

Module 1: - Introduction to UI life cycle and UI tools.

Introduction

A user interface also called a "UI" or simply an "interface," is how a person controls a software application or hardware device.

- A user interface is the point of human-computer interaction and communication on a device, webpage, or app.
- This can include display screens, keyboards, a mouse, and the appearance of a desktop. User interfaces enable users to effectively control the computer or device they are interacting with.
- User interface is important to meet user expectations and support effective functionality.
- A successful user interface should be intuitive, efficient, and user-friendly.
- Nearly all software programs have a graphical user interface or GUI. This means the program includes graphical controls, which the user can select using a mouse or keyboard.
- A typical GUI of a software program includes a menu bar, toolbar, windows, buttons, and other controls.
- User Interface Design is the craft and process of designing what a user interacts with when communicating with software.

Types of UI

User Interface (UI) refers to the visual elements, controls, and interactions that users experience when interacting with software or hardware. There are several types of UI, each serving different purposes and contexts. Here are some common types of UI:

1. **Graphical User Interface (GUI):** GUI is the most prevalent type of UI. It uses graphical elements such as icons, buttons, windows, and menus to allow users to interact with a system. Operating systems like Windows, macOS, and Linux, as well as many software applications, use GUI.
2. **Command Line Interface (CLI):** CLI relies on text commands to communicate with a system. Users enter commands through a terminal or command prompt to perform tasks. While it may seem less user-friendly to

some, it can be powerful and efficient for users familiar with specific commands.

3. **Voice User Interface (VUI):** VUI allows users to interact with a system using spoken commands. Popular examples include virtual assistants like Amazon Alexa, Google Assistant, and Apple's Siri. VUI is becoming increasingly common in smart homes, cars, and mobile devices.
4. **Touch User Interface (TUI):** TUI relies on touch gestures to control and interact with a system. Common in smartphones, tablets, and touch-enabled devices, TUI enables users to tap, swipe, pinch, and perform other gestures to navigate and manipulate content.
5. **Augmented Reality (AR) and Virtual Reality (VR) Interfaces:** AR and VR interfaces provide immersive experiences. AR overlays digital information onto the real world, while VR creates a completely virtual environment. Both use specialized hardware, such as headsets, to deliver interactive experiences.
6. **Gesture-Based Interface:** This interface type allows users to interact with a system using gestures, which can include movements like swiping, waving, or other physical actions. Devices like Microsoft's Kinect and some smart TVs use gesture-based interfaces.
7. **Web User Interface (WUI):** WUI refers to the user interface elements found on websites. It includes navigation menus, buttons, forms, and other elements that users interact with while browsing the web.
8. **Natural Language Interface:** This type allows users to interact with a system using natural language, such as text or speech. Chatbots and virtual assistants often use natural language interfaces to understand and respond to user queries.
9. **Haptic User Interface (HUI):** Haptic interfaces provide tactile feedback to users, allowing them to feel sensations or vibrations. This is commonly used in gaming controllers, virtual reality devices, and some touchscreen interfaces.
10. **Biometric User Interface:** This type involves the use of biometric data (such as fingerprints, facial recognition, or iris scanning) for user authentication and interaction. Biometric UI is commonly found in smartphones, access control systems, and security applications.

11. **Brain-Computer Interface (BCI):** BCI allows users to control devices or software using brain signals. Electroencephalography (EEG) is often used to detect brain activity, enabling users to interact with computers or other devices through their thoughts.
12. **Tangible User Interface (TUI):** TUI involves physical objects or manipulatives to interact with a digital system. For example, a tabletop interface where users can manipulate physical objects that are tracked and interpreted by the system.
13. **Multi-Modal User Interface:** Combining multiple modes of interaction, such as voice, touch, gesture, and more, into a single interface. This approach aims to provide a richer and more flexible user experience.
14. **Adaptive User Interface:** An interface that dynamically adjusts its layout, content, or behavior based on user preferences, behavior, or contextual information. This helps personalize the user experience and cater to individual needs.
15. **Contextual User Interface:** This type of interface adapts based on the context of use. It takes into account factors such as location, device capabilities, user preferences, and other environmental conditions to optimize the user interface.
16. **Kiosk User Interface:** Commonly found in public places, kiosk interfaces are designed for self-service transactions. Users interact with a fixed, standalone terminal to perform tasks such as information retrieval, ticketing, or payment.
17. **Wearable User Interface:** Interfaces designed for wearable devices, such as smartwatches or fitness trackers. They often have limited screen space and utilize gestures, touch, or voice for interaction.
18. **Responsive User Interface:** An interface that adjusts its layout and design to accommodate various screen sizes and resolutions. This is crucial for delivering a consistent user experience across different devices, such as desktops, tablets, and smartphones.

UI Life Cycle:

The User Interface (UI) life cycle refers to the different stages and processes involved in designing, implementing, testing, and maintaining a user interface for

a software application or system. The UI life cycle typically includes the following phases:

1. User Research and Analysis:

- **User Research:** Understanding the target audience, their needs, preferences, and expectations through methods like surveys, interviews, and observations.
- **Competitor Analysis:** Analyzing the user interfaces of similar products or systems to identify trends and best practices.

2. Requirement Gathering:

- **Define Objectives:** Establishing the goals and objectives of the user interface based on user needs and business requirements.
- **Functional Requirements:** Identifying the specific features and functionalities that the UI must support.

3. UI Design:

- **Information Architecture:** Organizing and structuring information to create a logical and intuitive navigation flow.
- **Wireframing:** Creating low-fidelity sketches or wireframes to outline the basic layout and structure of the UI.
- **Visual Design:** Defining the aesthetics, including colors, typography, images, and overall visual style.
- **Prototyping:** Developing interactive prototypes to simulate the user experience and gather feedback.

4. Implementation/Development:

- **Front-end Development:** Translating the design into actual code using web technologies (HTML, CSS, JavaScript) or other programming languages.
- **Back-end Integration:** Connecting the UI with the application's back-end services and databases.

- **Usability Testing during Development:** Conducting iterative testing to identify and address usability issues as the UI is developed.

5. Testing:

- **Usability Testing:** Evaluating the UI with actual users to identify any usability issues and gather feedback for improvements.
- **Cross-Browser and Cross-Platform Testing:** Ensuring the UI functions correctly on different browsers and platforms.
- **Performance Testing:** Assessing the speed and responsiveness of the UI under various conditions.

6. Deployment:

- **Release Planning:** Planning the deployment of the UI, considering factors such as timing, user communication, and potential impact on existing users.
- **Rollout:** Deploying the UI to production, making it accessible to users.

7. Monitoring and Maintenance:

- **Monitoring Usage:** Analyzing user interactions and feedback to identify areas for improvement.
- **Bug Fixing:** Addressing any issues or bugs that arise after deployment.
- **Updates and Enhancements:** Implementing updates or enhancements based on user feedback, changing requirements, or emerging trends.

UI TOOLS

1. Sketch:

- *Key Features:*
 - Vector-based design for creating scalable interfaces.
 - Extensive library of plugins for additional functionalities.
 - Artboards for organizing and presenting designs.
 - Robust symbols system for reusability.

- Pixel-perfect design and export features.

2. Figma:

- *Key Features:*

- Web-based, allowing collaborative design in real-time.
- Cross-platform accessibility (works on Windows, macOS, Linux).
- Auto Layout and constraints for responsive design.
- Prototyping features for creating interactive user flows.
- Design systems and components for consistency.

3. Adobe XD:

- *Key Features:*

- Part of the Adobe Creative Cloud, facilitating integration with other Adobe tools.
- Vector-based design with support for prototyping.
- Voice prototyping for designing voice-enabled experiences.
- Plugins and integrations with third-party tools.
- Collaboration features for design teams.

4. InVision:

- *Key Features:*

- Prototyping and animation tools for creating interactive experiences.
- User testing and collaboration features.
- Inspect mode for developers to extract design specifications.
- Design System Manager for maintaining design consistency.
- Integrations with popular design tools.

5. Axure RP:

- *Key Features:*

- Advanced prototyping with dynamic content and logic.
- Conditional flows and interactions for complex user journeys.

- Annotations and documentation features for detailed specifications.
- Team collaboration and version control.
- Integration with other design tools.

6. **Zeplin:**

- *Key Features:*
 - Bridges the gap between designers and developers.
 - Export designs with style guides and assets.
 - Version history for design iterations.
 - Commenting and collaboration features.
 - Integrations with various design tools.

7. **Marvel:**

- *Key Features:*
 - User-friendly interface for designing and prototyping.
 - Collaboration features for remote teams.
 - User testing and feedback collection.
 - Integrations with popular design tools.
 - Design versioning and history.

8. **Proto.io:**

- *Key Features:*
 - Web-based prototyping tool for web and mobile applications.
 - Rich library of UI components and interactions.
 - Real-time collaboration and user testing.
 - Animation and gesture support.
 - Integrations with design and project management tools.

9. **Balsamiq:**

- *Key Features:*
 - Low-fidelity wireframing tool for quick ideation.

- Focus on simplicity and ease of use.
- Sketch-style wireframes for early-stage design concepts.
- Collaboration features for team projects.
- Integration with Jira and other project management tools.

10. Autodesk SketchBook:

- *Key Features:*
 - Drawing and sketching tool with a variety of brushes and tools.
 - Cross-platform support (Windows, macOS, iOS, Android).
 - Customizable brushes and drawing settings.
 - Layers for organizing and editing sketches.
 - Suitable for concept sketching and ideation.

Module 2: - Requirement gathering: Include the business purpose and user needs.

Problem Statement: PetalPushers - Flower Shop Mobile App

Project Title: PetalPushers - A Mobile Application for Online Flower Shopping & Delivery

Aim:

To develop a user-friendly mobile application that enables customers to browse, customize, and order flowers for delivery while helping florists manage inventory, orders, and deliveries efficiently.

Objective:

- Provide a seamless online platform for flower shopping and doorstep delivery.
- Allow customers to customize flower arrangements with add-ons.
- Offer real-time order tracking and scheduled deliveries.
- Enable shop owners to manage inventory, orders, and customer engagement.
- Optimize delivery management for faster and more efficient service.

Theory:

With the rapid growth of e-commerce, businesses need to shift to digital platforms for better customer engagement. The **PetalPushers** app follows the **online-to-offline (O2O) business model**, where customers can place online orders while florists fulfill them through offline stores.

Overview of the Project:

PetalPushers is a mobile application that allows users to purchase flowers effortlessly. Customers can browse flower collections, personalize bouquets, and place orders with multiple payment options. Shop owners can manage their inventory, orders, and deliveries through an intuitive admin panel. The app also includes a delivery module to assign and track real-time deliveries.

Key Features:

- ✓ Easy-to-use UI for browsing and ordering flowers.
- ✓ Occasion-based suggestions (birthday, anniversary, wedding, etc.).

- ✓ Custom bouquet creation with add-ons (chocolates, greeting cards, etc.).
- ✓ Secure payment integration (Credit/Debit cards, UPI, PayPal, COD).
- ✓ Order tracking with real-time delivery updates.
- ✓ Automated reminders for special occasions.
- ✓ Inventory management for shop owners.
- ✓ Delivery route optimization for efficient order fulfillment.

Purpose:

The **purpose** of PetalPushers is to digitalize the traditional flower-selling business and provide a convenient and modern shopping experience. By integrating technology, the app enhances customer engagement, improves order management, and streamlines deliveries.

Proposed System:

The **PetalPushers Mobile App** will consist of three main modules:

1. Customer Module

- Browse and search flowers by category or occasion.
- Customize bouquets with additional gifts.
- Place orders and select delivery preferences.
- Track real-time order status.
- Set reminders for future occasions.

2. Admin/Florist Module

- Manage flower listings, pricing, and availability.
- Process customer orders and update inventory.
- Handle offers, discounts, and promotions.
- View sales analytics and customer feedback.

3. Delivery Module

- Assign deliveries to drivers based on location.
- Provide real-time delivery status updates.
- Optimize routes for efficient deliveries.

Specifications/Modules:

1. Frontend:

- **Technology:** React Native
- **Features:** UI design, product browsing, customer dashboard

2. Backend:

- **Technology:** Spring Boot (Java)
- **Features:** API handling, database management, authentication

3. Database:

- **Technology:** MySQL / Firebase
- **Features:** Stores user data, order details, inventory records

4. Payment Gateway:

- **Integration:** Stripe / Razorpay / PayPal
- **Features:** Secure online payments, multiple payment options

5. Notifications:

- **Technology:** Firebase Cloud Messaging (FCM)
- **Features:** Order updates, promotions, and reminders

6. Maps & Tracking:

- **API:** Google Maps API
- **Features:** Delivery tracking, route optimization

System Design:

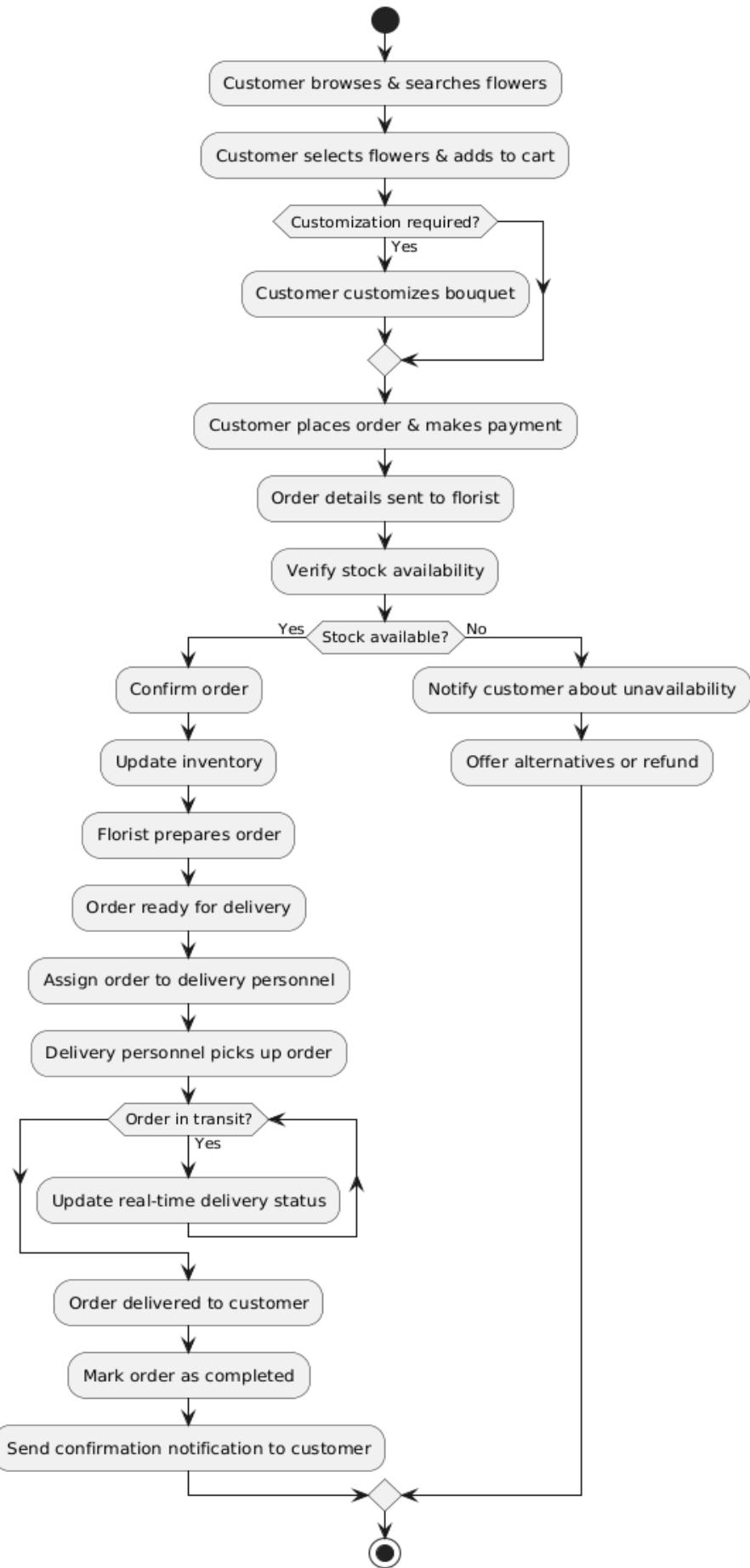
Architecture Diagram:

The system will follow a **three-tier architecture**:

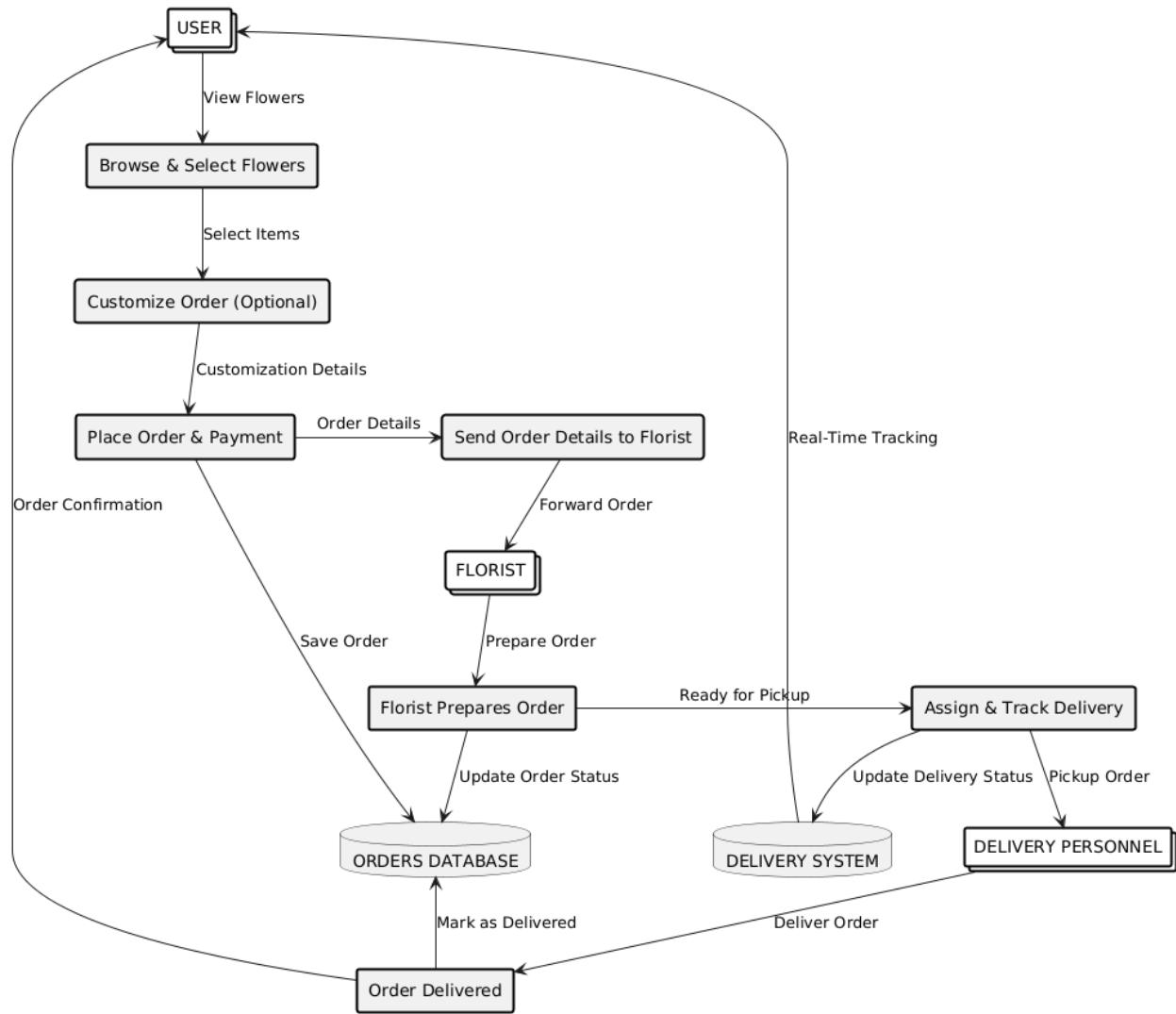
1. **Presentation Layer** (Mobile App UI) – Handles user interactions.
2. **Business Logic Layer** (Spring Boot Backend) – Processes user requests.
3. **Data Layer** (MySQL Database) – Stores and manages data.

