**AmWay**

**Kelp**

**Stratford Blooms Redesign**

Links to project:

Figma Prototype: <https://www.figma.com/proto/YH1oo5IQRZmMArkrEPAMBI1C/Kelp?node-id=103%3A0&scaling=scale-down>

Figma design: <https://www.figma.com/file/YH1oo5IQRZmMArkrEPAMBI1C/Kelp?node-id=34%3A0>

Need:   
Assets

List:

* Title of project
  + Stratford Blooms Redesign
* Role
  + UI designer
* Platforms
  + Illustrator
  + Figma
* Year project was made
  + 2019

Synopsis

* Background
  + Stratford Blooms is a local flower shop based in Stratford Ontario, they are loved by the locals and are the go-to flower shop for many occasions.
* What is the project?
  + Our school project for GBDA 228, an HTML and CSS course, tasked us to re-design a local business’ website incorporating the business’ values, style, theme and show what the business has to offer, beyond their products.
* What was the challenge-statement?

Challenges

* Our findings – (upon navigating through \_\_\_\_ we’ve encountered some paint points that is key to address in our final solution:)
* List the challenges (have small one – two sentenced summaries)

Key drivers

* List and briefly explain what sparked your design
  + Determining the market
  + Reasoning
* Must haves listed (have small one – two sentenced summaries)
* Inspirations

Solutions

* List solutions integrated in the app / website
  + (have small one – two sentenced summaries)

Research

* Methods of research
* Findings
* Data
* Whiteboard ideations

User Journey

* Include a user journey map (if possible)
* What is the idea?
* How does it work?
* How does it address the pain point / challenge?
* Why will it work?

Navigation / User Onboarding

* Show wire frames (lofi & hifi)
* Show how the user would navigate through the entire app
* Explain each UI / wireframe

Modular Design System if needed

* Key Elements
  + We wanted to maintain key elements and assets that the local business already had as they are established and known by their logo and certain colors
* Color scheme
* Fonts
* Tools
* Assets

Takeaways

* Consider talking about:
  + Communication
  + Design
  + Next steps
  + What could’ve been done instead of etc.

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.