willed

INDEPENDENT REVIEW

UI/UX review

Willed's new app, reviewed before launch and measured against the current live app as a baseline.

PREPARED FOR	Willed Pty Ltd
PREPARED BY	Ariel, Studio Ariel
DATE	November 2026
ENVIRONMENT	Development and live apps

Executive summary

The new app is a big step up. A handful of fixes stand between it and launch.

Willed v2 resolves most of what held v1 back. Help no longer looks like a warning, answer options don't compete, the floating chat that covered content on mobile is gone, and the journey from sign-up to a downloaded Will feels calmer, more polished and more premium. What remains is mostly consistency (modals stacked on modals, save actions, labels and button order) plus two small bugs that would hurt first impressions.

3 / 7	4 / 7	2	7
v1 themes fully fixed	improved, with work left	bugs to fix before launch	recommended designs

BEFORE LAUNCH

1. **Make the buttons consistent**
   Group, name and place actions the same way in every editor and on mobile.

2. **Fix two first-impression bugs**
   The verification email shows a broken logo, and address suggestions open above the field.

3. **No stacked modals, one label style**
   Add people inline rather than in a modal on top of a modal, and use one label style with "(optional)" inline.

4. **Polish for small phones**
   Stack answer buttons on narrow screens, match the Help Scout Beacon to the brand colours, and bring links up to 44px targets.

HOW THIS REVIEW WAS DONE

I tested the full v2 journey on the development app on both desktop (Chrome, Stripe test card) and mobile (iPhone), after first doing the same on the live app (v1) as a baseline. My walkthroughs are combined with measured checks of contrast, tap targets and page structure (including iPhone 13 and SE sizes) and seven designs of suggested fixes. This is a single expert review rather than testing with customers, and the mobile testing was on one iPhone.

Who this needs to work for

Mostly on phones, mostly over 35, making decisions that matter.

Context from Willed's brief (analytics and account data). Figures are hidden in this public version.

MOBILE SHARE



Mobile users purchase at a noticeably lower rate than they visit. Anything that hides content or adds friction on small screens likely contributes.

APPROXIMATE AGE OF ACCOUNTS



WHAT THIS MEANS FOR THE DESIGN

- A large share of accounts belong to people aged 55 and over. Low-contrast text and small targets disproportionately affect this group.
- Most visits happen on a phone, so floating elements, drawers and dense forms need to be designed mobile-first.
- People are making unfamiliar, sensitive decisions. Calm, plain-language guidance matters more than speed.

Scorecard

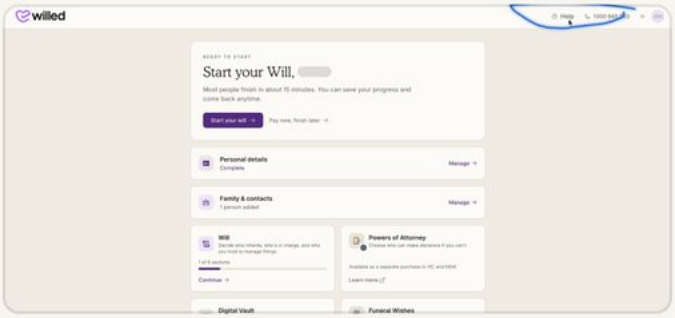
How the new app measures up against the live app.

Each theme from the v1 baseline review, and where v2 lands today.

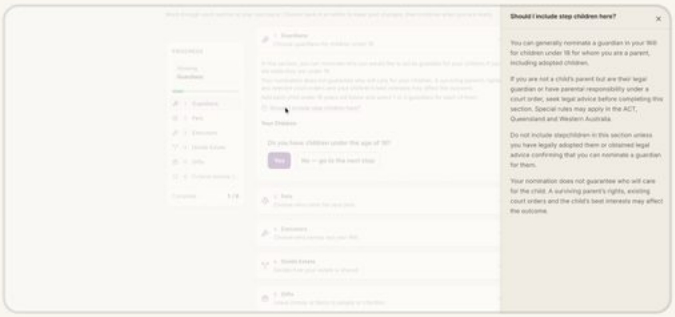
01	**Orange is doing too many jobs** Help links and instructions are purple or neutral; orange no longer signals tips or offers.	Fixed
02	**Drawers where inline would do** Drawers now open on the right and hold rich information, the right use for them. Keep them.	Fixed
03	**Progress and memory don't match reality** Relationship is asked once, Done states are clear, and checkout waits until the Will is ready.	Improved
04	**Choices compete with each other** Outline answer buttons work well, but the primary answer moves between left and right.	Partly fixed
05	**Typography is louder than the brand** Much calmer, but headings mix Cooper and Inter Semibold, and label sizes vary.	Improved
06	**Spacing and layout feel tight** More breathing room; large screens now waste space and the footer is cramped.	Improved
07	**Live chat hides key content on mobile** Floating chat removed; Help sits in the header and footer.	Fixed

What the new app gets right

Polished, calmer and more premium.



The dashboard: one clear next action and progress per product.



Help now opens on the right, in purple rather than warning orange.

- Typography, spacing and buttons look polished, premium and on-brand.
- Clear primary and secondary buttons, and answer options that no longer compete.
- Info drawers on the right, with purple help instead of orange warnings.
- Create account is accessible: labels, password rule, show-password and Google sign-in.
- The calculator, Done states and Creating your Will animation are delightful.
- Review your Will and the account page are clear, transparent and easy to manage.

Overall, a massive improvement in UI: far more consistent typography and brand, and it looks more polished, clean and premium.

Key themes

What's left to resolve.

01 High See Designs 01, 02 and 07

Buttons aren't grouped, named or placed consistently

Save changes, Save, Save and close and Save and continue appear in different places, sometimes in the header and sometimes floating on mobile. Exit, Cancel and × mean the same thing, labels like "Save" don't say what they do, and Yes/No questions put the primary answer on the left while Continue sits on the right.

RECOMMENDATION

Use one editor pattern: the title top-left, Help and × together top-right. At the bottom, with more than two actions, put Cancel on the left and group Save draft and Save on the right; with two, keep them together on the right. Name actions for what they do (Add person, Add pet, Save executors), keep the primary action on the right, and remove the floating Save and close on mobile.

02 High

Fix two bugs before launch

The verification email shows a broken logo, and the address suggestions open above the field and cover the step heading.

RECOMMENDATION

Treat these as launch blockers. They're small fixes with outsized impact on first impressions.

03 High See Design 02

Modals stacked on modals

Adding a child opens a full-screen editor, then a modal on top of it, then another modal to add a new person: three levels deep.

RECOMMENDATION

Avoid opening a modal on top of another modal; add the person inline inside the editor. Keep the right-hand drawers for information, as they're now the right use for a drawer.

04 Medium See Design 03

Labels and optional fields are inconsistent

Date of birth labels are smaller than other labels on three screens, and “Optional” sits far right where it gets lost.

RECOMMENDATION

One label style everywhere, with “(optional)” inline after the label text.

05 Medium See Design 05

Show people what they’re buying

By checkout, users have done the work but can’t picture the product.

RECOMMENDATION

Add an illustrated preview of a Will’s first pages on Your Will is ready and Complete your purchase, and replace the letter-spaced eyebrow with a status pill.

06 Low

Consider making payment a full-screen step

Payment opens over the order screen. A contained payment step is common and trusted, so this is about consistency with the full-screen Review your Will step rather than a usability problem.

RECOMMENDATION

Make payment the next full-screen step in checkout.

07 Low

Layout polish for large screens

Content is narrow with wasted space on wide screens, the footer is cramped, header items differ in size, and the split brand panel pulls focus right.

RECOMMENDATION

Widen the content column, distribute the footer, align header sizes, and centre the form once inside the flow.

Accessibility check (WCAG 2.2 AA)

From seven contrast failures to none on the public screens we measured.

v1 had seven AA failures, mostly low-contrast help links. The v2 public screens pass contrast checks, and logged-in screens were reviewed from the recording. The remaining items are advisories.

ELEMENT	MEASURED	RATIO	RESULT	WHERE
Body and heading text	Inter/Cooper on cream	≥ 4.5:1	Pass	Public screens
Primary button text	White on #553582	9.47:1	Pass	Throughout
Help links	Purple, not orange	Pass	Pass	Will sections (observed)
Footer links (Help, Email, Call)	≈ 20px tall	< 24px	Advisory	Sign in, onboarding (2.5.8)
Optional fields	Hint only, far right	—	Advisory	Forms (1.3.1)
Skip link and page H1	Present	—	Pass	Public screens
Stacked modals	3 layers deep	—	Advisory	Add child (2.4.3)
Chat button overlap	Removed	—	Pass	All screens

RECOMMENDED TESTING

Before launch, test the logged-in Will flow with a keyboard only and with a screen reader, and check focus order inside editors and modals, and contrast in dark mode on logged-in screens.

Screen by screen

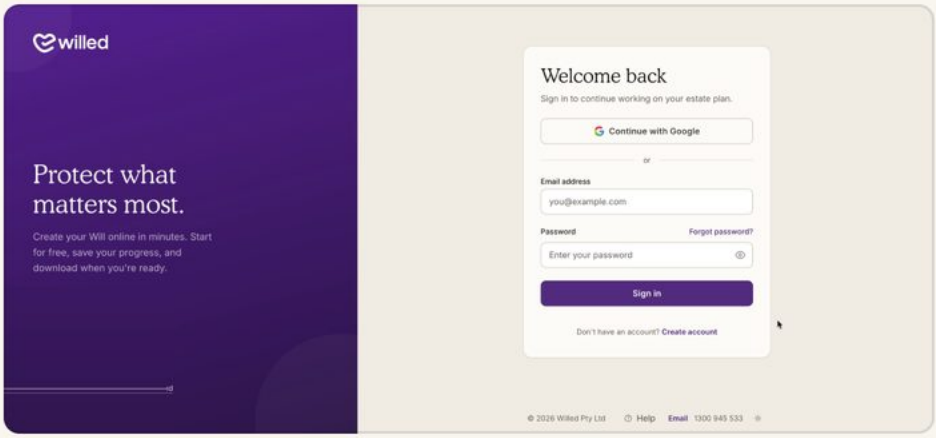
The full journey on desktop and mobile, from sign in to account.

Each screen shows desktop and mobile side by side, with notes on both. Mobile screens were recorded on an iPhone.

01 Sign in Medium

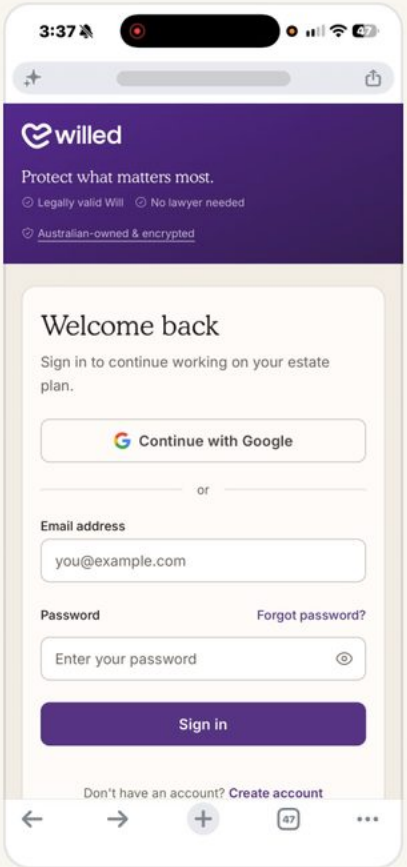
Sign in

DESKTOP



The overall lift from v1 is immediate: typography, spacing and brand feel are consistent, polished and premium. The footer is the weak spot. It feels squished, Help is a different size from the other links, and the footer links are only about 20px tall. Spread it out with the copyright on the left and Help, Email and phone on the right with matching icons, and move the light/dark toggle into the header, where it stays put across screens. On staging, new visitors to the root URL land here rather than on Get started; worth checking on the live site.

MOBILE

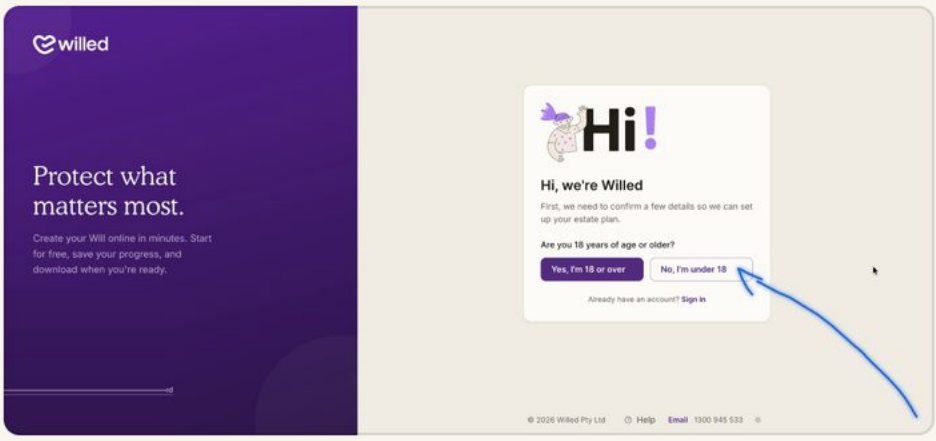


The purple brand header takes the top of the screen and pushes the form down. Put the logo in a slim header, and move “Protect what matters most” and the light/dark toggle into the footer. Footer links are about 20px tall (Call is 26×20px); aim for 44px touch targets.

02 Are you 18 or over? Medium

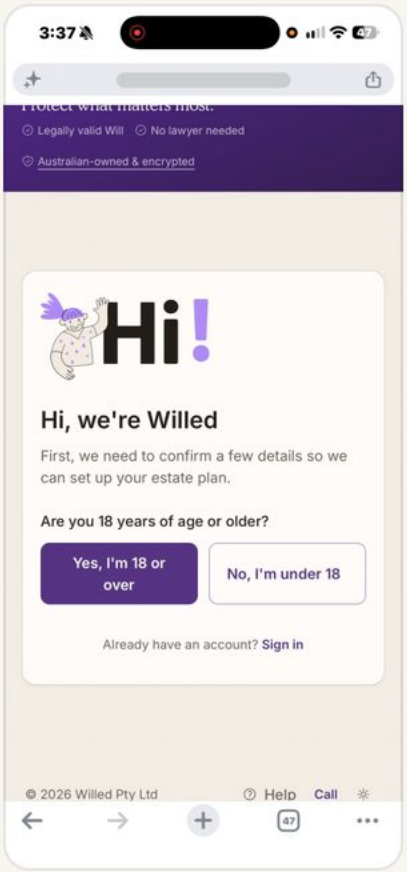
Onboarding

DESKTOP



Primary and secondary buttons are a clear improvement, but the primary answer sits on the left here while every Back/Continue step puts it on the right. Pick one placement and use it everywhere; right matches the rest of the flow and common convention. Button labels also aren't centred within the buttons.

MOBILE

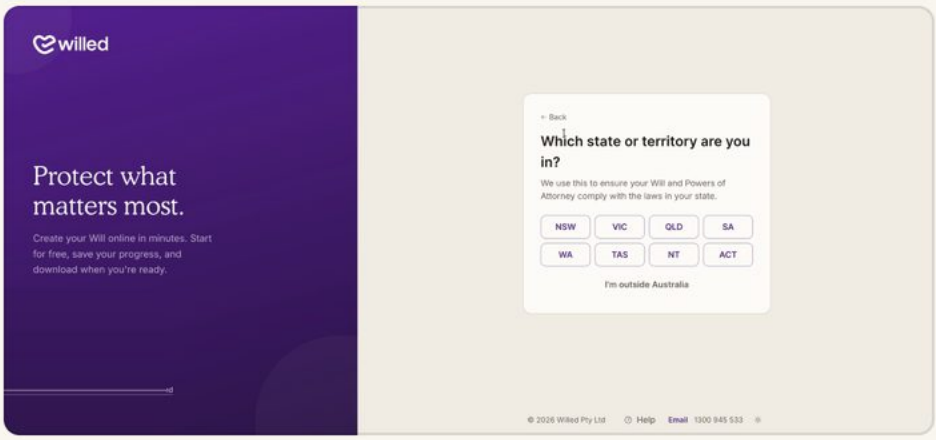


The two answers squeeze side by side and wrap onto two lines, three on a small iPhone SE, where the screen also scrolls. Stack them full width, one above the other.

03 State or territory Positive

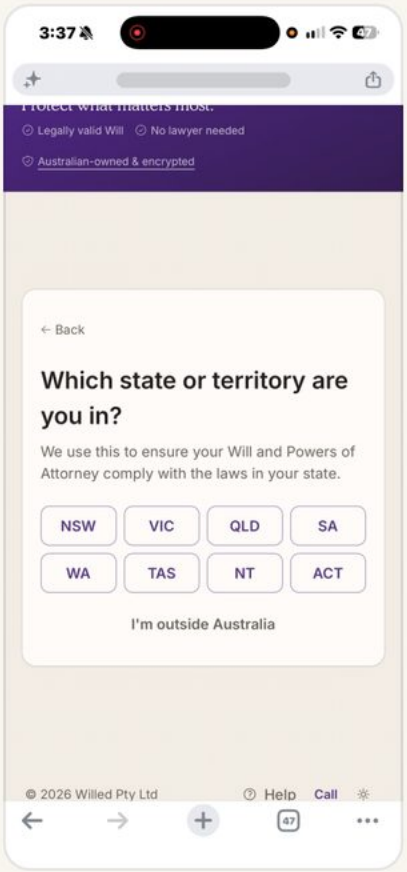
Onboarding

DESKTOP



A big improvement. Outline buttons stop the states competing, and “I’m outside Australia” gives useful context. A lighter heading weight would feel more connected to the brand. Folding the age and state questions into Create account as checkboxes could remove two steps, but they’re eligibility checks, so test it with care.

MOBILE

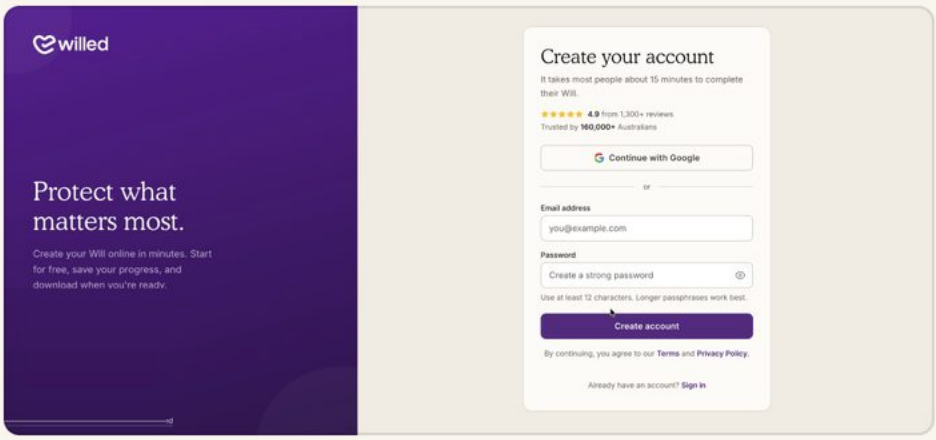


Four state buttons per row fit comfortably and are easy to tap. The brand header still pushes the question down the screen. The view also scrolls unnecessarily because of extra white space; set the card’s top and bottom margins to auto so it fits on screen.

04 Create account Low

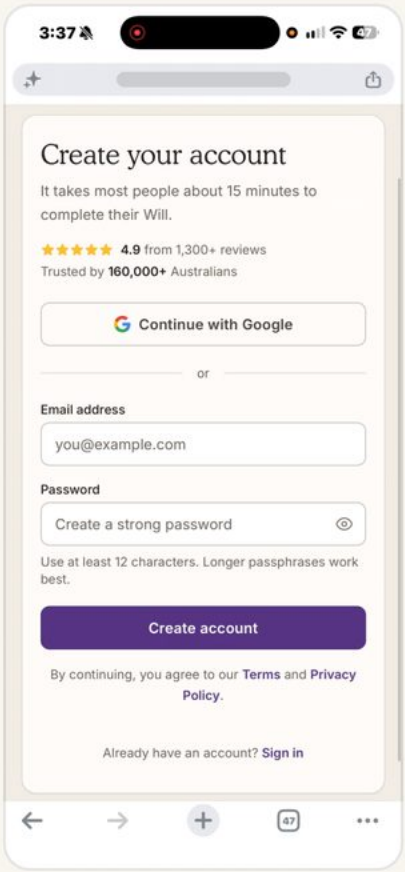
Onboarding

DESKTOP



Accessibility here is strong: persistent labels, a clear password rule, show-password and Google sign-in, plus social proof. The split layout with the brand panel looks good but pulls attention to the right. Once people are deeper in the flow, centring the form (or animating the panel away) keeps focus where the work is.

MOBILE

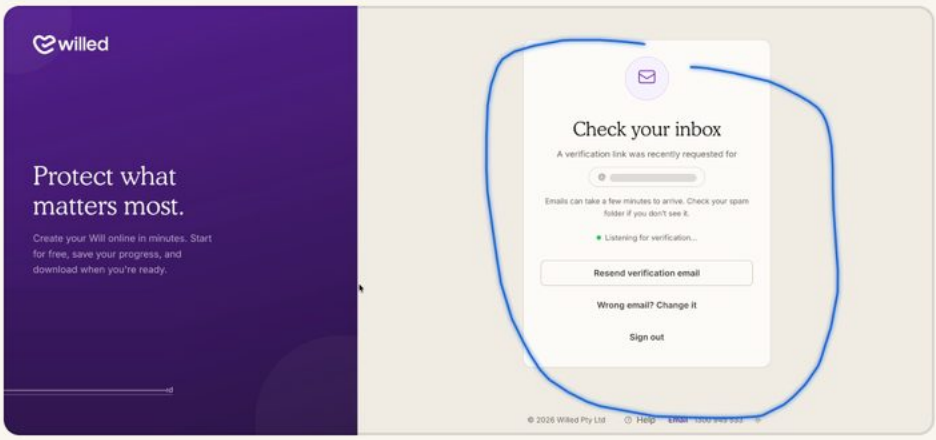


The card adds padding on every side. On mobile, a plain background without the card would give the form more width. Password autofill and the strong-password suggestion work well, but a short password shows three error messages at once. Lastly, people still have to scroll to reach this point.

05 Check your inbox High

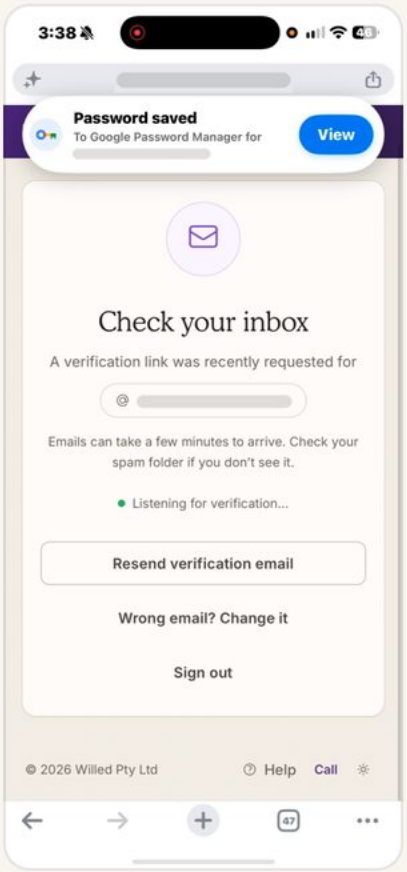
Onboarding

DESKTOP



Auto-detecting the verification click is a great touch. The verification email itself shows the Willed logo as a broken image, and since it's often the first email a customer receives, it should be fixed before launch.