Diagram Type	Purpose	Focus	Representation
Activity Diagram	Represents workflows/processes	Flow of activities	Start/End nodes, actions, decisions
Sequence Diagram	Models interaction between objects	Message exchange over time	Objects, lifelines, messages
Data Flow Diagram	Shows how data moves in a system	Data processing & storage	Processes, data flows, data stores
Architecture Diagram	Depicts system structure	System components & interactions	Layers, components, connectors

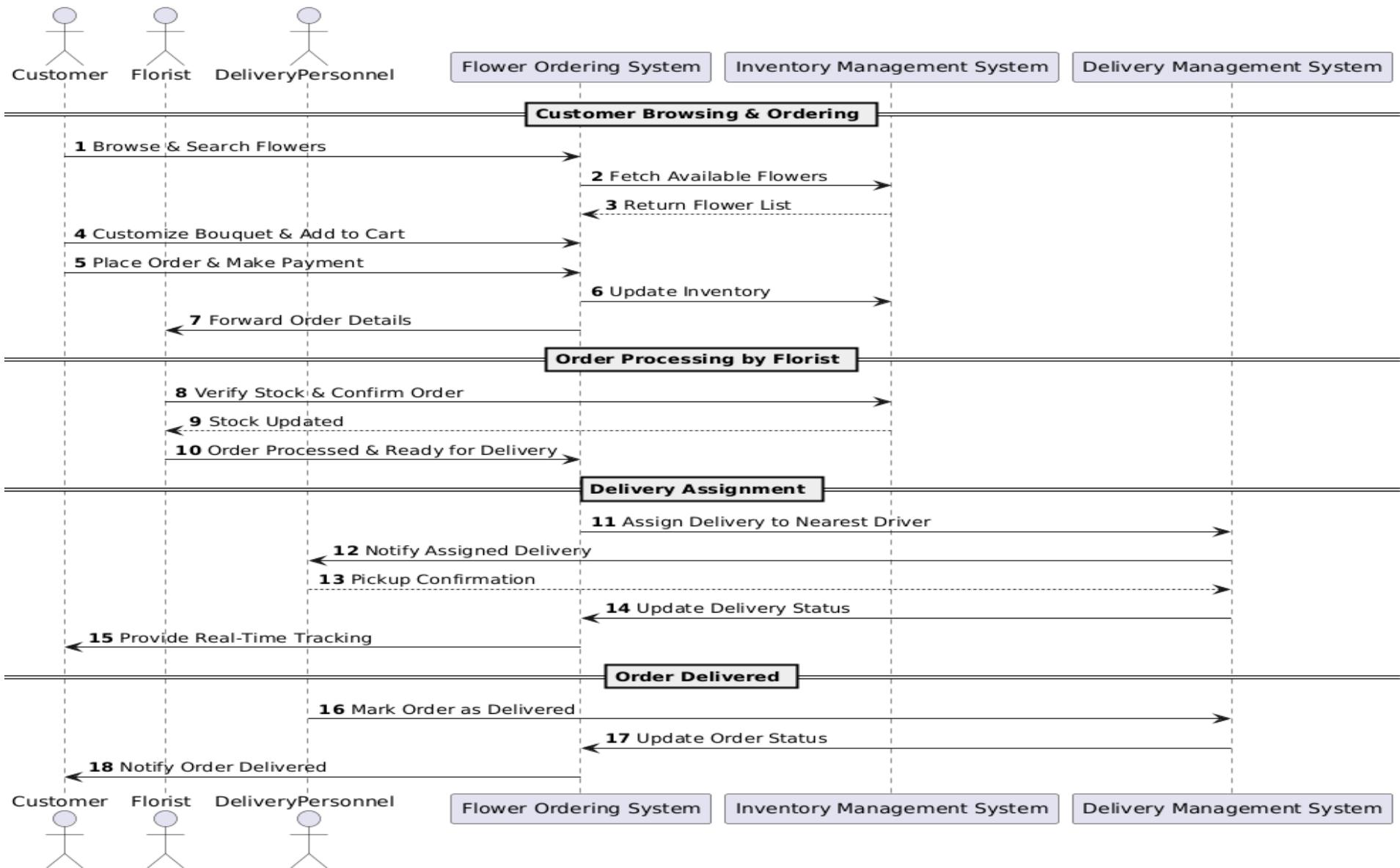
Activity Diagram



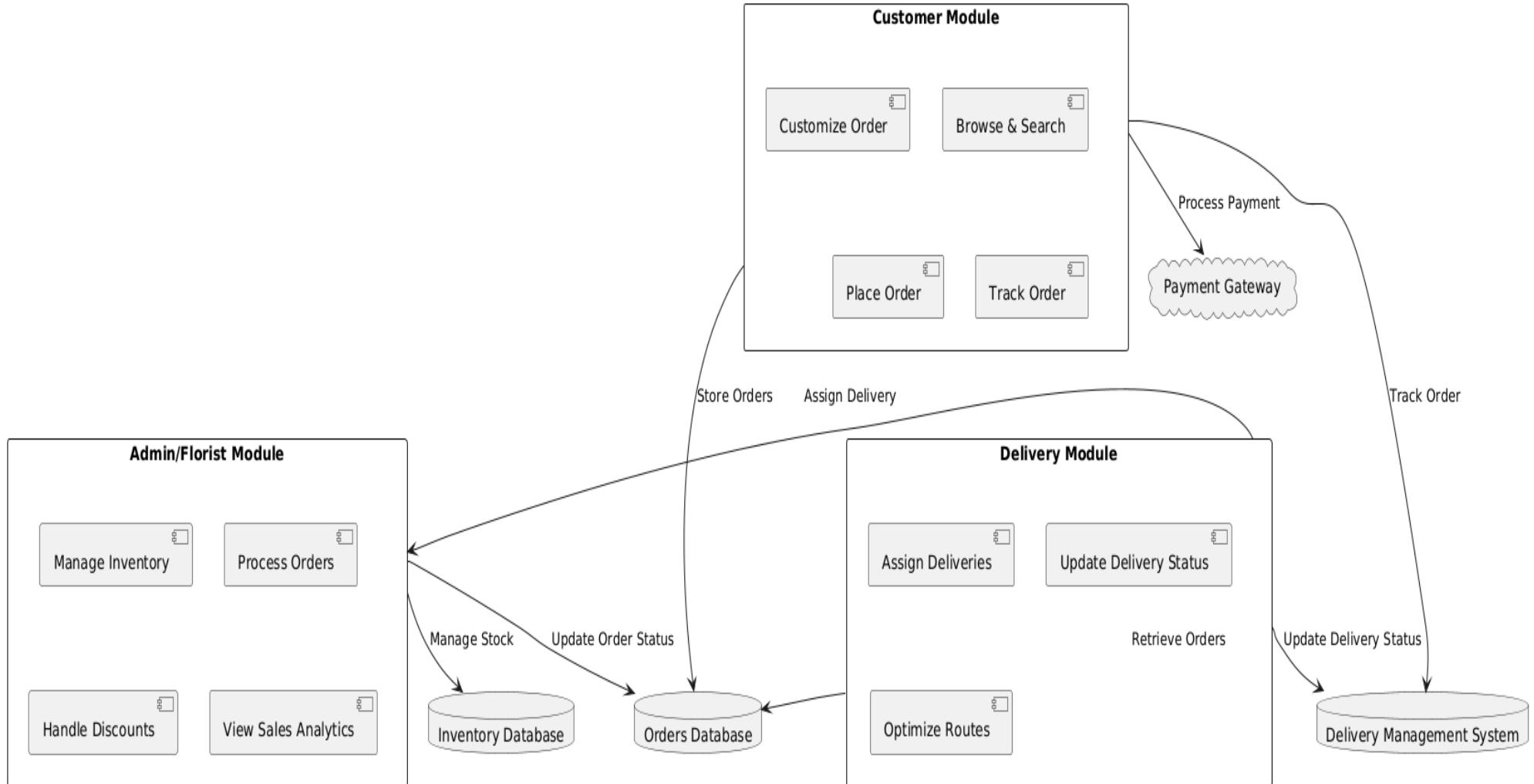
User Flow:



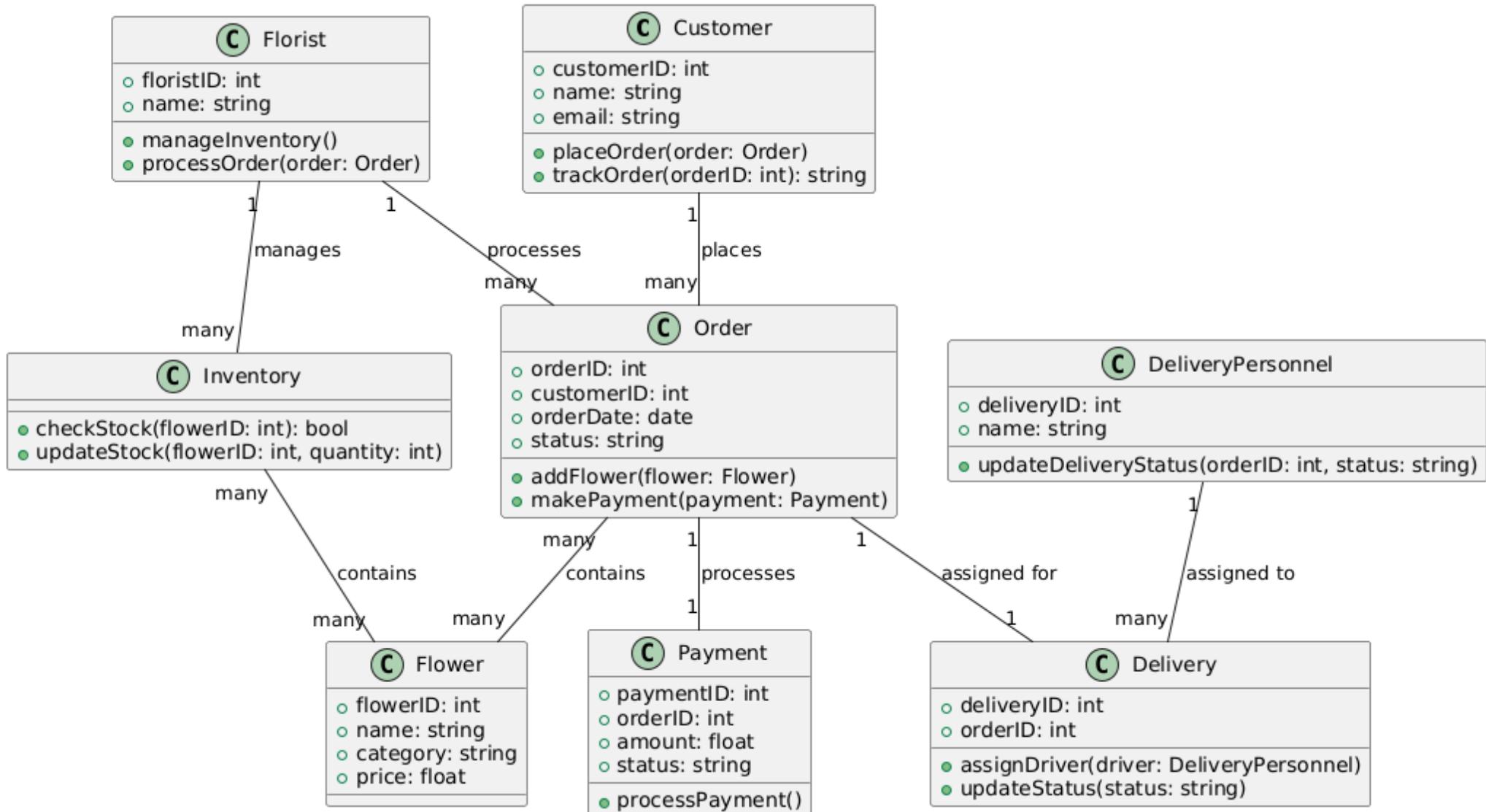
Sequence Diagram



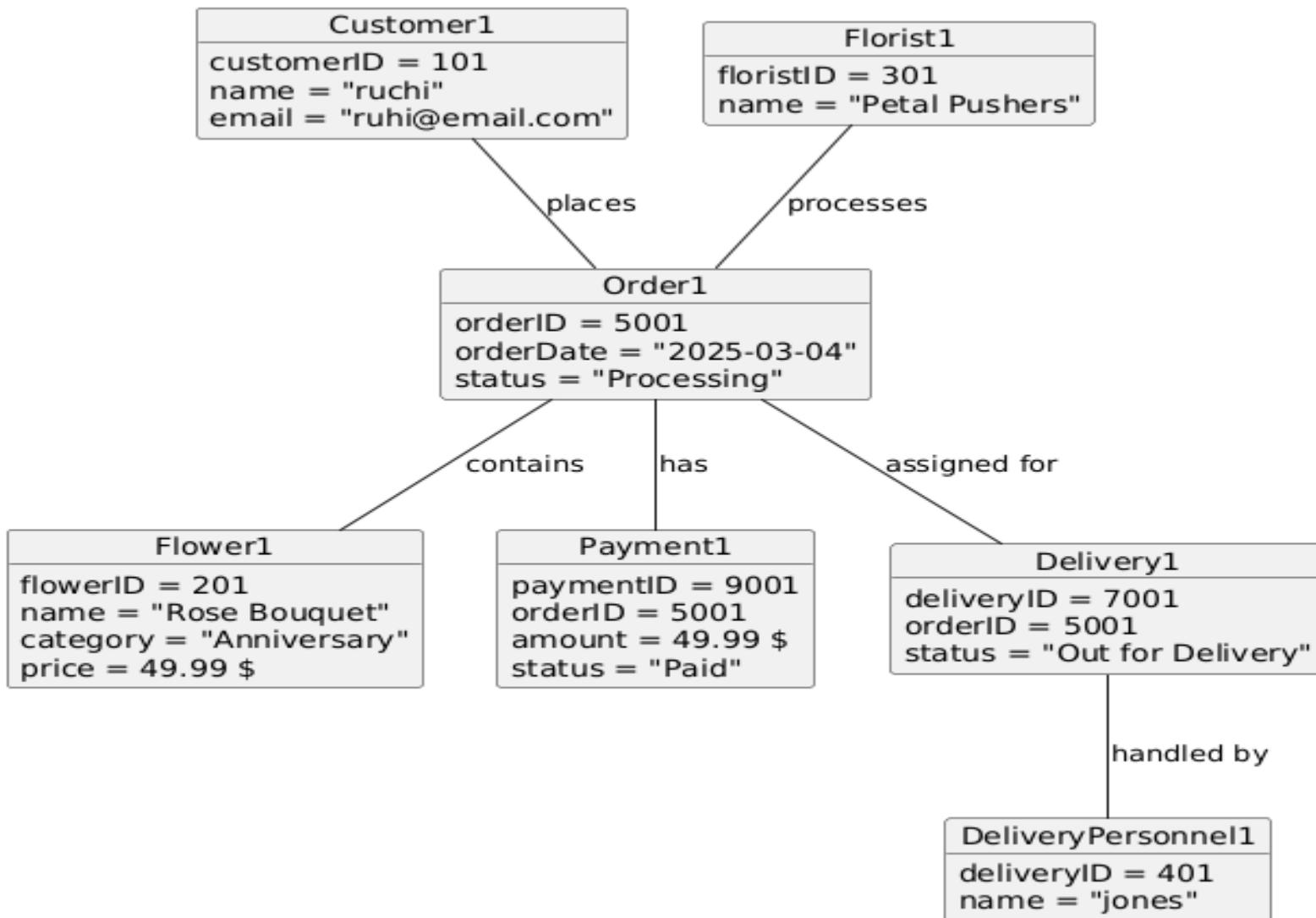
Architecture Diagram:



