

XYZ SOCIAL MEDIA COMPANY
CONTENT DESIGNER ROLE
TAKE-HOME ASSIGNMENT

3.14.21

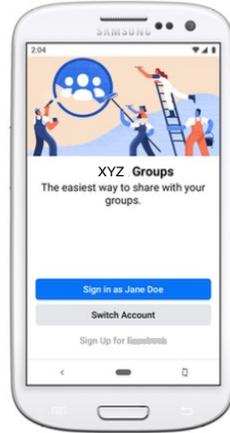
Questions I'd ask

- Who's the primary audience? Demographics, technology expertise
- Why do they use XYZ Groups?
- What's the business need? (How do XYZ Groups benefit XYZ Company? What does the company gain when users create groups?)
- What do we want users to do?

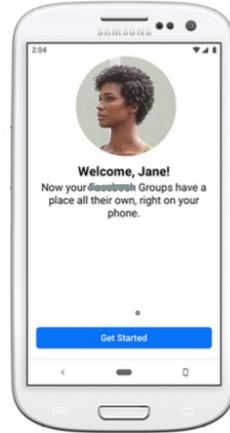
Screen numbers

For ease of reference, I've numbered the screens you provided.

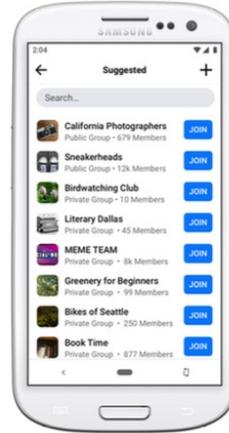
1



2



3



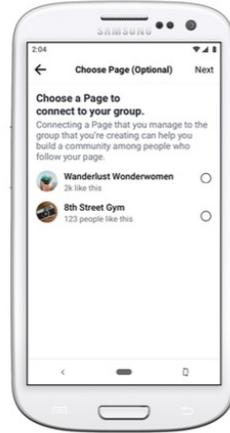
4



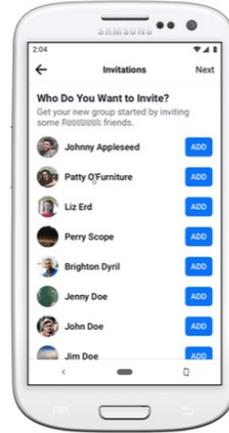
5



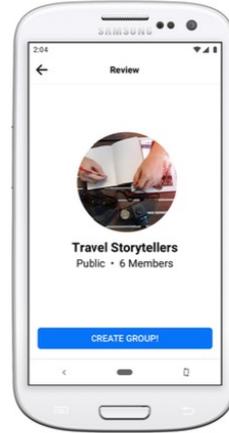
6



7



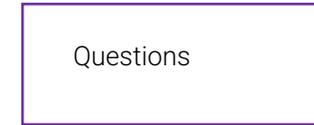
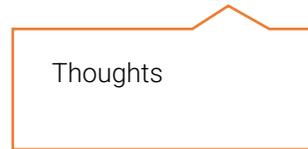
8



New user flow

I've changed the existing user flow:

