Chuck Flores

User Experience Designer

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.

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.

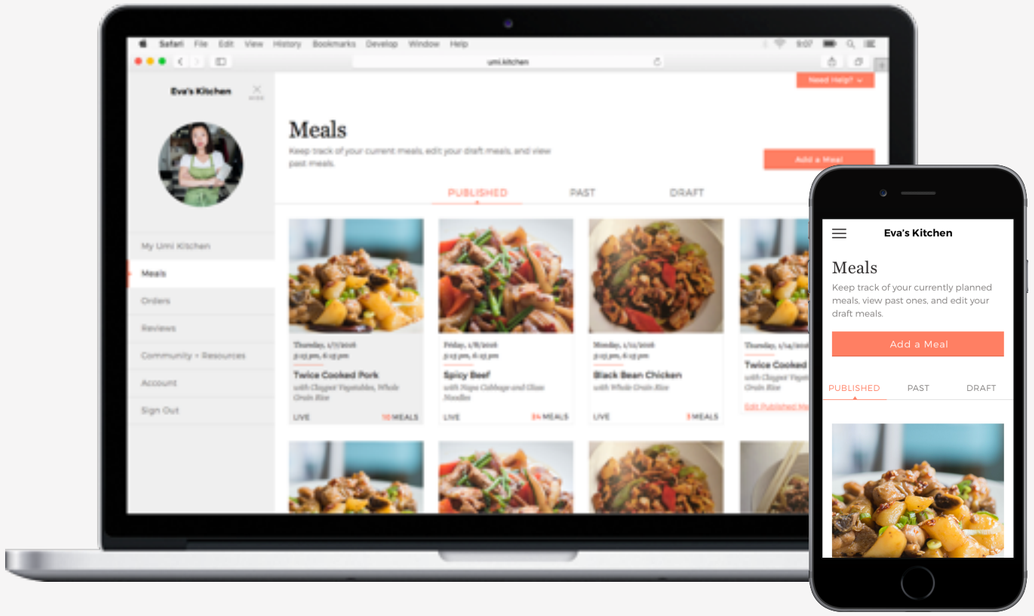
Through my work in the music industry I began to design websites for musicians. I gravitated towards this work and jumped into the world of User Experience Design.

Umi Kitchen

Umi Kitchen is a service that allows its users to plan their weekly meals by ordering food from home cooks in their neighborhood.

We were tasked with designing the dashboard, meal system, and forms for the Umi home cooks to submit and manage meals for the Umi Kitchen app.

Prototype: https://invis.io/CW5T1NPU7



DETAILS

RESPONSIBILITIES

User Research
Wireframe + Prototyping
User Testing
UI Assets
Responsive Design

DELIVERABLES

Desktop + Mobile Wireframes
Prototype
Zeplin Integration
Style Guide

TOOLS

Sketch
InVision
Zeplin

DASHBOARD

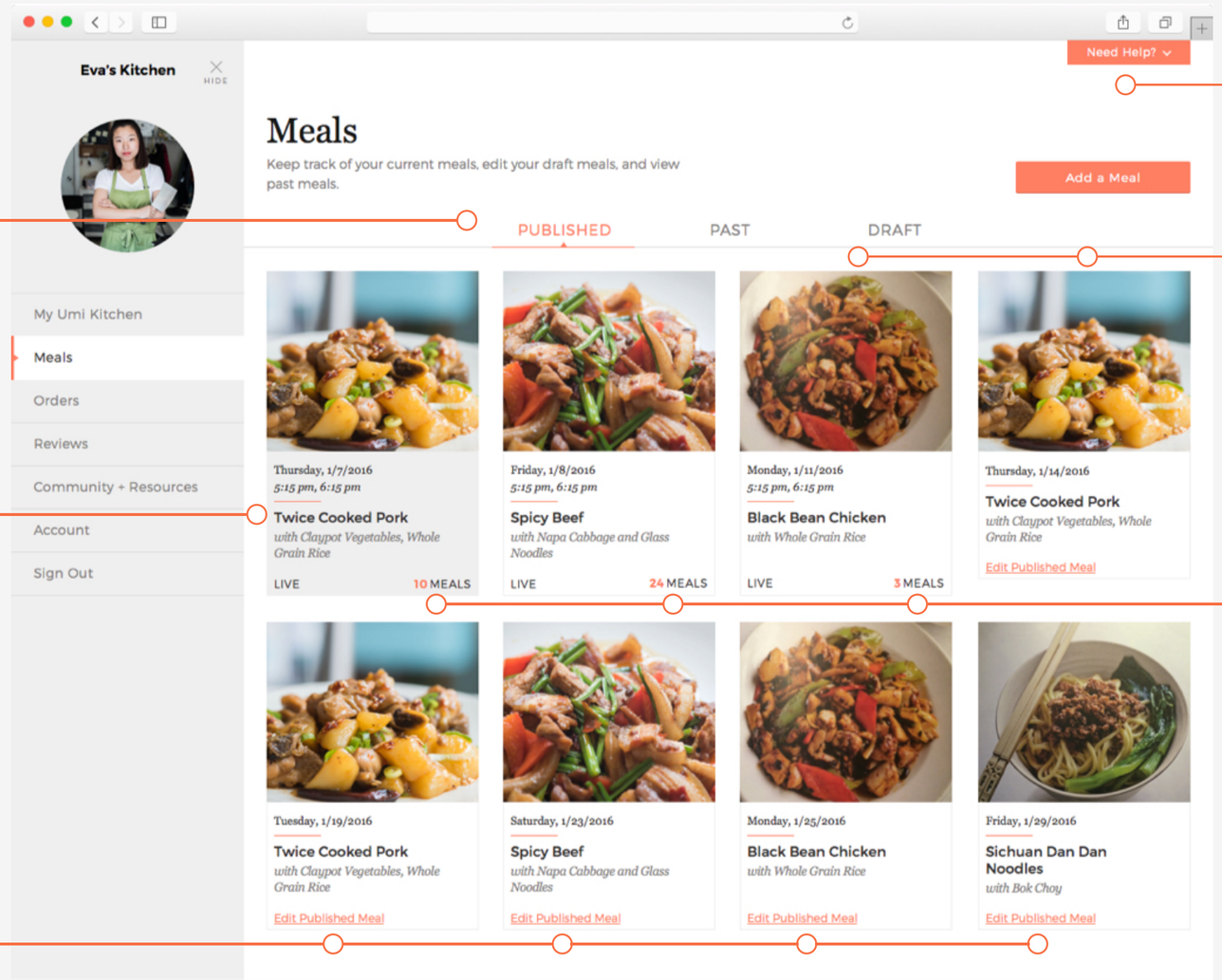
The dashboard contains everything the Umi home cooks need to add meals to the app and fulfill orders. The Meals page is the center of the dashboard.

Tab Bar
Allows for quick access to the different meal states. Designed based off chefs who like to plan their meals weeks in advance while allowing easy access to past meals.

Side Bar Navigation
Active link clearly highlighted.

Meal Information
Crucial meal info displayed. Meals sorted chronologically.

Meal Information
Crucial meal info displayed. Meals sorted chronologically.



Persistant Help
Located on every page fixed to the top of the browser window.

Large Meal Photos
Mirror image proportions on the app to show the home cooks the importance of their photo quality.

Total Portions Sold
This allows cooks to quickly view the status of a meal without having to go to other pages.

Designed for cooks on the go or out shopping for ingredients.

