CHUCK FLORES

USER EXPERIENCE Portfolio

About Me

My name is Chuck. I became a UX Designer because I have a passion for helping people discover solutions within the digital space.

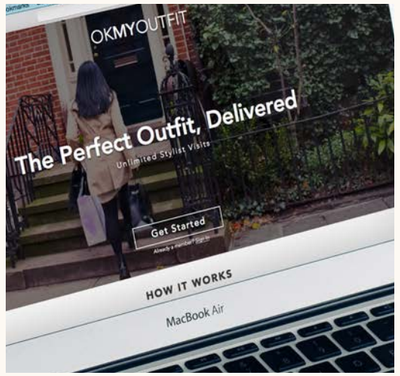
I have a comprehensive knowledge designing responsive websites and native apps. When appropriate I apply lean and agile UX methodologies to my design process. My designs are developed through research, testing, and iterating.

Past

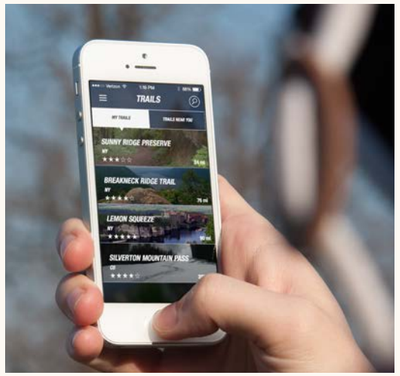
Before I choose the path as a UX designer I worked as a freelance audio engineer and music producer. I crafted musicians ideas into finished recorded works.

Through my work in the music industry I began to design websites for musicians. I gravitated towards this work and jumped into the world of User Experience Design.

TABLE OF CONTENTS

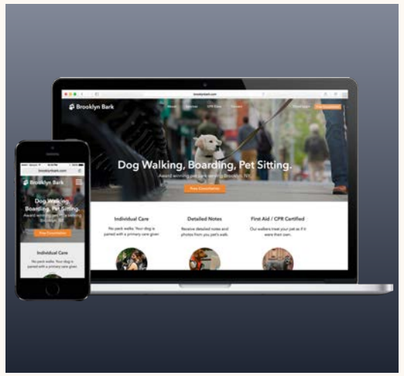


OkMyOutfit
Responsive Website
p. 3



Trail Brief
iOS Native App
p. 10

NewsCycle
iOS App Concept
p. 15



Brooklyn Bark
Responsive Website
p. 17

SoundCloud
Responsive Website
p. 22

OkMyOutfit

Responsive Website / 3 Team Members / 3 Weeks

prototype: https://invis.io/2630AKBGA

OVERVIEW

OkMyOutfit is an on-demand personal styling service offering unlimited stylist appointments for a monthly fee.

Our objective was to improve the client facing interface and sign up forms to increase sales conversions and sign ups as well as improve stylist efficiency. My team of three had 3 weeks to discover, research, and design a solution.

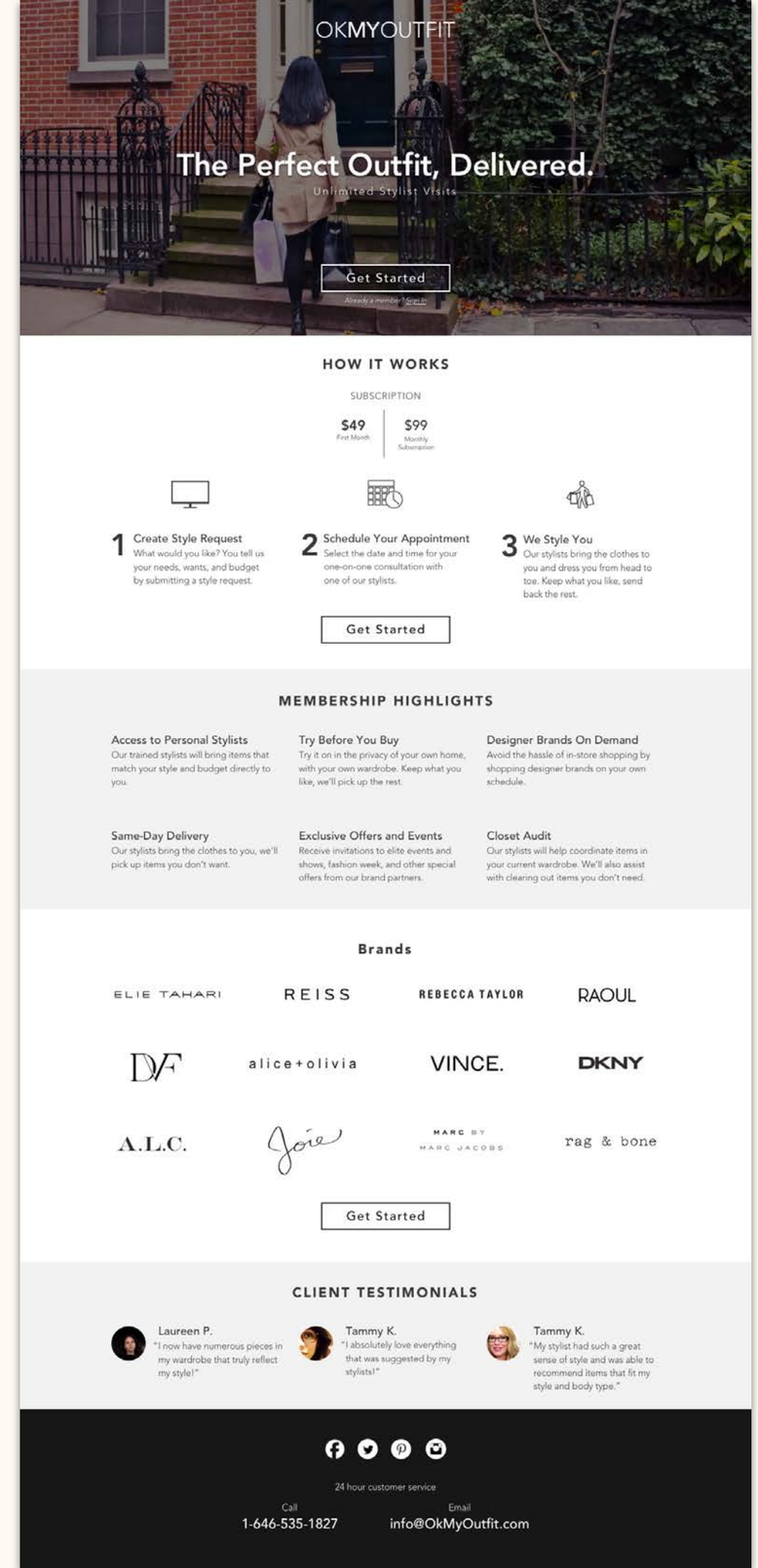
Our team redesigned the homepage to effectively communicate the brand and service to new users.

KPI's

Increase Sales Conversions

Improve Stylist Efficiency

Increase Sign Ups



Homepage | High Fidelity Mock-up

USER JOURNEY

Why: We tested the current sign up process with potential users to discover pain points throughout the style profile.

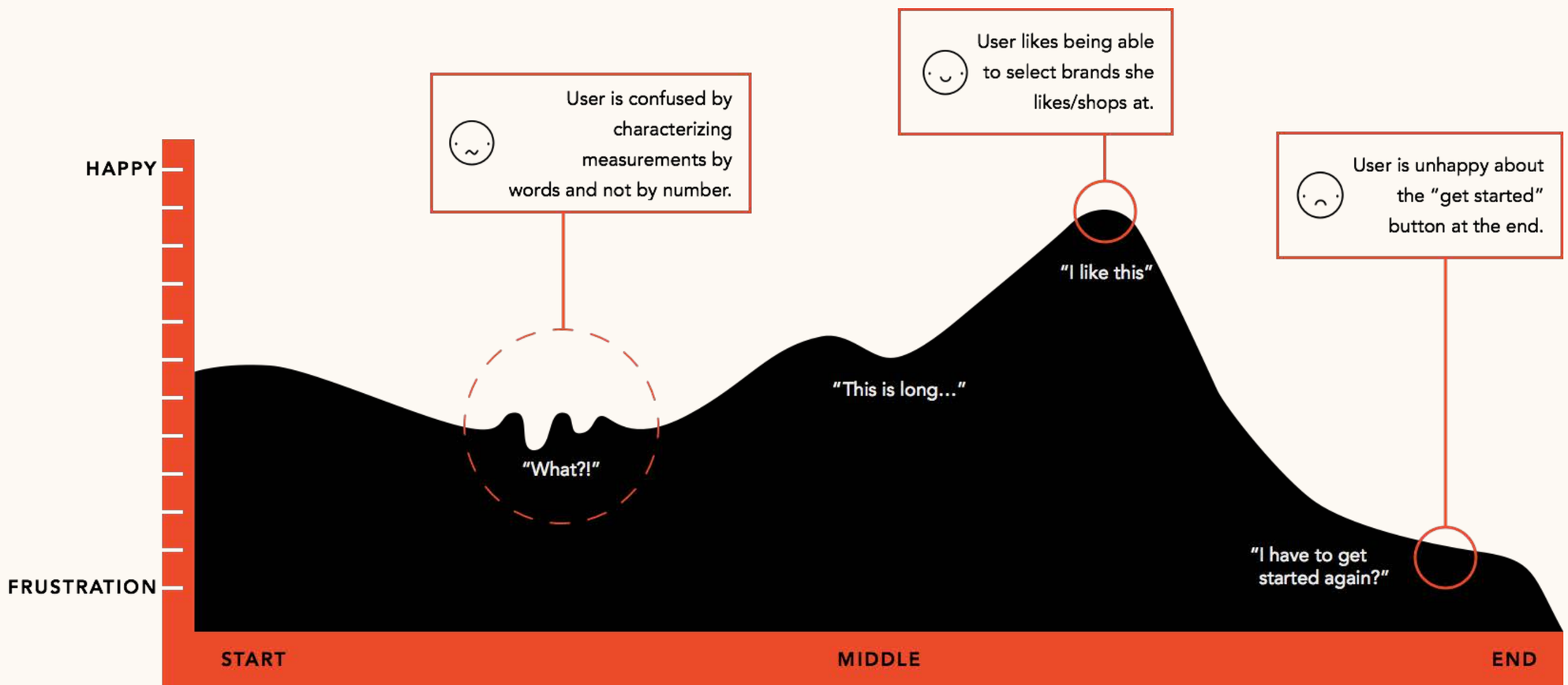
How: While testing we periodically asked users how they felt. We created user journeys to visualize the results from our usability test to the client. Below is one of our user journey.

