Flower-ordering Website Design
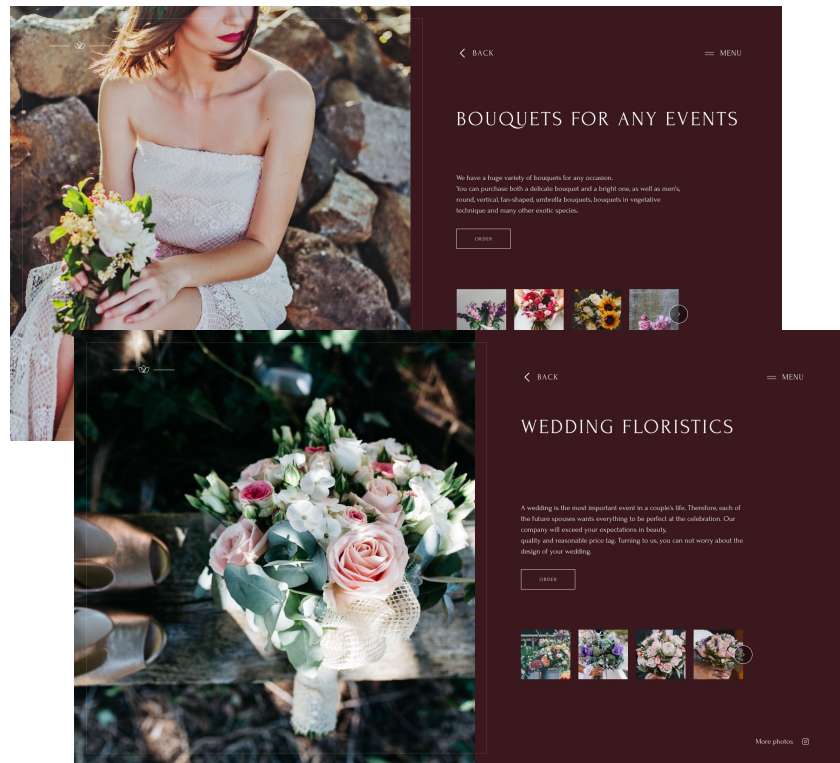
Anastasia Germanova

Project overview

The product:

"Spring" is a flower shop with a large selection of flower arrangements. The typical user is between the ages of 19 and 30 and most users are working, busy people. "Spring" s goal is to make shopping quick and easy for all types of users.

Project duration:

May 2022

Google

Project overview

The problem:

Available online shopping websites have cluttered designs, inefficient systems for browsing through products, and confusing checkout processes.

The goal:

Design a Spring website to be user friendly by providing clear navigation and and fast composition selection process

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Project overview

My role:

UX designer leading the Spring website design

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs and responsive design.

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Understanding the user

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

Google

User research: summary

I conducted interviews with users, which I then turned into empathy maps to better understand the target user and their needs. I have found that many target users view ordering flowers online as something very difficult and inconvenient. Therefore, I considered the possibility of making the site more visual and easier to study the color catalog.

User research: pain points

1

Navigation

Shopping website designs are often busy, which results in confusing navigation

2

Interaction

Small buttons on shopping websites make item selection difficult, which sometimes leads users to make mistakes

3

Experience

Online shopping websites do not provide easy product selection

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Persona: **Anna**

Problem statement:

Anna is a busy designer who burns at work and spends most of her time. She loves what she does.

"Online shopping is my opportunity to save time"

Goals
- Bigger buttons and improved placement for more accessible navigation.
- Less cluttered navigation and layout for easier browsing.
- Accurate and inclusive sizing for improved buying confidence.

Frustrations
- "I struggle with the size and placement of buttons."
- "Shopping website layouts and navigation are complicated and confusing."
- "Too many websites do not show flowers correctly, I don't understand if I want to order this bouquet or not."

Anna

Age:	32
Education:	PhD
Hometown:	San Francisco CA
Family:	Yes
Occupation:	Designer

Anna is a busy designer who burns at work and spends most of her time. She loves what she does.

But due to the heavy workload, Anna constantly remembers at the last moment about the birthday of a friend or her parents' anniversary and is urgently looking for an order for flowers.

Many sites are very bad at displaying photos of flowers. And I would also like to be able to choose flowers and have a consultant call who will confirm the availability / order / payment and delivery. Anna wants to be paid attention to when ordering.

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User journey map

I created a user journey map of Anna's experience using the site to help identify possible pain points and improvement opportunities.

