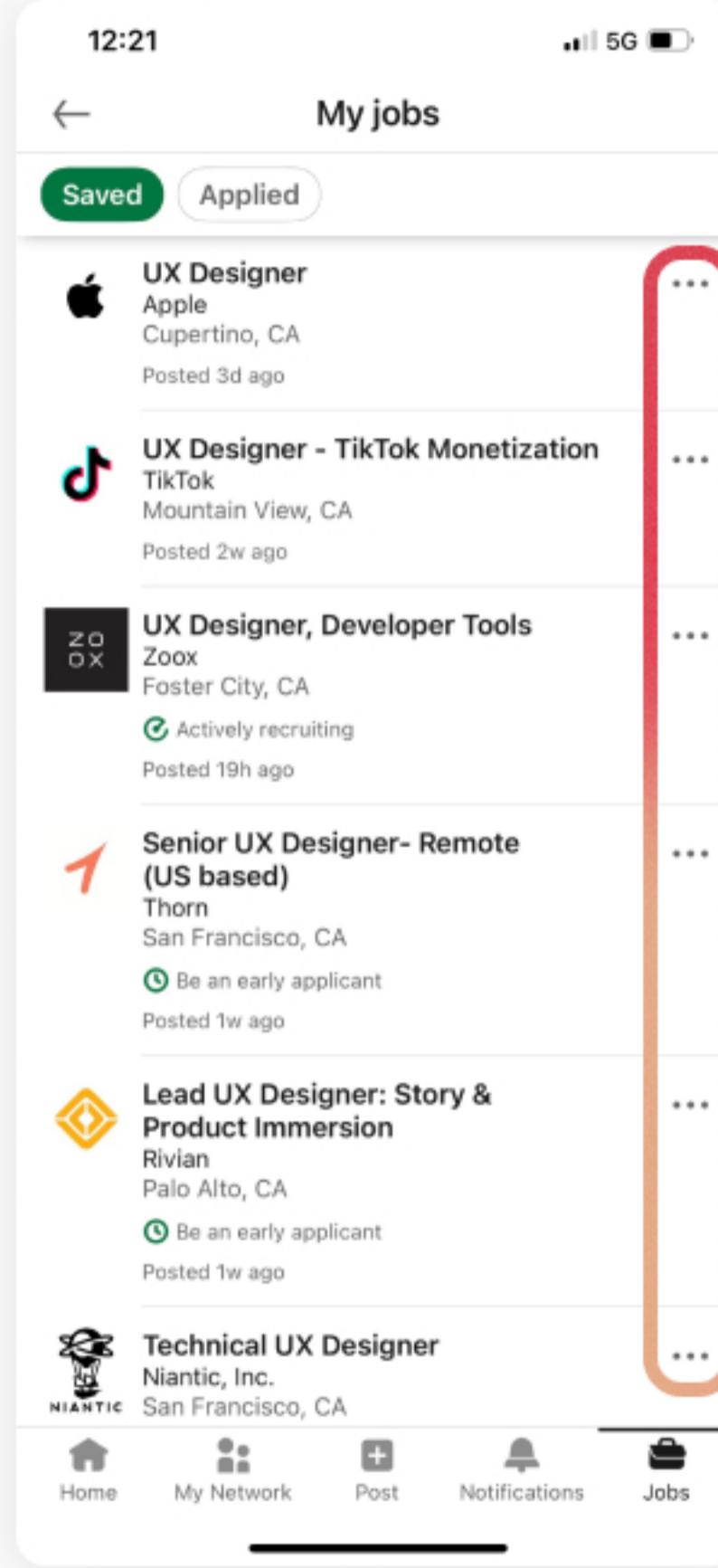
Alignment with real world

Flexibility + efficiency

Error prevention + handling

Consistency

Line item actions only



LinkedIn provides users with a more **efficient** experience by storing information and settings relevant to certain tasks and surfacing them when those tasks are repeated. It also offers users the **flexibility** to customize the content visible on their profiles. But for such a list-heavy product, it **might be nice to offer bulk actions** on things like saved jobs. I wonder why they don't — maybe it would interfere with another team, maybe there aren't Engineering resources to support, or perhaps there's simply no demand.

