

The background of the entire slide is a close-up, high-resolution photograph of numerous dahlias. The flowers are in various stages of bloom, displaying a rich palette of pinks, from soft blush to deep magenta and red. The petals are layered and have a slightly ruffled texture. Interspersed among the flowers are green leaves and stems, some of which are still in bud form, showing a vibrant green color. The lighting is bright and even, highlighting the natural beauty and intricate details of the floral arrangement.

# Bloom

Flower shop catalog app

---

Ana Aldeguer Fernández

# Project overview



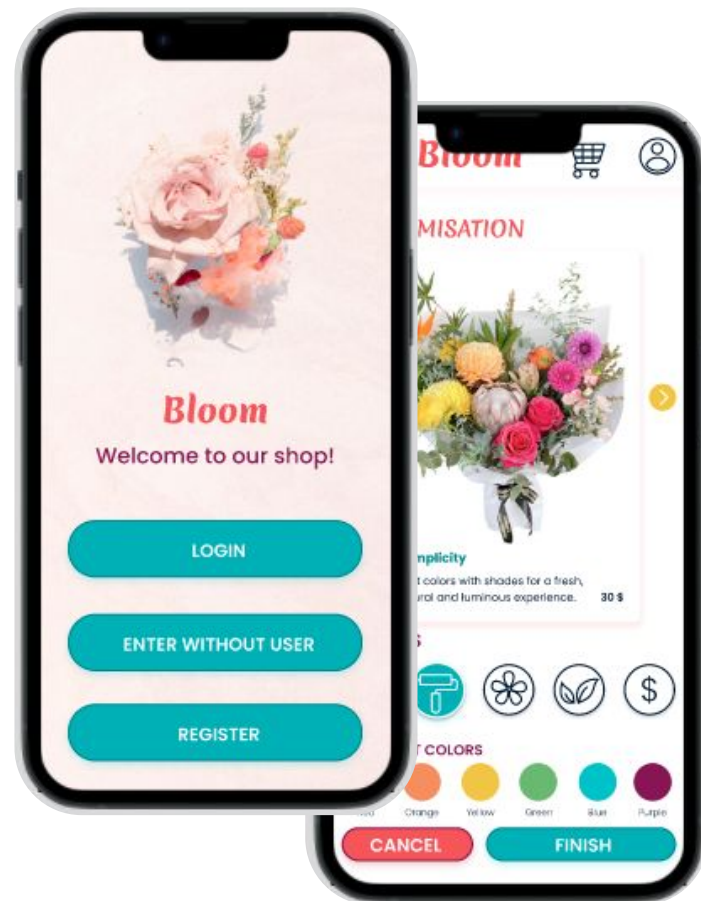
## The product:

Bloom is a flower app catalog created to make the order and pick-up flower shop processes easier for clients and employees, and to let customers have a high degree of customization of their orders at any time without taking time away from workers.



## Project duration:

January 2023 to May 2023.



# Project overview



## The problem:

In certain times of the year flower shops are overwhelmed and it is very difficult to manage orders for them. Long queues are formed at shops and if bouquets are not ordered in advance the result sometimes is not what clients are waiting for.



## The goal:

Design a flower shop app that allows users to easily order and pick-up orders through the app and allows a high degree of customization at all times to the user.

# Project overview



## My role:

UX designer designing Bloom's app from conception to delivery.



## Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, icon design, and iterating on designs.

# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

# User research: summary



For the user research, interviews were conducted and empathy maps were created to understand the users and their needs. Two user groups were identified through research, in first case: occupied workers who are thoughtful and like to take flowers to special events or to their loved ones.

This user group confirms the need of accelerate the order and delivery process and the formation of long queues pain point, show difficulties with indecisive clients at the flower shop and the need of receiving a great quality product.

# User research: pain points

1

## Time

Working adults need a quicker order and delivery process to have the possibility of ordering flowers.

2

## Queues

Indecisive clients or accumulation on indicated dates at the flower shop makes the wait eternal.

3

## Quality

Users want their orders to have a great quality whenever they order flowers.

4

## Customization

Users want to customize their orders and see the process while the order is customized.



# Persona: Daniel

## Problem statement:

Daniel is an occupied worker and a thoughtful man who needs an agile order and delivery process with possible real-time customization because he has little time and wants a high product quality.



**Daniel**

**Age:** 34-42

**Education:** University degree

**Hometown:** Alicante, Spain

**Family:** Lives alone

**Occupation:** Diverse

*"Sometimes I give great flowers to my loved ones and always take them to special events"*

## Goals

- Order flowers quick and pick up on-the-go.
- Great flower bouquets quality.

## Frustrations

- Great queues on indicated dates.
- Indecisive clients.

Daniel is an occupied worker and a thoughtful man. He likes to customize his commissions and see the elaboration. He has little time, so he needs to be attended agile and quick. He likes to know in an easy way floristry items and be updated. He wants awesome flower bouquets that met his expectations.



# User research: summary



The second user group identified is florists who want to provide good service while keeping their business in order.

This user group confirms the difficulties of daily life and business conciliation, the hassles of keeping a florist's shop in order and the need to work more efficiently and to make the floristry known.

# User research: pain points

1

## Order

Take orders, keep everybody up to date, easier management. Difficulties of taking orders by phone.

2

## Efficiency

More efficiency needed on the process of ordering and delivering flowers, organization between employees, work accumulations, and finding assistants.

3

## Queues

Formation of long queues on indicated dates or with indecisive clients.

4

## Be known

Be known without leaving the shop.

