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

Preview of selected polished designs.

Google

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 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

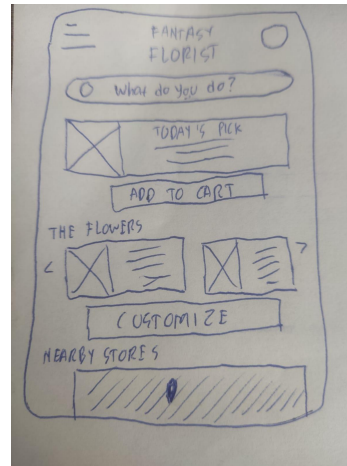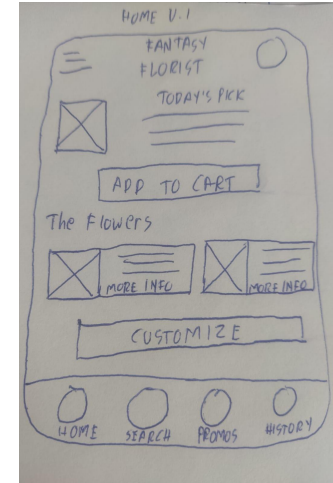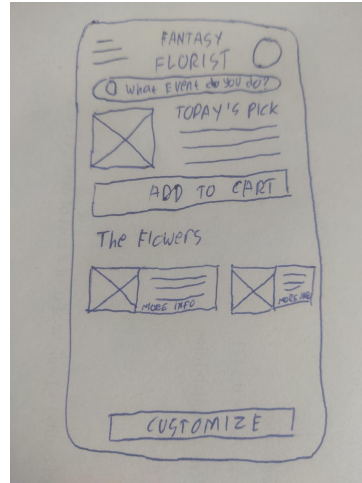Sebastian wants to order bouquets with large quantities for his client's event

Persona: Sebastian

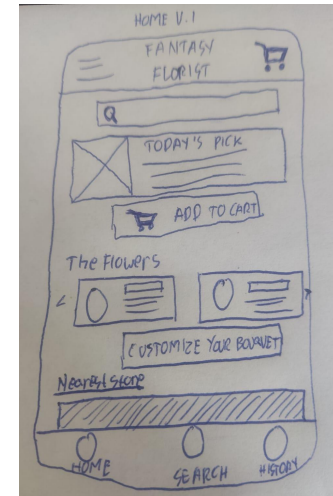Goal: Order specially arranged bouquet for client's big event

