



# Design Case Study

A native messaging app for iOS & macOS.

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# Keet is open source, decentralized and built on innovative peer-to-peer technology.

Unlike traditional messaging platforms, Keet doesn't rely on servers or APIs to relay any data. There are no 'big tech' ecosystems in the middle, which means user data can't be intercepted or monetized. All call, chat and video communication is end-to-end encrypted and sent directly between devices using peer-to-peer technology.

I led the redesign, brand refresh, design system and overall user experience, working closely with two product managers, a lead engineer and a team of six developers over a six month period for the first phase.

## MVP Benchmarks 58% response rate

2/10

Onboarding

3/10

Messaging Usability

4/10

Privacy

5/10

Security

4/10

Performance

3/10

Overall Usability

# We studied existing messaging patterns and engaged with beta users to surface behavioral insights and usability gaps.

56%

Ease of use is the most important feature in a messaging app

74%

Users that mute group chats due to notification fatigue

80%

Users switch between apps, need for background functionality

42%

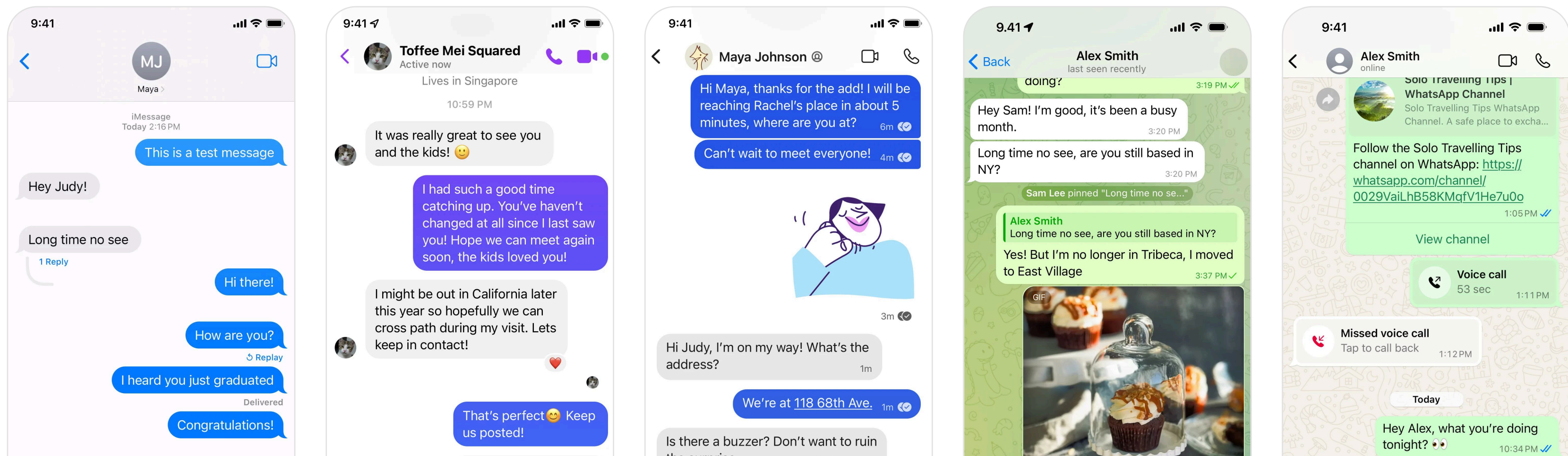
Users feel pressure to respond quickly due to "seen" indicators

82%

Users prefer dark mode, especially during evening hours

64%

Users frustrated when they can't easily search past messages



# Based on our research, we defined our goals and three distinct personas.

### Onboarding

Messaging

Understanding

How it works

Recovery phrase

### Design System

New color palette

Design tokens

Components

Light/Dark mode

### Video calling

Chat to video

Waiting room

Picture in picture

Participant controls

### macOS version

Desktop view

Feature parity

Platform Scale

Shared Components

## Personas

### Isabella

#### Tech Cautious

Tech Saviness **Low**

- Wants to communicate with family
- Overwhelmed by too many features
- Worries about privacy and scams
- Uses WhatsApp and SMS
- Rarely switches phones or apps

“I connect with my family with my phone and just want to talk and see photos.”

### Zac

#### Chat first millennial

Tech Saviness **Medium**

- Connect with multiple social circles
- Shares memes and photos quickly
- Dislikes clunky media sharing
- Uses Instagram, Telegram and Discord
- Frequently switches between apps

“I want to express myself or it kills the vibe, messaging should be fun.”

