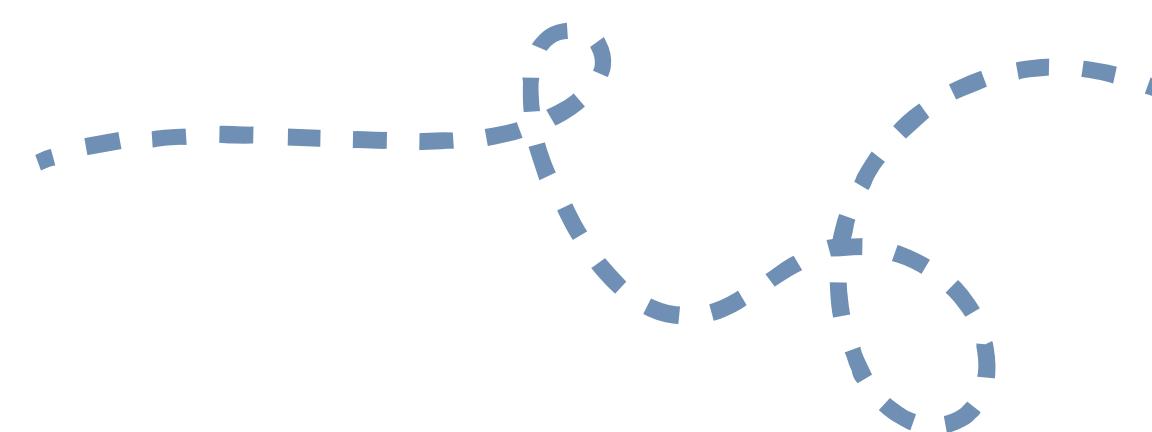




GROUP PROJECT

Website Redesign / dallasflowerflorist.com



This project is part of Professor Fabio Vitali's academic assignment.

Usability & User Experience Design (2023-2024)

OUR TEAM



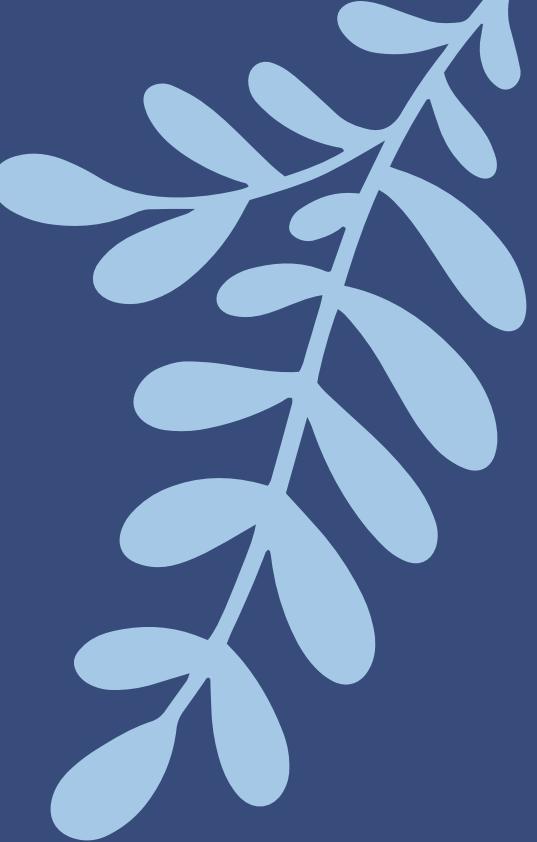
Atousa Heidarnia



Alka Rana

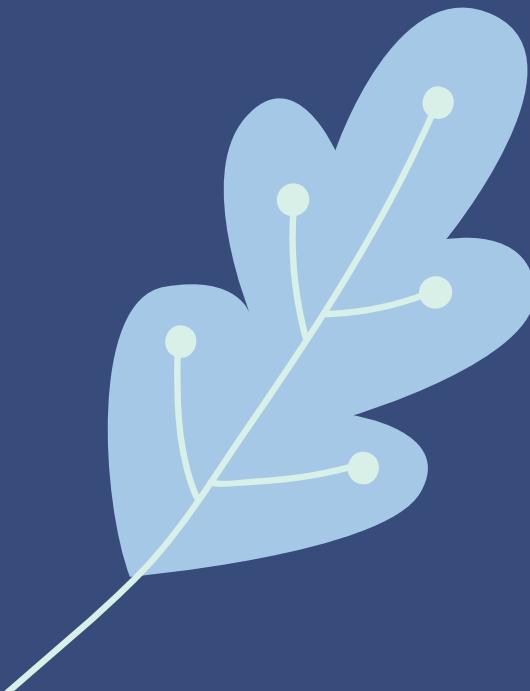
REDESIGN GOAL

- Improve website for easier use
- Make ordering online simpler
- Help users find products easily



TARGET AUDIENCE

Our target audience includes individuals who wish to purchase flowers online and are concerned about the freshness of the flowers, the selection of flower types, as well as price.



RESEARCH APPROACH

- Business Analysis
- Business Model
- Heuristic Evaluation
- Competitive Analysis
- Interview
- Affinity Diagram
- Scenario & Persona
- Information Architecture (Card Sorting)
- Site Map
- User Flow
- Sketches & Wireframe
- Prototype
- Usability Test

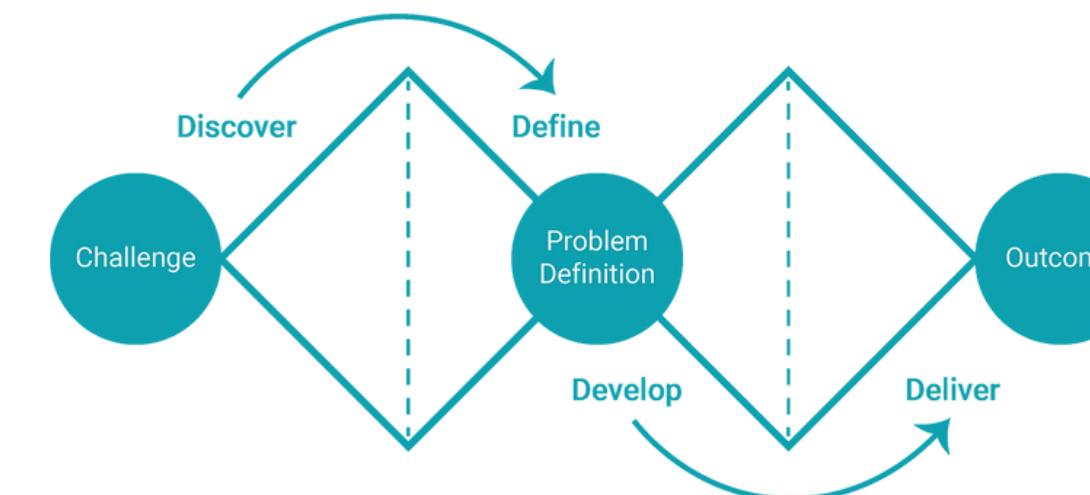


RESEARCH APPROACH

The Double Diamond approach is a **design thinking framework** that guides teams through **four stages**: **Discover**, **Define**, **Develop**, and **Deliver**, represented by **two divergent and convergent phases**. In Discover, teams explore the problem space, gather insights, and generate ideas through research and user empathy. Define involves narrowing down the focus, synthesizing research, and setting clear project goals. In Develop, teams brainstorm and prototype solutions, iterating based on feedback. Finally, in Deliver, the chosen solution is refined, implemented, and launched to users, completing the iterative design process.

