
Brandon Finn

Mobile Portfolio: 2011-2017



Brandon Finn

Product designer

As a product designer, I start by learning everything I can about a project from stakeholders and competitive products, find ways to research what users want and need, evaluate those needs with my team, and design solutions which are validated with users before launching a new product or feature set.



THE PRODUCT

Modavou

Modavou was a social e-commerce platform utilizing influencer content to sell products directly to consumers.

Modavou was acquired by Fireworks in 2017.

MY PROCESS



1

Observe & Design

The basis of great design is observation with the goal to understand and develop empathy with the user

2

Test & Refine

The fun part!
Gathering all the research and creating something new, delightful and useful for the end user

3

Launch & Results

The most important part.
Did it work?

Observe & Design

Observe

For an existing product

- Start by looking at current user statistics to find bottlenecks or cliffs
- Focus on on-boarding, invites/shares, virality/organic growth & returning users
- Interview current users

For an new product

- User test the competition
- Create a static prototype on Invision or MarvelApp
- User test the prototype

Design

For an existing product

- Always design a new signup flow, since this is so important
- Design new features to address the issues observed

For an new product

- Do a full branding guide
- Create 3 designs for the app with divergent concepts based on data from testing the prototype

Modavou

Observe

From Modavou there were 2 KPI's that I would focus on to drive increased revenue

>50% Mobile Users

Mobile creates far better retention than web, although web traffic is cheaper and onboarding is easier, the stickiness of a native app will drive greater long term revenue

\$79 Avg Order Size

Getting each customer to buy more items was a huge goal of my e-commerce redesign. I wanted to really focus on increasing the value of each user

Design

Identified the two main user needs to focus on:

“Make the app more beautiful and delightful to use”

“Create an amazing shopping cart and item-navigation experience”

Test & Refine

Test

For an existing product

- User testing 2 per day for 2 week after work hours*
- Include at least one stakeholder in the room for each test, make them just sit and watch
- Choose changes to A/B test on current users

For an new product

- Design 3 “Divergent” concepts for the application
- User testing 2 per day for 4 weeks after work hours*

*If you run user tests during work hours, you only get people without jobs... those people tend to be a bit “quirky” and not a normal cross section of the population

