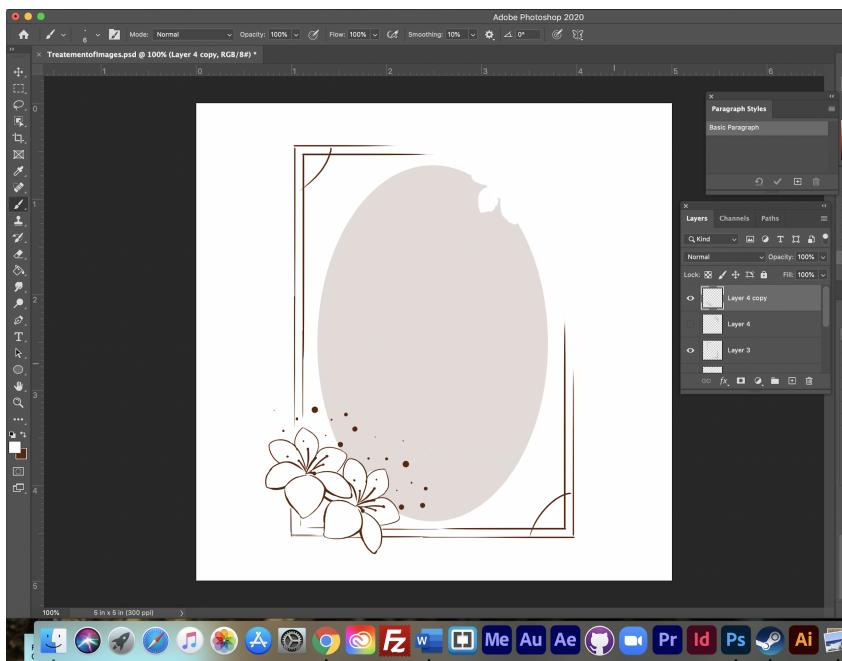


# Case Study Sprint 0

## Overview

One of the focus of sprint 0 was to establish a style that suits the traditional/casual atmosphere that comes with the brand. This brand personality would suit the unique qualities the store has, which was the business collaboration between local farms, gardens, and wedding venues. This was done through font selections and the repeated/general patterns/designs and colors that are present in logos, images, etc. The brand is seeking to appeal to customers who are purchasing flowers for someone else, or for celebratory occasions such as graduation, weddings, holidays, anniversary, etc.

## Approach

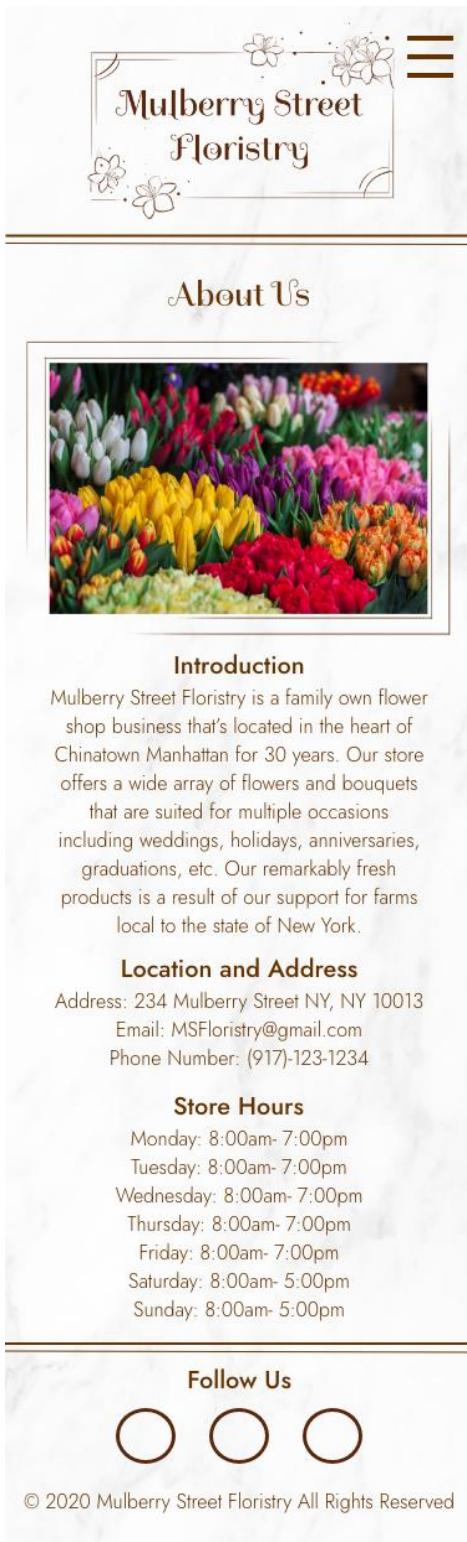


flower shop from a modern/minimalist/formal feel and made it more like traditional/casual.