MOBILE

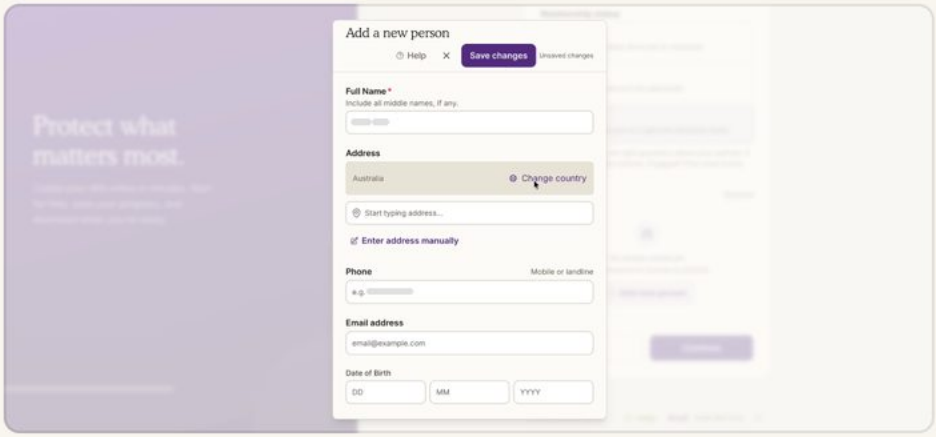


The mail icon isn't centred in its circle. It's worth exploring this screen on mobile without the card.

06 Add partner · modal High

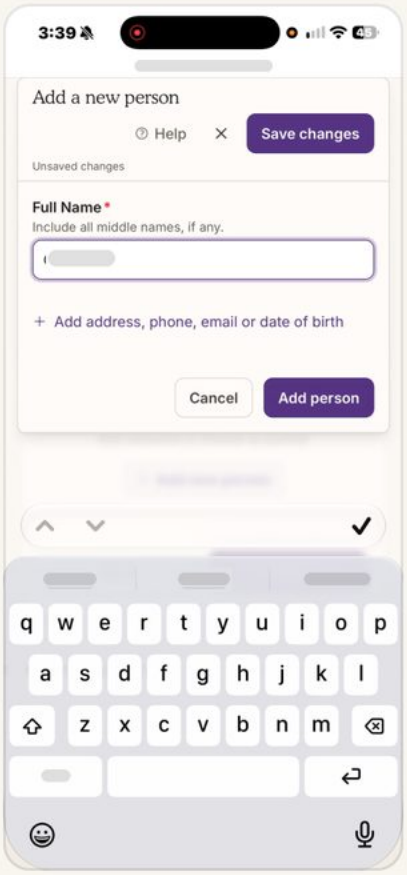
About you

DESKTOP



The partner editor needs to explain why a partner's address, date of birth and email are useful, and once extra details are added they can't be removed. The header is crammed with Save changes, ×, Help and "Unsaved changes". Put × and Help in line with the title, and Cancel and Save together at the bottom right. Save controls also vary across the flow (Save changes, Save, Save and continue, Save and close), and one pattern would remove the guesswork.

MOBILE

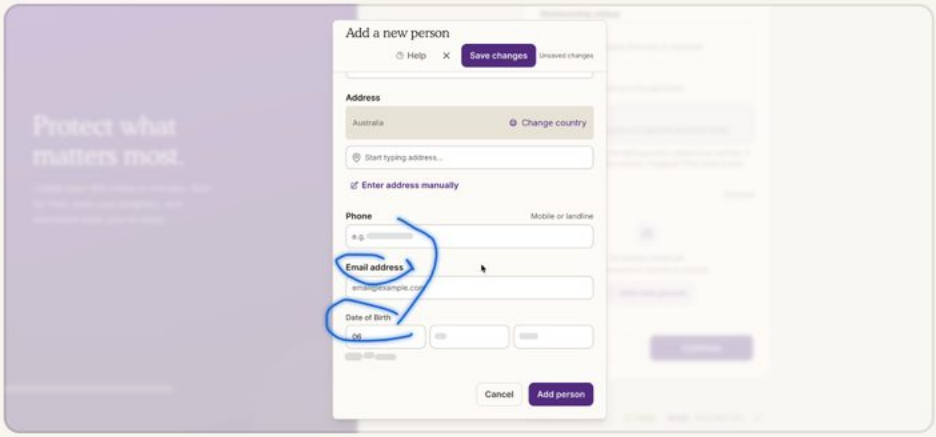


A full-screen sheet for adding a person feels natural on a phone; this is where the editor pattern makes the most sense. The header still packs Help, ×, Save changes and Unsaved changes into one row. Cancel and Add person stay visible above the keyboard.

07 Optional fields & labels Medium

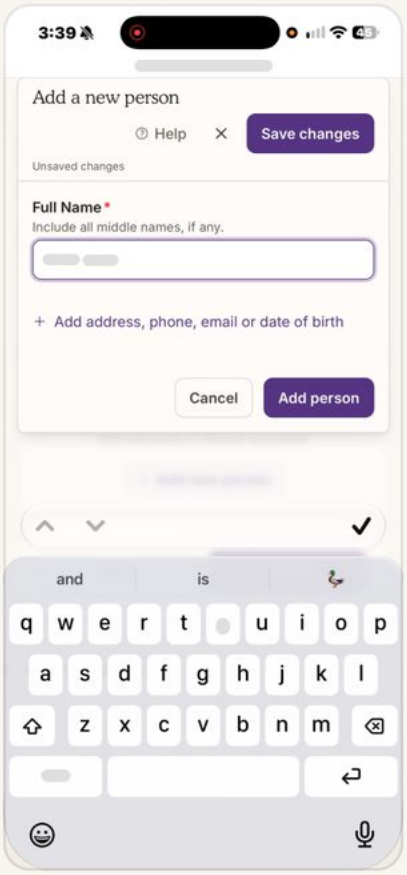
About you

DESKTOP



The Date of birth label is styled differently from the others.

MOBILE

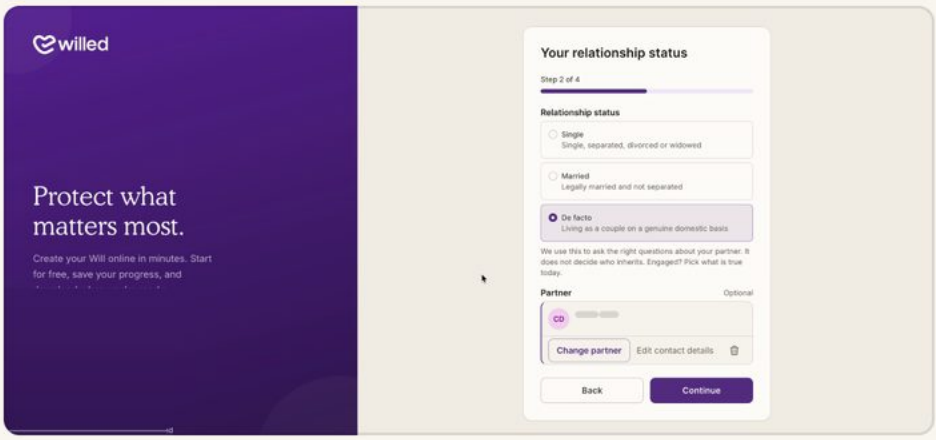


The extra fields stay collapsed behind "+ Add address, phone, email or date of birth", which keeps the sheet short.

08 Relationship status Positive

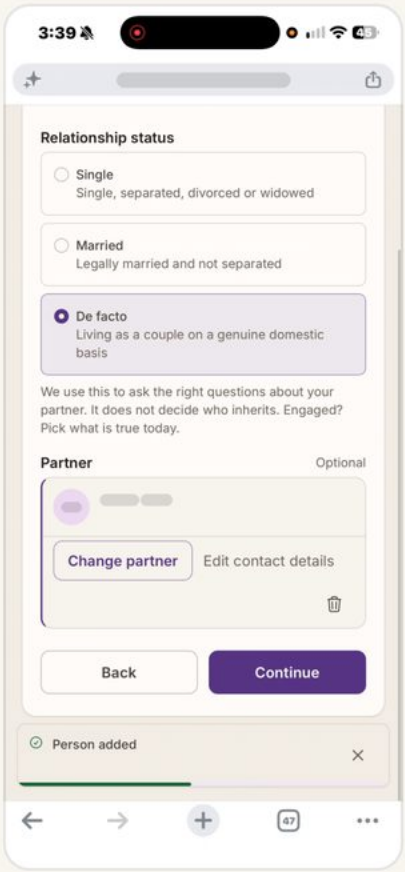
About you

DESKTOP



"It does not decide who inherits" is excellent reassurance copy, and relationship status is now asked once rather than twice. After account creation, the brand panel could animate away so the form becomes the central focus.

MOBILE

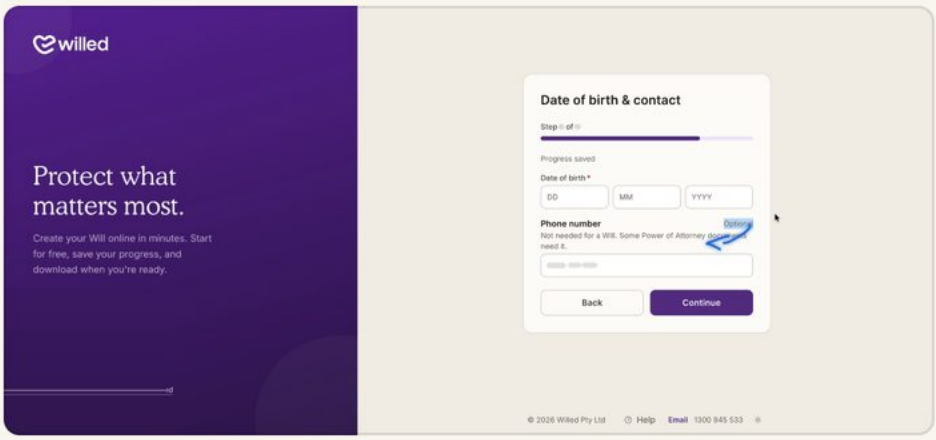


Large radio options are easy to tap. The "Person added" message now appears at the bottom of the screen, within thumb reach, in line with the 4 November update. In the partner box, the buttons look a little misplaced. Consider shortening "Edit contact details" to "Edit" so the buttons fit on one line on mobile, or move the bin icon inline with the name, on the right-hand side. The note is also off-centre with the avatar.

09 Date of birth & contact Medium

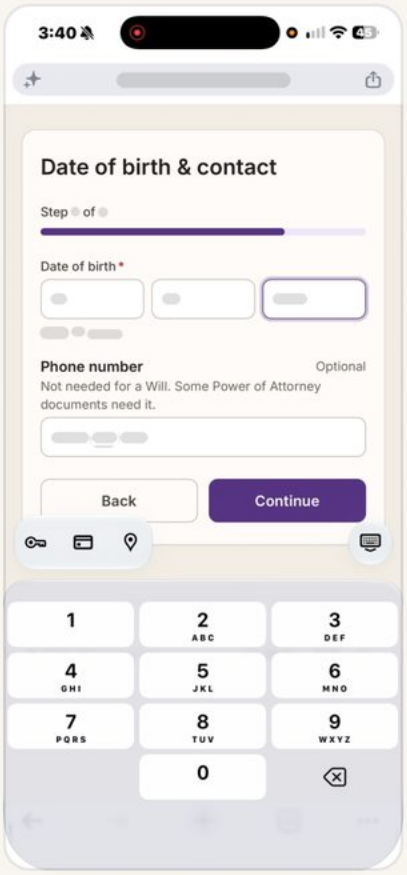
About you

DESKTOP



Label sizes are inconsistent again (Phone number large, Date of birth small), which points to a shared component with a stray variant. “Your date of birth” would make it clear whose details these are, since several people are involved. Mark optional fields with “(optional)” right after the label rather than far right, where it gets lost among hint text and isn’t reliably announced by screen readers.

MOBILE

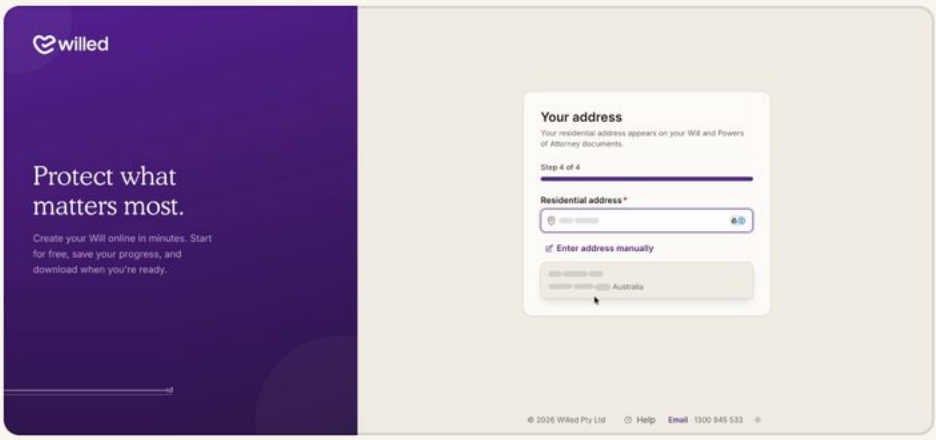


Date of birth opens the numeric keypad and the age appears instantly. This is exactly right on mobile. The screen works well because everything fits in view, with Continue and Back easy to reach. Here, the card actually works well.

10 Address High

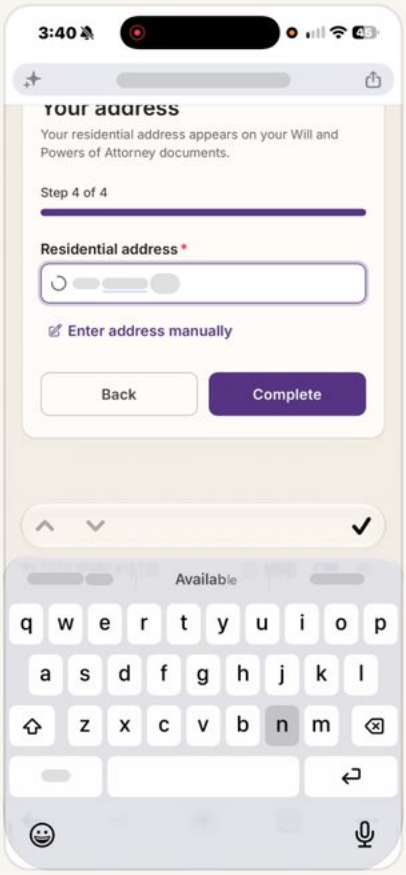
About you

DESKTOP



Address lookup is a strong accuracy improvement, but the suggestions dropdown opens above the field and covers the step heading. A bug to fix before launch.

MOBILE

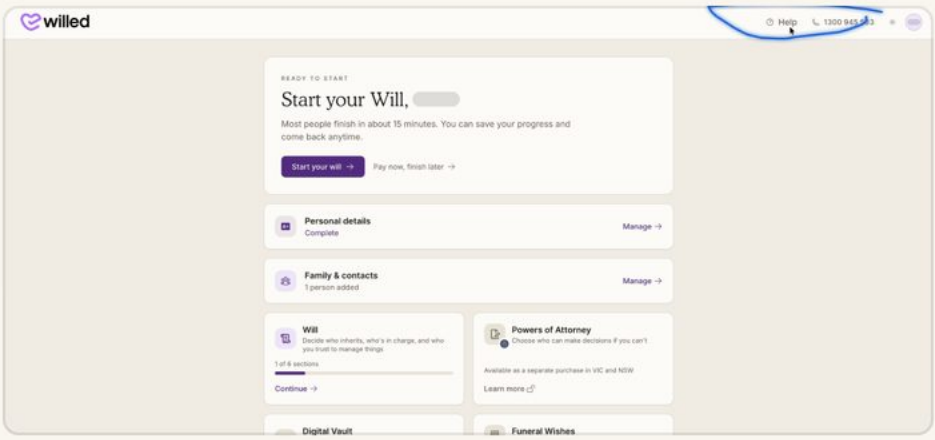


Address suggestions squeeze into the space between the field and the keyboard instead of sitting directly below the field.

11 Dashboard Positive

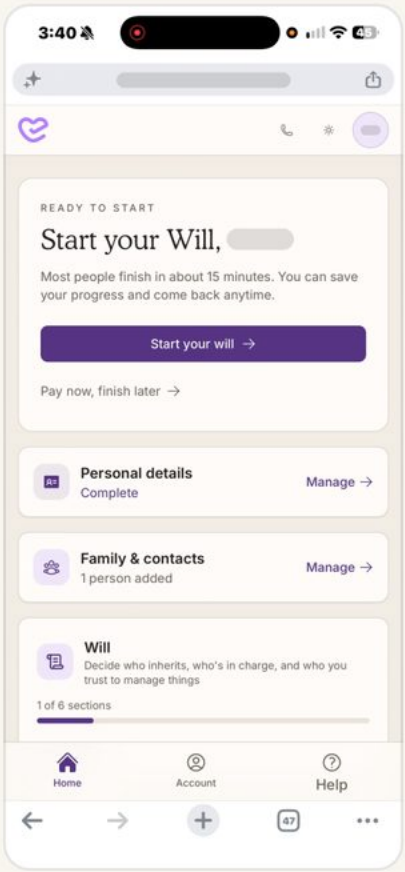
Estate plan

DESKTOP



Weights and spacing are much improved, the account menu is lovely, and there's one clear next action. "Pay now, finish later" is a good option. In the header, Help and the phone number are different sizes with uneven icon spacing; align them and check the icon set is used consistently.

MOBILE

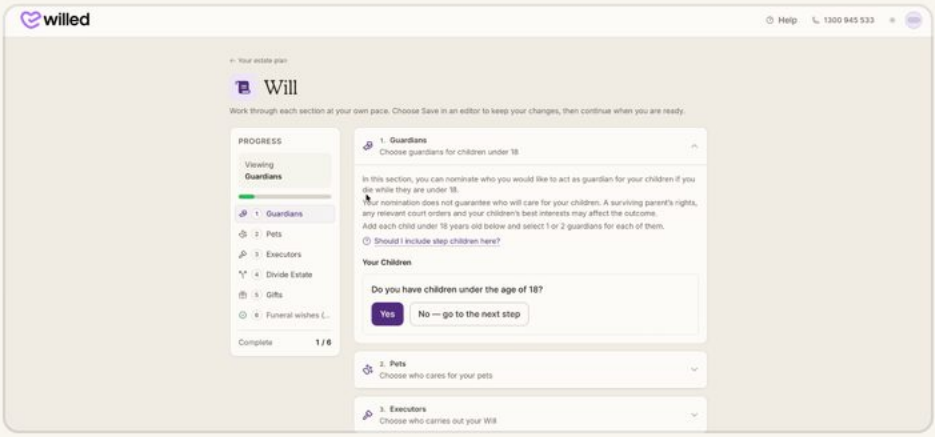


The bottom tab bar (Home, Account, Help) is a strong mobile pattern, and Start your will is easy to reach.

12 Will overview Medium

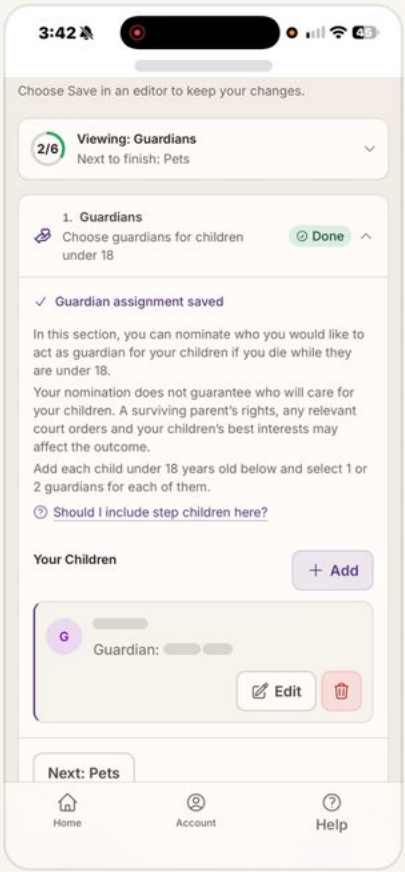
Will

DESKTOP



On large screens the content column is narrow, leaving wasted white space while elements feel squished. Widen it, give progress more room, and order rows as number, text, then icon at the end. The children question also puts Yes on the left again. Keep this consistent: primary button on the right, secondary on the left.

MOBILE

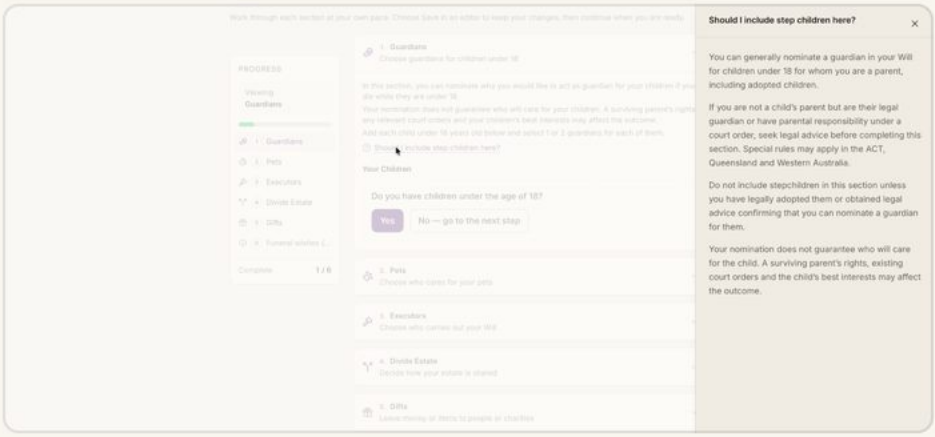


Sections stack cleanly with clear Done ticks, and the tab bar keeps navigation within thumb reach.

13 Info drawer Positive

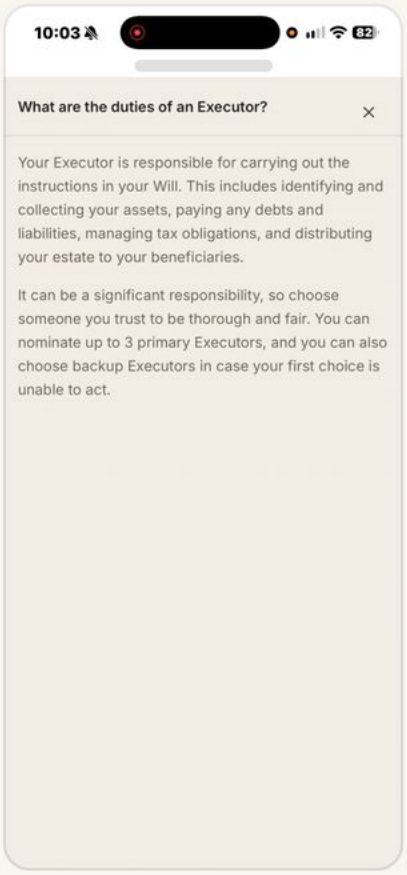
Will

DESKTOP



Drawers now open on the right, hold rich information, and use purple rather than warning orange. This is exactly the right use for a drawer, and it fixes the v1 issue.