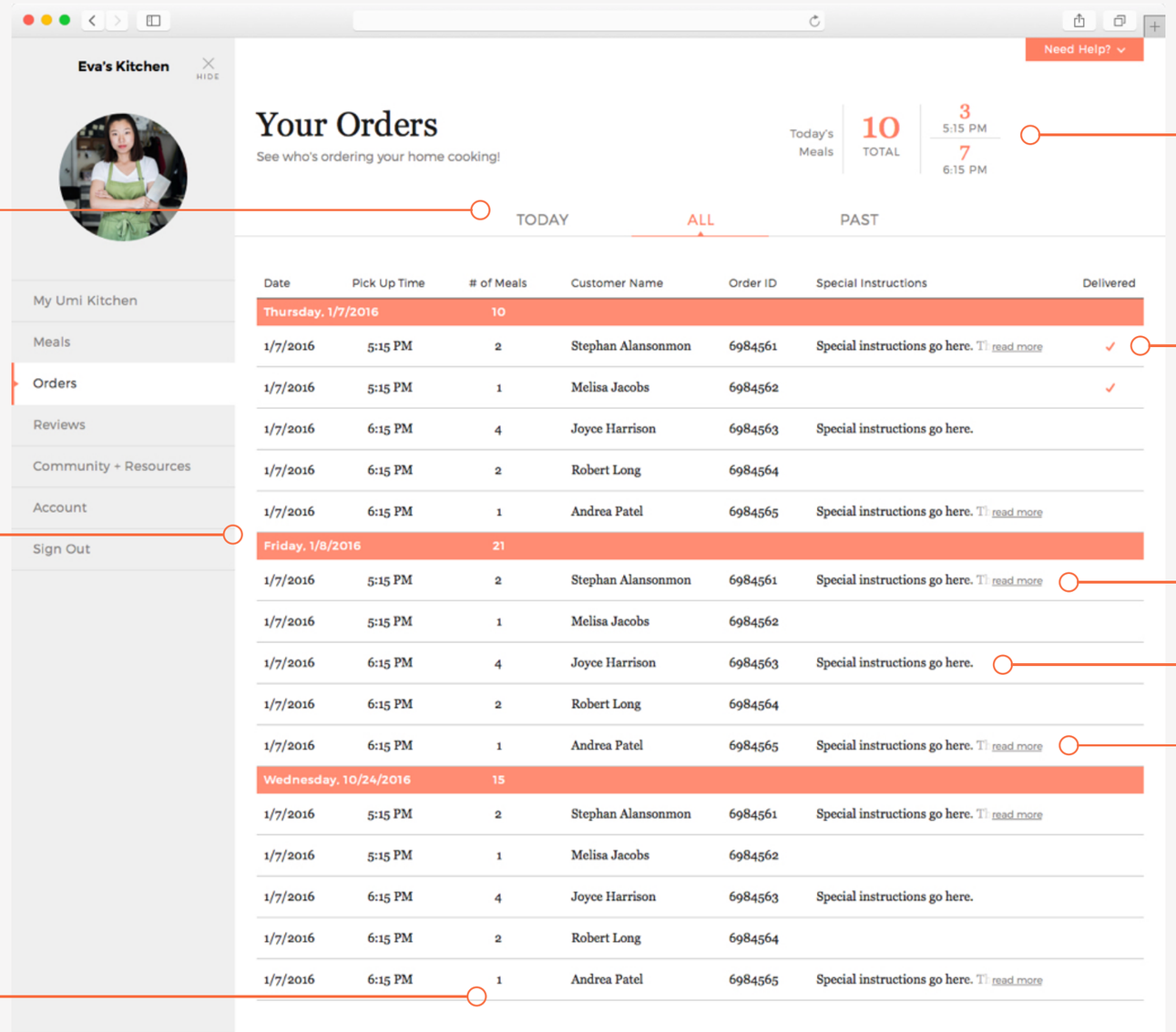
ORGANIZATION

The Orders page contains all essential information for the cooks to fullfill orders. Past orders can be viewed to plan future meal portions and maximize profits.

Orders Tab Bar
Designed for cooks to sort orders, have clear access and info to todays orders and see how they did in the past.

Day Separators
Crucial meal info displayed. Meals sorted chronologically.

Orders
Total meals ordered per customer helps keep orders straight.



Today's Meals
Always visible no matter what tab the cook is in. Gives clear # of meals and splits it up by time.

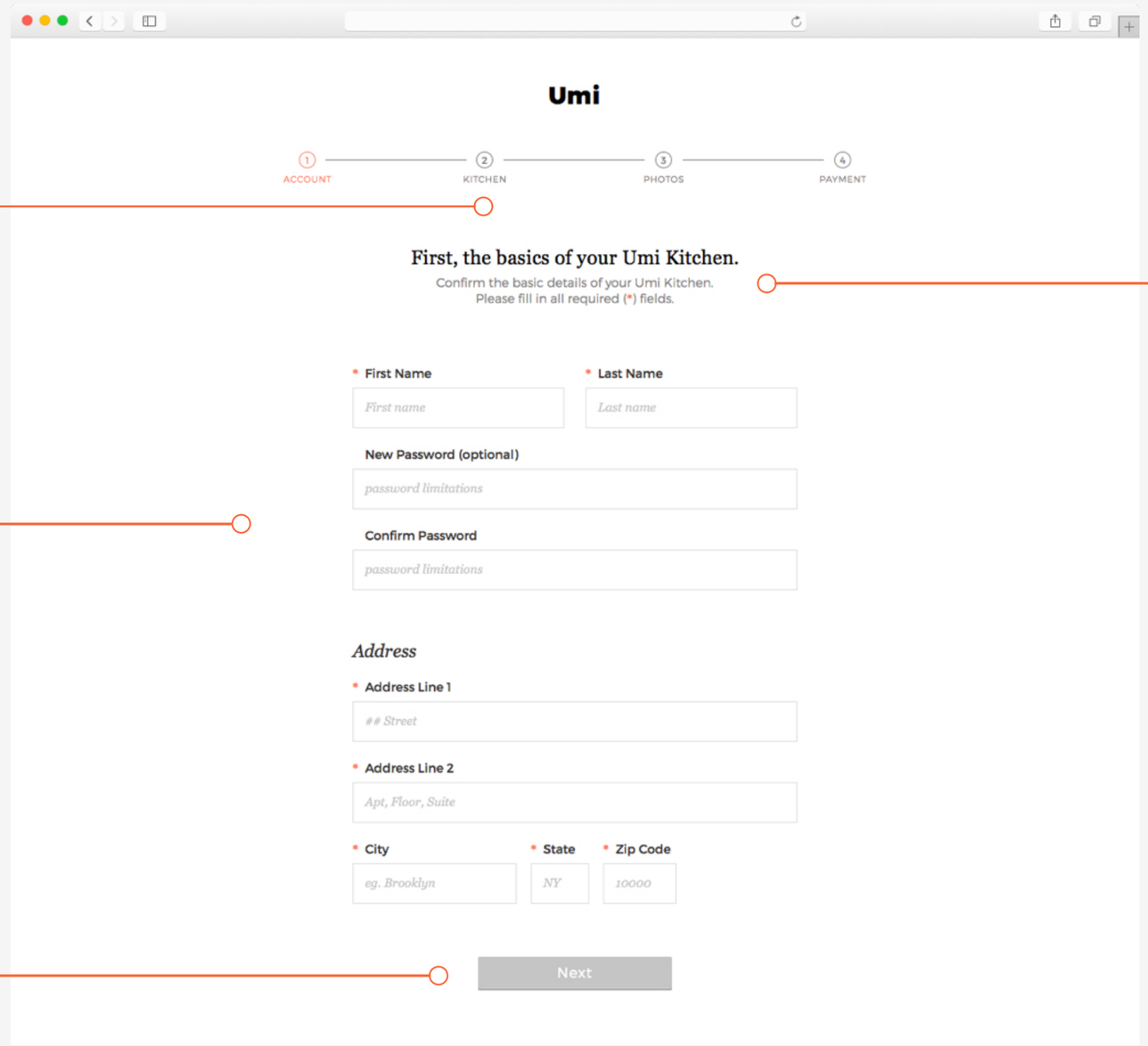
Delivered
A notification lets cooks know when PostMates delivers each order.

Total Portions Sold
This allows cooks to quickly view the status of a meal without having to go to other pages.

Designed for cooks on the go or out shopping for ingredients.

