

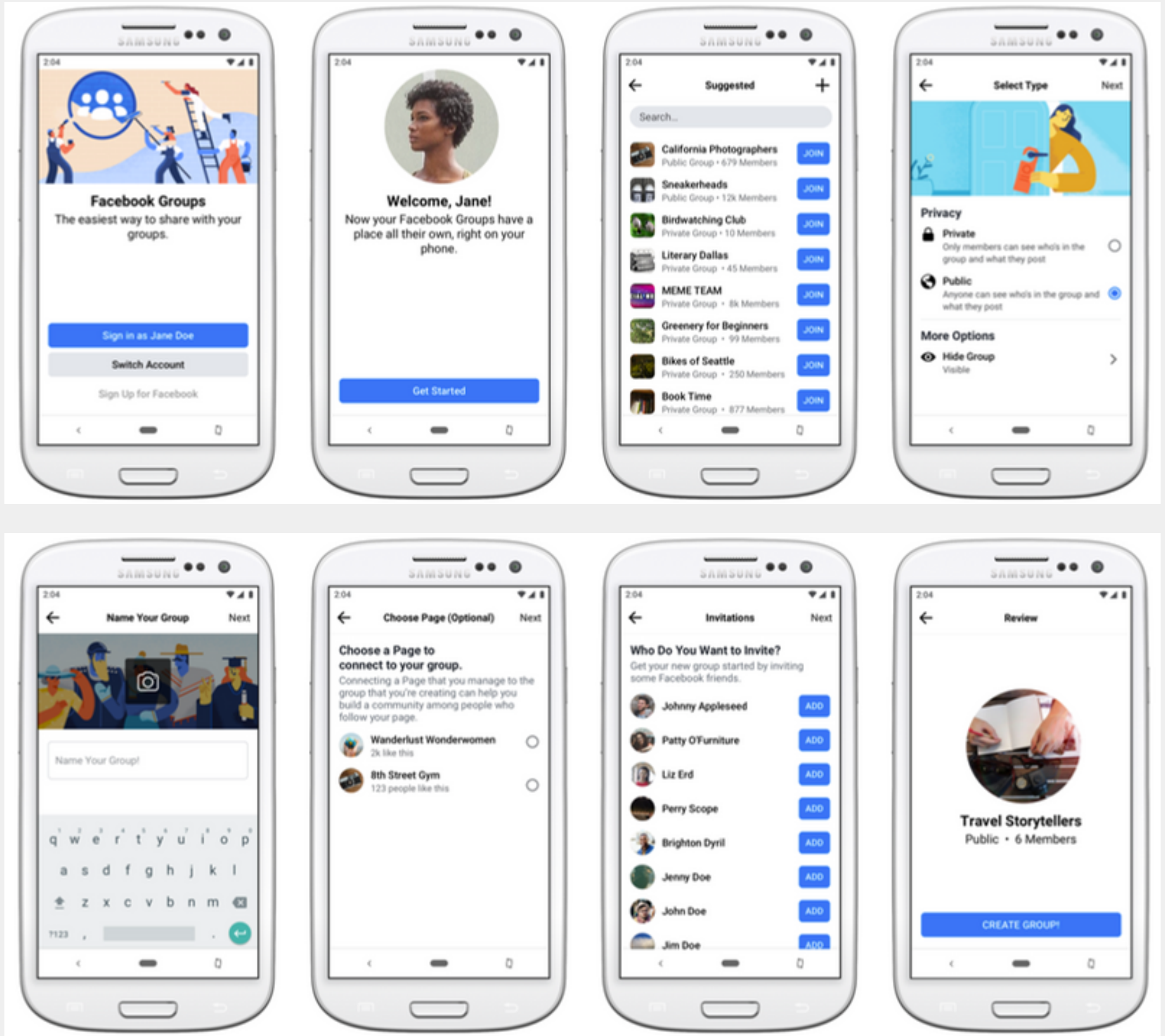
Content Design Candidate Exercise

Improving app sign-up flow



The initial flow

What we're working with

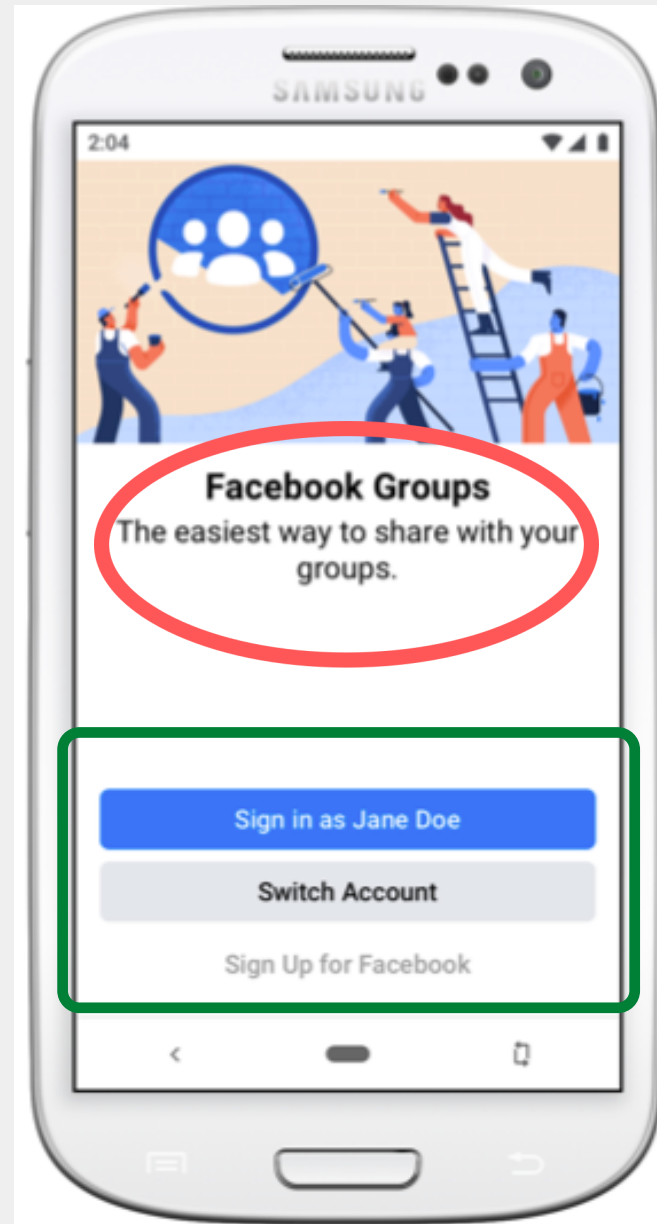


Initial impressions

- 01** Questions I had in mind while reviewing this flow:
 - How can we simplify this experience?
 - How can we make this easier to use?
 - Easier to understand?
 - Does the user accomplish their goal by the time the flow is finished?
- 02** Initial thoughts on improving the flow:
 - The first couple of slides need to leave a better impression. We need to simplify while also expanding the info we give the user.
 - If adding a new group is a goal for users, we need to make that transition easier to understand mid flow.
 - There are some simple formatting updates and small copy edits we can make to create a more uniform feel.

Proposed edits

Screen 1



01 The copy beneath the heading "Facebook Groups" needs a few edits to improve the tone we're setting and the initial impression we're giving users. We need to capture a more holistic view of what the app is going to do for the user.