in APPLYING UX HEURISTICS

Visibility of status

Content quality

Accessibility

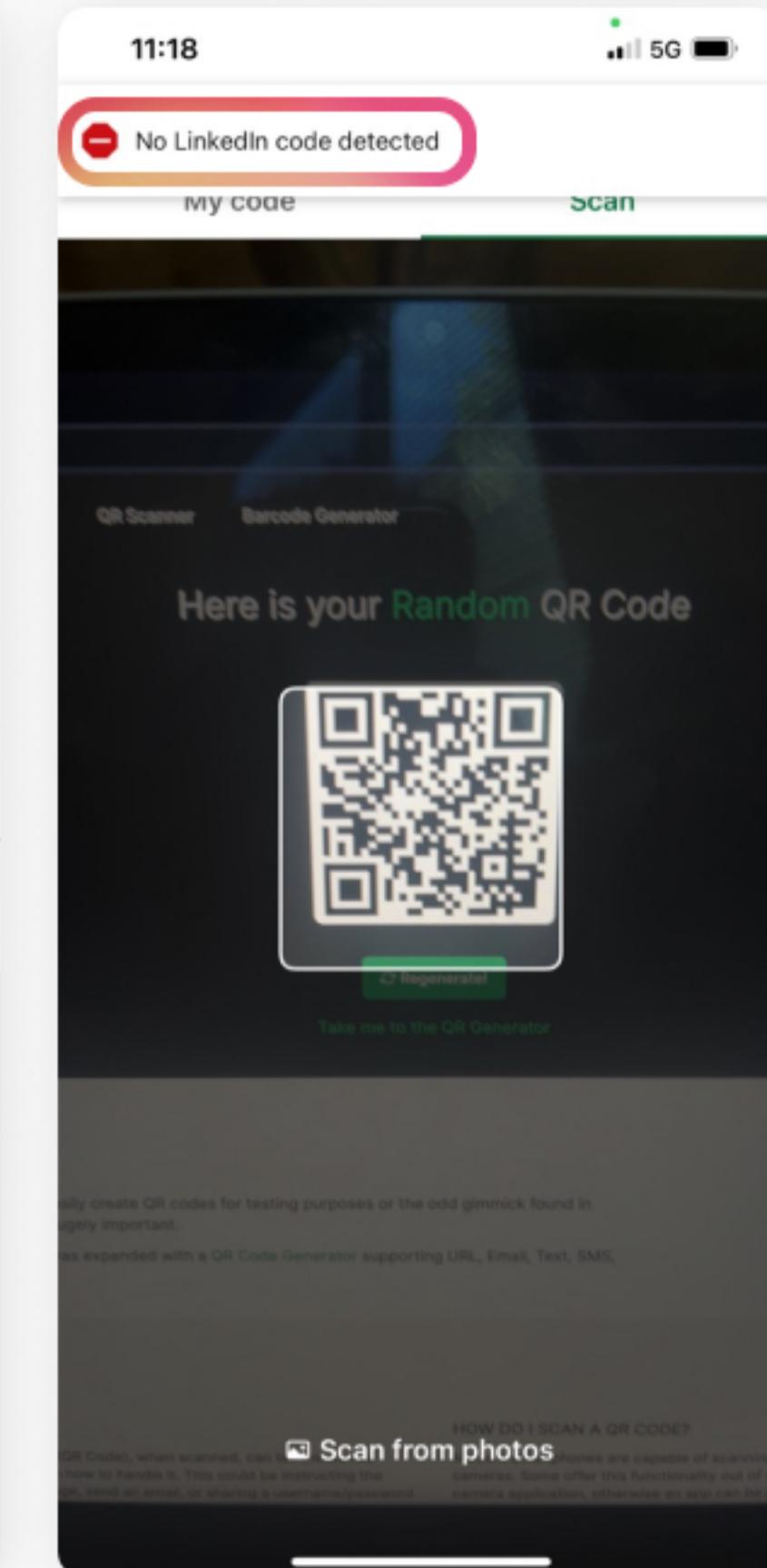
