

Platform Signup, Onboarding, and Dashboard Redesign

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Platform Signup, Onboarding, and Dashboard Redesign

Conceptualization and Implementation

Overview

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I self-started an initiative to **redesign the platform's entry experience between signup, onboarding, and setup workflows** to

- reduce friction and complexity,
- promote visibility of system statuses, and
- give new users greater agency in understanding the platform and getting started with it.

Context

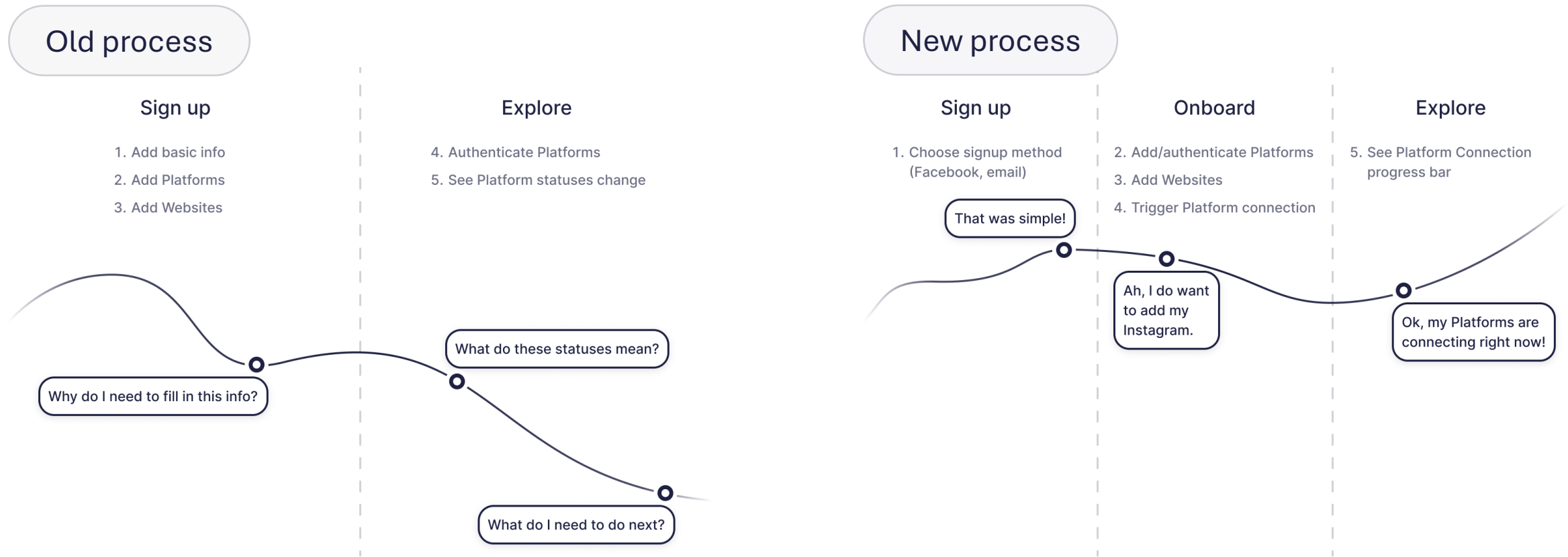
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The crux of iSonic's product is to **synthesize AI responses to questions using relevant content from an individual creator**, as if the creator themselves were putting together the response. As such:

- proper connections need to be ensured between the creators' platforms and iSonic to source the content;
- the content needs to be stored in iSonic (a process that can take an uncertain amount of time, depending on how much content there is); and
- the creator needs to be in-the-know about what is happening in the system as it relates to having their content set up to respond with.

Research & Discovery

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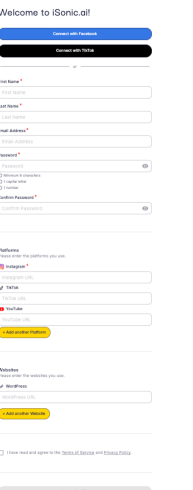
I identified pain points and insights from **customer conversations**, **heuristic evaluations**, and **journey maps**, and used them to define **user flows** and **requirements** for an experience that allows creators to resolve their own uncertainties and enhances usability as a result.