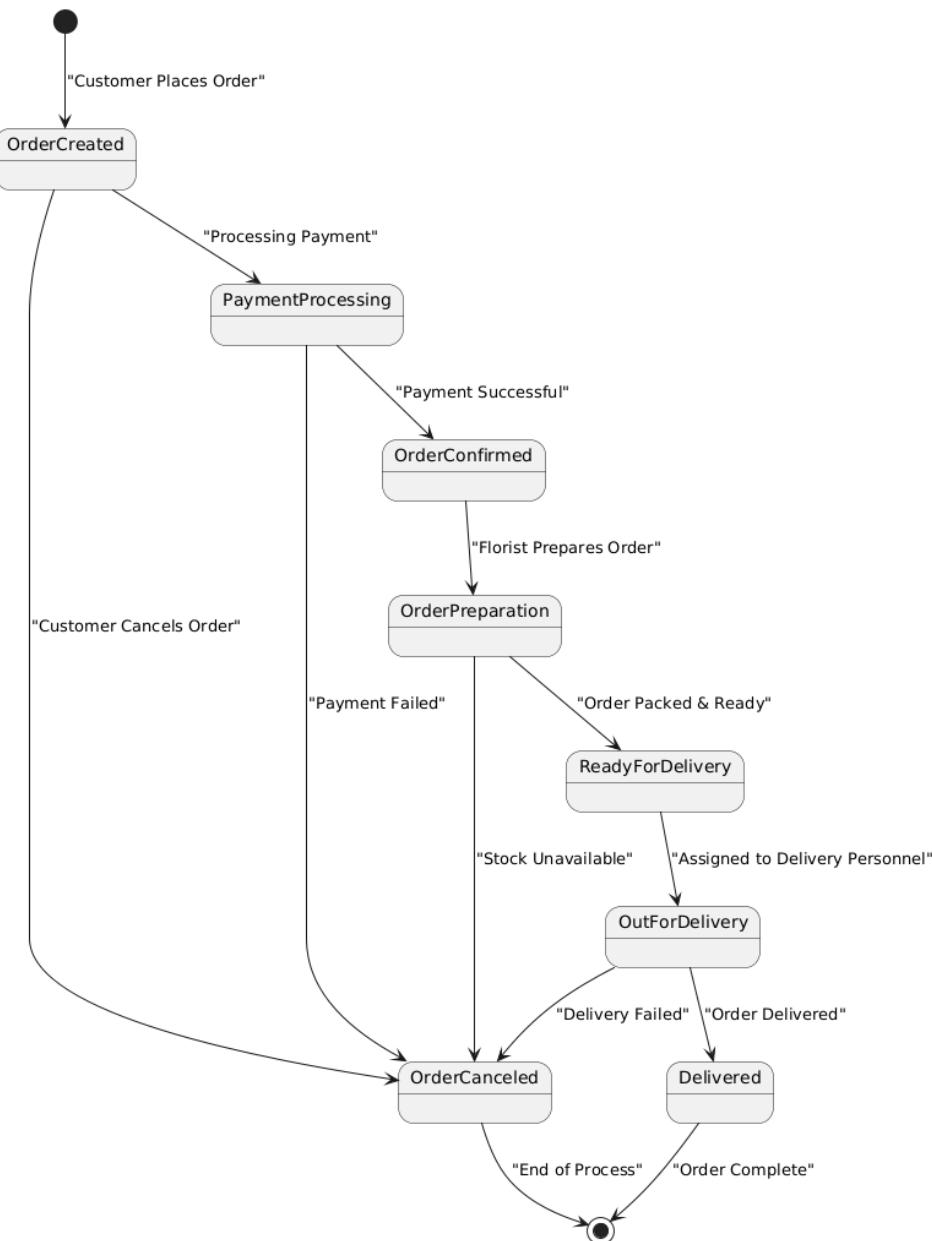
Class Diagram



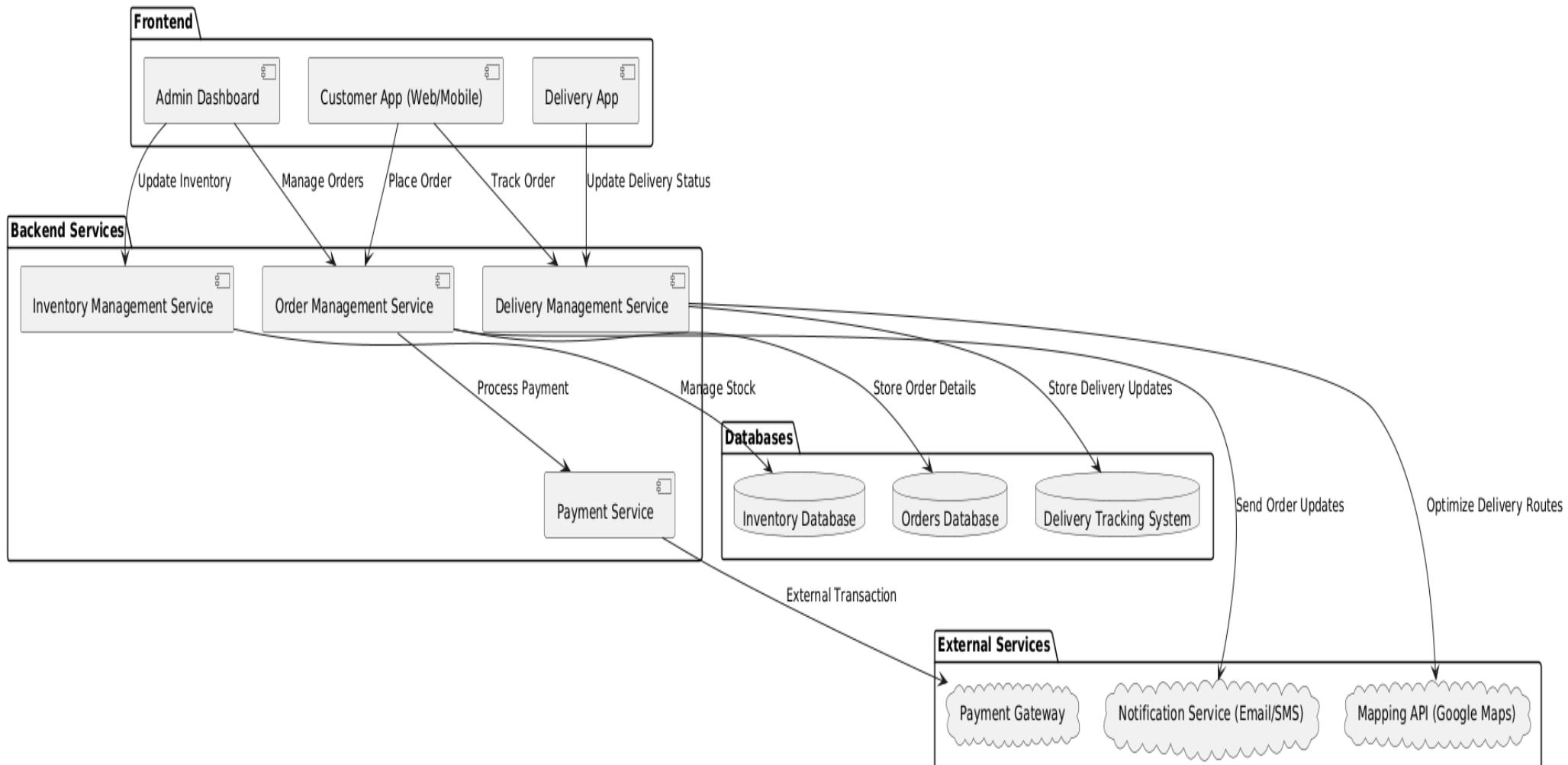
Object Diagram



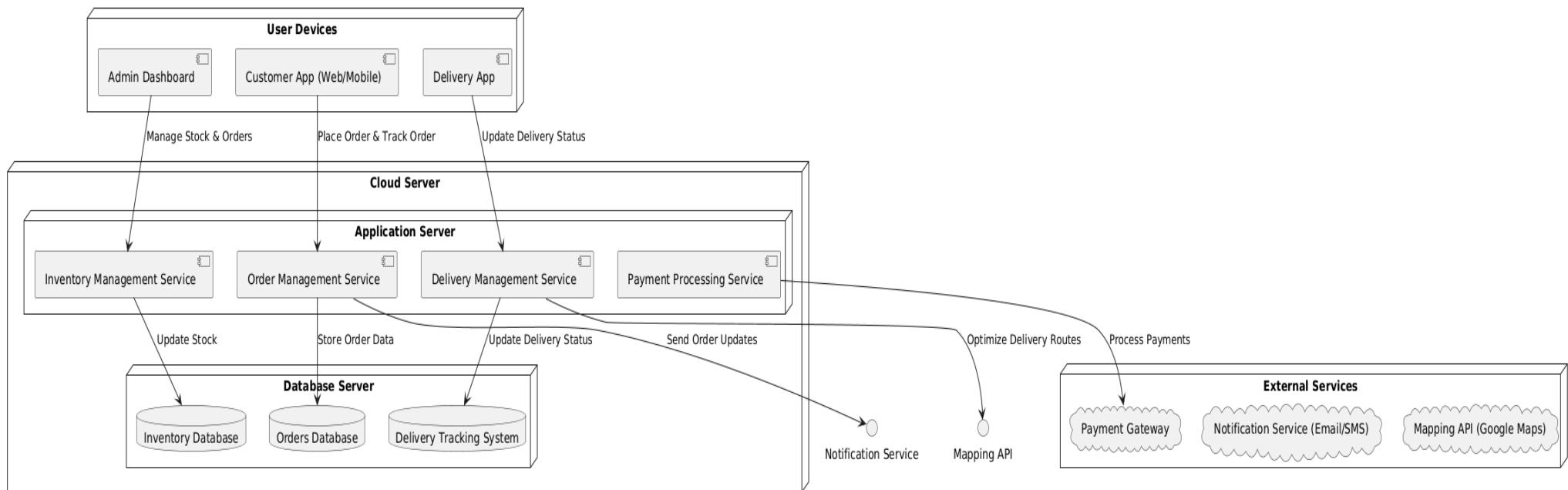
State Diagram



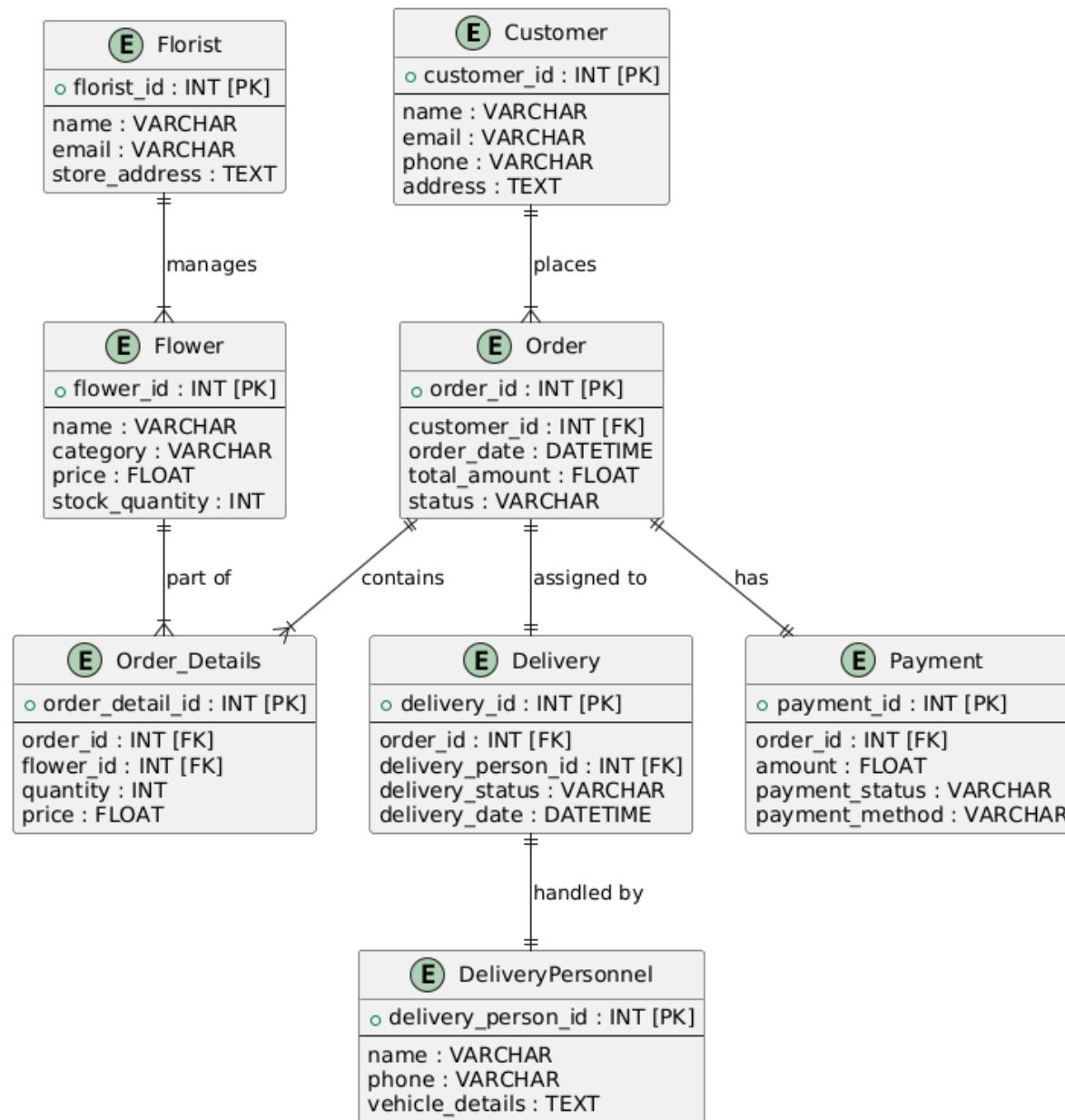
Component diagram



Deployment Diagram



ER Diagram



Module 3: - Analysis

Problem statement:

Briefly state the problem(s) that the project will seek to solve. Take the user's point of view. Consider what the user's goals are, and what obstacles in the way.

Output:

- Write up a user analysis, task analysis (identify three tasks of the chosen problem), and domain analysis clearly, concisely, and completely.
- A problem object model or entity-relationship diagram.

User Analysis

Understanding different users and their needs helps create an intuitive and efficient app.

1. Customer Module Users

- **Primary Users:** Individuals purchasing flowers for occasions.
- **Needs & Expectations:**
 - Simple and attractive UI for browsing flowers.
 - Customization options for bouquets and gifts.
 - Secure and quick payment options.
 - Real-time tracking of orders.
 - Notifications and reminders for special events.

2. Admin/Florist Module Users

- **Primary Users:** Florists and app administrators managing inventory and orders.
- **Needs & Expectations:**
 - Dashboard to manage product listings, prices, and promotions.
 - Order processing and inventory updates.
 - View customer feedback and sales analytics.

3. Delivery Module Users

- **Primary Users:** Delivery drivers responsible for order fulfillment.
- **Needs & Expectations:**
 - Access to assigned deliveries with route optimization.
 - Real-time order status updates.
 - Confirmation mechanism (customer signature, photo proof).

Task Analysis

Breaking down key tasks for each module ensures smooth app functionality.

1. Customer Tasks

- ✓ Browse and search for flowers by category or occasion.
- ✓ Customize bouquet (select size, add gifts like chocolates or greeting cards).
- ✓ Place an order and select delivery preferences (same-day, scheduled, express).
- ✓ Make payment using multiple options (credit/debit cards, UPI, wallets).

- ✓ Track order status in real-time with estimated delivery time.
- ✓ Set reminders for future occasions (birthdays, anniversaries, etc.).
- ✓ Provide ratings and feedback for purchases.

2. Admin/Florist Tasks

- ✓ Manage flower listings, descriptions, prices, and stock levels.
- ✓ Process orders, update inventory, and coordinate with delivery.
- ✓ Manage offers, discounts, and promotions.
- ✓ View sales analytics and customer preferences to improve service.
- ✓ Handle customer complaints and support requests.

3. Delivery Tasks

- ✓ Receive order assignments based on proximity and availability.
- ✓ Navigate optimized delivery routes via in-app map integration.
- ✓ Update real-time delivery status (picked up, out for delivery, delivered).
- ✓ Obtain customer confirmation (OTP, signature, or photo proof).

Domain Analysis

Analyzing the business and technical aspects to ensure smooth implementation.

1. Business Domain

- **Industry:** Online flower retail and delivery.
- **Target Audience:**
 - Individuals purchasing flowers for personal or gifting purposes.
 - Businesses ordering bulk flowers for corporate events.
 - Local florists looking to expand their online presence.
- **Competitors:** Ferns N Petals, 1-800-Flowers, Bloom & Wild.

2. Functional Components

✓ Customer Module (Frontend - Mobile App)

- User authentication & profile management.
- Product catalog with filters (price, occasion, flower type).
- Order customization and secure checkout.
- Real-time tracking and order notifications.
- Reminder & wishlist features.

✓ Admin/Florist Module (Backend - Web Dashboard)

- Product and inventory management.
- Order processing & customer interaction.
- Discount & promotional campaign management.
- Analytics dashboard for business insights.

✓ Delivery Module (Mobile App for Drivers)

- Order assignment and tracking.
- Route optimization and navigation integration.
- Delivery status updates and confirmation logging.

3. Technical Considerations

- ✓ **Platform:** Android & iOS mobile app, Web-based admin panel.
- ✓ **Integration:** Payment gateways (Stripe, PayPal, UPI), Google Maps API for tracking, SMS/email notifications.
- ✓ **Security:** Secure transactions, user authentication (OAuth, JWT), data encryption.
- ✓ **Scalability:** Cloud-based backend (AWS/GCP) for handling high traffic and order volume.

Comparative Analysis of PetalPushers Mobile App

A comparative analysis helps in understanding **how PetalPushers stands against competitors** in the online flower shopping and delivery market. Below is a structured comparison with existing platforms like **Ferns N Petals, 1-800-Flowers, and Bloom & Wild**.

Comparison Table

Feature	PetalPushers (Proposed)	Ferns N Petals	1-800-Flowers	Bloom & Wild
Platform	Mobile App (iOS & Android), Web Dashboard	Web, Mobile App	Web, Mobile App	Web, Mobile App
Product Categories	Flowers, bouquets, add-ons (chocolates, gifts, cards)	Flowers, cakes, plants, gifts	Flowers, plants, gourmet baskets	Flowers, letterbox flowers
Customization	Bouquet customization, add-ons	Limited bouquet customization	Limited customization	Minimal customization
Order Tracking	Real-time GPS tracking	Delivery status updates (No real-time tracking)	Delivery updates via email/SMS	Limited tracking
Delivery Options	Same-day, scheduled, express delivery	Same-day, midnight, express	Same-day, next-day, scheduled	Next-day, scheduled
User Reminders	Built-in reminder system for future occasions	No reminder feature	No reminder feature	No reminder feature

Feature	PetalPushers (Proposed)	Ferns N Petals	1-800-Flowers	Bloom & Wild
Subscription Plans	Customizable subscription (weekly/monthly)	Yes, but limited to fixed plans	Yes, but expensive	Yes, curated subscription plans
Florist Marketplace	Option for local florists to list & sell	Limited florist involvement	Partnered florists only	No marketplace
Discounts & Promotions	Dynamic discounts & promotional campaigns	Seasonal discounts & loyalty points	Seasonal promotions & discounts	Subscription-based discounts
Delivery Partner App	Separate delivery module with route optimization	No dedicated app for delivery	No dedicated app for delivery	No dedicated app for delivery
Customer Support	24/7 support (Live chat, Email, Call)	Phone & email support	Phone & email support	Email support only
Payment Methods	Credit/Debit, UPI, Wallets, PayPal	Credit/Debit, Wallets, UPI	Credit/Debit, PayPal, Apple Pay	Credit/Debit, PayPal

Key Takeaways from Comparative Analysis

Advantages of PetalPushers

- ✓ **Real-time Order Tracking** – Unlike many competitors, it offers live GPS tracking.
- ✓ **User Reminders for Future Occasions** – Unique feature that helps users remember special events.
- ✓ **Florist Marketplace** – Allows local florists to list and manage their own inventory.
- ✓ **Dedicated Delivery Partner Module** – Helps optimize routes and delivery efficiency.
- ✓ **Flexible Subscription Model** – Unlike fixed plans of competitors, users can customize frequency.

Areas for Improvement

- ❖ **Expand Product Range** – Competitors offer cakes, gourmet baskets, and personalized gifts beyond flowers.
- ❖ **Strengthen Brand Recognition** – Established competitors have strong brand loyalty.
- ❖ **Explore International Delivery** – Some competitors provide worldwide shipping, which PetalPushers could consider in the future.

SWOT Analysis of PetalPushers – A Mobile Flower Shopping & Delivery App

A SWOT analysis helps assess **PetalPushers' strengths, weaknesses, opportunities, and threats** in the online flower shopping and delivery industry.

◆ Strengths (Internal Advantages)

- ✓ **Real-Time Order Tracking** – Unlike many competitors, PetalPushers offers live GPS tracking for deliveries, increasing customer trust.
- ✓ **Florist Marketplace** – Allows local florists to list and manage their products, expanding business opportunities.
- ✓ **Personalization & Customization** – Users can customize bouquets, add gifts, and even schedule deliveries for future events.
- ✓ **Reminder System** – Built-in feature to remind customers of important dates (birthdays, anniversaries, etc.), encouraging repeat purchases.
- ✓ **Dedicated Delivery Partner Module** – Optimized route management ensures fast and efficient deliveries.
- ✓ **Scalable Subscription Model** – Users can opt for flexible, customized subscription plans (weekly, bi-weekly, monthly).
- ✓ **Diverse Payment Options** – Supports UPI, credit/debit cards, wallets, and PayPal for a seamless checkout experience.

◆ Weaknesses (Internal Limitations)

- ✗ **Limited Product Range** – Competitors offer cakes, gourmet gift baskets, and more, while PetalPushers primarily focuses on flowers.
- ✗ **Brand Recognition** – Lacks the brand loyalty and market presence of established competitors like Ferns N Petals or 1-800-Flowers.
- ✗ **Initial Logistics Setup** – Managing delivery partners and maintaining timely deliveries could be a challenge during the initial phase.
- ✗ **High Dependency on Florists** – If local florists fail to update inventory or manage quality, it could impact customer experience.
- ✗ **Customer Acquisition Costs** – Competing with established brands in digital marketing and promotions may require high initial investment.

□ Opportunities (External Growth Potential)

- **Expand Product Offerings** – Introducing cakes, chocolates, personalized gifts, and premium packaging could attract more customers.
- **Partner with Corporate Clients** – Offering corporate gifting solutions, event floral decorations, and office subscriptions could open a new revenue stream.
- **International Expansion** – Partnering with florists in different regions for nationwide and international deliveries.
- **AI-Based Recommendations** – Using AI to suggest flowers based on past purchases and preferences to enhance customer experience.
- **Eco-Friendly Packaging & Sustainable Flowers** – Growing demand for sustainable, biodegradable packaging and locally sourced flowers.
- **Influencer & Social Media Marketing** – Collaborating with influencers and event planners to gain visibility and attract younger audiences.
- **Loyalty & Referral Programs** – Encouraging repeat purchases through discounts, cashback, and referral bonuses.

● Threats (External Risks & Challenges)

- △ **Strong Competition** – Well-established brands like **Ferns N Petals, 1-800-Flowers, and Bloom & Wild** have a loyal customer base and extensive marketing budgets.
- △ **Logistics & Delivery Challenges** – Ensuring timely and fresh deliveries, especially during peak seasons like Valentine's Day and Mother's Day.
- △ **Seasonal Demand Fluctuations** – Flower sales spike during special occasions but may see reduced demand during off-peak months.
- △ **Price Wars & Discount Culture** – Competitors may offer deep discounts, making it difficult to maintain profit margins.
- △ **Supply Chain Disruptions** – Dependency on florists and suppliers for fresh flowers means any delays or quality issues can impact customer satisfaction.
- △ **Changing Customer Preferences** – Trends shift toward **artificial flowers, preserved flowers, and DIY floral arrangements**, which could affect long-term demand.

🔗 Conclusion & Strategic Takeaways

- ❖ **Leverage Strengths:** Capitalize on real-time tracking, personalized gifting, and the florist marketplace to differentiate from competitors.
- ☒ **Address Weaknesses:** Focus on expanding product range, improving brand awareness, and optimizing logistics.
- ⌚ **Seize Opportunities:** Introduce corporate partnerships, AI-powered recommendations, and sustainability-focused offerings.
- ⚠ **Mitigate Threats:** Strengthen supply chain partnerships, create competitive pricing strategies, and invest in strong customer support.

Module 5: - Create a Social model of the chosen Project.

Social Model for *PetalPushers* (UI/UX Lab)

PetalPushers — let's assume it's an online flower delivery app/platform where users can order flowers, gifts, and personalized bouquets.

Social Model for PetalPushers

In PetalPushers, the Social Model focuses on enhancing user interaction, sharing experiences, and building a community around gifting flowers.

Objectives of Social Model:

- Connect users emotionally through gifting
- Encourage social engagement & sharing
- Build trust through user feedback
- Enable collaboration (e.g., group gifting)

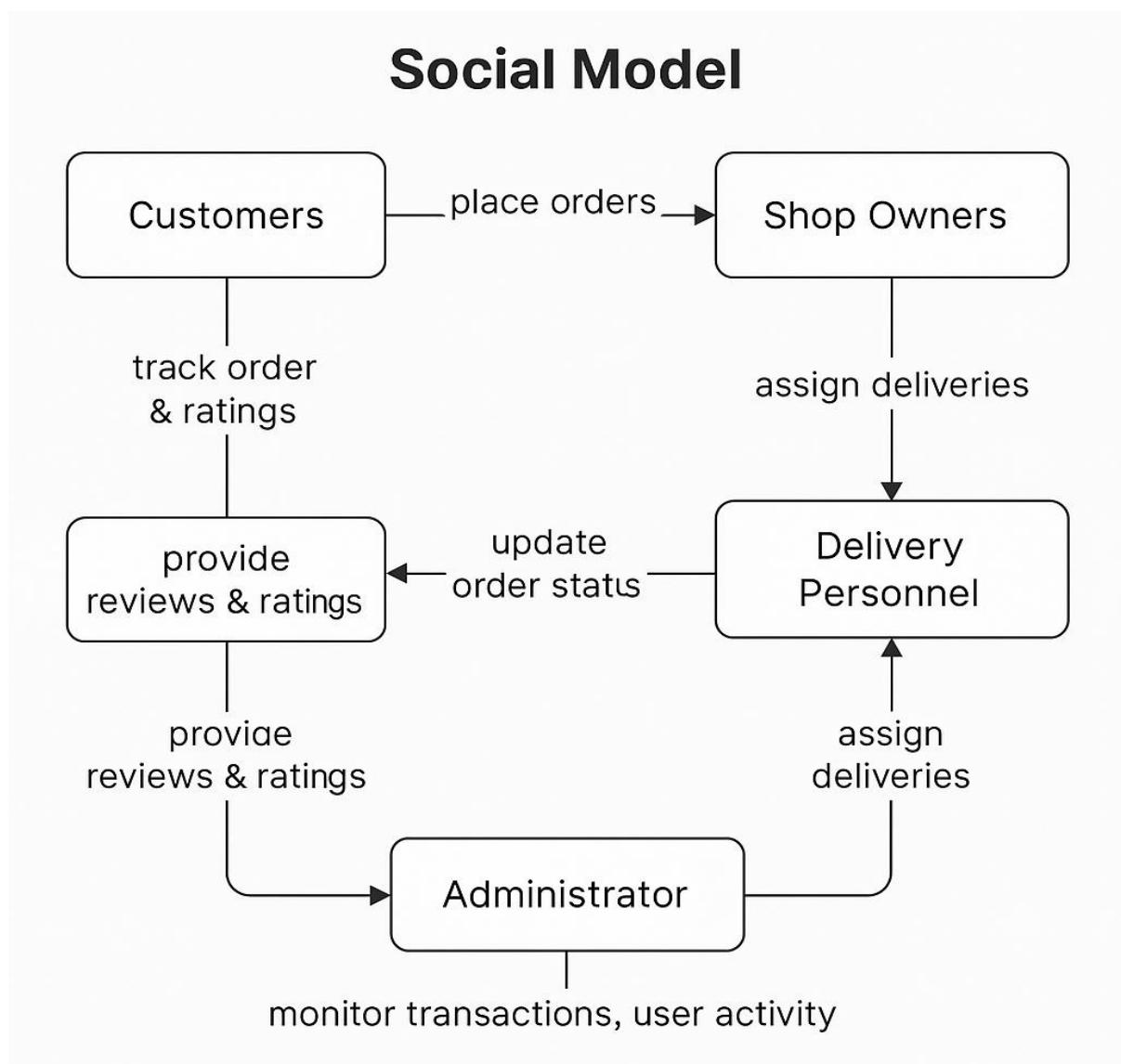
Features in Social Model for PetalPushers

Feature	Purpose	Example
User Profiles	Personal identity of sender/gifter	Name, photo, bio
Shareable Wishlists	Friends can see or gift from your wishlist	Birthday wishlist
Reviews & Ratings	Trust factor for products & delivery	4.5 ★ ratings
Social Media Sharing	Share gifting moments	Post delivery pic on Instagram
Group Gifting	Multiple users contribute to 1 gift	Office farewell bouquet
Personalized Messages	Emotional connection	Video or text message
Activity Feed	See what friends gifted/ordered	"Sahil sent flowers to Aditi"
Referral Program	Invite friends, earn rewards	₹100 off for both users
Reminder Notifications	Remind about events/birthdays	"It's Mom's birthday next week!"

Visualization / Wireframe Idea:

- User Dashboard showing:
 - Wishlist
 - Friend Activity
 - Upcoming Events
 - Recent Reviews
 - Group Gifting Invites

Interaction for PetalPushers



Social Model



User Profile

Wishlist

Wishlist Item 1

Wishlist Item 2

Share Wishlist

Order History

You sent 3 gifts
this month

Share Reviews/
Ratings

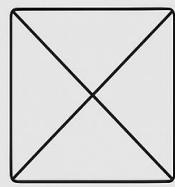
Social Media Sharing

Earn Badges / Rewards

Friend Invitations

Notifications & Reminders

Individual User Social Model



Seller Profile

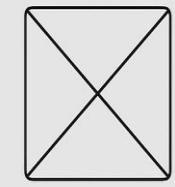
Product Listings

Order History

You fulfilled 5
orders this month

Share Store

Share Reviews/Ratings



Delivery Agent

Agent Profile

Delivery History

You completed
8 deliveries today

Share Availability

Share Reviews/Ratings

Notifications & Reminders

Module 6: Identify the Users and Design a User persona.