The Double Diamond approach for redesigning the flower shop website to facilitate easy and quick online flower purchases:

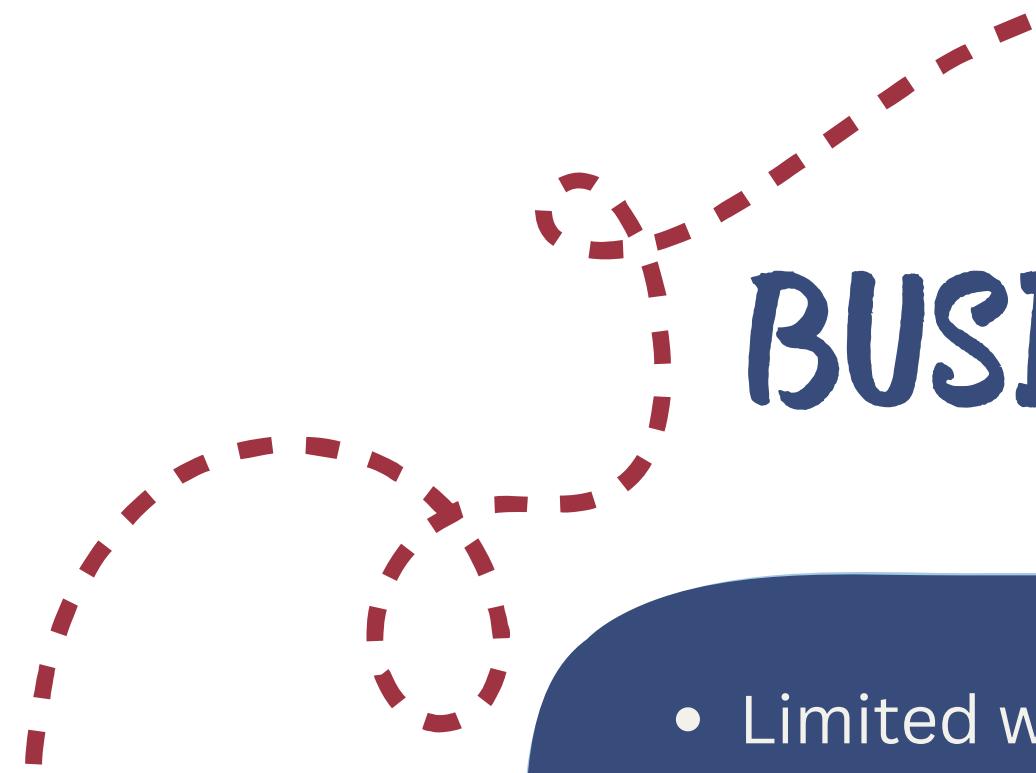
This involves analyzing user needs, refining the UI, implementing responsive design, and continuous testing for improvement.





BUSINESS ANALYSIS

- An online flower shop
- Store is based in Dallas, Texas
- Shipping to USA & Canada
- Products: flower bouquets , flower baskets, plants, flower boxes , flower stands and so on



BUSINESS MODEL

- Limited working hours
- Same day delivery in local area (Dallas,Texas)
- Delivery fee for both inside and outside of the local area
- Special delivery in downtown Dallas
- Fixed delivery fee of 14.95\$
- Offers the option of adding notecard
- Concentration on occasional flowers

HEURISTIC EVALUATION

Heuristic evaluation is a quick way for experts to check a website or app for usability issues using a set of rules. It helps spot common problems before testing with real users, so designers can fix them to improve the user experience.

HEURISTIC EVALUATION

The screenshot shows the Dallas Flower Florist website. At the top, there is a navigation bar with links: home, about us, privacy policy, send email, site map, and view cart. Below the navigation bar, a green box highlights the address: 1321 Commerce St (New address 2201 Main St Dallas, TX 75201) and phone numbers: 214-939-8068 or 877-736-3350. A purple box highlights the search bar and the 'All Categories' link. The left sidebar lists various flower categories: Mother's Day Flowers - By Dallas Flower Florist, Birthday, Anniversary, Love and Romance, New Baby arrangements, Get Well, Sympathy / Funeral Flowers, Thank You Bouquets, Colors of roses, Tulip Arrangements, Gerbera Daisies, Orchid Arrangements, White Flowers, Lilies, Fine Flowers / Peonies, Exotic Flower arrangements, and Exotic Flower. The main content area displays six flower arrangements: Mother's Day Flowers - By Dallas Flower Florist, Tulip Arrangements, Orchid Arrangements, Lilies, Fine Flowers / Peonies, and Gerbera Daisies.

The screenshot shows the Dallas Flowers Florist website. A large red box highlights the text "se habla español". To the right, a sidebar lists various flower categories: Flowering Plants, Green Plants / Dishgardens, Sunflower arrangements, Iris arrangements, Wedding Flowers Dallas, Roses & Lilies, Orchid & Tropical Plants, and valentine note for 2/14. The main content area contains a large amount of text detailing delivery services to various locations in Dallas, including downtown buildings like Fairmont Hotel, Akard Street, Southwest Plaza, Texas Club, Woodall Rogers Tower, Morton H Meyerson Symphony Center, Dallas Museum of Art, Trammell Crow Center, Belo Mansion, The Dallas Opera, Arts Magnet school Booker T. Washington High School for the Performing and Visual Arts, JPMorgan Chase Tower, and First United Methodist Church. It also mentions delivery to St. Paul Place and 2100 Ross Ave.