MOBILE

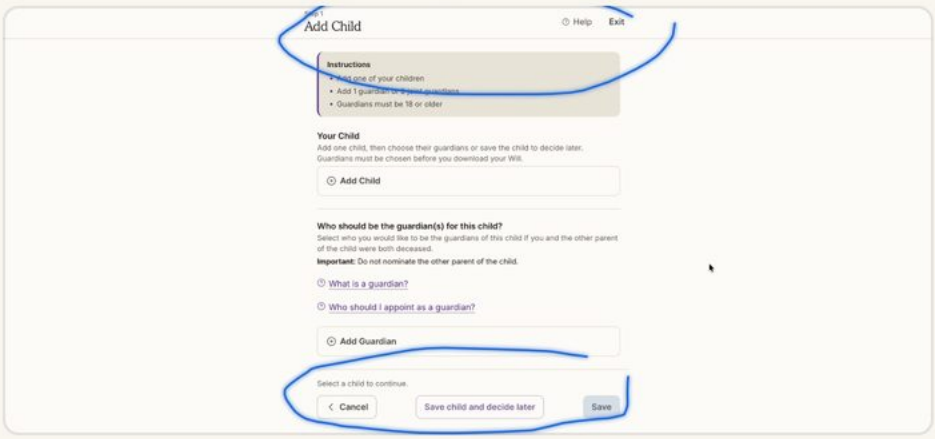


On a phone the drawer opens full screen, which works well: the explanation is easy to read and easy to close. On mobile, drawers and full-screen sheets are the right pattern.

14 Add child · full screen High

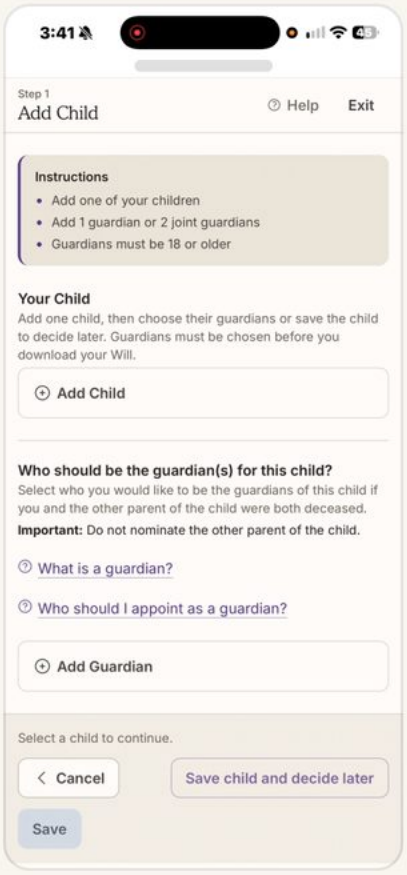
Guardians

DESKTOP



The full-screen editor itself is fine, and the new instructions design is great. The top and bottom bars need work: the header doesn't align with the form width, and Help, Exit and "Save child and decide later" float without grouping. Replace Exit with an × icon next to Help at the top right, and group "Save child and decide later" and Save together on the right, with 12px between them.

MOBILE

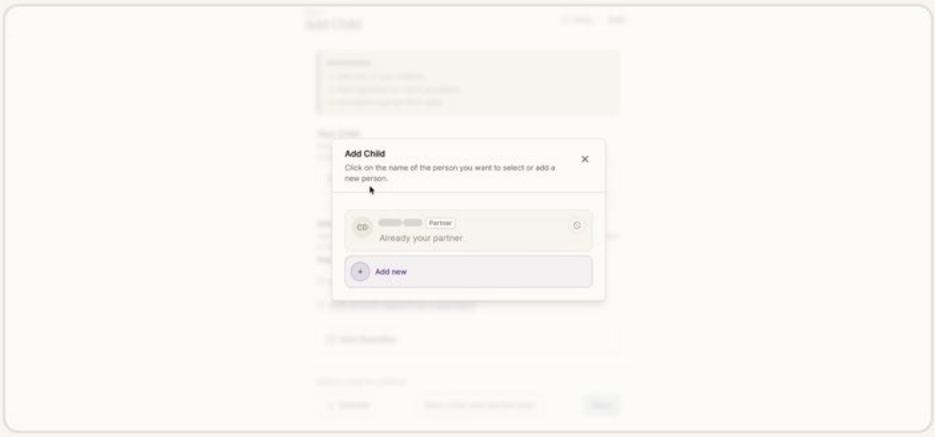


The bottom bar is cramped. Cancel and "Save child and decide later" fill the row, and Save drops onto a second line, partly cut off. Give the bar more bottom padding, and reconsider the button wording and grouping.

15 Modal inception High

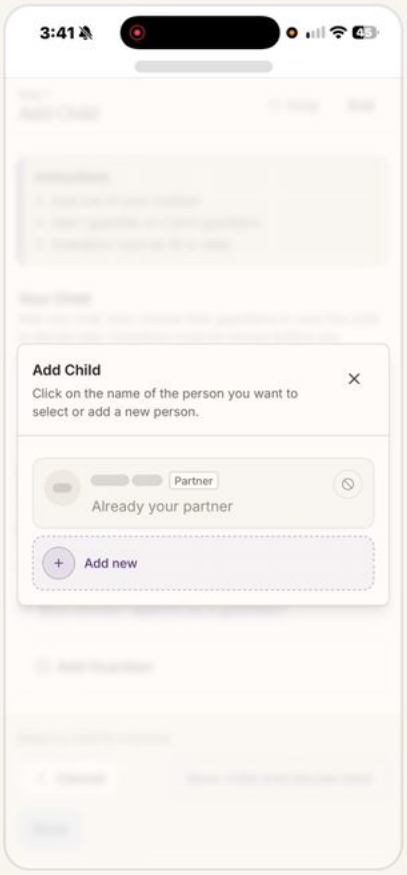
Guardians

DESKTOP



This is the main issue in v2. Add Child opens a modal on top of the full-screen editor, then another modal to add a new person: three levels deep to add one person. Modals should never stack. The third level (adding a person) should happen inline inside the editor.

MOBILE

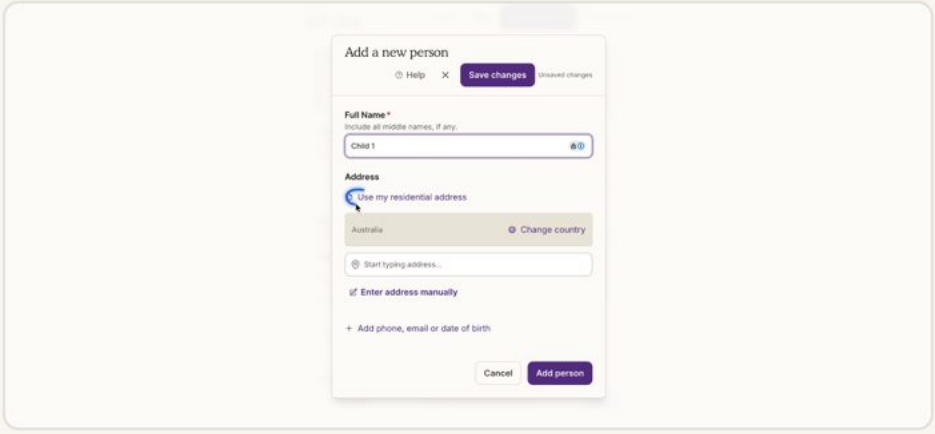


The Add Child modal on top of the full-screen editor adds a third layer. Try adding the child inline instead.

16 Add child · details Low

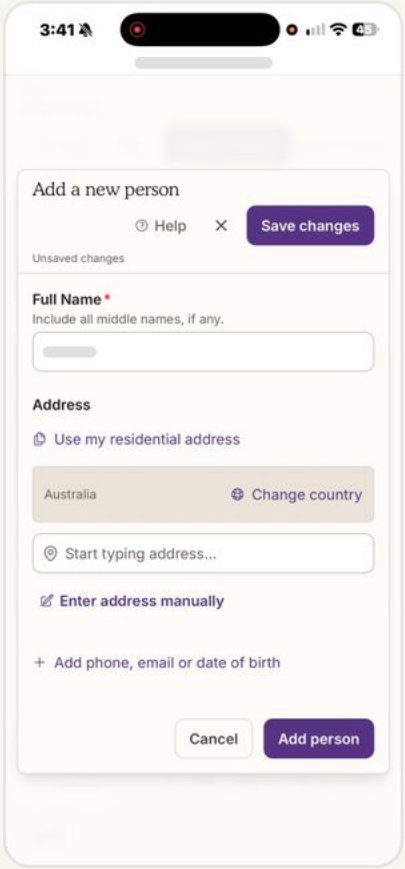
Guardians

DESKTOP



A “Lives with me” toggle, on by default, would be clearer than “Use my residential address”; switching it off reveals the address fields. The success message may be unnecessary when the child visibly appears in the list. “+ Add phone, email or date of birth” is good progressive disclosure, but it should explain why: is there a reason to add these details?

MOBILE

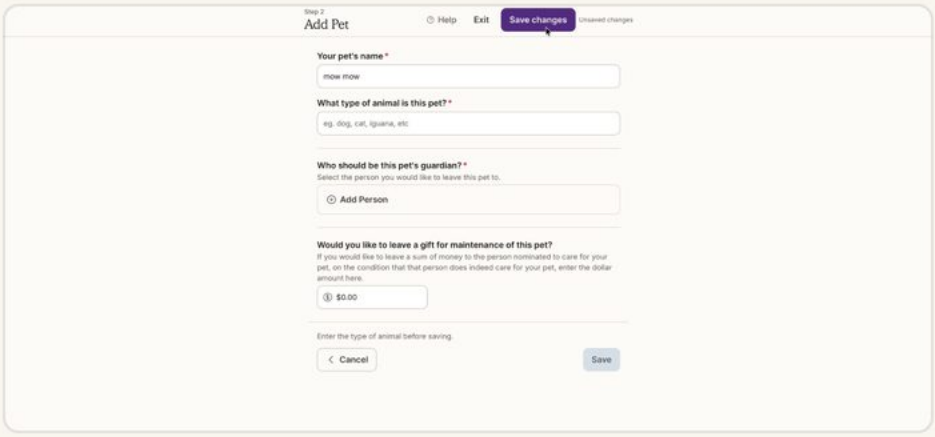


The name field stays visible above the keyboard. Button labels vary across modals for similar actions. “Add person” is clear and specific; use similarly descriptive labels elsewhere, and place “Save changes” alongside the other modal actions instead of floating it at the top.

17 Add pet · save actions Medium

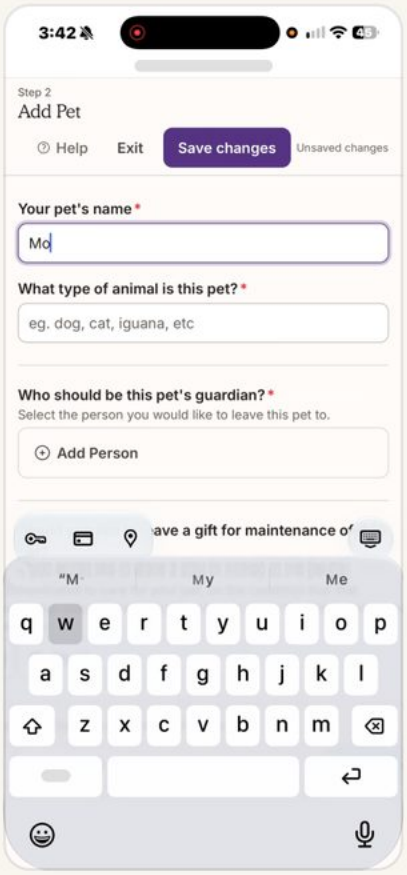
Pets

DESKTOP



Save changes appears in the header here but not in earlier editors, so this screen has two saves (Save changes and Save). Use one pattern everywhere, such as Save draft and Save grouped at the bottom. Since the previous screen uses “Add person” as its action, consider an “Add pet” button here instead of Save.

MOBILE

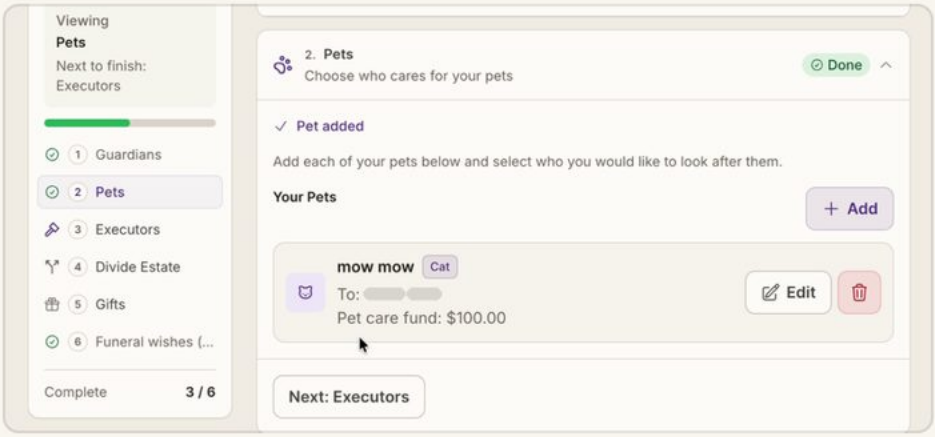


Save changes sits in the top header, the furthest point from the thumb, while Save is at the bottom. Save actions at the bottom suit mobile best.

18 Pet added Positive

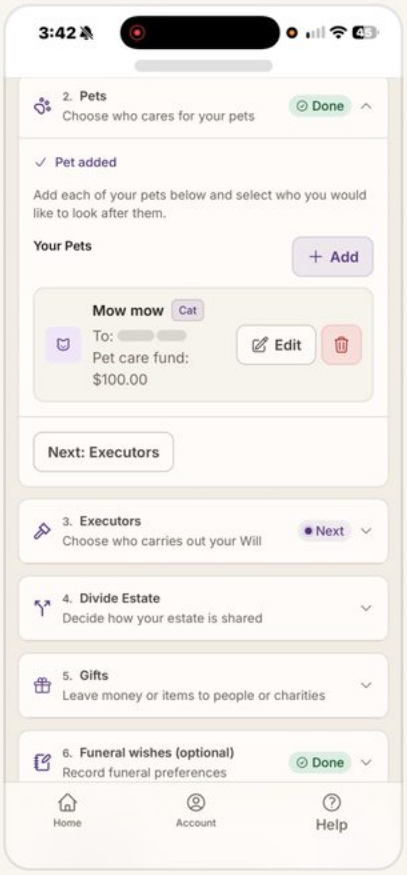
Pets

DESKTOP



Lovely detail: the cat icon, the thin icon set and the edit icons are consistent, and the pet maintenance gift is clearly explained.

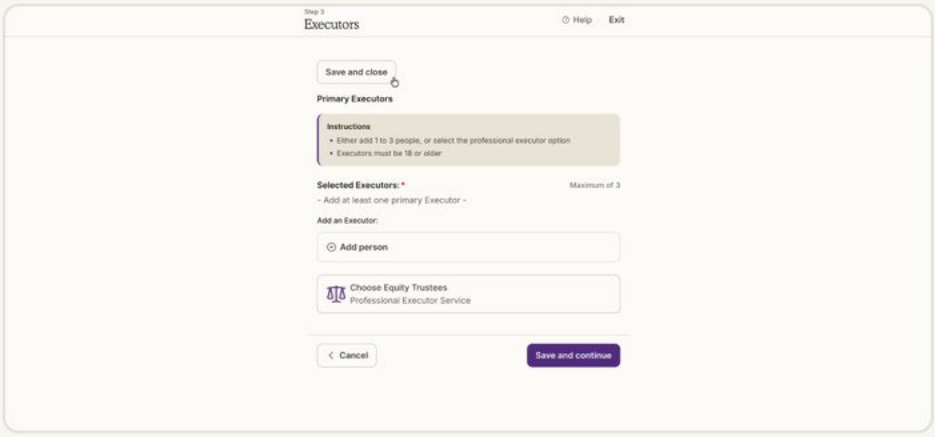
MOBILE



The pet card is clear, but Edit and the red delete icon sit side by side, an easy mis-tap on a phone.

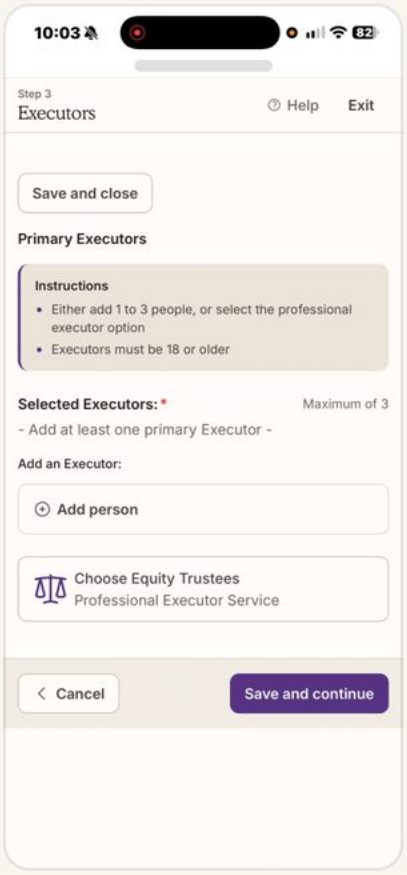
19 Executors High

DESKTOP



The information areas are much better, instructions use neutral styling, and the Equity Trustees option is kept. This editor puts Save and close and Save and continue in different places; group them together at the bottom and reconsider the wording. Consider whether two save buttons are needed here; if so, name them “Save” and “Add executor” and place them side by side.

MOBILE

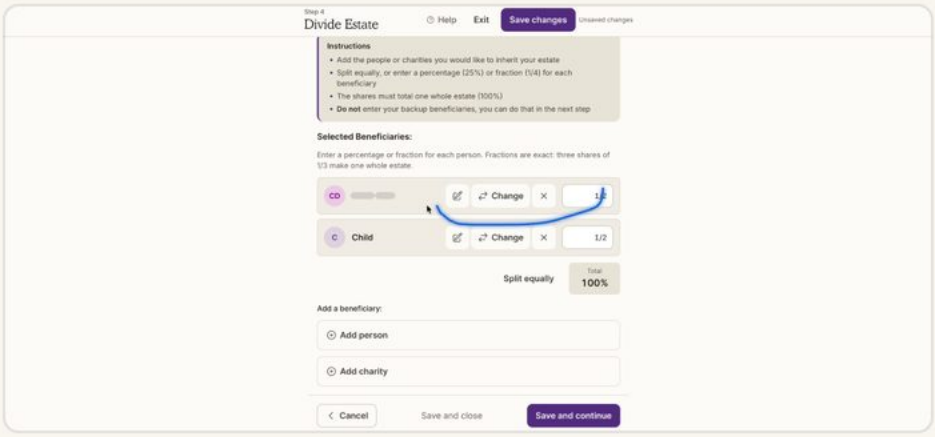


The full-screen editor works on mobile, but the buttons don’t. A floating Save and close sits at the top while Save and continue is at the bottom, and it’s unclear how they differ. Name the main action for what it does (Save executors) and keep one save at the bottom.

20 Divide estate · shares Medium

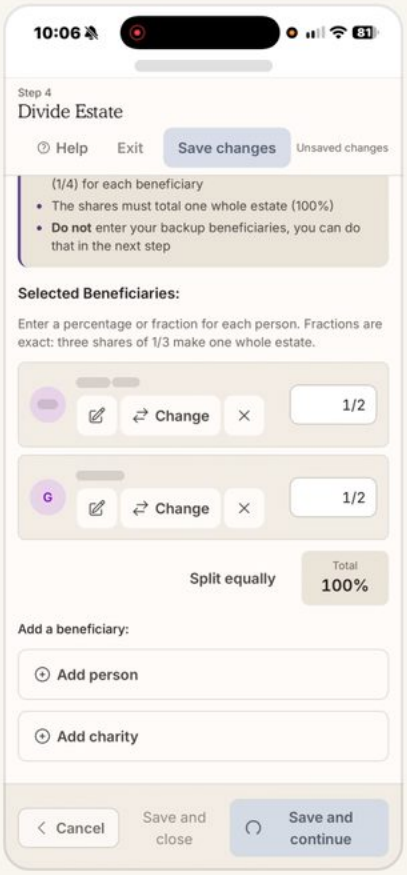
Divide estate

DESKTOP



Shares show as fractions (½). Percentages are easier to read and edit for most people. The × sits mid-row, and "Change" doesn't make clear that it swaps the person. Put "Swap person" and the × together at the end of each row.

MOBILE

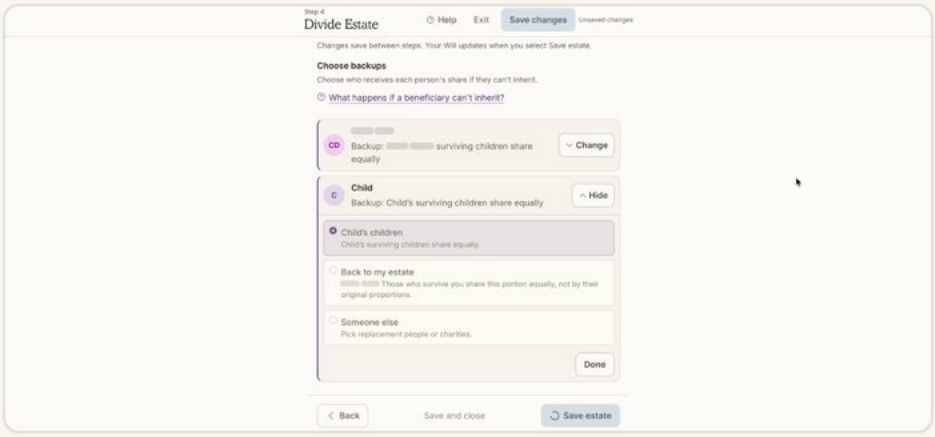


Fractions (½) are awkward to type on a phone keypad; show 50% instead. Save changes, Save and close and Save and continue crowd the top and bottom bars, and the alignment is off on mobile.

21 Backups & Save estate Positive

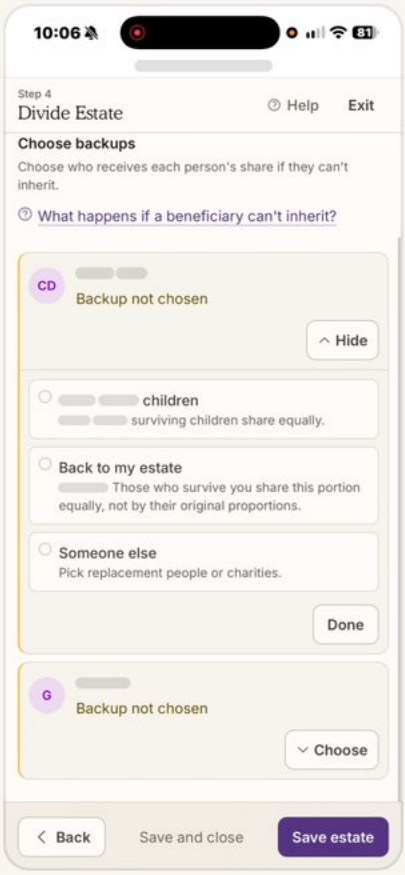
Divide estate

DESKTOP



Aside from the button issues in the top and bottom bars, this content area works well.

