

Floral Arrangement App

Harini Avula



[View Figma!](#)

Project overview



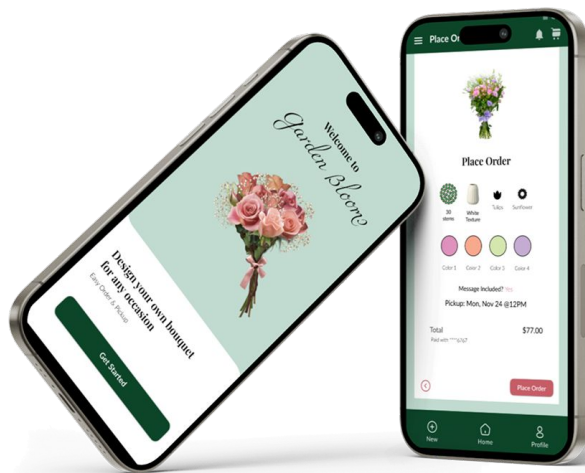
The product:

An mobile app for a florist to allow customers to customize and order floral arrangements



Project duration:

Feb 2025 - Apr 2025



Project overview



The problem:

Consumers lack the necessary to order a flower bouquet in-person at the florist



The goal:

Develop an application that allows customers to design and order their own flower bouquet and flexibility to pick it up at the florist

Project overview



My role:

UX/UI Designer



Responsibilities:

User Research, Competitive Analysis, Sitemaps, User Flows, Wireframing, Prototyping, Iterating on Design, Accessibility designing

Understanding the user

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

User research: summary



Using **secondary research**, I researched about the primary users of the bouquet app. The profile ranged from **teens to adults** looking to pick up flowers for their family members, friends, and partners.

Market reports and user reviews revealed that many people are busy with work and other commitments, and prefer ordering flowers online on an app. Most interestingly, there seemed to be a significant and **growing demand for personalized floral experiences**. Users wanted to create their own bouquets and **see a visual composition of their creation before placing their order**.

User research: pain points

1

Lack of Visual Confidence

Users struggle to visualize the final arrangement based on individual flower selections

2

Inconvenient Ordering Process

Traditional process of ordering custom arrangements is time-consuming and inconvenient, requiring in-person consultations or lengthy phone calls

3

Generic Arrangements

Users feel that pre-designed arrangements lack the unique touch they desire, leading to a sense of impersonalization

4

Difficulty Finding Inspiration

Users struggle to find inspiration for their custom arrangements, especially if they lack prior floral design experience

Persona: Emily Martin

"Life's too short for boring bouquets."

Problem statement: Emily, a busy teacher, needs a convenient way to design personalized floral arrangements because she wants to express her thoughtfulness despite her time constraints.



Name: Emily Carter

Age: 28

Education: Bachelor's Degree in Education

Hometown: Boston, MA

Family: Lives with her partner, has a close-knit group of friends

Occupation: 2nd grade history teacher

Goals:

- To find a quick and easy way to order unique, personalized floral arrangements for special occasions.
- To impress her friends and family with thoughtful gifts.

Frustrations:

- Doesn't have time for in-person consultations with florists.
- Finds pre-made bouquets impersonal and lacking creativity.
- Struggles to visualize the final product when ordering online.