HEURISTIC EVALUATION

Fine Flowers / Peonies Search

Mother's Day Flowers - By Dallas Flower Florist

Birthday

Anniversary

Love and Romance

New Baby arrangements

Get Well

Sympathy / Funeral Flowers

Thank You Bouquets

Colors of roses

Tulip Arrangements

Gerbera Daisies

Orchid Arrangements

White Flowers

Lilies

Fine Flowers / Peonies

Exotic Flower arrangements

Flowering Plants

Green Plants / Dishgardens

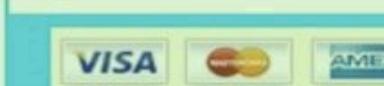
Sunflower

Home > Fine Flowers / Peonies > Luxury basket garden flowers

Luxury basket garden flowers



Luxury basket garden flowers
Item# C26-3231
\$149.95
Availability: Usually ships the same business day

ADD TO CART 

100% satisfaction guaranteed

Product Description
This natural garden basket is the home for cymbidium orchids, lilies, and birds of paradise. Limited availability. Approx. 30H x 28W

Dallas Flower offer Same Day Delivery to Dallas, Addison, Irving, Plano, Carrollton, Garland, Richardson, Farmers Branch, Mesquite, Allen, Coppell, Frisco, Grand Prairie, Lewisville, McKinney, Murphy, Rowlett, Cedar Hill, DeSoto, Duncanville, Flower Mound, Rockwall, Parker, Sunnyvale, Arlington, Sachse, McKinney, Lancaster, Wylie, Seagoville, Arlington, Balch Springs, Texas (TX), downtown, uptown, Dallas (TX), South Lake, Las Colinas, Colleyville, Highland Park, Central Business, 75201, 75202, 75203, 75204, 75205, 75206, 75207, 75208, 75209, 75210, 75211, 75214, 75215, 75216, 75218, 75219, 75220, 75221, 75223, 75224, 75225, 75226, 75228, 75229, 75230, 75231, 75234, 75235, 75238, 75240, 75241, 75243, 75244, 75246, 75247, 75248, 75251, 75252, 75287, 75001, 75002, 75013, 75180, 75006, 75007, 75010, 75014, 75015, 75115, 75116, 75137, 75022, 75028, 75034, 75035, 75040, 75041, 75042, 75043, 75050, 75051, 75052, 75054, 75037, 75038, 75039, 75060, 75061, 75062, 75063, 75022, 75056, 75057, 75067, 75077, 75069, 75070, 75071, 75149, 75150, 75180, 75181, 75182, 75094, 75023, 75024, 75025, 75074, 75075, 75093, 75094, 75180, 75181, 75182, 75032, 75087.

When you place your Online Order with us, you can rest assured your personal information is kept safe, secure, confidential and private. Our web site is hosted by Yahoo! Store is a world-wide recognized leader on the Internet.

Shipping Information

Shipping Address

Delivery Information: RECIPIENT'S name and address. If for a Funeral, enter Deceased's First and Last Name.

First Name:

Last Name:

Company:

(Optional American Airline Center, Bank Of America, etc.)

Street Address 1:

Street Address 2:

(optional: Apt, Suite, Unit, building, etc.)

City: State:

Zip Code: Phone:

(Optional) Dallas Flower asks for the recipient's phone number for delivery purposes only. In some instances Dallas Flower will need to call the recipient in order to clarify address information or to schedule a convenient delivery time. If you would prefer to not provide this information, we suggest you submit your own phone number instead so that we may contact you directly with any delivery concerns or questions.

Country: United States

Serving USA, CANADA, and MEXICO only.

Delivery Month: Sep (09)

Today's Date: Thursday, May 02, 2024

Delivery Date: 10 Today's Date: Thursday, May 02, 2024

Delivery Year: * 2024

Enter Your Card Message below:

Message On Enclosure Card (210 Characters Maximum) Examples: "Happy Birthday -- And Many More!" "Happy Anniversary, I Love You Very Much" "Congratulations On Your New Baby Boy/Girl" "Get Well Soon!" "With Deepest Sympathy" "No Card Message".

Signature:

Your Order

Item	Cost
1 artful orchids	\$129.95
1 15 White Tulip bouquet	\$64.95
1 Uniquely Chic Bouquet	\$59.95
1 New Day Spring Bouquet	\$79.95
1 Luxury basket garden flowers	\$149.95
Subtotal:	\$484.75
Total:	\$484.75

COMPETITIVE ANALYSIS

Competitive analysis in UX involves studying and **comparing** similar products or services to identify strengths, weaknesses, and opportunities for improvement in your own design.

INTERVIEW & AFFINITY DIAGRAM



AFFINITY DIAGRAM ANALYSIS

- Fresh, matching flowers are important
- Detailed descriptions aid to decision-making
- High-quality images help to decide
- Easy ordering process is essential
- Quick contact for concerns is crucial
- Positive testimonials boost confidence
- Preferably bright, pinks, reds, pastels...

In UX, an affinity diagram analysis is a method of organizing and synthesizing user research data, such as user feedback or observations, into meaningful themes or categories to identify patterns, insights, and opportunities for design improvements.



CARD SORTING (Open)



First Card sorting

Spring flowers	small Plants	the moment of calm Box	orchides	letterbox Plants	Birthday
exotic flowers	Spring Plants	white flowers	new Baby gifts	Gifts	new home
the Choco & Candle Bundle	Lilies	Housewarming gifts	Baby's first Wagon (Boy)	House plants	thank you bouquets
new baby	Anniversary	the Pampering new Parent Bundle	chinese Evergreen Plant	sunflowers	Roses
treat myself	Iris	get well soon	luxury flowers	Gift Cards	Home & Pamper
get well	sympathy, Funeral flowers	Hand-tied bouquets	Large Plants	Dried flowers	Romantic gifts
Green Plants, Dishgardens	new Baby	the Spring Celebration Tablescape	Congratulation	fine flowers, Peonies	thank you
Tulip Arrangements	with sympathy	Hampers & gift sets	Tropical Plants	Letterbox gifts	Obeira Daisies
food & drink-gifts	Baby's first Wagon (Girl)	Love & Romance	wedding Flowers		

Second Card Sorting

Spring flowers	small Plants	the-moment-of calm-Box	orchides	letterbox Plants	Birthday
exotic flowers	Spring Plants	white flowers	new Baby gifts	Gifts	new home
the-Choco-& Candle-Bundle	Lilies	Housewarming gifts	Baby's first Wagon (Boy) *1	(Baby's first Wagon Boy)	House plants
new baby	Anniversary	the-Pampering new-Parent Bundle	chinese Evergreen-Plant	sunflowers	Roses
treat myself	Iris	get well soon	luxury flowers	Gift Cards	Home & Pamper
get well	sympathy, Funeral flowers	Hand-tied bouquets	Large Plants	Dried flowers	Romantic gifts
Green Plants, Dishgardens	new Baby	the Spring Celebration Tablescape	Congratulation	Rose Flowers, Peonies	thank you
Tulip Arrangements	with sympathy	Hampers & gift sets	Tropical Plants	Letterbox gifts	Obeira Daisies
food & drink-gifts	Baby's first Wagon (Girl) *2	Love & Romance	wedding Flowers		

Third Card sorting

Birthday	Anniversary	Love & Romance	new Baby arrangements	Obeira Daisies
get well	Sympathy / Funeral Flowers	thank you bouquets	Tulip Arrangements	Orchid Arrangements
white Flowers	Lilies	Fine Flowers / Peonies	Exotic Flowers Arrangements	Green Plants / Dishgardens
Sunflower Arrangements	Iris Arrangements	Wedding flowers Dallas	Wedding flowers Dallas	Wedding flowers Dallas
colors of Roses	Flowering Plant	Roses & Lilies	Orchid & Tropical Plants	Gourmet Basket & Fruit Basket Delivery in Dallas

Fourth Card sorting

high quality images	high-quality images	DeliveryTime	Customer Service
---------------------	---------------------	--------------	------------------

INFORMATION ARCHITECTURE (CARD SORTING)

Card sorting is a UX research method where users categorize content into groups, with **open card sorting** allowing users to create their own categories and **closed card sorting** providing predefined categories for sorting.



