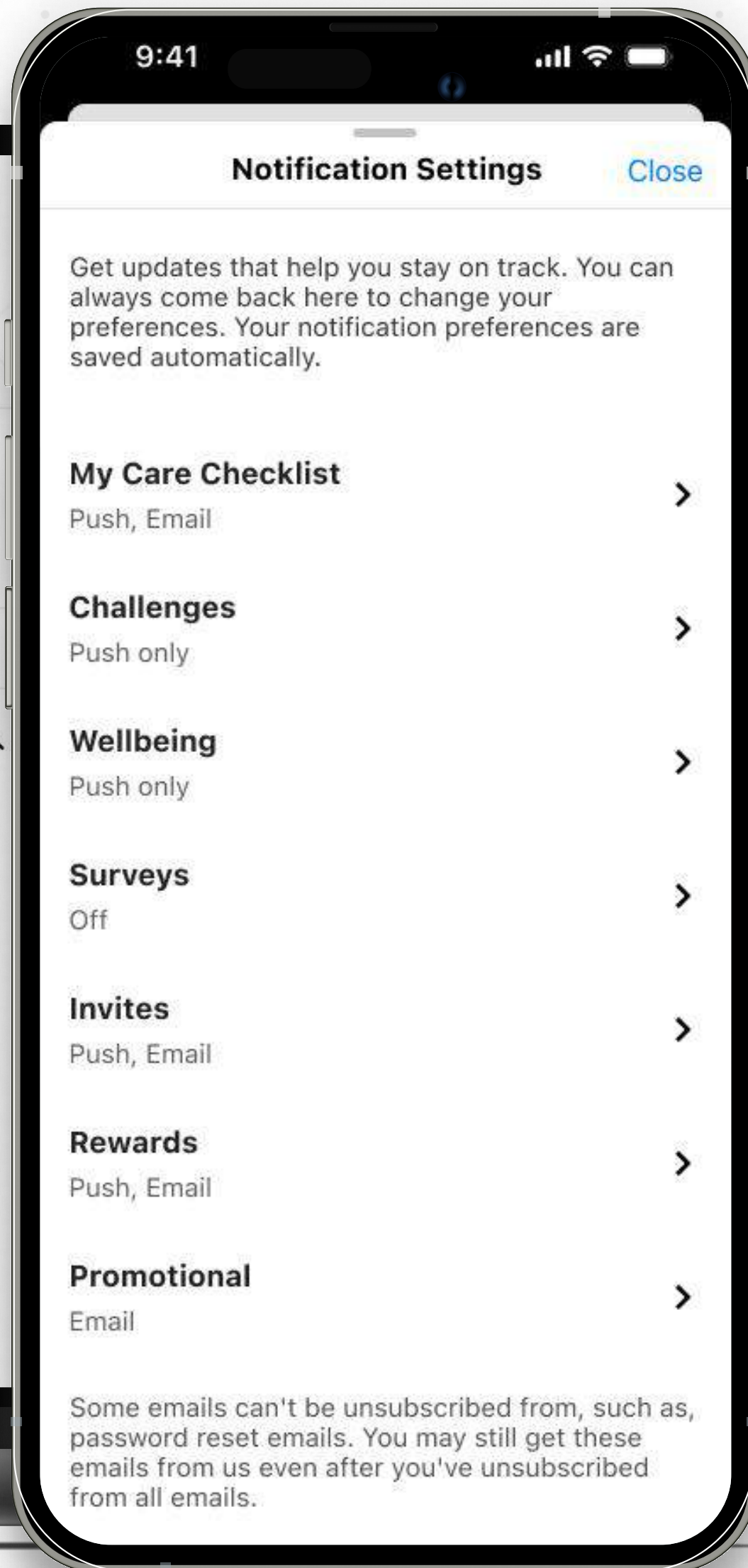
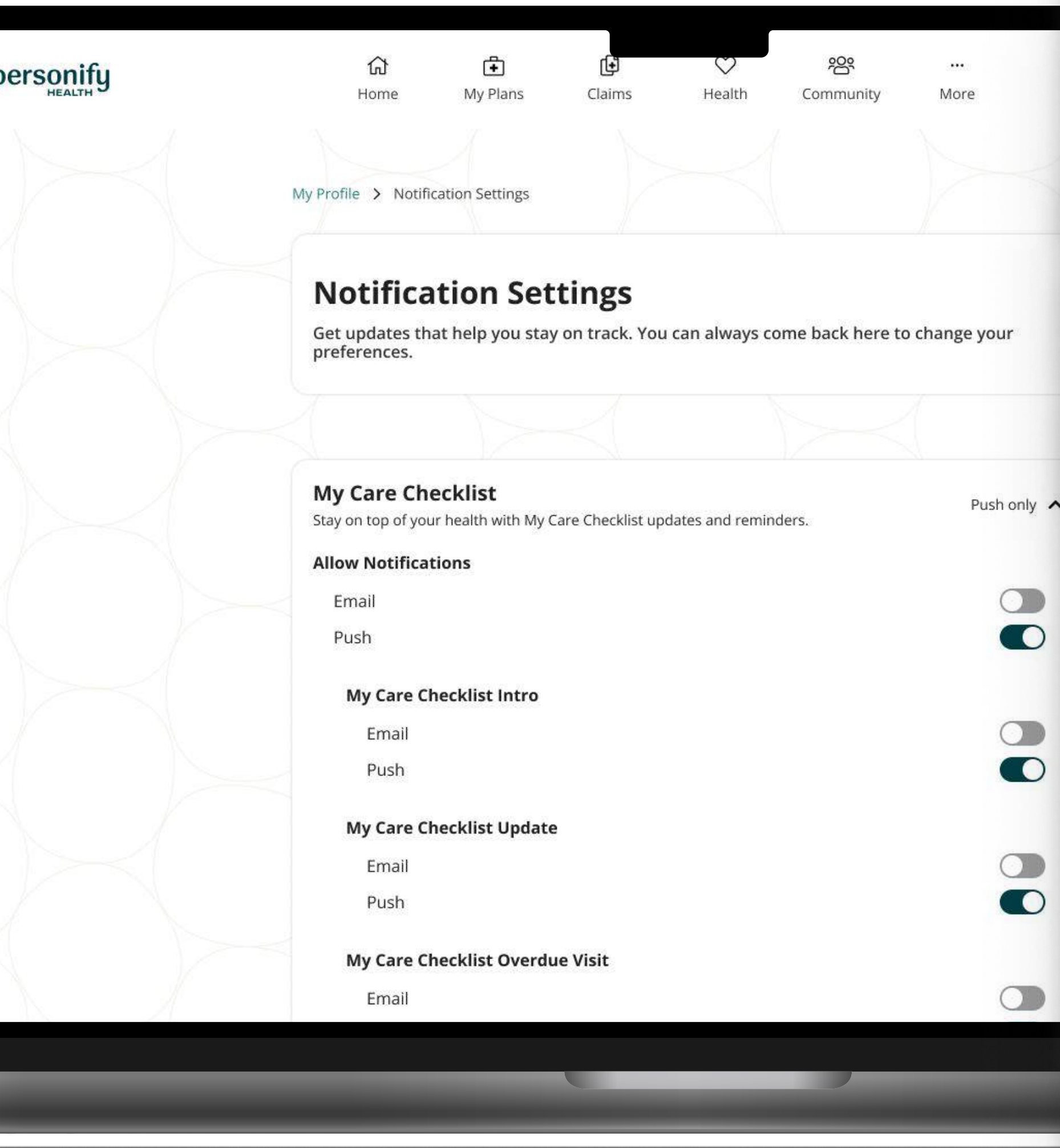




Cross-platform design

UX Designer II

Apr-Jun 2025

Simplifying notification preferences for 25 M users across *mobile* and web to easily manage communication preferences and control health notifications.

Company Context

Personify Health is a comprehensive health and wellbeing platform that combines personalized daily health tracking, mental health support, and benefits navigation into a single platform for employers and health plans.

B2B2C

25 Million global users

Healthcare

The team, product, my role

Tech & Product

Shannon

Lead Product Manager

Sanjin

Technical Product Manager

Sarita Roberts

UX Writer

Ben Slepp

Lead UX Designer/ DS Manager

Neha Goswami

UX Designer II

Abigail Maeder

Sr UX Designer

Ada

Engineering Lead

Engineering team

8-10 dedicated developers

Connor Skibeness

Senior UX Researcher

My role and parts I owned

Ideation

Low-fidelity/mid-fidelity wireframing

Visual Design

High fidelity designs, prototyping

Research

Usability testing, iterating designs

Final Hand-off

Specs, redlines, engineering handoff, accessibility check

The Problem

The Settings & Notifications experience hadn't kept up with the platform and members were experiencing it. As Personify Health *scaled*, three cracks became impossible to ignore.

Key Issues

Visual inconsistency

The experience was out of sync with the Groove design system, creating a fragmented, unpolished feel for members

Scaling without structure

New notification categories were being added, but the existing design had no framework to accommodate growth cleanly

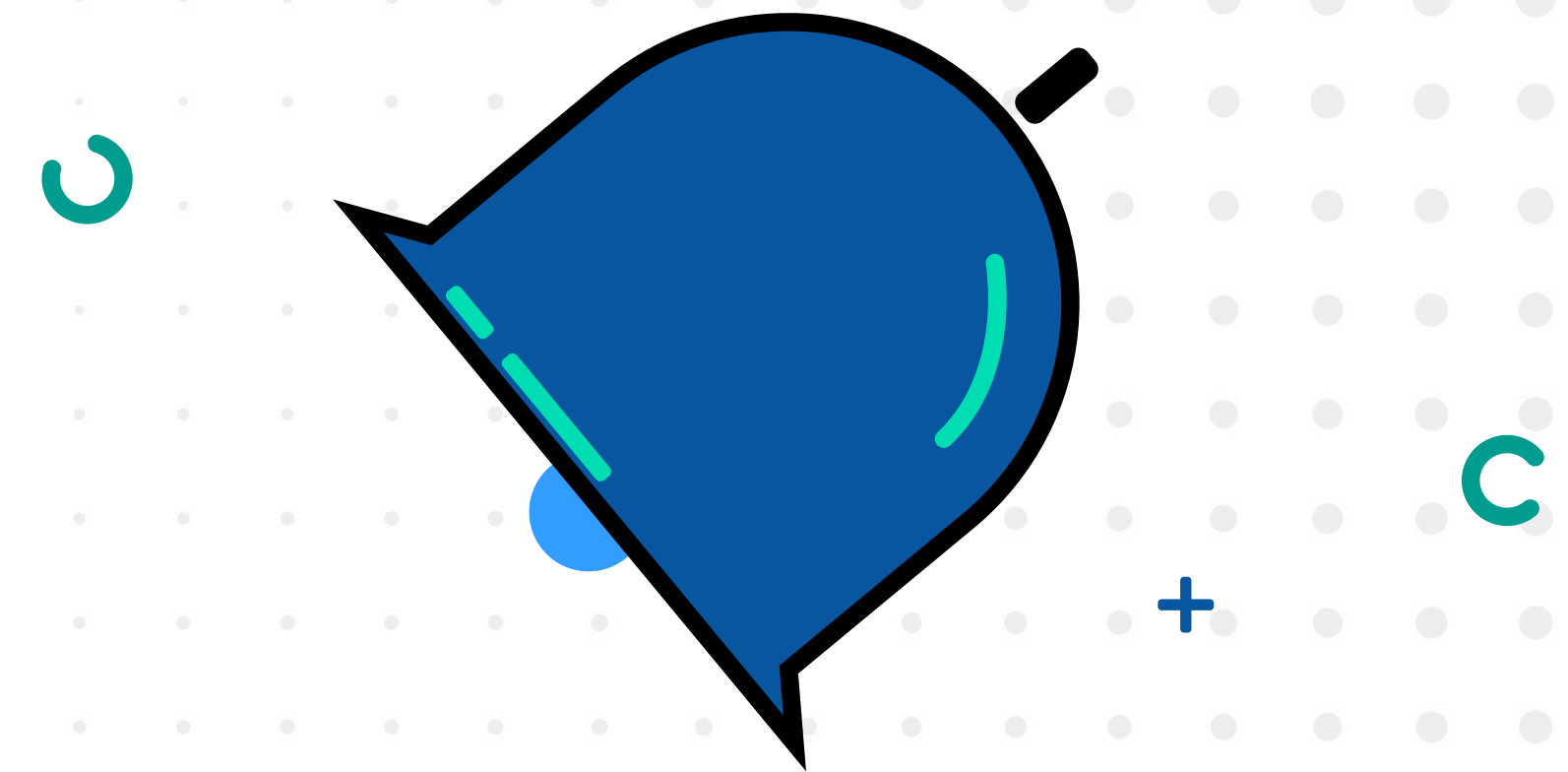
Too many clicks, too little clarity

Members struggled to find specific notification types, leading to missed communications from their health plan that were crucial information for them.

"I didn't even know I had rewards waiting for me. I never got a notification about it...."

Personify Health Member Feedback

I partnered with the Technical PM, Lead PM, and Design Lead to understand the problem, align on core requirements, and ensure the redesign addressed both user needs and business goals.



9:02

100

Notifications Settings

Close

Get helpful reminders to keep you on track with your goals.