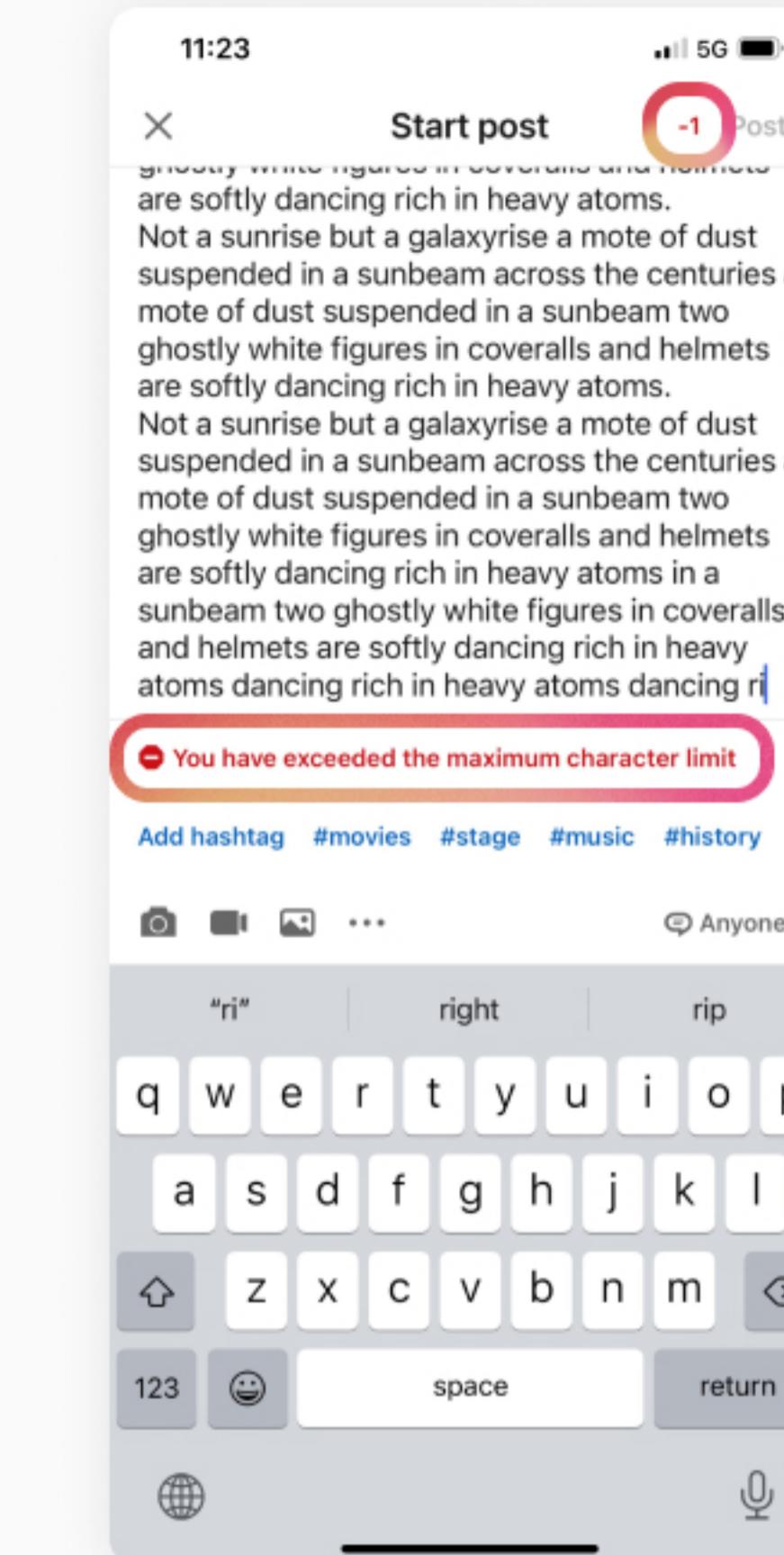
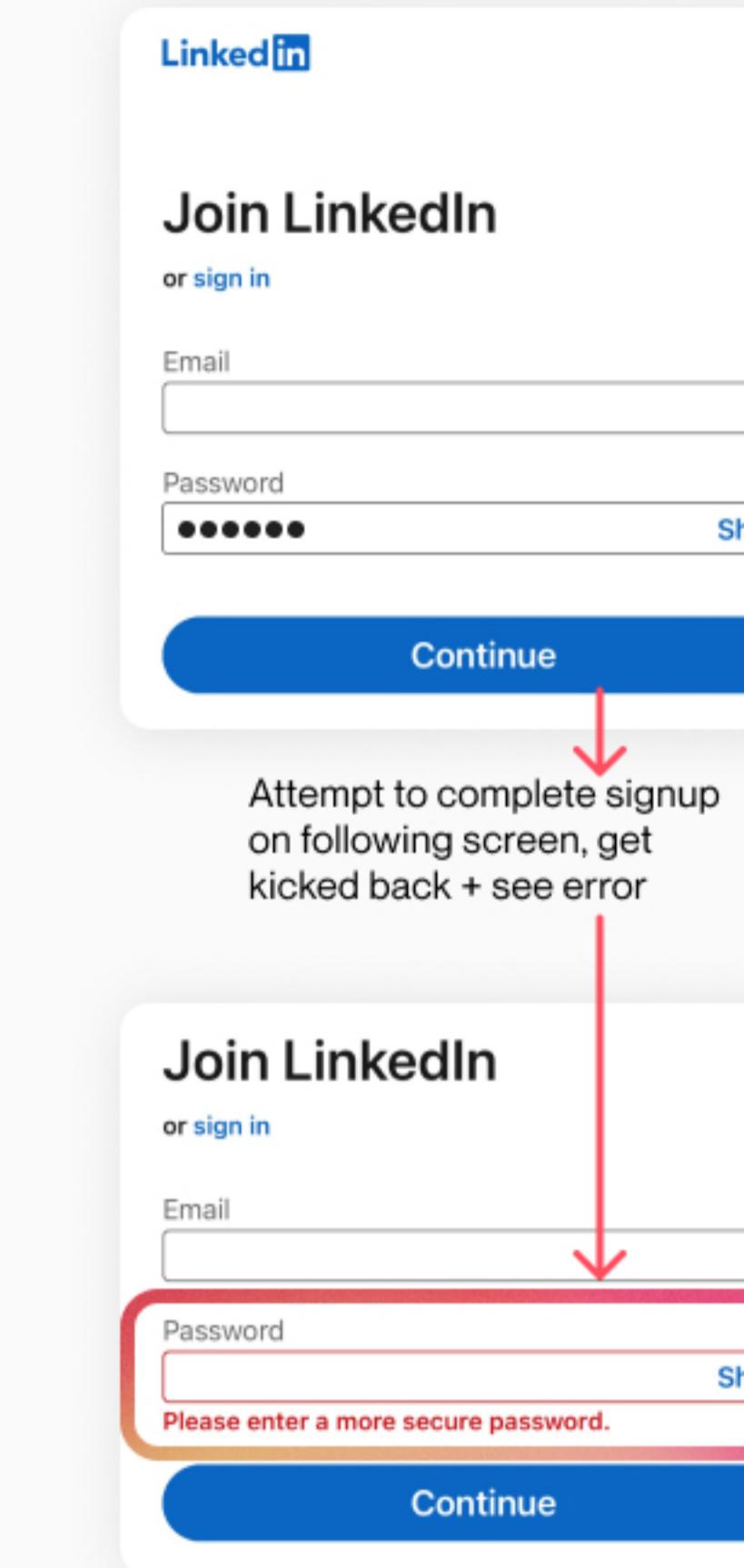
User control

