

Fantasy Florist Mobile Apps

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Project overview



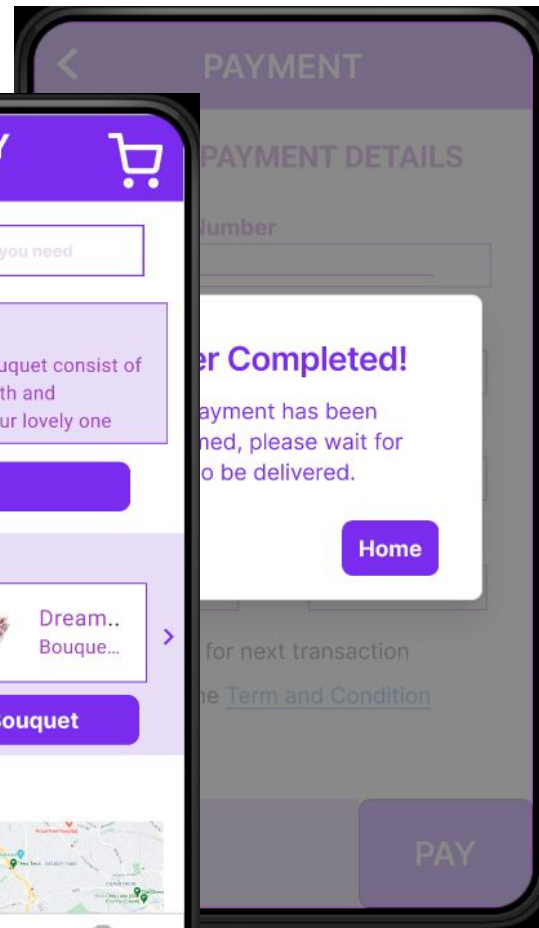
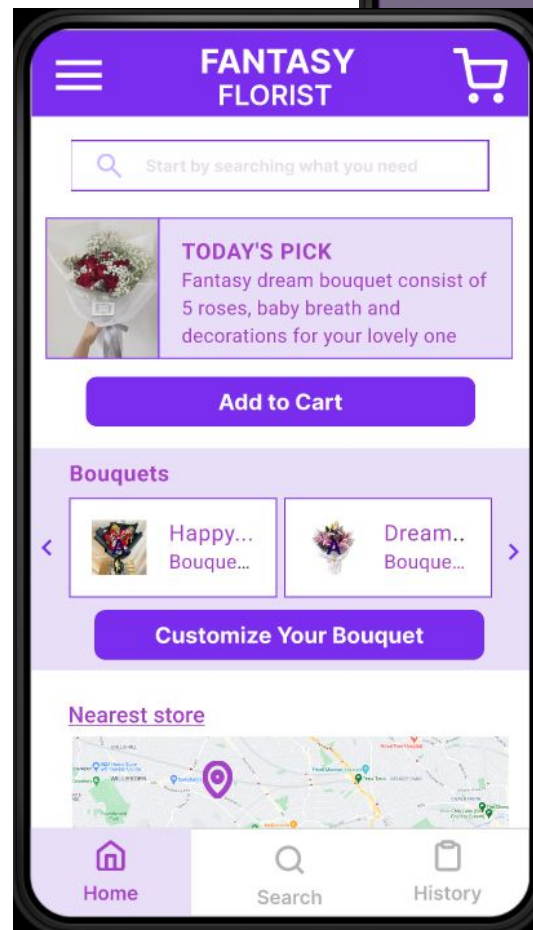
The product: Fantasy Florist Mobile Apps

Mobile application for fantasy florist which include the order and payment features



Project duration: 3 months

July - September 2024



Project overview



The problem: Hard to order fresh flowers

It's hard for the user to find fresh flowers and nearby florist for their special event



The goal: Make customer easier order fresh flowers

Create a mobile application to make it easier for customer ordering fresh flowers from nearby florist

Project overview



My role: UX Designer and Researcher

UX designer as well as researcher staff



Responsibilities: Create study case and design for the mobile apps

- Create use case study to find the pain point of the user
- Create insight and case study deck to be presented to the stakeholders
- Create design and prototype

Understanding the user

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

User research: summary



The research conducted to 10 participants by filling questionnaires about the usefulness of the application as well as comparison to the competitors to discover additional features that not yet available in the competitor's app so it will become the competitive advantage for the florist

User research: pain points

1

Quantity

It's hard to find a florist that can cater to large quantity of order at one time

2

Customization

User don't have many options to arrange their own bouquet

3

Varieties

It's hard to find different varieties of flowers in one florist

4

Information

It's difficult to understand the meaning that each flower represents which could cause misunderstanding for the client

Persona: Athanasia

Problem statement:

Athanasia is an art colleague students who likes to arrange her own bouquets but has limited freedom to customized her order in other place



Athanasia

Age: 21

Education: University student

Hometown: Kyoto, Japan

Family: Lives with her father

Occupation: Full time student

"I really like the art of mixing the matching with the freedom of arrangement to represent my complex feeling"

Goals

- To have freedom in arranging different types of flower
- To find many type of flower in one place

Frustrations

- "It's hard to find different type of flowers in one place these days"
- "I don't have any option to arrange my own bouquet"

Athanasia is an art colleague students who likes flowers and gardening as a hobby. She understands various type of flowers and like to arrange them into bouquet. She often feels difficult to find the different type of flowers that she wants to arrange due to the limitation of each florist. She feels that she needs more freedom to arrange bouquet according to her liking.

