Leafy Buy

UI & UX Case Study

Leafy Cart is a waste platform binary with the aforementioned goal of connecting plant lovers with vendors and nurseries.

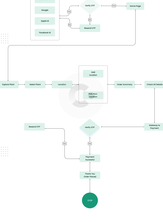
Role	Duration	Platform
UI & UX Designer	2 Weeks	Mobile

Project Overview

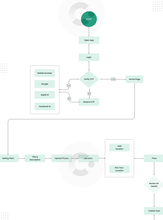
About Project — Plants are a great addition to our homes and the especially in physical and psychological benefits and take care to become the home therapist such that different people have different specific plant lovers. Leafy Buy is a platform that connects the plant lovers with the nurseries and vendors

User Site Map

Plant Buying Screen



Plant Selling Screen



Design Phases

High Fidelity Wireframe

High fidelity is closely resembles the final design of a project which incorporates interactive elements, spacing, and graphics not just flat, as a real interface would look like.

Style Guide

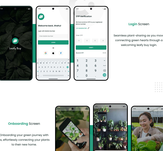
Style guide have successfully created from a clothier and standard typeface, complemented by a set of colors, typography, icons, patterns, and a comprehensive library of reusable elements.

Color Palette

Typography

Head Name	Font Weight	Font Size	Line Height
Heading 1	Medium	34	35
Heading 2	Medium	25	25
Subtitle1	SemiBold	18	24
Subtitle 2	Medium	16	20
Paragraph	Regular	14	21
Caption	Medium	12	16
Button	Medium	16	16

User Interface Design

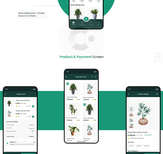


Login Screen

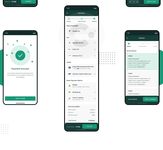
Seamless plant sharing as you cross connecting green hearts through a welcoming leafy loop login.

Onboarding Screen

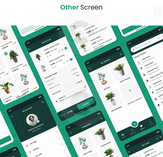
Onboarding your green journey with us effortlessly connecting your plants in their new home.



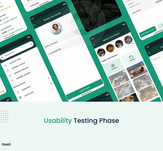
Home Screen



Product & Payment Screen



Other Screen



Usability Testing Phase

Goal:

To identify any usability issues and gather feedback on the online seedling trader application designed for ease and enjoyment during difficulties in transporting and accommodating plants during relocations.

Participants:

Target audience of plant enthusiasts who have experienced with growing and caring for plants in metro cities.

Scenario:

Participants are given a specific task to accomplish using the prototype, such as adding a plant, finding nearby seedlings, or connecting with receiving plants or sending seedlings to other enthusiasts.

Tools:

1. Video recorders to capture user interactions.
2. Screen recording software to capture the user's interaction with the prototype.
3. Google Forms for demographic questions.

Step:

1.) Recruitment: Identify potential participants from target audience, ensuring a mix of different demographics and level of plant care experience.

2.) Pre- Test Questionnaire: Before starting the tasks, ask participants a few questions to understand their familiarity with plant care, their current challenges with plant care, and their challenges they face related to transporting and accommodating plants during relocations.

3.) Testing Sessions: Conduct one-on-one testing sessions with participants, where they interact with the application to complete the tasks. Encourage participants to think aloud as they navigate the app.

4.) Observation and Note- Taking: Observe participants' interactions, paying attention to any usability issues, confusion, or moments of hesitation. Take notes of their comments, actions, and difficulties encountered.

5.) Post- Test Interview: After participants complete the tasks, ask them about their overall experience, what they found easy or challenging, and any suggestions they have for improvement. Also, inquire if the app addresses their concerns regarding plant care during relocations.

6.) Feedback Collection: Gather both quantitative and qualitative feedback. Use a Likert scale to measure the ease of use and satisfaction with specific tasks, additionally, provide open-ended questions for comments and suggestions for improvements.

Feedback Gathering

1) **Usability Issues:** Identify any pain points, such as confusing interfaces, confusing terminology, or difficulty in finding relevant options.

2) **Feature Evaluation:** Assessment which features are most valued by participants and whether they effectively address their needs for transporting and accommodating plants.

3) **Solutions and Suggestions:** Participants might provide ideas for improvements, such as streamlining plant care tips, offering more filter options, or improving the process of finding nearby neighbors and seedlings.

4) **Overall Experience:** Assess insights into participants' feelings about the app's usability, satisfaction, and relevance to their needs.

Thanks For Watching