Personal Challenges

Friend Invitations

Company Updates

Company Challenges

Getting Started

Social Groups

Program Updates

Survey Reminders

My Care Checklist

9:02

100

Back

Personal Challenges

Save

Receive updates about challenges that your friends are running.

Allow All Emails

Allow All Push Notifications

Personal Challenge Invite Notifications

Push

Back

Company Challenges

SAVE

Receive updates about challenges that your company is running.

Emails

Push

Allow All

Company Challenge Invite Notifications

Back

Friend Invitations

SAVE

Get notified when someone sends you a friend request.

Emails

Push

Allow All

Friend Request Notifications

Back

My Care Checklist

SAVE

Receive updates about My Care Checklist.

Emails

Push

Allow All

Due For A Healthcare Visit

Claims Data Received

The UX Research team run a Preference Panel workshop covering information architecture, notification categorization, card sorting, and tree testing.

Collaborated with research team and design leads aligning on workshop findings, understanding not just what they concluded, but why.



The workshop surfaced one core strategic question: how would members think about their notifications?

The card sorting and tree testing produced two distinct categorization models to explore. The only way to know which worked better for members was to design and test them both.

Variation A — Feature Based

Notifications grouped by specific platform features: MCC, Challenges, Rewards, Surveys, Invites

Variation A: Feature Based

- MCC**
 - MCC Intro
 - MCC Update
 - MCC Overdue Visit
 - MCC Appointment Reminder
- Challenges**
 - Personal HH Challenge
 - Personal Step Challenge
 - Corporate Challenge
- Wellbeing**
 - Healthy Habit Reminders
 - Daily Card Reminders
 - Journey Reminders

- Surveys**
 - Survey Ends in 3 Days
 - Survey Ends in 10 Days
- Invites**
 - Platform
 - Colleague Invite
 - Supporter Invite
 - Partner/Spouse Invite
 - Social
 - Group Invitation
 - Friend Request
- Rewards**
 - Level Up
 - Double Points
 - Rewards Secret Level 5

- Promotional / Engagement**
 - New Platform Updates
 - Product and Feature Launches
 - New Content Launches
 - Marketing Campaigns (Engagement)
 - Onboarding
 - 13 different comms total

Variation B — Broad Theme Based

Notifications grouped by member-facing themes: Health Reminders, My Programs, Social, Onboarding

Variation B: Broad Theme Based

- Onboarding / PH Comms**
 - Surveys
 - Survey Ends in 3 Days
 - Survey Ends in 10 Days
 - New**
 - Product and Feature Launches
 - New Content Launches
 - Engagement Campaigns???
 - Onboarding
 - 13 different comms total
- Health Reminders**
 - MCC**
 - MCC Intro
 - MCC Update
 - MCC Overdue Visit
 - MCC Appointment Reminder
 - Coaching Messaging*
 - Message Center Notification*
- My Programs (My Why?)**
 - Wellbeing**
 - Healthy Habit Reminders
 - Daily Card Reminders
 - Journey Reminders
 - Rewards**
 - Level Up
 - Double Points
 - Rewards Secret Level 5
- Social Features, Community**
 - Invites
 - Platform
 - Colleague Invite
 - Supporter Invite
 - Partner/Spouse Invite
 - Social
 - Group Invitation
 - Friend Request
 - Challenges
 - Personal HH Challenge
 - Personal Step Challenge
 - Corporate Challenge

Insights to clear direction

“How might we redesign the Settings & Notifications experience to be **visually consistent, scalable, and intuitive** enough that members never miss an important communication again?”

Design Goals

Visual Consistency

Align the experience with the Groove design system across web and mobile

Scalable Structure

Build a notification architecture that accommodates new categories without breaking the experience

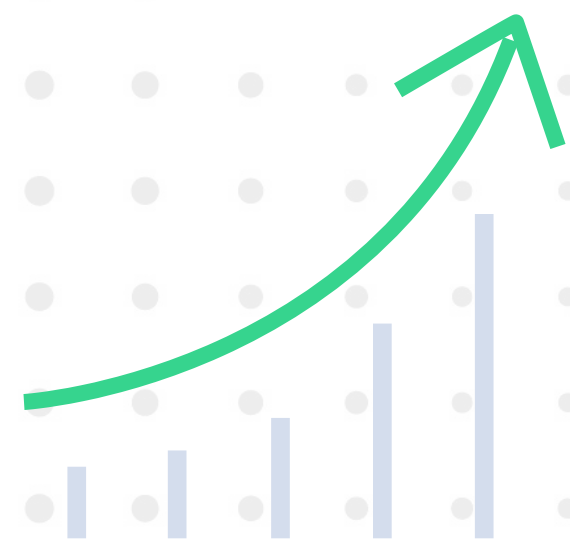
Clarity & Findability

Make it easy for members to find, understand, and control their notification preferences in fewer steps

Insights to clear direction

Goals were defined collaboratively with the Technical PM, Lead PM, Design Lead, and Senior UX Designer to pressure-test requirements against both user needs and technical feasibility.