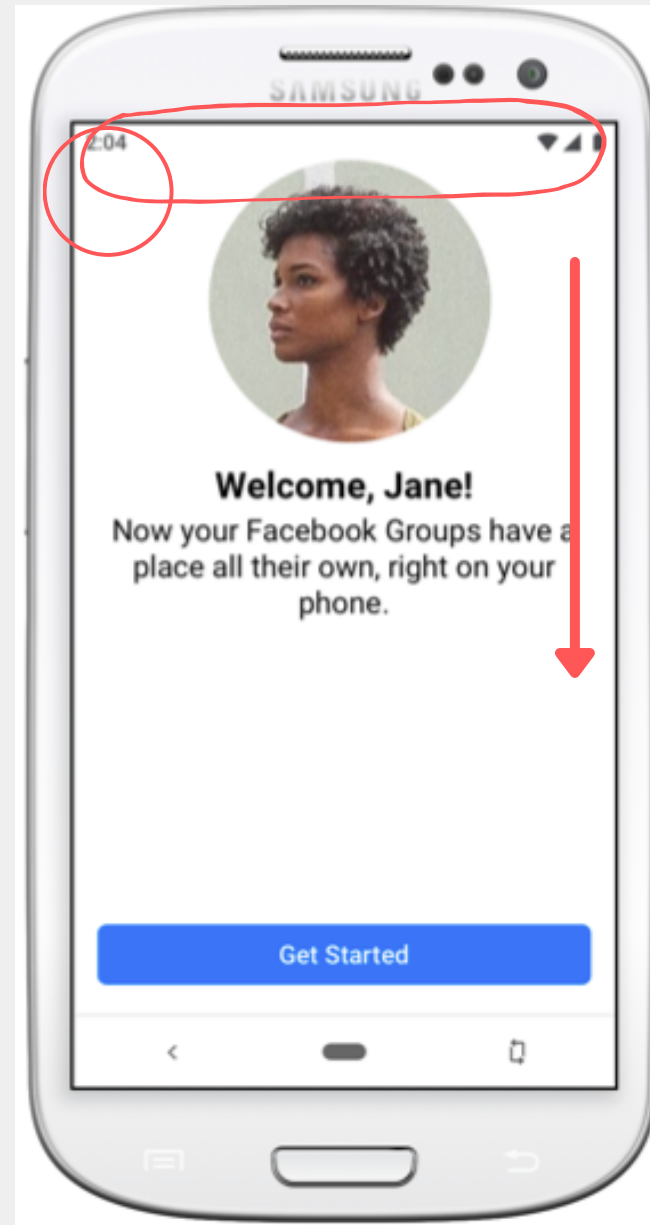
Instead, use: *"The simplest way to manage your existing groups, create new ones, and share with them all."*

Or: *"Manage your existing groups, create new ones, and invite friends to join -- all in one place."*

02 The hierarchy of call-to-actions here works nicely, highlighting the most likely reason users are here with the blue button and de-emphasizing the other options (while still presenting them).