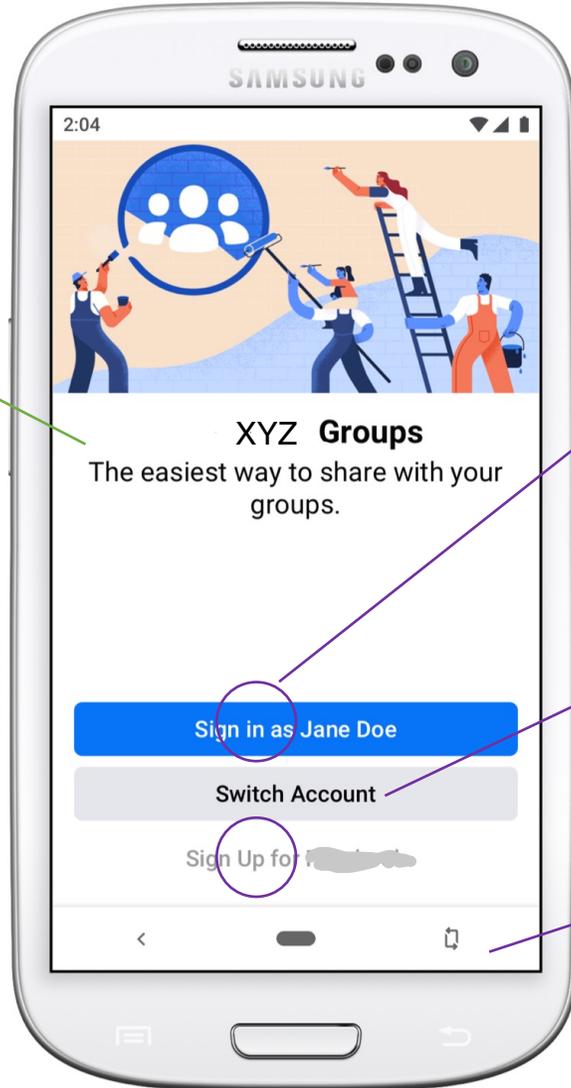
- Edits appear in green callouts
- Questions, explanations of assumptions I've made, or things I'd want to check are in purple callouts
- In some cases, I've shown my reasoning in orange callouts



New user flow: Login screen

I wanted this copy to work harder to inspire the user to use Groups in many different ways.

Change body copy:
Share, explore,
create, collaborate,
support, learn, grow,
and give—together.



I'm assuming this is a first-time use and the user can stay logged in after this?

Check style guide. Capitalization of "in" doesn't match "Up" below; should be consistent.

Check style guide. Should "Account" be plural?

I'm not familiar with Android phones, and I don't recall seeing these icons in layout before. Are they part of the OS or the app? If the app, the < caret doesn't mean anything here. I'm unclear on what the refresh button would do.

New user flow: ~~Welcome~~ Get Started screen

Check style guide:
Exclamation point OK?

Change headline:
Jane, welcome to
XYZ Groups!

I'm not usually a fan of
exclamation points, but
they can be all right in
welcome messaging.

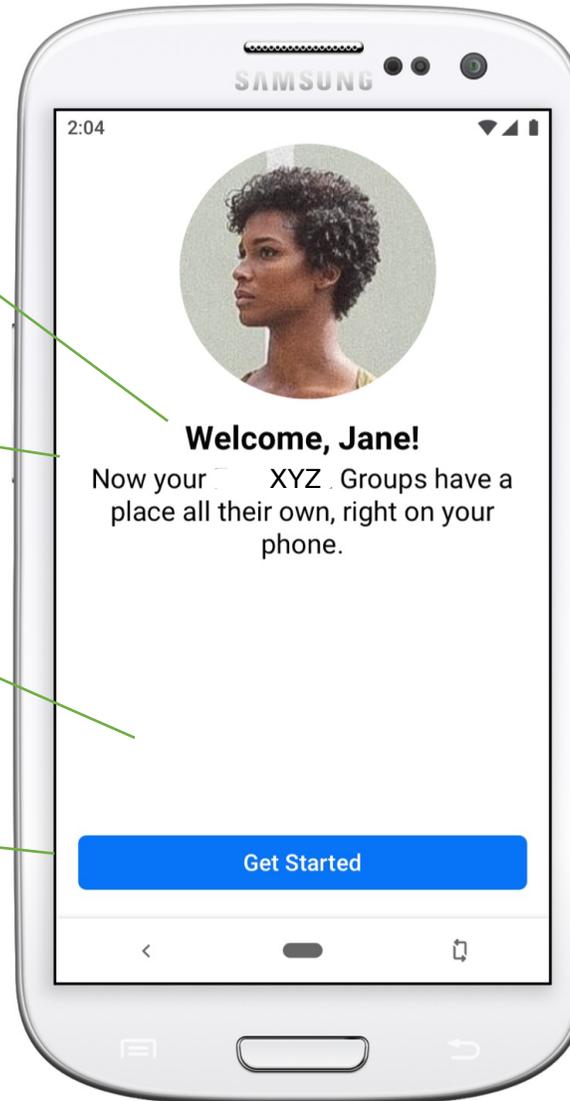
Change body copy:
What would you like
to do first?