MOBILE

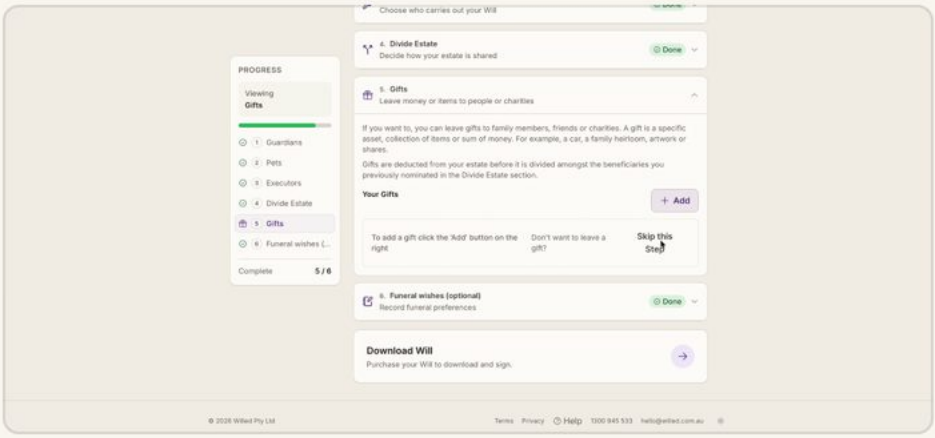


Backup choices stack well as large, easy-to-tap cards. The buttons repeat the problem: Save and close and Save estate sit side by side with no clear difference, and the accordion has alignment issues.

22 Gifts · Skip this step Low

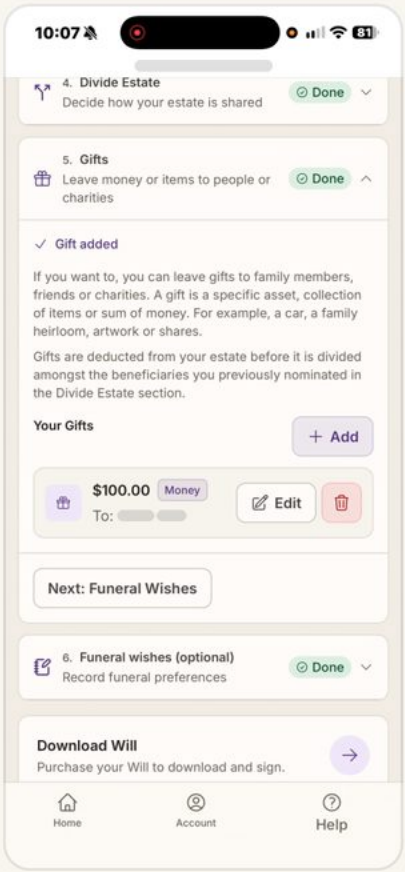
Gifts

DESKTOP



"Skip this step" sits inside the empty-state box, where it reads like helper text. Move it next to Add or below the box, visually secondary but easy to find.

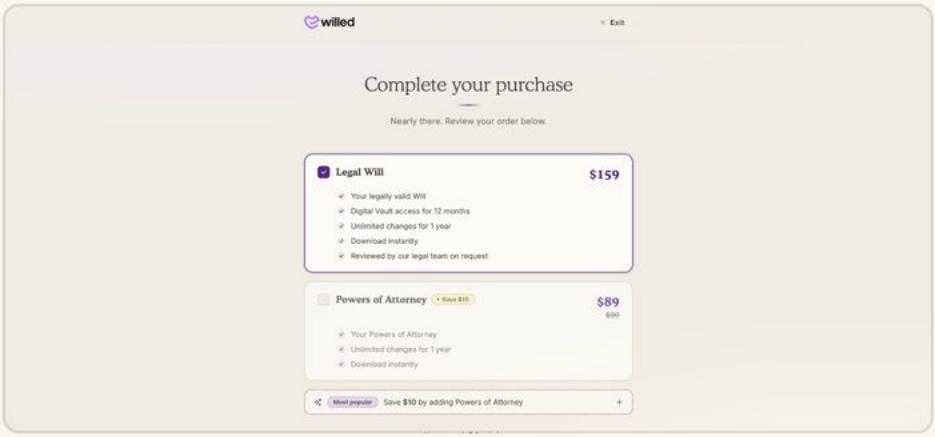
MOBILE



23 Complete your purchase Medium

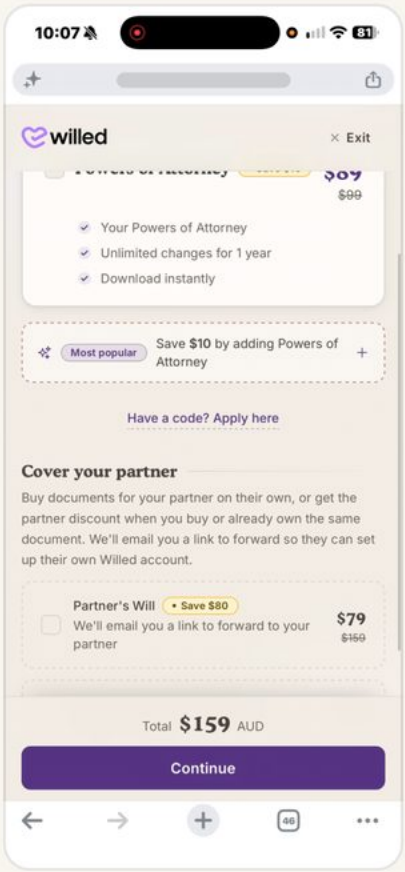
Checkout

DESKTOP



The plan comparison is clear and the Powers of Attorney upsell is calm rather than alarming. People can't yet picture what they're buying, though; an illustration of a Will's first pages would make the value tangible.

MOBILE

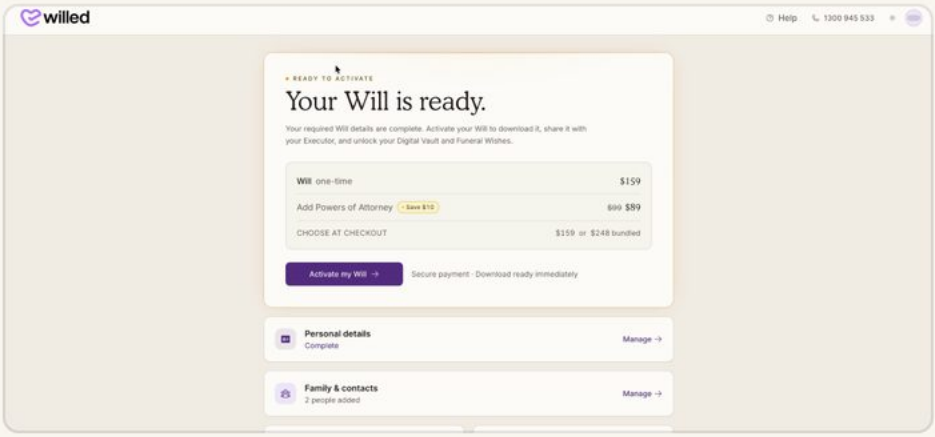


The order summary reads well, and Continue is pinned at the bottom within thumb reach.

24 Your Will is ready Medium

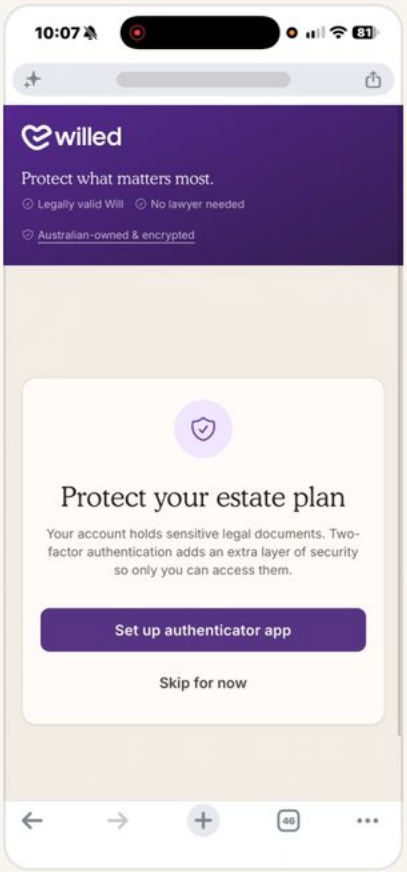
Checkout

DESKTOP



A preview of the Will here would reinforce value right before payment. The letter-spaced “READY TO ACTIVATE” eyebrow feels generic, almost AI-generated, and isn’t used elsewhere in the brand; a status pill would sit better, or remove it.

MOBILE

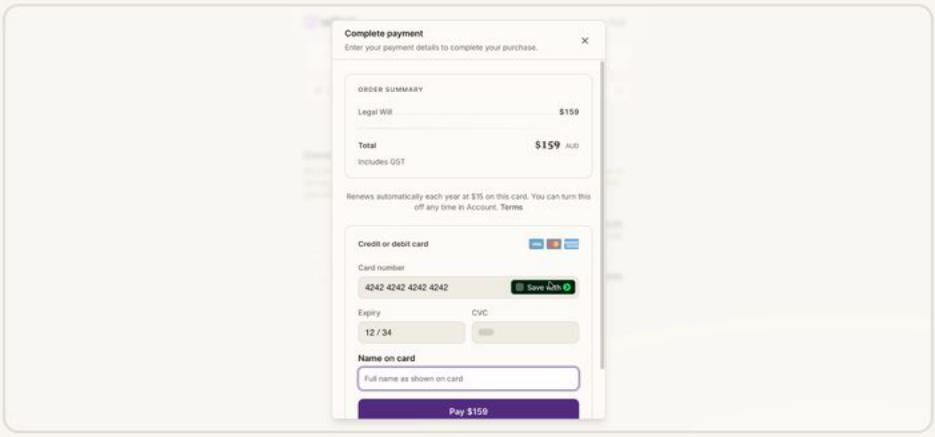


On mobile an unexpected “Protect your estate plan” screen appeared before checkout, asking you to set up an authenticator app. It interrupts the purchase and scrolls for no reason. Offer two-factor setup after purchase or in Account.

25 Payment Low

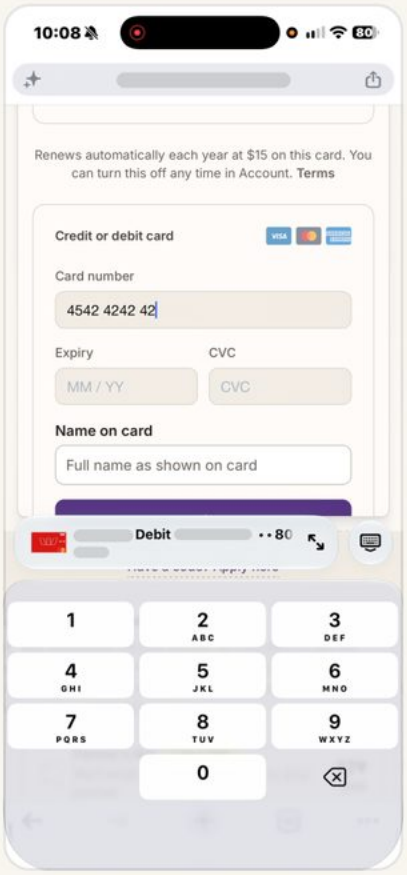
Checkout

DESKTOP



Auto-renewal is clearly disclosed before paying. Payment opens as a modal over the order screen. A contained payment step is common and trusted, but a full-screen step, like Review your Will, would be more consistent.

MOBILE

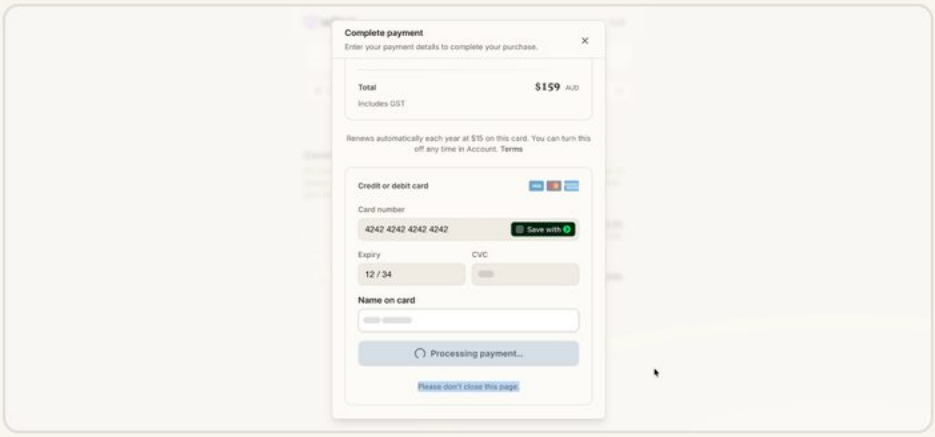


The card number opens the numeric keypad and saved-card autofill appears, both great. The payment form scrolls inside a modal over the order page.

26 Processing Low

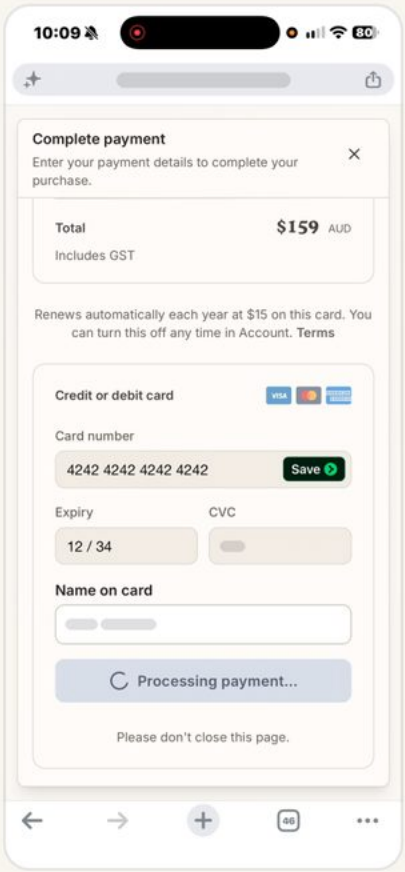
Checkout

DESKTOP



Nice button loading state.

MOBILE

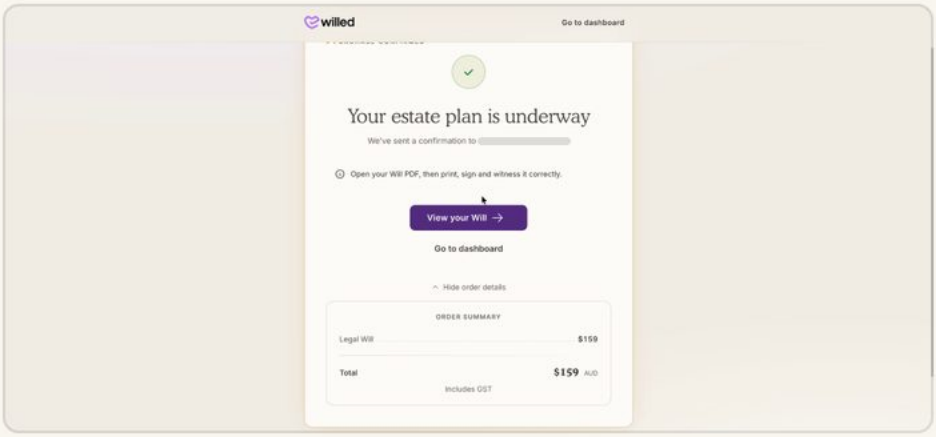


The processing state is clear.

27 Purchase confirmed Low

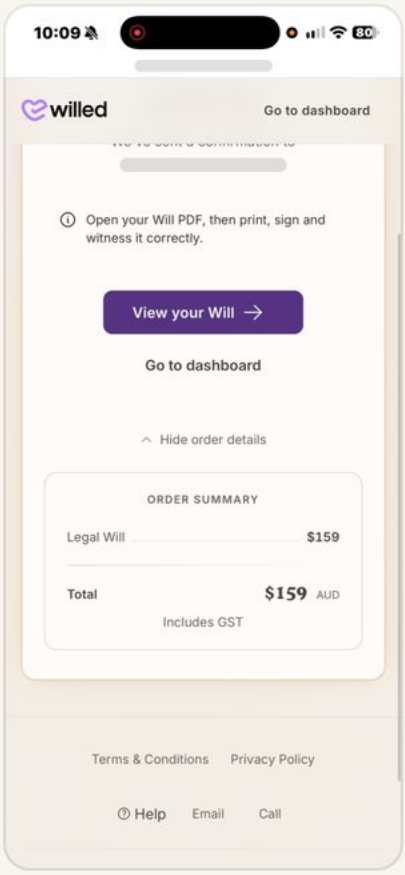
Completion

DESKTOP



The next steps (print, sign and witness) are now explicit, a big fix from v1. The floating “Purchase confirmed” lockup feels generic; a tick in a pill would match the rest of the app.

MOBILE

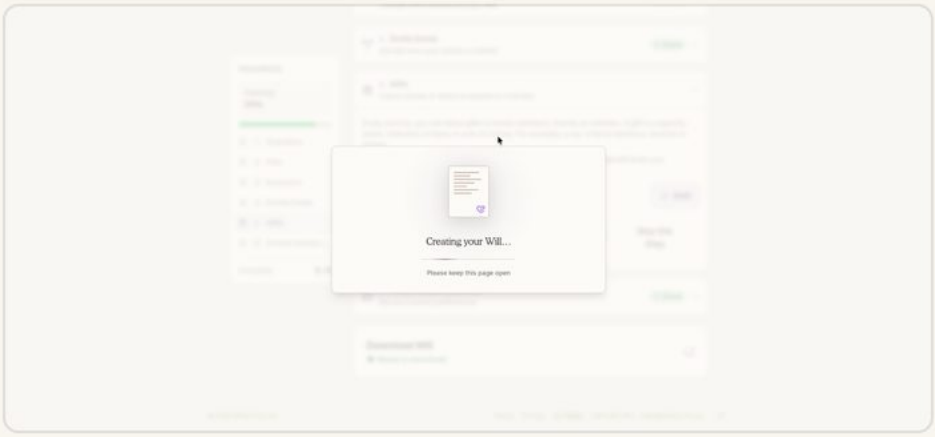


Remove the letter-spaced eyebrow here too. On the dashboard that follows, the Download button at the top only scrolls to the Download button at the bottom; remove the top one or make it download directly.

28 Creating your Will Positive

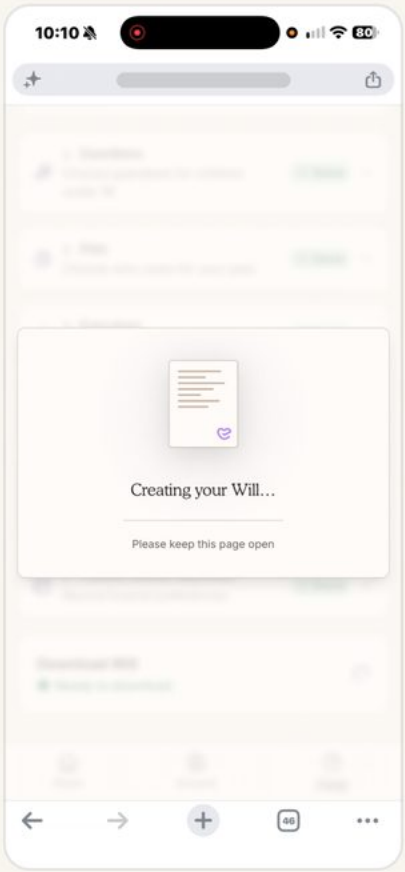
Completion

DESKTOP



The “Creating your Will” animation is delightful, and it fills the v1 gap of having no visible generating state.

MOBILE

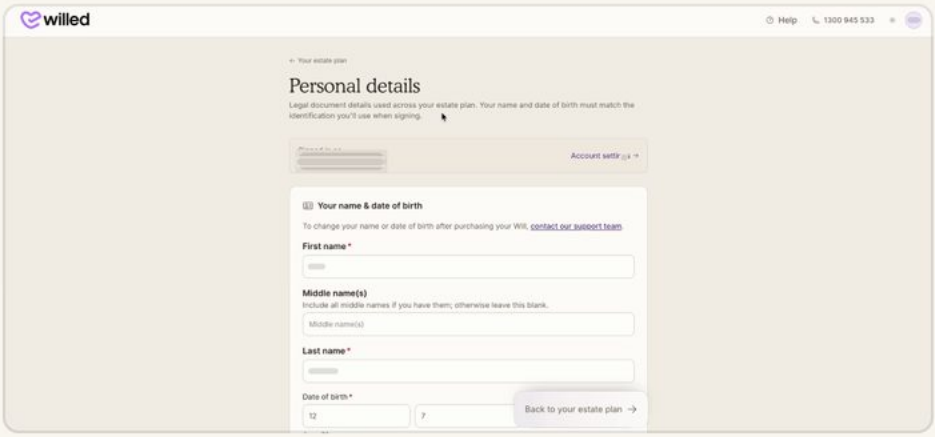


The “Before you download” checklist is a sensible legal step but dense on a small screen. The Creating your Will animation works nicely. On “Your Will PDF is ready”, the PDF icon is missing.

29 Personal details Medium

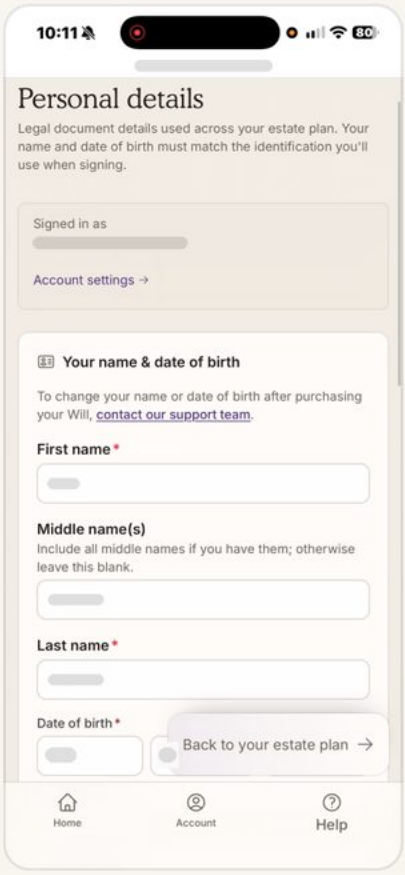
Account

DESKTOP



The Date of birth label is smaller than the others again: the same label issue across three screens.

MOBILE

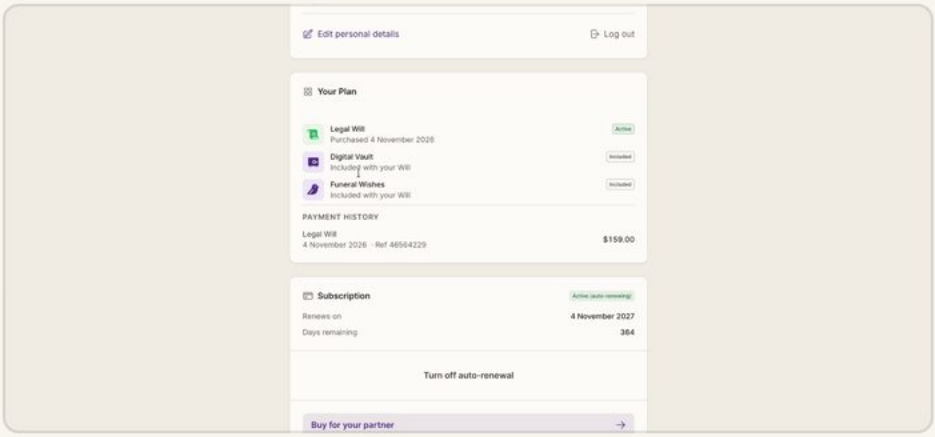


Fields stack well, apart from the smaller Date of birth label. A floating “Back to your estate plan” button duplicates the back link at the top.