User journey map

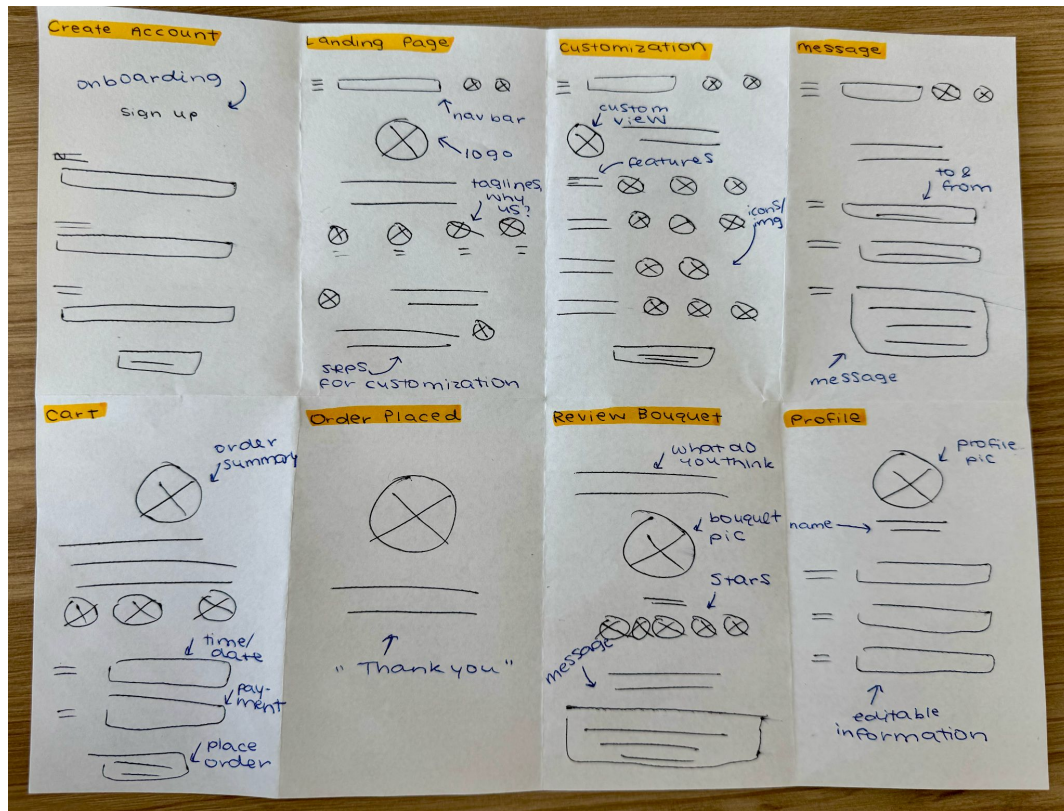
Mapping Emily's journey to understand what to consider and include in the florists' app

ACTION	Find and download florist app	Starting with the florist app	Customization process	Placing the order	Order pick-up
TASK LIST	Tasks A. Find app on app store B. Download app to device C. Open app	Tasks A. Explore existing bouquet designs B. Understand customization features and bouquet sizes	Tasks A. Select bouquet size B. Select 3 types of flowers to be included C. Select & add additional items (message card) D. View preview of bouquet and modify selections until desired visual composition is achieved	Tasks A. Click done when desired visual composition is achieved B. Add to Cart C. Select Payment type and fill out info D. select pick-up time	Tasks A. Monitor order status B. Pick-up bouquet from florist C. Give bouquet to her best friend
FEELING ADJECTIVE	User emotions: - Hopeful - Overwhelmed	User emotions: - Interested - Curious - Confused	User emotions: - Excited - Anxious	User emotions: - Happy - Worried	User emotions: - Satisfied - Relieved
IMPROVEMENT OPPORTUNITIES	Area to improve: - Easy to download - Low memory usage	Area to improve: - Straightforward app to figure out - Accessible buttons, colors, language	Area to improve: - Clear instructions - Big buttons	Area to improve: - Multiple payment options - Save order for future ordering	Area to improve: - real time order status - calculate approx. time - cancel option