### Leo

#### The Productivity Power User

Tech Saviness **High**

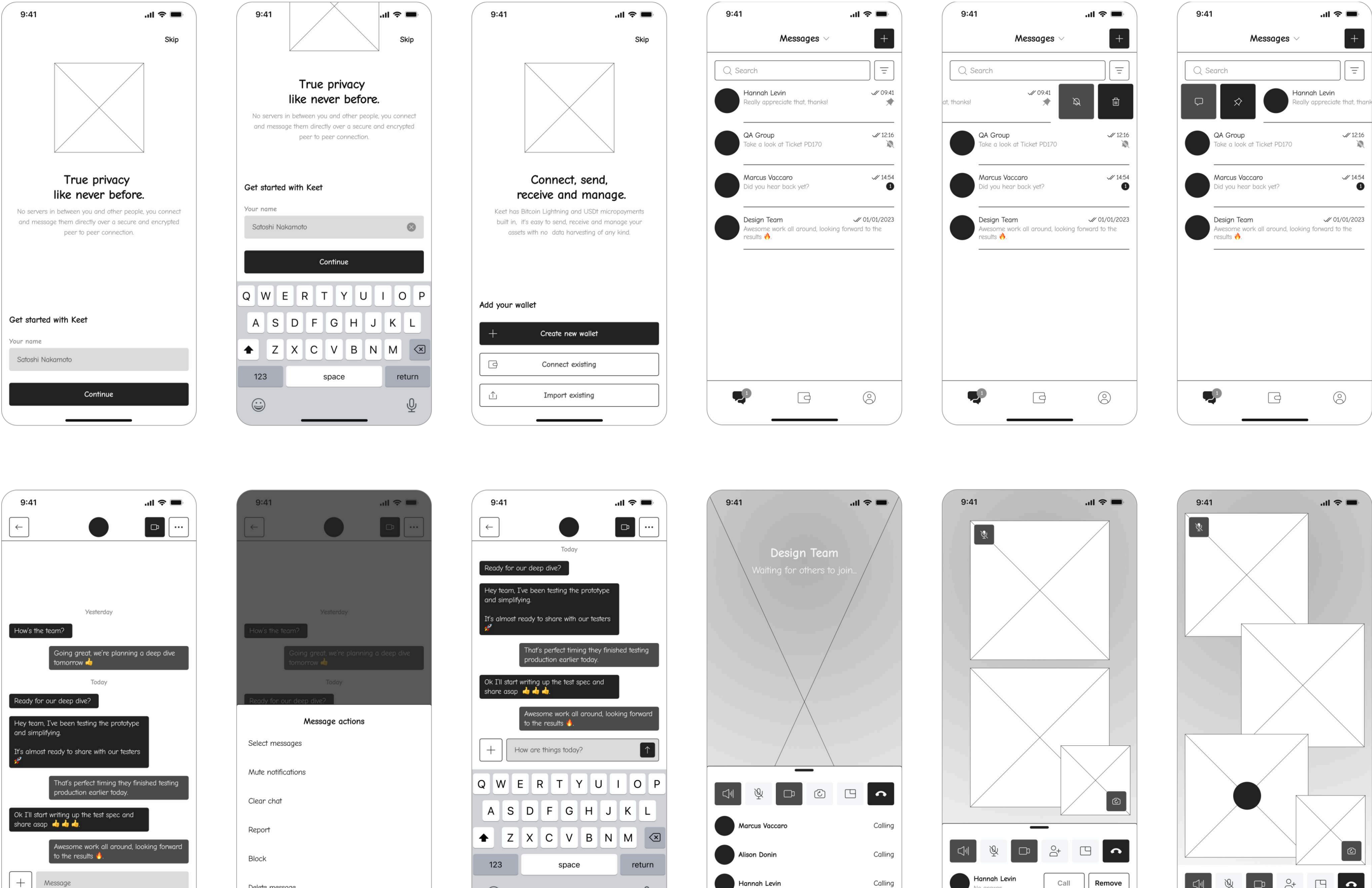
- Stays organized across multiple chats
- Quickly search important messages
- Overwhelmed by irrelevant notifications
- Uses Slack, Microsoft Teams daily
- Heavy multitasker across devices

“I hate digging through messages to find one thing. I enjoy structure, not chaos.”



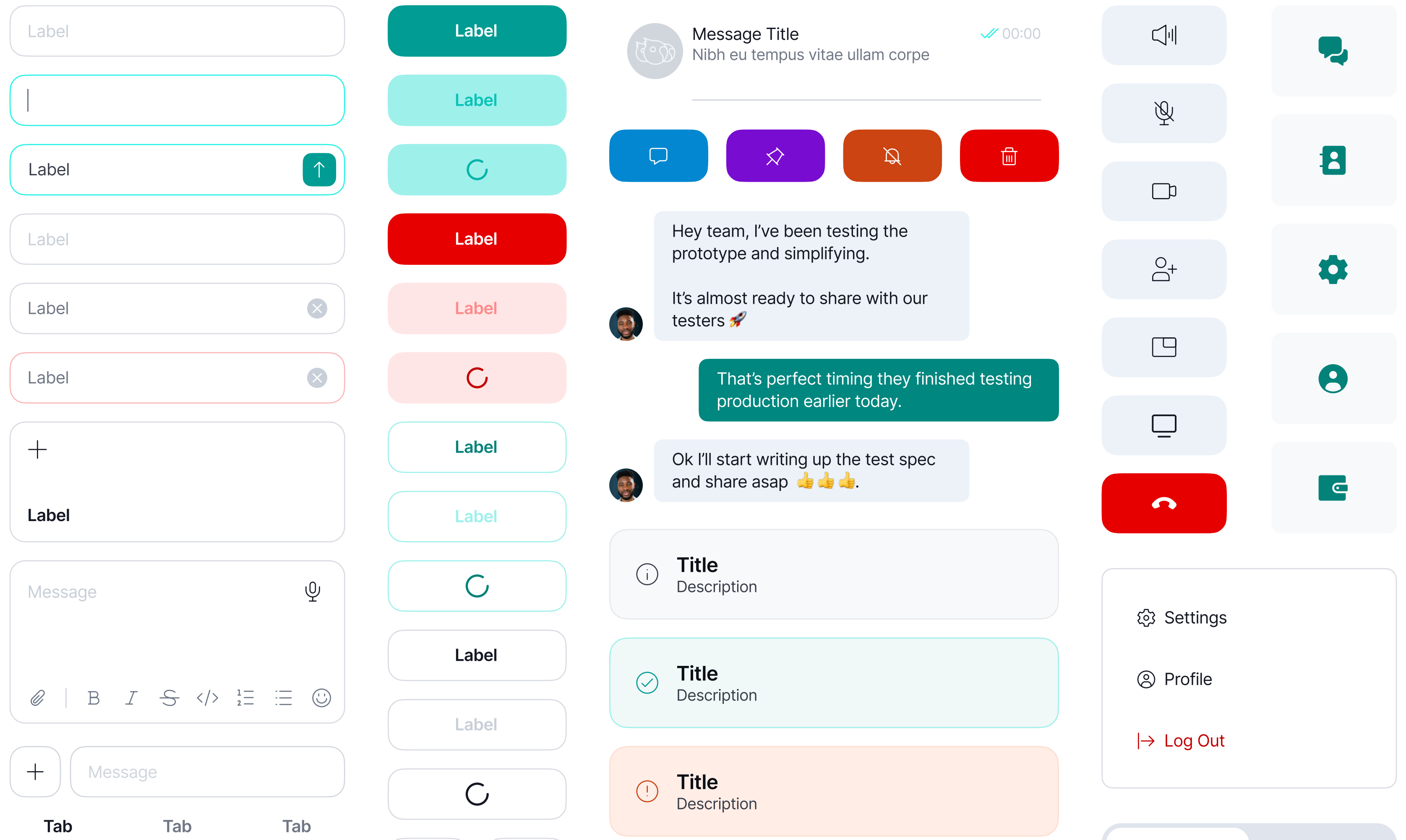
# We spent four weeks ideating with weekly design reviews.