Refine

For an existing product

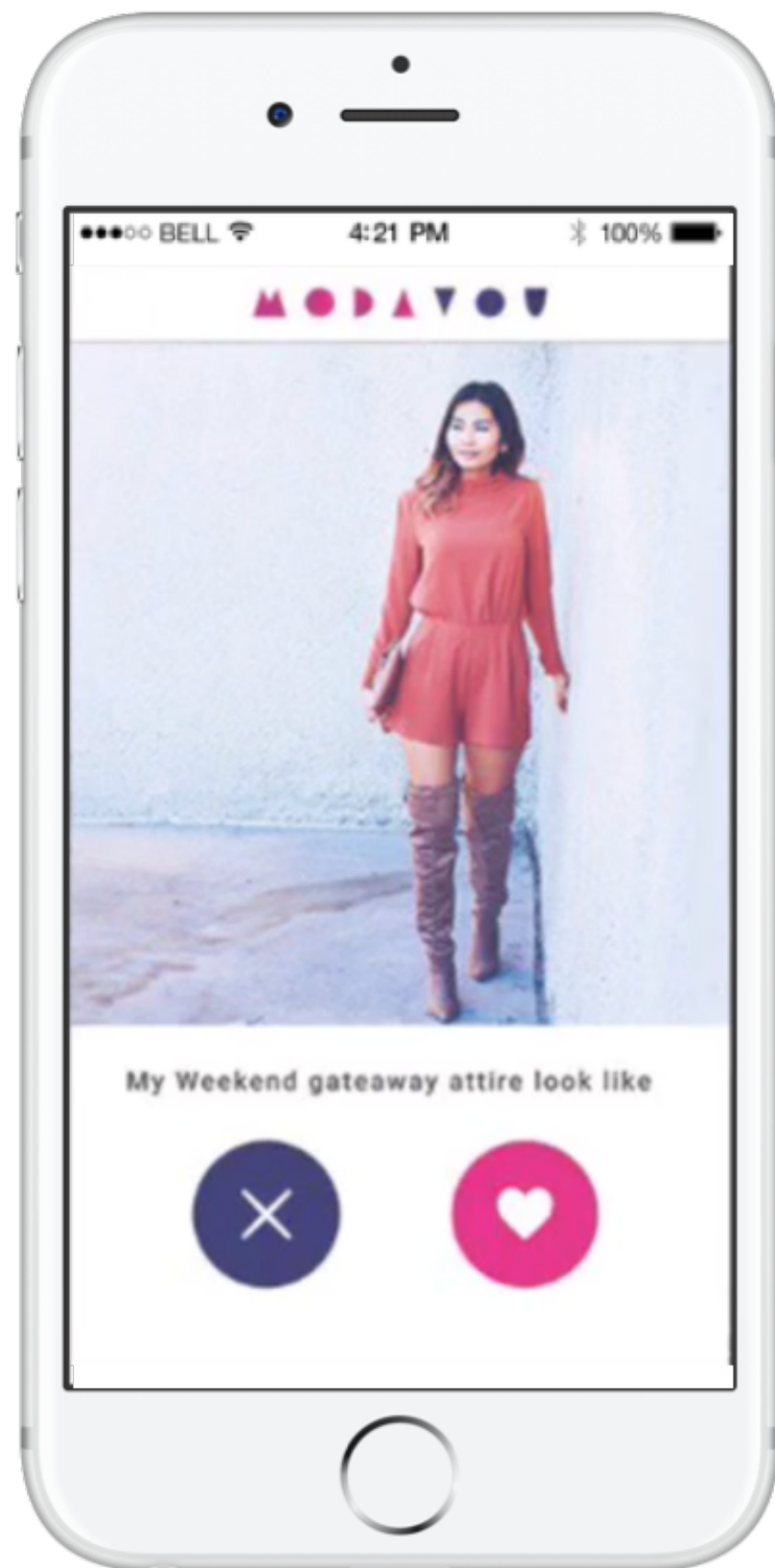
- Use the findings from user testing to decide which features will go to production to A/B test with a larger audience
- Wash-Rinse-Repeat

For an new product

- Do a full branding guide
- Merge the best of each concept into a complete application