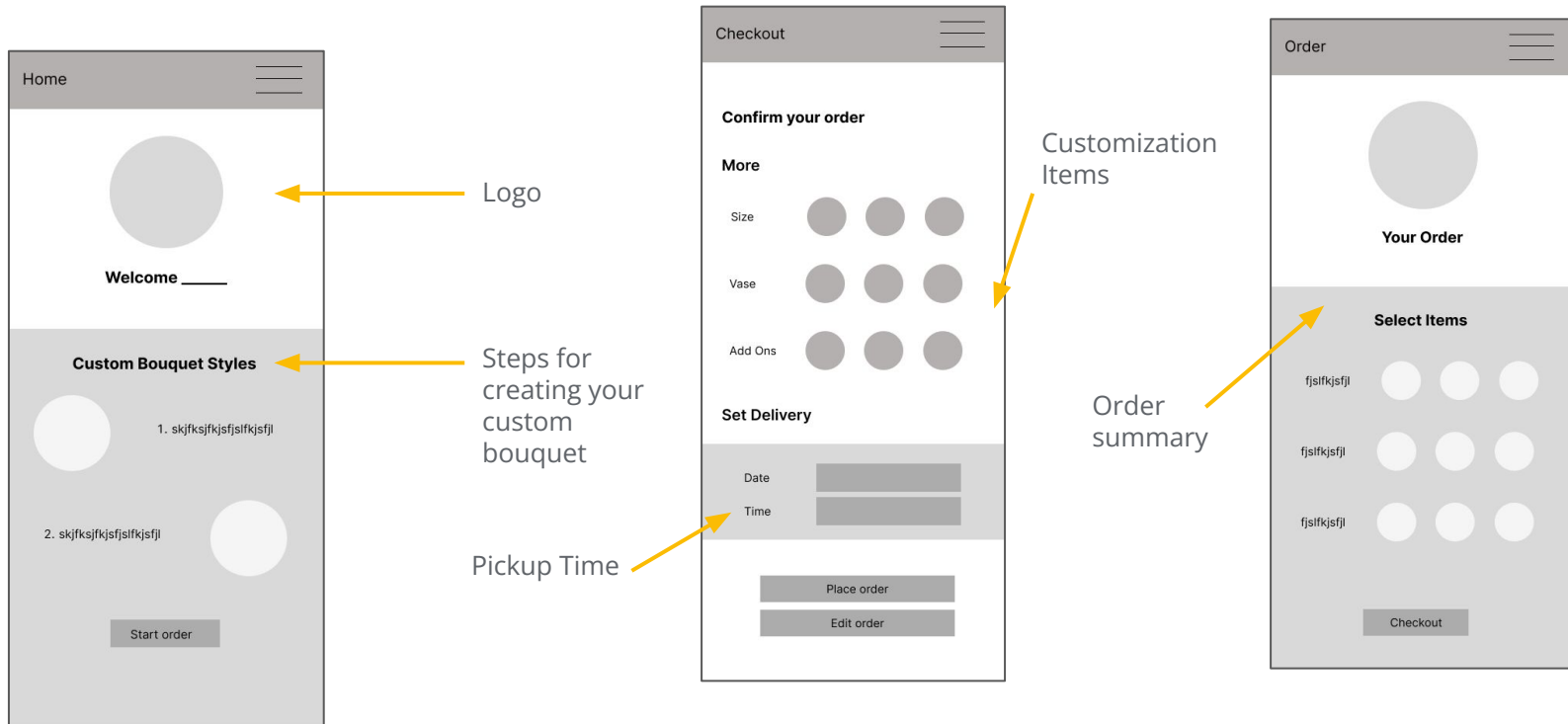
Paper wireframes

Using Crazy 8 exercise

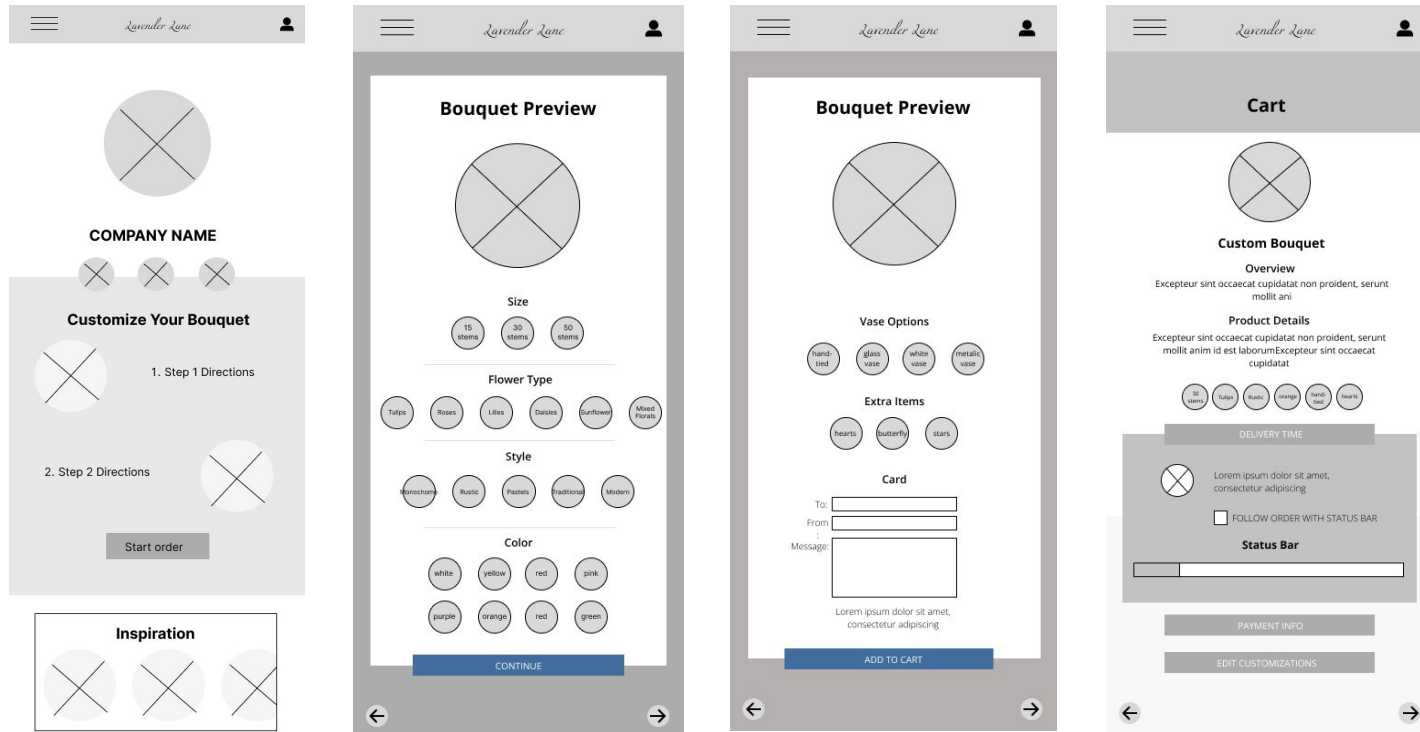
Created sketches for the vital pages (creating account, landing page, customization, placing order, review product, profile)



