Case Study

Funds card

Furniture Application

UI-UX Case Study

My Role: UI/UX Design

Platform: Android, IOS

Duration: 2 Weeks

Project Overview

Our project focuses on developing a UI/UX application with a commitment to enhancing the furniture buying experience. The application aims to provide a seamless and user-friendly interface, ensuring that customers can easily browse, select, and purchase furniture items. The UI design will prioritize intuitive navigation and visually appealing elements to engage users effectively. The UX design will focus on streamlining the purchase process, minimizing friction points, and offering personalized recommendations and promotions based on user preferences.

Key Problems

- **Lack of Visualization:** Many customers struggle to envision how furniture pieces will fit into their homes or how they look in different settings, leading to hesitation in purchasing.
- **Limited Personalization:** Existing platforms often lack the ability to cater to individual preferences and needs, leading to dissatisfaction with recommendations and suggestions.
- **Complex Customization:** The current process for customizing furniture, if available, can be complex and time-consuming for users, deterring them from customization.
- **Decision Paralysis:** The extensive range of options can overwhelm users and make it difficult for them to make decisions efficiently.
- **Trust and Quality:** Customers may be concerned about the quality of items purchased online and the accuracy of their expectations.

Project Goals

- **Art Visualization:** Develop an augmented reality feature that enables users to visualize furniture in their own spaces, enhancing their confidence in making purchasing decisions.
- **Personalized Recommendations:** Implement a robust recommendation system that suggests furniture based on user preferences, browsing history, and demographic information.
- **Simplified Customization:** Create an intuitive customization interface that allows users to personalize furniture according to their preferences without complex and time-consuming processes.
- **Decision Assistance:** Offer customer furniture collections or bundles to simplify the decision-making process and provide users with a curated selection of their options.
- **Trust and Transparency:** Provide detailed information about the quality, materials, and manufacturing processes of each item, building trust with customers.

Design Process

Empathize
Qualitative Research
Competitor Analysis

Define
User Persona
Empathy Mapping

Ideate
User Journey
Information Architecture
User Flow

Prototype
Low Fidelity Prototype
High Fidelity Prototype

Testing
Usability Testing
Interactive Testing

Empathize

Qualitative Research

A qualitative survey for exploring complex topics, generating insights, and gaining a deeper understanding of the underlying factors that influence human behavior. Qualitative research often involves methods that allow researchers to gather rich, contextual data that provides nuanced insights.

- What are main motivations for shopping for furniture through a VR app?
- What challenges does from when shopping for furniture?
- What kind of furniture does people prefer?
- How does approach shopping for furniture given feel limited view?
- Can you provide an example of a recent furniture purchase that you made in a VR environment, and what was the process like?
- What are priorities when searching for furniture?
- How might use the VR room feature for its home decision?
- What would encourage to make a purchase through the app?

Key Insights

Pain Points

1. 3D models with finishing textures that create low-quality visuals, hindering the ability to accurately assess furniture aesthetics.
2. Challenge lies in identifying furniture that is both aesthetically pleasing and functional, ensuring seamless integration into the room while maintaining style.
3. Friend difficulties if she forms inside a purchase without physically being in the furniture store, limiting their ability to make informed decisions.
4. VR room feature doesn't accurately represent how furniture will look given its size and spatial dimensions in relation to other furniture.

User Needs

1. Needs a convenient way to explore a wide variety of furniture options from the comfort of their homes, with quick and furniture recommendations.
2. Needs access to furniture styles with sleek, minimalist designs that resonate with her modern urban lifestyle.
3. Requires a dependable method to virtually test furniture pieces in her living space, ensuring they fit seamlessly and enhance the overall aesthetic of her home.
4. VR room feature that accurately simulates how furniture will look in her space, taking into account factors such as lighting and spatial dimensions for purchases.

Furniture recommendations, realistic virtual tours, and a user-friendly interface are key to enhance user experience when making purchases through the app.

Quantitative Research

A quantitative research approach involves methodical and rigorous collecting and analyzing numerical data to uncover patterns, trends, and relationships within a specific population or sampling. This type of research aims to provide objective and measurable insights, leveraging statistical analysis to draw conclusions and make data-driven decisions.