30 Account & plan Positive

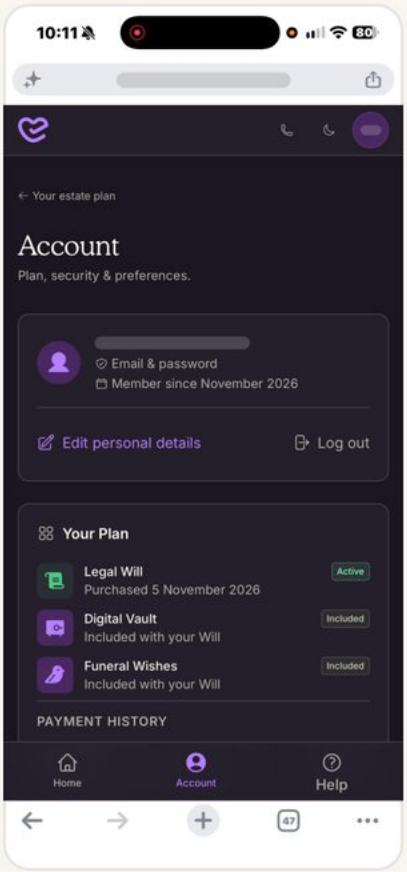
Account

DESKTOP



Plan, payment history and auto-renewal are transparent, and it's easy to manage or delete the account. Making "Digital Vault: included" clickable would help people discover what's in their plan.

MOBILE



Dark mode looks good. Two back buttons compete; keep one. The header icons (light/dark, phone) are too small and unevenly spaced for touch.

Recommended designs

Seven fixes, designed

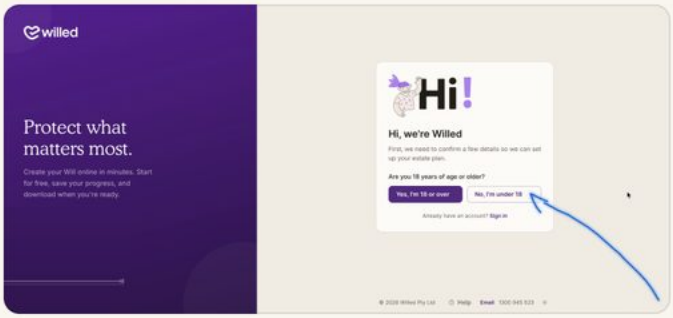
Top recommendations in the app's style. Designs 01–05 show fixes for all platforms on desktop. Designs 06–07 cover mobile-only issues. Each page pairs the current screen with the proposed design. Editable versions are on the v2 mockups page.

Design 01 · Desktop

One placement for the primary action

Yes/No questions put the main answer on the left, while every Back/Continue step puts it on the right. People learn where “forward” lives; moving it makes them stop and read.

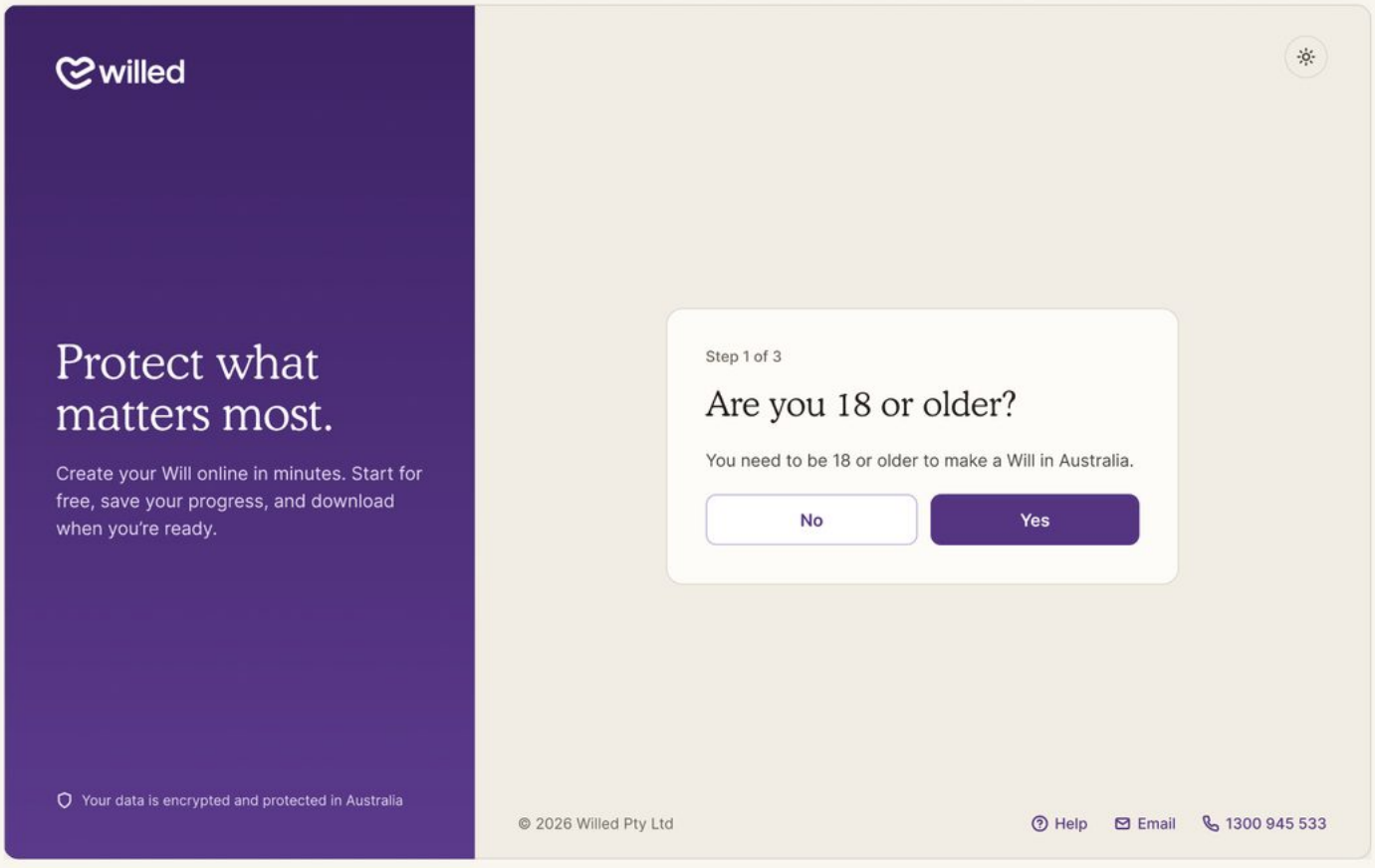
CURRENT



WHAT CHANGED

1. The main answer sits on the right, matching Continue on every other step.
2. Both answers share the row equally, with labels centred.
3. The footer is spread out: copyright left; Help, Email and phone right, with matching icons.
4. The light/dark toggle sits top-right, in the same place on every screen.

SUGGESTED



Design 02 · Desktop

No modals on top of modals

Adding a child opens a modal over the full-screen editor, then another to add a person: three levels deep. Each editor also uses different Save, Exit and × controls.

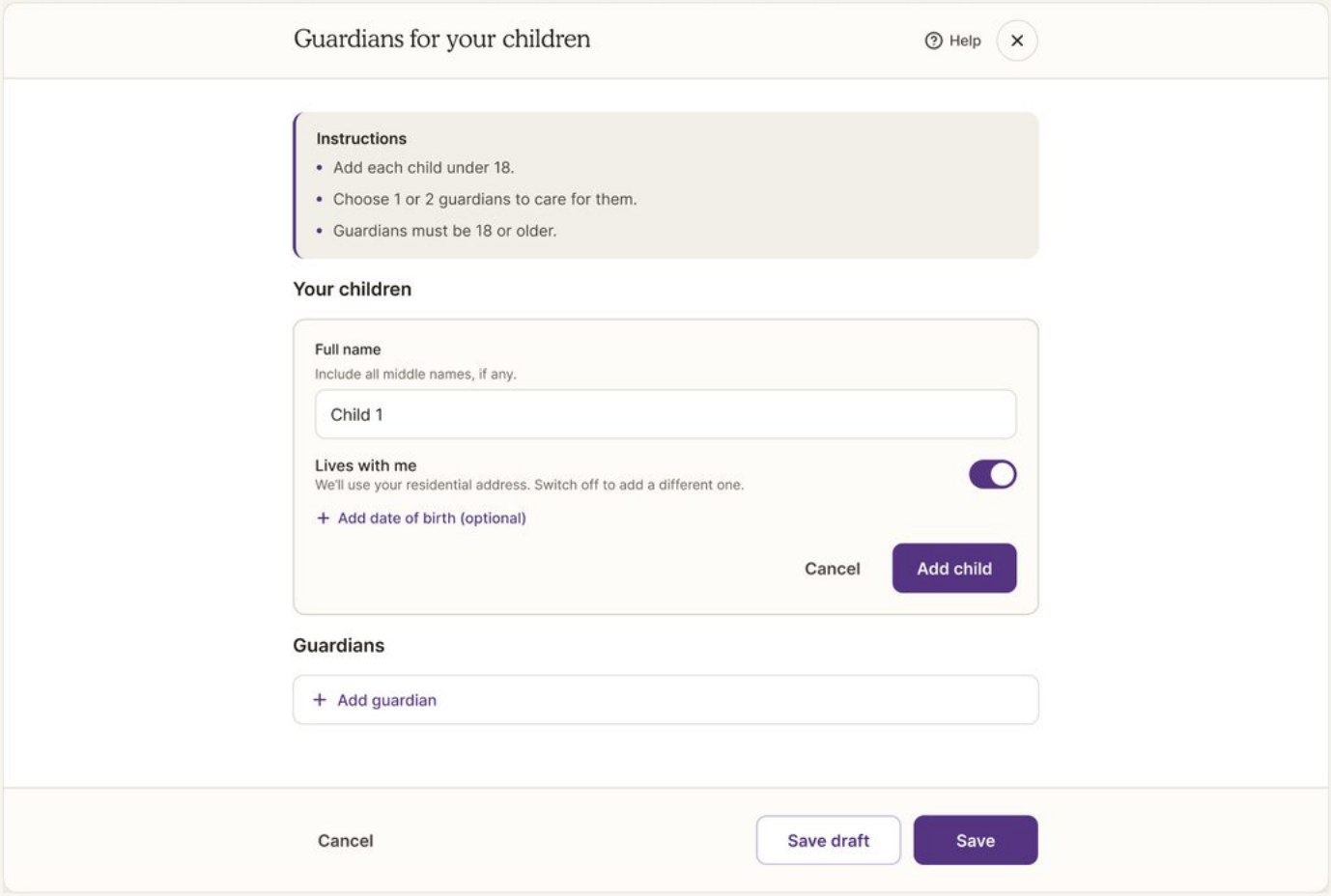
CURRENT



WHAT CHANGED

1. The person is added inline inside the editor, with no modal on top of a modal.
2. One header everywhere: the title on the left, Help and × together on the right.
3. “Lives with me” is on by default; switching it off reveals the address fields.
4. One footer: with more than two actions, Cancel goes on the left and Save draft and Save are grouped on the right.

SUGGESTED

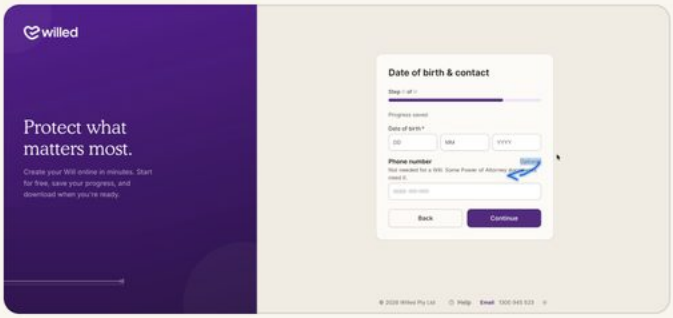


Design 03 · Desktop

One label style, with “(optional)” inline

Label sizes change from field to field, and “optional” sits far right, where it gets lost and isn’t reliably read by screen readers.

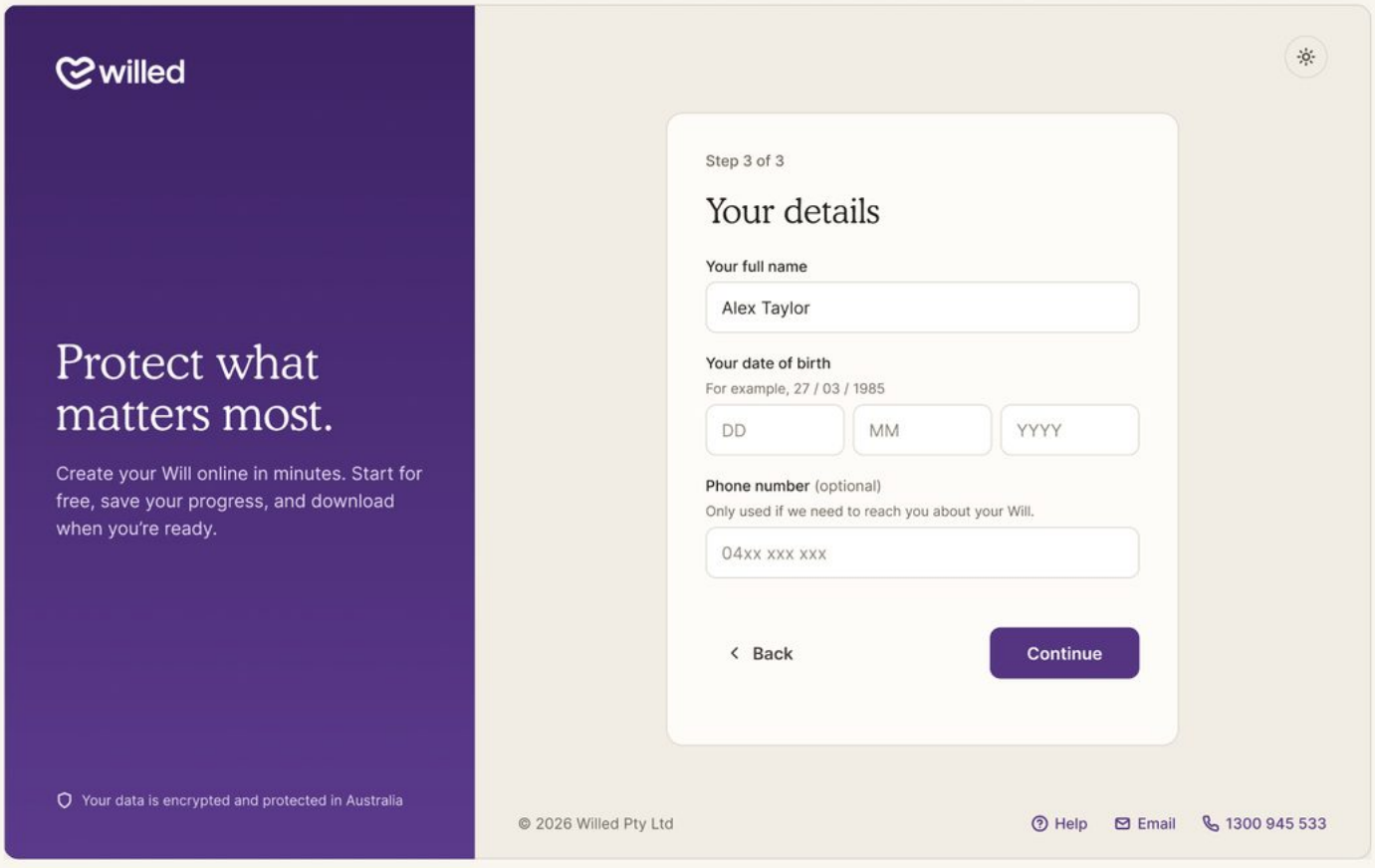
CURRENT



WHAT CHANGED

1. Every label uses the same size and weight from one shared component.
2. “(optional)” follows the label, so it’s seen and announced with it.
3. “Your date of birth” makes clear whose details these are.
4. Hints sit between the label and the field, never beside it.

SUGGESTED

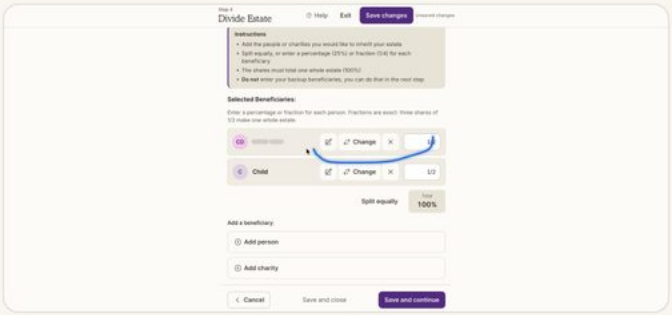


Design 04 · Desktop

Divide the estate in percentages

Shares show as fractions (½), the × sits mid-row, and “Change” doesn’t say it swaps the person. Most people think in percentages, and they’re easier to type and check.

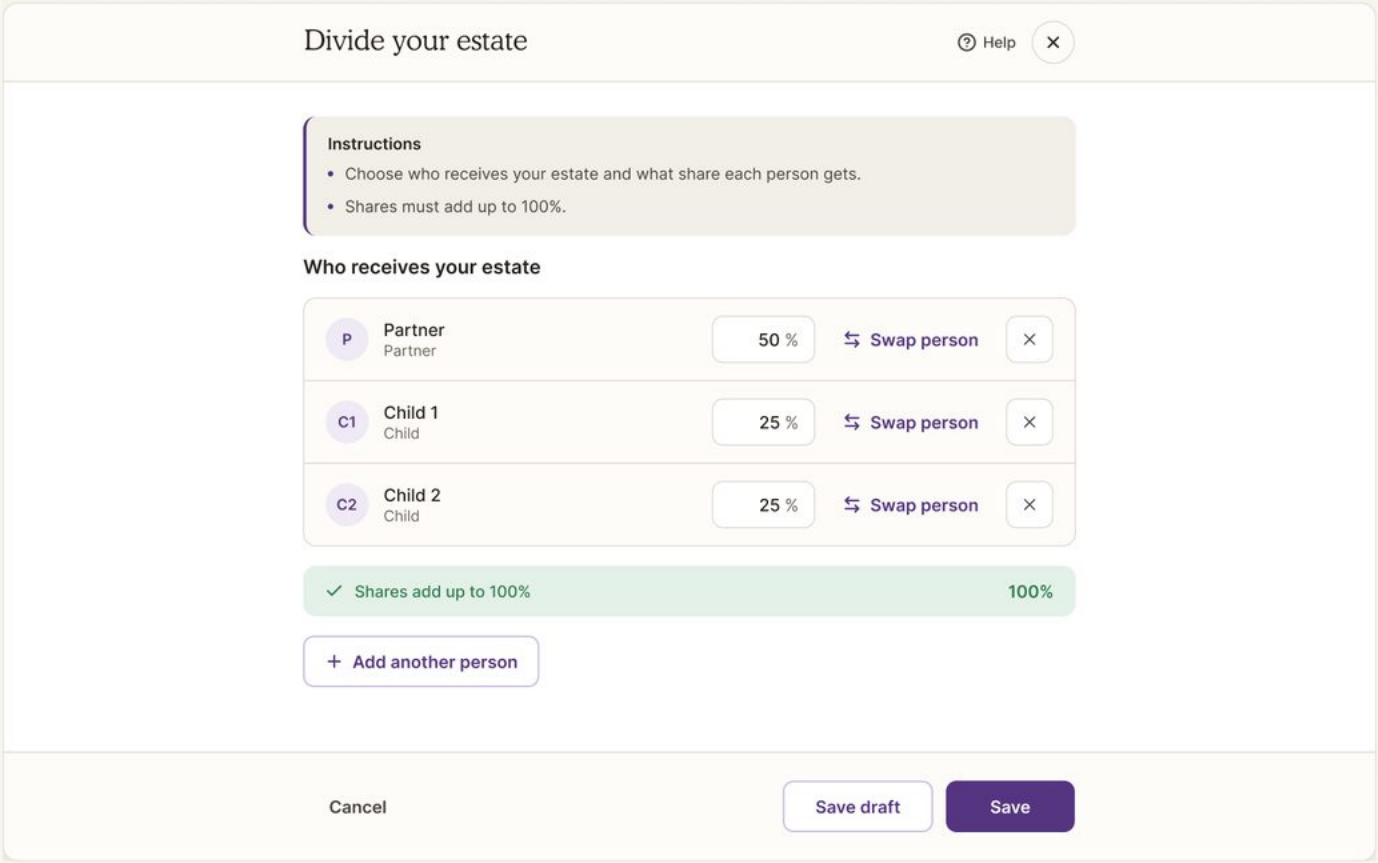
CURRENT



WHAT CHANGED

1. Each share is a percentage people can type straight into.
2. A running total confirms the shares add up to 100%.
3. “Swap person” and a × button sit together at the end of each row.
4. Adding another person is a clear secondary action under the list.

SUGGESTED

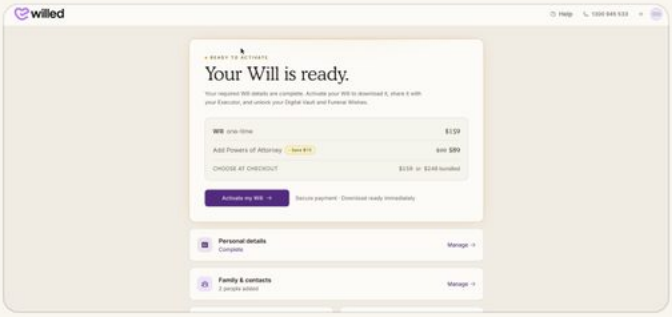


Design 05 · Desktop

Show the Will before payment

Right before paying, people can't see what they're buying. A preview of their own Will makes the value tangible, and a status pill replaces the letter-spaced eyebrow.

