

STRATFORD BLOOMS

PHASE THREE

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stratfordblooms.com

(website has since been updated)

CONTENT

3.1 team critique

3.2 wireframes + mockups

3.4 workload distribution

TEAM CRITIQUE

REDESIGN critique

After reviewing each team members design thoroughly, we concluded that it would be best to take certain elements from each design.

Overall from the mockups we discovered some keys changes that needed to be addressed in the redesign: Navigation, Content and Aesthetics. The product page was an area that lacked the most, ultimately there was a consensus that there needed to be a filter system to improve the usability of the page and a grid layout for the overall design.

The filter was placed at the top of the page and made to be a horizontal drop-down menu, so that the user could make their selections and then not have the bar continue to intrude on the screen, giving room for more products to be displayed and the eye to move around. Next, we decided to incorporate a separate product page so that the user could see individual product angles, make specific choices of colours and sizes and lastly include a message before placing their order.

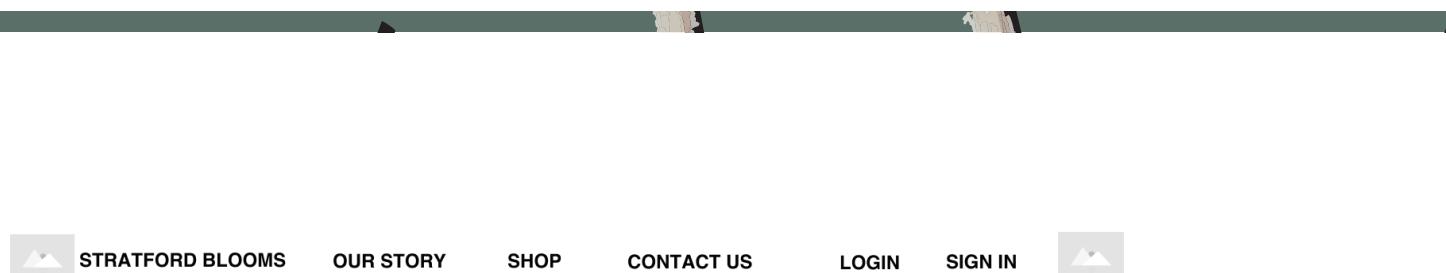
Having these pop-ups continue throughout the website, kept things consistent and reduced the number of pages that customers have to go through making the website more user friendly overall.

The website lacked content that was essential such as the business information and their policies. To address this issue, we included a footer on each page with the phone number, address, email and also a link to the added shipping and policies page. Although this information is included in the footer it is also reiterated in places such as the contact page and the about us sections as well, having the information readily available to the user at any time.

Aesthetically we decided to go with a more neutral palette of pastels and earth tones that was featured in one of group members designs, along with the style of buttons, and finishings that she had used. Another common thread in each of our designs was a slideshow on the homepage featuring a welcome from the company, their slogan and information about sales and events, therefore we carried that into our final design and choose the fonts and images collectively.

We came to the consensus that the website needed to be modern and minimal with a relative colour palette to the nature of the business, but also one that did not detract from the vibrancy of the products. We fixed the existing navigation issues through the use of a navigation bar that carried through each page and in page links to more information. Finally we addressed the content issues by adding the missing information and expanding on that which was originally provided, and through the use of a footer the most pertinent information is always easily accessible to the customers.

WIREFRAME: ABOUT | CONTACT



← Go back

Our Story

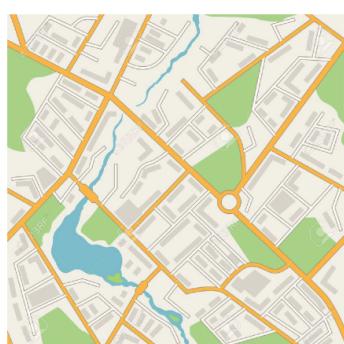
One could say I, Amanda Speelman, was born into the floral industry. My parents had their own flower shop when I was young and subsequently a wholesale floral business. At the age of 5, I began making boxes, filling buckets and unpacking stock. This is when my love of flowers began.

Each box of flowers was like a treasure chest waiting to be opened and discovered (and still is). I have been working professionally in the floral industry for over 15 years and am grateful for the exciting challenge of running my own business! It's been a great first few years so far — thank you to all my customers — and I look forward to continuing to serve you and the community. I have a passion for flowers, nature, the environment and excellent customer service.



