Memo

Bringing New Voices to Memo: Designing an Invite System to Drive Platform Growth

Company Stage:

Seed

Company Size:

18

Contribution:

Design Lead

Scope:

Six weeks

Project Results:

Retention (days)

~7

Engagement boost:

+15%

Community growth:

+67%

Manual invites:

-100%

Overview

Memo was created to foster meaningful conversations free from the vanity metrics of traditional social media.

Up to this point, the founder manually controlled access, issuing one-off invitations. To grow more effectively, we needed a scalable, seamless way for existing members to invite others.

Our goal was to increase our user base, boost engagement, and enrich the platform with diverse, engaging content for all members.

Goals

Short term

Be ready to hand out invites for the conference our founder was going to attend in only a few weeks.

Long term

Create a robust invitation system that scales

Design principles

Simple

Make inviting users intuitive and frictionless.

Trustworthy

Maintain the community’s intentional, quality-driven ethos.

Scalable

Ensure the system can grow with Memo.

Consistent

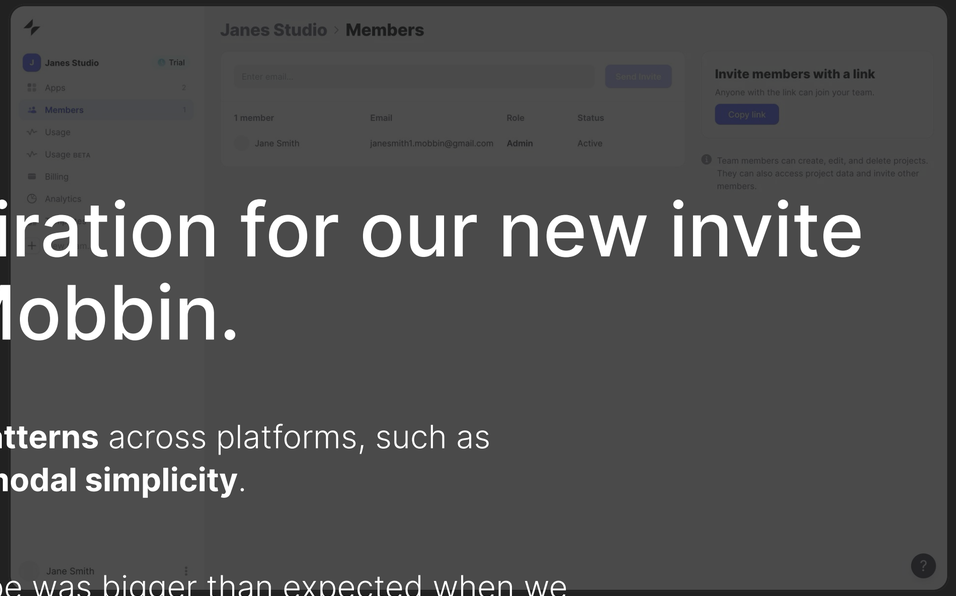
Leverage the design system for cohesiveness.

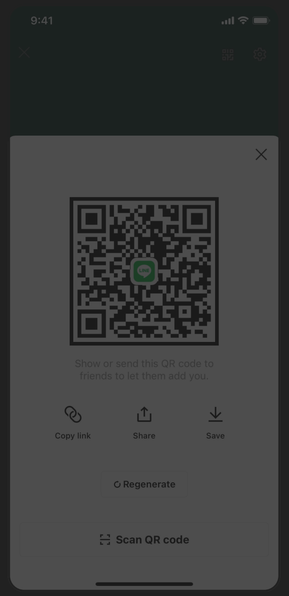
Research and constraints

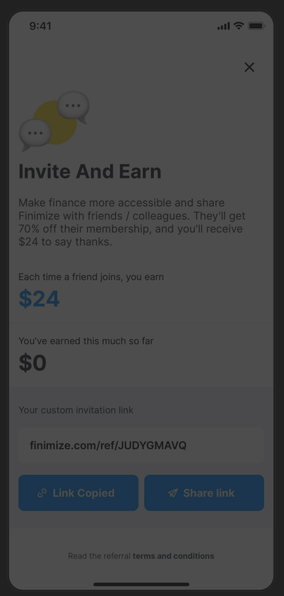
Finding inspiration for our new invite system on Mobbin.

