

ROSS AMADOR UX PORTFOLIO

Ph: 626.614.7706
ramador565@gmail.com

HELLO, I'M ROSS.

I'm a senior-level UI/UX Designer, with extensive experience creating interactive designs for web and mobile. Since 2013 I have worked in dual UI/UX roles with steadily increasing UX support over the last several years.

Some of the verticals I have worked in previously are entertainment, automotive, publishing, pharmaceutical, enterprise and more.



Additional UI/UX samples available at
www.rossamador.com

PLOWZ & MOWZ MOBILE APP



SITUATION

PLOWZ & MOWZ is a shared-economy service **app which offers landscaping services.** They had two primary objectives for their recent app update. First to introduce a new seasonal service called “LEAVZ” and secondly to lower the barrier for new users to receive a free job quote.

TASK

Research business goals and onboarding strategies. Introduce and individuate a service which some customers already had experience with as an add-on.

ACTION

Researched competitors onboarding workflow. The simplified workflow delayed user registration and offered guest access. Inclusion of the new brand Leavz (for leaf removal service) was presented as a separate service which could be appended with other services or accessed directly from the home screen.

PLOWZ & MOWZ MOBILE WORKFLOW

RESULT

Limited **user testing and informal interviews** with stakeholders and long term customers determined we'd implement the riskier strategy of keeping account setup behind the job quote on a trial basis. Limited data at mid-season suggests the **conversion rate has steadily improved since implementation** but this needs further analysis against overall growth and other variables (i.e. SEO optimization) which were not controlled for.



PLOWZ & MOWZ MOBILE WORKFLOW

Workflow Option 1:

Introduction of Guest access allows collection of users job information without collecting personal data up front.



PLOWZ & MOWZ MOBILE WORKFLOW

Workflow Option 2:

Delaying account set up until after returning a work quote is the quickest path but presents a risk of user abandonment without capturing any contact info.

Option 2 was the preferred solution for the reason that it provided an optimal and expected result for visitors who might otherwise not engage.



HANDSTAND WEBSITE



HANDSTAND

SITUATION:

Handstand is an early stage shared economy start up which offers personal fitness training service. Their first generation desktop site was ready for a redesign and **functional upgrade**. I worked directly with the CEO and Operations Director.

TASK:

Working in a dual UI/UX role I refined the existing site functionality and reworked the brand visually . A critically important part of the redesign was **improving search functionality** so as to not replicate the restrictions of the the mobile app flow.

HANDSTAND WEBSITE

ACTION:

After researching viable workflows and identifying the backend technical constraints, I decided on a single display drop down to return relevant results for trainer and class results. This allowed users the **option of sorting by any criteria** (time/location/class type) **at any time**.

This was a distinctly different experience from the mobile solution which had the restriction of a single workflow for search.

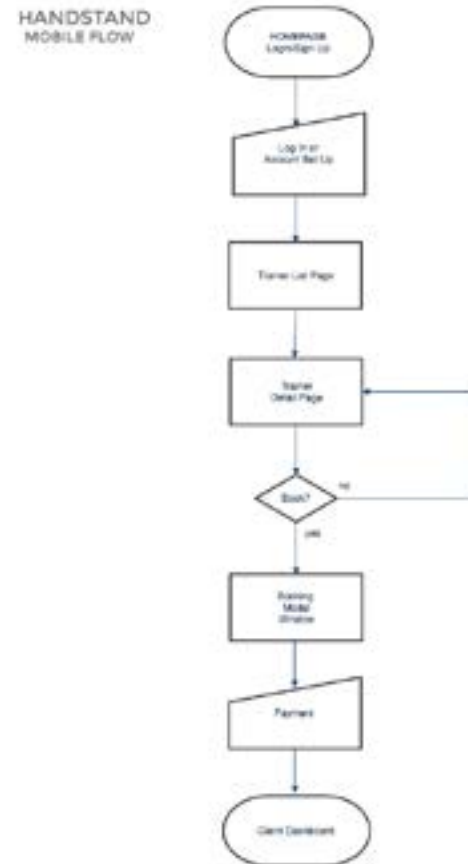
RESULT:

Overall improved desktop experience. This redesign has been delayed in moving to development due to their limited resources but my clients are extremely pleased with the final designs and looking forward to launch.

HANDSTAND WEBSITE

WORKFLOW:

