CP3402 WEEK 1 JOURNAL

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Today, I am reflecting on the recent milestone achieved in our website redesign project for Busy Bee Florist. The journey has been both challenging and rewarding, offering significant insights into web design, user experience, and the importance of feedback in creating a successful digital product.

**Milestone 1: Design Mocks and Feedback Integration**

Our project kicked off with the creation of design mocks. Initially, the website had an outdated look that failed to captivate visitors or highlight the florist's unique offerings. The call to action was particularly problematic, hidden amidst distracting visuals.

**Old Version:**

* The call to action was not prominent.
* Visuals overshadowed the essential text.
* The overall layout lacked coherence.

**New Version:**

* Removed the dominant flower picture from the homepage.
* Placed critical text centrally to increase visibility.
* Changed the background color to light pink and flesh tones to create a welcoming and thematic look.

This transformation was primarily driven by our goal to increase customer engagement by 20%. The new color scheme and layout not only align with the florist’s brand but also make the site more visually appealing and user-friendly.

**Response to Feedback**

Feedback was a crucial part of our redesign process. Here's a summary of the feedback received and the subsequent changes made:

1. **Call to Action Clarity**:
   * The feedback emphasized the need for a more prominent call to action. In response, we repositioned the key text centrally on the homepage, making it unavoidable for visitors.
2. **Design and Usability Improvements**:
   * **Tester 1** suggested moving some 'About' page content to the 'Home' page and adding product prices next to pictures. We implemented these changes to enhance the user experience and provide essential information upfront.
   * **Tester 2** pointed out that the layout could be more intuitive and suggested showcasing best sellers on the homepage. Additionally, the font type was deemed too harsh. We reorganized the homepage to feature best sellers and switched to a softer, more comfortable font.

These changes significantly improved the site's usability. The homepage now serves as a comprehensive gateway to the florist's services, with clear, inviting text and highlighted best sellers to guide customer decisions.

**Usability Test Plan**

Conducting usability tests was a pivotal step in our process. We formulated key questions to understand user perceptions:

* Do you know what this website does after you use it?
* Do you know more about Busy Bee after using this website?
* Does this page highlight the core competencies of the company?
* Would you consider using Busy Bee’s services after visiting the website?
* Do you have any suggestions for improvement?

The feedback gathered from these questions guided our iterative design process. We discovered that users appreciated a clear, straightforward layout and that showcasing products and services directly on the homepage increased their interest in using Busy Bee’s services.

**Reflections and Learnings**

This project underscored the importance of user-centered design. By actively seeking and incorporating feedback, we were able to create a website that not only looks appealing but also meets the needs and preferences of its users. The iterative process of testing and refining our design proved invaluable in achieving a user-friendly and effective website.

Moreover, the experience taught me the significance of aesthetic choices in web design. Colors, fonts, and layout all play crucial roles in how users perceive and interact with a website. The shift to a softer font and a cohesive color scheme aligned with Busy Bee’s branding was particularly impactful.

In conclusion, this project was a testament to the power of collaboration and continuous improvement. By valuing user feedback and focusing on clarity and aesthetics, we created a digital space that truly represents Busy Bee Florist and attracts its target audience. This journey has enriched my understanding of web design and has equipped me with skills that will undoubtedly benefit future projects.

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