Web Programming 2

First Project Task

Before jumping into designing our app’s interface, we wanted to make sure we actually understand what users might need or expect from it. So, as part of our first UI/UX activity, we teamed up with another group from the lab and had a short session where we asked them about their goals and what they’d look for in an app like ours. It was a helpful way to step into the user’s shoes and gather some honest, useful feedback. Here’s what they told us.

**Q1: Can you tell me about your experience with flowers and bouquets?**

**A1:** I had a bad experience in the past where the bouquet did not meet my expectations.

**A2:** I find flowers to be quite expensive, so I don’t purchase them often.

**A3:** I usually buy bouquets only for special occasions, as I don’t have much experience arranging them myself.

**Q2: What challenges do you face when choosing or designing a bouquet?**

**A1:** There are too many options, making it difficult to decide.

**A2:** I often struggle to choose the right combination of flowers for the occasion.

**A3:** I don’t always know which flowers go well together in terms of color and style.

**Q3: What do you consider most important when selecting a floral arrangement?**

**A1:** The overall appearance and aesthetic of the bouquet.

**A2:** The price and whether it fits my budget.

**A3:** The freshness and durability of the flowers.

**Q4: Where do you usually get your flower arrangements from?**

**A1:** I prefer buying them in person from a wholesale flower market.

**A2:** I often purchase from small local florists.

**A3:** Occasionally, I order online if I need a bouquet delivered.

**Q5: How often do you need a bouquet, and for what occasions?**

**A1:** Only for special events like birthdays, anniversaries, or celebrations.

**A2:** Around twice a year, depending on the occasion.

**A3:** Sometimes as a spontaneous gift to surprise someone.

**Q6: Have you ever struggled to find bouquet design ideas that match your preferences? If so, what was missing?**

**A1:** Yes, I couldn’t see a preview of the bouquet before purchasing.

**A2:** No, I usually go with whatever the florist suggests.

**A3:** Sometimes, I wish there were more customization options to match my personal taste.

**Q7: Would you be interested in an app that provides bouquet design ideas? Why or why not?**

**A1:** Yes, it would make the selection process easier and more convenient.

**A2:** Yes, it would be helpful to have recommendations tailored to different occasions.

**A3:** Maybe, but only if it provides realistic previews and customization options.

**Q8: What features would be most useful to you in a bouquet design app?**

**A1:** A price estimator and the ability to visualize the bouquet before purchase.

**A2:** A way to check the quality and freshness of the flowers.

**A3:** A feature that suggests bouquet styles based on trends and personal preferences.

**Q9: What would make you recommend such an app to others?**

**A1:** If it is reliable and offers innovative bouquet designs.

**A2:** If it simplifies the process and provides affordable options.

**A3:** If it includes user reviews and ratings to ensure quality.

**Q10: If you were looking for bouquet inspiration, where would you search first?**

**A1:** Instagram, as it has many floral arrangement ideas.

**A2:** TikTok, since short videos often showcase creative bouquets.

**A3:** Pinterest, because it provides a variety of aesthetic inspirations.