Modavou

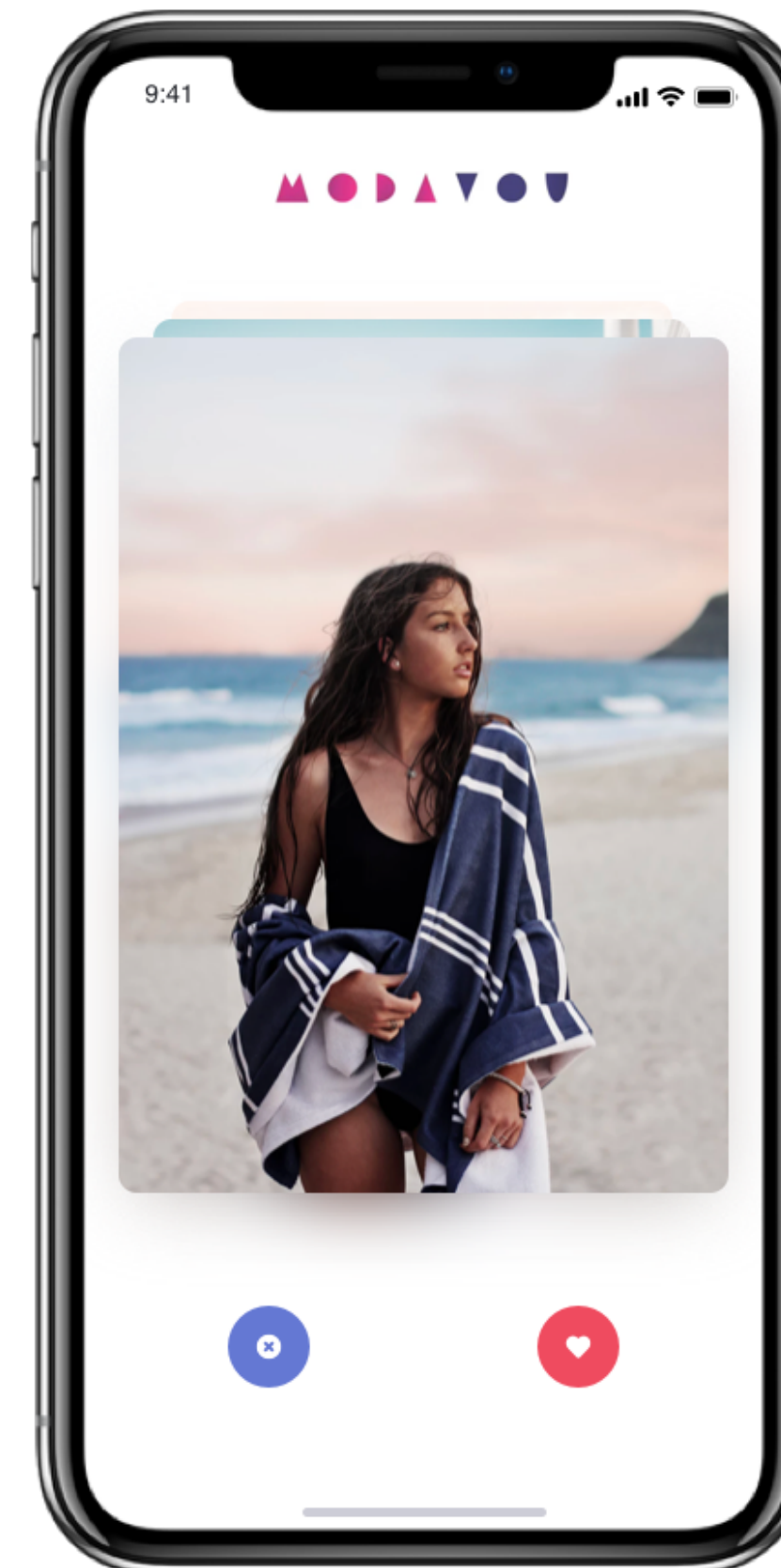
Before



Assessment

- Layout is cramped
- Buttons are too large
- Need to give users a sense of how many cards remain so they don't get impatient