Persona: Sebastian

Problem statement:

Sebastian is a managing director of an event organizing company who is frustrated because he cannot order large quantity of flowers and does not understand the meaning of flowers



Sebastian

Age: 38

Education: MBA

Hometown: London, England

Family: Lives with 3 cats

Occupation: Entrepreneur

"I'm always dealing with important events so I do a lot of things, need it fast and perfect"

Goals

- Order a large batch of flowers in one go
- Fast delivery to reduce time of fulfilling the client's requirement
- Standard flower arrangement for different occasions

Frustrations

- "It's hard to find a place to order large batch of flowers"
- "I need to fulfil the order of my client fast"
- "It's frustrating when I don't know the message represents by each flower"

Sebastian is the managing director of an event organizing company, he often needs flower for different type of events that he organizes. He is a perfectionist so he wants everything already arranged with minimum efforts but highly standardize. He also needs to know the message that the each flower represents since his client is mostly highly demanding people

User journey map

Sebastian wants to order bouquets with large quantities for his client's event

Persona: Sebastian

Goal: Order specially arranged bouquet for client's big event

ACTION	Search Florist	Select Flower and Accessories	Select Bouquet	Place Order	Complete Payment
TASK LIST	Tasks A. Search nearby florist B. Choose the florist	Tasks A. Search flowers B. Select flowers C. Search Accessories D. Select Accessories	Tasks A. Search bouquet type B. Select bouquet type C. Choose number of bouquets	Tasks A. Place order B. Select delivery type C. Inform delivery detail	Tasks A. Select payment methods B. Input payment details C. Pay the order D. Confirm payment E. Wait for order to be delivered
FEELING ADJECTIVE	Confused by the number of florist Annoyed by the time to find florist	Annoyed by the lack of flower information and pictures	Dissatisfied by unable to choose large number of bouquet	Irritated by the time takes to fill the details Frustrated by the lack of delivery options	Annoyed by the time takes to fill the details Happy to finally receive the order
IMPROVEMENT OPPORTUNITIES	Create a mobile apps for Fantasy Florist	- Provide search and filter feature - Provide pictures and information	Provide number of bouquet available and filter based of it	- Provide simple check out system - Provide automatic location search using GPS	- Provide option to save payment detail - Include customer loyalty program

Ideation and Competitor Analysis

- Competitive Audit
- Ideation

Competitive Audit

Audit of several direct and indirect competitors of Fantasy Florist to address the Opportunity and Threat of Fantasy Florist Mobile Apps

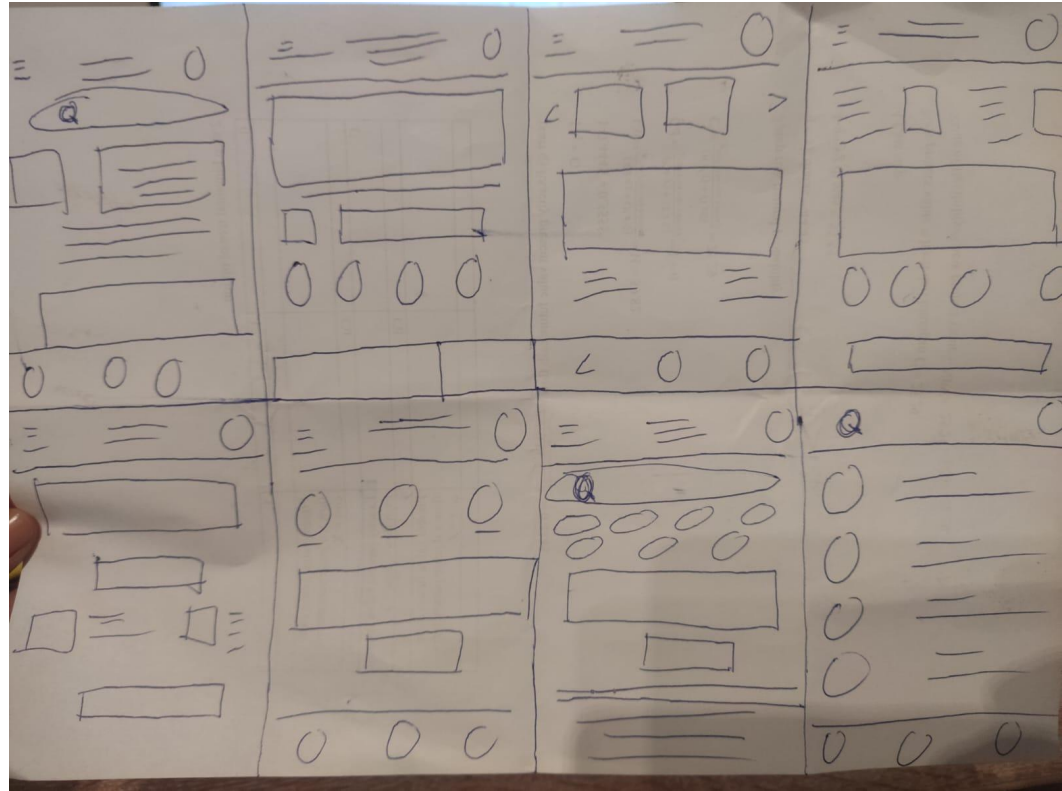
Competitive audit Goal: To compare the ordering experience of each competitor

