

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

Product Design	Prototyping
Visual Design	HTML
Interaction Design	CSS
User Flows	jQuery
Wireframing	

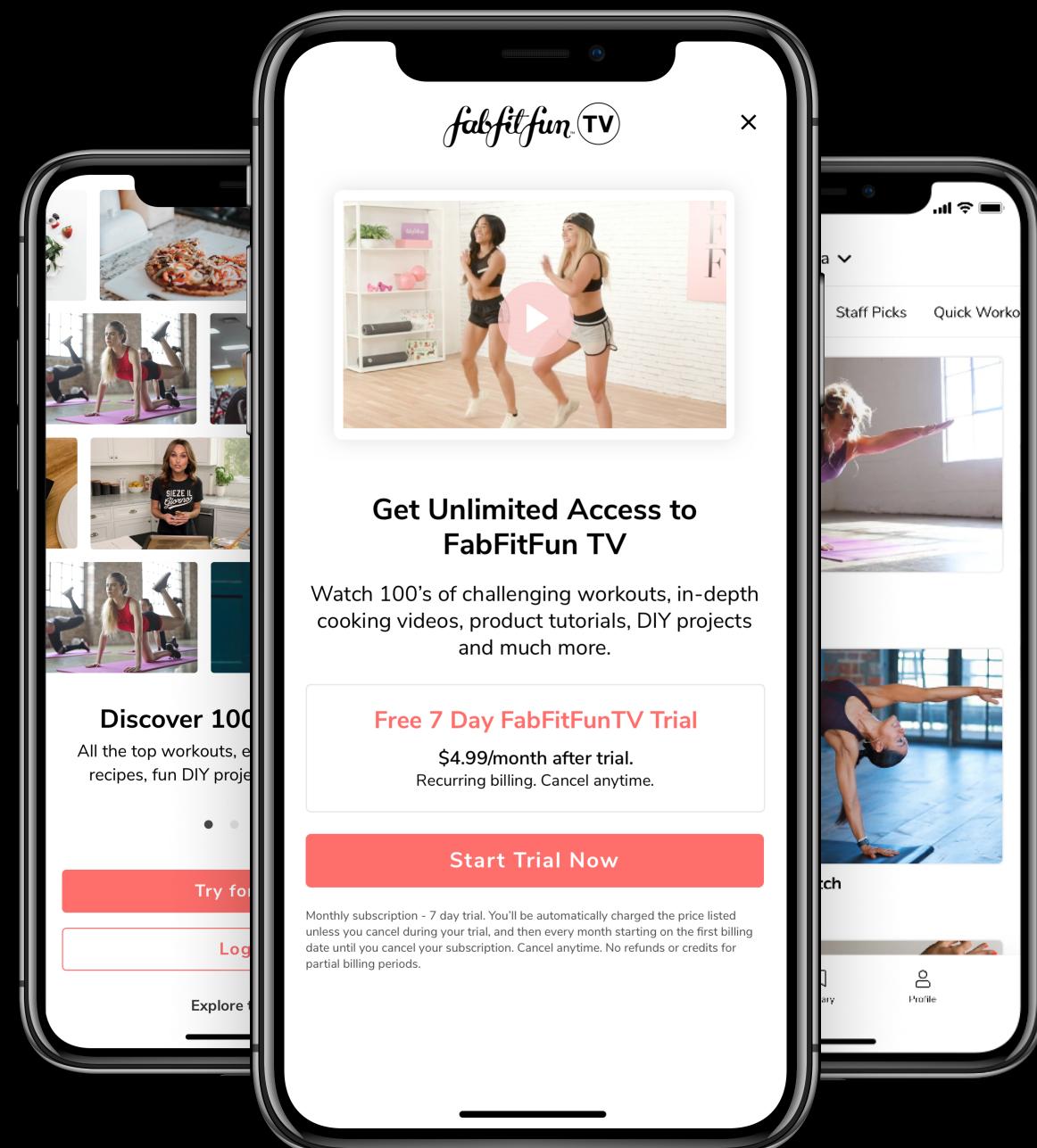
Website

StevenVu.com

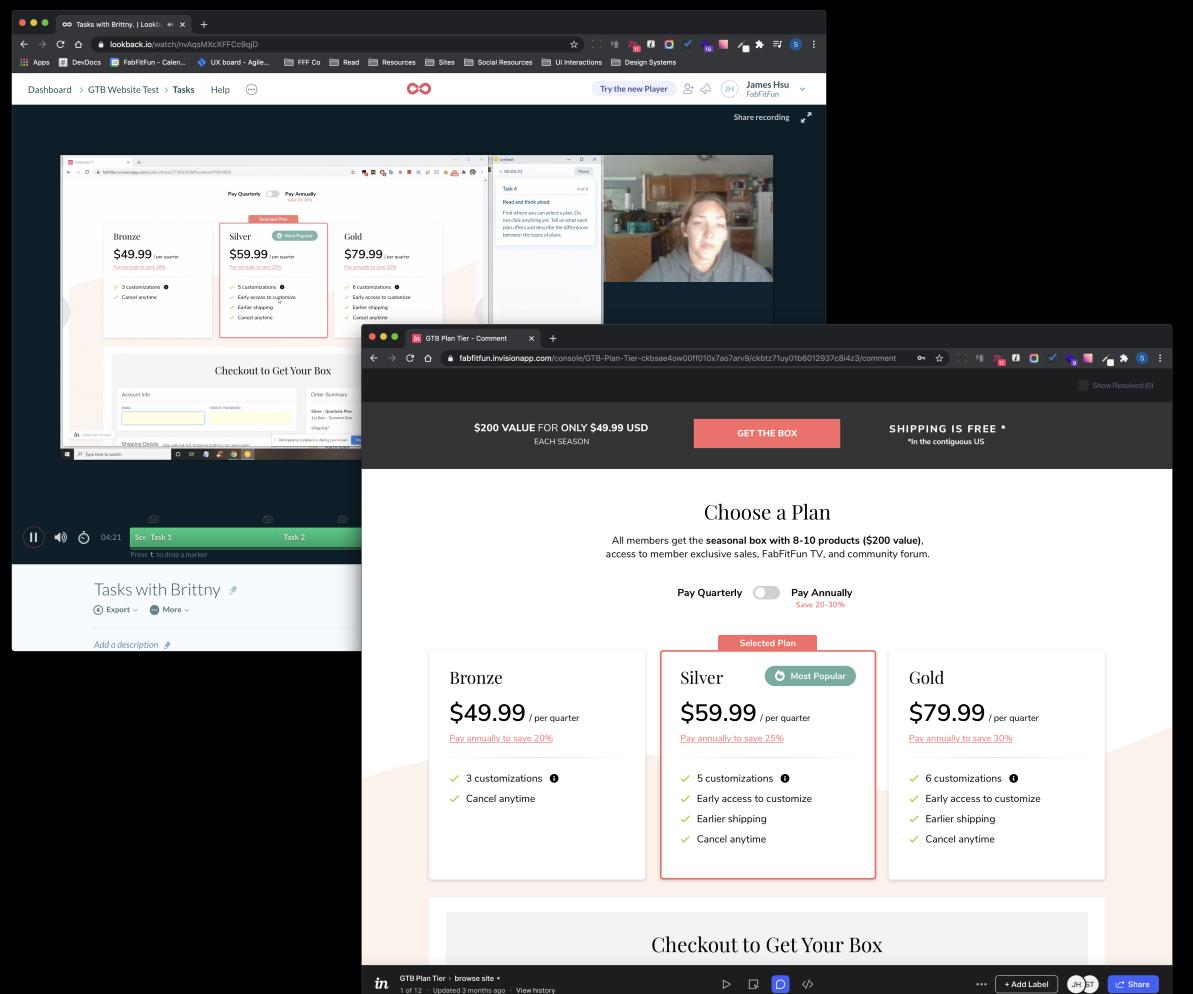




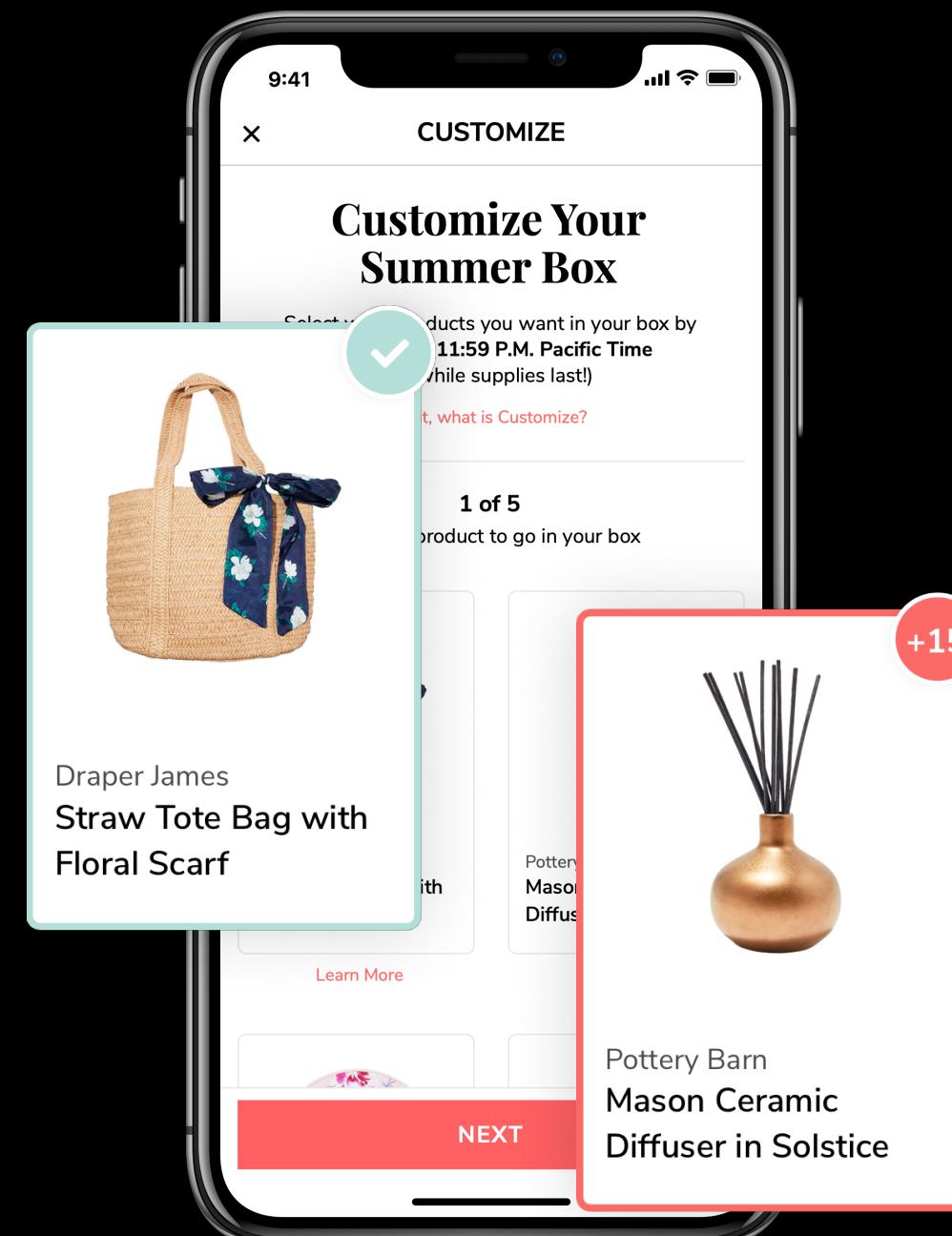
FabFitFun TV Mobile App



FabFitFun Plan Tiers



Miscellaneous



FabFitFun TV App

Role: Product Designer

Overview

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 product fatigue. Subscribers will get access to all on-demand videos curated by the FabFitFun team.

