



Floverlia`s flower shop website design

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Project overview



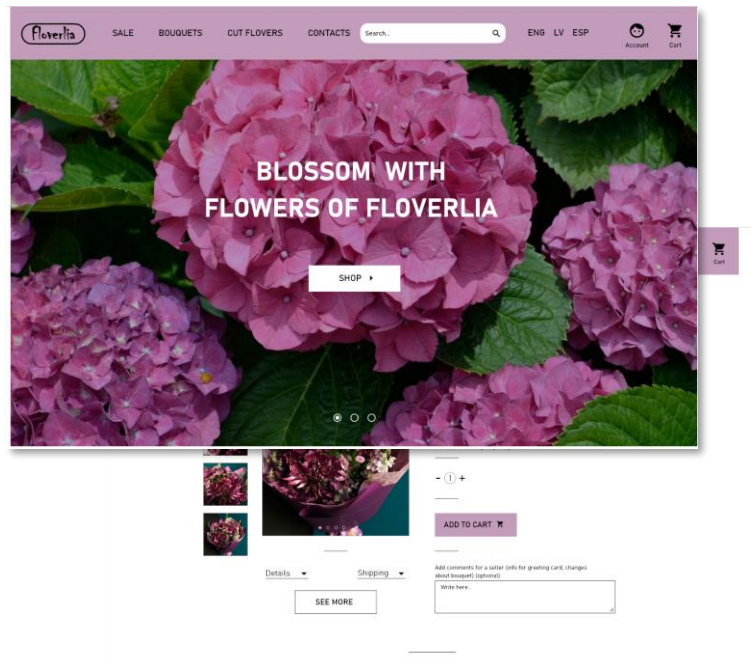
The product:

Floverlia is a flower store that offers fresh and personalized cut flowers and bouquets for everyone. You can order flowers on the date and time you want, and choose to receive them in a store or via a courier. You also can add a greeting card with your message. The **typical user** is anyone, who can use computer. *Floverlia's goal* is to make flowers accessible to everyone, regardless of the person's language skills, so the store is accessible in different languages.



Project duration:

July 2022



Project overview



The problem:

Available online flower stores have too less options for language selection and there are confusing checkout process.



The goal:

Design a Floverlia`s website that allows users to easily order and get at home or shop flower bouquets by providing language options, clear navigation and offering a fast checkout process.

Project overview



My role:

UX designer designing an app for Flower Minds bouquet preview app from conception to delivery



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs and responsive design

User research: summary



I conducted user interviews and created empathy maps to better understand users needs. I created Personas and Journey map. A primary user group identified through research was non native language speakers with language barrier, who are immigrants and are trying to learn a language and find a better job. They have problems in stores to speak with sellers face to face. They prefer to use apps or web stores with delivery options. But there are not many web stores with language choosing options.

User research: pain points

1

Pain point

Online shopping websites don't provide enough language choosing options

2

Pain point

There need to be easy filter options and items must be in main pages

3

Pain point

Small buttons and their location on shopping websites make item selection difficult, which sometimes leads users to make mistakes

Persona: Ojkju

Problem statement:

Ojkju is an immigrant who is learning language and working. She needs an website store with language choosing options for flower bouquet ordering, because she has a language barrier in stores.



Ojkju

Age: 37

Education: Courses in Cooking school

Hometown: Taipei, Taiwan

Family: Married, no children

Occupation: Works as waitress in Pizza Bar

"My current job as a waitress allows me to learn the new language faster, but still my knowledge is not so good that I can feel free. At the moment, online stores play a big role for me, because I could spend a leisurely time in them without worrying about my conversational language skills. For me, the most important thing is to have a choice of language, as well as a simple process, without unnecessary headaches."

Goals

- Learn native language
- Use an website stores for shopping right now

Frustrations

- "This year I moved from Taiwan to USA, and it is so hard for me to communicate, do shopping face to face. I would be happy to use an online store with language choosing options."

Ojkju this year moved from Taiwan to USA with his husband. They both want to have a better life. She wants to learn language, later find a better job. Right now she faces some difficulties because of language barrier. She uses translation options, when it is possible, but it takes a long time. Right now she prefers using web stores buying a things.