Drives user to
Explore Groups
screen

Add new blue button:
Explore and Join
Groups

Drives user to
Create a Group
screen

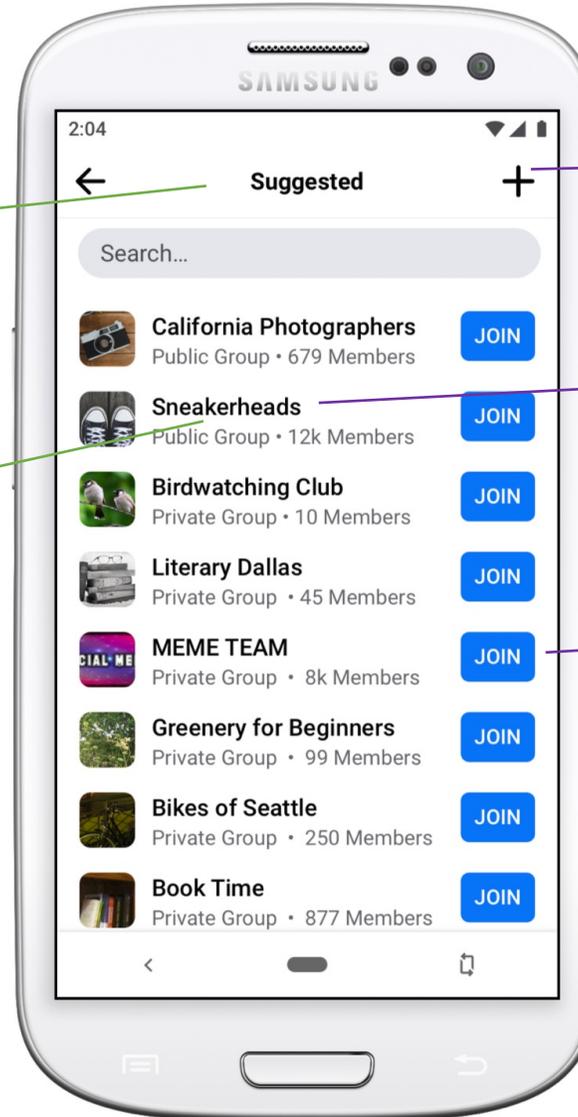
Change button copy:
Create a Group



This screen isn't doing anything for the user, it's just an extra step. I've changed it to a more helpful "getting started" screen.

I don't love stacking two buttons with equal hierarchy here, even though I suggested it. I used that for expediency with this exercise, but would like to explore other options. (As well, there are probably other activities the user could do from here, like visit groups they already belong to.) Ideally, this screen could be friendlier, with maybe some icons or illustrations.

New user flow: Explore Groups screen



Change headline:
Explore Groups

Add body copy above
search bar:

Check out these
Groups suggested for
you, or search by
keyword or Group
name.

Can the user also search
by Group member? That
would be useful.

With the updates to the previous
screen, the user would not see
this screen if they wanted to go
directly to creating a group.

Is there a way within the
style guide to make this +
stand out a bit more?

Can the user tap the
Group name to learn
more about the Group
before joining?

Why is the CTA the same
between public and
private groups? Can I
really join a private group
with this button, or should
it be "Request to Join"?