We worked closely with the whole team, including stakeholders, product managers and engineers to ideate using wireframes. We held weekly design reviews to iterate and share ideas.



**We created a new design system to provide consistency, clarity and a unified visual language.**

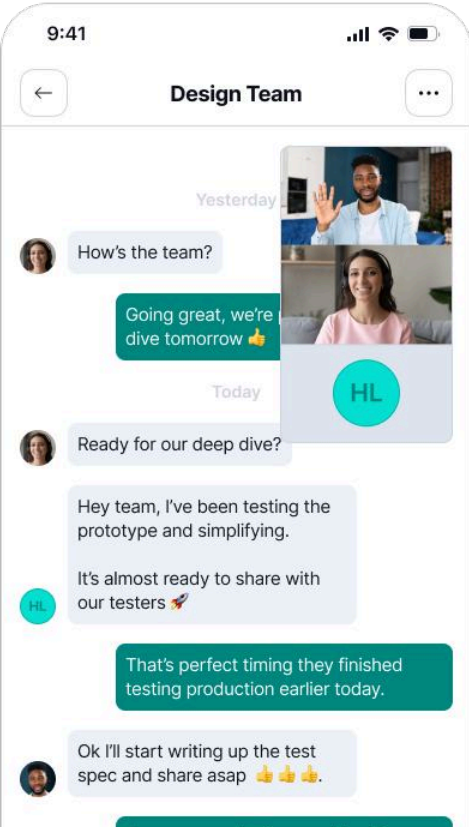
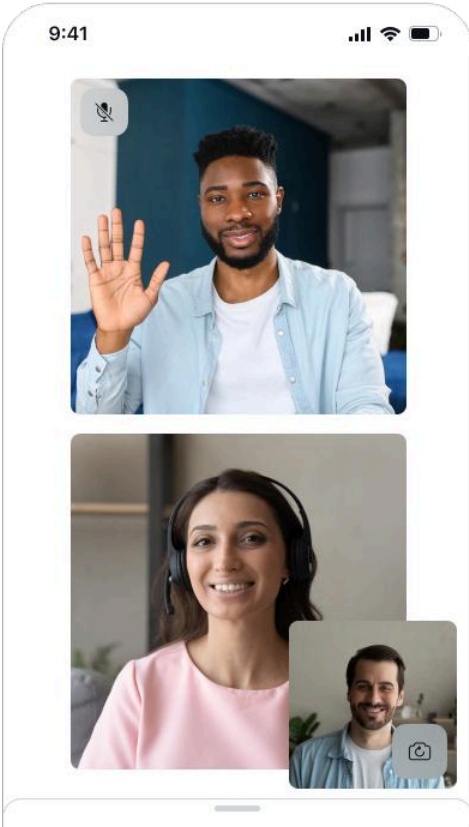
