

A close-up photograph of a bouquet of roses. The roses are in various shades of pink and white, with some buds still closed. Green leaves are interspersed among the flowers. The background is softly blurred, focusing attention on the bouquet.

Flower Shop App

Karla Kay

Project overview



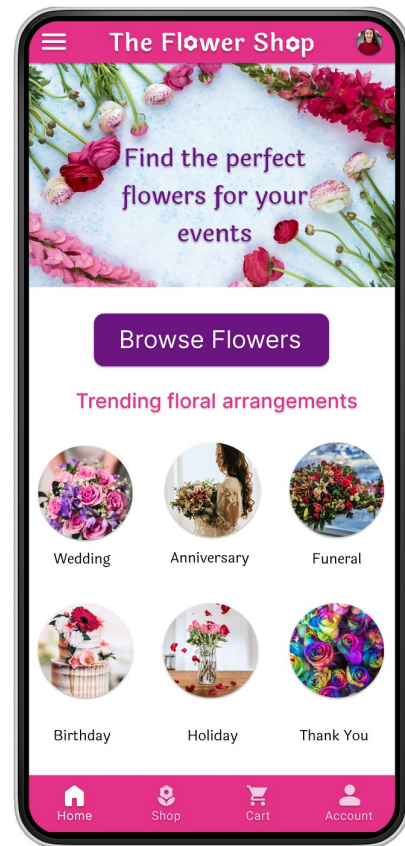
The product:

The flower shop app allows you to easily order flowers directly from your phone. It's perfect for weddings, funerals, holidays, thank yous, birthdays and more. Typical user is 18 and up



Project duration:

8/2023 to 12/2023



Project overview



The problem:

Busy customers need a way to order flowers for events without going into the flower store.



The goal:

To make ordering flowers simple and convenient no matter where you are.

Project overview



My role:

UX designer leading mobile app design



Responsibilities:

User research, sketches, digital wireframing, low and high fidelity prototyping, user flow, interaction design, and usability testing.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



Our user research included a competitive audit and usability testing to better understand market standards and how the user interacts with our flower app.

User research: pain points

1

Busy

Many users don't have time with their busy schedule to go browse flowers in shop.

2

Location

Some users are out of the country and can't go to the shop location.

3

Accessibility

If user is disabled it may be more difficult to physically go to the store.

Persona: Lily Sterling

Problem statement:

Lily is a busy bride to be planning a wedding. She needs to easily order flowers because she's getting married soon



Name

Age: 26

Education: MBA

Hometown: New York

Family: Single

Occupation: Project Manager

"Love is like a flower. Water it and it will grow."

Goals

- Lily is looking for the perfect floral arrangements for her wedding.

Frustrations

- Travels often for business and can't visit florist shops in person.

Lily Sterling is a 26 year old Project Manager getting married in March to her fiancé of 5 years. She is seeking the best floral arrangements for her wedding and the perfect bouquet. Lily is often busy so she wants to view floral examples on her mobile device to help her decide the best option for the big day while on the go.

User journey map

The stress of going to a store and ordering flowers has been eliminated. Lily can find the perfect flowers without leaving her home.

Persona: Lily

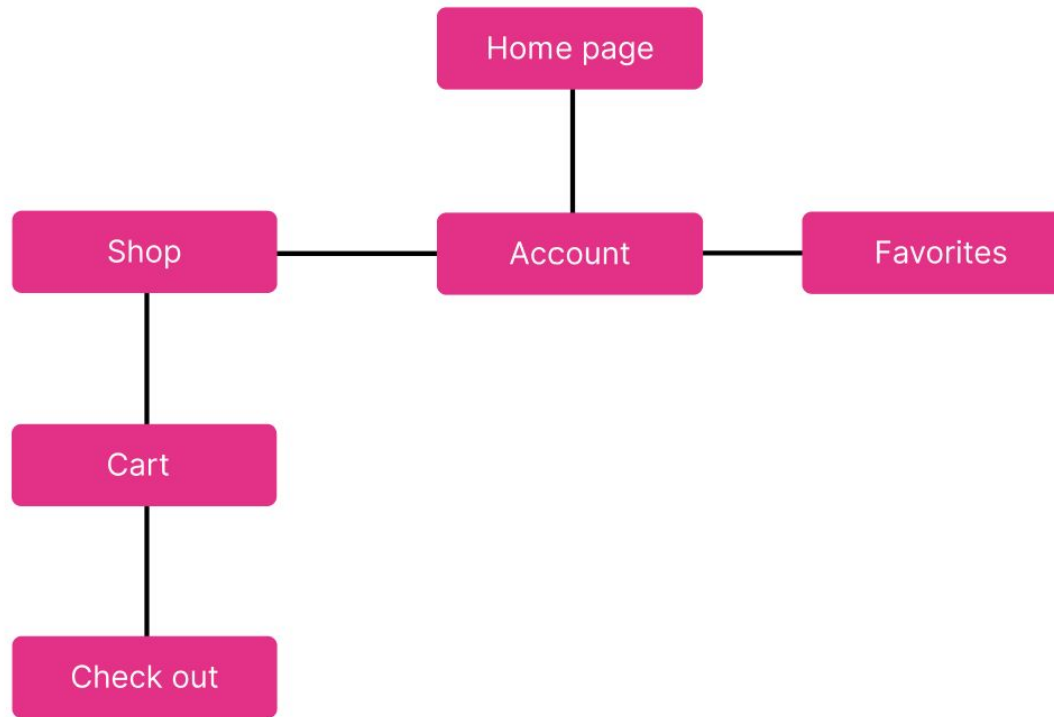
Goal: To order floral arrangements for her wedding day

