

KeepMake

KeepMake Homepage Review & UX Recommendations

THE CORE PROBLEM

- **KeepMake is emotional but unclear**
- **Users don't understand what to do**
- **Trust is not visible early enough**

**I FOCUSED ON 3 THINGS: CLARITY,
GUIDANCE, AND TRUST.**

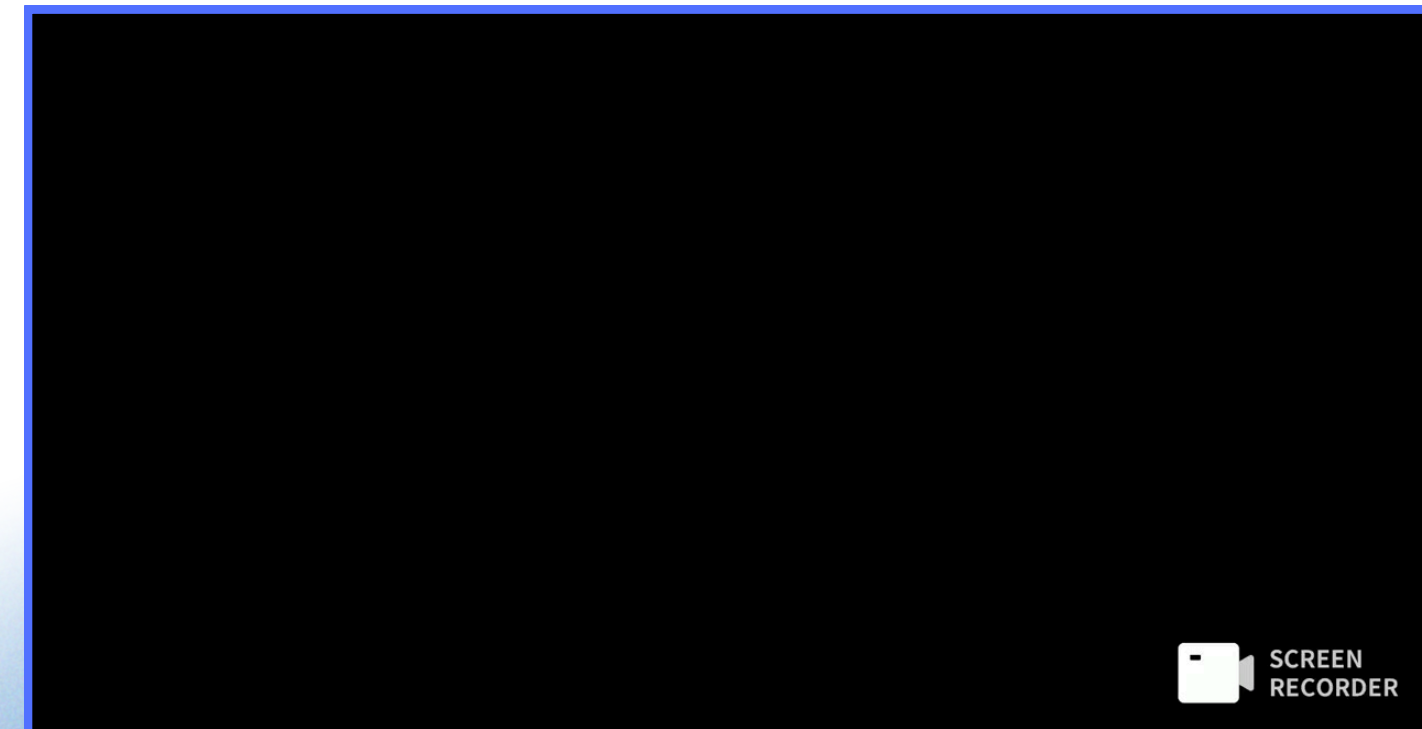
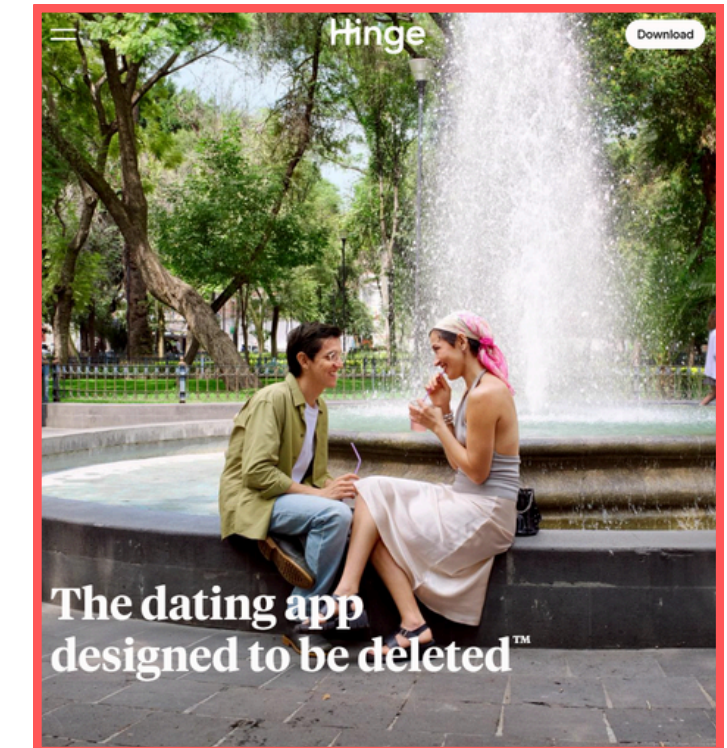
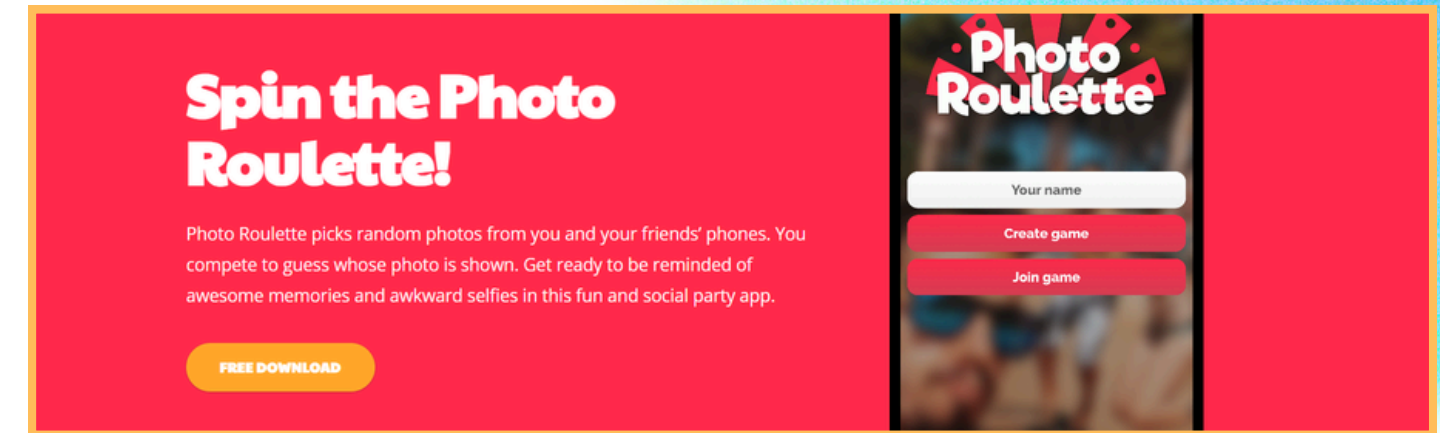
ISSUES AND SOLUTIONS