My approach in trying to show the personality of the brand was through hand drawn images that go along with the logo and the treatment of images. The hand drawn elements in this screenshot are the frames and the lily. The idea of a casual atmosphere in a flower store website was to not have it to be too formal and elegant. But instead, customers should be able to feel comfortable when

browsing through the website, like it's somewhere they usually go to when purchasing flowers to celebrate a special occasion or for someone else. The use of hand drawn imageries in this case helps make the logo and images look less modern and edgy, but more playful and old looking along with the curly designs from the individual letters of the Spirax font for the logo, which distinguishes the

# Case Study Sprint 1



The screenshot shows the homepage of the Mulberry Street Floristry website. At the top is a decorative header with the text "Mulberry Street Floristry". Below it is a section titled "About Us" featuring a large image of a variety of colorful tulips. Under "About Us" is a "Introduction" section describing the business as a family-owned flower shop in Chinatown Manhattan for 30 years, offering fresh flowers and bouquets for various occasions. Below that is a "Location and Address" section with the address 234 Mulberry Street NY, NY 10013, email MSFloristry@gmail.com, and phone number (917)-123-1234. A "Store Hours" section lists daily operating times from 8:00am to 7:00pm. At the bottom is a "Follow Us" section with three circular icons for social media.

**Mulberry Street Floristry**

## About Us



### Introduction

Mulberry Street Floristry is a family own flower shop business that's located in the heart of Chinatown Manhattan for 30 years. Our store offers a wide array of flowers and bouquets that are suited for multiple occasions including weddings, holidays, anniversaries, graduations, etc. Our remarkably fresh products is a result of our support for farms local to the state of New York.

### Location and Address

Address: 234 Mulberry Street NY, NY 10013  
Email: MSFloristry@gmail.com  
Phone Number: (917)-123-1234

### Store Hours

Monday: 8:00am- 7:00pm  
Tuesday: 8:00am- 7:00pm  
Wednesday: 8:00am- 7:00pm  
Thursday: 8:00am- 7:00pm  
Friday: 8:00am- 7:00pm  
Saturday: 8:00am- 5:00pm  
Sunday: 8:00am- 5:00pm

### Follow Us

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## Overview

The focus of this sprint was to create a web presence for Mulberry Street Floristry. This includes content such as an introduction to the business, location, contacts, hours, and a unique aspect of the business. This approach will help establish a web presence because by having these contents up on the web first, it will allow the audience of the website to understand what the business is about, what they do, and what they sell.

## Approach

In order to establish a web presence of the business, a prototype of how the website will generally look was first created before moving on to the coding stage. The first version of the site was almost the exact version of the prototype, except that it doesn't have the footer. After more consideration, the location, address and store hours were moved to the footer on the final audit before the conclusion of sprint one. The reason for moving location, contact, and store hours to the footer is because it would be more convenient for customers and viewers if they have access to the contact information right below the webpage they're viewing. This way, they don't need to go back and forth to get in contact with the customer service as they view other pages like bouquet and flower collections page, which will be further developed in the future. One more thing that was added to the final version of the website for the first sprint was the "Our Products" paragraph. This was added to further inform viewers the unique aspect of the business and the origins of the products. To some extent, it also indirectly tells them that by purchasing the products and supporting the business, the customers are also supporting the farms and gardens that this business is collaborating with.

Mulberry Street Floristry    +

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**Mulberry Street Floristry**

Home Flower Collections Bouquet Collections

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## About Us

### Introduction

Mulberry Street Floristry is a family own flower shop business that's located in the heart of Chinatown Manhattan for 30 years. Our store offers a wide array of flowers and bouquets that are suited for multiple occasions including weddings, holidays, anniversaries, graduations, etc.



