

# Flowers Shop

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# Project overview



## The product:

Flowers APP is an application offer flowers and bouquets in your choices and offer delivery option. Flowers app targets people who have no time to go to the florist shop and want an easy way to choose and buy them



## Project duration:

Mars - April 2022



# Project overview



## The problem:

Busy flowers lovers they have no time to choose and buy flowers in shops and get confused with the multi options in the stores.



## The goal:

Design an app which offers online flowers and bouquets with delivery option

# Project overview



## My role:

UX designer designing an app for florist shop  
from conception to delivery



## Responsibilities:

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

# Understanding the user

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

# User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was working adults who want to buy flowers online

# User research: pain points

1

## Time

Working adults are too busy to spend time on flowers shop to choose and buy bouquets

2

## Accessibility

Platforms for flowers shop are not equipped with assistive technologies

3

## IA

Text-heavy descriptions in apps are often difficult to read and choose from

# Persona: **Felix**

## Problem statement:

Felix is a busy working adult who needs easy access to flowers' shop to choose and buy bouquets fast because he has no time to go to the shop themselves



**Felix**

**Age:** 38

**Education:** PhD Science Computer

**Hometown:** Germany

**Family:** Married

**Occupation:** System Administrator

*"Online shopping is my escape from my responsibilities"*

## Goals

- To demonstrate care and attention to detail in every task, big and small.
- Complete less challenging tasks with maximal efficiency.
- To have access to good florist for ordering flowers..

## Frustrations

- "there is no florist nearby."
- "I don't have time to look for a florist"
- "I'd like to order flowers without leaving my desk".

Félix is a system administrator, who lives in a small town with his wife, he likes to play video games in his free time and give presents to his wife. He also thinks the task of ordering flowers for his wife is difficult.



# User journey map

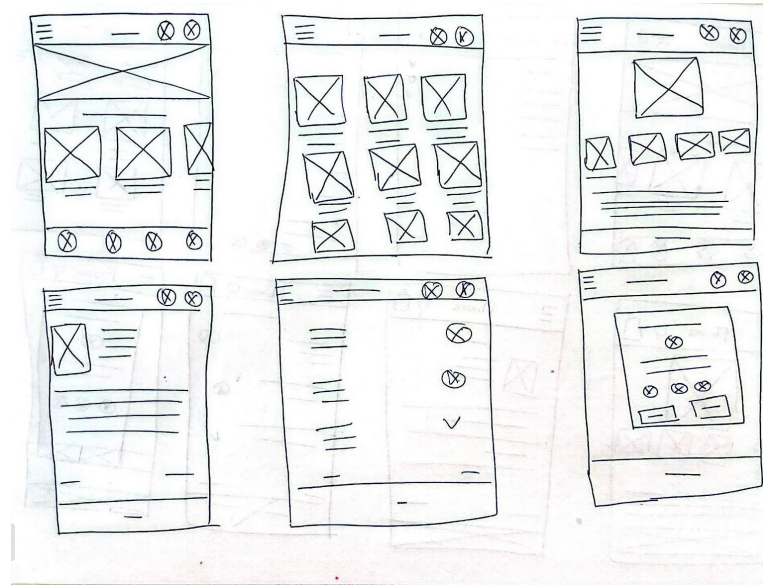
Order flowers from online shop

ACTION	Select the Flowers	Choose the bouquet	Place order	Complete order
TASK LIST	A. Search florist shops in browser  B. Select a florist shop	A. Choose the kind of flowers  B. Choose the bouquet size and shape  C. Choose the packaging	A. fill in the form.  B. Pay by card	A. Confirm order  B. Wait for the delivering
FEELING ADJECTIVE	- Overwhelmed by number of florist shop options. - Excited to find a florist online shop that fulfilled my need	- Annoyed at large amounts of text with limited visuals	- Dissatisfied with scrolling to find phone number. - Anxious of misunderstanding order	- Annoyed at time taken to drive to the florist and back - Annoyed at the crowded shop
IMPROVEMENT OPPORTUNITIES	Create a dedicated mobile app for the florist shop	- Provide search filter - Include images	- Provide a simple checkout flow	- Provide option to tip in app