	General information								First impressions	
	Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience	App or mobile website experience
Domino's Pizza	Indirect	Jakarta	Pizzas, Salad, Pasta	\$\$	https://www.dominos.co.id/	Medium	People in 20s-40s	Food delivery in 30 mins max	Good + Colorful, easy to navigate - Web design is a bit old-fashioned Bad + Good visual - Cannot order via website	Needs work + Got food pictures - Too many pictures on first page Good + Easy to navigate
GoFood	Indirect	Jakarta	Foods	\$\$	https://www.gojek.com/	Large	Everyone	All different restaurants in one app	Bad + Good visual - Cannot order via website	Good + Easy to navigate
GrabFood	Indirect	Jakarta	Foods	\$\$	https://www.grab.com/	Large	Everyone	All different restaurants in one app and a lot of promotion	Bad + Good visual - Cannot order via website	Good + Easy to navigate

Features	Interaction			Visual design		Content	
	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness	
Good + Have all features needed for ordering - Cannot customize food Good + Have all features needed for ordering + Can customize food if allowed by restaurant - Too many options	Good + Can work on mobile - No assistance for visually impaired user Good + Can work on mobile - No assistance for visually impaired user	Needs work + Smooth flow between pages - Error often appeared when button clicked Good + Smooth flow between pages	Good + Easy to navigate Good + Easy to navigate	Good + Consistent brand identity - Using too bright colors Good + Consistent brand identity - Using same color as its competitor	Old fashioned but informative Friendly and informative	Good + Just nice content length RATING + Good enough content - Too many options offered in one page	
Good + Have all features needed for ordering + Can customize food if allowed by restaurant - Too many options	Good + Can work on mobile - No assistance for visually impaired user	Good + Smooth flow between pages	Good + Easy to navigate	Good + Consistent brand identity - Using same color as its competitor	Friendly and informative	RATING + Good enough content - Too many options offered in one page	

Ideation

I use "Crazy Eight" method to create ideation and come up with various ideas of the homepage. My focus is more to **"easy ordering process"**

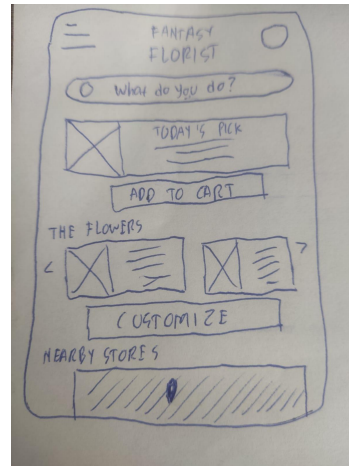
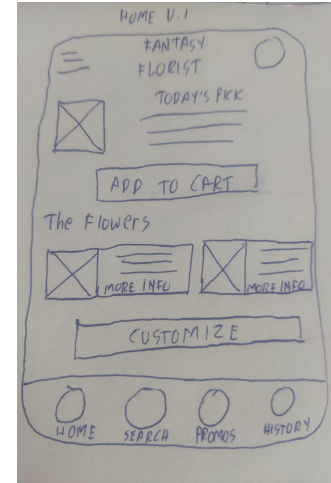
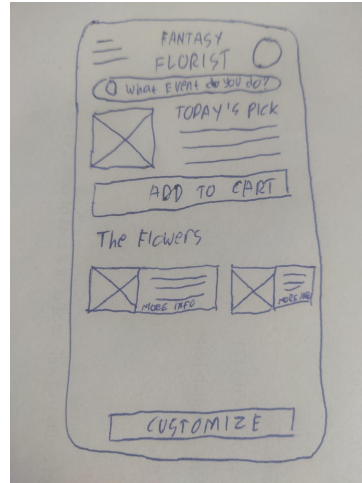


Starting the design

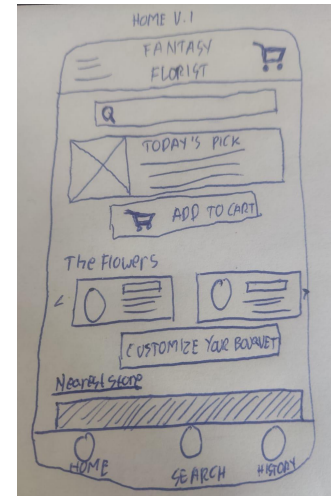
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes

The first design of the wireframe is very simple but with brainstorming and doing benchmark to other similar apps the final wireframe is already refined based on user's need