# Persona: Laura

## Problem statement:

Laura is a florist who needs to manage better her flower shop and more efficiently because she feels overwhelmed with her business and have difficulties balancing with her personal life.



### Laura

**Age:** 24-44  
**Education:** Master/student  
**Hometown:** Alicante, Spain  
**Family:** Lives w/family or flatmate  
**Occupation:** Florist

*"Give good service without feeling overwhelmed and having my business in chaos."*

### Goals

- Manage floristry with more order and efficiency.
- Keep everyone up to date of commissions.
- Make known my business.
- Find assistants easier.
- Facilitate order pickups and delivery.

### Frustrations

- Daily life and business conciliation.
- Little time to organize.
- Overlapping orders.
- Chaos in special dates.
- Be known without leaving the shop.
- Take orders by phone.
- Indecisive clients.

Laura has a flower shop. She feels overwhelmed on special dates and have difficulties to balance work and personal life. She has to go out sometimes to publicize the business and she is disconnected of her worker, so they have overlapping orders that cause work accumulations. She needs to take orders more efficiently and quickly and she has difficulties with indecisive clients. She wants to take orders better and find a way to find assistants easier.

# User journey map

Mapping Daniel's user journey revealed how helpful it would be for users to have access to a flower shop app, having an order's customization screen at the shop where you can see all products too, other useful things and having a pick-up point at the shop.

## Persona: Daniel

Goal: "Give great flowers to his loved ones and take flowers to special events"

ACTION	Talk to a florist	Select flowers	Pick up order	Wait for delivery
TASK LIST	Tasks A. Find a floristry B. Stand in line C. Be attended	Tasks A. See options B. Customize order C. Finalize order	Tasks *If order is picked up A. Go to the floristry B. Stand in line C. Pick up order	Tasks *If order is delivered A. Select a place to deliver. B. Wait for delivery. C. Pick up delivery.
EMOTIONS	Disoriented, annoyed of waiting, happy to be attended and finding the right floristry.	Entertained customizing flowers, frustrated if can't customize the order as he wants or see the flowers.	Expectant to see result, annoyed of waiting. Happy to pick up order.	Worried and expectant about delivery. Happy to pick up delivery.
IMPROVEMENT OPPORTUNITIES	Having a map app with near flower shops and its rating. Make order via app or having screens to customize order in the shop.	Make order via app or in screens in the floristry where you can customize the order and see all products of the shop. See the price, put pick up conditions and see delivery time.	Having an app notifying when the order is ready to pick up.  Having a pick up point in the floristry.	Having an app where you can indicate delivery address and track your order.

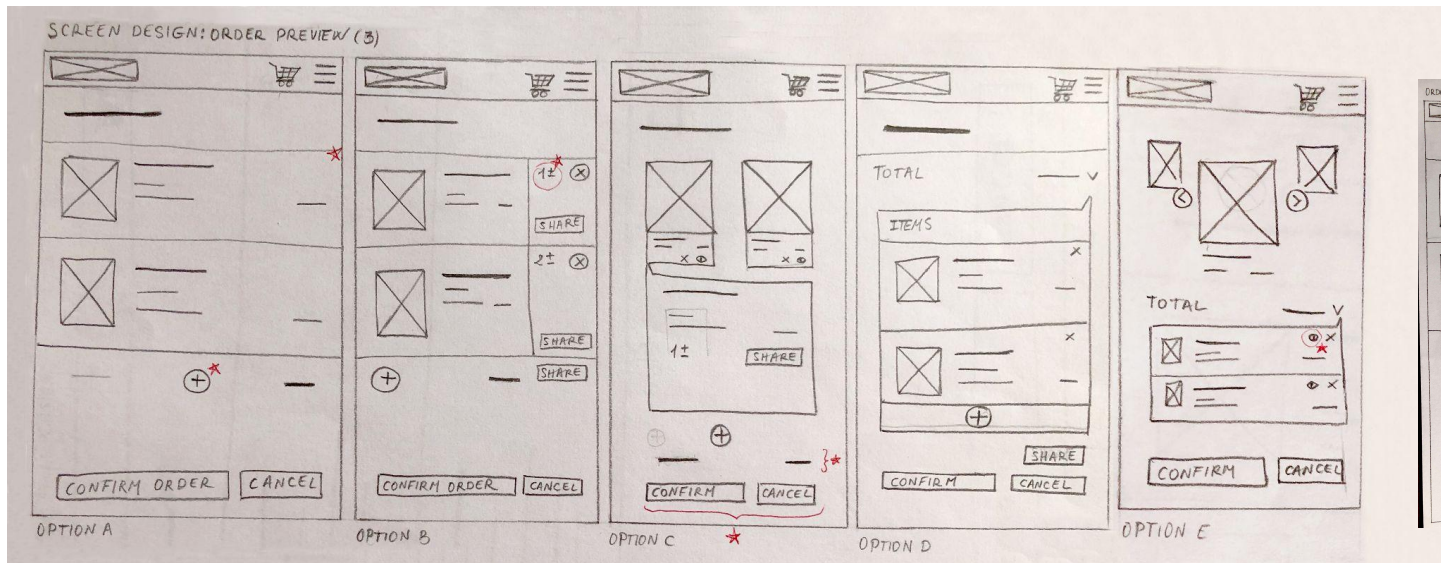


# Paper wireframes

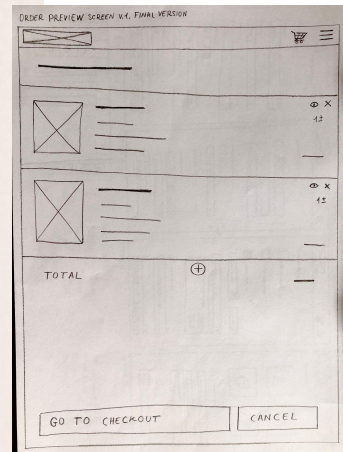
Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points.