ON BOARDING

Filling in all of the important information is crucial for presenting the home cooks on the app. The on boarding process makes it easy for cooks to set up their Umi Kitchens.



Progress Bar
Gives cooks a sense where they are in the sign up process.

Day Separators
Crucial meal info displayed. Meals sorted chronologically.

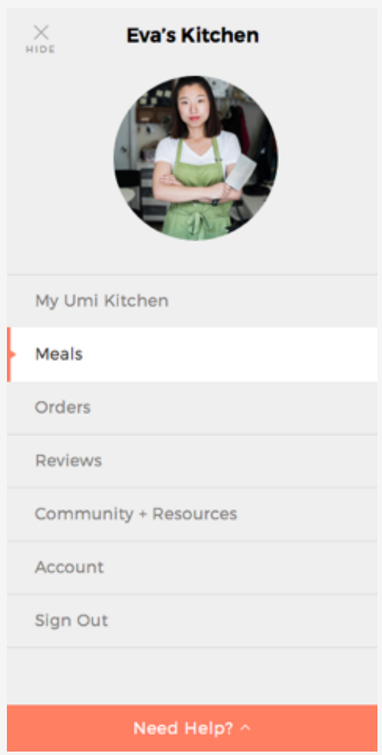
Button States
Inactive buttons turn orange when the cook files in all required fields

Questions
Light friendly copy gives helps clarify the sections and move cooks through the form.

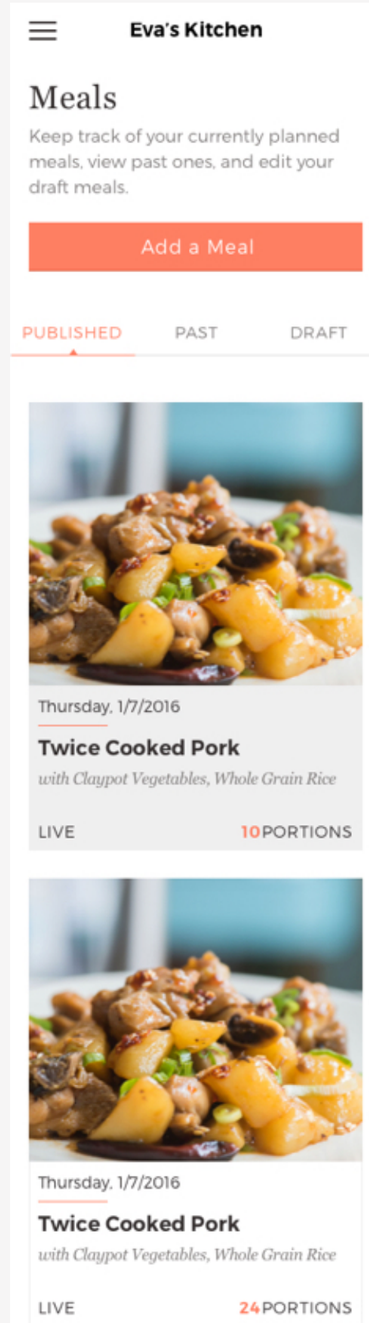
RESPONSIVE

Half of the cooks interviewed often do their meal planning on their phone while out of the house. Home cooks also need to see how many portions to plan for each meal when shopping for ingredients. This required a responsive design.

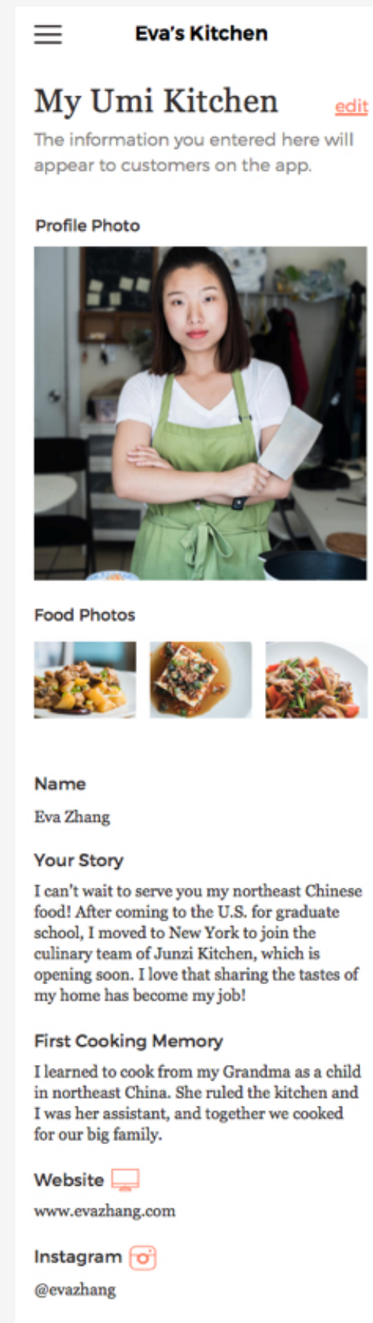
Navigation Open



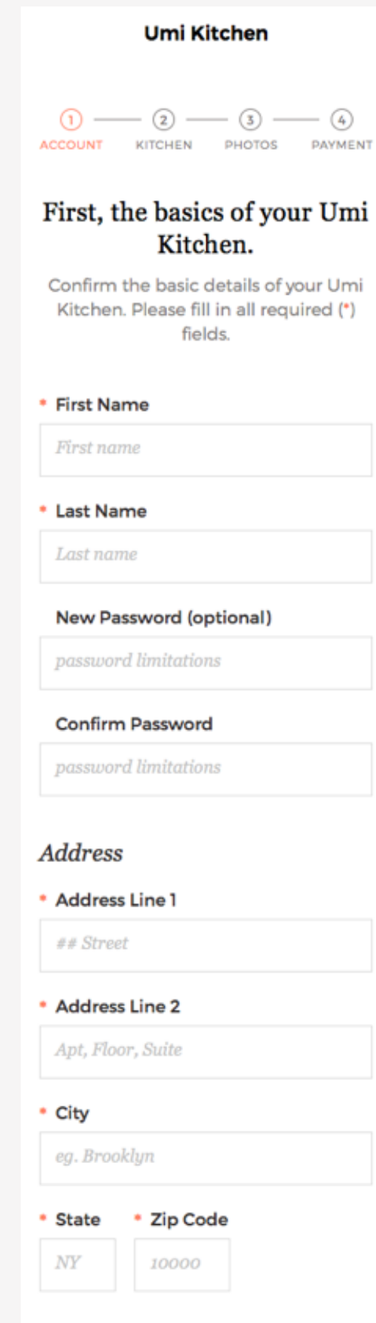
Meals



My Umi Kitchen

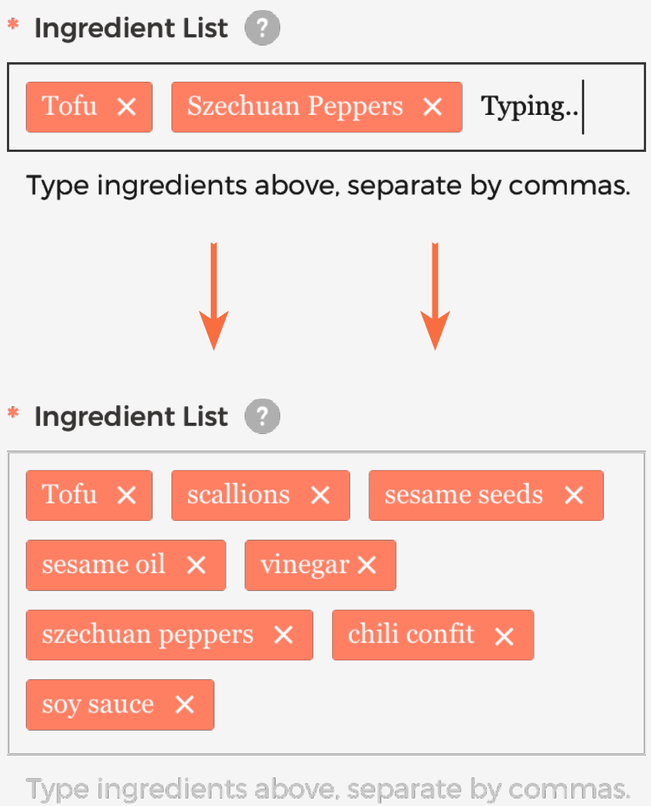


On Boarding



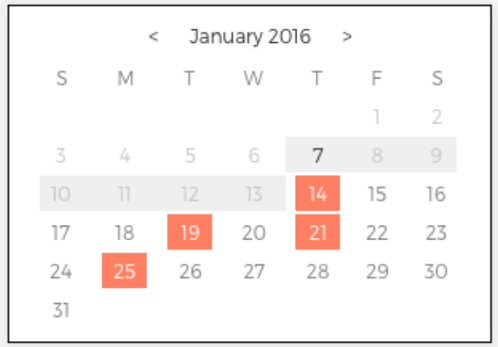
TAGGING SYSTEM

Used when adding ingredients to a meal. The tagging system allows for consistent formatting in the Umi Kitchen app.



