

# 1. Ordering Cannabis Online for Recreational use-Case Study

## Introduction:

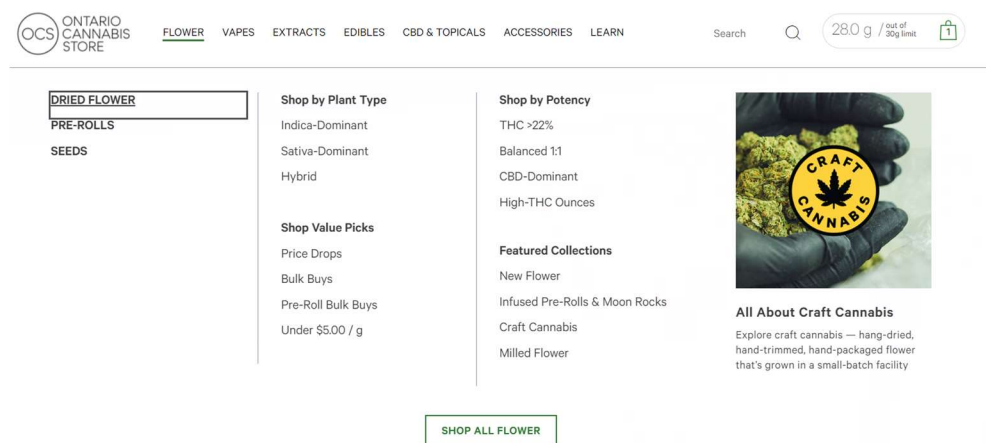
In this fast passed life, service-based industries are booming more than ever before. We can order anything online, and it can be delivered to our home in a matter of days, some time in a matter of hours. Development in computing technology has made this revolution possible.

This UX study is mainly focused on the development of a web application/ website for Canada Cannabis; a cannabis selling and delivery service. I base my research on different available applications and websites in the market, and through that, I built the visual hierarchy and UI of the website. The design approach for this project's development began with the creation of a persona and a scenario of the customers, empathising with the consumer helped gain deep insights into the design development. The analysis and the ideation part of the process were completed. Following a rigorous schedule for the development of the website, the final prototype was created and tested.

The primary objective of this project was to design a service for the consumer to deliver the product fast and with ease of convenience. The user should be able to see listed products and order them online without having to visit a store or need assistance from others. The user can find the product and necessary details related to the product on the website and place an order which can then be delivered to the location user selects.

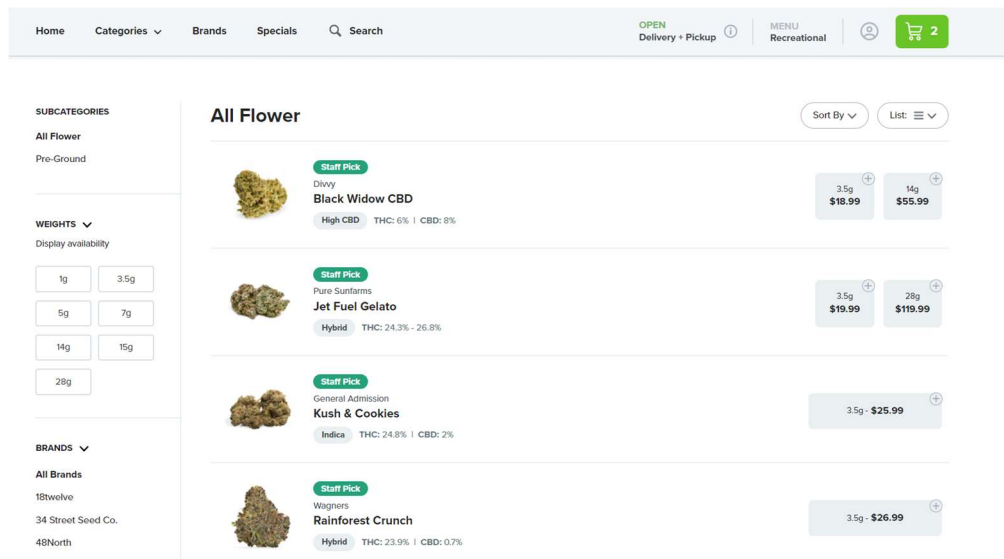
## Research:

Before starting with the design of the website I had to decide to gather useful data. Firstly, I created a persona that would be used to visualize the average user who will use the website in daily life. I created a scenario to give more depth to the persona as well. And from there I began to look for insights from a user's point of view. For design inspiration, I explored a range of websites, including the Ontario Cannabis Store, Uber Eats, and a few local dispensaries. The majority of websites share many of the same design components. Each uses a similar approach to displaying information on the website. Some websites also feature "how to?" sections for new users to receive information on how to consume.

