

# Flower catalogue app Design

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Salwa

# Project overview



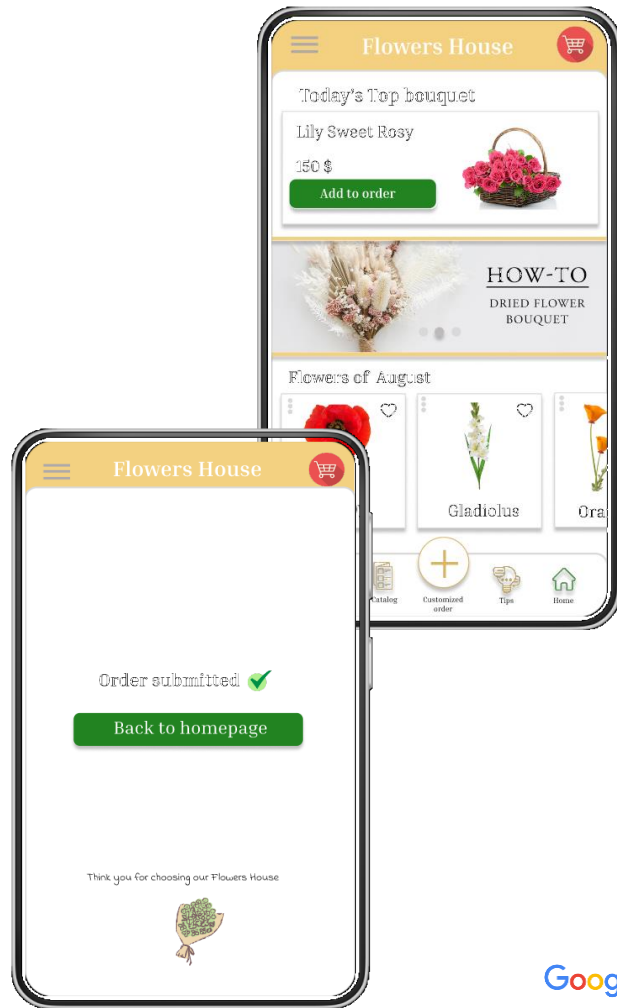
## The product:

Flowers' House is a local flower shops located in the modern of a metropolitan area. Flowers' House strives to provide fresh, and variety flowers' type. Flowers' House targets customers like commuters and workers who lack time or ability to select a nice flower bouquet.



## Project duration:

July 2022 to August 2022



# Project overview



## The problem:

Busy workers and commuters lack the time necessary to select a flower bouquet.



## The goal:

Design an app for Flower's House that allows users to easily order and pick up fresh, variety flowers.

# Project overview



## My role:

UX designer designing an app for Flowers House 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.

# Understanding the user

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

# User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was working adults who don't have time to select a nice flowers bouquet as a gift.

This user group confirmed initial assumptions about Flowers House customers, but research also revealed that time was not the only factor limiting users from selecting a bouquet.

Other user problems included obligations, interests, or challenges that make it difficult to go to shop in-person.

# User research: pain points

1

## Time

Working adults are too busy to spend time on selecting flowers.

2

## Accessibility

Platforms for ordering bouquet are not equipped with assistive technologies

3

## IA

Text-heavy menus in apps are often difficult to read, translate it and order from

# Persona: **Malak**

## Problem statement:

Malak is a university student who needs a fixable app because she lives on bad area internet connection.



**Malak**

**Age:** 22

**Education:** University Student, 4<sup>th</sup> year

**Hometown:** Polonezköy, Turkey

**Family:** Lives with parents

**Occupation:** Full time student

*"Do not wait for kindness to find you today, Go and start a new ripple!"*

## Goals

- Find a nice composing bouquet.
- "To happy my friends in their special occasions".
- Time to focus on my studies.

## Frustrations

- "I would like to do flower arrangement, but I don't have time for"

Malak is a university student in her 4th year and she lives in a village that is called Polonezköy, which is far from Istanbul, about 45 min, and she is an ongoing person. She always loves to surprise her friends and colleagues with small gifts. Malak would like for there to be an easier method to select a bouquet so she wouldn't have to travel far only to return empty-handed and waste her time.