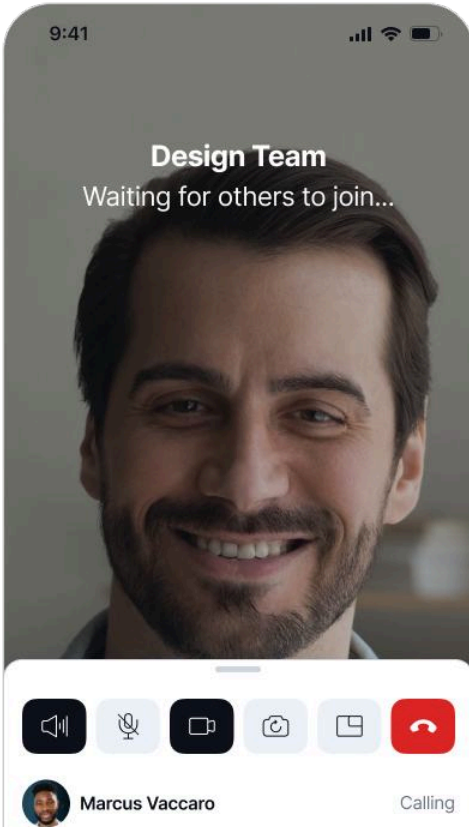
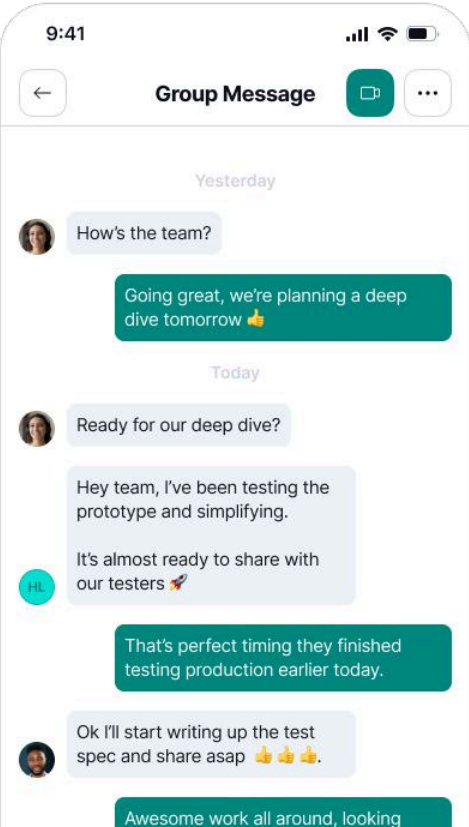
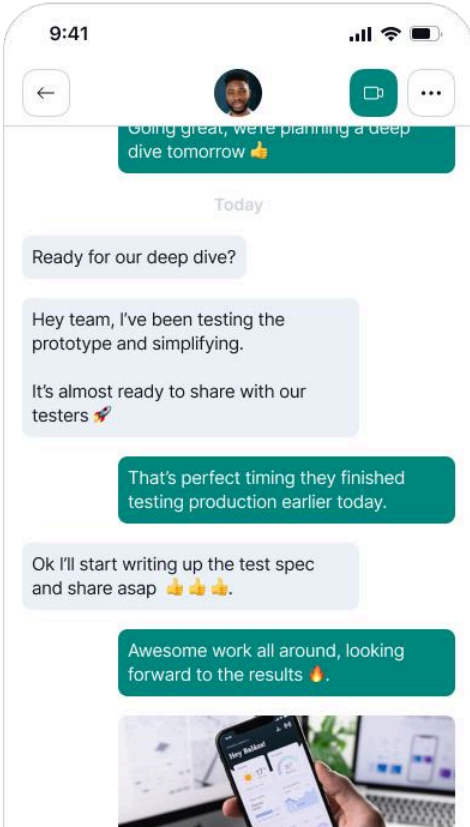
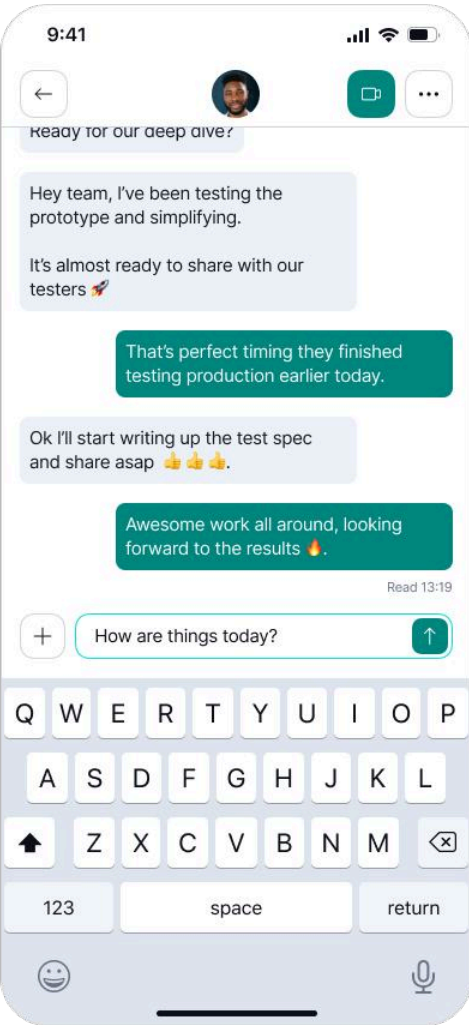
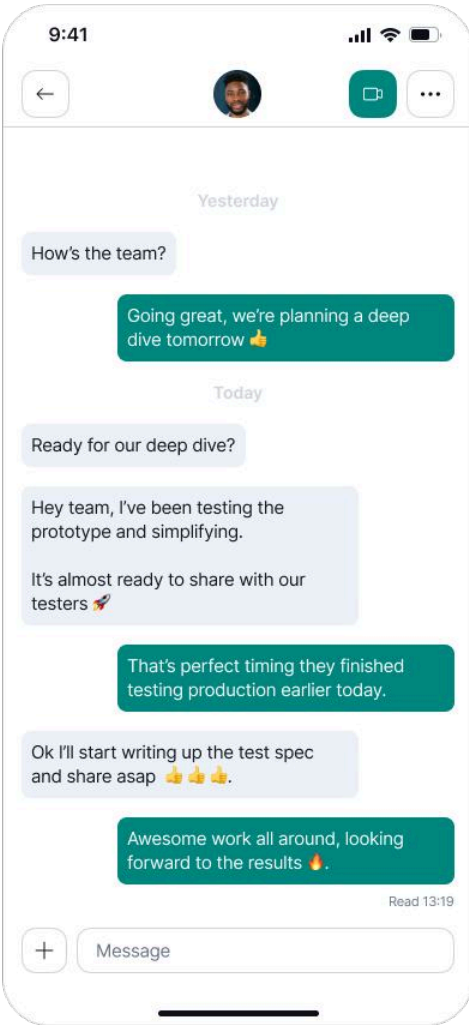
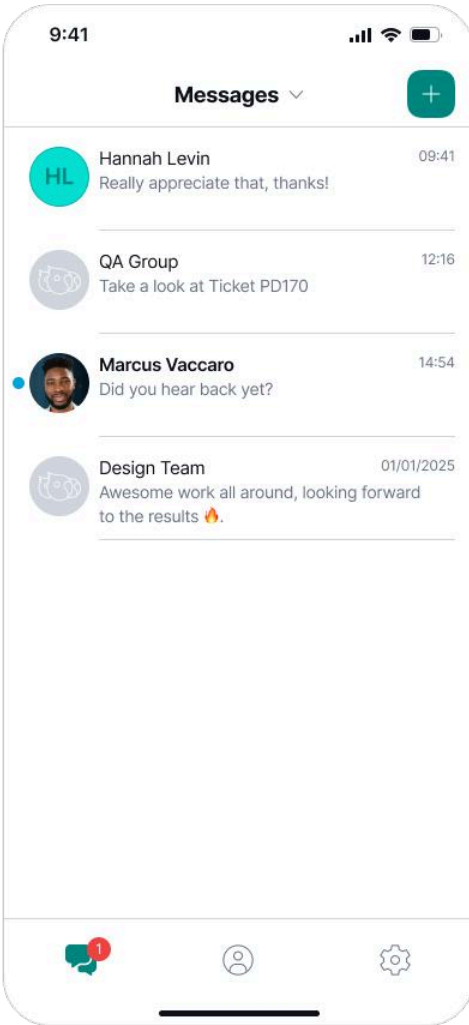
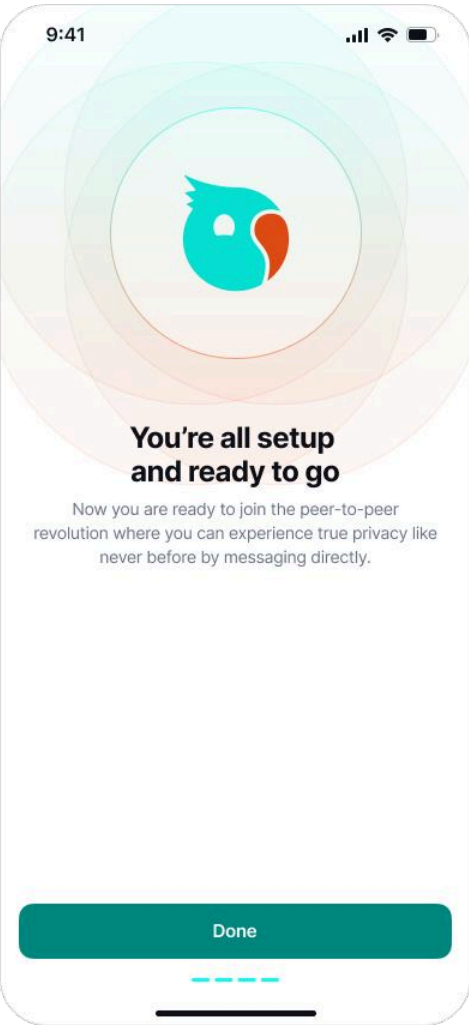
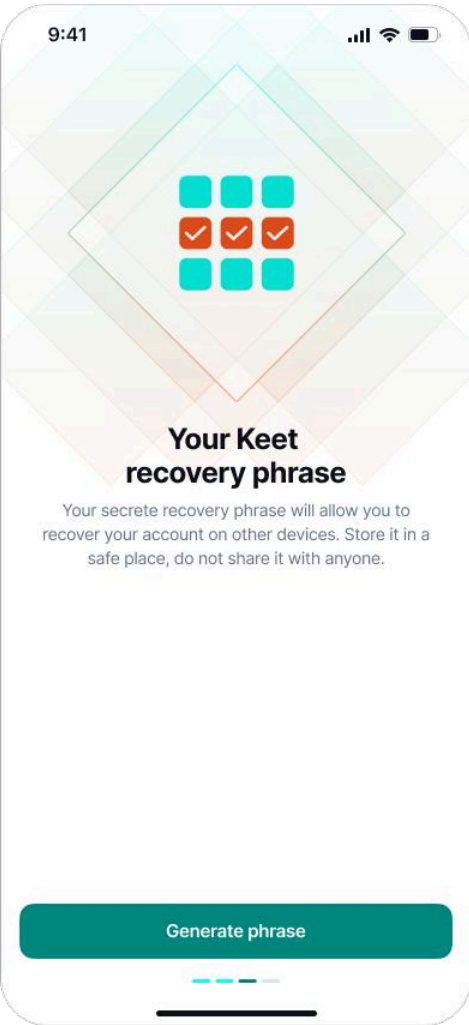