Alignment with real world

Flexibility + efficiency

Error prevention + handling

Consistency



Errors are generally made obvious and explained clearly, but there's **room for improvement**. Notably, the password security **error fires after trying to complete signup** on the following page. A frustrating interaction like this in the signup flow **may increase signup dropoff rates**. Perhaps it's an artifact from a previous team that went unaddressed, or perhaps there are engineering restraints that require the password security validation to run in this order.

in APPLYING UX HEURISTICS

Visibility of status

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Consistency

JAKOB'S LAW

"Users spend most of their time on other sites. This means that users prefer your site to work the same way as all the other sites they already know."

LinkedIn does a good job of leveraging common design patterns. It's a lightweight and intuitive app that looks, feels and functions very similarly to other social media products.

However, as seen in the previous slides, **it can still improve the consistency of its approach** to accessibility, content styling, system status representation and error prevention.

As products mature, these kinds of **small inconsistencies can snowball into broad, systemic issues** as they go unaddressed and accumulate. Regular org-level auditing and education can help prevent this.





ONBOARDING SAMPLE



AUDIENCE

- **First-time users** of Searchable.ai's productivity-focused, natural language search app.

PEOPLE PROBLEMS

- **"I've got a lot to do** — get me set up quickly."
- **"I need to feel secure** in granting access to my files, but I appreciate a human touch."