# Paper wireframes

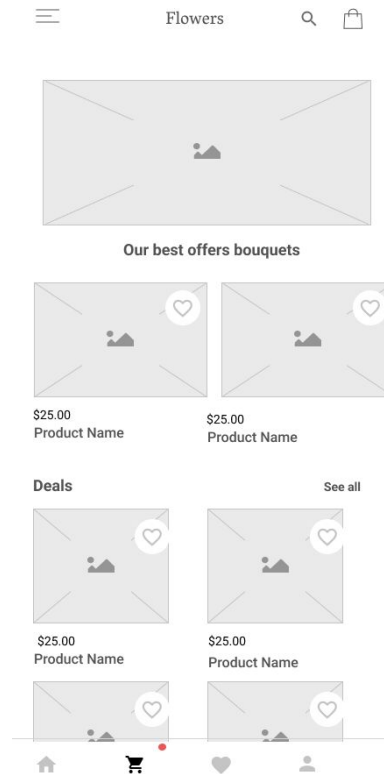
Next, I sketched out paper wireframes for each screen in my app.



# Digital wireframes

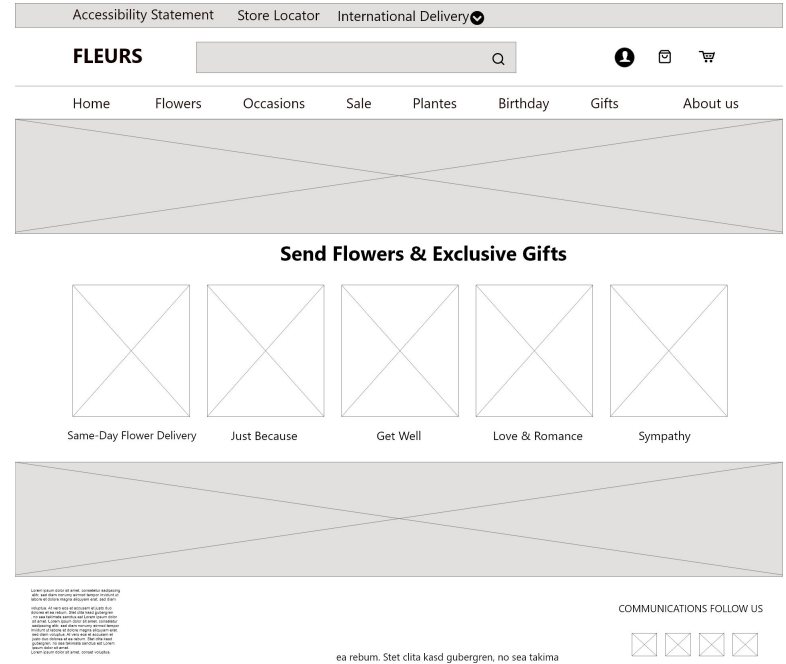
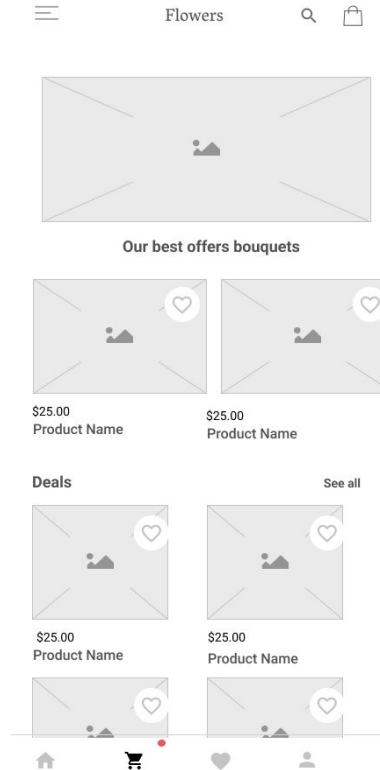
Moving from paper to digital wireframes made it easy to understand how the redesign could help address user pain points and improve the user experience.

