

# Florist – Responsive Web Design

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Nishtha Jaiswal

# Project overview



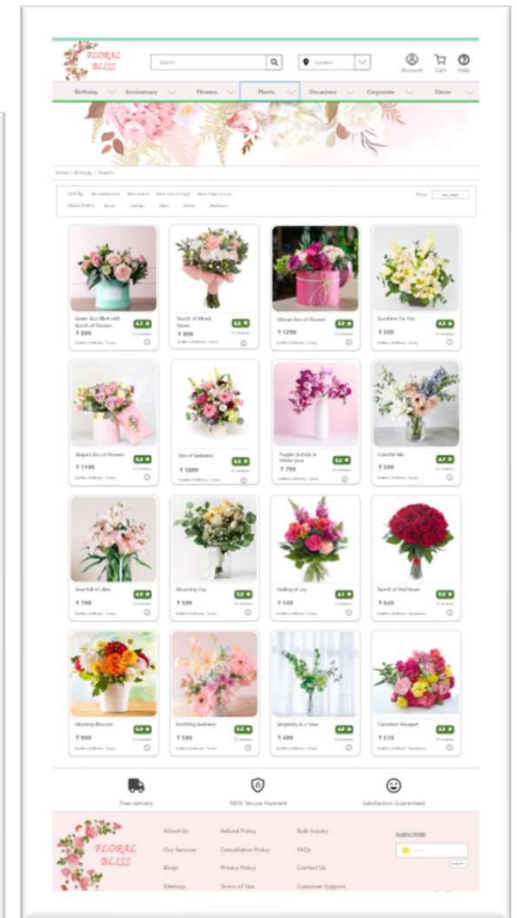
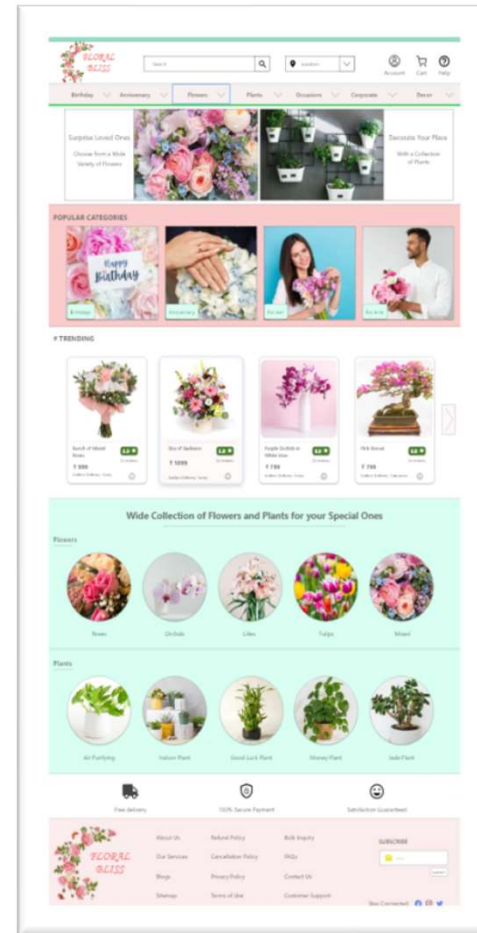
## The product:

Floral Bliss is a florist website providing an easy ordering experience for users to buy from a wide collection of flowers and plants available in all categories.



## Project duration:

Aug 2022 – Sep 2022



# Project overview



## The problem:

- Not being able to take out time to physically visit the florist shop is the major pain point of the users.



## The goal:

Design a website that will allow people to order flowers or plants or a combination of both for their loved ones without the need of physically visiting the store.

# Project overview



## My role:

UX Generalist



## Responsibilities:

I had worked through all the phases of the project - e.g., user research, wireframing, prototyping, etc.

# Understanding the user

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

# User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was people who want to celebrate and surprise their family members and friends on the special days, even if not physically available.

This research revealed that time is a major factor. Other user problem includes interests, challenges and obligations that makes it difficult for them to go to the florist shop for placing the order.

# User research: Pain Points

1

## Limited Time

Busy schedule, no time to go to the florist shop.

2

## Product Knowledge

People are not much aware of the relevance of flowers and plants as per the occasion.

3

## Accessibility

Platforms for ordering flowers are not equipped with assistive technologies.

4

## Bulk Order

Bulk order feature not available on all platforms.