Persona: Anna

Goal: Easy flowers selection and online ordering

ACTION	Choose online shopping website	Browse catalog	Choose an item	Fill out a callback form
TASK LIST	Tasks A. Search for website B. Choose the most popular site	Tasks A. Browse the website to find items	Tasks A. Select catalog category B. Select composition	Tasks A. Review cart B. Add billing info C. Add shipping info D. Confirm order
FEELING ADJECTIVE	Excited to shop	Happy to be shopping	Nervous about choosing the right composition	Frustrated with checkout form
IMPROVEMENT OPPORTUNITIES	Create an online website for Spring with beautiful Home page	Add clear navigation	Add clear and picturesque photos of compositions	Add a simple callback request form instead of a large order confirmation form

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Starting the design

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

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Sitemap

Difficulty with website navigation
was a primary pain point for users,
so I used that knowledge to create
a sitemap.

My goal here was to make
strategic information architecture
decisions that would improve
overall website navigation. The
structure I chose was designed to
make things simple and easy.
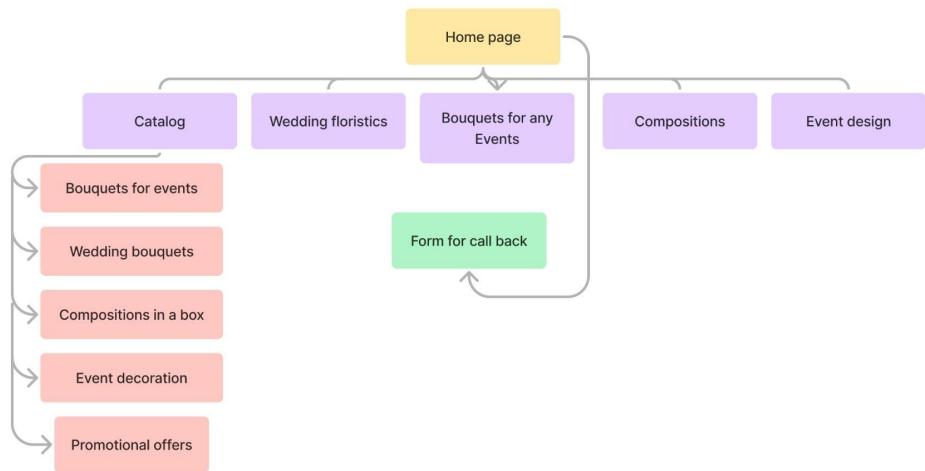
Paper wireframes

Next, I sketched out paper
wireframes for each screen in my
app, keeping the user pain points
about navigation, browsing, and
checkout flow in mind.

The home screen paper
wireframe variations to the right
focus on optimizing the browsing
experience for users.
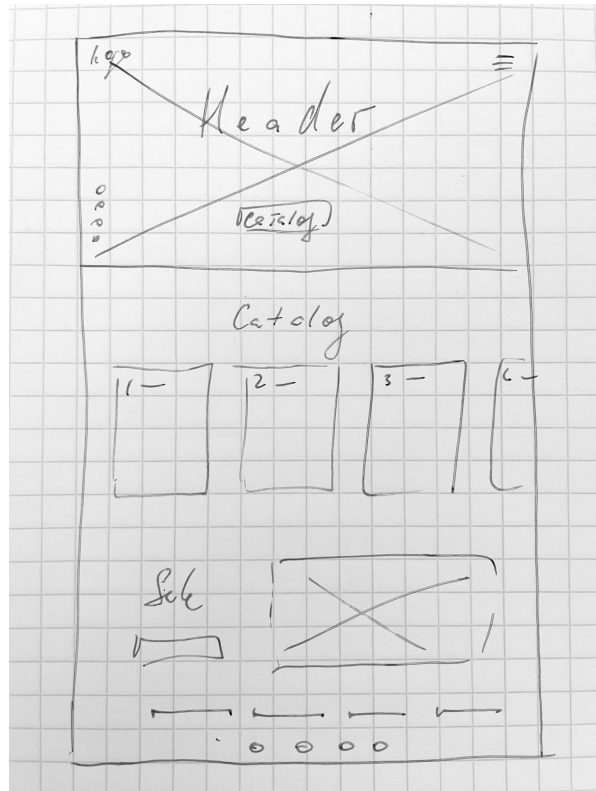
Digital wireframes

Moving from paper to digital wireframes made it easy to understand how the redesign could help address user pain points and improve the user experience.