Business Goals



Task efficiency

Member notification engagement

Groove Design System Compliance

Competitive Analysis

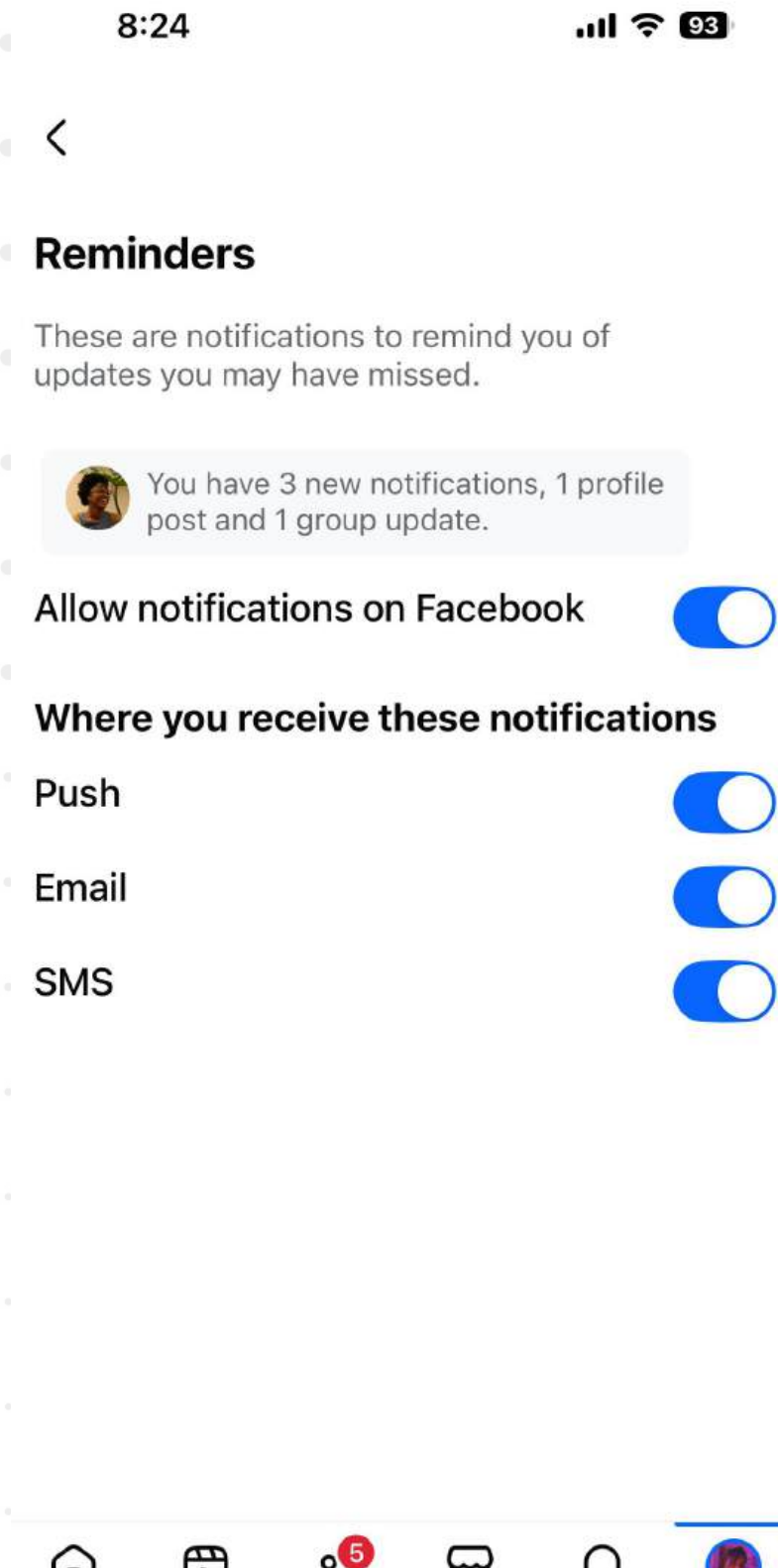
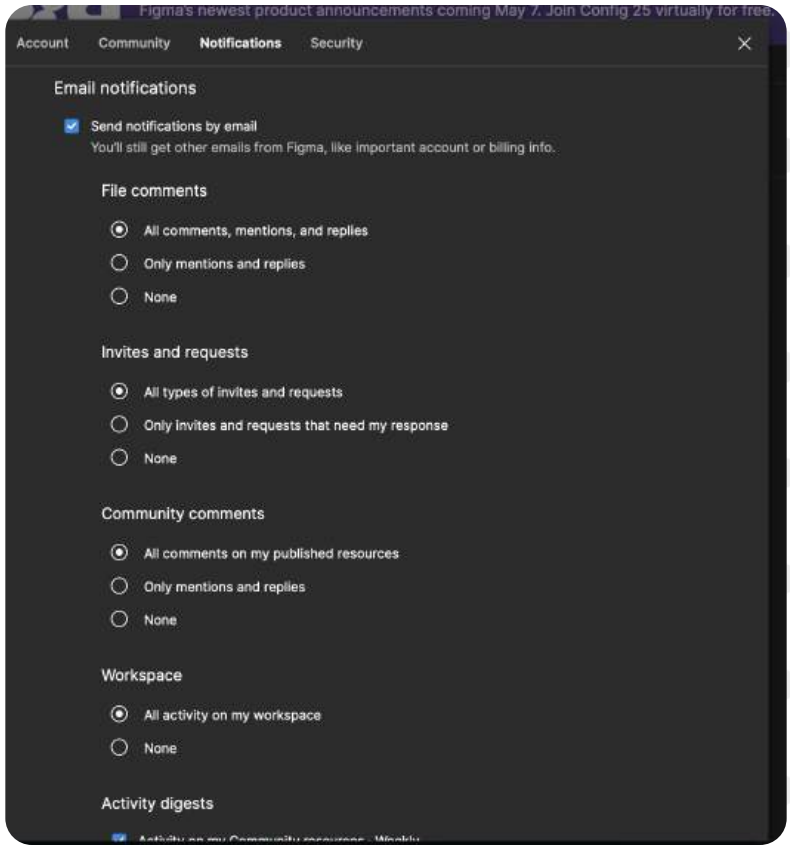
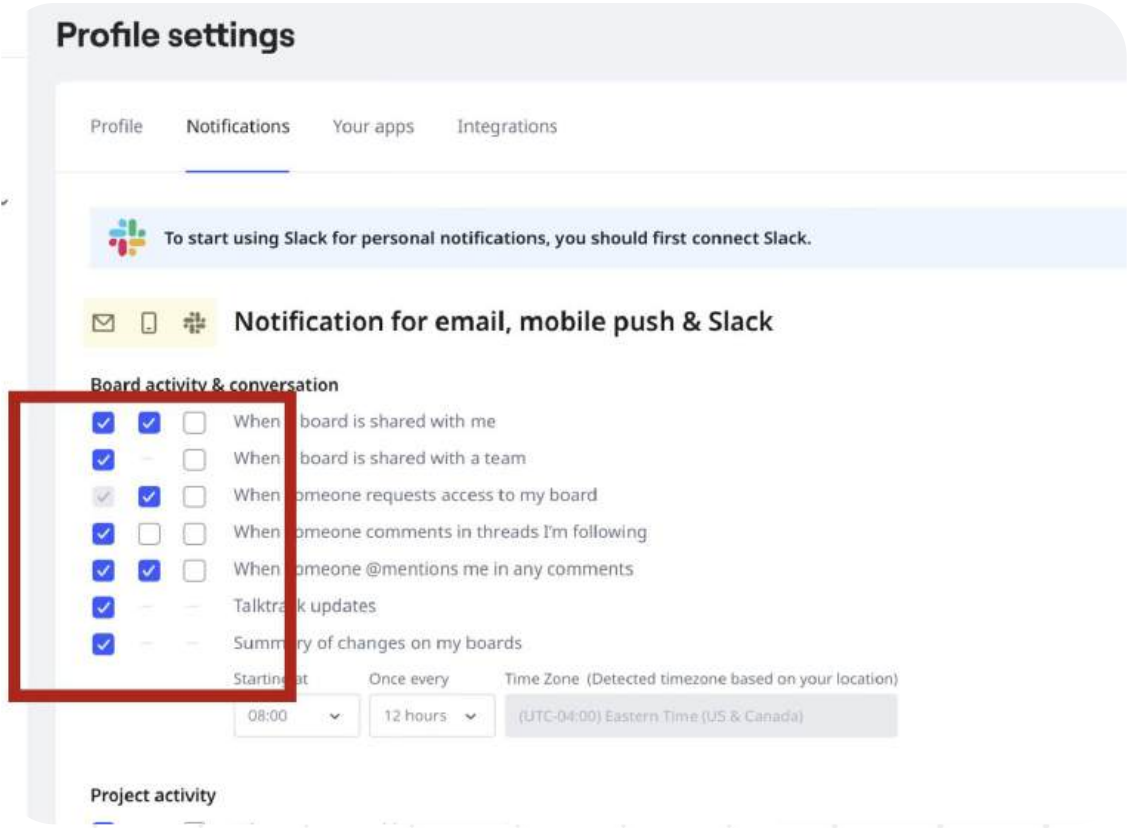
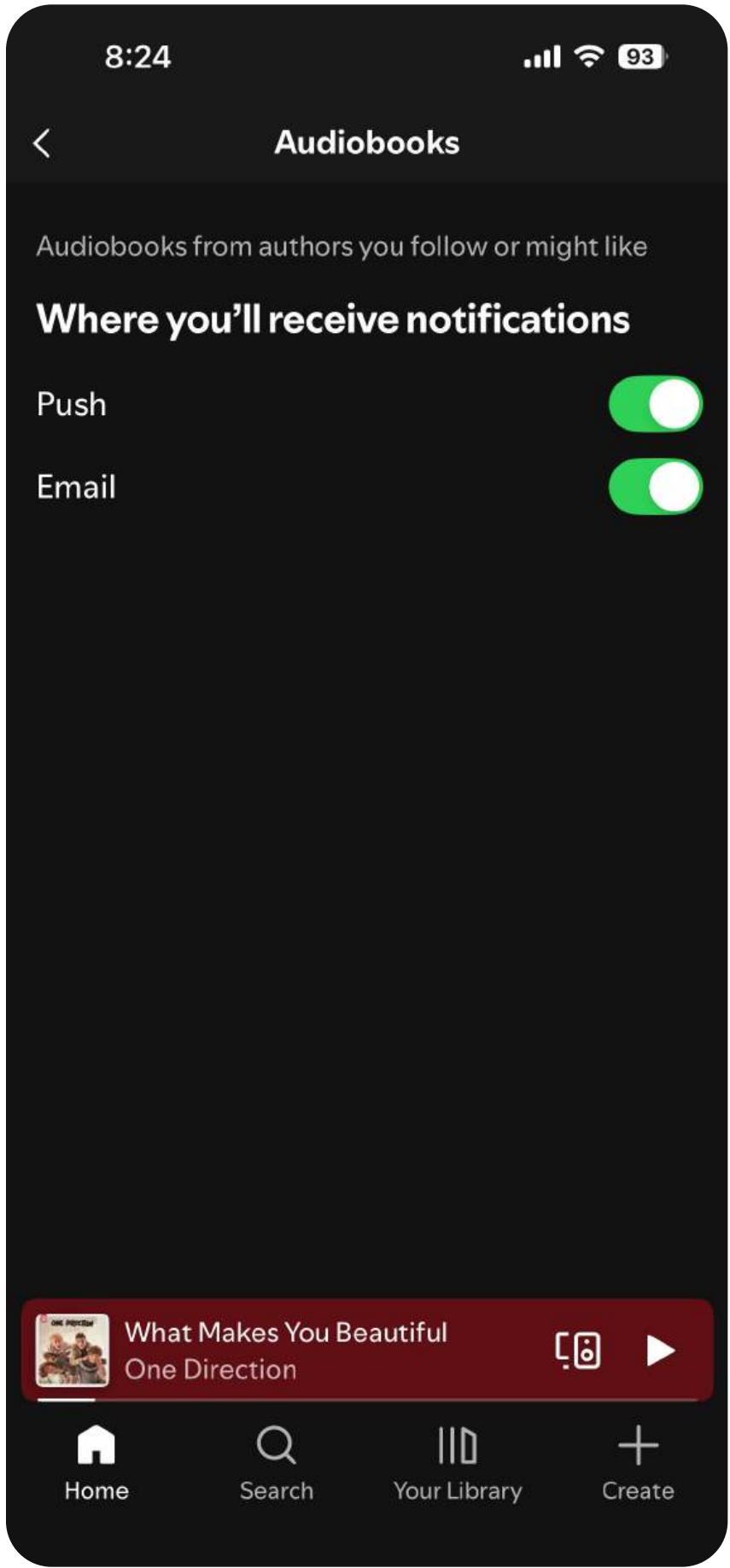
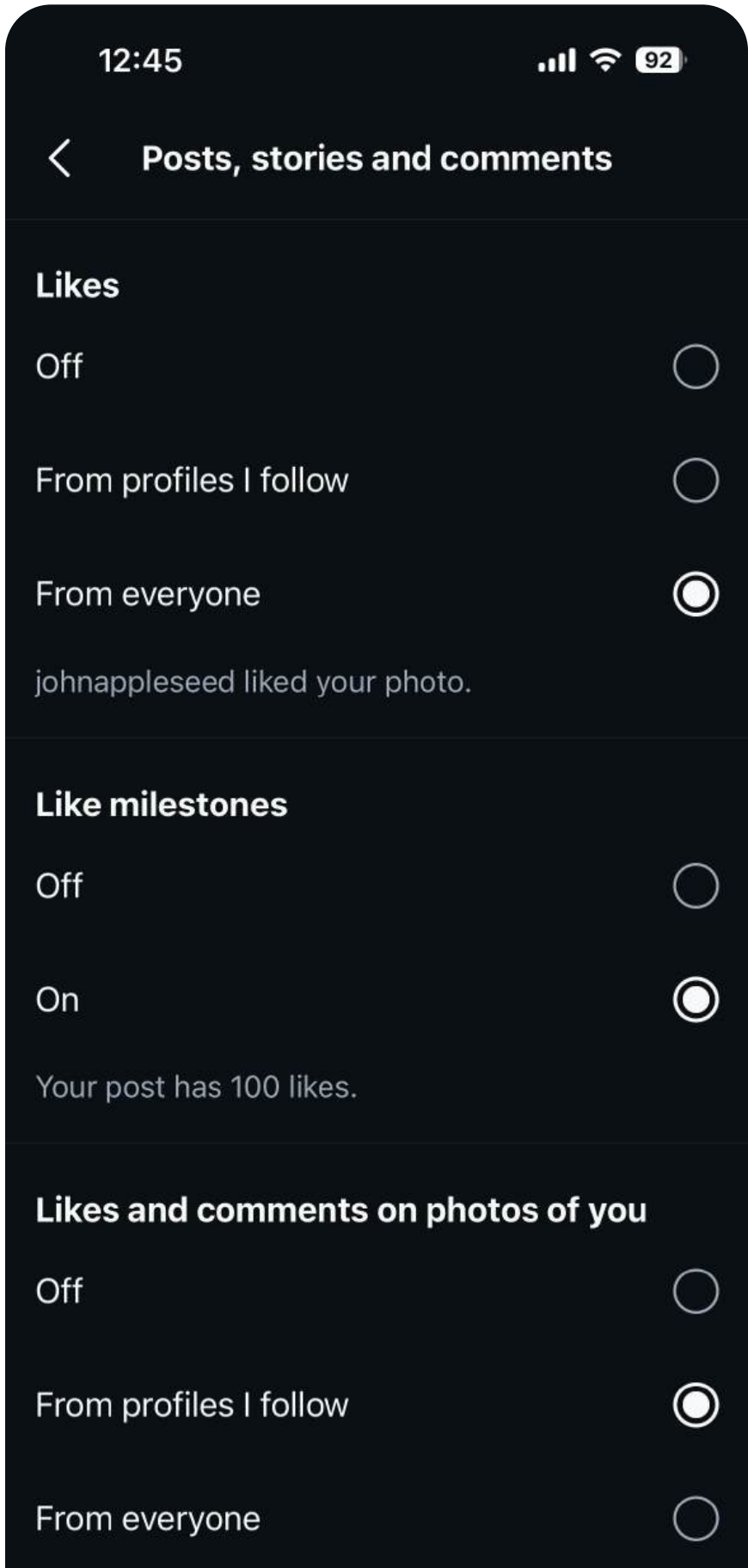
I looked at how other popular platforms handle notification preferences.

Mobile Patterns

Most apps use system-native toggle styles (iOS UISwitch / Material Switch), keep the screen scrollable without save buttons, and respect thumb zones for primary controls.

Medium is always separated

Email/ push notifications are always controlled independently, never bundled.



Explorations through mid-fidelity wireframes

Two variations. First round of explorations using checkboxes. One goal- find what feels most natural for members.

< Back

Invites

Stay connected with invites from colleagues, supporters, partners, friends or Groups. Your notification preferences are saved automatically.

Allow all notifications

Email☐

Push☒

Notifications

Platform

Colleague Invites

Email☐

Push☒

Supporter Invite

☒

Notification Settings

Close

Get updates that help you stay on track. You can always come back here to change your preferences. Your notification preferences are saved automatically.

My Care Checklist

Push, Email

>

Challenges

Push only

>

Wellbeing

Push only

>

Surveys

Off

>

Invites

Push, Email

>

Rewards

Push, Email

>

Notification Settings

Close

Get updates that help you stay on track. You can always come back here to change your preferences. Your notification preferences are saved automatically.

Onboarding

Push, Email

>

Health Reminders

Push only

>

My Programs

Push only

>

Social Features

Off

>

Promotional

Email

>

Some emails can't be unsubscribed from, such as, password reset emails. You may still get these

I shared the explorations early deliberately before high fidelity to catch misalignments before they became expensive to fix. (Early feedback meeting)

Technical PM– Technical requirements

Lead PM– Product requirements

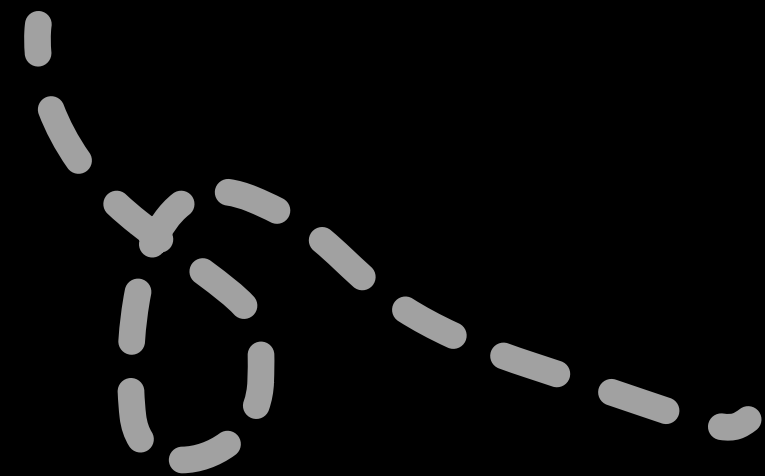


Lead designer/ DS manager– Groove DS feasibility

Sr UX Designer– UX guidelines/ interactions

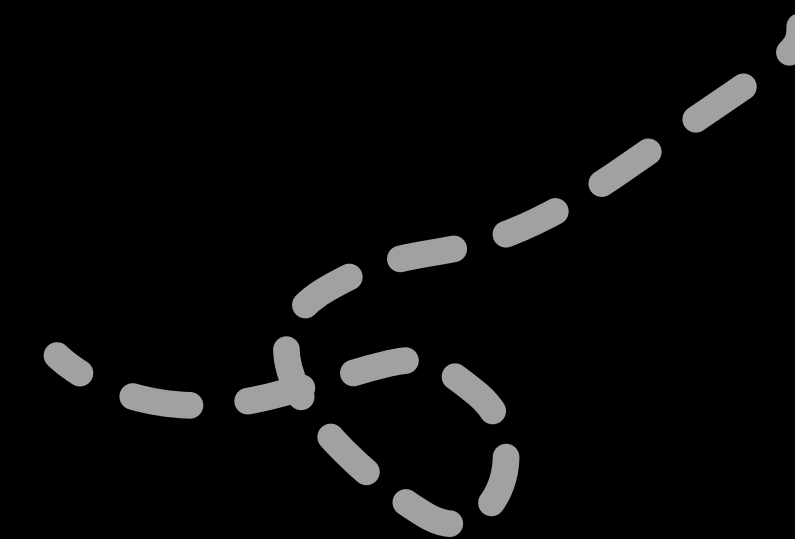
Collective feedback received...