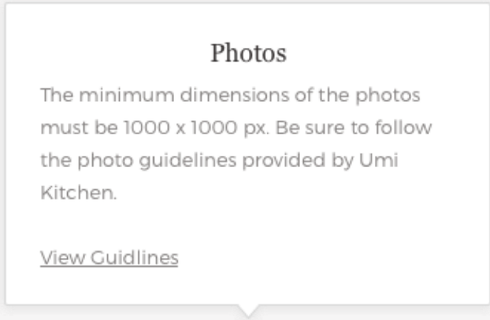
MINI CALENDAR

When adding a meal the cook must pick a date. The mini calendar shows days that are unavailable (grey zone) and days with meals (orange).



HOVER MODAL

Used to answer questions a cook might have when adding a meal.



MEAL SYSTEM

In order to keep meals organized, a meal system was created to show the various meal states. This gives the cooks freedom when planning their meals.

LIVE MEAL

Meals currently on sale through the app. These meals are un-editable.

Friday, 1/8/2016

5:15 pm, 6:15 pm

Spicy Beef

with Napa Cabbage and Glass Noodles

LIVE 24 MEALS

PUBLISHED MEAL

Meals that will become live once they enter the live zone.

Thursday, 1/14/2016

Twice Cooked Pork

with Claypot Vegetables, Whole Grain Rice

Edit Published Meal

DRAFT MEAL

Designed for cooks to plan meals with out commiting them the app.

Monday, 1/18/2016

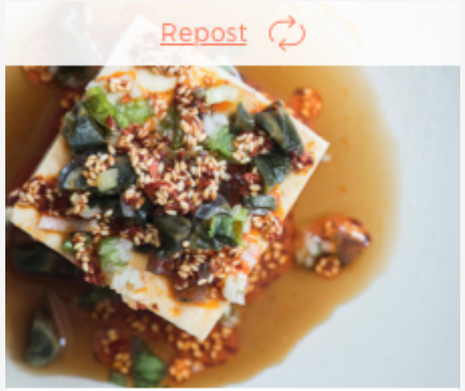
Sichuan Dan Dan Noodles

with Bok Choy

Edit Draft

PAST MEAL

Resell meals without having to fill out the entire form.



Monday, 12/15/2015

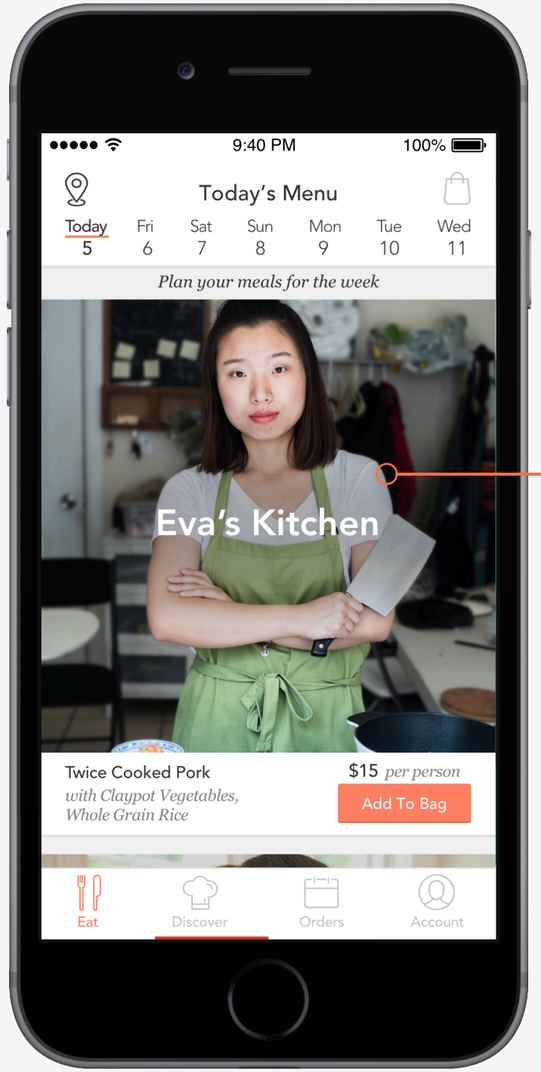
Spicy Chilled Tofu

with Chinese Baby Leeks, White Rice

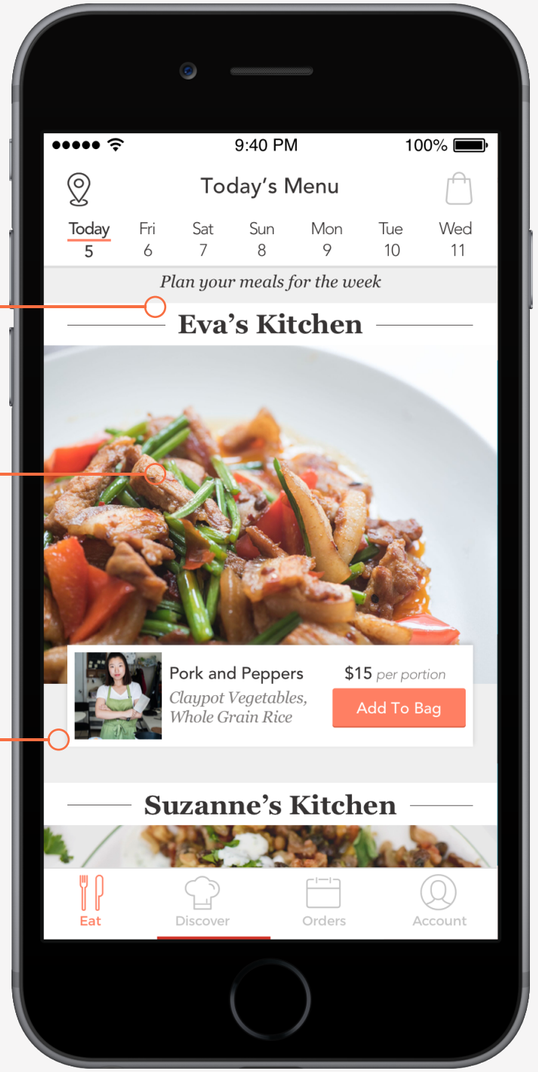
iOS APP HOME SCREEN

While the iOS app for Umi Kitchen was being developed I assisted in tweaks to home feed interface. The design came out of a need to promote the home cook's kitchens and highlight the food.

ORIGINAL



REDESIGN



Cook's Kitchen
This element was very important in helping the cooks form a brand on Umi Kitchen. This was to form more connections with users and encourage repeat purchases.

Food Image
Users wanted to see to food they were ordering. Discovered through user feedback.

Cook's Picture
Another way to improve the cook's brand was to highlight their photo next to the meal.

