

Creating User-centered Interface

Hi, I'm Kristina, an UX/UI
designer with a background
in communication and
translation.

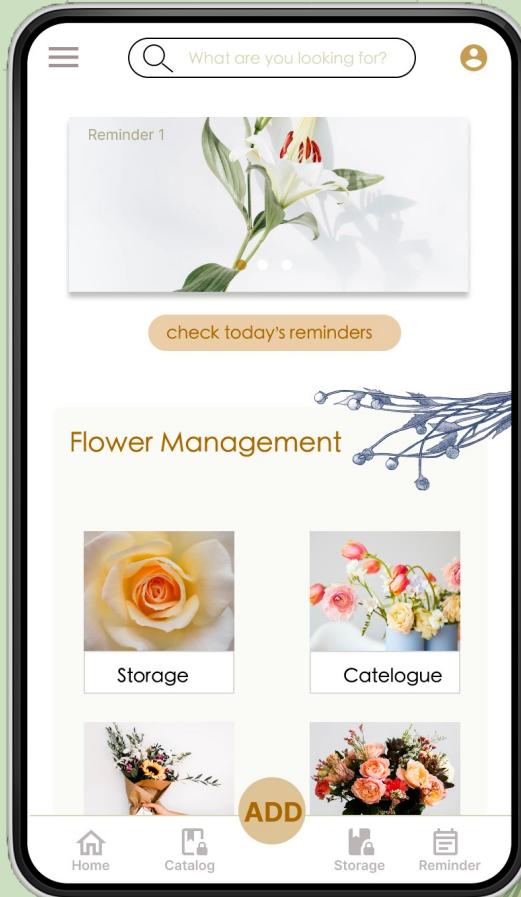


The Product

This is an UI designed for florists (To B), helping them manage flower storage and automatically providing a catalogue of the storage for showing customers.

Duration

Two months (January–February 2023)



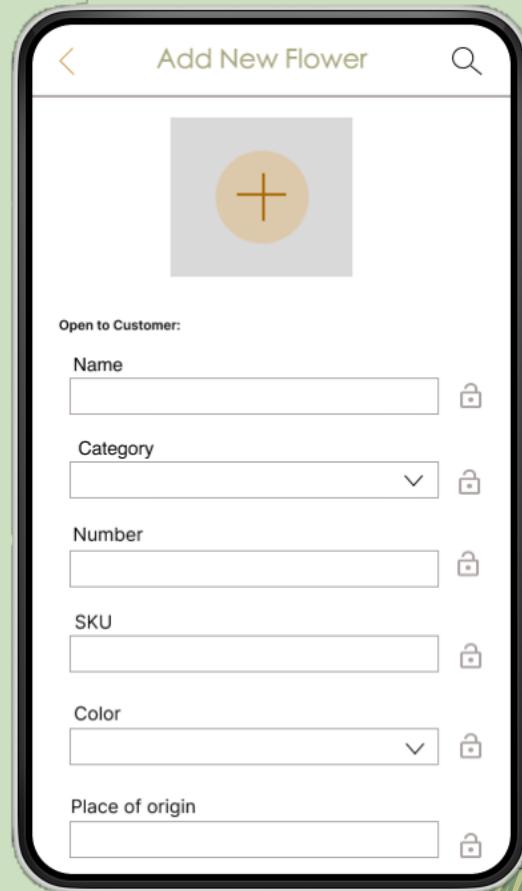


Role

Solo UX/UI Designer
User Research
Wireframing
Prototyping
Mockup
Visual Design

Tools

Figma
Sketch
Adobe Illustrator

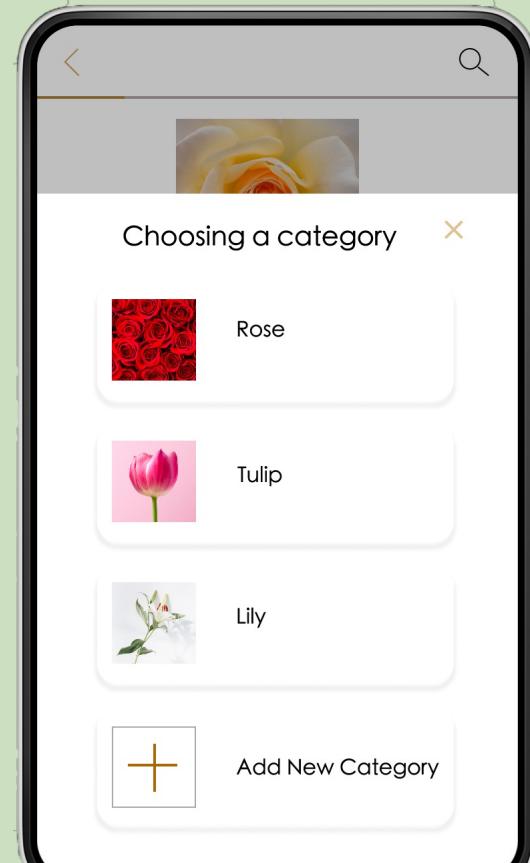


The Problem

Facing with different flowers come from different logistics and suppliers, florists have to spend plenty of time on managing flower storage everyday.

