Bloomerie

About

Bloomerie is a local flower shop in Vancouver. They hired the web-development agency I co-founded to create a business website for them. The main goal of the website was to showcase the products available. The client requirements were to create a responsible modern website with a lot of images. The project was completed in 1 month with only a few revisions at the end of the process. The team working on the website consisted of 2 people, my co-founding partner and myself.

Hats Worn:

* Concept Creation
* UX/UI Design
* WrodPress Development
* Client Management
* Project Management

The Bloomerie

DeosTech utilizes Divi Theme made by Elegant Press as its main WordPress theme. Because of that, we were constrained to the layout capabilities of the theme. The main task as a designer was to find the template that would suit Bloomerie’s business the most and to redesign it according to the client’s needs.

After a few interviews with the client, we understood the general brand requirements. Being a flower shop, Bloomerie online presence relies heavily on visual content, such as photos, therefore the template had to reflect that.

Goals and Expectations (UX Blueprint)

In order to understand our project better and to define our UX strategy we created the UX Blueprint. UX Blueprint showed us the key areas we need to focus on in order to deliver the MVP on time. As the result, we came up with a development plan and clear benchmarks of success to compare to at the end of the project.

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