FloraCare

THE PROJECT

The Problem

The startup company wanted to pitch their idea to investors and needed a prototype.
The problem? The pitch meeting was in two days.

My Role

I offered my rapid prototyping skills knowing I could handle the time limit with the scale of the project. Using Figma, Graphic Design as well as Interaction Design skills I created a user friendly interface using the clients needs and ideas in accord with the Apple style guide.

My Process

MARKET RESEARCH   FLORAL RESEARCH   DESIGNING   WIREFRAMING

USER TESTING   USER FLOWS   AI IMAGE CREATION   PROTOTYPING

9:41

🪷 FloraCare   ✕

BOUQUET

PHOTOS   IDENTIFY   HISTORY
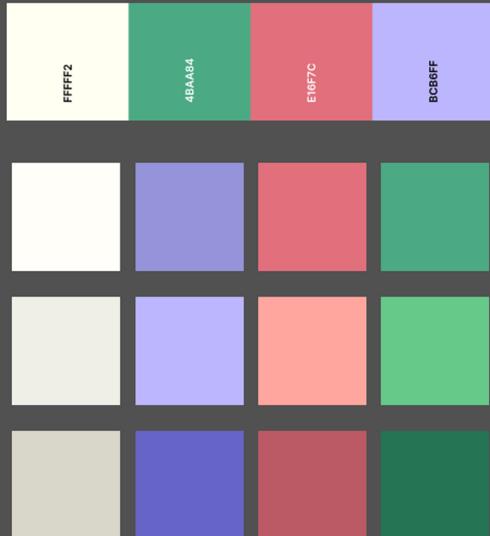
STYLE

I created the color palette, font pairings and following the Apple Style Guide for sleek presentation.

Color palette

FFFFF2	4BAB4	E16F7C	BCB6FF

Default

Light

Dark

Font pairings

FUTURA PT - TITLE

WELCOME

SORTS MILL GOUDY- regular
Lorem ipsum dolor sit amet consectetur. Nasceter mi justo egestas eget donec mauris luctus morbi. Sollicitudin vitae a viverra aliquet ut feugiat blandit. Nisi eu in enim est quis quam at in at. Elit purus lorem turpis dolor dui.

Roboto - Small text
Lorem ipsum dolor sit amet consectetur.