# User journey map

Mapping Malak's user journey revealed how helpful it would be for users to have access to a dedicated Flowers House app

## Persona: Malak

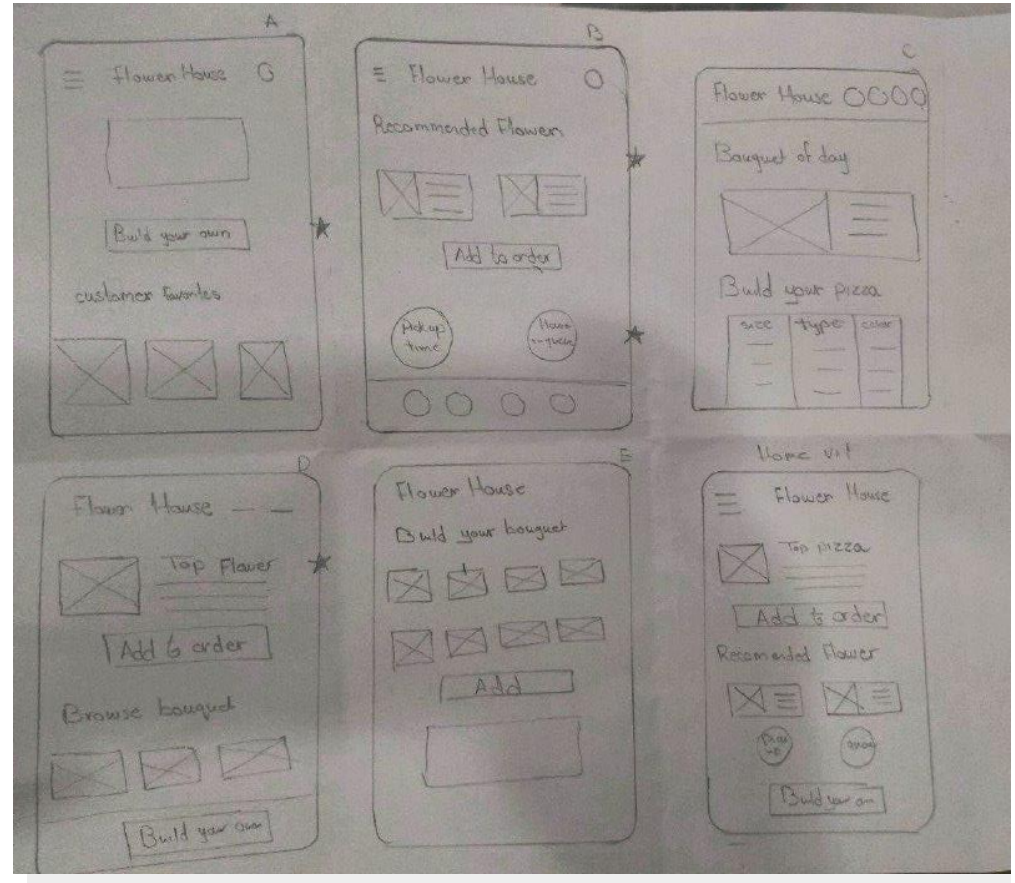
Goal: go to flower shop and select a nice composing bouquet

ACTION	Go flower shop	Browse catalogue	Submit order	Wait for compose bouquet completion	Pick up bouquet
TASK LIST	A. Search nearby flower shop in browser B. Select a flower shop	A. Browse catalogue B. Select flowers	A. Relay order to florist B. Double-check order	A. Gather any extra items ( card, a small gift, etc.) B. Fill the survey	A. Pick up bouquet B. Check that order is correct C. Provide payment information D. Drive home
FEELING ADJECTIVE	Excited to surprise her friend Worried about find a flower shop that she like	Overwhelmed by the number of flower options	Excited to see the output	Anxious about time	Happy to pick up the bouquet after a long day  Annoyed at time it takes to drive to flower shop and back
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none"><li>Create an app for browse online catalogue of trendy florist that support different languages</li><li>Optimize app for poor connection such as download the catalogue</li></ul>	<ul style="list-style-type: none"><li>Provide search filters</li><li>Optimize app for screen reader technology</li></ul>	Create a feature that offers order status updates with notification message	Offer a way to advance ordering	Offer way to personalize recommendation and rating the service