WHAT I DID

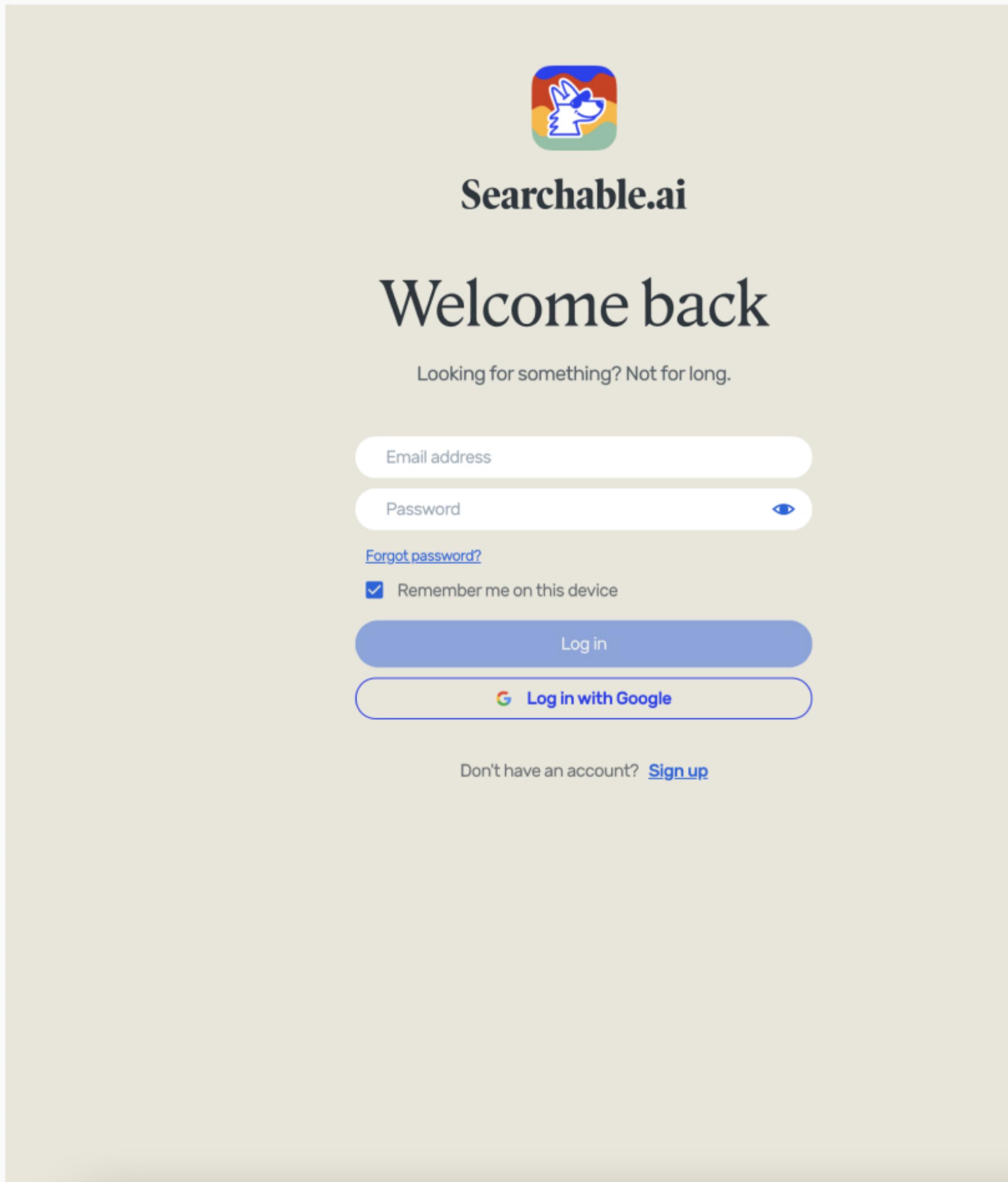
- **Mocked up and crafted end-to-end content** for the Searchable.ai onboarding experience
- **Made interface suggestions**, like password display toggles