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

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
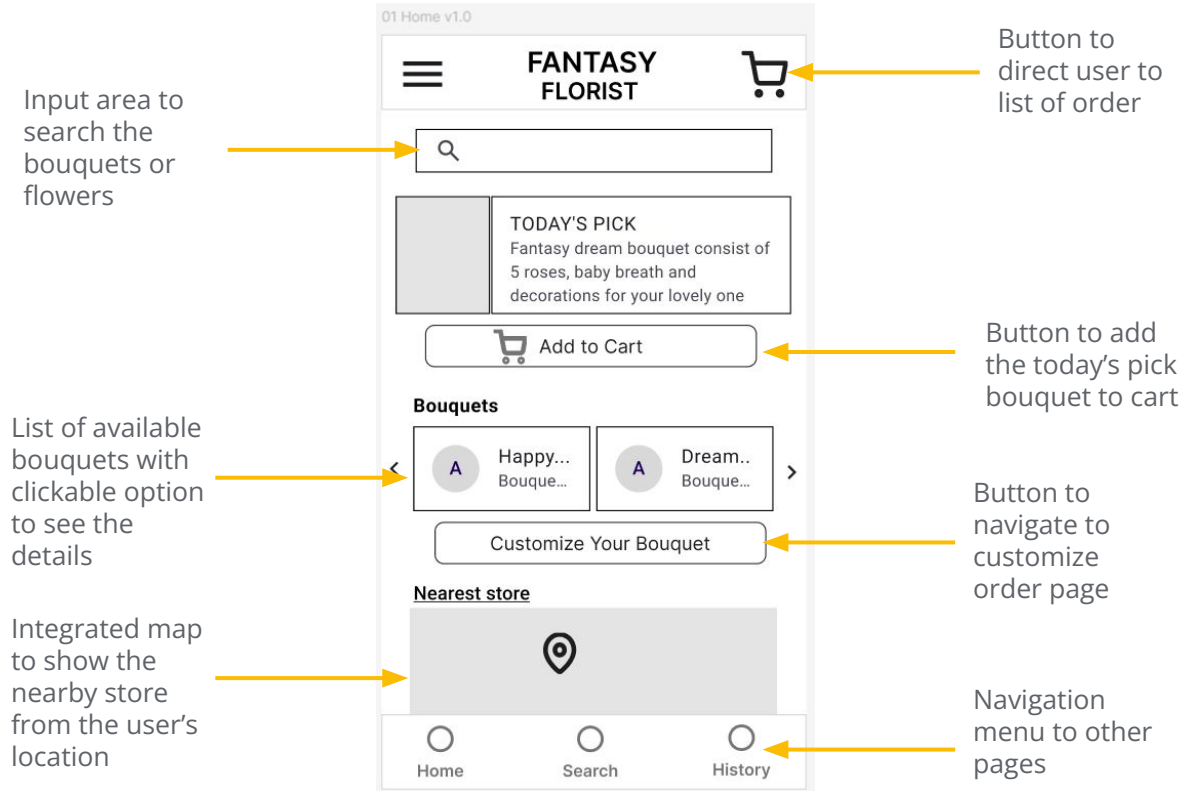wireframe is already refined
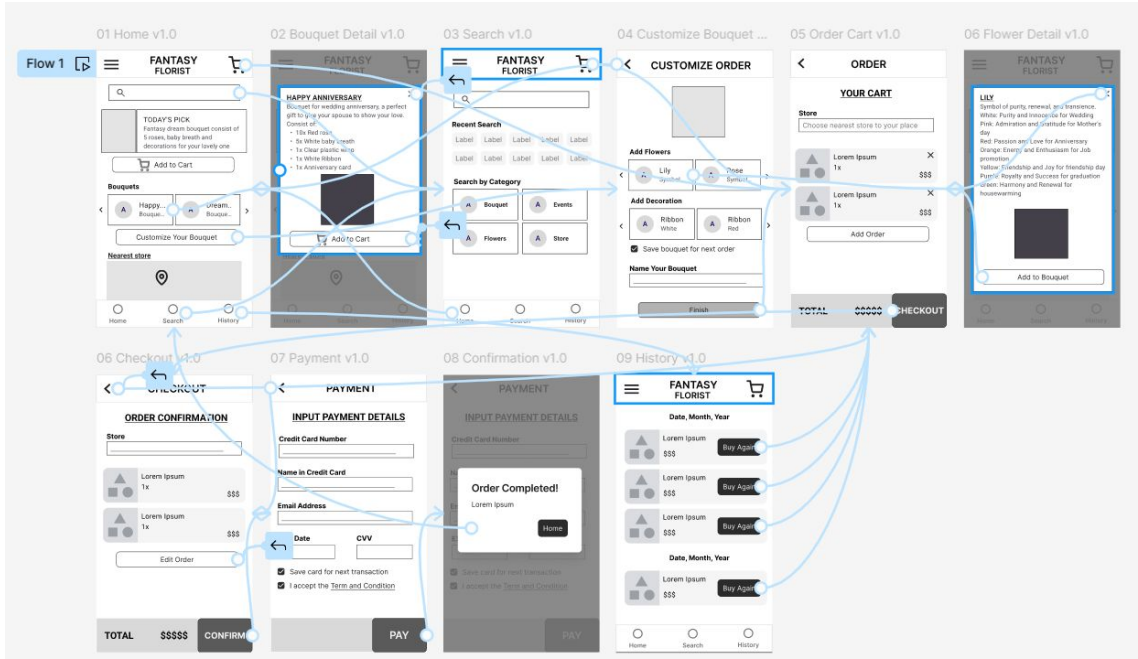based on user's need