Design & Implementation: Signup Enhancements

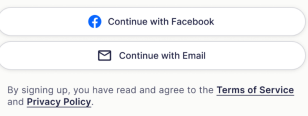
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Main idea: Simplify the initial signup process, and provide a guided onboarding post-signup

Old process



New process



- ❌ Multiple decisions ("What should I use to sign up?")
- ❌ Lots of fields ("What happens if I don't fill this in?")
- ❌ Hard to discern purpose ("Why should I fill this in?")

- ✅ Single decision
- ✅ Common sign-in methods
- ✅ Less complexity → **gets users over the initial hump**

Design & Implementation: New Onboarding Process

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Step 1

What other platforms are you looking to use?

Integrations

Facebook

Enable connection with content from your Facebook Business Pages

✓ Connected to John Doe

Add another

Instagram

Enable connection with your Instagram posts and DMs

Authenticate

TikTok

Enable connection with your TikTok content

Authenticate

Sources

YouTube

Show content from your YouTube channel

✓ Added John Doe

Add another

ShopMy

Show links and posts from your ShopMy page

Add link

LTK

Show links and posts from your LTK page

Add link

X

Show content from your X page

Add link

Wordpress

Show content from your Wordpress site

Add link

Continue

Step 2

Thanks for adding your Platforms!

Would you like to connect your content with your iSonic profile?

Once your content is connected into your iSonic profile, you'll be able to see it appear in responses from your AI Assistant!

👍

Yes, let's do it now!

I'd like to have my content available on iSonic as soon as possible.

👎

No thanks, I'll do it later

I don't want to make my content available on iSonic yet.

Finish

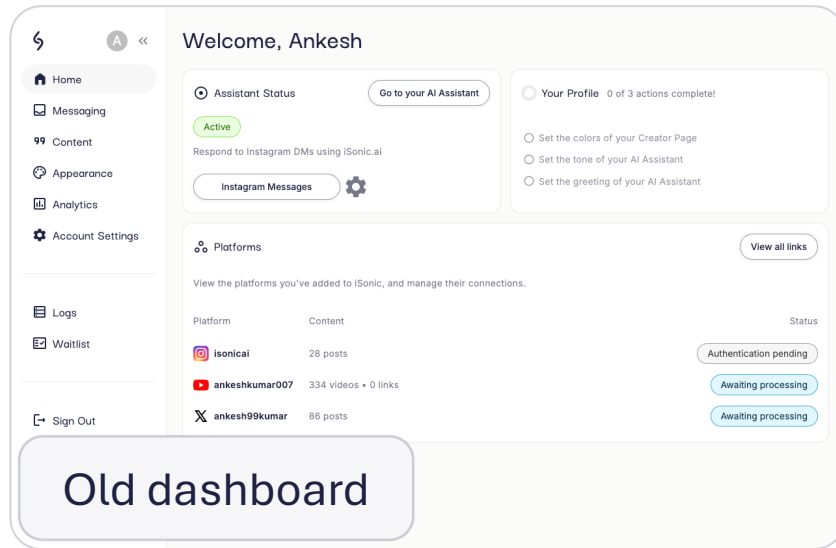
Main idea: Guide users through account setup — a process not provided in the app before.

- ✓ End-to-end Platform adding and authenticating
- ✓ Guidance from Platform population to kicking off the Connection process