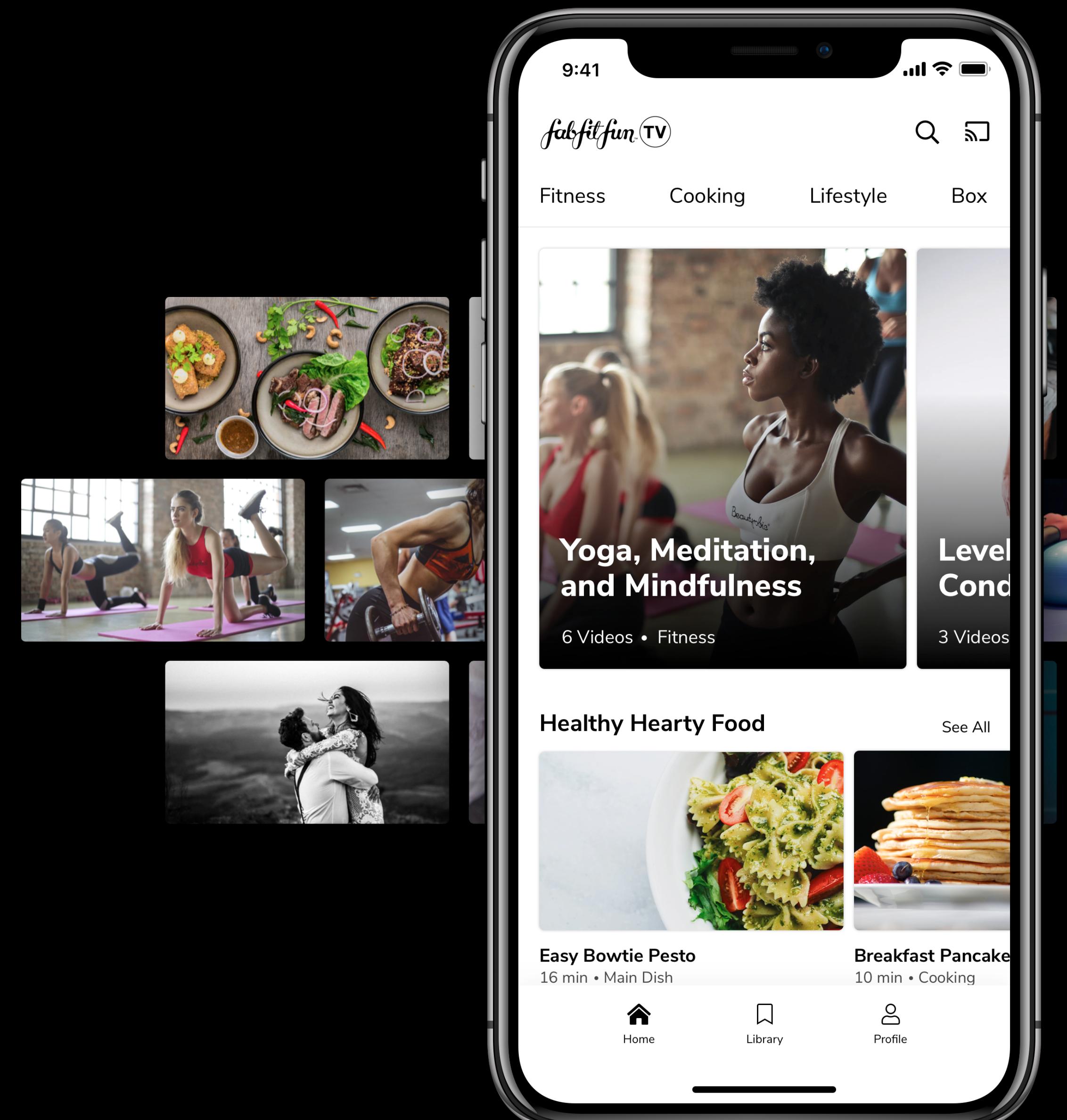
Evidence of Value



*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***



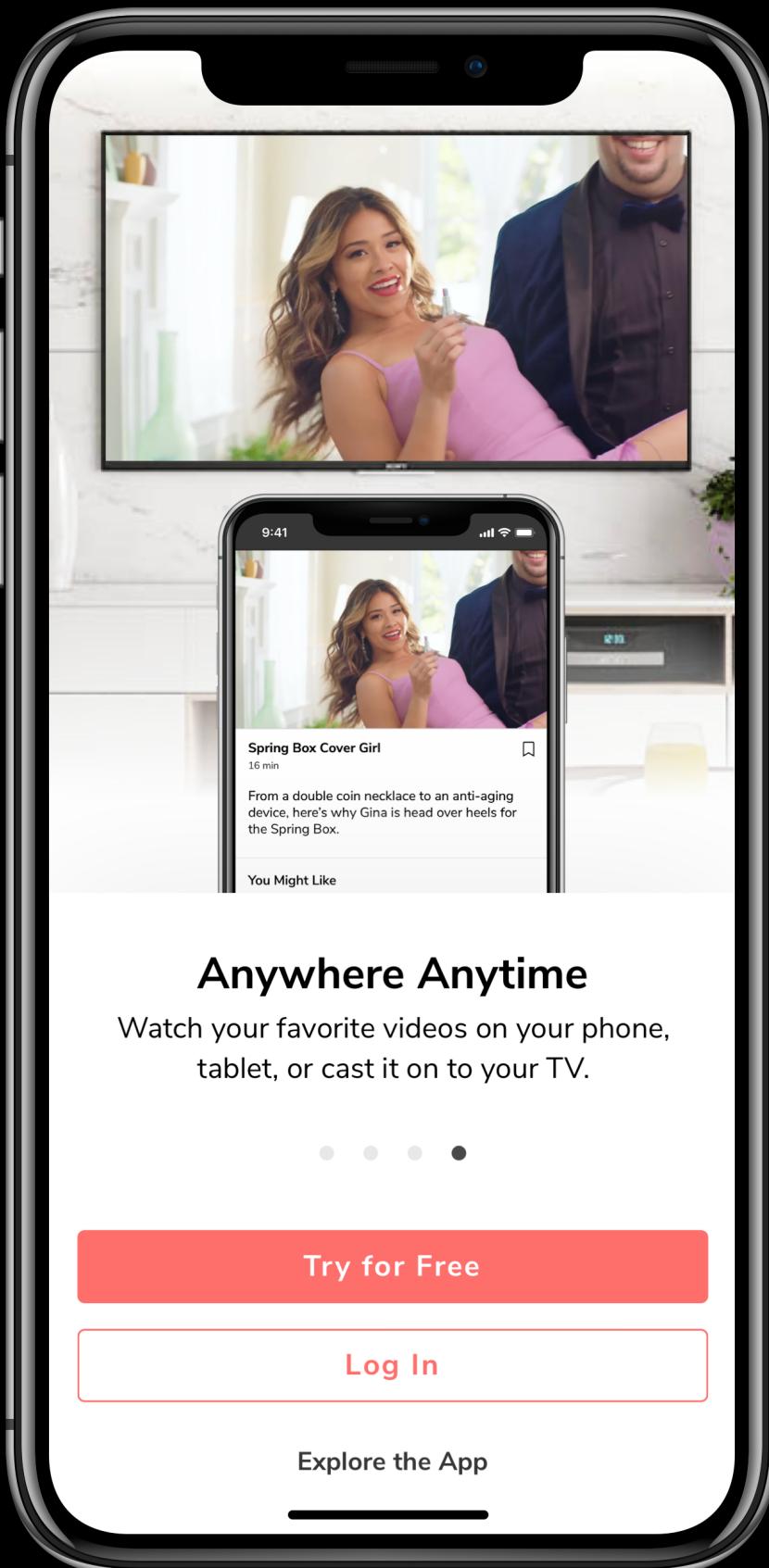
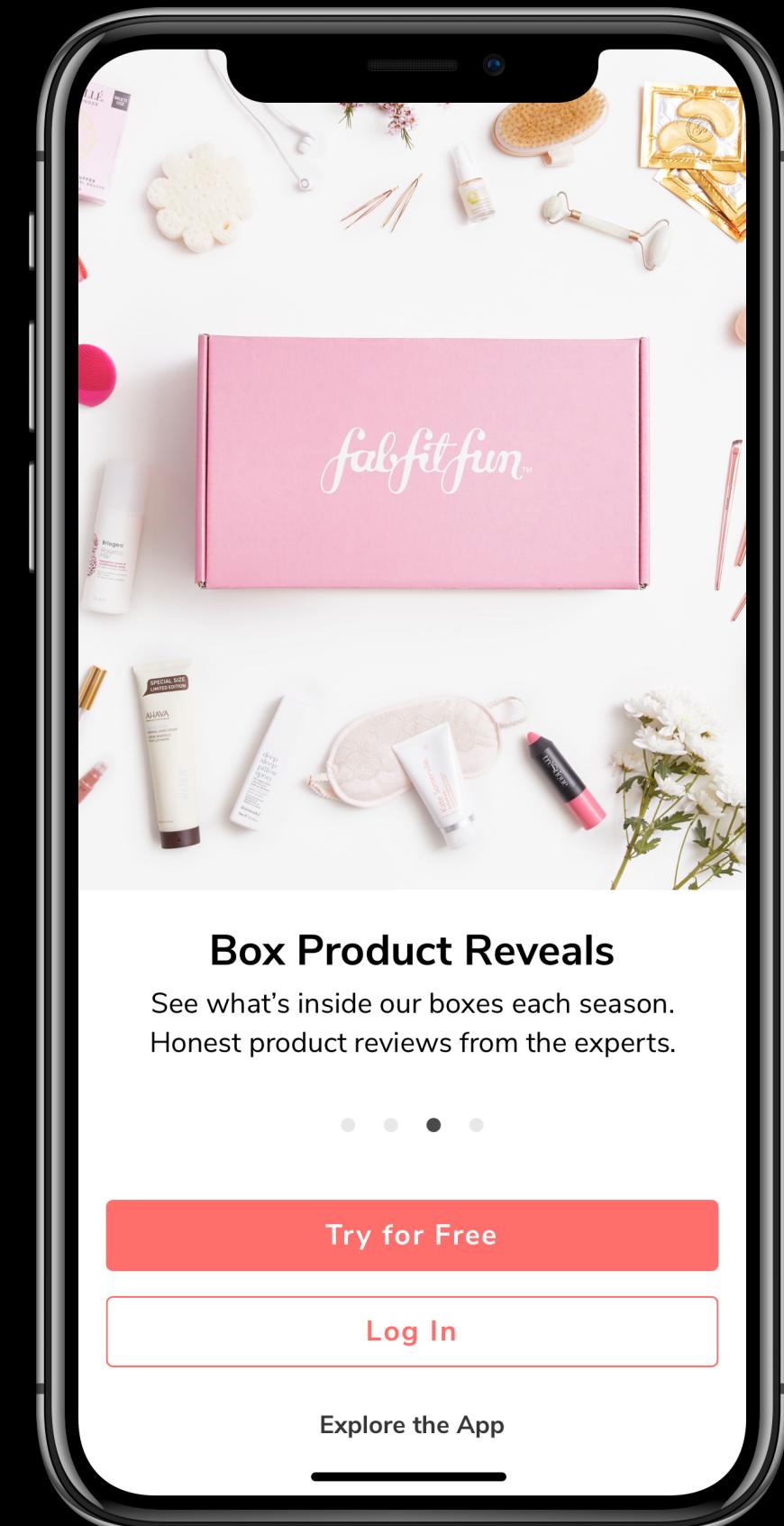
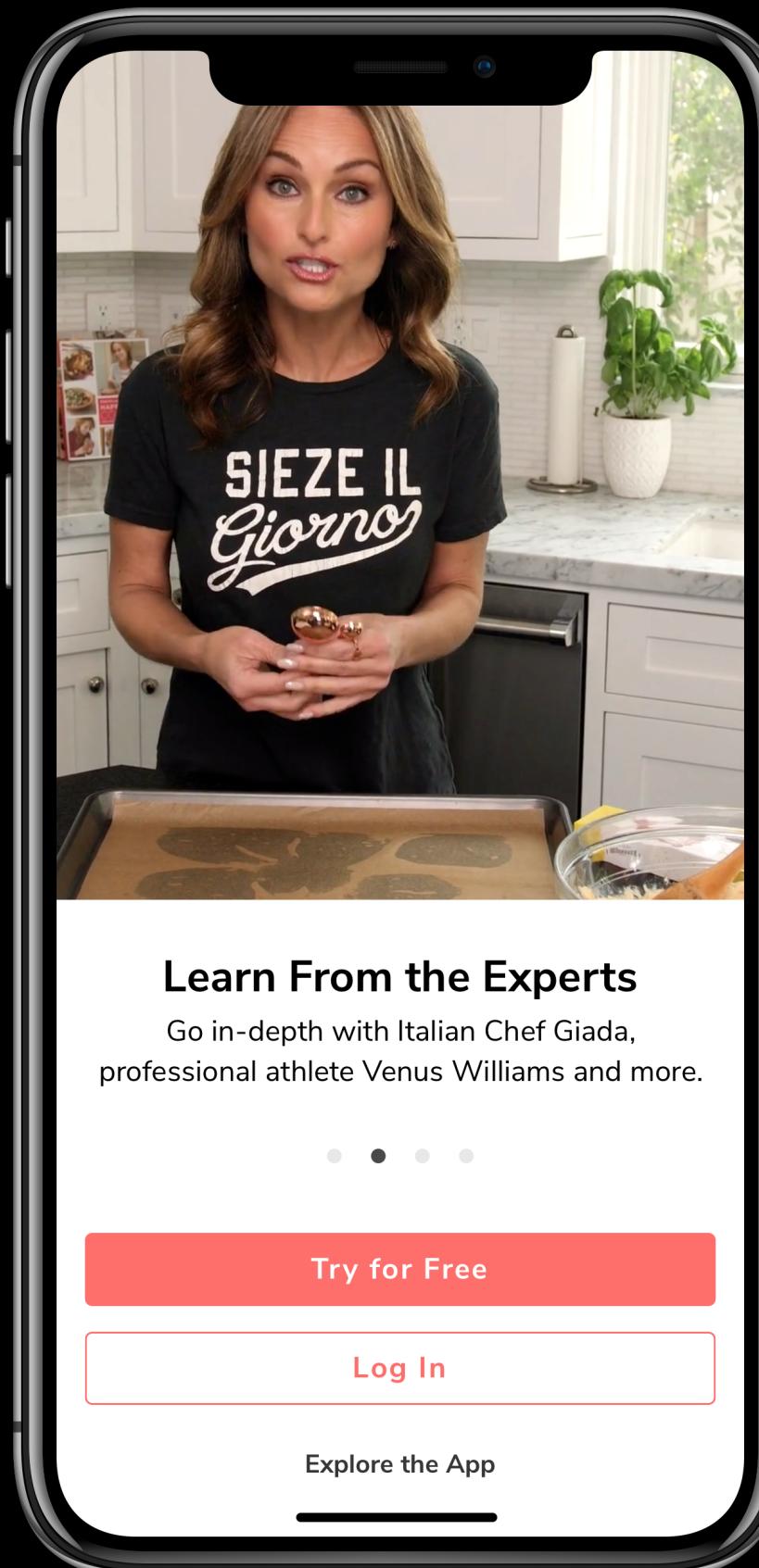
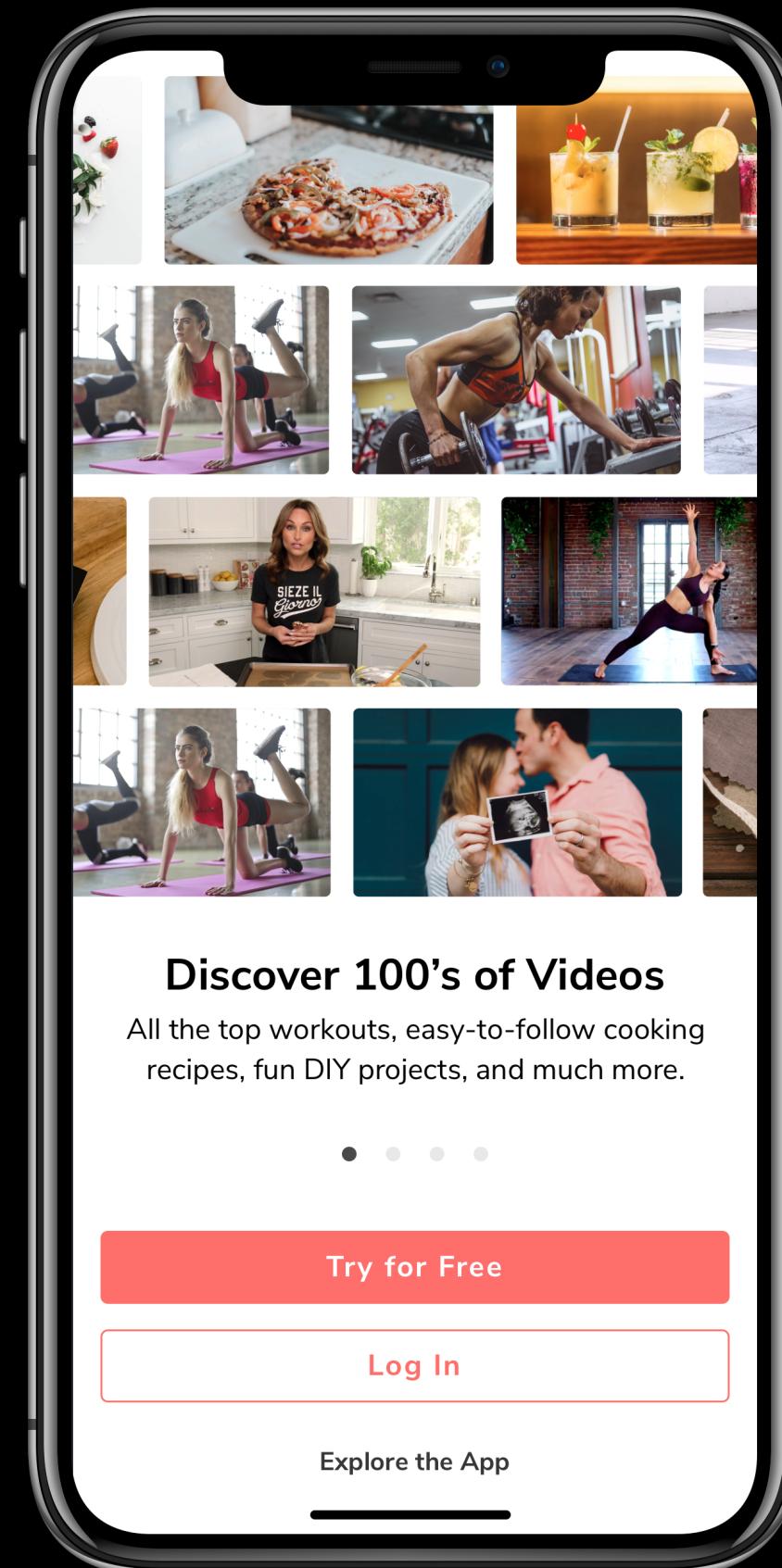
*My subscription ended with the fall box, so I have decided not to renew. I already skipped the summer box and the fall one doesn't interest me either. Honestly, I like the FFFTV and wish I can keep just that. I will miss this community of lovely ladies! - **Susano***



New Member Experience

[▶ View Prototype](#)

The onboarding experience allows users to get a glimpse of the app's tremendous value by highlighting features such as the extensive video catalogue, special watch and learn from celebrities, and box product reveals that are accessible anywhere 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.

fabfitfun TV

Get Unlimited Access to FabFitFun TV

Watch 100's of challenging workouts, in-depth cooking videos, product tutorials, DIY projects and much more.

