Headquarters

Paris, France

Industry

HR & Talent
Management

Company size

10 - 50 Employees

Services provided

Visual identity,
UX research,
User interface design,
Design system

Blonk-Job Search & Networking

Background

Blonk is an app designed to facilitate professional networking, job searching, mentorship, and other business connections. The primary objective was to identify areas of improvement and provide actionable recommendations through a Heuristics Evaluation. Specifically, our assessment focused on the onboarding process. As part of this project, my responsibilities encompassed UX/UI Design, developing a comprehensive UI Library, and conducting the heuristic evaluation.
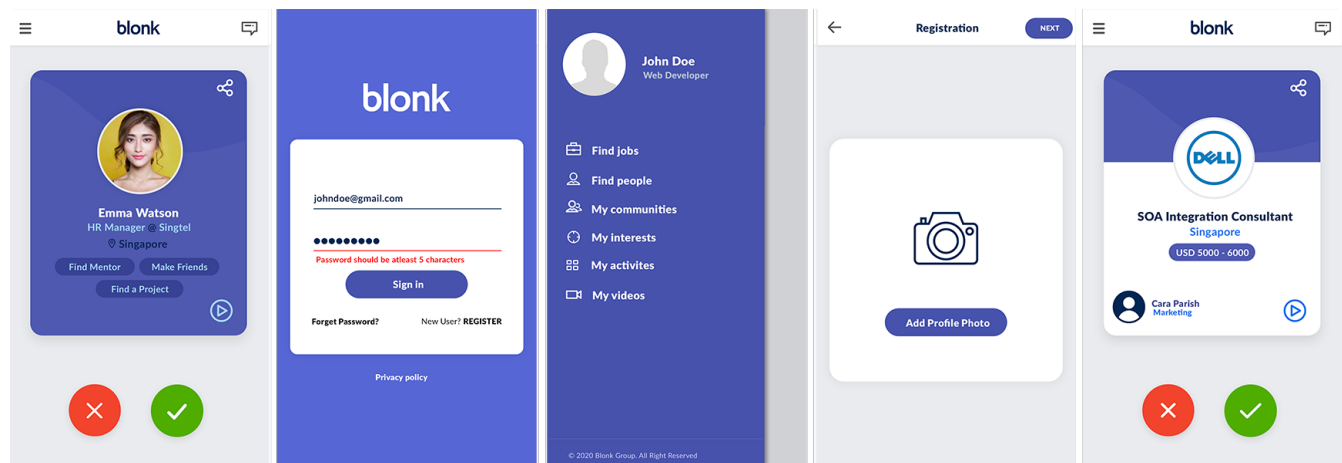
The Task

Onboarding

As part of our evaluation, we prioritized the onboarding process since it serves as the initial point of interaction for users. Our assessment concentrated on five essential heuristics: User Control and Freedom, Consistency and Standards, Error Prevention, Match Between System and Real World, and Aesthetic and Minimalist Design. By examining these aspects, we aimed to gauge the app's effectiveness in terms of user experience and identify potential areas for enhancement.

Legacy Flow

Below is an overview of the Blonk on-boarding flow which we evaluated and offered recommendations for.

Evaluation

User Control and Freedom

With Blonk, when you sign up with Linkedin you are unable to control which information is brought over. When the profile is created for Blonk, your photo, email, name, and title are brought over to Blonk. You then need to enter your Work History and Education manually. There are additional violations of this heuristic throughout the app, but for the purposes of this evaluation we are focusing on the task of on-boarding.

Recommendation: Add options for the user to bring over all information from Linkedin when creating a profile.

Consistency and Standards

When walking through the on-boarding process, every step of the process has different methods for selecting information. The indicators of where you are in the process also change based on the screen, and, in some cases, are not true to what step you are actually on. Language was inconsistent and unclear throughout the process and in some cases it was unclear the purpose of asking information or what they were asking for.

Recommendation: Create an on-boarding process that is visually consistent from screen to screen. Add consistent interactions to create expected behaviours. Add indicators of where you are in the process and language which is easy to understand.

Error Prevention

Blonk does not auto correct spelling nor does it indicate when an error has been made. We found this to be very detrimental to the usability of the app being that this app is intended for career advancement. For example, I made an error in my Bio and did not notice till reviewing my profile. Additionally, when I went in to try and correct the error, I was unable to without having to go back through on-boarding.

Recommendation: Create a system which diagnosis errors and offers options to quickly and easily correct them.