"These designs feel overwhelming and seems like too many steps are involved..." (Lead PM)



"Still multiple clicks involved, the goal is to simplify.." (Sr UX Designer)

"We will not be able to implement a two column layout for web because our design system does not support it.." (Lead UX designer)

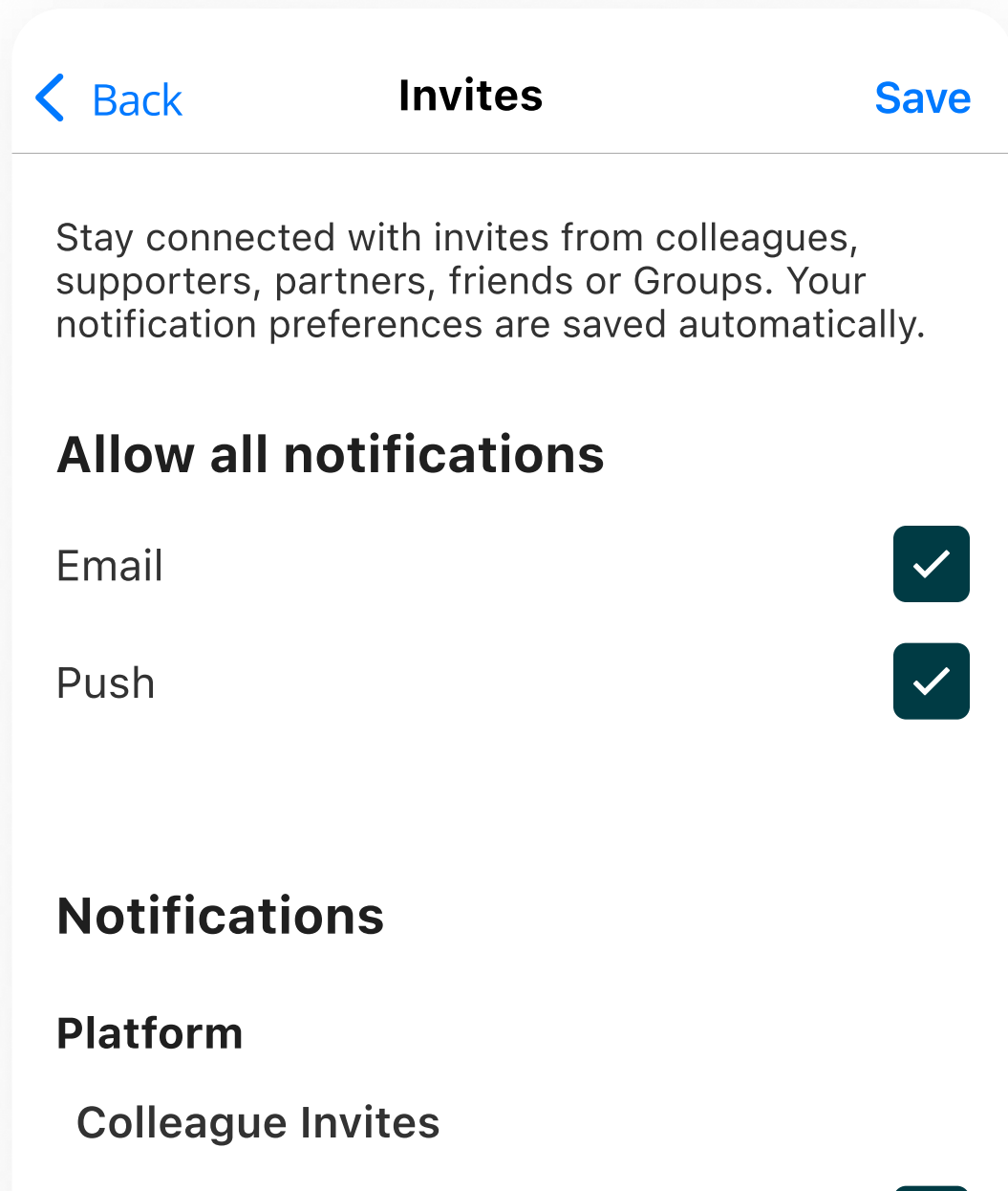


The pivot

Two pieces of feedback changed everything.

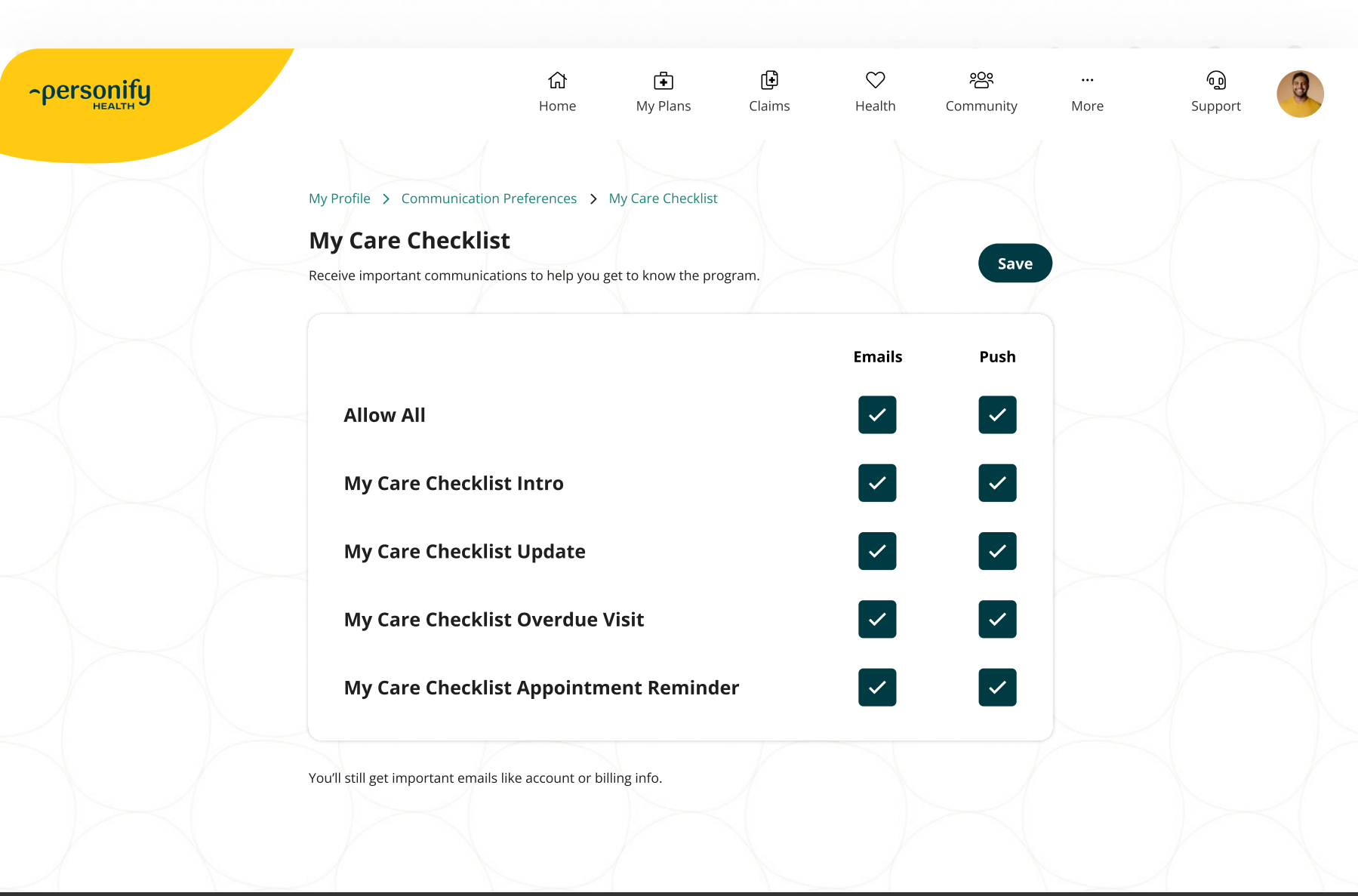
Technical PM

flagged that a global save at the top meant members would scroll through dozens of preferences and likely forget to save, creating frustration at the very last step.



Design Lead

pointed out that a two-column layout for Web looked clean, but Groove didn't support it. The alternative stacking them vertically meant more scrolling, more effort, more time.



We were stuck between two imperfect options. So I pitched ideas to solve both.

We pulled in engineering to validate whether toggles could be implemented. We got the green signal and I moved straight into the second round of explorations.