Free 7 Day FabFitFunTV Trial

\$4.99/month after trial.
Recurring billing. Cancel anytime.

Start Trial Now

Monthly subscription - 7 day trial. You'll be automatically charged the price listed unless you cancel during your trial, and then every month starting on the first billing date until you cancel your subscription. Cancel anytime. No refunds or credits for partial billing periods.

fabfitfun

We Inspire Happiness and Well Being to Everyone, Everywhere

Choose a Plan

FabFitFun TV (7 Day Free Trial) \$4.99 /month
✓ Unlimited access to all videos.

FabFitFun Box + TV (Seasonal) \$49.99 / season
✓ Get \$200+ worth of premium products per season.
✓ Unlimited access to all videos.
✓ Exclusive sales up to 70% off on beauty, fitness, home and more.

FabFitFun Box + TV (Annual) \$179.00
Continue

7 day free trial

FabFitFun TV
\$4.99/month after trial.

What's included?

- ✓ Unlimited access to all videos.

Start Trial Now

Monthly subscription - 7 day trial. You'll be automatically charged the price listed unless you cancel during your trial, and then every month starting on the first billing date until you cancel your subscription. Cancel anytime. No refunds or credits for partial billing periods.

7 day free TV trial

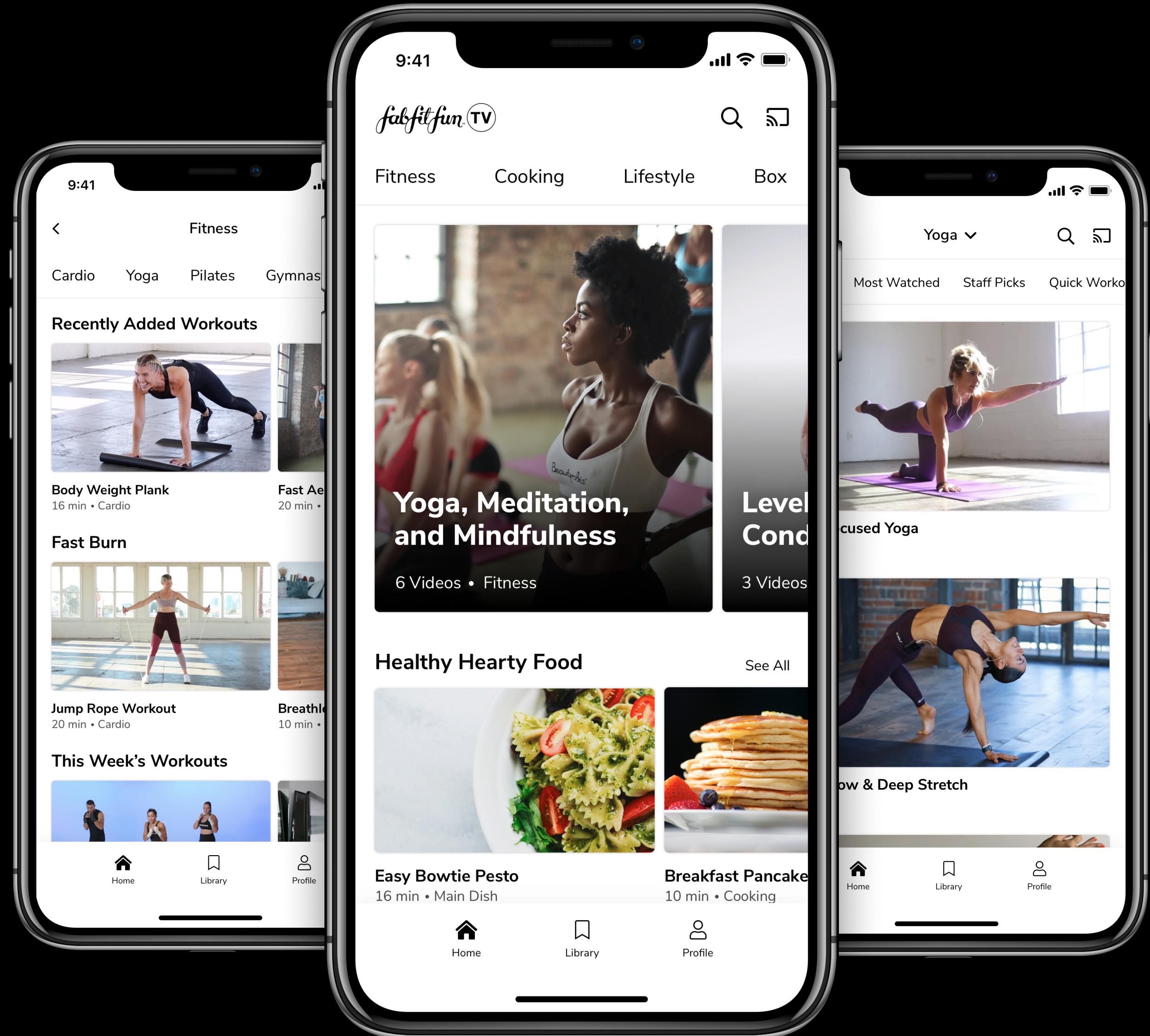
FabFitFun TV + Box
\$49.99/season after trial.
Box ships after first bill.

What's included?

- ✓ Get \$200+ worth of premium products per season. 8-10 full-sized products.
- ✓ Unlimited access to all videos.
- ✓ Exclusive sales up to 70% off on beauty, fitness, home and more.

Start Trial Now

Seasonal subscription - 7 day TV trial. You'll be automatically charged the price listed unless you cancel during your trial, and then every month starting on the first billing date until you cancel your subscription. Cancel anytime. No refunds or credits for partial billing periods.



FFFTV Home

Discovery

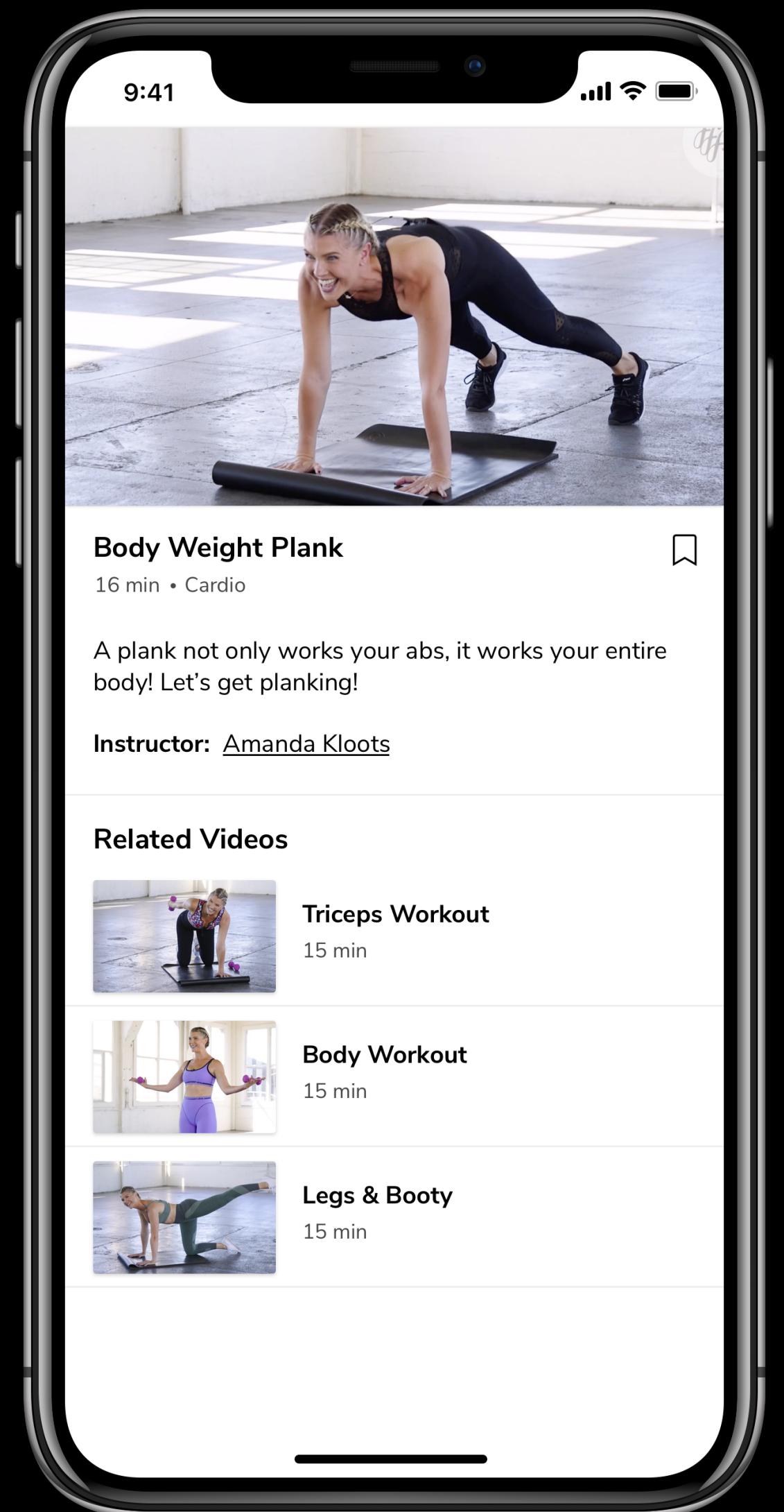
▶ View Prototype

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.

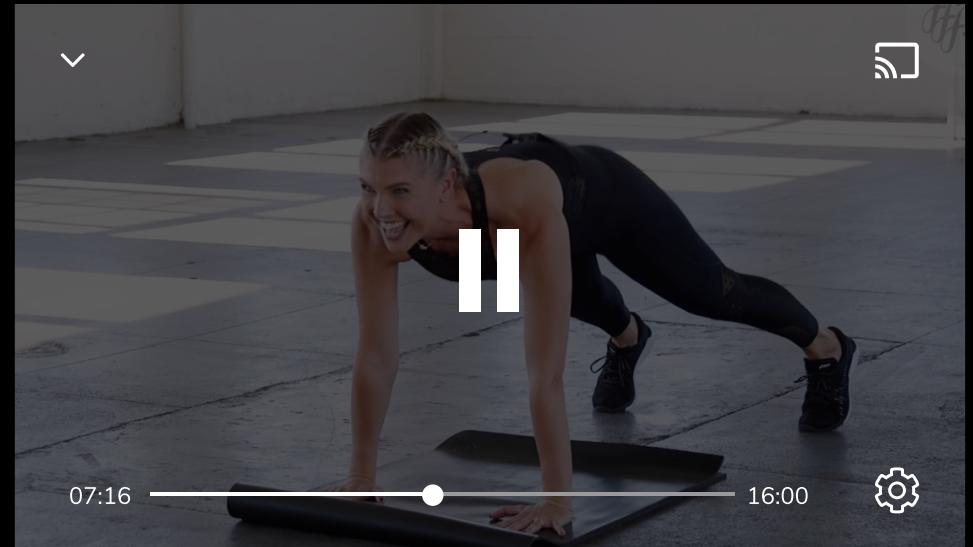
FFFTV Media Details

Ready to Watch

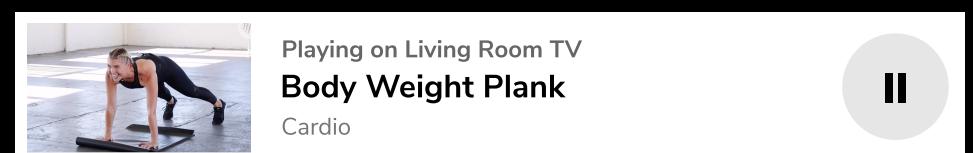
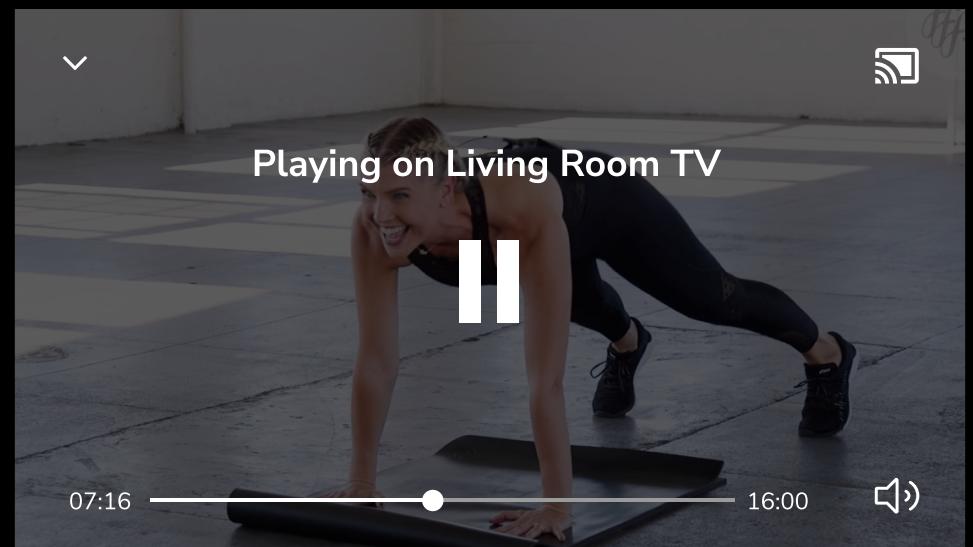
In the Media Details view, users have the option to watch selected content, learn more about the instructors, are able to get an overview and discover related videos. Users can also tap on the media to gain options to pause or scrub through media, see total time, change video settings, and cast to device.