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**Mulberry Street Floristry**

Home Flower Collections Bouquet Collections

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## Our Products

Our remarkably fresh products is a result of our support for farms and gardens local to the state of New York. The two business partners we are currently partnered with are Hudson River Rose Garden and Ethan's Flower Field. Hudson River Rose Garden is a magnificent garden located in Greene County. As the name suggested, the garden is famous for their rose varieties. Over the years, the owner of Hudson River Rose Garden, Janice Alsteen provided a large variety of roses in different colors to our store, which includes Sugar Moon (white), Princess Charlene de Monaco (coral/pink), Deep Secret (red), Sunny Sky (yellow), Mme Violet (purple), Seven Heaven (orange), etc. Ethan's Flower Field is another one of our business partner who provided us with a variety of flowers which includes sunflowers, peonies, tulips, lilies, and many other flowers.

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**Location and Address**  
Address: 234 Mulberry Street NY, NY 10013  
Email: MSFloristry@gmail.com  
Phone Number: (917)-123-1234

**Store Hours**  
Monday-Friday: 8:00am- 7:00pm  
Saturday-Sunday: 8:00am- 5:00pm

Follow Us:



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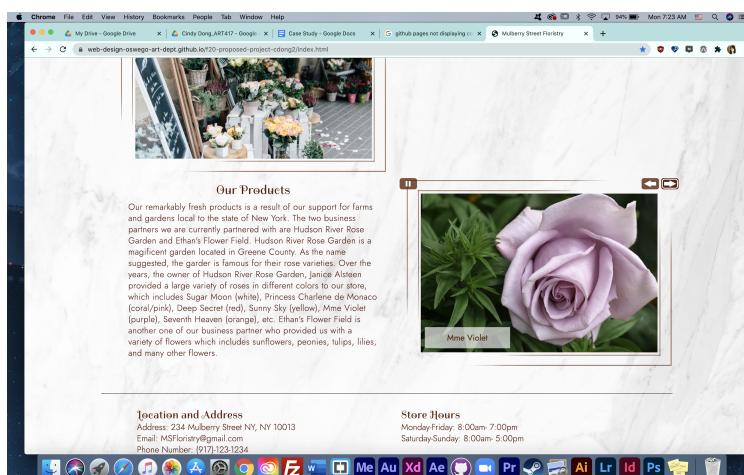
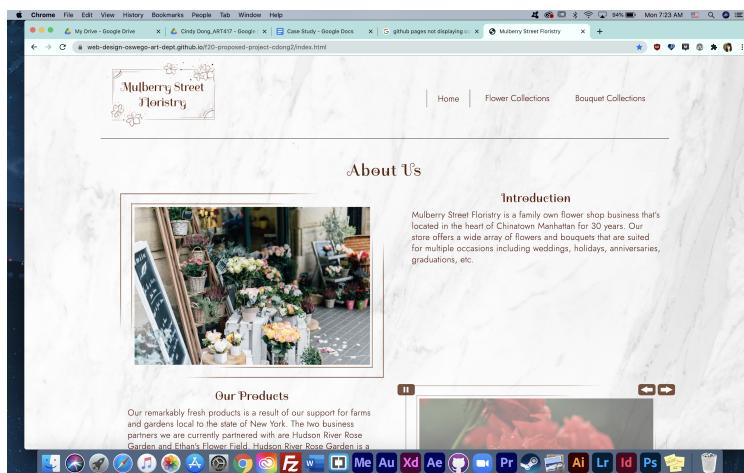
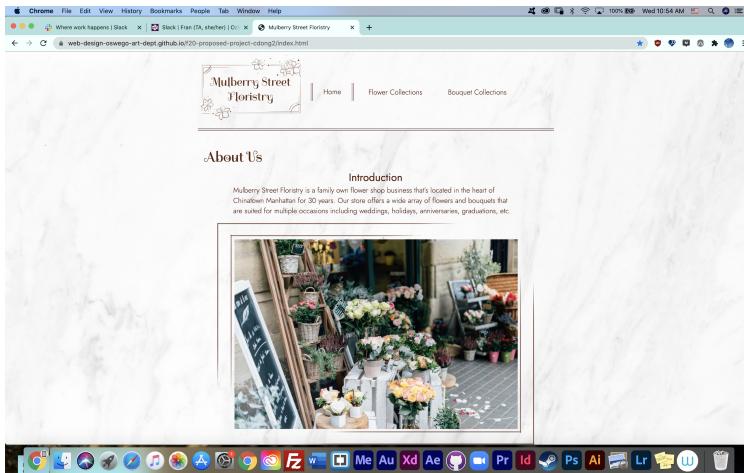
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# Case Study Sprint 2



## Overview

This sprint was used to revise and improve the homepage of Mulberry Street Floristry. This meant improving the readability, as well as the style of the page through typography, layout, spacing, etc. The first image is the large screen layout before the solution was implemented.