Here you can see the order preview wireframes versions and the final wireframe of this screen.

\*Red stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.



Final wireframe



# Digital wireframes

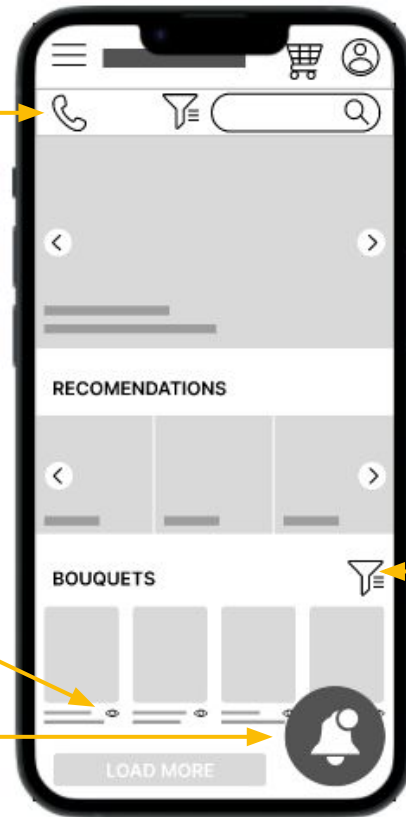
As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

This telephone icon makes it easy for users to call at the flower shop.

This eye shows a quick view of a product.

This bell notify the user when it's needed.

General and section filters help users search easier.

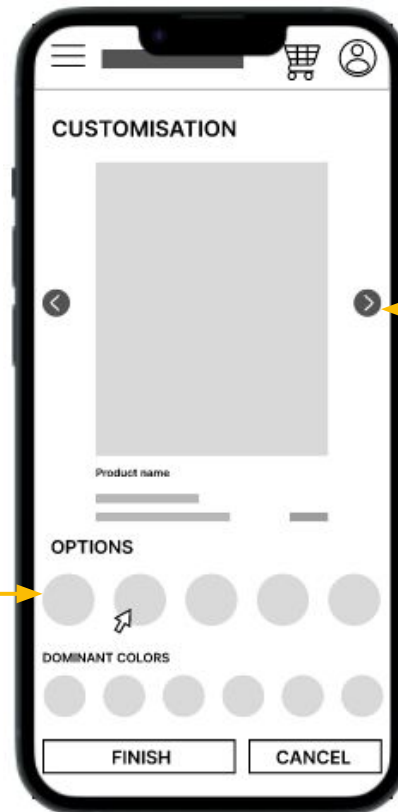




# Digital wireframes

Customisation screen was an important part of the app. I tried taking into account all the customization necessary elements to be in this screen, consulting a florist in usability studies.

Here are the options to customize. Clicking in them below appear its related options.

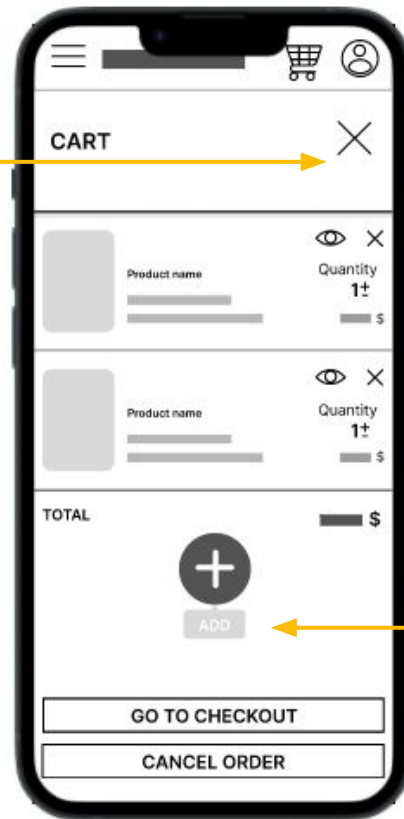


This carousel shows more images of the product.

# Digital wireframes

Some users had problem to close the cart screen and to know what was the plus symbol. So an “X” icon and an “add” label were added to the design.

Clicking here is easy to close the cart screen.

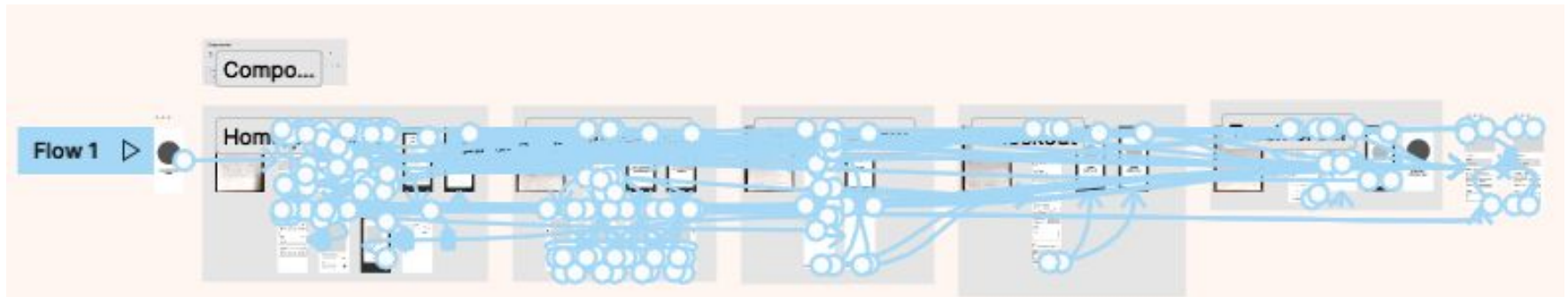


With this label is easy to users to identify this button function.

