

App navigation

App navigation

A: Feeling confused by different parts in the home page.

B: feeling confused by different parts in the home page.

C:Feeling confused by different parts in the home page.

C:confused about the arrangement of the home page.

E:Confused by different parts of the home page.

App details

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A:Feeling confused by similar features of categories section.

A:Prefers to see add to your cart in a written way.

B: Feeling confused by similar features of categories section.

B:Feeling annoyed that selected category page has no title.

C:Confused by the lack of information on categories section.

C:confused by the label of continue button for ordering process.

C: Prefers to see add to your cart in a written way

D:Feeling confused by the similar features of the categories section.

D:Annoyed to be guided to another page(Selected category page) With no title.

D: "All af the products are like each other"

D: "It would be better to have "Add to cart" in a written form coupled with shopping icon"

E:Categories sections must have a name.

E:Each categories page must have a title.

Scheduling and check out

Scheduling and check out

A:Better to see a calendar in scheduling part.

A:It is necessary to have a field to set delivery or pick up time in scheduling section.

A:Annoyed that there was no confirmation page.

B:Prefers to see calendar in scheduling part.

B:It is necessary to have a field to set delivery or pick up time in scheduling section.

B:Annoyed that there was no confirmation page.

C:confused by scheduling section.

C:"There is a need to have a field to choose time in the scheduling part"

C:Shocked with the lack of confirmation page

D: Scheduling part is not practical and using calendar must be more practical.

D: Annoyed that there was no field to set time.

D: feels shocked that there was no chance to check the order

E:found a scheduling section quite confusing.

E: found it decisive that the app dose not offer a confirmation page to check the order again.

New suggestions

New suggestion

B: add a new option to order flower for a specific time of a year for some ocassions.

C:"I prefer to add extra options for recurring orders"

D:"I prefer to save repetitive addresses a set a name for each"

E:Likes to have an extra option to save repetitive addresses and set a name for them.

E: it would be better if the app offers me an option to build my own bouquet with my favorite flowers

C:Unsatisfied with the size of categories sections.