Introduction

- **Title:** Create mobile apps for Fantasy Florist Order

- **Author:** Eka Nur Solicha, Product Owner, eka.solicha04@gmail.com

- **Stakeholders:** Fantasy Florist owner, employee, and customer

- **Date:** 27 June 2024

- **Project background:** We want to create a mobile application for customers of Fantasy Florist who want to order bouquets. We realize that there are similar applications created by the competitors that are already successful but also there are some end-user needs that have not been fulfilled yet, so we want to create a product that could serve the customer's unfulfilled needs and be competitive in the florist market.

- **Research goals:** We would like to identify the challenges faced by customers when completing the order process in the application such as item selection, ordering, and payment including to identify what features do not exist in the competitor's app that could improve this process.

Research questions

- Are the users able to successfully order the bouquet according to their need?
- Are there any parts of the ordering process that are difficult to execute by the user?
- What can we learn from the steps that the user takes for ordering the bouquet?
- Is the ordering process easy for the user?
- Is the payment process easy for the user?
- What are other features that the competitor does not have in their apps but needed by the user?

Key Performance Indicators (KPIs)

- Conversion rates: how many bouquet successfully ordered by the customer
- User error rates: How often user could not complete the order
- Drop-off rates: How many user left the application after failing to order
- System usability scale: a questionnaire to get customer feedback as well as list of features to be added

Methodology

- Moderated usability study
- Location: Jakarta, Indonesia, remote (participant will join video call with the moderator from their home based on the appointment time)
- Date: 1 - 7 July 2024
- 10 participants will try the apps to order bouquets from Fantasy Florist and other 2 competitors apps. The participant then fill a set of questionnaire about their experience including the comparison of Fantasy Florist apps with the competitors' app
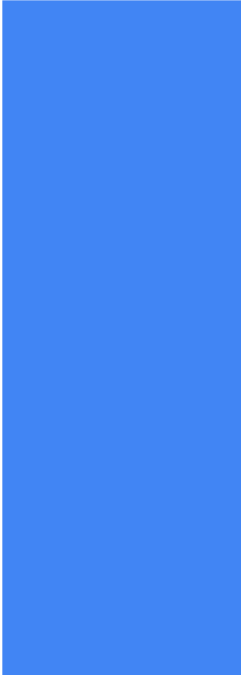- Each session will take around 30 - 45 minutes

Participants	- Participants are the existing customer of Fantasy Florist who order at least 1 bouquet last month - Participant needs to resides in metropolitan and suburban DK Jakarta - Participant should be between 17-65 years old - Participant should be fairly distributed based on the demography, gender, different spectrums as well as abilities to provide different point of view in the study including: 1 user with assistive technology 1 with visual impairment 1 with auditory impairment 1 who isn't fluent in English 1 who isn't fluent in Bahasa Indonesia - Incentive: 25% discount coupon for Fantasy Florist bouquet upon completion of the questionnaire survey
Script	- Prompt 1: From the home screen, create an account and complete your profile a. Prompt 1 follow-up: how easy/difficult it is to create your account and complete your profile? Is there anything that you would change or improve? - Prompt 2: Start to customize your bouquet a. Prompt 2 follow-up: how easy/difficult it is to customize your bouquet? Is there anything that you would change or add? - Prompt 3: Add some decoration to your bouquet a. Prompt 3 follow-up: how easy/difficult is it to choose and add decoration to your bouquet? Is there anything that you want to change or improve? b. - Prompt 4: Complete the order and complete check out process a. Prompt 4 follow-up: how easy/difficult is it to complete the checkout process? Is there anything that you want to change or improve? b. - Prompt 5: Complete and confirm your payment process a. Prompt 2 follow-up: how easy/difficult it is to complete and confirm your payment? Is there anything that you want to change or improve? - Have the participant complete the System Usability Scale questionnaire. Participant asked to compare the following 10 items with the competitors' apps - I think I will use fantasy florist apps more frequently that the competitors apps - Fantasy florist apps is more complex than the competitors apps - Fantasy florist apps is easier to navigate than the competitors apps - I think I need an assistance from the technical person to use fantasy florist apps - I'm frustrated to complete the order in fantasy apps florist

6. I find it cumbersome to use fantasy florist apps compared to the competitors apps
7. The payment process in fantasy florist apps is more difficult than the competitors apps
8. I think fantasy florist apps has less features than the competitors apps
9. I feel confident using fantasy florist apps compared to the competitors apps
10. I think the design of fantasy florist apps is better than the competitors apps

- There will be 3 open-ended question at the end of the questionnaire:
  - What are the features that you find interesting in fantasy florist apps? Why?
  - What are the features that you find interesting in the competitors' apps? Why?
  - What are the features that you would like to add to fantasy florist apps to improve your experience? Why?