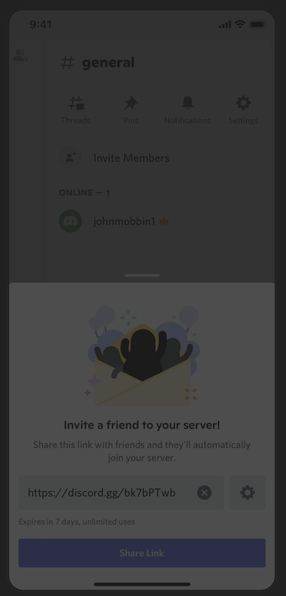
I identified **common invite patterns** across platforms, such as **shareable links, limits, and modal simplicity**.

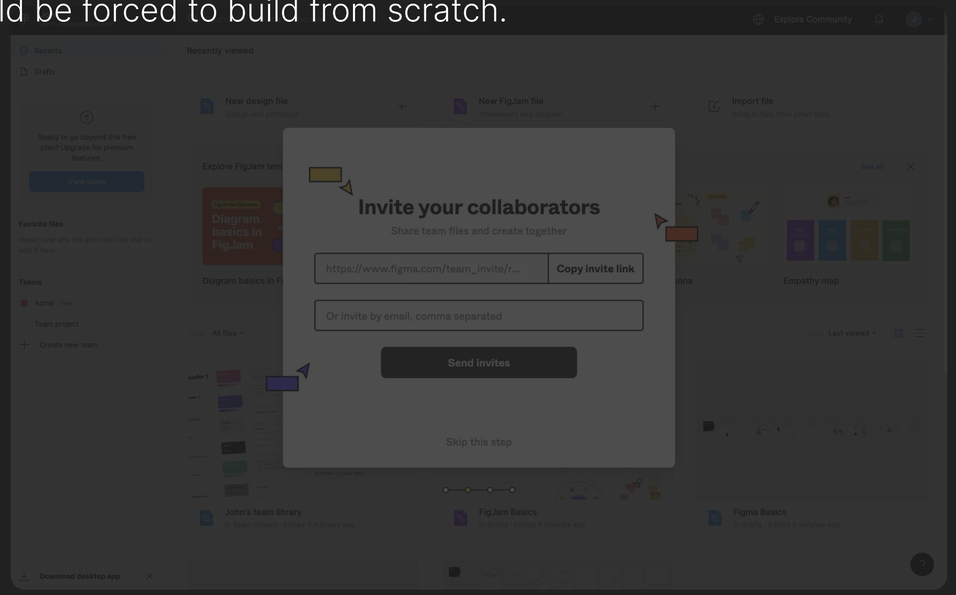
But also discovered that scope was bigger than expected when we learned that engineering would be forced to build from scratch.