New user flow: Create a Group first screen (naming)

The entire flow should live under one "Create a Group" headline

Change screen headline:
Create a Group

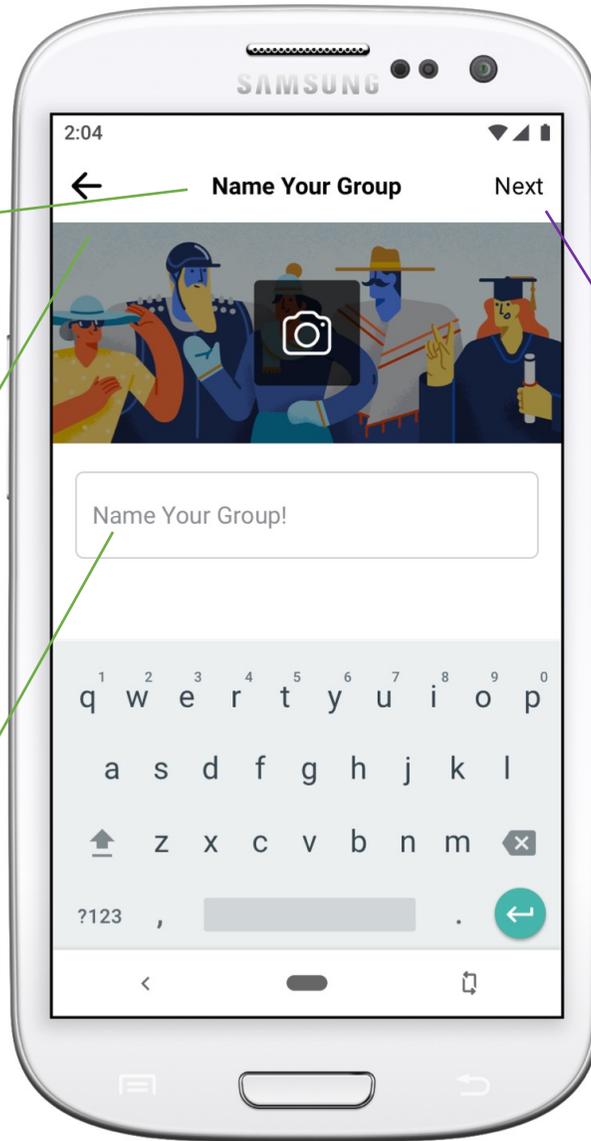
Add page headline and body copy (as on Screen 7) above image.

Headline:
Name Your Group

Body copy:
Your Group's name helps people decide to join. [Get some tips about naming.](#)

If possible it would be nice to open a screen with some naming best practices and ideas, maybe even a name generator? Definitely guidelines about what you can / can't use.

Change hint text:
Ex.: Trivia Lovers of Toronto



Naming feels like a natural first step; I found starting with the privacy question to be a little off-putting. Something interesting to test; meanwhile I've moved this to the front of the flow.

Next should be disabled until a name is entered.

New user flow: Create a Group second screen (privacy settings)

I wanted a warmer page that made it more clear what the user is expected to do.

