

CASE STUDY

ACTIONBUTTON DESIGN, 2021-2022

SKILLS

- Writing design specs & requirements
- Responsive design

TOOLS

- Dropbox Paper
- Jira
- Figma

ARTIFACTS

- Figma mockups
- Consumer-facing app

PROBLEM

Shortly after NationBuilder acquired ActionButton, several members of the original team, including the designer, left. With an aggressive product roadmap already in place and a new team, we've needed to move quickly without institutional knowledge, a design system, or clear priorities.

SOLUTION

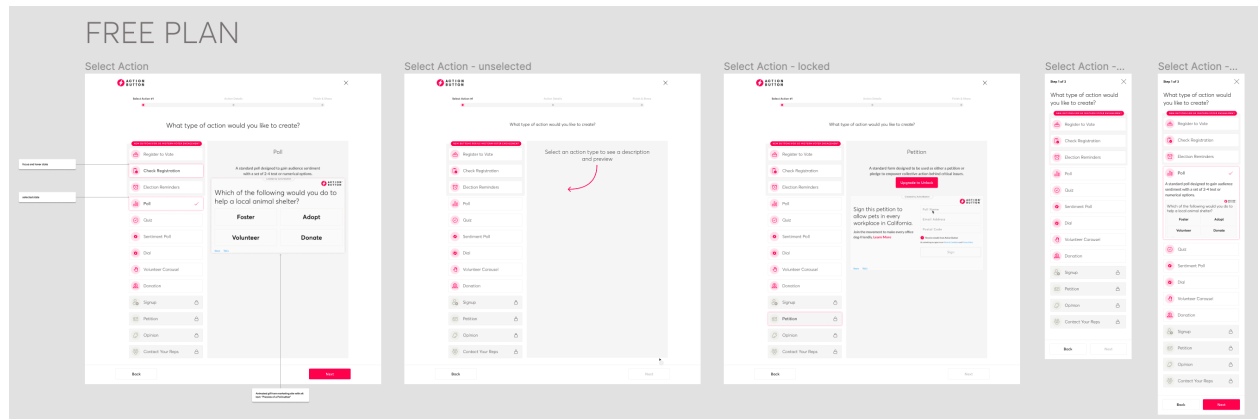
By taking on design leadership as well as responsibility for writing requirements for many of our new features, I've been able to continue designing for a new customer base while building a design system from scratch. One of my first tasks was designing the user journey for customers to connect their ActionButton and NationBuilder accounts. This was necessary to unlock the value we hoped to gain from acquiring ActionButton.

Once we built the integration between NationBuilder and ActionButton, I designed multiple features to enable customers to create buttons which could take advantage of the ActionButton API to gain more insight into their supporters.

The image displays two side-by-side screenshots of the ActionButton app interface, showing the 'Action Details' screen for creating a button. Both screens feature a progress bar at the top with 'Action Details' highlighted. The left screenshot shows the 'Contact Your Rep(s)' button creation flow. It includes a 'Recipient Name' dropdown menu with 'US Senators and Representatives' selected, a 'Message text' field with a 150-character minimum warning, and a 'Recipient' dropdown menu with 'Basic Education' selected. There are also checkboxes for 'Include opt-in to collect user information' and social media sharing options (Email, Call, Tweet). The right screenshot shows the 'Signup' button creation flow. It includes a 'First Name (Optional)', 'Last Name (Optional)', and 'Mobile Phone' fields. There are also checkboxes for 'Email Address' and 'Mobile Phone' under the heading 'Required user information'. Both screens have 'Back' and 'Next' buttons at the bottom.

AB4E (ActionButton 4 Everyone) button creation flow for Contact Your Rep(s) and Signup buttons.

As we've added new features to ActionButton, the UI for selecting the type of button you want to create has become unwieldy, and user testing revealed that users didn't notice button types below the fold. Since we don't currently have sufficient metrics to justify removing underused or underperforming button types, I took the initiative to redesign this page in order to ensure we could highlight relevant features and leverage existing marketing assets.



Annotated desktop and mobile designs for new “select action” screen.

RESULT

We're continuing to add new customers and upsell existing customers with the new ActionButton features. By building and evolving our design system in Figma and using Storybook to ensure components match, I've improved consistency within ActionButton and helped the marketing team update assets.