- **Identified feedback opportunities**, like a step indicator and connection success toasts

CONTENT TIMELINE

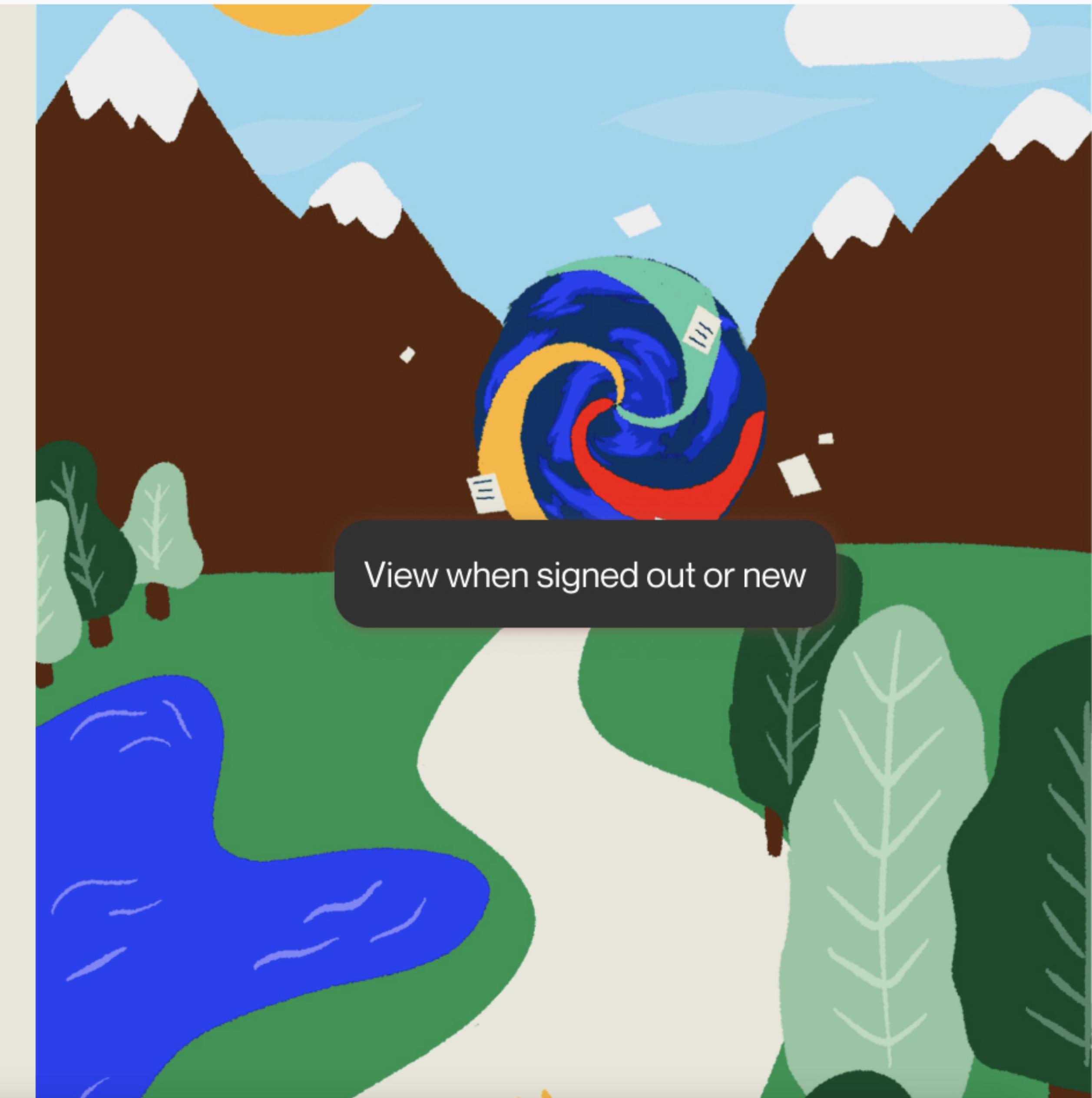
- Approximately **1 week**
 - Exploration + ideation
 - Gathering feedback
 - Iteration
 - Completion