Results in our Design:

Reduce the user interactions during sign up from 81 to 54.

Give the sign up form a structure

Create postive & engaging copy



COMPETITIVE ANALYSIS

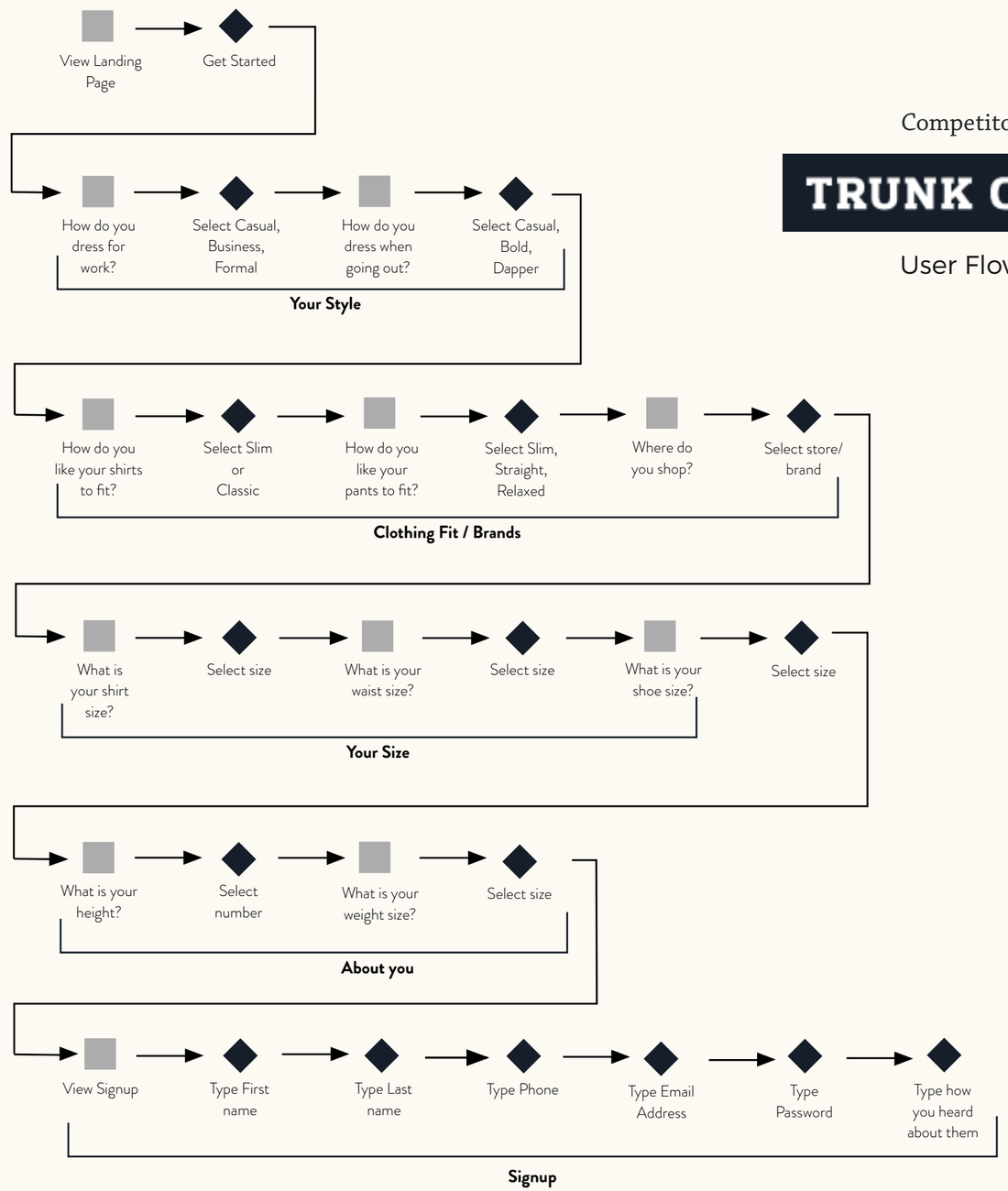
Analyzing and documenting the competitor's user flows gave us insight into the structure and flow of similar forms. Trunk Club had a total of 29 interactions and different screens.

OkMyOutfit contained **84**. After our redesign of the sign up forms we reduced the user interactions and screens to **40**.

Competitor:

TRUNK CLUB

User Flow



Users vs Stylists

Types of Users:

OkMyOutfit Beta Clients
Potential Clients

Types of Stylists:

OkMyOutfit Stylist
General Stylist
Potential Stylist

Target User:

Female
Working Professional
No Time to Shop

Personas

Sarah

Independent Buyer

Age: 26 | Occupation: Marketing

Needs:

- Meet stylist first to get a sense of style.
- Stylist to understand her lifestyle, occupation, and background.

Lori

Social Buyer

Age: 31 | Occupation: Advertising

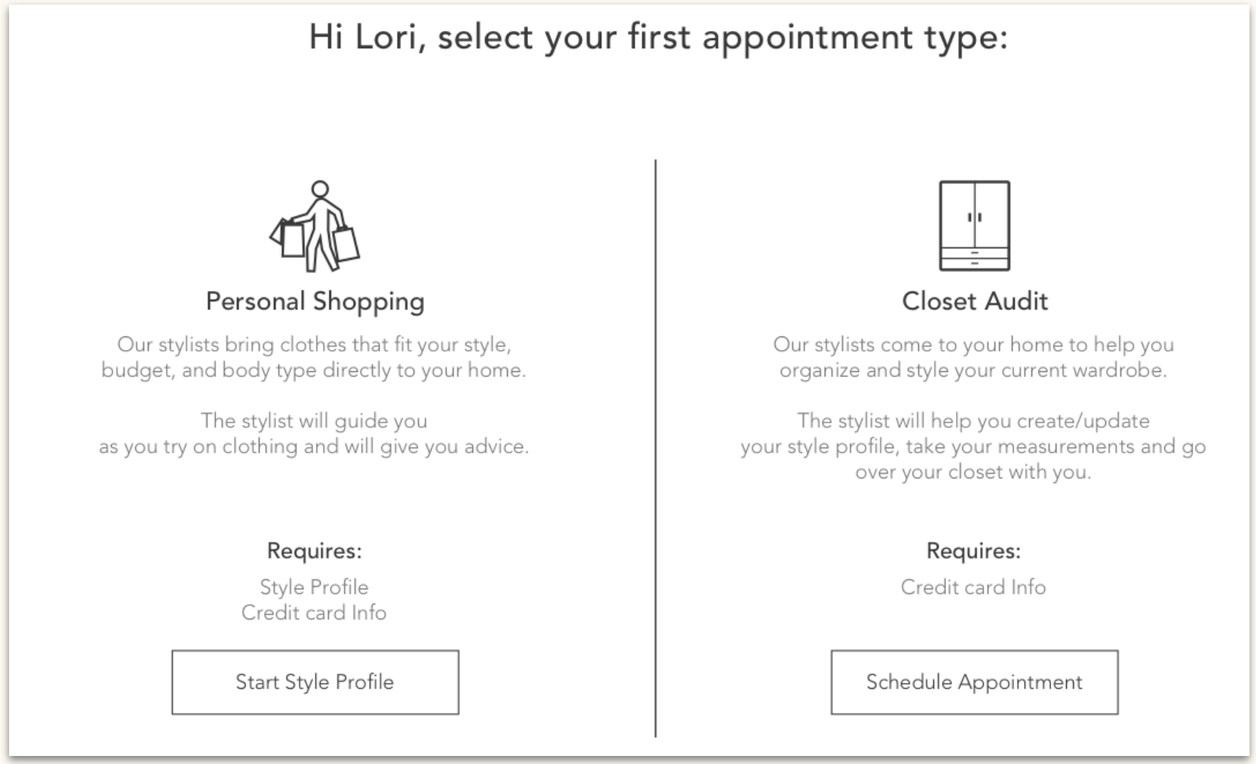
Needs:

- Stylist who can understand what she needs for work and casual outfits.
- A quick service that understands her lack of time to go shopping.

INITIAL SIGN UP

1 **Current Form:** Clients have to complete the style profile form before booking their first appointment.

2 **Findings:** Through both usability testing and interviews many of our users didn't want to fill out the forms. Instead users wanted to give the information to the stylist on the first visit.



3 **New Design:** After a new client gives their email and sets a password they are given the choice of appointment.

4 **Closet Audit:** By selecting Closet Audit users will bypass the Style Profile and schedule and appointment.

"

Shouldn't a stylist meet me to take my measurements?