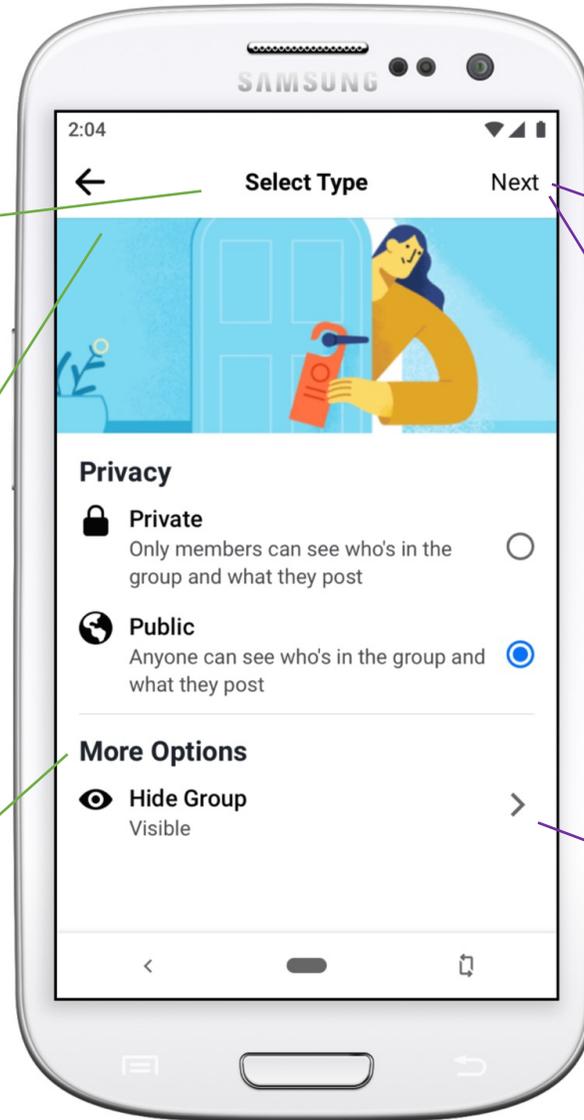
Change screen headline:
Create a Group

Add page headline and body copy (as on Screen 7) above image.

Headline:
Set Group Privacy

Body copy:
Determine who can see info about your group.

Change headline:
Visibility



I would want a way for the user to X out of this flow without having to hit the back arrow—by the time they get to the end of the flow, that's a lot of times to tap "back." I'd recommend an X in this top corner, and move "Next" to a button at the bottom of each screen, but that doesn't work with the keyboard on the Naming screen. Requires further thought / discussion.

Are there defaults here: "Public" and "visible"? If no default, we should disable "next" until the user has made required decisions.

What happens when the user taps this caret?

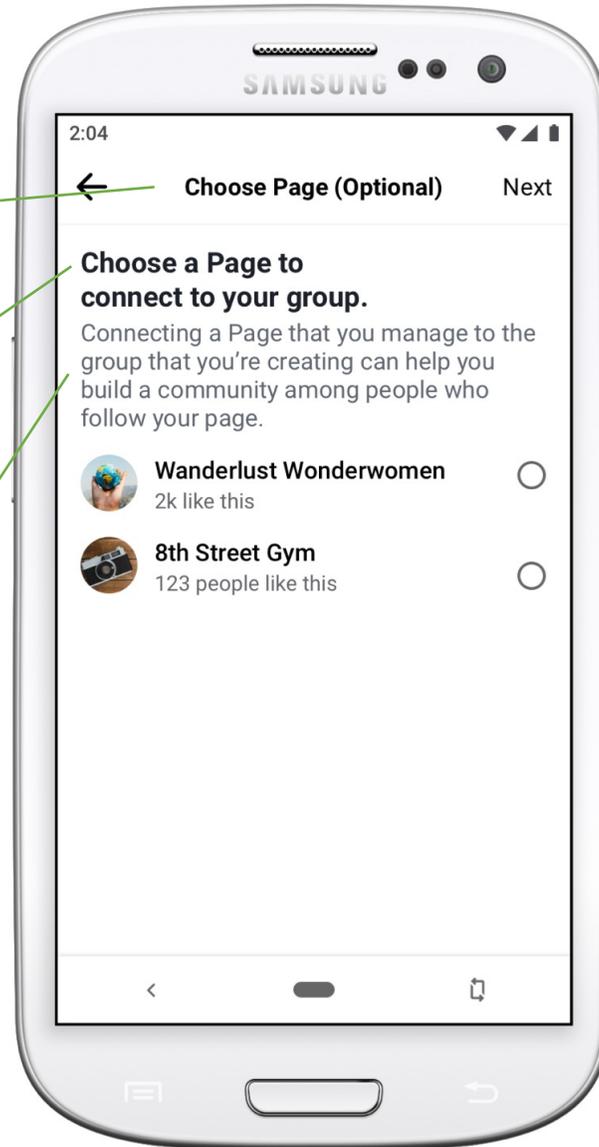
New user flow: Create a Group third screen (link Page)

Change screen headline:
Create a Group

Change headline:
Connect a Page

Change body copy:
Connecting a Page you manage to your new Group helps build community among your Page followers.