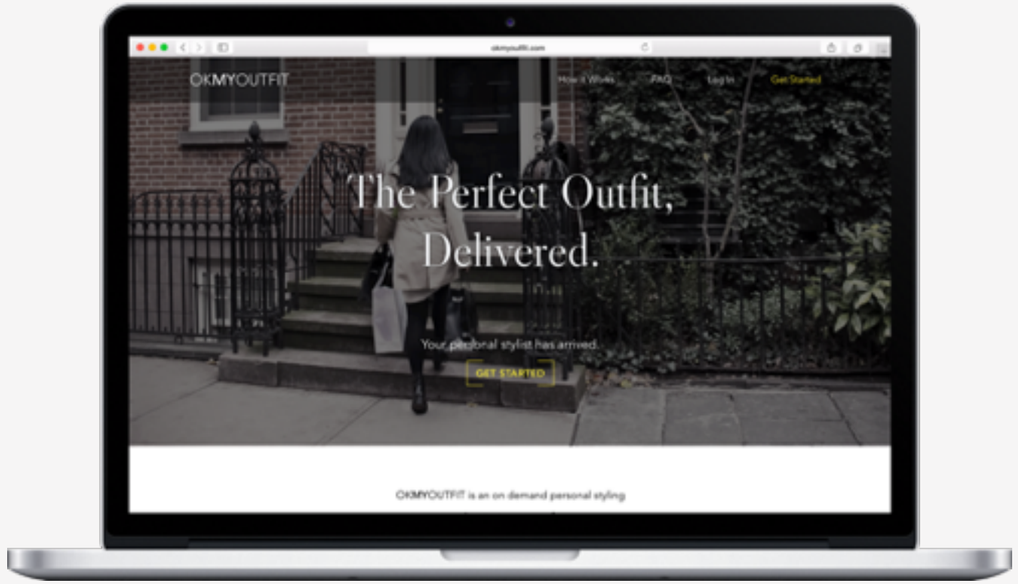
This was very important to home cooks as we discovered in our interviews.

OkMyOutfit

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

Our team redesigned the on boarding process and the home page to increase sign ups, sales conversions, and improve stylist efficency.

Prototype: https://invis.io/6H5U4Y5AF
Research Report: chuckflores.com/files/okmyoutfit-research-report.pdf



DETAILS

RESPONSIBILITIES

User Interviews
Research
Wireframe + Prototyping
User Testing
Visual Design
Responsive Design

DELIVERABLES

Desktop + Mobile Wireframes
Prototype
Research Report
Planning Documents
Style Guide
Production Assets

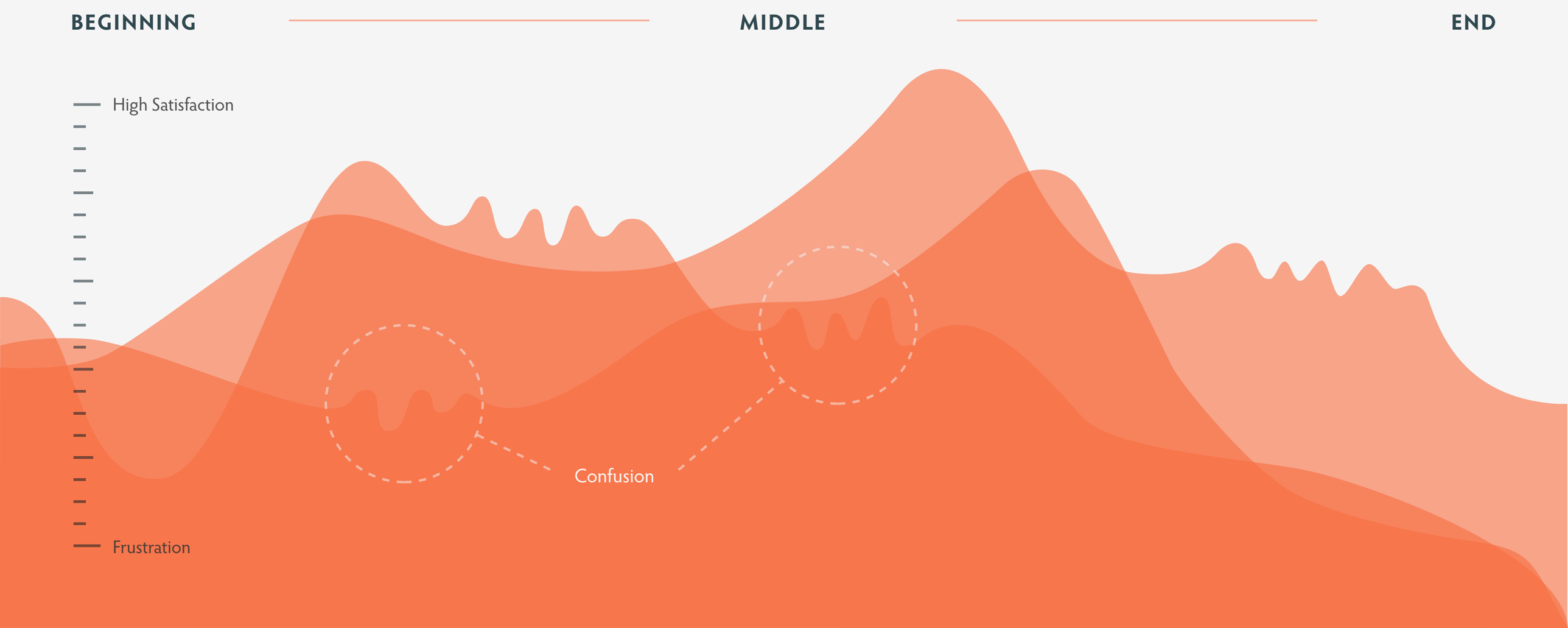
TOOLS

Sketch
InVision
Keynote
Dropbox

USER JOURNEY

We tested the current sign up process with potential users to discover pain points within the exisiting style profile. Throughout the test users were periodically asked how they felt on a scale of 1 (being frustrated) to 10 (feeling happy). User journeys (visualized below) were created to visualize the results from our usability test to the client.

Below are 3 user journeys overlayed on top of one another for effect.



