Love & Flowers App Design

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Project overview

The product:

We are creating an application for the Love & Flowers florist, seeking to offer a better service in each purchase and delivery of our flowers at home. For our clients we are offering the possibility of making their personalized flower purchases through their mobile. We want to create an eye-catching product to improve sales and increase customer satisfaction.

Project duration:

June 2021 to December 2021

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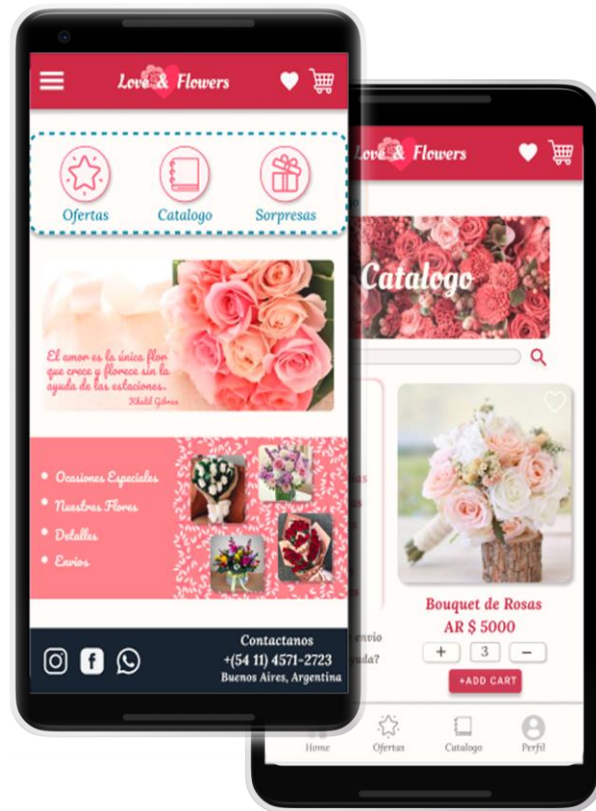
Project overview

The problem:

Busy workers along with people who lack the time to shop for their floral details and need to ensure a scheduled delivery.

The goal:

Design an application for Love & Flowers florist that allows users to purchase and schedule their favorite flowers to be delivered to their homes.

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Project overview

My role:

UX designer designing an app for Love & Flowers florist 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.

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Understanding the user

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

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User research: summary

I conducted interviews and created empathy maps to understand the users I am designing for and their needs. A main group of users identified through the research were working adults who do not have time to go to the florist and make purchases of their floral details and another of the groups are the elderly who do not have much knowledge in technology.

This group of users confirmed initial assumptions about Love & Flowers florist customers, but the investigation also revealed that time was not the only factor limiting users to purchase their floral details. Other user problems include obligations, travel conditions, technological knowledge, interests or challenges that make it difficult to purchase your floral details on the web or go to the florist in person.

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User research: pain points

1

Time

Working adults are too busy to spend time shopping for floral details in person

2

Distance

the long journeys that seniors must make to buy their flowers

3

Accessibility

Platforms for buys flowers are not equipped with assistive technologies

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Persona: **Matilde**

Problem statement:

is a retired, out-of-town teacher who needs to buy her favorite flowers without having to go to the florist and have them delivered to her home once a week because it is far from her home

Matilde Fernandez

Age: 55
Education: professional degree
Hometown: Bogota, Colombia
Family: Husband, son
Occupation: retired teacher

"Many times I would like to buy a flower and the store does not have it, I am not sure about making the purchase digitally"

Goals
- have the possibility to buy her favorite flowers when she wants it
- not having to travel to buy your flowers

Frustrations
- having to make additional trips to bring your flowers
- not relying on product purchases digitally

Matilde is 55 years old, she lives together with her husband and her son on the outskirts of the city of Bogota, she is a retired teacher who loves flowers, about 30 minutes by car near her house, there is a shopping center where she will make her purchases of food and others once a week. being a flower lover, her whole house is full of them, every week she goes to the florist in the shopping center because it is the closest place to buy her favorite flowers and to give her friends, however, the place is so small sometimes you can't find them and you have to replace them or order them early and pick them up after hours you don't have much confidence about digital purchases

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User journey map

It is important to take into account the age of our user, its ease of use of new technologies, take into account your needs, be empathetic to the entire shopping experience of your favorite flowers