We have conducted both open and close card sorting. on the [Optimal Workshop platform](#) allows for comprehensive user research and iterative design refinement.

CARD SORTING QUESTIONS

(Close)

In your opinion, in which part of the website should be the search section?

Are there any cards that you feel could belong in more than one group? If so, how would you decide which group they belong to?

How would you prefer the flower arrangements to be categorized on the website? (e.g., by occasion, by flower type, by color scheme, etc.)

How confident are you in the organization of these groups? Are there any changes you would make?

Are there any additional categories or groups that you think should be included but aren't represented by the cards?

Are there any cards that don't seem to fit into any of the groups? If so, where would you place them?

CARD SORTING ANSWERS

(Close)

We have completed the card sorting exercises with 20 participants. BUT We compiled the responses to these questions from one of our users.

1.In your opinion, in which part of the website should be the search section? [Over the navigationbar on the right side.](#)

2.Are there any cards that you feel could belong in more than one group? If so, how would you decide which group they belong to?

[Depending, any gift arrangements could be put into a gift and occasion categorie.](#)

3.How would you prefer the flower arrangements to be categorized on the website? (e.g., by occasion, by flower type, by color scheme, etc.)

[Flower types](#)

4.How confident are you in the organization of these groups? Are there any changes you would make?

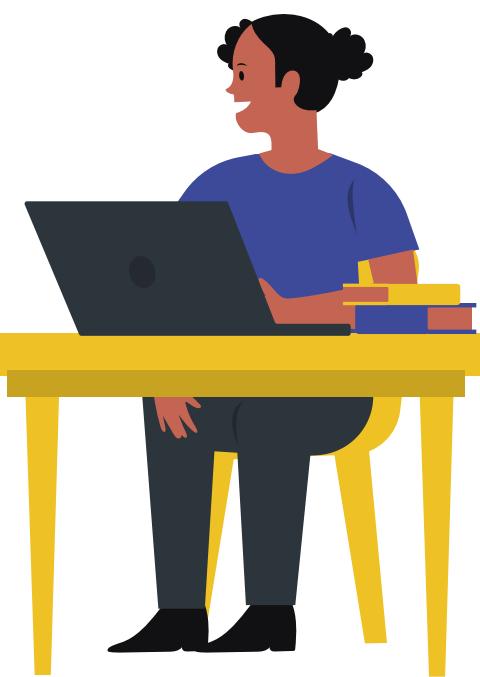
[Very. Into multiple subcategories](#)

5.Are there any additional categories or groups that you think should be included but aren't represented by the cards?

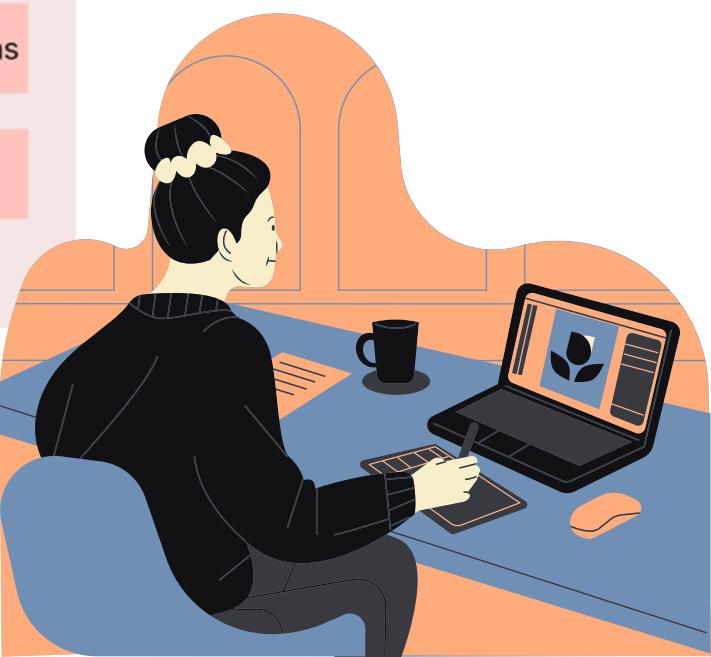
[Add ons](#)

6.Are there any cards that don't seem to fit into any of the groups? If so, where would you place them?

[No.](#)