WELCOME

WELCOME

WELCOME

DYNAMIC NAV BAR

Centre icon changes depending
on which page you are on
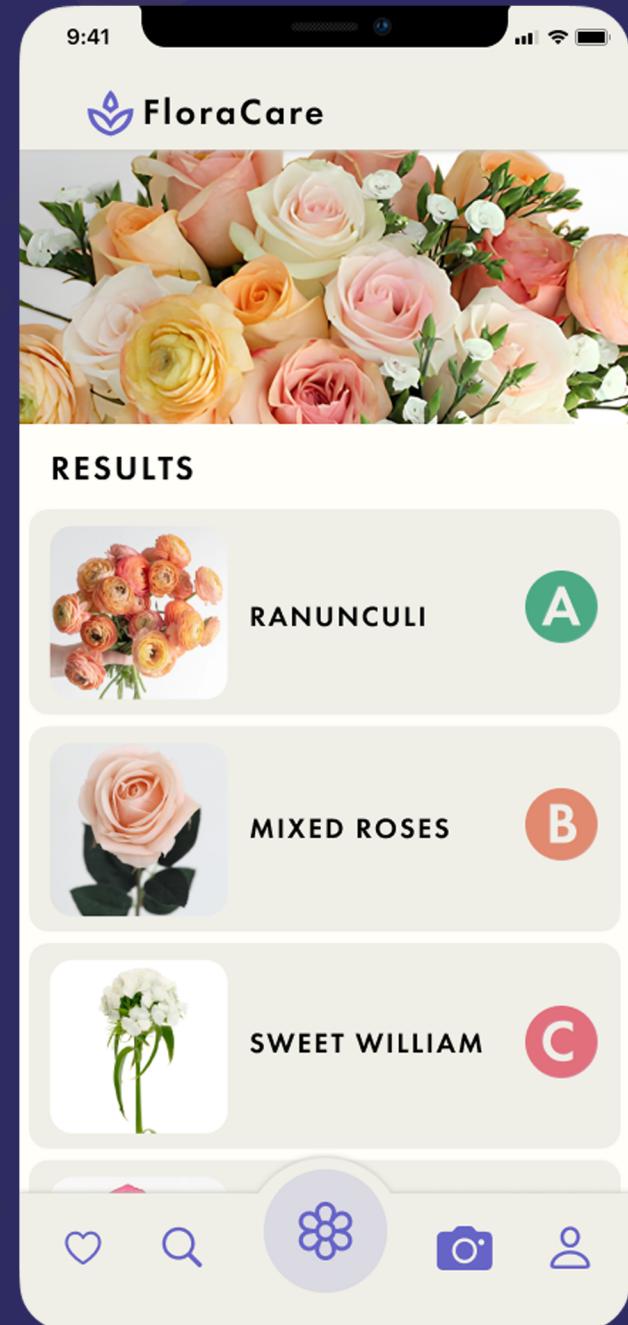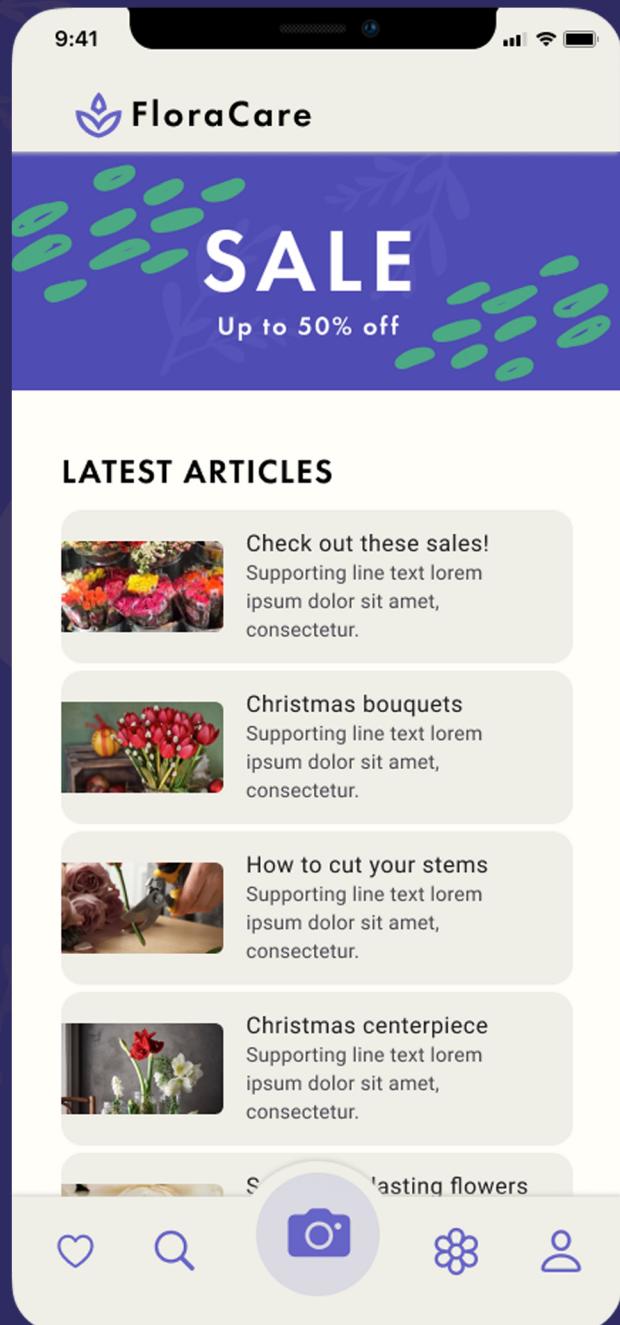
Users can add & view
favorites. On this page
they can rapidly find
saved flowers to create
their own bouquet
whimsies