Clarity and Guidance

- *Users cannot understand KeepMake within 5 seconds, which blocks signups*
- *No clear mental model*
- *Users don't know what kind of content belongs*

Suggestions

- *Stronger, clearer headline*
- *Direct explanation of what the product does*
- *Replace hero section with:*
 - *1-line value prop*
 - *3-step 'How it works'*
 - *Example memory preview*



TRUST AND PRIVACY

Problem:

- Privacy exists, but not emphasized enough

Insight:

- This product deals with very personal content

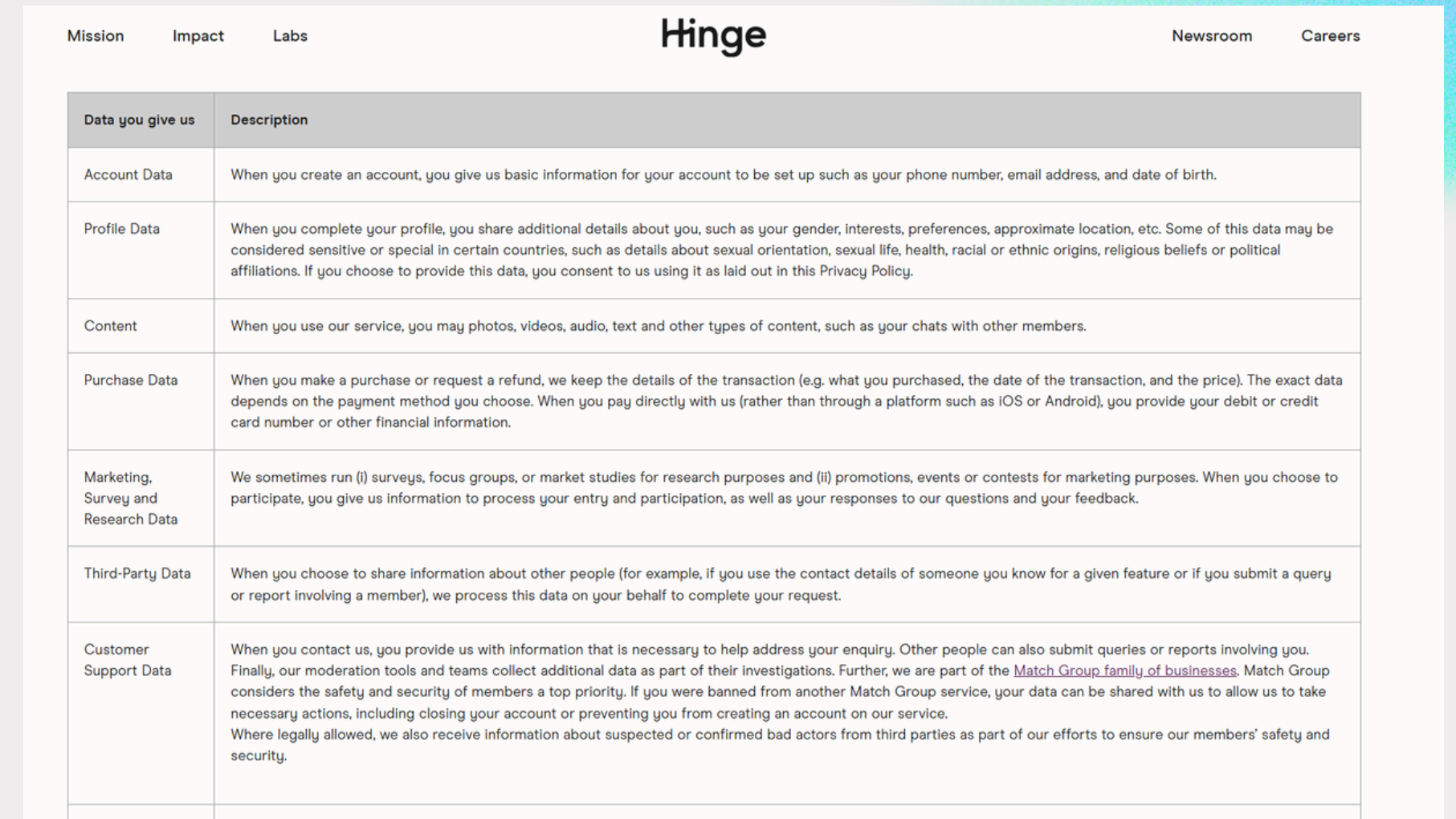
Recommendation:

- Make privacy visible immediately
- Simplify privacy language
- Add control features

“Private by default toggle”

“Who can see this?” selector on every post

“Your memories are yours” banner



Mission Impact Labs **Hinge** Newsroom Careers

Data you give us	Description
Account Data	When you create an account, you give us basic information for your account to be set up such as your phone number, email address, and date of birth.
Profile Data	When you complete your profile, you share additional details about you, such as your gender, interests, preferences, approximate location, etc. Some of this data may be considered sensitive or special in certain countries, such as details about sexual orientation, sexual life, health, racial or ethnic origins, religious beliefs or political affiliations. If you choose to provide this data, you consent to us using it as laid out in this Privacy Policy.
Content	When you use our service, you may photos, videos, audio, text and other types of content, such as your chats with other members.
Purchase Data	When you make a purchase or request a refund, we keep the details of the transaction (e.g. what you purchased, the date of the transaction, and the price). The exact data depends on the payment method you choose. When you pay directly with us (rather than through a platform such as iOS or Android), you provide your debit or credit card number or other financial information.
Marketing, Survey and Research Data	We sometimes run (i) surveys, focus groups, or market studies for research purposes and (ii) promotions, events or contests for marketing purposes. When you choose to participate, you give us information to process your entry and participation, as well as your responses to our questions and your feedback.
Third-Party Data	When you choose to share information about other people (for example, if you use the contact details of someone you know for a given feature or if you submit a query or report involving a member), we process this data on your behalf to complete your request.
Customer Support Data	When you contact us, you provide us with information that is necessary to help address your enquiry. Other people can also submit queries or reports involving you. Finally, our moderation tools and teams collect additional data as part of their investigations. Further, we are part of the Match Group family of businesses . Match Group considers the safety and security of members a top priority. If you were banned from another Match Group service, your data can be shared with us to allow us to take necessary actions, including closing your account or preventing you from creating an account on our service. Where legally allowed, we also receive information about suspected or confirmed bad actors from third parties as part of our efforts to ensure our members' safety and security.