# Persona: Ravi

## Problem statement:

Ravi is a student who likes to make every occasion special for their family and friends and needs an easy way to order flowers which delivers fresh flowers and provides information about each flower.



Ravi

**Age:** 24

**Education:** Commerce graduate

**Hometown:** Indore

**Family:** Parents

**Occupation:** Student

*"I'm a family person and like surprising loved ones on their special days."*

## Goals

- I want to learn & develop more skills to attract more work opportunities.
- I cherish each moment and so like celebrating special occasions of my family and close friends even if I am not present with them.

## Frustrations

- "Ordering online comes with a risk of low quality and spoiling the mood."
- "want to celebrate but cannot put so much effort in how and what to customize."
- "Tracking is difficult"
- "I have limited knowledge on flowers".

Ravi is a student who lives with family. They like celebrating special occasions with family and close friends. They don't have much knowledge on flowers but like surprising loved ones with one. They are upset when the flowers are not fresh which spoils the mood of the recipient and also want to track the delivery so that they are being informed when the order is getting delivered.



# User journey map

Mapping Ravi's user journey revealed how helpful it would be for users to have benefits of the website for ordering flowers and plants online.

<b>Persona: Ravi</b> , likes celebrating every special day of their loved ones					
<b>Goal:</b> An easy way to know about the flowers and place their order.					
ACTION	Access the app	Browse categories	Select flowers / design	Place order	Complete order
TASK LIST	Tasks A. Access the app B. Sign-up for an account	Tasks A. Browse categories B. Explore varieties C. Check flowers info	Tasks A. Select the arrangement / bouquet design	Tasks A. Add items to cart B. Add personalized message C. Confirm the order	Tasks A. Provide payment information B. Make payment C. Check the delivery time
FEELING ADJECTIVE	Excited to order flowers for special occasion	Happy that there are so many available design varieties  Curious to know about flowers	Confused which one to select.	Happy to add personal message and placing the order.	Stressed for not being able to remember payment details  Hopeful that the order reaches on time and have fresh flowers.
IMPROVEMENT OPPORTUNITIES	Create an easily accessible app with quick sign-up.  Offer discount/offers for first time users.	Provide filters like occasion and relation to make the decision easier.  Provide brief about the flowers	Provide suggestions based on occasion, relation and past orders.	Provide a simple checkout flow	Provide a feature of remembering payment details  Provide a feature to track order status