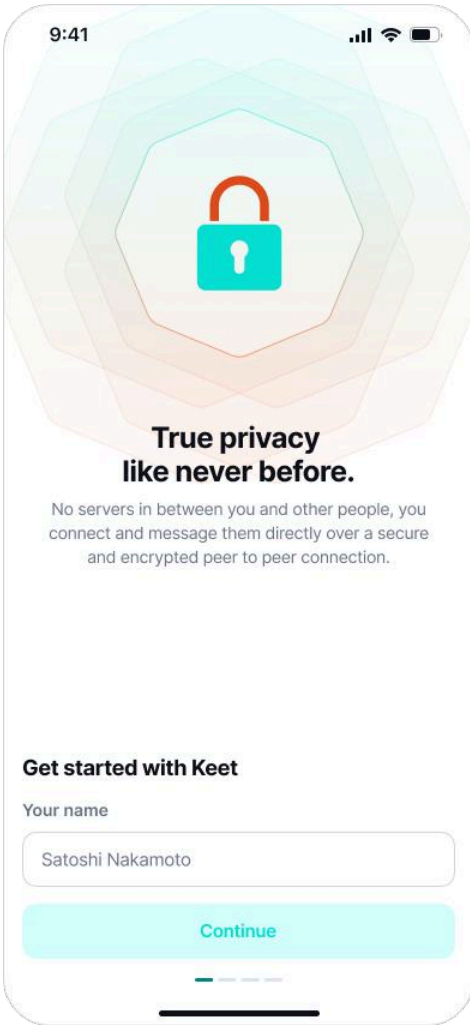
The Lorius Design System leverages design tokens to establish color usage for light and dark mode in addition to typography, spacing, semantic structure and design documentation. I worked closely with front end engineers to implement and test components focused on elegant interactions, quality and performance.