User journey map

Mapping Ojkju`s user journey revealed how helpful it would be to use a flower shop`s website with language choosing and delivery method options.

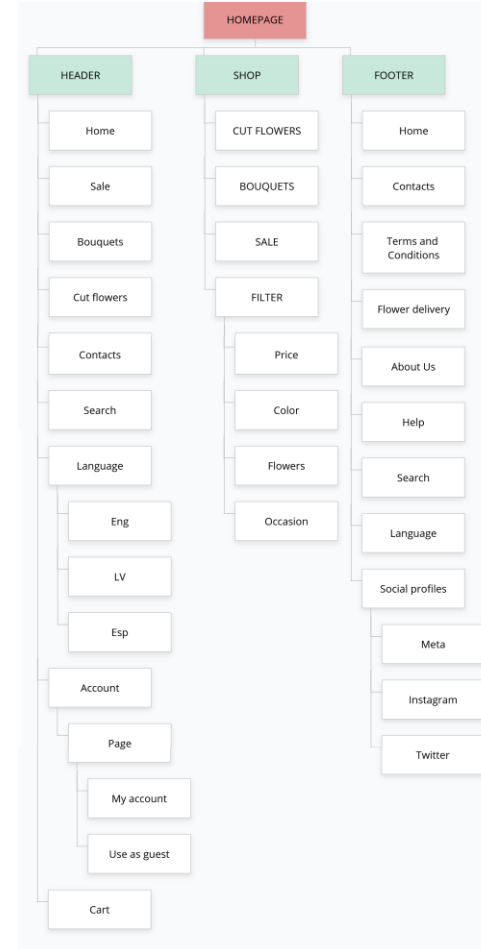
Persona: Ojkju

Goal: Shop for flower bouquet easily in web store

ACTION	Choose online shopping website	Browse bouquets	Choose an item	Items in Cart	Checkout and get items
TASK LIST	Tasks A. Search for flower stores websites B. Choose a website that has language choosing options	Tasks A. Browse the website to find items B. Explore items - use filter	Tasks A. Choose the number of items B. Add comments for seller C. Add item to Cart	Tasks A. Make sure if everything is OK in Cart (delete item, change amount)	Tasks A. Add checkout information shipping type, address, payment method), can save it for next time B. Review cart B. Confirm order
FEELING ADJECTIVE	Happy that app downloads fast Annoyed if app is too big and downloads slow	Excited to find a language user speaks Annoyed if filter is too difficult or too many text are there	Worried, not to find enough information about the origin, composition, care, warnings of the bouquet	Angry if the items in Cart isn`t possible to open in new tab (link) for a better look at them	Frustrated of typing so much information Excitement for order!
IMPROVEMENT OPPORTUNITIES	Make google display ads for app, optimize SEO. App must be in "first lines"	There must be easy filter option, like in popular online stores Select language must be in header	Improve information architecture	Add possibility to open item in list as link in new page	Possibility to save all checkout information for next purchase. Use shop as guest

Sitemap

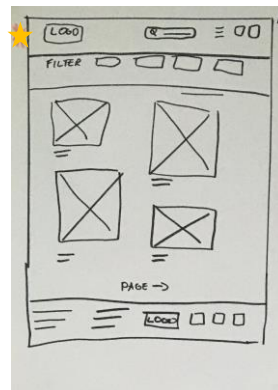
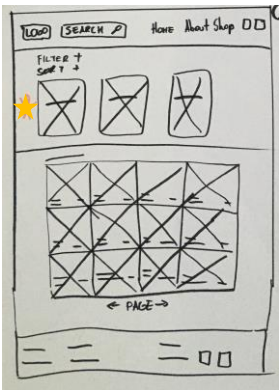
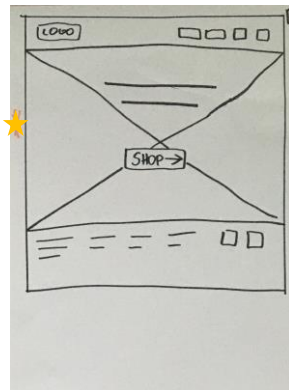
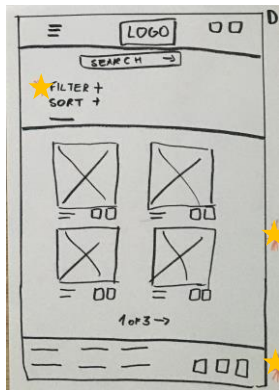
My goal here was to make strategic information architecture decisions that would improve overall website navigation. The structure I chose was designed to make things simple and easy. Main things for this website was to add language choosing options in header