Proposed edits

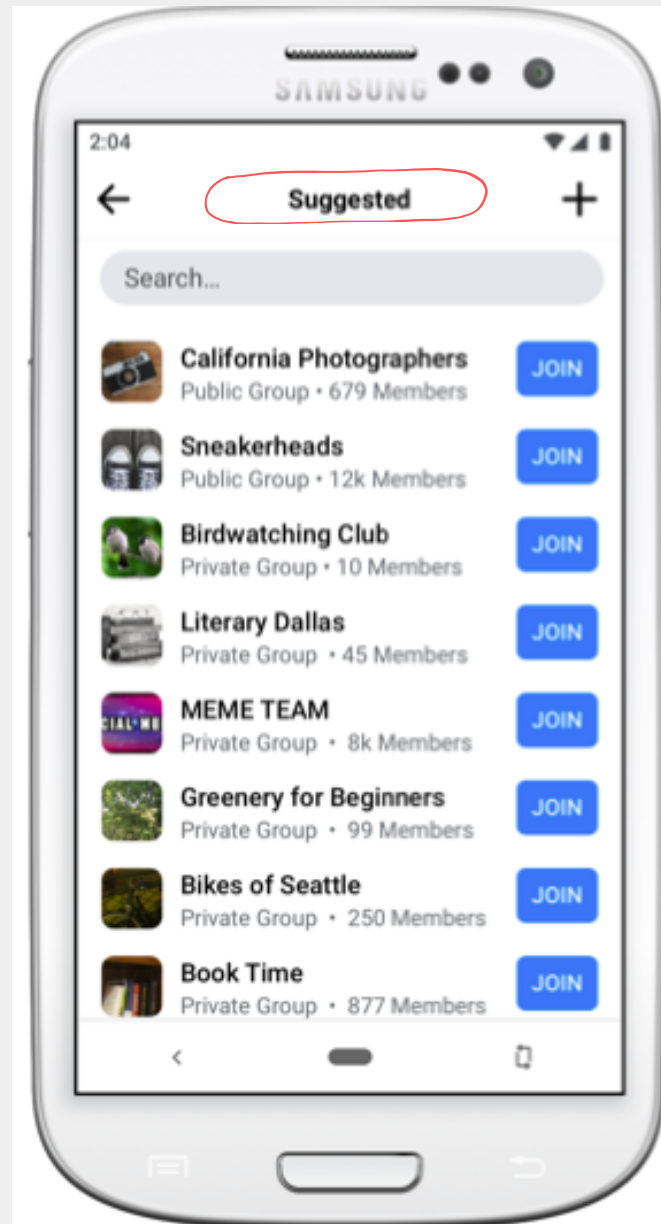
Screen 2



- 01** The white space in the center of the page catches my eye. My initial thought was to move the "Get Started" button up, but I quickly nixed that after considering the distance a thumb would have to travel to click. Instead, I would move the image and text lower on the screen to match screen 8's placement.
- 02** This is the only screen in the flow (other than the initial screen) that doesn't have a title indicator at the top. Once we've moved things down, I would add a "Welcome" title to match the other screens.
- 03** Add a navigational back arrow (this appears on all other screens in the flow). This will help a user who lands on the welcome screen but would like to go back and switch accounts.

Proposed edits

Screen 3



- 01** The "Suggested" title at the top needs clarification.

Change to **"Suggested Groups"** or **"Join Groups"** to make it clear to the user what we're suggesting.

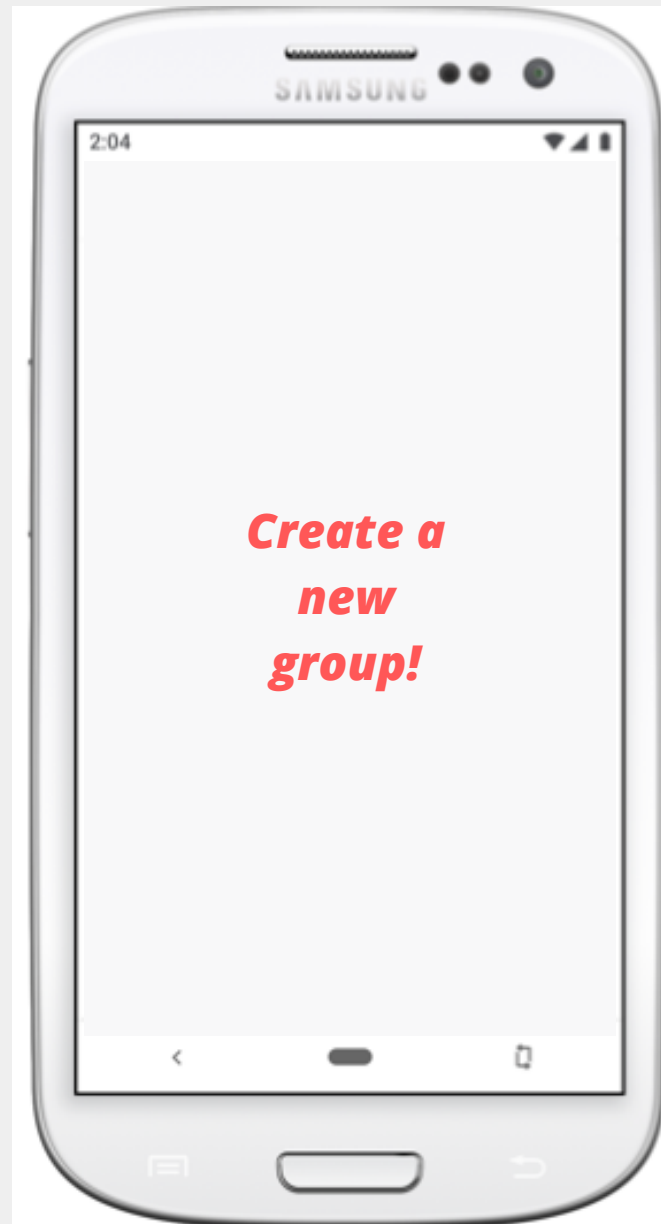
- 02** Add a copy section above the search bar to match the (proposed) search experience on screen 7. I think this helps explain to the user further what the app can do for them and I like how screen 7 feels.