# Low-fidelity prototype

The primary user flow connected the interactions that could be done in the app, so the prototype could be used in a usability study.

View Bloom's [low-fidelity prototype](#)



# Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

## Round 1 findings

- 1 Some screens need to be modified to be easier to use and more intuitive.
- 2 More clues and confirmation screens need to be added to give security to the user and help the user feeling comfortable.
- 3 Workers functionality is not covered yet and needs to be extended.

## Round 2 findings

- 1 Some parts of the design need to be reviewed to be more intuitive.
- 2 Some more security needs to be added to the design so the users feel at ease with sensible data.
- 3 More flower info and images need to be added.

# Usability study: findings

Once findings are listed, they are converted into insights and prioritized by P0, P1 or P2. P0 insights need to be resolved first, P1 insights are resolved after P0 and P2 insights can be resolved in next app iterations.

## Round 1 findings. P0 insights.

- 1 People not used to technologies and older people need the app to be easier so they can understand it better.
- 2 The scrolling function will be deleted and replaced by full page layout. If there are cases which this can't be done, the screen continuing will be indicated with a button.
- 3 Filter icon will be replaced for an icon more identificative or something that helps people not used to technologies to understand it.
- 4 The app should be modified so that older people use it understanding it and feeling confident. Possible changes: delete scroll, illuminate steps, putting labels while hoover on icons and making icons more understandable

# Usability study: findings

## Round 1 findings. P0 insights.

- 5 Some design elements like hints when the user makes hover over an icon could give support to users to identify the app elements.
- 6 Design elements should be designed in a way that take into account visual difficulties. Or using the app on bigger platforms to users with visual difficulties.
- 7 Users should be informed of how their data is used and protected and how they can delete it if needed. They need to be informed about the benefits of having a user too. This can be added to the user section.
- 8 Include a pop up saying "You are being redirected to the home page" when plus icon is pressed in the cart screen.

# Usability study: findings

## Round 1 findings. P0 insights.

- 9 They need more visual hints to locate product quantity. A label saying “quantity” could be added above quantity indicators.
- 10 An alternative to understand the plus icon button better is to change the plus symbol to the text “Add”. Or to use a label when a hover is made on the button.
- 11 Include a pop-up when users press cancel to make sure they want to cancel.
- 12 Add a pop-up telling that you haven't add anything to the cart or there are no items when you click on Go to checkout.



# Usability study: findings

## Round 1 findings. P1 insights.

- 1 Manage in the app the possibility to pick an order in the flower shop.
- 2 The app should include flowers and colors disposal information to facilitate work to florists and make clearer the information to users. A calendar will be included in the app to show availability.
- 3 Bouquet image should change adapted to the price that the client defines on the customisation screen. The price should be defined in a editable price range below the image.
- 4 Delete the "Go to pay application" button and let the app redirect to it when the process is finished.

# Usability study: findings

## Round 1 findings. P1 insights.

- 1 Put the phone number of the person who orders and the phone number of the person to deliver, or someone who will be with the person.
- 2 Differ in some way the edit from the view mode in the user section.

# Usability study: findings

## Round 1 findings. P2 insights.

- 1 Adapt location function to the florists profile too to have on real time the location of the person to deliver on a limited time.
- 2 The app could explore the possibility of managing orders in a possible florist profile in the app. The usability for workers needs to be extended.
- 3 Add schedule shipments. In the user section it would be good to save favorites to repeat orders, recommendations to get out of the canons you usually follow and have saved the destination addresses.

# Usability study: findings

## Round 2 findings. P0 insights.

- 1 The order delivered screen should be checked so that the pop-up doesn't appear so unexpectedly and the user has more control on the screen). Insight: put a notification that says that the order has been delivered.
- 2 5/5 participants press the next button without defining a delivery direction. Insight: the next buttons in the order data section should be deactivated until a valid delivery direction is defined, adding too an informative message.
- 3 2/5 participants have difficulties with the delivery direction dropdown on the order data section. Insight: when the dropdown is opened the default option shouldn't appear (only by default before selecting other option) the dropdown arrow down should not appear when a new direction is being added.
- 4 3/5 participants think a cart would be more intuitive as the icon to repeat an order in the favorite section of the user. Insight: the icon of the favorite's user section should be changed by a cart to be more intuitive.

# Usability study: findings

## Round 2 findings. P0 insights.

- 5 1/2 older participants doesn't understand why she is redirected to the cart when she finish a customization. Insight: orientation screens should be reviewed to add more if it is necessary for the user to feel oriented in the flow.
- 6 3/5 participants have problems to identify filter and menu icons. Insight: it is necessary to check if the menu and filter icon have the most intuitive design to understand their functions or if their design should be changed.
- 7 4/5 participants feel confused about if there is a difference between the filters in the home screen. Insight: contemplate if the filters screen designs should have some changes between them. Maybe it would be good to add an explanatory text of each filter usage too).
- 8 4/5 participants doesn't understand the function of the icon below the bouquets in the user favorite's section because they don't associate the icon with the function. Insight: changing the icon of the favorite's user section bouquets by a cart to make it more intuitive to users.

