

Flora's Flora

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Team

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Study Details

Project Background

This project looks at an app for a local florist. By conducting a usability study, the UX team was able to research and brainstorm ideas to improve the app.

Study Details

Research Questions

Research question 1: Will users enjoy the “quick-pick” feature?

Participants

5 participants (3W 2M)

Participants ranged from the ages of 27-37. All full-time workers. None married. 3 out of 5 are in serious, committed relationships.

Methodology

20 minute study

Location

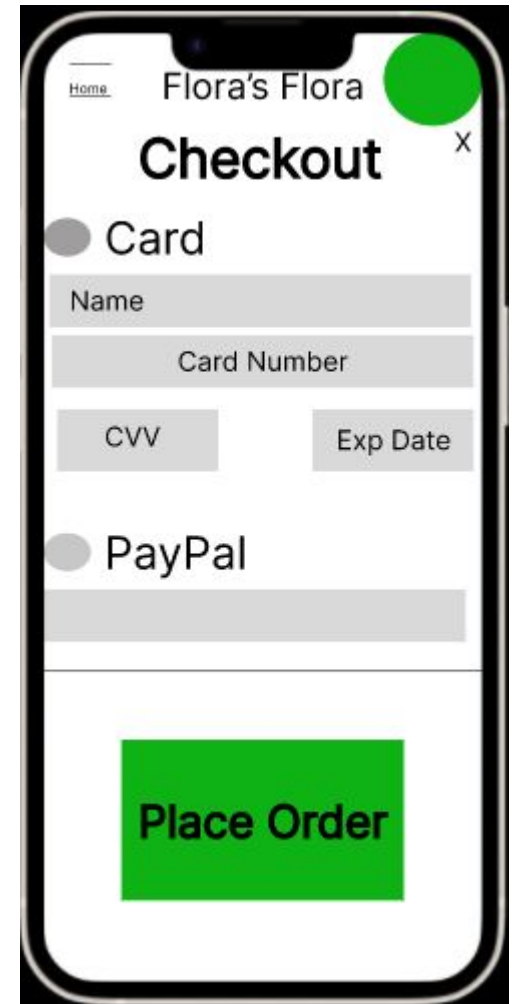
Usability Study

Users were asked to look at a prototype of an app..

Prototype / Design Tested

Checkout screen before the Usability study. The study showed that users wanted more payment options.

<https://www.figma.com/file/7UTrMJNrSBnvmCLnxpPNUS/Flora's-Flora?node-id=0%3A1&t=45xQqAIQOGCN4Bpg-1>



Prototype / Design Tested

Order screen before the Usability Study. Users wanted an option to return to the homepage from the order screen.

<https://www.figma.com/file/7UTrMJNrSBnvmCLnXPNUUS/Flora's-Flora?node-id=0%3A1&t=45xQqAlQOGCN4Bpg-1>



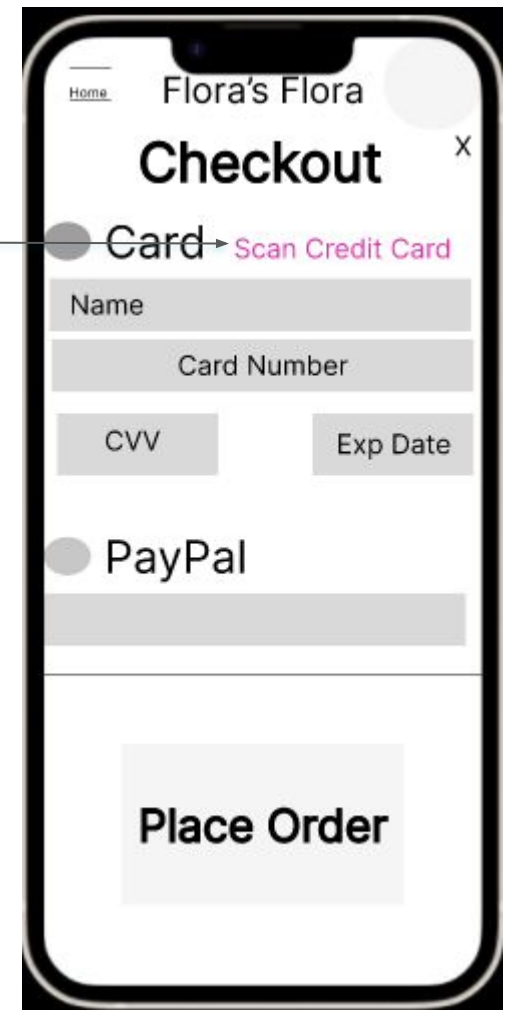
Themes

Theme #1 : Overall App Usability

Supporting evidence from the usability study.