Prioritizing useful button locations and visual element placement on the home page was a key part of my strategy.

Home-Desktop

HEADER
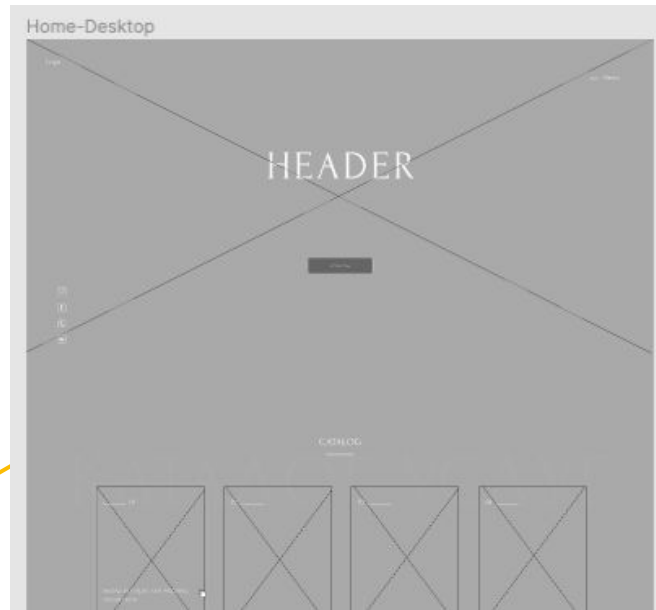
CATALOG

Easy access to shop products

Homepage is optimized for easy browsing through the catalog of images

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Digital wireframe
screen size variation(s)

Google
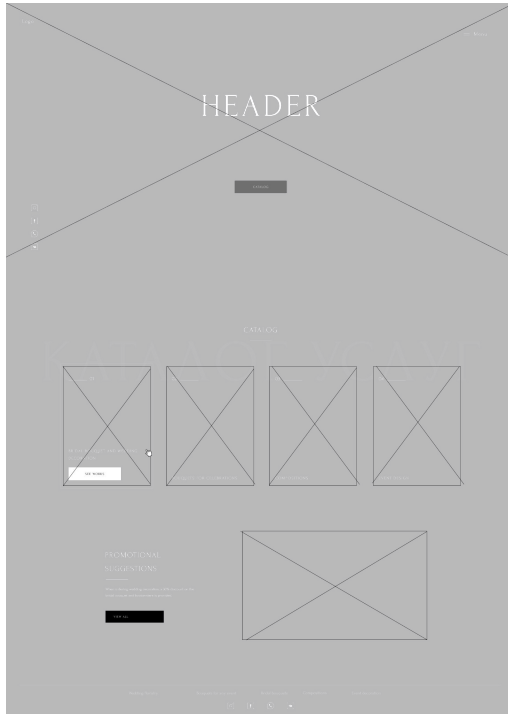
Low-fidelity prototype

To create a low-fidelity prototype, I connected all of the screens involved in the primary user flow of adding an item to the cart and checking out.

At this point, I had received feedback on my designs from members of my team about things like placement of buttons and page organization. I made sure to listen to their feedback, and I implemented several suggestions in places that addressed user pain points.
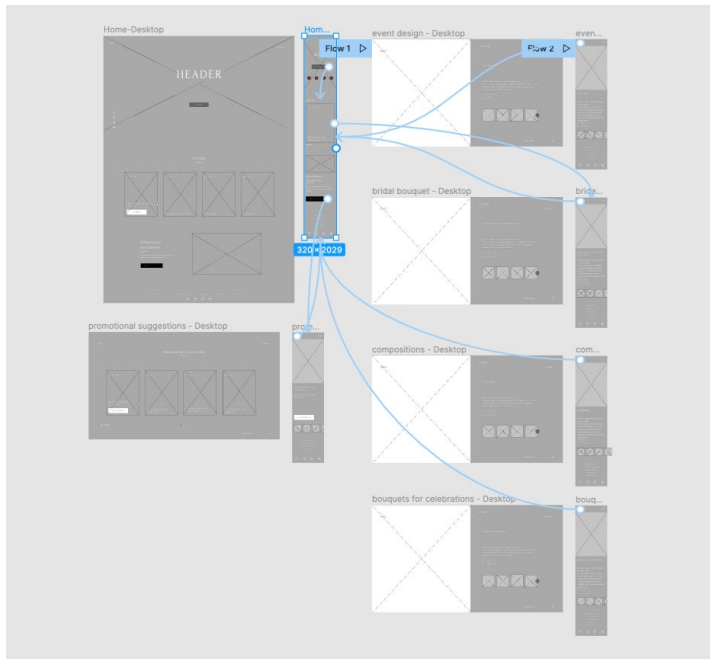
View Spring low-fidelity prototype