Toggles instead of checkboxes–native mobile patterns

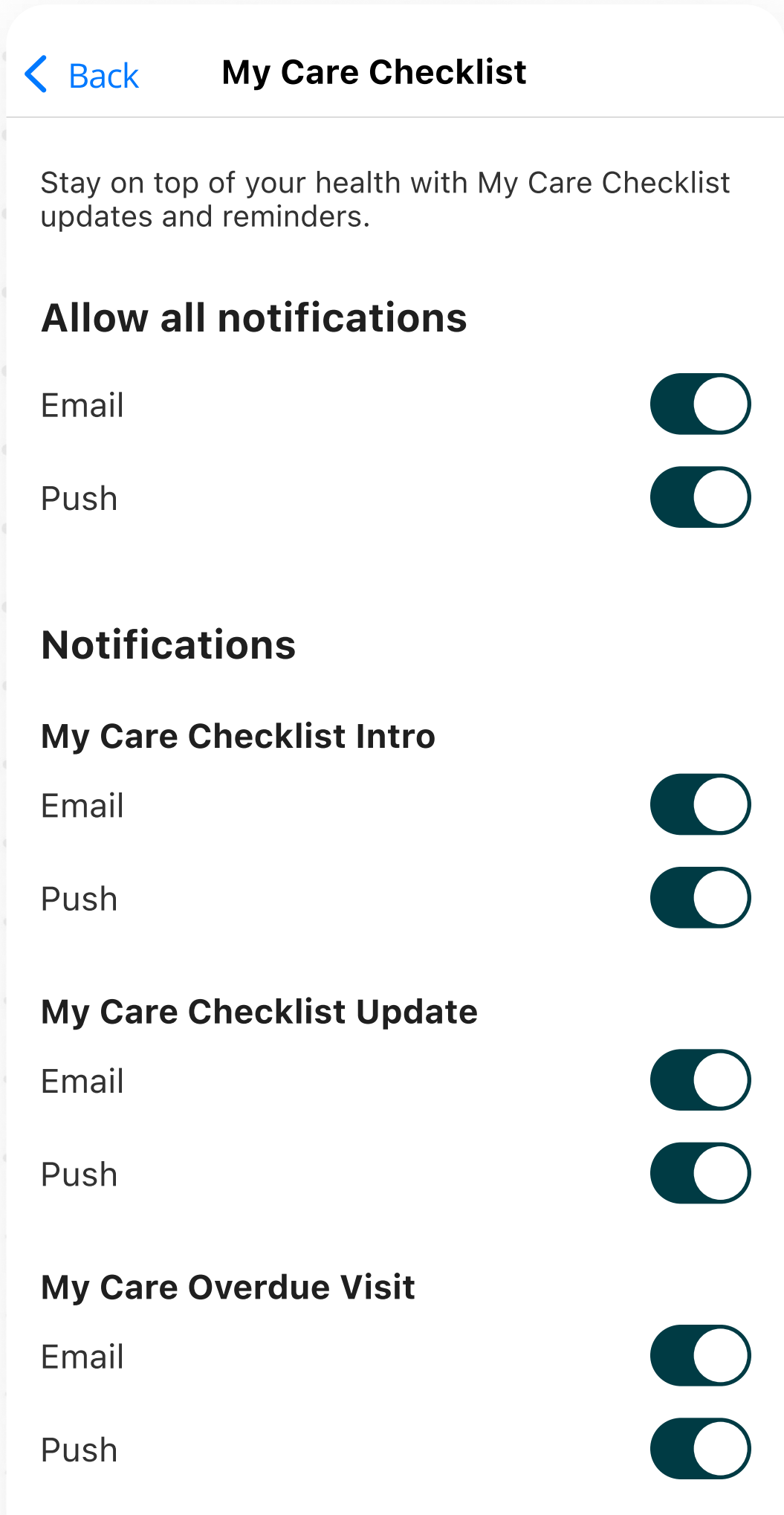
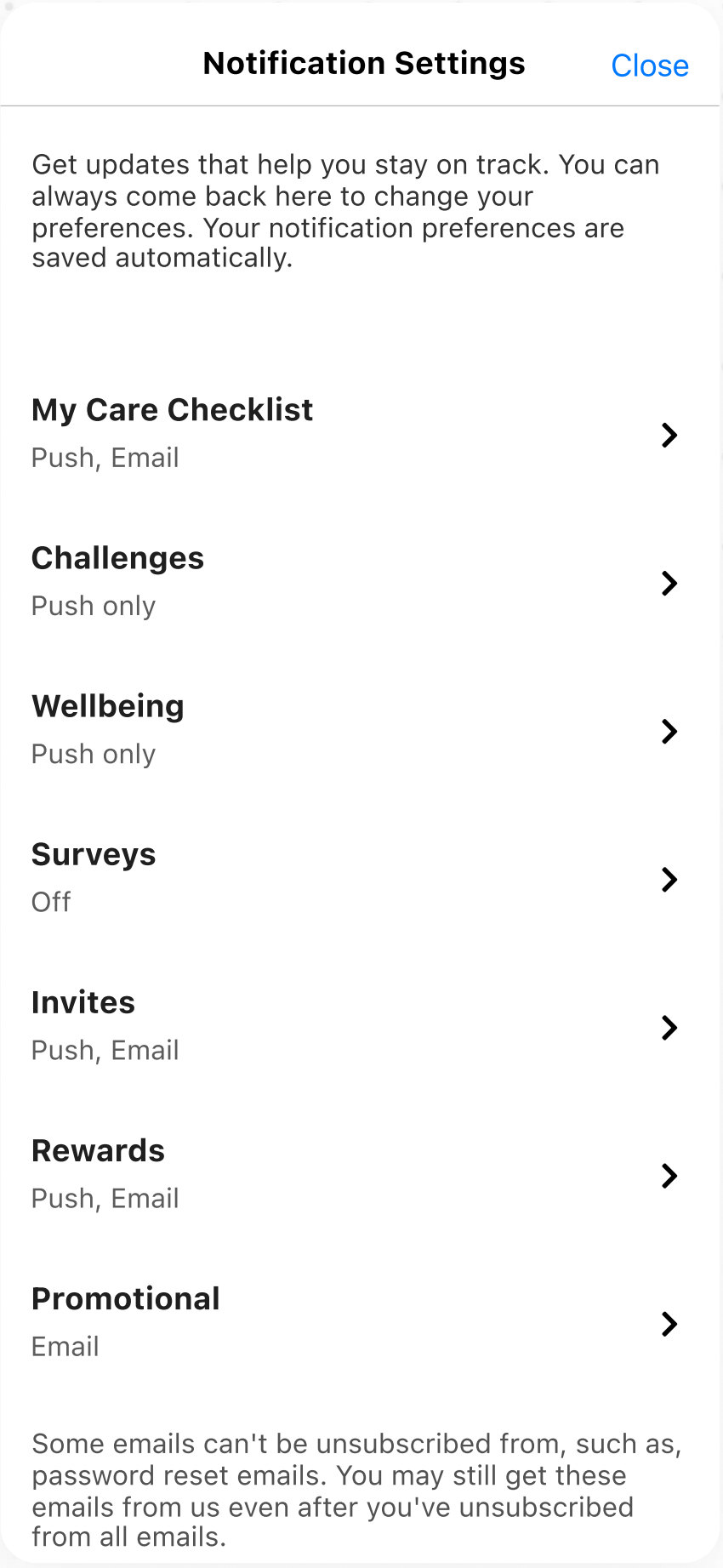
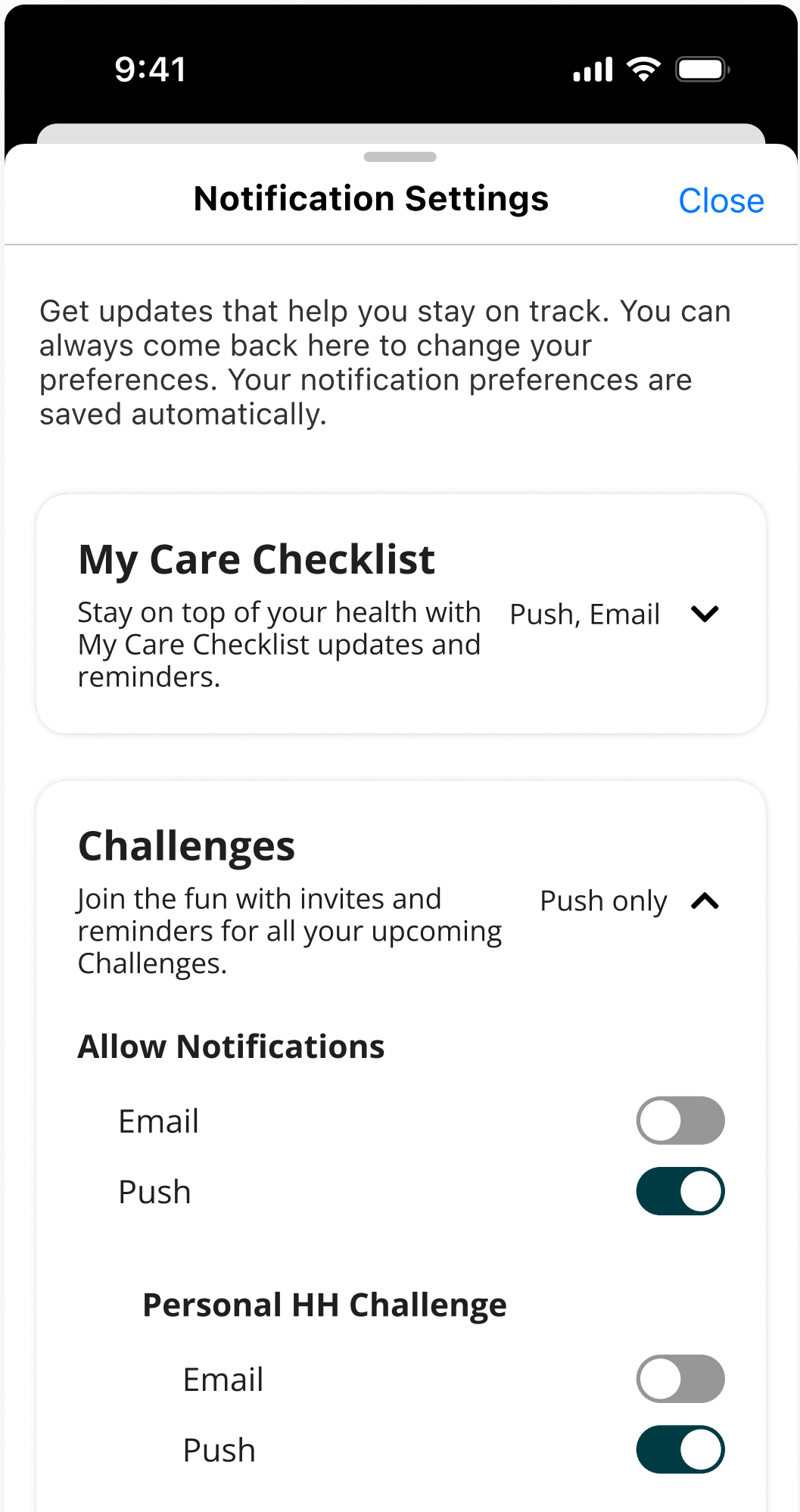
Auto–save on toggle removes the save button entirely eliminating cognitive overload and the risk of lost changes

Accordions to manage scroll– new component?

Collapsible sections reveal only what's relevant solving the excessive scrolling problem without needing a two–column layout.

explorations continued

Exploring toggles and accordions across mobile and web.



design system contribution

Updating existing accordion components.

Accordion I designed was not only different from what existed in Groove, but better. The existing component was outdated. This became an opportunity to contribute an updated accordion component back into the design system.

Old component

My Care Checklist

Stay on top of your health with My Care Checklist updates and reminders.

View More



New component

Heading

Insert relevant description here.

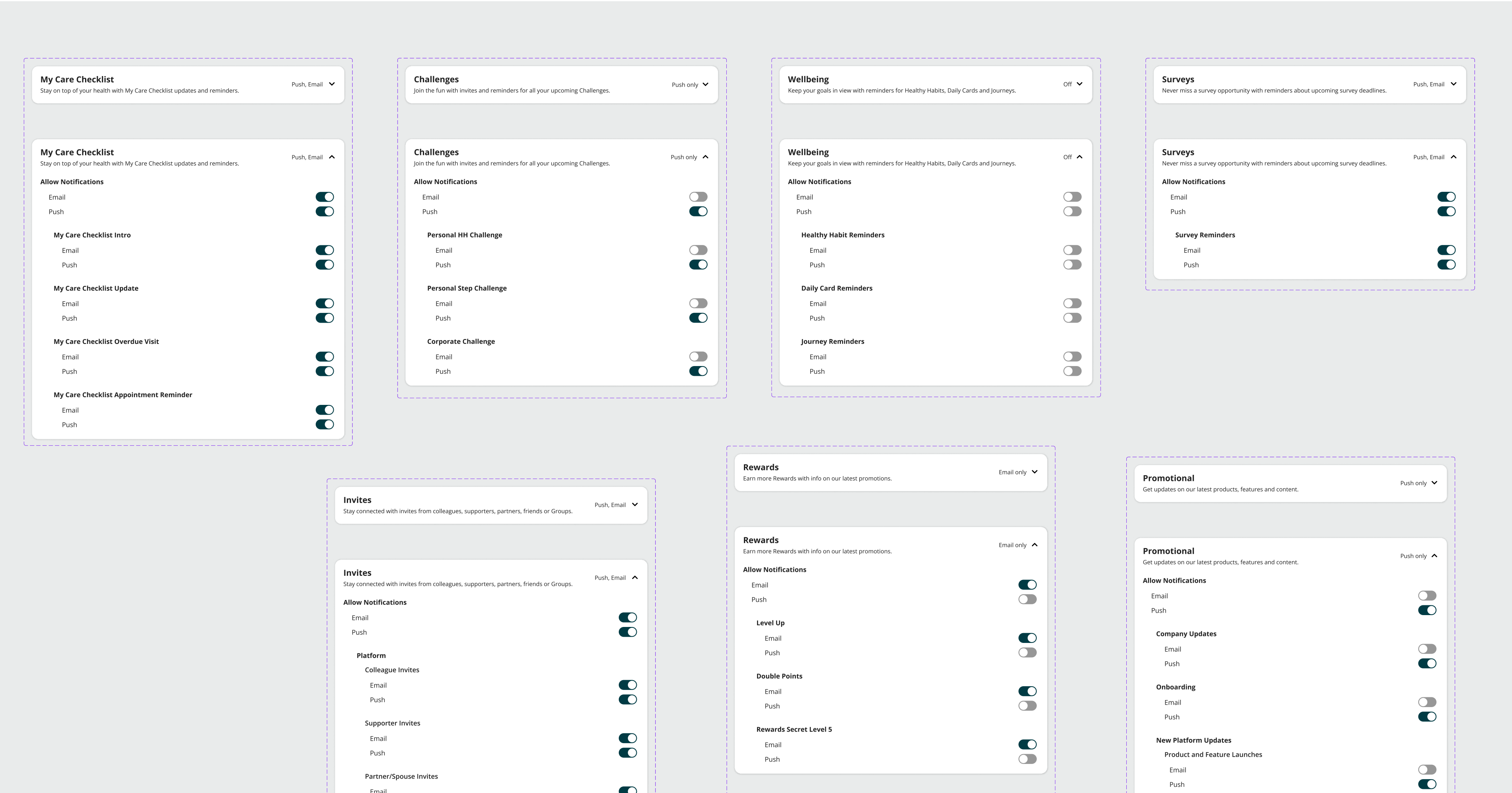
View More



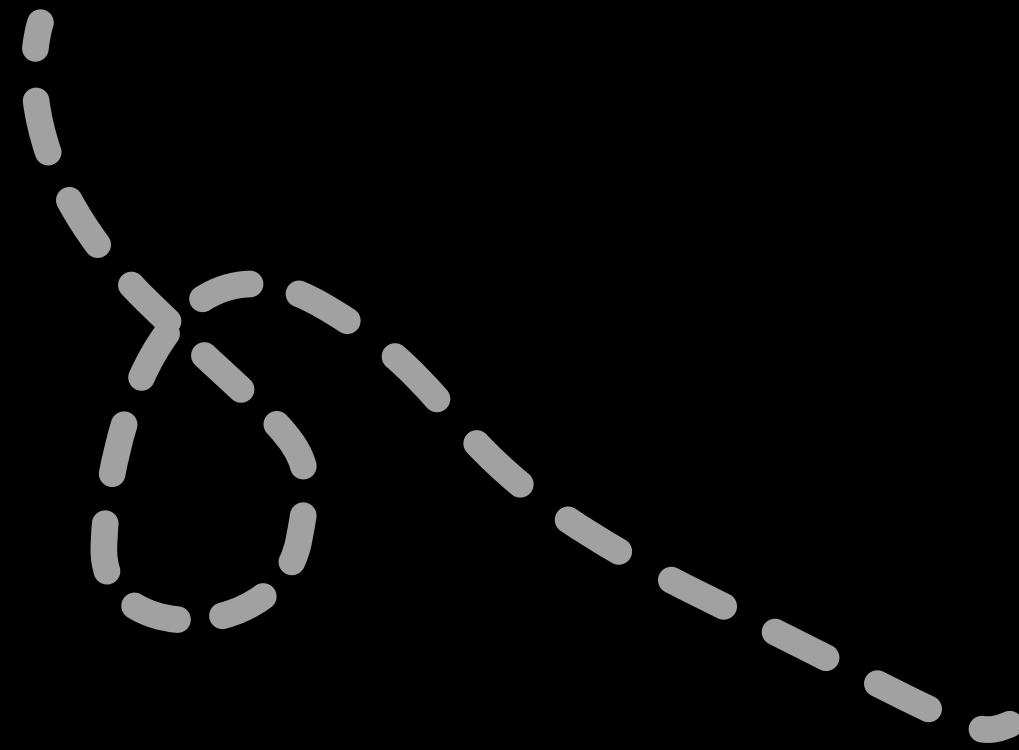
design system contribution

New accordion components (adopted into Groove)

Component specs included both web and mobile breakpoints, adopted into Groove for cross-platform use.



I presented the toggle and accordion explorations to the full cross-functional team including Engineering.



After leadership signal—checked the designs, one question remained:

Would accordions hold up across both platforms or would mobile and web need different patterns?

Usability testing

I collaborated with our Senior UX Researcher to run two rounds of usability testing on UserTesting.com.

Round 1

Mobile testing

- 15 participants
- Tested: 2-click flow vs. accordions
- Recorded: Screen + reactions+ feedback + comments

Web testing

- 10 participants
- Tested: 2-click flow vs. accordions
- Recorded: Screen + reactions+ feedback + comments

Round 2

Mobile testing

- 12 participants
- Tested: Variation A vs. Variation B
- Recorded: Screen + reactions+ feedback + comments

Testing results

On mobile, the *2-click flow* outperformed accordions.