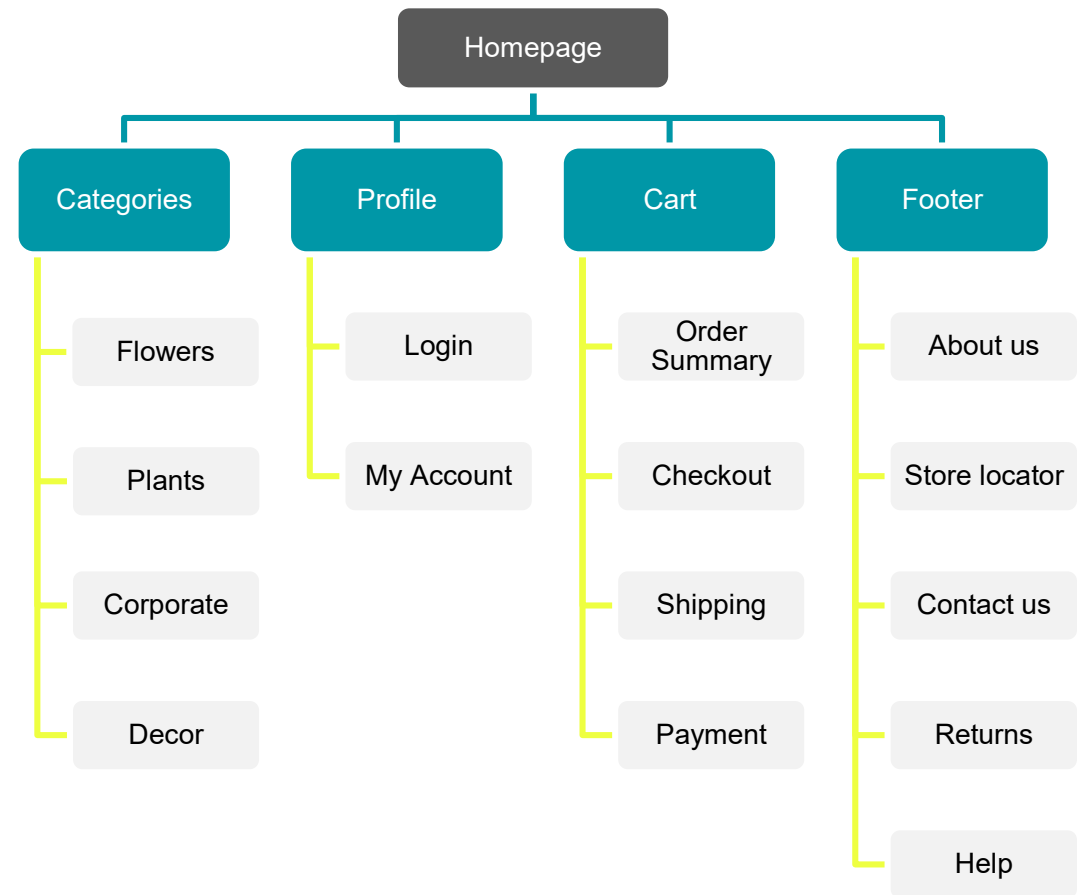
# Starting the design

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

# SiteMap

Difficulty with website navigation was a primary pain point for users, so I used that knowledge to create a sitemap.

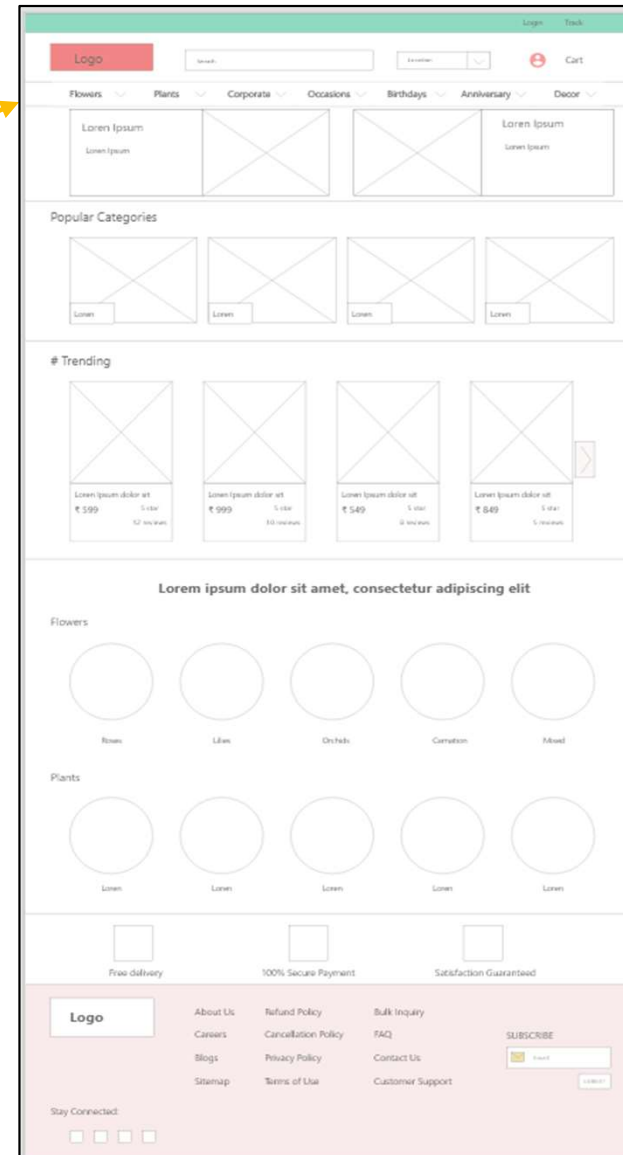
My goal here was to make strategic information architecture decisions that would improve overall website navigation. The structure I chose was designed to make things simple and easy.



# Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

Easy access to all Categories using Navigation tab.