ACTION	Brainstorm with fiance on preferred type of floral design	Research highly rated florists shops in her area	Commute to florist shop	Browse flowers available and purchase arrangements	Have flowers delivered and assembled in time
TASK LIST	A. View other wedding examples B. Discuss budget	A. View online ratings of local shops B. Reach out to network for florist recommendations	A. Schedule a ride to the shop B. Walk into store with crutches	A. View all flowers in shop and catalogue. B. Decide on best option for wedding	A. Call for order status and tracking info. B. Direct placement of delivered flowers
FEELING ADJECTIVE	Excited to find the perfect flowers. Intimidated by all the obstacles.	Overwhelmed by the number of floral shops. Hopeful friends can provide good recommendations.	Annoyed she broke her leg and must commute with crutches. Frustrated it costs her money to commute.	Excited to take in all the flowers. Confident in the arrangements she chose.	Nervous about timely delivery Happy that everything looks perfect for the big day
IMPROVEMENT OPPORTUNITIES		Create an app that includes recent reviews.	Create an app to browse the catalogue online for easier accessibility since she has a broken leg.		Create an app that sends notifications and status updates on delivery

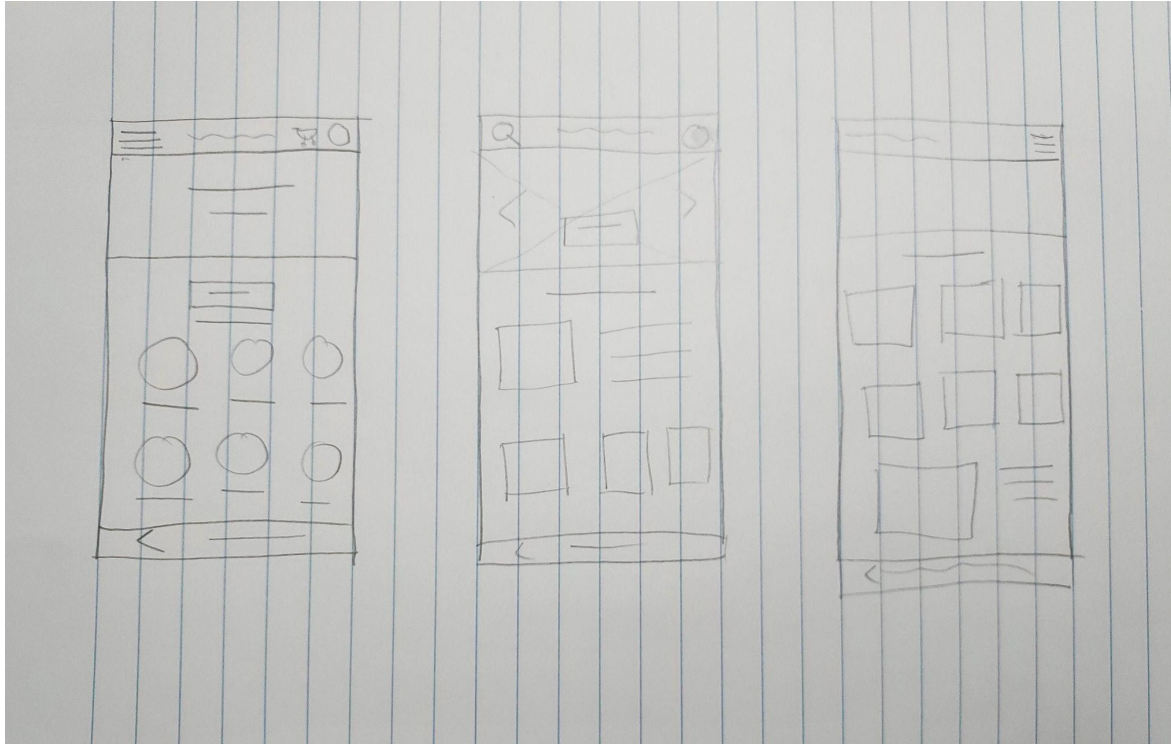
Starting the design

- Sitemap
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

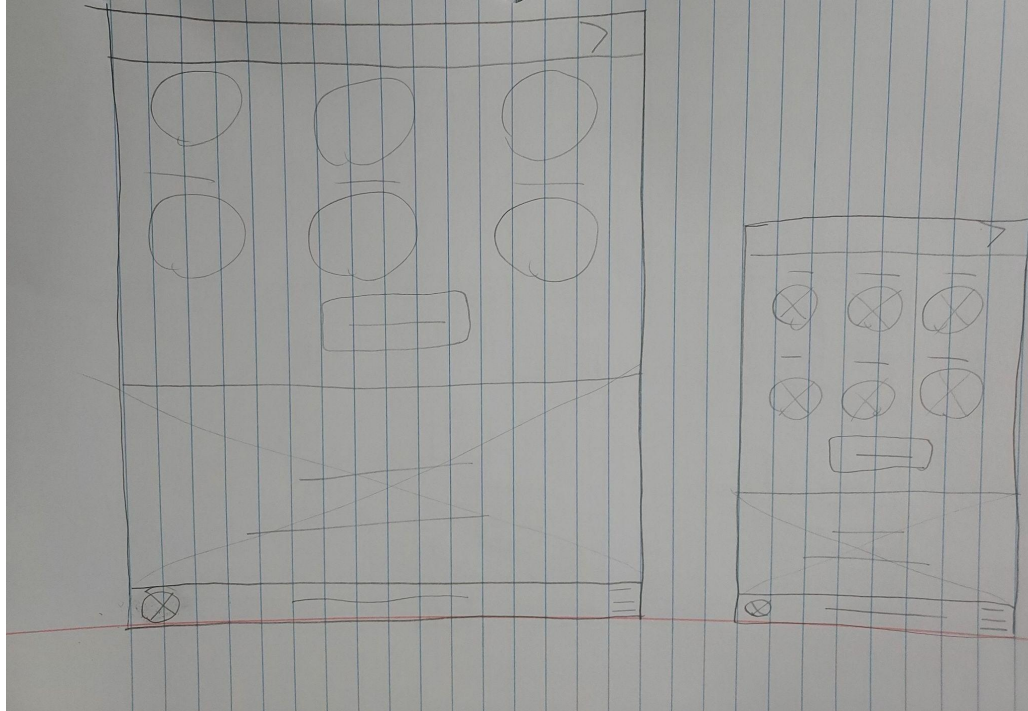
Sitemap



Paper wireframes

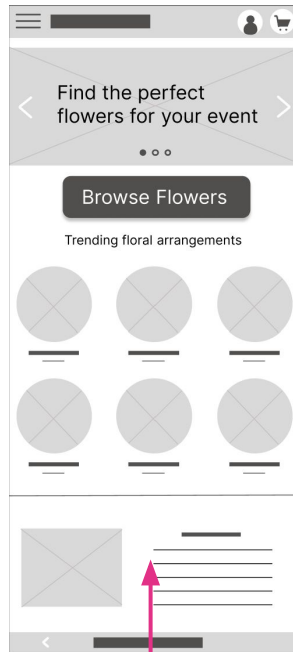


Paper wireframe screen size variation(s)

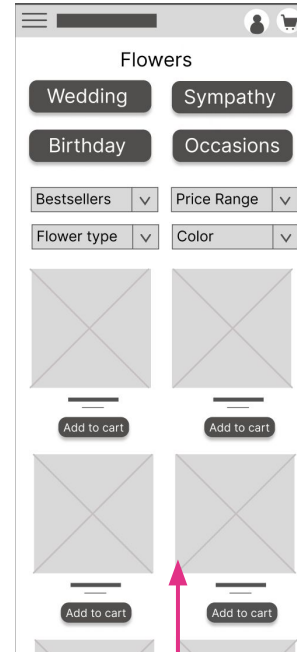


Digital wireframes

During usability studies It was discovered the users didn't like the sort buttons on the shop page because they weren't functional.