Menu



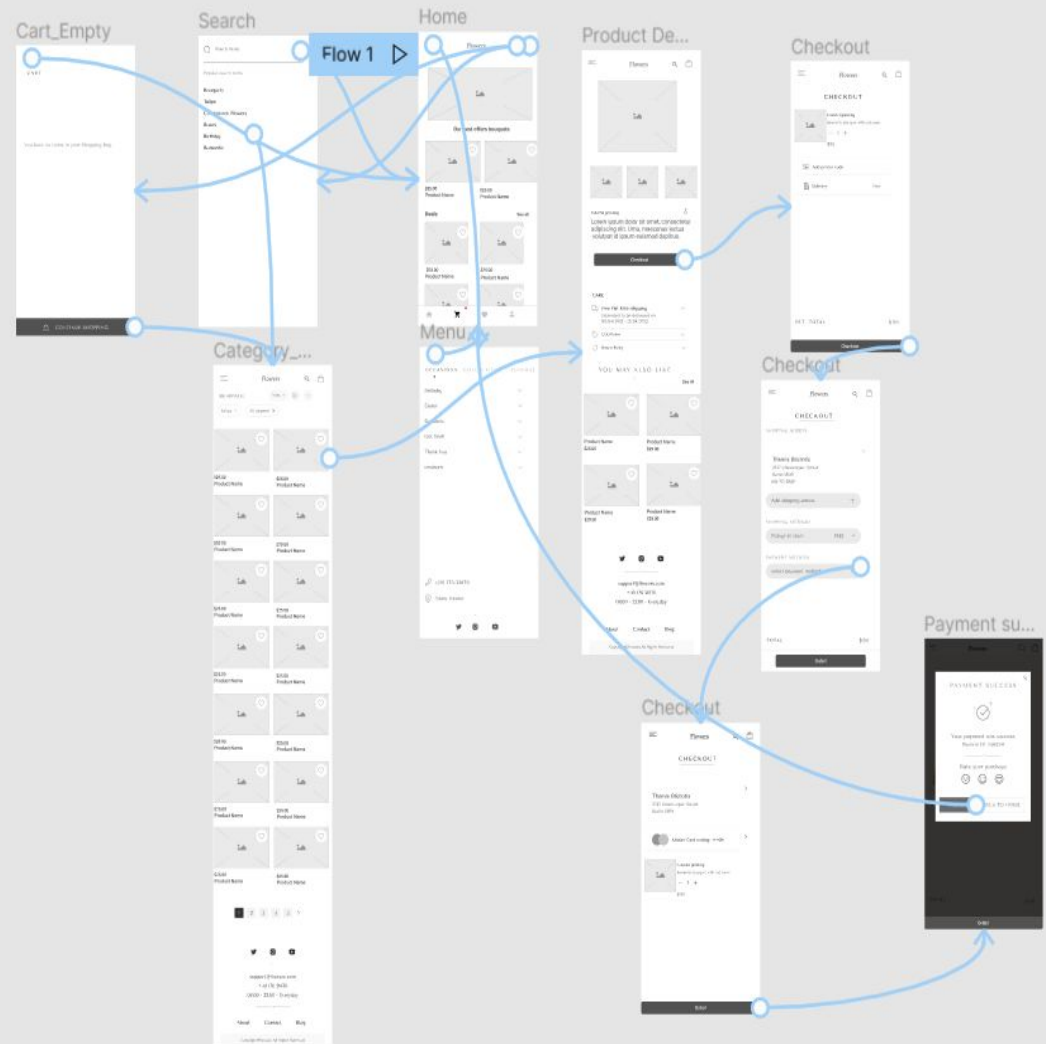
items

# Digital wireframe screen size variation(s)



# Low-fidelity prototype

To create a low-fidelity prototype, I connected all of the screens involved in the primary user flow of adding an item to the cart and checking out.



# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

United States, remote



## Participants:

5 participants



## Length:

20-30 minutes

# Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

## Finding

Users want to order  
bouquet quickly  
Users want more  
customization options

2

## Finding

Users want to choose the  
size of the bouquet



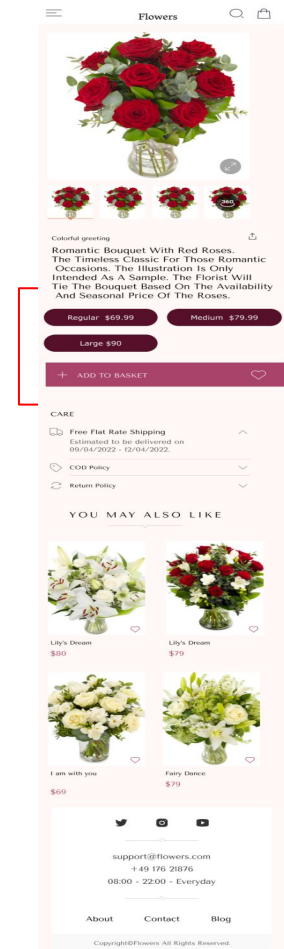
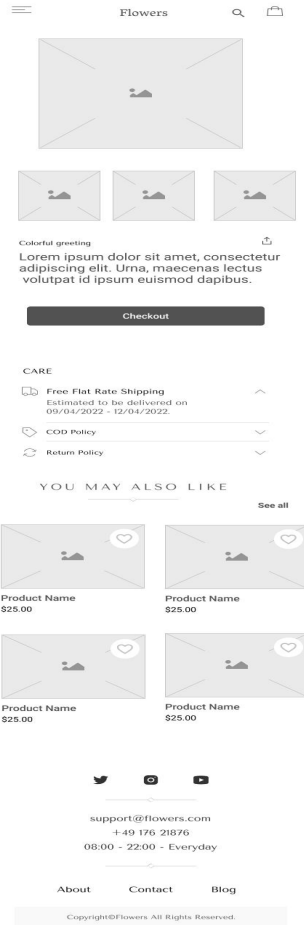
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

# Mockups

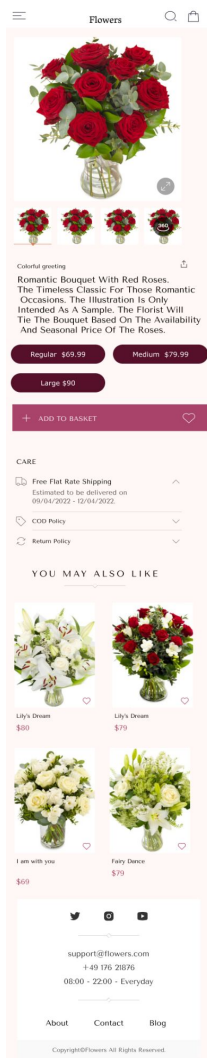
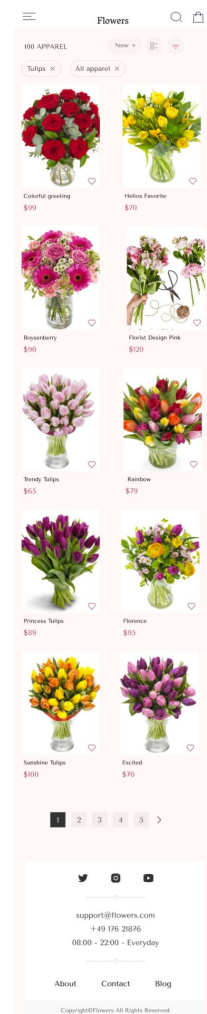
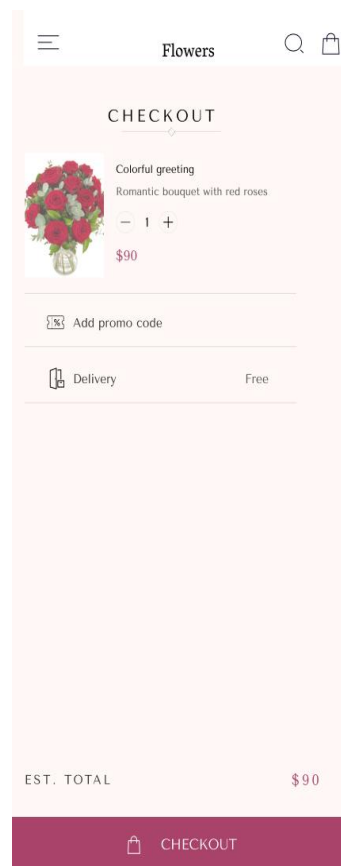
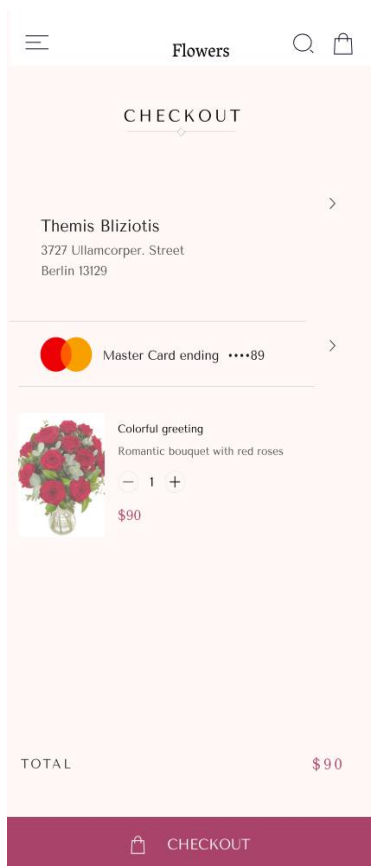
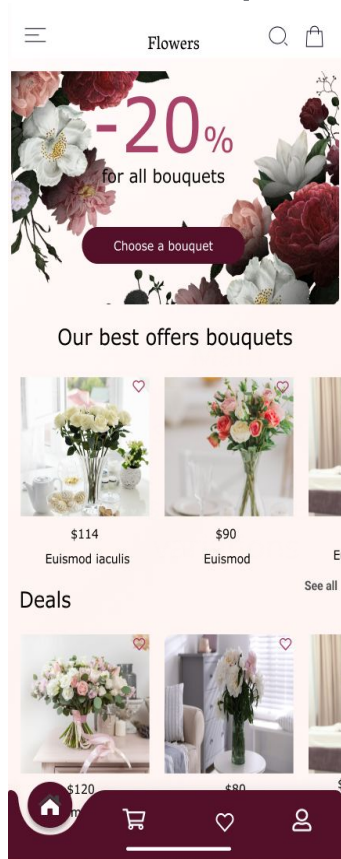
I add the option to choose the size of the bouquet