What worked on web didn't translate to mobile. Members' behavior on small screens was fundamentally different. This pattern aligned with native iOS navigation and Material Design list patterns.

Key Observations

Accordions broke scannability on small screens.

Once one section opened, it pushed everything else down. Members couldn't glance across categories to compare.

Expanded sections became overwhelming fast.

In a mobile accordion, a single expanded section filled the whole screen, adding visual clutter and cognitive load.

Navigation friction compounded.

Members updating multiple categories had to repeatedly expand, collapse, and scroll.

Testing results

On web, *accordions* outperformed the 2-click flow.

With more horizontal real estate and a scrollable single-page view, accordions helped organize a long settings page without overwhelming members.

Key Observations

Accordions brought structure to long pages.

A single scrollable view with collapsible sections made a dense settings page feel organized rather than overwhelming.

Visual clutter dropped without losing context.

Members could keep everything on one page while still controlling what they saw at any moment.

Findability improved.

Scanning accordion headers let members jump to any category faster than drilling into separate screens.

Usability testing

With the design decided per platform, the final question was: how should notifications be categorized?

We ran a second round of usability testing with 12 participants, comparing both variations. Members found it easier to locate notifications when they mapped to familiar platform features they already used daily rather than abstract themes.

Featured based



Notification SettingsClose

Get updates that help you stay on track. You can always come back here to change your preferences. Your notification preferences are saved automatically.

My Care Checklist

Push, Email

>

Challenges

Push only

>

Wellbeing

Push only

>

Surveys

Off

>

Invites

Push, Email

>

Broad theme based

Notification SettingsClose

Get updates that help you stay on track. You can always come back here to change your preferences. Your notification preferences are saved automatically.

Onboarding

Push, Email

>

Health Reminders

Push only

>

My Programs

Push only

>

Social Features

Off

>

Promotional

Email

>

< Back

My Care Checklist

Stay on top of your health with My Care Checklist updates and reminders.

Allow all notifications

Email

Push

Notifications

My Care Checklist Intro

Email

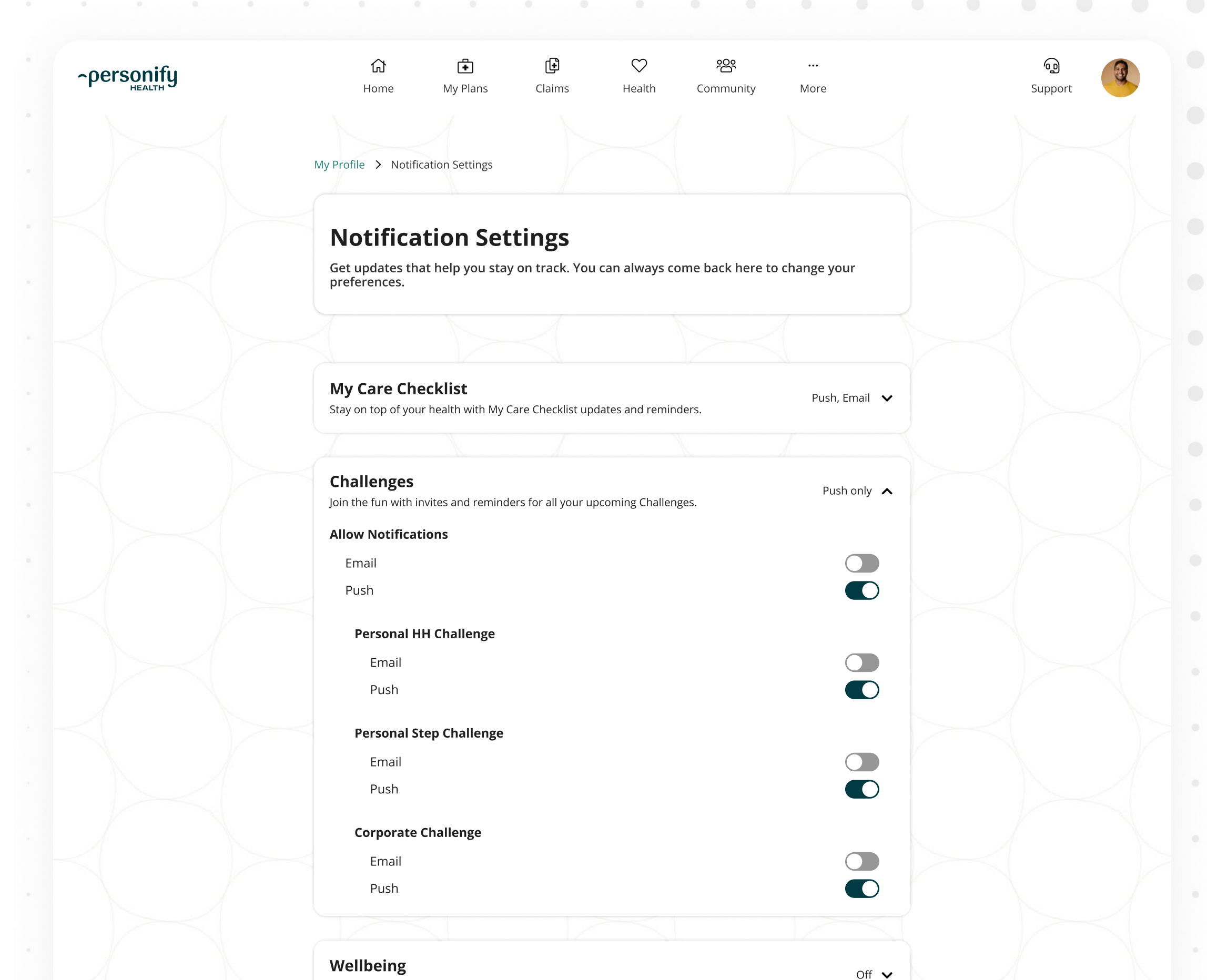
Push

My Care Checklist Update

Email

Testing results

Task completion time improved by ~29% measured by comparing task timing on old vs. new designs during testing sessions.



Handoff and Accessibility check

I prepared specs for engineering and pressure-tested every design against accessibility standards during refinement meetings, before handoff.

Specs for Engineering

- Redlines
- Spacing/Padding tokens
- Text/Color tokens
- Interaction states
- Edge cases
- Error states

Mobile specific

- iOS native patterns/components
- 44 pt/dp tap targets
- Material design components

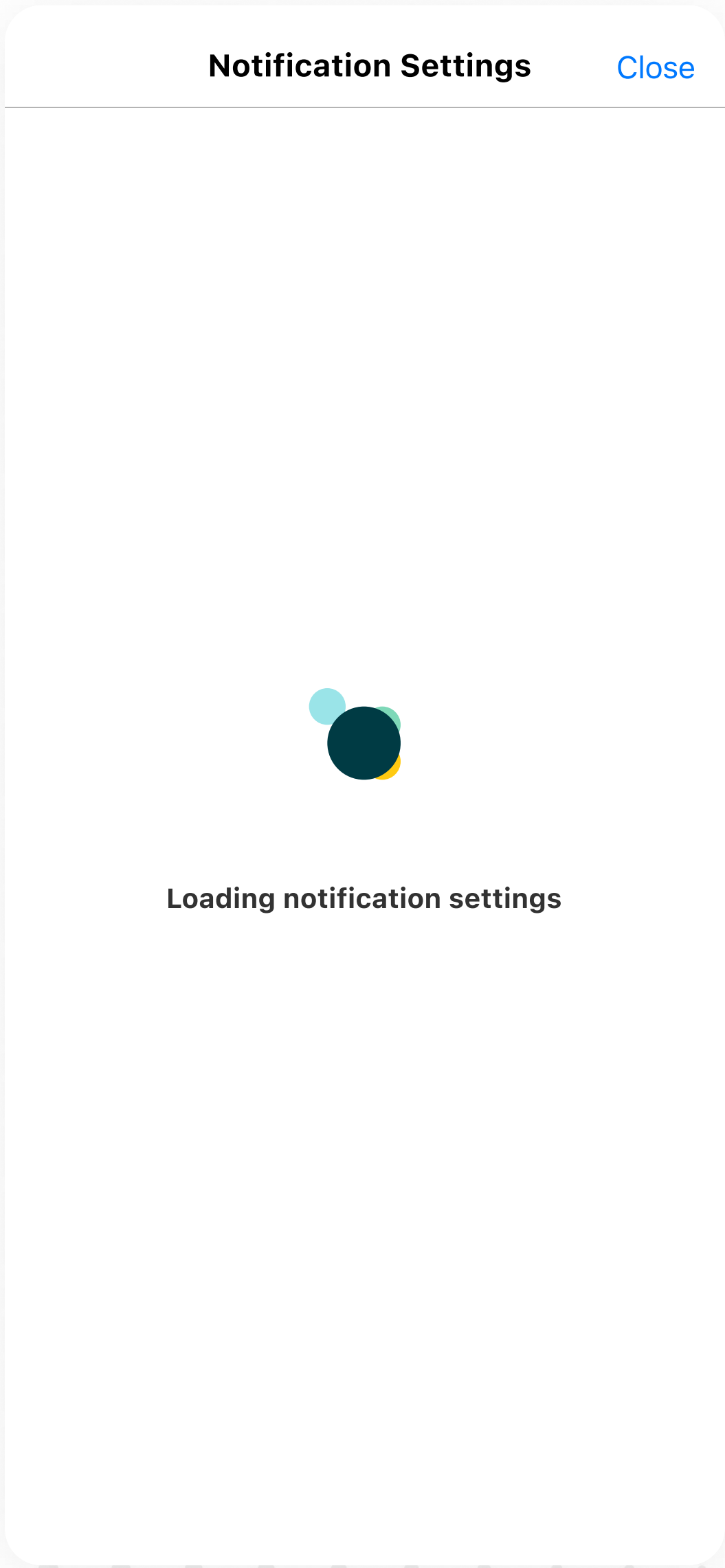
Web specific

- Responsive breakpoints

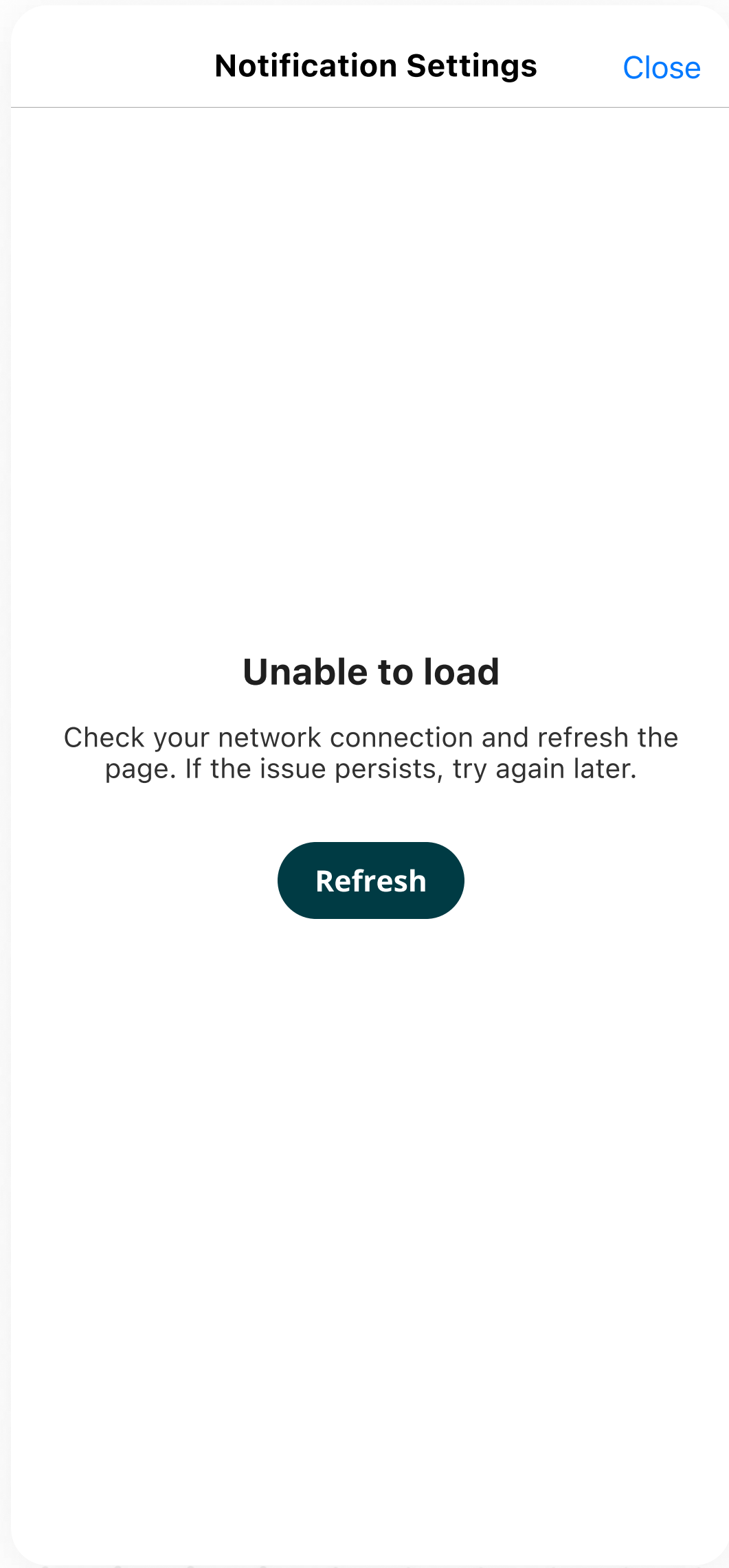
Accessibility check with engineering

- WCAG 2.1 AA validated
- Color contrast (4.5:1 body, 3:1 UI)
- Semantic headings + landmarks