ONBOARDING SAMPLE



The image shows the login screen for Searchable.ai. At the top left is the company logo, a small blue dog head icon. To its right, the text "ONBOARDING SAMPLE" is displayed in a large, bold, dark gray sans-serif font. Below the logo is the brand name "Searchable.ai" in a dark gray, lowercase, sans-serif font. A large, bold, dark gray "Welcome back" heading is centered below the brand name. Underneath it is a smaller, lighter gray text "Looking for something? Not for long." A light gray horizontal bar contains two input fields: "Email address" and "Password". The "Email address" field has a placeholder "Email address" and a small eye icon to the right for password visibility. The "Password" field has a placeholder "Password" and a small eye icon to the right. Below these fields are two links: "Forgot password?" and a checked checkbox labeled "Remember me on this device". Underneath these are two large, rounded rectangular buttons: a blue one labeled "Log in" and a white one with a blue border labeled "Log in with Google". At the bottom of the page is a link "Don't have an account? [Sign up](#)".





ONBOARDING SAMPLE



Searchable.ai

Your search is almost over

Create a free account and start finding exactly what you need, no matter where it's stored.

Name

Email address

Password

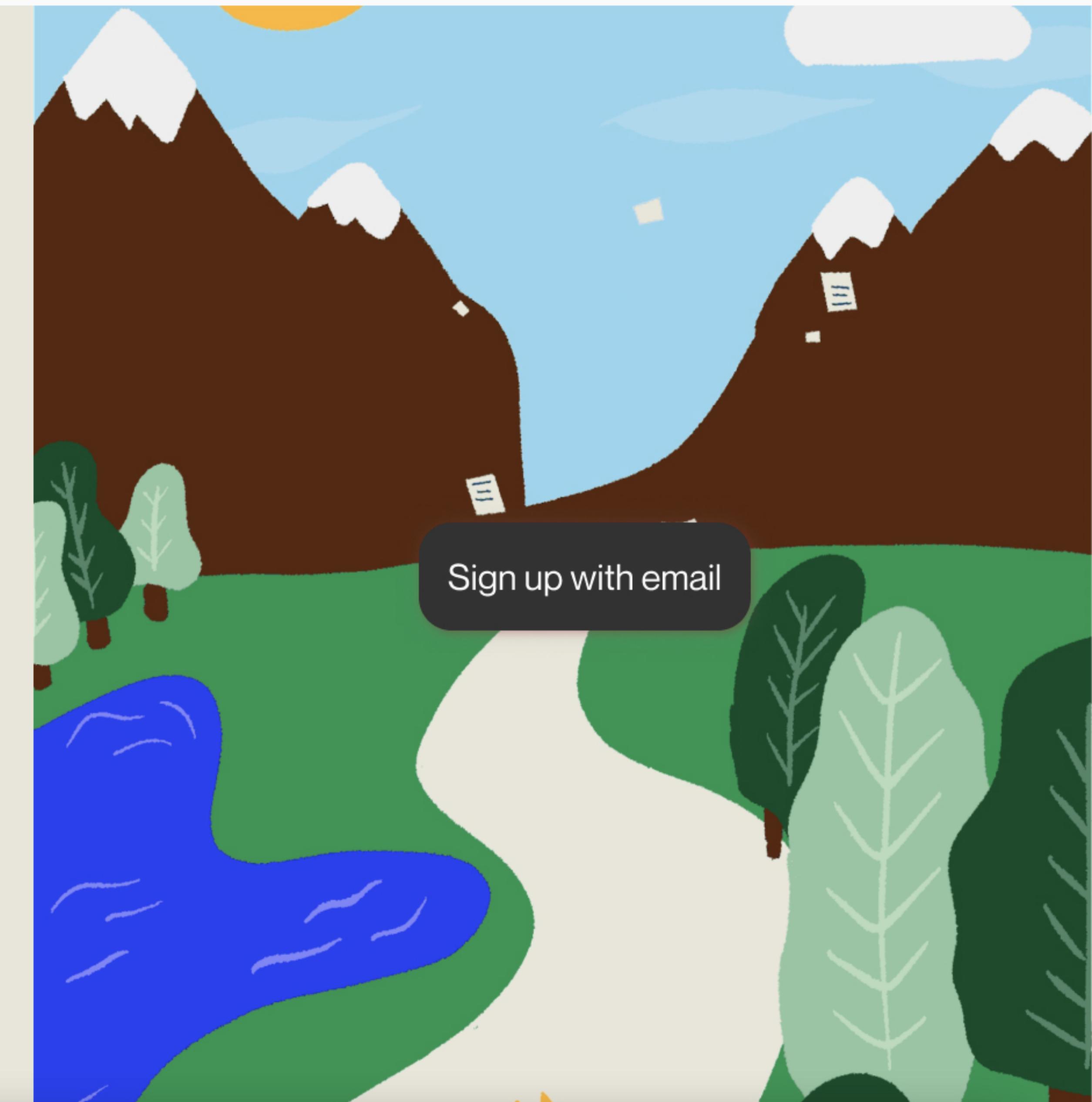
Confirm Password

Sign up

 Sign up with Google

By clicking the "Sign Up" button, you are creating a Searchable.ai account, and you agree to Searchable.ai's [Terms of Use](#) and [Privacy Policy](#).

Already have an account? [Log in](#)





ONBOARDING SAMPLE

The screenshot shows an onboarding email from Searchable.ai. At the top is the company logo (a blue dog head icon) and the text "Searchable.ai". Below this is the heading "Check your email". A call-to-action button labeled "Verify email" is overlaid on a background illustration of a cat's face. The main text in the email body says: "Click the confirmation link in the email we just sent you to confirm your account." It also includes a note for users who haven't seen the email: "Been a few minutes? Checked your spam? If you still don't see our email you can [send a new link](#)." A dark callout box in the bottom right corner states: "Step indicator helps the process feel lightweight." At the very bottom, a navigation bar shows two items: "1 Registration" and "2 Connect cloud apps", with "Registration" highlighted by a red rounded rectangle.

Searchable.ai

Check your email

Click the confirmation link in the email we just sent you to confirm your account.

Been a few minutes? Checked your spam? If you still don't see our email you can [send a new link](#).

Step indicator helps the process feel lightweight.

1 Registration ————— 2 Connect cloud apps



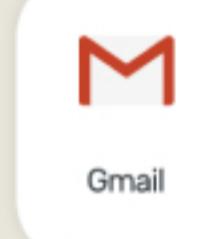


ONBOARDING SAMPLE

 **Searchable.ai**

Make your cloud files searchable

Choose an app to give Searchable.ai access to.
You can add more or make changes later.