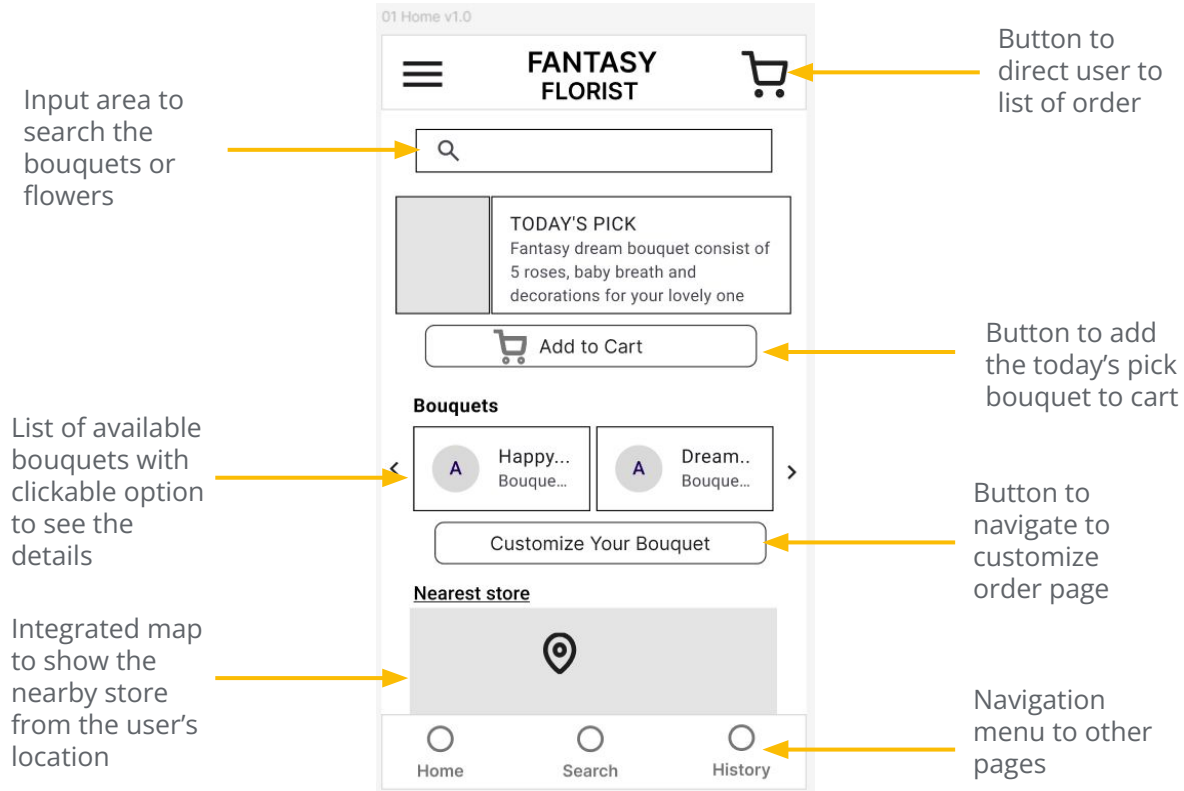


Final
version



Digital wireframes

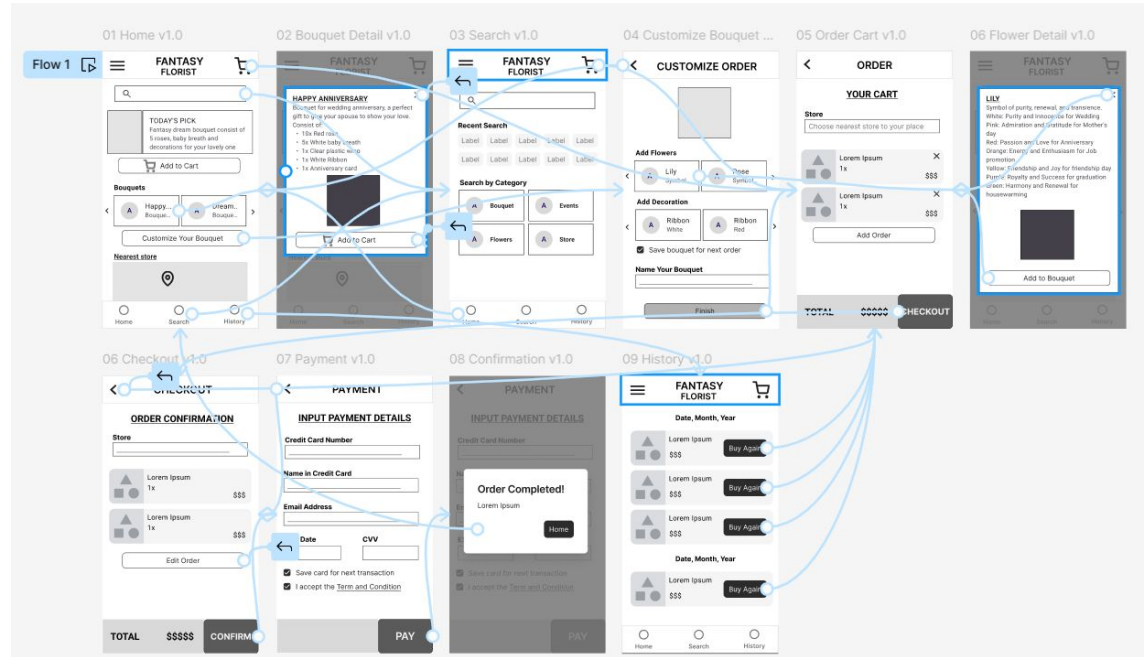
The home page designed as the landing page and shows all of the main functionality for the user to start their orders



Low-fidelity prototype

<https://www.figma.com/proto/7MWBsUkmzIP8DZ3jbxciRi4/Fantasy-Florist-Mobile-Apps?node-id=0-1&t=n83gxSJZ4gWBmaqB-1>

Flow started from the homepage where user can use search & filter or choose to customize their order then they directed to cart, order confirmation and payment page in sequence.



Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

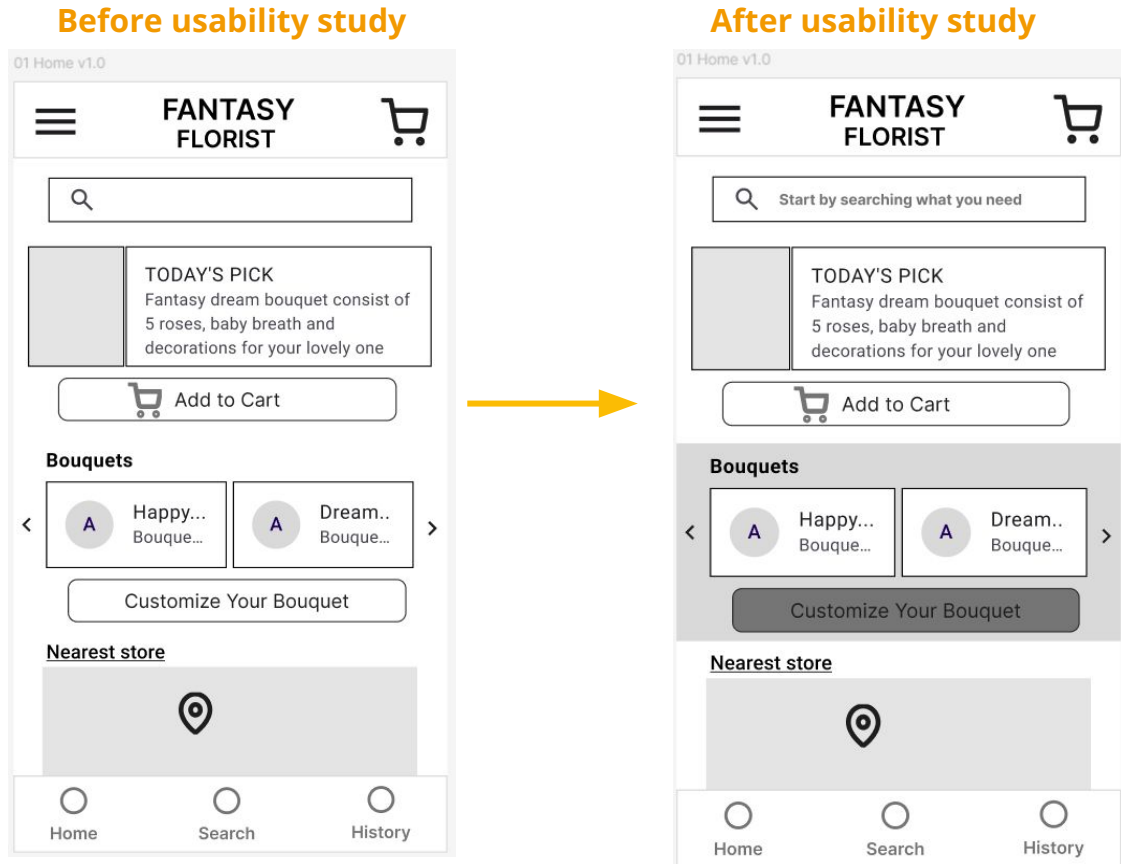
- 1 Users want to order bouquet and flowers easier
- 2 Users want to be able to customize their order
- 3 Users want to be able to order bouquet in large quantity

Round 2 findings

- 1 Users need a clue where to start the order
- 2 Users want to add payment confirmation page
- 3 Users want to be informed where to find the submenu button

Refined Wireframe

From the usability study, we found that the user needs a clue to start so I add the prompt in the search element



Usability Study

- Parameters
- Findings

Usability study: parameters



Study type:

Unmoderated usability study



Location:

Australia, remote



Participants:

7 participants



Length:

30-60 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Finding

Insert usability
study finding 1.

2

Finding

Insert usability
study finding 2.

3

Finding

Insert usability
study finding 3.

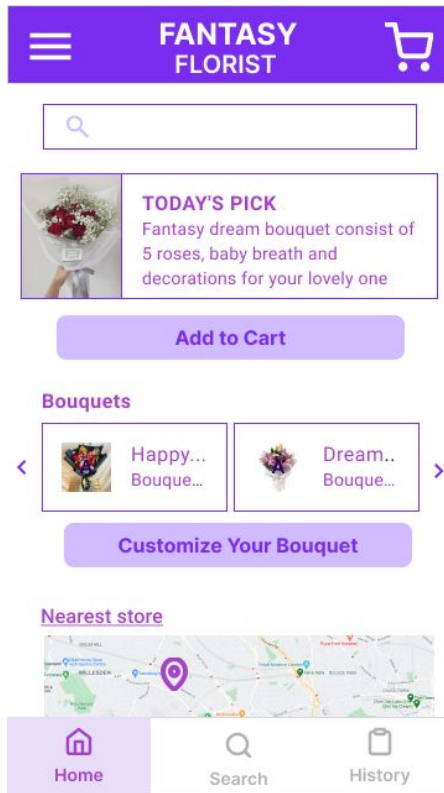
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

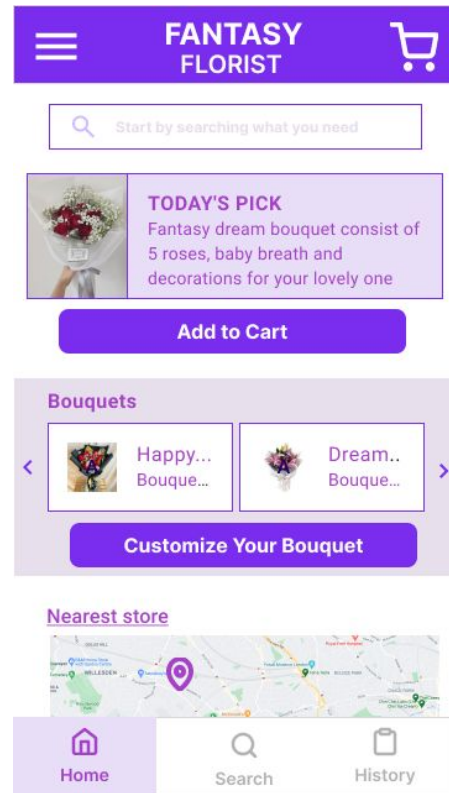
Mockups

From the usability study, we found that almost user confused where to start in the homepage. Therefore, after usability study there is prompt added in the search box and the important button has more distinguished color. There is also area color to indicate different section.