# Usability study: findings

## Round 2 findings. P0 insights.

- 9 3/5 participants don't see differences between the quick view and the full view in the home screen bouquet section. They would prefer to have only one view. Insight: search other flower shop app's to see what view or views do they use. Try the design with only the full view.
- 10 2/5 participants don't understand the use of the order data section notes. Insight: include an explanatory text in the note of the order data section to explain its function.
- 11 1/5 participants doesn't understand how to go back from a complete view, she press menu and the option home to go back to home. Insight: modify the arrow back design to add a line after "<" and make it more similar to an arrow back to make it more intuitive to the user.
- 12 1/5 participants suggest to add at least the mail and the complete name to the register form. Insight: a review of fields in the register form should be made to know if there are some fields left behind that should be included.

# Usability study: findings

## Round 2 findings. P0 insights.

- 13 1/5 participants suggest to reduce the notification button size). Insight: a test of the app should be made in real size to check if the notification button size is appropriate or should be changed.
- 14 2/5 participants suggest to adjust the flower's day of arrival and the text that appears). Insight: the texts included in the flower availability calendar are not accurate and they should be reviewed.
- 15 1/5 participants suggest adding an option to pay a different person than the one who makes the order and adding an option to pay in cash. Insight: paying in cash is an interesting suggestion and should be taken into account in the app. Maybe the option "pick up and pay at the flower shop".
- 16 1/ 5 participants suggest that the advantages of having a user should be included in the register screen and not in the user section. Insight: this information should be moved to the register form to be distributed in a more logical way.



# Usability study: findings

## Round 2 findings. P0 insights.

- 17 1/5 participants suggest having an option to not defining a price in the filters screen. Insight: a possible solution could be adding an active/inactive interactive button at each filter section.
- 18 1/5 participants remarks that when clicking a product size the price that appears should change. Insight: make the image change as the product size is selected in the figma design.
- 19 1/5 participants feels insecure giving pay data without messages of data protection or something else that makes her feel secure to put there that kind of data. Insight: some kind of data security should be included in the pay data screen of the checkout to give security to users.
- 20 1/5 participants wants her data to be deleted immediately when she deletes her user. Other participant is thankful about having a week before they are delated. Insight: by default let a week before deleting the data, but add a button to delete the data immediately (a screen indicating to the user that the data is delated should be added for this).

# Usability study: findings

## Round 2 findings. P1 insights.

- 1 1/5 participants suggest to add images that are closer to the bouquet to make the bouquets more visually attractive. Insight: adding more images in the customization and in the complete view of a product to make it more visually appealing and give more information to the user.
- 2 1/1 florist suggest to add in the bouquet description the types of flowers that are included in the bouquet and their amounts. They indicate the amount and variety of flowers of each bouquet, and add a message “the florist will stick as much as possible to the bouquet, but may vary some color or flower based on the season”. Insight: take this information into account to widen the full description of a product letting the user know what flowers are included and in which quantity.

# Usability study: findings

## Round 2 findings. P2 insights.

- 1 4/5 participants have problems with the app being in english and not in spanish. Insight: if the app is programmed it is necessary to translate it to different languages, taking spanish into account.
- 2 1/5 participants suggest to widen the products that the flower shop offers to not having only bouquets and having too flower centers and wreaths. Insight: it's interesting widen the products shown in the app due to the initial task was to make a catalog app.
- 3 1/1 florist suggest that if the app wants to widen their catalog to not have only bouquets, a good place to include the other categories would be the filter. Insight: the filter and the menu seems to be the better places to add other formats.

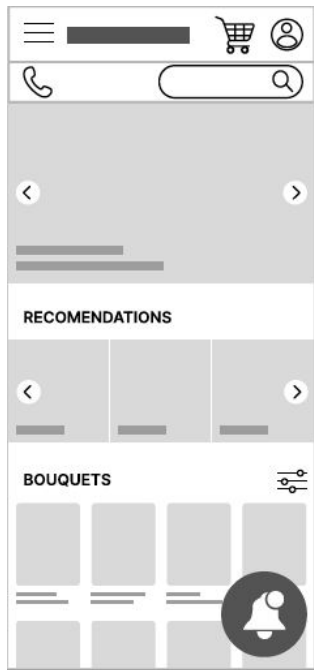
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

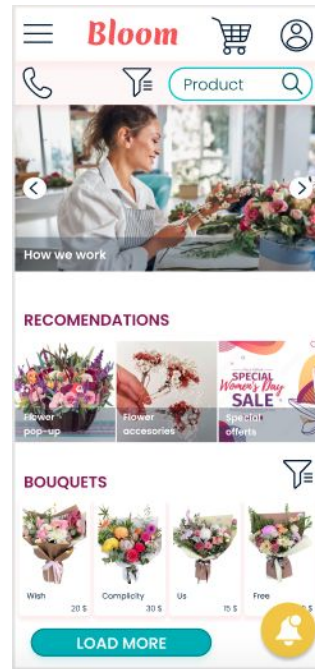
# Mockups

Early designs had some scrolling screens, but the usability study showed that they weren't intuitive for participants. So the scroll function was erased, and the screens design adapted. Some icons were changed by other more accessible.

