

# Steve Vu

## Senior Product Designer at FabFitFun

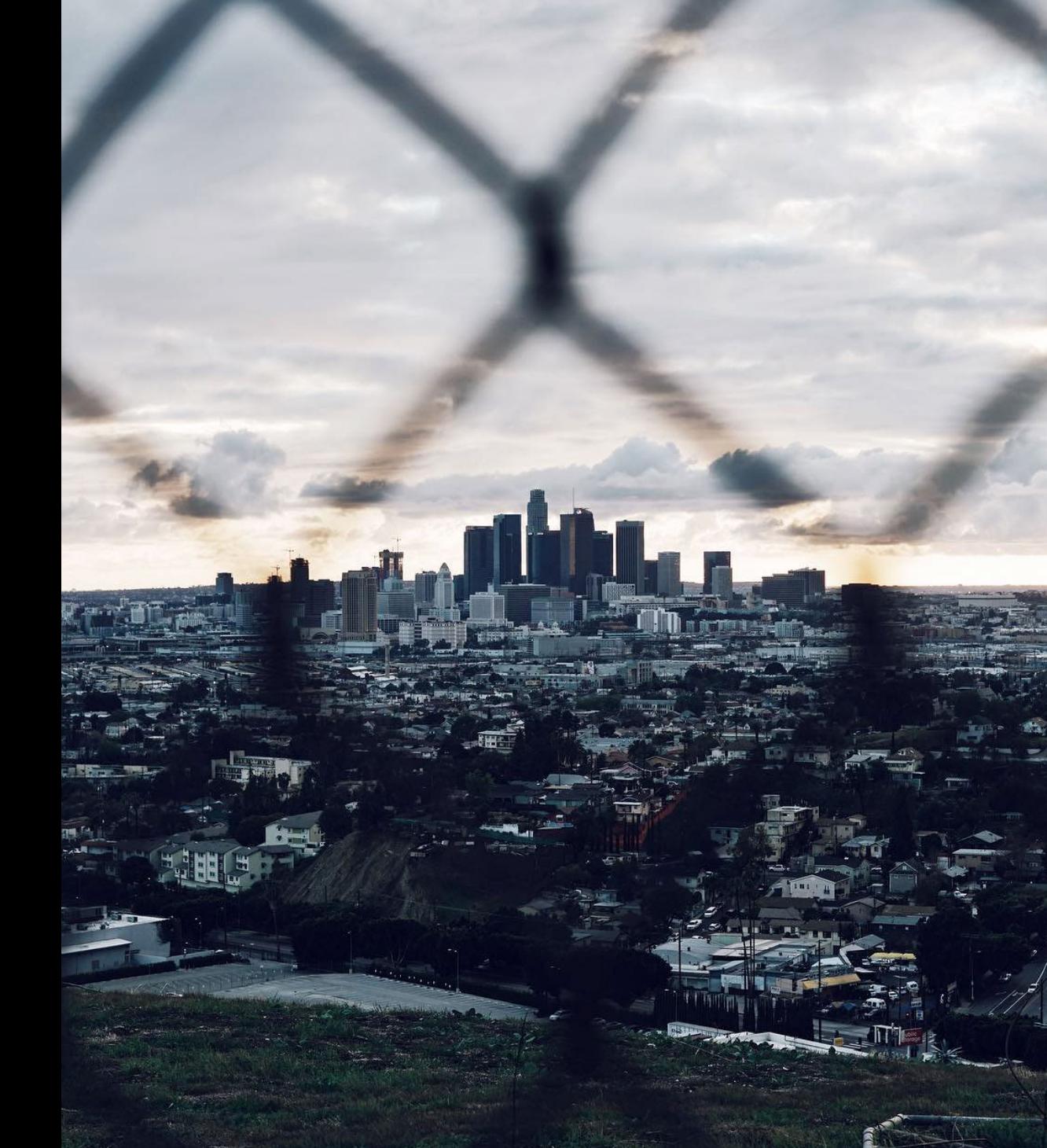
I am a product designer based in Los Angeles, CA, and is self-taught with 10+ years of experience in building web and digital products. I bring a wide range of skills in visual design, interaction design, UX, prototyping, and front-end development. I enjoy crafting clean and interactive designs with a focus on user experience and business goals.

In my spare time, I enjoy exploring product ideas, investments, and photography. Aside from that, I am a beast of a dad, husband, friend, and an all-around nice guy.

### Skillset

Visual Design	Prototyping
Interaction Design	HTML
User Flows	CSS
Wireframing	jQuery

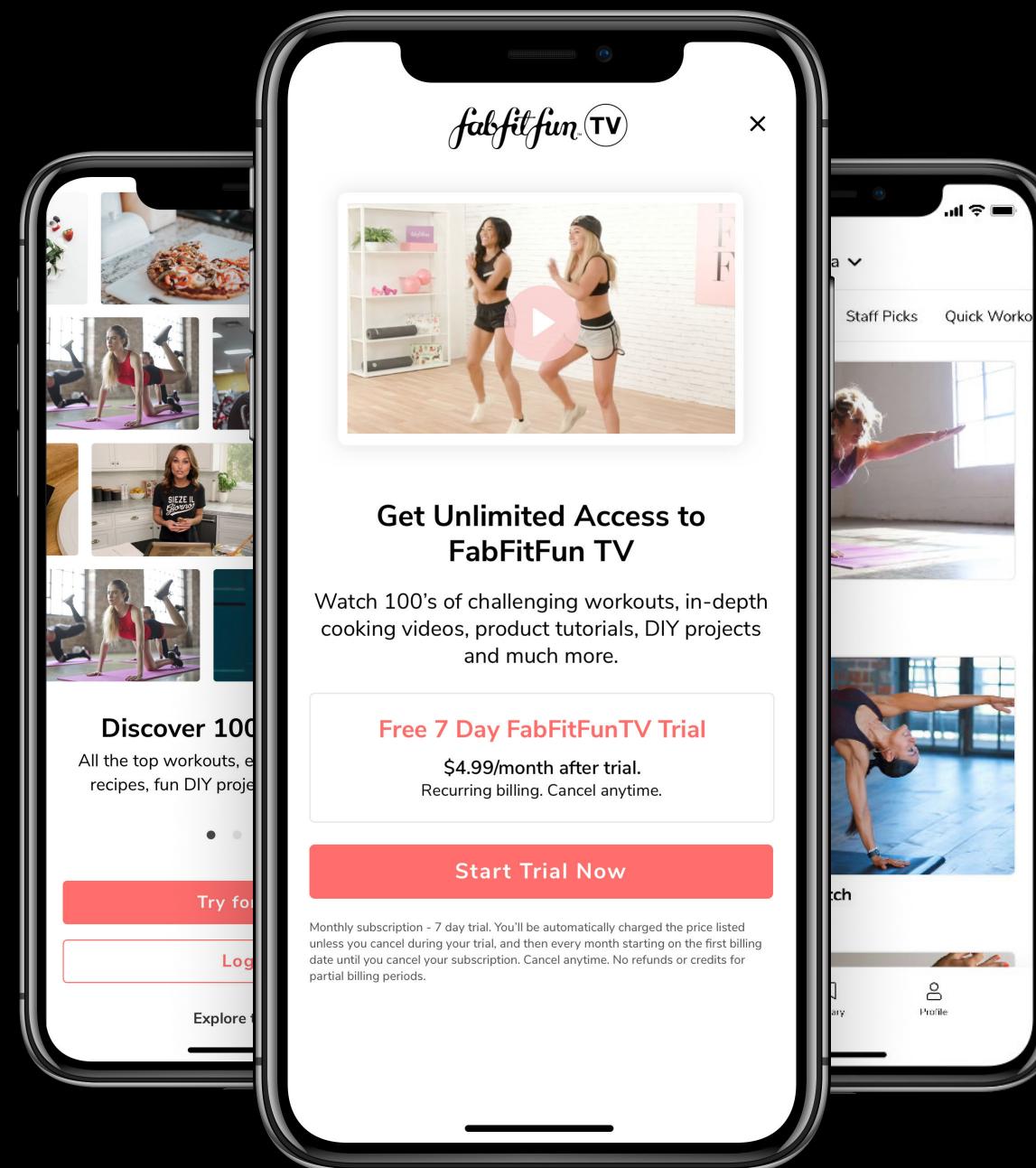
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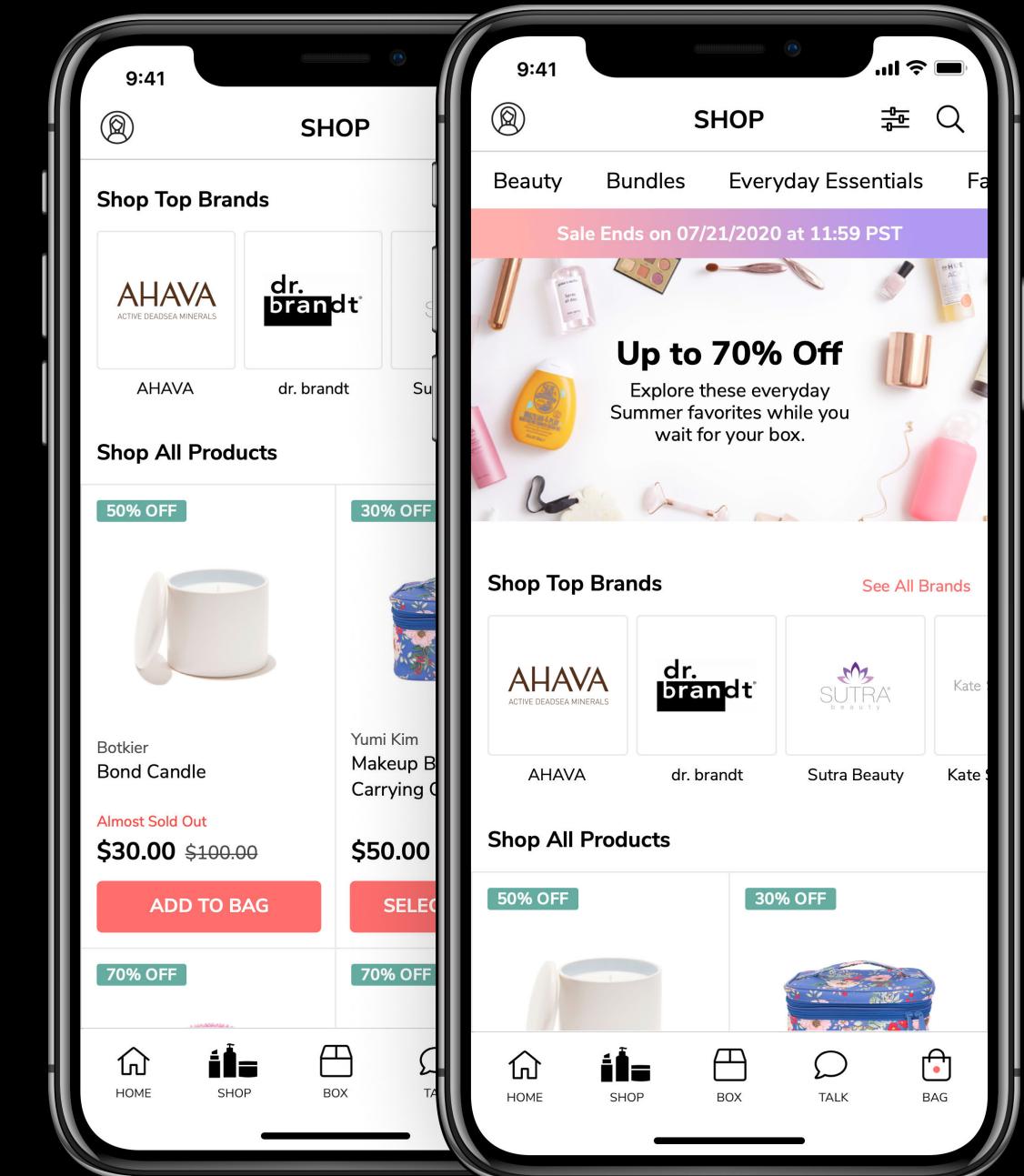


At FabFitFun, I currently have the opportunity to work on many projects of various core membership channels. Our goals are to maintain value to our membership experience as well as to raise conversions and grow our members to surpassing 1.5 million subscribers. Here are some of my featured work.