The Goal

To address this problem, Flourish was designed to take into consideration florists' daily situation and struggling to provide simple and effective workflow.



Understanding User

01

USER
PERSONA

02

PROBLEM
STATEMENT

USER
JOURNEY
MAPS

03



User Persona

Painpoint:

Anna is facing new challenge as the increasing flower market and needs to better deal with her flower storage.



Anna Sung

Age: 43
Education: High school diploma
Hometown: Peking, China
Family: Husband and daughter
Occupation: Florist

“Better quality of flower is what we pursue all the time for our customer.”

Goals

- Sung want to provide more types of flowers, while have a strong guarantee of the quality of flower.
- She also wish to increase the effectiveness of govern her storage.

Frustrations

- With the increasing market, she found her previous method of arranging storage is ineffective, costing her a lot of time and energy.
- Competition is increasing in the market as well.

Sung has 22 years of experience as a florist, and her flower shop has a steady customer base and income. Nevertheless, things are changing in the flower market. With enhanced logistics and increasing needs, she has faced a dilemma regarding the lack of energy to arrange her increasing storage on a daily basis. And she also wants to have more clients with the trend of increasing market.

Persona

Painpoint:

Lisa is a trendy florist who needs to show her flower in online app in accordance with her real time storage.



Lisa Chan

Age: 27
Education: Master degree of gardening
Hometown: Zhejiang, China
Family: Two parents
Occupation: Florist

"If you hesitate to details of a bouquet of flowers, leave this to us; we always provide the trendy choice."

Goals

- Build her own flower shop to one of the top ones in Shanghai.
- Bold and trendy attempts of flowers arrangement is her speciality.

Frustrations

- Unstable clients base and daily revenue, which further cause storage problems.
- Some clients could not understand her art of flower.

After graduation from her university, Lisa aimed to set up her flower shop from scratch. She won a great success during first two years of running with multiple marketing methods and increasing flower market of the Z generation. But in recent years, she finds her client base is quite unstable without plenty of marketing, which further resulted in problems of flower storage and cost.

User Journey Map

Persona: Lisa

Goal: providing
most quality and
trendy bouquets of
flowers for clients.



ACTION	List down flowers involved	Check availability of flowers	Arrange flowers	Deal with client of the outcome	Storage management
TASK LIST	Tasks A. Select flowers according to clients' request	Tasks A. Check quality and availability of flowers needed B. Reselect according to storage	Tasks A. Arrange flower as a bouquet	Tasks A. Present the bouquet to client B. Make changes according to request	Tasks A. Sort out storage B. Check quality of flowers
FEELING ADJECTIVE	Confusing to make the best arrangement Excited to make a new order	Anxious to find some required flower is unavailable Impatient to reselect some subsequent flower	Fulfilled to make a art work Excited to see the outcome	Impatient to deal with others Confusing to why clients don't like the bouquet Anxious to client's unsatisfactory Fulfilled to clients' love of the flower	Impatient to check every flower's quality and status Confusing to forget what flower used in previous order
IMPROVEMENT OPPORTUNITIES		Design an app shows flower's availability and location	Design an app enable arrange flower previously and deal with clients before really make it		Design an app that storage of flower would change according to flower used and remind of its quality

A decorative graphic in the background features several stylized tropical leaves in shades of green and yellow-green, arranged in a cluster on the left side of the slide.

Competitive Audit

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Competitive Audit



Competitive audit	compara the function of catalogue of flower among indirect competitor (there is no direct competitors)							
	General information							
Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	
Competitor #1 Brighten-Mall	indirect Hong Kong	flower, bouquet, plant, relative tools	\$7.6-\$836	https://www.brighten.hk/Product	large	hong kong residence	fresh and cheap, order online and delivery by door	
Competitor #2 Floward	indirect United Kingdom	flower, bouquet, plant	\$52-\$1287	https://floward.co.uk	large	united kingdom residence	occasional bouquet and gift	
Competitor #3 New Forest	indirect China	flower, bouquet, plant, relative tools	\$1.2-\$28.7	https://www.new-forest.cn	medium	mainland residence	fresh and cheap flower, easy order experience	

Competitive audit	Features	UX (rated: needs work, okay, good, or outstanding)			
		Accessibility	app interaction	User flow	Navigation
Competitor #1 Brighten-Mall	okay + login , search, scan and cart feature - no brand image	needs work - Website available in one language + Images of menu items are clear and legible - Menu isn't compatible with screen reader technologies	Okay + Easy to find the menu - Home page is too busy	Outstanding + Easy to navigate + Clear indication of clickable elements	
Competitor #2 Floward	good + familar ui layout and ia + sesonal and festival reminder	Good + Website available in two languages + Images of menu items are clear and legible	good + Easy to find key info and keep updated - Home page is too busy	Outstanding + Very easy to navigate + Familiar way to navigate (e.g., swipe)	
Competitor #3 New Forest	outstanding + login , search, scan, menu and cart feature + updated information about logistics, stock up. +familiar layout and ia	needs work - Website available in one language + Images of menu items are clear and legible - Menu isn't compatible with screen reader technologies	good + Easy to find key info and keep updated	Outstanding + affordance is clear + Familiar way to navigate (e.g., swipe)	