Usability study: parameters

Study type:

Unmoderated usability study

Location:

United States, remote

Participants:

5 participants

Length:

20-30 minutes

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Usability study: findings

These were the main findings uncovered by the usability study:

1

Callback popup

Users wanted a clear
callback popup

2

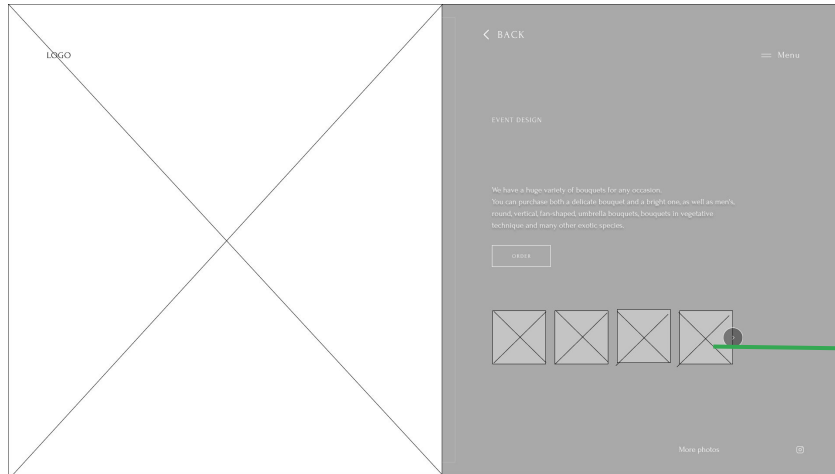**Catalog**

Users wanted more
high-quality photos

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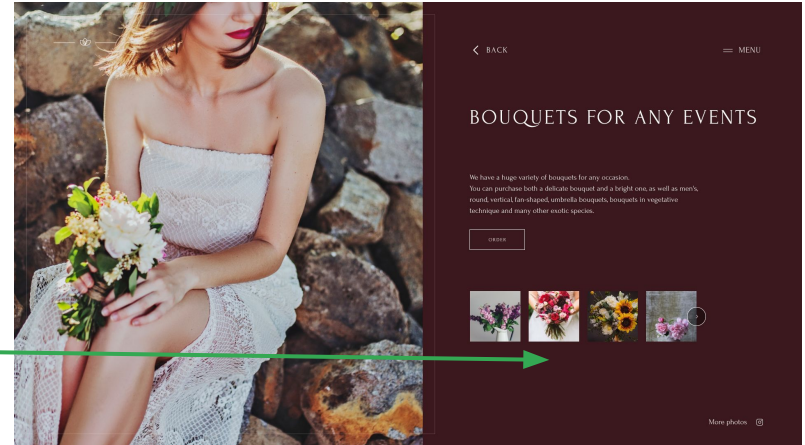# Refining the design

- Mockups

- High-fidelity prototype

- Accessibility

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Mockups

Based on the results of the usability study, one of the changes I made was to add as many high quality photos of flower arrangements as possible.
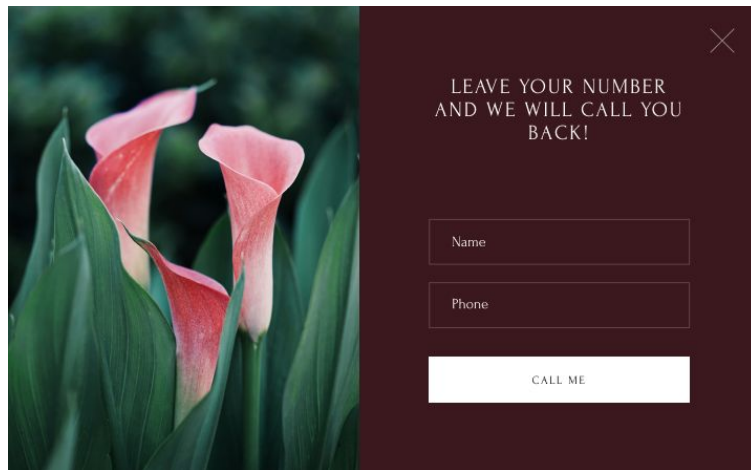
Before usability study