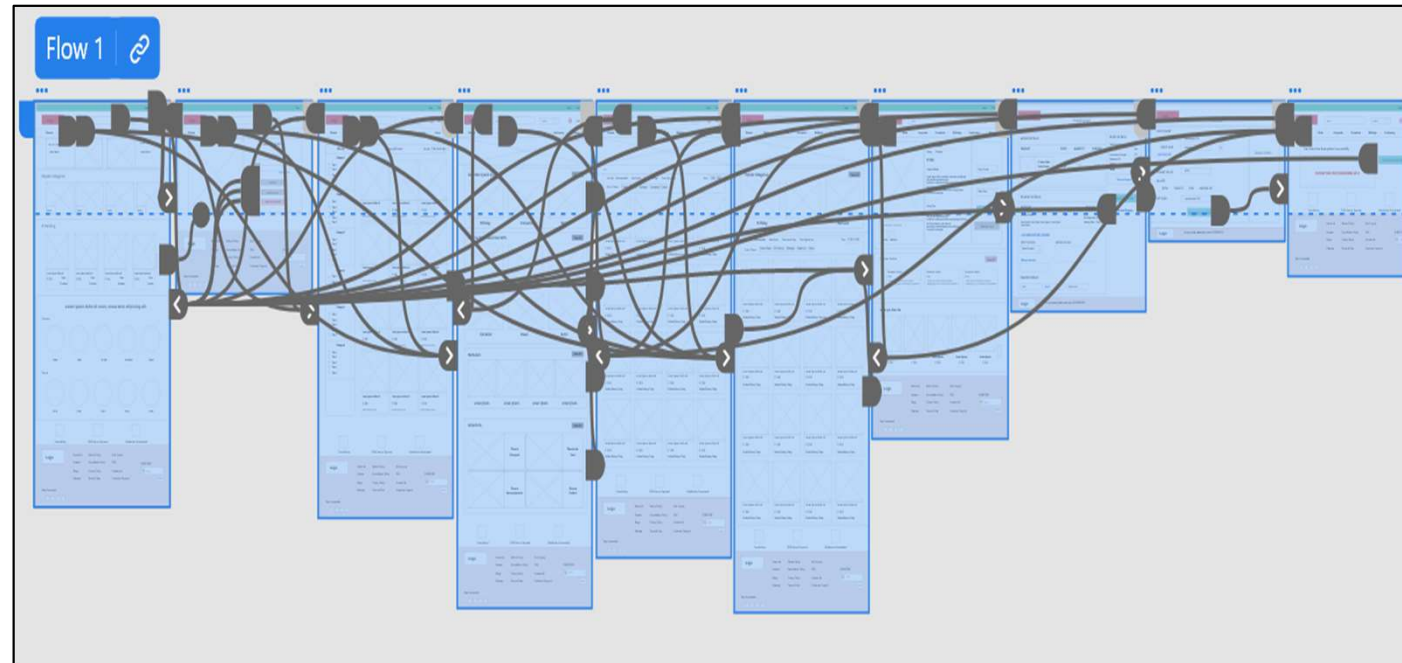
A glimpse of all categories available on the homepage with Popular and Trending items 'Above the Fold'.

# Low-fidelity prototype

The low-fidelity prototype connected the primary user flow of ordering flowers, so the prototype could be used in a usability study with users.

View Low-Fidelity prototype:

<https://xd.adobe.com/view/c8ef5912-e588-40fa-9924-0bb8b8a02f24-9dbc/>



# Usability study: findings

The usability study is done to figure out what specific difficulties users encounter when they try to complete the core tasks of the website like browsing items, item selection, ordering process, and navigation.

## Round 1 findings

- 1 Users need icon and text both to be able to easily recognize the icons.
- 2 Users need product's information to be also available in product cards to help in selection.

## Round 2 findings

- 1 Users need action for 'Add to Cart' button to confirm that the item selected has been added in the cart.
- 2 Users need a feature to select between standard and express delivery.