Access flower scan history,
as well as set notification
reminders to care for their
flowers efficiently.
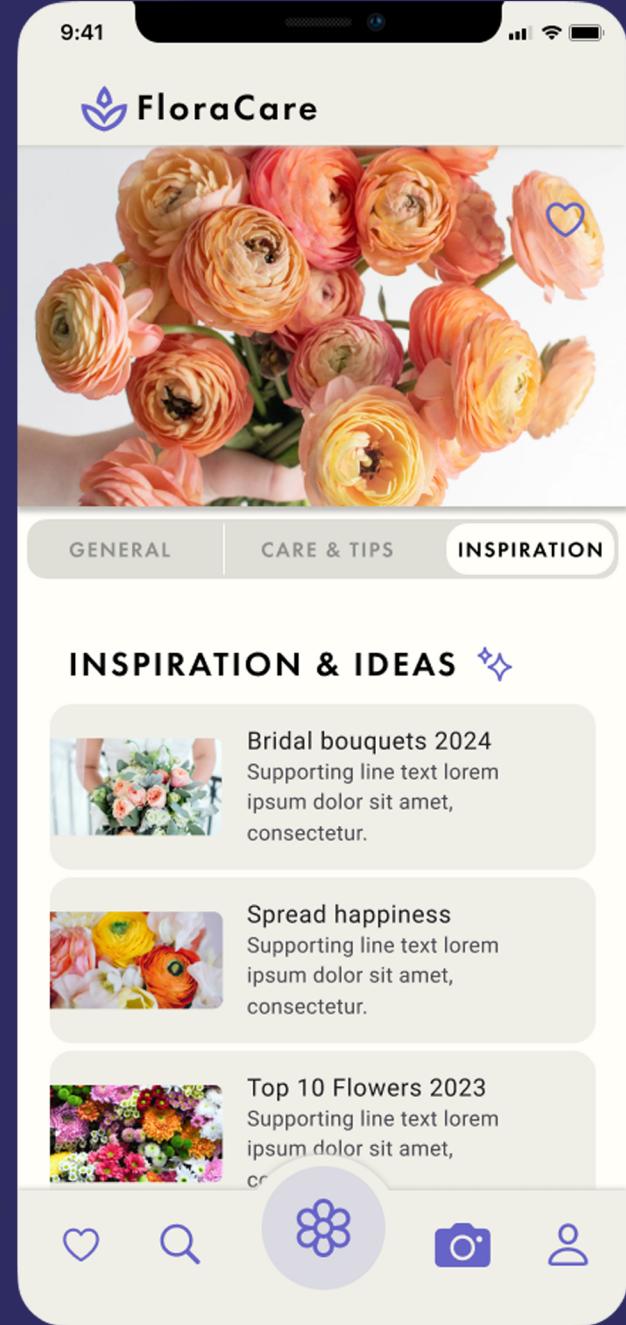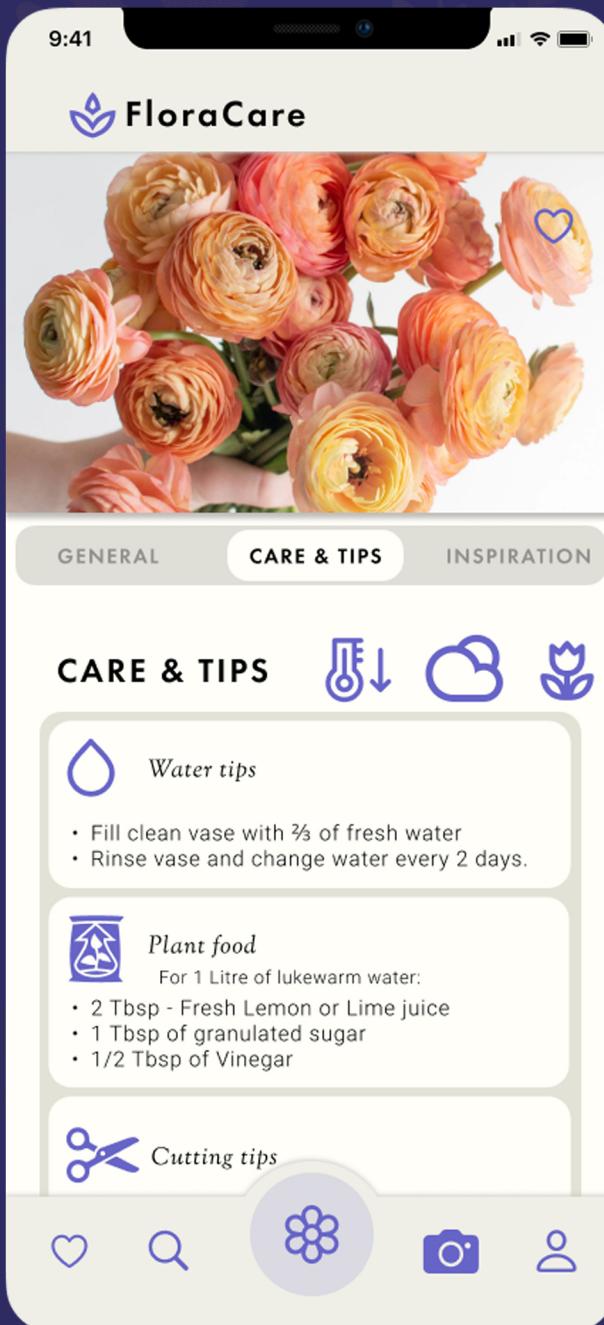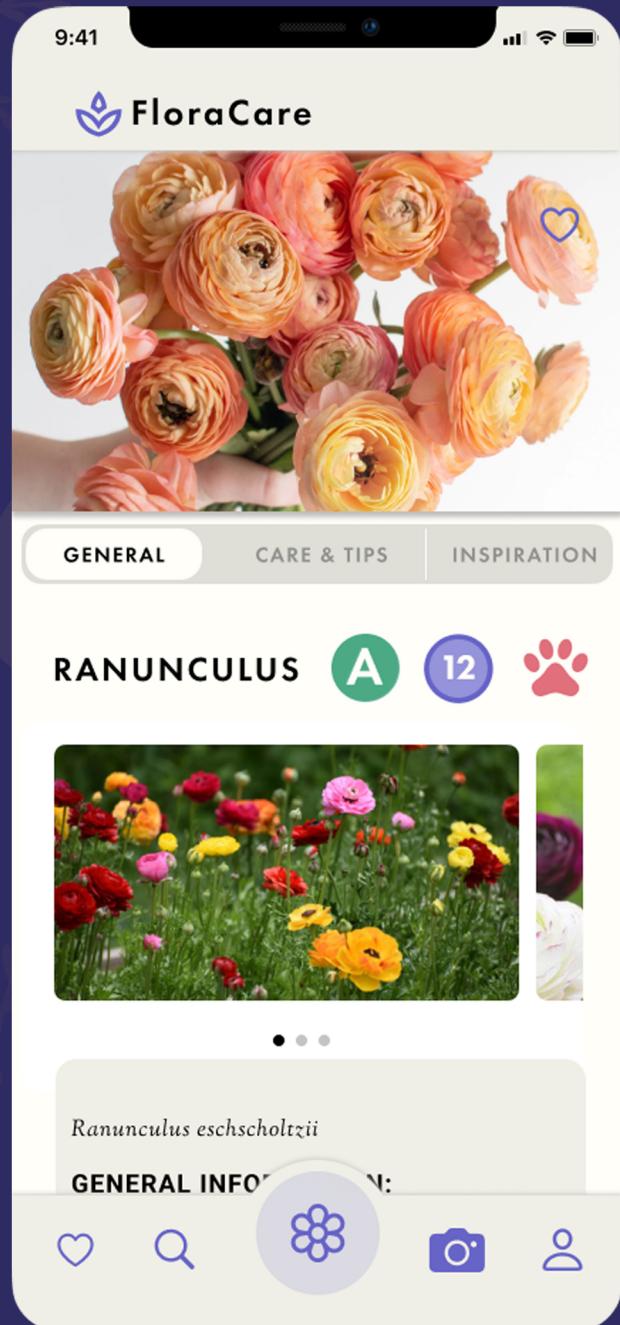
Search function to
look up articles,
flowers, plant food
recepies etc.