- Added “Scan Credit Card” option to payment screen.

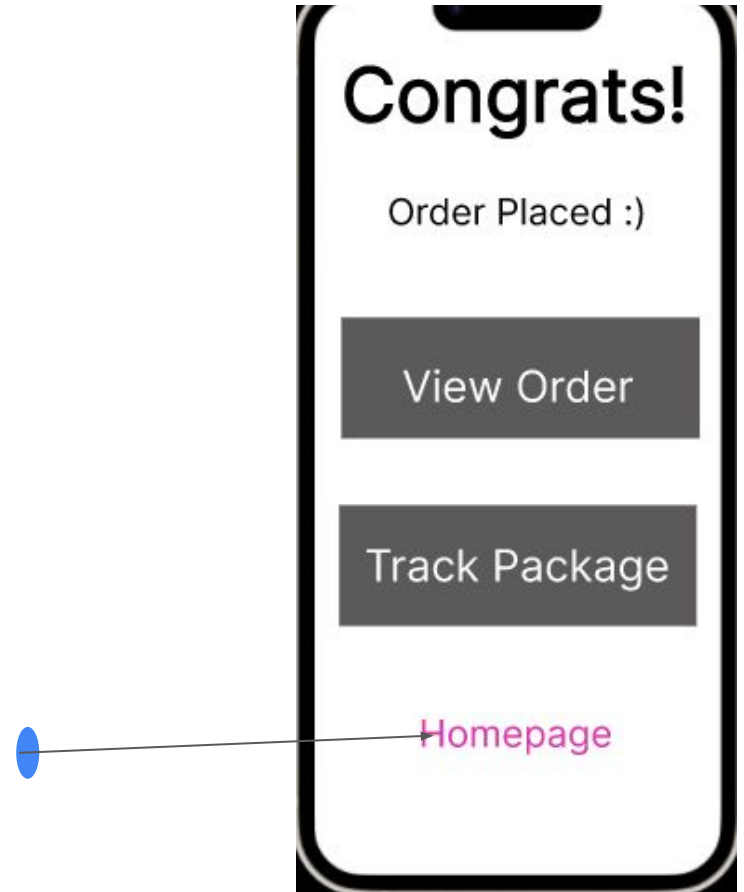
“Is there an option to scan my credit card?”



Theme #1-App Overall Usability

Supporting evidence from the usability study.

- Added homepage button to order screen.
- Watch your punctuation and line height, keeping it consistent throughout.



Insights & Recommendations

Research insights



Point 1

Based on the theme that: (looked at the “quick pick” filters), an insight is: (users were overwhelmed at all of the filters offered).



Point 2

Based on the theme that: (looks at the capability of the florist), an insight is: users are weary of the florist’s ability to follow the chosen filters)



Point 3

Based on the theme that: (looks at the usability features of the app,), an insight is: (users want additional payment options and ways to navigate the site.

Recommendations

- Recommendation 1: Condense amount of filters offered for the “quick-pick” option.
- Recommendation 2: Offer users a refund policy to quell doubts about a florist’s ability to follow the chosen filters.
- Recommendation 3: Add a “scan credit card” option to the checkout screen. Also, add a “return to homepage” option on the “order-placed” screen.

Next Steps

- Research and create “refund policy”. Users are weary of the florist’s ability to follow their features.
- Research “filter options” for prototype. Users were overwhelmed with the amount of available features.
- Relaunch Prototype with new features,

Thank you to the shareholders
and UX research and design
team for their time and
commitment.