

Flower shopping app design process

1. User Interviews

User interviews are essential in UI/UX development because they provide direct insights from the people who will use the product. Here are the key reasons:

Understand User Needs

User interviews reveal real user needs, helping designers address relevant problems and avoid assumptions.

Identify Pain Points

Interviews highlight frustrations and challenges users face, guiding targeted solutions that improve usability.

Gather Unfiltered Feedback

Direct interaction allows users to express honest opinions, providing insights that surveys or analytics might miss.

Build Empathy

Interviews help designers connect with the user's experience, leading to more intuitive, user-centered designs.

2. Empathy Map

Once you've conducted interviews, you can use empathy maps to break down each interview into five digestible pieces of information:

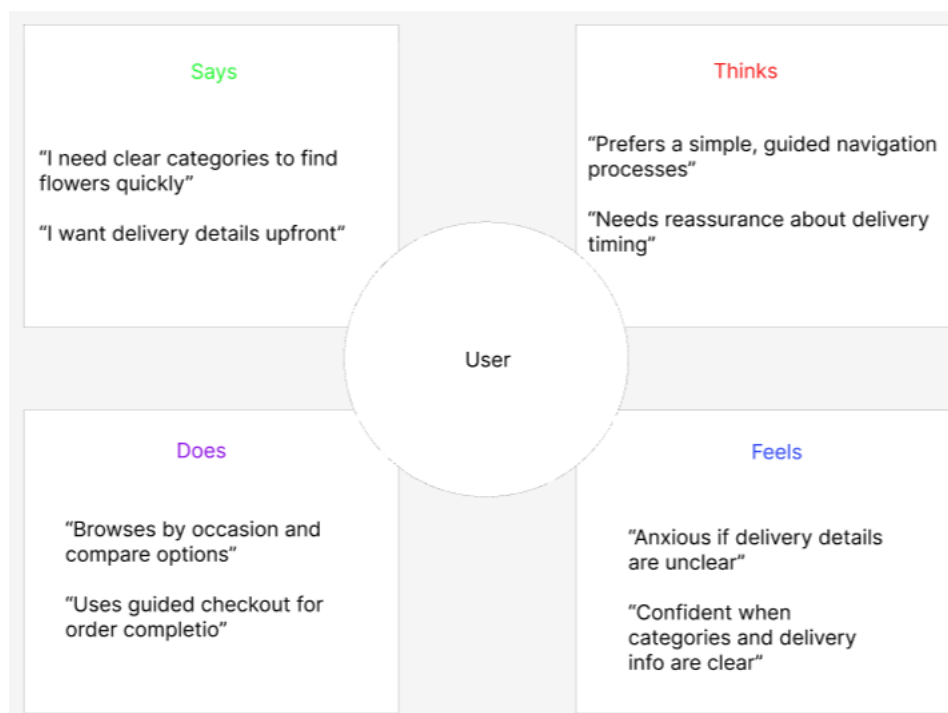
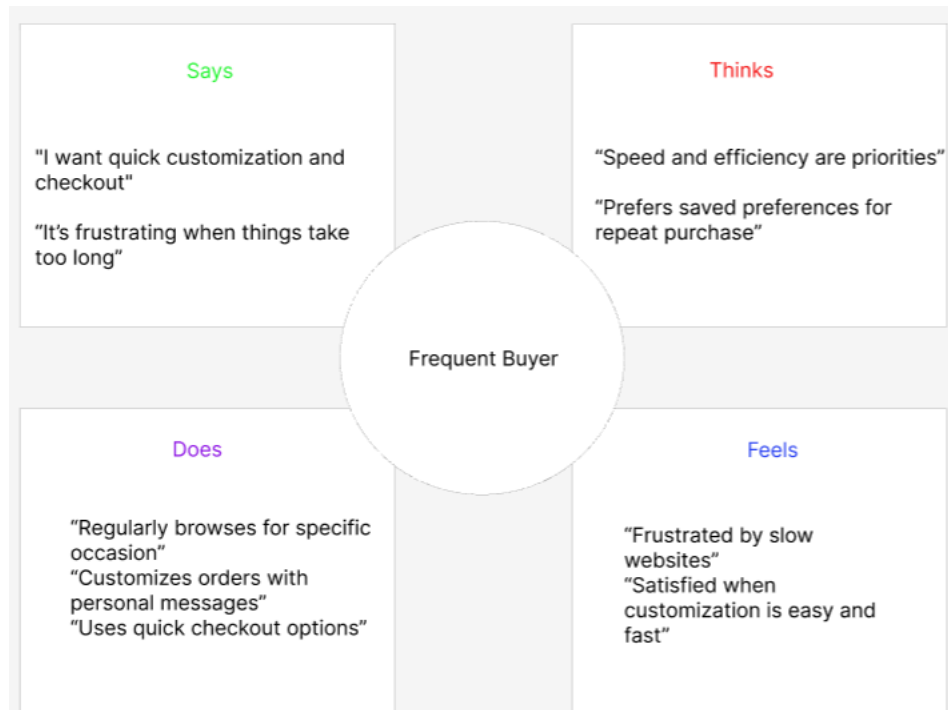
Who exactly are the users and what are their situations?