Paper wireframes

Next, I sketched out paper wireframes for each screen in my app, keeping the user pain points about language options, easy filter and buttons in mind.

The home screen paper wireframe variations to the right focus on optimizing the browsing experience for users.

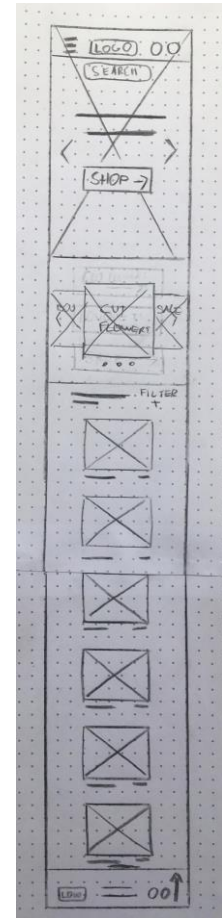
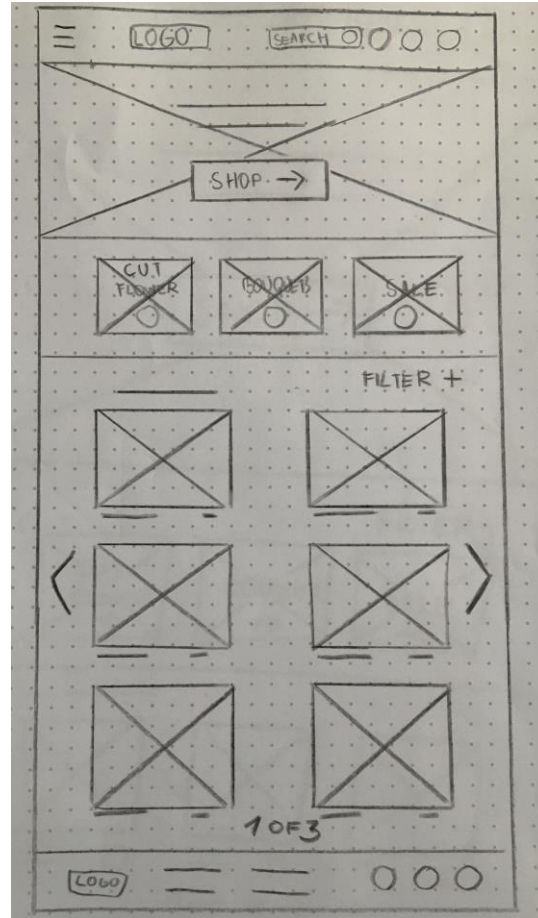


Refined paper wireframe for homepage

Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.

Paper wireframe screen size variations

Because *Floverlia*'s customers access the site on a variety of different devices, I started to work on designs for additional screen sizes to make sure the site would be fully responsive.