Starting the Design

01

User Flow &
Paper
wireframes

02

Ditgital
wireframes

Low-fidelity
prototype

03

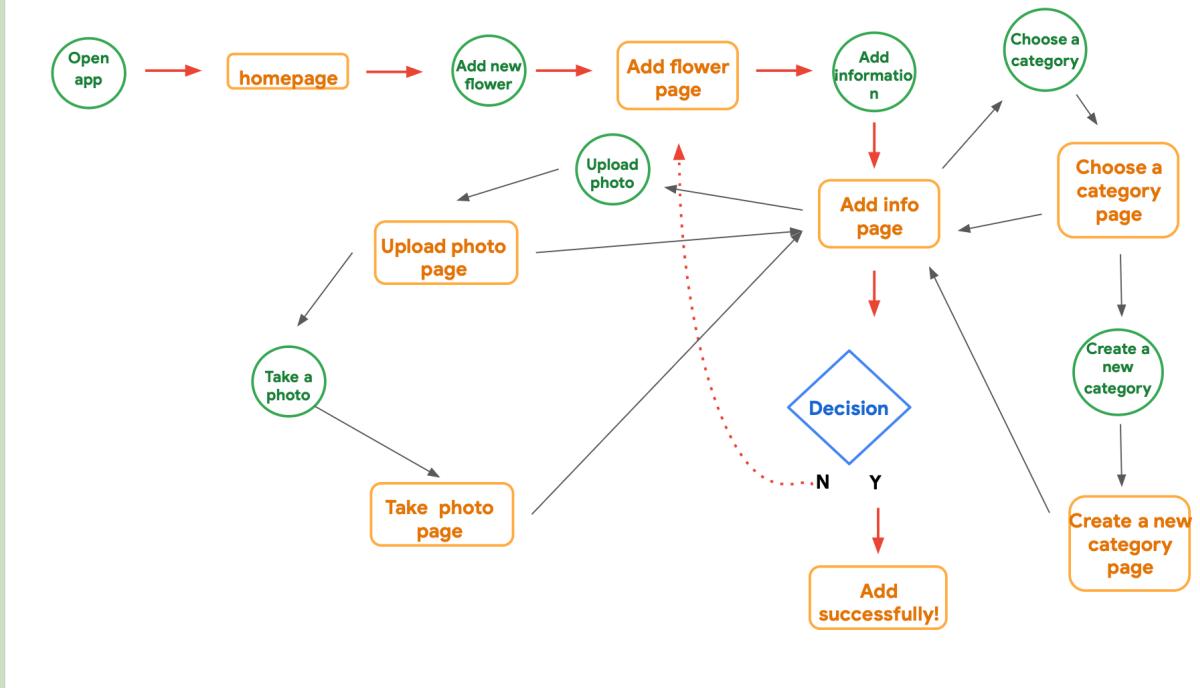
Usability
study

04



User Flow

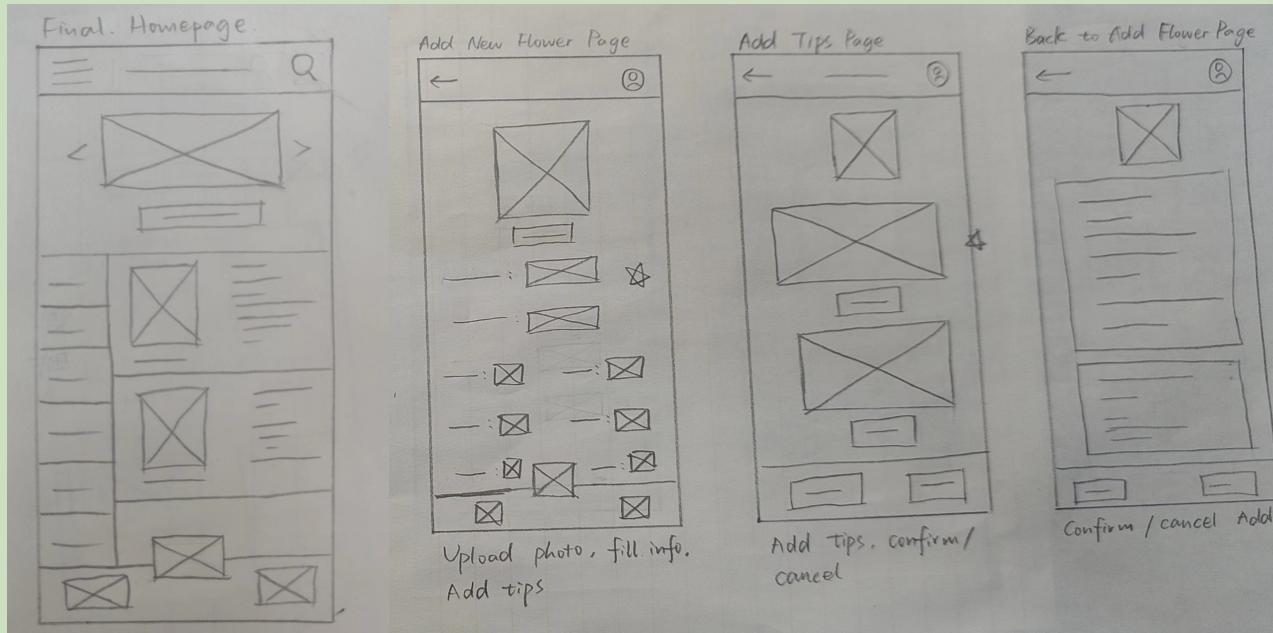
The purpose of this user flow is to adding a type of flower newly arrived, leaving a reminder to take care of it, and divided it into a catalogue for a better storage management.