STYLE PROFILE ORGANIZATION

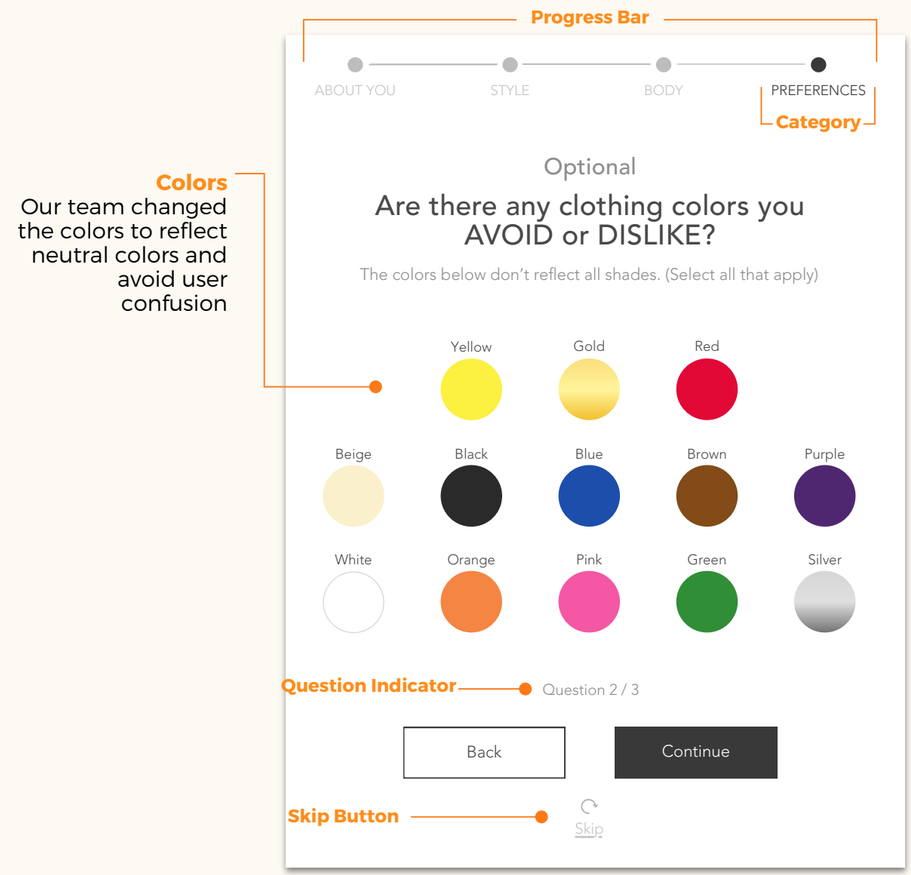
Throughout the style profile users had no idea when the form would be over. We created a progress bar to show users their place within the form.

Additionally questions were repeated and had no logical order. We did an open card sort with potential users to create a structure for the questions.

When possible we combined questions based on feedback from the stylists.

Old Design

Updated Site



Colors
Our team changed the colors to reflect neutral colors and avoid user confusion

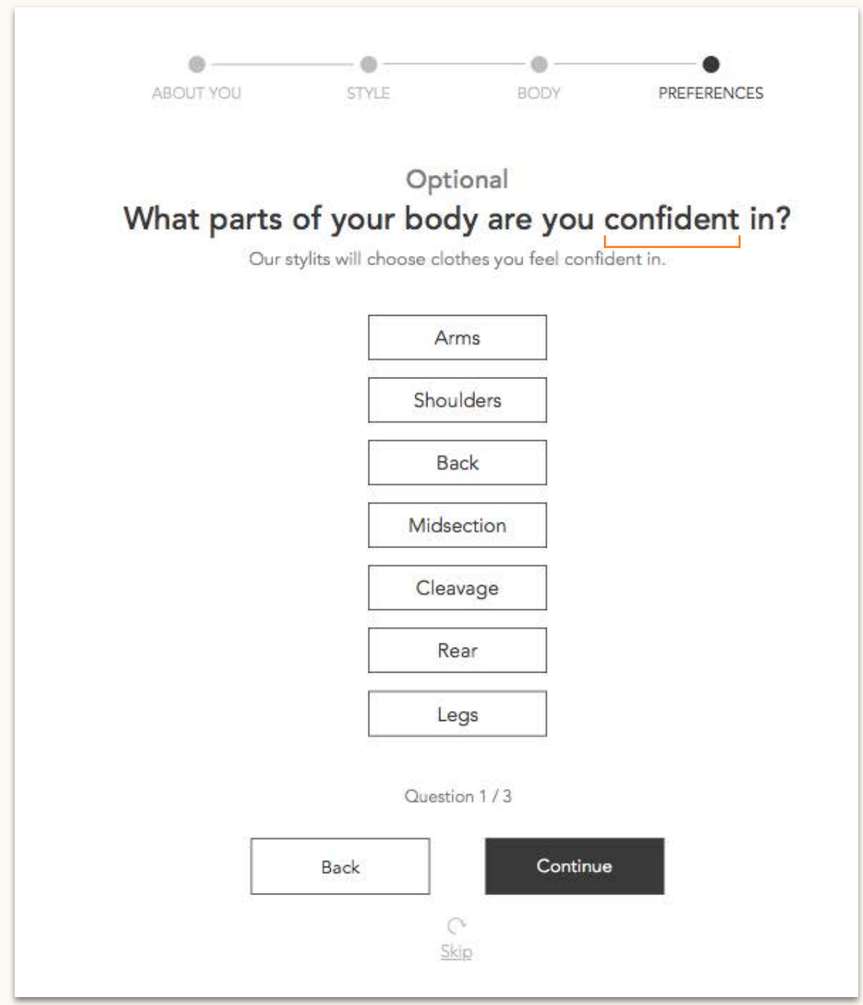
POSITIVE & ENGAGING QUESTIONS

We redesigned the style profile questions to be clear in their language and promote positive body image.

Additionally we supplemented the questions with a secondary copy. This clarified the question and told the user why the information is needed.

Original Design

Latest Iteration



Trail Brief

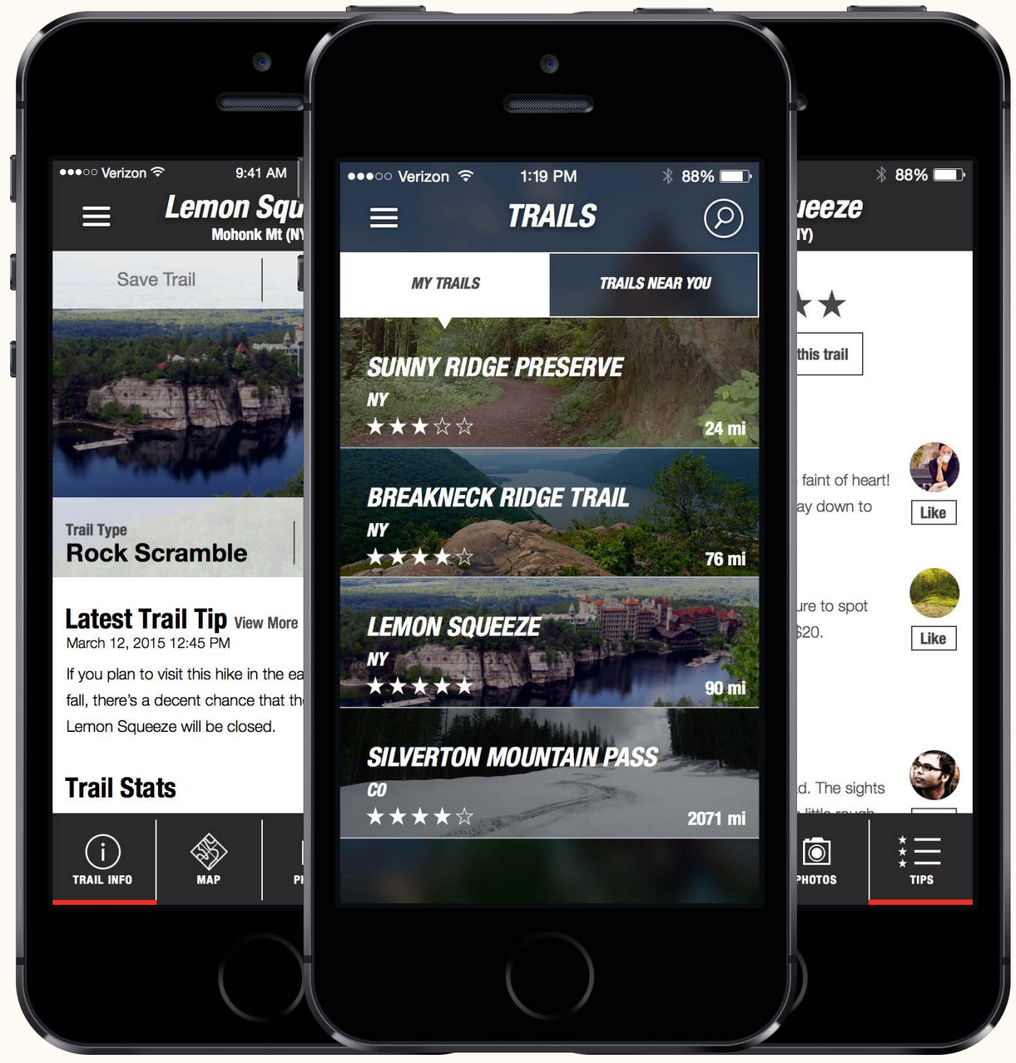
iOS Native App Concept / 2 Team Members / 10 Days

prototype: https://invis.io/933PCX5EX

OVERVIEW

Trail Brief is an iOS app for every level of hiker to access current seasonal trail conditions as well as inform the community with updates and photos of trails.

Our team of two had 10 days to create a product for the hiking community. With the limited time frame we narrowed our scope to focus on the most important features the team could design. We designed a flow that allows users to search for trails, save them to their profile, and view trail information.