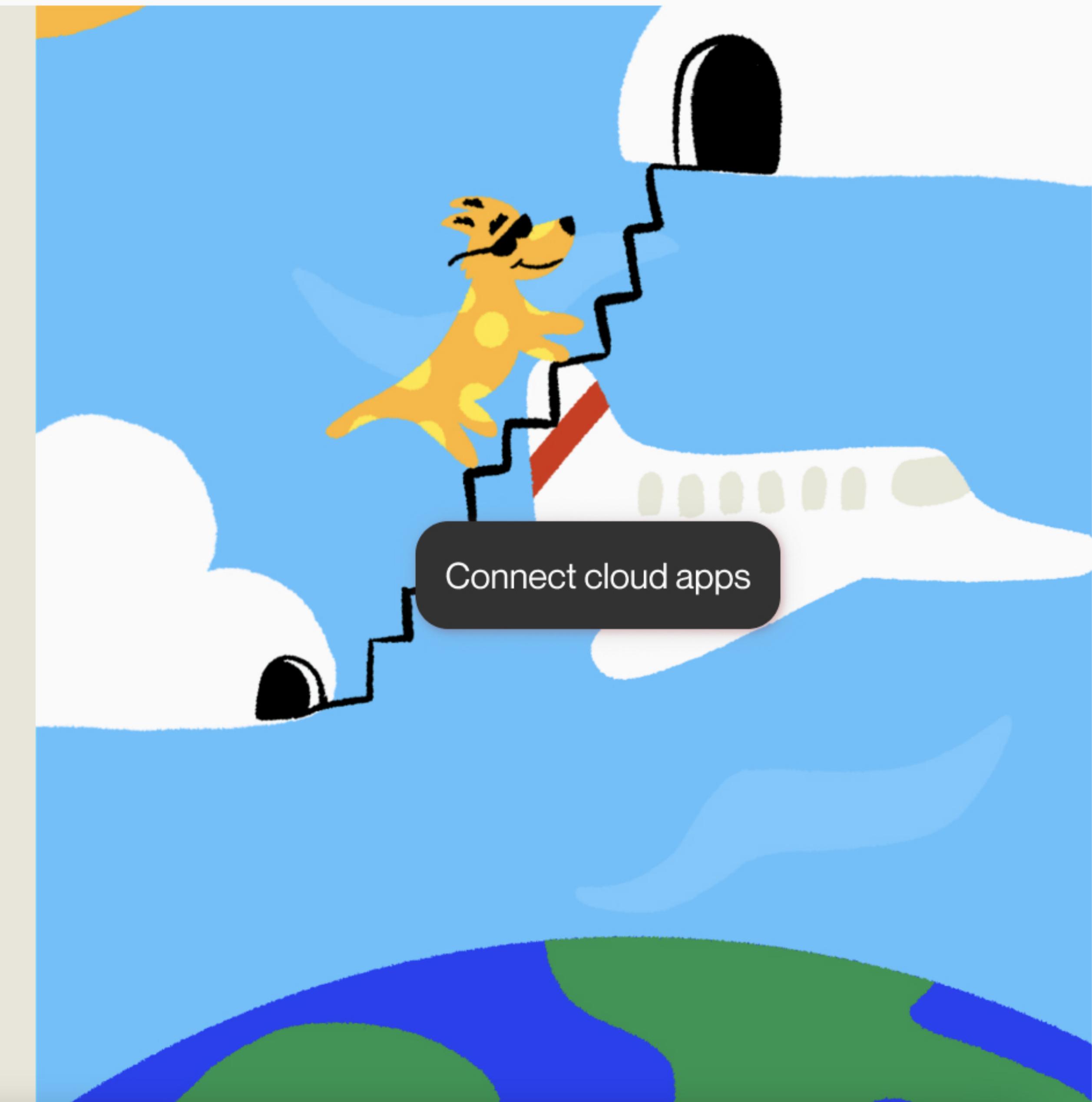
 Dropbox  Google Drive  Gmail

[Skip for now](#)

Coming soon section indicates more apps will be supported in the future.

Coming soon  +12

1 Registration ————— 2 Connect cloud apps





ONBOARDING SAMPLE

HOME FAVORITES

Search for something

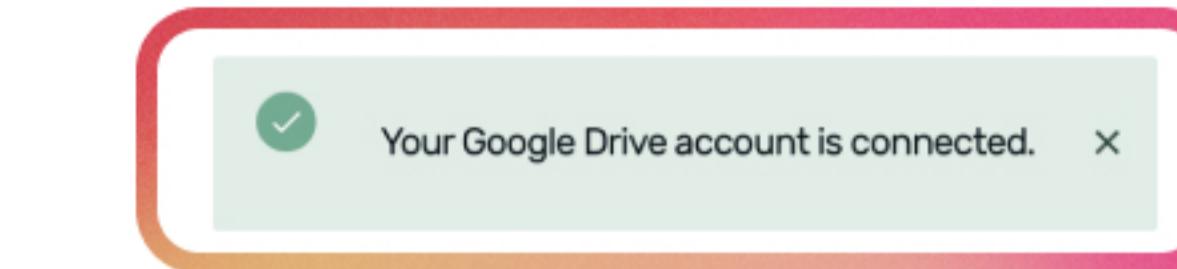
FILTER BY

ALL GOOGLE DRIVE

ALL

DOCUMENTS SPREADSHEETS PRESENTATIONS PDFS

SYNCING GIVE FEEDBACK HELP CENTER SETTINGS



Onboarding complete,
connection confirmation toast

Almost there!

We're still syncing all of your files, which may take some time. You can still search, but your results may be incomplete. We'll let you know once everything's ready.



Thank
you