Paper wireframes



Here are part screens for the above user flow, including a homepage, an add new flower page, an add tips page and the confirmation page back to homepage.



Digital wireframes

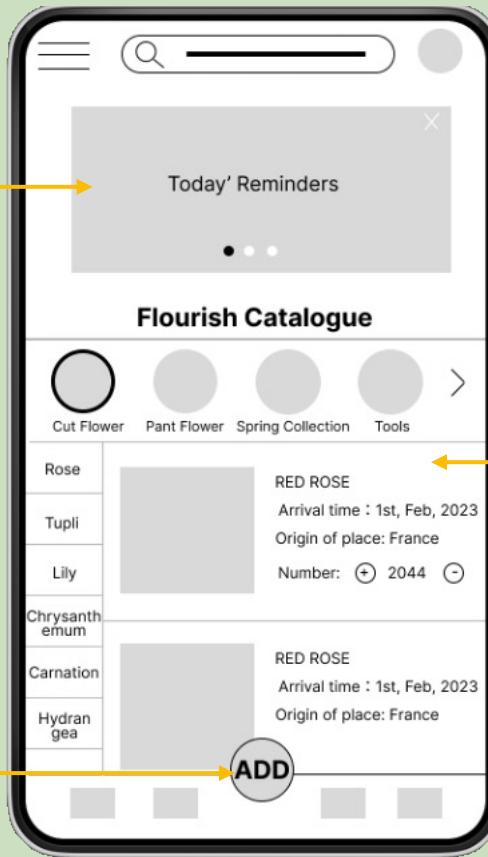
This is the homepage, including the automatic catalogue, reminder section, and an outstanding add button for adding new flowers.



The add flower locates at the center of the bottom bar, half below and half upon makes it easy to be noticed.

The reminder locates at the top of the homepage, making it easy to find by user.

Step 1. Click the add button on the home page.



The catalogue is unfolded in the homepage, making it be quickly found.

Digital wireframes

The whole process of adding is designed in a linear way, making it easy to understand and practice.



The add button is kept, offering user multiple ways to cancel present record and open a new one.

Step 2. Open the adding page.

A digital wireframe for an 'adding' page. At the top right are back and search icons. Below is a placeholder for a photo with an 'upload photo' button. A callout arrow points to this button. The form includes fields for 'Name' (text input) and 'Category' (dropdown). Below these are four sets of two input fields each, represented by horizontal lines and boxes. A callout arrow points to the second set of these fields. At the bottom are buttons for 'Add tips', 'confirm', 'cancel', and a large central 'ADD' button. Callout arrows point to the 'ADD' button and the 'confirm' button.

District to add other information of flower.

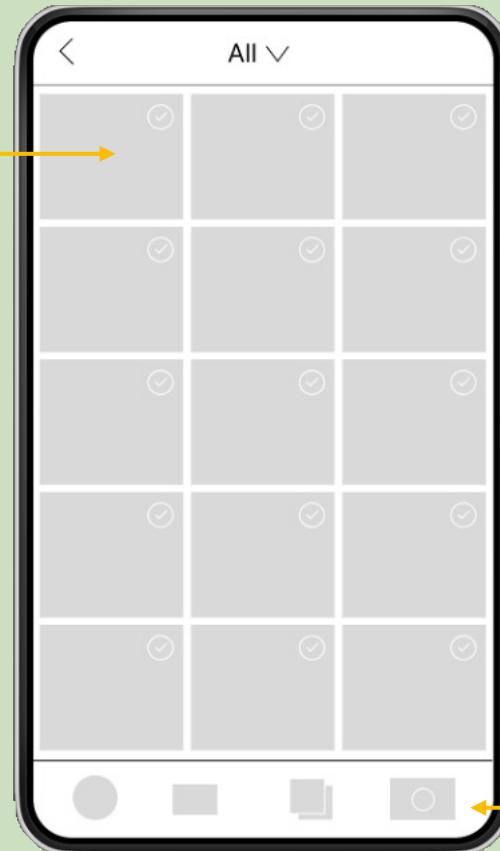
Digital wireframes

This is a child page of the adding flower page, where choosing a picture for the added flower.