Media Options

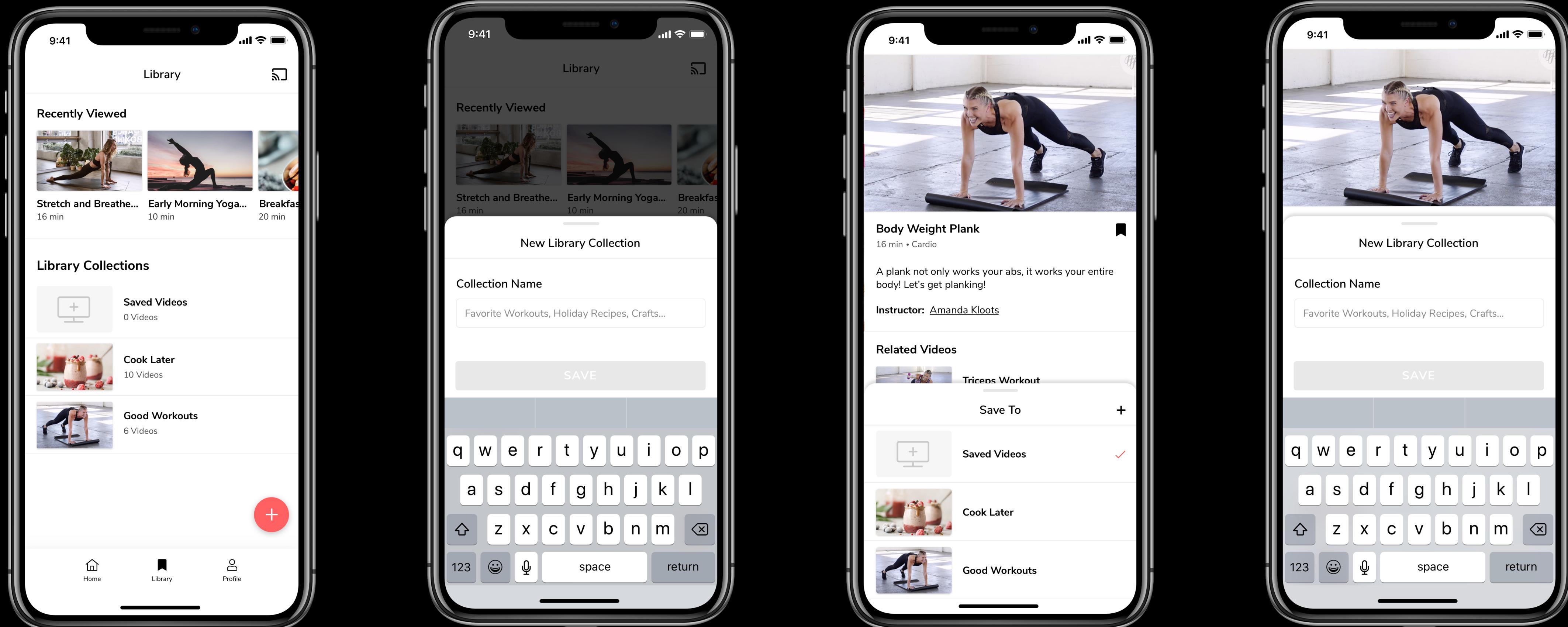


Casting on Device



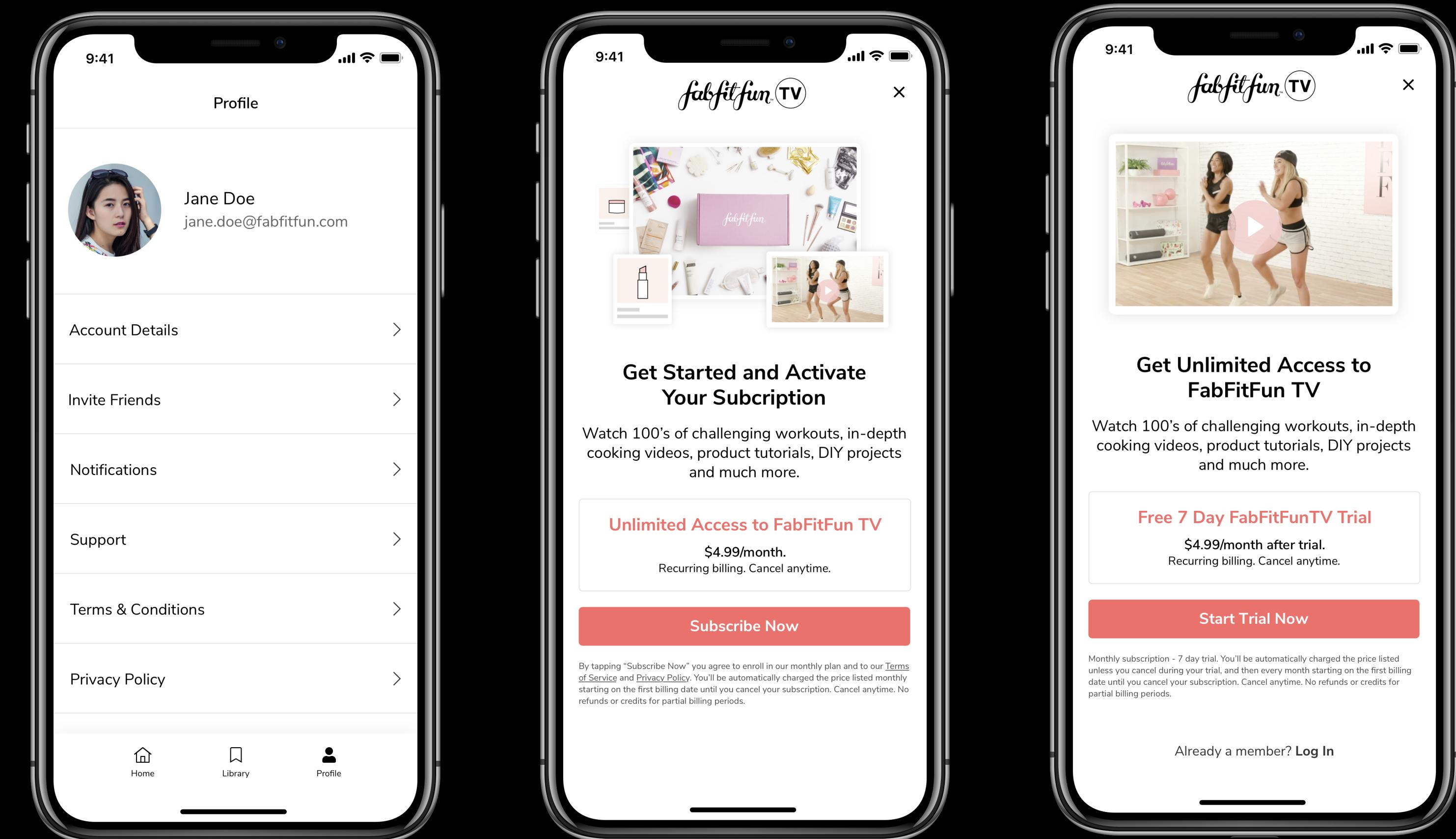
Curate Your Own

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.



FFFFTV Members

Member Profile, Cancelled Member, and Non-Member



FabFitFun Plan Tiers

Role: Product Designer and User Researcher

Overview

Part of a monetization initiative that restructures our current membership offering from 2 plans to 6 plans to improve customer clarity and shift towards higher priced plans.

Hypothesis

To offer multiple plans showing a higher priced tier to shift the attention towards the center plan, thus increasing average subscription revenue and lifting conversion rates.

The screenshot shows the 'Choose a Plan' section of the FabFitFun website. At the top, there's a promotional banner: '\$200 VALUE FOR ONLY \$49.99 USD EACH SEASON' with a 'GET THE BOX' button, and 'SHIPPING IS FREE *' with a note '*In the contiguous US'. Below this, a heading 'Choose a Plan' is followed by a subtext: 'All members get the seasonal box with 8-10 products (\$200 value), access to member exclusive sales, FabFitFun TV, and community forum.' A toggle switch allows users to 'Pay Quarterly' or 'Pay Annually' (selected), with a note 'Save 20-30%'. The page displays three plans: Bronze, Silver (selected), and Gold. Each plan includes its price, annual savings, annual billing, and customization details. At the bottom, there's a 'Checkout to Get Your Box' section with fields for 'Account Info' (Email and Create Password) and an 'Order Summary' table.

**\$200 VALUE FOR ONLY \$49.99 USD
EACH SEASON**

GET THE BOX

SHIPPING IS FREE *
*In the contiguous US

Choose a Plan

All members get the **seasonal box** with **8-10 products (\$200 value)**, access to member exclusive sales, FabFitFun TV, and community forum.

Pay Quarterly **Pay Annually**
Save 20-30%

Bronze
\$39.99 / per quarter
Save 20% annually
Billed at **\$159.98** annually for 4 boxes

✓ 3 customizations ⓘ
✓ Cancel anytime

Silver Best Value
\$44.99 / per quarter
Save 25% annually
Billed at **\$179.99** annually for 4 boxes

✓ 5 customizations ⓘ
✓ Early access to customize
✓ Earlier shipping
✓ Cancel anytime

Gold
\$52.49 / per quarter
Save 30% annually
Billed at **\$209.97** annually for 4 boxes

✓ 6 customizations ⓘ
✓ Early access to customize
✓ Earlier shipping
✓ Cancel anytime

Checkout to Get Your Box

Account Info

EMAIL
CREATE PASSWORD

Order Summary

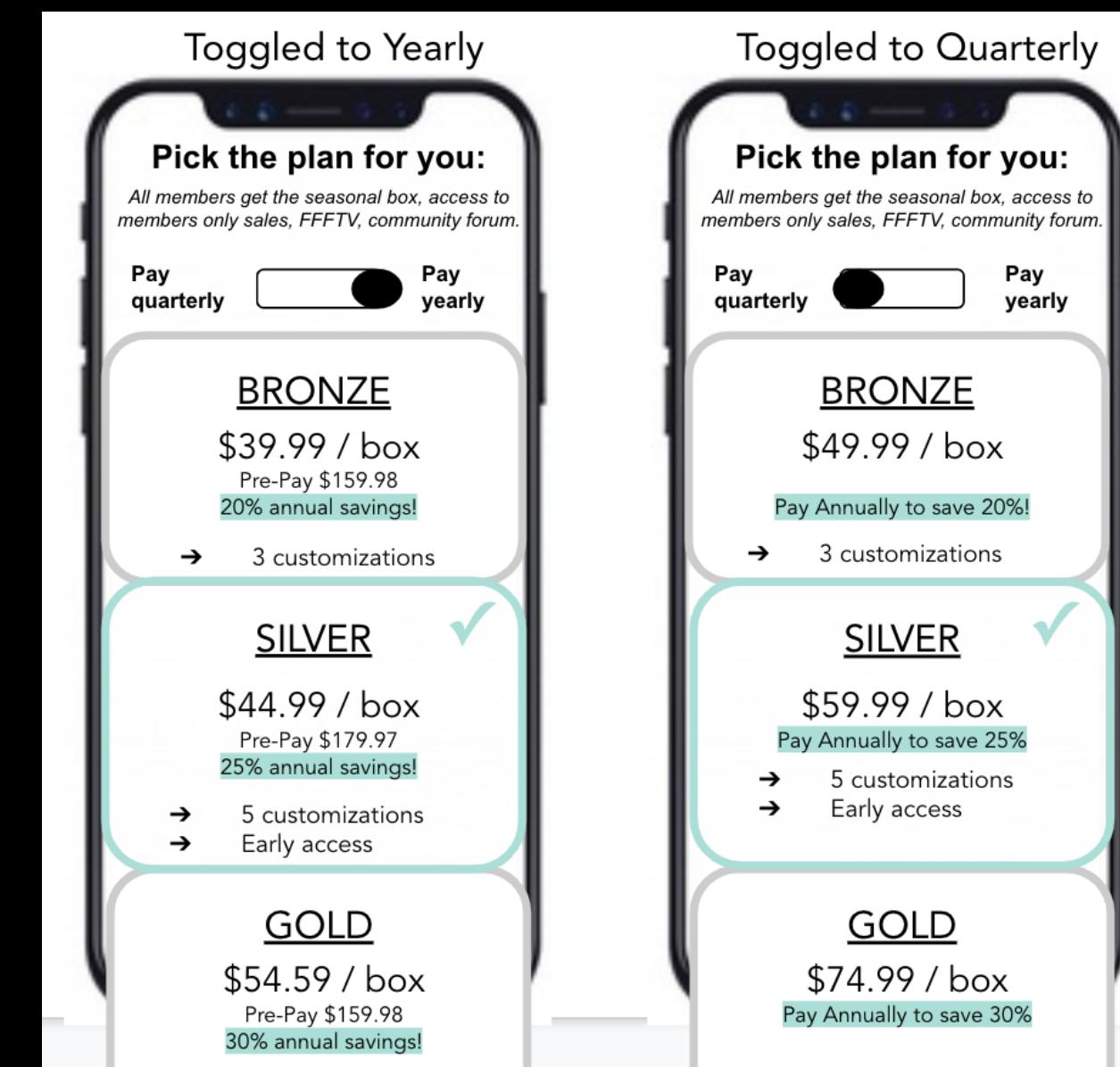
Silver - Annual Plan 1st Box - Summer Box	\$179.99
Shipping*	0.00

How to present the plan tiers on homepage to maximize conversion and AOV?

Directional Idea 1

	BRONZE	SILVER	GOLD
Most Popular			
Per box price	\$49.99	\$59.99	\$74.99
Products you can pick in your box	3	5	6
Early access to box customizations	x	✓	✓
Early access to members' only sales	x	✓	✓
Box ships in earlier shipping group	x	✓	✓
Cancel anytime	✓	✓	✓
Members only sales, FFFTVC streaming, community forum, exclusive brand offers	✓	✓	✓
Pay Annually to get up-front savings!	20% off Pay \$39.99/box \$159.98/year	25% off Pay \$44.99/box \$179.97/year	30% off Pay \$54.59/box \$209.97/year

Directional Idea 2



👍 Customer can assess and compare

🚫 High cognitive load

🚫 Higher effort to build out multi-step checkout to support design

👍 Guide the customer decision

👍 Highlight most relevant information

👍 Low cognitive load

👍 Easier to implement with current one-page checkout

User Testing

Determine whether people understand our product offering, the plan options that are available, and what plan users would gravitate towards.