ACTION	locate the means of transportation to go to the mall	find the nearest bus station	find the correct bus route to start the journey	verify that the bus stops at the mall	cross the highway to enter the mall	go through the entire mall to get to the florist
TASK LIST	-check the traffic congestion log. -search the internet for bus routes -identify which route is faster	-call the operator to locate the route -check the distance from the station on the internet -walk to the station	-pay the ticket of the route -route waiting time -get to the station	-accompany the journey in the maps application -find a seat for your visual comfort	-look for a bridge for pedestrian crossing -go up the ramp -cross the highway	-walk to get to the florist -find the fastest route by walking to get to the florist
FEELING ADJECTIVE	• Confused • abrumado	• Hopeful • indecisive	• Insurance expectant	• Alert • distrustful	• Tiredness expectant	• Animated • happy
IMPROVEMENT OPPORTUNITIES	have an application to place the point of origin and destination	chairs to sit while waiting for the bus rout		Inside the bus the name of each stop should be announced		

Starting the design

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

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Paper wireframes

initially, I started by thinking about what would be the most useful content of a florist's catalog app, which would be its main categories and the best way to present them to users, facilitating usability and creating an intuitive route for it.
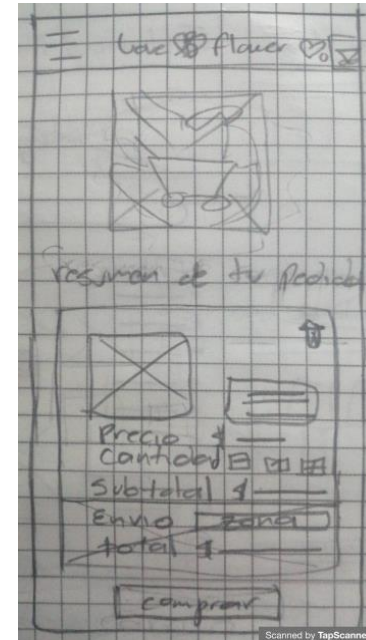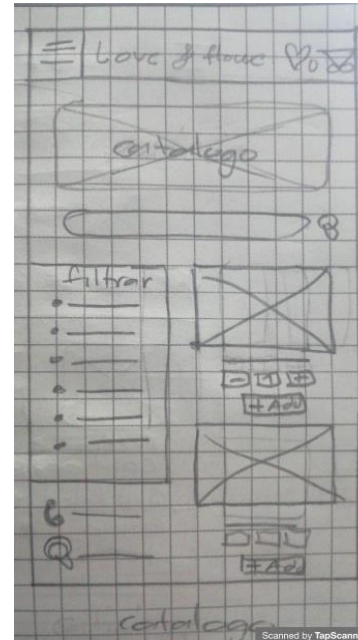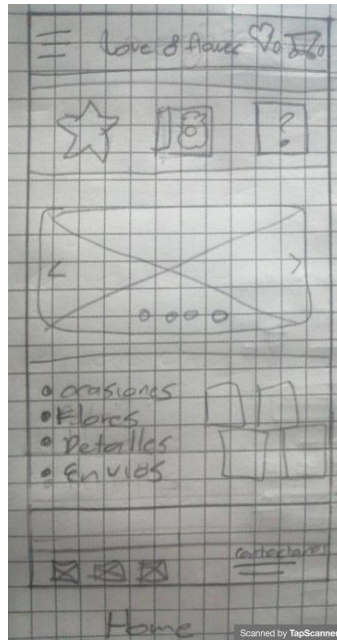
Digital wireframes

As the initial design phase continued, I made sure to base display designs on research findings with users.

in this panel are the 3 main product categories facilitating user access
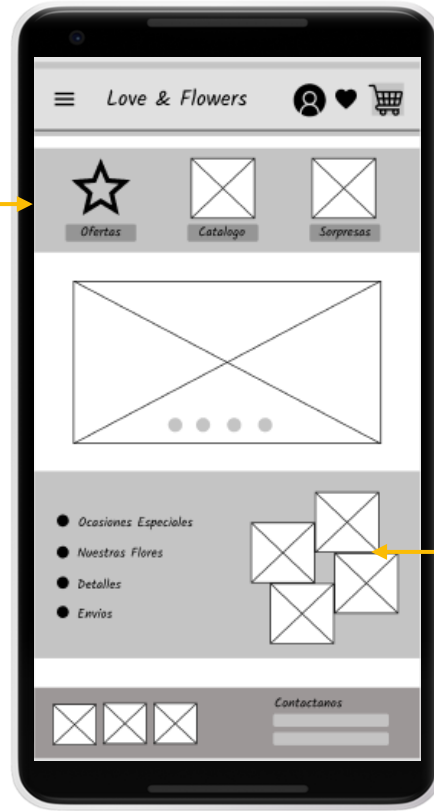
In the list the user will find access to information of interest easily