Add:

**"What groups do you want to join?
Start connecting by joining existing groups."**

Proposed edits

Additional screen

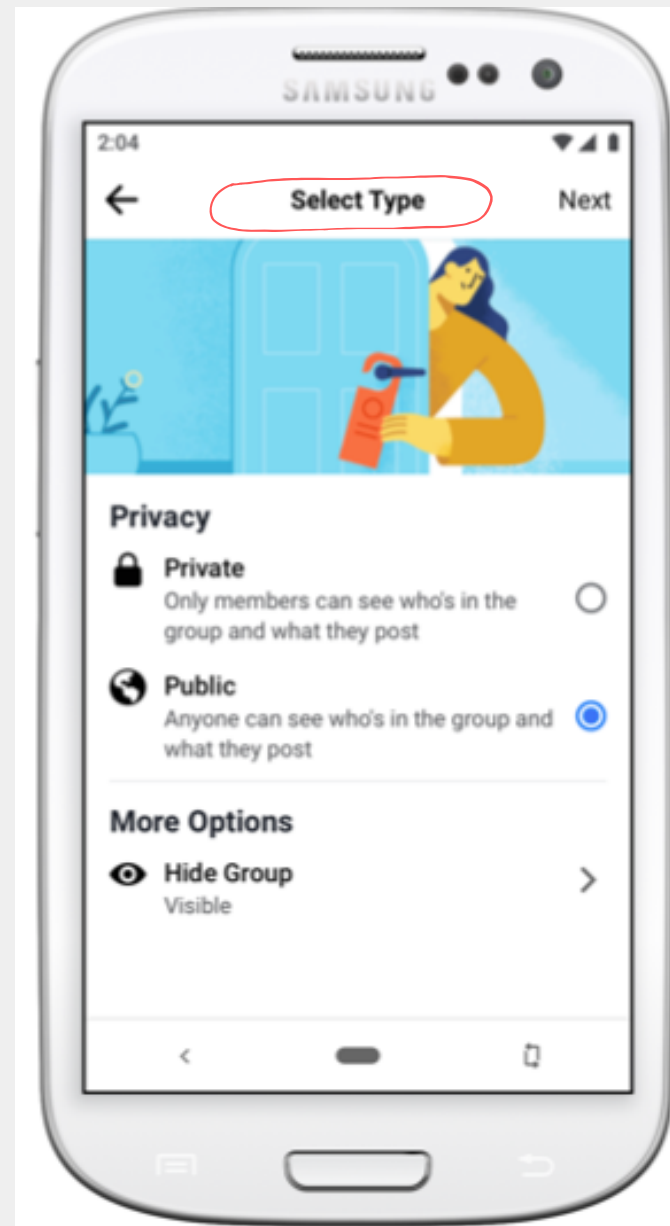


- 01** It's worth considering an additional screen in the flow either before or after screen 3 to reiterate the option to add or start a new group. The option to do this with the "+" on screen 3 feels hidden and easy to miss.

We would need to debate the positive impact of a more direct and clear option for the user with an additional screen prompt (and look at data that could help us determine if users are missing this option on screen 3), with the downside of adding a screen and adding additional clicks to the flow (which adds time and potential opportunities for user frustration).