Before usability study



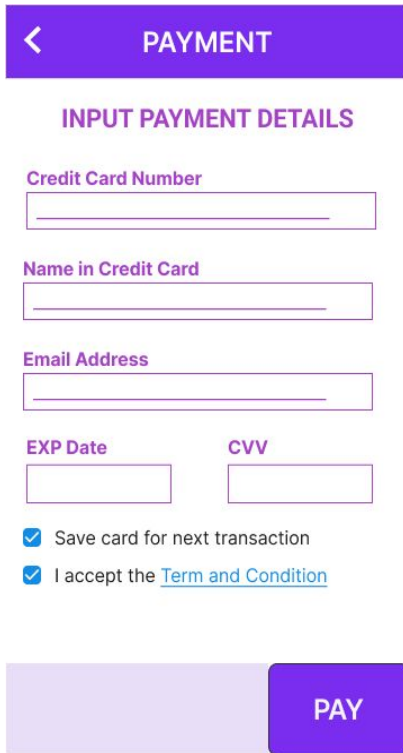
After usability study



Mockups

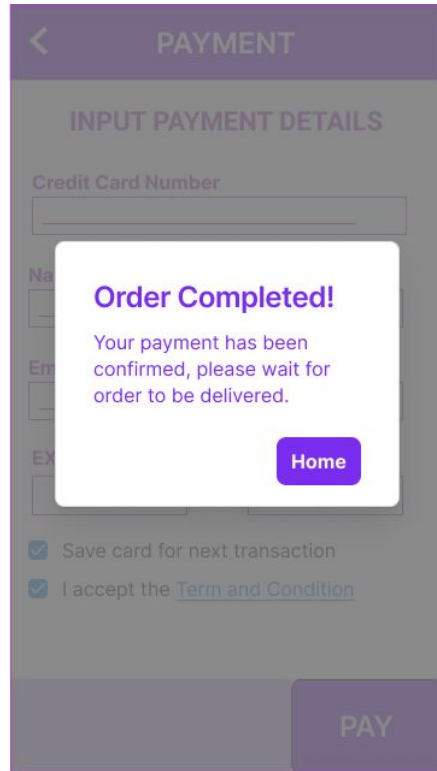
From the usability study, we found that most user surprise that there is no payment confirmation after user click pay. So, after usability study there is one more page added to confirm the payment.

Before usability study



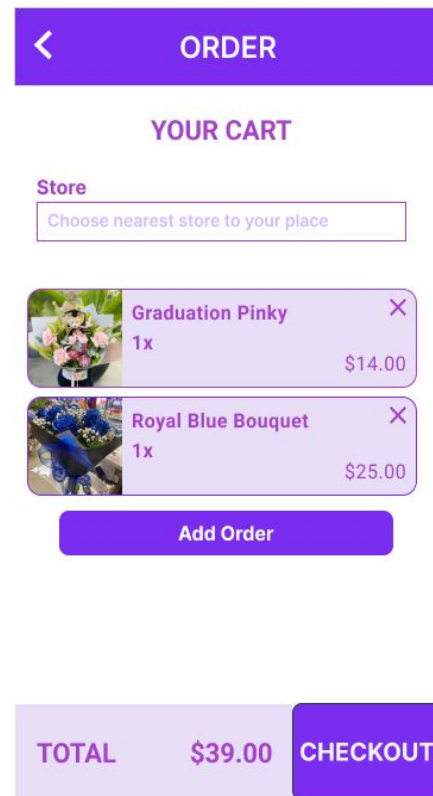
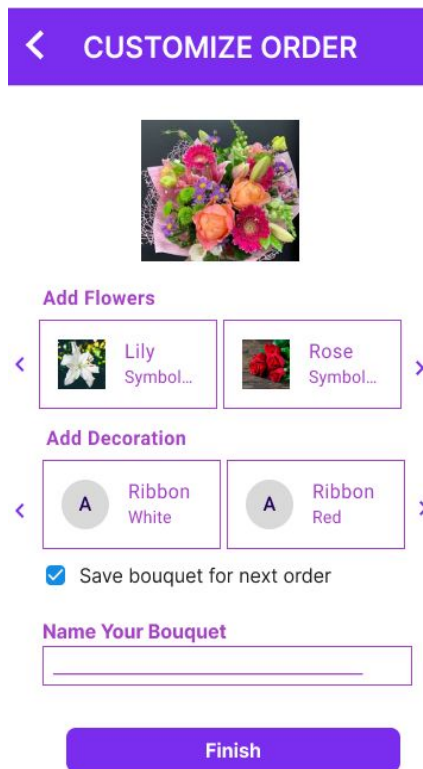
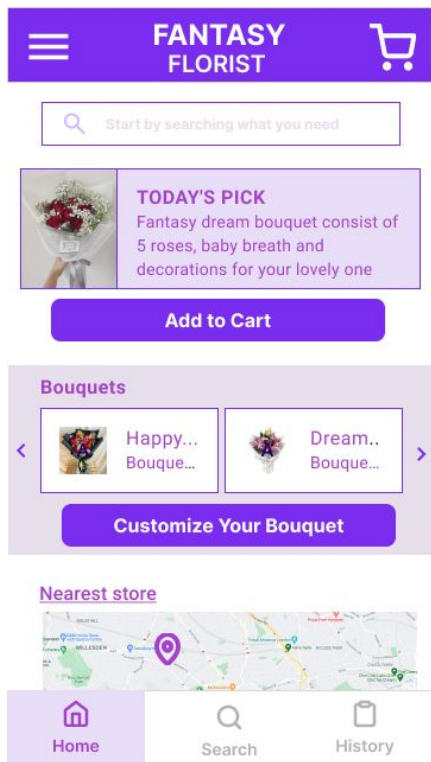
The mockup shows a purple header with a back arrow and the word "PAYMENT". Below it is a section titled "INPUT PAYMENT DETAILS" containing four input fields: "Credit Card Number", "Name in Credit Card", "Email Address", and two separate fields for "EXP Date" and "CVV". At the bottom, there are two checkboxes: "Save card for next transaction" and "I accept the [Term and Condition](#)", followed by a large purple "PAY" button.