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Digital wireframes

Easy navigation was a key
user need to address in the
designs in addition to
equipping the app to work
with assistive technologies

implementation
of a drop-down
menu to help
the user find
information of
interest

Navigation bar
facilitating the
movement and
location of the
user on the
screen

Love & Flowers

Home > Cart

Resumen de tu Pedido

Precio $ _____
Cantidad   [+] [3] [−]
Subtotal $ _____

Agregar mas productos (+)

Valor Envio   Escoge tu Zona ▼
Total Pedido $ _____

COMPRAR

Home   Ofertas   Catalogo   Perfil

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Low-fidelity prototype

I created a low fidelity prototype seeking to represent the main user flow by presenting the product catalog and purchasing a product from it, so the prototype could be used in a usability study.

View the Love & Flowers

[low-fidelity prototype](#)
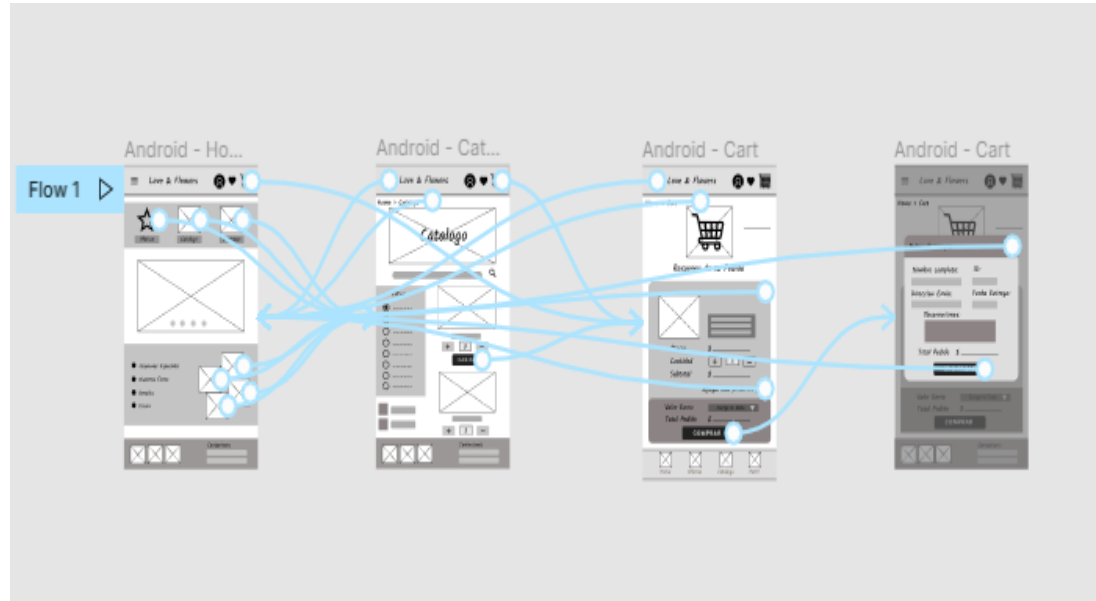
Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

1. users want to know that they can buy in the app from home

2. Users want more customization flowers options

3. Users want multiple delivery options

Round 2 findings

1. The payment process does not include the process of registering basic user data

2. being inside the shopping cart no more products can be added and their customization

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Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