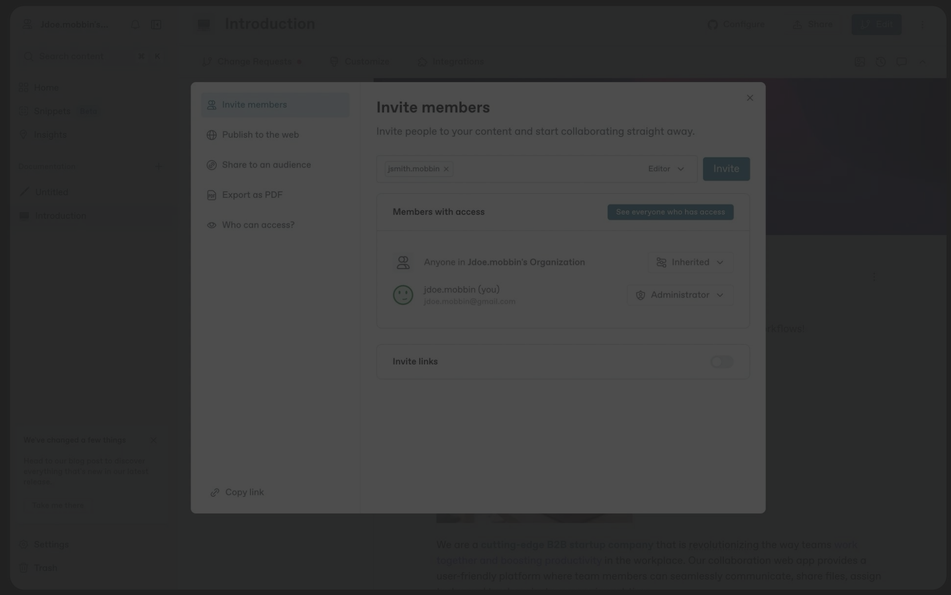








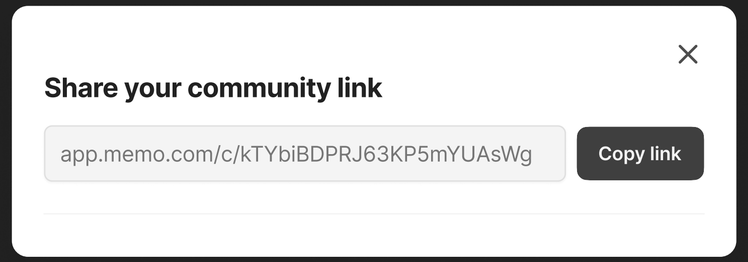


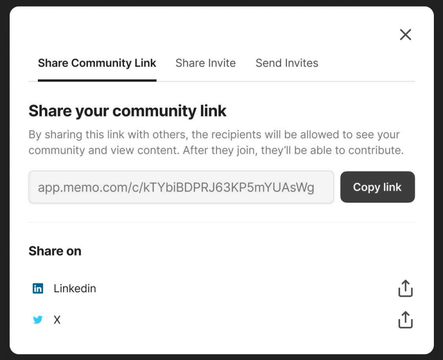


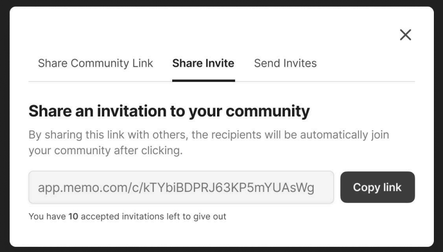
Design iteration

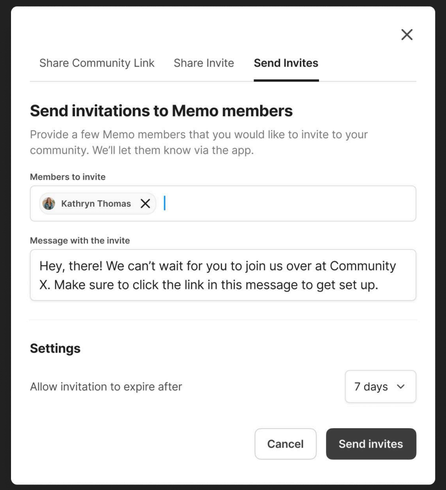
Careful expansion of design ideas

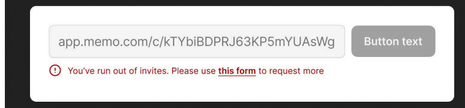
We started simple. But began to include more based on how quickly and confidently engineering was able to accomplish.

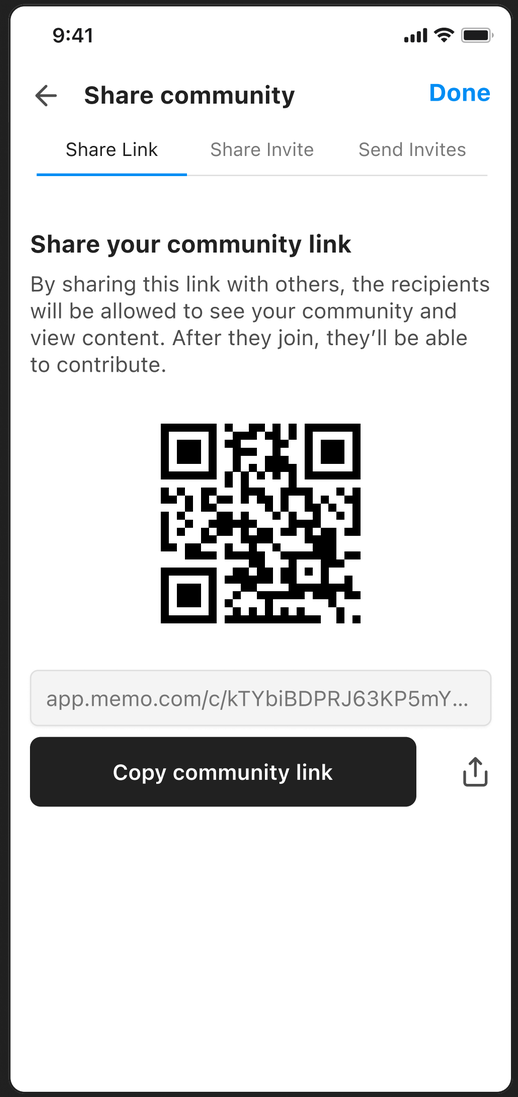












Project challenges

A project isn’t a project without a few hurdles along the way.