Home Screen | High Fidelity Mock-up

PERSONAS + RESEARCH

Personas were generated from our interviews with hikers. We were able to discover pain points they experienced finding information about trails. Our personas showed us what features were the most important to design. One of these personas was Megan.

Megan Warren

"There's no way to know the trail conditions with absolute certainty."

Bio & Demographics

Age: 27

Location: New York City

Tech Empathy (1-10): 7

Hiking Experience Level: Advanced

Device: iPhone 6

Goals & Needs

- Share and view photos with the hiking community as well as her friends
- Discover new trails she hasn't hiked yet and information about them
- Be able to plan for weather conditions

Pain Points

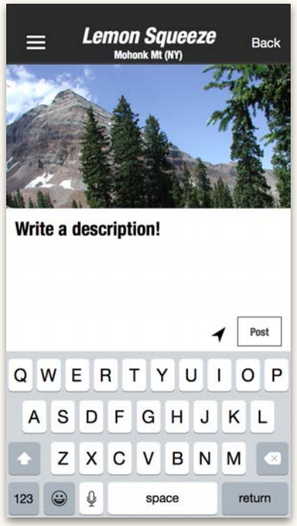
- Hard to gauge current trail conditions ahead of time
- Available information from reviews is subjective

TASK ANALYSIS

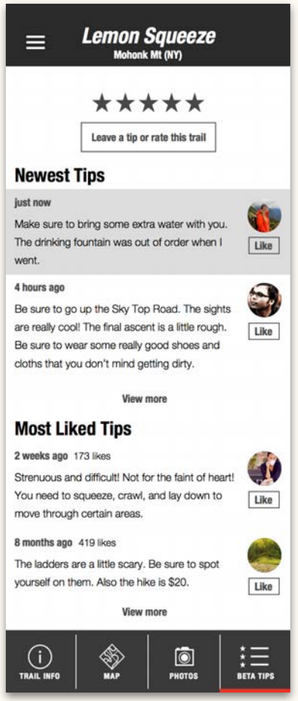
By creating a task analysis we were able to determine what screens we needed to design. Below is our task analysis for our persona Megan.

Research and Preparation
Megan searches for a trail in the Hudson Valley

Hike
While on the hike she posts photos to share with the hiking community.



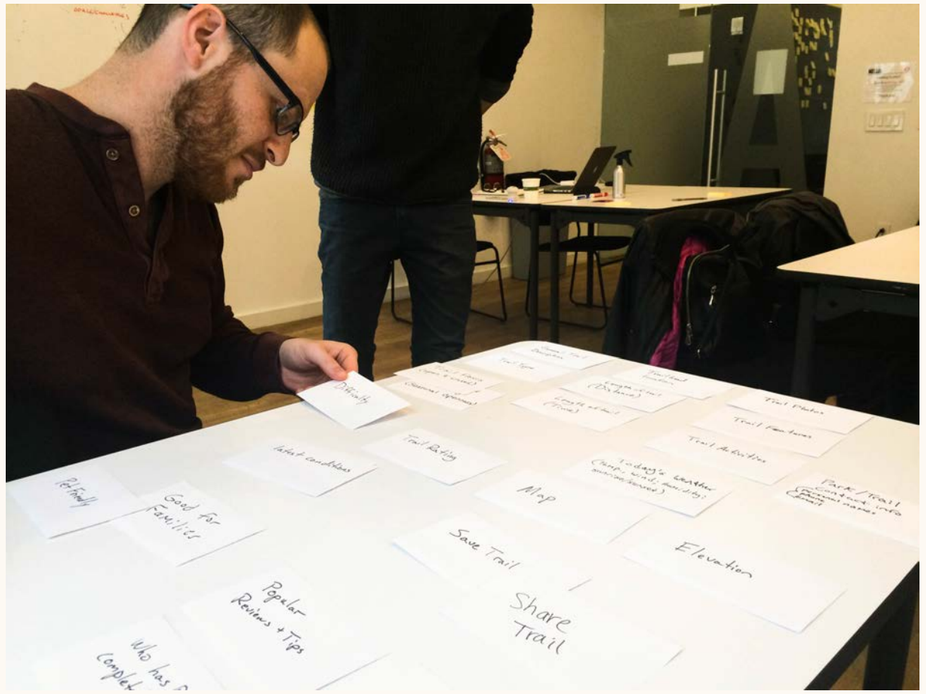
Share and Inform
Afterwards she leaves a tip for future hikers.



CONTENT PRIORITIZATION

In order to begin the design for the Trail Profile we had hikers sort each item in order of most importance (what they would want or expect to see when they first view a trail profile).

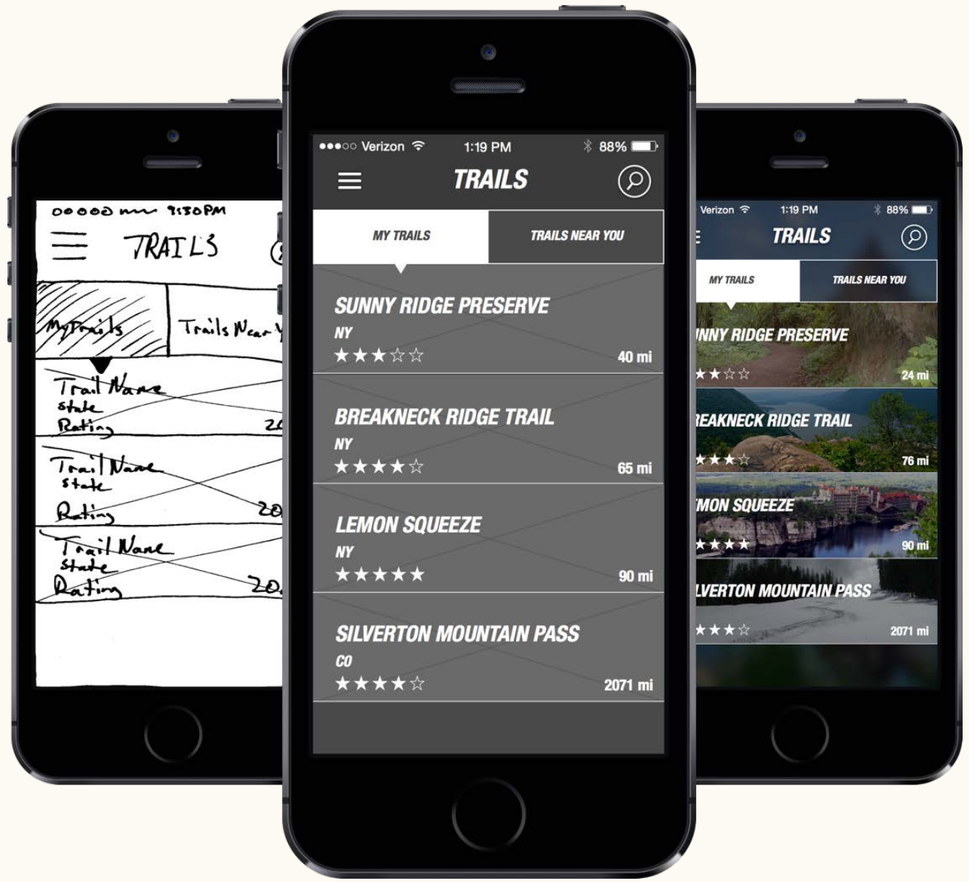
We added a photo to the profile based on interviews. Users always looked at pictures of a trail when planning their trips. With the most important information towards the top of the screen. Trail features were chosen based on user interviews and competitive analysis of trail websites and apps.



Final "Trail Profile" compiled from card sorting and user testing.

WIREFRAMES

After the initial sketches our team quickly created a medium fidelity prototype. We remained in medium fidelity throughout the testing process to allow for quick and easy changes no matter how big or small.

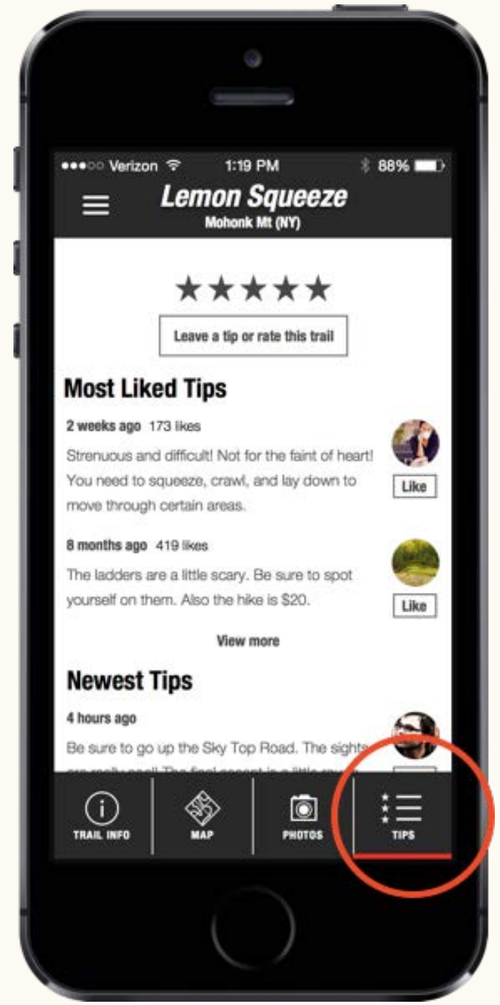


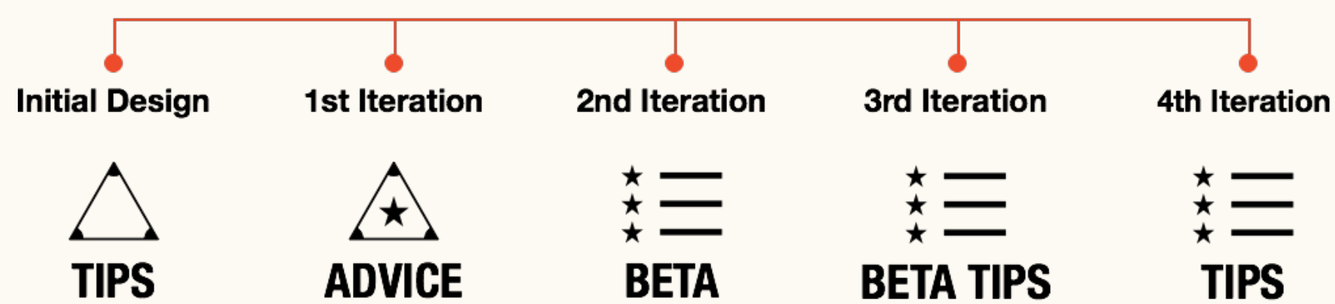
Left to Right: Low Fi | Medium Fi | High Fi

"TIPS TAB" ITERATION

Throughout the testing process users were confused when we asked them to leave a helpful comment about the trail.