1. How often do you shop for furniture?

10%	35%	50%
Rarely		
Occasionally		
Frequently		

2. Are you familiar with Virtual Reality (VR) technology?

10%	40%	50%
Not at all		
Somewhat familiar		
Very familiar		

3. How likely are you to use a furniture VR app to visualize potential furniture pieces in your home?

20%	30%	50%
Not likely		
Neutral		
Very likely		

4. Which aspect is most important for you in a furniture VR app?

40%	30%	20%
Realistic visuals		
Smooth navigation		
Wide product selection		

5. How are experienced motion sickness while using VR headsets?

10%	20%	60%
Yes, often		
Occasionally		
No, never		

6. Would you be more inclined to buy furniture if you could visualize it in VR environment?

10%	40%	50%
Not at all		
Somewhat interested		
Very inclined		

7. What types of furniture do you prefer VR visualization would be most beneficial for?

40%	20%	30%
Large furniture (sofas, beds)		
Home decor (rugs, lamps)		
Small accessories (pillows, cushions)		

8. How important is the option to customize furniture colors and designs within the VR app?

40%	20%	30%
Not important		
Moderately important		
Very important		

9. Would you prefer an integrated shopping feature within the VR app to make purchases directly?

20%	30%	50%
Not preferred		
Neutral		
Preferred		

10. Considering your experience levels, would you recommend this furniture VR app to friends or family?

10%	40%	40%
Unlikely		
Neutral		
Definitely		

Competitor Analysis

Research and analysis of competitors in the furniture e-commerce or virtual home design space is crucial for understanding market dynamics, identifying opportunities, and staying ahead of the competition. This section will provide an overview of key competitors in the furniture e-commerce or virtual home design space, examining their strengths, weaknesses, and how they differ from our application. By understanding the competitive landscape, we can leverage our unique features and innovations to differentiate our application and cater to specific user needs and preferences.

Amazon

- Strengths: Extensive product selection, competitive pricices, convenient delivery options, strong customer reviews.
- Weaknesses: Lack of personalization, limited customization options, potential for overwhelming choices, reliance on third-party sellers.

IKEA

- Strengths: Eco-friendly, affordable, stylish designs, strong brand recognition, customer loyalty.
- Weaknesses: Limited customization options, potential for long wait times for popular items, limited product range.

Wayfair

- Strengths: Wide selection of furniture and decor, competitive pricing, user-friendly interface, strong customer reviews.
- Weaknesses: Potential for shipping delays, limited customization options, reliance on third-party sellers.

houzz

- Strengths: Inspiration and ideas for home decor and design, strong community features, high-quality content, connection with professionals.
- Weaknesses: Limited product selection compared to other platforms, focus on inspiration rather than direct sales, potential for information overload.

Define

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User Persona

Bio

Sarah Johnson is a mid-thirties design enthusiast who lives in a bustling urban area. She is passionate about creating a stylish and comfortable home that reflects her unique personality. Sarah is a busy professional with a demanding schedule, leaving little time for traditional furniture shopping. She seeks a hassle-free shopping experience that fits into her busy lifestyle.

Goals

- Discover unique pieces to enhance her home's aesthetic without spending hours in crowded stores.
- Find a reliable and convenient way to purchase furniture online, ensuring quality and timely delivery.
- Leverage technology to visualize how different furniture pieces would look in her home before purchasing.

Name:	Hope
Age:	28
Occupation:	Student
Location:	Jeonju Daejeon
Interest:	City Center
	Internet

Frustration

- Sometimes feel overwhelmed when trying to find furniture that symbolizes modern minimalism while ensuring it fits seamlessly into her home.
- Sometimes is challenging finding pieces that not only aesthetically pleasing but also functional and durable, ensuring they will last for years to come.
- Sometimes feel limited by the lack of personalization options in traditional furniture stores.

Pain Points

- Sarah's pain points include feeling overwhelmed by the vast amount of furniture options, making it difficult to narrow down her choices, and the time-consuming nature of traditional shopping methods, which she prefers to avoid due to her busy schedule. She also seeks for assurance or reviews to ensure she makes a satisfying purchase.

Empathy Mapping

Through empathy mapping, we delve into the world of users like Emma, Urban Dwellers and Sarah, to understand their perspectives, challenges, and aspirations. This exercise allows us to gain valuable insights into their needs, pain points, and motivations, ultimately guiding our design decisions to create a user-friendly and emotionally resonant experience.

Says

- Expresses a desire for a space that is both clean and minimalist design.
- Discusses the convenience of online shopping, particularly during her busy schedule.

Thinks

- Thinks about how her friends would react to her space and how it might influence their perceptions of her.
- Considers the overwhelming nature of traditional stores and the time-consuming process of finding the right pieces.

Does

- Spends time searching for furniture that matches her aesthetic preferences.
- Utilizes online tools and resources to research and compare furniture options.
- Utilizes virtual tours and augmented reality features to visualize how furniture would look in her space.
- Collaborates with friends or family members for feedback and opinions on her choices.