Process

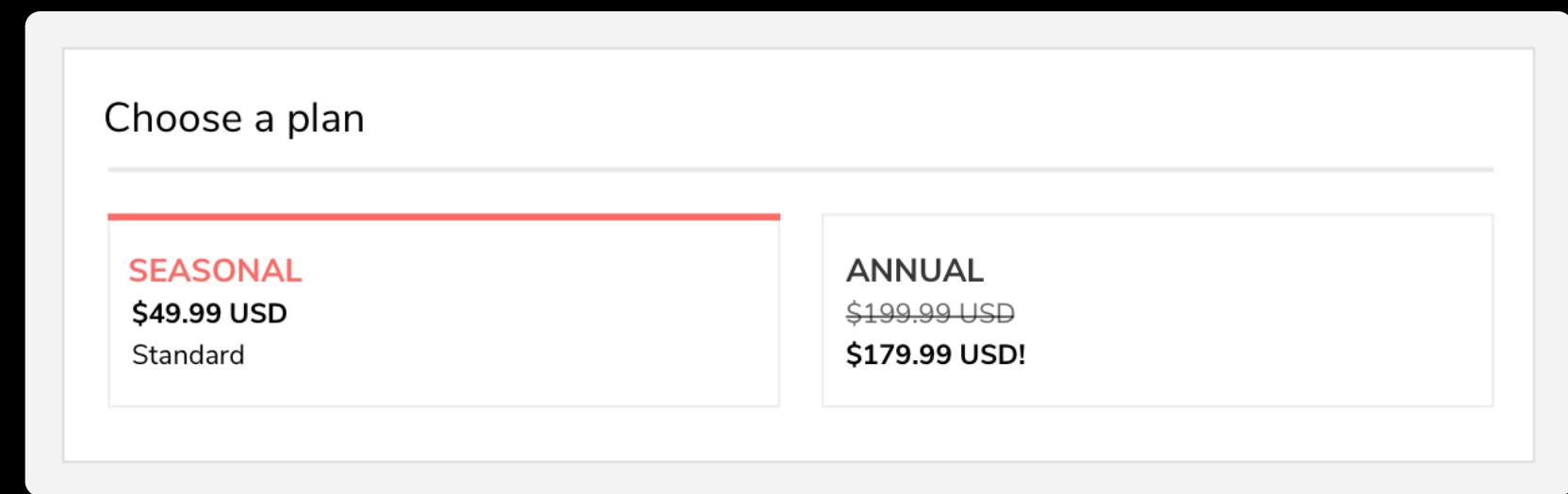
- Create user task questions
- Design high fidelity prototype
- Recruited 12 participants (6 Desktop / 6 Mobile)
- Set up unmoderated user testing sessions where users provided commentary on overall homepage experience and plan tiers layout

Key Takeaways from Participants

- Understood what we sold and liked the overall look and feel
- Gravitated towards Bronze and Silver because of lower price point and believed the price was fair for the value
- Understood the differences between tiered plans
- Showed confusion on how many products they were receiving
- Negative sentiment on Gold plan with 1 extra option
- Called out 'Best Value'

The image shows two side-by-side screenshots of the Lookback.io platform during a user testing session. Both screens display a video feed of a participant and a browser window showing a website. The top screen shows a participant named Lauren, and the bottom screen shows a participant named barbie. The websites displayed are the FabFitFun homepage and a 'Choose a Plan' page. The Lookback interface includes a task list on the right, a timeline at the bottom, and various control buttons.

Variant A



Test Everything

I took the insights from the user testing and applied it to our current 2 plan offering, highlighting the values and needs from user sentiment and ran an A/B test for quantitative data and quick learning.

Results

- **20% conversion lift** on visit to Annual subscribers
- **Raised customer lifetime value**
- Our data shows Annual members **participated 4x more in our sales**

Variant B

A screenshot of a user interface titled "Choose a Plan". At the top, there is a banner featuring logos for various brands: whip, trèslique, T J D, PRIVATE PARTY, MY, Mollie, mersea, inn, dophue, DECO MIAMI, Cottonelle, and B-LOW THE BELT. Below the banner, the text "See why 1 million FabFitFun members love us!" and "Select a plan and checkout below." is displayed. Two plan options are shown: "Seasonal" and "Annual". The "Annual" plan is highlighted with a red border and labeled "Selected Plan". The "Annual" plan includes a "Best Value" badge. Both plans show a pay per box price of "\$49.99 USD" and a note that it is "Billed quarterly". The "Seasonal" plan includes a list of benefits: "✓ Seasonal box with 8-10 products", "✓ 3 customizations", "✗ Early access to Customize", "✗ Early access to Add-Ons/Edit sales", "✗ Earlier shipping", and "✓ Cancel anytime". The "Annual" plan includes a list of benefits: "✓ Seasonal box with 8-10 products", "✓ 5 customizations", "✓ Early access to Customize", "✓ Early access to Add-Ons/Edit sales", "✓ Earlier shipping", and "✓ Cancel anytime". At the bottom, a button says "Check Out to Get Your Box".

Miscellaneous

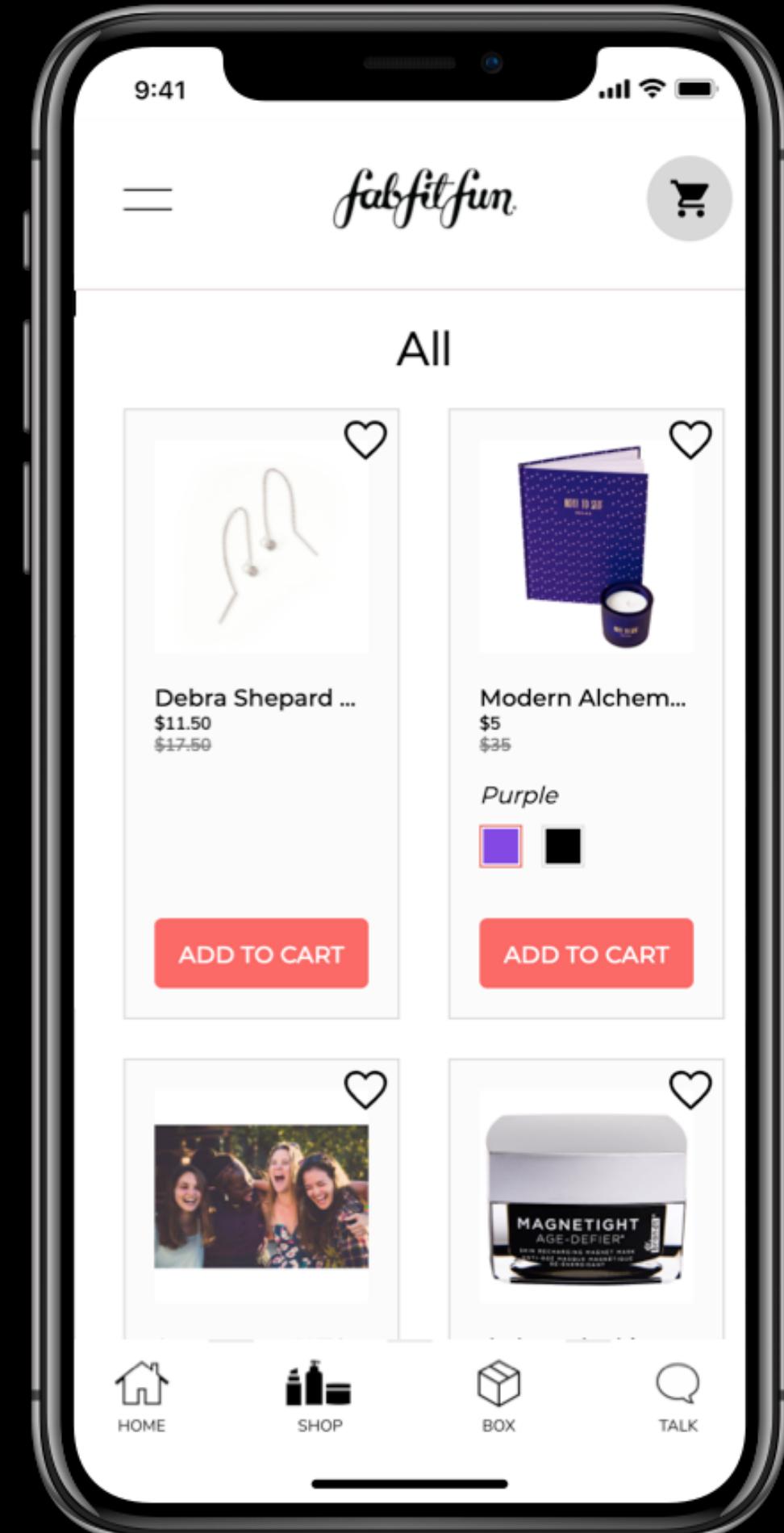
Product Discovery

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.

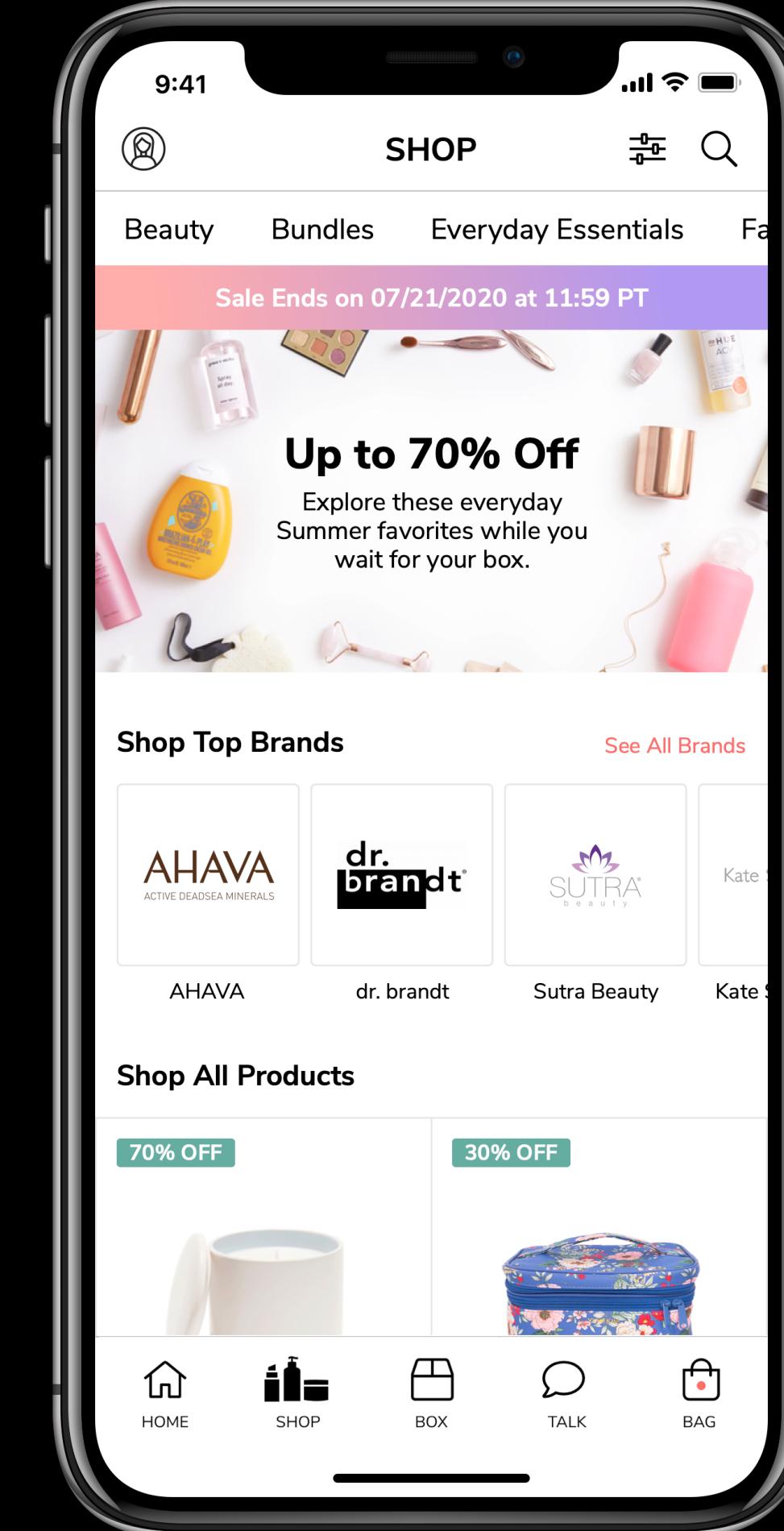
Problems

- 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.