After usability study



The mockup shows the same payment screen as before, but with a white confirmation overlay in the center. The overlay has a purple title "Order Completed!", a message "Your payment has been confirmed, please wait for order to be delivered.", and a purple "Home" button. The background is dimmed, and the "PAY" button is now greyed out.

Mockups




Mockups

<

CHECKOUT


ORDER CONFIRMATION

Store



Graduation Pinky
1x
\$14.00

✕



Royal Blue Bouquet
1x
\$25.00

✕

Edit Order

TOTAL

\$39.00

CONFIRM

<

PAYMENT

INPUT PAYMENT DETAILS

Credit Card Number

Name in Credit Card

Email Address

EXP DateCVV

☒ Save card for next transaction

☒ I accept the [Term and Condition](#)

PAY

<

PAYMENT

INPUT PAYMENT DETAILS

Credit Card Number

Name in Credit Card

Email Address

EXP DateCVV

☒ Save card for next transaction

☒ I accept the [Term and Condition](#)

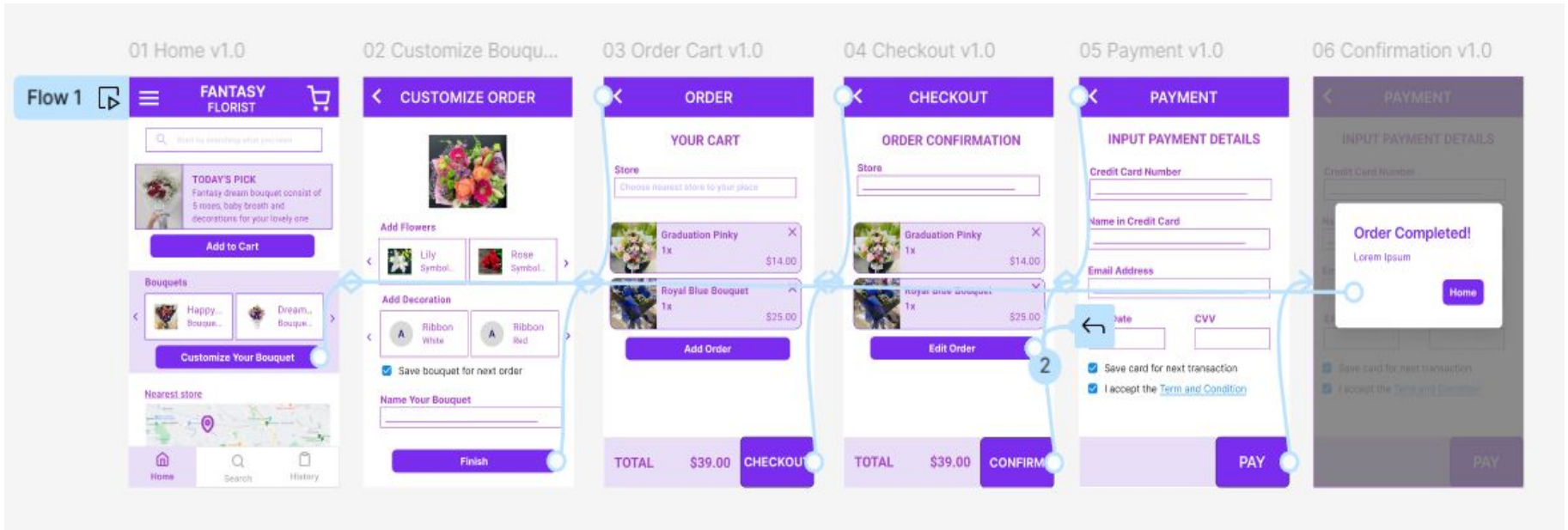
PAY

Order Completed!