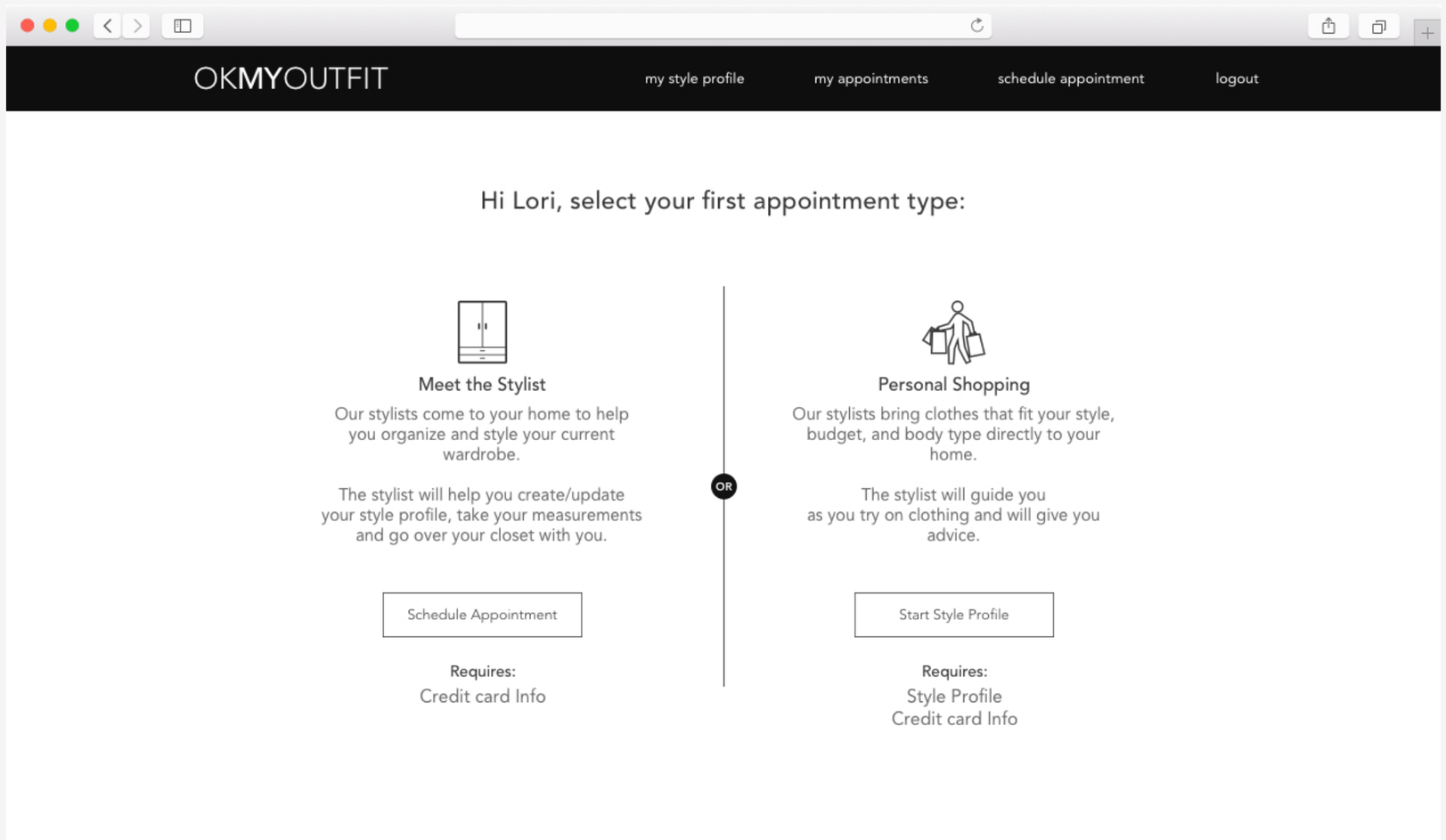
USER TEST PARTICIPANT

“Shouldn't a stylist meet me to take my measurments?”

YES!

Changing the Service

After user interviews and tests it was discovered that users wanted the stylist to take their measurements at the first visit. This lead to giving the user the option of requesting in-home measurements and style assessment or completing the sign up form and trying on clothes the first visit.

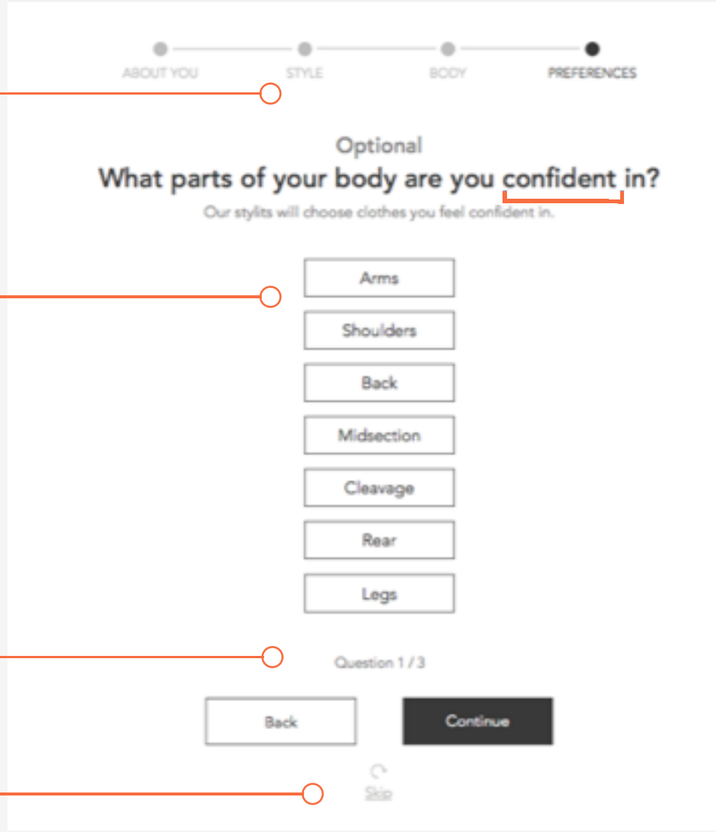


POSITIVE & ENGAGING QUESTIONS

We redesigned the style profile questions to be clear in their language and promote positive body image. Additionally we supplemented the questions with secondary copy. This clarified the question and told the user why the information is needed.

ORIGINAL

REDESIGN



Progress Bar

Dropdowns

Dropdowns were removed to reduce the user clicks.

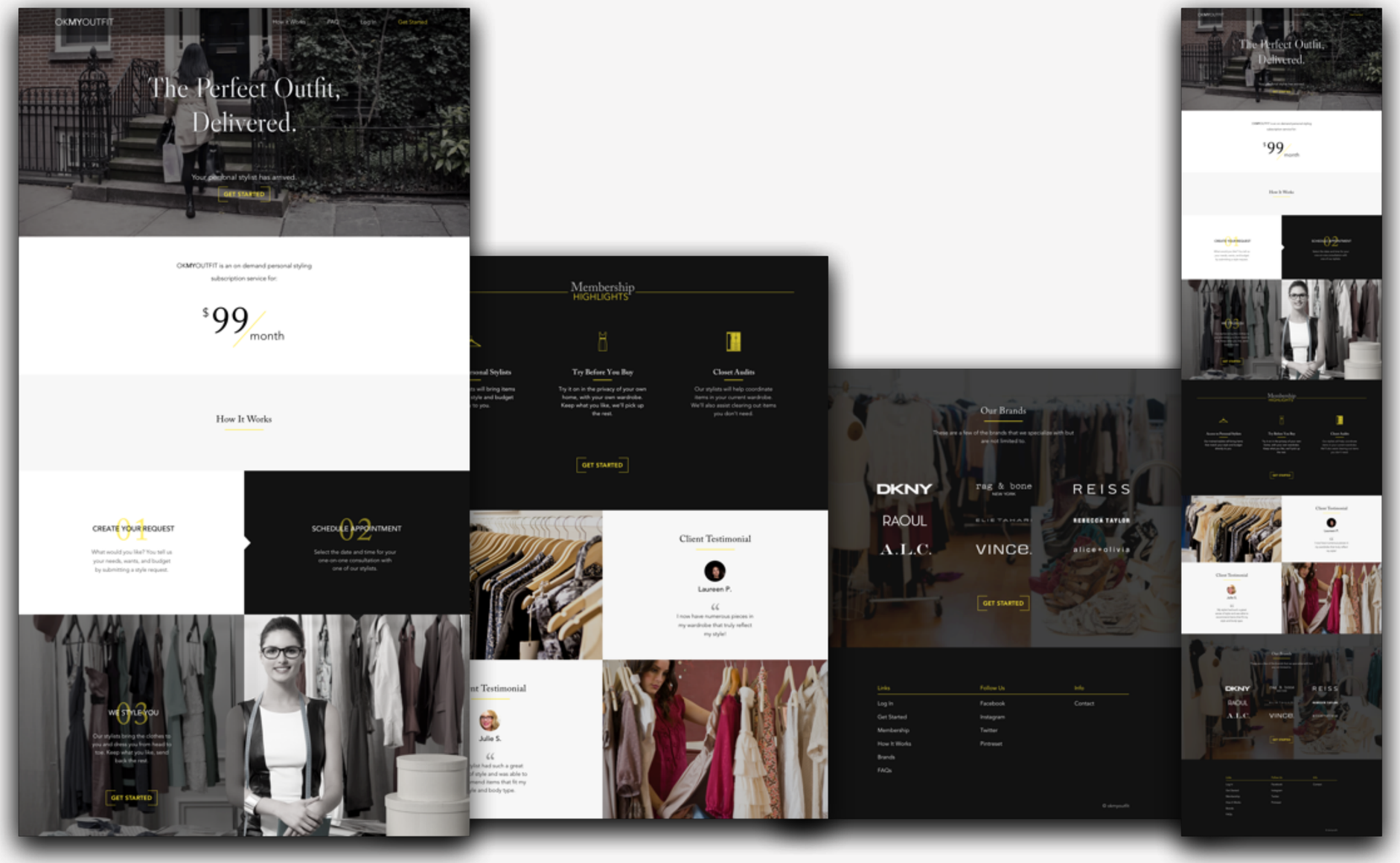
Question Indicator

Skip Button

HOME PAGE

The homepage was redesigned to clearly communicate the service to new users.