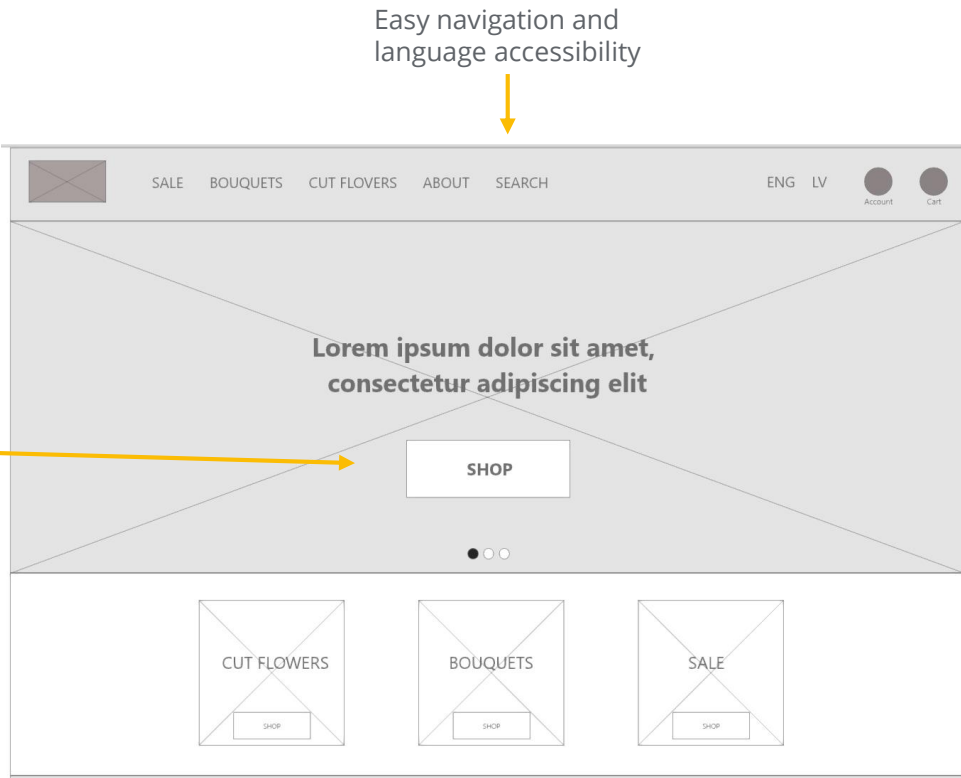


Digital wireframes

Moving from paper to digital wireframes made it easy to understand how the redesign could help address user pain points and improve the user experience.

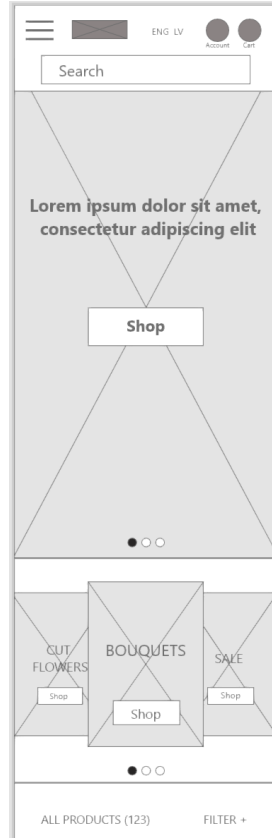
Prioritizing focal point button location and adding strong hero image to the home page was a key part of my strategy.

Focal point



Digital wireframe screen size variation(s)

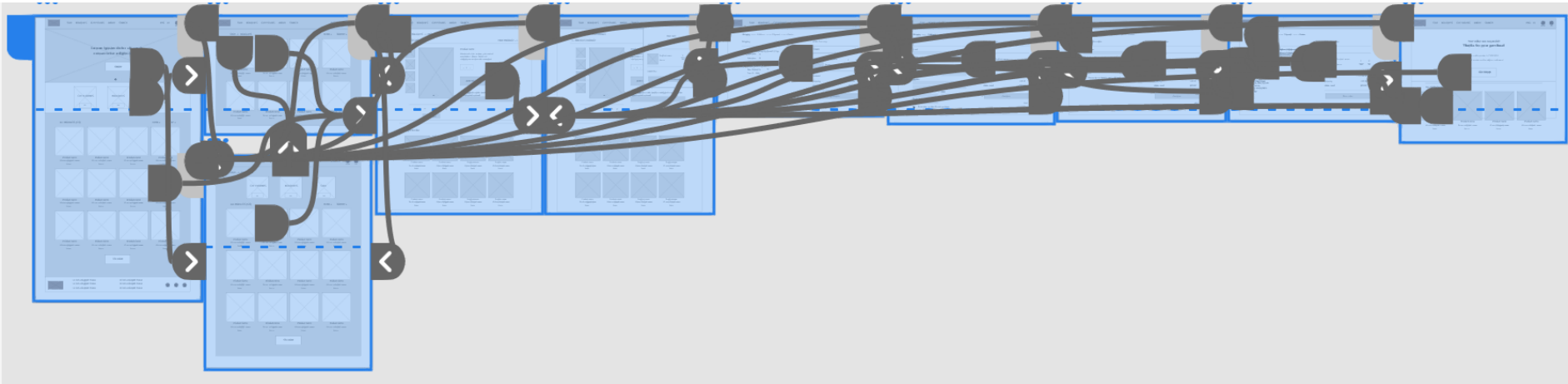
I made 2 different variations
for tablet - 820px wide and
mobile - 360px wide screen
size.



