

Mobile sales app for a candle company

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Project overview



The product:

The candle company's mobile app targets users who are unable to purchase candles in person either because their options in their geographical location are limited, they are handicapped in some way or immunocompromised, or they are too busy with life to shop in a store.



Project duration:

September 2023 – October 2023

Project overview



The problem:

Beth is a/an Xray technician, wife, and mother of two young kids

who needs a simple way to order her favorite candles and have them delivered to her home

because her options in town are limited, her time is precious, and her children are temperamental.



The goal:

Help users like beth gain access to a mobile app that allows them to purchase candles and have them delivered to their doorstep.

Project overview



My role:

Lead UX Designer



Responsibilities:

- User research
- Wireframing
- Prototyping
- Pitching

Understanding the user

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

User research: summary



I assumed most people would be interested in mobile shopping purely for convenience, and while that was a selling point, it expanded far beyond that. For example, there are those who can't physically go into stores either because they don't have the time, they are immunocompromised, are neurodivergent, or have really picky taste and are looking for something more specific than what is offered in their local shops. My research revealed there are many reasons besides convenience for users to desire mobile candle shopping over in person at a physical location.

User research: pain points

1

Pain point

Not enough selection is offered on many candle online shops.

2

Pain point

Not enough opportunities for personalization based on if this is a gift or what your mood is.

3

Pain point

Users don't have enough time to shop in a physical location due to time constraints and responsibilities.

4

Pain point

Users may not be able to go to a physical location due to health concerns.



Beth

Age: 35

Education: Associate, License

Hometown: Milwaukee, WI

Family: Married, 2 Kids

Occupation: Xray Technician

"Every day is go, go, go; I never have a moment to go to the store to buy what I need. I am exhausted!"

Goals

- She wants a convenient way to purchase candles without the hassle of going to a physical store.
- She values time efficiency as her daily schedule is already packed with work, family, and other responsibilities.

Frustrations

- She often finds it challenging to visit physical stores to buy candles and would prefer a more time-efficient option.
- In her local area, she struggles to find a store with a diverse range of candle scents and designs.

Beth, a 35-year-old working mother and X-ray technician in Milwaukee, is constantly on the go, leaving her with little time to shop for candles. Frustrated by her lack of time and limited local options, she decides to search for a mobile app for a candle company that can offer a variety of scents and designs, delivering them to her doorstep. She hopes this app will save her time and provide a personalized shopping experience, allowing her to choose candles that match her preferences and mood.

User journey map

User journey mapping not only requires you to think about the user in the design, but also create a step by step to get them from point A to point F.

Almost, like how you would instruct someone on how to make a PB&J. It creates a thorough blueprint to help think about what features the app will need.

Attached to
slides below.

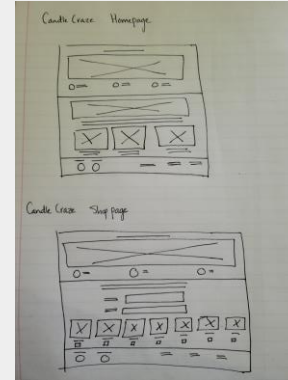
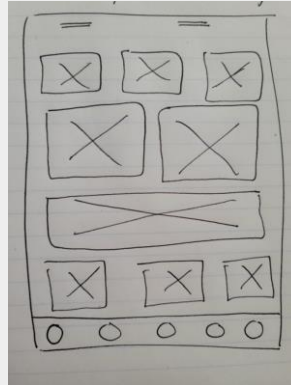
Persona: Beth

Goal: A fast and easy way to order candles through mobile app

| ACTION | Get app | Submit order | Review confirmation | Track order status | Enjoy new candles |
|---------------------------|---|--|---|---|---|
| TASK LIST | Tasks A. Search app store B. Download app C. Create user account | Tasks A. Browse catalog B. Add items to basket C. Pay for items | Tasks A. Ensure order is correct B. Change address if needed C. Cancel order if needed | Tasks A. Review tracking number in email B. Click tracking number link C. View package updates | Tasks A. Collect delivered package B. Open and ensure items are correct C. Start using new candles |
| FEELING ADJECTIVE | Curiosity searching for app Nervous downloading app Intrigue creating new account | Fascination over variety Excitement adding items to basket Nervous paying for items over app | Serious while reviewing order Relief no changes need to be made | Impatience waiting for tracking updates Curiosity clicking tracking link Excitement viewing package updates | Excitement over new candles Relief to see products arrived undamaged Peaceful knowing their candle supply is well stocked |
| IMPROVEMENT OPPORTUNITIES | App utilizes screen magnifiers or screen readers, to be more accessible | Connect with Alexa, or other voice activated assistant to place order more easily | Important information in text that stands out against background for better visibility | Automated messages with updates whenever a change has been made to package status | Automated message when package has been delivered Photo proof package has been delivered |