What do users say about their experiences with the product or similar products?

What do users think about their experiences?

What do users do before, during, and after their experiences?

What do users feel about their experiences?



3. User Personas

After my empathy map now it's to move with User personas which is a fictional user who represent the needs, goals, and characteristics of larger groups:

This will help you remember and design for your users without having to recall every detail you captured during your interviews

For my project I have considered Sagar and Tsheten as **Frequent** and **occasional** buyer respectively as given below:



Sagar

Age: 24
Education: Degree
Hometown: Thimphu
Family: Lives alone
Occupation: Student

"I want to make each gift special, but it needs to be quick and easy"

Goals

- Fast checkout.
- Customization options.
- Saved preferences for repeat purchase.

Frustrations

- Slow customization.
- Limited checkout options.
- Lack of Delivery trackings.

Sagar needs to order a birthday bouquet quickly. He logs in, uses his saved preferences, and customizes the bouquet, but finds the checkout process slow and cumbersome. He wishes for a faster, more seamless experiences.



Tsheten

Age: 23
Education: Degree
Hometown: Thimphu
Family: Live alone
Occupation: Student

"I just want to find the right flowers easily and make sure they arrive on time"

Goals

- Simple navigation.
- Clear delivery info.
- Category-based browsing.

Frustrations

- Confusing interfaces.
- Unclear delivery time.
- Complicated checkout.

Tsheten wants to order flowers for his mother's birthday. He uses the category-based navigation but struggles with unclear delivery info. Although he completes the order he hopes for a clearer, more guided process next time.

4. User Journey Map

A user journey map is the series of experiences the user has as they try to achieve our goal.

These maps showcase key pain points and areas for improvement that designers can address in their designs

This is how I have created for my Project:

User 1: Sagar (Frequent Buyer)

Goal: Find Flowers easily and ensure timely delivery

Action	Action 1	Action 2	Action 3	Action 4
Task List	A. Open app/website. B. Login with saved credentials.	A. Browse the 'Popular' or "Birthday Flowers" category.	A. Use saved payment info. B. Confirm order.	A. Open tracking search button. B. Confirm receipt.

	C. Access saved preferences.	B. Choose a bouquet. C. Add to cart	B. Received confirmation note.	
Emotion	Positive: Feels confident using saved preferences. Negative: Annoyed if login is slow.	Positive: Enjoys browsing options. Negative: Overwhelmed by too many choices.	Positive: Relieved by quick checkout. Negative: Stressed if payment errors occur.	Positive: Feels secure tracking the order. Negative: Anxious if delivery updates are delayed.
Opportunities	Improve login speed and add fingerprint login.	Implement filters to narrow down choices quickly.	Enhance error messaging and auto-save payment details.	Provide real-time notification for better delivery updates.

User 2: Tsheten (Occasional buyer)

Goal: Find and purchase flowers easily for special occasions with clear delivery options.