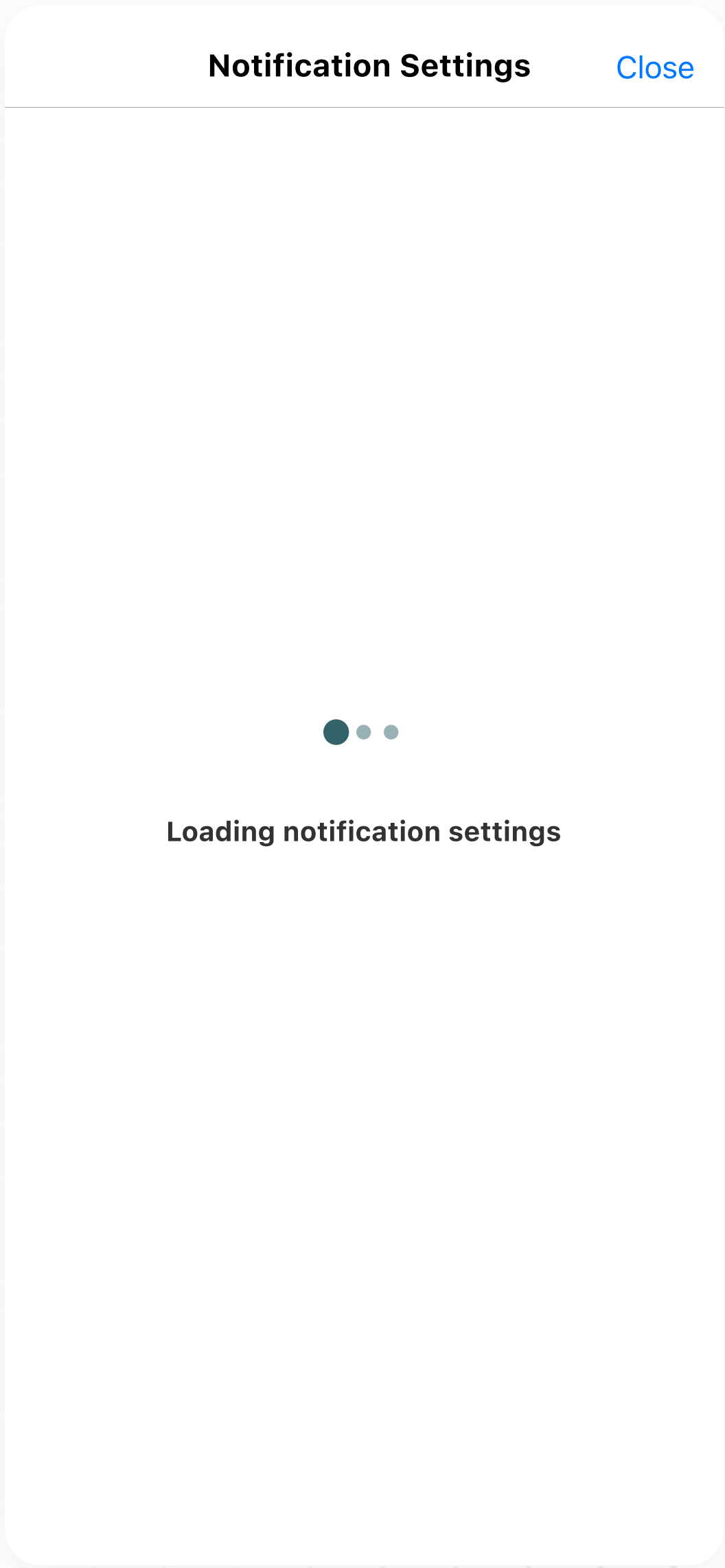
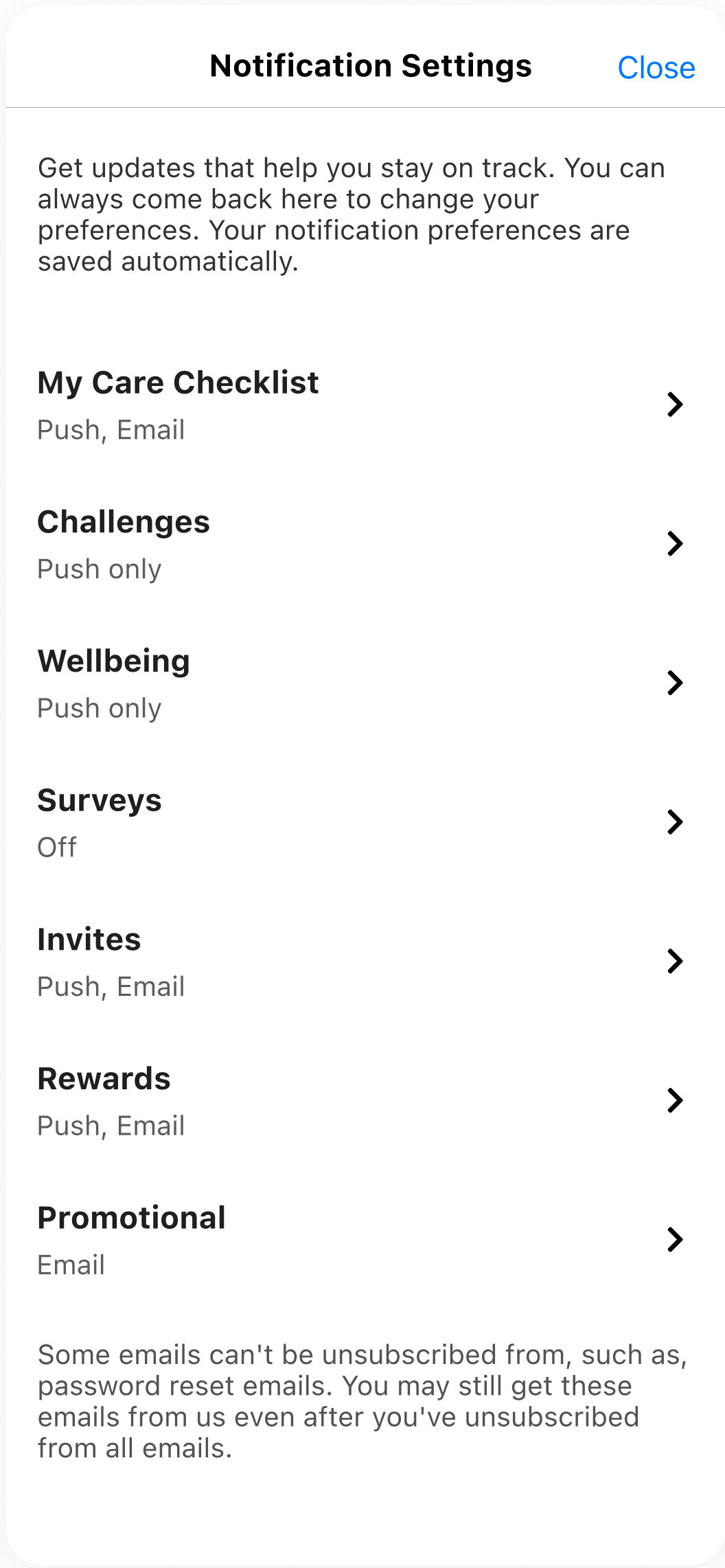
Skeleton loading state