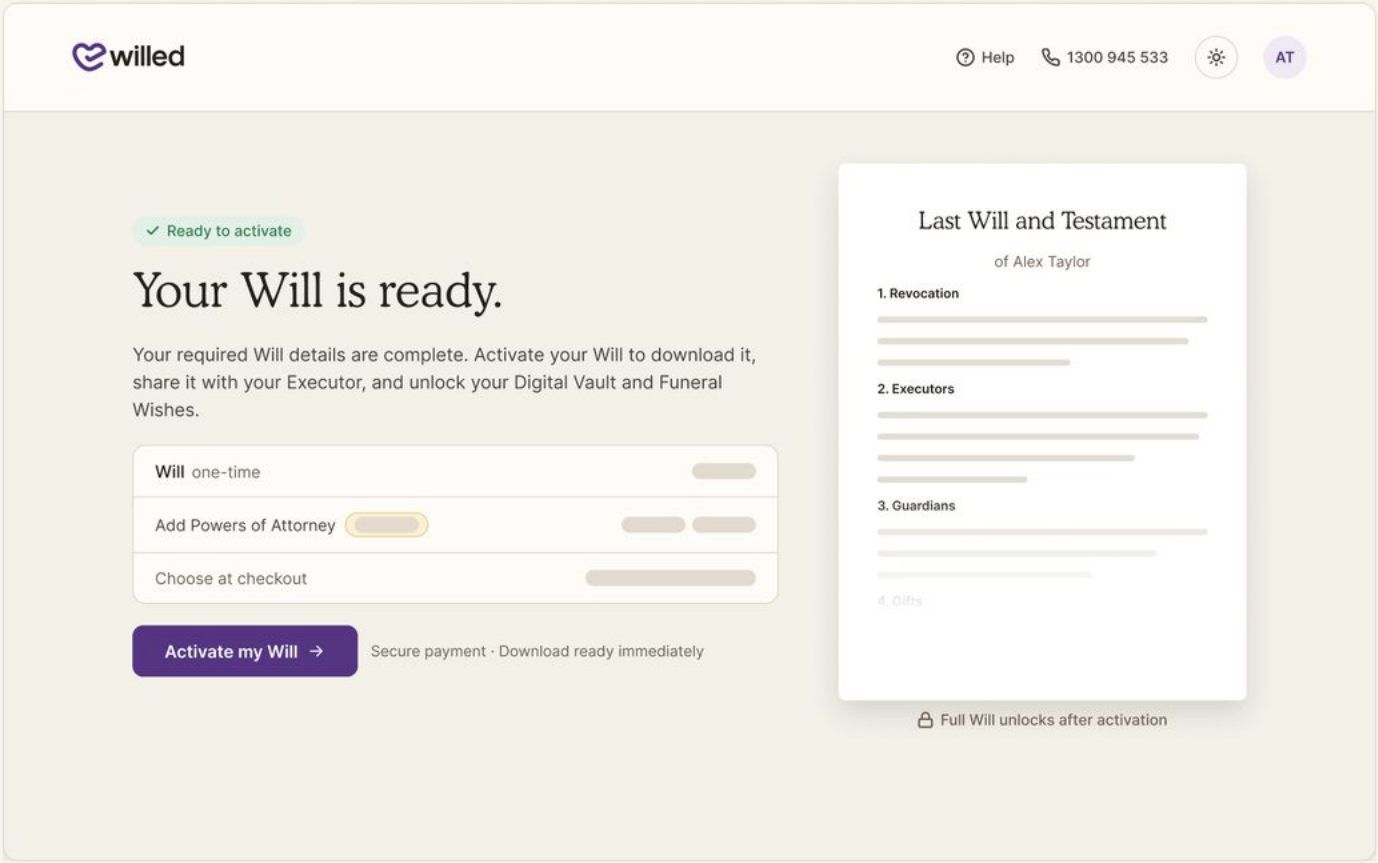
CURRENT



WHAT CHANGED

1. A preview of the first page of their Will, using their own details.
2. A calm status pill ("Ready to activate") instead of the uppercase eyebrow.
3. The price summary and the Powers of Attorney offer stay beside the action.
4. One clear action: Activate my Will.

SUGGESTED

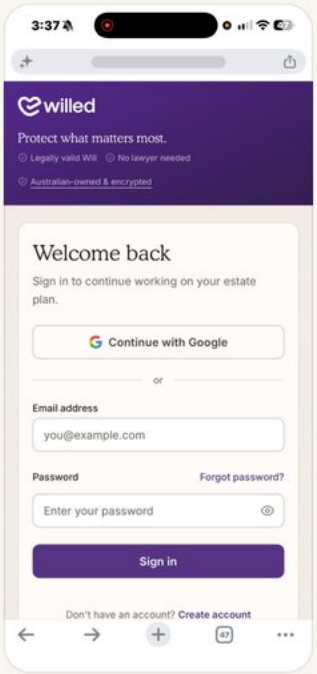


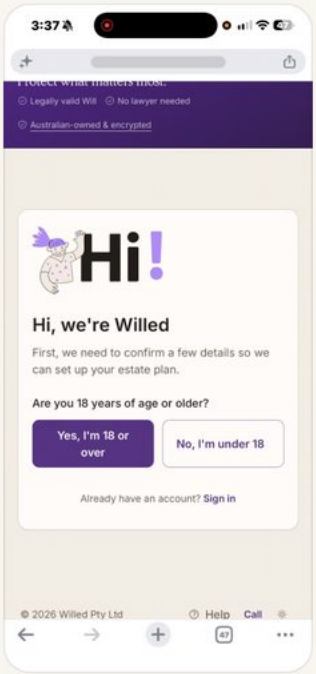
Design 06 · Mobile

No card on mobile

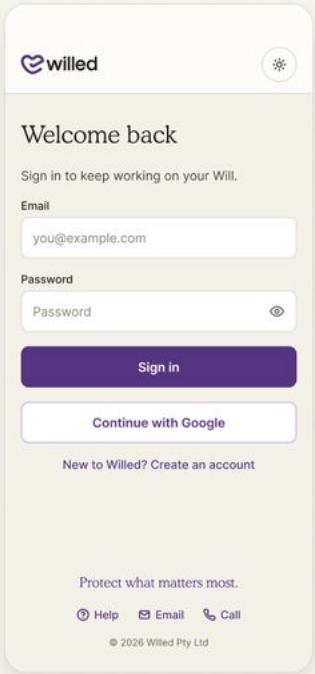
On a phone, the brand header and card push the question down the screen, and the Yes/No answers squeeze side by side and wrap (three lines on an iPhone SE).

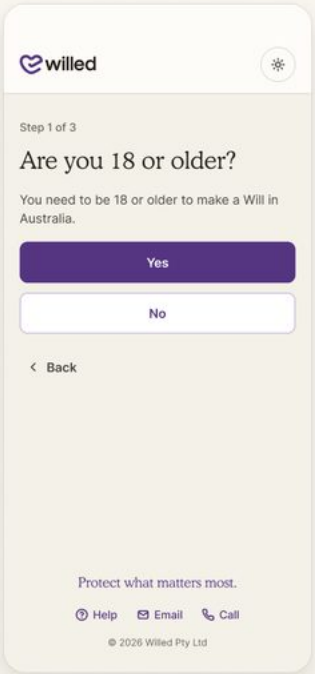
CURRENT





SUGGESTED





WHAT CHANGED

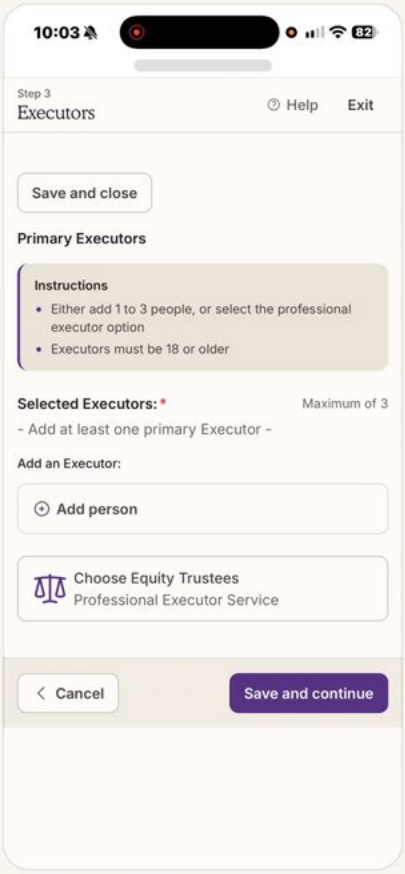
1. A slim header with the logo centred gives the form the screen.
2. No card: the form sits on the plain background at full width.
3. Answers stack full width, so labels never wrap.
4. Tagline, links and the light/dark toggle move to the footer, each a 44px target.

Design 07 · Mobile

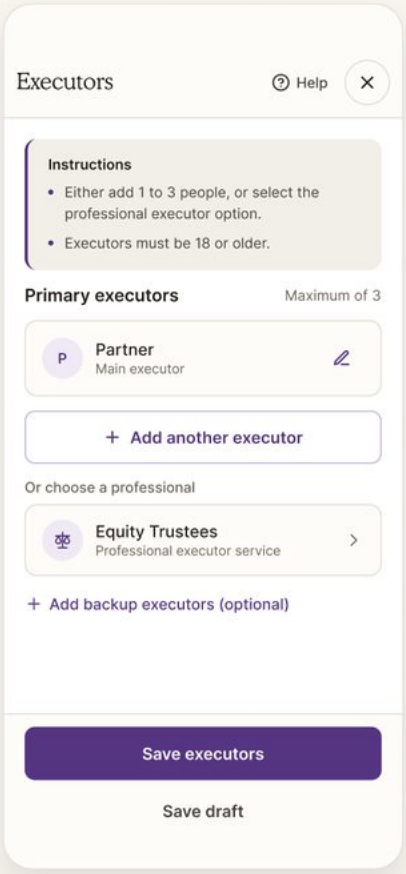
One save, within thumb reach

The mobile editor has Save changes at the top, a floating Save and close, and a cramped bottom bar where Save drops to a second line. It's unclear which button does what.

CURRENT



SUGGESTED



WHAT CHANGED

1. One header: the title on the left, Help and × together on the right, nothing else.
2. The main action is named for what it does: "Save executors".
3. "Save draft" sits below as a quieter option, matching desktop; nothing floats.
4. Errors appear next to the problem and say how to fix it.

Recommendations

What to fix before launch.

High Before launch

- Make buttons consistent across every editor and on mobile (Theme 01; Designs 01, 02 and 07).
- Fix the broken logo in the verification email and the address dropdown position.
- Avoid stacking modals: add people inline inside the editor (Theme 03; Design 02).
- Stack answer buttons full width on small phones, with no card on mobile (Design 06), and match the Help Scout Beacon to the brand colours.

Medium Next iteration

- One label style with “(optional)” inline (Design 03).
- Shares as percentages, with Swap person and a × button at the end of each row (Design 04).
- A Will preview and status pill before payment (Design 05).
- One heading style (Cooper) and a lighter weight for question headings.
- Move the “Protect your estate plan” two-factor prompt out of the purchase flow; offer it after purchase or in Account.

Low Polish

- Distribute the footer, match header text sizes, and move the light/dark toggle to the header. Consider making payment a full-screen step.
- Widen the content column on large screens and centre the form once inside the flow.
- Move “Skip this step”, restyle “Please don’t close this page”, make Digital Vault clickable, and show one password error at a time.
- Optional: test folding the 18+ and Australia questions into Create account, with care, as they are eligibility gates.
- Fix the missing PDF icon on “Your Will PDF is ready”, remove the duplicate back buttons, enlarge header icons, and make the top Download button download directly.

Appendix

Baseline: the live app

The current live app (app.willed.com.au), reviewed end to end before v2 as a benchmark. The scorecard at the front of this report shows how v2 measures against these findings.

Executive summary

A complete Will in about 15 minutes, with avoidable friction along the way.

Willed v1 does its core job: a first-time user can go from the welcome screen to a ready-to-sign Will PDF in one sitting. The structure is sound and the illustration style is warm and distinctive. The friction comes from presentation rather than the journey: helpful content styled as warnings, drawers where an inline step would do, progress indicators that don't reflect what the user actually did, and contrast failures on the help content people need most.

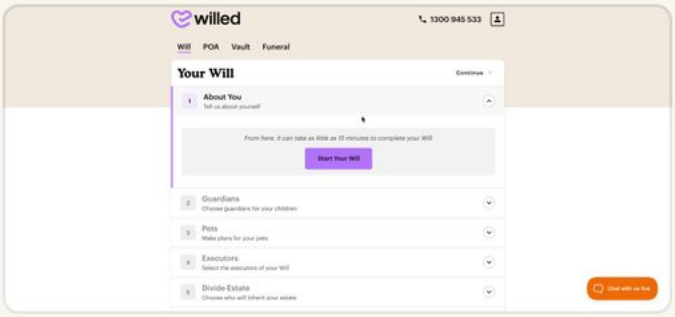
28	~15 min	7	7
screens reviewed	to a finished Will PDF	recurring UX themes	WCAG AA failures found

HOW THIS REVIEW WAS DONE

I completed a full Will on the production app (desktop Chrome) using a free Will code. My walkthrough is combined with a measured audit of contrast, tap targets and page structure, plus a mobile capture of onboarding at 390px.

What works well

A solid foundation worth keeping.



Your Will dashboard: every step and a time estimate up front.



Charity options make leaving a bequest tangible.

- The progress-bar illustration in onboarding is distinctive and on-brand.
- The Your Will dashboard clearly lays out every step with a time estimate.
- Charity options and the professional executor (Equity Trustees) add real value.
- End to end, a complete Will was produced in about 15 minutes.
- The free Will code worked and the $0 checkout was clear.
- The generated Will PDF is well designed and on-brand.

Keep these in v2. They give Willed a friendlier, more human feel than typical legal-form software.

Key themes

Seven patterns explain most of the friction.

01 High

Orange is doing too many jobs

Orange is used for FAQ links, instructions, upsells and “Bonus” tips, so helpful content looks like a warning or error. The orange links also fail AA contrast (2.53:1).



RECOMMENDATION

Reserve orange for warnings and errors only. Restyle instructions, tips and offers as neutral or lilac-tint cards, and darken help links to at least 4.5:1.

02 High

Drawers where inline would do

Adding a partner, executor, beneficiary, discount code and payment each opens a drawer, mostly from the left, which is usually reserved for navigation. Chevrons suggest an accordion but open a drawer.



RECOMMENDATION

Use progressive disclosure inline: Add → fields appear → Save → read-only summary. Keep drawers for genuinely secondary content, and open them from the right.

03 High

Progress and memory don’t match reality

Guardians is ticked as complete when it was skipped, relationship status is asked twice, finished sections don’t advance, and a checkout modal appears before anything is filled in.



RECOMMENDATION

Carry onboarding answers into the Will, mark skipped sections as “Not needed”, auto-advance on Save, and hold checkout prompts until the Will is ready.

04 Medium

Choices compete with each other

Every answer option is a filled primary button. Yes/No order puts the expected answer on the left.

RECOMMENDATION

Use outline or secondary styles for answer sets so no option looks pre-selected. Put the expected answer on the right, consistently.



05 Medium

Typography is louder than the brand

The app leans on heavy bold headings and large numbers, while the website uses light Cooper headings. Heading fonts also change between onboarding screens.

RECOMMENDATION

Align the app type scale with the website: Cooper Light for headings and a calmer weight hierarchy, applied consistently from the first screen.



06 Medium

Spacing and layout feel tight

Cards are cramped, padding is uneven, form fields don't span the card, and the welcome screen scrolls unnecessarily.

RECOMMENDATION

Apply a spacing scale with even card padding, more breathing room around questions, and a smaller header so key actions sit above the fold.



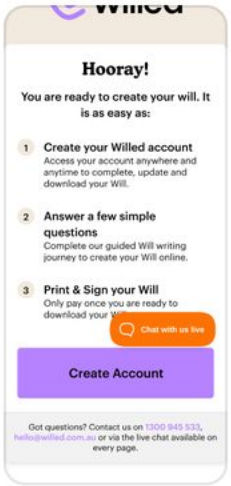
07 High

Live chat hides key content on mobile

At phone width the floating chat button covers the Log in link and the "Only pay once you are ready" step. Most visits are on mobile, but mobile users purchase at a lower rate.

RECOMMENDATION

Add bottom safe-area padding to pages, or collapse the chat button to an icon on small screens.



Accessibility check (WCAG 2.2 AA)

The help people need most is the hardest to read.

Measured from the live app's computed styles. With many customers aged 55+, these failures affect a large share of customers.

ELEMENT	MEASURED	RATIO	RESULT	WHERE
FAQ / help links (orange)	#FF7F0B on white	2.53:1	Fail	Divide Estate, Executors
Log in link (lilac)	#B682FF on white	2.75:1	Fail	Welcome
Footer Privacy Policy link	#B682FF on cream	2.31:1	Fail	Will pages
Primary button text	Black on #B682FF	7.63:1	Pass	Throughout
Primary button edge	#B682FF on white	2.75:1	Advisory	Throughout (1.4.11)
Log in tap target	47 × 19px	< 24px	Fail	Welcome (2.5.8)
Page heading	No H1 on onboarding	—	Fail	Welcome (1.3.1)
Unlabelled buttons, headings	1 H2, 1 H3, 3 buttons	—	Fail	Divide Estate (4.1.2)
Chat button covers links	Mobile 390px	—	Fail	Welcome, Hooray (2.4.11)

RECOMMENDED NEXT CHECKS

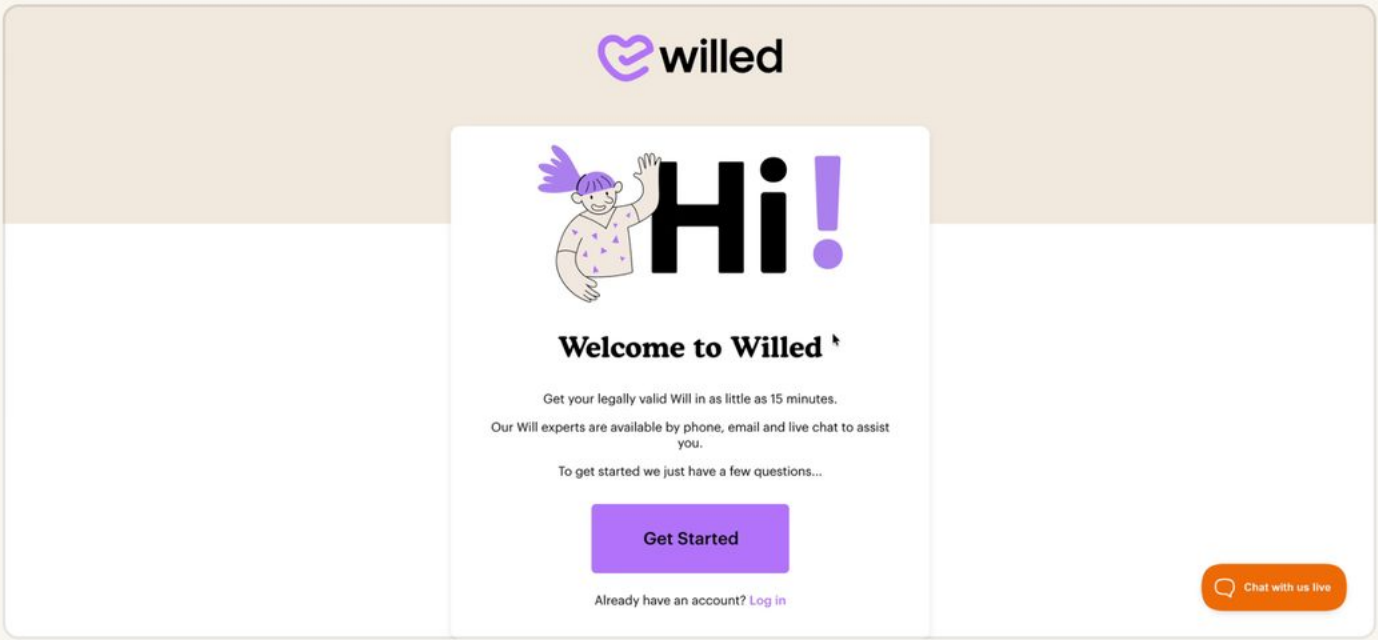
Keyboard-only run of the full flow (focus visibility and order, especially inside drawers and modals), a screen-reader pass on the Will sections, and a 200% zoom check on mobile. These were outside the scope of this baseline and should be part of the v2 review.

Screen by screen

Every screen, from welcome to Will PDF.

01 Welcome Medium

Onboarding



Scrolling is needed before anything happens; remove it and reduce the Willed logo. The bold heading font doesn't sit with the rest of the brand, so use a thinner weight, and check button sizing with slightly rounder corners. The "Log in" link is 2.75:1 on white (fails AA 4.5:1) and a 47×19px target, the page has no H1, and on mobile the live-chat button covers "Log in".

02 Q1 · Over 18? Medium

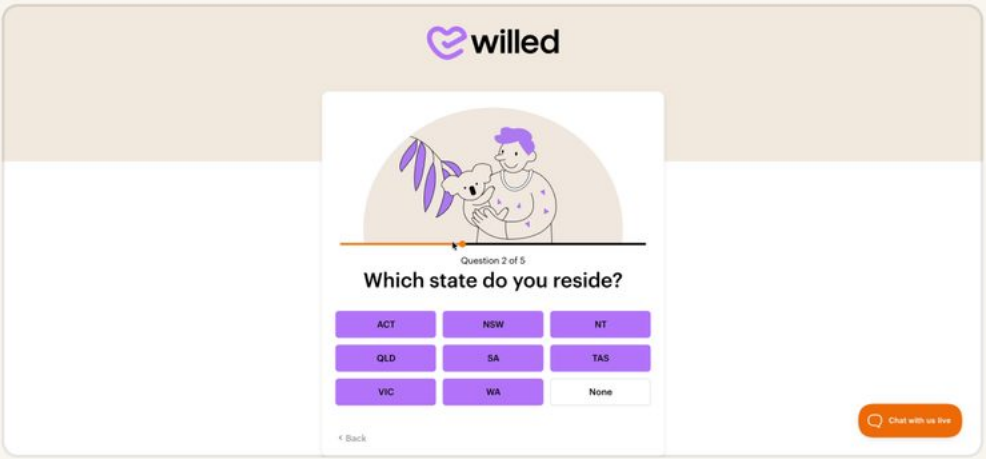
Onboarding



The heading font is inconsistent with the previous screen, and Yes and No carry equal visual weight. Make Yes primary on the right and No secondary on the left so the expected answer is guided. The layout feels tight: reduce the illustration, add padding, move “Question 1 of 5” above it and push the card up. The illustration-as-progress-bar is a lovely, on-brand touch.

03 Q2 · State Low

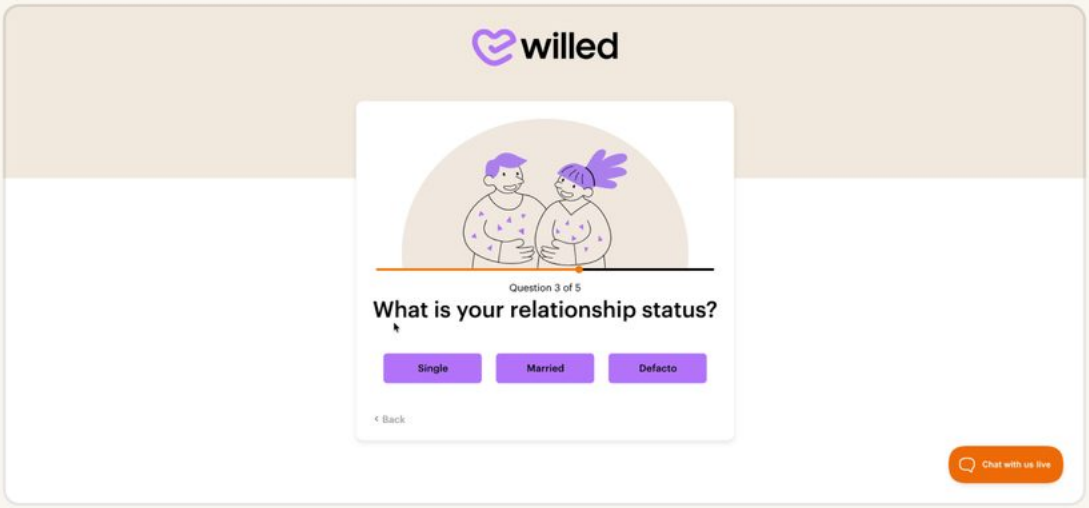
Onboarding



Every option is a primary button, so they all compete; the secondary style used for “None” would work better, and an outline icon of each state could aid recognition. “Which state do you reside?” is missing “in”, and “None” is unclear (overseas?). On mobile, NSW keeps a sticky highlight from the previous tap.