View the prototype for a detailed view of the home page:
https://invis.io/6H5U4Y5AF

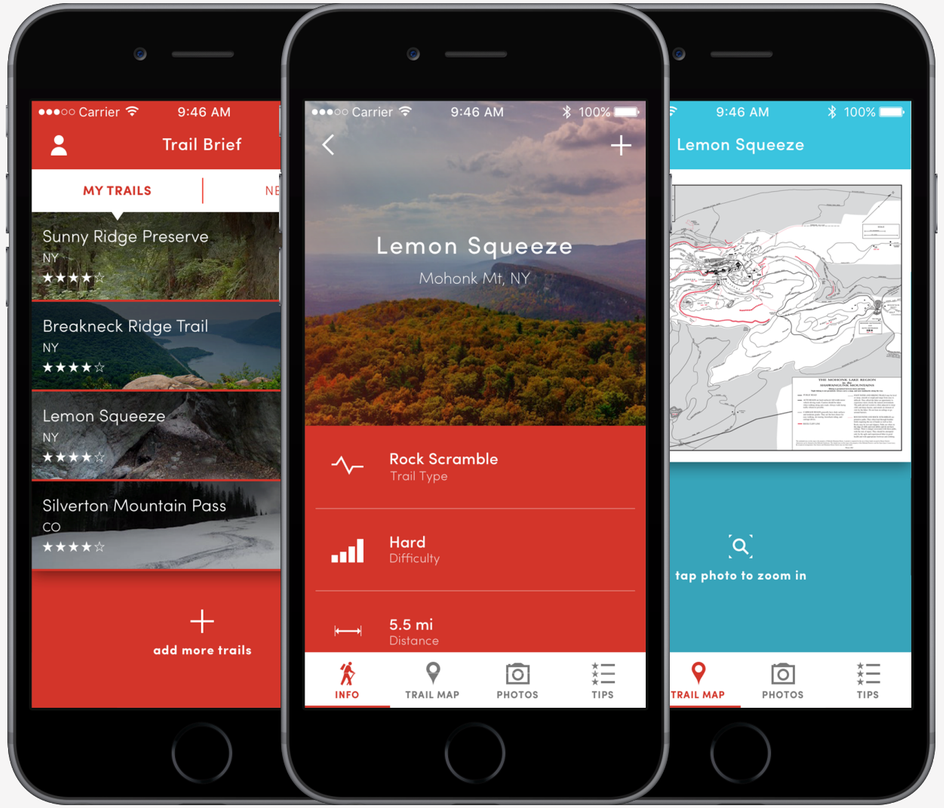


Trail Brief

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.

Prototype: https://invis.io/DQ4UJYG6V
Research Report: chuckflores.com/files/trail-brief-research-report.pdf



DETAILS

RESPONSIBILITIES

- User Interviews
- Research
- Strategy
- Wireframe + Prototyping
- User Testing
- Visual Design

DELIVERABLES

- Desktop + Mobile Wireframes
- Prototype
- Research Report
- Personas
- Planning Documents
- Style Guide

TOOLS

- Sketch
- InVision

PERSONAS

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.

Jacob Rodriguez

SECONDARY PERSONA

GOALS & NEEDS

- Access to accurate trail map information.
- Access to a "starters-guide" to help him learn what to pack.
- Access to current trail conditions, specifically how crowded a trail is expected to be.

PAIN POINTS

- When lost Jacob will use google maps to get back onthe trail but a lack of service canprevent him from accurately positioning himself.
- Is frustrated when trails are crowded when hiking with his friends.
- Has a hard time knowing what shoes to wear based on the type of trail.

Megan Warren

PRIMARY PERSONA

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 and weather conditions ahead of time.
- Available information from reviews is subjective

Lisa Richards

TERTIARY PERSONA

GOALS & NEEDS

- Leave no trace when on a hike.
- Learn where trash cans are along a trail.
- Distribute her knowledge of hiking to other members of the community.
- Access to extended weather forecast.

PAIN POINTS

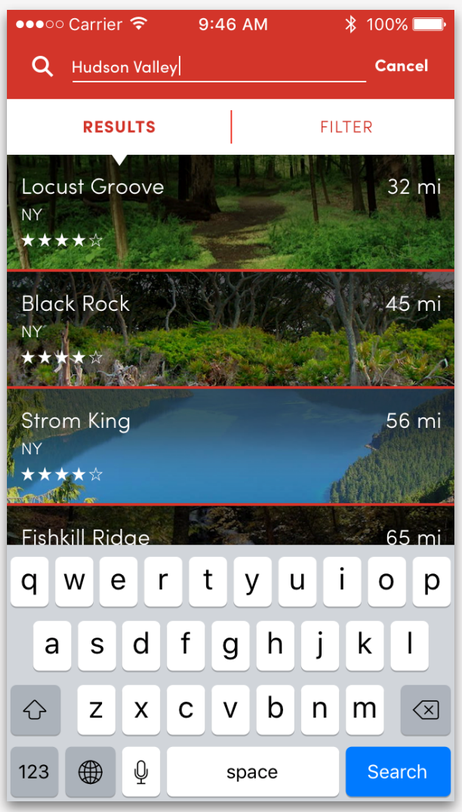
- Sometimes it can be hard locating and accessing trailheads.
- When on a long hike it is hard to tell if the weather is about to change.
- Hard to find up-to-date information about any changes along a trail.