Larger scope than anticipated

Solution
Focused on high-priority features (invite modal, QR codes) and clear MVP deliverables for launch

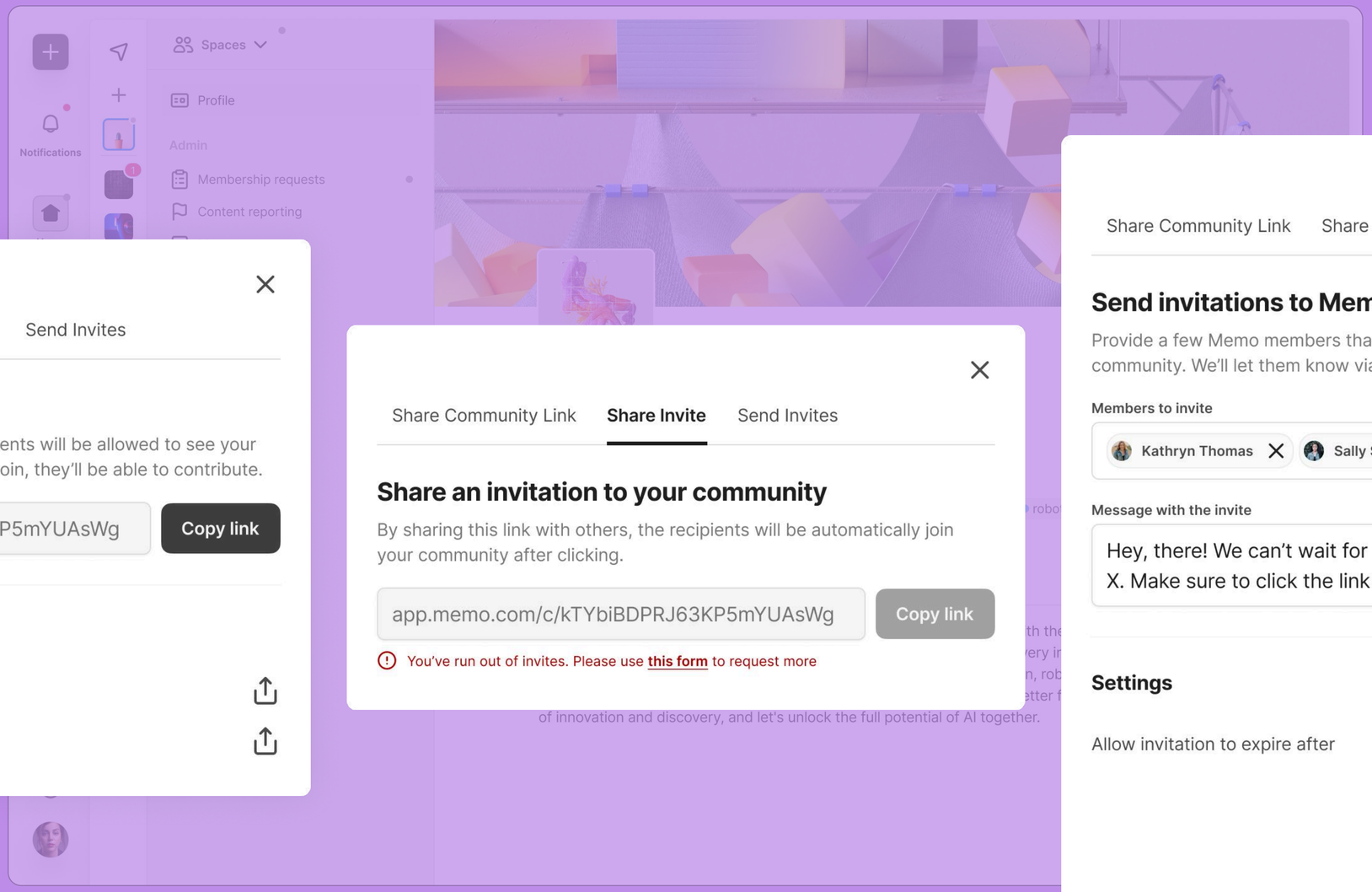
Balancing simplicity with scalability

Solution
Leveraged our design system to ensure consistency and speed. And stick with it. No one-off solutions.