User Personas:

1. Riya – The Customer

"Flowers make every moment extra special."

Demographic:

- Age: 25
- Occupation: Software Developer
- Location: Bangalore
- Tech-savvy: High

Goals:

- Explore a wide variety of flowers.
- Customize a bouquet for her parents' anniversary.
- Place an order easily with secure payment options.
- Track the delivery status in real-time.

Pain Points:

- Limited customization options in other apps.
- Confusing checkout processes.
- Uncertain delivery timings.

Needs from PetalPushers:

- Easy navigation for browsing flowers.
- Bouquet customization feature.
- Multiple and secure payment methods.
- Live order tracking.

2. Mr. Sharma – The Florist (Shop Owner)

"Managing flowers and orders should be as beautiful as the flowers themselves."

Demographic:

- Age: 50
- Occupation: Florist (Owns PetalPushers Store)
- Location: Delhi
- Tech-savvy: Medium

Goals:

- Efficiently manage flower inventory.
- View and process customer orders quickly.
- Assign delivery tasks easily.
- Keep track of sales and performance reports.

Pain Points:

- Manual inventory management is time-consuming.
- Difficulty in tracking multiple deliveries.
- Limited customer communication in offline sales.

Needs from PetalPushers:

- User-friendly admin panel.
- Real-time order notifications.
- Easy inventory management system.
- Delivery assignment and tracking module.

3. Sahil – The Delivery Agent

"Timely delivery brings customer happiness."

Demographic:

- Age: 28
- Occupation: Delivery Agent
- Location: Delhi NCR
- Tech-savvy: Basic

Goals:

- Receive clear delivery instructions.
- Navigate to the customer's location easily.
- Mark orders as delivered through the app.

Pain Points:

- Lack of real-time route guidance.
- Difficulty in contacting customers during delivery.
- No proper tracking of assigned deliveries.

Needs from PetalPushers:

- Assigned delivery list with customer details.
- In-app navigation or Google Maps integration.
- Real-time delivery status updates.
- Option to contact customers directly through the app.

User Persona (Riya Sharma)



RIYA SHARMA

Demographic

- Age: 25
- Occupation: Software Developer
- Location: Bangalore
- Tech-savvy: High

GOAL

- Explore a wide variety of flowers.
- Customize a bouquet for her parents' anniversary.
- Place an order easily with secure payment options.

Pain Point

- Limited customization options in other apps.
- Confusing checkout processes.
- Uncertain delivery timings.

Need

- Easy navigation for browsing flowers.
- Bouquet customization feature.
- Multiple and secure payment methods.

Module 7: Design: - Creation of Scenario Write a scenario that involves all three of the tasks identified for the chosen project.

Output:

- Explain the Scenario
- Sketch the scenario (use any tool or hand sketches)
- Draw a mental model.

Scenario:

A Complete PetalPushers Experience – From Order to Delivery

Characters:

- Riya – A customer ordering flowers for her parents' anniversary.
- PetalPushers Shop Mr. Sharma – A florist managing orders via the admin panel.
- Sahil– A delivery agent responsible for fulfilling the order.

Buyer's (Riya) Point of View – Problem and Solution

Background: Riya is a busy professional who often forgets special occasions, like her best friend's birthday. She wants to send a beautiful bouquet of flowers to her friend but has no time to visit a flower shop. She's looking for a convenient solution that saves her time and ensures a thoughtful gift is delivered on time.

Problem: Riya has had previous experiences with online flower shops, but she faced a few issues:

1. **Limited Options:** Some websites only offered standard bouquets, and she couldn't personalize them to suit her friend's preferences.

2. **Complicated Checkout Process:** She found the checkout process on some platforms confusing, with limited payment options that didn't match her preferences.
3. **Delivery Uncertainty:** She once ordered flowers for a special occasion, but they arrived late, ruining the surprise. She couldn't track the delivery in real-time, leading to anxiety about the timing.

As a result, Riya is hesitant to buy flowers online again due to these past frustrations.

Solution (PetalPushers App): Riya decides to try the **PetalPushers app** after hearing positive feedback from a colleague. Here's how the app addresses her concerns:

1. **Variety and Personalization:** Upon opening the app, Riya is impressed by the wide range of flowers and bouquet styles. She can easily personalize a bouquet by selecting her friend's favorite flowers and colors. This gives her more control over the gift, ensuring it's something her friend will love.
2. **Simple Checkout Process:** Riya appreciates the user-friendly interface. The app has multiple payment options, including her preferred mobile payment method. The process is quick, and she doesn't have to enter excessive information. Everything is clear and straightforward.
3. **Real-Time Delivery Tracking:** To ensure the flowers are delivered on time, Riya is able to track her order in real-time using the delivery module in the app. She can see when the delivery is out for transit and receive notifications when the flowers are close to arriving. This eliminates the worry about late deliveries.
4. **Timely Delivery:** The flowers arrive right on time for her friend's birthday, and Riya receives confirmation of the successful delivery. Her friend loves the personalized bouquet, and Riya feels satisfied with the seamless experience.

Seller's (**Mr. Sharma**) Point of View – Problem and Solution

Problem:

1. **Inventory Management:** Mr. Sharma, a flower shop owner, struggles with keeping his inventory up-to-date on the *PetalPushers* app. His flowers have a short shelf life, and the app does not automatically adjust stock levels when a sale is made. This leads to customers purchasing flowers that are no longer available.
2. **Order and Delivery Tracking:** Managing multiple orders and ensuring timely deliveries proves difficult. Sometimes, customers complain about late deliveries, affecting Mr. Sharma's reputation.

3. **Time Management:** Mr. Sharma feels overwhelmed trying to manually track inventory and orders. He is spending a lot of time managing logistics rather than focusing on growing his business.

Solution:

1. **Real-Time Inventory Management:** After contacting the *PetalPushers* support team, Mr. Sharma gains access to the upgraded admin panel that automatically updates stock levels as flowers are sold. This ensures accurate inventory information for both the seller and the customers.
2. **Order and Delivery Module:** The admin panel provides an integrated delivery management system, allowing Mr. Sharma to assign orders to specific delivery drivers and track real-time delivery status. This helps reduce delays and improves communication with customers about their orders.
3. **Alerts and Notifications:** The upgraded system sends Mr. Sharma alerts when stock levels are low, ensuring he can reorder flowers before running out. He also receives automatic notifications about delivery status, keeping both him and the customers informed.

Outcome:

- Mr. Sharma's business runs more efficiently due to better inventory control and streamlined order management.
- Customers experience fewer delivery issues, leading to higher satisfaction and repeat business.
- Mr. Sharma can now focus more on growing his business and less on logistics, enhancing overall productivity.

Sahil's Delivery Experience on PetalPushers**Problem:**

1. Sahil, a delivery agent for *PetalPushers*, is tasked with delivering a bouquet for a wedding anniversary.
2. The delivery address is in an unfamiliar area.
3. He gets stuck in traffic due to an unexpected roadblock, risking late delivery.

Solution:

1. Sahil uses the *PetalPushers* app, which provides real-time GPS tracking and suggests an alternate route.
2. He follows the new route, saving time and avoiding further delays.
3. The app updates the estimated time of arrival (ETA), and Sahil informs the customer about the new delivery time.
4. The app also reminds Sahil to handle the bouquet with care and prompts him to take a photo as proof of delivery.

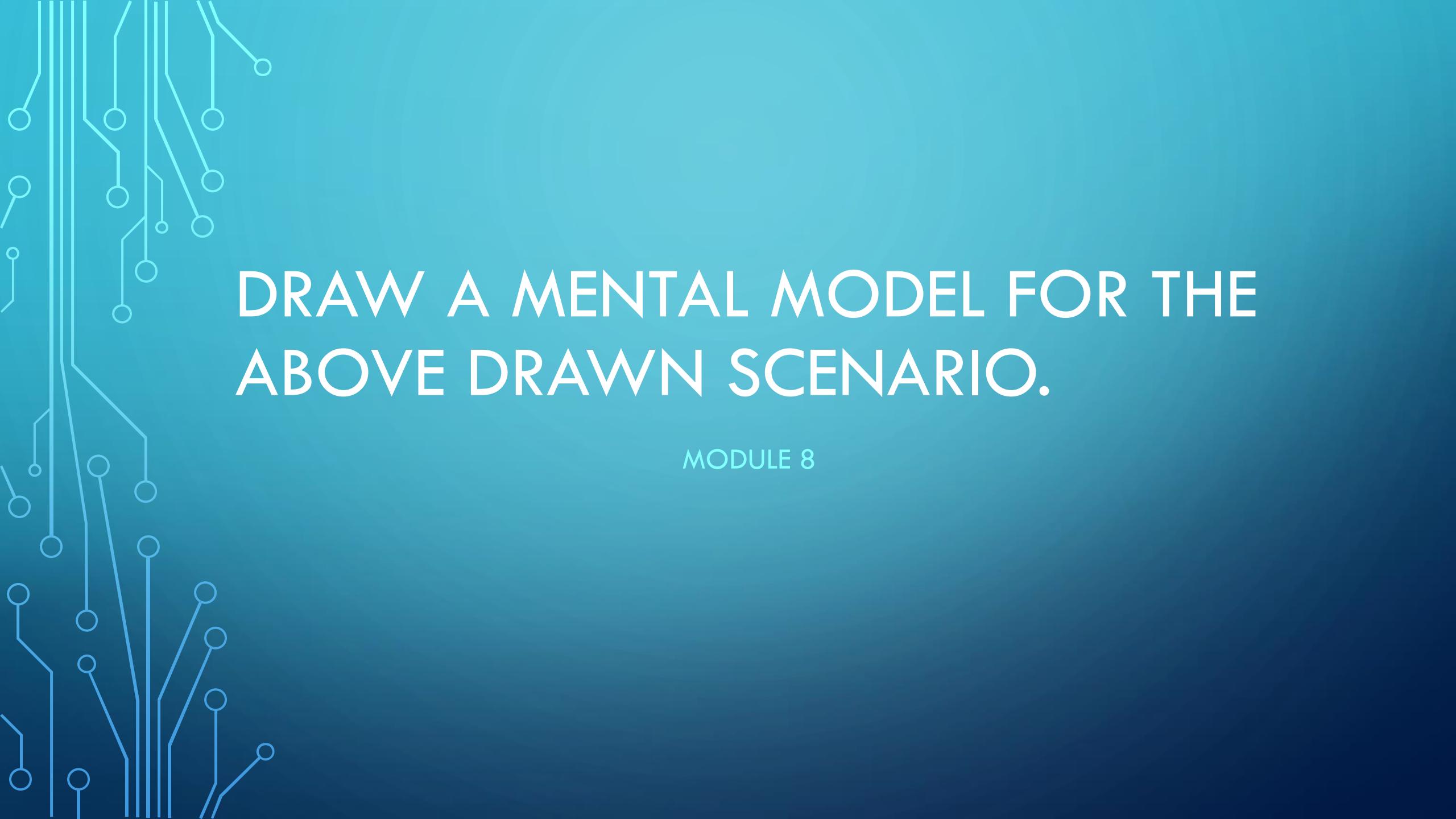
Outcome:

1. Sahil successfully navigates the traffic and delivers the bouquet on time.
2. The customer is satisfied with the prompt service.
3. Sahil receives positive feedback and feels confident using the app for future deliveries.

Sketch the scenario

Riya at her office	riya looking for florist option	Riya discuss her problem with his friend	riya explore patelpushers mobile app
Riya is a 30 year-old working woman. She forgot to wish her friend a happy birthday. She does not feel good. She wants to make her happy that why she's planning to send flowers and gift	riya browse many websites to order some bouquets and gifts but she not find a good customization option for the same.	rohan, riya's friend suggested her a mobile application Patelpushers	She explores various floral arrangements and finally selects a Luxury Red Roses Lily Bouquet with a personalized note option. She reads the product description, checks customer reviews, and ensures same-day delivery is available in Jaipur.
Mr. Sharma received a bouquet delivery order	Mr. Sharma, Assign delivery to Sahil	Sahil going to deliver the bouque	Riya Friend Received the bouque
Mr. Sharma has been running a florist shop for a decade. Recently, he started an online mobile app to increase customers.	Mr. sharma assigns the delivery task to Sahil, a trusted delivery agent, who receives a notification with pickup and delivery details. Sahil confirms the pickup and prepares to deliver the order.	Sahil is going to deliver the bouquet. through GPS he easily find the place	Sahil reaches the destination and politely hands over the bouquet to Riya's friend. They check the bouquet and sign the delivery confirmation form. Sahil updates the order status to "Delivered", triggering a delivery confirmation SMS to Riya.

Create your own at Storyboard That

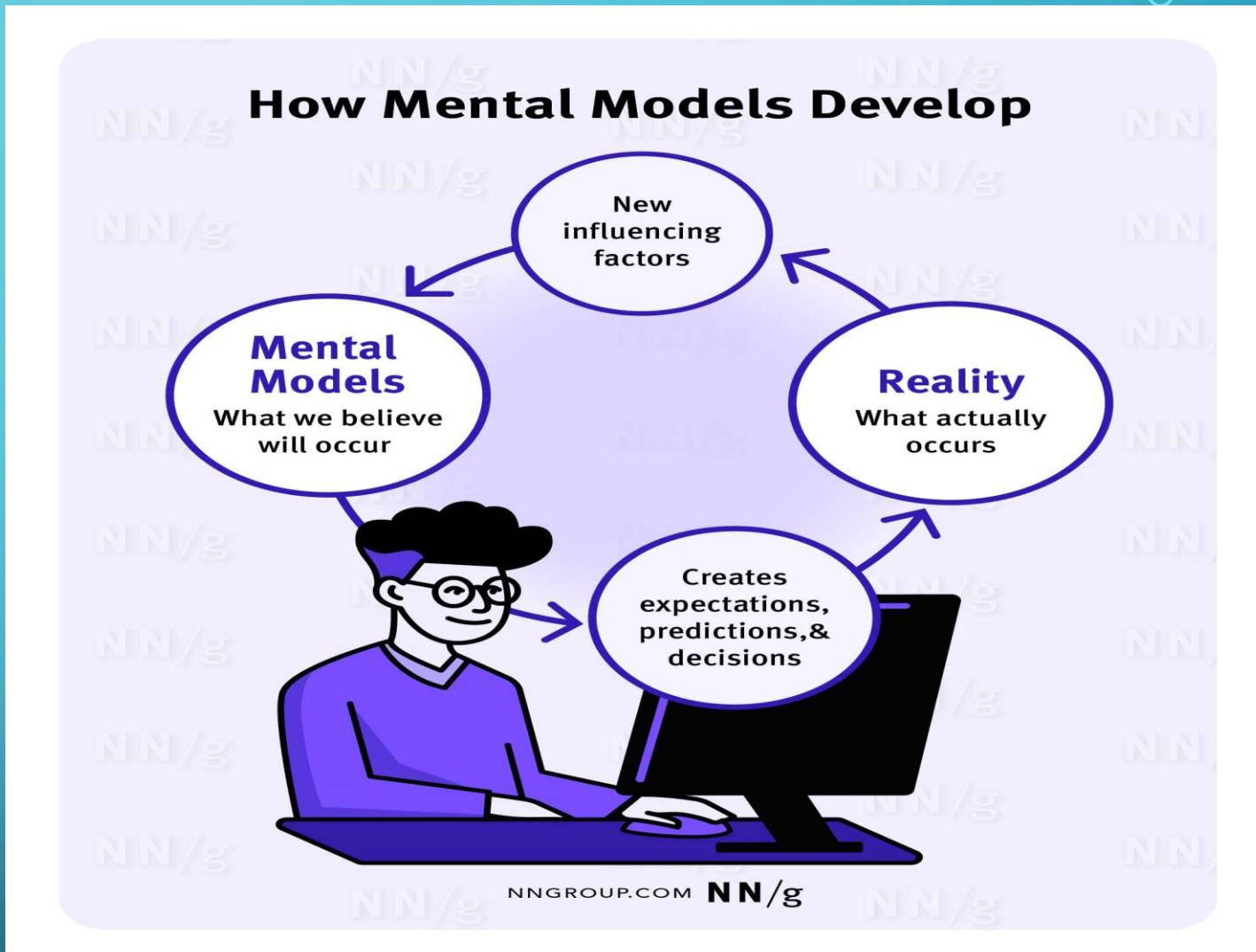


DRAW A MENTAL MODEL FOR THE
ABOVE DRAWN SCENARIO.

MODULE 8

MENTAL MODEL

- A mental model is what the user believes about the system (web, application, or other kind of product) at hand.
- Mental models help the user predict how a system will work and, therefore, influence how they interact with an interface.



INTRO

- defines mental models as, “**what the user believes about the system at hand.**”
- a mental model is **what a user thinks they know about how to use a website, mobile phone, or other digital product.** Mental models are built in a **user's brain** and people reference them to make their lives easier.
- By referring to **what they already know from their past interactions** with another weather app, for example, the user can streamline their interactions with a new weather app. They'll know approximately where to look for the current temperature, the forecast, and how to add the forecasts for other cities and states with minimal cognitive effort.

INTRODUCTION

- A mental model is a compression of how something works. Any idea, belief, or concept can be distilled down.
- Like a map, mental models reveal key information while ignoring irrelevant details.
- Models concentrate the world into understandable and useable chunks.
- Mental models help us understand the world.

FOR EXAMPLE,

- Velocity is a mental model that helps you understand that both speed and direction matter.
- Reciprocity is a mental model that helps you understand how going positive and going first gets the world to do most of the work for you.
- Margin of Safety is a mental model that helps you understand that things don't always go as planned.
- Relativity is a mental model that shows us we have blind spots and how a different perspective can reveal new information. The list goes on.



DOMINO'S PIZZA MOBILE APP

MENTAL MODEL

PROBLEM 1

The image displays two screenshots of a mobile application interface. The left screenshot shows a home screen with a 'Explore Menu' button at the top. Below it are two large pizza images labeled 'Veg Pizza' and 'Non-Veg Pizza'. Underneath these are smaller images for 'Sides', 'Others', 'Beverages', and 'Desserts', with an 'ADD 5 AG' button next to the Beverages section. At the bottom is a navigation bar with 'Menu', 'EDV', and 'Cart' buttons. The right screenshot shows a similar layout but with a different menu structure. It features a banner for 'EVERYDAY VALUE' with a 40% discount offer. Below this is an 'Offers' section with a 'VIEW ALL' button, featuring a 'Diwali Delights Week' offer for up to ₹300 off. At the bottom is a navigation bar with 'Menu', 'EDV', and 'Cart' buttons. A central text block compares the two designs.

Same Options
with different
vocabulary taking
unnecessary space on
the home screen and a
lot of creating
confusion for the
users

PROBLEM 1

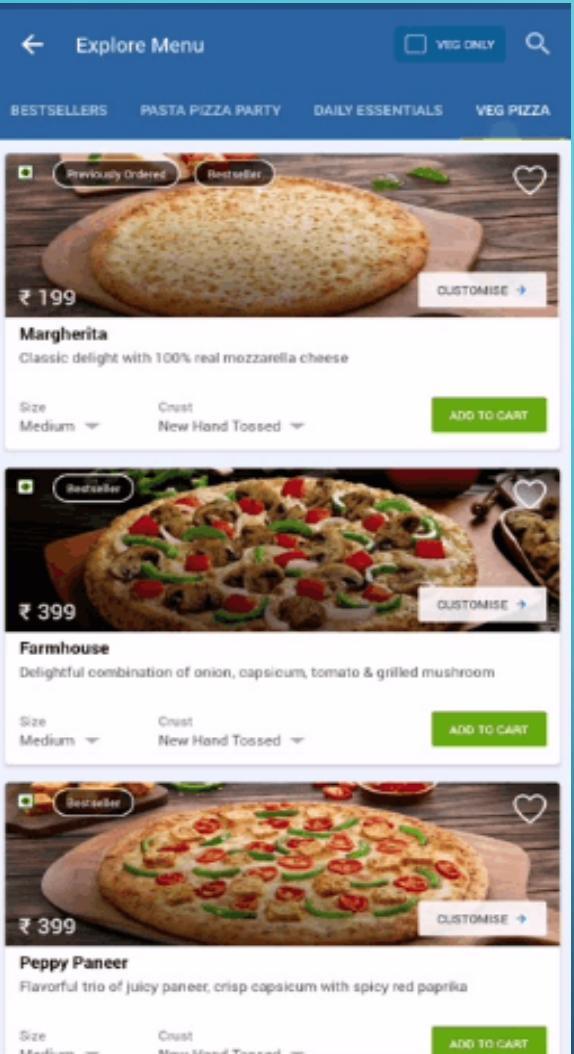


Poster being used for navigating users throughout the app

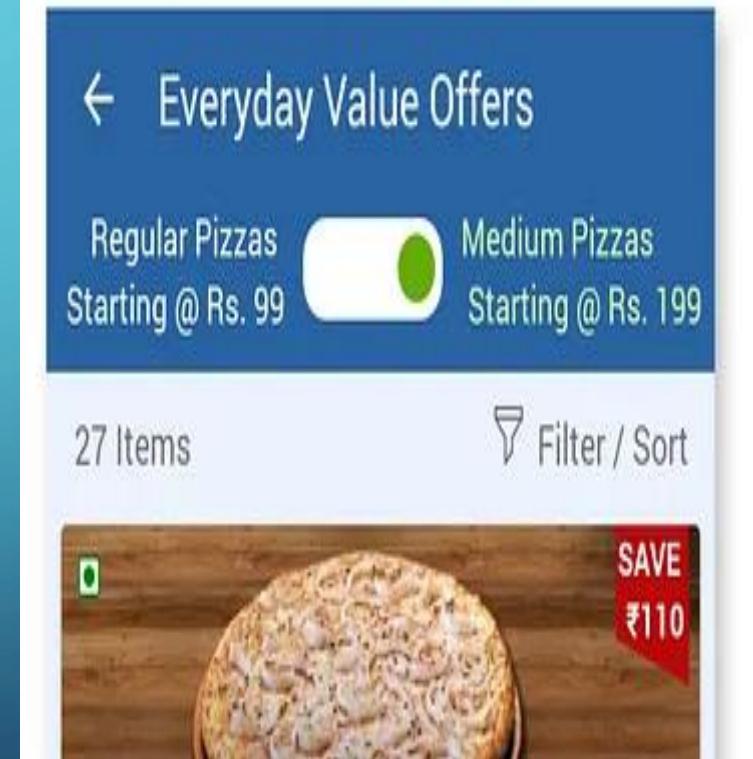


In these section
you can't read the
text even after
going to settings
of Text and display
size.