Low-fidelity prototype

View [Floverlia`s low-fidelity prototype](#)

I had received feedback on my designs from users about things like edit item number option, checkbox and delete option in cart. I made sure to listen to their feedback, and I implemented several suggestions in places that addressed user pain points.



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Latvia, remote



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

These were the main findings uncovered by the usability study:

1

Finding

Once at the checkout screen, users didn't have a way to edit the quantity of items in the cart

2

Finding

In checkout process users didn't have ability to save the address and payment data for next order

3

Finding

Once at the checkout screen, users didn't have a way to delete items in the cart

Mockups

Based on the insights from the usability study, I made changes to improve the site's checkout flow. Two of the changes I made was adding the option to edit the quantity of items in a user's cart using a simple "+" or "-" option and a delete item option. This allowed users more freedom to edit their cart without going through a complicated process to add or remove items.

Before usability study

This mockup shows a checkout page with a grey header and a light grey background. The navigation bar includes links for SALE, BOUQUETS, CUT FLOWERS, ABOUT, and SEARCH, along with language and currency selectors (ENG, LV) and icons for account and cart. The progress bar indicates the current step is '1 Shipping', followed by '2 Address', '3 Payment', and '4 Review'. The 'Shipping' section offers two options: 'Pick up at the shop Big Street 12, Riga' (free) and 'Delivery with courier' (\$10.00). The 'Order Summary' section lists '1 item' with a placeholder image and a price of \$10.00. A green box highlights the quantity '1' and a delete 'X' icon. The summary also shows a subtotal of \$10.00, shipping of \$10.00, and an order total of \$20.00. A 'Continue' button and a 'HELP' link are at the bottom.

After usability study

This mockup shows the updated checkout page with a purple header. The navigation bar now includes a 'CONTACTS' link and a search bar. The progress bar shows the current step is '1 Shipping', followed by '2 Address', '3 Payment', and '4 Review'. The 'Shipping' section offers two options: 'Pick up at the shop Big Street 12, Riga' (free) and 'Delivery with courier' (\$10.00). The 'Order summary' section lists '1 item' with a placeholder image and a price of \$45.00. A green box highlights the quantity '1' and a delete 'X' icon. The summary also shows a subtotal of \$45.00, shipping of \$10.00, and an order total of \$75.00. A 'CONTINUE' button and a 'BACK TO SHOP' button are at the bottom. A green arrow points from the '1' in the 'Before' mockup to the '1' in this mockup, indicating the change in quantity editing options.

Mockups

To make the checkout flow even easier for users, I added a check box that allowed users to use the same address for billing and shipping.