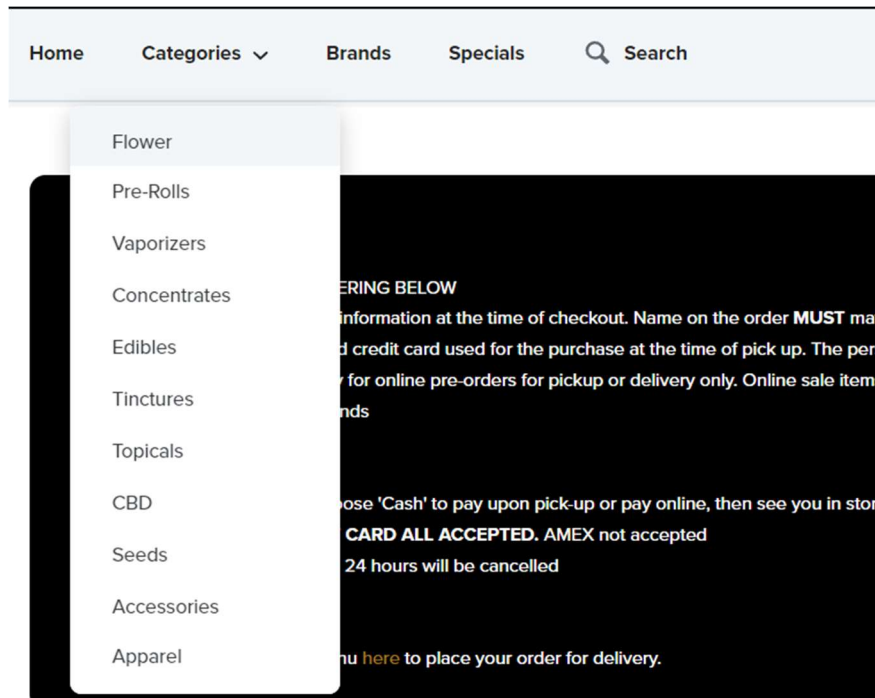


OCS has well-designed graphics and offers the user a wealth of information. OCS, whose website offers a tonne of information and adheres to industry standards, is a direct rival of Cannabis

Canada. Although the menus are text-heavy and omit key elements, the user experience is flawless and up to industry standards.



Cannabishut is a local company with a trustworthy website that offers customers many options. The website lists and sells a wide range of cannabis strains and variations, with an emphasis on order pickup rather than mail orders. The other competitive study was completed on Uber Eats. Uber Eats is a food delivery service that gives customers the option to pick up their cannabis. Uber Eats lists Tokyo smoke as a cannabis delivery option. Strong user interface design is present on Uber Eats' mobile applications, but not on its desktop websites. The user is not given access to some information, and the space that is provided is not fully utilized.