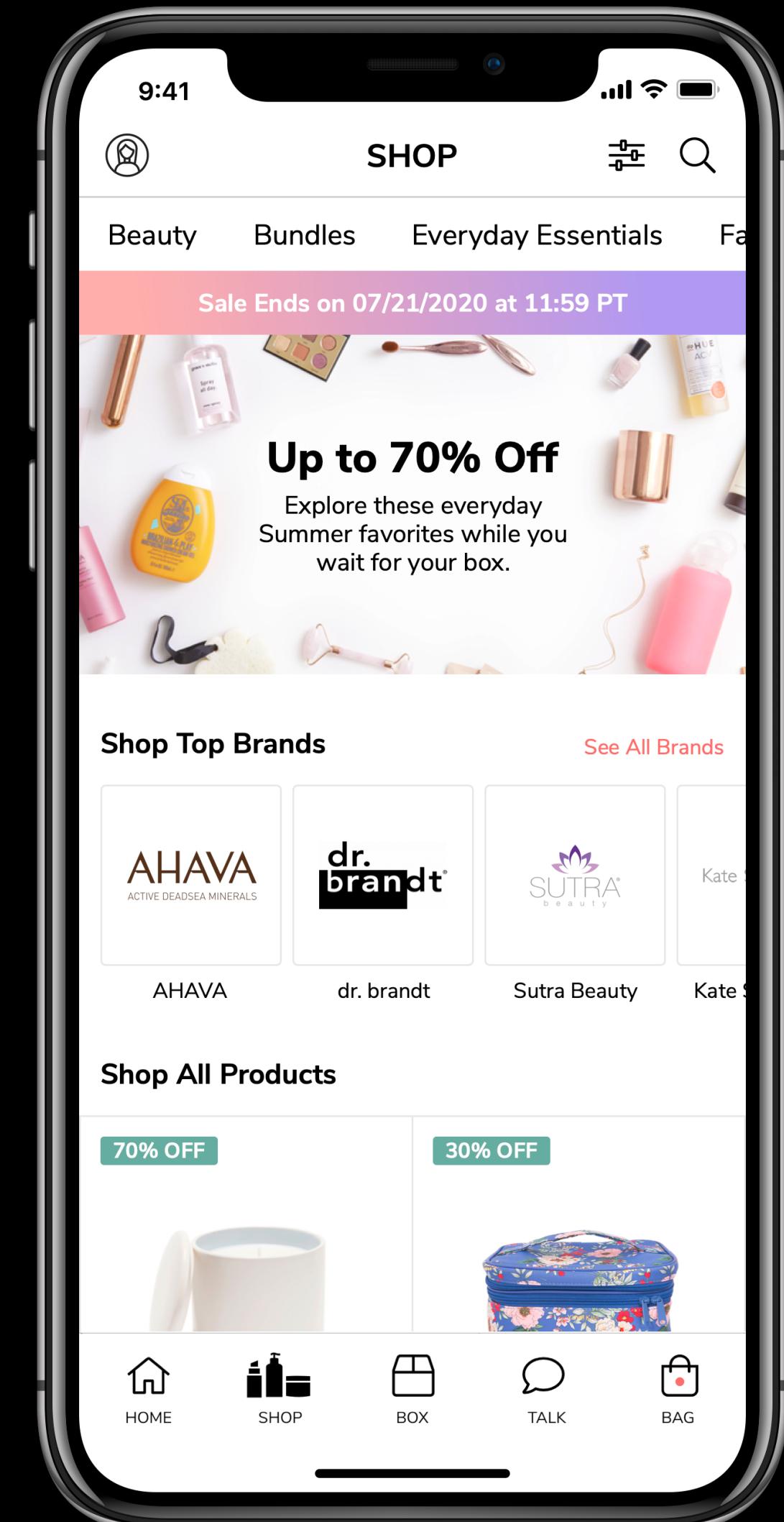
Current Build



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

Brand Logos

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

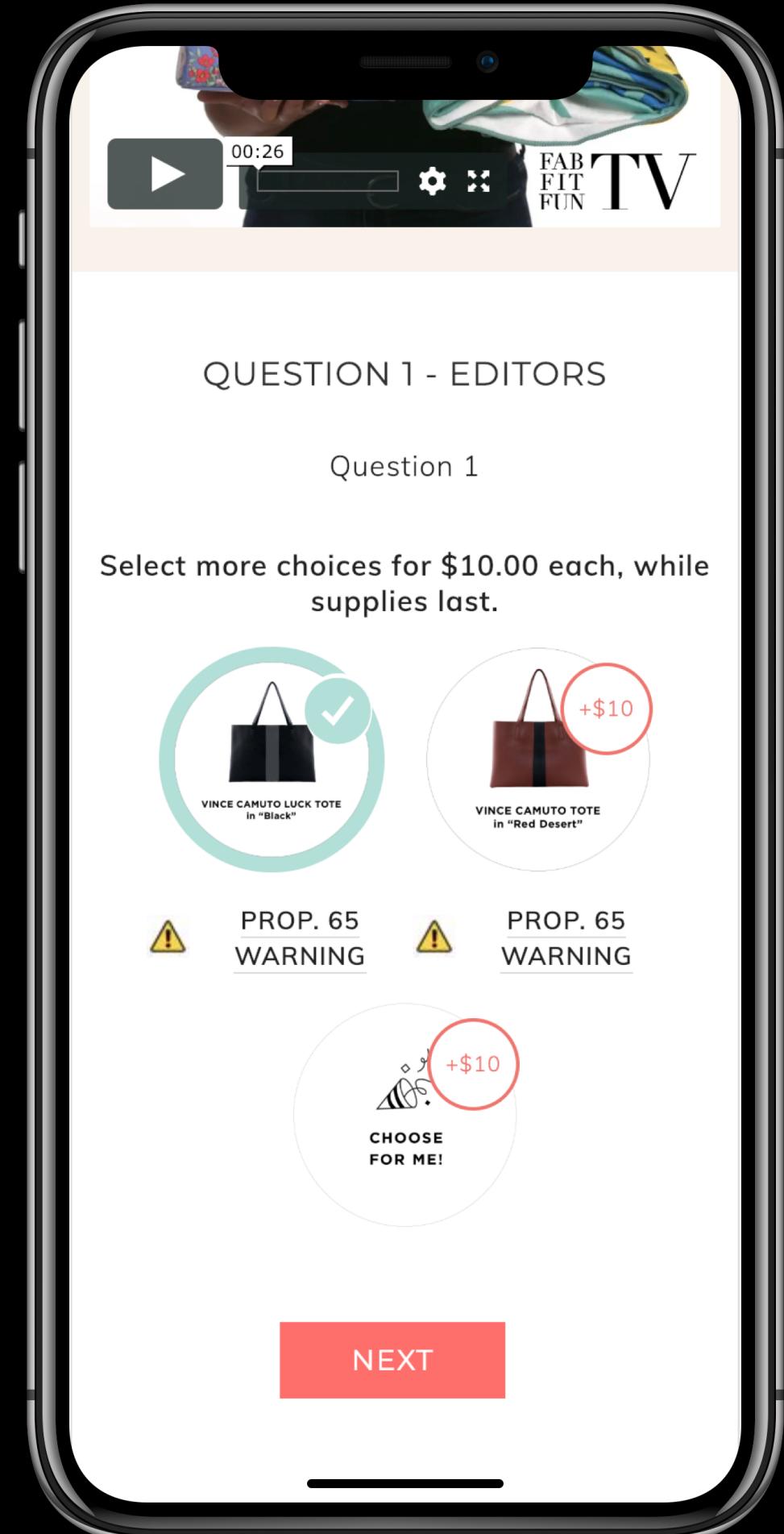
Customize Refresh

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.