<https://www.figma.com/make/ed66B0SnRdqd0pw189HaGb/Privacy-Policy-Section-Design?p=f&t=TOh3hTGj9UIG25yl-0&fullscreen=1>

FAQs

Placement:

- Directly on landing page (not hidden in footer)
- Also accessible in main navigation

Questions to Include:

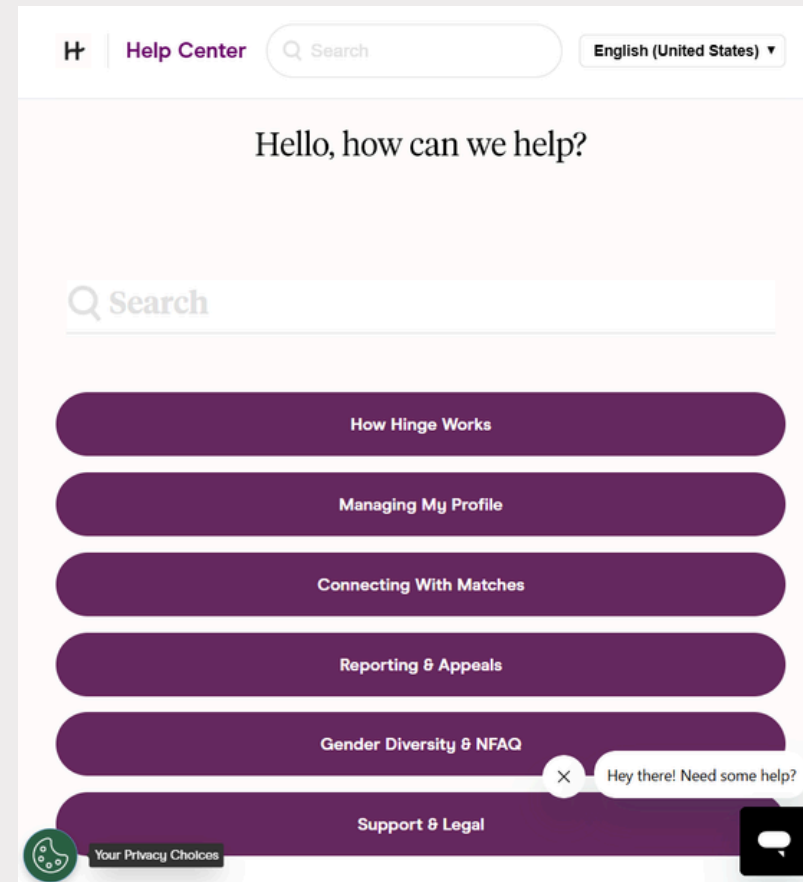
- “Is this private?”
- “Who can see my memories?”
- “Do I need to post anything?”
- “What happens to my data?”

Design:

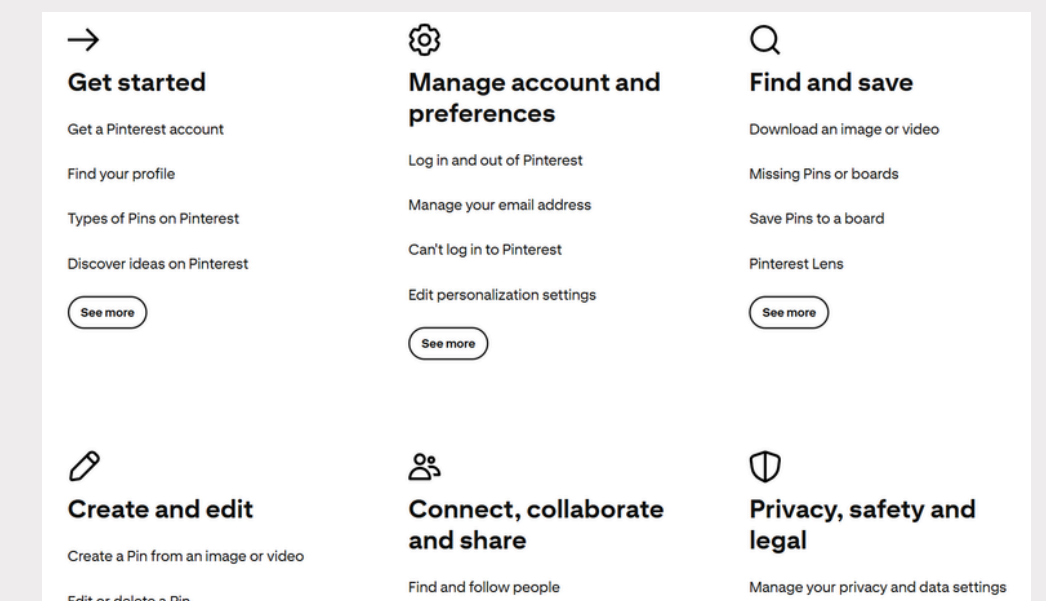
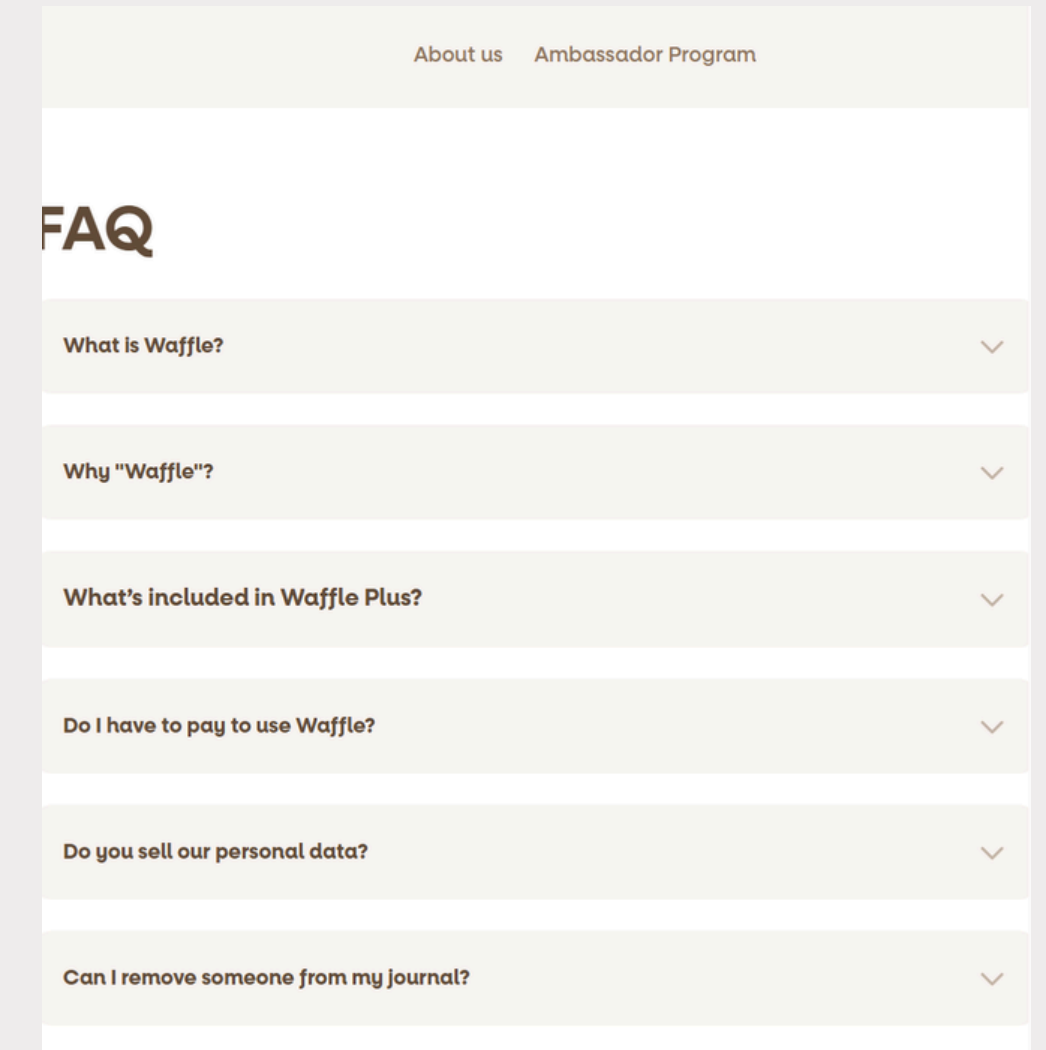
- Accordion dropdowns (clean, scannable)
- 1–2 sentence answers max
- Warm, conversational tone (not legal language)