Lorem Ipsum

Home

High-fidelity prototype



Accessibility considerations

1

Memberikan pengalaman kepada pengguna untuk menyusun buket bunganya sendiri

2

Membeli buket bunga tanpa harus ke toko bunga langsung

3

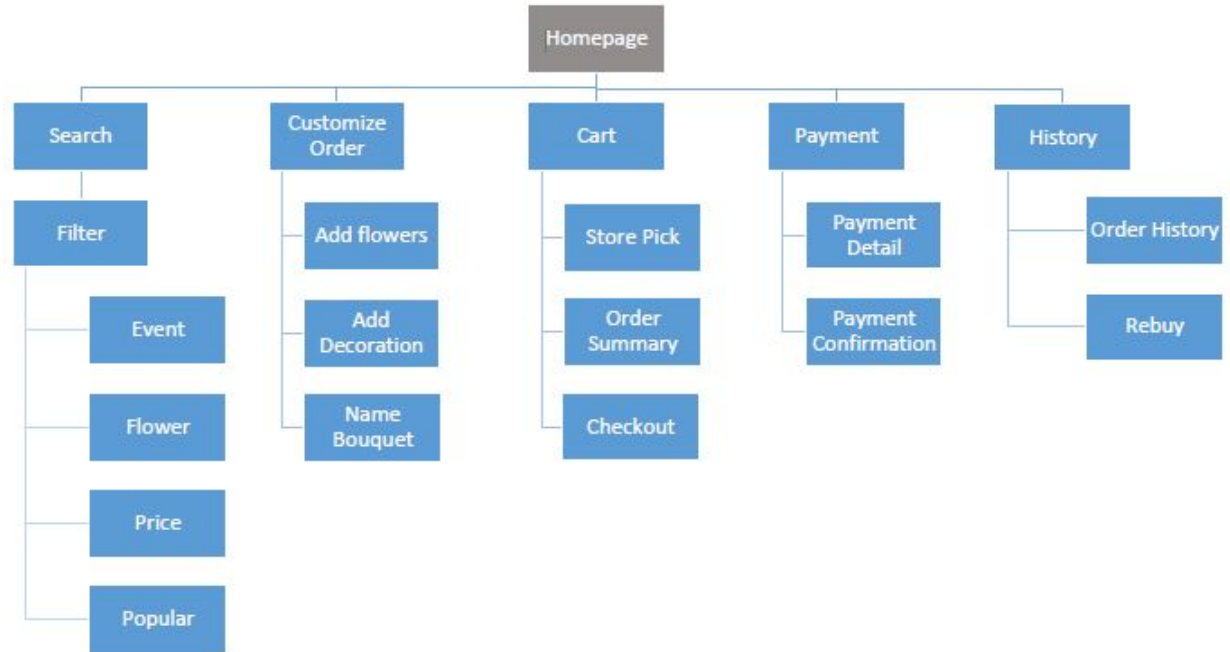
Memberikan opsi pengetikan dan mencari menggunakan suara

Responsive Design

- Sitemap
- Responsive Design

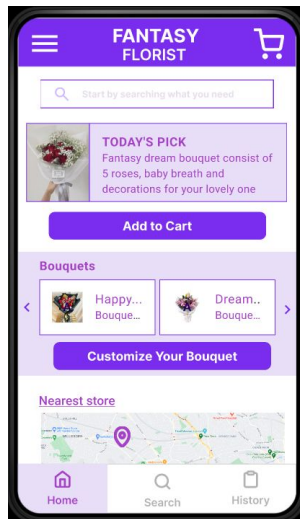
Sitemap

The sitemap shows the complete organizational structure of each screen that can become the guide for the design of any platform size

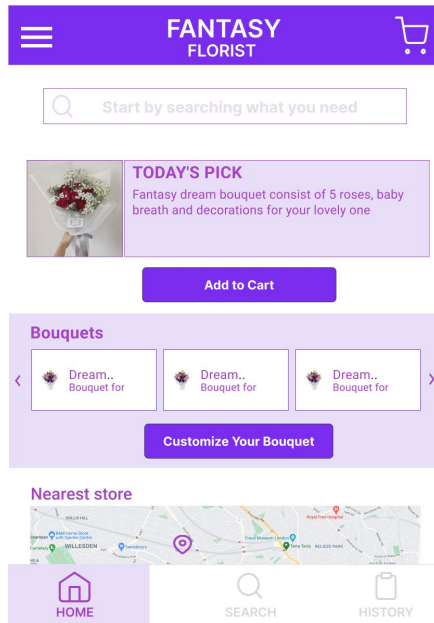


Responsive designs

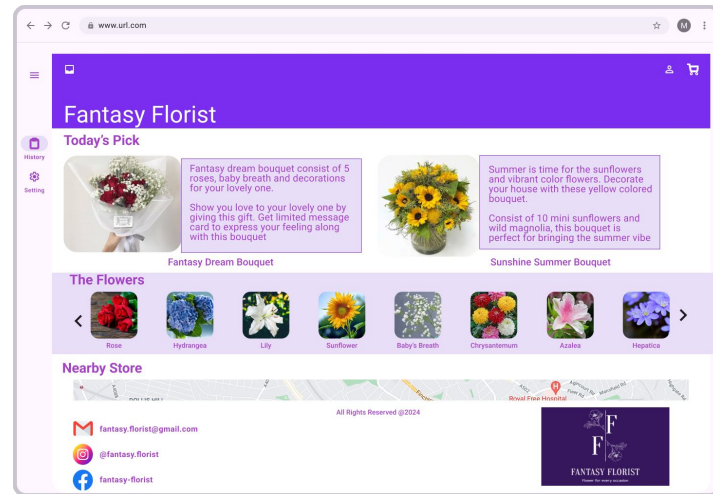
Mobile Website



Tablet



Desktop Website



There are 3 sizes of the platform, mobile website, tablet and desktop which I designed to fit the user's need.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The application help the users to create bouquet orders easier and enable user to order in large quantity as well as customize their order as they see fit which cater to the current need of the users.



What I learned:

There are many aspects that needs to be improved in the future in order to stay updated with the current needs of the user. Design is just the first step but later the usability study and data from the implementation can become the basic for future development of the apps itself.

Next steps

1

Create more usability study to improve the user's experience

2

Use ideation from insight gained in usability study and prioritize it for future development

3

Revamp or improve the design based on the trend and feedback from the users

Let's connect!



Thank you for reviewing my design and UX research study. Please do not hesitate to contact me and give suggestions for my improvement in the future.

You can contact me through email: eka.solicha94@gmail.com

Thank you!