Digital wireframes



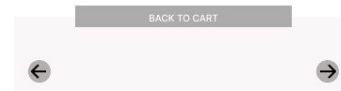
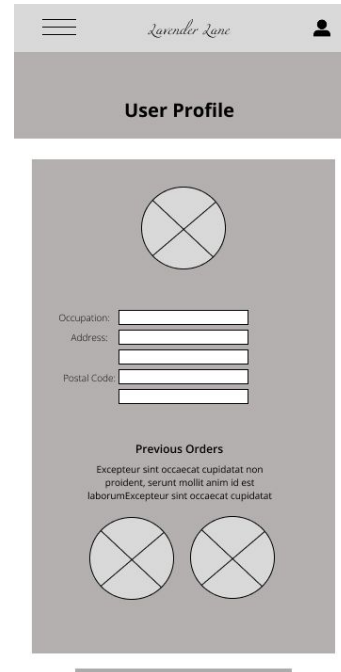
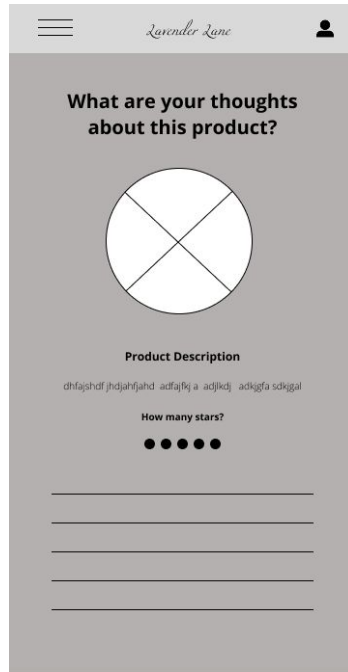
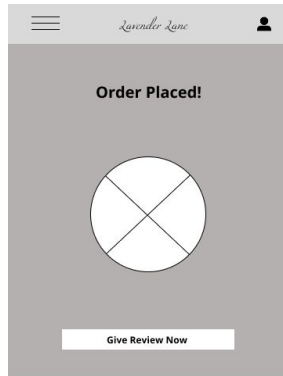
Low-fidelity prototype



Created a prototype for user testing

Included home page, customization steps, adding to cart, and placing order

Low-fidelity prototype



Order
confirmation,
review, user
profile

Usability study: findings

I conducted usability studies with 5 individuals. The findings helped me change refine the low-fidelity designs into high-fidelity prototypes.