## Approach

In order to improve the readability, the responsive font sizes and spacing were implemented, so that it will adjust accordingly to the screen width of the website.

For large screens, a new layout was implemented, which helped separate the information topics a little bit better while also giving the webpage a unique style.

One additional feature that was added during this sprint cycle was the slideshow. The reason for this addition was to allow the flower shop customers to be able to see a preview of some of the products that were introduced in the "Our Products" paragraph. Not only that, this new addition also made it possible for this layout to be used on a large screen website. As for accessibility, the slideshow was coded to be as accessible as

possible, which means that features that allow the users to control the slide show such as pause, play, previous, next buttons were implemented. Some labels for screen reader users were also implemented as well. This includes identifying the image, image caption and the presence of the buttons to screen reader users.

# Case Study Sprint 3

## Overview

The goal of this sprint was to continue fixing existing bugs while making the prototype for the flower collection page.

## Approach

The image shows two wireframe prototypes of flower collection pages. The left prototype is for 'Flower Collection' and the right one is for 'Princess Charlene de Monaco'. Both prototypes feature a header with the florist's name, a sidebar with flower names and images, detailed descriptions for each flower, and footer sections for location, store hours, and social media links.

**Flower Collection**

**Princess Charlene de Monaco**  
Back to Flower Collection Page

**Deep Secret**

**Princess Charlene de Monaco**

**Sunny Sky**

**Mme Violet**

**Myrtle Gentry**

**Plant Family:** Hybrid Tea Rose  
**Information:** This elegant pink rose blooms from spring towards the beginning of fall. This rose was also known to attract butterflies due to its unique fragrance.  
**Care Tips:** To keep the flower fresh, cut the stems diagonally under running water by 1 inch and keep them inside a vase. Change the water daily and refrain from keeping the flower under direct sunlight for the full duration of the day. Remove older flower petals cut off dead part of the stem.  
**Price:** \$4.50 per stem

**Location and Address**  
Address: 234 Mulberry Street NY, NY 10013  
Email: MSFloristry@gmail.com  
Phone Number: (917)-123-1234

**Store Hours**  
Monday-Friday: 8:00am-7:00pm  
Saturday-Sunday: 8:00am-5:00pm

**Follow Us**

**Store Hours**  
Monday-Friday: 8:00am-7:00pm  
Saturday-Sunday: 8:00am-5:00pm

**Follow Us**

The two images are prototypes for the flower collection page and Princess Charlene de Monaco flower page. The plan was to link the selection to the individual flower page. By assigning one page to each flower, it allows for better organization purposes, especially when I plan to add more features(Cart system + Ordering form) to the flower pages next semester.

# Case Study Sprint 4

## Overview

In addition to the flower collection individual flower pages and the edge case, this sprint was also dedicated to final touches and fixes for the current contents the website has. This will hopefully set the website up for further development in the Spring 2021 semester.

## Approach

The screenshot shows a flower collection page for 'Princess Charlene de Monaco'. At the top left is the 'Mulberry Street Floristry' logo. At the top right are navigation links for 'Home', 'Flower Collections', and 'Bouquet Collections'. Below the header is a large image of a pink rose. To the right of the image is detailed information about the flower, including its plant family (Hybrid Tea Rose), care tips (keep stems diagonally under running water), price (\$4.50 per stem), and occasions (suitable for pink and champagne color scheme weddings). There is also a link to other flowers suitable for Valentine's Day.

Some final touch to the website to wrap up this sprint was the hover styles for the logo and flower links on the individual pages. For the individual flower pages in large screen sizes, a two column layout was implemented to reduce the amount of scrolling required to look through the content. This layout also allows users to look at the image as they read the

The screenshot shows the 'Flower Collections' page. It features a grid of flower images and their names: 'Deep Secret' (red carnation), 'Sunny Sky' (yellow rose), 'Mme Violet' (purple rose), and 'Princess Charlene de Monaco' (pink rose). The background has a subtle marble texture.

information next to the image at the same time.

Another final touch was the change from using a flex box to using a grid to organize the flower collection items.