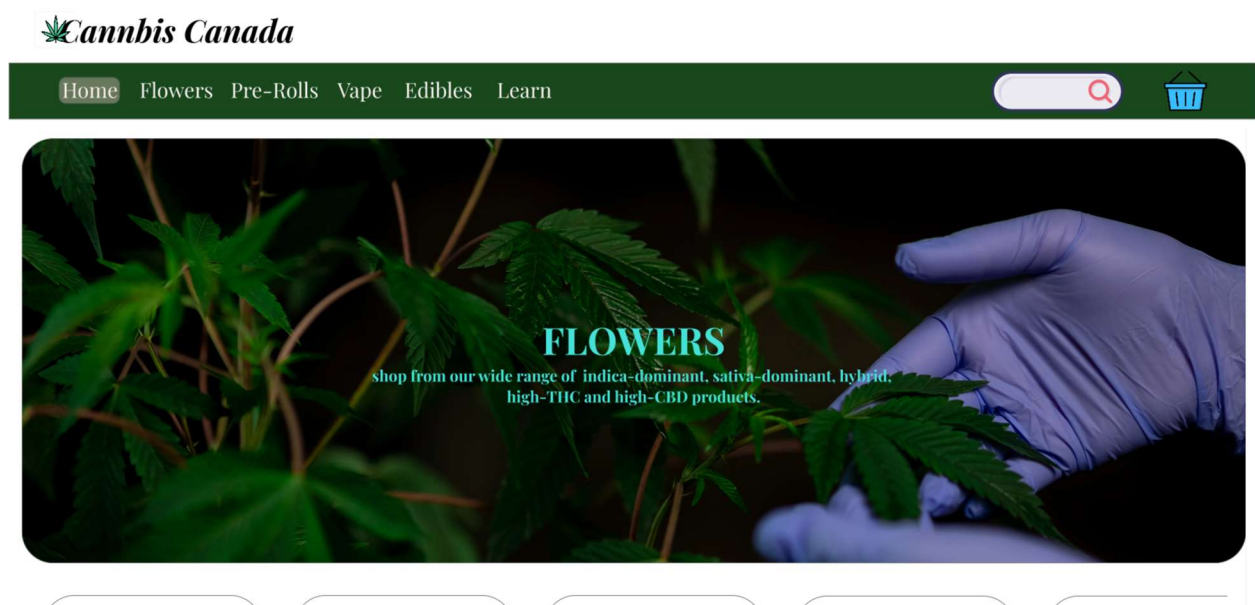
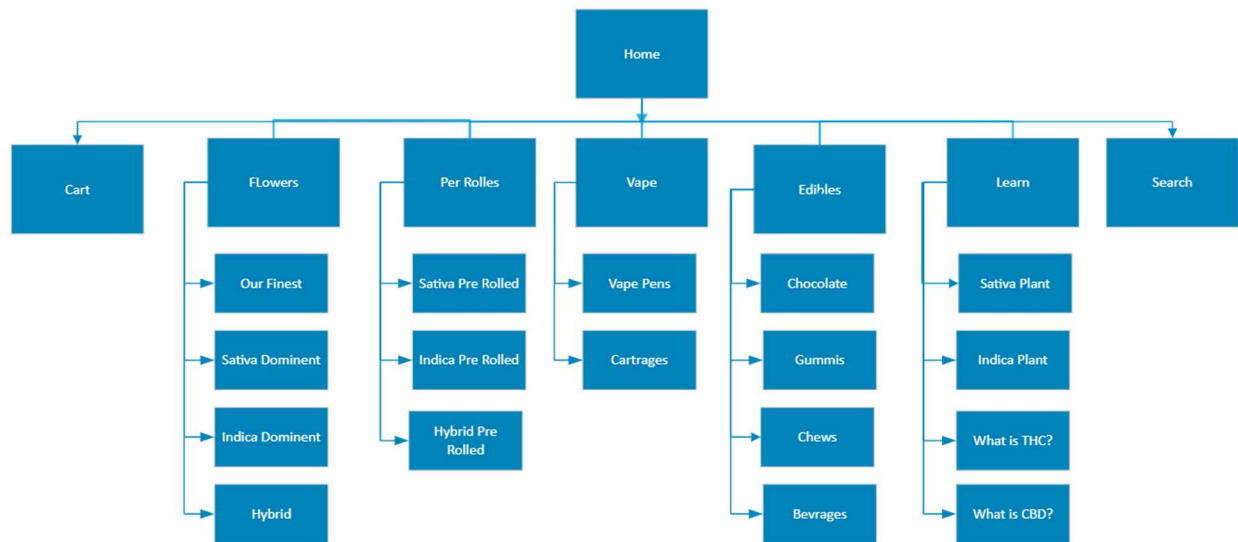


All though there are many competitors available in the market many of them do not provide the option to get the delivery of the product. This provides Canada Cannabis with an edge over the other competition as it provides excellent quality products and delivers to the home.

### Developing Design:

The design approach for this project's development began with the creation of a persona and a scenario of the customers who would be utilizing the website. Following that, I finished the competitive analysis. The study was quite beneficial, yielding several insights into developing the website's design. The visual structure of the website was designed based on the insights received.