- 1 Buttons too small to click
- 2 Preview page too crowded with customization options
- 3 Useful to have a notification system
- 4 Way to save previous orders to easily reorder

Usability study: insights

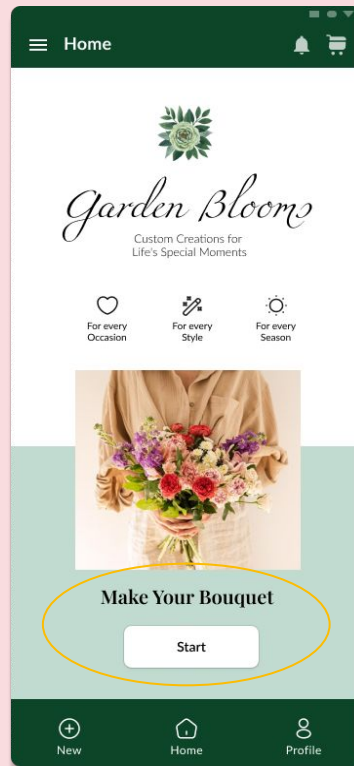
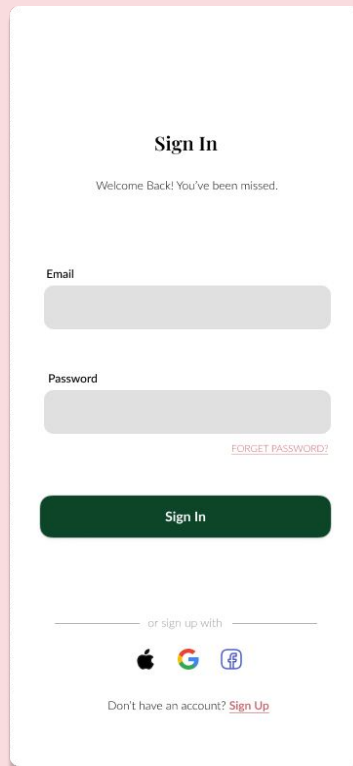
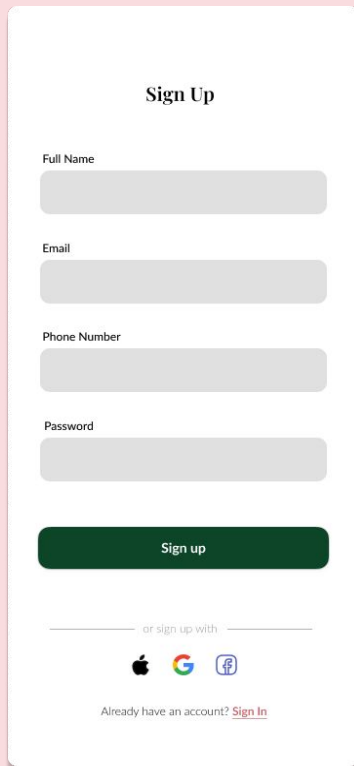
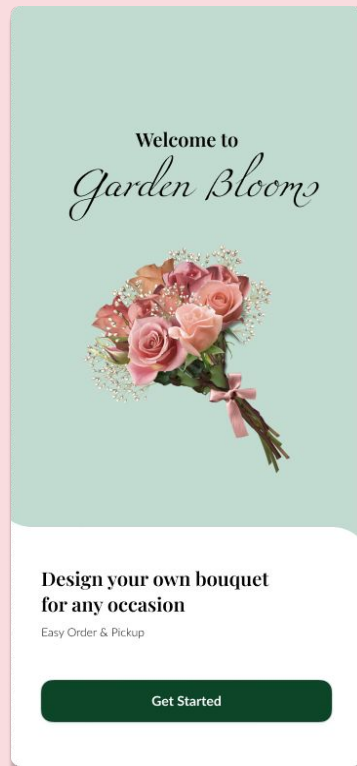
- 1 Improve Accessibility: Bigger buttons, more spacing between elements, contrast color checker
- 2 Customization Steps: Creating the bouquet process needs to be simplified and each step separated
- 3 Preview Feature: Keep, great feature for customers
- 4 Add Previous Orders: Have a way in the profile page to reorder/review past orders
- 5 Notifications: Include a page with order status notifications