KeepMake Takeaway:

- Start with emotion, then the story
- Design for consistency, not intensity



<https://www.figma.com/make/FPm2QVNT05x1AKaBdRHpTW/MOCKUP?t=XbMdF4tIluz9dWco-0&fullscreen=1>



MINOR SUGGESTIONS

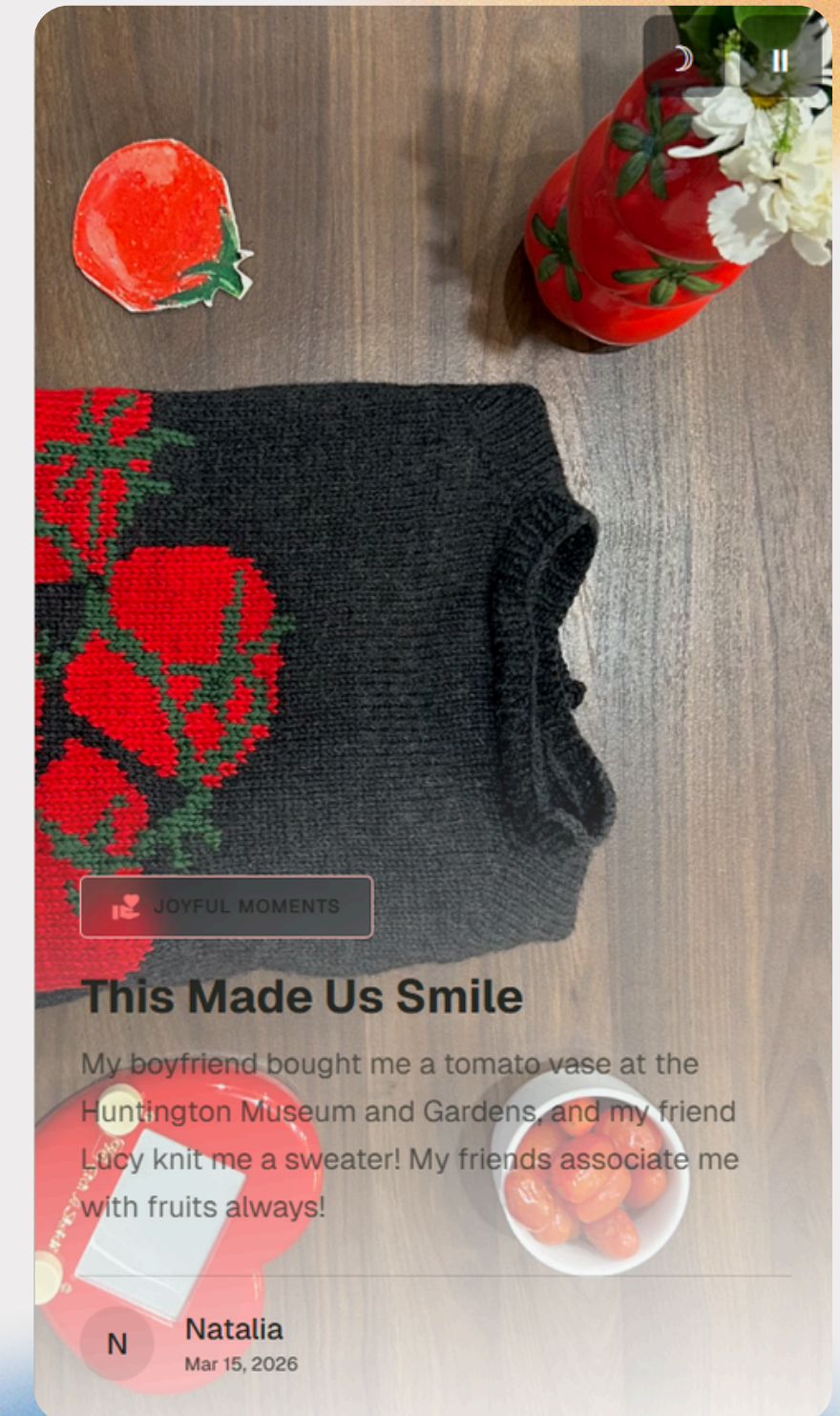
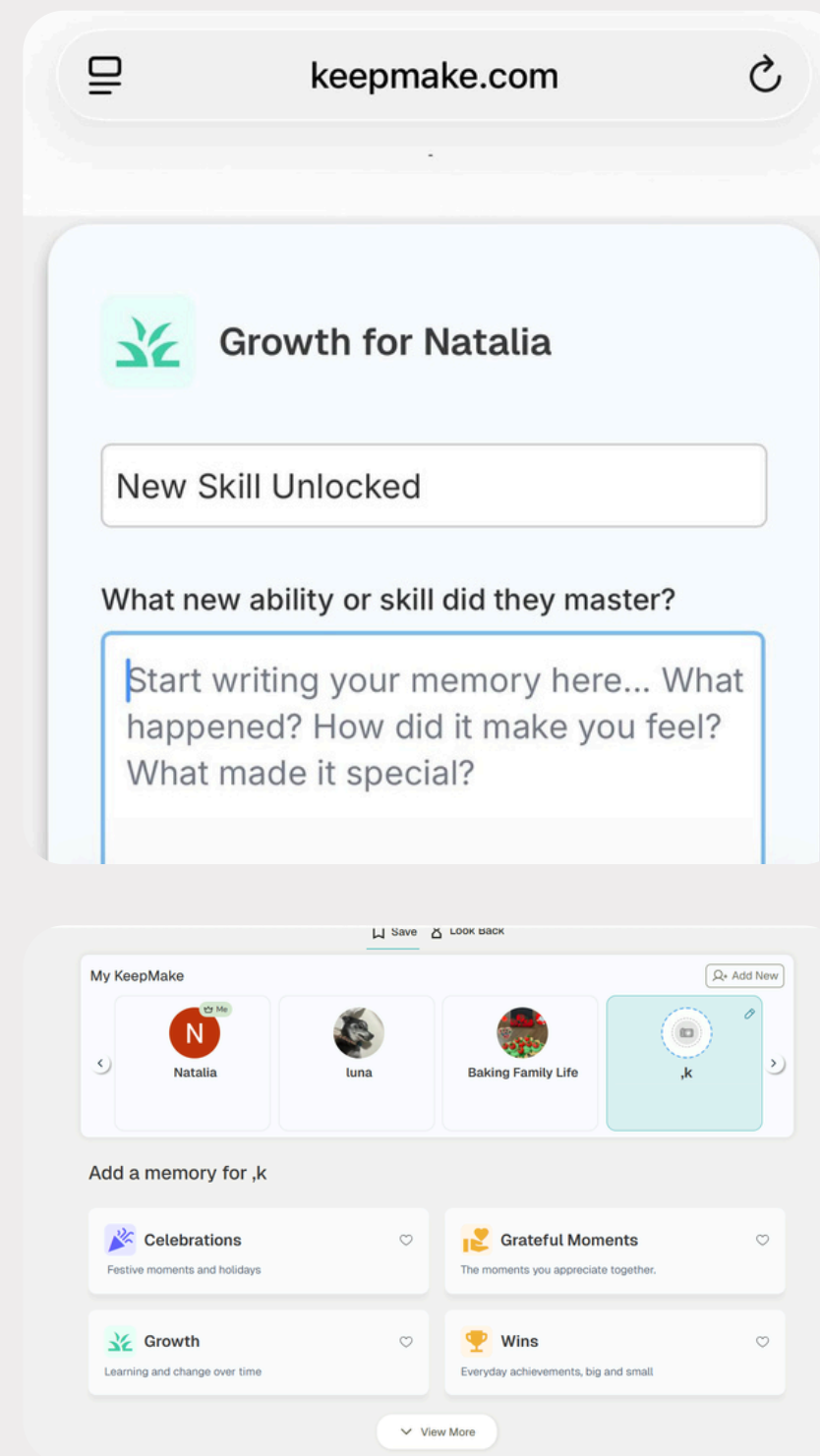
“What new ability or skill did *they* master?”