Match Between System and the Real World

Blonk scored low on this heuristic due mostly to inconsistency of language and process throughout the on-boarding process. For example the word teleporting was used in the app to set your home location, however teleporting implies that you would be going somewhere else. Also, the selection of items being inconsistent creates the feeling that you are no longer completing the process. In the real world this process in linear.

Recommendation: Use consistent language which is easy to understand. Create a consistent linear flow to guide the user through every step of the process.
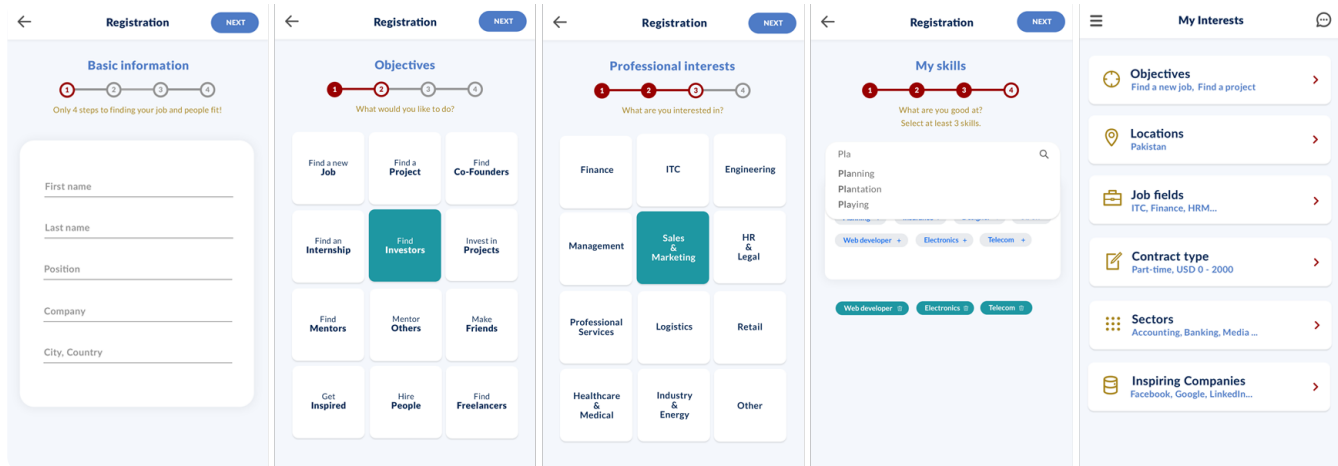
Aesthetic & Minimalist Design

Blonk did not score well on this heuristic. Some of the design choices which violated this included the use of Burgundy. They use Burgundy throughout the app; we found that this choice, particularly when used on buttons indicated that the user might be doing something wrong, when in-fact that was not the case. Issues were also evident in terms of text hierarchy and their use of the grid system (which was not followed in most cases).

Recommendation: Make use of negative space. Limit text styles and use of orange to create an overall more positive experience.

Overall Score: 2/5

The Redesign

On-boarding Flow

The app scored really low overall (40%) on the usability of on-boarding. Taking the recommendations from the evaluation we redesigned this entire process, while staying true to brand colors and typography choices.

UI Library

To ensure consistency throughout the redesign process, we developed a comprehensive UI library that encompassed typography, color schemes, and components library. This library, built with the aid of Ant Design, played a pivotal role in maintaining a cohesive visual identity as we progressed with the project. Furthermore, it proved invaluable for both of us in implementing ongoing updates to the application.

BRAND COLORS

Colors

The core palette will cover the majority of your needs. It's intentionally small in variety so as to not dilute the brand visuals, which adds confusion.

FIREFLY

OCEAN

BURGUNDY

GEYSER

WILD SAND

WHITE

TYPOGRAPHY

Typography Hierarchy

Aa

The word Avenir means "future" in French and hints that the typeface owes some of its interpretation to Futura.

Aa Bb Cc Dd Ee Ff Gg Hh
Li Ji Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

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The result

The Blonk app's redesign project, centered around optimizing the onboarding experience, was a resounding success. By prioritizing key heuristics and leveraging the Ant Design library, we successfully transformed the initial user interaction into a seamless and engaging process. The remarkable increase in user onboarding metrics stands as a testament to the effectiveness of our redesign efforts. Going forward, these improvements will undoubtedly contribute to Blonk's continued success and enable more users to effortlessly connect with business professionals, seek employment opportunities, and establish valuable business connections.