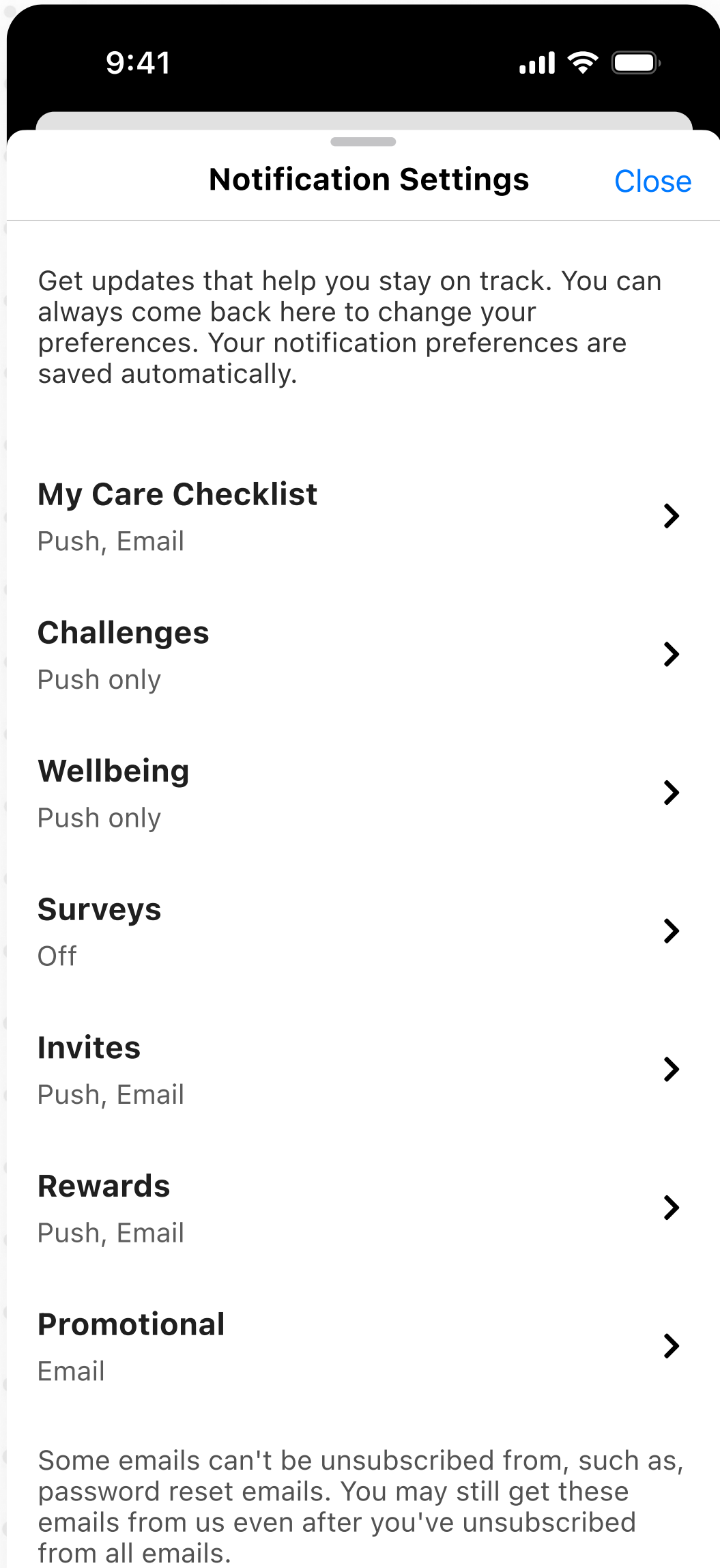
Error state with clear recovery



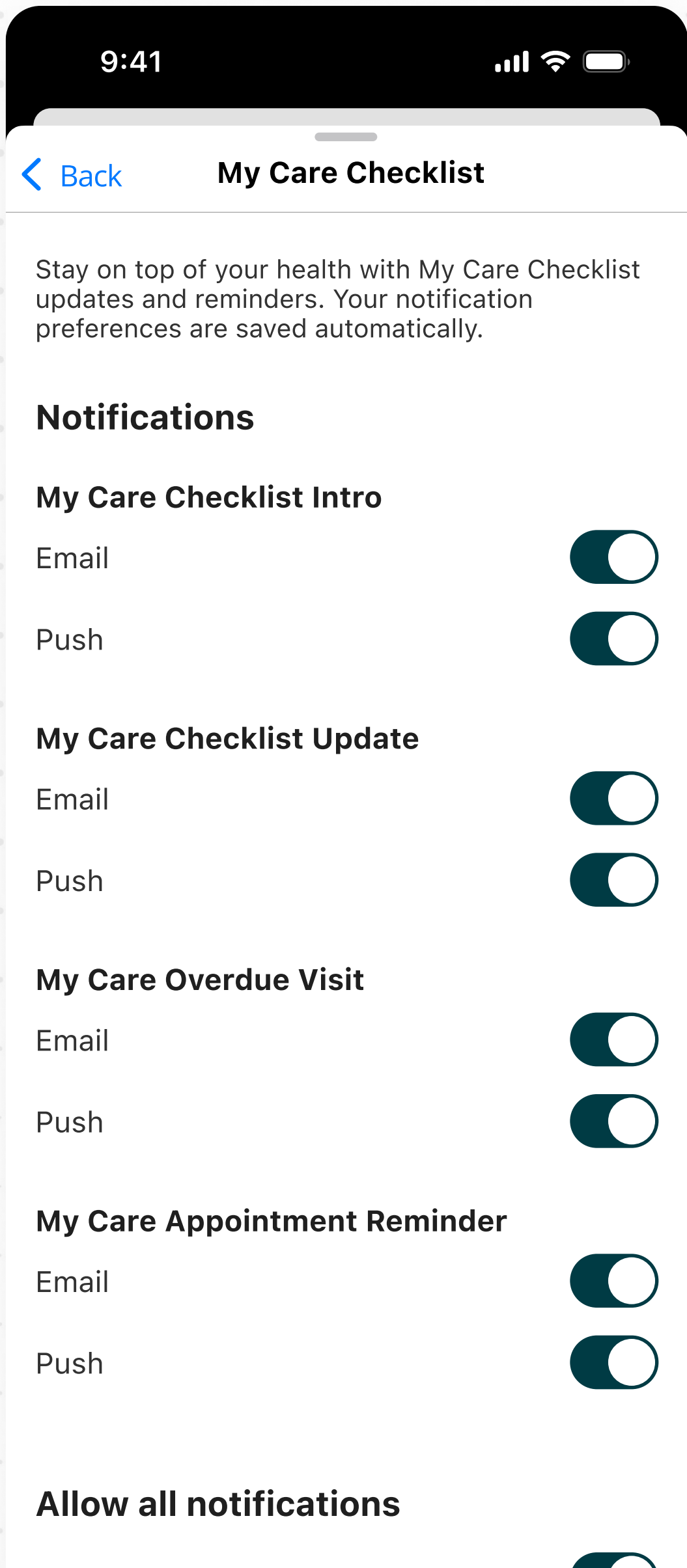
iOS system navigation buttons



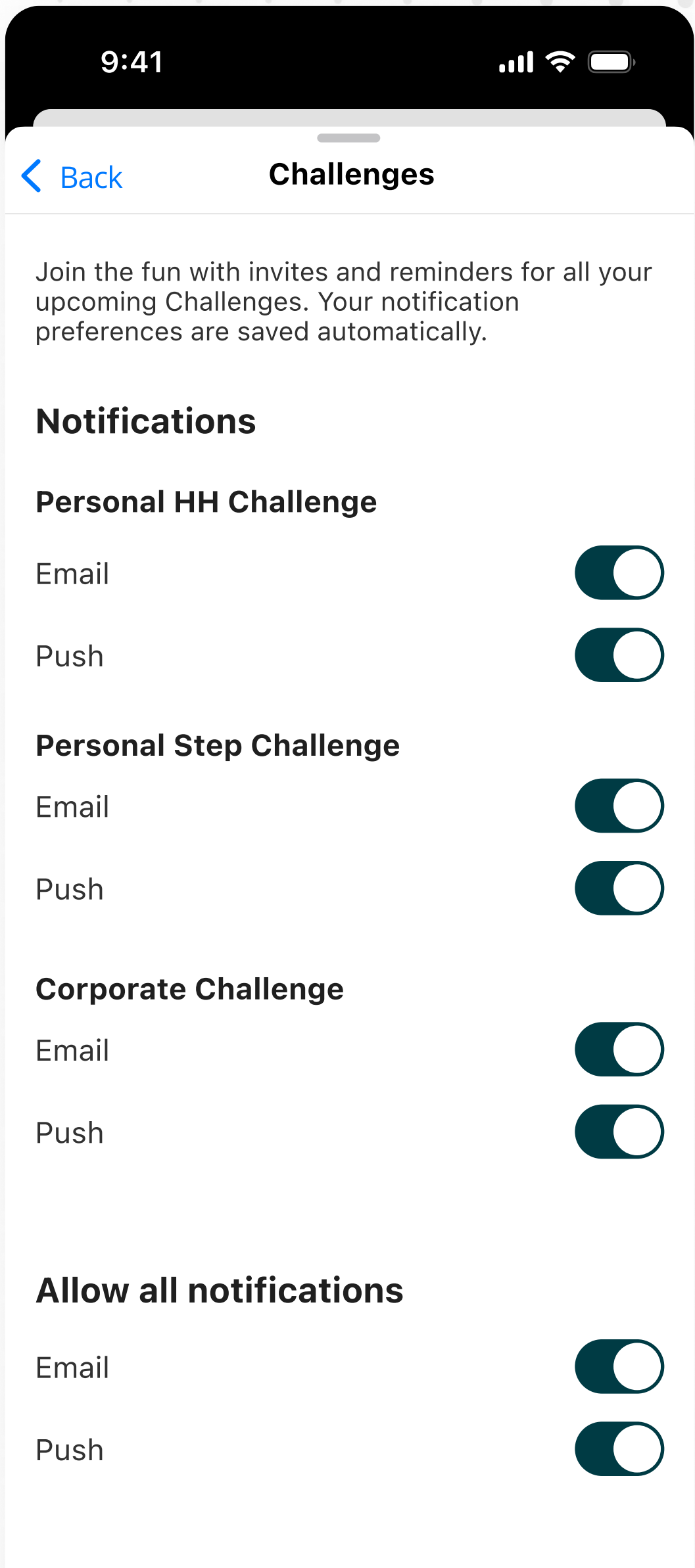
Notifications summary

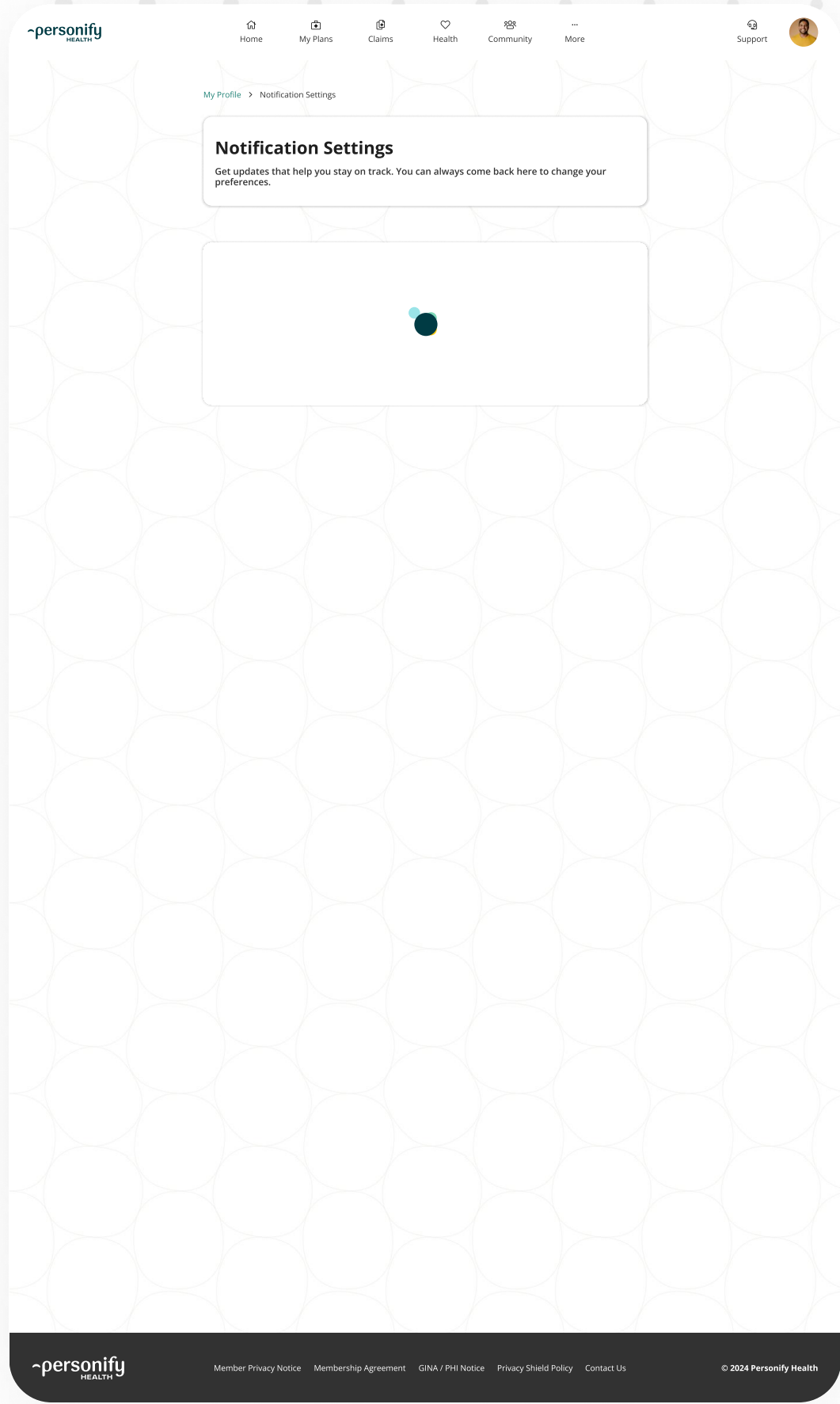


Auto-save to reduce cognitive load

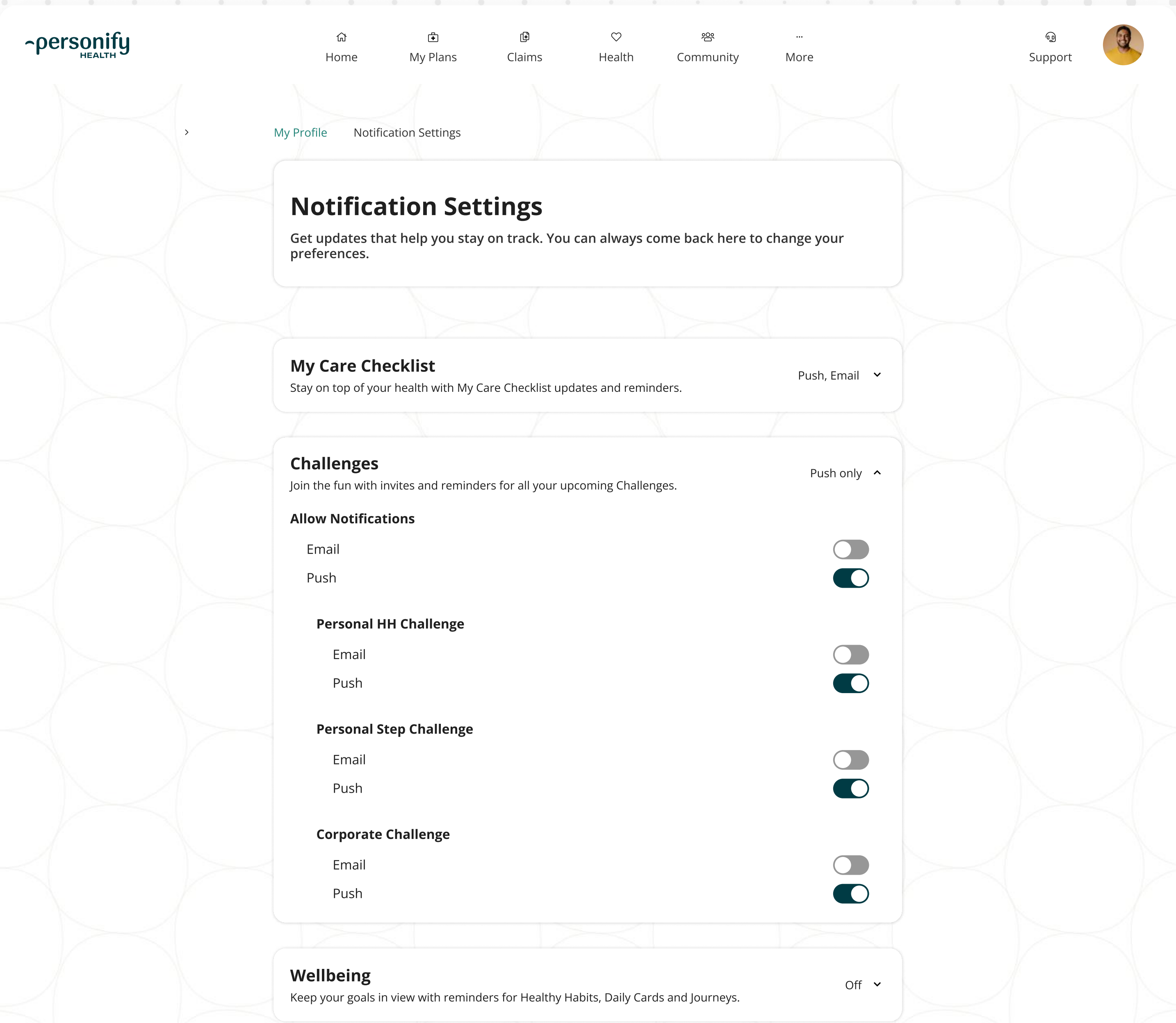


Bottom sheet for quick navigation





Loading state



Key learnings & outcomes

Collaboration *creates* better experiences.

Key learnings

Constraints are design opportunities

Groove's limitations pushed me toward native mobile patterns that members already knew.

Mobile & web aren't the same canvas

The 2-click flow won on mobile, accordions won on web. Designing for the medium beats forcing one pattern.

Collaborate early, align often

Bringing engineering and design leads in before high fidelity caught misalignments before they became expensive to fix.

Design systems are living, not static

Contributing to Groove taught me that using a design system is only half the job and evolving it is the other half.