Before usability studies



After usability studies



# Mockups

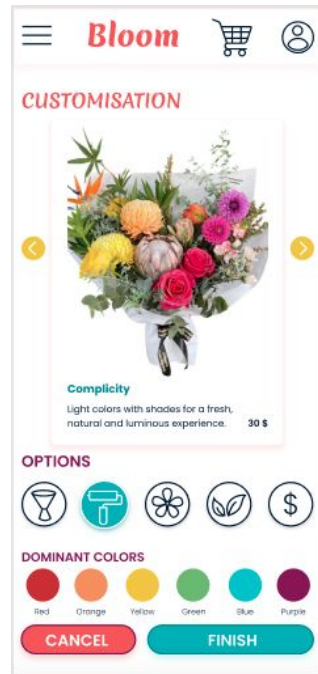
Early designs had a pointer pointing to the selected option in customization, but since it's a mobile design a change of size and color seemed more coherent.

The confirm order button led to confusion in the studies, so it was changed by a “finish” button. The button order was changed by other more logical.

Before usability studies



After usability studies



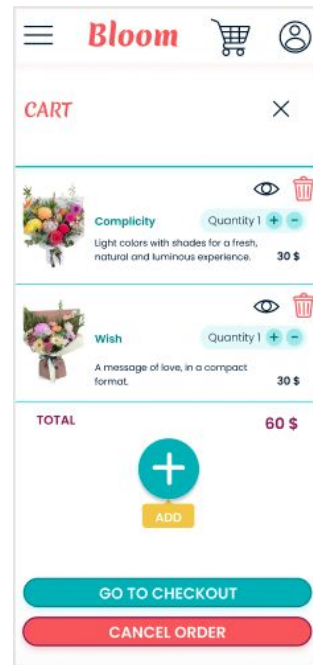
# Mockups

The quantity button was changed by other design easier to click in. The add button led to confusion in the studies, so a label was added below. Button sizes was better adapted to space after usability studies.

Before usability studies



After usability studies





# Mockups

The checkout screen was the most changed in the process. In early designs it was a scrolling screen, so all the sections were divided into different screens by steps.

Before usability studies



This mockup shows a vertical stack of sections for a checkout screen. At the top is a navigation bar with a hamburger menu, a black rectangle, a shopping cart icon, and a user profile icon. Below this is a 'CHECKOUT' header. The main content consists of four expandable sections: 'USER DATA' with a person icon, 'CARD DATA' with a credit card icon, 'ORDER DATA' with a box icon, and 'PERSONALIZED CARD' with a document icon. Each section has a downward arrow on the right. Below these sections are two input fields: one labeled 'TO' and another labeled 'Text' with a small edit icon. At the bottom are two buttons: 'CONFIRM ORDER' and 'CANCEL'.



After usability studies



This mockup shows a more refined checkout screen. The top navigation bar includes the 'Bloom' logo in red. Below the 'CHECKOUT' header is a 'USER DATA' section with a person icon. This section contains three input fields: 'Name', '+34' with a dropdown arrow, and 'Your telephone'. Below these is another input field for 'Emergency contact' with a '+34' dropdown arrow. A small note below the input fields reads: '\* We need a contact in case we can not get in touch with the person to deliver. This telephone can be of the person to deliver or the telephone of someone who is going to be near.' At the bottom is a large teal button labeled 'NEXT STEP'.

# Mockups

The indications button was moved to the order data section in the checkout process. A notification icon was added to appear and notify when the product is delivered, or other messages. A total price was added below the different items of the order.

Before usability studies

This mockup shows a checkout screen with a hamburger menu icon at the top left. The main heading is "TRACK YOUR ORDER!". Below it is the "ORDER" section, which contains three identical placeholder items, each with a "Product name" label and a greyed-out description. The "DELIVERY" section follows, featuring a location input field with a pin icon, a date and time selector (DD/MM/AAAA and HH:MM), and a map placeholder showing a route from a starting point 'X' to a destination pin. At the bottom, there is a "Stops left" label, an "INDICATIONS" button, and an "EDIT INFORMATION" button.



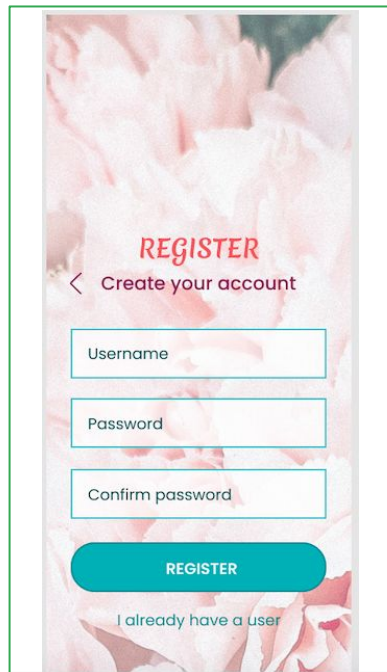
After usability studies

This mockup shows the updated checkout screen. It features a brand name "Bloom" in red at the top, along with a shopping cart icon and a user profile icon. The "TRACK YOUR ORDER!" heading is in red. The "ORDER" section now displays three specific items: "Complicity" (Light colors with shades for a fresh, natural and luminous experience, 30 \$), "Free" (Antique dianthus and rose in delicate tones, 30 \$), and "Us" (We flourish every day in the most sincere and resilient way, 30 \$). Each item has a "Quantity 1" with plus and minus icons. A "TOTAL" of 90 \$ is shown in red. The "DELIVERY" section includes a "Location" input field, a date and time selector (DD/MM/AAAA and HH:MM), and a map showing a route to "Alicante (Alicant)". At the bottom, there is a "Stops left" label, an "EDIT INFORMATION" button, and a notification bell icon with a red "1" badge.

# Mockups

The second usability study revealed that register fields weren't covering all the information needed. And user advantages had more sense in register screen than in the user section inside the app.