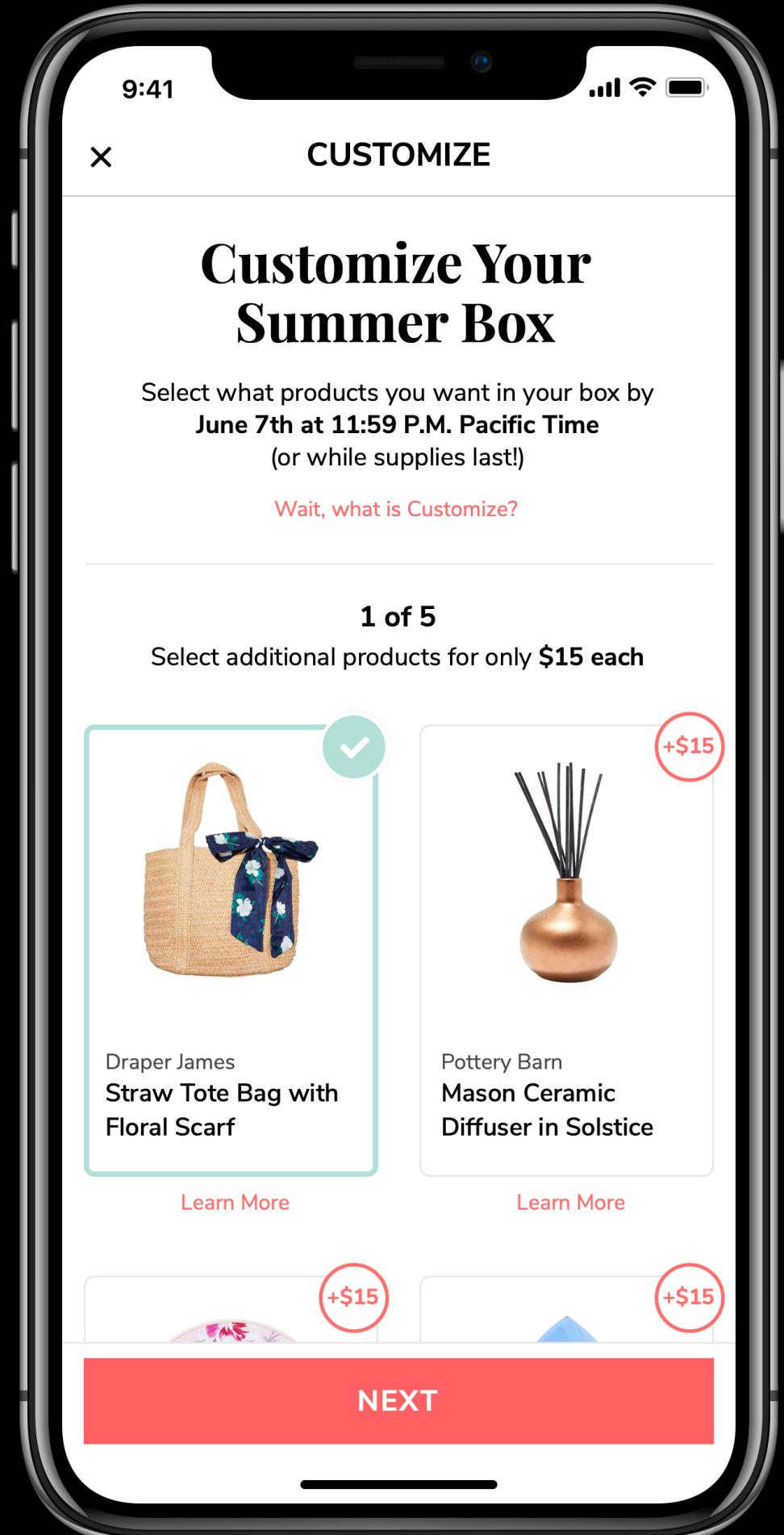
Problems

- 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



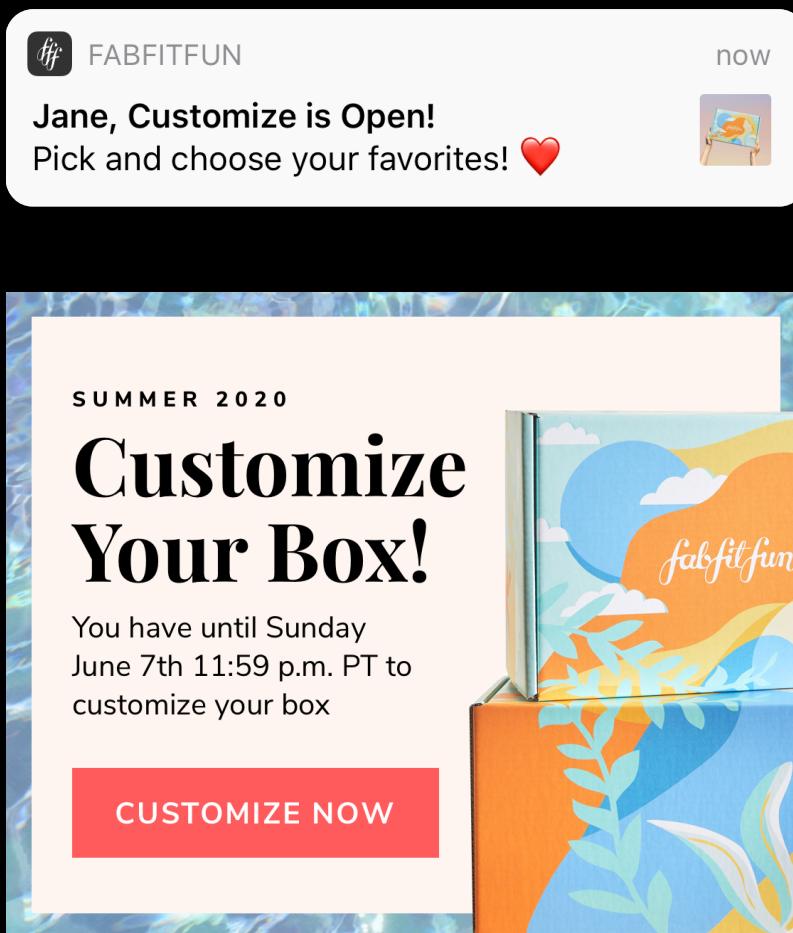
Refreshed



Customize Refreshed

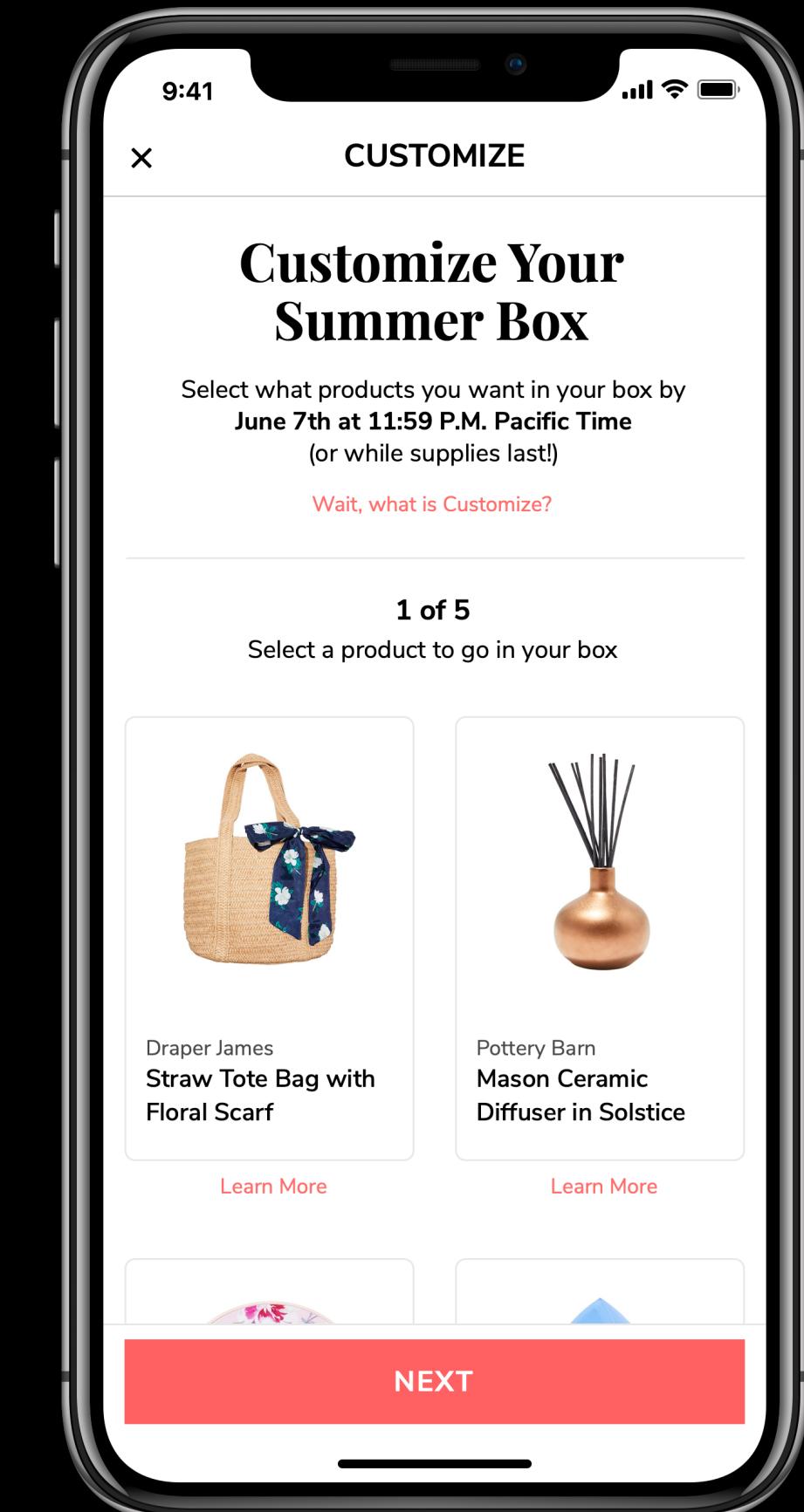
1. Customize Now

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



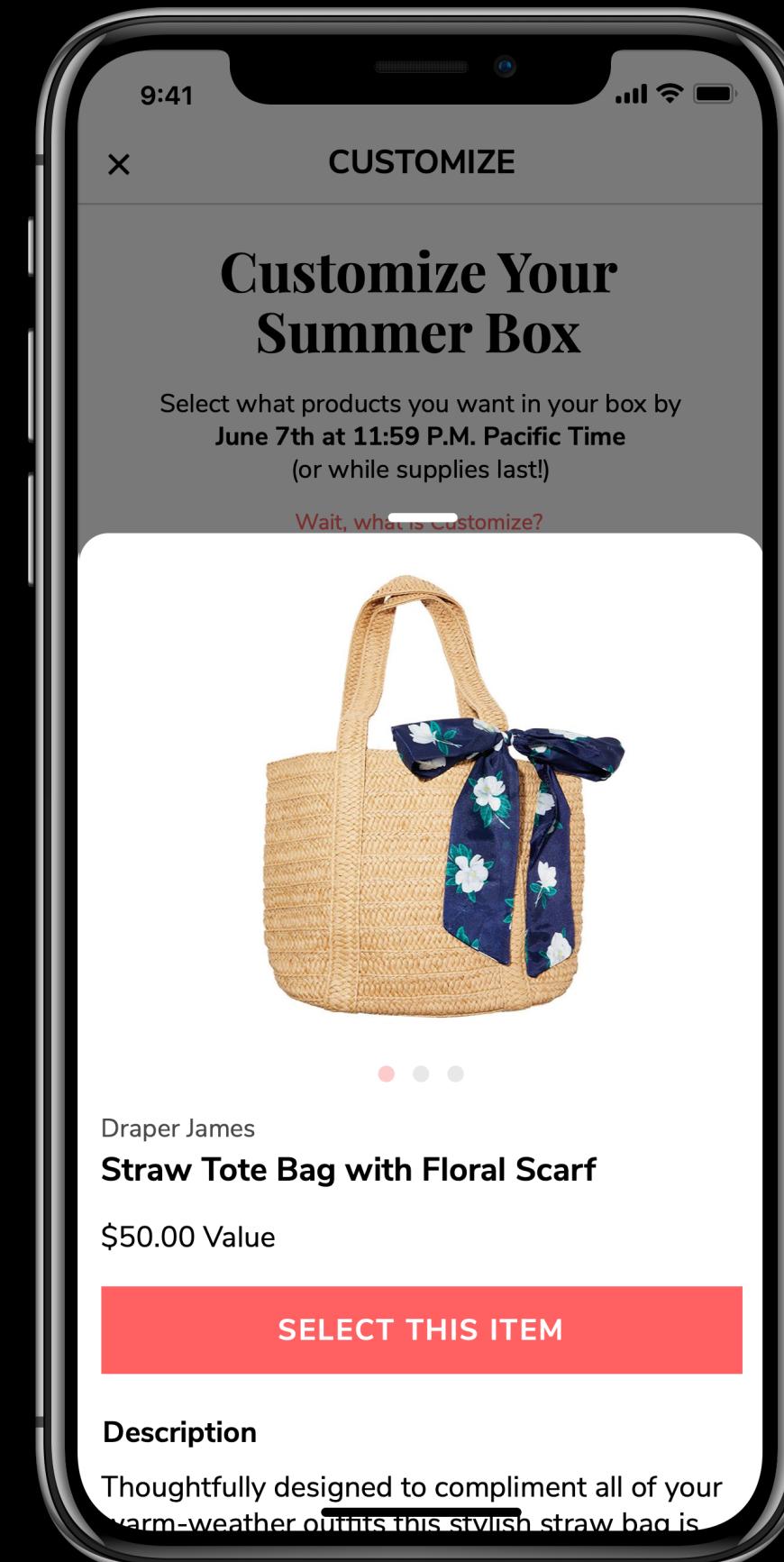
2. Select Customizations

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



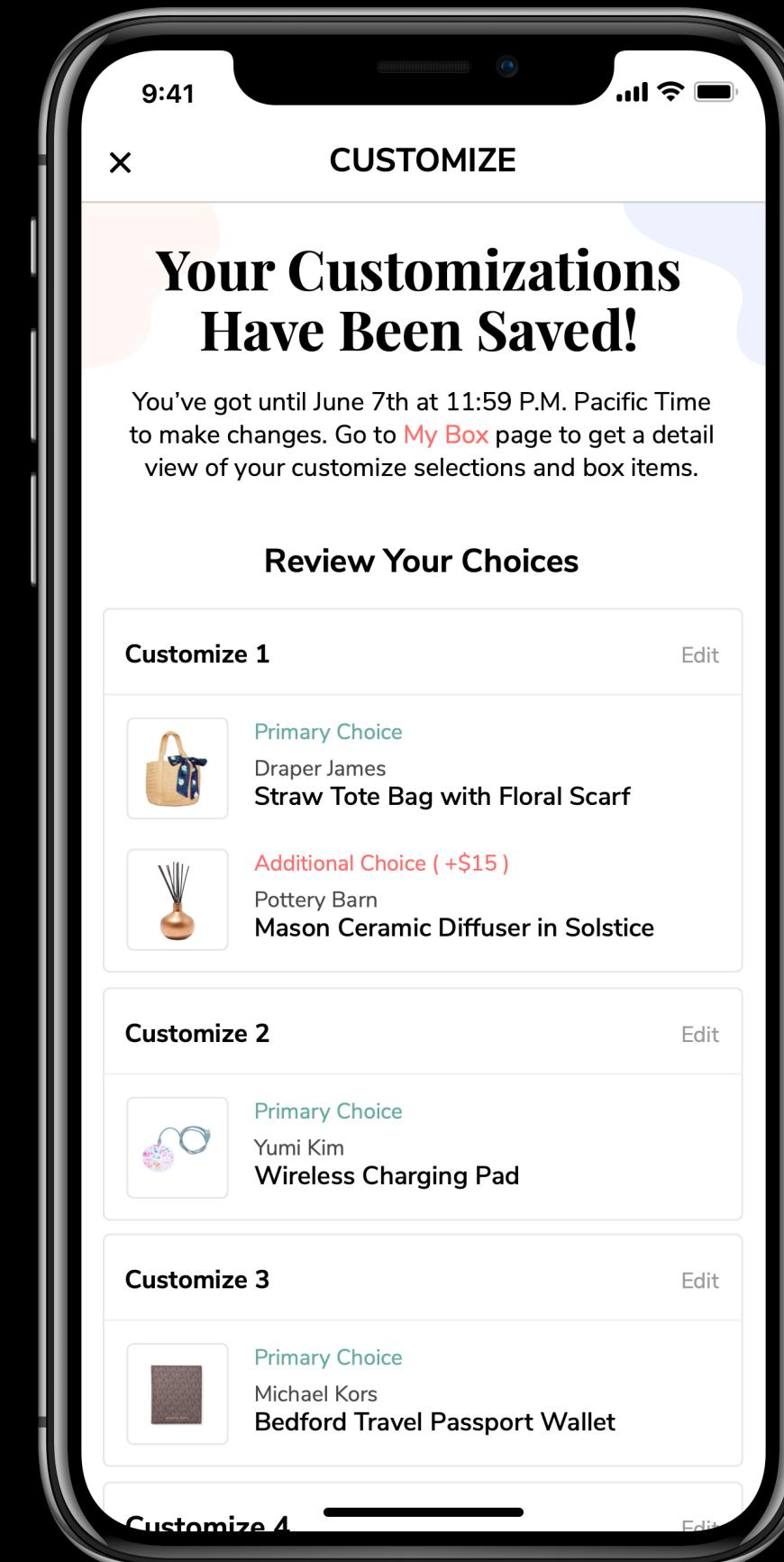
3. Customize Product Detail

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.