After

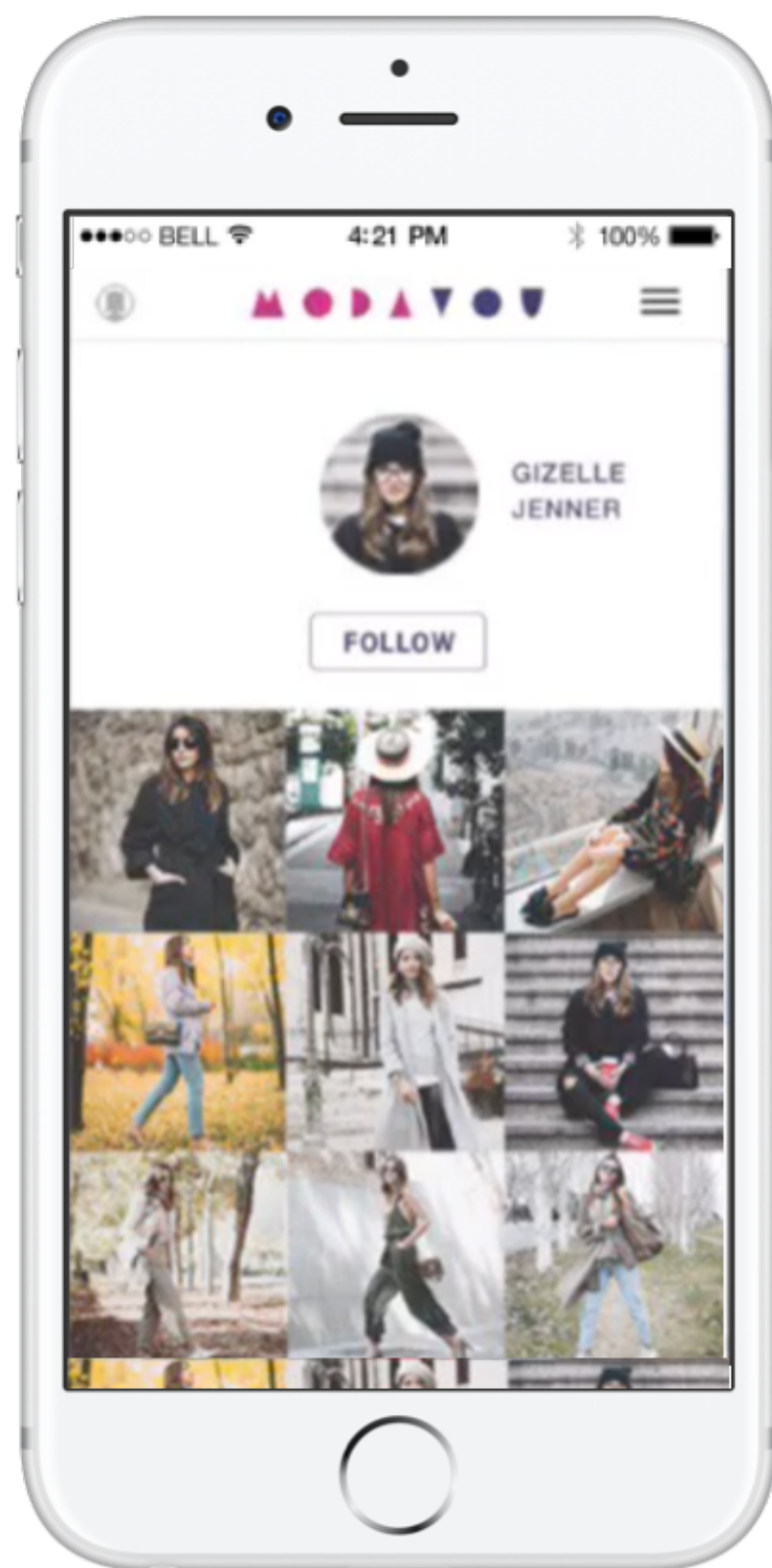


UX/UI Changes

- More space around elements
- Cropped images
- Rounded border
- Drop Shadow
- Small buttons, gives better balance to the UI
- Card stack visible behind the image to see how many cards remain