Feels

- Feels excited about the prospect of transforming her apartment into a modern oasis.
- Experiences a sense of overwhelm due to the vast amount of furniture options.
- Feels a sense of satisfaction and accomplishment when she finds the perfect piece that aligns with her aesthetic vision.
- Feels a sense of ownership and pride in her apartment when she finds pieces that reflect her minimalist design preferences.

Ideate

User Journey

Information Architecture

Implement a comprehensive information architecture for the application to ensure that users can easily navigate and find what they need. This will involve organizing the app's content and features in a logical and intuitive manner, with clear labels and categories that reflect the user's mental models and expectations. This will enhance the overall user experience and drive engagement and conversions.

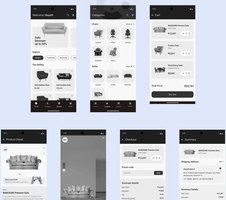
User Flow

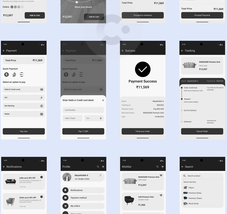
This user flow for our furniture e-commerce app is designed to provide a seamless and intuitive experience, guiding users from initial discovery through to successful purchase. Starting with the onboarding process, users can easily create an account or log in, then explore the app's features. The app leverages Google Lens and Google Assistant to enhance the search experience, allowing users to find products that align with their preferences.

Design

High-Fidelity

High-fidelity wireframes for our furniture application represent a pivotal step in translating our design vision into a tangible, pixel-perfect reality. These wireframes are a detailed representation of each screen and interaction within the app, capturing the essence of the user interface down to the finest details.





Typography

Integrating Montserrat typeface, we aim to create a harmonious and visually appealing environment. This choice enhances readability and guiding users through various sections with ease. Montserrat's versatile nature allows for a cohesive design aesthetic, ensuring a smooth and enjoyable user experience, ensuring that users find this platform not just visually appealing but also user-friendly.

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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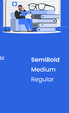


Aa

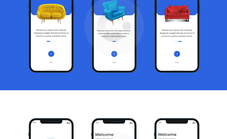
Large Title / SemiBold / 524 LS2
Title 1 / Medium / 320 LS2
Title 2 / Medium / 288 LS2
Body / Medium / 16 LS2
Caption / Medium / 11 LS2

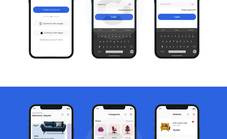
SemiBold
Medium
Regular

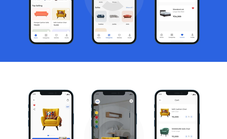
#2B2B2C #333333 #F1B1B1B #B3B3B3

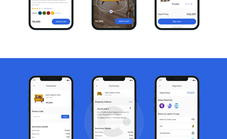
User Interface Design

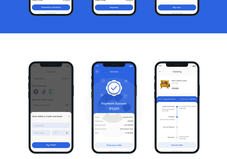
The user interface design for our furniture application is a harmonious blend of aesthetics and functionality, aimed at providing a delightful and intuitive experience for users. We prioritized clean and modern design that resonates with our target audience, creating a visual language characterized by simplicity, elegance, and a touch of warmth.

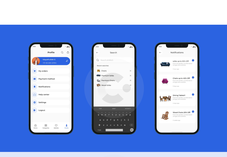












Testing

The usability tests will focus on various aspects, including navigation, search functionality, virtual try-on, customization features, checkout process, and order tracking. We will pay special attention to the ease with which users can find furniture, the intuitiveness of the provided features, customize items to their preferences, complete purchases, and track deliveries.

Insights

- Insights may reveal how users navigate through the application, identifying areas where they might encounter any difficulties or pain points in their journey.
- Testing often uncovers usability challenges, such as confusing navigation, unclear instructions, or complex processes that hinder the user experience.
- Testing can provide data on the application's speed and responsiveness, including loading times and conditions, helping to optimize its performance.
- Insights on security vulnerabilities or potential data risks are crucial for ensuring the application's protection against cyber threats.
- Testing verifies whether the application meets specified requirements, ensuring it aligns with the intended functionality and goals.

Feedback

- The menu layout could be more organized for easier access to different furniture categories.
- The virtual try-out feature is fantastic! It really helped me visualize how the furniture would look in my living room.
- I loved the customization options, but it took me a while to figure out how to change the color of the sofa.
- I had to go back and forth a lot before I found the complete order button. It could be more prominent.
- I received a notification of a delay, but it didn't specify the reason. More detailed information would be helpful.

Thanks For Watching

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