PROBLEM 1



Switch on header to navigate from one option to other.



PROBLEM 1

CONTRAST RATIO

4.09:1

WCAG GRADING

FAIL

← Everyday Value Offers

Regular Pizzas
Starting @ Rs. 99



Medium Pizzas
Starting @ Rs. 199

27 Items

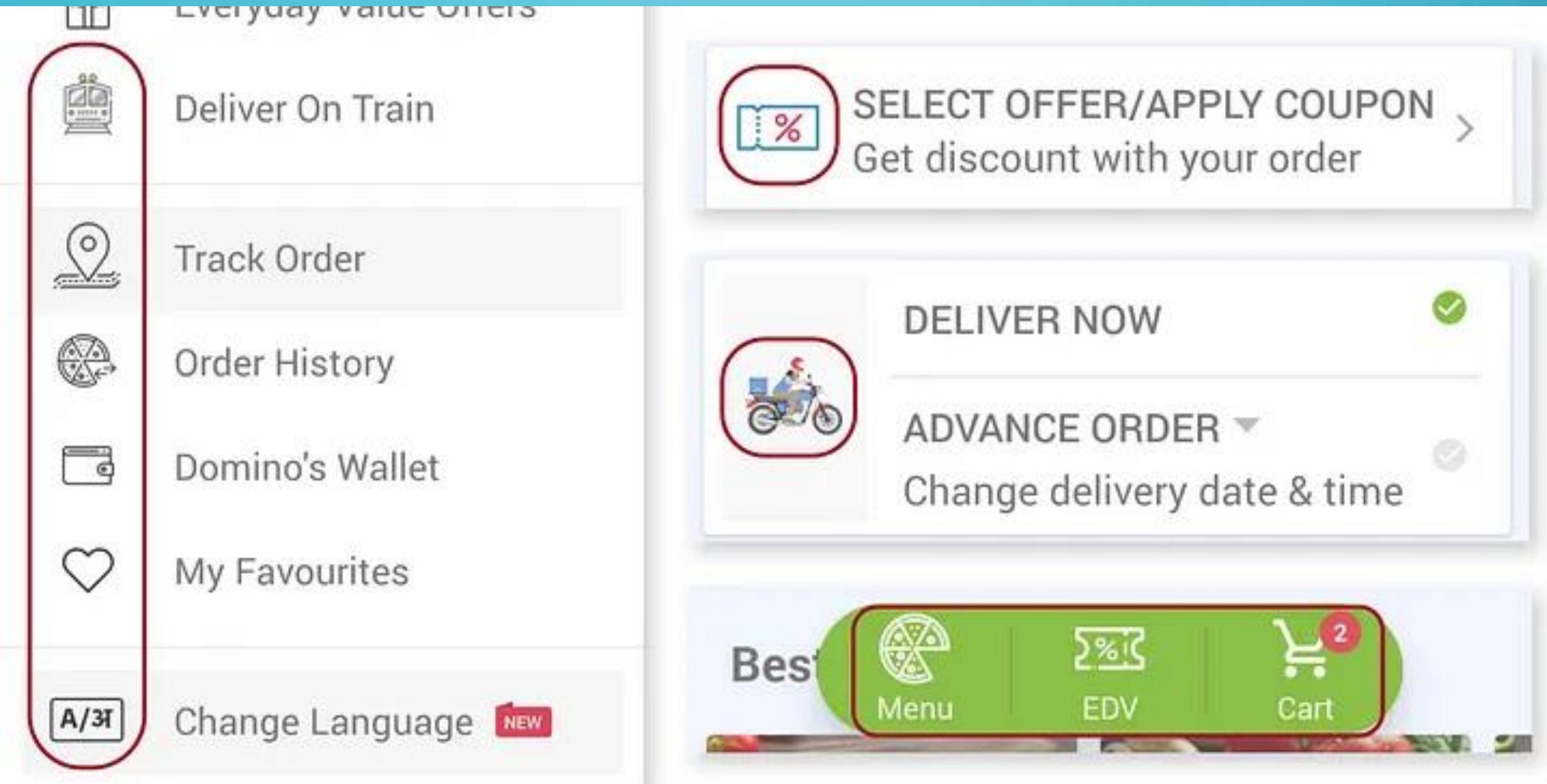
Filter / Sort



Active state text " Medium Pizza Starting @ Rs.199" and the background contrast test might have pass if it would have been a bold text but looking at it doesn't look bold or even semi-bold from a distance

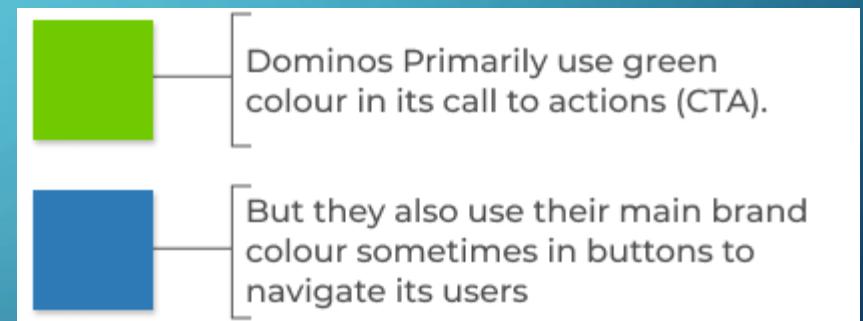
Inconsistency - Somewhere they are using Rs. as currency symbol (which India stopped using way back in 2011) and somewhere they are using "₹"

PROBLEM 1



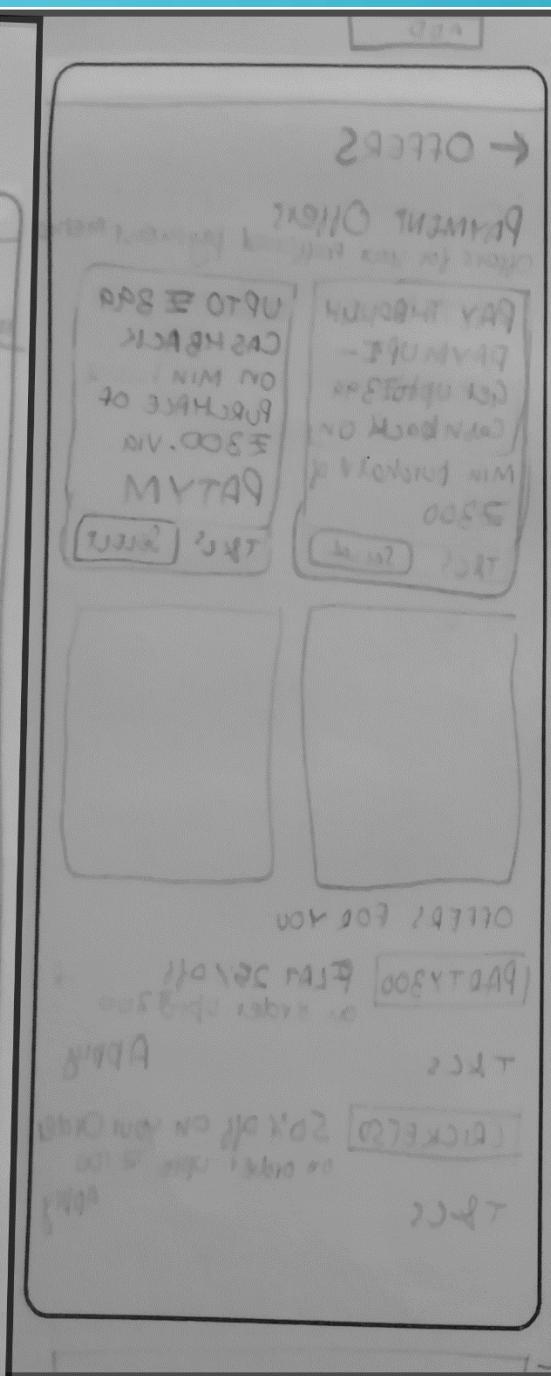
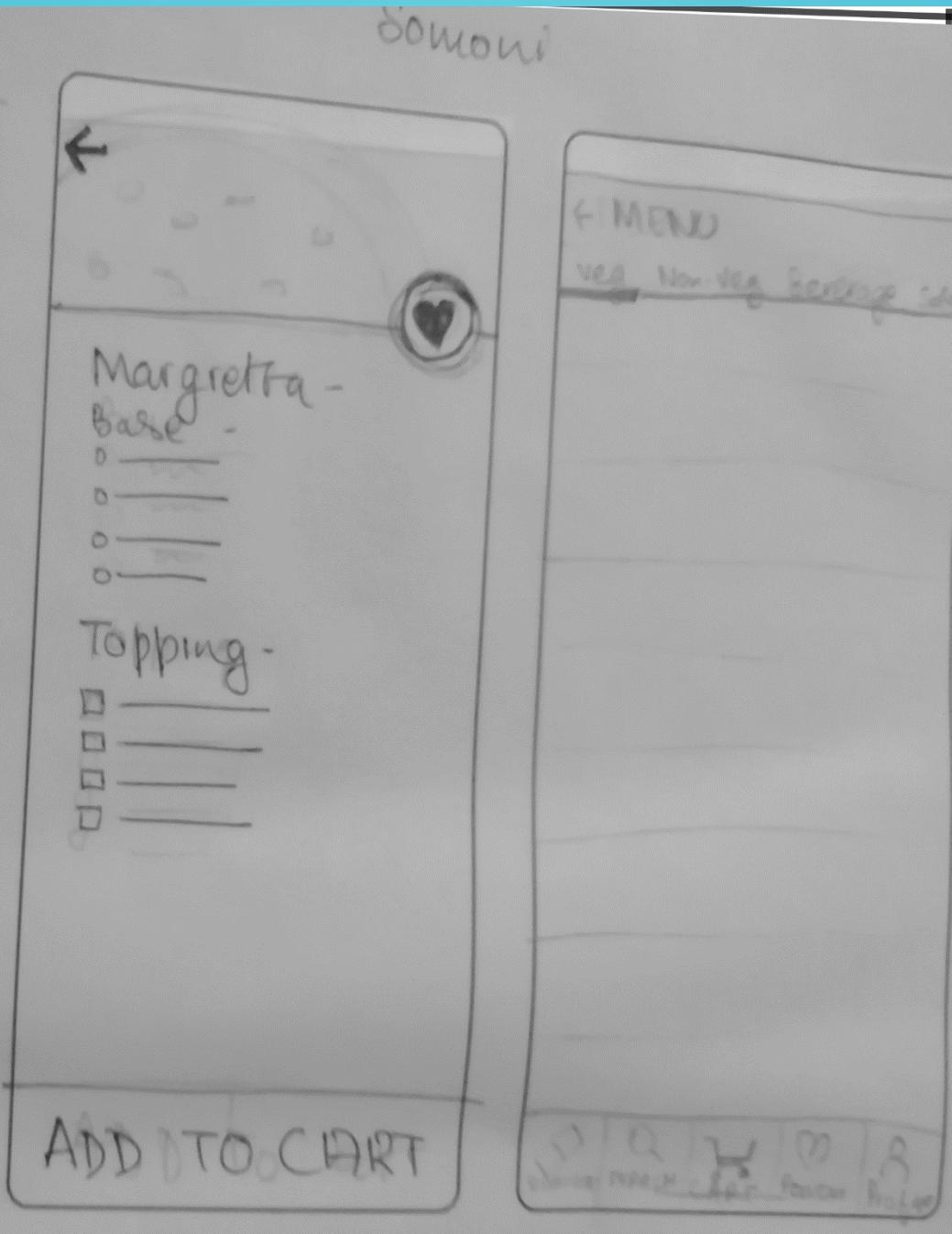
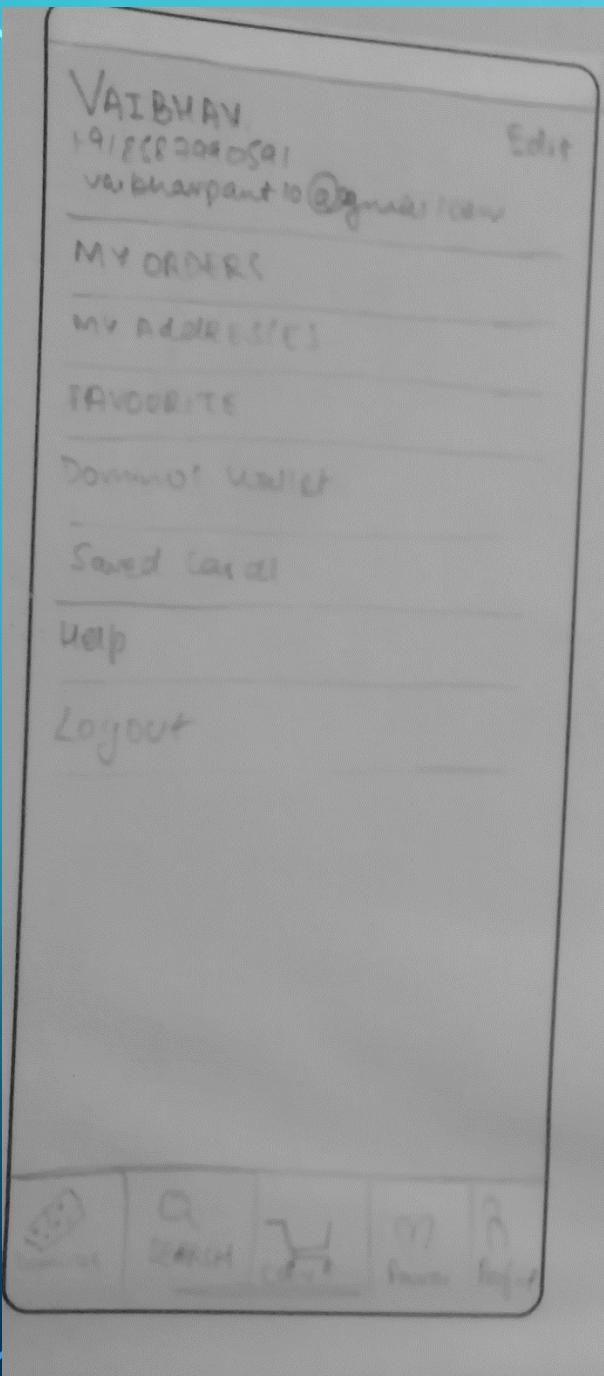
WHAT POINT NEED TO CHECK

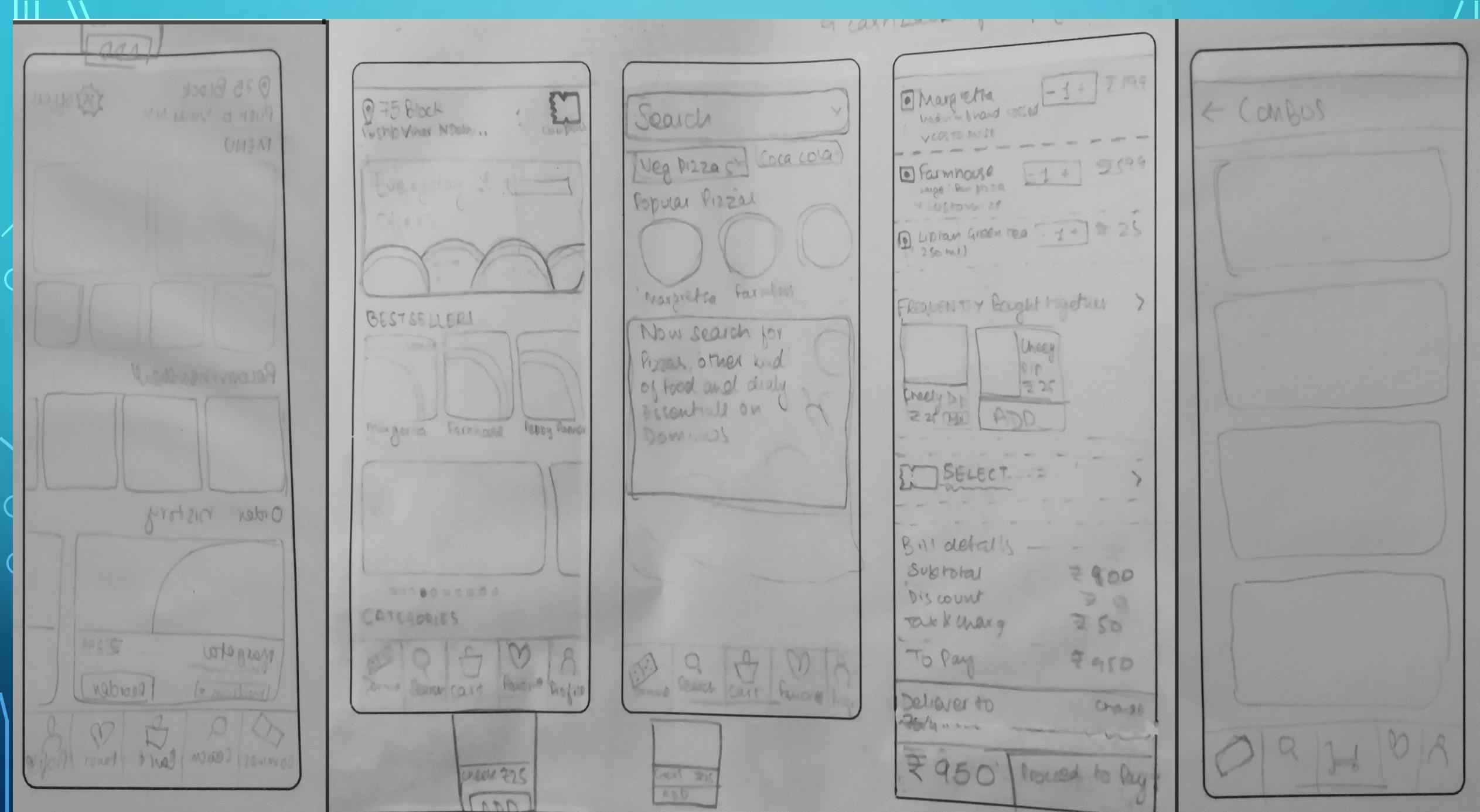
- What typeface they currently use - Proxima Nova.
- Which colour is used where and why.
- How the current content structuring is done.
- Current user-flows.



A wireframe circuit board pattern is visible on the left side of the slide, consisting of vertical and diagonal lines forming a grid-like structure.

WIREFRAME





CURRENT

9:41

Deliver to ▾
Sector 1, Pushp Vihar, New Delhi

Delivery Takeaway Dine-in Deliver on Train

PASTA PIZZA PARTY INTRODUCING THE ALL-NEW EVERYDAY VALUE 2 PIZZAS STARTING ₹99. ₹199. ORDER NOW

Explore Menu

 
Veg Pizza Non-Veg Pizza

  
Sides & Others Beverages Desserts

EVERYDAY VALUE 2 PIZZAS STARTING ₹99. ₹199. **SAVE 40%** **ORDER NOW**

Menu EDV Wallet Cart

REDESIGN

9:41

75 Block
Sector-1 Pushp Vihar New Delhi.. Deliver On Train

IT'S BACK! 

EVERYDAY VALUE 2 PIZZAS STARTING ₹99. ₹199. **SAVE 40%** **SAFEST EVER**

Menu

 
Veg-Pizzas **Non-Veg Pizzas**

  
DESSERT **SIDES** **BEVERAGES**

Meals & Combos


KNOW MORE >

Domino's Search Cart Favourite Account

CURRENT

9:41

Explore Menu VEG ONLY

BESTSELLERS PASTA PIZZA PARTY DAILY ESSENTIALS VEG PIZZA

NEW
₹ 399
Creamy Tomato Pasta Pizza - Veg
Loaded with a delicious creamy tomato pasta topping , green capsicum, crunchy red and yellow bell peppers and black olives.
Size Medium Crust New Hand Tossed

NEW
₹ 309
Moroccan Spice Pasta Pizza - Veg
A pizza loaded with a spicy combination of Harissa sauce and delicious pasta.
Size Medium Crust New Hand Tossed

NEW
₹ 399
Creamy Tomato Pasta Pizza - Non Veg
Loaded with a delicious creamy tomato pasta topping, BBQ pepper chicken, green capsicum, crunchy red and yellow bell peppers.
Size Medium Crust New Hand Tossed

REDESIGN

9:41

Menu

Veg Pizzas Non-Veg Pizzas Sides Bevera

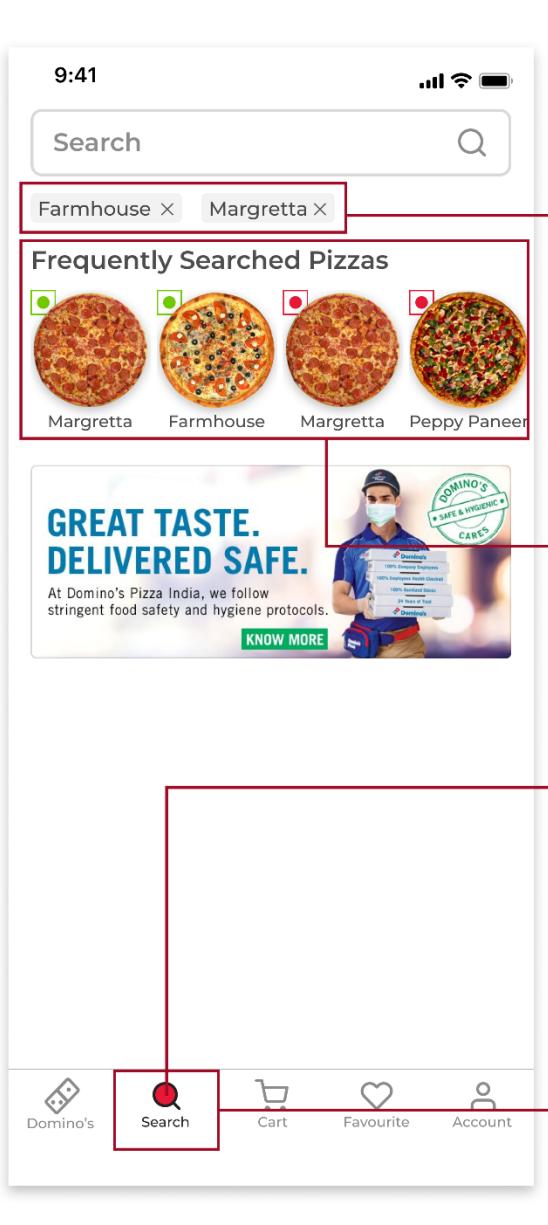
Bestseller
Margherita
₹274
Classic delight with 100% real mozzarella cheese
 Customizable

NEW
Moroccan Spice Pasta Pizza
₹309
A pizza loaded with a spicy combination of harissa more..
 Customizable

Farmhouse
₹474
Delightful combination of onion, capsicum, tomato & more..
 Customizable

Bestseller
Peppy Paneer
₹474
Flavorful trio of juicy paneer, crisp capsicum with spicy red paprika
 Customizable

Bestseller
Veg Extravaganza
₹474
Black olives, capsicum, onion, grilled mushroom, corn, more..
 Customizable



Recently Searched Options

For making the search flows as fast as possible.