← Go back

Contact Us



We want to hear from you!

Our Hours

Monday - Friday: 9 a.m. - 5 p.m.
Saturday: 10 am - 5 p.m.
Sundays Closed

****Closed on Holidays****

Sign up today and keep track of your orders!

[sign up](#)



WIREFRAME: SHOP

The wireframe shows a dark header bar with a small logo icon on the left and right ends. Below it is a navigation bar with icons for 'STRATFORD BLOOMS', 'OUR STORY', 'SHOP', 'CONTACT US', 'LOGIN', and 'SIGN IN'. A 'Go back' button is located above the main content area. The main title 'Our Flowers' is centered above a row of four flower arrangements. Each arrangement has a placeholder image of a bouquet and a caption below it. A 'sort' button is positioned to the right of the arrangement row. Below the arrangement row is a large, semi-transparent placeholder image of a flower bouquet.

STRATFORD BLOOMS OUR STORY SHOP CONTACT US LOGIN SIGN IN

← Go back Our Flowers

colour flower style price sort

Tulips & Roses bouquet \$20 Roses in a vase \$15 Sunflowers in a wrap \$20 Roses in a vase \$15

This wireframe is similar to the first one but includes a dropdown menu for the 'flower' filter. The menu is triggered by a button with the text 'flower' and contains a list of flower names next to small checkbox inputs. The rest of the interface is identical to the first wireframe, including the navigation bar, main title, and large placeholder image.

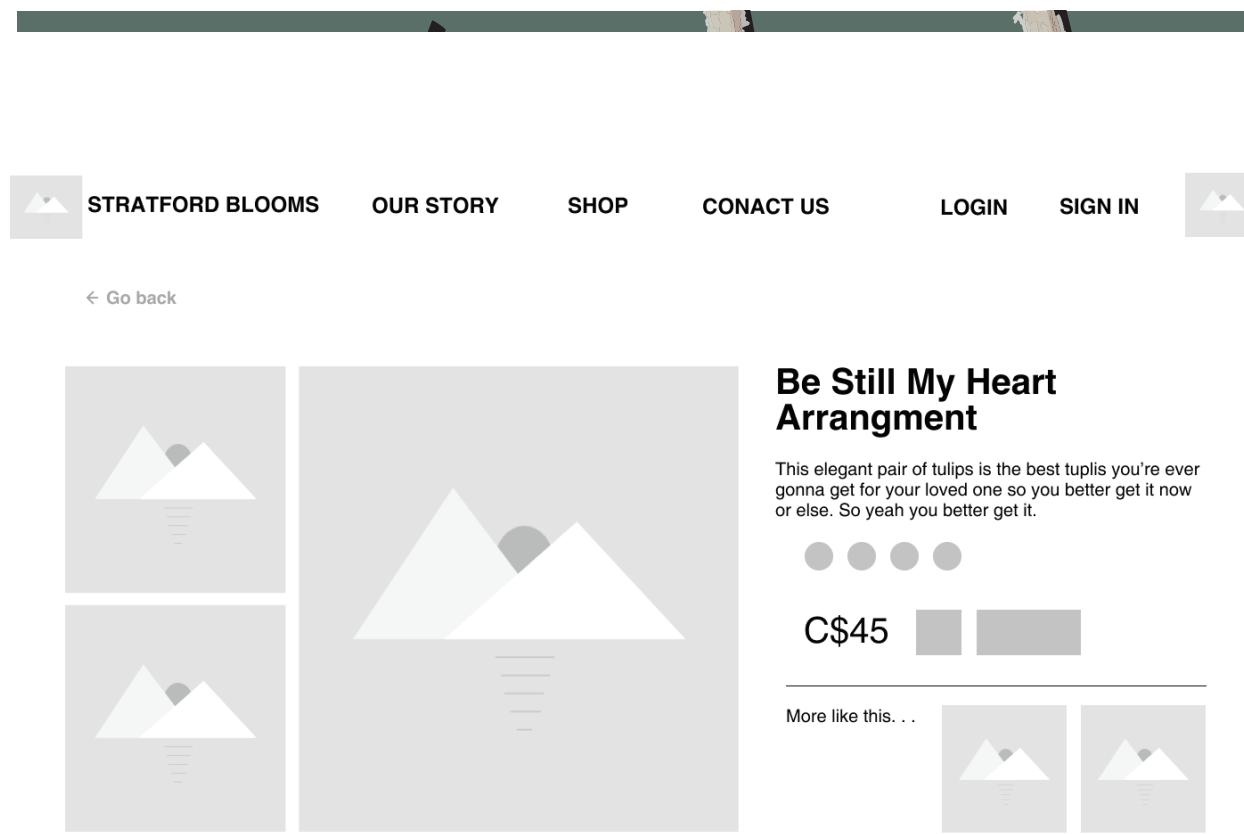
STRATFORD BLOOMS OUR STORY SHOP CONTACT US LOGIN SIGN IN