We A/B tested different icons and words. This helped us to understand users perceptions of the different icons and words.





NEWS CYCLE

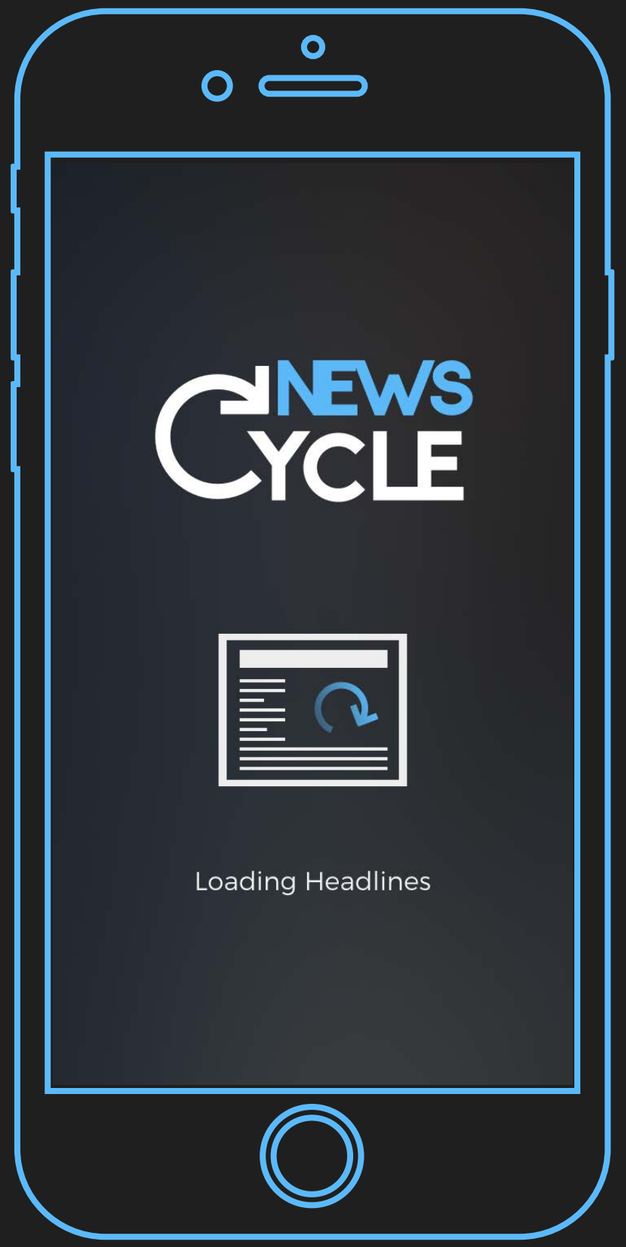
iOS app concept

prototype: https://invis.io/U74I1GEM3

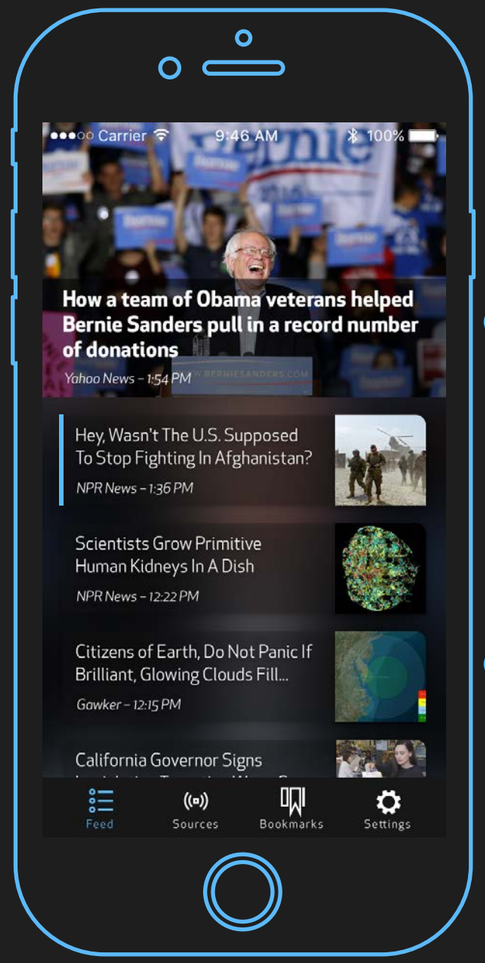
PROBLEM

Many rss news aggregators show how many articles or blog posts you have not viewed since visiting the source. This can create a sense of anxiety. NewsCycle is a 12 hour news cycle aggregator that only shows articles and blog posts within a 12 hr period. After the 12 hr period the headlines are removed from the feed and app forever. Users curate their own sources.

Content is the focus of NewsCycle. RSS feeds pull headlines while articles are formated into a simple and readable interface.



Feed



Fixed progress bar indicates article length and progress

Trending Headline front and center

Headline Tiles can be swiped to either bookmark or save

Articles with a blue bar have been bookmarked by the user

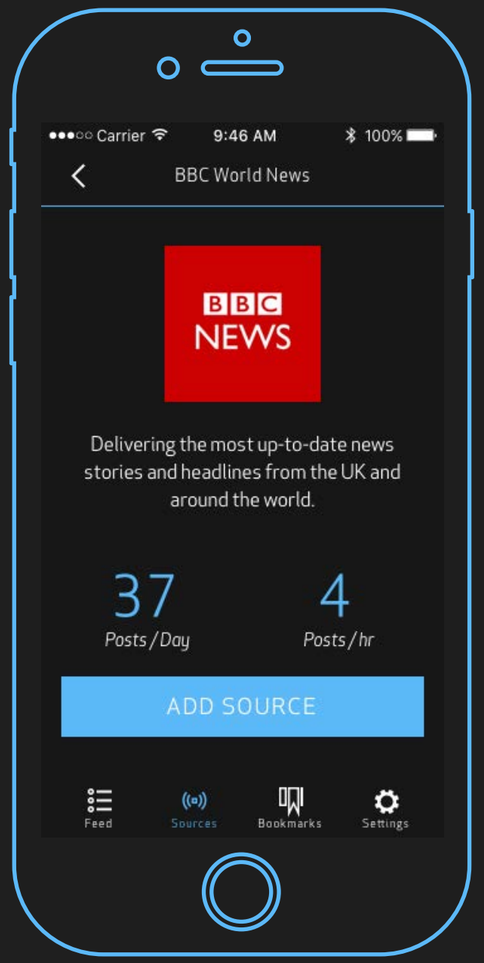
Article

Photos are clickable to reveal photo and caption

Article Menu allows user to go back, save offline, bookmark, and share article

Article Menu hides when scrolling down through the article and appears when user scrolls up