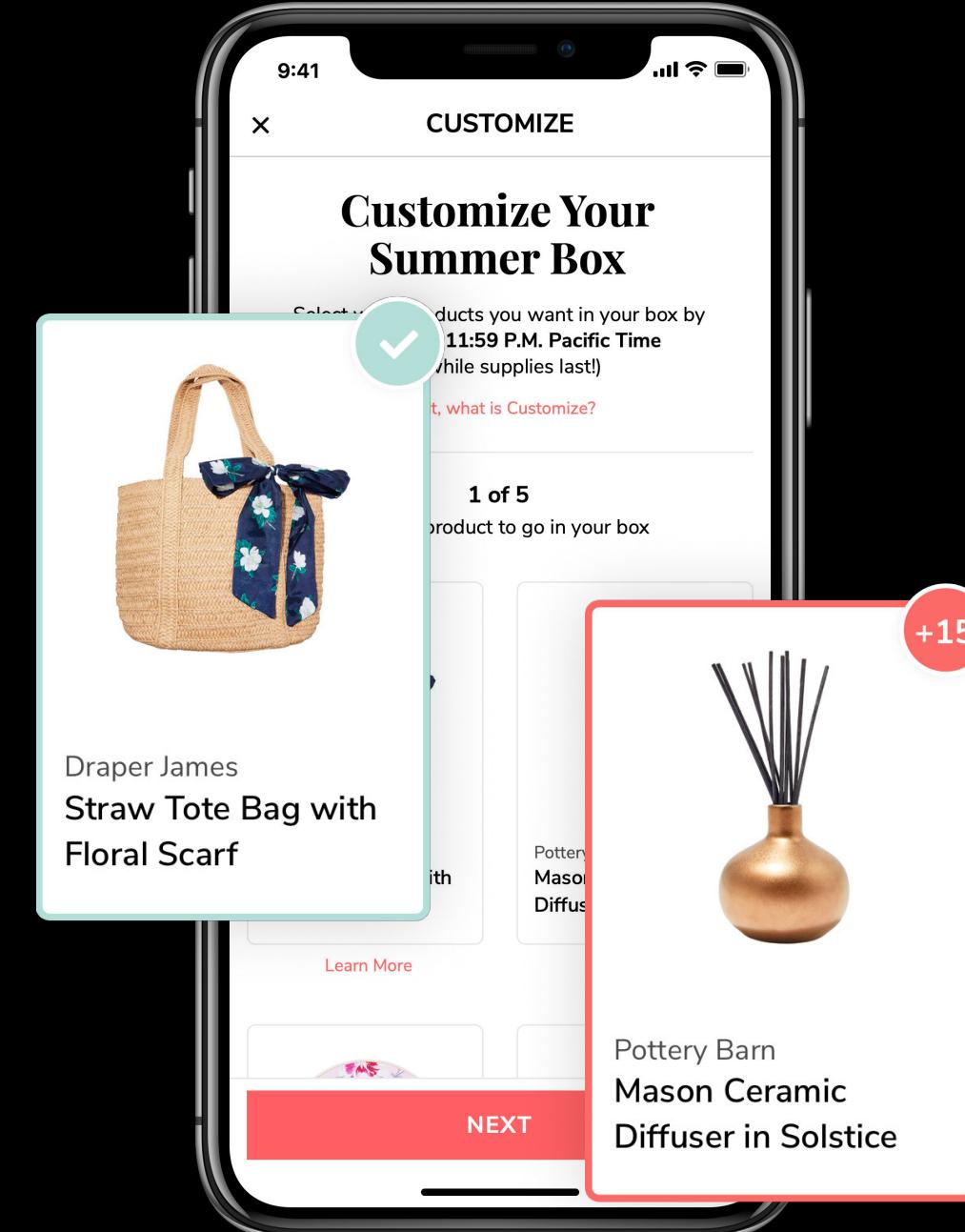
### FabFitFun TV Mobile App



### Product Discovery



### Customize Refresh



# FabFitFun TV Mobile App

This TV app was created to offer another source of revenue for FabFitFun. The app offers an affordable membership subscription tier to help increase acquisition and retention — turning prospects into subscribers and increasing retention from members who are cancelling due to box fatigue. Subscribers will get access to all on-demand videos curated by the FabFitFun team.

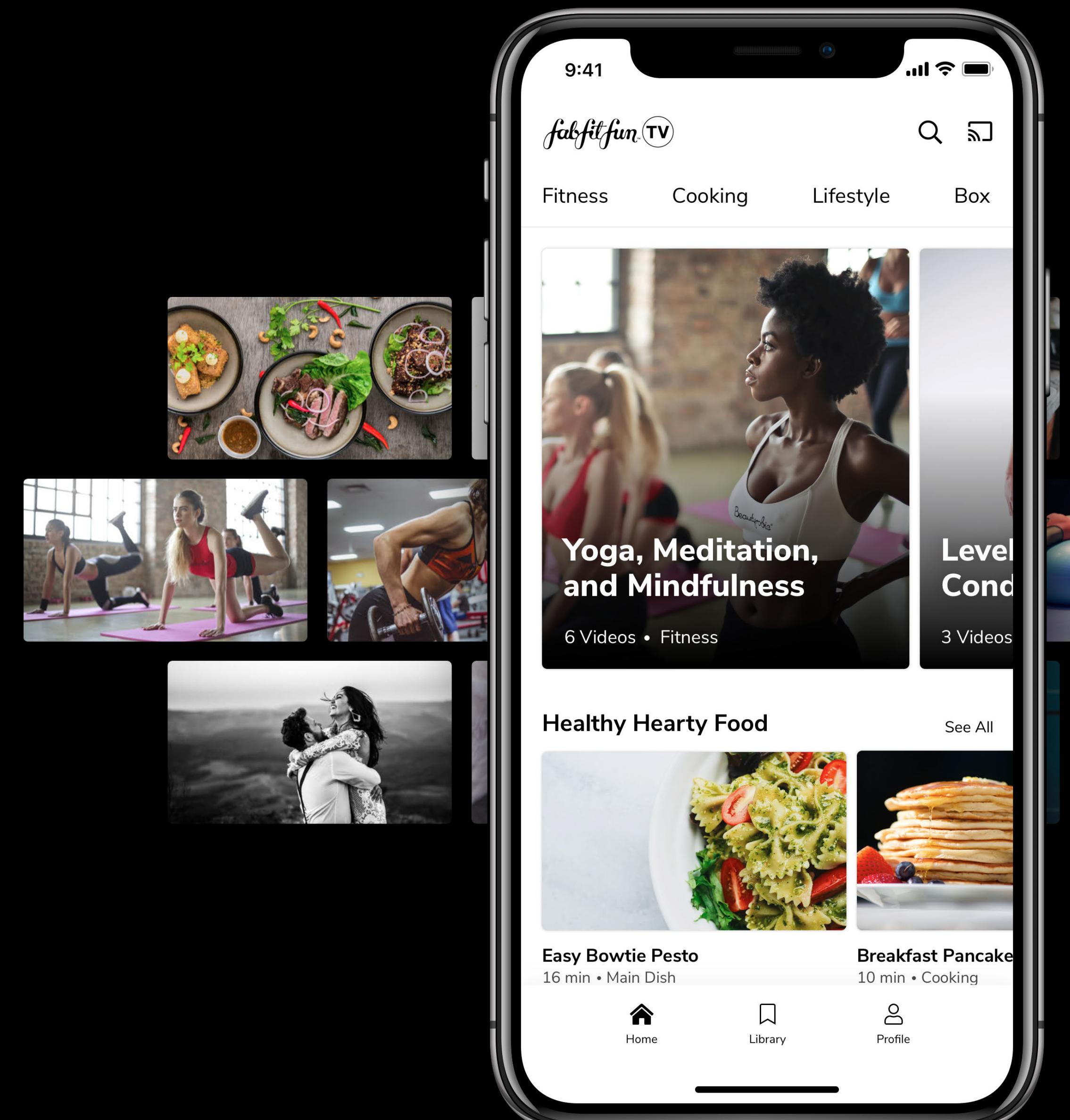
## Evidence of Value



*Hi! Please put me on the shortlist for any new perks. I'm ending my membership after the Winter box due to product overload. Loved being a member since 2016 and participating in the forum but i just have too much stuff at the moment. - **SherryFox627***



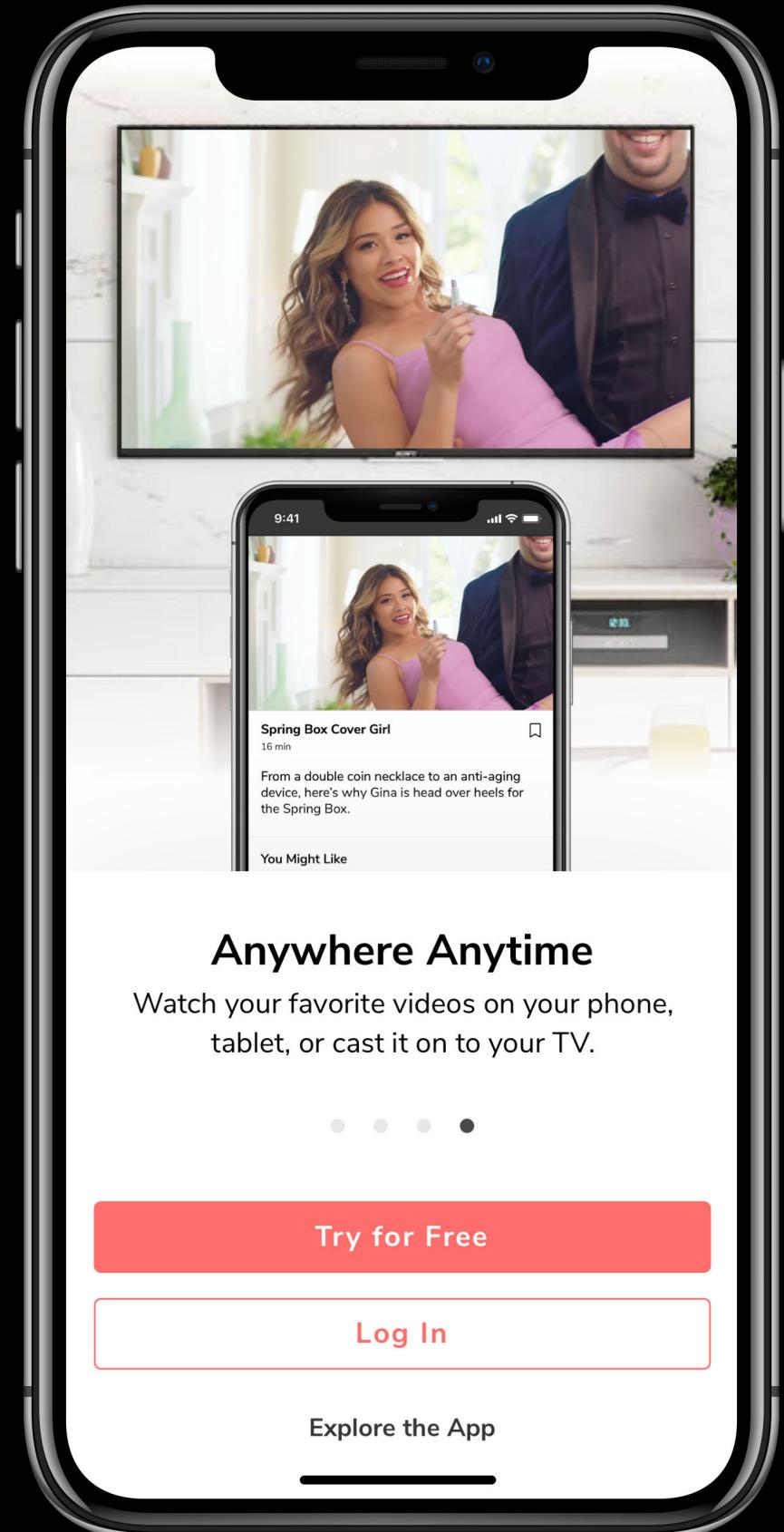
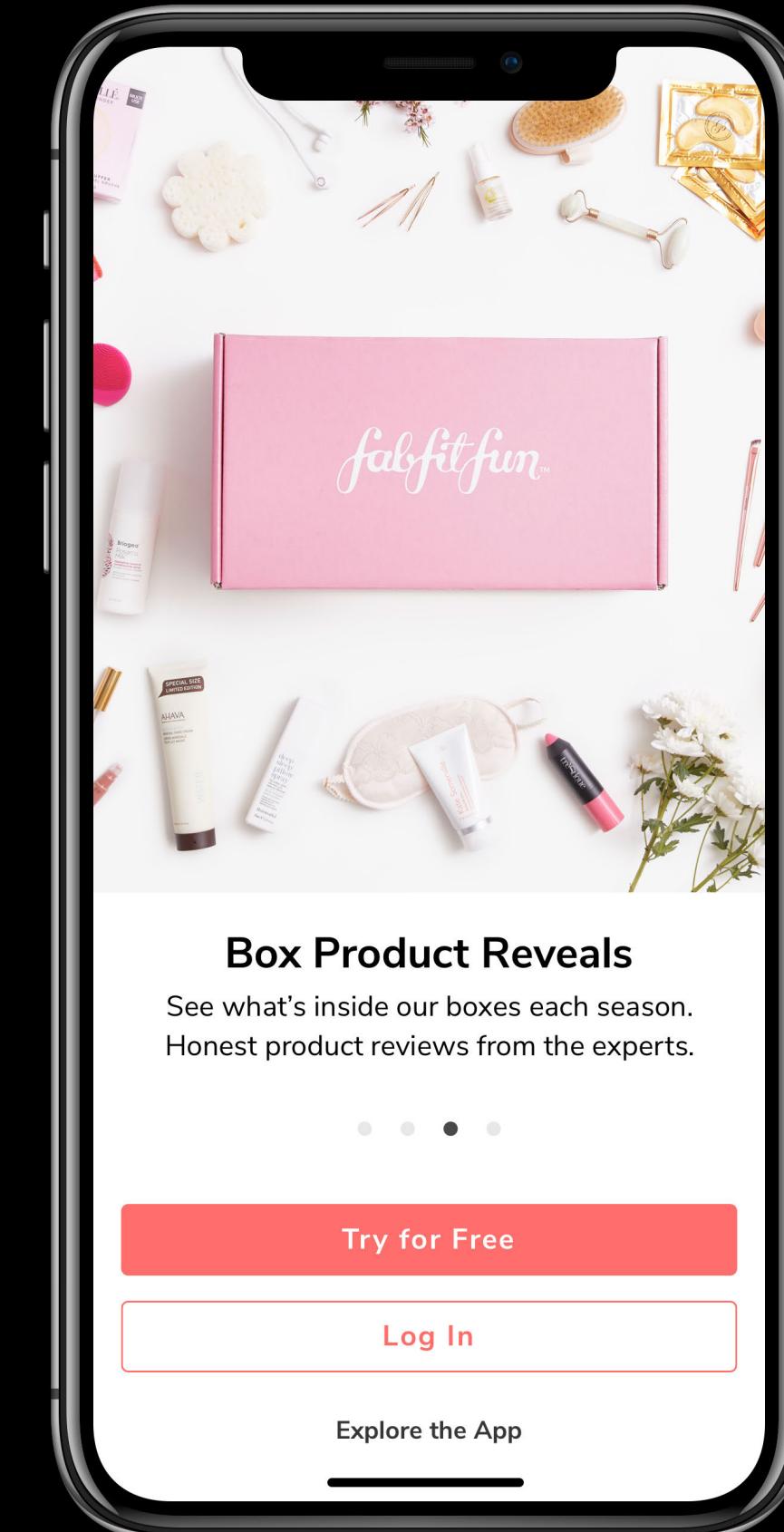
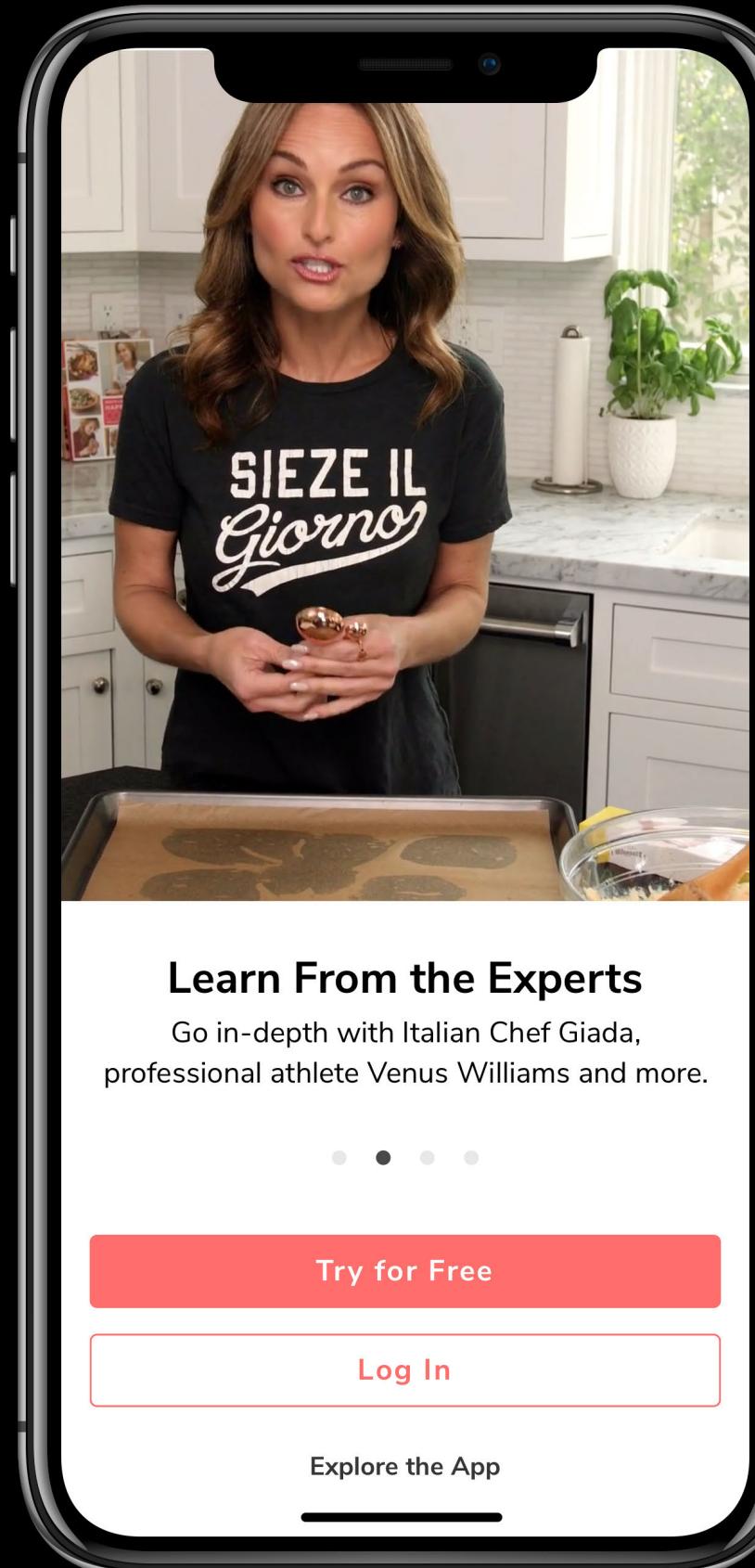
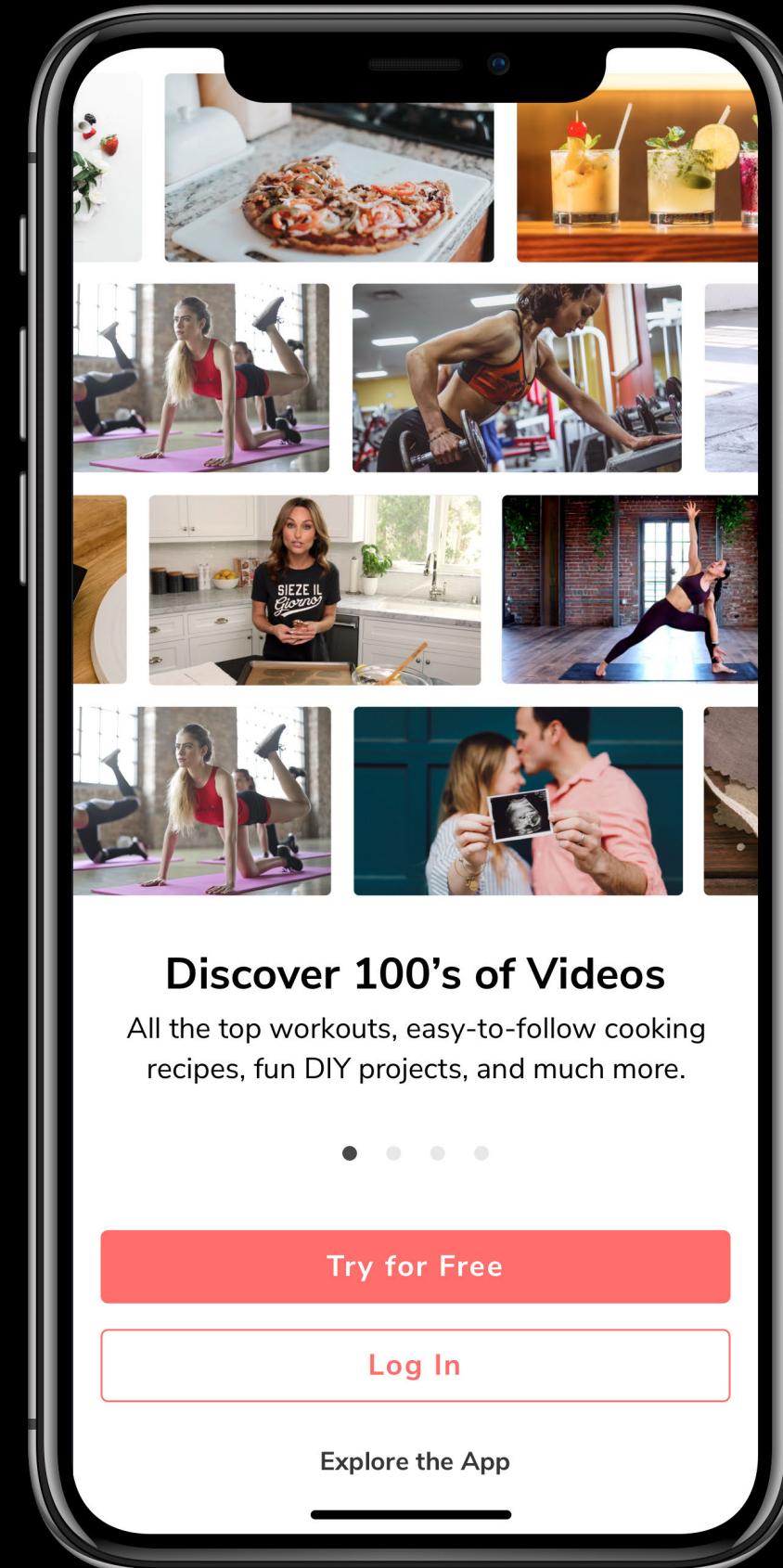
*My subscription ended with the fall box, so I have decided not to renew. I already skipped the summer box and the fall one doesn't interest me either. Honestly, I like the FFFTV and wish I can keep just that. I will miss this community of loverly ladies! - **SusanO***