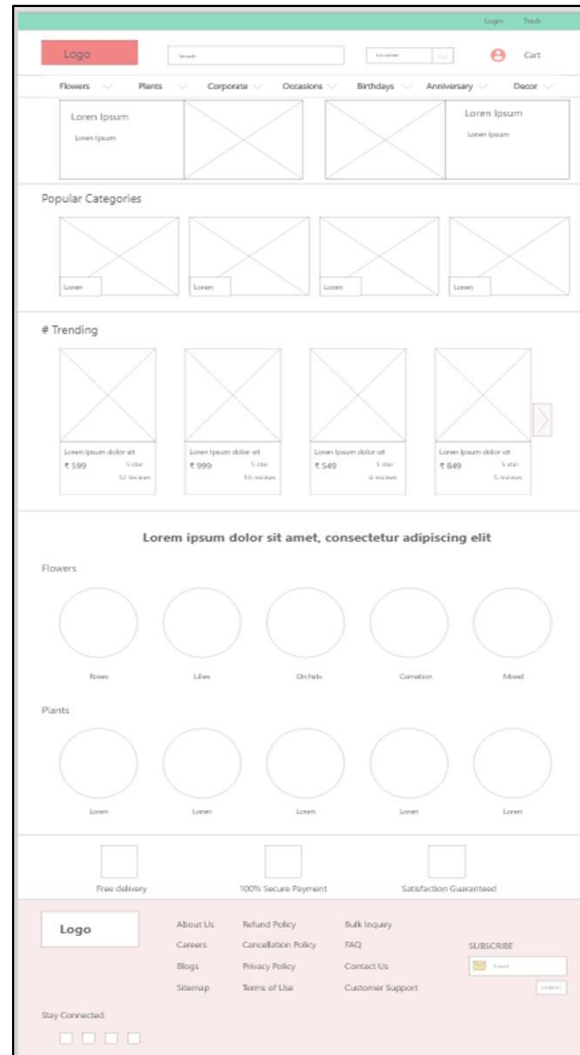
## Refining the design

- Mockups
- Screen size variations
- High-fidelity prototype
- Accessibility

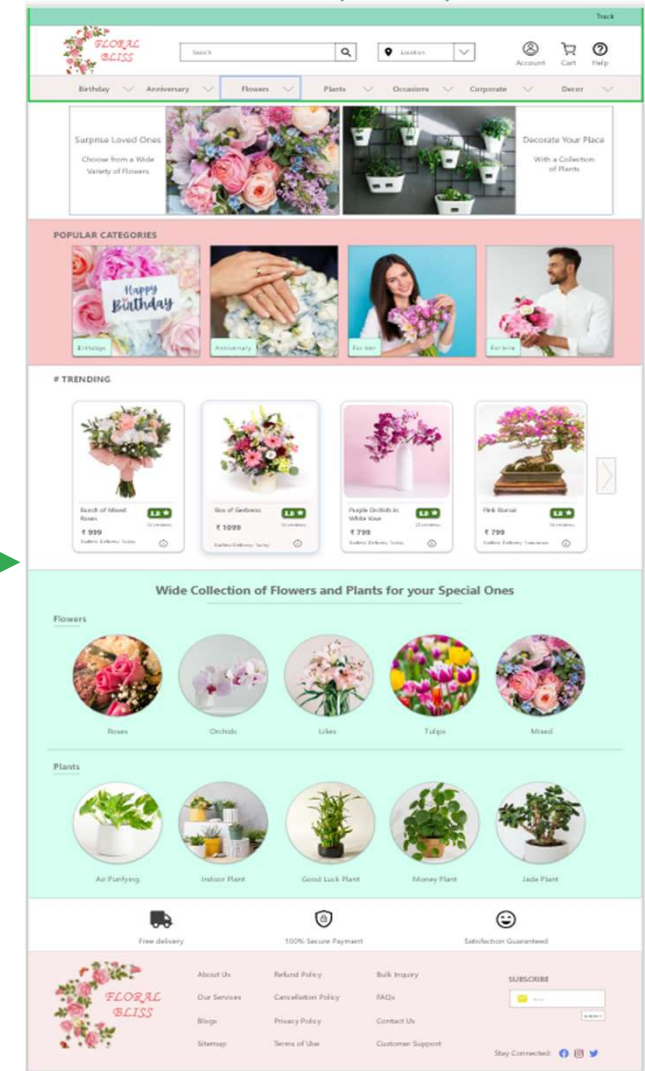
# Mockups

Early designs had icons or text for navigation and product's information was only available on product's detail page, but after the usability study 1, I added icons and texts both to be easily recognizable and also added information icon in the product's card.