Most Searched Pizzas

Most frequently searched pizzas by users.

Dominos Brand Colour

Brand colours used in the menu to show their active stage.

Search Option

For Frequent Searches of any item.

CURRENT

9:41

3 Items in Cart
You Pay : ₹ 1126

Moroccan Spice Pasta Pizza - Veg
Medium | New Hand Tossed
₹ 384.00

Cheese n Corn
Medium | New Hand Tossed
₹ 384.00

Margherita
Medium | New Hand Tossed

Delivering to HOME
flat no. 4, block no. 75 near community centre
Sector 1, Pushp Vihar, New Delhi

Payment Mode
Paytm ✓
CHANGE

PLACE ORDER >
You pay ₹ 1126

REDESIGN

9:41

Farmhouse
Medium size
New Hand tossed
Customise

Moroccan Spice Pasta Pizza
Medium size
New Hand tossed
Customise

Moroccan Spice Pasta Pizza
Medium size
New Hand tossed
Customise

Butterscotch Mousse Cake
250ml

Cheesy Jalapeno Dip
10ml

Coupons/Offers For You >

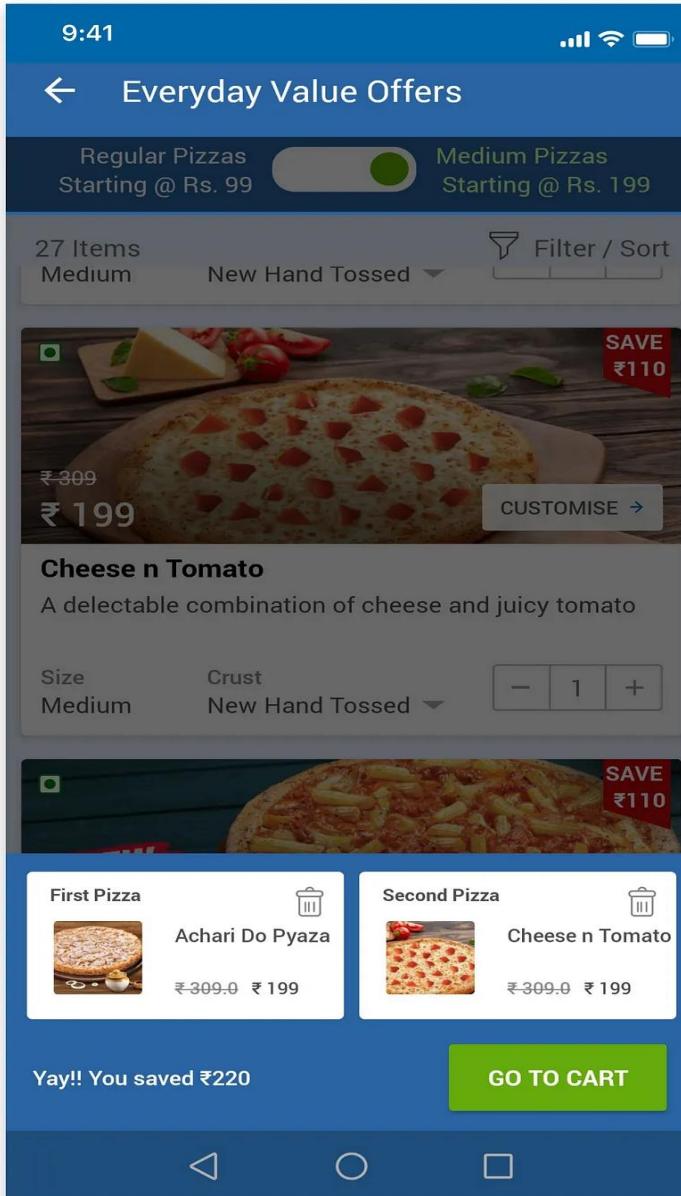
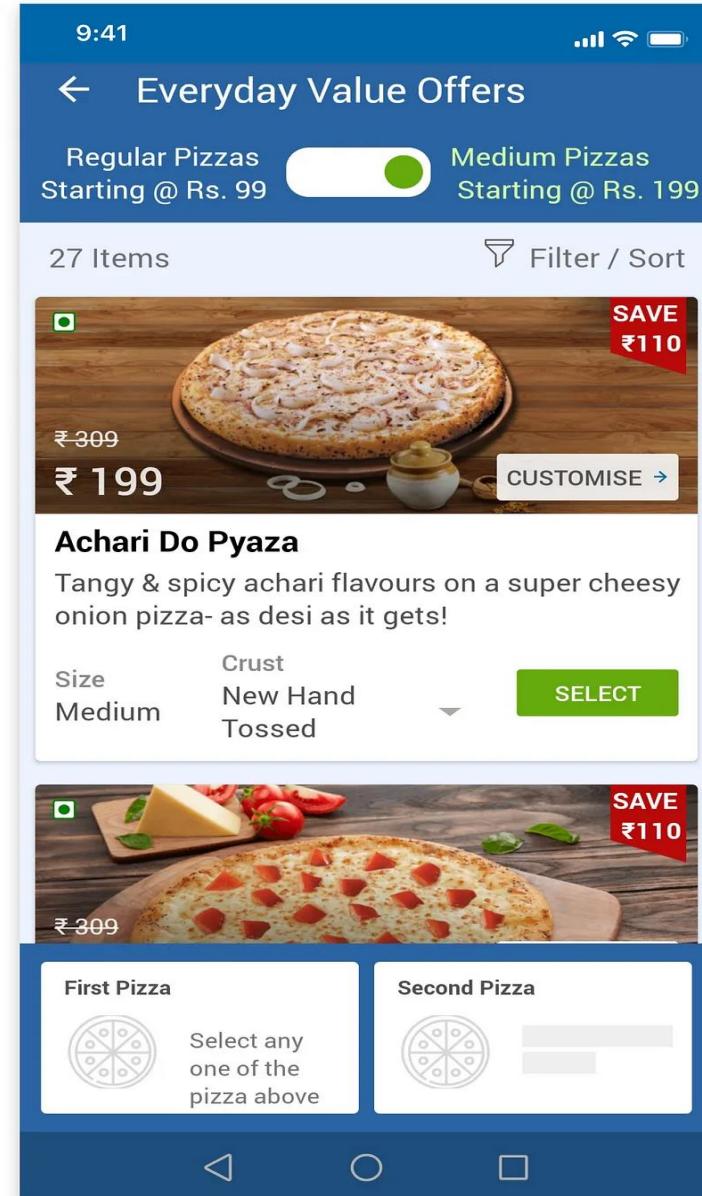
Frequently Bought Together >

Cheesy Dip
Deliver Order To-
75 Block Sector-1 Pushp V...
Change

Pay ₹300

Domino's Search Cart Favourite Account

CURRENT



REDESIGN

9:41

← Everyday Value Offer

Regular Pizzas Meduim Pizzas

Marghareta
₹275 ₹165 40% Discount Deal
Classic delight with 100% real mozzarella cheese

Moroccan Spice Pasta Pizza
₹309 ₹154 50% Discount Deal
A pizza loaded with a spicy combination of harrissa [more..](#)

Farmhouse
₹309 ₹112 60% Discount Deal
Delightful combination of onion, capsicum, tomato & [more..](#)

Peppy Paneer
₹309 ₹120 39% Discount Deal
Flavorful trio of juicy paneer, crisp capsicum with spicy red paprika

Select Anyone Pizza From Above Categories

Select Anyone Pizza From Above Categories

Customizable

9:41

← Everyday Value Offer

Regular Pizzas Meduim Pizzas

Marghareta
₹275 ₹165 40% Discount Deal
Classic delight with 100% real mozzarella cheese

Moroccan Spice Pasta Pizza
₹309 ₹154 50% Discount Deal
A pizza loaded with a spicy combination of harrissa [more..](#)

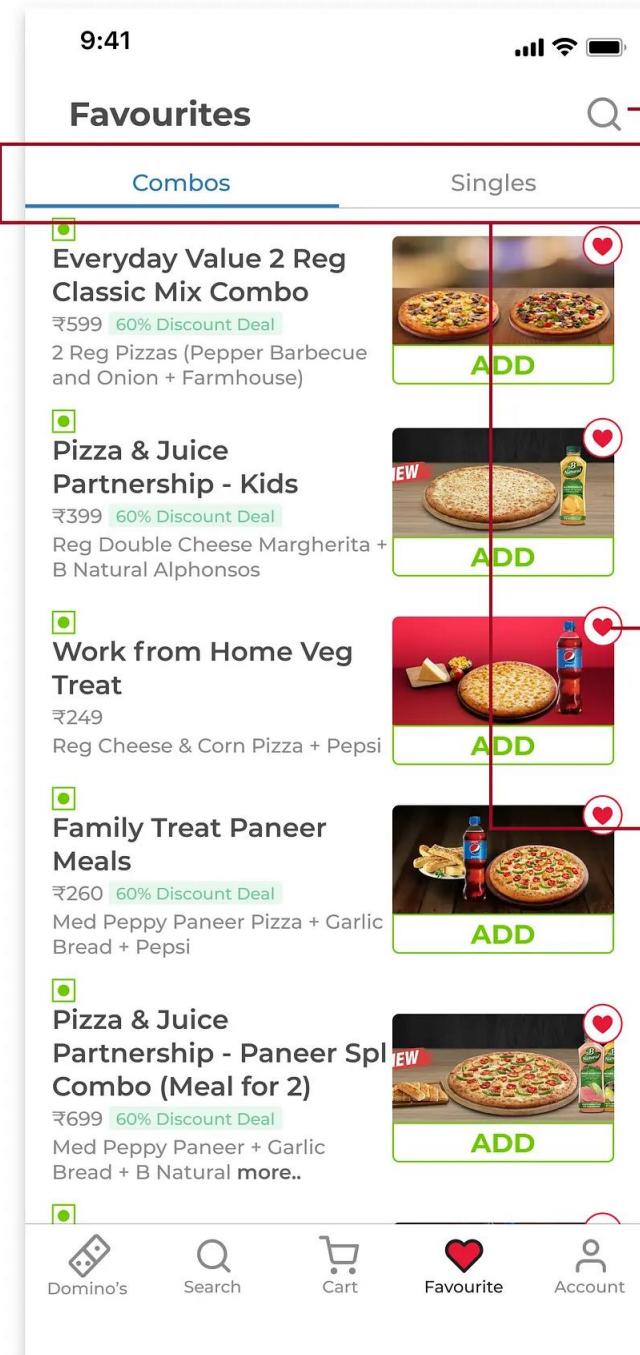
Farmhouse
₹309 ₹112 60% Discount Deal
Delightful combination of onion, capsicum, tomato & [more..](#)

Peppy Paneer
₹309 ₹120 39% Discount Deal
Flavorful trio of juicy paneer, crisp capsicum with spicy red paprika

Moroccan Spice Pasta Pizza
Regular Size
\$309 \$199
Black olives, capsicum, onion

Moroccan Spice Pasta Pizza
Medium Size
\$309 \$199

GO TO CART

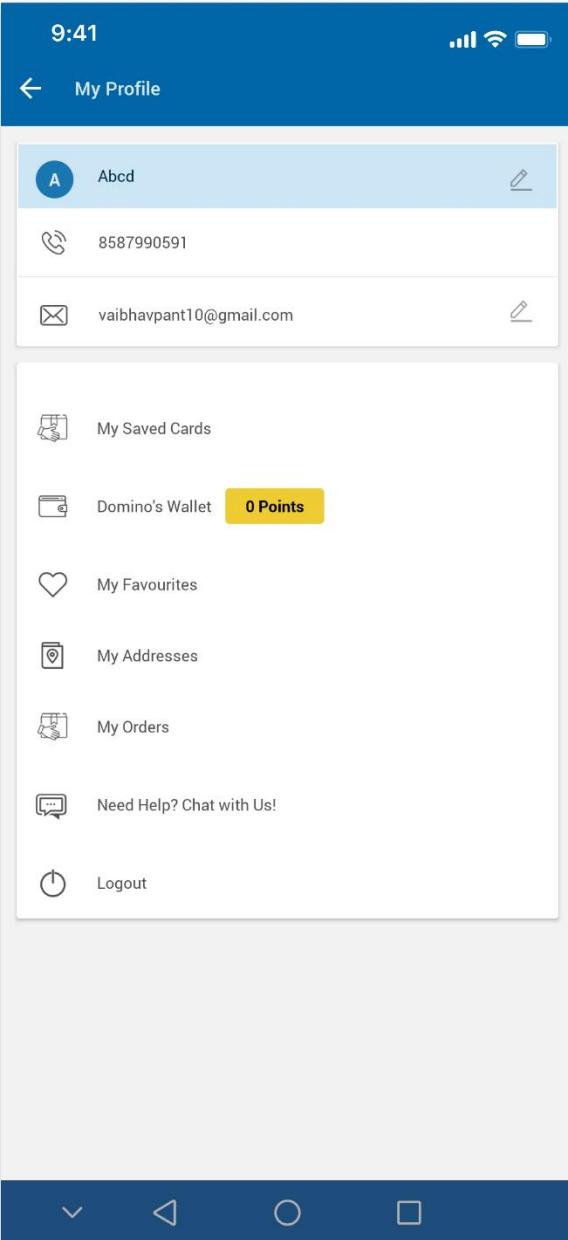


Added a search option for users favourite products
the search option will only search in your favourite products

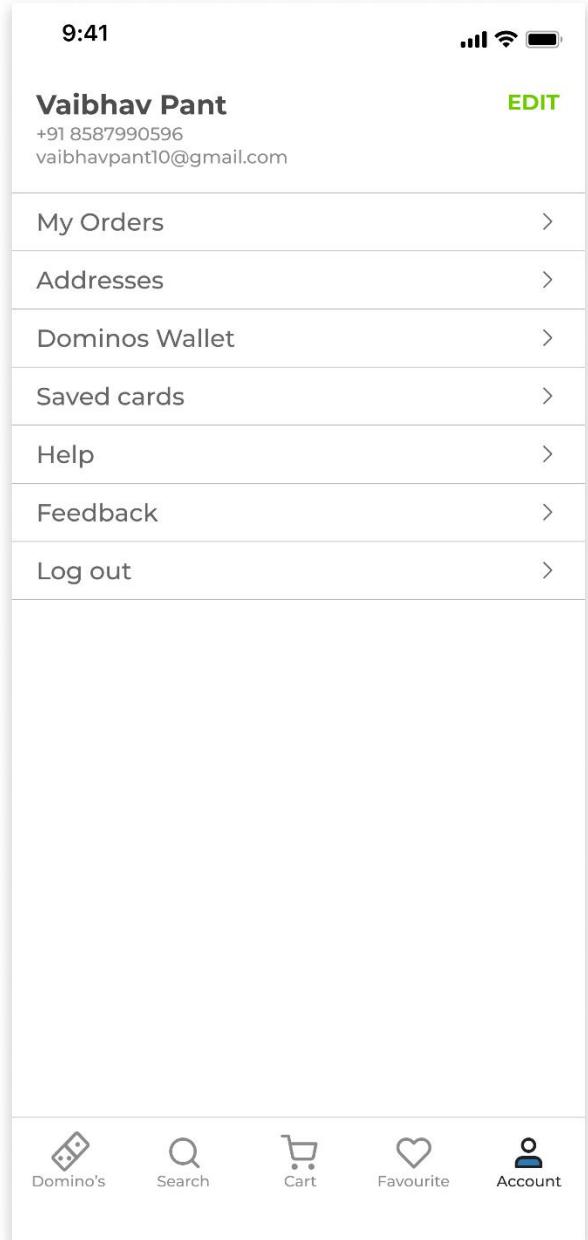
Unhearting any product = Removing product from favourite list