SITE MAP

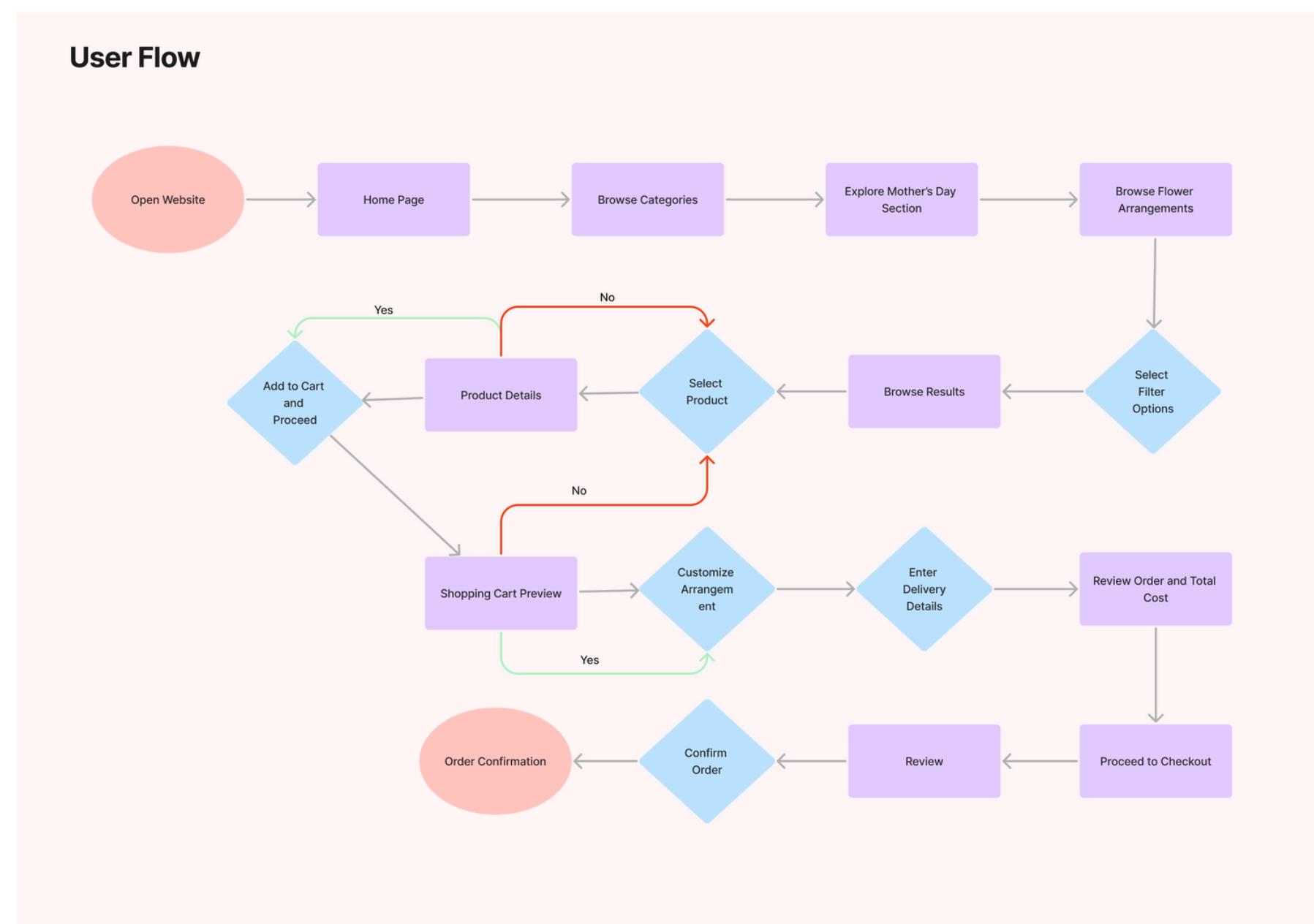


TASK & USER FLOW

Task Flow



User Flow



PERSONA

Alex Rodriguez



Age: 21

Location: Studying in Italy
(originally from Dallas, Texas)

Background: Alex is a university art student studying abroad in Italy. He wants to send a meaningful bouquet to his mother in Dallas for Mother's Day to show his love and appreciation, despite the distance.

Goals:

- Find a reliable way to send flowers to his mother in Dallas for Mother's Day.
- Choose a beautiful bouquet that reflects his love for his mother.
- Ensure the flowers are fresh and high-quality.

Pain Points:

- Distance and limited local knowledge complicate flower selection and delivery. Concerns about freshness and a desire for seamless ordering coincide with the need for timely Mother's Day delivery.

SCENARIO



Despite studying in Italy, Alex is determined to make his mother's Mother's Day in Dallas memorable. Unable to deliver flowers in person, he turns to online ordering and carefully selects her favorite flowers for delivery.

OUR CHOOSEN TASK ...

So, **based on our persona** and his scenario, he wants **to buy flowers** for his mother while he is far from her.

He decides **to order online** from a Dallas flower florist website. Also, for Alex, it is important to consider the **budget, freshness** of flowers, **delivery time (by May 12th)**, and he wants to **add a note card** for her.



SKETCHES



Dallas Flower Florist

search

Mother's Day Bouquets Flowers Occasions

mother's day blumen wahrle

Hide filters

Delivery next-day unday 12 May

price
\$ 50
\$ 50 ✓
\$ 70 ✓

Colours
white
pastels
bright

Occasions
Mother's Day
wedding
et wellison
Thank you
new baby

At last
\$ 69.95 Read

Sparkle the shine Bouquet DX \$ 69.95 Read

Home / Mother's Day / shopping cart / note card / profile

— 1 — 2 — 3 —

Delivery Details
Already have an account?

Click Continue as guest

Footer

Dallas Flower Florist

search

Mother's Day Bouquets Flowers Occasions

mother tags blumen wahrle

Hide filters

Delivery next-day unday 12 May

price
\$ 50
\$ 50 ✓
\$ 70 ✓

Colours
white
pastels
bright

Occasions
Mother's Day
wedding
et wellison
Thank you
new baby

Best sellers

\$ 60	\$ 70	\$ 80
Brightly Beautiful Bouquet ★★★★★ (1) \$ 64.95 <input type="button" value="Read"/>	Spring tulip light pink ★★★★★ (1) \$ 54.95 <input type="button" value="Read"/>	
<input type="button" value="Delivery"/>	<input type="button" value="Delivery"/>	<input type="button" value="Delivery"/>
Customer TEL & Address 215-4380-8899	Customer TEL & Address 215-4380-8899	Customer TEL & Address 215-4380-8899

PIANTS

Delivery Payment option Help

Openingtime Privacy Policy

what

review

Footer

*3 Dallas Flower Florist

search

Mother's Day Bouquets Flowers Occasions

Home / Mother's Day / shopping cart / note card / profile

— 1 — 2 — 3 —

Write your message

A few heartfelt words can mean the world. Remember to include your name so they know it's from you.

Delivery Address

Delivery Address
Billing Address

Same as Delivery Address

Name*
Surname*
Email
Telephone*
Address, Line*
zip code*
city / state*

Footer

Continue

Footer

Dallas flower florist

8 Login search

Mother's Day v Bouquets v Flowers v Plants v occasions v

Collection
Mother's Day Bestsellers
Mother's Day Roses
Mother's Day Tulips
Mother's Day Plants
Shop All Mother's Day

Flower for Mother's Day

SHOP NOW

Meet our bestsellers

Pink on Pink Bouquets \$ 79.95 ★★★★★ (1)	Modern Embrace \$ 89.95 ★★★★★ (1)	Always a lady \$ 139.95 ★★★★★ (1)
--	---	---

About Dallas flower florist

what

review

Tel & Address Payment option Help

Openingtime Privacy Policy

Footer

Dallas Flower florist

Mother's Day v Bouquets v Flowers v Plants v occasions v

Mother's Day Bestseller

Hide Filter

Delivery
 next Day
 specific Day

< May 2024 >

Mon	Tue	Wed	Thu	Fri	Sat	Sun
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

Footer

*4 Dallas Flower Florist

search

Mother's Day v

Home / Mother's Day / shopping cart / note card / profile / Address

← — 1 — 2 — 3 —

Delivery Address

Billing Address

Same as Delivery Address

Name*
Surname*
Email
Telephone*
Address, Line*
zip code*
city / state*

Footer

Continue

Footer

Dallas flower florist

Search

Mother's Day v Bouquets v Flowers v occasions v

Sort Default Available Soon Price low to high Price high to low

Hide Filters

Delivery
 next day
 Specific day

Price
\$ 50
\$ 50 - \$ 60
\$ 60 >

Colours
White
Pastel
Bright

Occasion
Birthday
wedding
Get well soon
Thank you
celebration
New baby

Footer

MID-FIDELITY WIREFRAME

Figma



Click here

figma

A screenshot of the Figma interface showing a wireframe project for 'dallasflower florist'. The project contains multiple screens, including a landing page, product details, and a shopping cart. The wireframes are composed of basic shapes and text, representing the layout and structure of the website.

dallasflower florist - wireframe Edited 3 minutes ago

Landing page(Home)

This wireframe for the Dallas Flower Florist landing page features a large central image placeholder labeled 'Flower Photo'. Below it are three satisfaction guarantees: '100% satisfaction', 'Fixed delivery fee', and 'Same day delivery in Dallas'. A 'Shop now' button is positioned to the right. The 'Popular Occasions' section includes icons for Mother's Day, Birth Day, Get Well Soon, and Thank you. The 'best Sellers' section displays six flower products with small images, names, ratings, and prices: Joy Forever (\$39.95), Elegant Wishes (\$99.95), Spring Time Harmony (\$64.85), Joy Flowers (\$39.95), Elegant Wishes (\$99.95), and Spring Time Harmony (\$64.85). Each product has a 'view' button.