Before usability study 1



After usability study 1

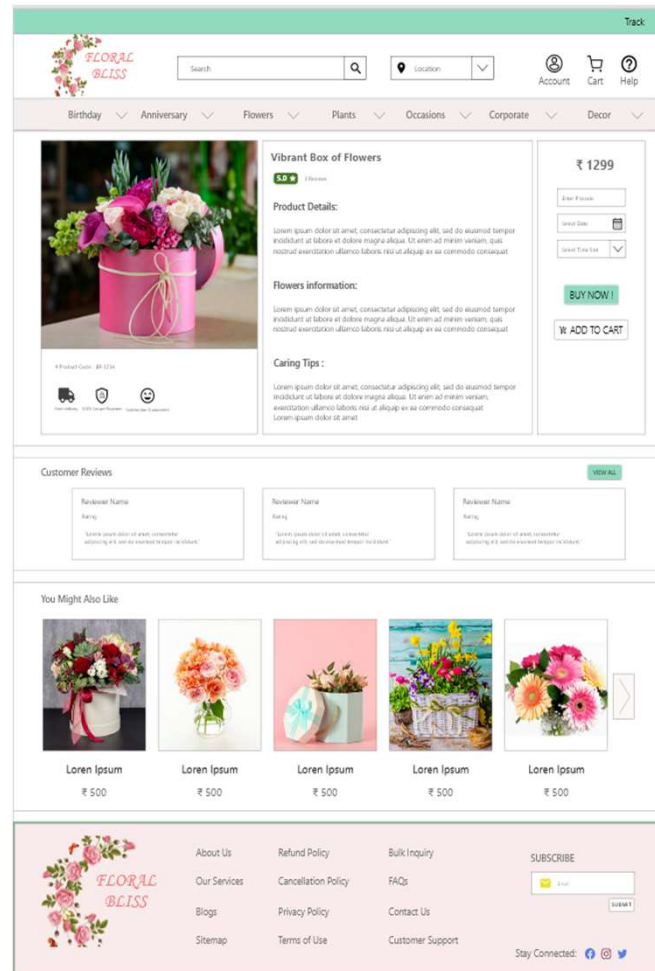




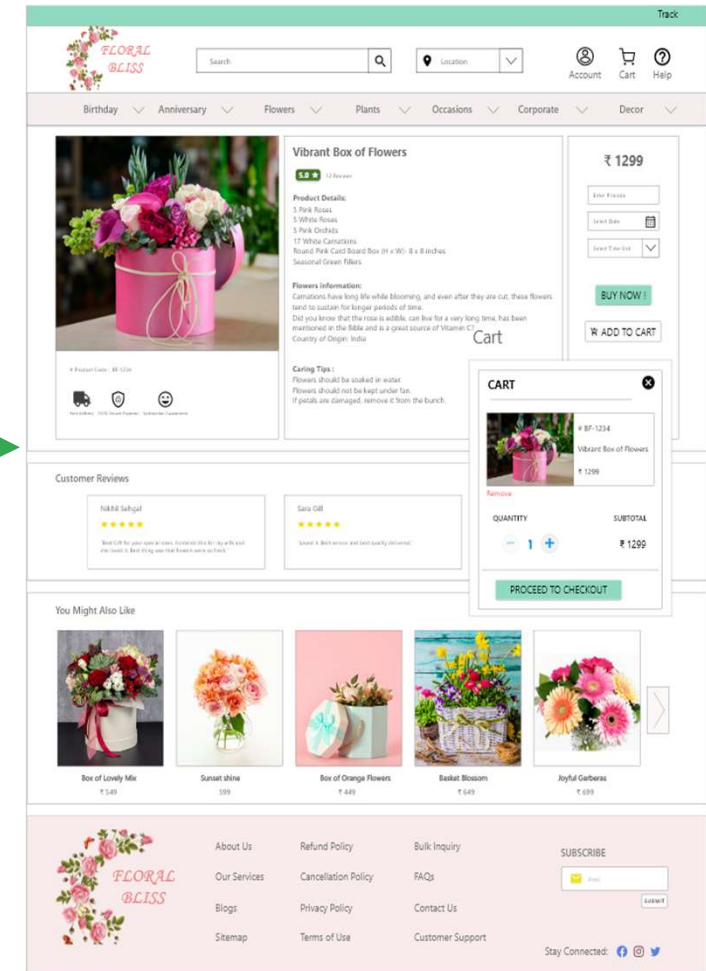
# Mockups

Early designs allowed for adding item to Cart using 'Add to Cart' button, but there was no intimation to confirm that item has been added. After the usability study 2, I added a flyout Cart display to confirm that item has been added to cart, which will appear on clicking the 'Add to Cart' button.