2 tabs in the favourites section one for singular products other for combo meals

CURRENT

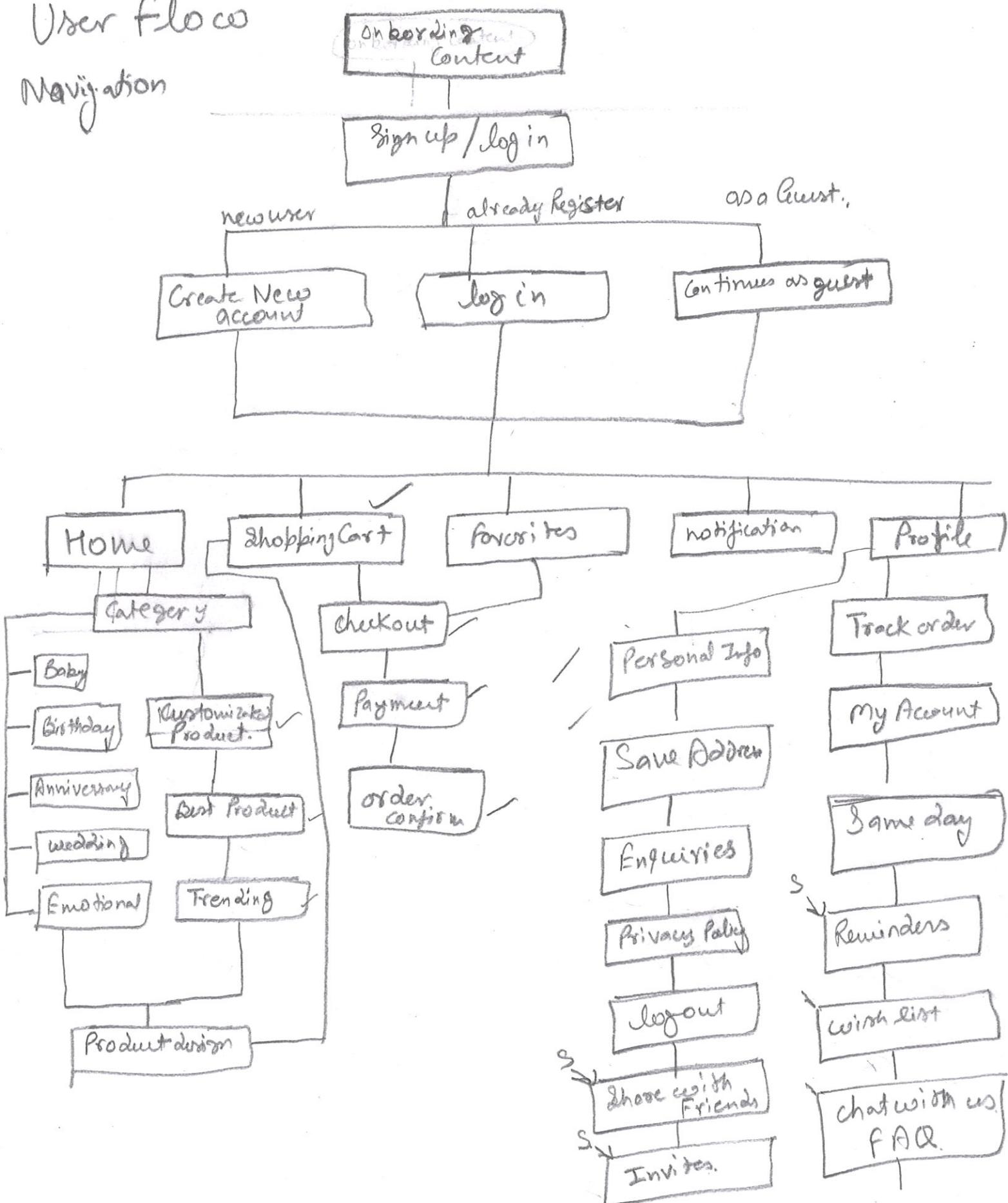


REDESIGN



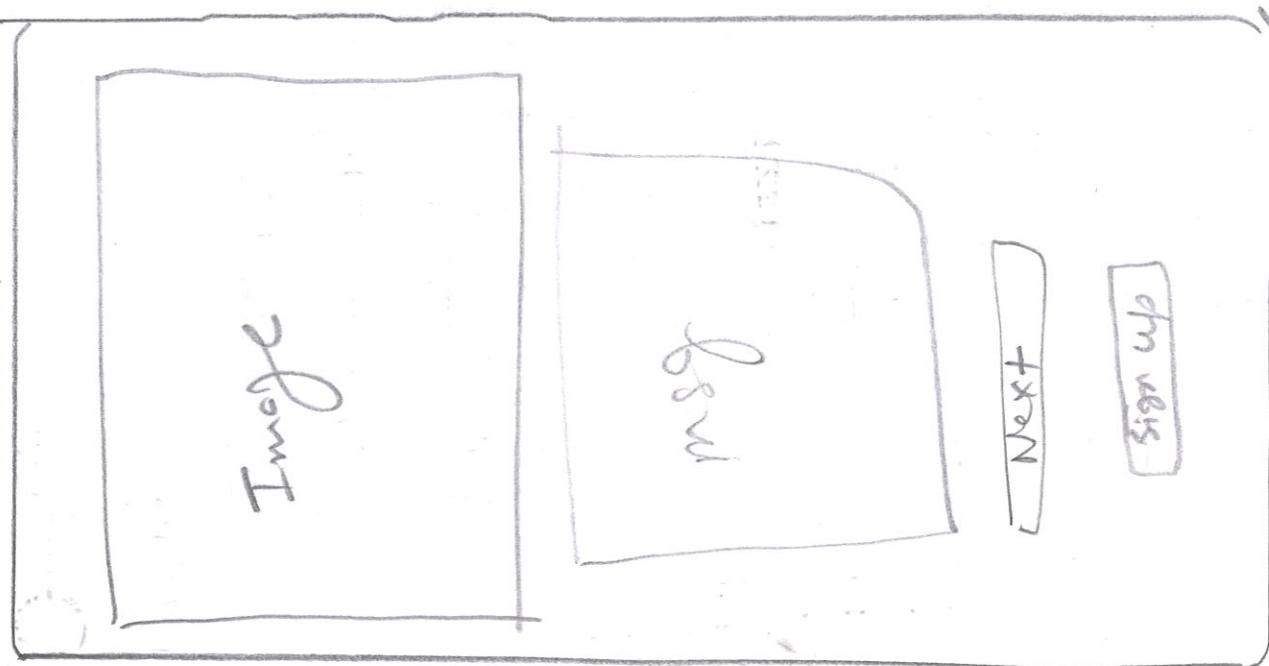
User flows

Navigation

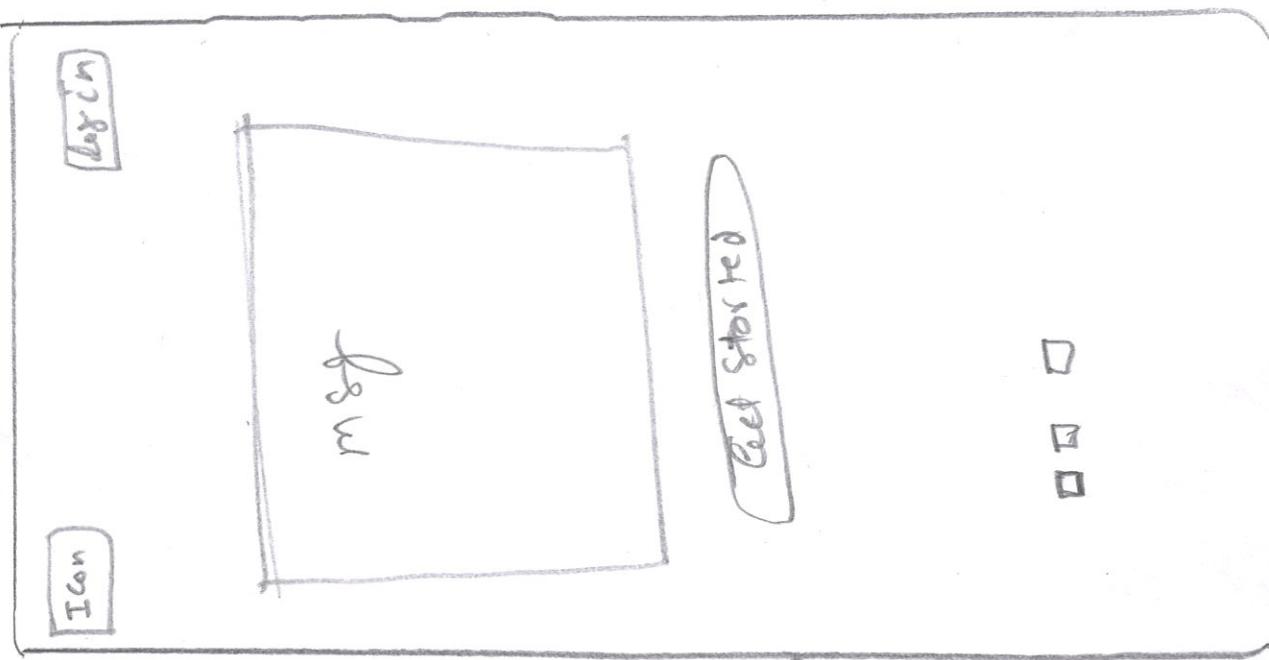


On Boarding Process

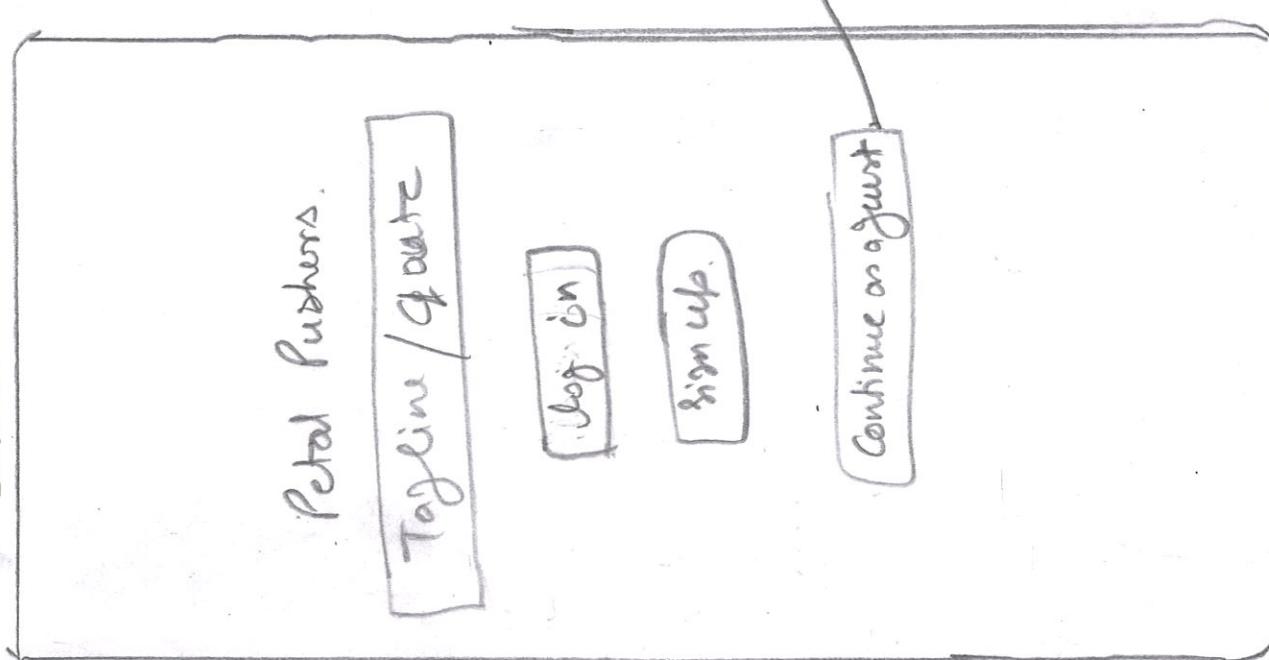
Screen 3.



Screen 2



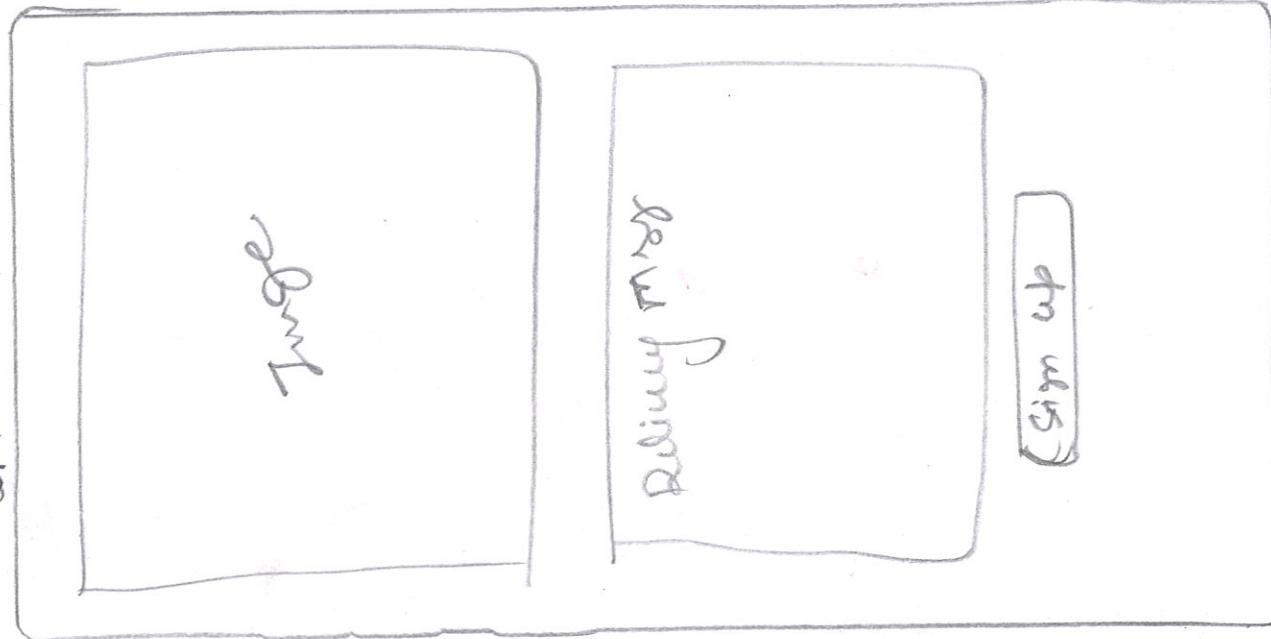
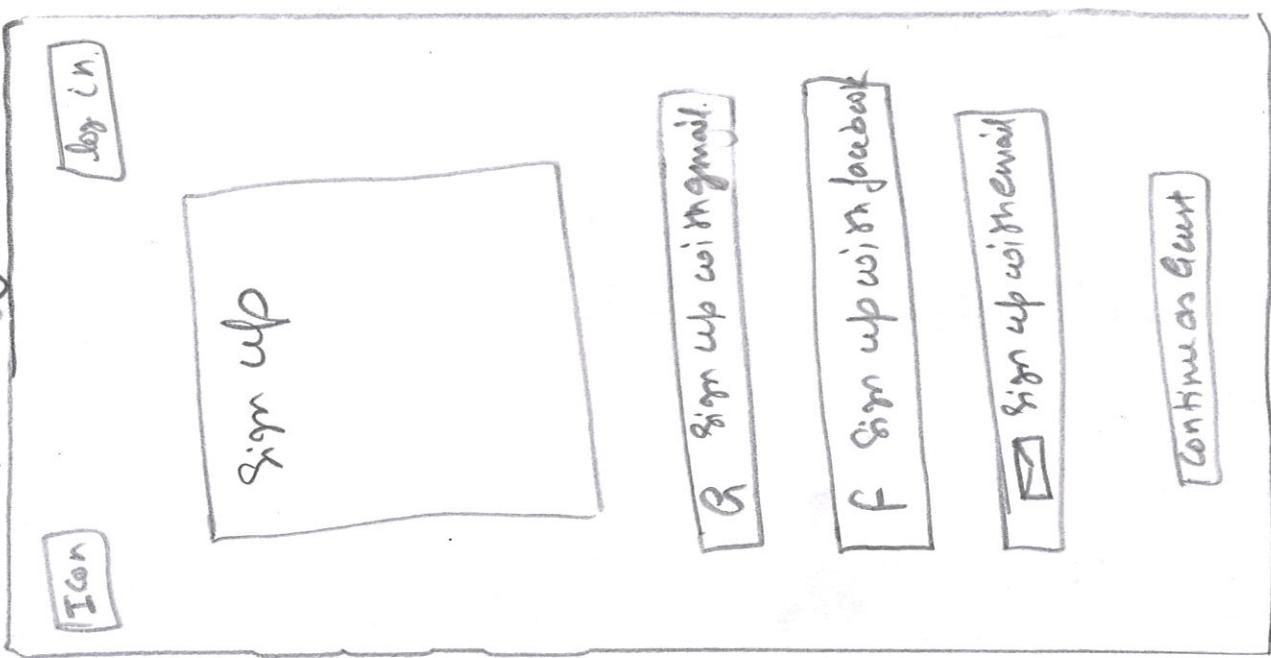
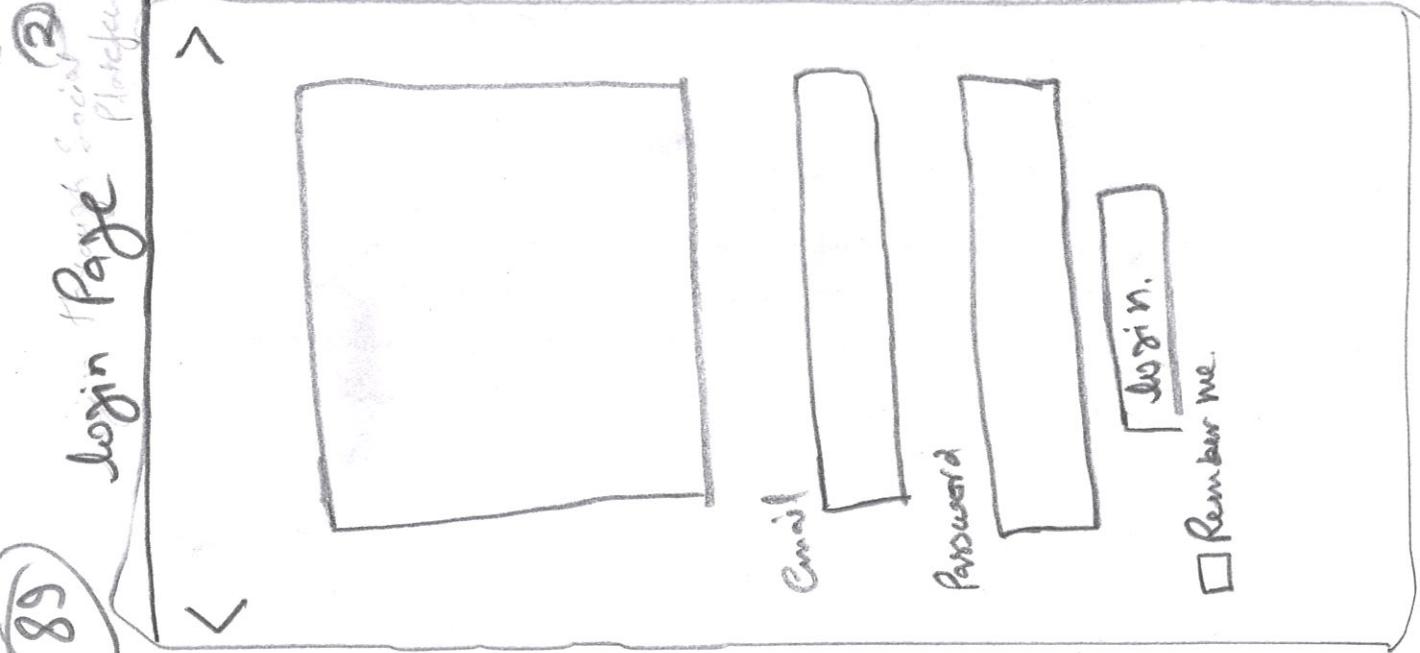
Screen -1



Login Page

sign up Login Through Social Platform 89

Splash Screen.



Social Profile

Sign up (1)

< [Create a New Account] >

Email address

Phone Number

Proceed

Confirm Password

? or

③

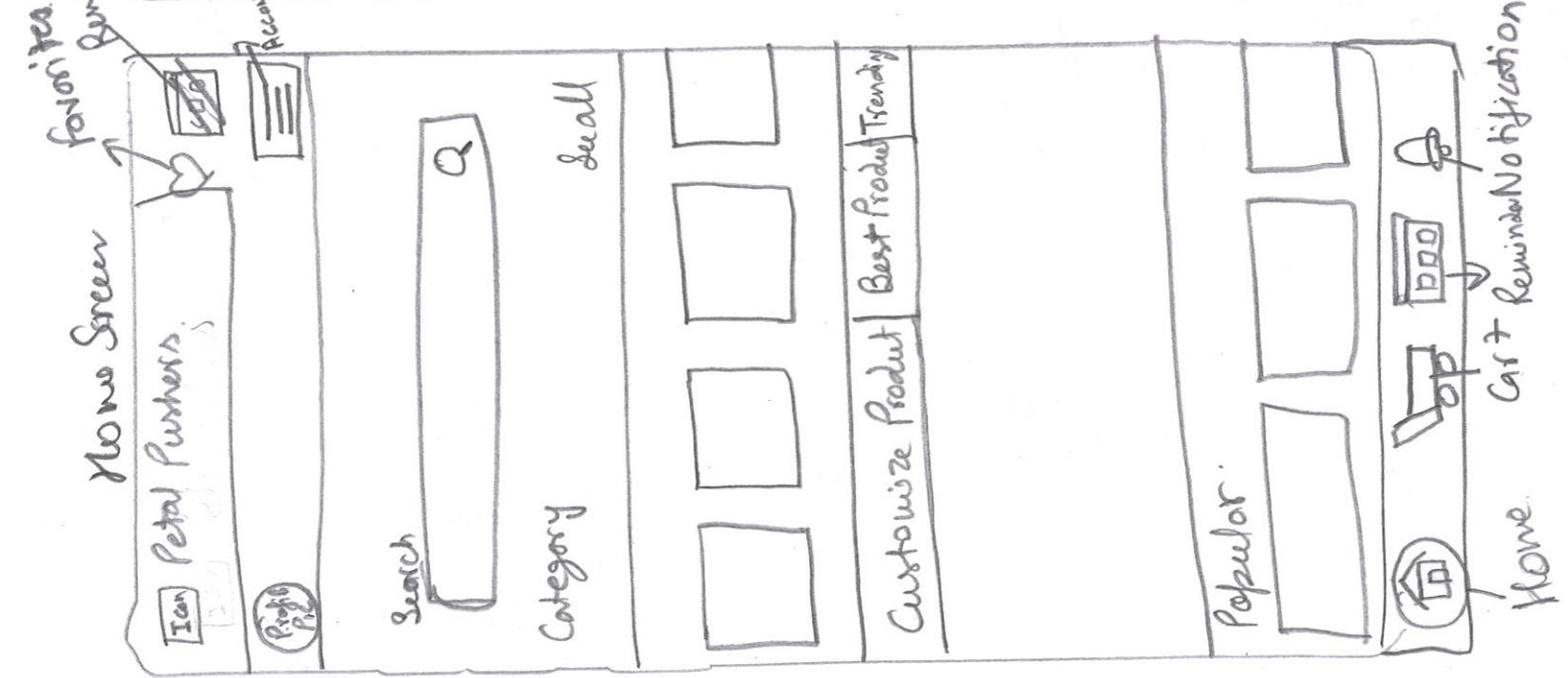
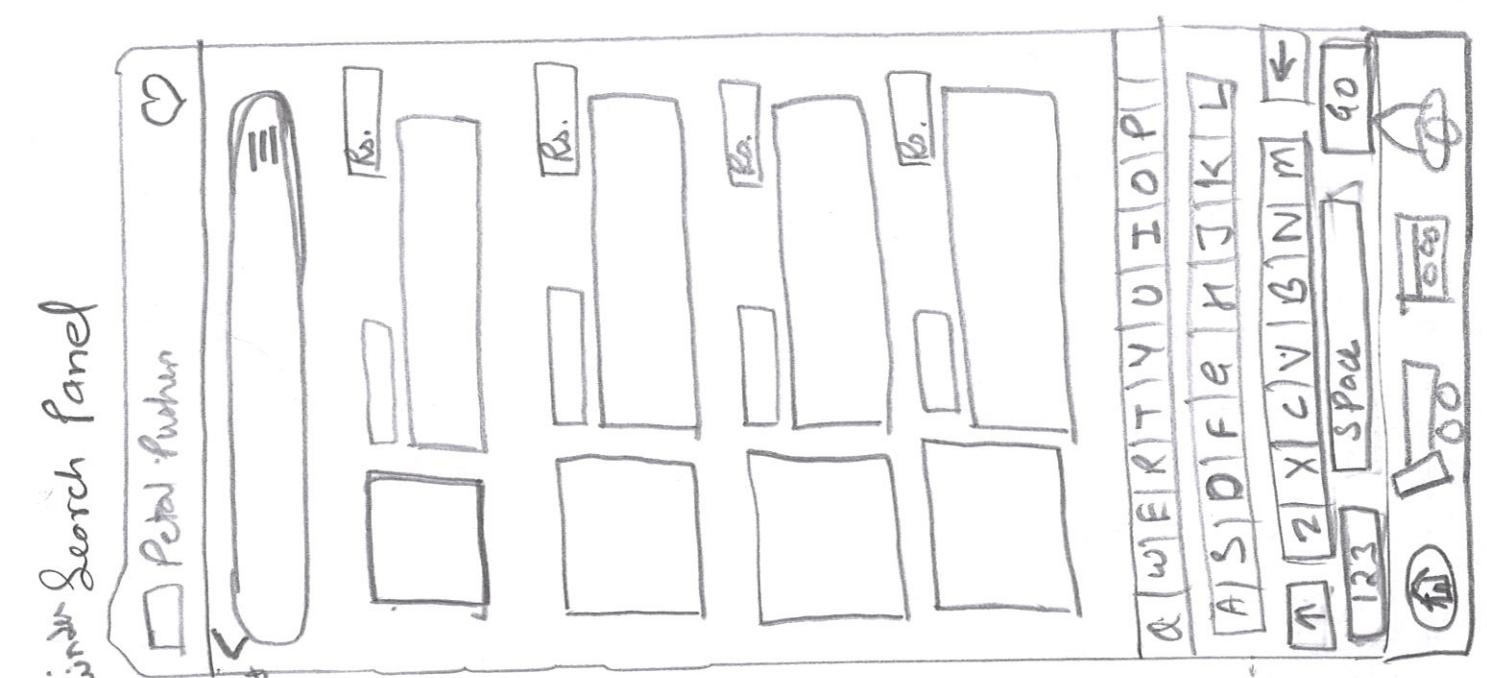
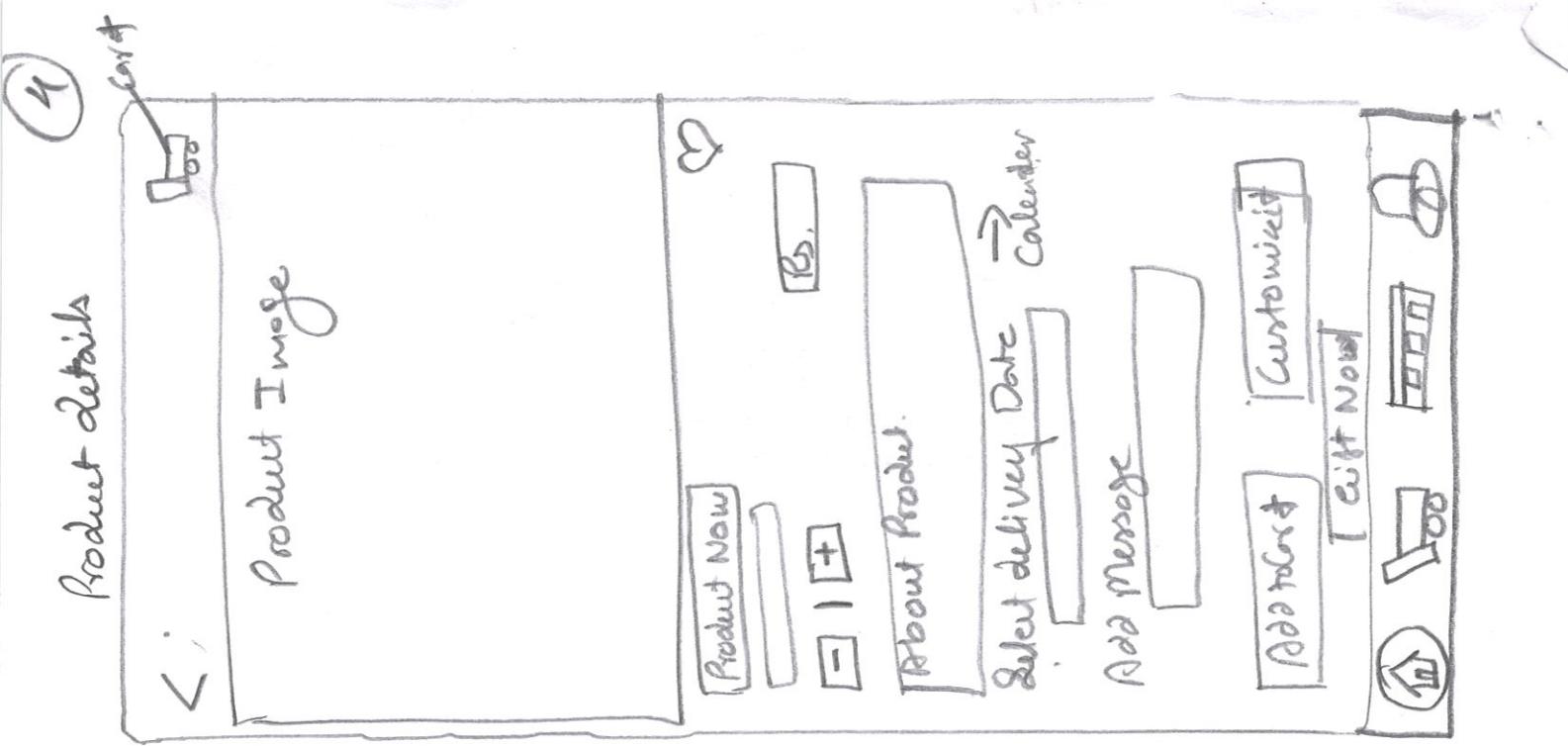
Sign up verification