← Go back Our Flowers

colour flower style price sort

Alstroemeria Alstroemeria
Roses Roses
Sunflowers Sunflowers
Lavender Lavender
Hydrangeas Hydrangeas
Tulips Tulips

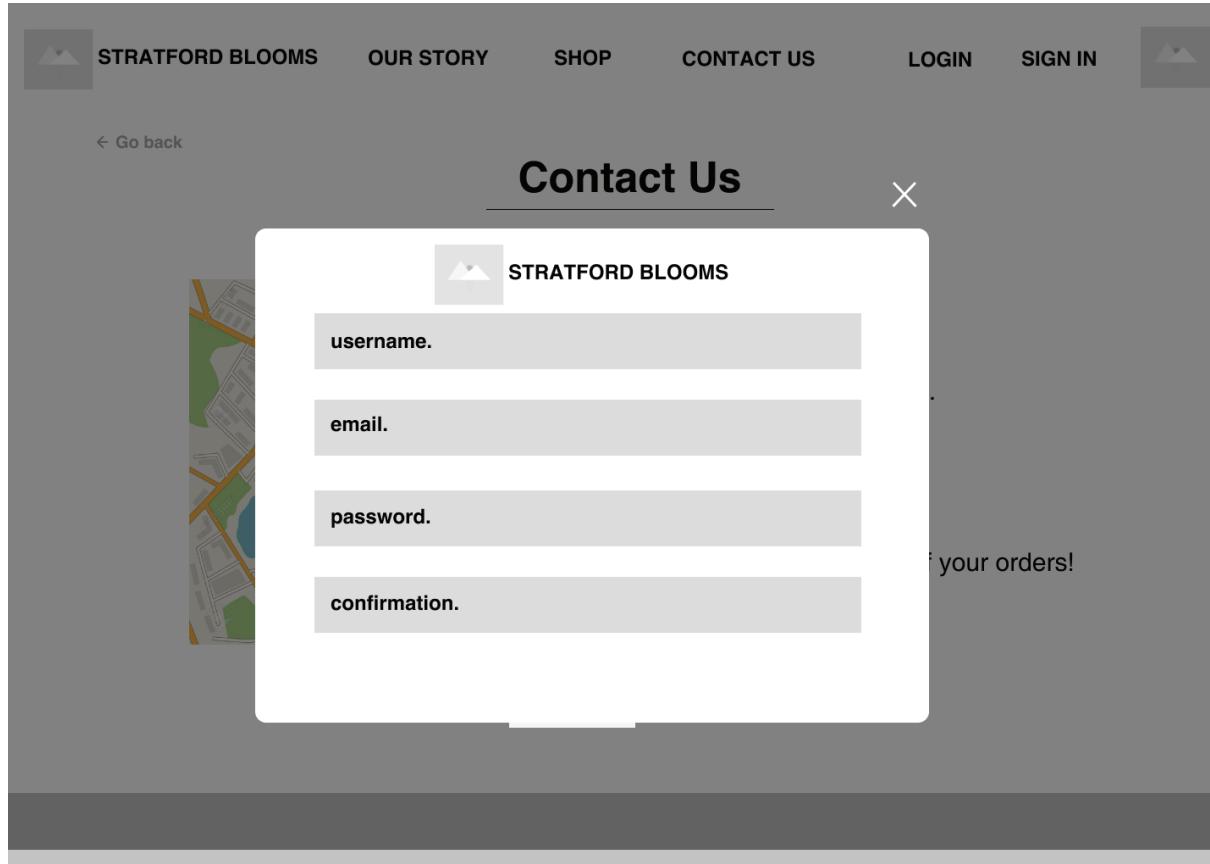
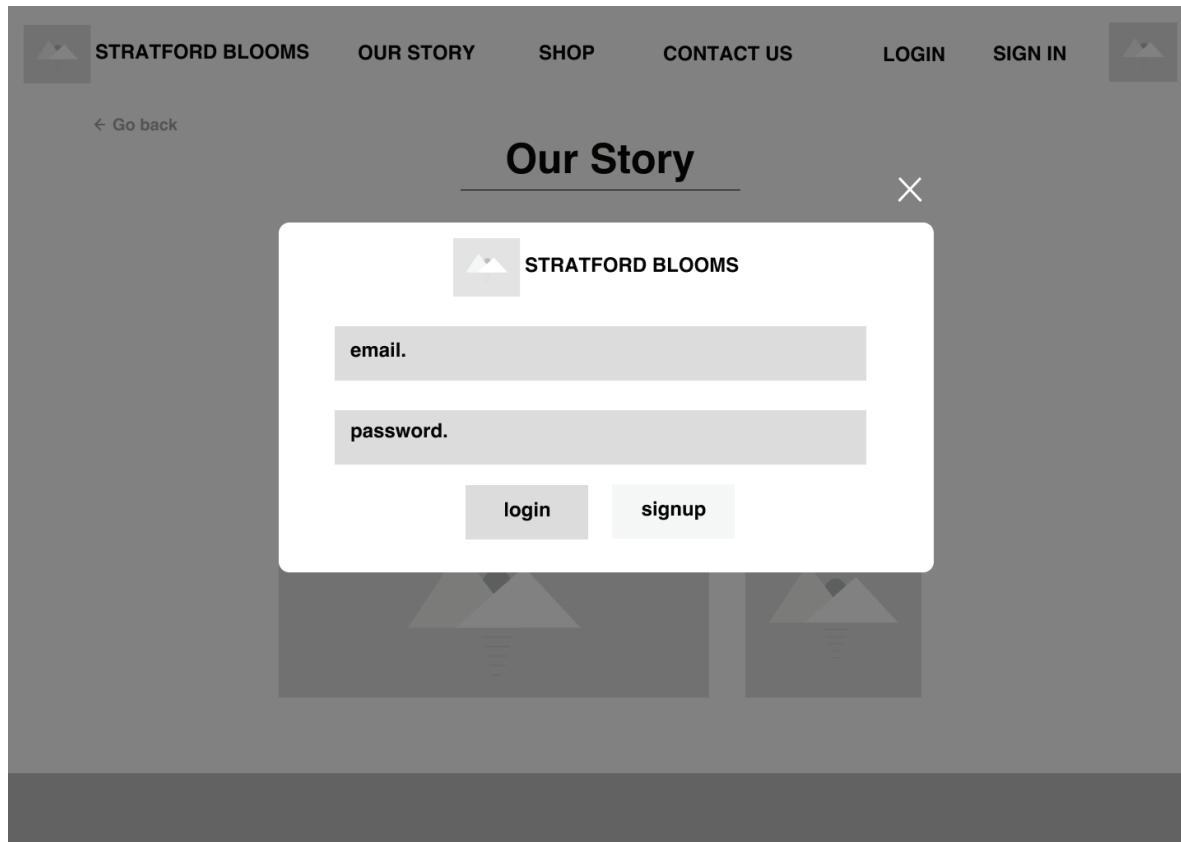
WIREFRAME: PRODUCT