# Paper wireframes

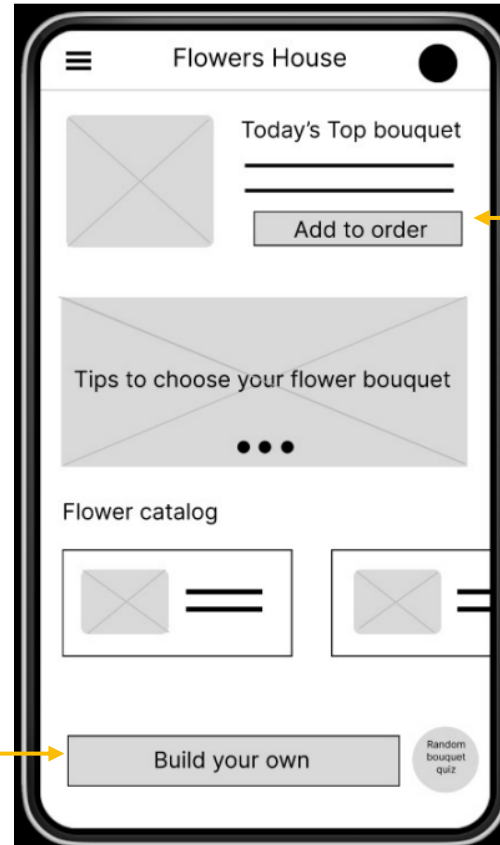
Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **quick and easy ordering process** to help users save time.



# Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

This button provides an easy option for users to make their own bouquet.

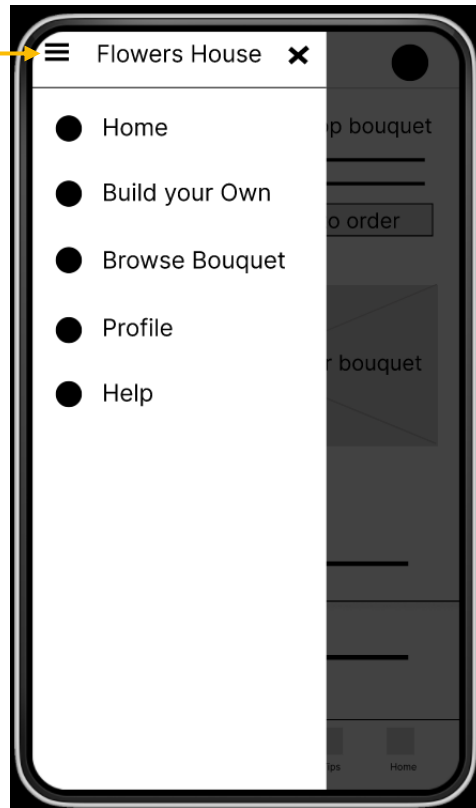


This button at the top of the home screen makes it fast and easy for users to order.

# 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.

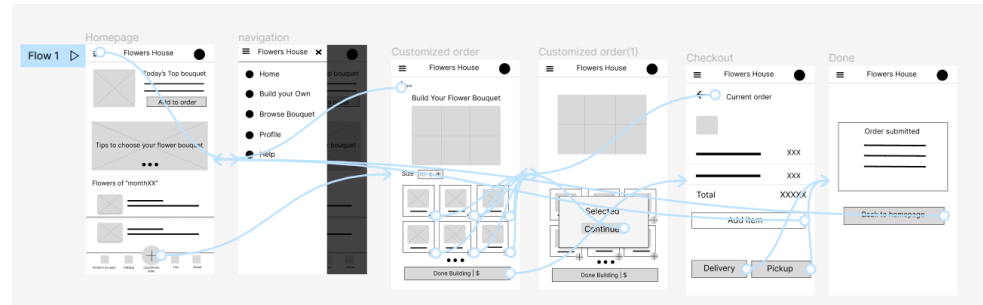
Easy access to navigation that's screen reader friendly.



# Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was building and ordering a bouquet, so the prototype could be used in a usability study.