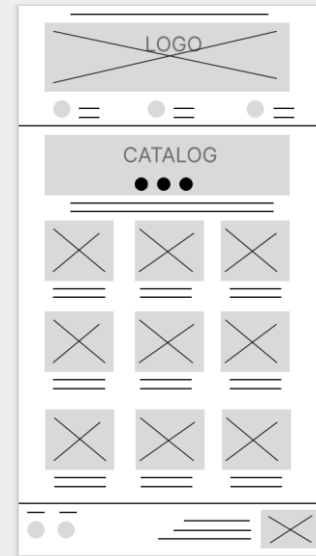
Paper wireframes

Goal: To create a basic outline of the app's features and functions.



Digital wireframes

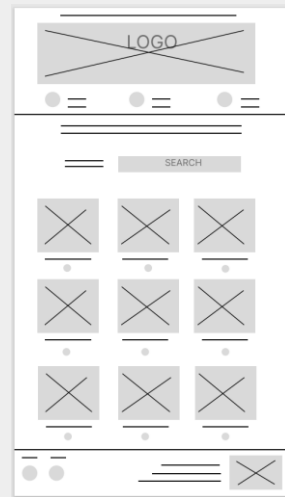
Goal: To create a more detailed wireframe that showcases functions and features better.



Digital wireframes

Goal: Create a shopping page that is intuitive and user-friendly.

Shop Page, it helps the user to see items and add them to their basket.

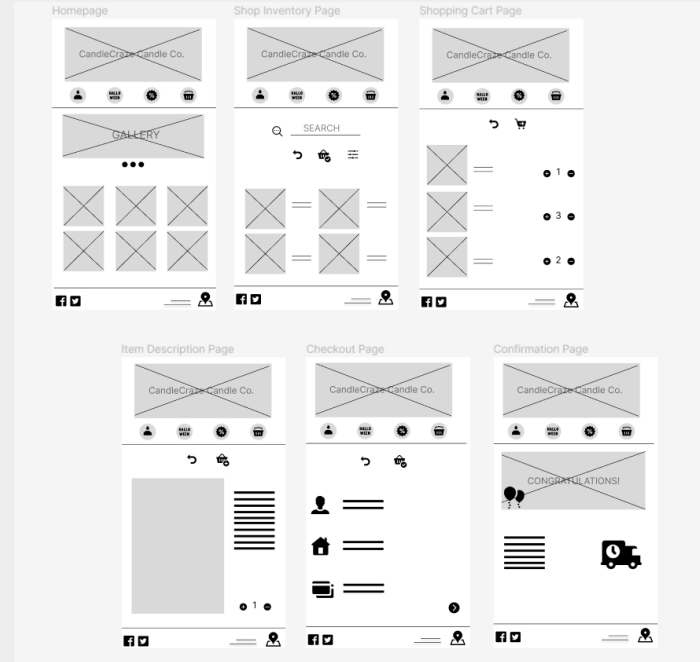


Descriptions help the user know what the item smells like.

Low-fidelity prototype

<https://www.figma.com/file/JTFEAhMeYpTRbx2LN2UBL2/Prototype?type=design&node-id=0%3A1&mode=design&t=Mqp4oRlop8wjsTly-1>

Low-fidelity prototype of CandleCraze App, where users can engage with various screens and features.



Usability study: findings

Round 1 findings

It was observed that 4 out of 5 participants found the app's search and filter options effective in locating candle listings. This means that the app's search functionality is user-friendly and helps users easily find what they are looking for.