Refining the design

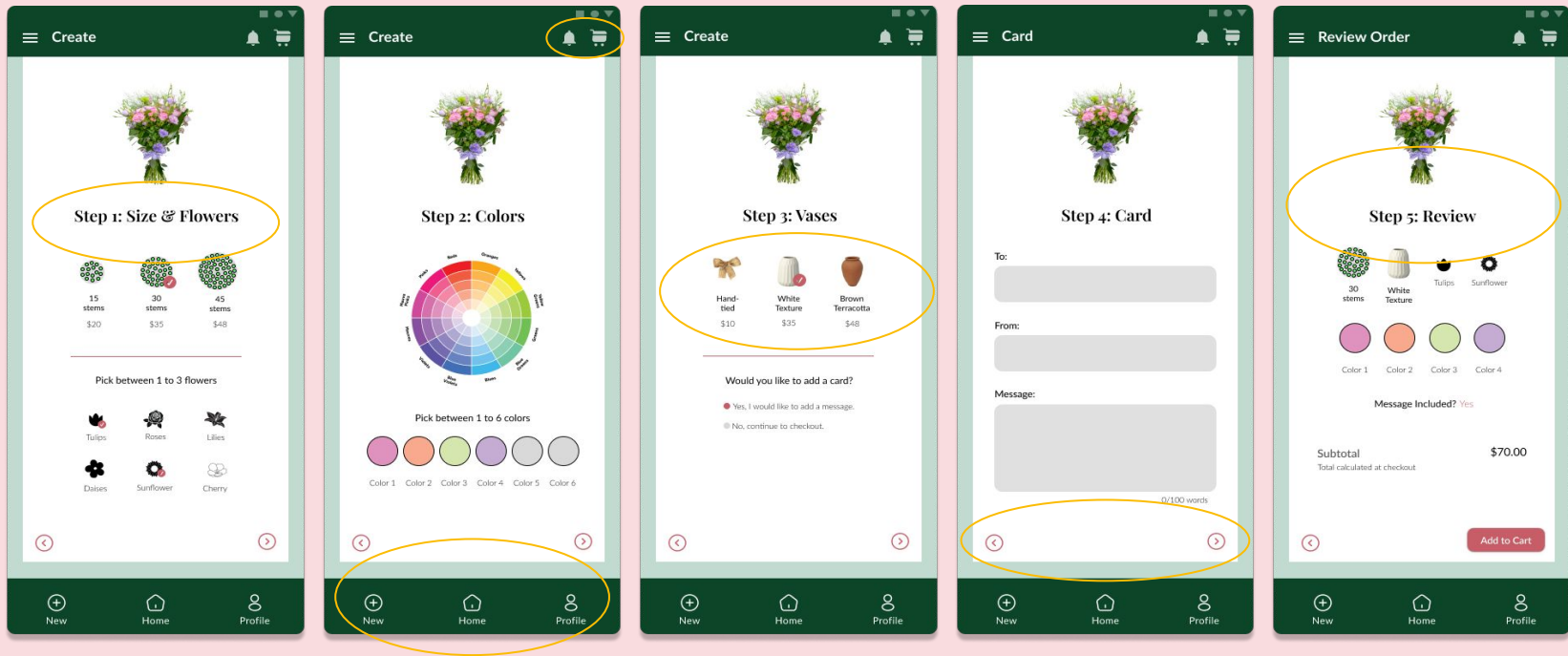
- High-fidelity prototype
- Accessibility