Proposed edits

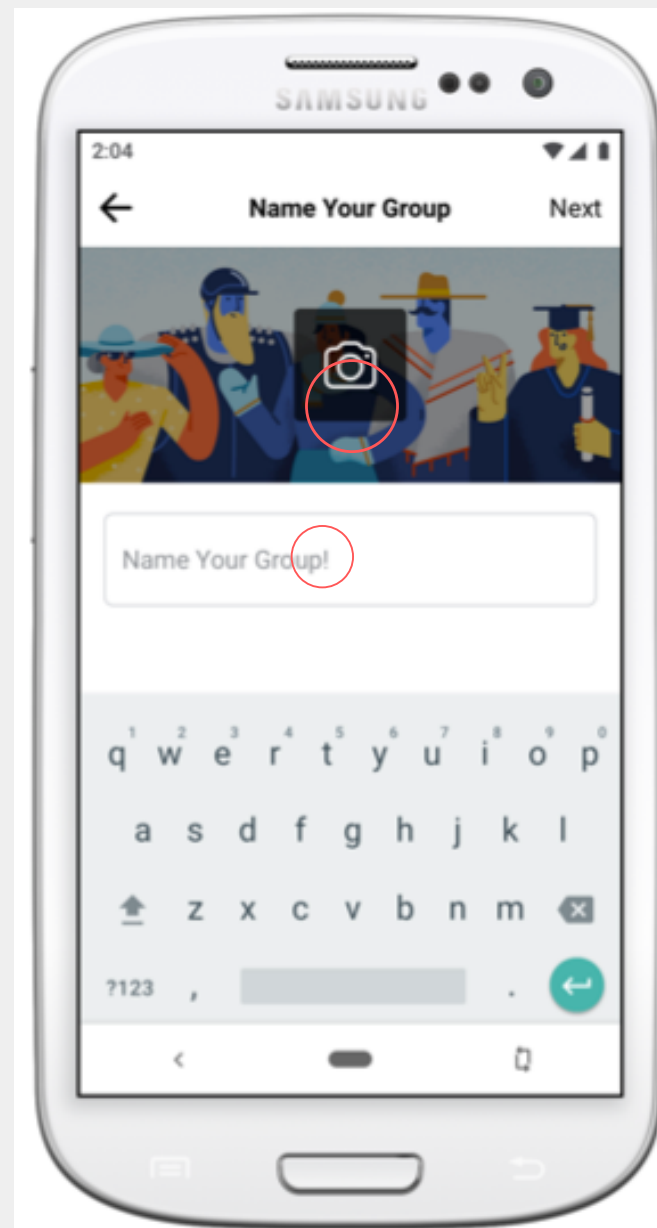
Screen 4



- 01** "Select Type" doesn't quite feel descriptive enough as a title for this screen. Consider using "***Privacy Options***", "***Select Options***" or simply "***Options***" as the title for this screen instead.
- 02** Other than the title edits, I think this screen looks and reads nicely.

