dallasflowerflorist.com

UX/UI Case Study

Web and Mobile App

Tools used: Figma

Designer
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Introduction

As someone who has frequently explored online flower shops, I've noticed how crucial a seamless shopping experience is for customer satisfaction, especially when ordering time-sensitive purchases. The Dallas Flower Florist website, while functional, presents various usability and design challenges that could be improved to create a more streamlined and enjoyable shopping experience.

This case study aims to redesign the website to ensure it offers an opportunity to conduct a UX case study on delivering a seamless experience. My goal is to analyze the site's current user experience, identify its pain points, uncover key user needs, and propose a redesigned version that enhances usability, aesthetics, and overall customer satisfaction.

Challenge

My goal is to **redesign the site** to make navigation smoother, improve the visual appeal, and enhance the overall user experience. Customers should be able to **browse and order flowers** without friction, especially for time-sensitive occasions. As a UI designer studying at BCIT, this project is a great opportunity to apply my skills, identify key pain points, and create a modern, user-friendly design that makes the shopping experience seamless.

THE PROCESS

To do this, I'll use the 5-step Design Thinking process to identify pain points and create a more intuitive and enjoyable shopping experience. My focus is on improving functionality and usability, ensuring customers can browse and order flowers with ease.

PHASE 1: EMPATHIZE

Dallas Flower Florist's website is a digital platform where customers can easily browse and order floral arrangements for any occasion. Using it as a customer uncovered a variety of flowers, read detailed descriptions, and choose convenient delivery options. The site's goal is to simplify the process of ordering fresh flowers while ensuring a smooth, empathetic experience. My focus is on improving functionality and usability, ensuring customers can browse and order flowers with ease.

APP ANALYSIS

PHASE 2: DEFINE

I gathered insights by designing a survey and analyzing the results, then conducting interviews with some users to gain deeper insights. These conversations helped me understand their shopping experiences, preferences, and challenges. Using this information, I created a user persona that highlights key frustrations and goals, guiding the site's improvement. Moving forward, I'll focus on anticipating future customer needs to make the shopping experience even more seamless and enjoyable.

USER TASK SCENARIO

Sara wants to send her father a thoughtful gift for his recovery. She visits the Dallas Flower Florist website, selects a vibrant bouquet, adds a personal note, and completes her order for timely delivery.

User Personas

I created User Personas to better understand your target audience, identify key pain points, and guide design decisions. This ensured a more intuitive, user-friendly shopping experience for Dallas Flower.

USER JOURNEY MAP

I created the User Journey Map to:

- Understand the user experience and identify pain points.
- Spot usability issues like confusing navigation or checkout friction.
- Find opportunities for a smoother, more intuitive shopping flow.
- Align design decisions with real user needs for a stress-free experience.

PAIN POINTS

I emphasize pain points again because they came directly from user interviews and surveys, revealing real frustrations. Resolving these ensures your redesign effectively addresses user struggles, creating a seamless shopping experience.

Pain Points
Product Quality
Delivery Reliability
Customer Support
Checkout Process
Product Selection