Source Profile



Stats on how often sources post are presented

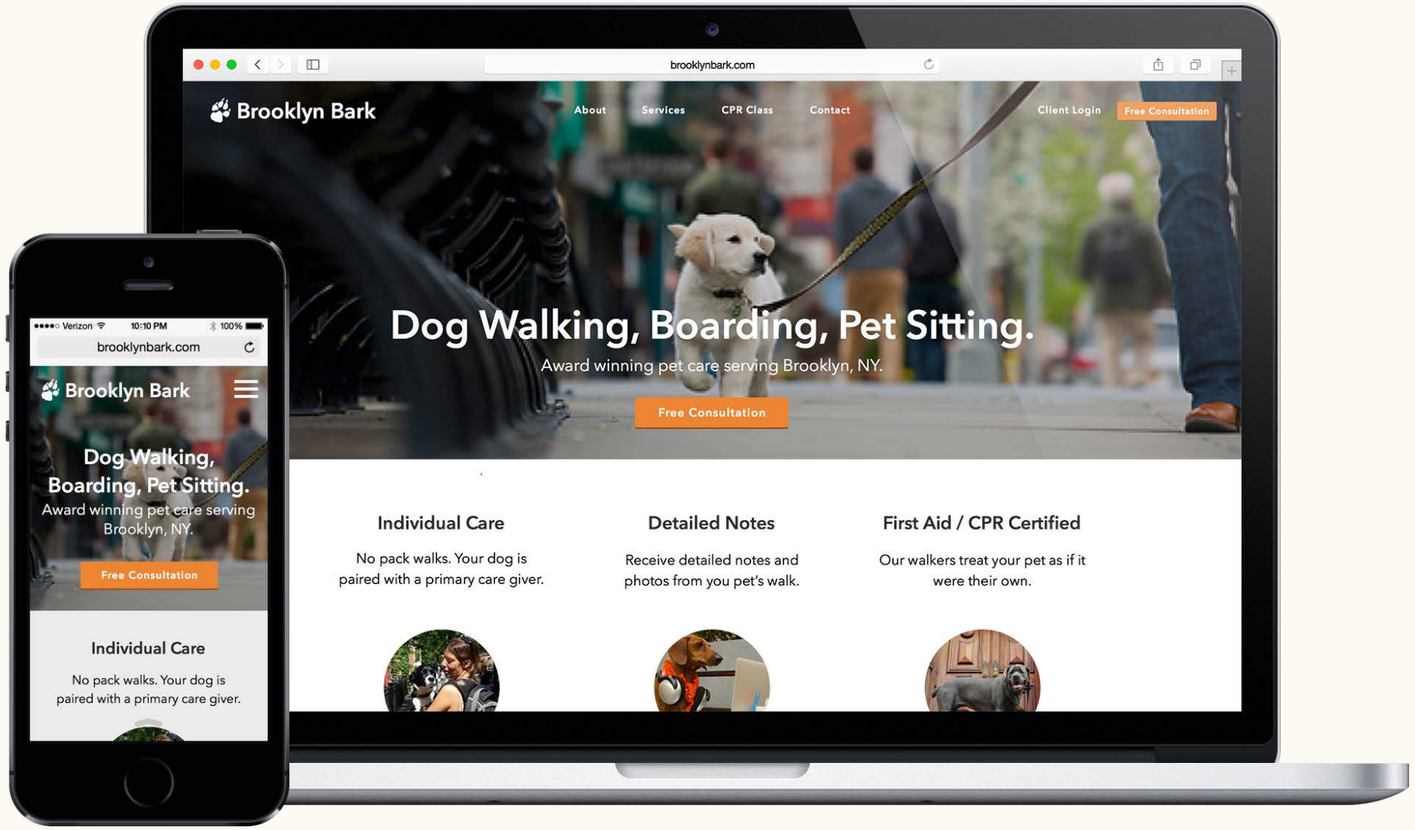
Brooklyn Bark

responsive website / 4 Days

prototype: https://invis.io/WF3BKVYKM

OVERVIEW

Brooklyn Bark is a dog walking company due for a refresh of their website. They offer a range of animal care services and the challenge was effectively communicating the brand and its service to a potential clients. Additionally the navigation lacked organization.



Home Page | High Fidelity Mock-up

LAYOUT ANALYSIS

Analyzing the competition's homepage elements and layout (including the hierarchy) shows what elements are most important on other sites and how they relate to Brooklyn Bark's homepage.

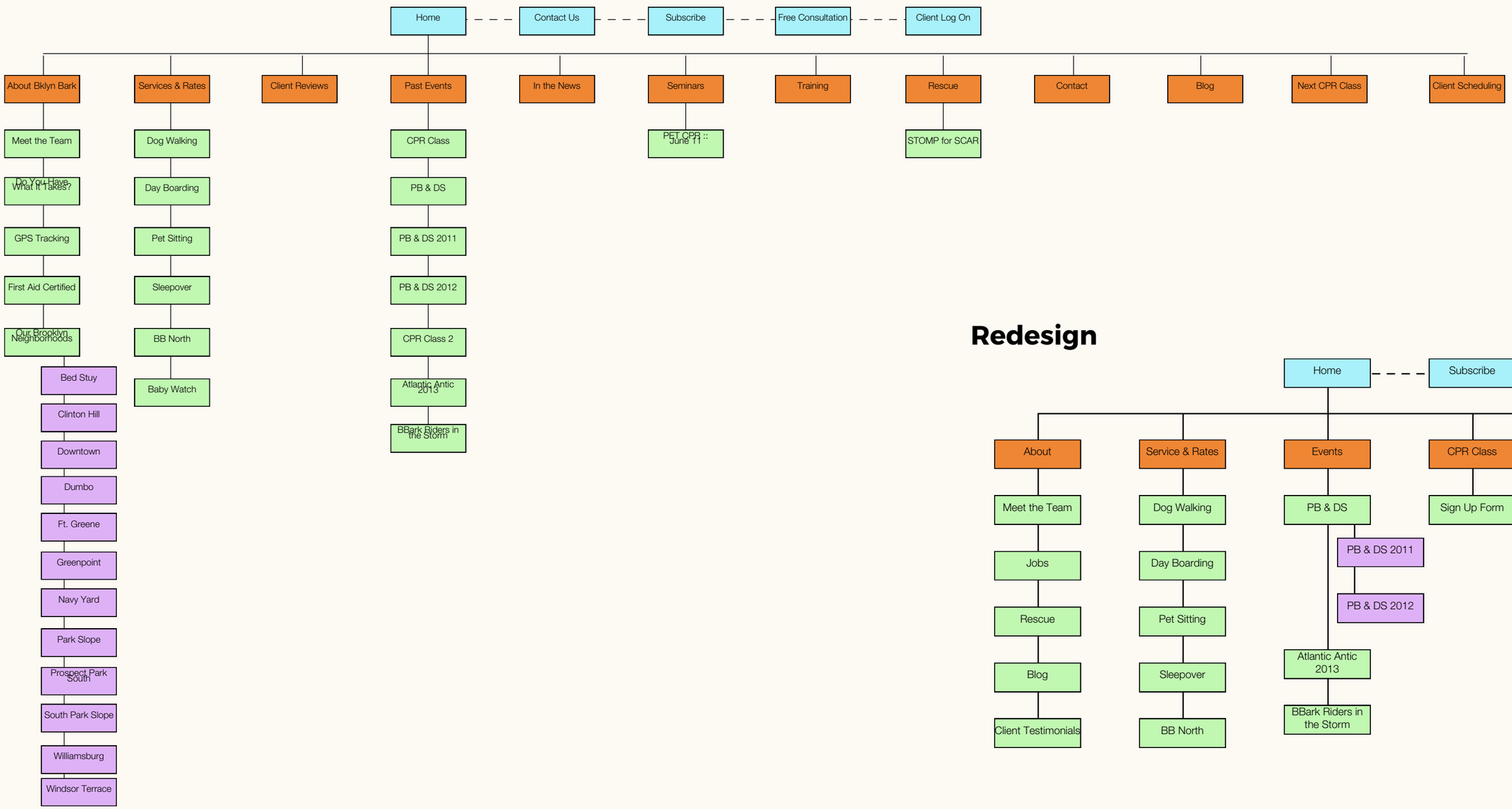
Legend

- Logo
- Navigation
- Hero Image
- Service Overview
- Tech Overview
- Testimonials
- Press + Awards
- About + Info
- Social Media
- Call To Action

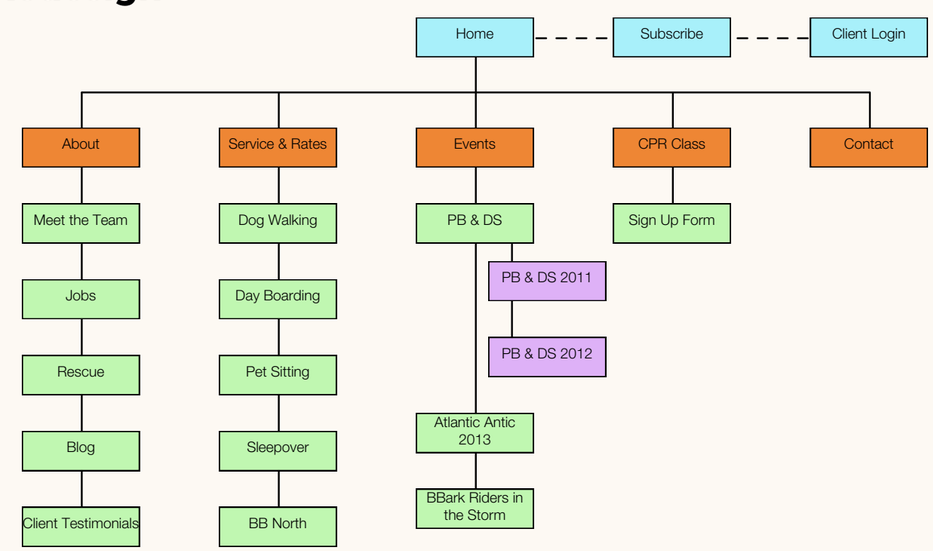
SITE MAP

The entire site navigation was analyzed and redesigned to provide structure to the services and company.