WIREFRAME: SHIPPING + POLICIES



WIREFRAME: LOG IN



WIREFRAME: HOME

The wireframe shows the layout of the Stratford Blooms website home page. At the top is a dark header bar with a decorative floral graphic. Below it is a light gray header section with navigation links: STRATFORD BLOOMS, OUR STORY, SHOP, CONTACT US, LOGIN, and SIGN IN. A large central image area features a white triangle pointing upwards containing the text "Social sustainability without compromising style & beauty." To the left of this is a column with the heading "From special occasions..." and a "Browse bouquets." link, accompanied by a small placeholder image. To the right is another column with the heading "To aesthetic home decors..." and a "Browse bouquets." link, also with a placeholder image. At the bottom is a footer section with a dark gray bar.

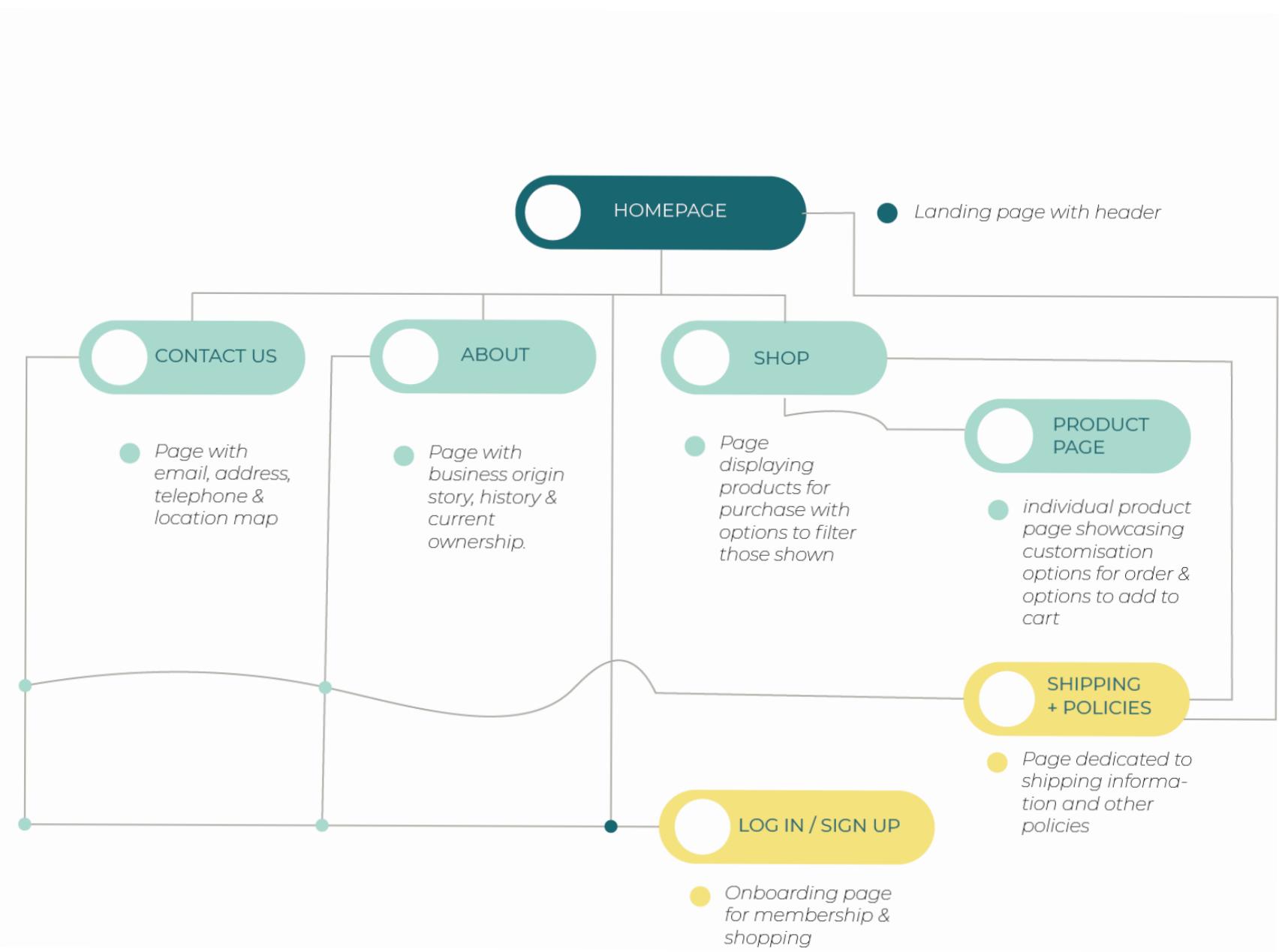
STRATFORD BLOOMS OUR STORY SHOP CONTACT US LOGIN SIGN IN

Social sustainability
without compromising
style & beauty.

From special occasions...
Browse bouquets.

To aesthetic home decors...
Browse bouquets.

SITEMAP



MOCKUP: PRODUCT

The screenshot shows a web browser window with a light gray header bar. Below it is the website's header, featuring a logo with three colored dots (orange, yellow, green) and a magnifying glass icon, followed by the text "STRATFORD BLOOMS". To the right of the logo are links for "About", "Shop", and "Contact Us", along with "Log In" and "Sign Up" buttons. A shopping cart icon with a "1" is also present.

