Bouquet
the modern flower shop

Heba Alhyari

3 WEEKS

Figma, Miro, Lookback, Zeplin

Send flower bouquets from the comfort of your home.

This App is meant to bring a modern touch to the typical flower shop experience, and allows users to buy bouquets and send them to others from the comfort of their home, office or anywhere else, it also allows the users to know more about every bouquet with the click of a button, and helps the user find the best fit for every occasion.

This app is meant to be for everyone, from every age group, that's why it was meant to be simple, easy to use and familiar.

Discovery: Research & Analysis

I wanted to learn the kind of experience and the features the user would like to have while buying flower bouquets, The goal was to determine what opportunities may exist for creating new bouquets shopping app.

The **key questions** for my research were:

[Needs] What is essential for the Bouquet app?

[Behaviors] How do people prefer to buy Bouquets?

recruited 5 random participants that usually buy flower bouquets and these were my **key findings**

1-Users have different criterias behind why they buy each bouquet, most common criteria being the occasion and the season.

2- Users like to have the ability to customize their bouquets, mainly to make it more special and personalized.
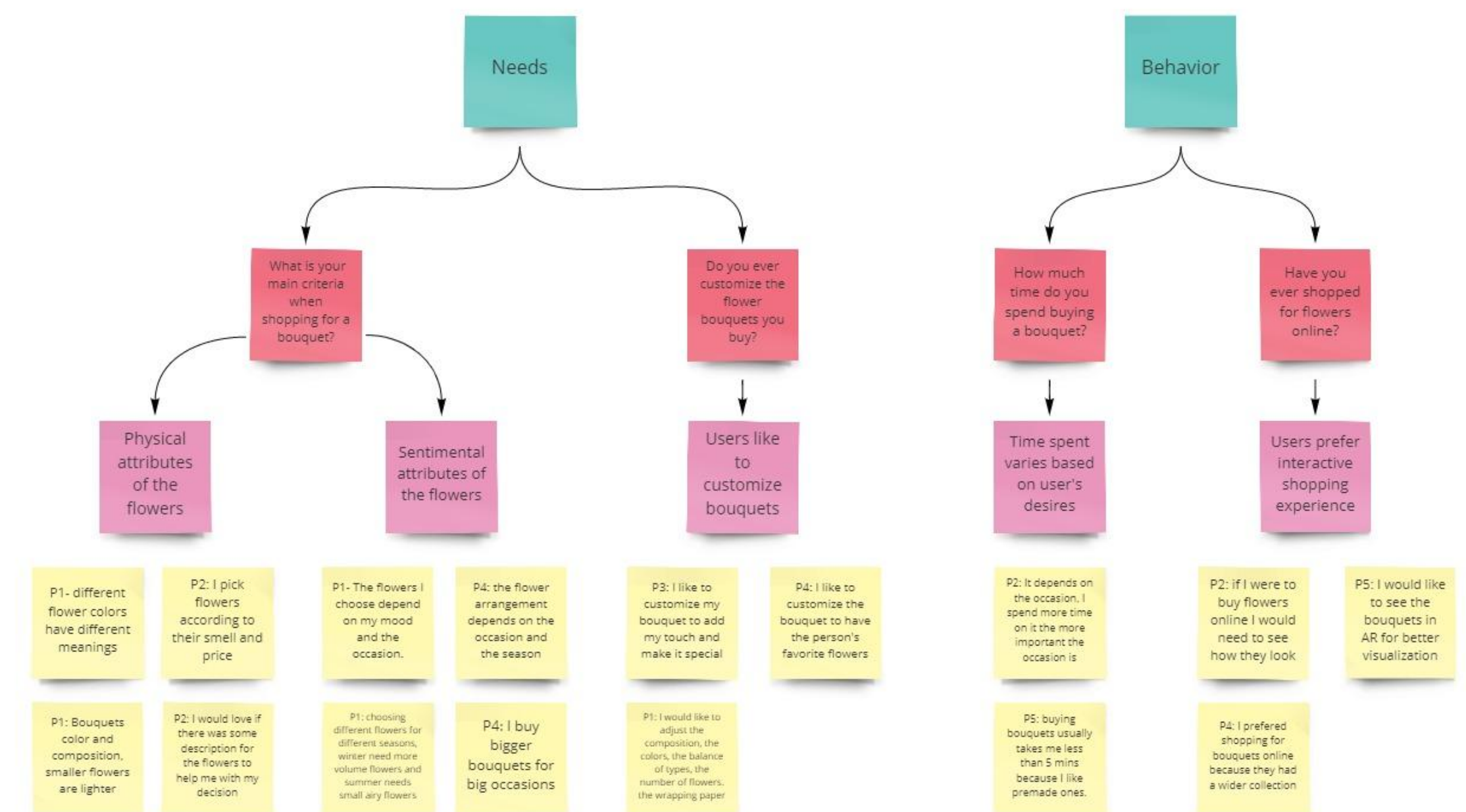
# Design: Concepts & Sketching

Key finding 1

Users have different criterias behind why they buy each bouquet, most common criteria being the occasion and the season.