Standard User profile
which can potencially
display data such as
flowers scanned, display
favorite flowers etc

Take photos of
& scan flowers
user wishes to
purchase

Screen 1 — GENERAL

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GENERAL | CARE & TIPS | INSPIRATION

RANUNCULUS A 12 🐾

*Ranunculus eschscholtzii*

GENERAL INFORMATION:

Screen 2 — CARE & TIPS

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GENERAL | **CARE & TIPS** | INSPIRATION

CARE & TIPS

💧 *Water tips*

- Fill clean vase with ⅔ of fresh water
- Rinse vase and change water every 2 days.

Plant food

For 1 Litre of lukewarm water:
- 2 Tbsp - Fresh Lemon or Lime juice
- 1 Tbsp of granulated sugar
- 1/2 Tbsp of Vinegar

✂️ *Cutting tips*

Screen 3 — INSPIRATION

FloraCare

GENERAL | CARE & TIPS | **INSPIRATION**

INSPIRATION & IDEAS ✨

Bridal bouquets 2024
Supporting line text lorem ipsum dolor sit amet, consectetur.

Spread happiness
Supporting line text lorem ipsum dolor sit amet, consectetur.

Top 10 Flowers 2023
Supporting line text lorem ipsum dolor sit amet, c

SEE ANIMATED DEMO
HERE

Made by

CLARISSE