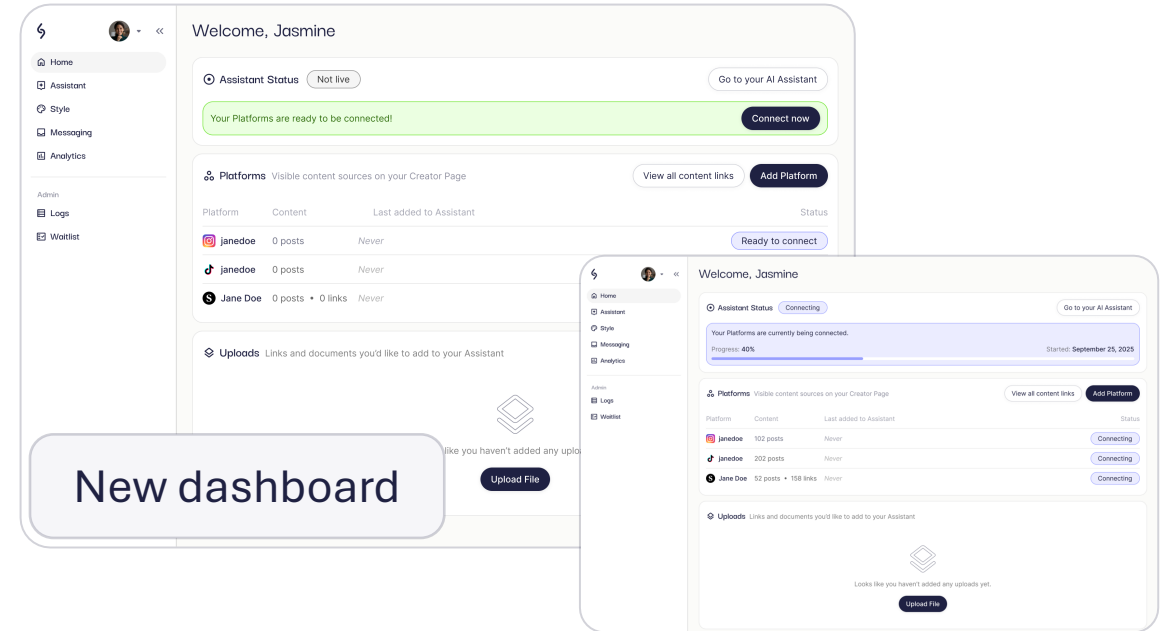
Design & Implementation: Dashboard Enhancements

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Main idea: More clearly display system status, and give users control over Platform connectivity



- ❌ No user autonomy (*"How do I resolve this?"*)
- ❌ Unclear status labels (*"What does this mean?"*)
- ❌ Inadequate visibility into system status



- ✅ User has clearer direction of what to do next
- ✅ Informative, user-friendly status labels
- ✅ **Clear visibility of system status**

Platform Design System Revamp

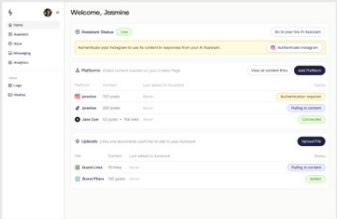
Conceptualization and Implementation

I self-started an initiative to **conceptualize and implement a new design system** for iSonic.

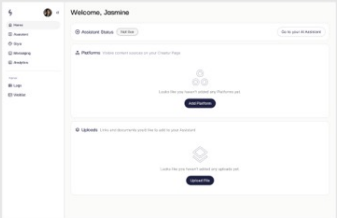
- On the **design** side, I
 - **redesigned platform components** to be more atomic and accommodate future feature growth;
 - laid out a **revised information architecture that better promotes feature discoverability/scalability** and a creator's ability to traverse the platform at any moment; and
 - specified more graceful micro-interactions (e.g. loading states, empty content placeholders)
- On the **engineering** side, I
 - implemented everything I defined in the design; and
 - **centralized the platform's theming**, reducing ad hoc element styling and simplifying both the definition and usage of components across the platform

High-Fidelity Wireframes

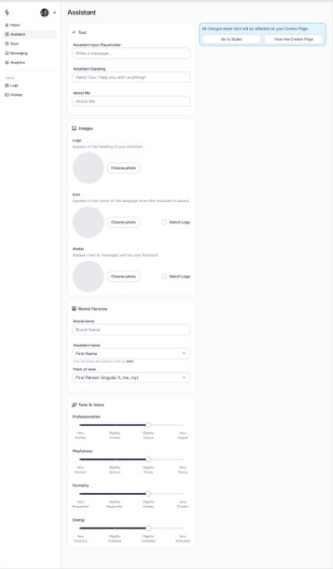
Dashboard
Dashboard



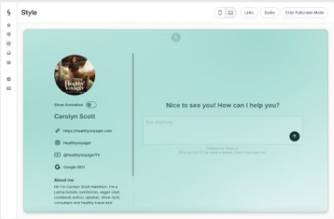
Dashboard – Empty states
Dashboard - Empty States