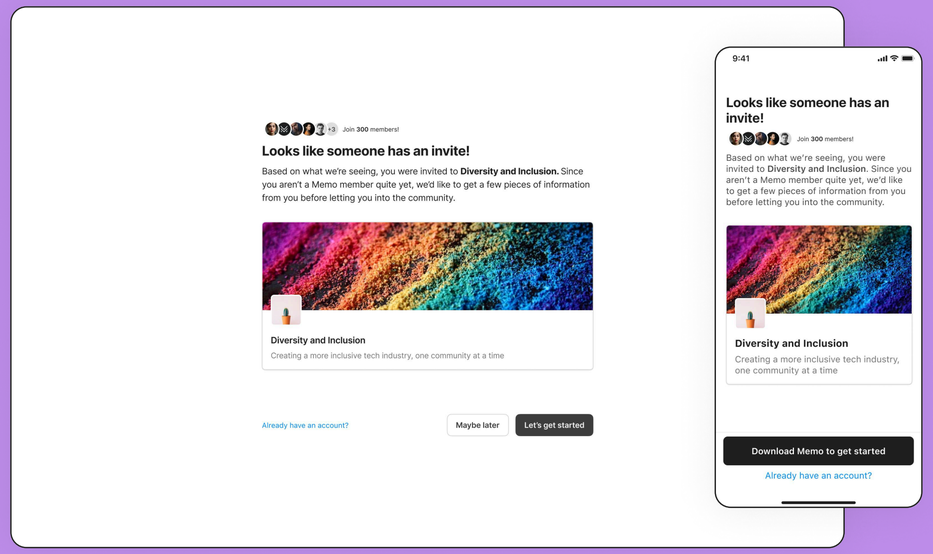
Tight timeline for Isaac’s conference

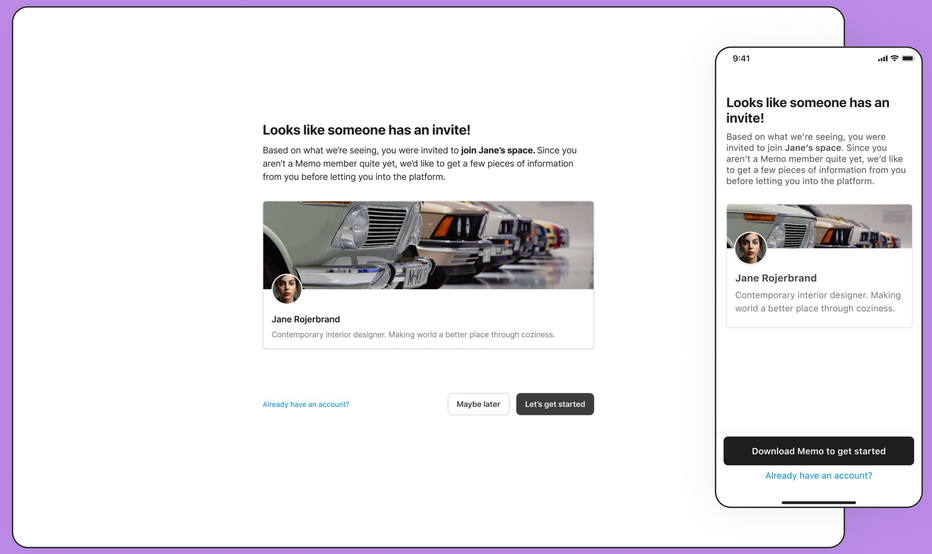
Solution
Streamlined the invite flow to prioritize ease of use and quick implementation