Landing page(Home)

This wireframe shows a product page for a flower arrangement. It includes a header with a logo and navigation links. The main content area displays a large image of the flower, its name 'Tulip...', a brief description, and a price of '\$14.95'. Below the main image are smaller thumbnail images of other flower arrangements. The footer contains standard website footer text.

Product page

Order page

This wireframe for the order page shows a multi-step process. Step 1: Payment method selection (Credit card, Pay Pal, Apply Pay, Visa). Step 2: Delivery details (Delivery address, payment method, delivery date). Step 3: Summary (Delivery address, payment method, delivery date, total order \$14.95). Step 4: Payment summary (Delivery address, payment method, delivery date, total order \$14.95). Step 5: Final payment confirmation.

Basket page

This wireframe for the basket page shows a shopping cart with two items: a tulip arrangement and a bouquet. It includes sections for delivery details, payment details, and a summary of the order. The summary shows one item at \$14.95 with free delivery, totaling \$14.95.

Basket page2

This wireframe for the basket page shows a shopping cart with two items: a tulip arrangement and a bouquet. It includes sections for delivery details, payment details, and a summary of the order. The summary shows one item at \$14.95 with free delivery, totaling \$14.95.

USABILITY TEST

Don Norman and Jakob Nielsen, prominent figures in usability and user experience design, have emphasized to note that the optimal number of participants can vary depending on factors such as the complexity of the product, the diversity of the user group, and the specific goals of the study. Some researchers might opt for more participants for added robustness, while others might find five to be sufficient for their purposes.



FIRST VERSION

USABILITY TESTING

1

participant

Task 1:

Moving the search box improves visibility and reduces distractions.

Importance: High

Task 2:

Visible "X" buttons reduce frustration, improve navigation.

Importance: High

Task 3:

Adds trust, credibility, fosters community engagement.

Importance: Medium

Task 4:

Simplifies interface, reduces cognitive overload.

Importance: High

Task 5:

Enhances visual appeal, improves overall aesthetics.

Importance: High

2

participant

Task 1:

Right placement aligns with user expectations, enhances usability.

Importance: Medium

Task 2:

"X" buttons provide intuitive navigation, enhancing usability.

Importance: High

Task 3:

Provides valuable information, fostering a sense of belonging.

Importance: High

Task 4:

Streamlines user experience, improves task efficiency.

Importance: Medium

Task 5:

Improves user engagement, encourages exploration.

Importance: High

3

participant

Task 1:

Enhances accessibility, fosters inclusivity among users

Importance: Low

Task 2:

Demonstrates user-centric design, ensuring comfortable navigation.

Importance: Medium

Task 3:

Creates a more personalized and engaging user experience.

Importance: Medium

Task 4:

Removes distractions, enhances focus on primary tasks.

Importance: Medium

Task 5:

Creates a cohesive and polished user interface.

Importance: Medium

4

participant

Task 1:

Reduces cognitive load, ensures quick access to search.

Importance: Medium

Task 2:

Streamlines user experience, maintains focus on tasks.

Importance: High

Task 3:

Strengthens brand identity, building user loyalty.

Importance: High

Task 4:

Enhances usability, improves overall user satisfaction.

Importance: High

Task 5:

Enhances brand perception, strengthens user trust.

Importance: Low

5

participant

Task 1:

Improves functionality and visual balance of the interface.

Importance: High

Task 2:

Enhances both functionality and visual coherence of the interface.

Importance: Medium

Task 3:

Demonstrates transparency and commitment to user satisfaction.

Importance: High

Task 4:

Aligns with user expectations, improves navigation flow.

Importance: High

Task 5:

Aligns with design trends, ensures a modern and fresh look.

Importance: High

THE RESULT OF FIRST VERSION

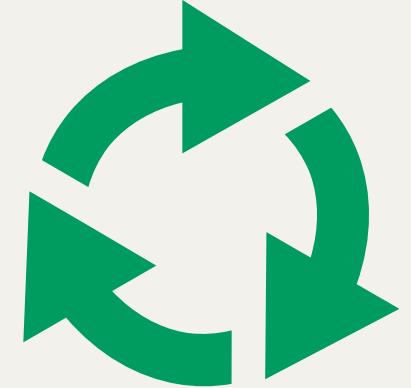
- Move the search box to the right: for better visibility due to the logo and easier access for users.
- Place an "X" button in strategic locations: allowing users to easily exit unwanted areas.
- Include an "About Us" section: enhancing user familiarity and fostering a sense of community.
- Remove the "Popular Occasion" feature: it tends to repeat and distracts users from their main tasks.



SECOND VERSION

Questions					
1.Where do you find Mother's Day flowers?	Menu	Menu/Banner	Menu	Menu/ Occasions	Banner
2.Where do you find customer reviews?	Middle of the Home page	Under each flowers photos	Home page	Home page	Middle of the Home page
3.Where do you look for address ?	Footer	Footer, Contact us	Contact us	Footer	Footer
4.Where do you look for Time & Hours?	Footer	Footer, Business Hours	Footer, Business Hours	Footer, Business Hours	About us
5.Where do you find the best flowers to buy?	Home	Home, after banner there is best sellers section	Home	Best sellers	Home
6.You are trying to order flower , where do you look for photo of flowers?	Menu	Menu	Menu	Best sellers	Menu
7.How do you go back to the top of the page?	Top button	Top button	Top button / Home	Top button	Top button