I don't really understand the benefit statement here (how does it do that?) so I'm not certain this statement is 100% correct, but at least it's tightened up.



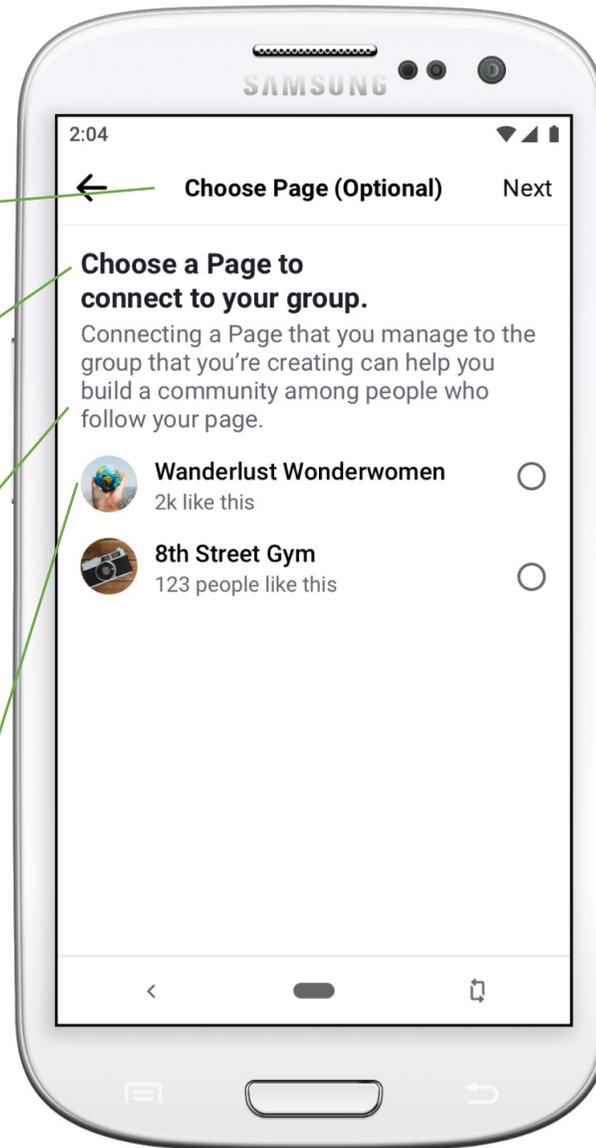
New user flow: Create a Group fourth screen (NEW: add image)