# Getting Started

[▶ View Prototype](#)

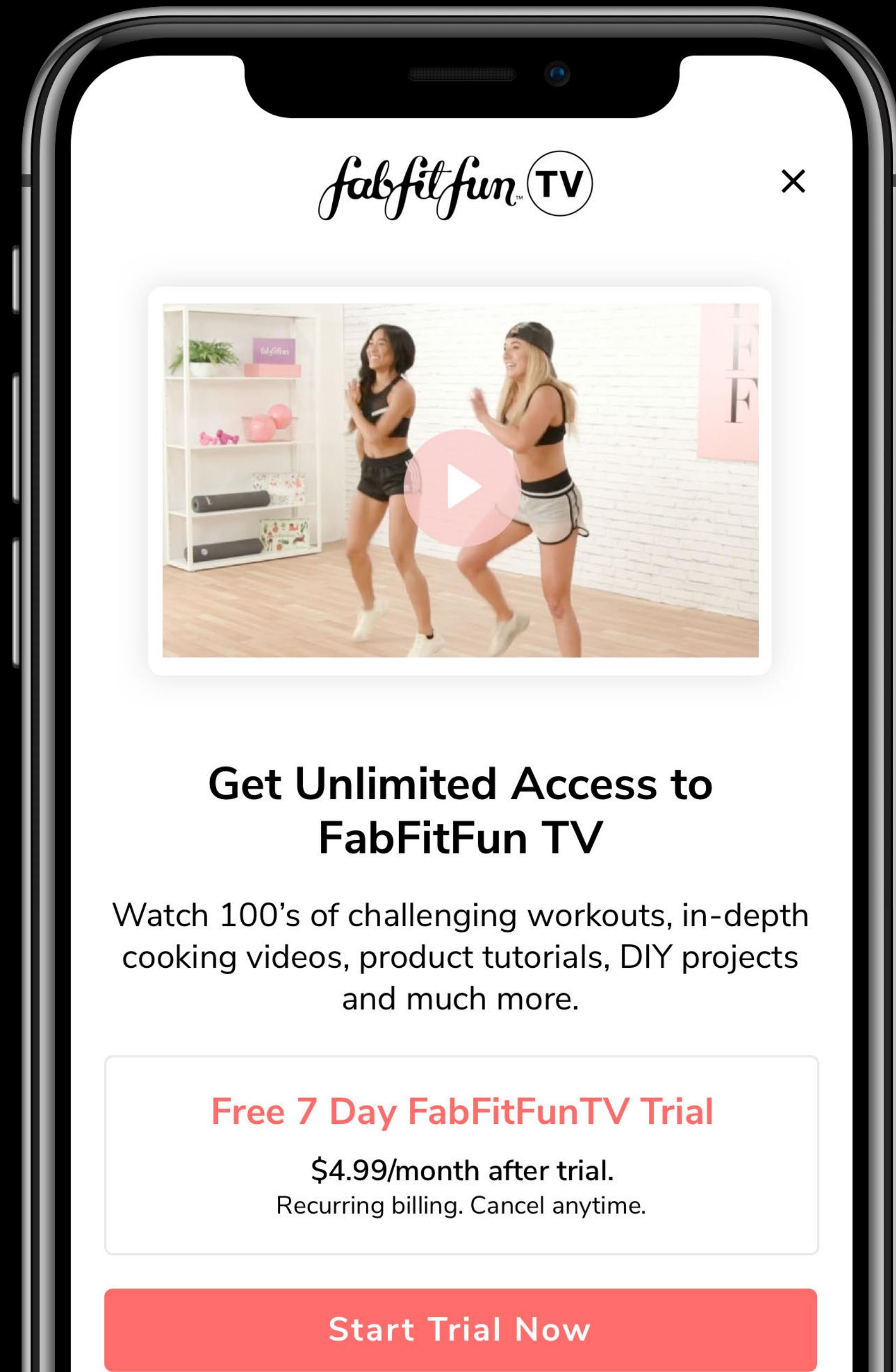
The onboarding experience allows users to get a glimpse of what value the app offers by highlighting features such as 100's of videos, watch and learn from celebrities, and box product reveals that are all accessible anywhere and at anytime.

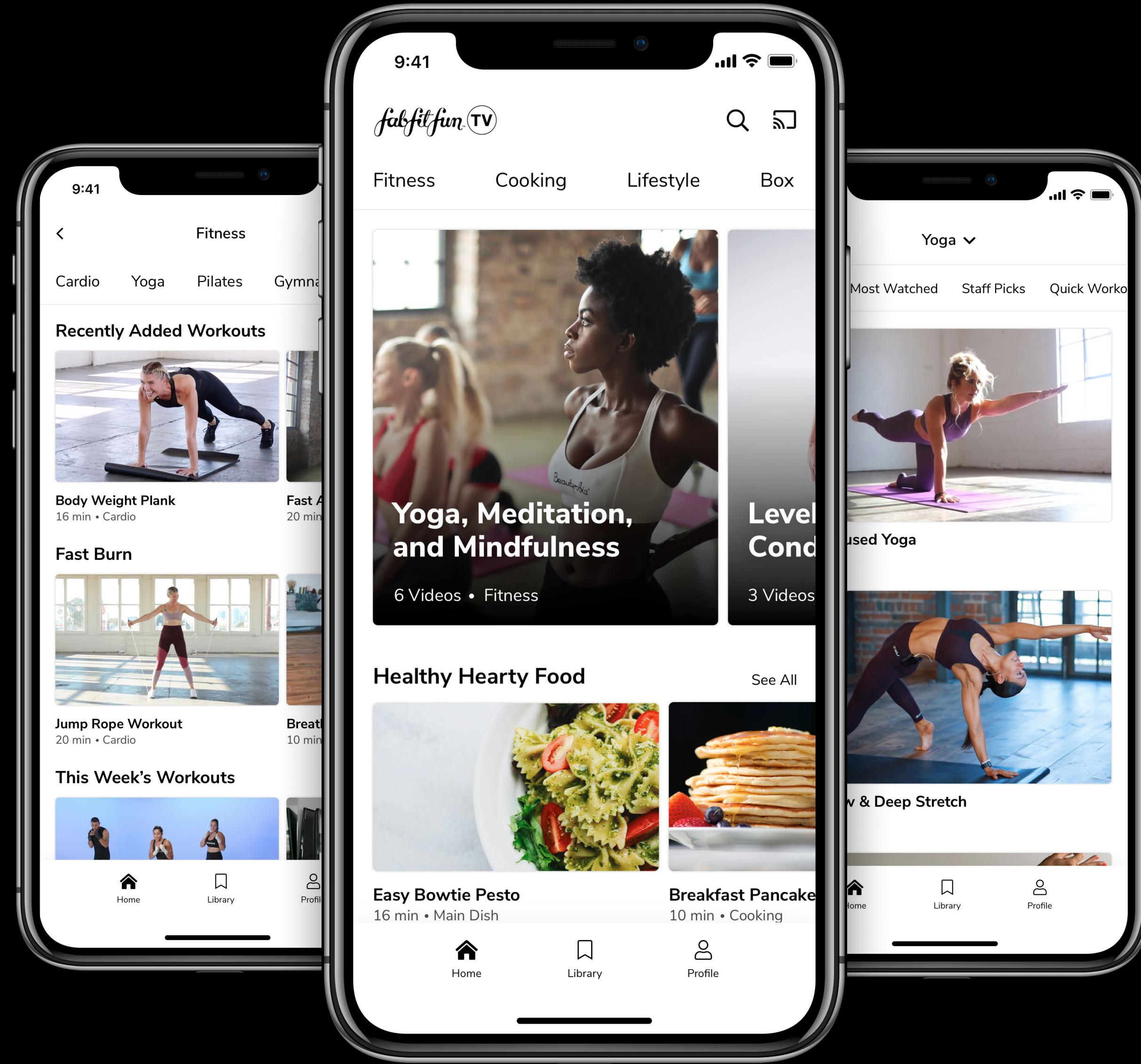


FFFTV Sign Up

## Trial Member

The Start Trial view leads users to become a paid member. It is designed to help users quickly understand what they are signing up for — while offering them a one-click risk-free trial period that can be cancelled at anytime.