Modavou

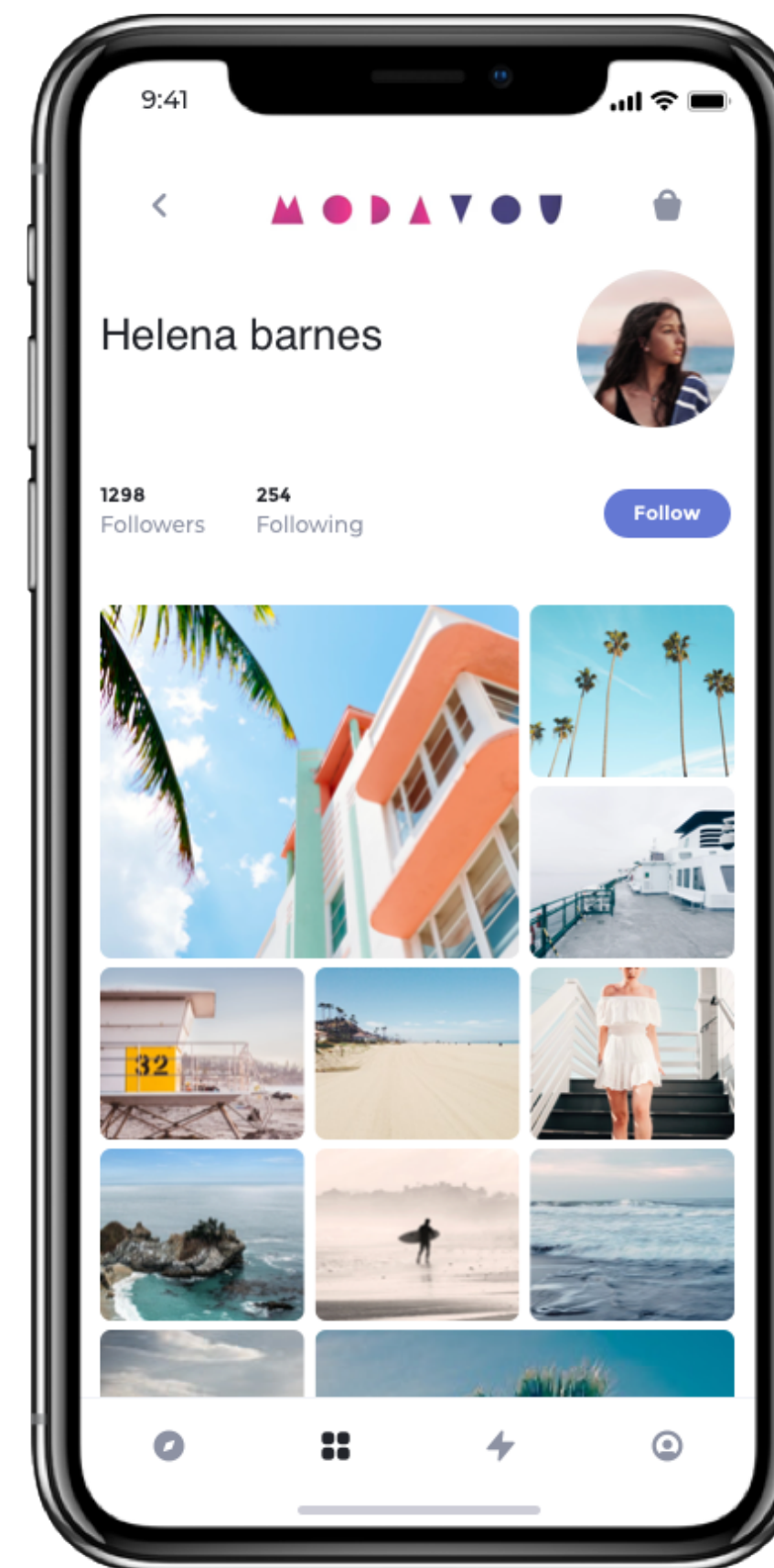
Before



Assessment

- Visual hierarchy is ill-defined
- Poor use of space
- Images look cramped
- Follow CTA, though positioned prominently, doesn't stand out next to colorful images
- Missing important information of follower statistics (from user research)
- Missing native iOS style nav, over-reliance on web-patterns (hamburger)