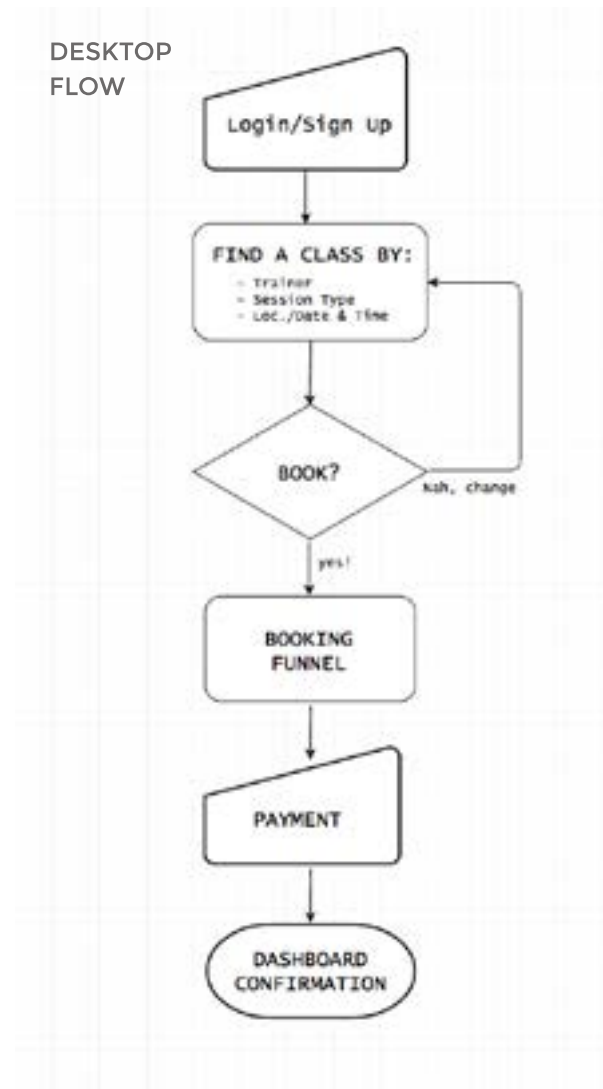
The desktop workflow for registered users generally replicated the mobile app as shown here. The revised workflow allows increased flexibility in returning search results to users at any point in the booking process as reflected in the following wireframe



HANDSTAND WEBSITE

DESKTOP WORKFLOW:

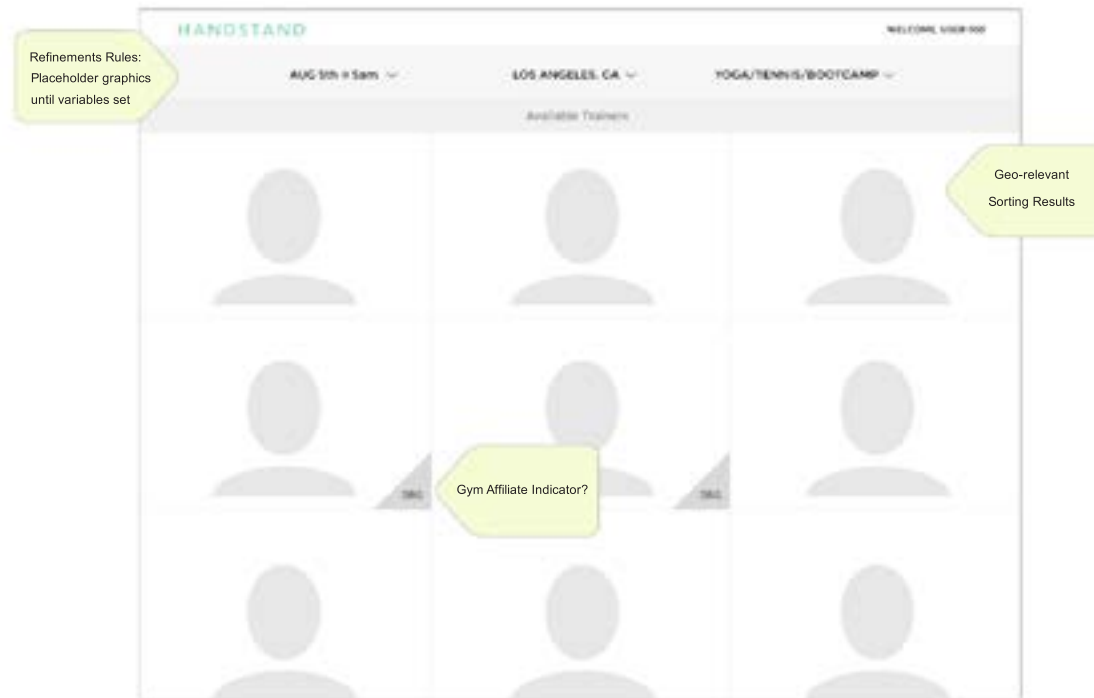
While mobile users were familiar with a strict path to finding a class this experience didn't translate to desktop. The new desktop flow offers more typical and robust search refinements.



HANDSTAND WEBSITE

WIREFRAME - SEARCH

Relevant search results returned after all 3 refinements are submitted.



SERVICE TITAN SOFTWARE



SITUATION:

A local plumbing service company which provides on-site repair services asked me to provide a solution to a reoccurring **workflow problem**. Occasionally, servicemen would be unable to complete jobs due to having **incomplete work order information**. This was a considerable inconvenience for both customers and repairmen and a poor customer experience.

TASK:

Research the process for capturing order information and **identify how incomplete work orders were being entered into the system**.

SERVICE TITAN SOFTWARE

ACTION:

A review of the call center software system revealed a workflow which could be easily adapted to avoid incomplete work orders. **Implementing error-messaging** which constrained the representative's ability to progress to the next step in the order flow without providing required data, ensured that critical information (who the on-site approvers were for example) would not be omitted. This was a preferred method to option 2 - modal windows.

RESULT:

The **new form rules made it virtually impossible to not capture information** critical to the work order.

SERVICE TITAN SOFTWARE

REVISED UI:

Introduction of two steps into the software UI ensuring critical information is captured - the Customer and designated on-site work approvers.