Before usability study

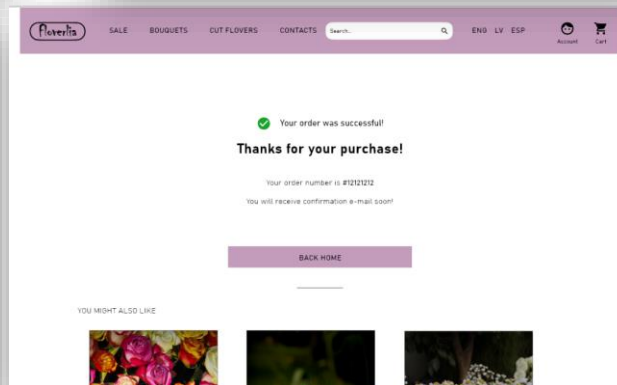
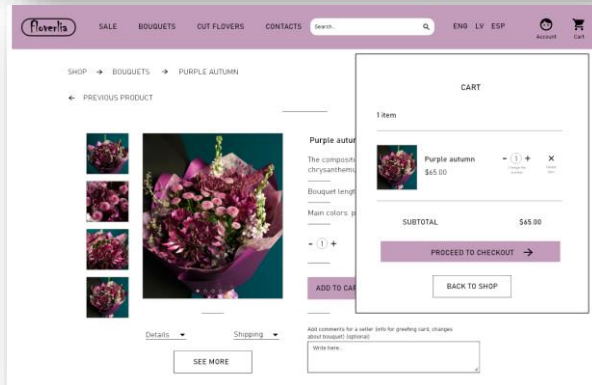
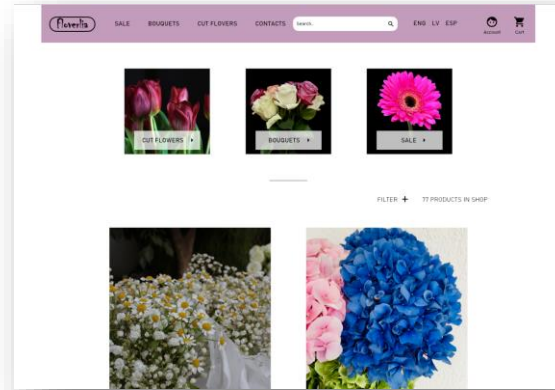
The mockup shows a checkout page with a progress bar at the top: 1 Shipping -----> 2 Address -----> 3 Payment -----> 4 Review. The page is divided into two main sections. On the left, under the heading 'Address', there are input fields for E-mail, Phone number, Delivery address (First name, Last name, Address, City, State, Zip code). On the right, under the heading 'Order Summary', there is a section for '1 item' showing a placeholder image, 'Product name', a quantity of '1', and a price of '\$XX.XX'. Below this, a table shows 'Subtotal: \$XX.XX', 'Shipping: \$XX.XX', and 'Order total: \$XX.XX'. At the bottom right is a 'Continue' button and a 'HELP' link.



After usability study

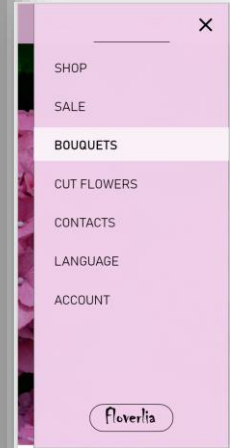
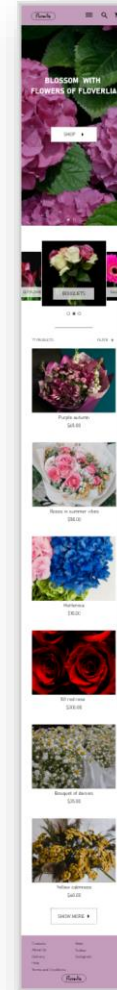
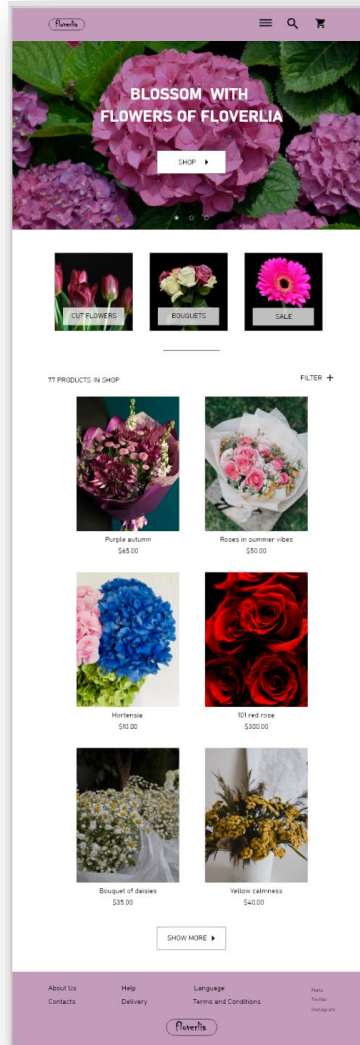
The mockup shows an updated checkout page. The progress bar is: 1 Shipping -> 2 Address -> 3 Payment -> 4 Review. The 'Address' section now includes fields for E-mail, Phone number, and 'Delivery address' (First name, Last name, Address, City, State, Zip code). A new checkbox labeled 'Remember my data for next purchase' is highlighted with a green box. The 'Order summary' section on the right shows '1 item' with a product image, name 'Purple autumn', and price '\$65.00'. Below this, it shows 'Subtotal: \$65.00', 'Shipping: \$10.00', and 'Order total: \$75.00'. At the bottom right are 'CONTINUE' and 'BACK TO SHOP' buttons, and a 'HELP' link.