Choosing a photo already existed.

Step 3. Uploading a photo page.



Taking a photo by clicking the camera icon.

Digital wireframes

This page is a child page of uploading photo page, where can take a photo immediately. Given that different batches of flower may have different performance even with the same name and supplier, this function may be more important.

An exit button to ensure user's control.

Step 3. Uploading a photo page.



This button is a call of action to take photo.

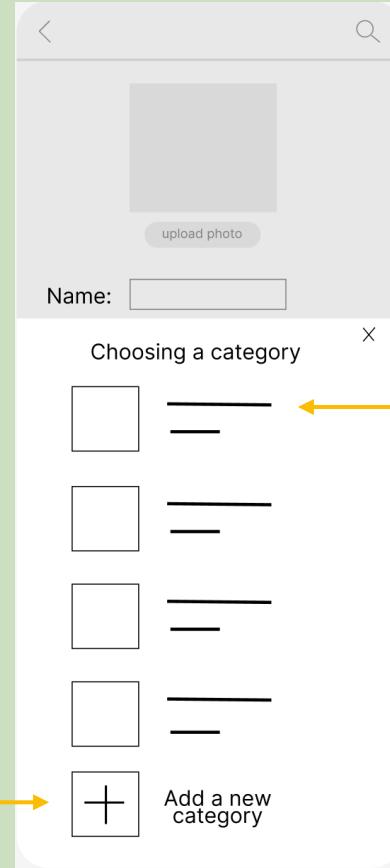
To change the direction of camera.

Digital wireframes

This page is a child page of the adding flower page. By choosing a category, users can find a flower by searching the category.



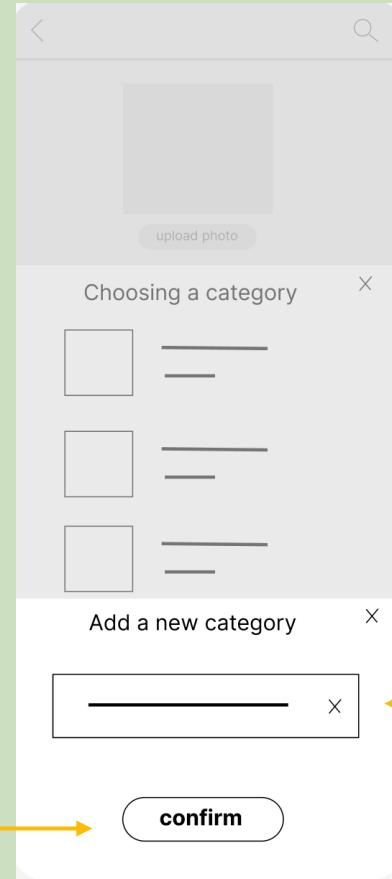
An adding new button in case there is no suited catalogue.



Choosing a catalogue by either clicking the photo, or the name.

Digital wireframes

This page is the child page of choosing a catalogue page. Given that flower market is growing and flower varieties changes frequently, adding new category is a meaningful function.



This button is a call of action.

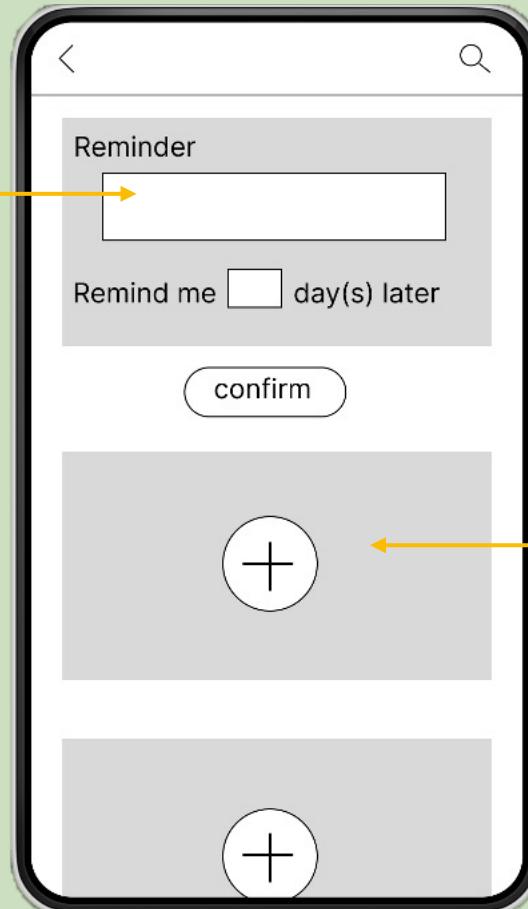
Typing a new name for the catalogue.