Before usability study 2

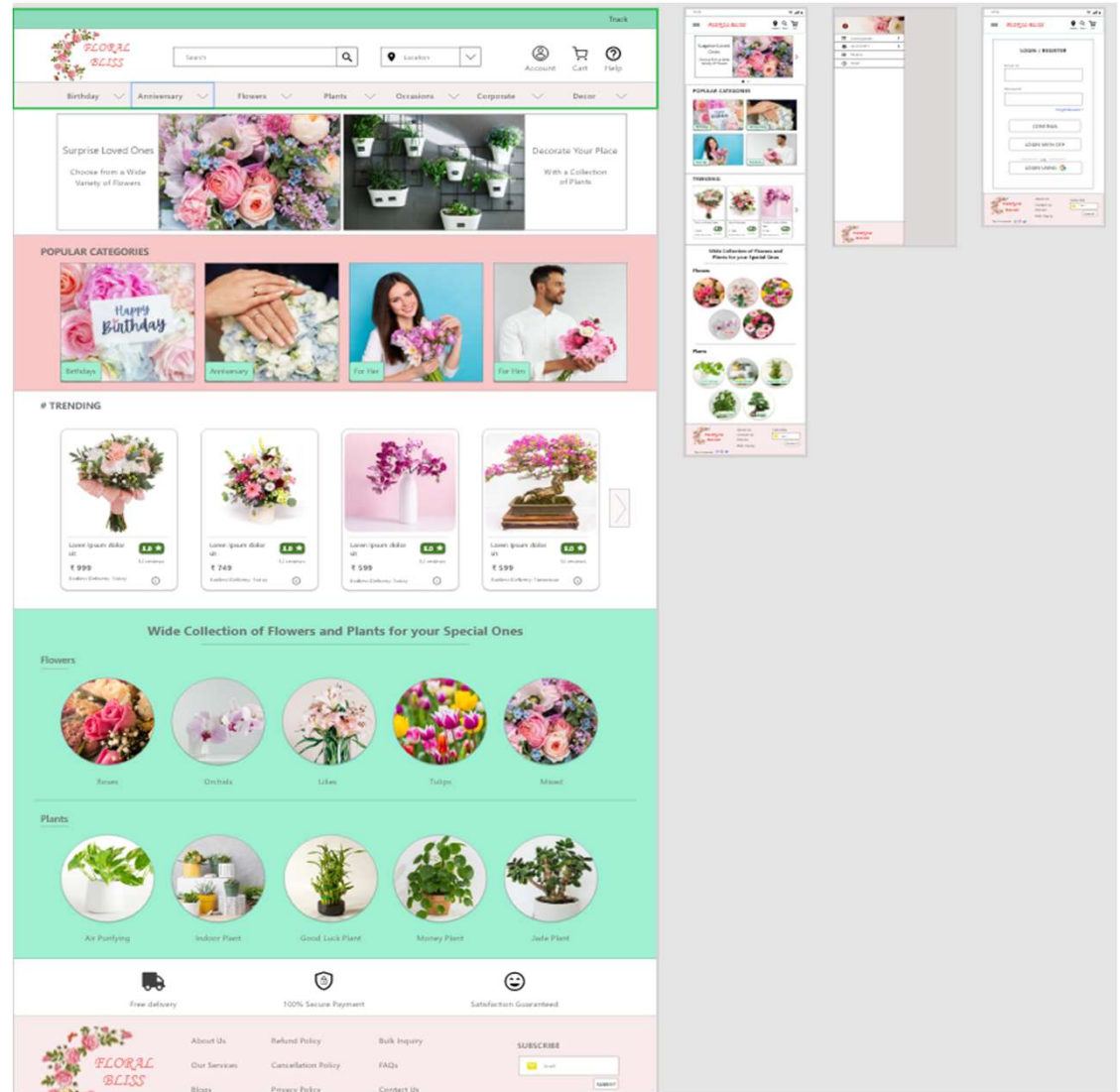


After usability study 2

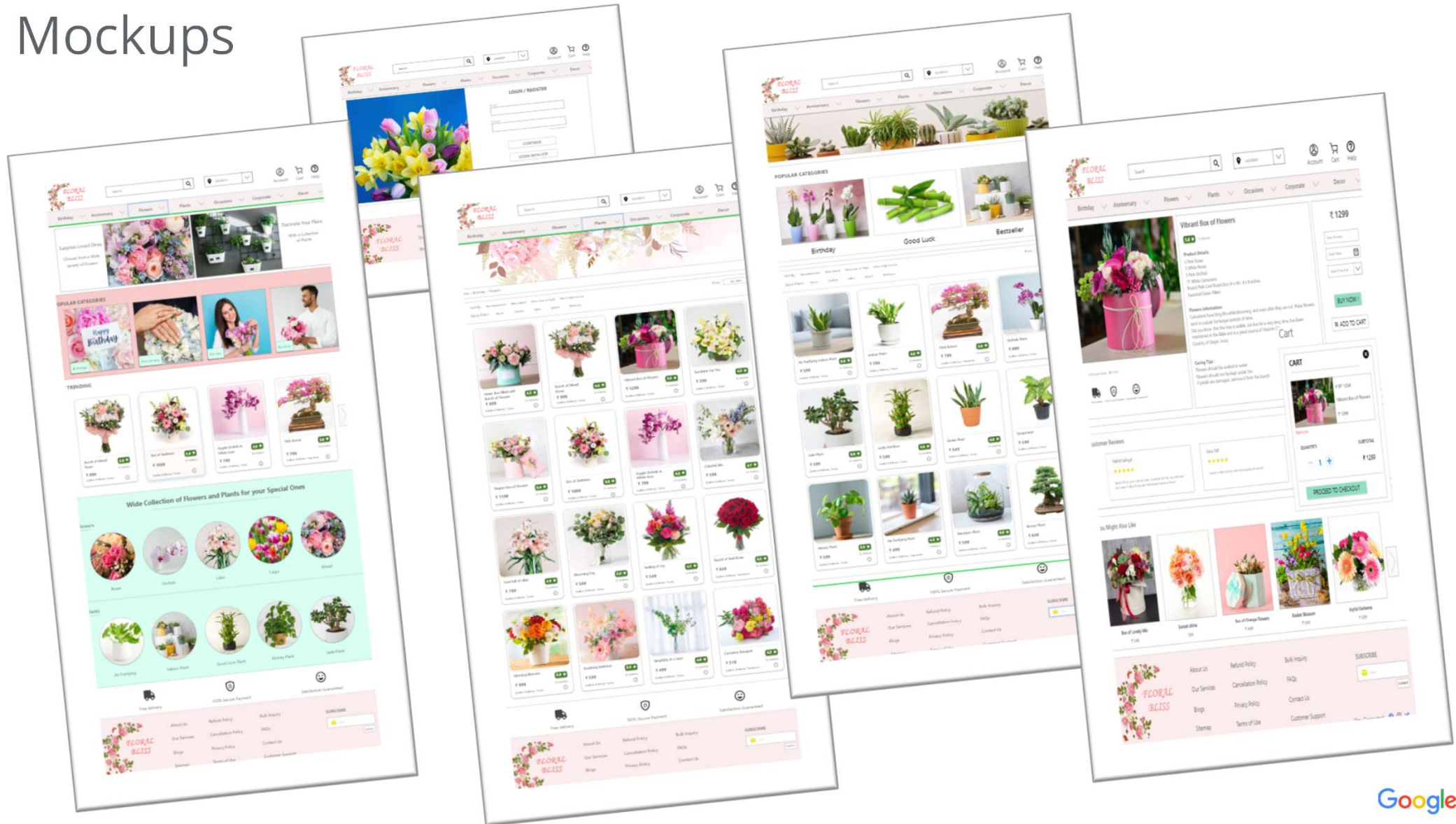


# Screen Size Variations

Because customers access the site on a variety of different devices, I worked on designs for additional screen sizes to make sure the site would be fully responsive.



# Mockups



# High-fidelity prototype

The final high-fidelity prototype presented the user flows of ordering flowers. It also met user needs for Add to Cart action and choosing between Shipping options.

View High-Fidelity prototype:

<https://xd.adobe.com/view/ed32a0e1-9c6b-4518-83b6-a54a5c4906ec-b861/>





# Accessibility considerations

1

Used minimal colors and readable fonts in the design to help users better communicate with the website.

2

Provided access to users who are vision impaired through adding alt text to images for screen readers.

3

Used imagery for flowers and plants to help all users better understand the designs.

# Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

The website helps users make easy and quick order for flowers and plants as per their needs. Website is responsive to mobile device also.



## What I learned:

While designing the Floral Bliss website, I learned that the first ideas for the website were only the beginning of the process. Usability studies and peer feedback influenced each iteration of the responsive web designs.

# Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.



# Let's connect!



Thank you for your time reviewing my work on the Floral Bliss website ! If you'd like to see more or get in touch, my contact information is provided below.

Email: [jnish19@email.com](mailto:jnish19@email.com)