Round 2 findings

It was observed that 2 out of 5 participants left feedback and suggestions for the app. This means that there is room for improvement in encouraging users to provide feedback, and the app could benefit from features like product reviews to enhance user options

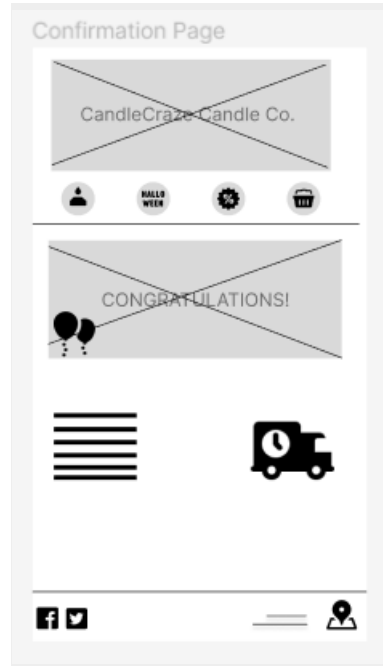
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

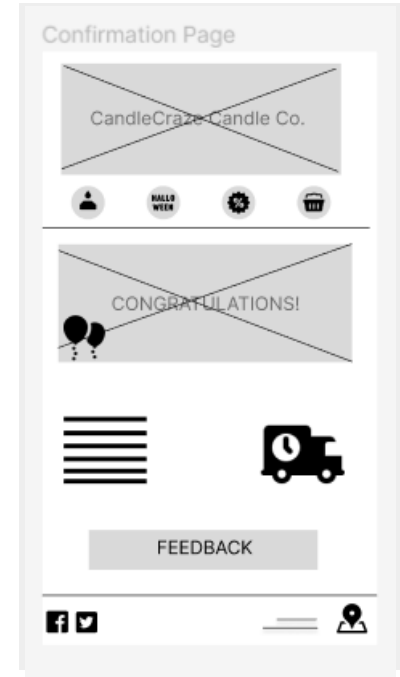
Mockups

Before the usability study there was no place for customers to leave feedback on their shopping experience.

Before usability study



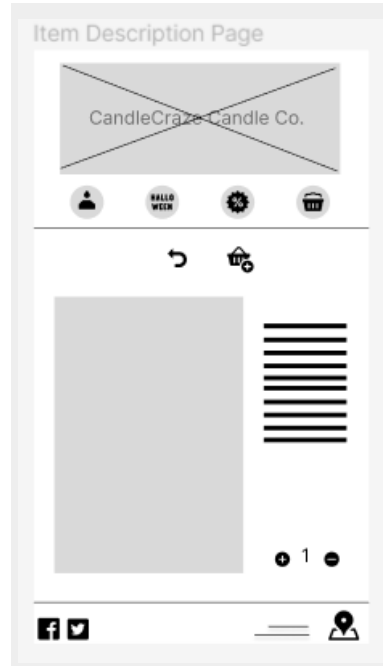
After usability study



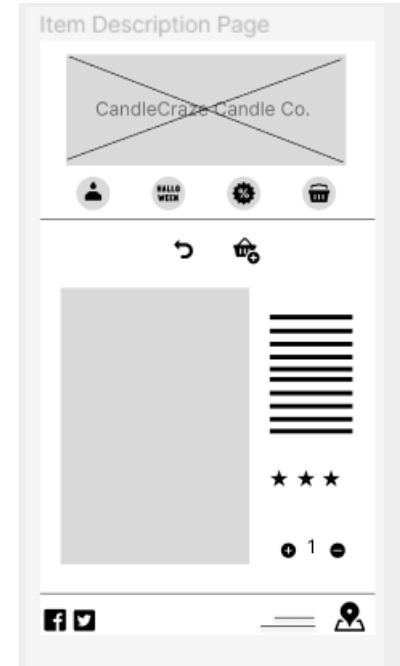
Mockups

Before the usability study there was no place for users to see how many stars a candle had to determine if this was a good product or not.