Step 5. Adding reminder tips and reminder time.

Digital wireframes

This page is the child page of adding flower page. With the burden of managing thousands of flowers, which have different preserved methods, florists can be freed from memorizing those information and timeline.

Typing reminder tips for the flower, which would be displayed on the homepage later.



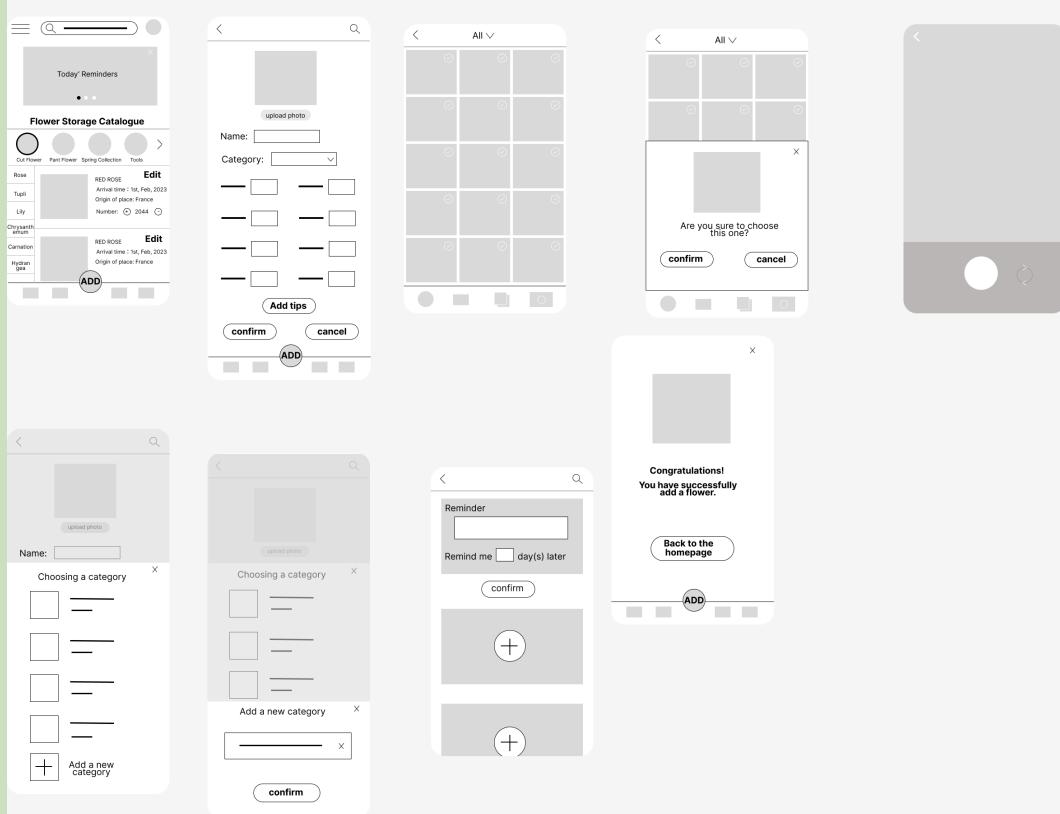
Button to add more tips.

Low-fidelity prototype

Link to low-fidelity prototype: [please click here](#)

Steps:

1. Click the add button on the home page
2. Open the adding page
3. Uploading a photo, or taking a photo
4. Choosing a catalogue for the flower, or creating a new catalogue
5. Adding reminder tips and reminder time



Usability study

The purpose of this usability study is determining if users can complete core tasks of adding a flower within the prototype of the flourish app and determine if the app is difficult to use. The results shows that there is couples issues needed to be addressed, but all participants finished five tasks.

Do not understand this app's function.

In general, users want to overall understand the app at the beginning.

The add button on the add page is confusing.

According to this study, users find this button is similar as the confirm button, making them confusing about choosing which one.

The steps to choose a category is confusing.

According to this study, users find where to choose a category for the flower is unclear.

Already existed flower can not be justified.

According to this study, some users may confused about whether could add a button to justify flower information already exited.