High-fidelity prototype

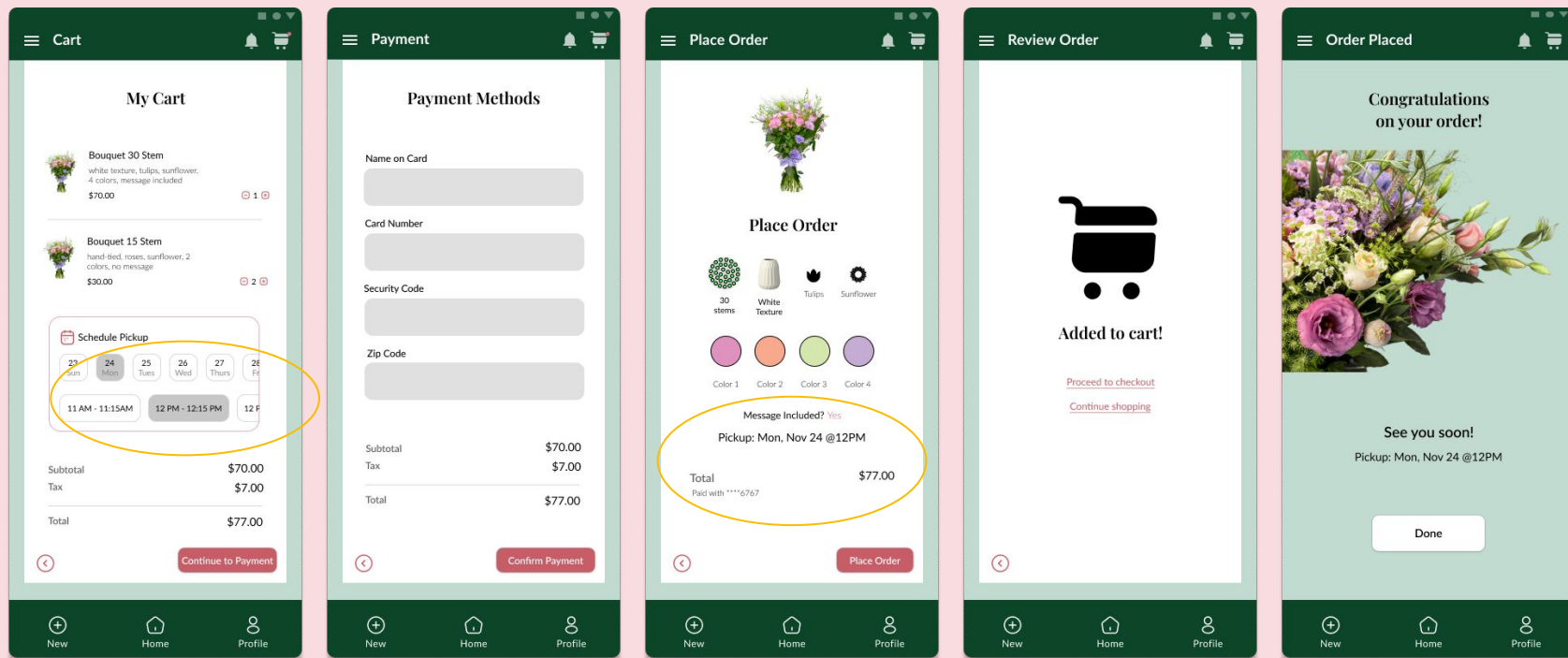




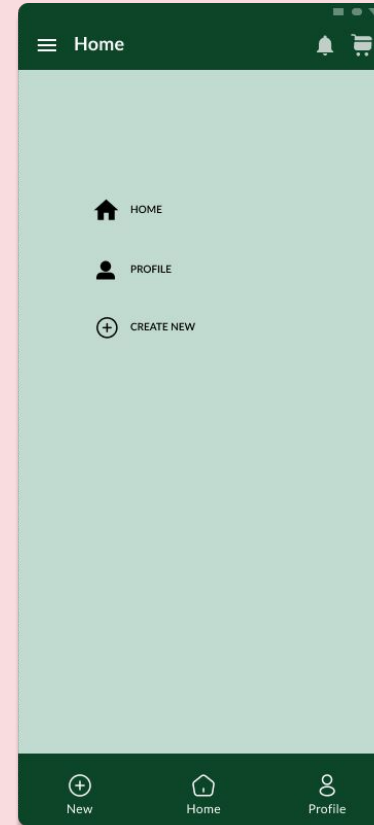
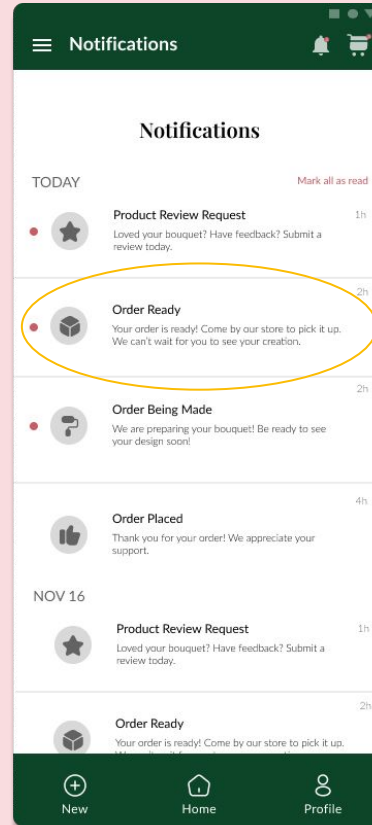
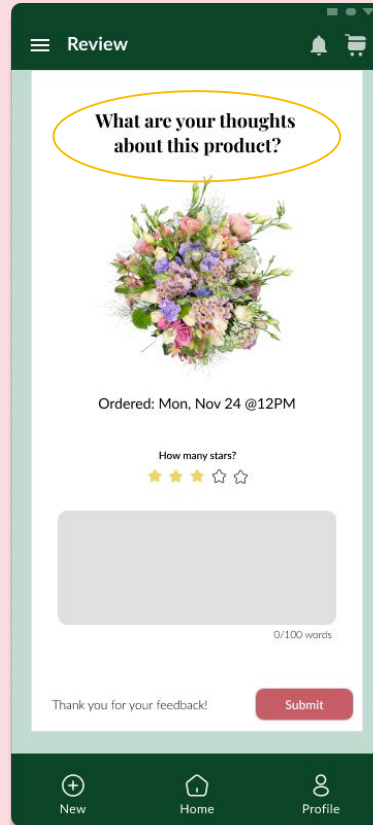
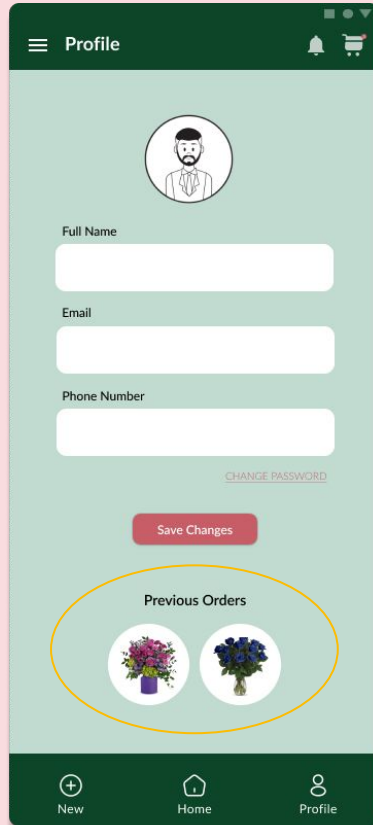
Easily
find
where to start



Each step of customization on different pages with icons/images + opportunity to go back and forth and review order



Cart, pickup time, payment, placing order flow with order summary



Profile, See previous orders, Review page, Notification system

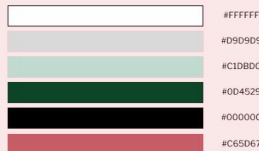
Style Guide

LOGO

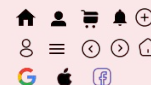


Garden Bloom

COLOR



ICONS & COMPONENTS



Answer Fields

BUTTONS

Start

Disabled

Clickable

Get Started

TYPOGRAPHY

Miama Regular, 30px

Roboto Regular, 20px

Lato SemiBold, 18px

Lato Medium, 12px

Lato Regular, 12px

Lato Light, 12px

Lato Regular, 10px

IMAGES



Accessibility considerations

1

Buttons

More spaced out + padding, more easily interact with website or app

2

Contrast Checker

Check and adjust color contrast to meet WCAG standard

3

Icons

Used icons/images to help navigation and customization easier and intuitive

4

Movement

Added arrows/ways to go forward or backward on every screen

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel heard. They feel Garden Blooms' meets their needs and is easy to use.

"This app allows me to do things other florist apps don't."

"Very easy to use and accessible."

"Great to customize and preview my bouquet before placing my order."



What I learned:

While designing the Garden Blooms', I learned that designs are constantly being improved and iterated on. Usability studies and peer feedback help find those improvements and influenced each iteration. Overall, the user is the most important thing to consider.

Next steps

1

More customization options.

2

Include a new *Explore* page for inspiration.

3

Make a status bar that allows users to see what part of the process their bouquet is at.

Let's connect!



Thank you for your time reviewing my work on the Garden Bloom's app!

To see more of my work view my website: <https://hariniavula-portfolio.netlify.app/>