Homepage wireframe



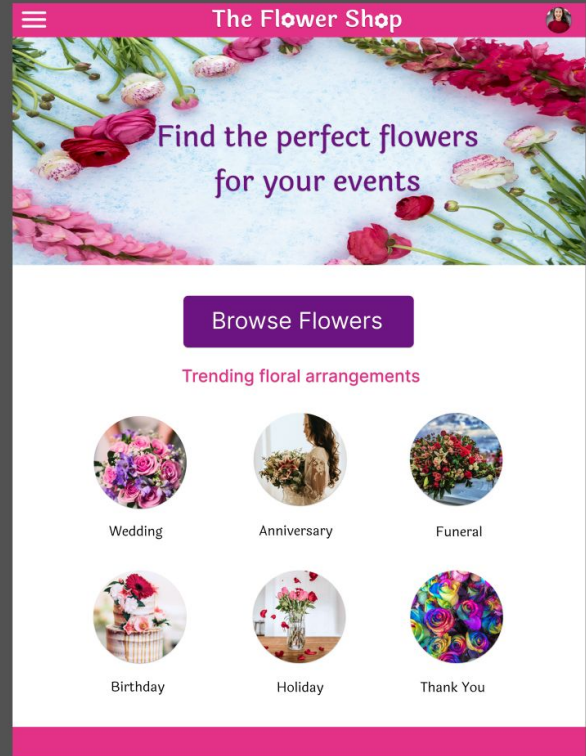
Shop wirefram

Digital wireframe screen size variation(s)

1.Home Screen



home



Low-fidelity prototype

The user starts on the home page then clicks the browse flower button or navigates with the hamburger menu. They will add a selection to the cart and then check out.

<https://www.figma.com/file/WpbfITS8pthX3J4z2lf02f/Flower-App?type=design&node-id=186%3A585&mode=design&t=weGCdTW8nwixnfiL-1>



Usability study: parameters



Study type:

Moderated usability study



Location:

United States, remote



Participants:

5 participants



Length:

5-10 minutes

Usability study: findings

1

Navigation

Found that some users navigated with the hamburger menu and some clicked the browse flower button to shop

2

Buttons

Found that users didn't like the sort buttons on the shop page.

3

Flow

The users felt it was easy to navigate and successfully order flowers

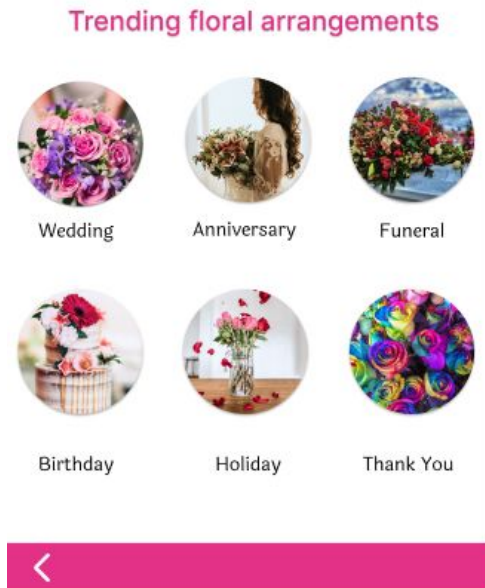
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

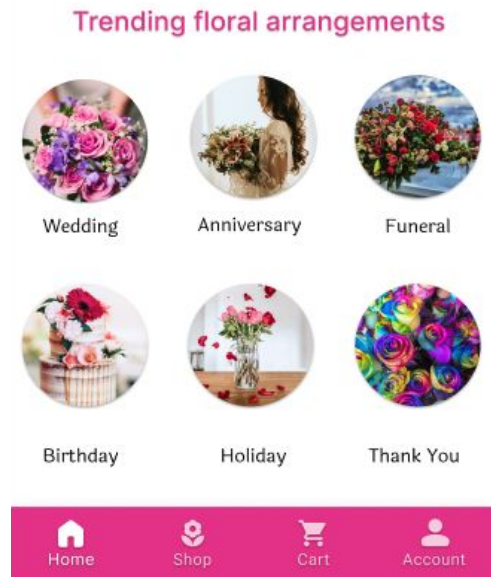
Mockups

Added a menu bar at the bottom for better navigation

Before usability study



After usability study



Mockups

To emphasize the delivery date and time I created its own box.