Proposed edits

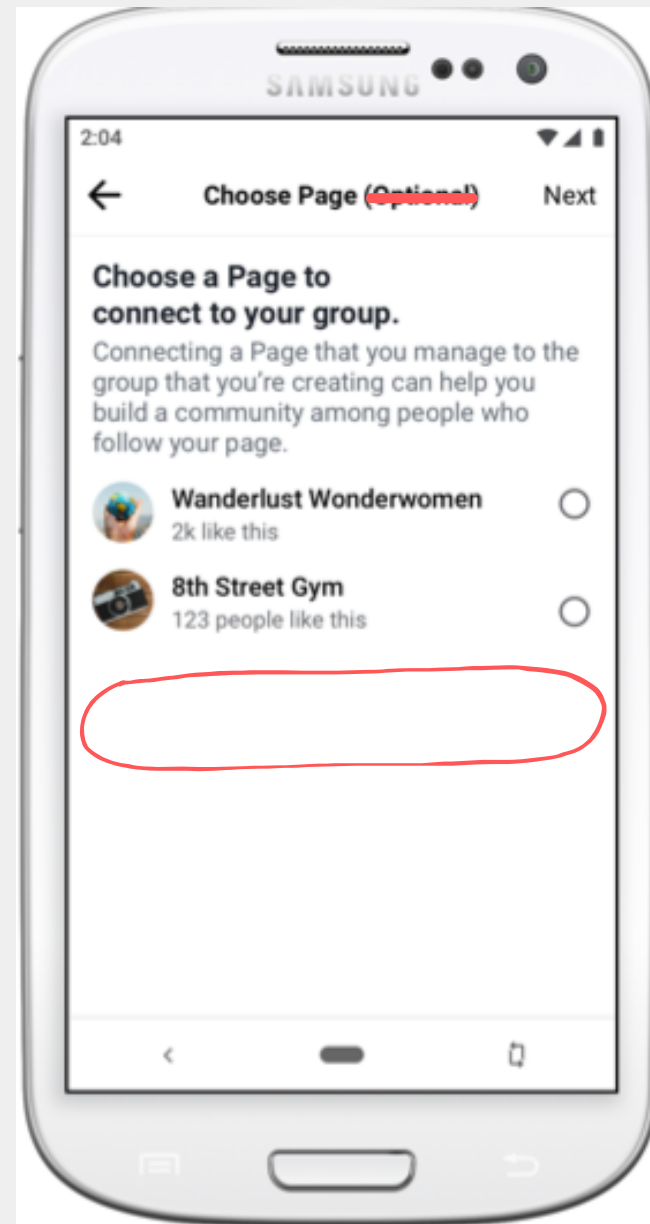
Screen 5



- 01** Consider adding a small "+" beneath the camera image (but still within the same black square) to make it clear to users what a click here would do for them (upload an image for the group photo).
- 02** Remove the "!" from the "Name Your Group!" text within the text box. This will align better with the voice/tone used throughout the rest of the flow.

Proposed edits

Screen 6



01 Change the title of the screen to something that better matches the actions taken here.

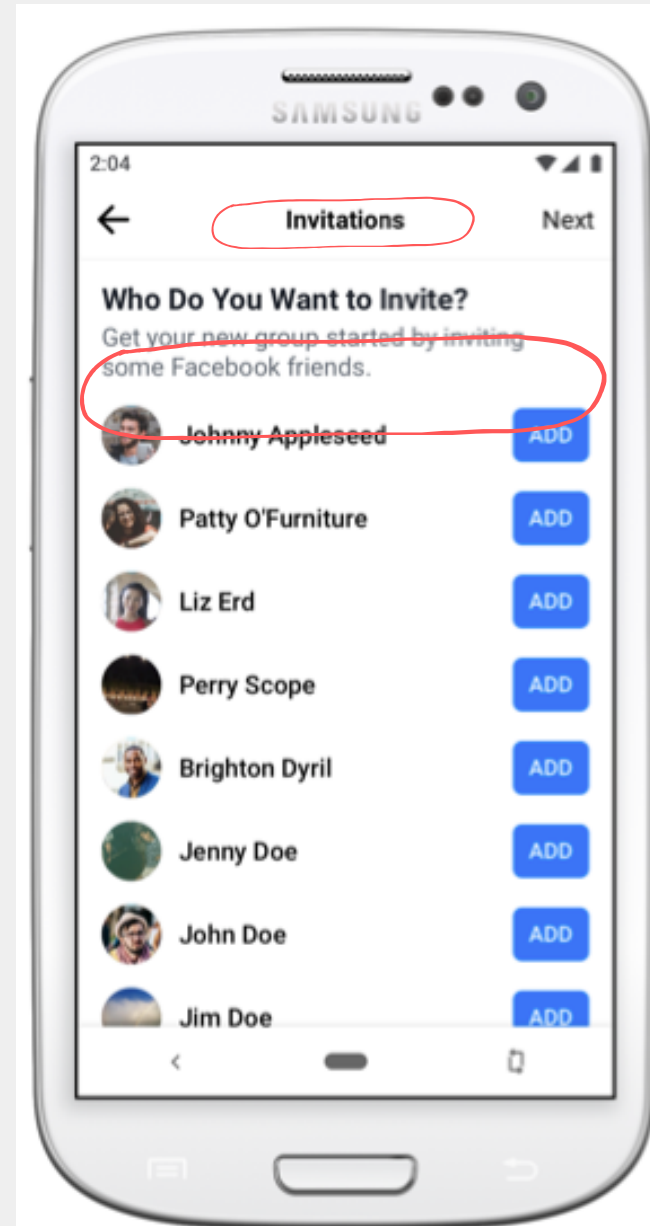
Instead: ***"Connect a Page"***

02 Remove the "(Optional)" from the title of this screen and move this message down into the copy. The parenthesis don't feel like they belong in the main title descriptor of the screen.