## FFFFTV Home

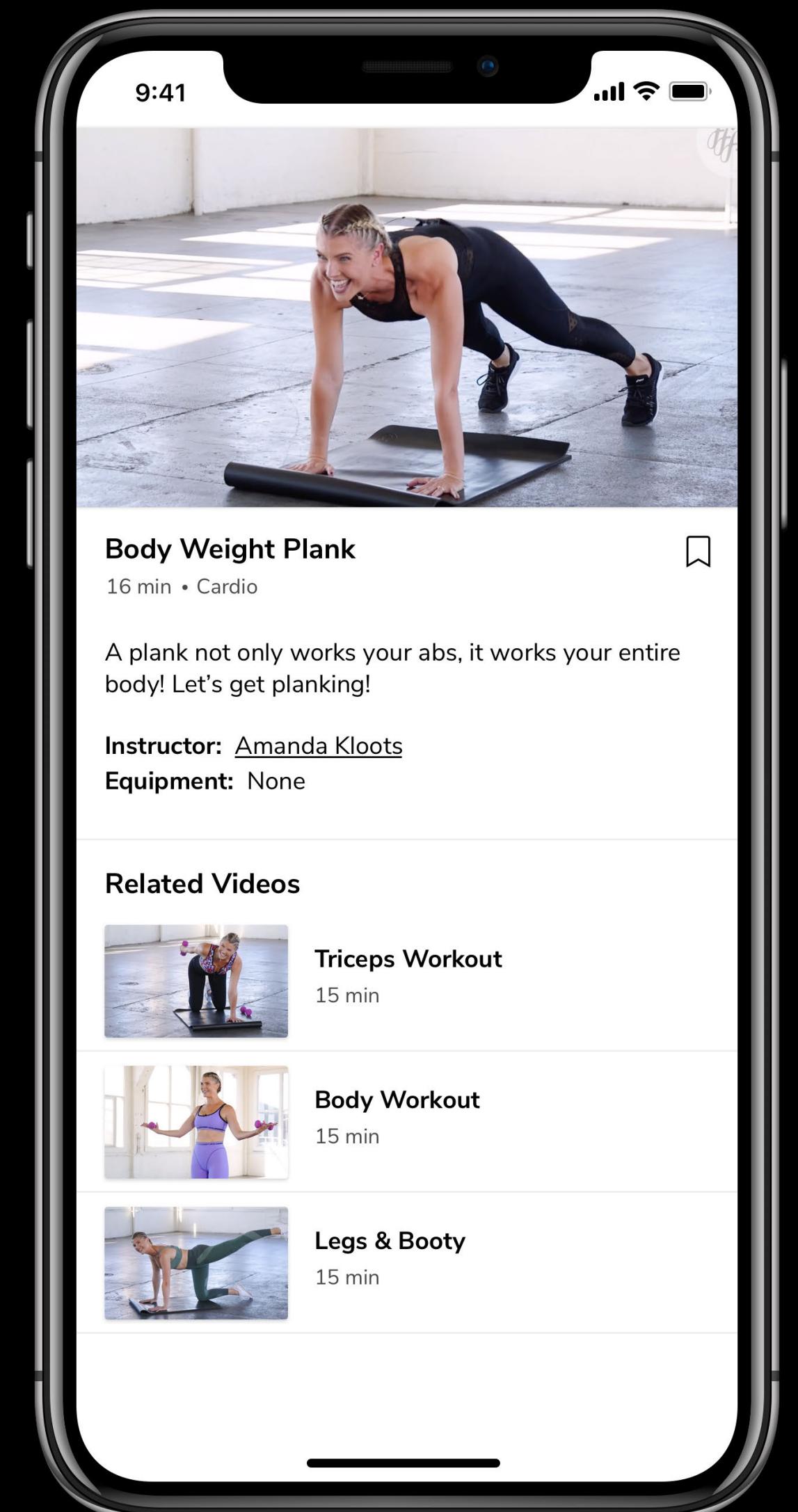
# Discovery

The Home tab provides users access to FabFitFun TV video content. Users can discover personalized collections, most watched, and recently added videos. Users can also explore specific content by drilling into categories and sub-categories to find videos that suit their interest.

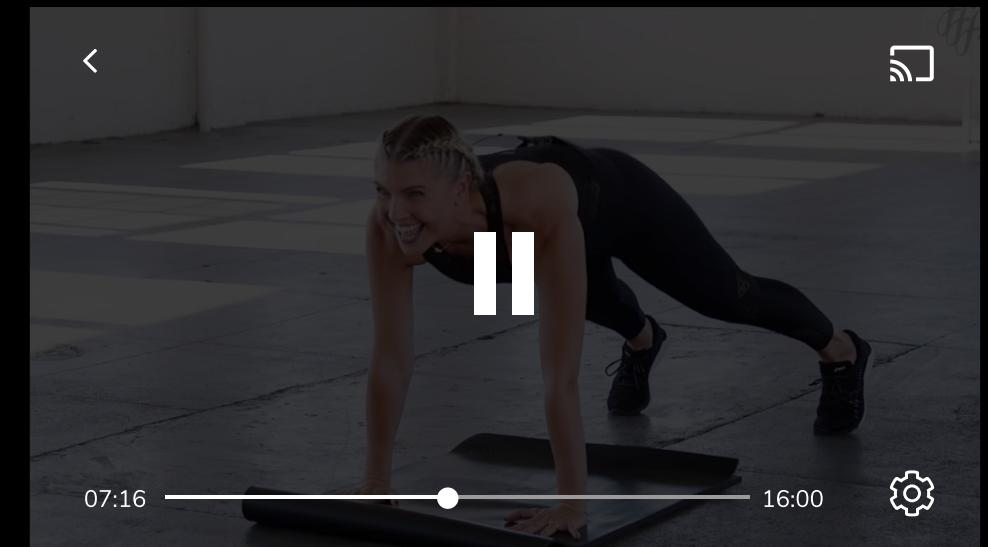
#### FFFTV Media Details

## Ready to Watch

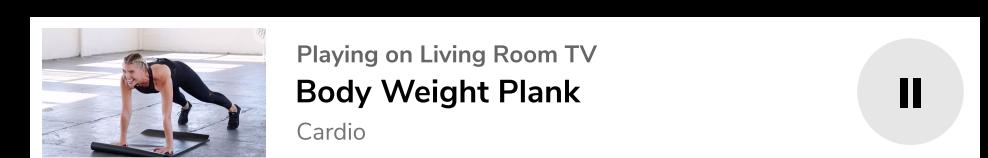
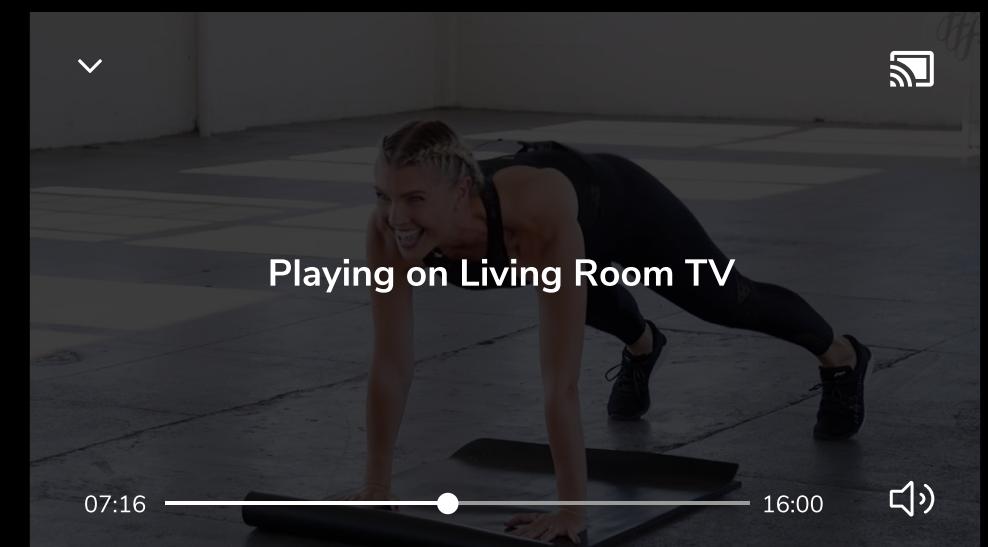
In the Media Details view, users have the option to watch selected content, learn more about the instructors, are able to get an overview and discover related videos. Users can also tap on the media to gain options to pause or scrub through media, see total time, change video settings, and cast to device.