[View the flowers House](#)



# 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 re-organize homepage
- 2 Users want more customization options for the size of the bouquet
- 3 “Build your own” functionality is confusing

## Round 2 findings

- 1 Users want more log-in options
- 2 Users want to change font type

## Refining the design

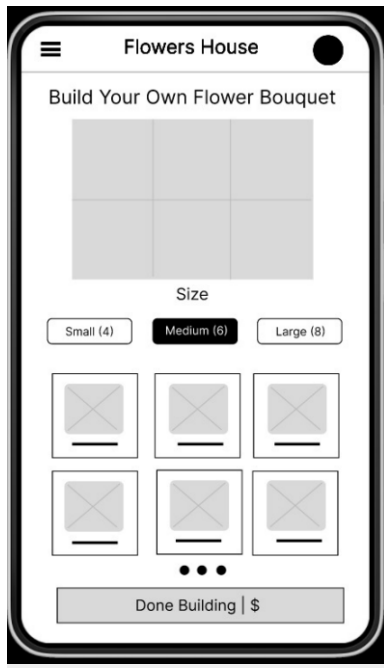
- Mockups
- High-fidelity prototype
- Accessibility



# Mockups

Early designs allowed for some customization, but after the usability studies, I added additional options to **choose bouquet size**.

Before usability study



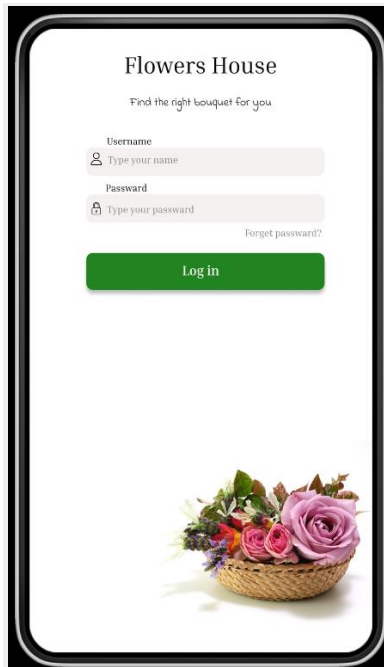
After usability study



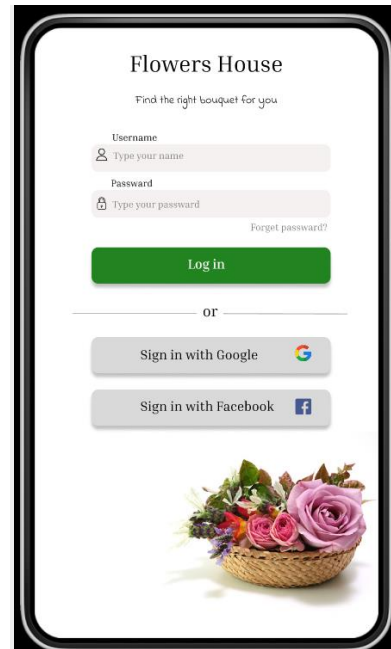
# Mockups

The second usability study revealed frustration with the log-in. To streamline this process, I added two extra options which are "Sign in with Google" and "Sign in with Facebook"