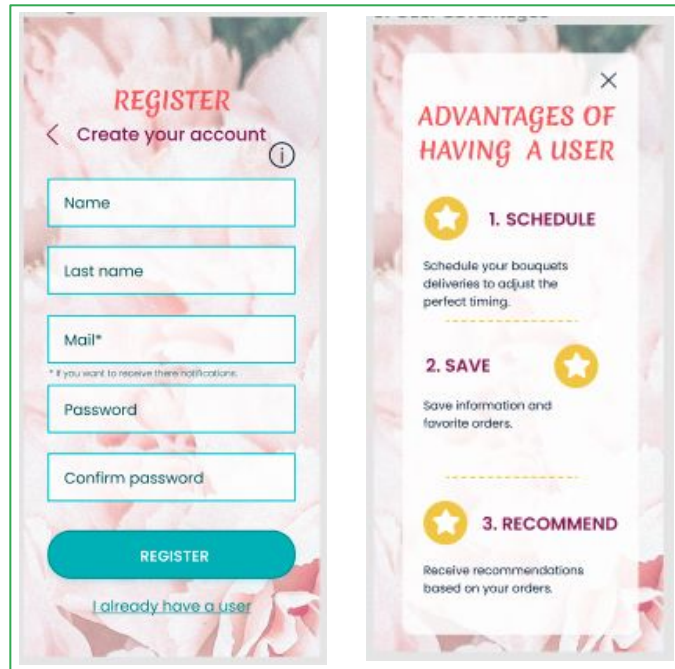
Before usability study 2



The mockup shows a vertical screen with a pink floral background. At the top, the word "REGISTER" is in red, followed by a back arrow and "Create your account". Below this are four input fields: "Username", "Password", and "Confirm password". At the bottom is a teal "REGISTER" button and a link "I already have a user".



After usability study 2



The mockup shows two screens. The left screen is the "REGISTER" screen, which now includes a "Name" field, a "Last name" field, a "Mail\*" field with a note "\* If you want to receive there notifications.", and a "Confirm password" field. The right screen is titled "ADVANTAGES OF HAVING A USER" and lists three benefits: "1. SCHEDULE" (Schedule your bouquets deliveries to adjust the perfect timing.), "2. SAVE" (Save information and favorite orders.), and "3. RECOMMEND" (Receive recommendations based on your orders.). Each benefit is preceded by a yellow star icon.

# Mockups

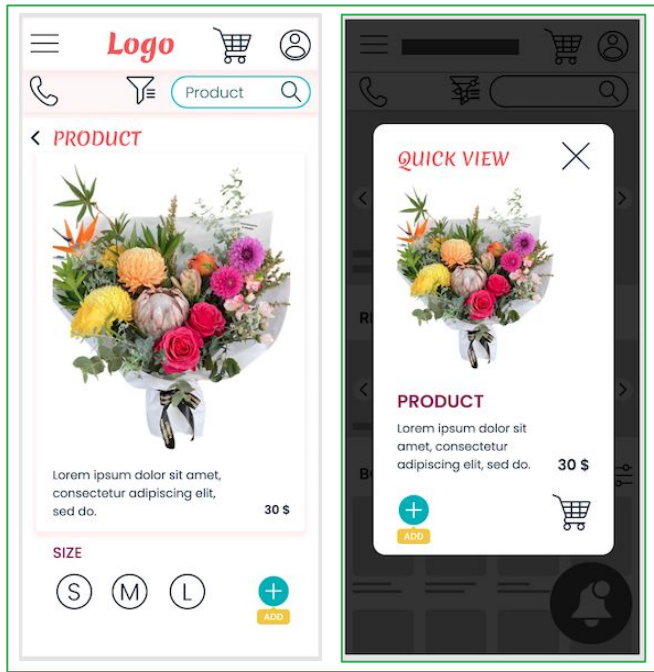
The second usability study revealed that participants had problems identifying the quick view. Reviewing the prototype, it was considered to better have only the full view of the product since there wasn't a big difference between views.

The study revealed too a lack of different images of each bouquet and that it was needed more specific information about the bouquet components.

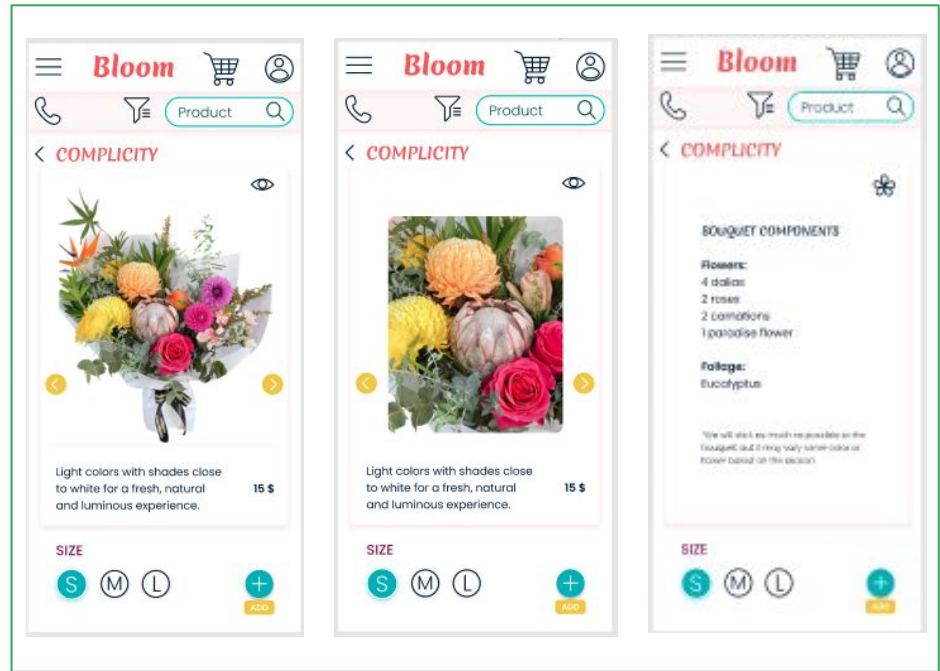
(Images shown in the next slide)