Refining the Design

01 Mockup

Sticker
sheet

03

02 High-fidelity
prototype

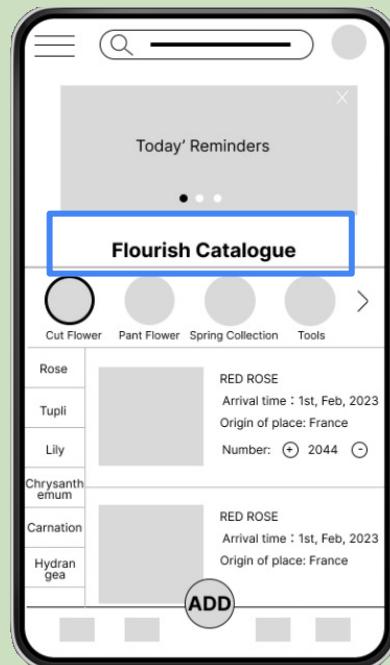


Mockups

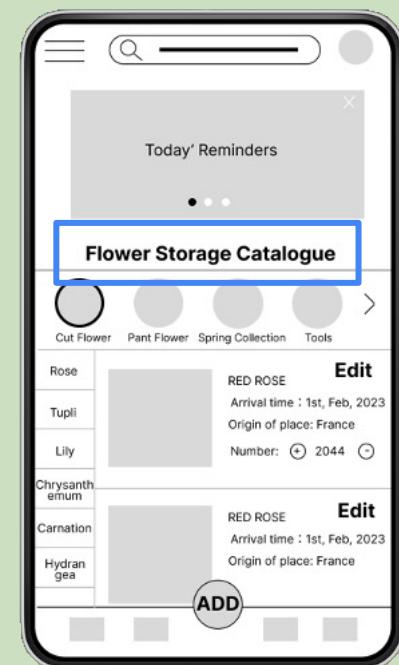
- Po
- 3 out of 5 participants did not understand this app.
- Not all participants did not understand this app and expressed strong confusion.

"What is this app supposed to do, why nothing changed as I clicked on them."
(Participant B)

Before usability study



After usability study



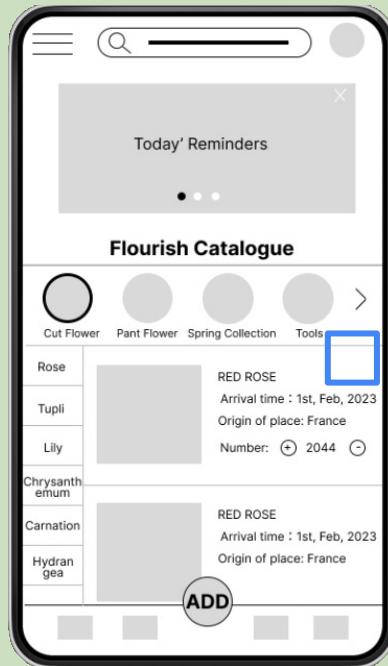
Mockups

- P1
- 1 out of 5 participants confused about whether could add a button to justify flower information already existed.
- Not all participants had this confusion and need.

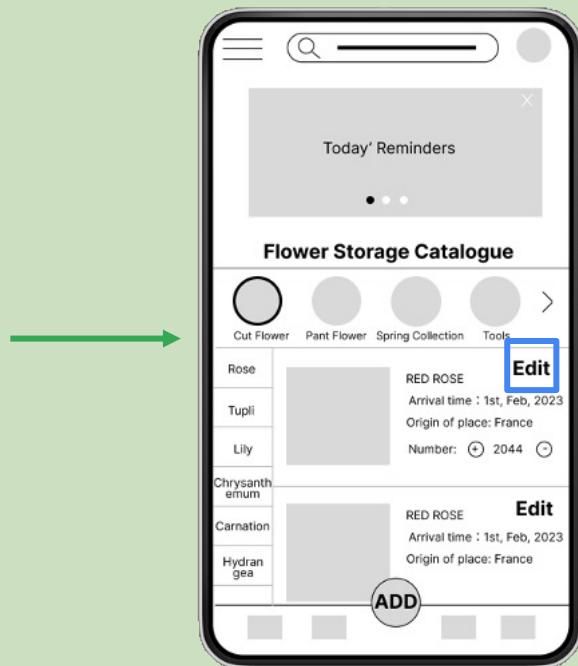
"Is it possible to directly change information in already exited flower? As some flowers are fixed in most stores."
(Participant E)