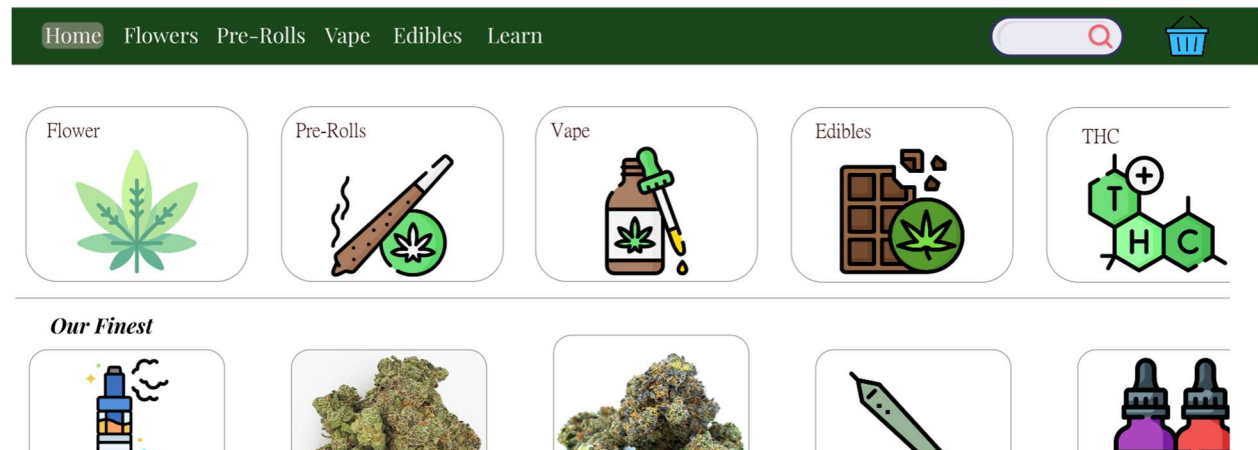
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The design of the website follows a consistent colour palate and theme. The visual hierarchy is simple and titled in simple and easy to understand. They can select the product category and browse through the selection for the desired product they want to select. It also has a search

option for the user to quickly search and order it. Following the standard design pattern, I have added the order cart icon on the top right corner for users to see the items already selected and update it if necessary.

## Cannabis Canada



## Cannabis Canada



### Our Finest



The categories also have different images for the users to understand and assign value to the content selected category will display the product and learn more about the product on the product description page. The web offers so offer beginners to labour more on consumption. The Lear section on the websites provides information on different chemicals and their effect on the human body.

### **How did users Feel?**

Upon completing user testing I figured out the areas to improve for the website design, while users were happy with the overall design aspect, I noticed that they wanted more details about the products they are looking at and how it does help. They also appreciated the how-too section for the first-time user or for the user who wanted to learn more about the chemicals and how their effects on the human body. They also appreciated the listing of the different products and the ability to order different products at once. The user testing was successful, and users could perform all the tasks assigned to them. The tasks they completed were easy to perform and easy to locate in all the sections. Users also appreciated the ability to find the product quickly with the search bar.

### **Conclusion:**

Developing the website for the CannabisCanada project I understood the design process more thoroughly. Approaching this development project with design thinking and human-centric design in sight the final prototype meets users' expectations more closely, while improving the experience of the user I managed to complete the project on a strict schedule. The project helped

me identify the areas of opportunity for website development and the approach of the user concerning utilizing a new website.

### **What's Next?**

The next move forward for the CannabisCanada would be to move ahead with the feedback gathered from the user testing, implementing that into the Final design. Following that development of the website and then publishing it for general users. Once the website is available, we can gather more feedback and reiterate the design of the website making it more user-friendly and inclusive. Once the website is operational, we may collect more feedback and revise the design to make it more inclusive and user-friendly.

### Resources:

- Icons [www.flaticon.com](http://www.flaticon.com)
- [Ontario Cannabis Store | Ontario Cannabis Store \(ocs.ca\)](http://ontariocannabisstore.ca)
- [Order Tokyo Smoke \(Don Mills\) Menu Delivery Online | Toronto | Menu & Prices | Uber Eats](http://tokyosmoke.com)
- [Cannabishut VictoriaPark Store – Cannabis Hut](http://cannabishut.com)
- [Legal Cannabis Stores | Hunny Pot Cannabis \(thehunnpot.com\)](http://thehunnpot.com)