Change screen headline:
Create a Group

Change headline:
Add an Image

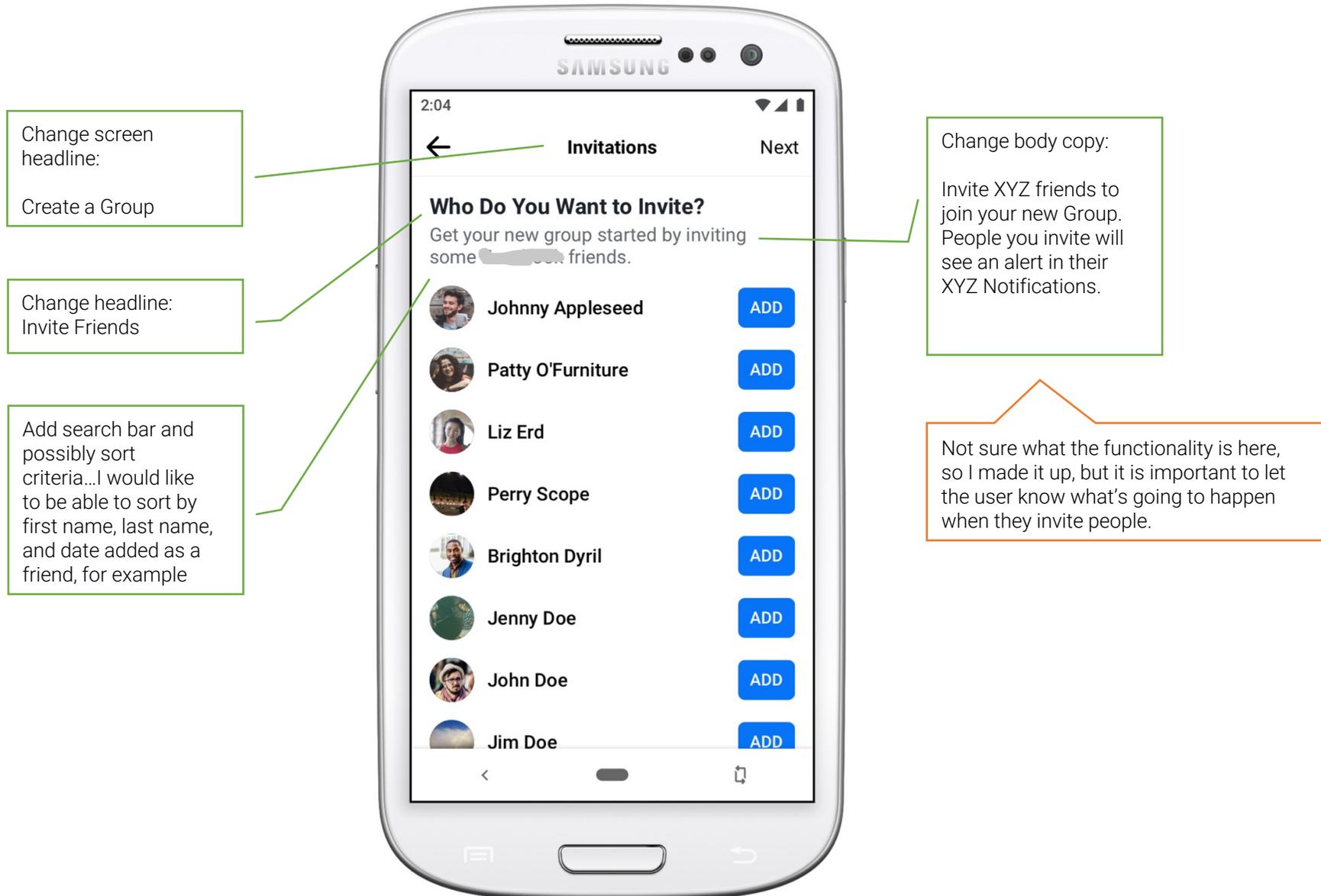
Change body copy:
Give your Group a visual identity. Upload a photo or choose one from our library.

Delete Pages here and insert upload capability and scrollable photo library with search bar. Obviously this would require more microcopy and fleshing out, which I don't have time for here, but I wanted to make sure to include it.