ITERATIVE PROCESS



FINAL VERSION OF USABILITY TEST

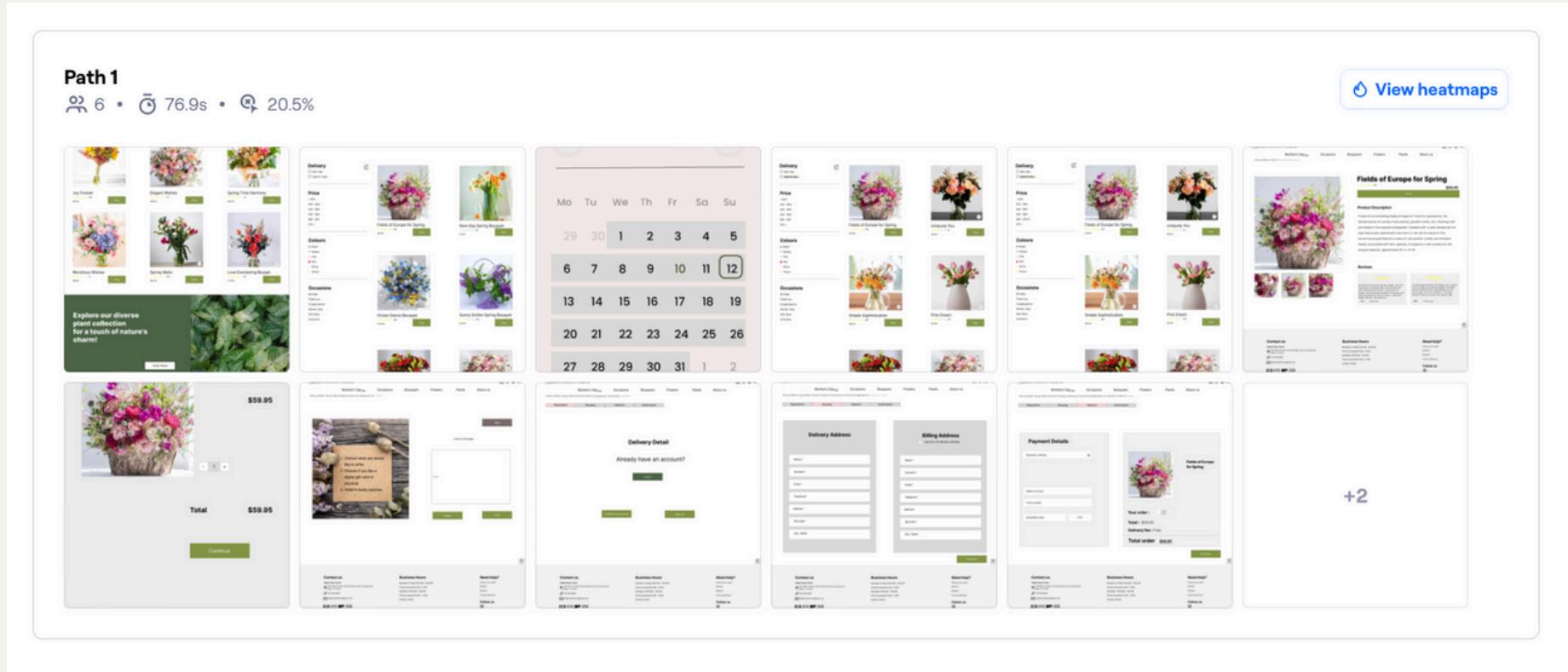
Our final version of the usability test was conducted on the **Maze platform**. This platform proves helpful in guiding users through chosen tasks and also provides insights into whether users can complete the tasks or not.

As we know, this process is iterative even after the final usability test. Therefore, to ensure **easy accessibility for users**, we have added **three paths** for ordering flowers for Mother's Day.