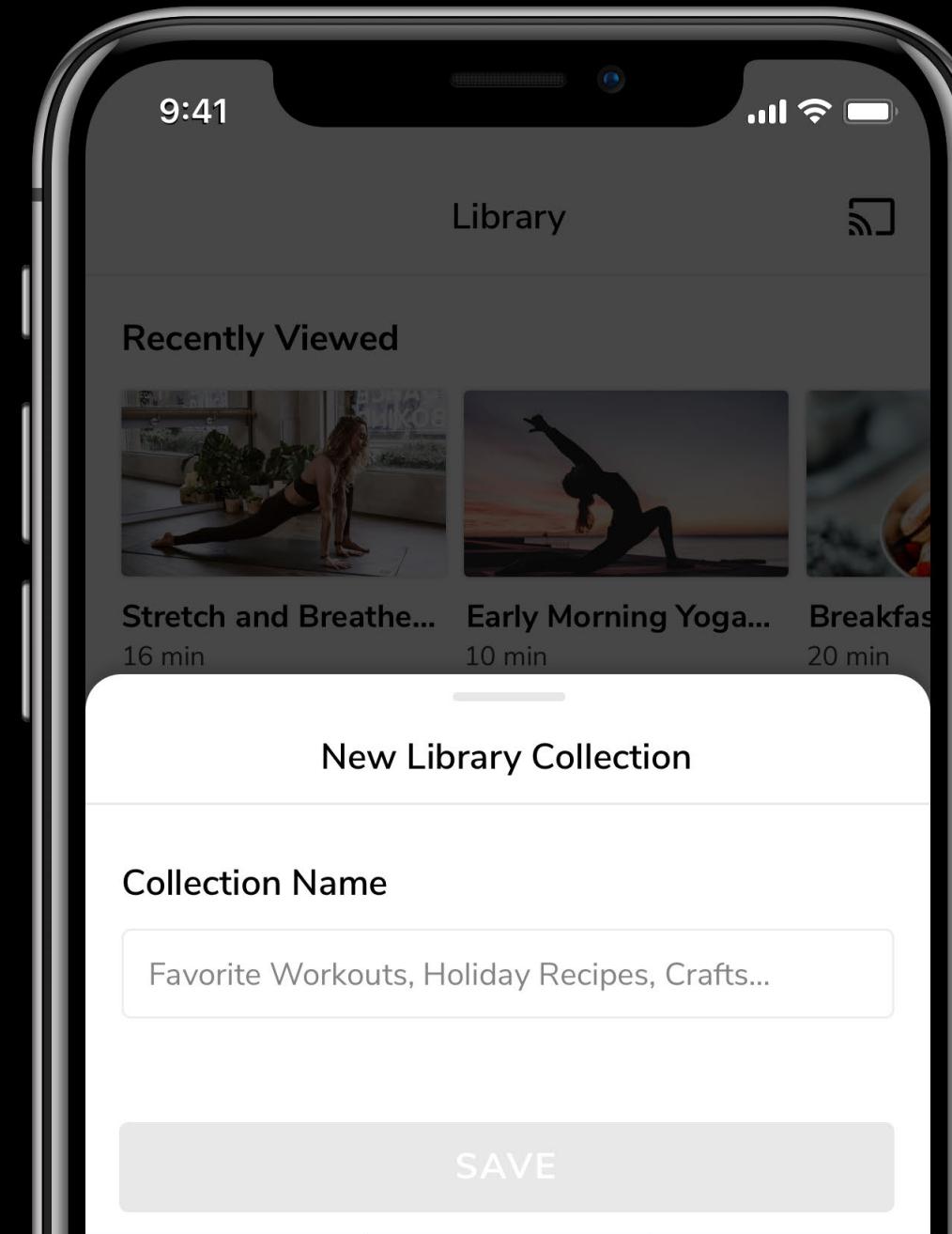
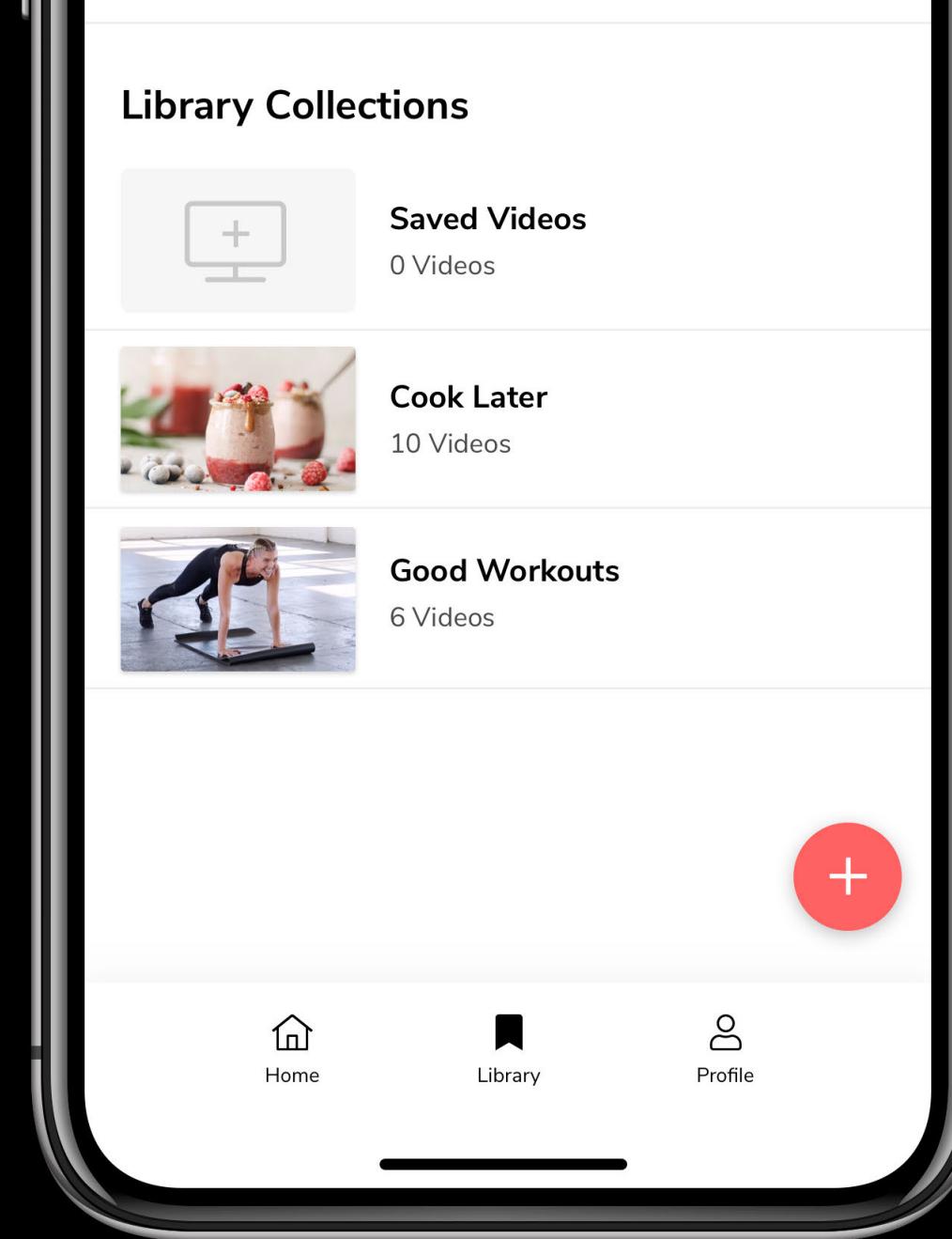
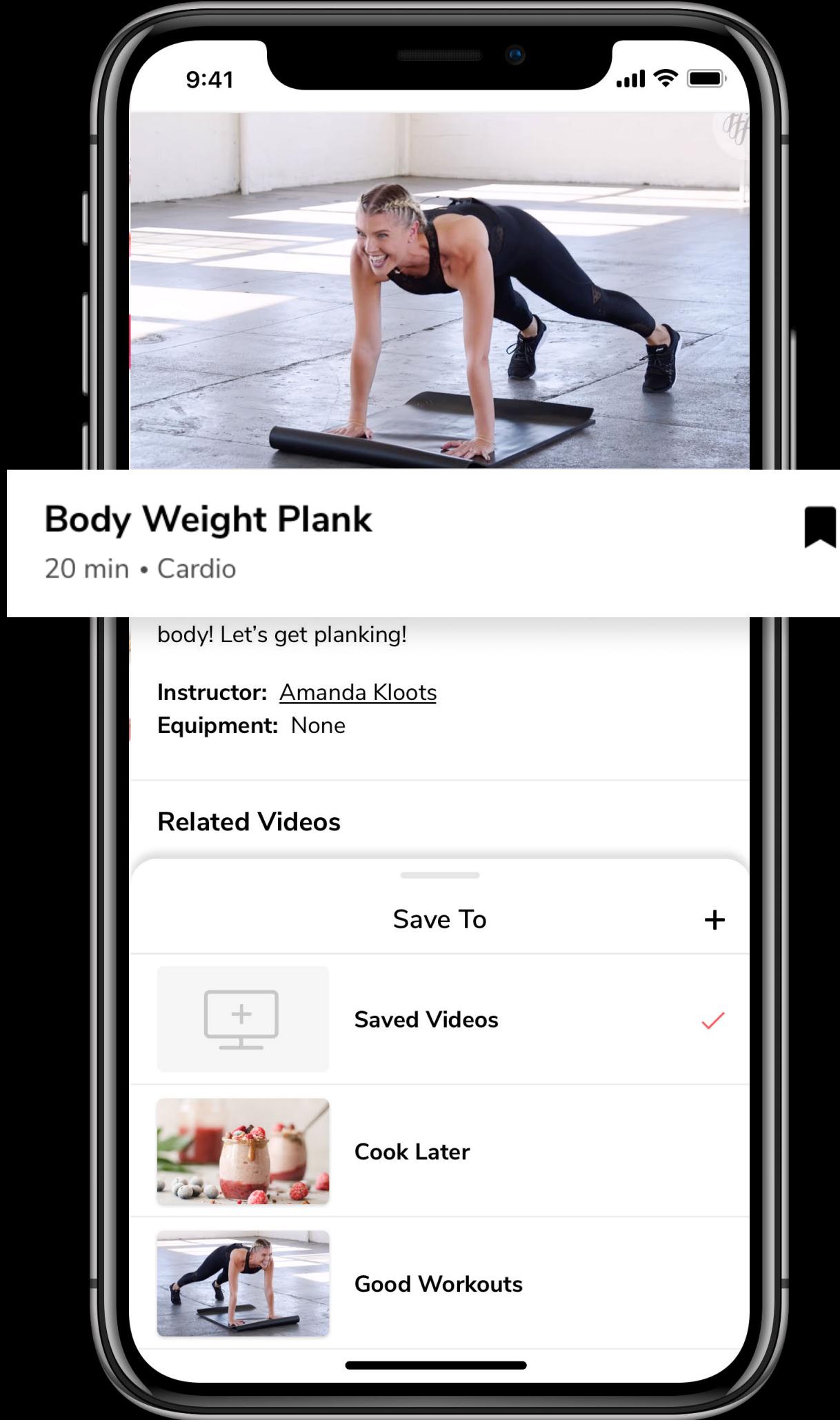


#### Media Options



#### Casting on Device





#### FFFFTV Library Collections

## Curate Your Own

Library collections allow users to quickly save, organize, and curate a collection of their favorite workout videos. Users can also make a list of cooking tutorials to try later, or simply access recently watched content.

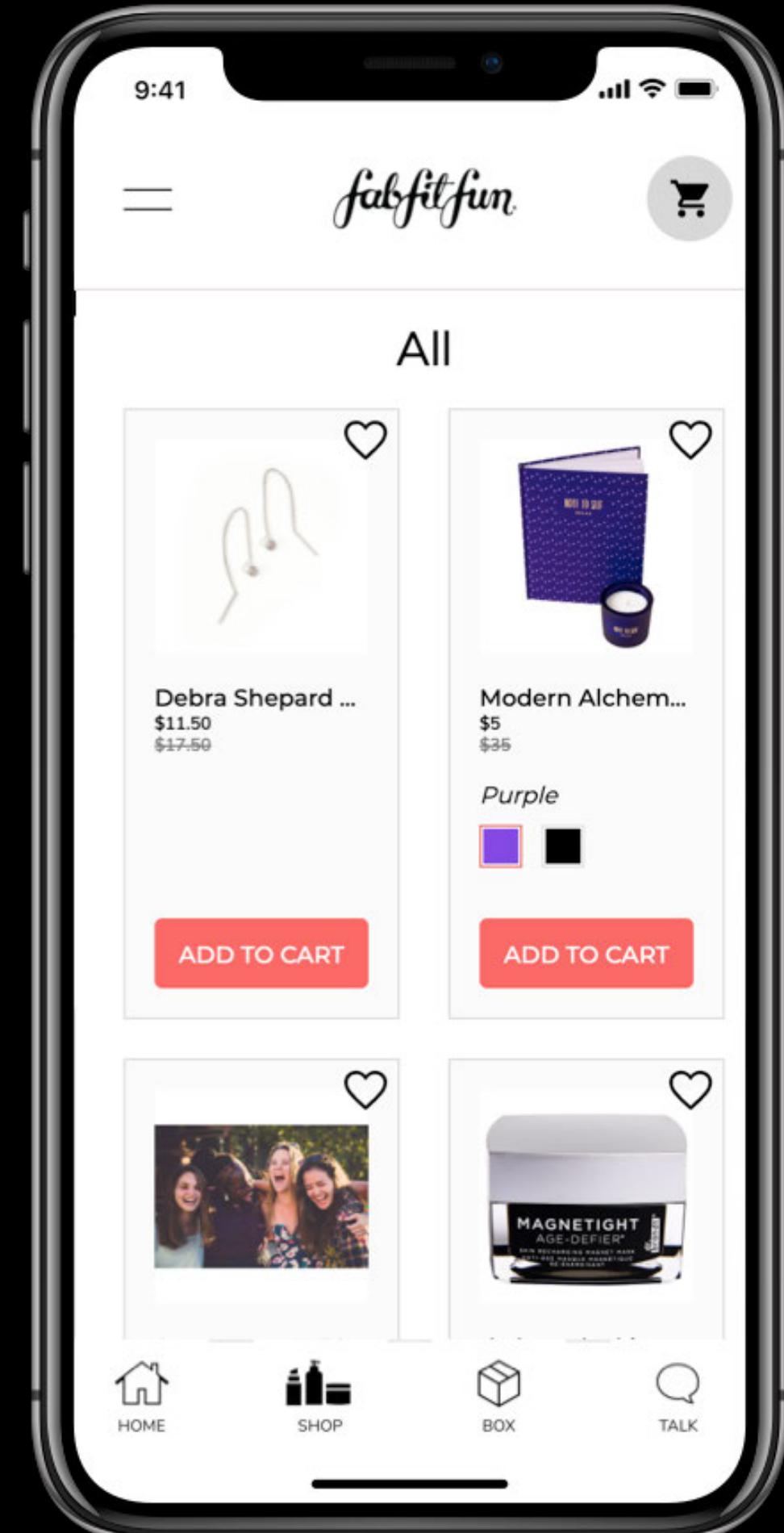
# Product Discovery

The Shop tab experience was redesigned to help members easily navigate through our shop catalog, discover new brands, new products and encourage impulse buying behavior.

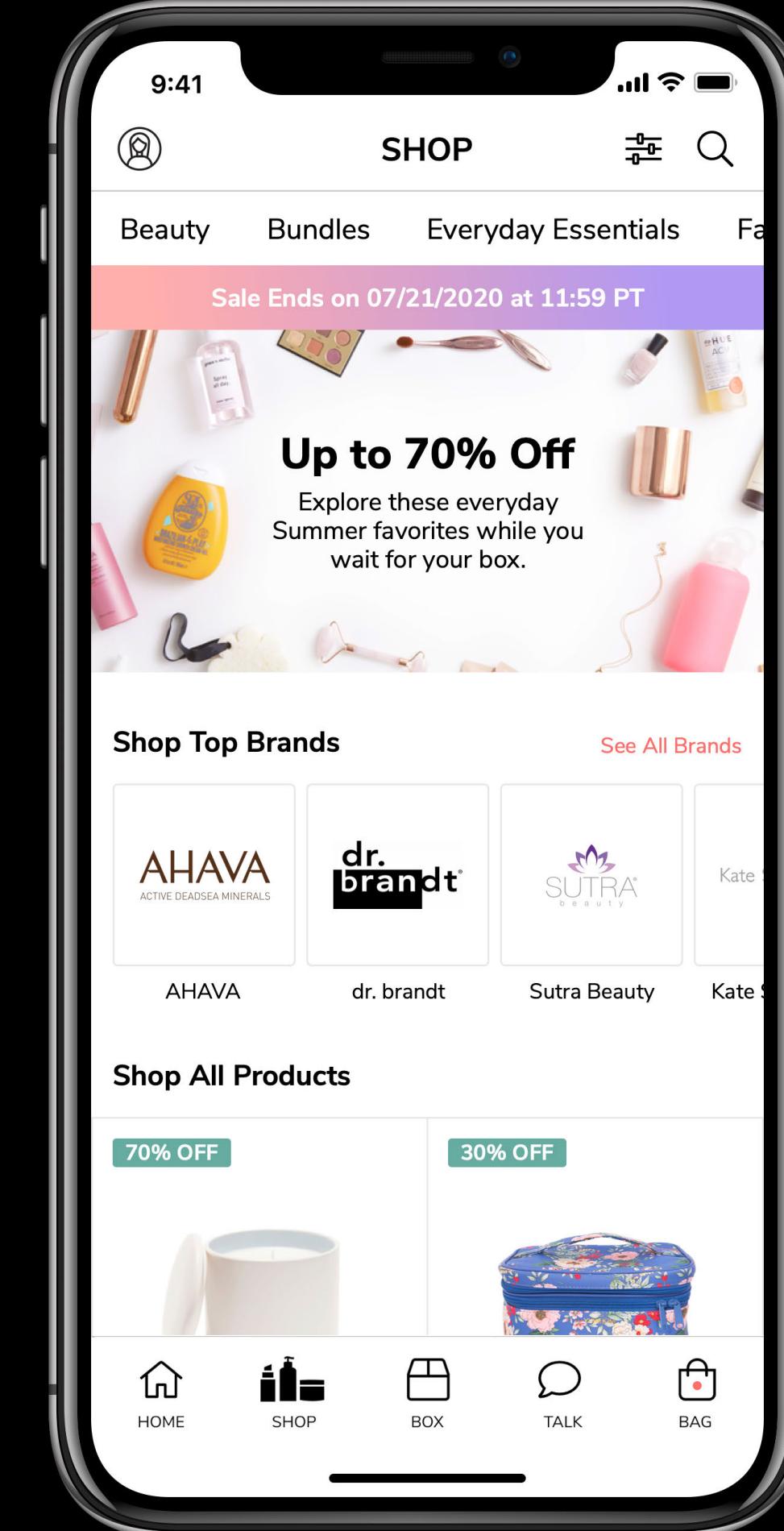
## Problems

- The current build of shop tab is missing multiple important features such as findability of categories, ability to filter products, visibility of brands that could help users engage and find products they love.
- The components are not built out for scalability and guidelines were not set to allow easy team updates.