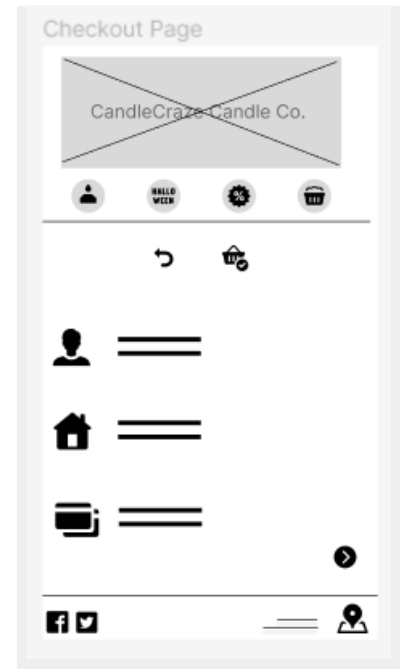
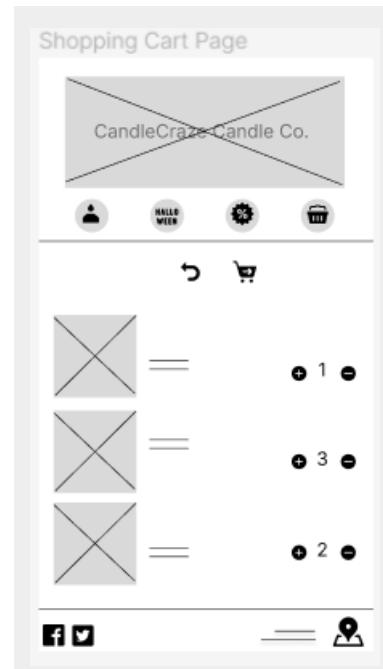
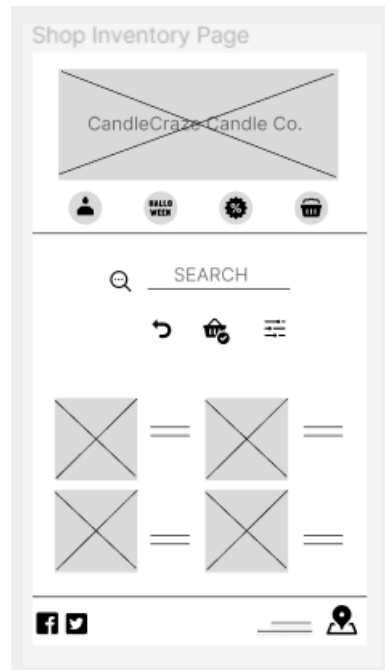
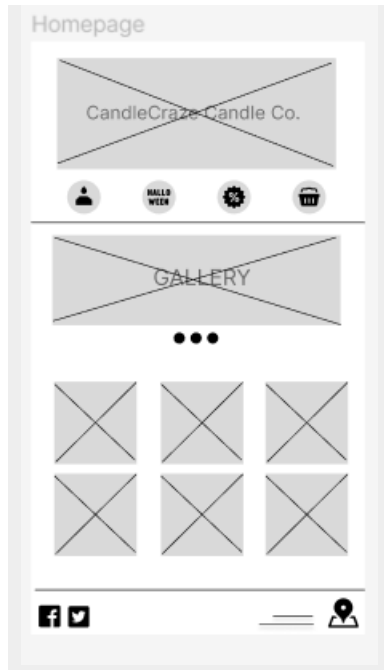
Before usability study