Original



Redesign

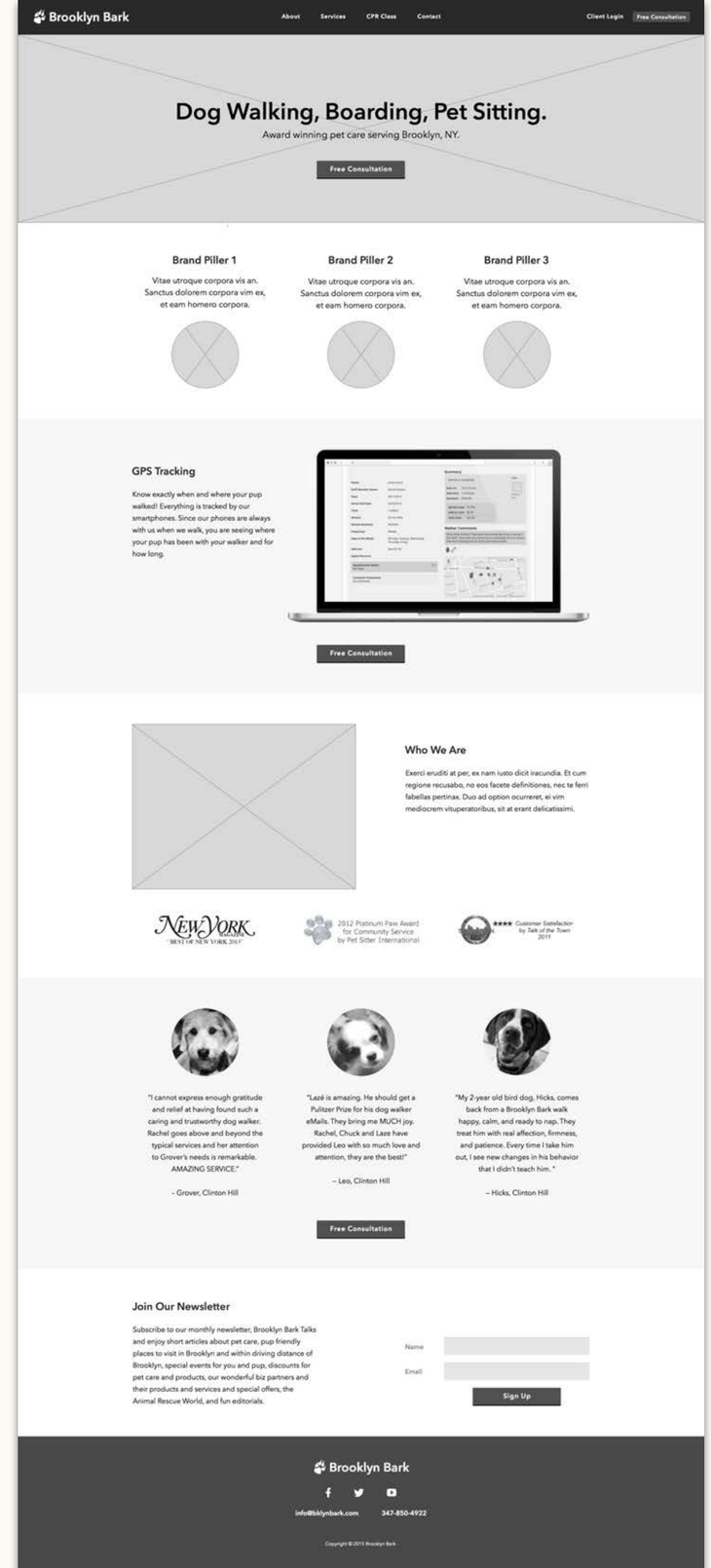


DESIGN

Initial sketches were turned into a medium fidelity wireframe based off the redesigned information architecture and layout analysis. The updated design highlights the brand's service, the technology, and client reviews. Call-To-Actions are place between the different sections.

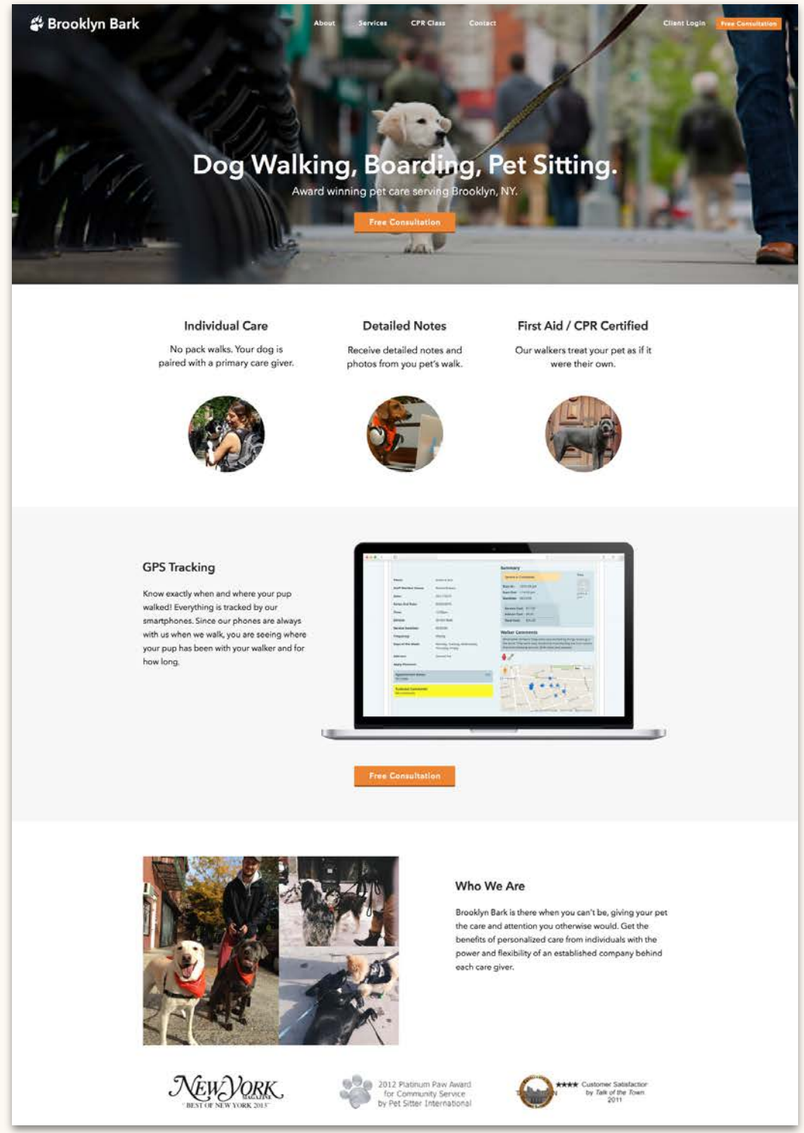
Original Site

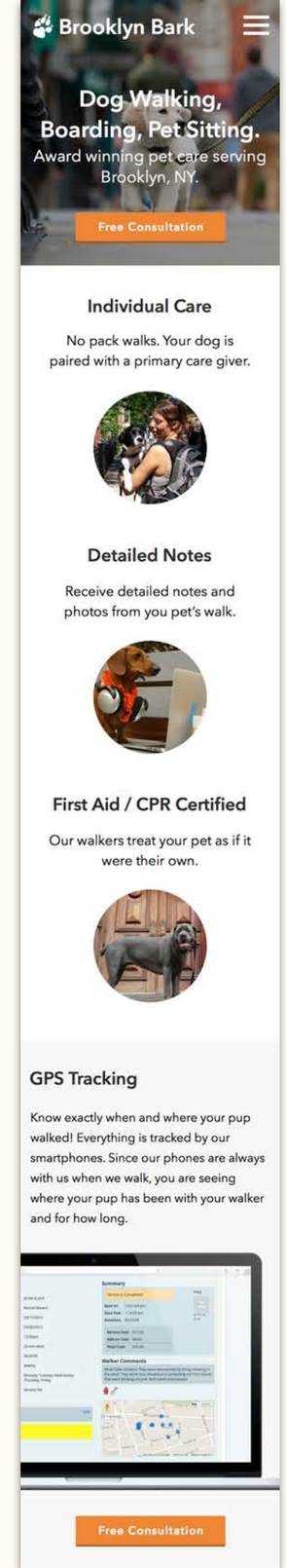
Redesign



RESPONSIVE DESIGN

The desktop version was designed first with mobile in mind. Each element was designed to collapse and stack when viewed on a mobile screen.





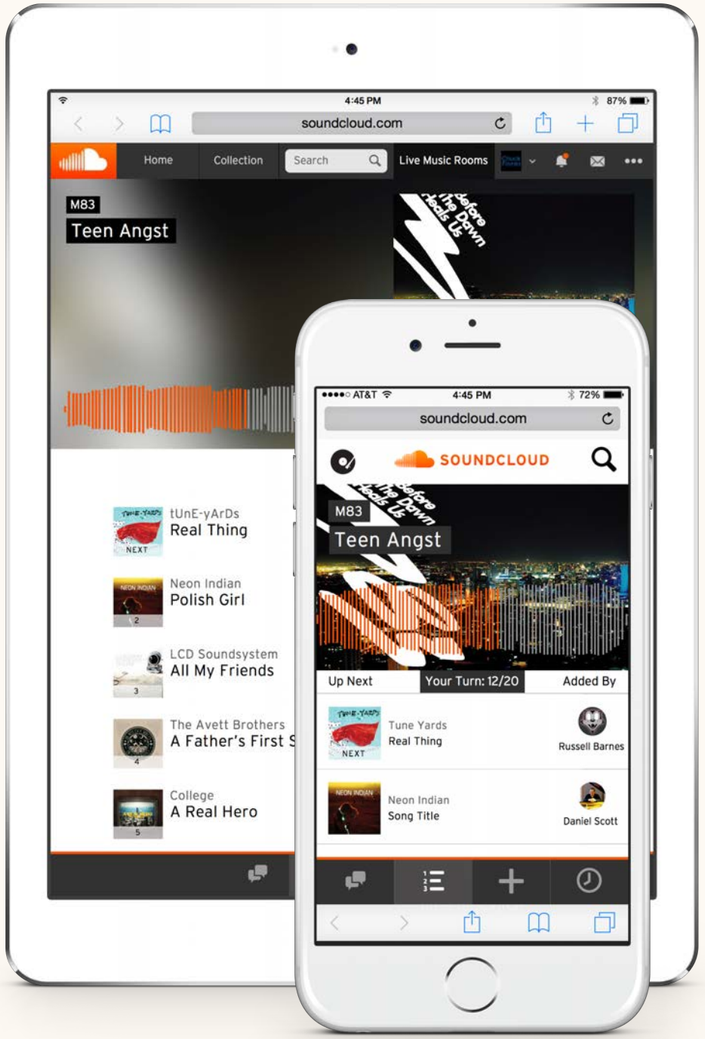
SoundCloud Rooms

Responsive Website / 3 Team Members / 2 Weeks

prototype: https://invis.io/RV3U9J0GS

OVERVIEW

SoundCloud Rooms is a new feature within SoundCloud's existing responsive website. It is a new feature that allows DJs and listeners to collaborate and share music in real time. Users can create or join "rooms", and contribute music from SoundCloud to the playlist.
Due to the complexitities of the features and music player we designed to the constraints of the mobile screen first.