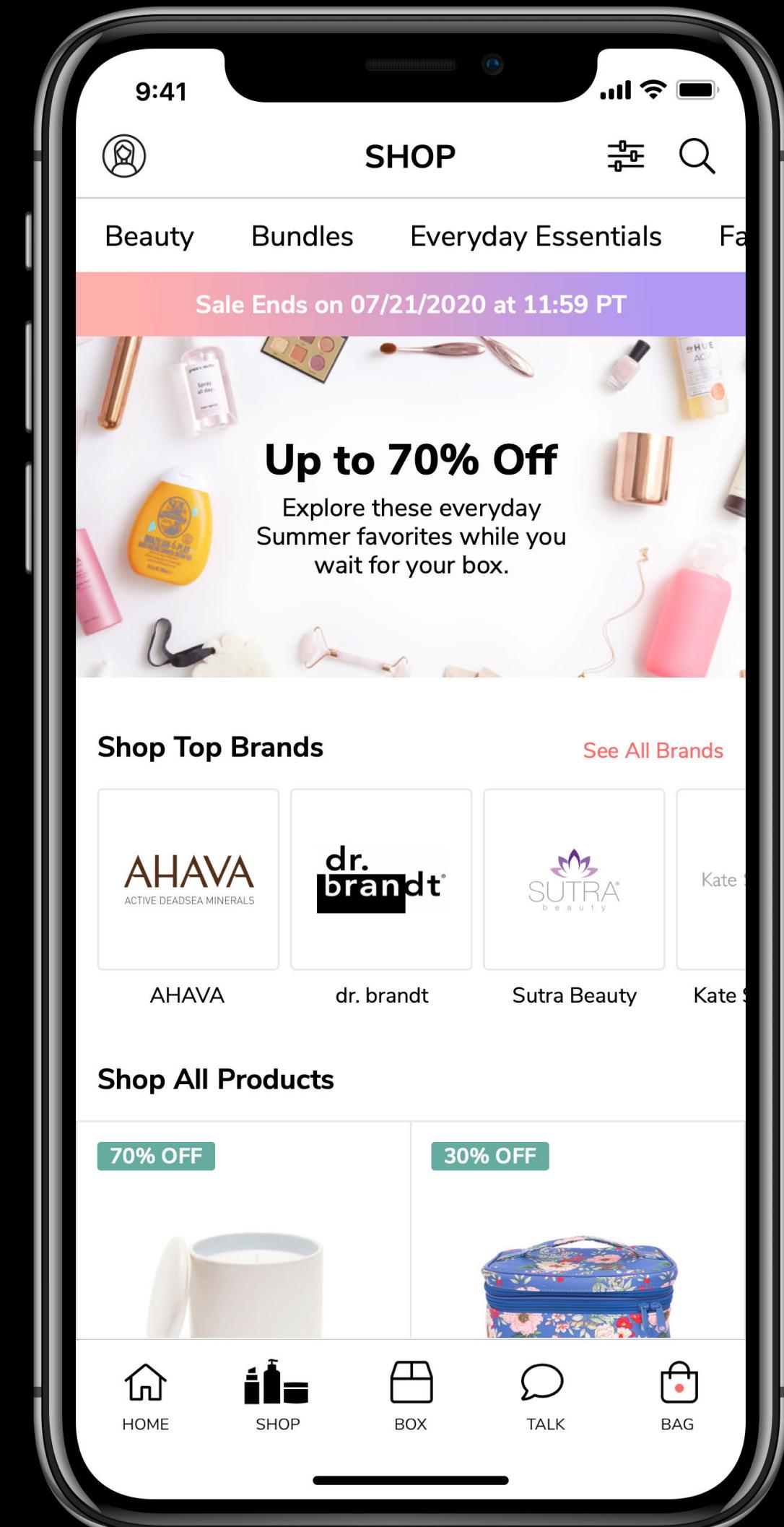
Current Build



New Experience



# Shop Improvements



## Featured Promotions and Category Callouts

Banners are used to deliver most important promotional callouts. They help users quickly understand what they will find before they start shopping.

## Scalable Product Cards

With guidelines set and scalability in mind, users can easily skim through products, images, easily see discounts, brands, product titles, price, and add to bag on the very same page.

## Navigate and Find Products

With search, filter, and categories visible, we increase the users' ability to find, search, and narrow down on products.

## Shop by Brand

Shop Top Brands is positioned above the fold to help users build trust, recognize familiar brands, and influence purchase decisions. The top 10 brands can be positioned in alphabetical order, by most popular, or by paid ad position.

## Bag Icon in Bottom Navigation Menu

The persistent shopping bag serves as a visual indicator to remind users to checkout or review items in the shopping bag.

# Shop Anatomy

**Product Card**

Discount Label

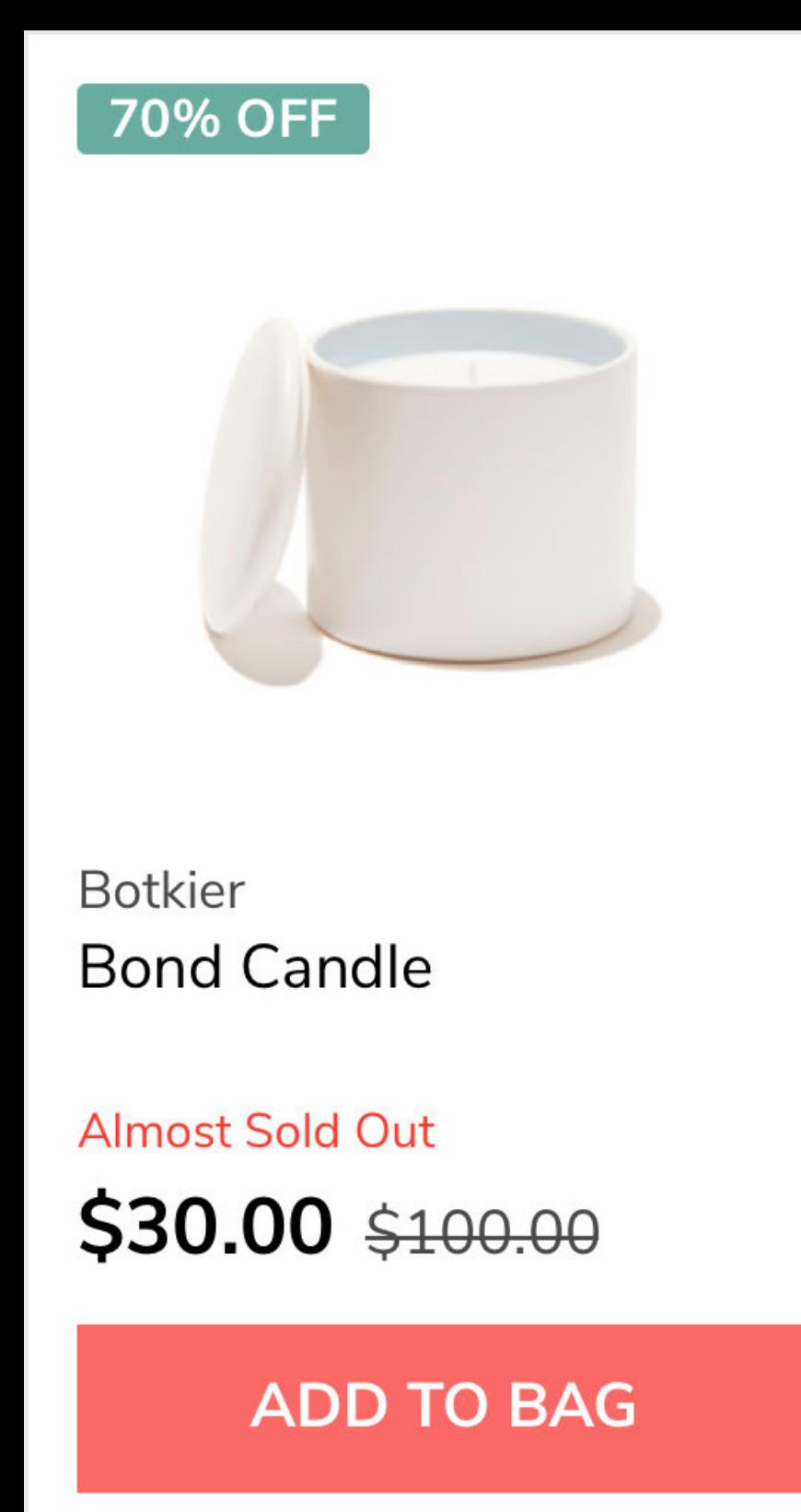
Product Image

Brand Name

Product Title

Product Status

Button



70% OFF

Botkier

Bond Candle

Almost Sold Out

\$30.00 \$100.00

ADD TO BAG

**Product Images**



AHAVA  
ACTIVE DEADSEA MINERALS

THE BODY SHOP™

**Button States**

PRIMARY DEFAULT

PRIMARY PRESSED

PRIMARY OUTLINE

DISABLED

**Discount Labels**

30% OFF 50% OFF 70% OFF

**Product Status**

Best Seller	Almost Sold Out
New Arrival	Only 5 Left
Staff Picks	Out of Stock

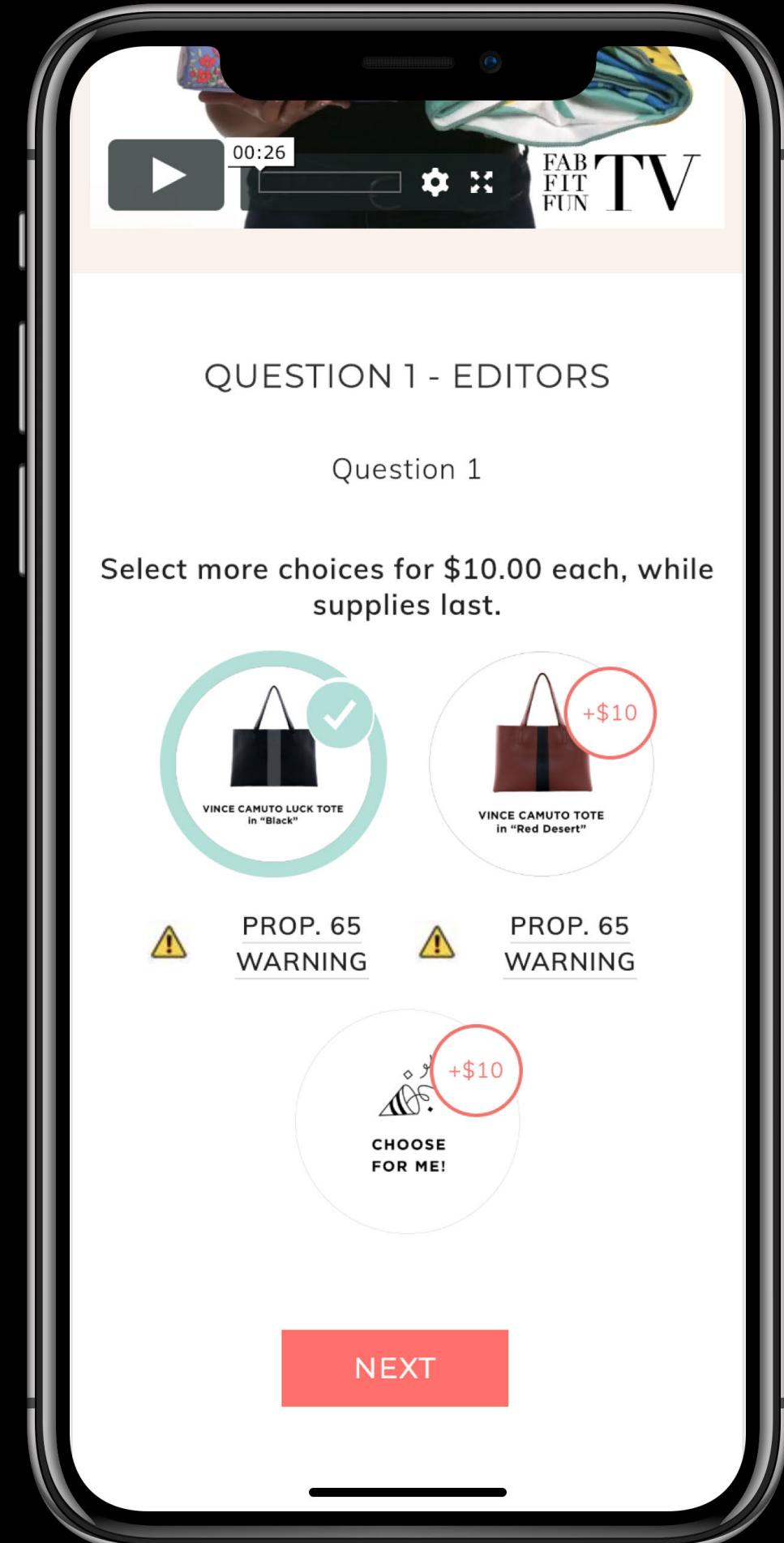
# Customize Refresh

At each opening season, our members get a chance to customize 5 products that go into their seasonal box. This allows members an opportunity to get products they truly want instead of the default curated box. This feature is called "Customize" and it is used by over 1.5 million members.