After

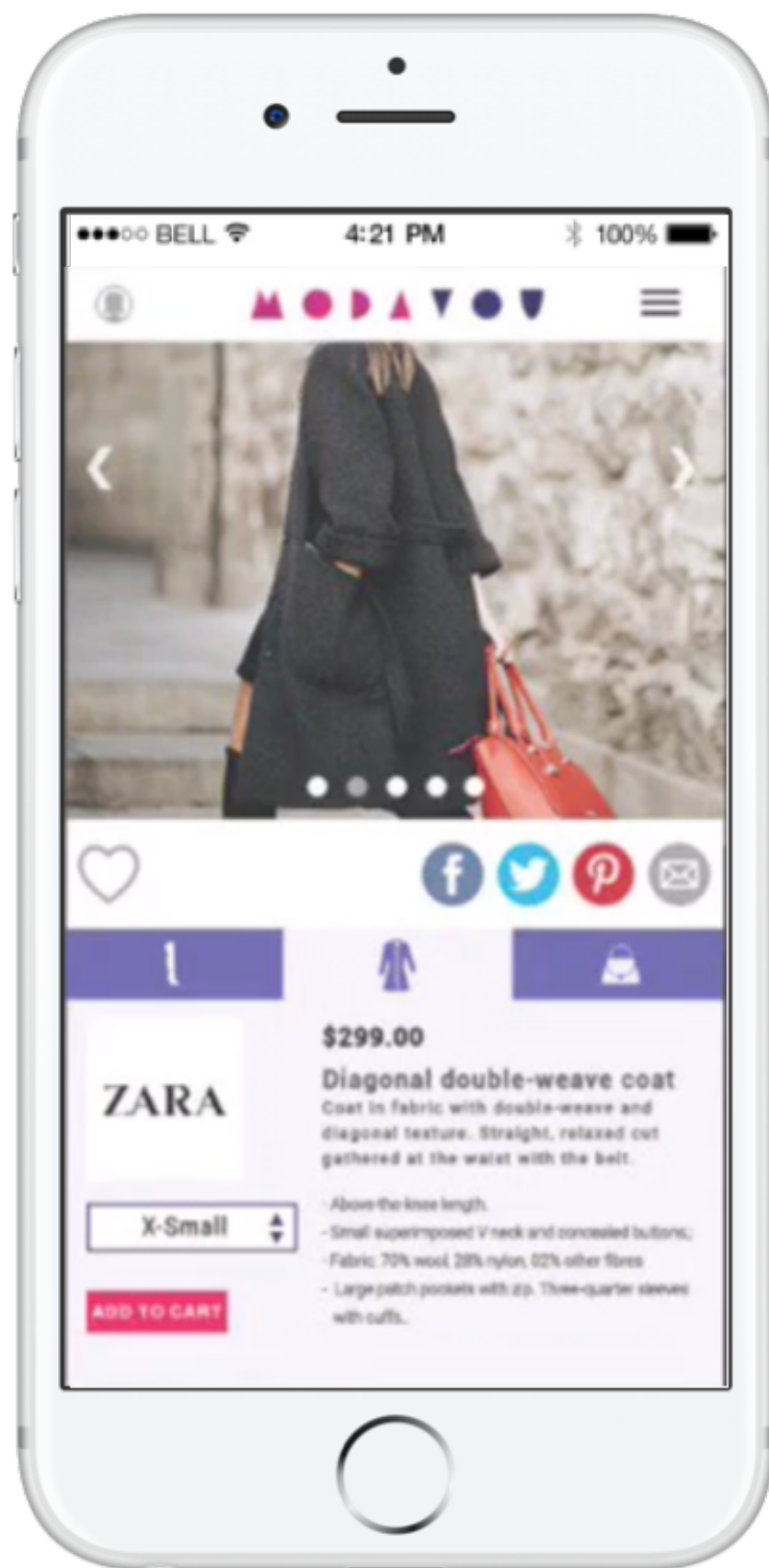


UX/UI Changes

- Change iconography of top
- Use masonry and rounded edges to distinguish from Instagram, while giving more space for images to breath
- Included valuable follower stats and colorful Follow CTA to visually stand out from image grid
- Add iOS native style navigation