After usability study

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Mockups

Based on the results of the usability study, I've made changes to improve the callback process.
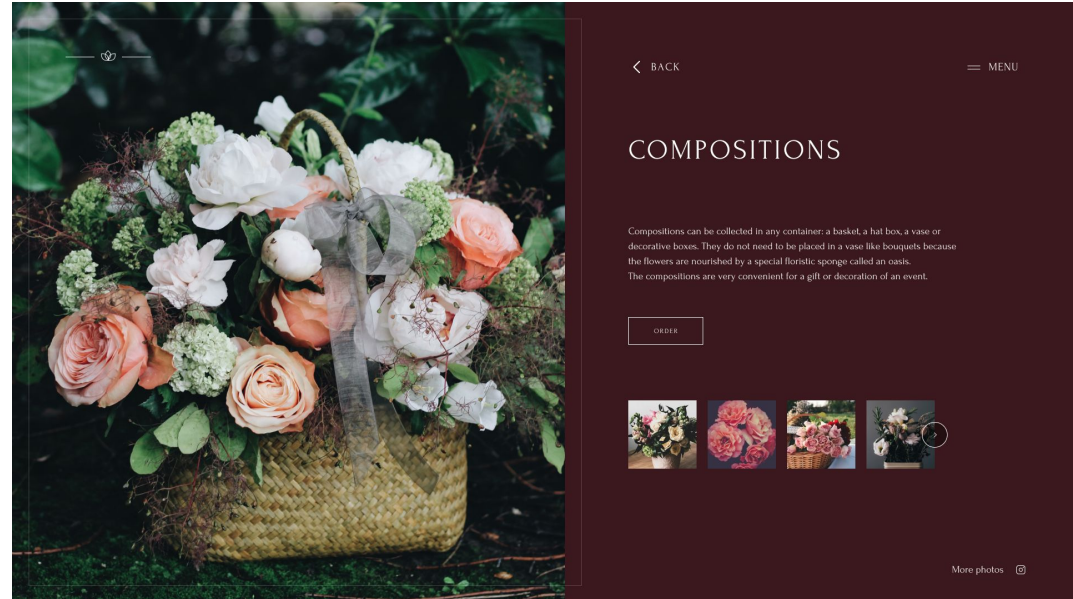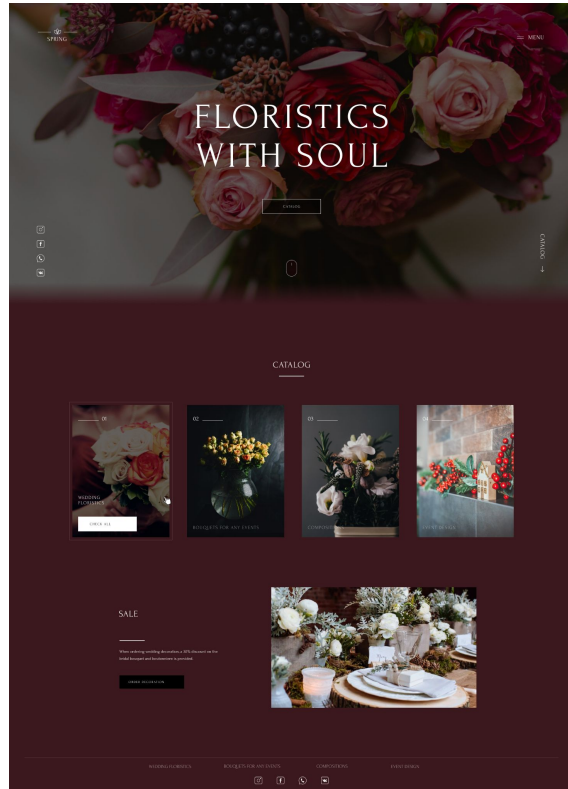
After usability study

LEAVE YOUR NUMBER
AND WE WILL CALL YOU
BACK!

Name

Phone

CALL ME

Mockups: Original screen size

Mockups: Screen size variations

I included considerations for additional
screen sizes in my mockups based on my
earlier wireframes. Because users shop
from a variety of devices, I felt it was
important to optimize the browsing
experience for a range of device sizes, such
as mobile and tablet so users have the
smoothest experience possible.