Before usability study

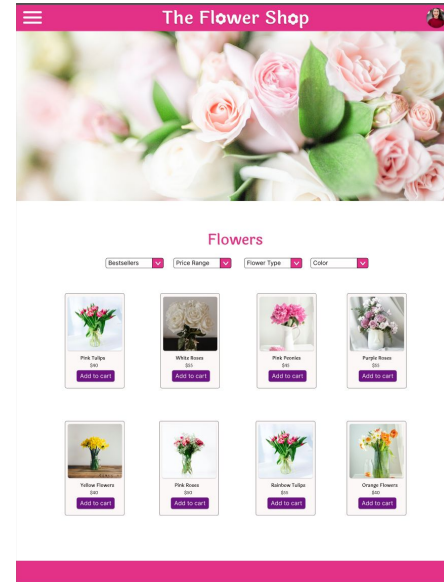
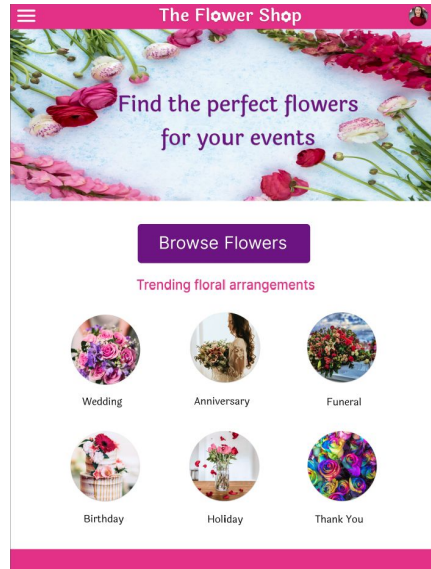
The mockup shows a checkout screen with a grey header bar containing a menu icon, a dark grey rectangle, and user icons. The title 'Checkout' is centered. Below it are three sections: 'Payment information' with fields for Name on card, Credit card number, Expiration date, Security code, and Billing Address; 'Shipping address' with fields for Street Address, City, State, and Zip code; and 'Delivery Specifications' with fields for Delivery Date and Time. At the bottom, there is a list of items with grey bars and '\$\$\$\$' prices, followed by a 'Total: \$\$\$\$' line.



After usability study

The mockup shows a checkout screen with a pink header bar containing a menu icon, the text 'The Flower Shop', and user icons. The title 'Check Out' is centered. Below it are three sections: 'Payment information' with fields for First Name, Last Name, Credit card number, Expiration date, Security code, and CVC; 'Shipping address' with fields for Street Address, City/Town, State, Post code, Phone Number, and Email Address; and a new 'Delivery time' section at the bottom with fields for Date, a highlighted '172 x 18' box, and a time field. The 'Delivery time' section is highlighted with a pink background and a dashed blue border.