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Mockups

The first designs allowed to define part of the visual structure, however, after usability studies, images and iconography were added to **identify the available categories**. providing from the home of the app all the options that the user has from the beginning of the experience.
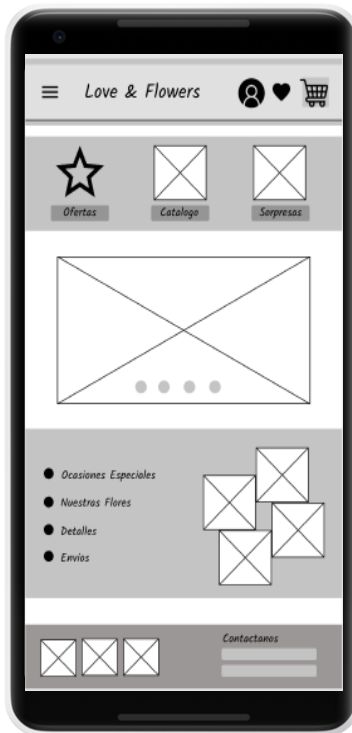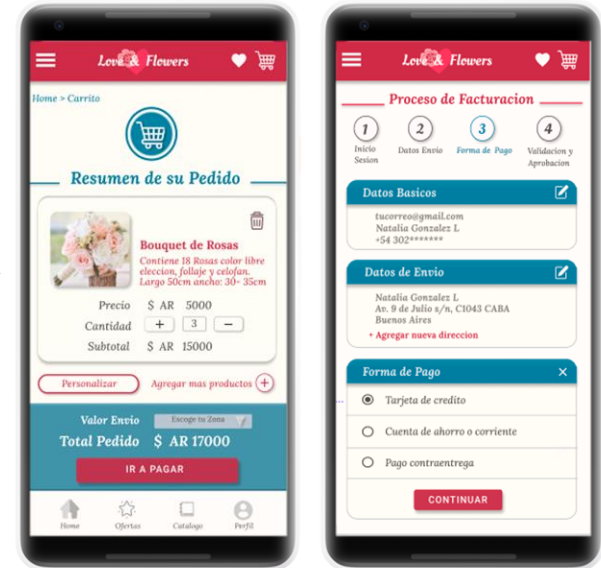
Mockups

The second usability study revealed frustration with the flow of payment. since it is consolidated in a single view but was incomplete for this reason it was necessary to divide it into stages so that the flow was clearer for the user. in addition to being necessary a change of contrast color

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Key Mockups

High-fidelity prototype

The final high-fidelity prototype featured cleaner user flows for the purchase of the flower arrangements featuring the option to add additional complementary products. I also manage to meet the needs of users in the options of customization and shipment of orders and attending to the recommendations in the payment flow.

View the Love & Flowers high-fidelity prototype

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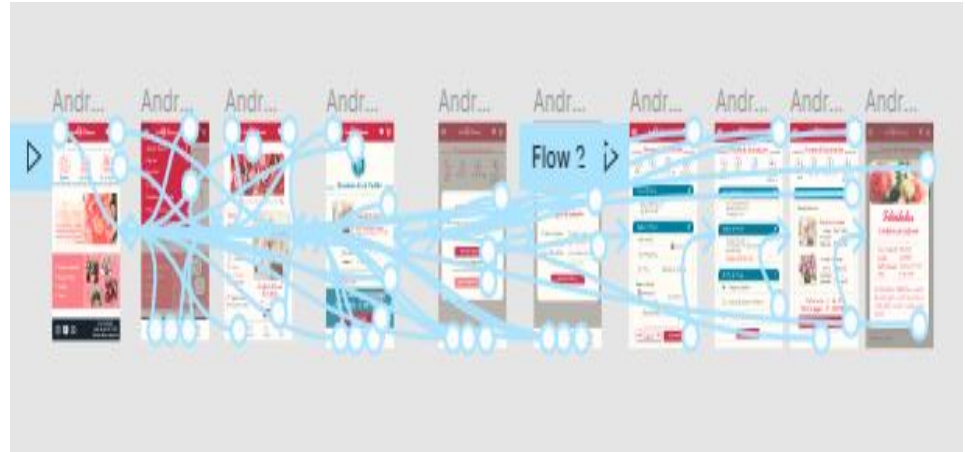
Accessibility considerations

1

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

2

Used icons + text to help make navigation easier in the app.

3

Used detailed imagery to help all users better understand the designs.

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Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

The app takes care of every detail so that its users can have a memorable shopping experience in the beautiful world of flowers.

One quote from peer feedback:

"I think this is looking absolutely fantastic so far! keep up the work"

What I learned:

While designing the Love & flowers app, I learned that all parts of the process are very important. that usability studies and peer reviews positively influence each iteration of the application's designs, always seeking to have the user at the center.

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Next steps

1

Conduct another round of usability studies to validate whether the weaknesses that users expressed at the beginning of the investigation have been effectively addressed.

2

I would like to implement some additional features such as tracking to delivery stages and dynamic localization map

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Let's connect!

Thank you for your time reviewing my work on Love & Flowers app!
If you'd like to
see more or get in touch, my contact information is provided below.

Email: nataliasita04@gmail.com
Website: https://nataliasita.github.io/Personal_Brand/