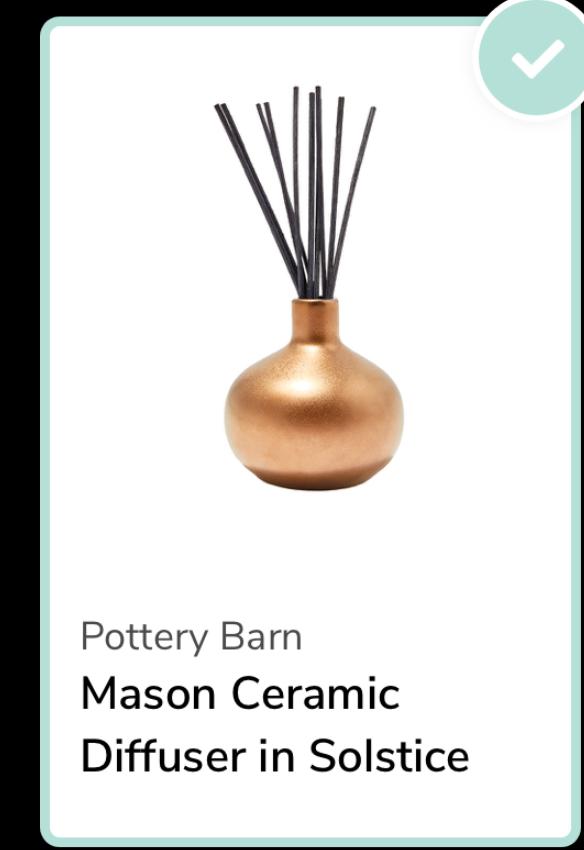


Customize States and Labels

Unselected



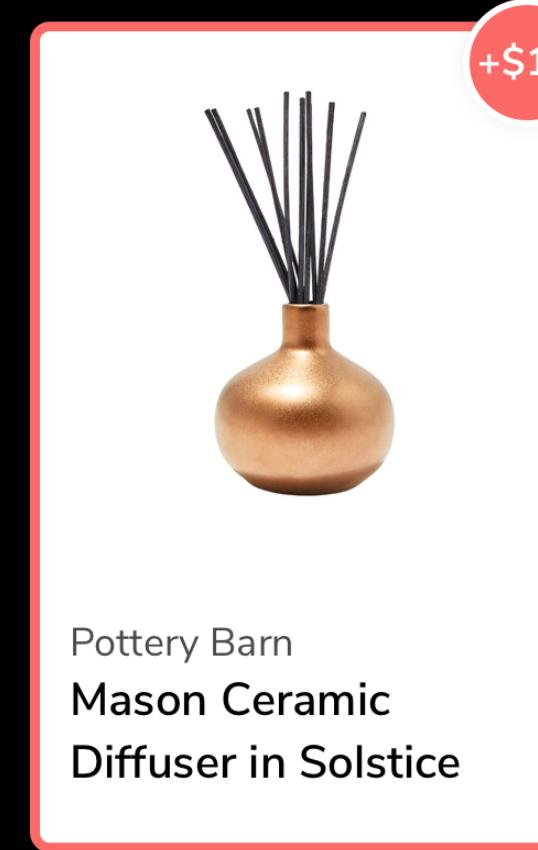
Primary Selected



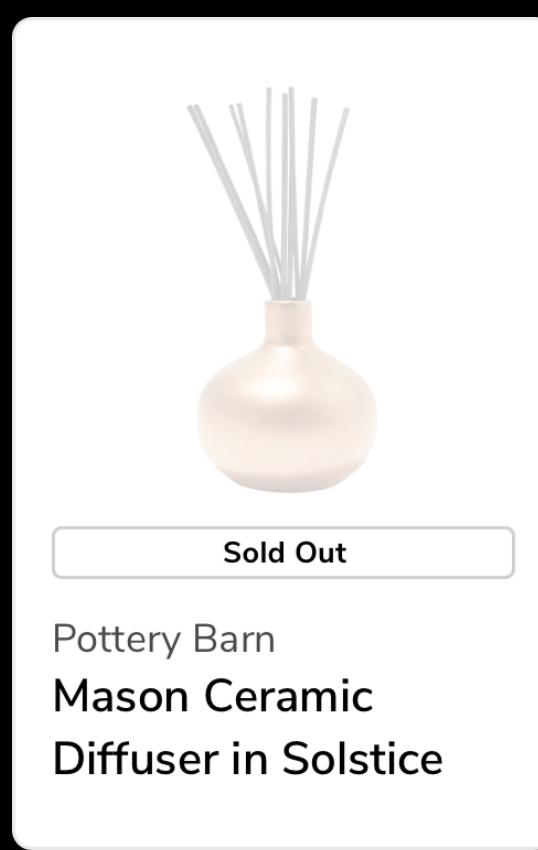
Add Additional Item



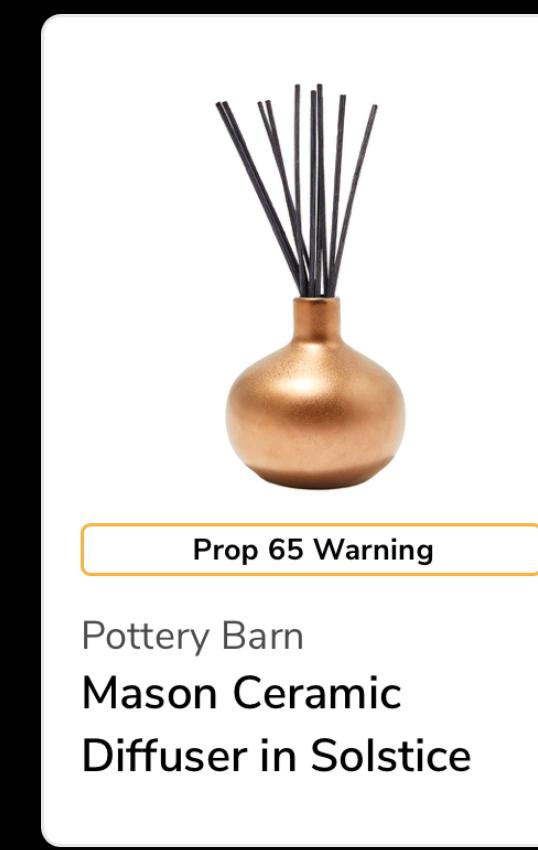
Additional Selected



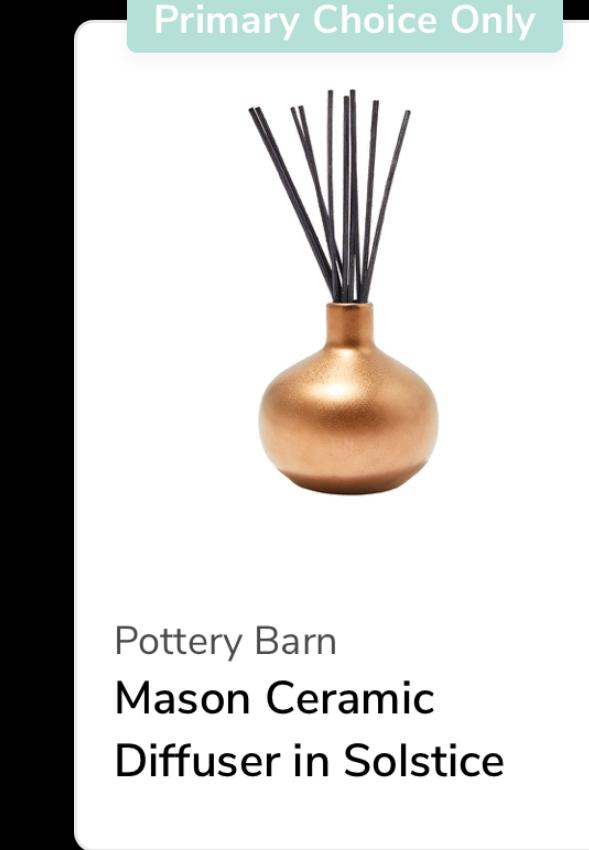
Sold Out



Prop 65



Primary Only

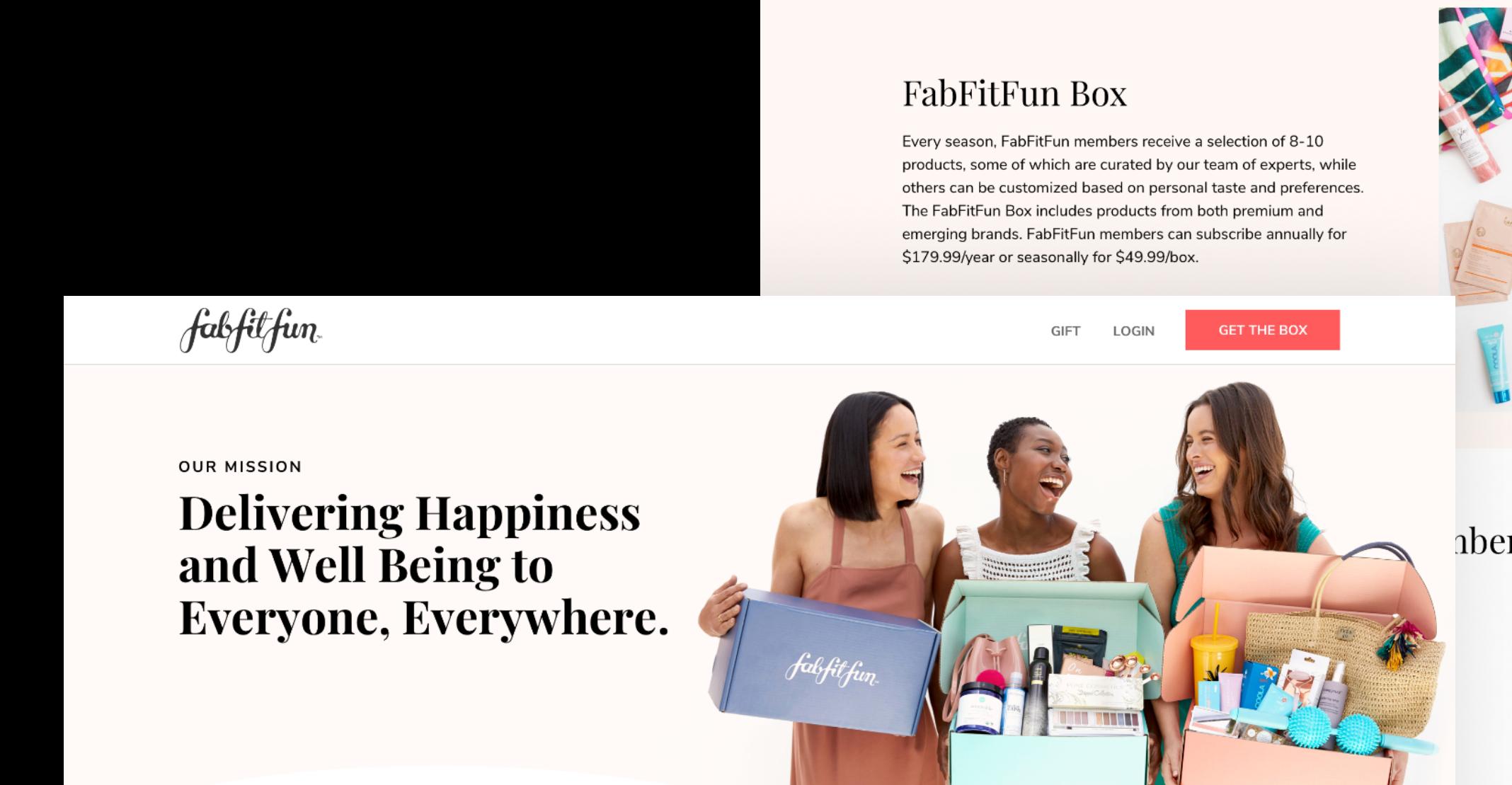


About Us

Design and coded.

FabFitFun Box

Every season, FabFitFun members receive a selection of 8-10 products, some of which are curated by our team of experts, while others can be customized based on personal taste and preferences. The FabFitFun Box includes products from both premium and emerging brands. FabFitFun members can subscribe annually for \$179.99/year or seasonally for \$49.99/box.



[GIFT](#) [LOGIN](#) [GET THE BOX](#)

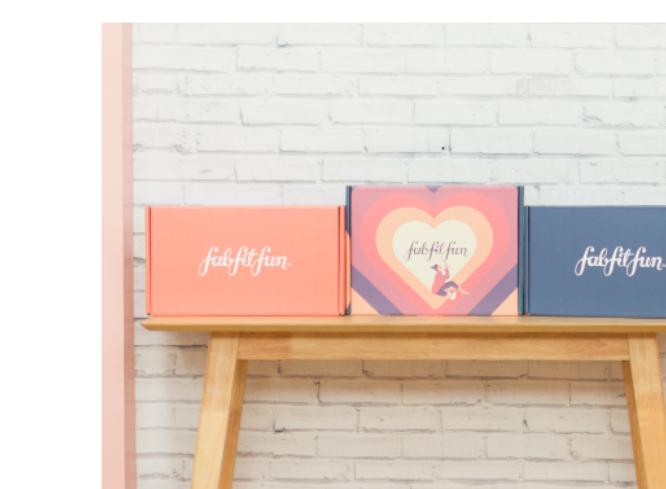
OUR MISSION

Delivering Happiness and Well Being to Everyone, Everywhere.



The FabFitFun Story

Founded in 2010 by Co-CEOs Daniel and Michael Broukhim and Editor-in-Chief Katie Echevarria Rosen Kitchens, FabFitFun is a lifestyle membership that is best known for its flagship product, the FabFitFun Box. The FabFitFun box includes a selection of full-size products across beauty, fashion, fitness, wellness, home, and tech – delivered each season. In addition to the Box, FabFitFun members receive access to year-round perks including FabFitFunTV, a streaming video service that offers on-demand wellness content, the FabFitFun online Community, members-only shopping experiences, and more.



Meet The Founders



Daniel Broukhim
Co-CEO, Co-Founder

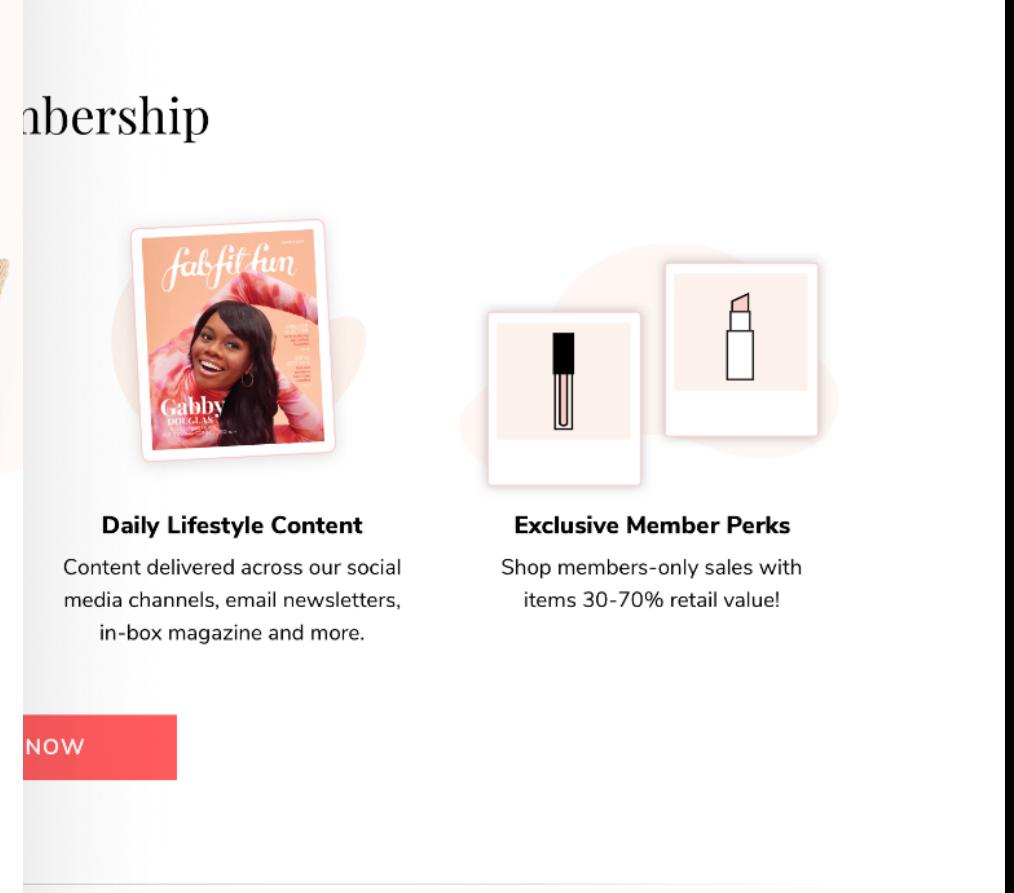
Katie Rosen Kitchens
Editor in Chief, Co-Founder

Michael Broukhim
Co-CEO, Co-Founder



Daily Lifestyle Content
Content delivered across our social media channels, email newsletters, in-box magazine and more.

Exclusive Member Perks
Shop members-only sales with items 30-70% retail value!

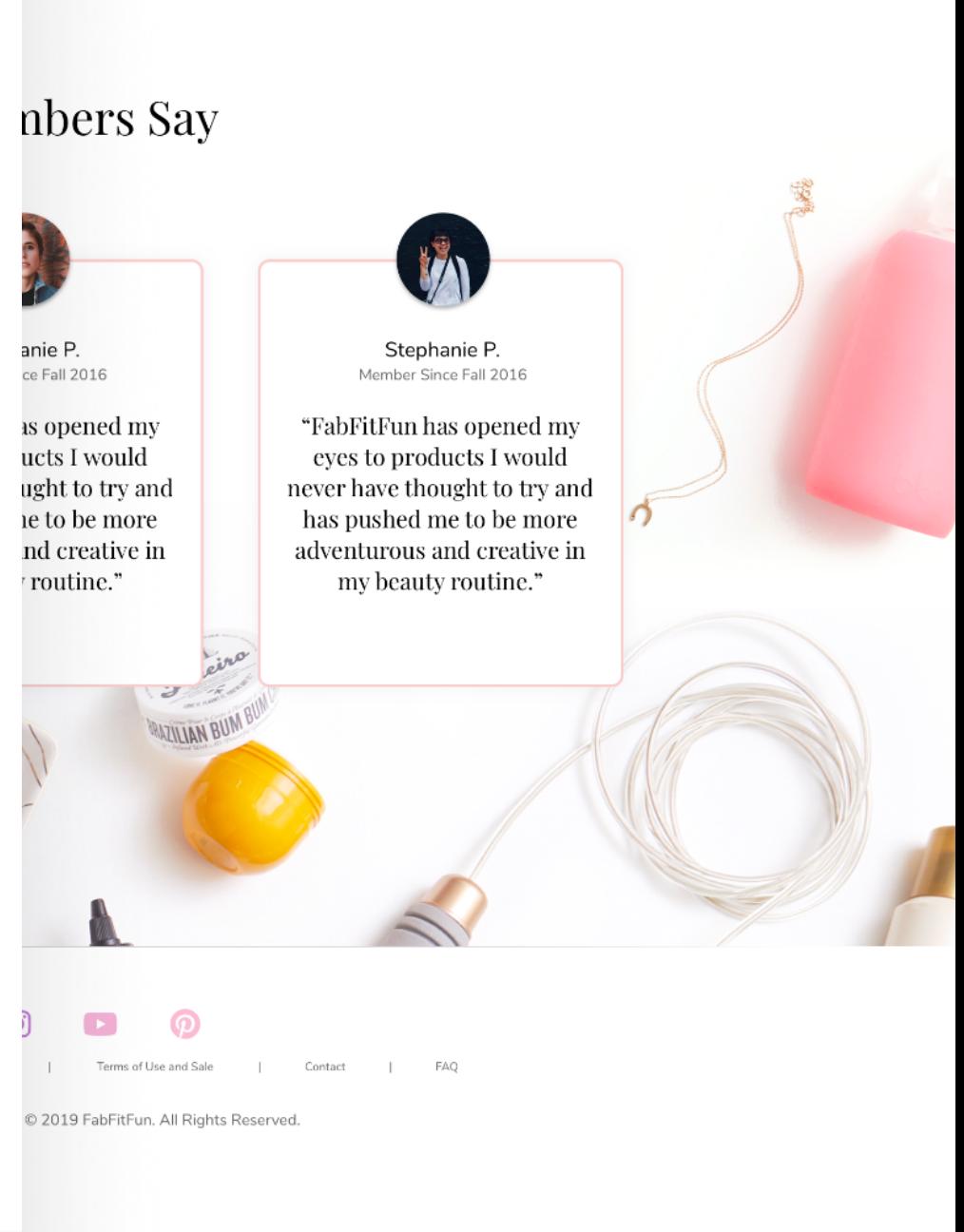


Stephanie P.
Member Since Fall 2016

"FabFitFun has opened my eyes to products I would never have thought to try and has pushed me to be more adventurous and creative in my beauty routine."

Stephanie P.
Member Since Fall 2016

"FabFitFun has opened my eyes to products I would never have thought to try and has pushed me to be more adventurous and creative in my beauty routine."



Thank You