< Enter OTP >

We have sent a message with an activation code to your mobile phone & email.

Did not get it?

1	2	3
4	5	6
7	8	9
0	Symbol! <input type="text"/>	Correct <input type="text"/>



⑤

Confirmation

< Confirmation ?

Tracking Method →

<input type="checkbox"/> Thank You	Your order has been successfully received.
<input type="checkbox"/> Product	Total Price
<input type="checkbox"/> Delivery Date	<input type="checkbox"/> delivery address
<input type="checkbox"/> Continue Shopping	<input type="checkbox"/> Payment mode
<input checked="" type="checkbox"/> Back	<input checked="" type="checkbox"/> Home

5

Payment

< Payment →

<input type="checkbox"/> Bank Now	<input type="checkbox"/> Debit / Credit Card
<input type="checkbox"/> UPI	<input type="checkbox"/> EMI
<input type="checkbox"/> Credit Card	<input type="checkbox"/> Deliat
<input type="checkbox"/> Card No	<input type="checkbox"/> Card Name
<input type="checkbox"/> Expire date	<input type="checkbox"/> CVV No
<input type="checkbox"/> Confirm	<input type="checkbox"/> Enter OTP
<input checked="" type="checkbox"/> Bank	<input checked="" type="checkbox"/> Delivery

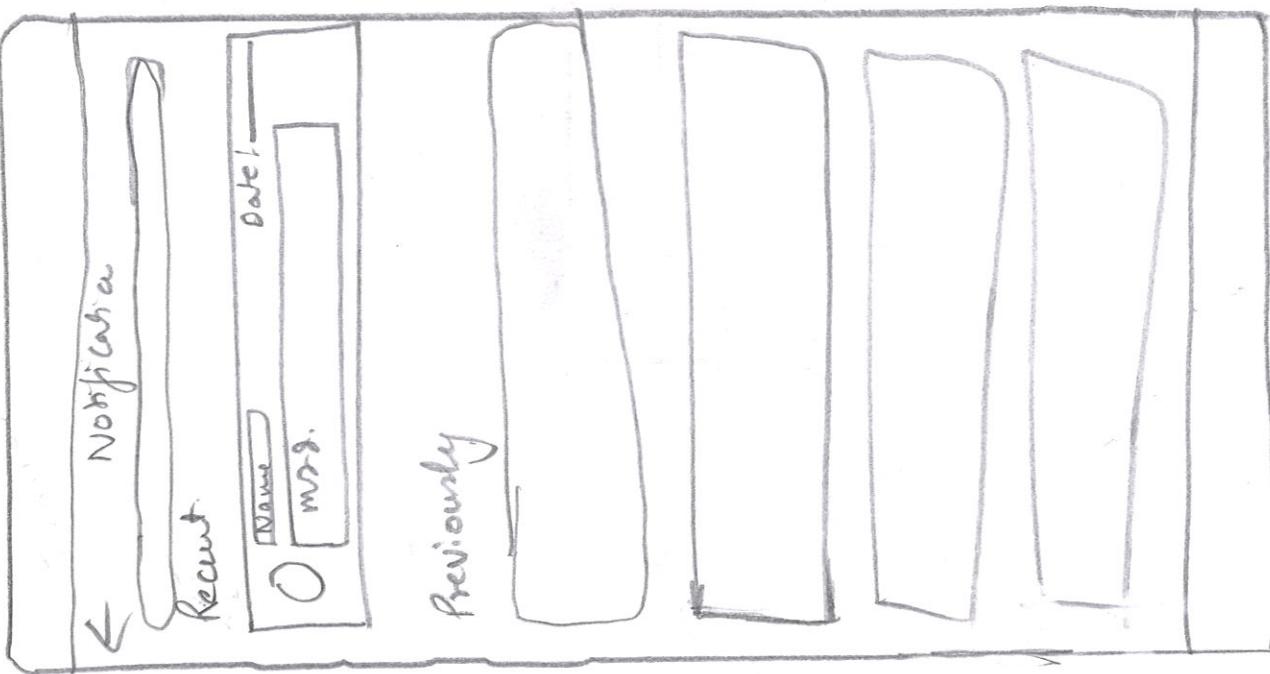
Delivery Details

< Delivery →

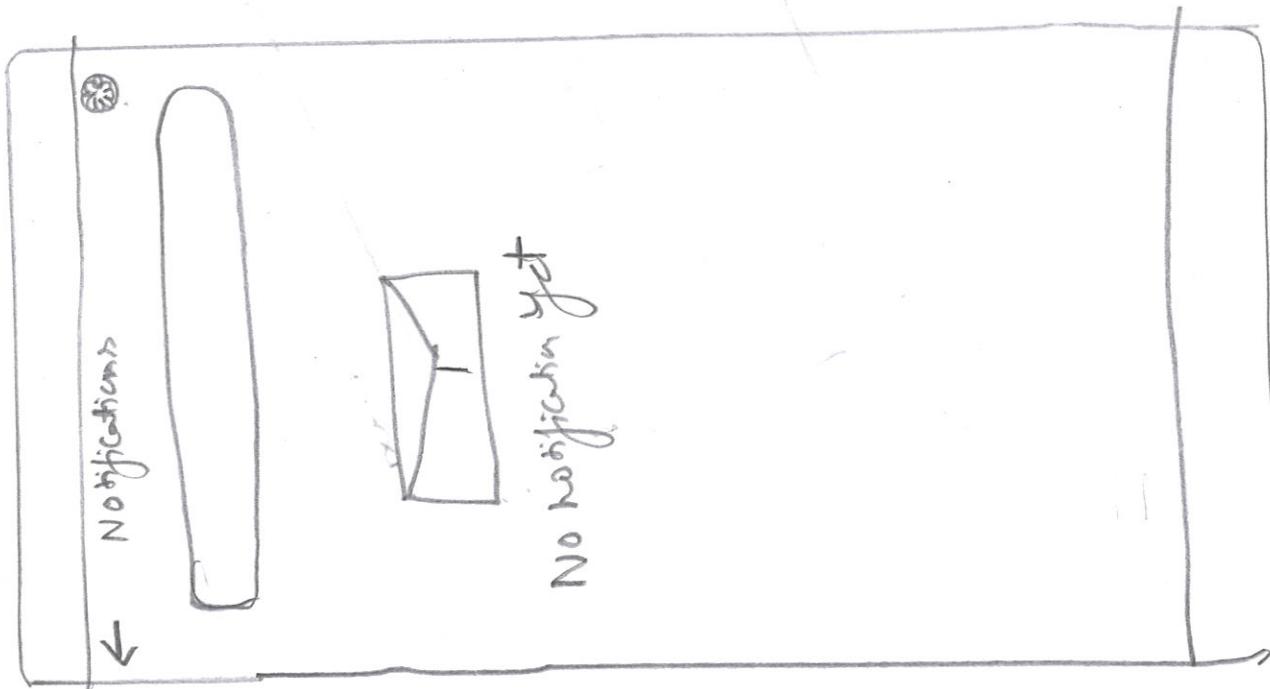
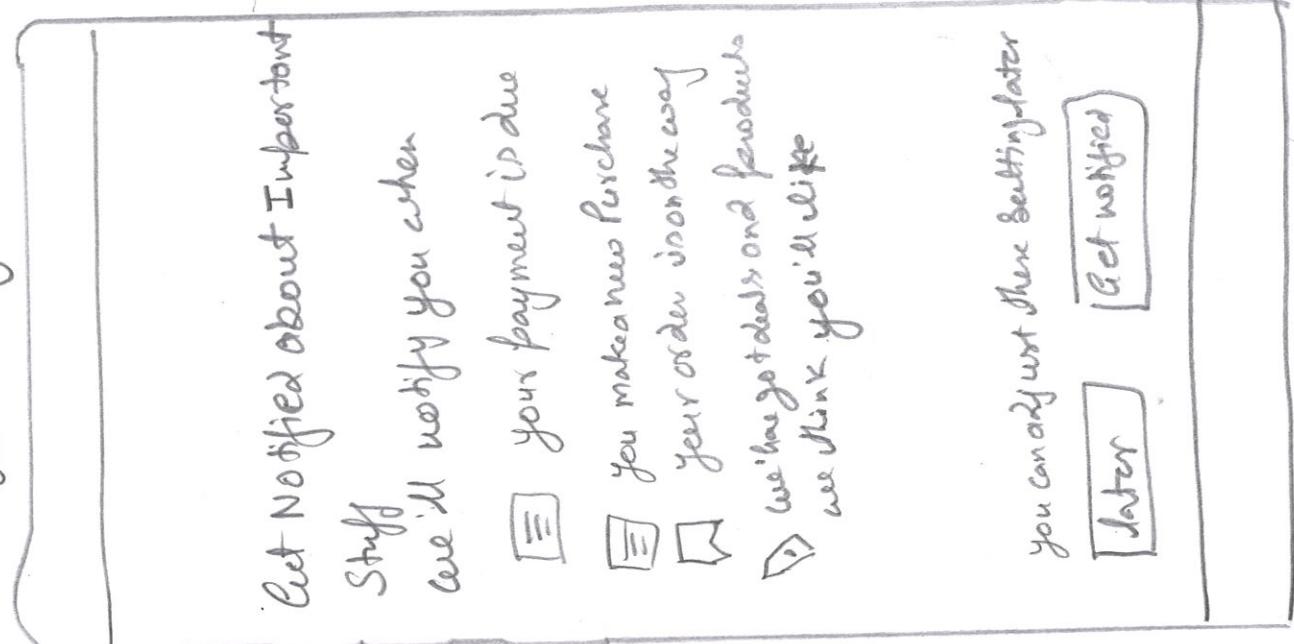
<input type="checkbox"/> Recipient details	<input type="checkbox"/> Address
<input type="checkbox"/> Mobile No	<input type="checkbox"/> Email
<input type="checkbox"/> Gender details	<input type="checkbox"/> Save details
<input type="checkbox"/> Delivery date	<input type="checkbox"/> Save & Continue
<input type="checkbox"/> Home	<input type="checkbox"/> Delivery

Notification

⑥



On boarding Process



Select date Component

Select date	Today	Tomorrow
Time Slot	Schedule	
Offer delivery	Set on option	Time slot
Time delivery	0	0
0 Time	0	0
0 Schedule delivery	0	0
0	Re.	Re.

Reminder me	<>
DATES	
Calendar	
Occasion	o Name
Add Note	
o Repeat every year	Remember
Confirm	

Others

UPI Payment	
UPI APP	<input type="checkbox"/>
UPI ID	<input type="checkbox"/>
Amount	<input type="checkbox"/>
Scan & R	<input checked="" type="checkbox"/>



⑧

Practical 11 Design Customer Journey map.

Answer: -

Design on Figma

Stage	Customer Goals	Customer Actions	Touchpoints	Emotions	Opportunities
1. Awareness & Discovery	Find a flower arrangement for an event or surprise	Browses website/app, searches by category/occasion	Homepage, search bar, occasion filter	Curious, hopeful	Suggest trending bouquets or top-rated options
2. Customization	Personalize the bouquet to suit the occasion	Selects size, adds chocolates, greeting card, custom messages	Product page, customization panel	Creative, excited	Offer AI-based recommendations (e.g., best add-ons for the occasion)
3. Order Placement	Place a clear and quick order	Adds to cart, selects delivery type (same-day/scheduled), enters delivery address	Cart, checkout page, delivery scheduler	Satisfied, slightly anxious	Provide delivery time estimates upfront
4. Payment	Pay securely and quickly	Chooses preferred payment method (UPI, card, wallet)	Payment gateway, wallet/UPI app	Focused, cautious	Show payment status in real-time with fallback support if payment fails
5. Order Confirmation	Receive confirmation and assurance	Receives order summary, confirmation number, estimated delivery time	Confirmation screen, email/SMS/app notification	Relieved, reassured	Send digital invoice and highlight tracking option
6. Delivery Tracking	Know real-time status and ensure timely delivery	Checks app for live updates (picked up, out for delivery, delivered)	In-app map, status bar, notifications	Eager, slightly anxious	Allow contacting delivery person or support via app
7. Receipt & Confirmation	Confirm the item was received properly	Provides OTP or signs, or delivery person takes proof photo	Delivery person's app, customer phone	Happy, grateful	Offer delivery feedback prompt immediately after confirmation

8. Post-Delivery Feedback	Share experience and get rewards	Rates experience, writes review, may receive loyalty points	Feedback form, rewards popup	Content, valued	Use positive feedback to encourage social sharing (e.g., via Instagram)
9. Reminder Setup	Never forget important dates	Sets reminders for birthdays, anniversaries, etc.	App calendar, push/email notifications	Thoughtful, organized	Integrate with calendar apps (Google, Outlook) or auto-suggest from past orders
10. Re-engagement	Repeat a satisfying experience	Receives promotional emails, reorder suggestions, or notification of upcoming occasions	Email, push notification, app home page	Interested, loyal	Use customer preferences and order history to personalize offers

	Awareness	Customization	Order Placement	Confirmation	Tracking	Feedback	Feedback	Re-engagement
Customer Goals	Find a flower arrangement for event/surprise	Personalize bouquet to suit the occasion	Pay securely and quickly	Know and ensure status timely-ly	Know real-time status and timeliness	Share experience and get rewards	Never a satisfying experience	Repeat a satisfying experience
Customer Actions	<ul style="list-style-type: none"> Browse website/app search by category/occasion 	<ul style="list-style-type: none"> Select size add chocolates greeting card custom message 	<ul style="list-style-type: none"> Add to cart select delivery type (same-day/scheduled) 	<ul style="list-style-type: none"> Confirmation screen email/SMS/app notification 	<ul style="list-style-type: none"> Confirmation screen email/SMS/app notification 	<ul style="list-style-type: none"> Rating experience write review 	<ul style="list-style-type: none"> Surprised for birthdays anniversary etc. 	<ul style="list-style-type: none"> Promotional emails, reorder suggestions of upcoming arrangements
Actions	<ul style="list-style-type: none"> Browse website/app search by 	<ul style="list-style-type: none"> Select size add candies chocolates greeting card 	<ul style="list-style-type: none"> Payment gateway delivery address 	<ul style="list-style-type: none"> Payment gateway delivery status 	<ul style="list-style-type: none"> In-app-map status bar notifications 	<ul style="list-style-type: none"> Eager (1) slightly anxious 	<ul style="list-style-type: none"> Feedback form rewards pool 	<ul style="list-style-type: none"> Email, push notification, app home page
Emotions	<ul style="list-style-type: none"> Place order quickly 	<ul style="list-style-type: none"> Add to cart select delivery type (same-day/scheduled) 	<ul style="list-style-type: none"> Payment checkout page 	<ul style="list-style-type: none"> Confirmation screen-email/SMS/app notification 	<ul style="list-style-type: none"> In-app status bar notifications 	<ul style="list-style-type: none"> Happy (2) grateful 	<ul style="list-style-type: none"> Content valued 	<ul style="list-style-type: none"> Interested loyal
Opportunities	<ul style="list-style-type: none"> Seize opportunity excited 	<ul style="list-style-type: none"> Check preferred payment method (UPI/ card/wallet) 	<ul style="list-style-type: none"> Relieved reassured 	<ul style="list-style-type: none"> Confirmed delivery time 	<ul style="list-style-type: none"> In-app status-bar notifications 	<ul style="list-style-type: none"> Happy grateful 	<ul style="list-style-type: none"> Use positive feedback prominently after each purchase 	<ul style="list-style-type: none"> Interested loyal
Opportunities	<ul style="list-style-type: none"> Offer delivery times estimates upfront 	<ul style="list-style-type: none"> Provide delivery times upfront 	<ul style="list-style-type: none"> Show payment status in real time 	<ul style="list-style-type: none"> App calendar push/email notifications 	<ul style="list-style-type: none"> App calendar push/email notifications 	<ul style="list-style-type: none"> Thoughtful organized 	<ul style="list-style-type: none"> Integrate feedback encourage social sharing (e.g. via reviews) 	<ul style="list-style-type: none"> Use customer preferences and order history to personalize offers

Practical 12 Perform UX Evaluation of Chosen Project. Testing of User Interface from Third Party

User2:

Analysis:

Poor 1 Average 2 Good 3 Very Good 4 Excellent 5

Sr.no	Goal	Description	Analysis
1	Aesthetically Pleasing	Layout , Background / foreground color	
2	Clarity	All the controls provides clarity of the functionality of the features	
3	Compatibility	All age group can understand the interface easily	
4	Transparency	Permit the user to focus on the task or job, without concern for the mechanics of the interface	
5	Trade-Off	People's requirement always take precedence over technical requirements	
6	Familiarity	Images and options are relevant	

SUS Evaluation:

Scale Strongly Disagree->1 Disagree->2 Average->3 Agree->4 Strongly Agree->5

Sr. No.	Parameter	Analysis	Description
1	I think that I would like to use this system frequently	Yes the application is used in daily life for reading news and motivational quotes.	
2	I found the system unnecessarily complex.	No the system is not that complex. Can be easily interpreted	

3	I thought the system was easy to use.	Yes the system is easy to use and understand and get frequent updates	
4	I Need technical support to use the system	No. All the controls provides clarity of the functionality of the features. Thus no need of technical support.	
5	I found the various functions in this system were well integrated	Yes , up to some extent the functions are well integrated.	
6	I thought there was too much inconsistency in this system.	No, there are inconsistencies due to network issues while communication.	
7	I would imagine that most people would learn to use this system very quickly.	All the controls provides clarity of the functionality of the features. All age group can understand the interface easily.	
8	I found the system very cumbersome to use.	Yes at all. As it takes a very less space of mobile storage.	
9	I felt very confident using the system	Yes as it was easy to use. It can send original image to receiver.	
10	I needed to learn a lot of things before I could get going with this system.	I needed to learn a lot of things before I could get going with this system.	

Evaluation based on Nielsen heuristics:

Sr.no	Parameters	Opinion	Scale (From 1 to 7)
1	Visibility of system status	User gets all the necessary information that he/she has Requested and also can differentiate the same	
2	Match between system and the real world	User can see the content with different languages whichever user is comfortable with it.	
3	User Control and Freedom	User has full authority to check application security and also to update the same for account.	
4	Consistency and Standards	Users should not have to wonder whether different words, situations or actions mean the same thing	
5	Help users recognize, diagnose and recover from errors.	Checkpoints are used to maintain the state of the applications, those can be used to recover from the failure.	

6	Error prevention	Hike allows user to provide a privacy to send messages and status.	
7	Recognition rather than recall	No illiterate people can use Hike App by remembering few keywords such as name	
8	Flexibility and efficiency of use	It has various sections to differentiate between Category of app such as language selection, send normal messages without internet, sticker.	
9	Aesthetic and minimalist design	User gets all updated information, only with internet connectivity.	
10	Help and Documentation	A proper user manual is provided to user to the user where user can get all the basic required answer.	

Improvements:

Sr.no	Suggestions
1	Should have been more user friendly.
2	Create attractive emoji so that children use it interesting for use.