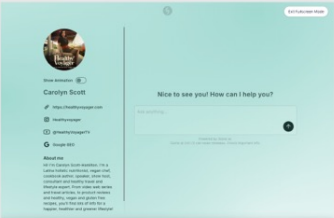
Assistant Settings
Assistant



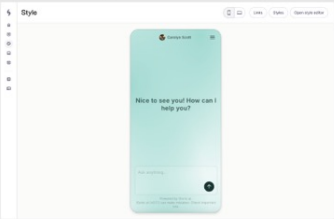
Style (Creator Page customization)
Style



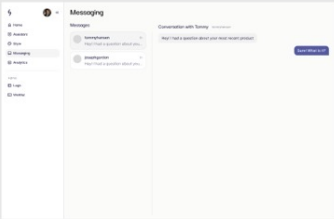
Style – Fullscreen Creator Page preview
Style - Fullscreen preview



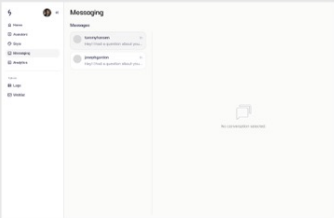
Style – Mobile Creator Page preview
Style - Mobile preview



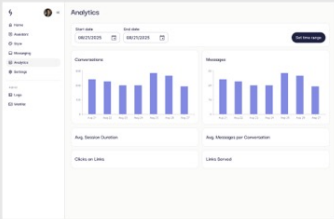
Messaging
Messaging



Messaging – No Conversation selected
Messaging - No Conversation selected

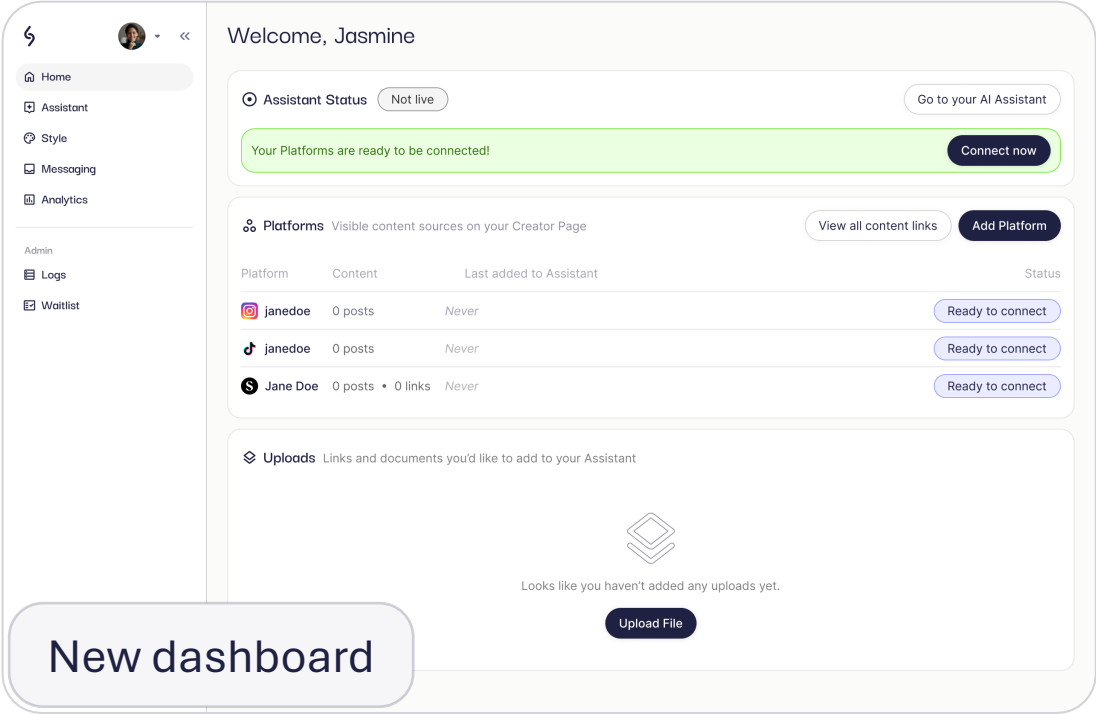
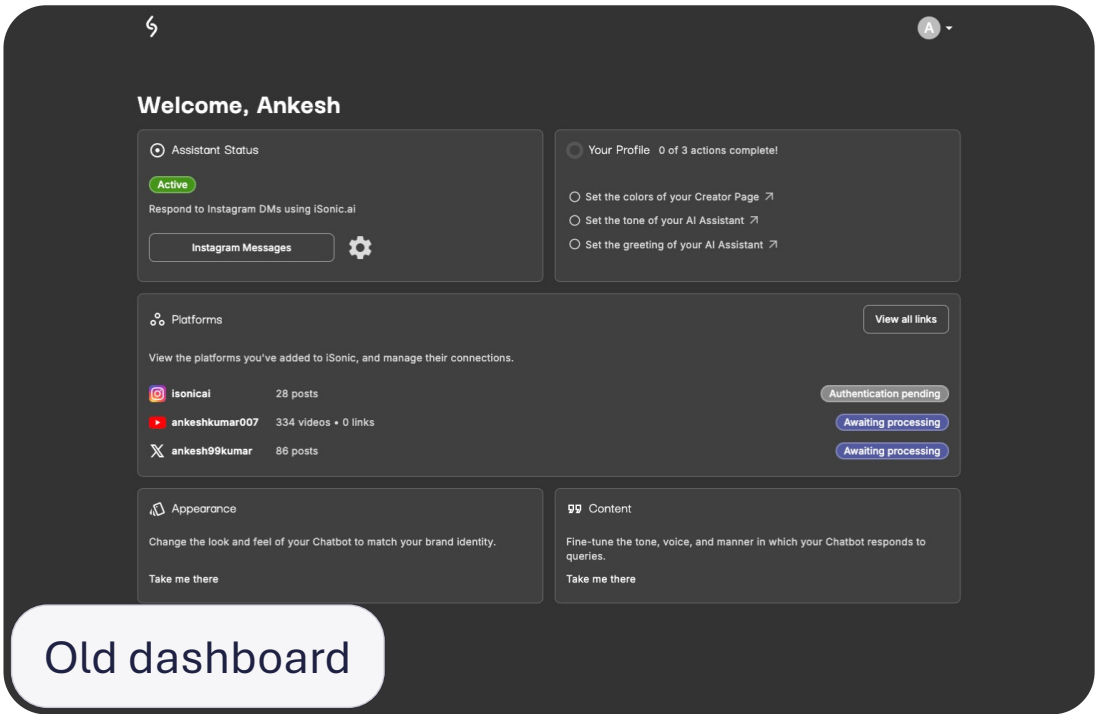


Analytics
Analytics



Design & Implementation

Main idea: Clean up the information architecture and navigation of the platform to support feature scalability, and structure the frontend in a way that supports modular theming (e.g. light/dark mode) and simpler implementation of interface components.



Reflection

Retrospective

Retrospective

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What excited and continues to excite me about these endeavors are that they were **entirely self-conceptualized and self-led**, primarily from the **lack of settlement for “good enough”**.

As a designer, I am actively looking for ways to **improve or enhance current experiences**, and as an *engineer*, I am actively looking to deliver those enhancements in ways that **stay faithful to the design intent**.

These projects at iSonic represent how I leveraged both skill sets to **not only design and propose, but also build processes and interfaces** that elevate the current experience for iSonic's users.