Before usability study

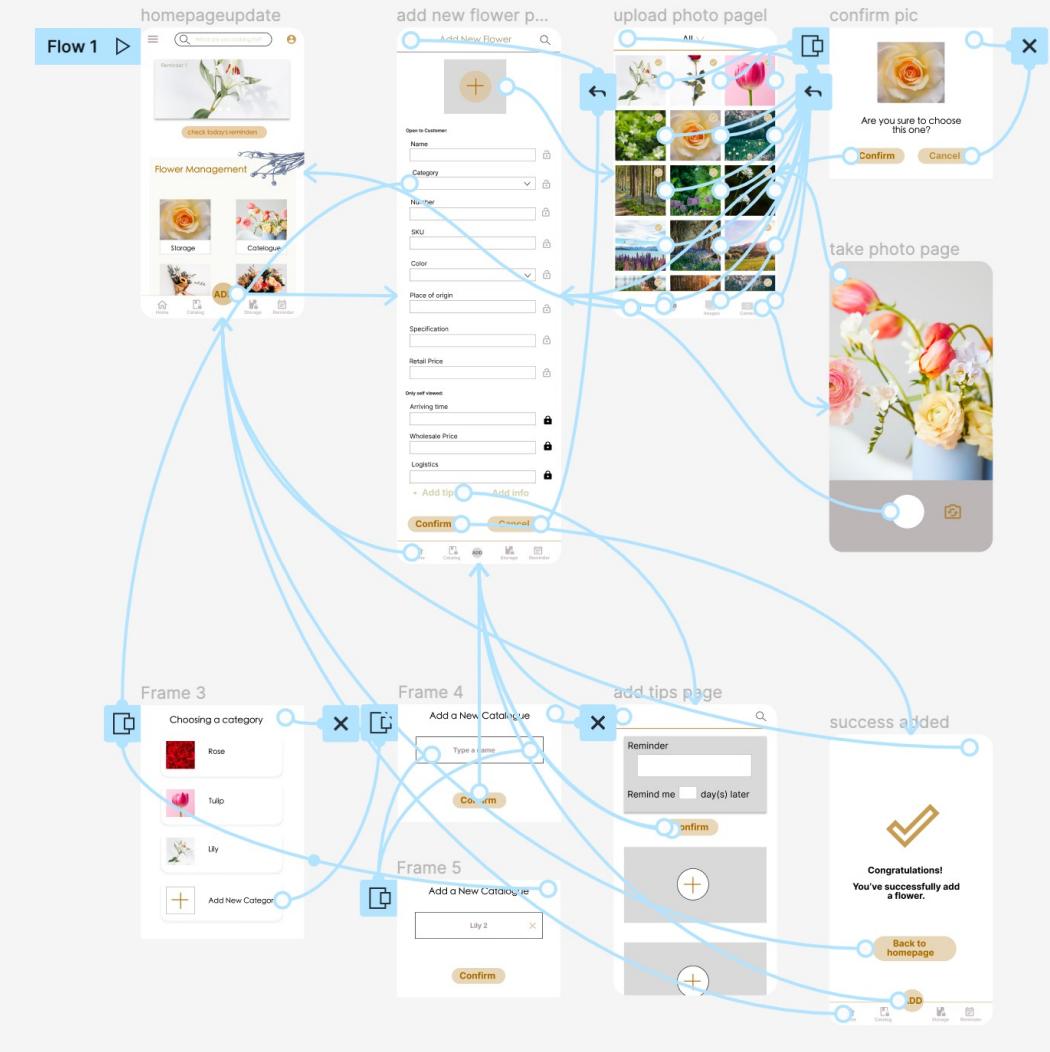


After usability study



High-fidelity prototype

Here is the link to the hi-fi prototype:
[please click here](#)



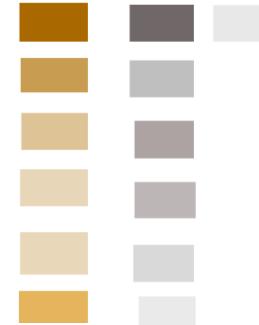
Sticker sheet



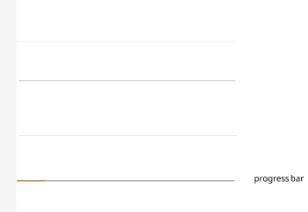
font

Flower Storage title
Choosing a category content
Only self viewed subhead:
Remind me day(s) later main reminder sentence
Name head of box
Cut Flower subhead
Yellow Rose content
Reminder reminder info
What are you looking for? placeholder
Congratulations!
You've successfully add progress sentence
a flower.
Are you sure to choose content?
this one?

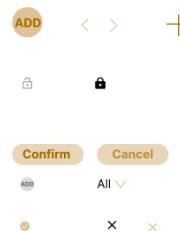
color



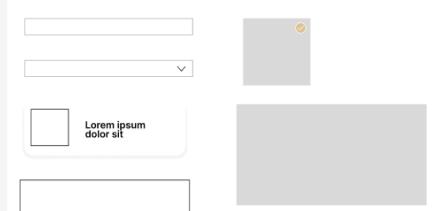
divider



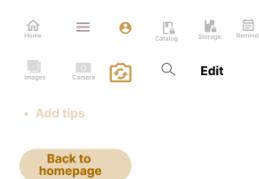
button



box



nav icon



Accessibility considerations

1

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

2

Used icons to help make navigation easier.

3

Used detailed imagery for different methods of flower management to help all users better understand the design.

Going Forward

01 Take aways



02 Next steps

Takeaways



Impact:

The app enables users really better manage their flower storage and catalogue, helping them effortlessly have a brilliant work performance with effectiveness.



What I learned:

When talking about what users need, it seems they sometimes do not know what they need. In other words, designers have the responsibility to figure out how to realize users' goals.

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.

THANK YOU

for your time

reviewing my work on flower catalogue app! If you'd like to see more or get in touch, my contact information is provided below.

Email: kristinachending@gmail.com

Website: <https://kristinachending.github.io/assign1/fun>