Player | High Fidelity Mock-up

FEATURE PRIORITIZATION

Our team wrote down all of the possible features based on our user interviews and competitor research. . We then prioritized them based on:

X–Axis: Low Technical Expense — High Technical Expense

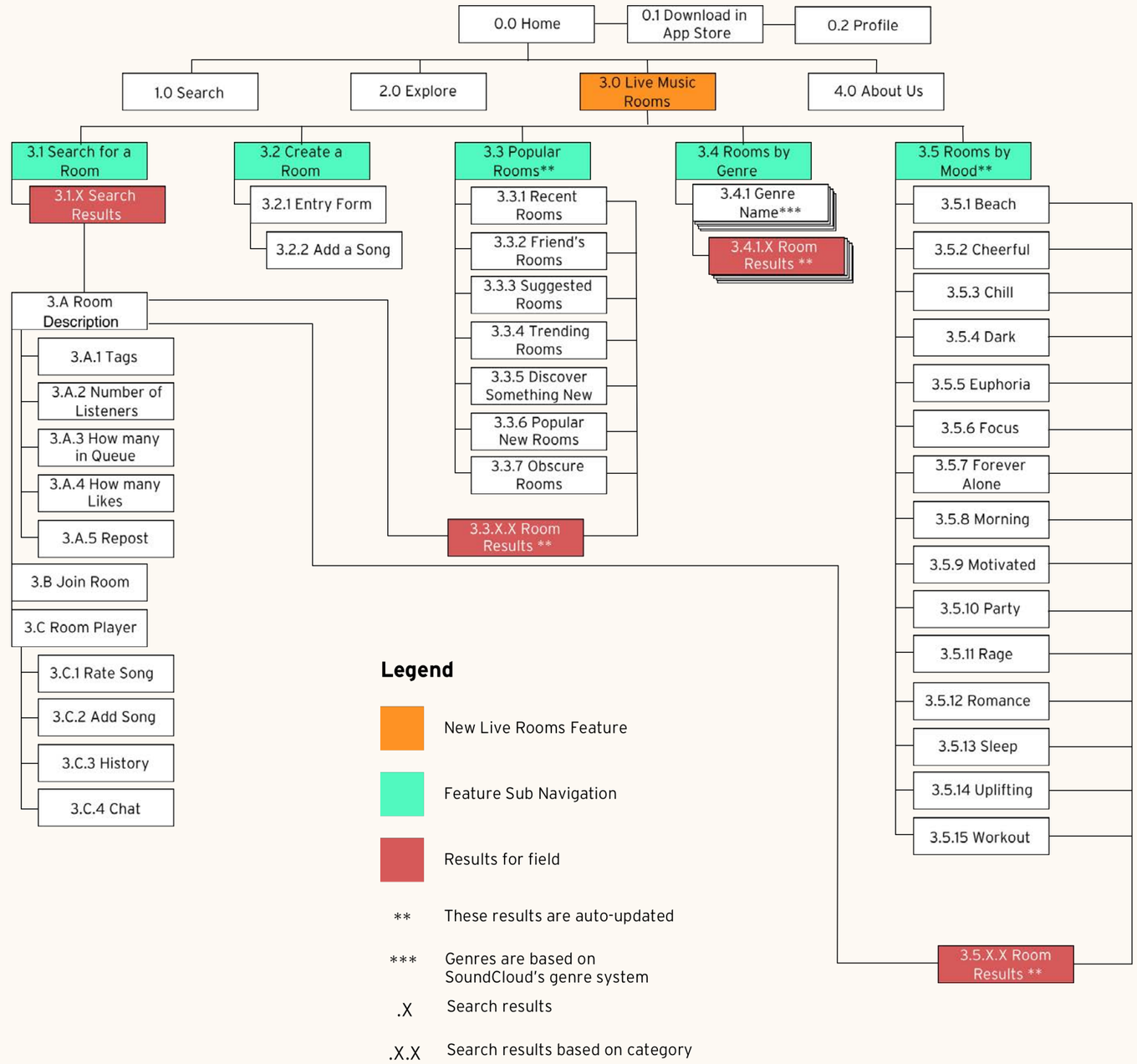
Y–Axis: High User Need – Low User Need
We designed Low Technical Expense, High User Need features.

Highest Priority Features

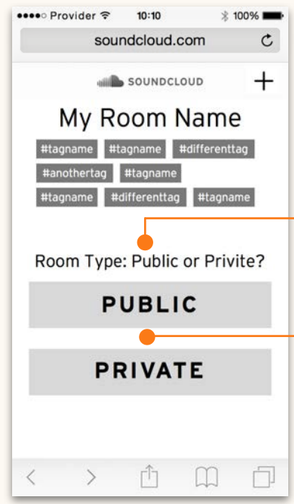
/ Song Histoy
/ Share a Room
/ Search by Genre or Mood
/ Chat
/ Create Private Room
/ Up Vote or Point System

SITE MAP + PAGE TEMPLATES

Our site map lead to the creation of our page templates. The page templates were used in our design studios to guide and focus the process by keeping everyone designing the same page.

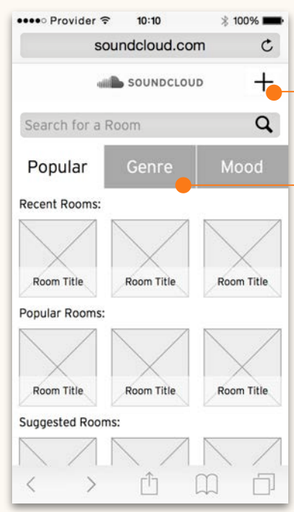


DESIGN → TEST → ITERATE

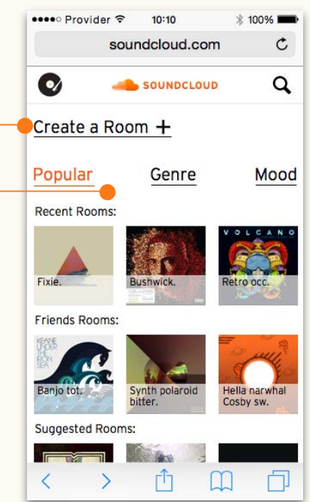


Room Type
Changed to "Open" and "Closed" based on user feedback during testing.

Clarification
Users didn't know what the different options meant. We added copy under the button the clarify each option



Create Room:
Users were unsure about how to create a room. Added words to clarify create a room.

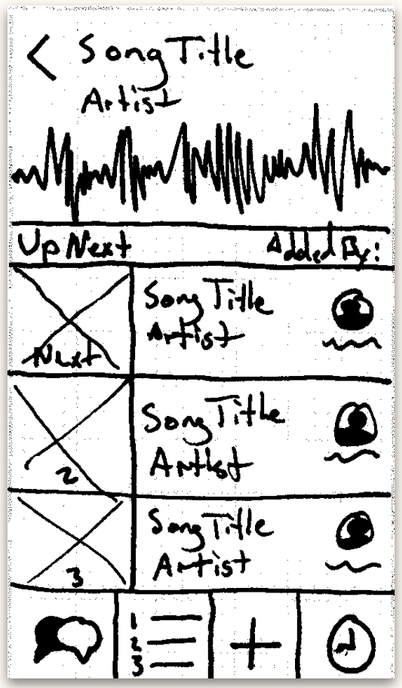


Category:
Decreased contrast to highlight gallery pictures.

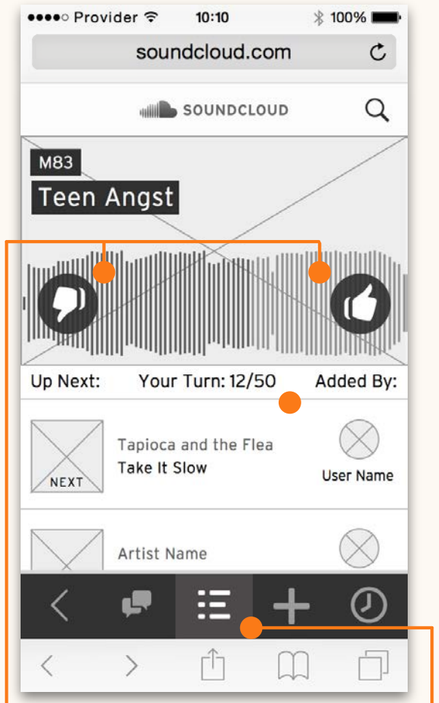
REFINING THE MUSIC PLAYER UI

Turn Indicator
Increased the contrast to make the indicator stand out.

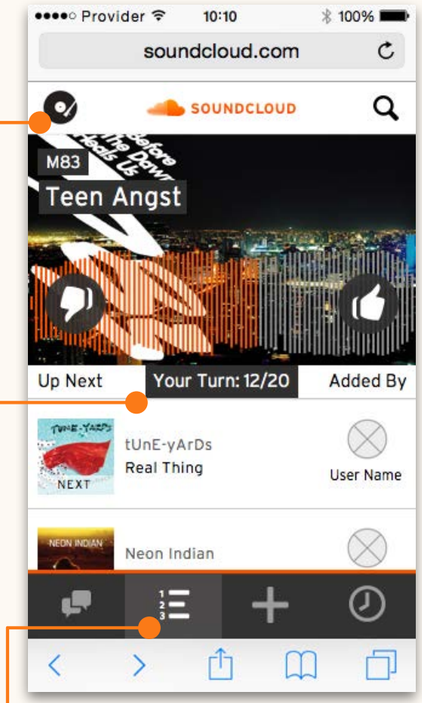
Rooms Button
Added rooms icon to highlight new feature and allow easy access to rooms galley page.



Initial Sketch



Digital Wireframe



Lastest Iteration

Voting System
Added voting system to wireframe

Cue Icon
Changed due to users not knowing the original design.