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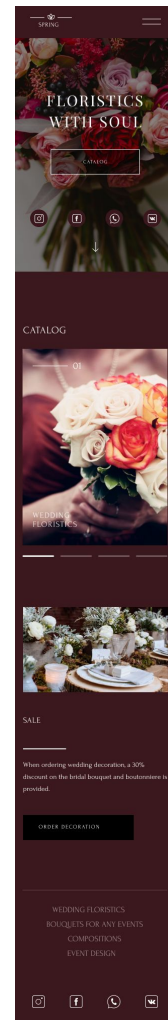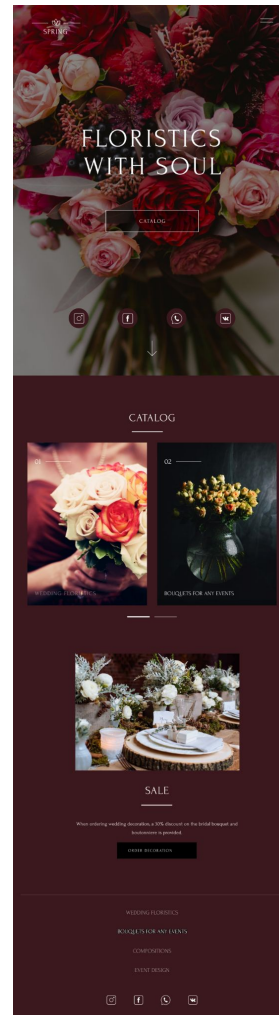
High-fidelity prototype

My hi-fi prototype followed the same user flow as the lo-fi prototype, and included the design changes made after the usability study, as well as several changes suggested by members of my team.

View the Spring [high-fidelity prototype](#)

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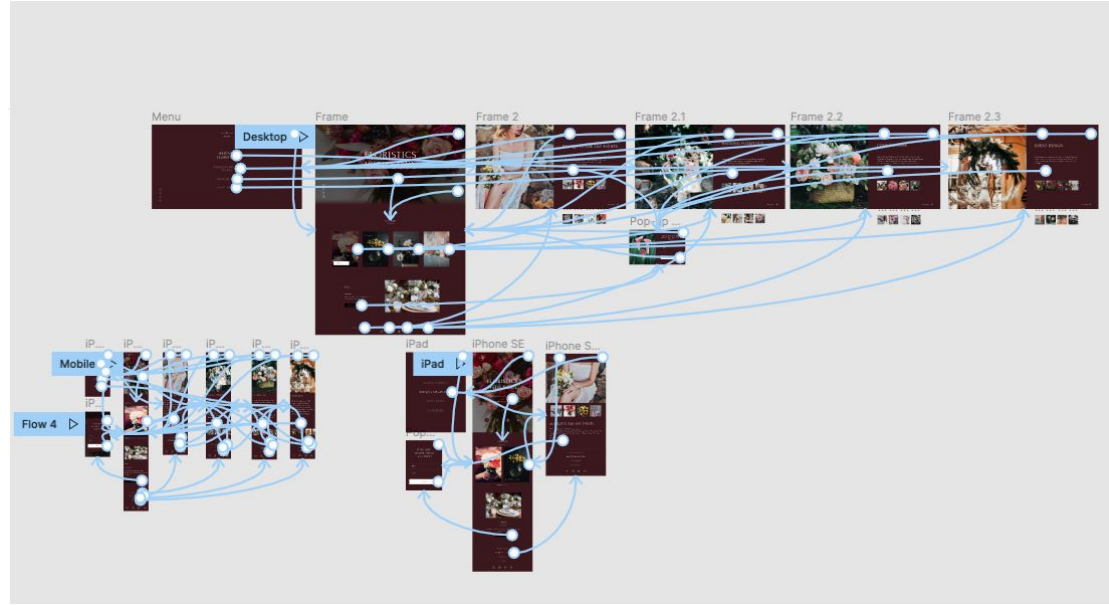
Accessibility considerations

1

I used headings with different sized text for clear visual hierarchy

2

I used landmarks to help users navigate the site, including users who rely on assistive technologies

3

I designed the site with alt text available on each page for smooth screen reader access

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Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

Our target users shared that the design was intuitive to navigate through, more engaging with the images, and demonstrated a clear visual hierarchy.

What I learned:

I learned that even a small design change can have a huge impact on the user experience. The most important takeaway for me is to always focus on the real needs of the user when coming up with design ideas and solutions.

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Next steps

1

Conduct follow-up usability testing on the new website

2

Identify any additional areas of need and ideate on new features

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Let's connect!

Thank you for reviewing my work on the Spring app!

If you'd like to see more, or would like to get in touch, my contact information is provided below:

Website: https://germanova.site/

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