After usability study

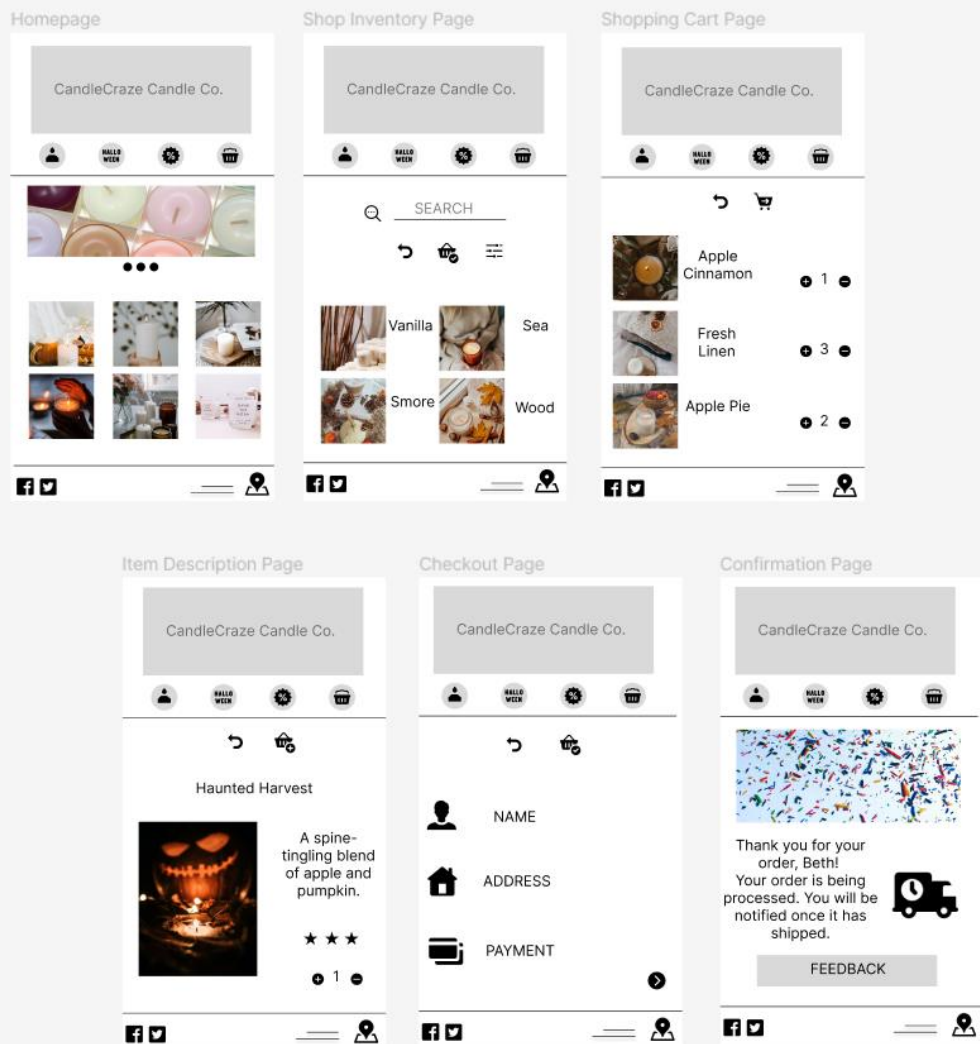


Mockups



High-fidelity prototype

<https://www.figma.com/file/JTFEAhMeYpTRbx2LN2UBL2/Prototype?type=design&node-id=3%3A493&mode=design&t=EECXTEvAacaj2sXy-1>



Accessibility considerations

1

Ensure that the app is compatible with screen readers like VoiceOver (iOS) and TalkBack (Android). This means providing meaningful labels and descriptions for all user interface elements, including buttons, images, and text fields. It's crucial that users with visual impairments can navigate the app, understand product descriptions, and make purchases easily through speech output.

2

Provide options for users to adjust text size, color contrast, and font settings within the app. Some users may have low vision or color blindness, so offering customizable settings can help them read content and interact with the app more comfortably. This includes the ability to increase font size, change color themes, or enable high contrast modes.

3

Ensure that users can navigate the app and perform essential functions using both touch gestures and keyboard input. Some users may have mobility impairments that prevent them from using touch screens. Make sure all features are accessible via keyboard shortcuts and ensure that interactive elements are large enough to be easily tapped or selected by users with limited dexterity.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

My design serves every day, and underrepresented customers who are looking for a way to purchase candles without going to a brick and mortar location. The design is user-friendly, intuitive, and useful.



What I learned:

I learned throughout this project that there is a lot more engagement with the users than I previously thought I would have as a designer.

Next steps

1

I will need to have a meeting with the developer team to make sure they understand the design and see if there are any areas that need to be changed in the design before it is passed off.

2

Depending on feedback provided by the developer during our meeting revisions will need to be made, and notices will need to be sent out regarding those changes, possibly even another meeting will be needed.

3

Finally, it will be time to pass off the high fidelity prototype to the developer team to begin creating the app.

Let's connect!



Thank you so much for reviewing my CandleCraze app UX design, I hope it was informative, useful, and inspiring. If you have any comments, questions, concerns, etc., please don't hesitate to reach out to me. My number is (888) 123 – 5556, or you can reach me by email at 45ggg@gmail.com.
Have a wonderful day!

Thank you!