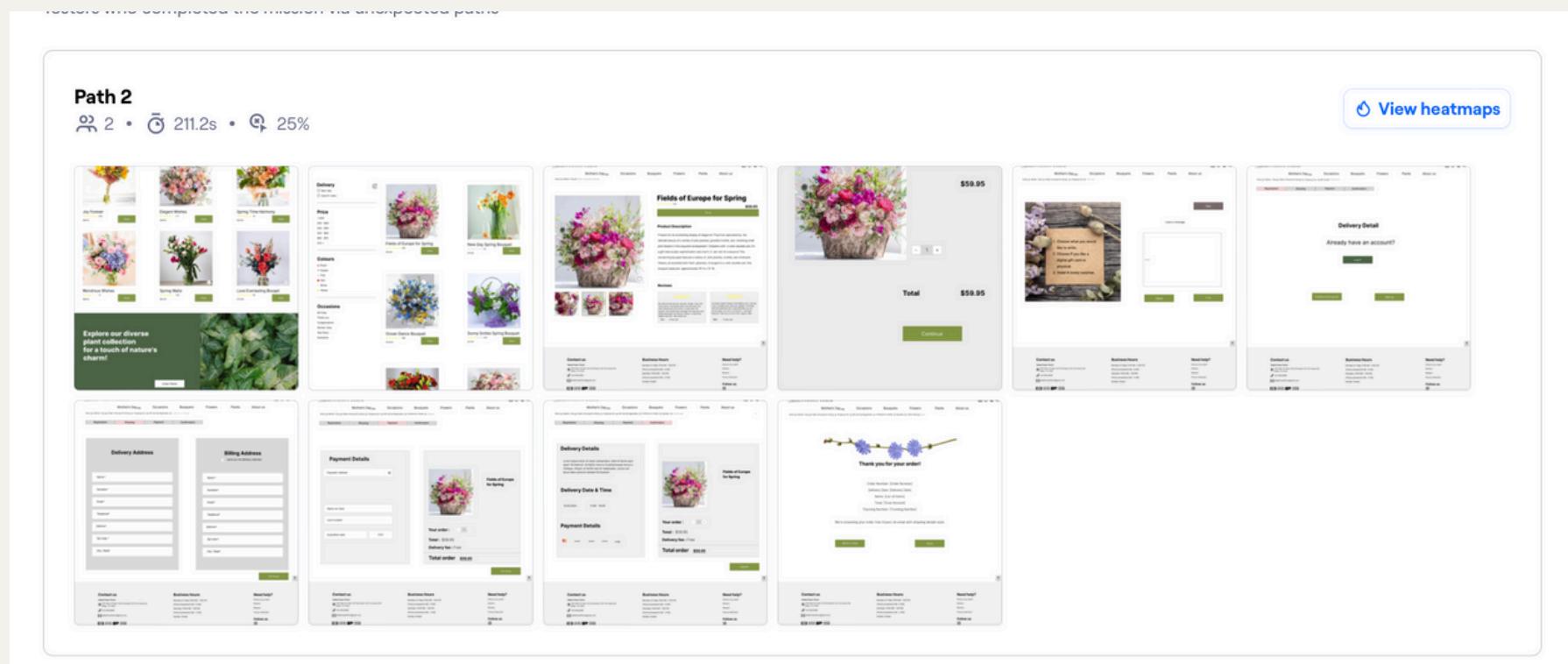


FINAL VERSION OF USABILITY TEST

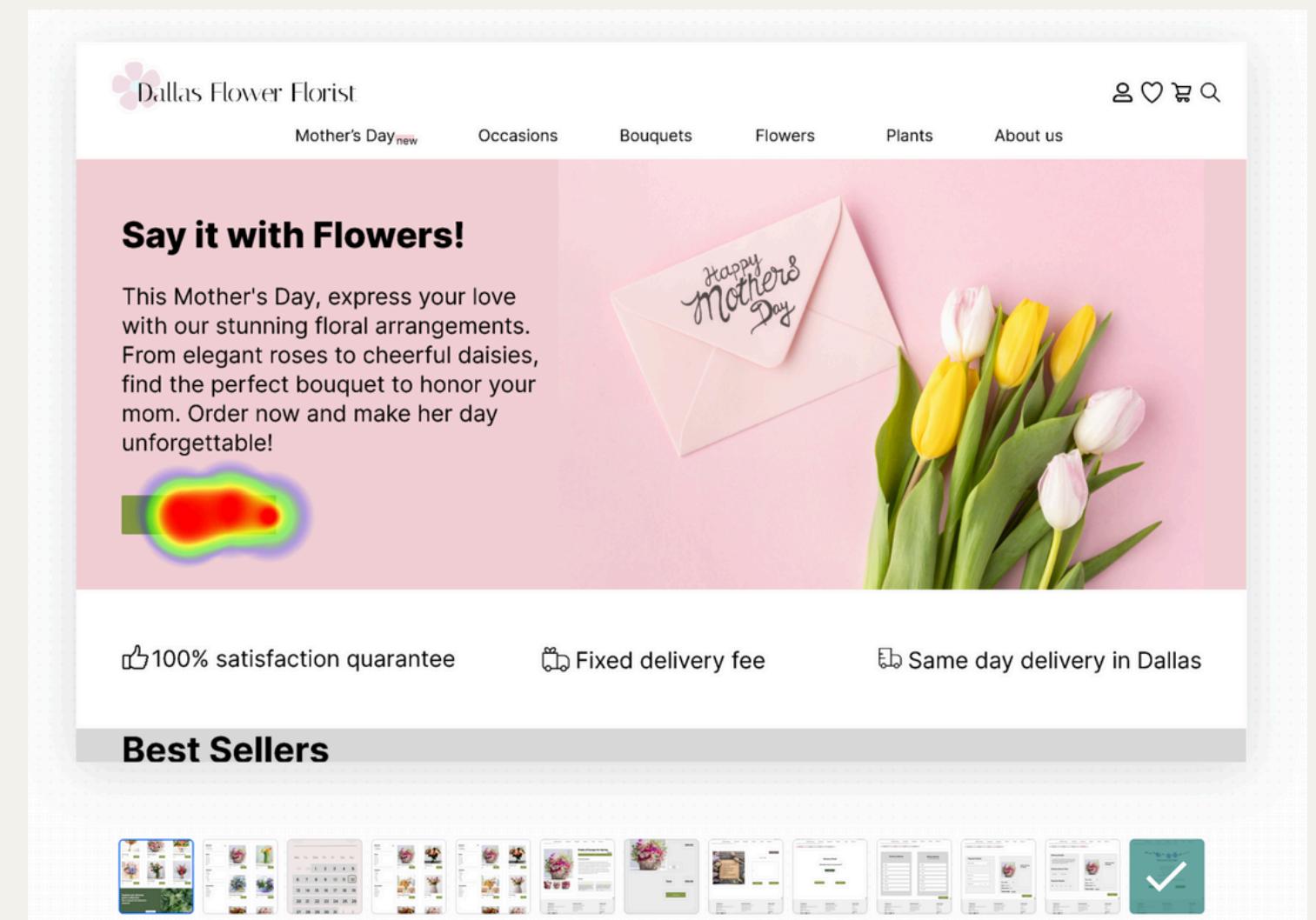
Path1



Path2



Path3



PROTOTYPE

Click here
 figma

Figma



Dallas Flower Florist

[Log In / Registration](#) [Search](#)

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Say it with Flowers!

This Mother's Day, express your love with our stunning floral arrangements. From elegant roses to cheerful daisies, find the perfect bouquet to honor your mom. Order now and make her day unforgettable!

[Shop Now](#)



100% satisfaction guarantee **Fixed delivery fee** **Same day delivery in Dallas**

Best Sellers

Flower Arrangement	Rating	Price	Action
Joy Forever	★★★★★ (50)	\$99.95	View
Elegant Wishes	★★★★★ (57)	\$99.95	View
Spring Time Harmony	★★★★★ (31)	\$64.95	View
Wondrous Wishes	★★★★★ (18)	\$99.95	View
Spring Waltz	★★★★★ (34)	\$84.95	View
Love Everlasting Bouquet	★★★★★ (38)	\$79.95	View

Explore our diverse plant collection for a touch of nature's charm!

[Order Plants](#)

Reviews

User	Date	Rating	Comment
John	4 days ago	★★★★★	Good and easy processing. TOP quality!
Jane	4 days ago	★★★★★	The flowers were a gift so I did not see them at the time, but when my friend showed me a picture, she was very happy with the arrangement.
Sam	6 days ago	★★★★★	Always a pleasure to order from them. Great efficient service! The flowers are always fresh and they have a beautiful selection.

[Read more reviews](#)

About us

Need help?

Fields of Europe for Spring

\$59.95

[Send](#)

Product Description

Prepare for an enchanting display of elegance! They'll be captivated by the delicate beauty of a variety of pink peonies, graceful orchids, and charming small pink flowers in this exquisite arrangement. Complete with a rustic wooden pot, it's a gift that exudes sophistication and charm. A win-win for everyone! This enchanting bouquet features a variety of pink peonies, orchids, and small pink flowers, all accented with fresh greenery. Arranged in a rustic wooden pot, this bouquet measures approximately 19" H x 13" W.

Reviews

User	Date	Rating	Comment
Mike	10 days ago	★★★★★	I've never ordered flowers online, but I must say, it was incredibly easy with your website. I'm really happy with the experience and would definitely use your service again. The flowers arrived in perfect condition. They looked absolutely stunning and vibrant. I couldn't be happier with how they turned out!

About us

Contact Information:

- Provider: Dallas Flower Florist
- Address: 123 Main St Suite 102 (Formerly 1232 Commerce St), Dallas, TX 75201
- Phone: 214-555-8088
- Email: dallasflowers@gmail.com

Need help?

- Where is my order?
- Delivery
- Reviews
- Privacy Statement

Pre-order your Motherday Present!

Mother's Day is approaching fast. Ready for a front row experience? Pre-order our first bloom of beautiful pink flowers. Hurry, they're perfect for making Mom's day unforgettable!

Delivery

- Next day
- Specific date...

Price

Price Range	Count
\$30 - \$40	1
\$40 - \$50	1
\$50 - \$60	1
\$60 - \$70	1
\$70 +	1

Colours

- Bright
- Pastel
- Pink
- Red
- White
- Yellow

Occurrences

- Birthday
- Thank you
- Condoleration
- Mother's Day
- New Baby
- Sympathy

Flower Arrangement	Rating	Price	Action
Fields of Europe for Spring	★★★★★ (56)	\$59.95	View
New Day Spring Bouquet	★★★★★ (80)	\$79.95	View
Ocean Dance Bouquet	★★★★★ (88)	\$109.95	View
Sunny Smiles Spring Bouquet	★★★★★ (54)	\$79.95	View

About us

Need help?



Thank You