# We designed a private, peer-to-peer communication platform without compromise.

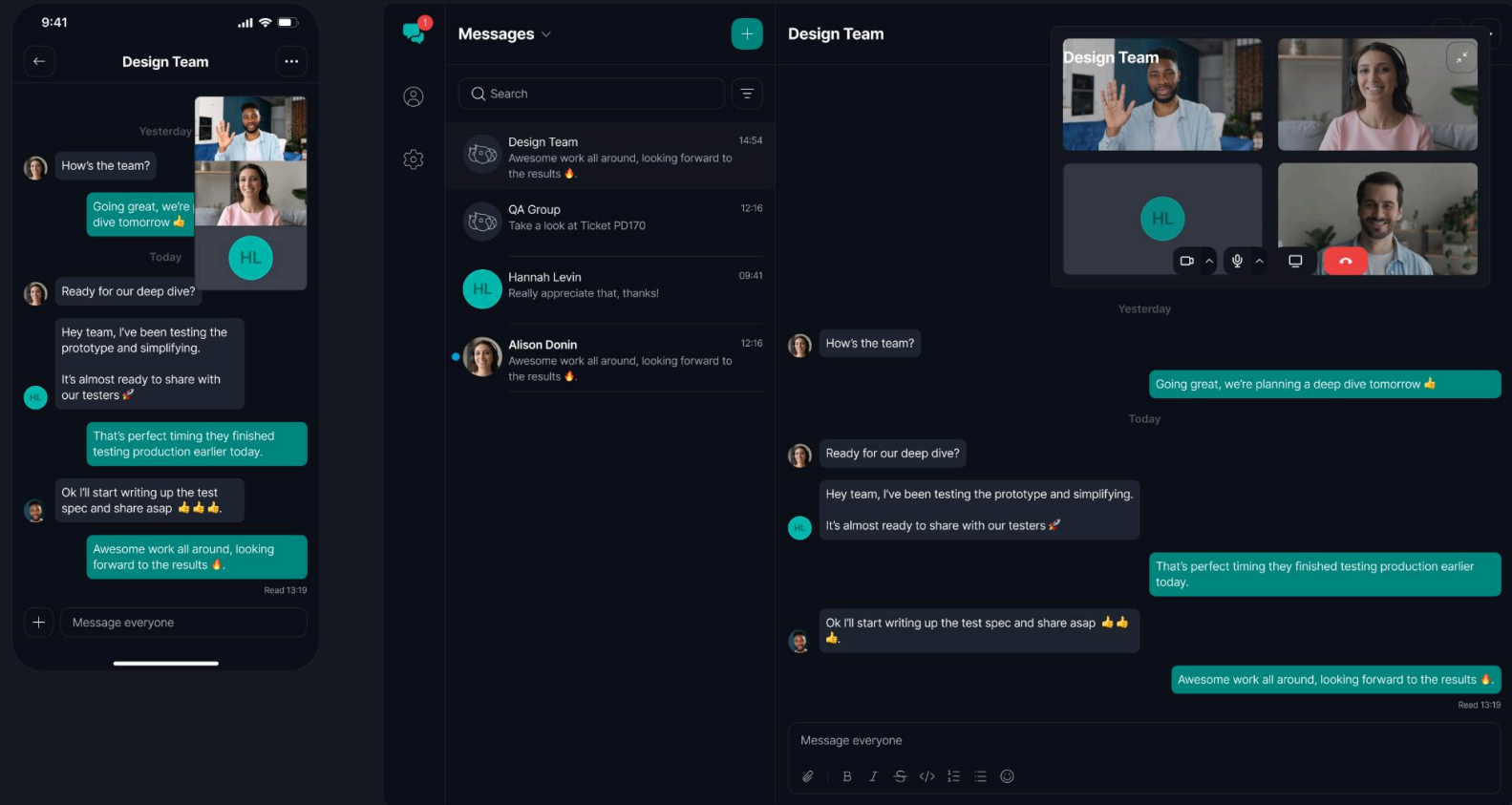
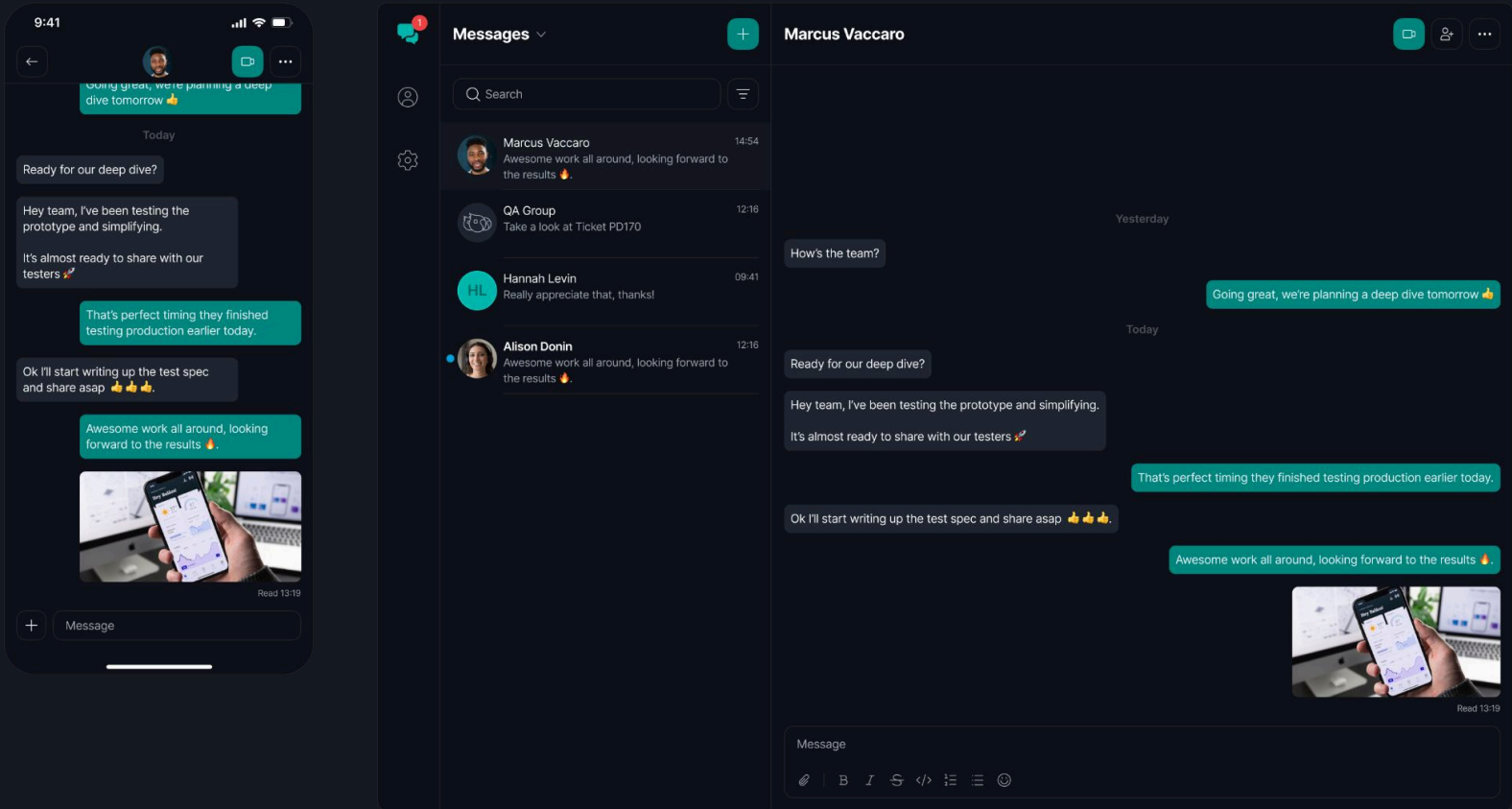
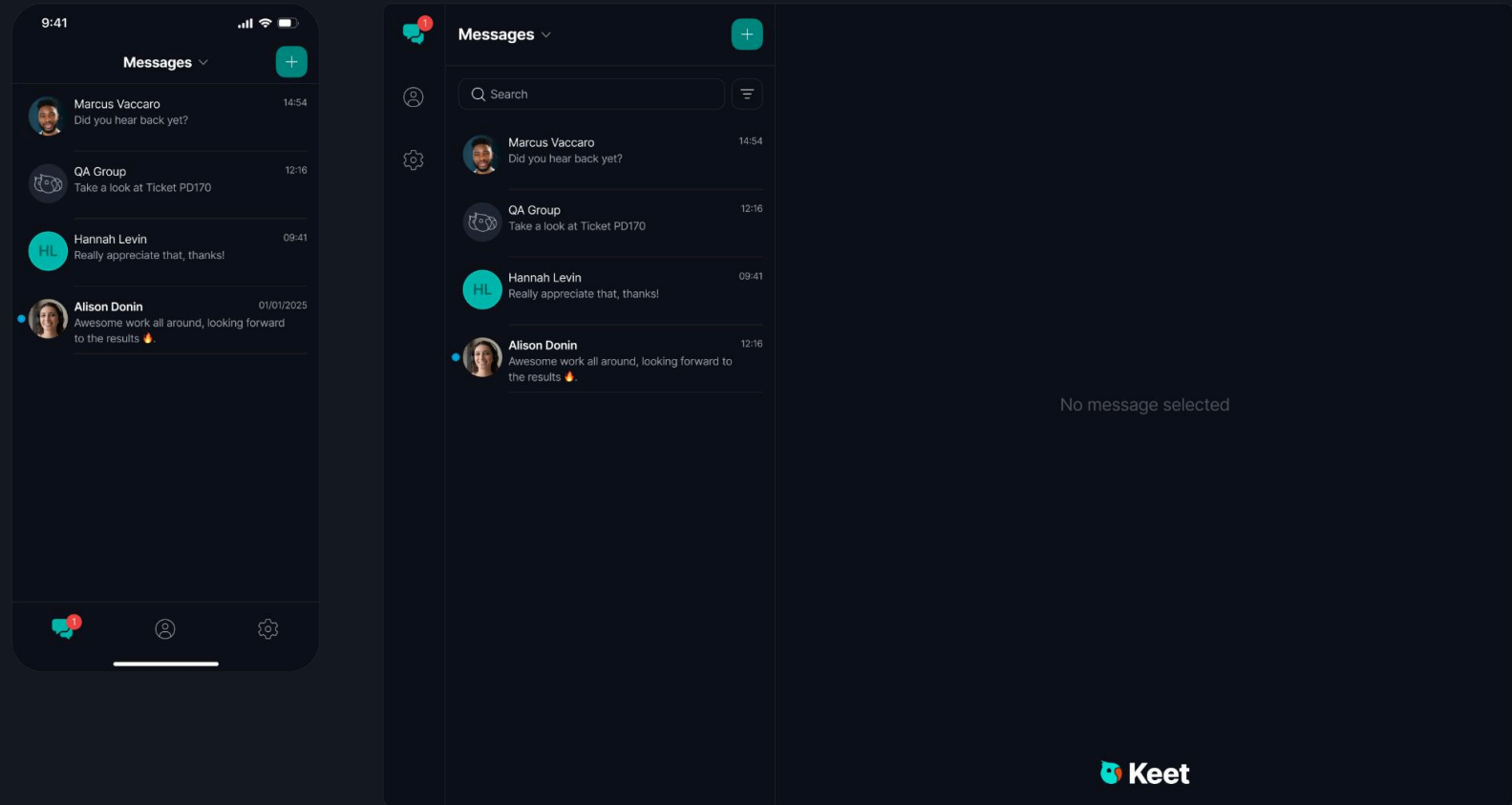
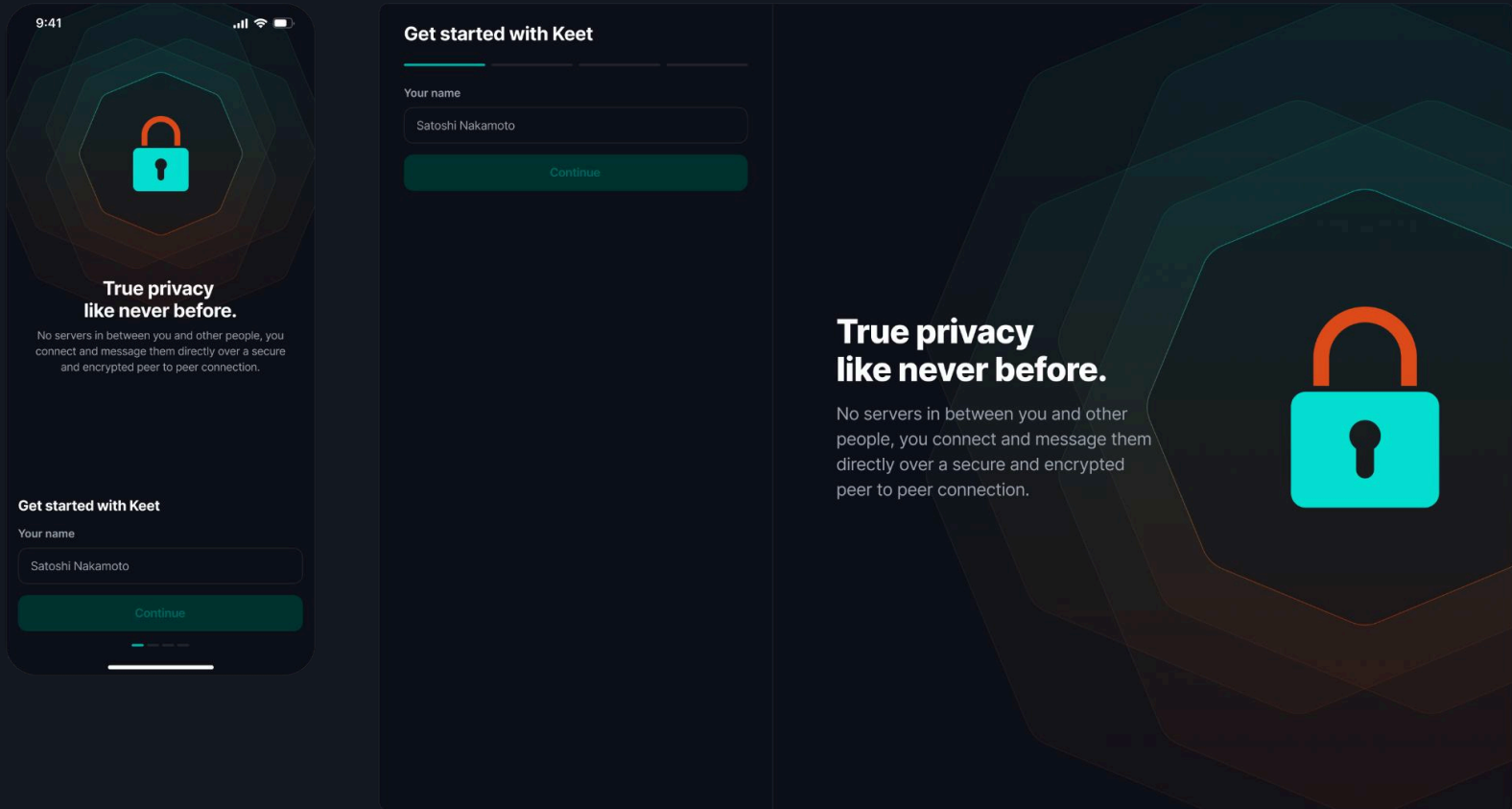
We designed a secure, decentralized communication experience that feels as intuitive and polished as mainstream apps. We designed a user interface that builds trust and clarity around peer-to-peer connections, encryption status and real-time interactions. Our goal was to make privacy feel seamless, not technical, ensuring that users feel confident using Keet as their daily communication tool.