04 Q3 · Relationship Low

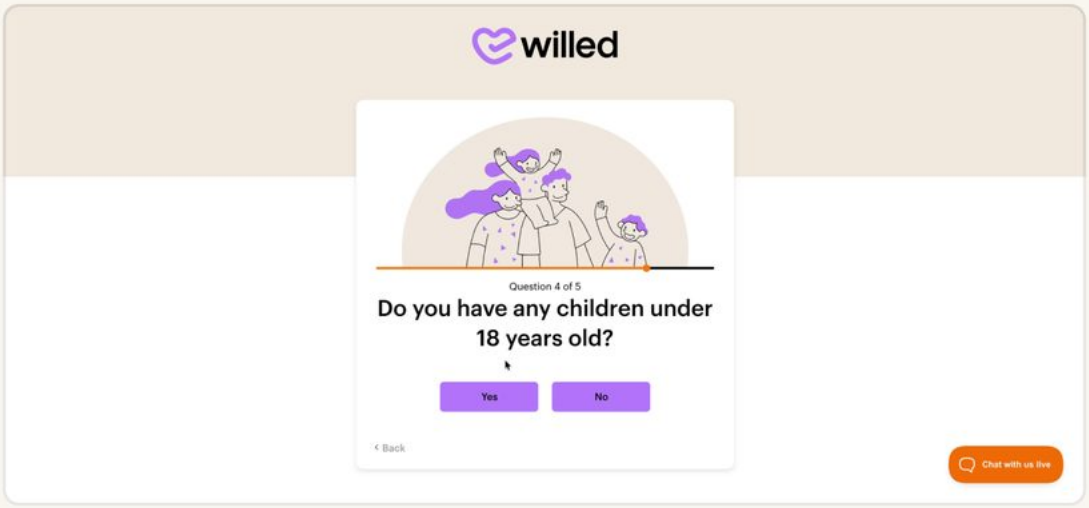
Onboarding



Options compete again. Purple with black passes AA but doesn't feel contrasting; an outline style with black text would read as options rather than actions. "Defacto" should be "De facto", and this answer is asked again later in About You.

05 Q4 · Children Low

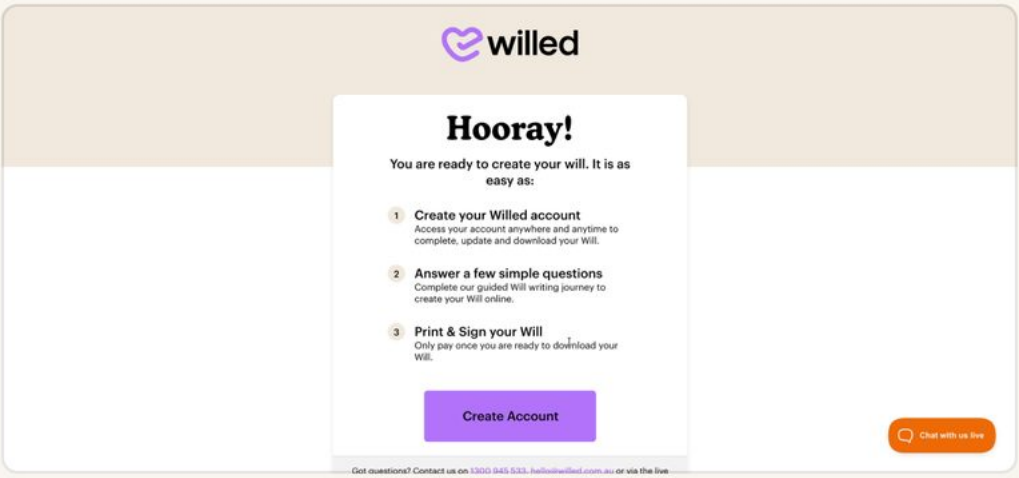
Onboarding



Five single-tap questions is a good, low-effort start, but the Yes/No order issue repeats here and on Q5 (pets): Yes should sit on the right.

06 Hooray! · How it works Medium

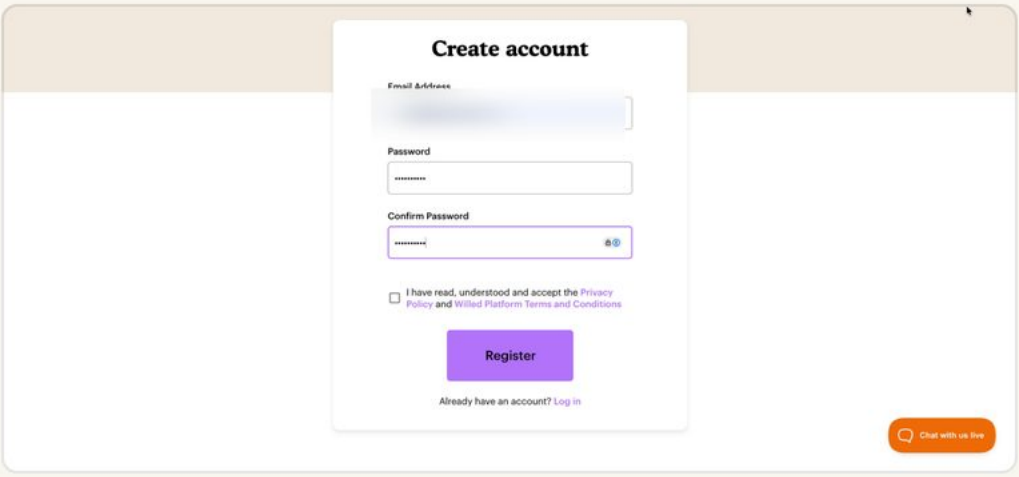
Onboarding



Typography competes: the step titles are too large and bold against “Hooray!”, which is itself too bold. On mobile the live-chat button covers step 3, “Only pay once you are ready”, the most reassuring message here. “Will” is lowercase in the intro but capitalised elsewhere.

07 Create account Medium

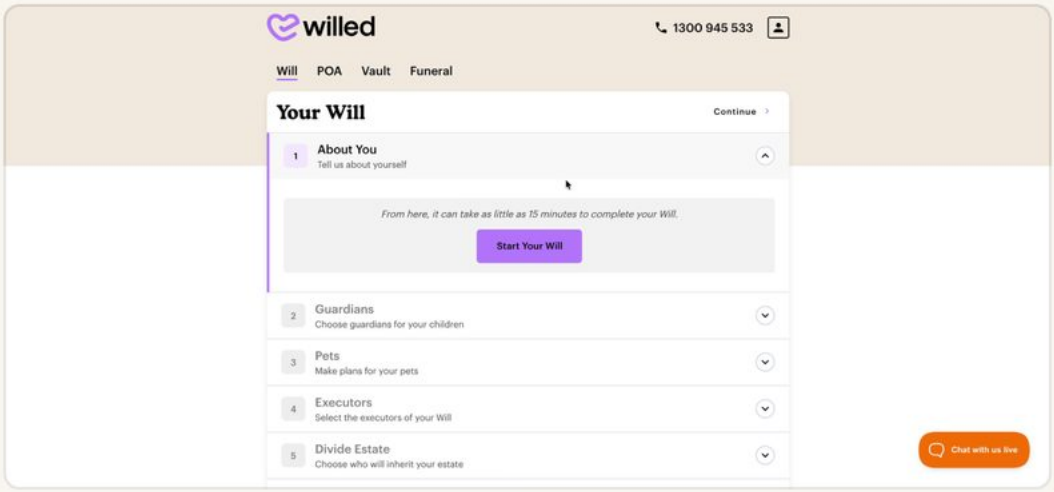
Sign up



There’s more space below Confirm Password than between the checkbox and the button; group the checkbox with the form and give the button more room. Fields don’t run the full card width, so side padding looks larger than top and bottom. There are no password rules or show-password toggle, the consent checkbox is a small target, and the policy links are low-contrast lilac.

08 Your Will · dashboard Positive

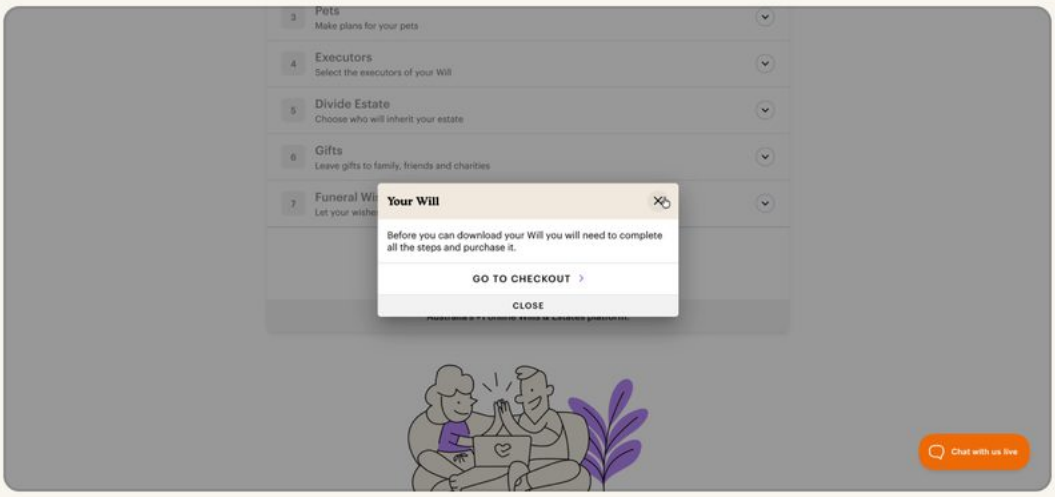
Will · Overview



This works well: it outlines every step ahead. The numbered accordion with a time estimate (“as little as 15 minutes”) and one clear “Start Your Will” action sets expectations, and the H1/H2 structure is correct.

09 Modal · Download before complete Medium

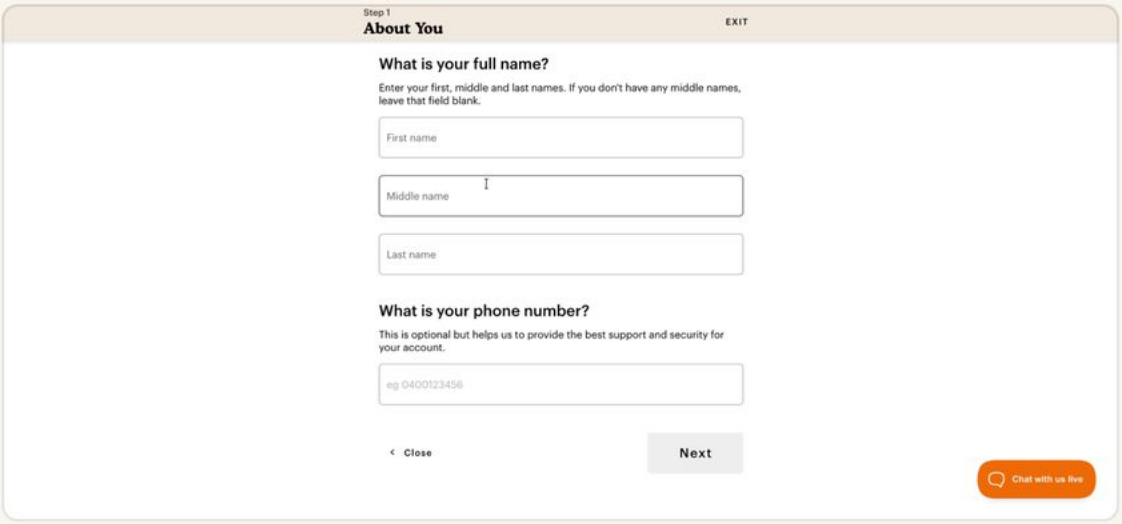
Will · Overview



The modal fires before anything has been filled in and pushes “Go to checkout”, a premature sales prompt at the moment of highest uncertainty. Visually it needs work too: lots of bold text, a very large number and a square profile image, where the website uses thin headings.

10 About You · Name Low

About You



Three stacked name fields with placeholder-only labels; the labels disappear once typed, which hurts recall and accessibility. “What is your full name?” needs more space above it.

11 About You · Date of birth Medium

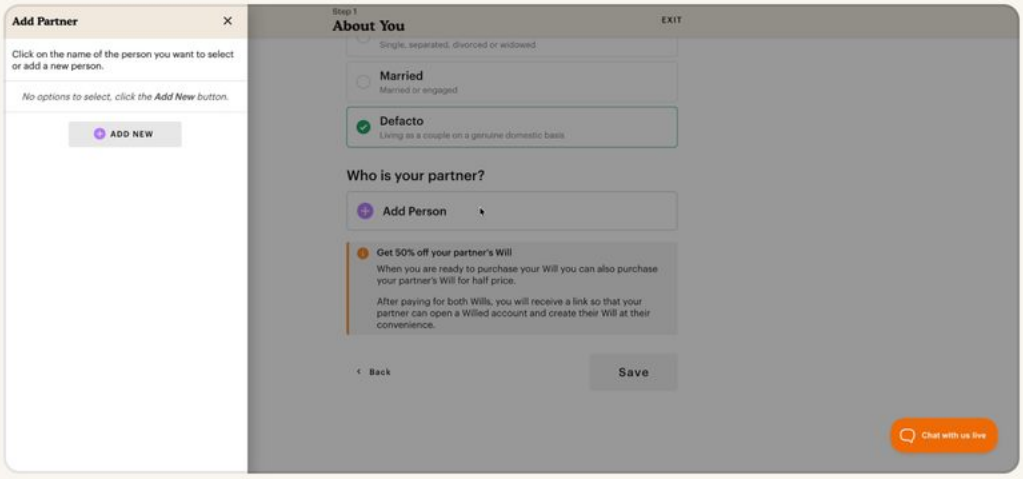
About You



Typing the date works well. Relationship status is asked again even though it was answered in onboarding; repeating questions erodes trust that the system is “listening”.

12 Add partner · drawer High

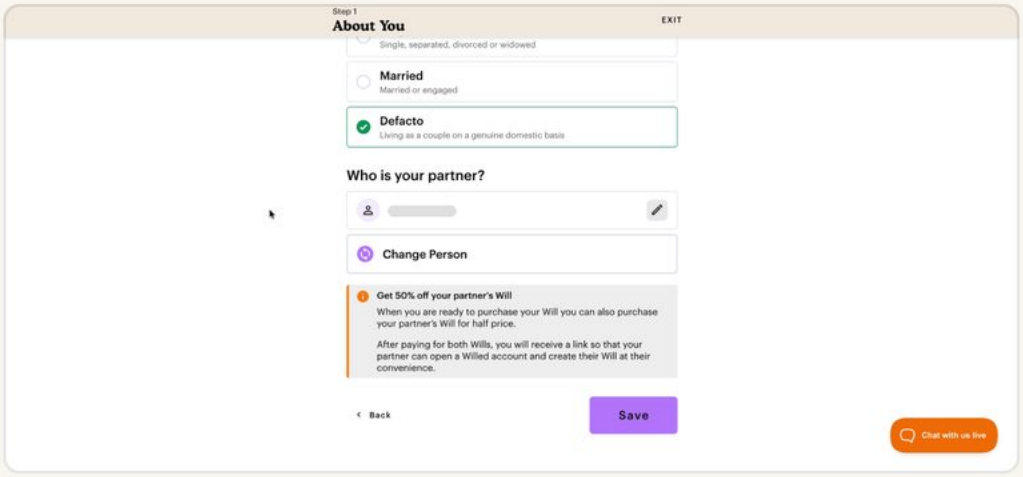
About You



Opening a left-hand drawer to add a person feels disjointed; action drawers normally appear on the right. It also opens to an empty list with a single “Add new” button, an extra layer before typing a name. Better: progressive reveal inline (Add partner → fields appear → save → read-only view), all within the form.

13 Partner added · 50% upsell Medium

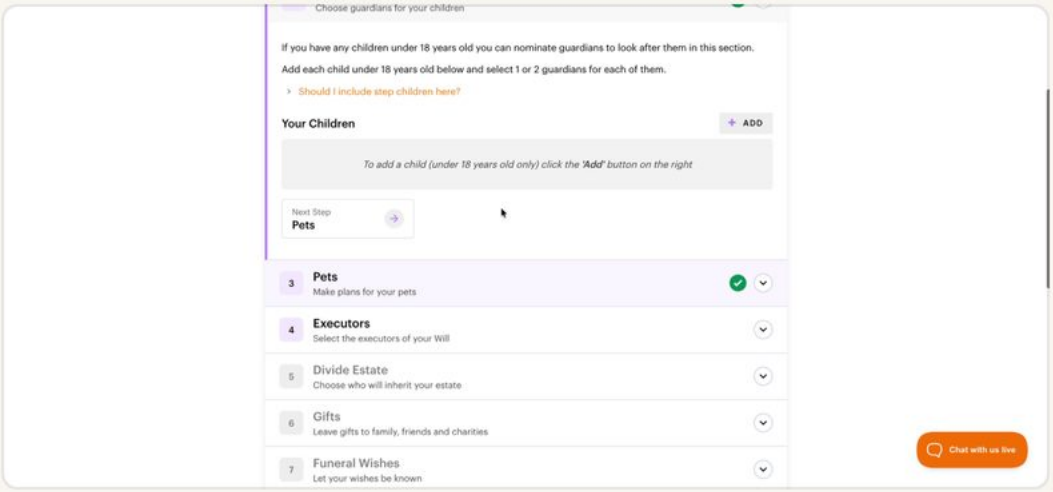
About You



Upselling here makes sense, but the offer reuses the orange alert styling, so it looks like a warning or something the user has done wrong. Use a neutral or brand-tint card with a clear benefit headline.

14 Guardians · auto-ticked High

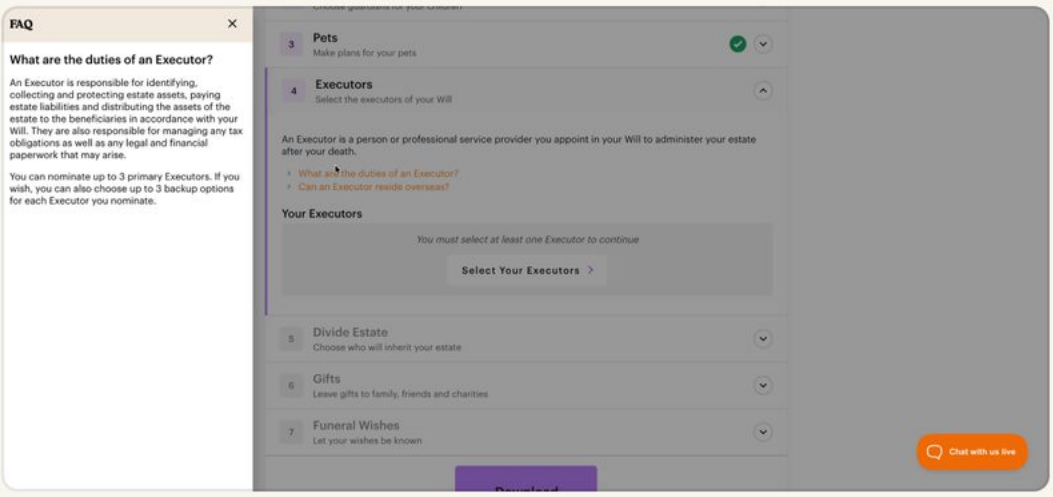
Guardians & Pets



Guardians shows as done before anything has been entered (because there are no children or pets). A green tick on a skipped section reads as “you completed this”; show “Not needed: no children under 18” with a way to change it.

15 Executors · FAQ drawer High

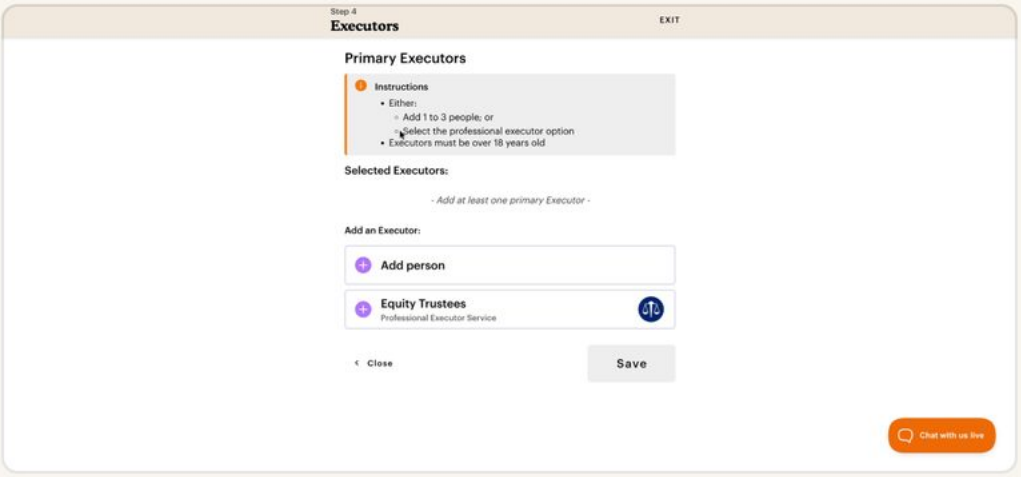
Executors



The orange FAQ links measure 2.53:1 on white, failing AA, and they explain the hardest legal concepts in the flow. Opening them in a drawer is odd too: avoid drawers unless they make sense, and never on the left unless it’s navigation.

16 Executors · Instructions High

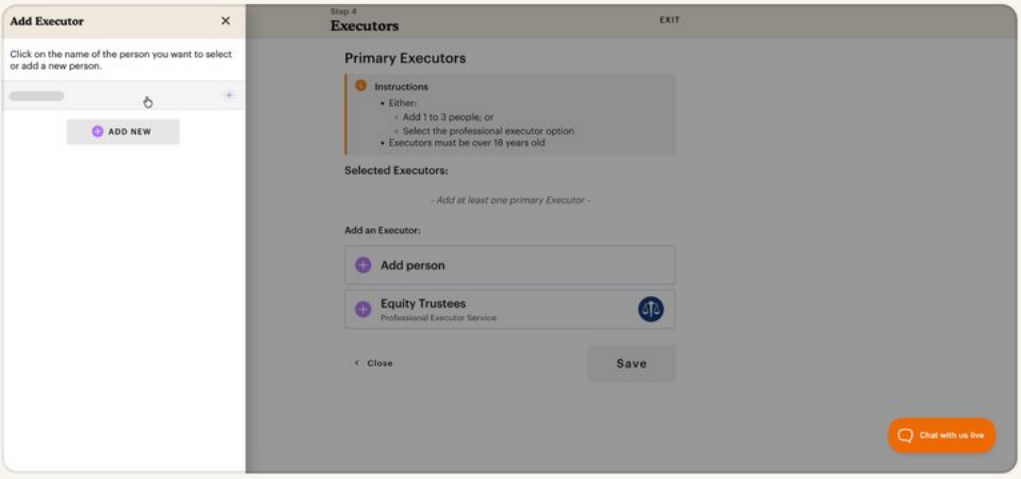
Executors



The instructions look like a warning or error. Reserve orange, even as a brand colour, for warnings and errors, never instructions or upsells; instructional content in alert styling trains people to ignore real warnings later. Redesign it (“What’s an executor anyway?”).