03 Instead, consider providing a radio dial option for users who do not wish to add a Page to make it clear that this is optional. Something as simple as: ***"I don't want to connect a Page right now (you can do this later)"***

Proposed edits

Screen 7



01 We're missing a search bar! I would add the same search bar from screen 3 and allow the friends to be searchable (this makes the experience of inviting friends much simpler, quicker, and easier for users). Place the search bar beneath the sub copy.

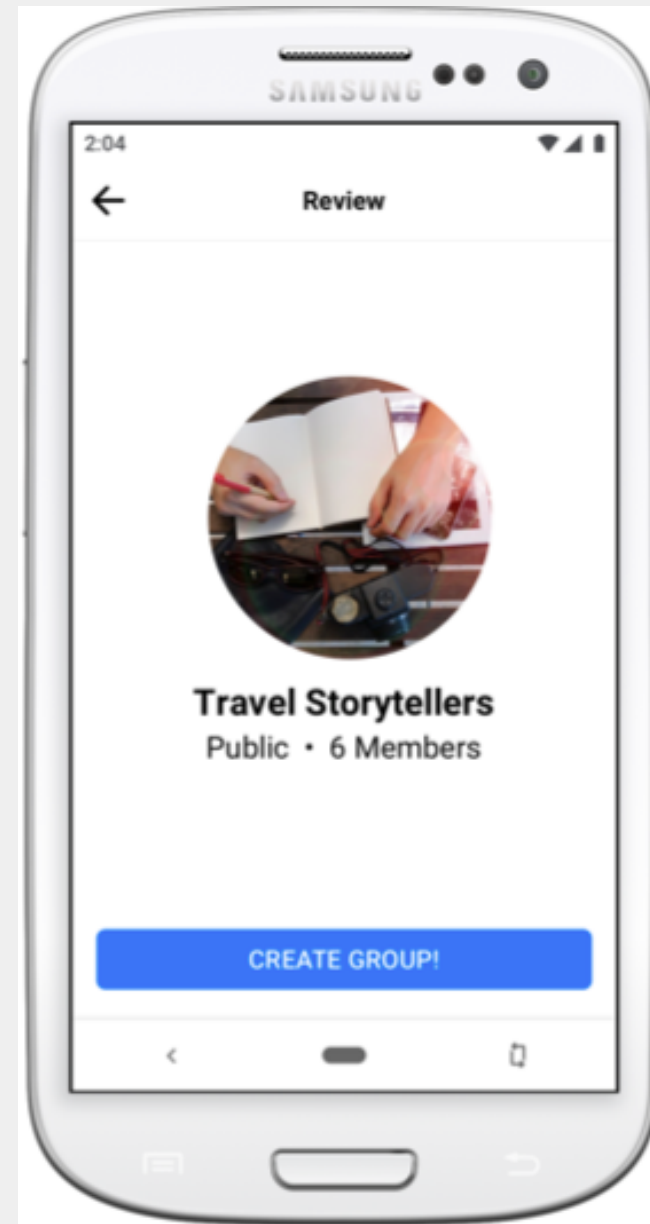
02 I would again consider changing the screen title to something more descriptive and human.

Consider: ***"Invite Friends"***

03 Use sentence case in the top copy sentence to match the rest of the flow (specifically, this is used in screen 6): Instead, it will read "Who do you want to invite?" If title case is preferred, make sure screen 6 matches.

Proposed edits

Screen 8



- 01** Remove the "!" from the button and remove the all-caps. This is out of character for the brand and not fitting to the tone and button treatment of the rest of the flow. It should read: **"Create Group"**
- 02** I like that the info the user has just entered is all repeated back here -- group photo, group name, public/private options, and members they've invited. Make sure to include any other selected options when applicable (if the group is hidden, if it's connected to a Page, etc.)

Final thoughts

Update screen titles

Unifying the titles on each screen and editing/improving some to better reflect the step in the process the user is in will make the flow clearer and easier to understand for users.

Add a screen for new groups

Adding an additional prompt screen for users to add or start a new group will clarify this step in the flow and make this a more straightforward experience for users.

UI copy improvements

Making small UI copy edits can have a big impact. Make sure the buttons and corresponding call-to-actions follow the same format and tone, and consider that each sentence in the flow is using valuable real estate and should accomplish something.

Thank You
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