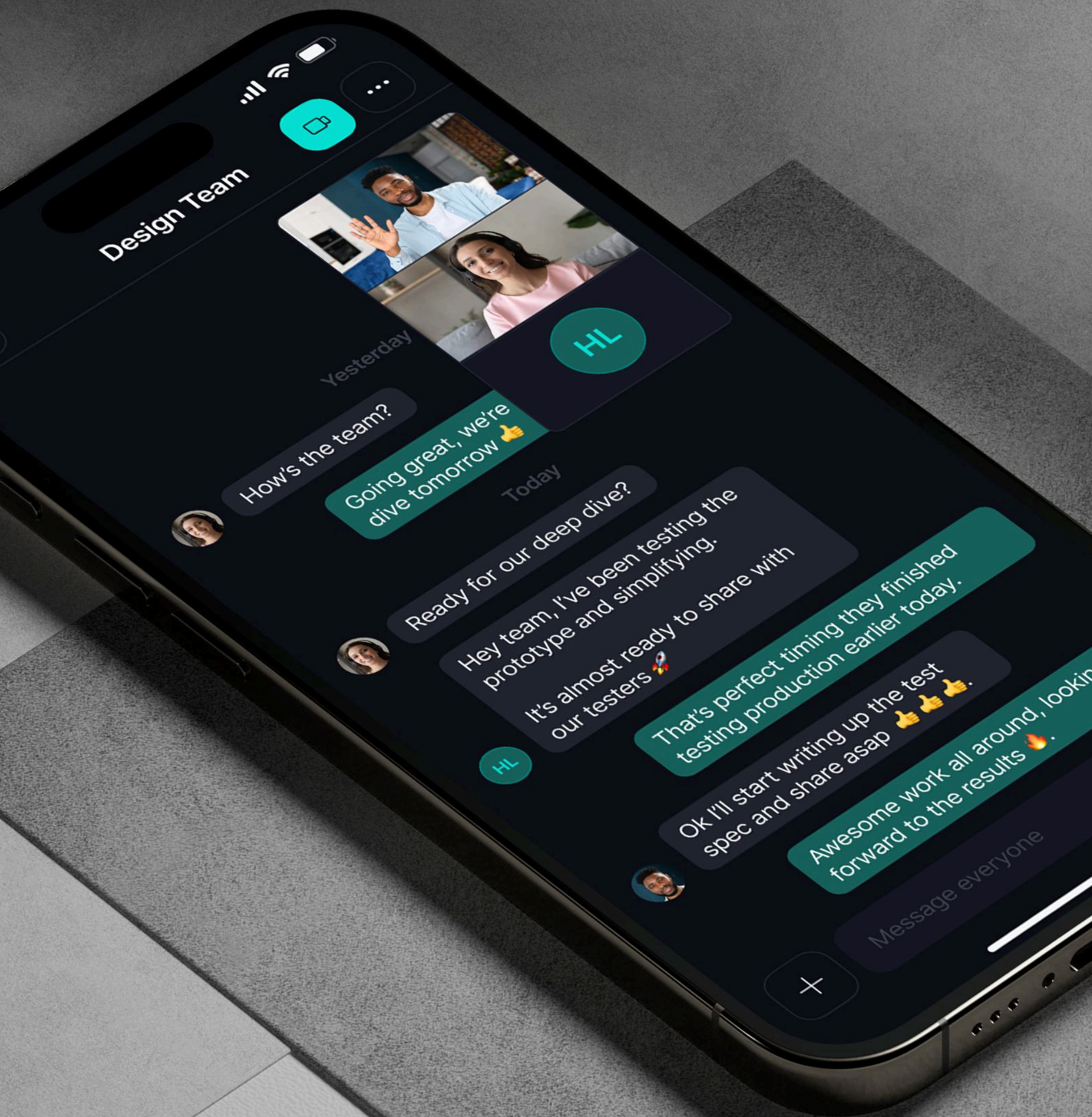


# We designed a cross-platform experience for iOS and macOS.

The experience needed to feel native on both iOS and macOS while maintaining a consistent visual language and interaction model. We leveraged Apple’s design systems and layered our own identity and UX choices on top of that foundation.









# We measured success with survey questions and metrics.

We used an in-app survey with the same questions as the Public Beta version to create a comparison and show how much we improved the user experience. We also added new monthly metrics to show volume of usage.

## Before 58% response rate



## After 62% response rate



**Keet challenged me to solve complex UX problems in a decentralized environment, with simplicity, privacy and performance in mind.**

It was a chance to help shape what a peer-to-peer product could feel like and how it could earn trust without compromising on usability.

The experience pushed my skills in systems thinking, cross-platform design and privacy-first product strategy.



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