17 Add executor · drawer Medium

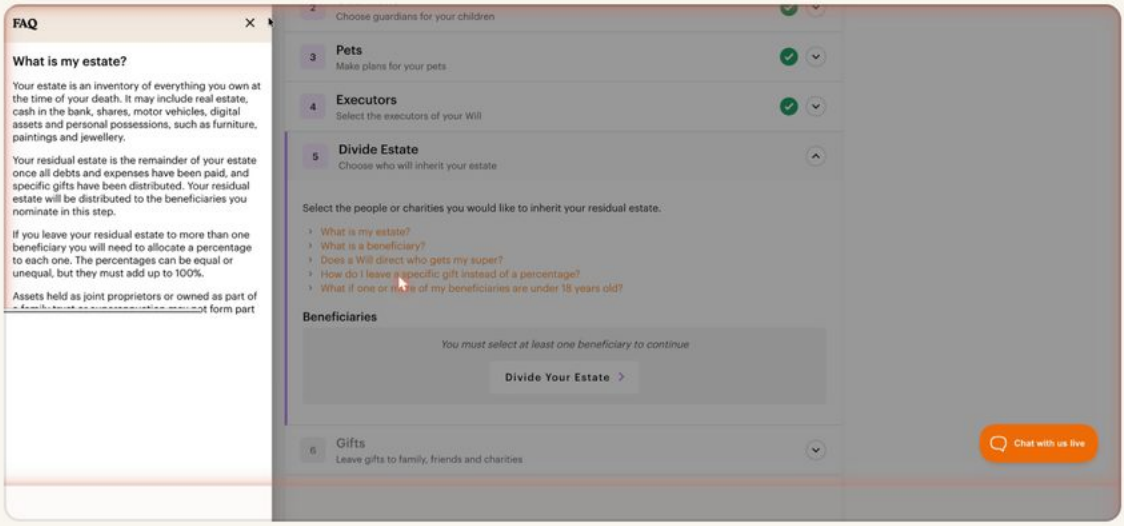
Executors



The rows' chevrons suggest an accordion but open a drawer. Equity Trustees as a professional option is a useful, well-placed choice. After finishing a section, the app could move to the next one automatically instead of needing a manual click.

18 Divide estate · FAQ High

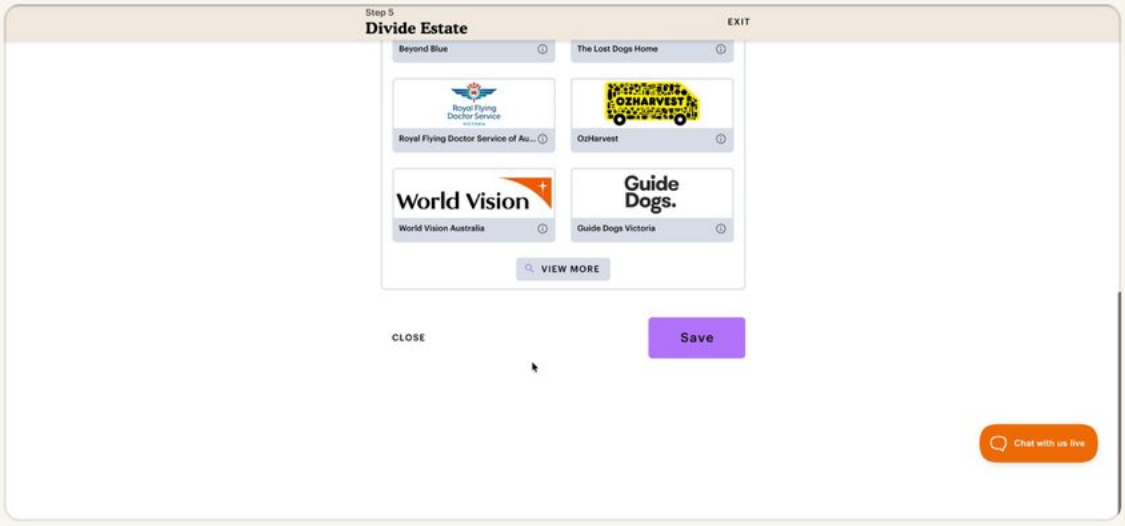
Divide Estate



The same 2.53:1 orange FAQ links fail contrast again. Empty headings (H2/H3) and three unlabelled buttons on this screen are announced as just “button”.

19 Divide estate · Charities Positive

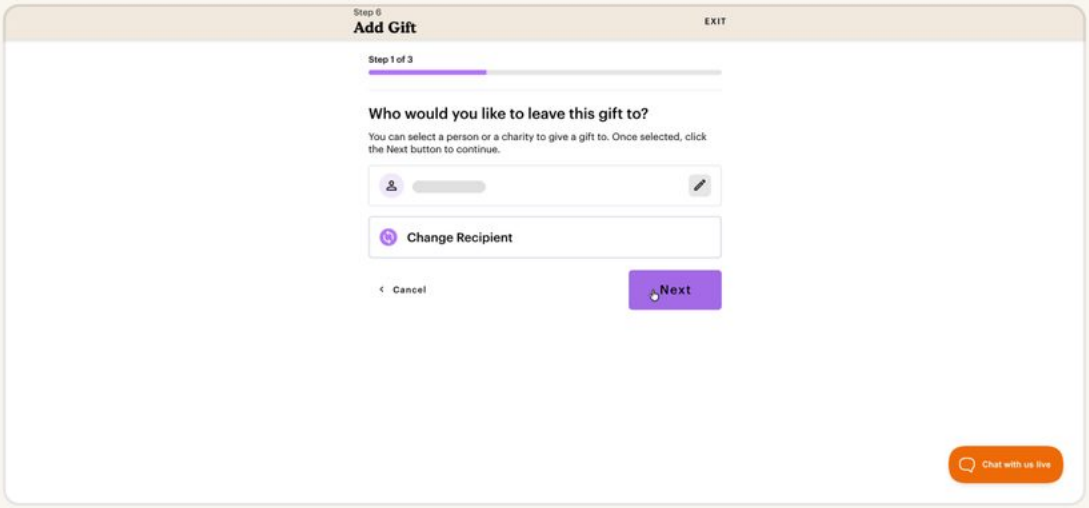
Divide Estate



Including charities is a nice touch, and their logos make bequests tangible. Percentage entry for beneficiaries was straightforward.

20 Gifts · Add gift Low

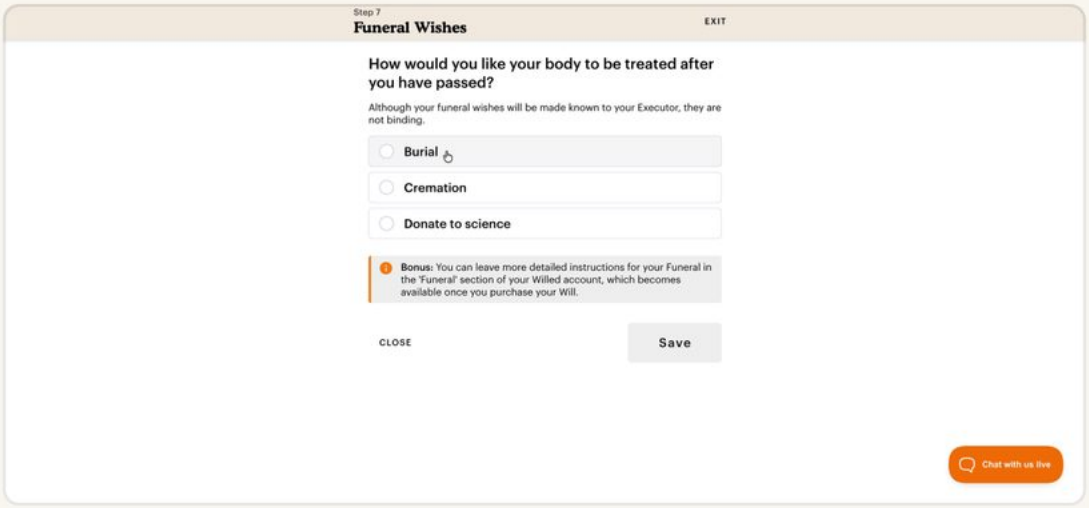
Gifts



Clear and simple: choosing money, assets or personal items and a recipient is easy, step progress (“Step 1 of 3”) helps, and Next is the only primary action.

21 Funeral wishes Medium

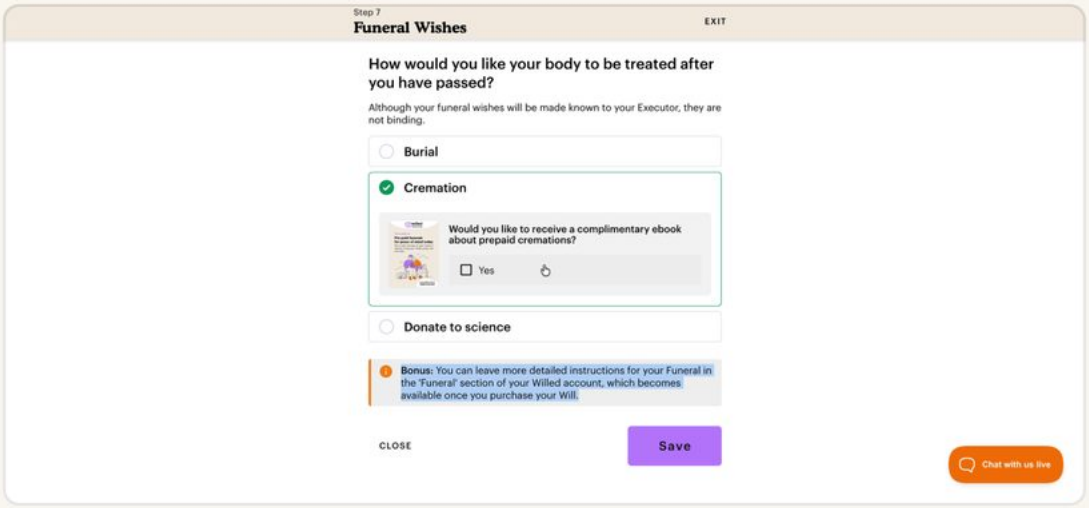
Funeral Wishes



A sensitive choice with no explanation. Add an information icon or short plain-language helper text for each option (burial, cremation, donate to science). The warning colour is used again for a “Bonus” message.

22 Funeral wishes · Cremation offer Low

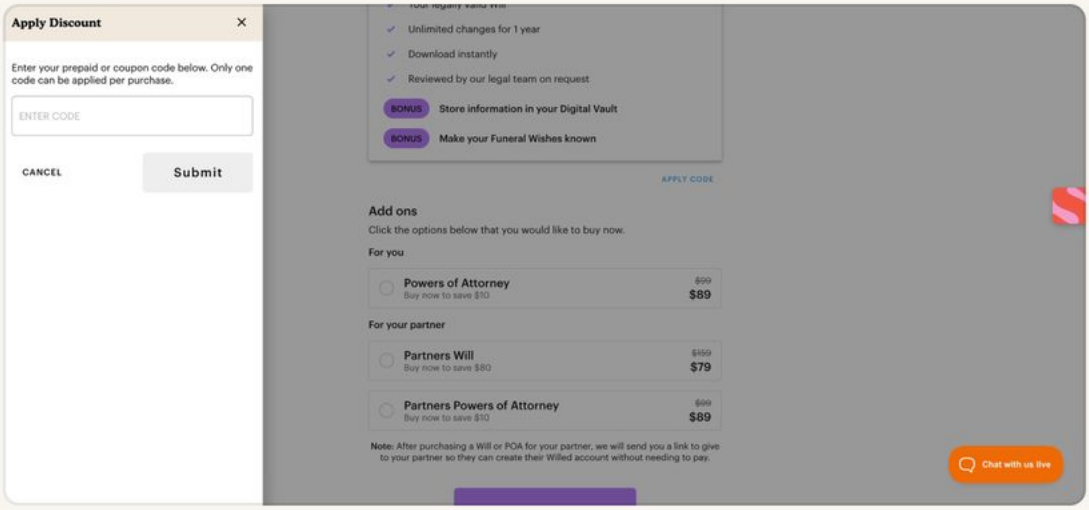
Funeral Wishes



A complimentary ebook offer appears inline once cremation is chosen. It's helpful, but it mixes a marketing offer into a sensitive decision.

23 Checkout · Add-ons Low

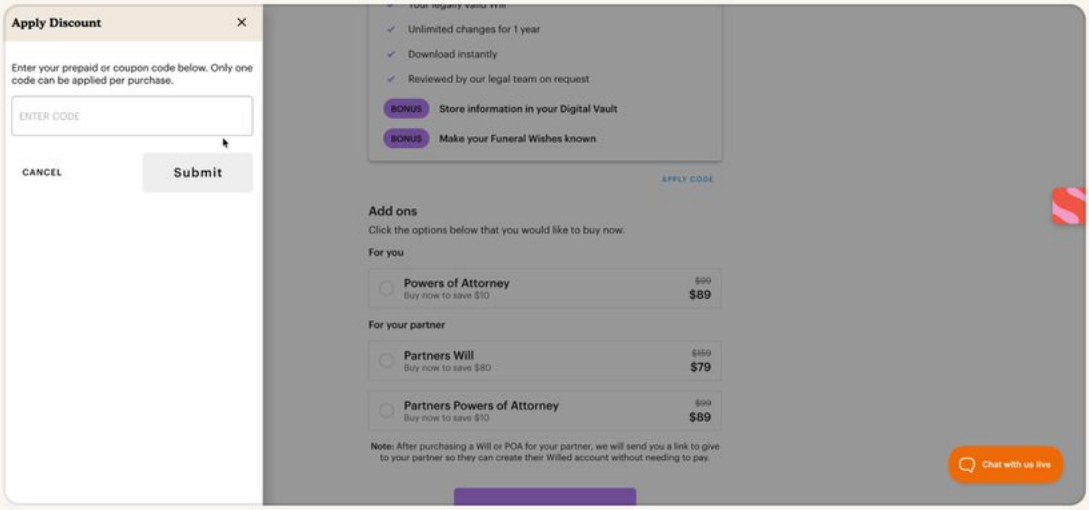
Checkout



Dense add-on list with struck-through prices directly below the core purchase. Consider separating add-ons from the Will itself.

24 Apply discount · drawer Medium

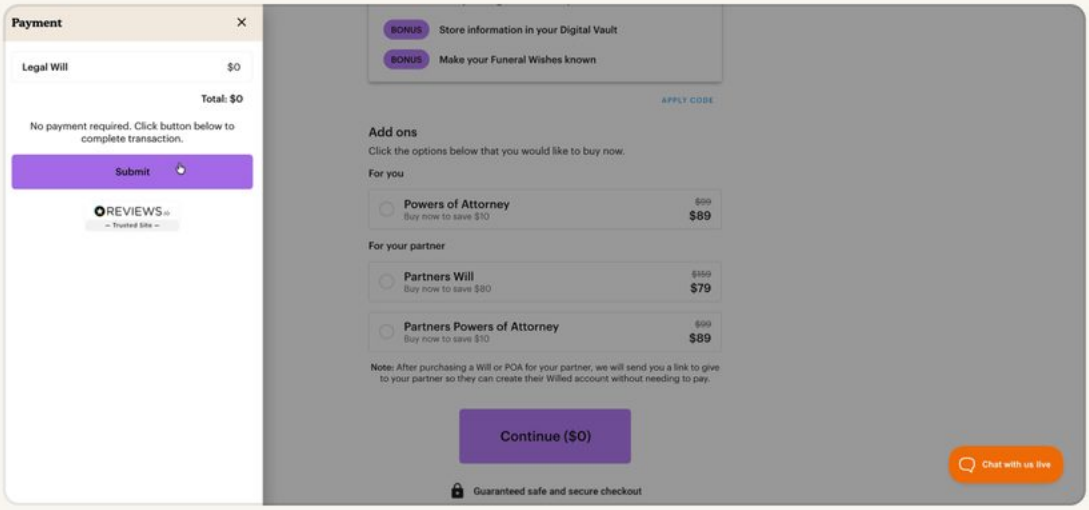
Checkout



A drawer isn't needed to apply a code; reveal a field inline instead. "Code is missing or expired" appeared on the first attempt with a valid code, which needs checking with the dev team.

25 Payment · $0 Low

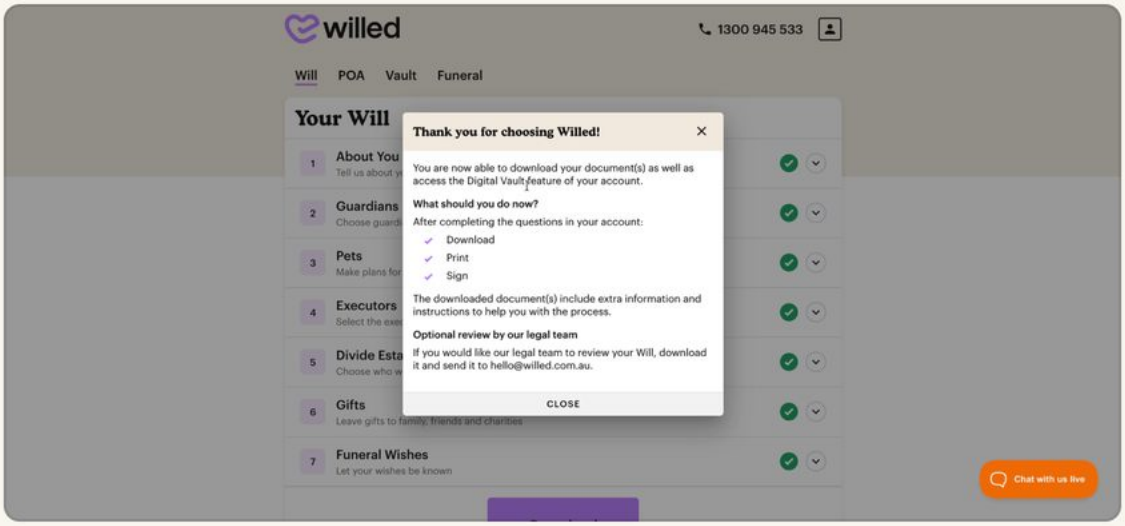
Checkout



Another drawer for no clear reason. "$0, no payment required" is clear, and trust markers (reviews, secure checkout) are present.

26 Thank you modal Medium

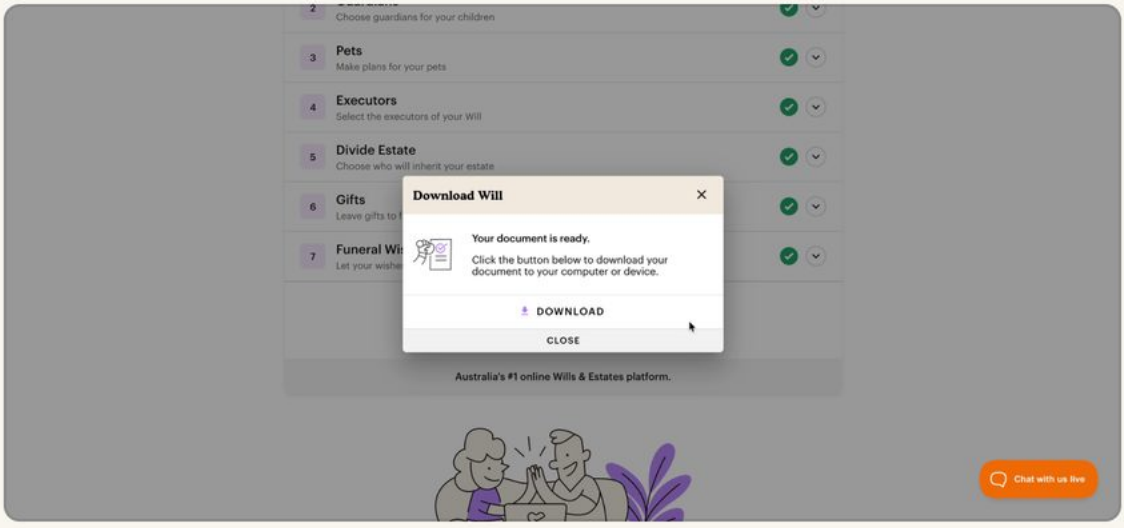
Completion



The key next steps (download, print, sign) are buried in a checklist inside a modal whose only action is Close. Make the action “Download your Will”, and improve the modal and drawer design.

27 Download modal Low

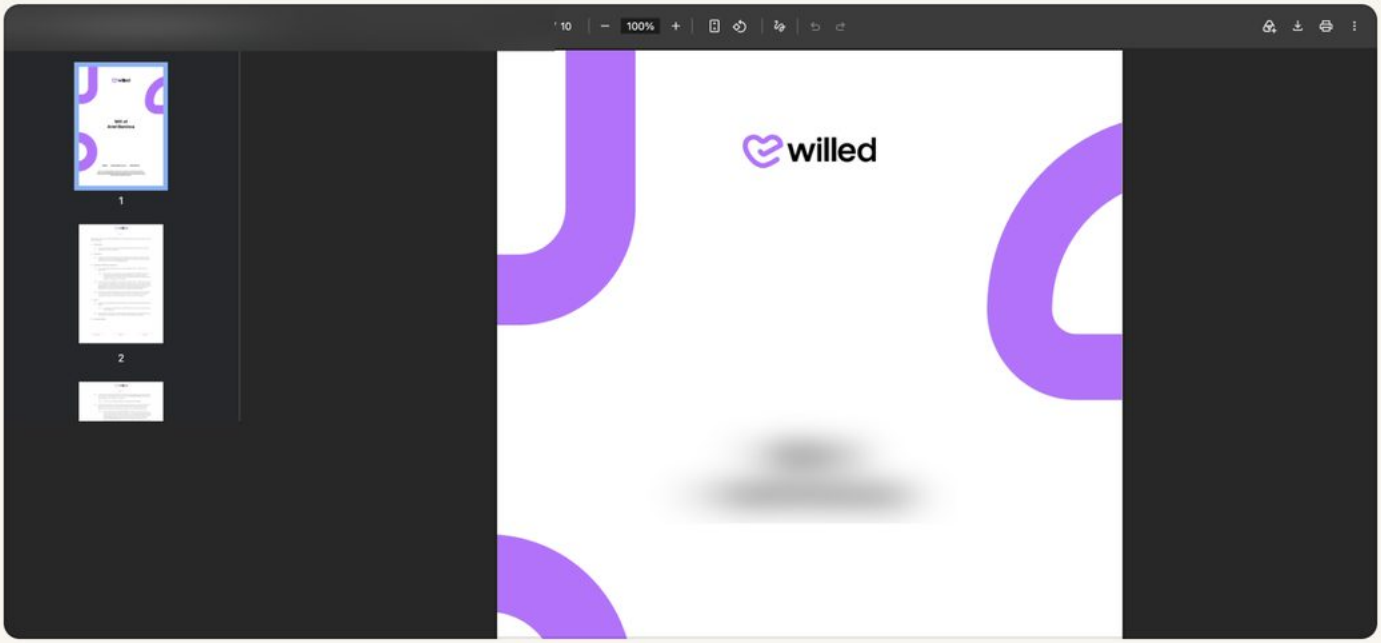
Completion



Generating took a few seconds before the download worked. Add a visible generating state so people don’t double-click or leave.

28 Will PDF Positive

Completion



The PDF is well designed and on-brand, and having the Will in hand feels great. Every page needs signing, so signing and witnessing instructions should be prominent at this hand-off.