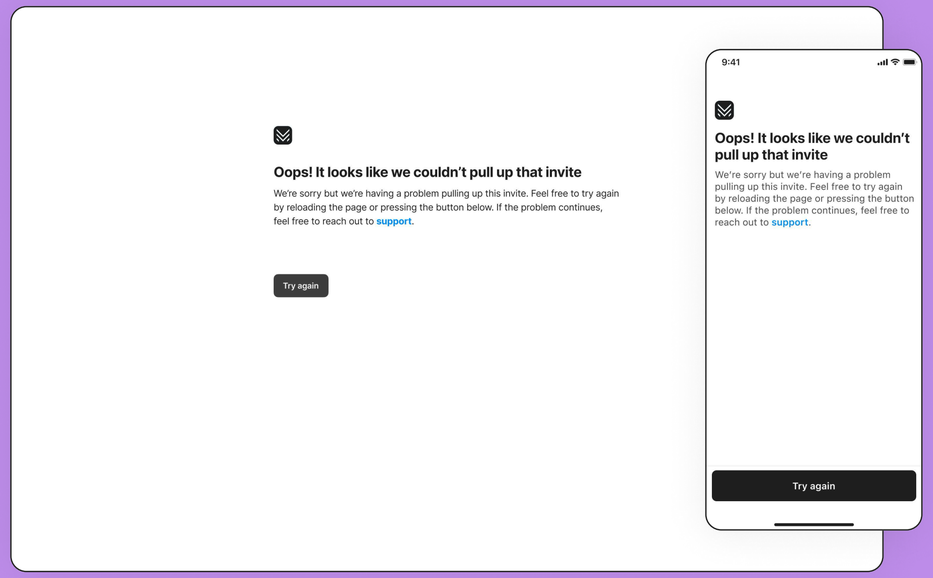
Core invite flow

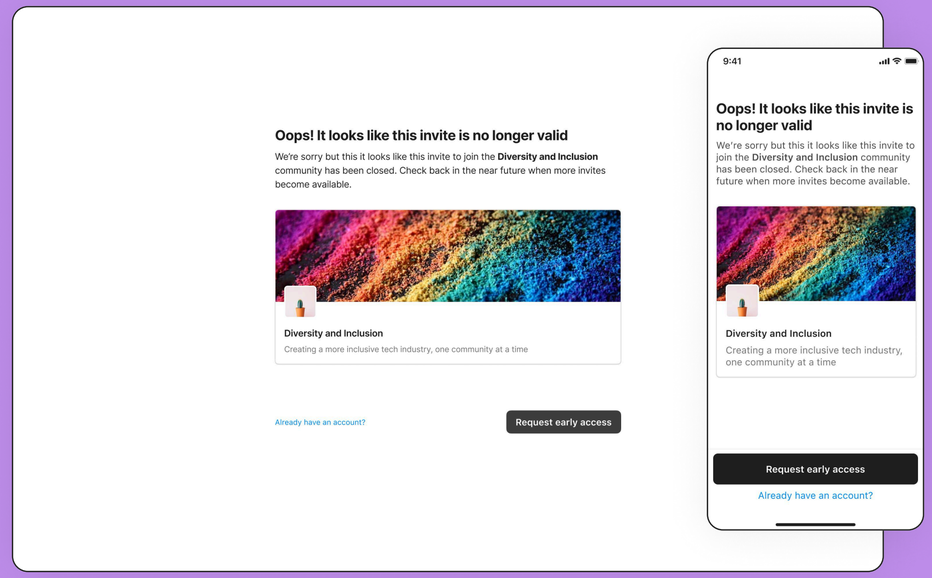


Accepting an invite and edge cases









Outcomes

The launch of the invite system marked a pivotal moment for Memo. At the conference, we saw hundreds of new signups—evidence that the system delivered exactly what we needed.

Not only did it eliminate the reliance on manual invites, but it also empowered the team to achieve this milestone on time while ensuring a seamless experience through internal testing.

The results showed that a design-forward process and collaboration could drive both immediate impact and long-term scalability.

Success metrics

Retention (days)

~7

Goal: +30 days

Engagement boost

+15%

Goal: 40%

Community growth

+67%

Goal: 25%

Manual invites

-100%

Goal: 99%

Design reflections

This was one of the first design-forward collaborations the team had up to this point. And set the standard of future iterations on the platform.

The engineering team was impressed with the communication, adaptability, and compromise from the design team.

Every step always felt like an opportunity to discuss how to make everything better.

Epilogue

Although Memo eventually shut down, the platform reached about one thousand users at its peak, demonstrating the impact of thoughtful design and user experience in fostering community growth. While the invite system helped build a vibrant community, we ultimately couldn’t sustain the momentum needed to keep the platform thriving.

This project taught me invaluable lessons about the importance of balancing ambition with adaptability and how even failure can provide insights that shape future successes.

I’m incredibly grateful to have worked with an amazing team. And despite the outcome, Memo remains a testament to the power of collaboration and bold ideas.