MEGAN'S SCENERIO & TASK

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

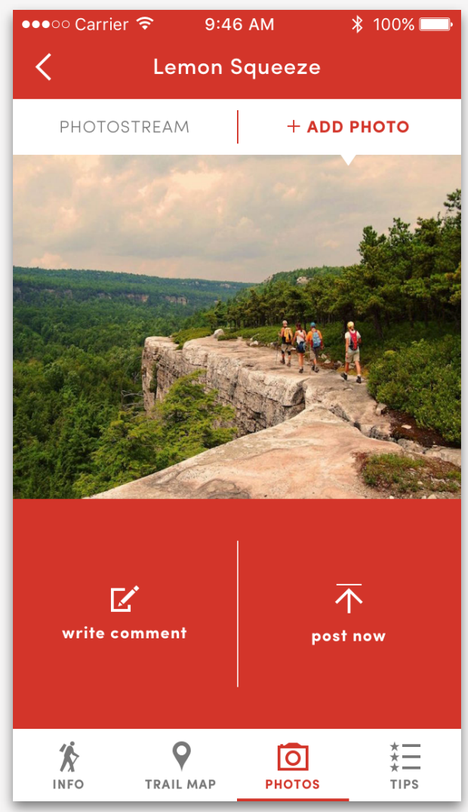
Research and Preparation

Megan searches for a trail in the Hudson Valley



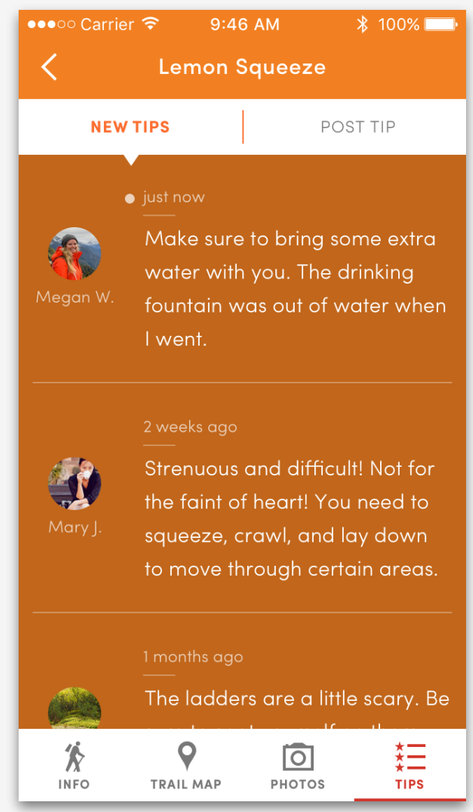
Hike

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



Share and Inform

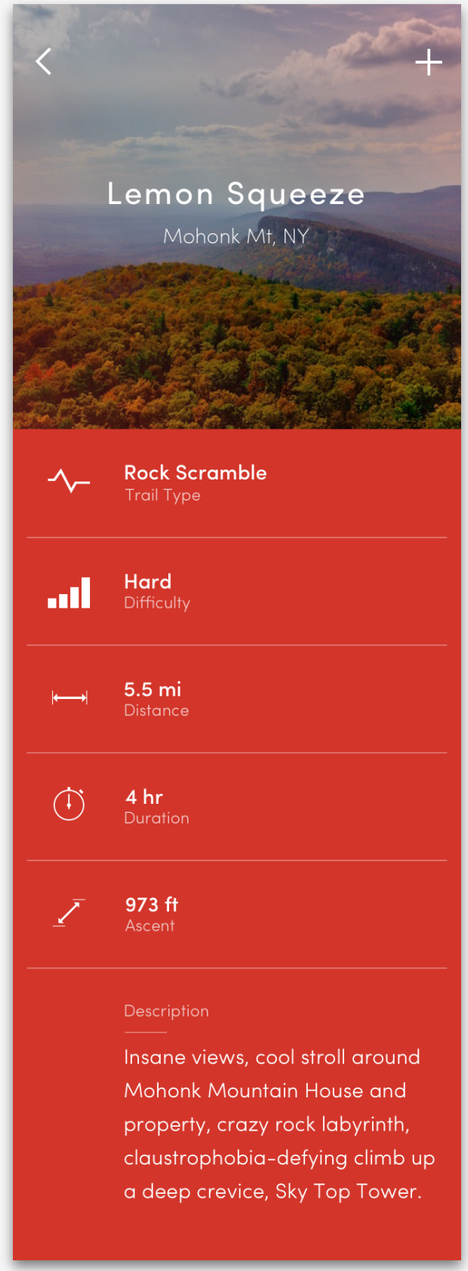
Afterwards she leaves a tip for future hikers.



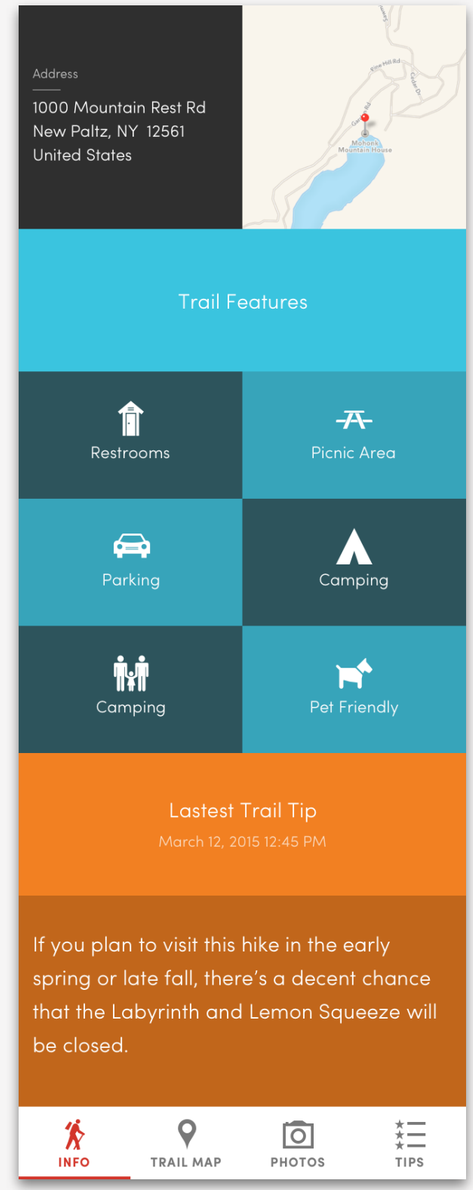
TRAIL PROFILE CONTENT

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.



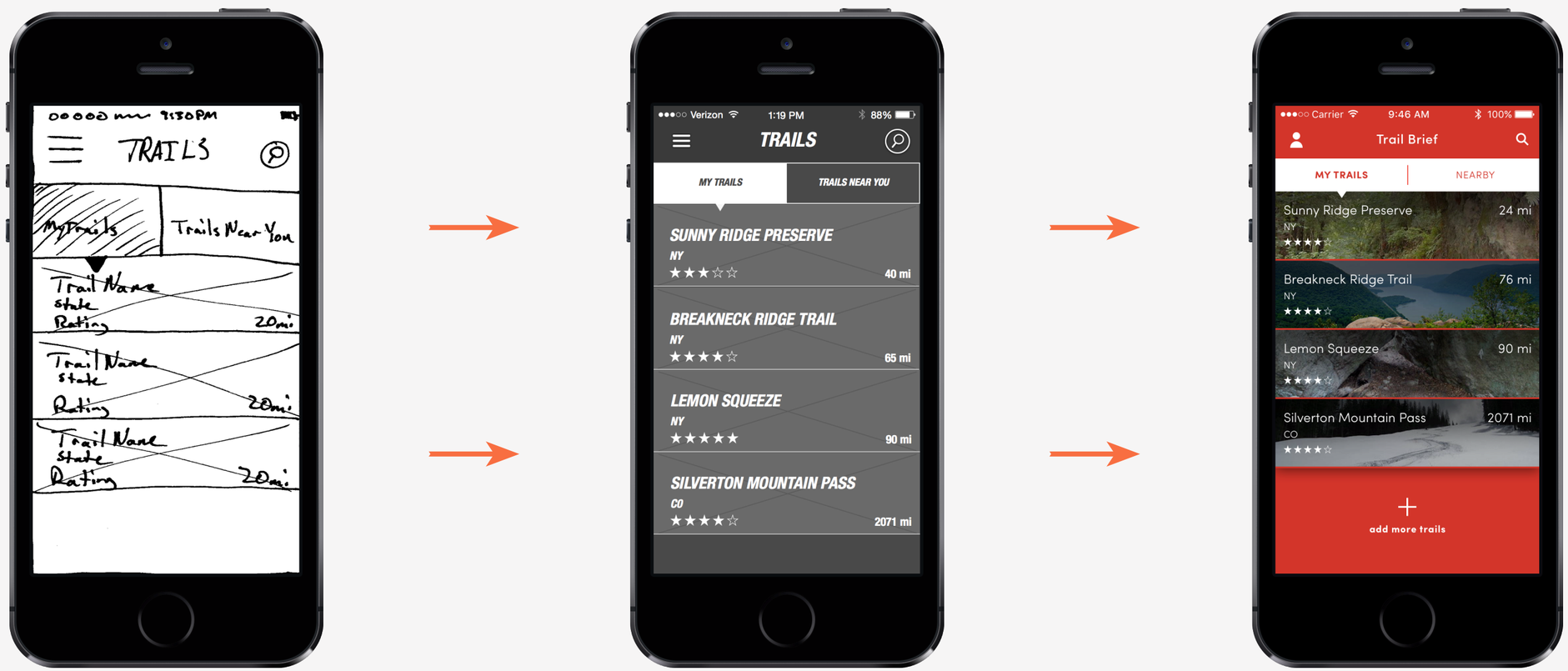
Trail Profile continued



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.

Sketches
Used to quickly ideate designs.

Medium Fidelity
Used for testing the flow and high level UI.

High Fidelity
Final visual design treatment applied at the end.