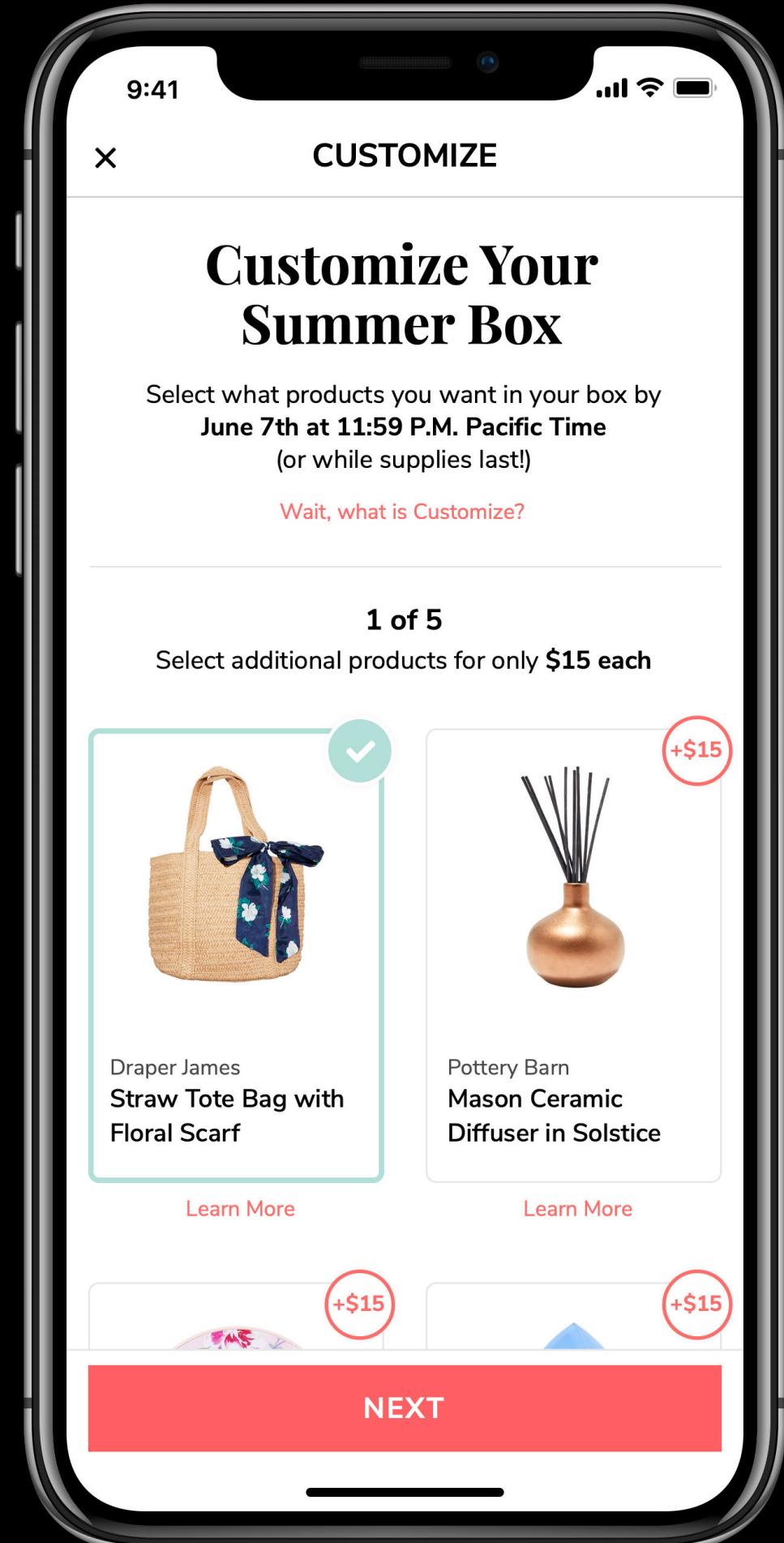
## Problems

- The current product image requires manual work to embed the product name into the image.
- The current build does not account for certain edge cases and states that we have learned over this feature's lifecycle.
- Users are not able to learn more about the products to make informative decisions on which product to choose for their box

Current Build



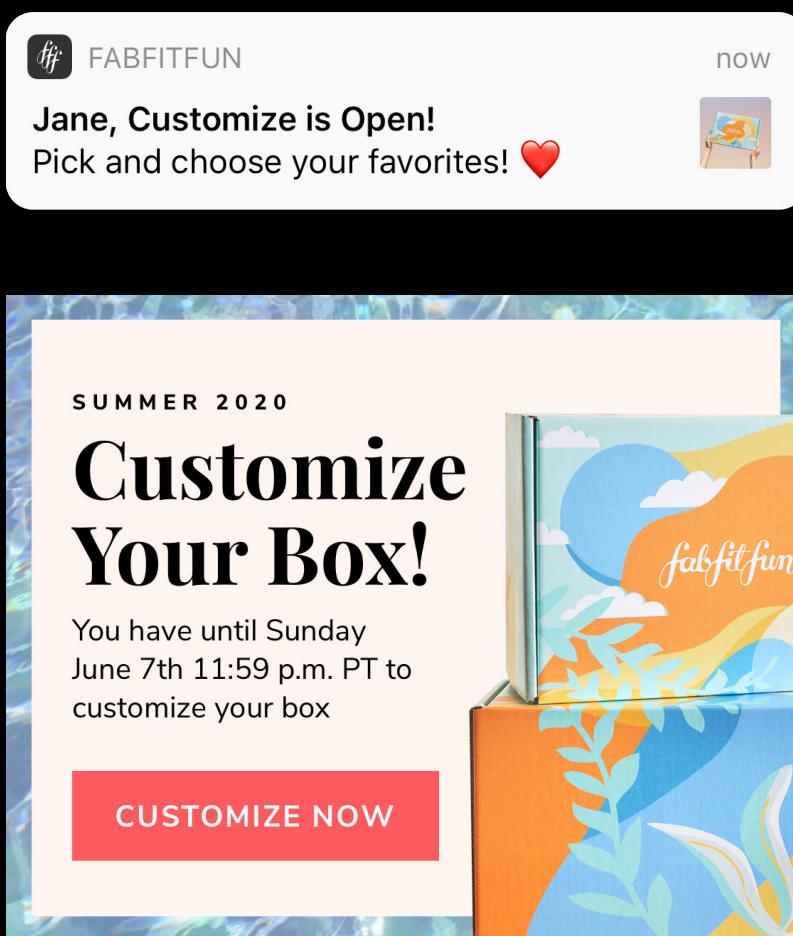
Refreshed



# Customize Refreshed

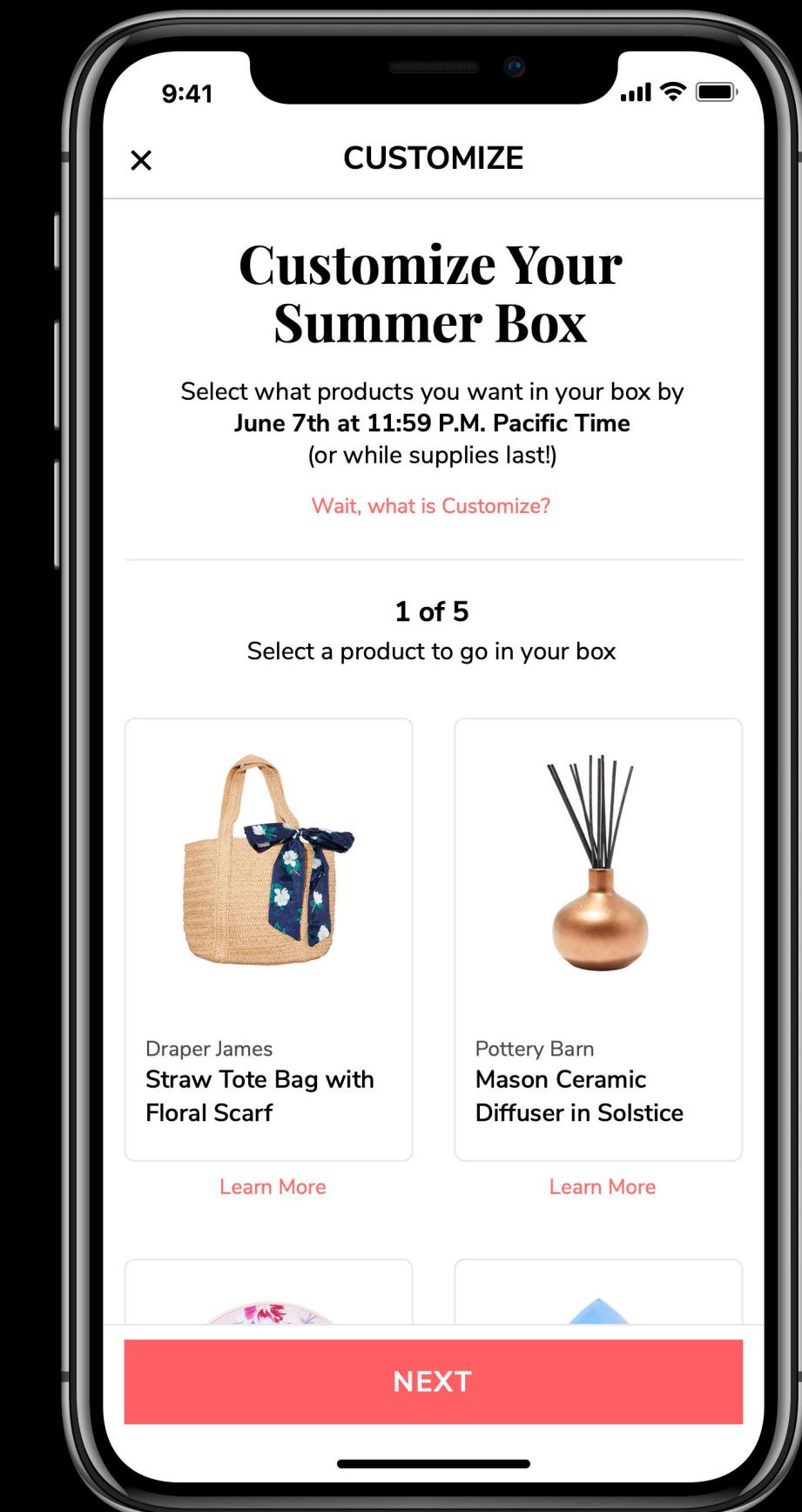
## 1. Customize Now

When Customize opens, members can begin customizing their box by tapping on the notification or on banners in the app.



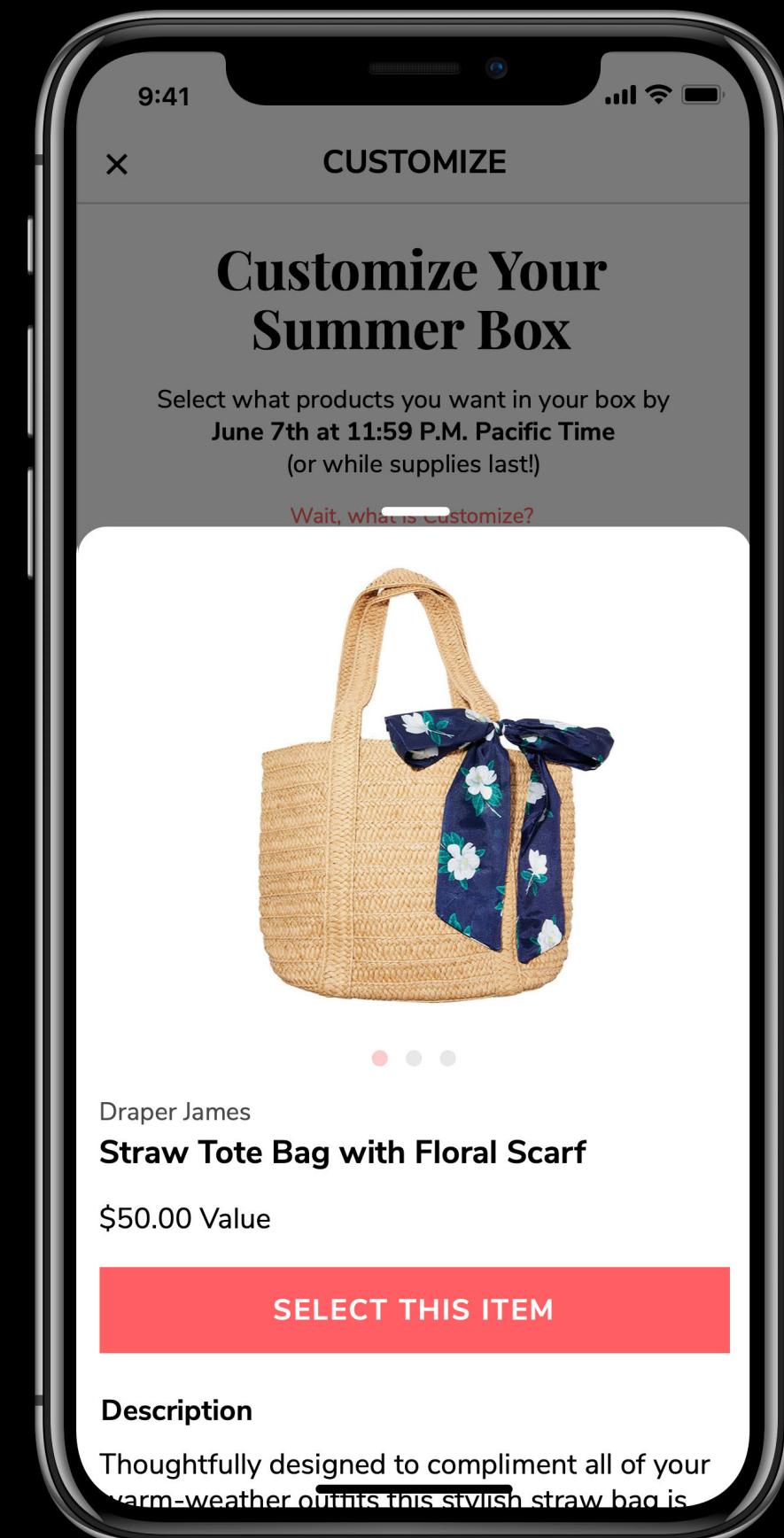
## 2. Select Customizations

Members can start to select their favorite products from each Customize slot and have the opportunity to add additional items.