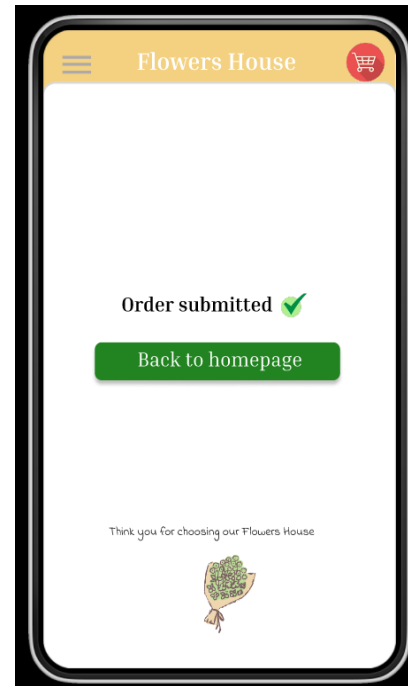
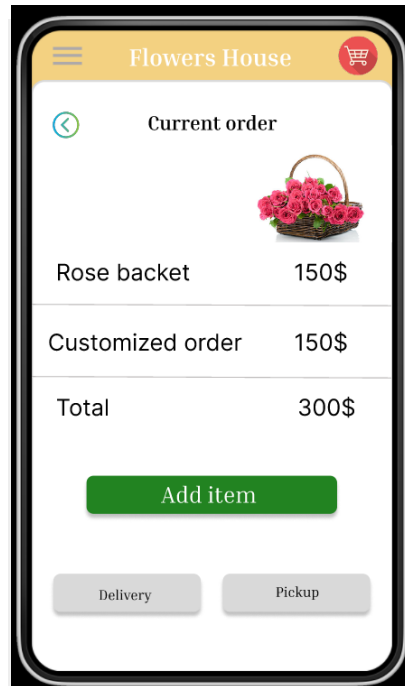
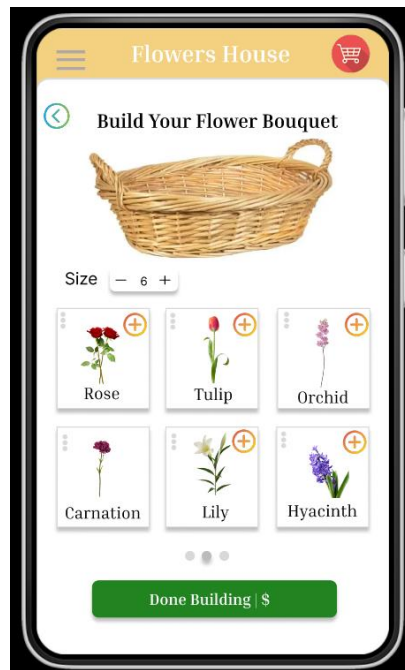
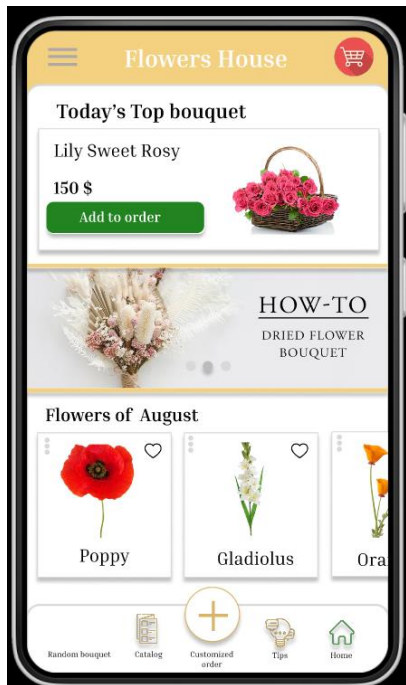
Before usability study 2



After usability study 2

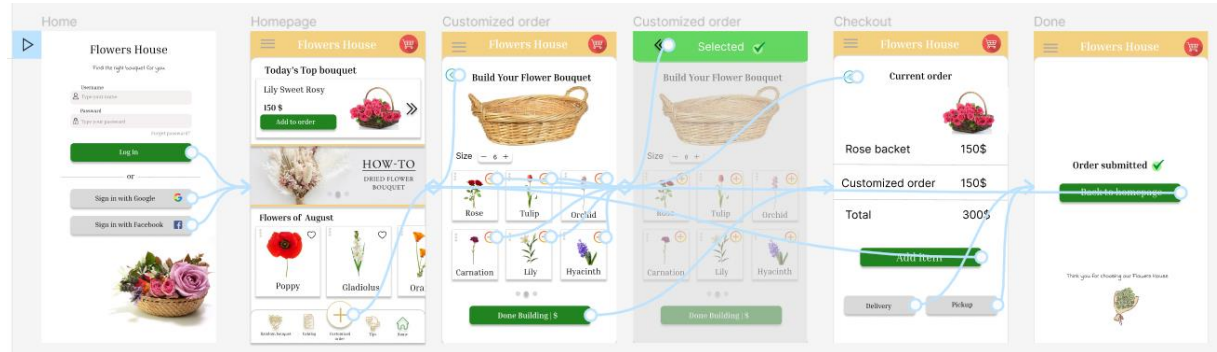


# Mockups



# High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for building a bouquet and checkout. It also met user needs for a pickup or delivery option as well as more customization.



[View the Flowers House](#)

# Accessibility considerations

1

Used icons to help make navigation easier.

2

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

3

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

# Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

The app makes users feel like Flowers House really thinks about how to meet their needs.

One quote from peer feedback:

*"The app made it so easy to build my own flower bouquet! I would definitely use this app as a go-to select my bouquet and I will highly recommend to my friends."*



## What I learned:

While designing the Flowers House app, I learned that the first ideas for the app are only the beginning of the process. Usability studies influenced each iteration of the app's designs. In other words this is user-centred point.

# Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed

2

Conduct more user research to determine any new areas of need.



# Let's connect!



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

Email: [salwa@email.com](mailto:salwa@email.com)