Modavou

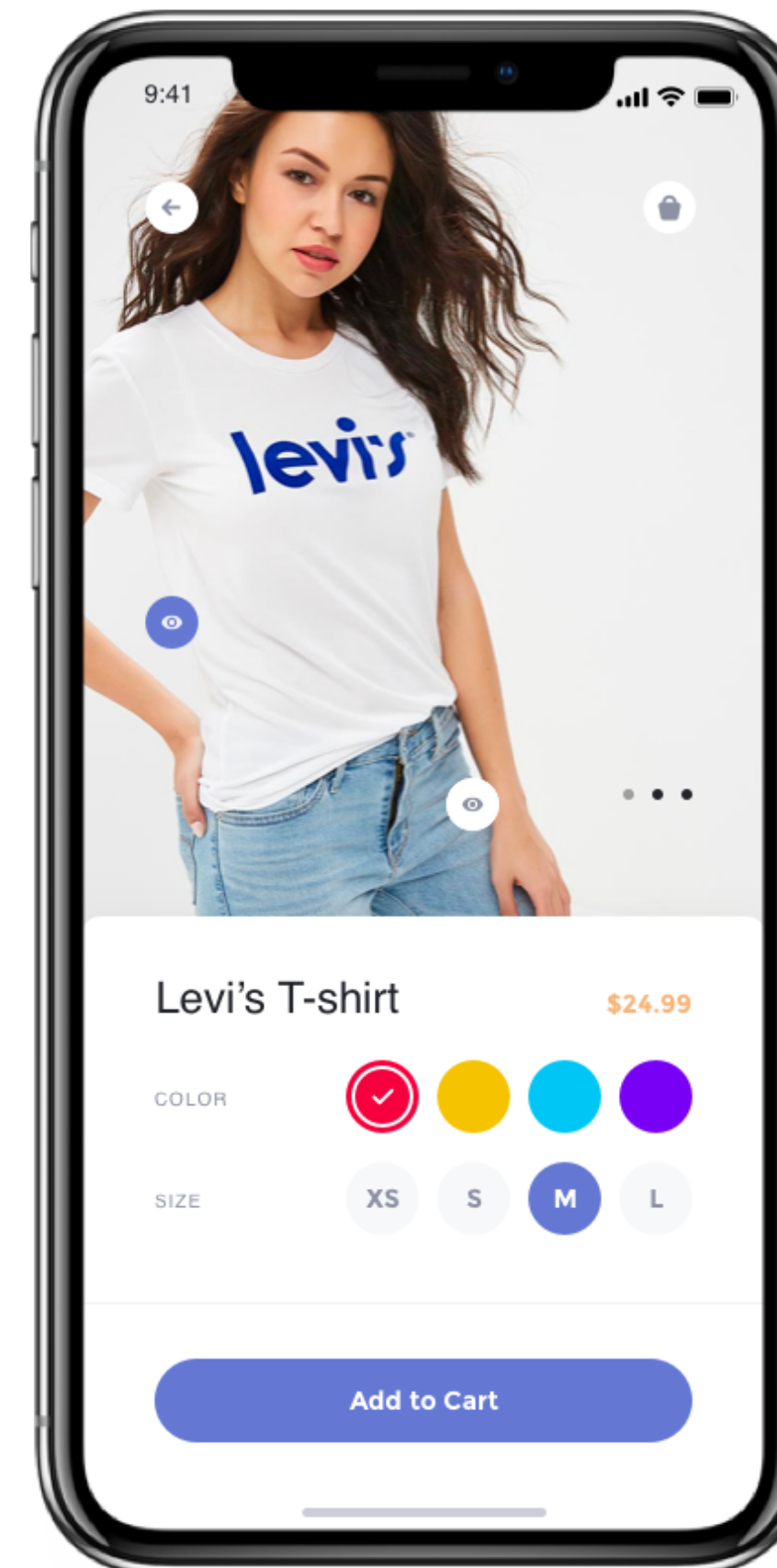
Before



Assessment

- Very hard to navigate items for sale
- Not obvious which pieces in the image are for sales
- Too much non-commerce social content: the company had to decide if we were social first or e-commerce first, and once that decision was put on the table, it was clear what needed to be done

After



UX/UI Changes

- More focus on buying than following
- Emphasizing e-commerce over social share
- Creating a better buying experience by navigating pieces within the image itself: both a more intuitive navigation pattern, as well as visually indicating what items were for sale on the image itself

Modavou: Launch & Results

Launch

We launched the app redesign in August 2017. The new design was a success, and traffic significantly shifted to 90% mobile.

After 2.5 months the company was acquired by fireworkstv.com a social video platform.

Results

250,000 users

90% Mobile Traffic

46% 1st day returning users

4.0 conversation rate

\$220 Avg order

\$3mm revenue in 2.5 months