Action	Action 1	Action 2	Action 3	Action 4
--------	----------	----------	----------	----------

Task List	<p>A. Open app/website.</p> <p>B. Explore the home page.</p> <p>C. Click on ‘Browse by occasion’.</p>	<p>A. Choose the ‘Birthday Flowers’ category.</p> <p>B. Apply filters (price, color, etc.).</p> <p>C. Narrow down choices.</p>	<p>A. Follow step-by-step checkout prompts.</p> <p>B. Enter delivery details.</p> <p>C. Complete payment</p>	<p>A. Check email/ SMS for confirmation.</p> <p>B. Track delivery status.</p> <p>C. Confirm delivery.</p>
Emotion	<p>Positive: Feels welcomed by clear categories.</p> <p>Negative: Confused by too many initial options.</p>	<p>Positive: Enjoys filtering by occasion.</p> <p>Negative: Frustrated if filters aren’t precise enough.</p>	<p>Positive: Guided checkout feels easy.</p> <p>Negative: Stressed if payment errors occur.</p>	<p>Positive: Satisfied with delivery updates.</p> <p>Negative: Anxious if delivery tracking is delayed.</p>
Opportunities	Simplify category display on the home page.	Offer better filtering options (eg. By event type or recipient).	Shorten checkout steps and improve	Add real-time SMS notifications for updates.

			error messages.	
--	--	--	--------------------	--

5. Problem Statements

Sagar's Problem Statement:

Sagar is a frequent buyer who needs a fast, customizable, and efficient ordering experience because he wants to personalize gifts quickly and save time.

Tsheten's Problem Statement:

Tsheten is an occasional buyer who needs a simple, guided ordering system because he wants to easily find flowers and choose suitable delivery options for events.

6. Hypothesis Statements

While a problem statement describes a user need that the product must address, a hypothesis statement communicates the designer's best educated guess about how to address that need.

This will help you remember and design for your users without having to recall every detail you captured during your interviews

For my project I have considered Tshering and Karma as **Frequent** and **occasional** buyer respectively as given below:

- **Sagar:**

If we implement faster checkout and expanded customization options, then frequent buyers like Sagar will experience an efficient purchasing process, leading to increased satisfaction and engagement.

- **Tsheten:**

If we provide clear categories and guided navigation, then occasional buyers like Tsheten

will be able to find and order flowers more confidently, resulting in better conversion rates.

7. Goal Statements

With goal statements you take the action and outcome of a hypothesis statement and expand them to articulate a specific and measurable goal for the product you're designing.

Goal statements help designers solidify the scope of their design work by articulating exactly who their product will serve, **what** the product will do, **why** the product solves the user's need, and **how** the effectiveness of that solution will be measured

- This is how I have created for my **Project**:

Our online flower shop web will let users easily browse and purchase flowers online which will affect frequent buyers, occasional buyers. The target users who prefer convenience and simplicity when ordering flowers online. It will streamline the purchasing process, improve accessibility, and increase use satisfaction by making it easier and faster to order flowers. We will measure effectiveness by offering clearer navigation and delivery information.

8. User Interview link

<https://drive.google.com/file/d/15dexvjHMLSvpVhf9iWai1vsgViNP5v6D/view?usp=sharing>

9. Competitive Audit Link

<https://drive.google.com/file/d/1z-z3DY5VWoeQtXoIu14uMkoO-mEq-2d7/view?usp=sharing>

10. User Research link

https://drive.google.com/file/d/1XB2euruQUtopX__pRnBcT5T6JhWeUORV/view?usp=sharing

11. Low-Fi Wireframe link

<https://www.figma.com/design/NCsTgLtvInPKv8ek72ynJf/Flower?node-id=12-6&p=f&t=ZdgzYNgGsgg6yJQ7-0>

12. High-Fi Prototype link

<https://www.figma.com/design/NCsTgLtvInPKv8ek72ynJf/Flower?node-id=0-1&p=f&t=ZdgzYNgGsgg6yJQ7-0>