- This is my profile

Legibility of recap

- Keep the front color of light mode, but change it to the dark mode colors when opening the memories

Ability to delete profiles



IDEA 1: ANECDOTE CAROUSEL

Concept:

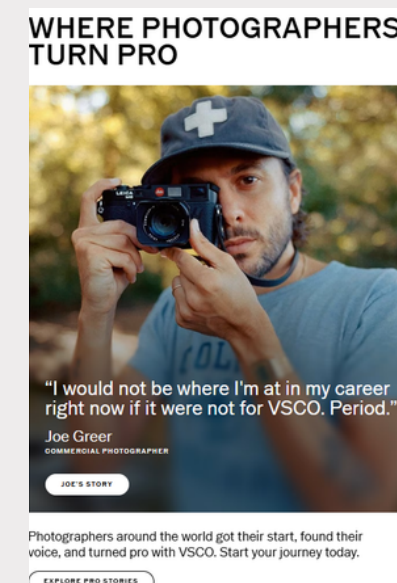
- Show real, everyday examples of memories

Why it matters:

- Reduces pressure
- Makes product feel relatable
- Helps users understand instantly

Swipe → 'This made us smile' → CTA: Add your own

Instead of telling users what to do, we show them.



KEEP EXPLORING



PHOTOGRAPHER STORIES

Piesie Agyemang-Nkansah on Color and VSCO Spaces

How a legal professional found photography and started building creative momentum through color, community, and VSCO Spaces.

LEARN MORE >



PHOTOGRAPHER STORIES

Daria Epiphanova on Community and Photography

Daria Epiphanova shares how VSCO Spaces led to real-world connections, film photography, and a creative community that extends beyond the platform.

LEARN MORE >

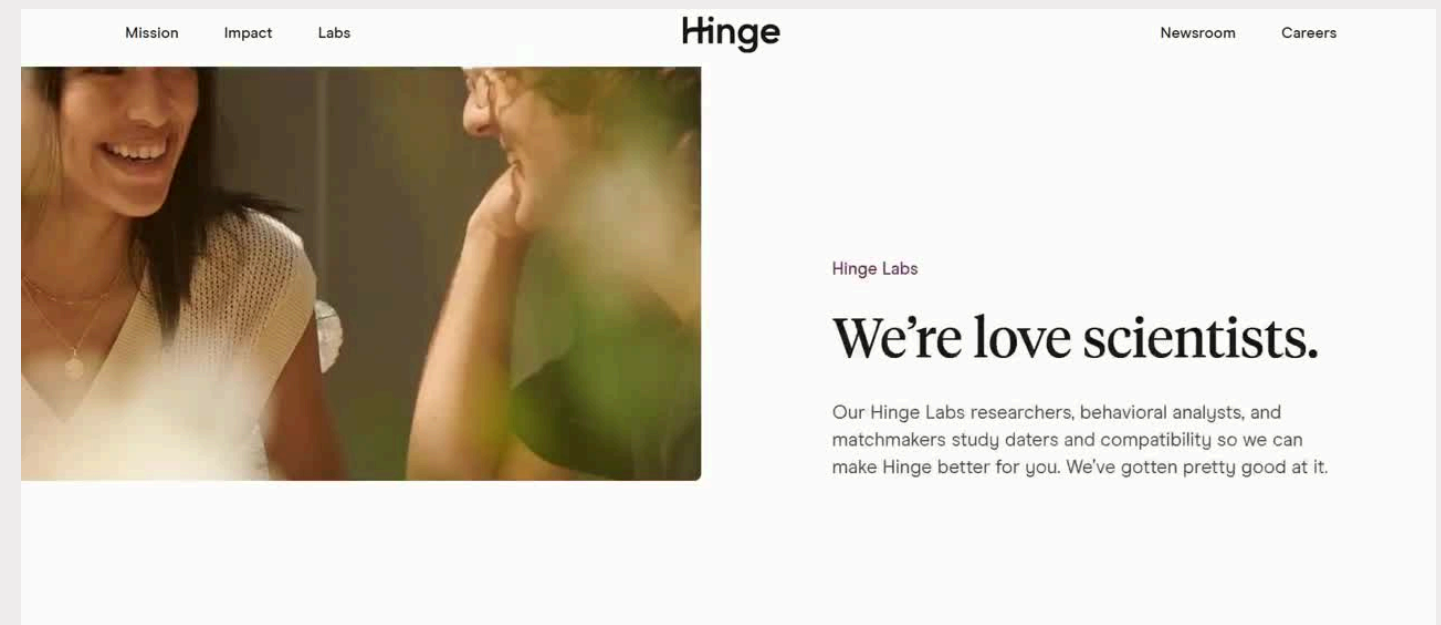


PHOTOGRAPHER STORIES

Luisa Aguiar on Creative Growth and VSCO Spaces

Luisa Aguiar shares how daily practice and VSCO Spaces feedback helped her grow as a photographer and get her work recognized, featured, and paid.

LEARN MORE >



PRIORITIES

Increase conversion from homepage to account creation

- Make the value clear within the first 5 seconds

Guide users (carousel + onboarding)

- Show real examples of everyday moments (carousel)
- Guide first actions after signup to reduce drop-off

Highlight privacy + trust

- Make privacy visible on the homepage
- Use simple, human language
- Reinforce user control over content

These changes will:

- Increase user understanding within the first 5 seconds
- Encourage first interaction (adding a memory)
- Build trust early to support long-term retention
- Make the UX easier

Thank You!
Questions?