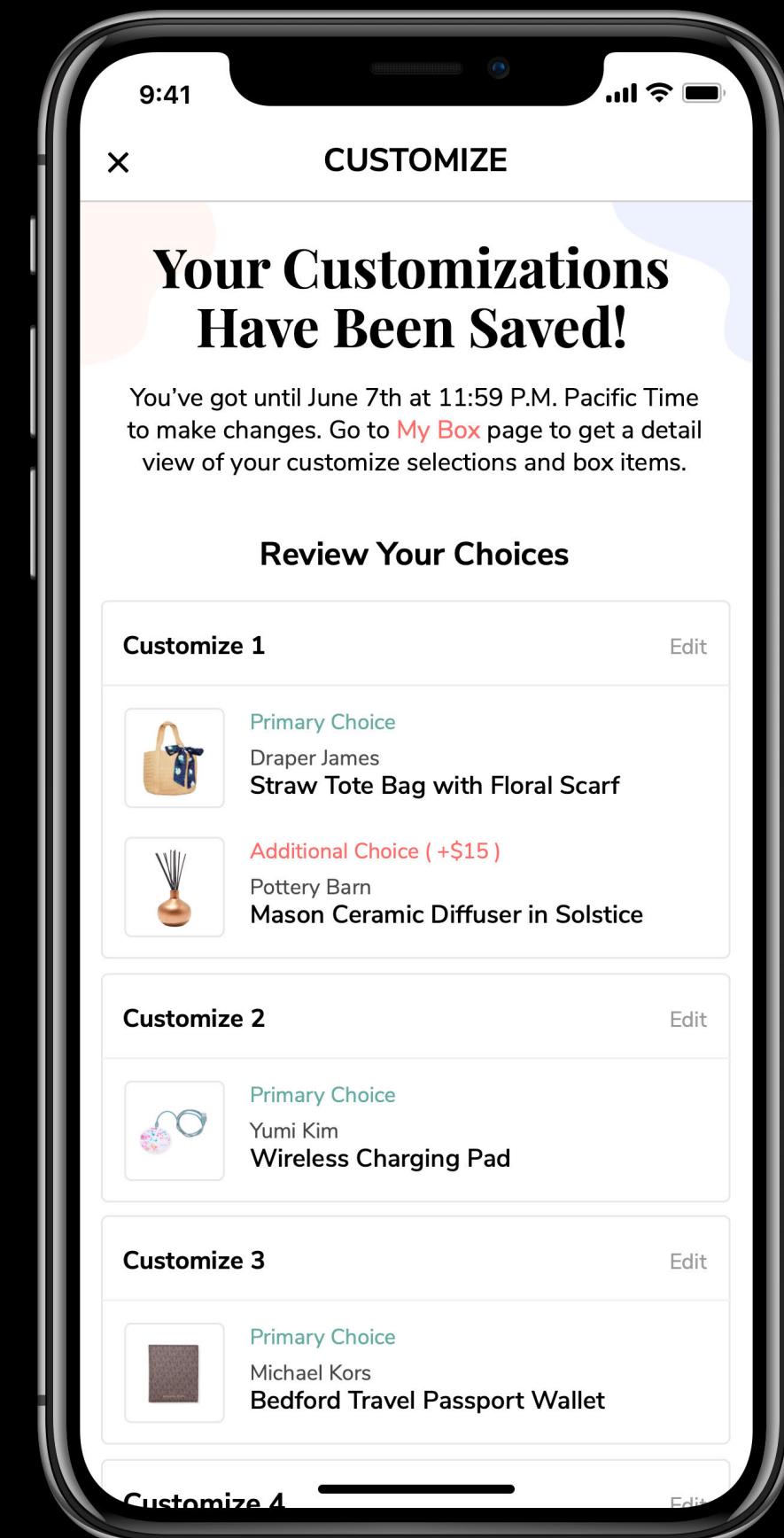
## 3. Customize Product Detail

Members can view more details about each product by tapping on to the 'Learn More' link below each Customize product card.



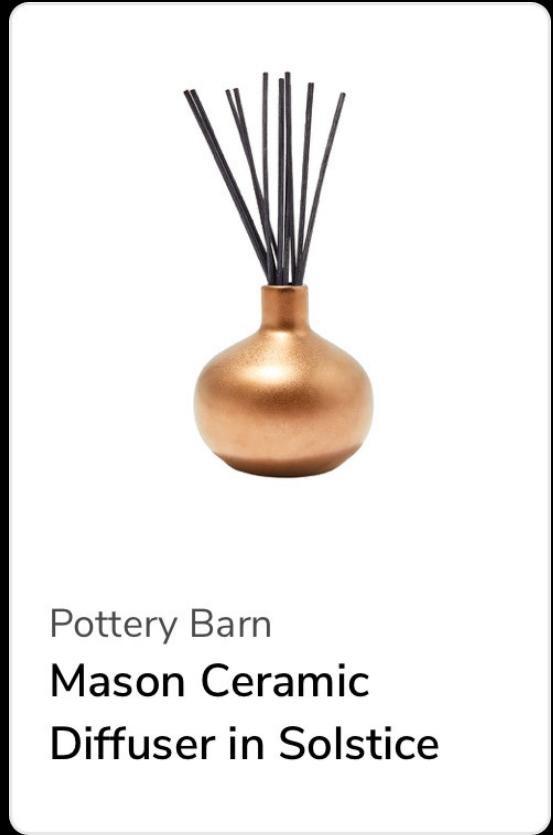
## 4. Customizations Saved

After all selections, members get the opportunity to review products and can decide to make changes if necessary.

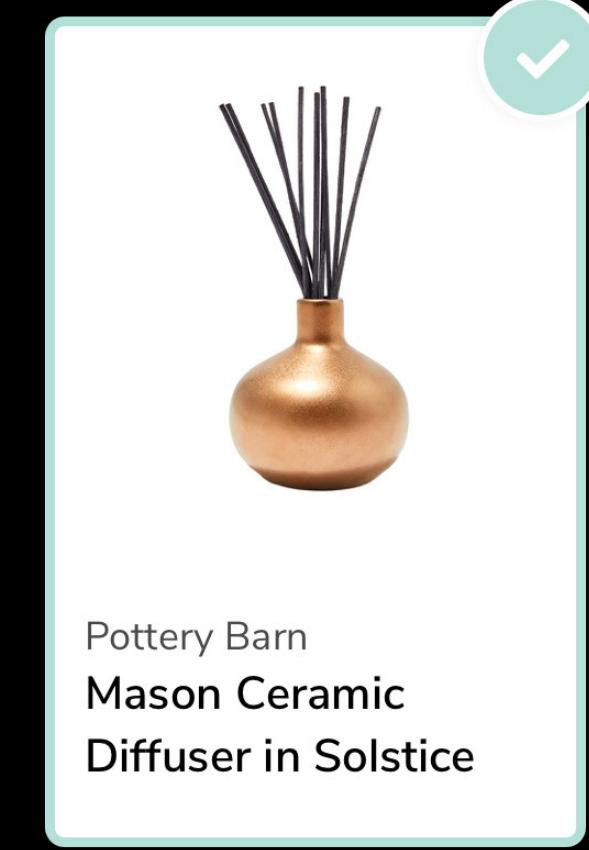


# Customize States and Labels

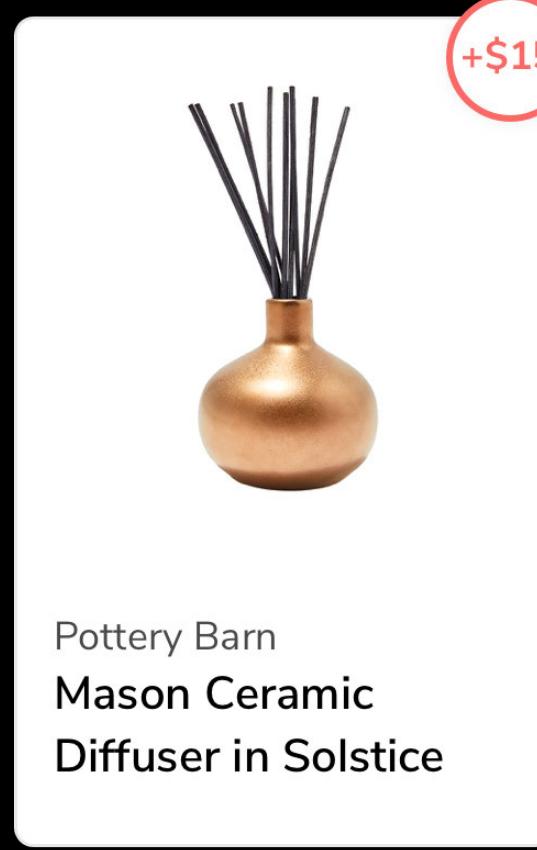
Unselected



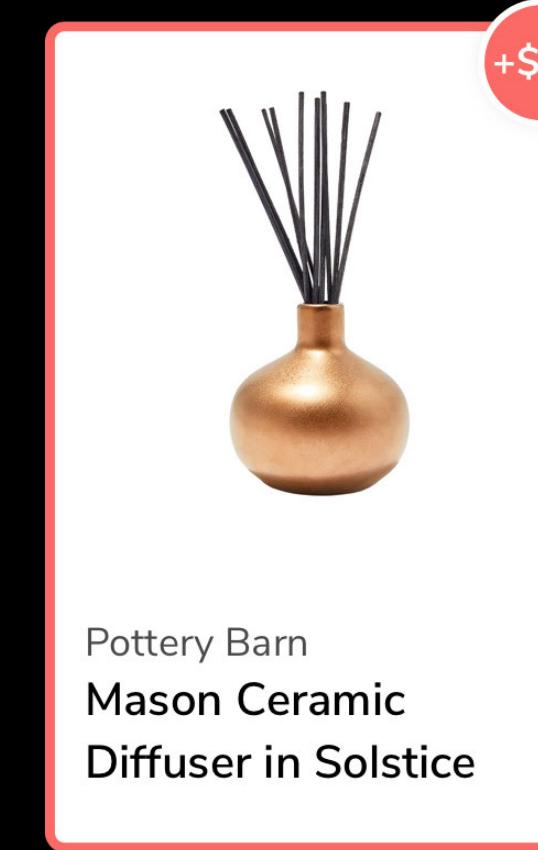
Primary Selected



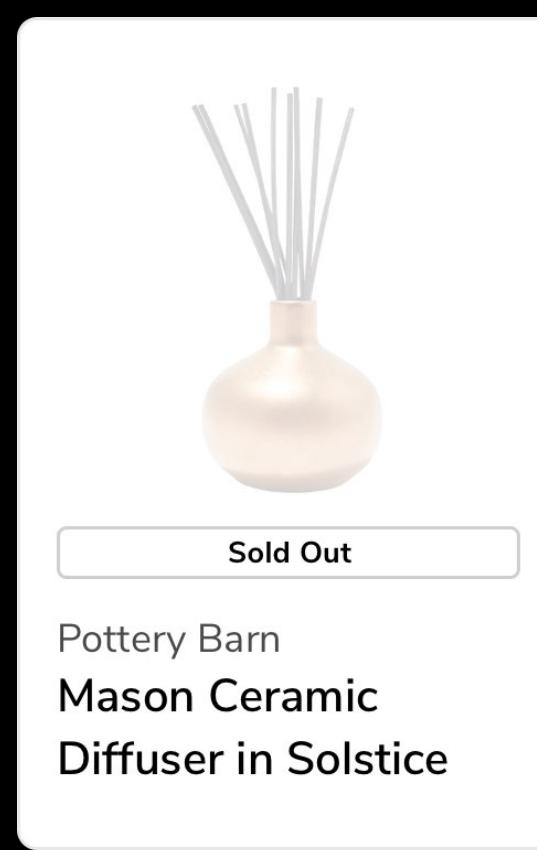
Add Additional Item



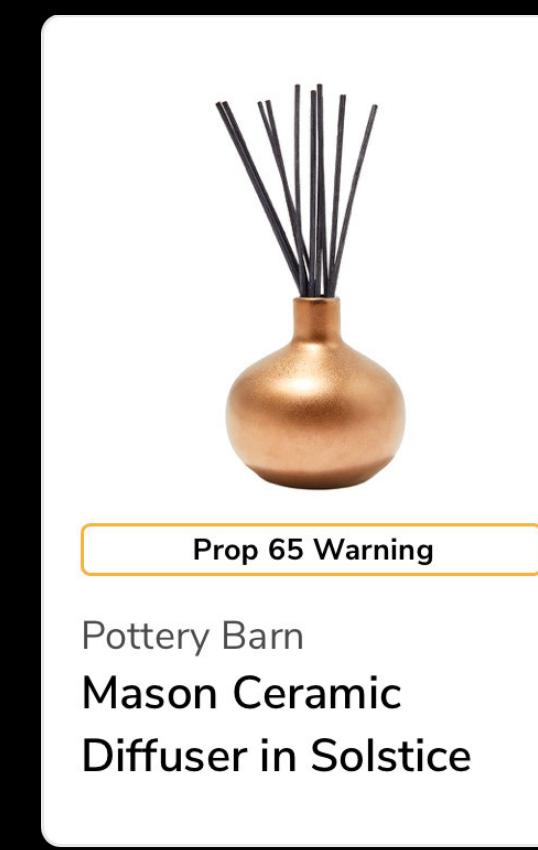
Additional Selected



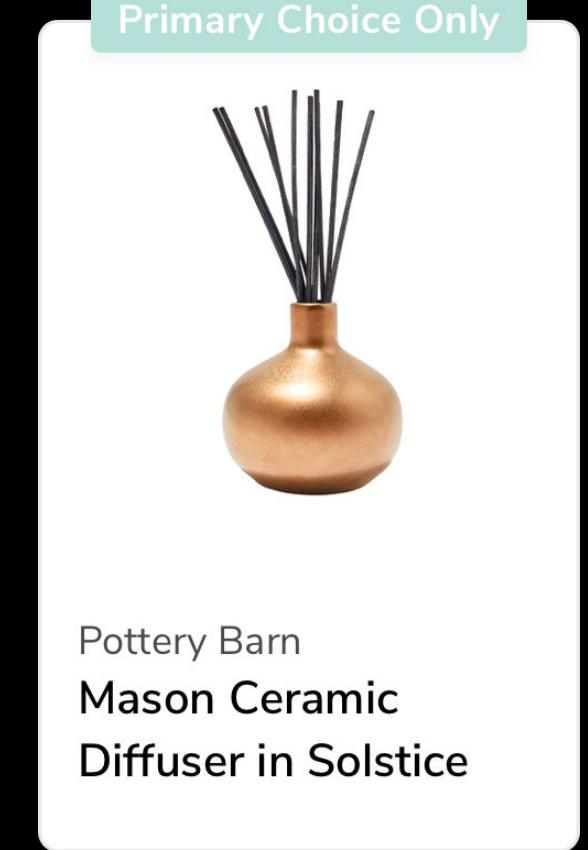
Sold Out



Prop 65



Primary Only



**Thank You**