Before usability study



After usability study

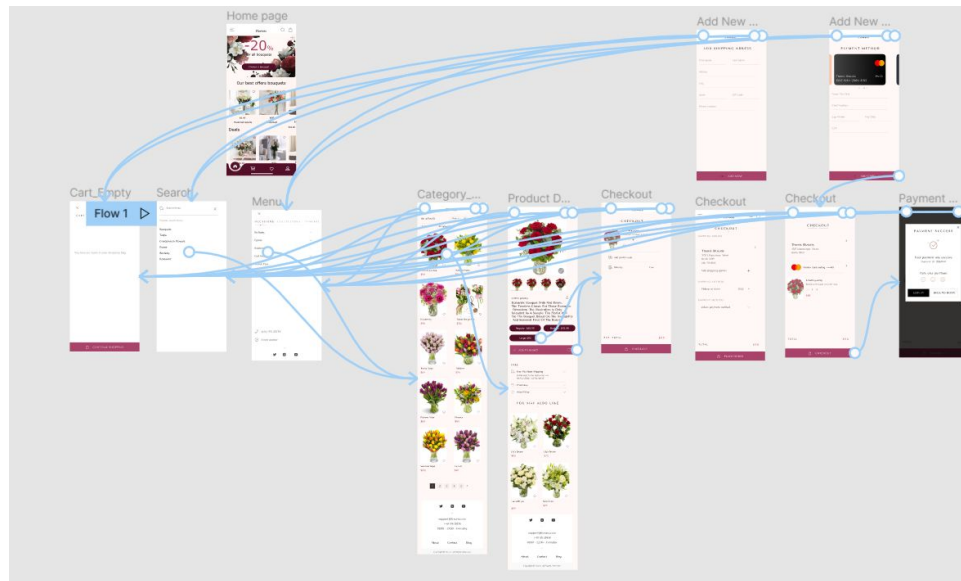
# Mockups: Screen size variations



# High-fidelity prototype

My hi-fi prototype followed the same user flow as the lo-fi prototype, and included the design changes made after the usability study.

View the Flowers shop [high-fidelity prototype](#)



# Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers

2

Used icons to help make navigation easier

3

Used detailed imagery for bouquets, flowers and seeds help all users better understand the designs

# Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

Our target users shared that the design was intuitive to navigate through, more engaging with the images, and demonstrated a clear visual hierarchy.



## What I learned:

I learned that even a small design change can have a huge impact on the user experience. The most important takeaway for me is to always focus on the real needs of the user when coming up with design ideas and solutions.

# Next steps

1

Conduct follow-up  
usability testing on the  
new website

2

Identify any additional  
areas of need and ideate  
on new features



# Let's connect!



Thank you for reviewing my work on the Flowers app!

If you'd like to see more, or would like to get in touch, my contact information is provided below:

linkedin: <https://www.linkedin.com/in/hanenbenhassen/>