# Mockups

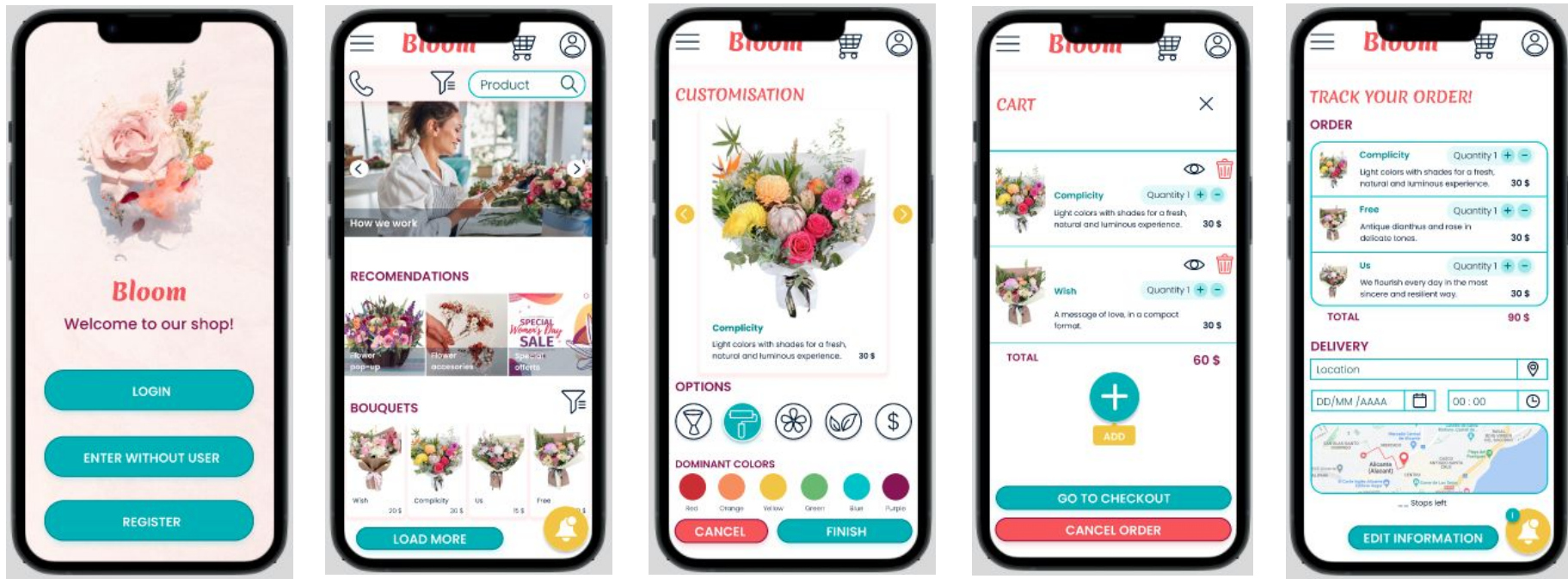
Before usability study 2



After usability study 2



# Key mockups



# High-fidelity prototype

The final high-fidelity prototype presented more intuitive user flows. It also has a cleaner design, more interactions, data protection and visual improvements.

View Bloom [high-fidelity prototype](#)



# Accessibility considerations

1

In the second usability study a lot of accessibility tests have been made in the icons to achieve the most intuitive version possible of each icon.

2

In the app there are many visual clues to guide users in the app flow.

3

Color tests have been taken into account to achieve a contrasted and accessible color palette.



# Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

“There are times when, for whatever reason, your day gets messed up and you can't go out. With this you order it with time and it is simple.”

“In the flower shop I like close treatment, I don't think I would use it. In case of a long queue in the store and having a screen inside the store with this application to speed up my order, I would use it. Using it from home gives you comfort.”



## What I learned:

The key users for this app were young adults, adults (mainly those who are very occupied) and older people. As thought, the app is useful to study participants when they are not in the shop. But it would be useful when long queues are formed. The biggest challenge was to get older people to understand and use the application. Very old people not close to technology couldn't understand it well. But in the 60-70 range of age participants not close to technology succeeded.

# Next steps

1

Priority 2 insights were uncovered, so those insights would be the first next step.

Those insights would cover translating the app to other languages and expand the catalog to other types of floral compositions in addition to bouquets.

2

In the usability studies it showed that older people would need a different app with more guidance and adaptation to get them to use it.

This would be the next step after the first.

3

The approach of the application was also intended to support florists in their day-to-day work. But a back office app would be necessary for this, totally oriented to florists.

This would be the third next step and the last one for now.

# Let's connect!



Thank you for your time reviewing my work on the Bloom app! If you'd like to see more or get in touch, my contact information is provided below.

Email: [anaaldfer@gmail.com](mailto:anaaldfer@gmail.com)

Website: <https://anaaldeguerfernandez.github.io>