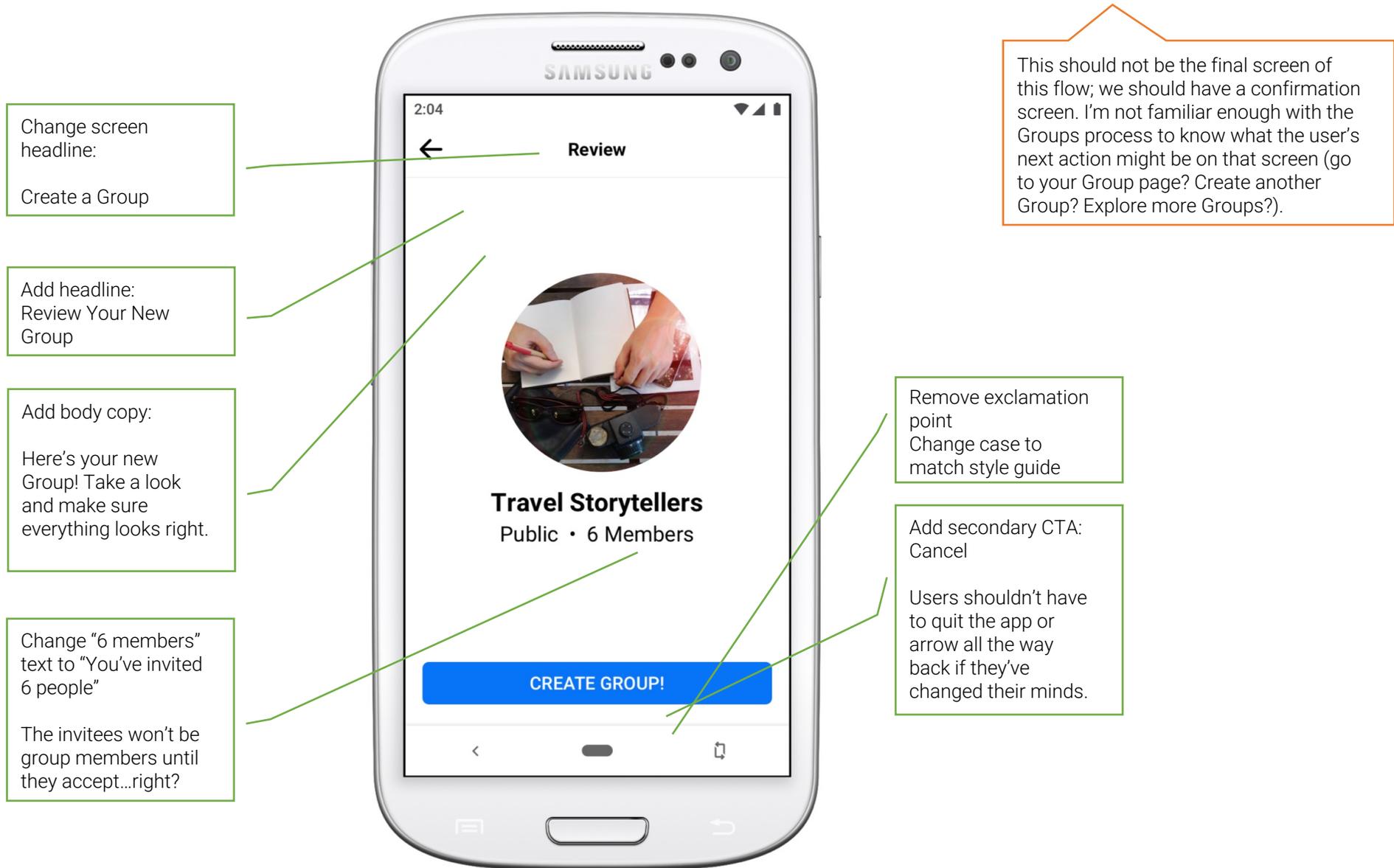


On the final screen, the Group has a photo associated with it, but there's nowhere in the flow to add one.

New user flow: Create a Group fifth screen (invite others)



New user flow: Create a Group sixth screen (review & confirm)



Additional work I didn't have time for

I wanted to do a lot more, but had to stay within the time limit.

- Fleshing out "add image" screen
- Exploring location of X to close Create Group flow vs. location of Next link
- Exploring other options for "get started" screen
- Adding confirmation screen at the end of the flow
- Making notes about what I'd want to test

THANK YOU