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

Input area to search the bouquets or flowers

Button to direct user to list of order

FANTASY FLORIST

🔍

TODAY'S PICK
Fantasy dream bouquet consist of 5 roses, baby breath and decorations for your lovely one

🛒 Add to Cart

Button to add the today's pick bouquet to cart

Bouquets

| A | Happy... Bouque... | A | Dream... Bouque... |

List of available bouquets with clickable option to see the details

Customize Your Bouquet

Button to navigate to customize order page

Nearest store

📍

Integrated map to show the nearby store from the user's location

○ Home   ○ Search   ○ History

Navigation menu to other pages

Low-fidelity prototype

https://www.figma.com/proto/7M
WBsUkmzlP8DZ3jbxcRi4/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.
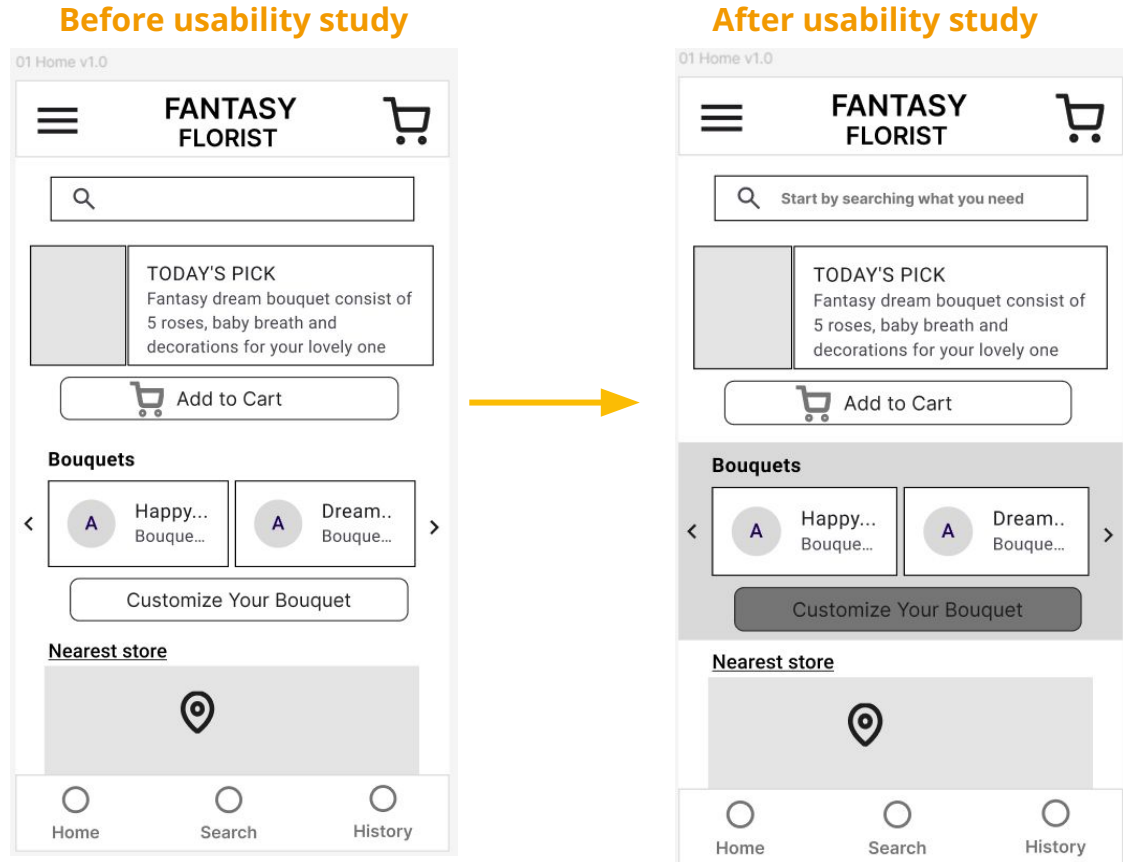
Round 1 findings

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

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!