Mockups: Original screen size



Mockups: Screen size variations

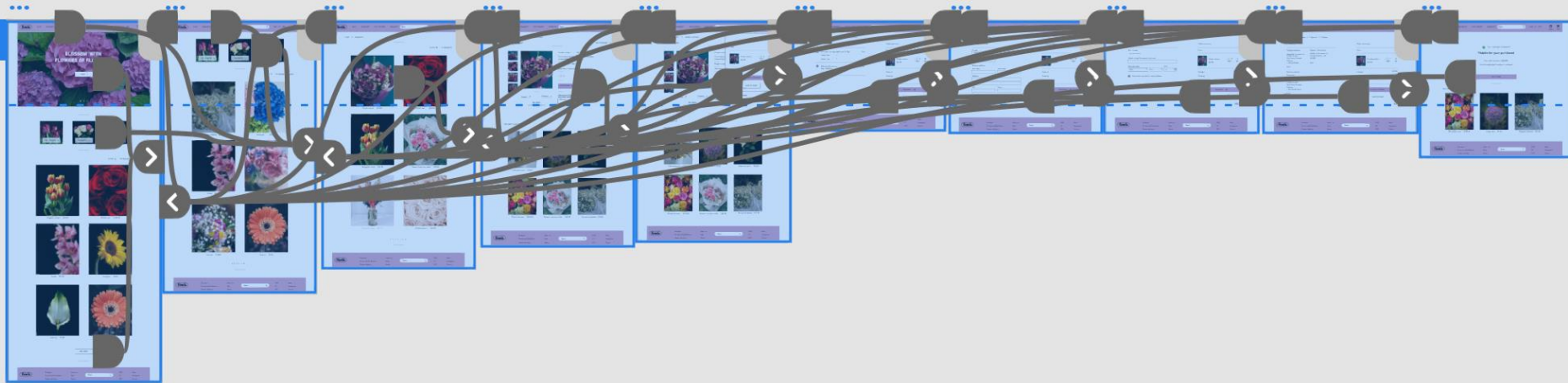
I included considerations for additional screen sizes in my mockups based on my earlier wireframes. Because users shop from a variety of devices, I felt it was important to optimize the browsing experience for a range of device sizes, such as mobile and tablet so users have the smoothest experience possible.



High-fidelity prototype

View the Floverlia`s [high-fidelity prototype](#)

My hi-fi prototype followed the same user flow as the lo-fi prototype, and included the design changes made after the usability study.



Accessibility considerations

1

I used headings with different sized text for clear visual hierarchy

2

I used landmarks to help users navigate the site, including users who rely on assistive technologies

Takeaways



Impact:

Our target users shared that the design was intuitive to navigate through, more engaging with the images, and demonstrated a clear visual hierarchy.



What I learned:

UX designer has to focus on user needs, not on his own thoughts what would be better. I learned that even a small design change can have a huge impact on the user experience.

Next steps

1

Conduct follow-up
usability testing on the
new website

2

Identify any additional
areas of need and ideate
on new features

Let's connect!



Thank you for your time reviewing my work on the Flower Minds bouquet preview app! If you'd like to see more or get in touch, my contact information is provided below.

Email: ilz.dumina@gmail.com

A close-up photograph of several large, rounded clusters of pink hydrangea flowers. The petals are a vibrant pink color, and the flowers are surrounded by large, green, serrated leaves. A semi-transparent white horizontal band is centered across the image, containing the text "Thank you!" in a bold, black, sans-serif font.

Thank you!