Mockups: Original screen size

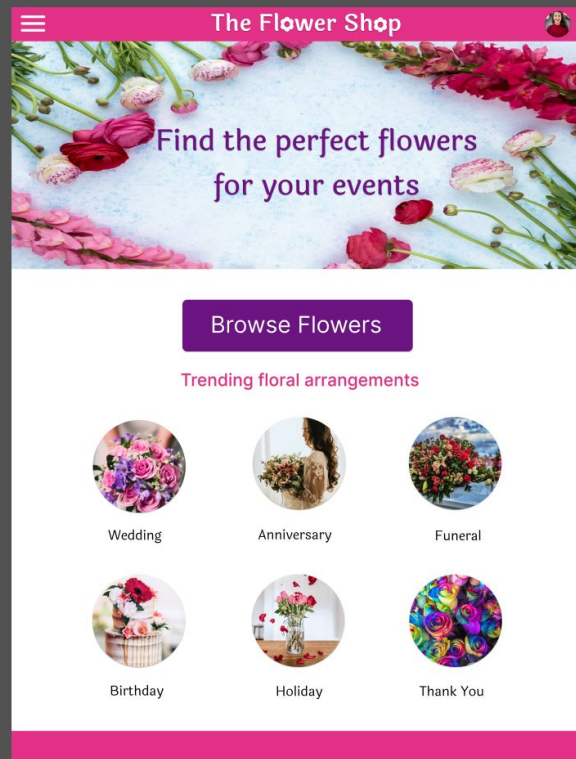


Mockups: Screen size variations

1.Home Screen



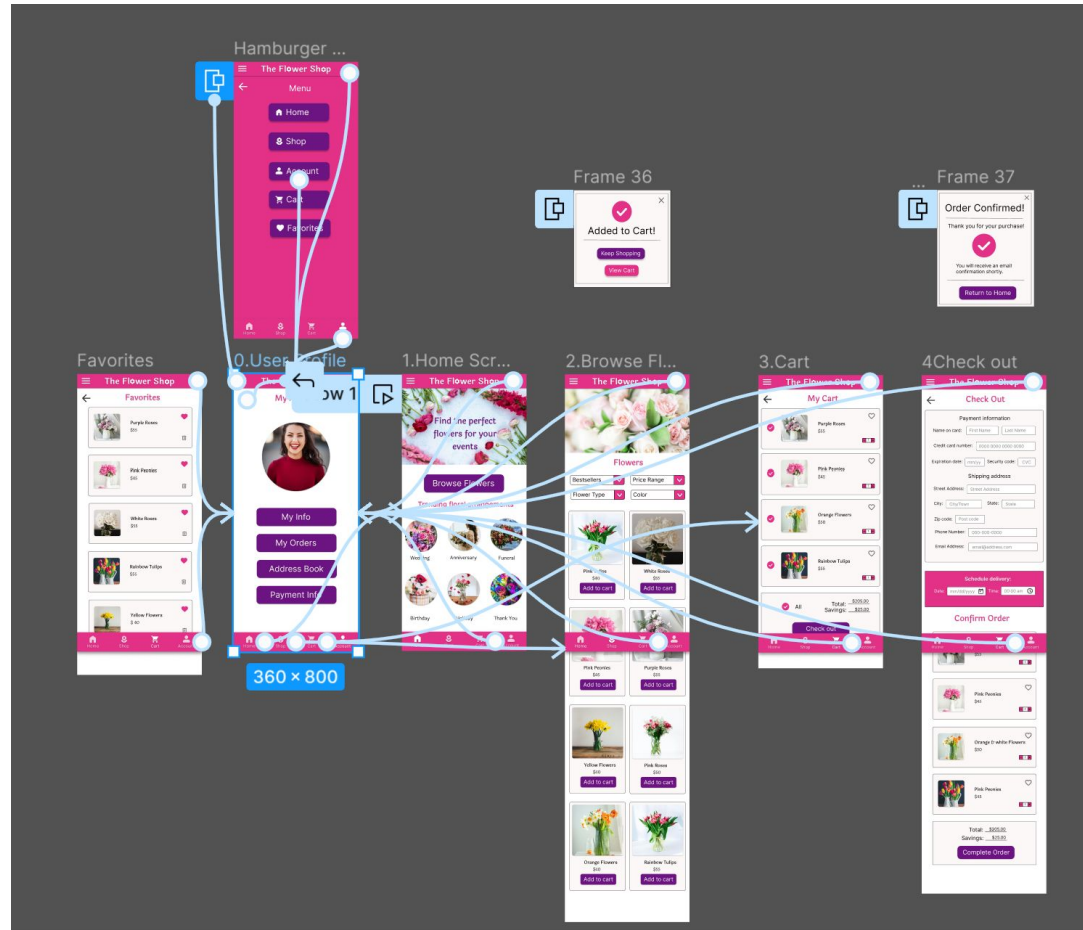
home



High-fidelity prototype

I removed the buttons on the shop page to improve usability and added a menu at the bottom so users can navigate through quickly.

<https://www.figma.com/file/WpbfiTS8pthX3J4z2lf02f/Flower-App?type=design&node-id=133%3A388&mode=design&t=weGCdTW8nwixnfiL-1>



Accessibility considerations

1

There are 2 menus so users can easily get through the website with multiple ways.

2

Buttons use good contrast for visually impaired.

3

Everything is labeled for screen readers

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The flower shop app helped simplify the process of ordering flowers.

“I would most definitely use an app like this to order flowers for my wife.” - Jordan, study participant.



What I learned:

There is a need to order flowers without visiting a local shop. People lead busy lives and would like an easy way to send flowers.

Next steps

1

Plan a last round of usability testing before finalizing.

2

Adjust based on feedback from the final draft

3

Hand off to engineers to develop the app.

Let's connect!



Thank you for reviewing my work. You can contact me at blu3siren@gmail.com