The main content area displays a product titled "Be Still My Heart Arrangement". It features a large, vibrant bouquet of red roses, pink lilies, and greenery in a white cylindrical vase. To the left of the main image are two smaller thumbnail images of the same arrangement from different angles. To the right, there is a five-star rating icon. The product title is displayed in a large, serif font. Below the title is a descriptive text: "This elegant pairing of tulips and roses is the perfect way to show you care for that special someone this Valentines Day".

Below the product details, there is a price of "C\$45" next to a quantity selector set to "1" and an "Add to Cart" button. At the bottom of the product card, there is a "More Like This" section showing two similar flower arrangements.

In the bottom left corner of the page, there is a sidebar with contact information: "Shipping and Policies", "519 814 5000", "info@stratfordblooms.com", and the address "59 Albert Street, Stratford, ON N5A 3K2".

MOCKUP: HOME

The screenshot displays a website for 'STRATFORD BLOOMS' with a dark header bar at the top. Below the header is a large banner featuring a dense arrangement of various colored tulips (pink, yellow, purple) wrapped in dark green paper. Overlaid on the banner is a white text box containing the slogan: 'Social sustainability without compromising style & beauty.' To the left of the banner is a smaller image of the exterior of a flower shop with a sign that reads 'flower shop'. The main content area includes a heading 'Your premier florist in Stratford', a descriptive paragraph about their service, and an image of a elegantly set dining table with a floral centerpiece and various dishes.

STRATFORD BLOOMS

About Shop Contact Us Log In Sign Up

Social sustainability without compromising style & beauty.

A Trusted Stratford Florist

Your premier florist in Stratford

Leave it to Stratford Blooms when you need fresh, hand-delivered flowers in Stratford or anywhere in the country.

Stylish arrangements for all occasions

Our expert florists beautifully arrange flowers and gift baskets all while providing you with the best customer service.

To Share A Flower Is To Share Happiness

Whether it is a wedding, social or corporate event, Stratford Blooms creates everlasting memories. Modern or traditional, extravagant or understated, we conceive and produce stunning floral designs. We also take care of corporate gift giving. Call us for your consultation.

[Shipping and Policies](#)
519 814 5000
info@stratfordblooms.com
59 Albert Street, Stratford, ON N5A 3K2

STRATFORD BLOOMS

WORKLOAD DISTRIBUTION

LASHAINA

Phase One: Site Map

For the final phase, I created the final mockup for the homepage and assisted in the high fidelity mockups of the rest of pages on the website. Then I was tasked with styling the HTML with CSS for the webpages. This included creating style sheets for individual pages, attempting to maintain a consistent style across pages and positioning content on the screen. In the end I styled all of the pages with Komal helping me with the Product Page and Allysa assisting with Contact and About. Added to that, I compiled the information within the report for submission. For the presentation, I created a few of the slides and answered questions during the presentation.

KOMAL

Phase One: Business Summary

For the final phase, I assisted with the high fidelity mockups of the website pages but my main task was the creation of the HTML files. I was in charge of Home, Product, Shop Login & Sign Up. These pages required HTML, CSS and some JavaScript and I was also responsible for that. This included preliminary styling of the pop up pages used for Login & Sign Up. Added to that, I also assisted with the creation of style sheets for the Product Page. For the in class presentation I was responsible for creating and editing some of the slides and presenting the slides in class.

KIMARA

Phase One: Website Critique

For Phase Three my role was to examine the designs of my peers and create a critique formed from our discussion session within class. This document discloses which design decisions we made why we made them. After this, I assisted my peers in editing some of the high fidelity mockups of the pages. My official task for phase three was to also create the following HTML pages: Contact, About, Shipping. Furthermore for the presentation I wrote some of the script the main presenters used to present in class.

ALLYSA

Phase One: Website Redesign Analysis

I designed our phase one report package on Illustrator. My task was to create the lo-fi wireframes and hi-fi mockups of our website redesign. I began wireframing in a new Figma file; from different site pages, user interface styles and navigation process - I made sure to incorporate our 'minimalist' approach simultaneously keeping in mind ways to incorporate the many information our business has on their website(s). After the wireframes are the high fidelity mockups also made on Figma assisted with the CSS specifically for the About Us and Contacts Page, I then began the presentation slides adding in the exported UIs of our website, styling the slides and key talking points.