**Recommendation:** The app could sort the bouquets by occasions, including the season.

Key finding 1 Users like to have the ability to customize their bouquets, mainly to make it more special and personalized.

Recommendation: The app could give the user the ability to build/customize their own flower bouquets.

Using these recommendations, and the other notes I got from my interviews, I made those initial sketches of the app, I also followed basic design princples like proximity, and figure and ground
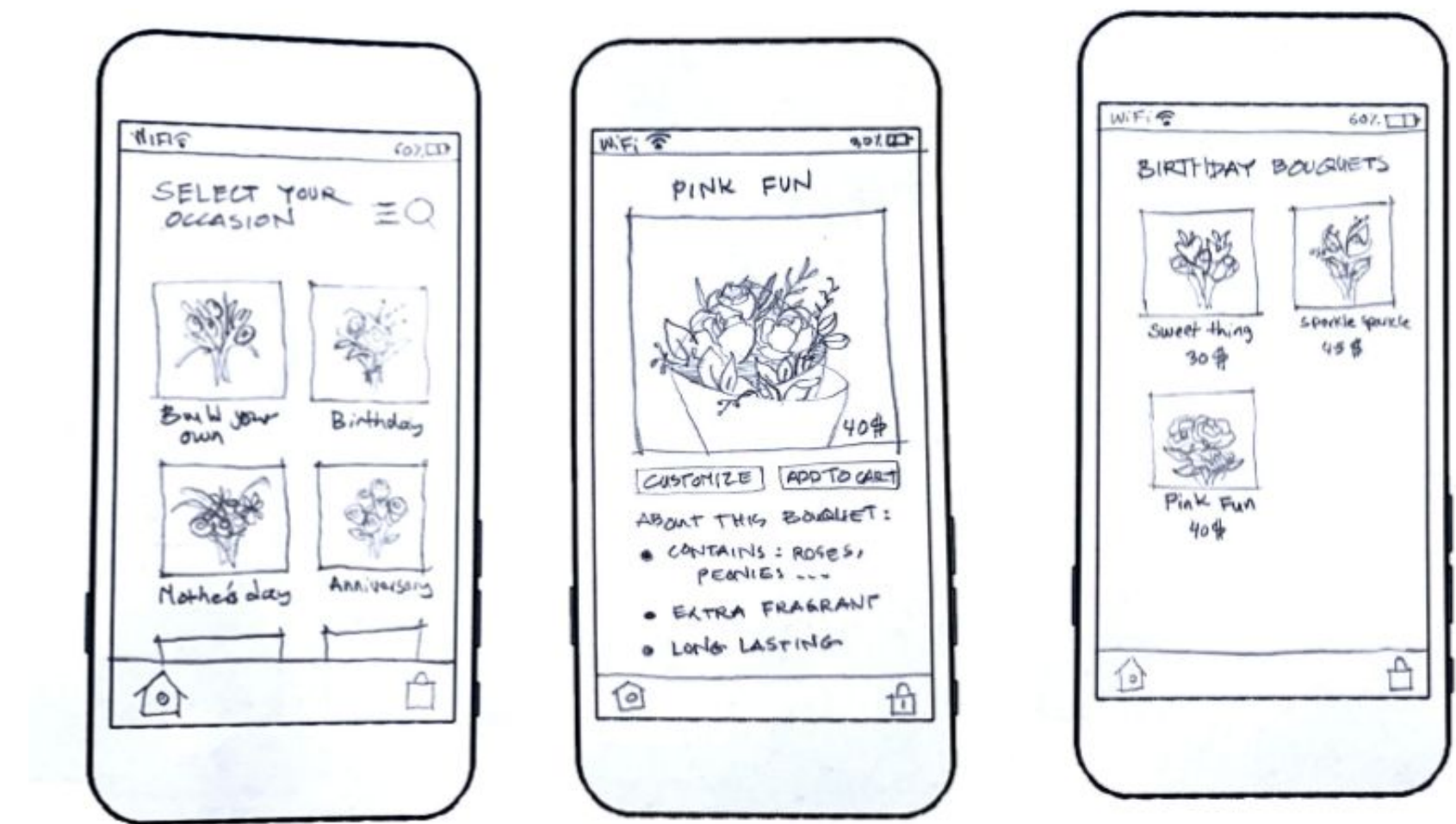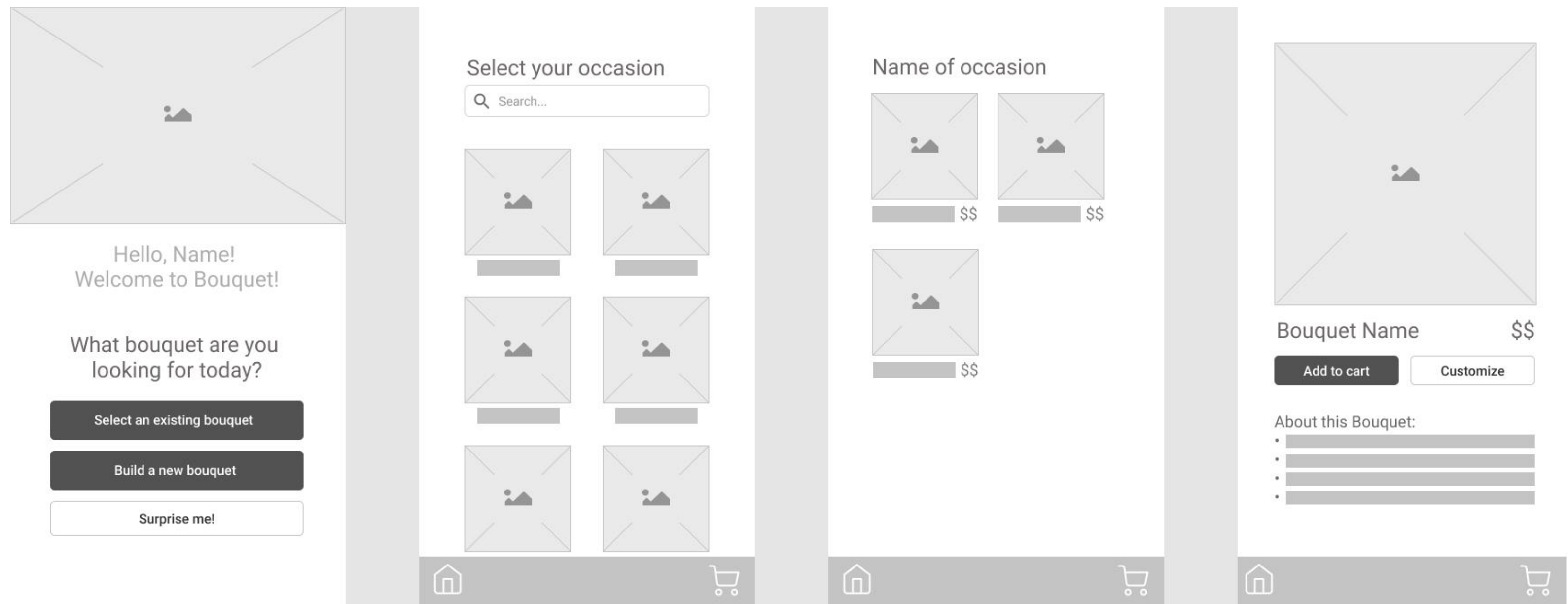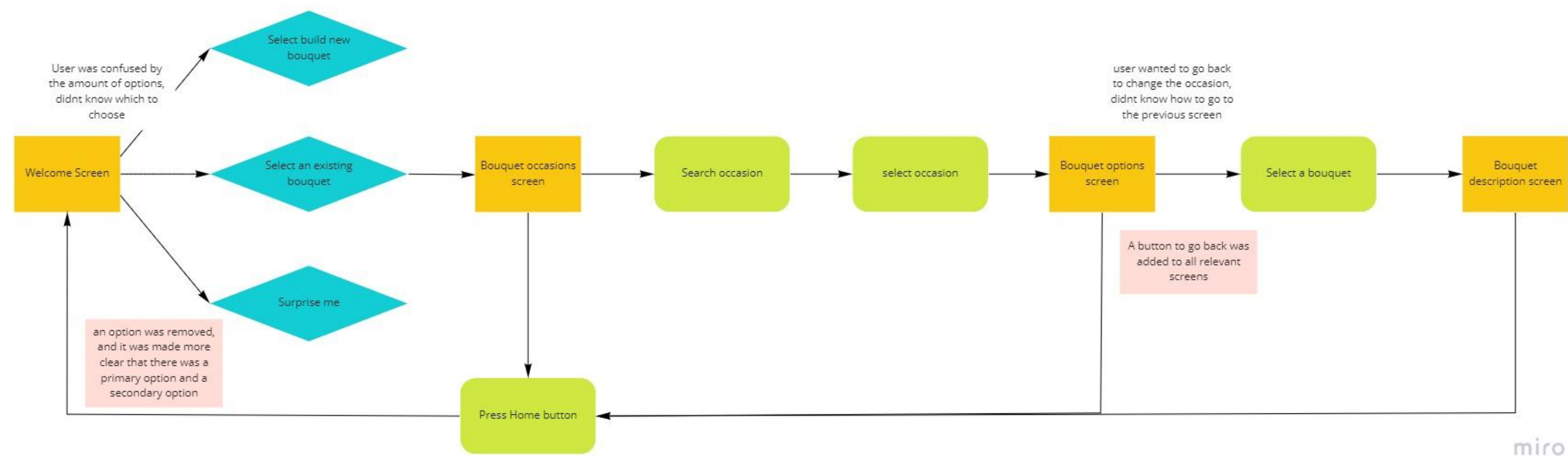

Initial Sketches of the screens
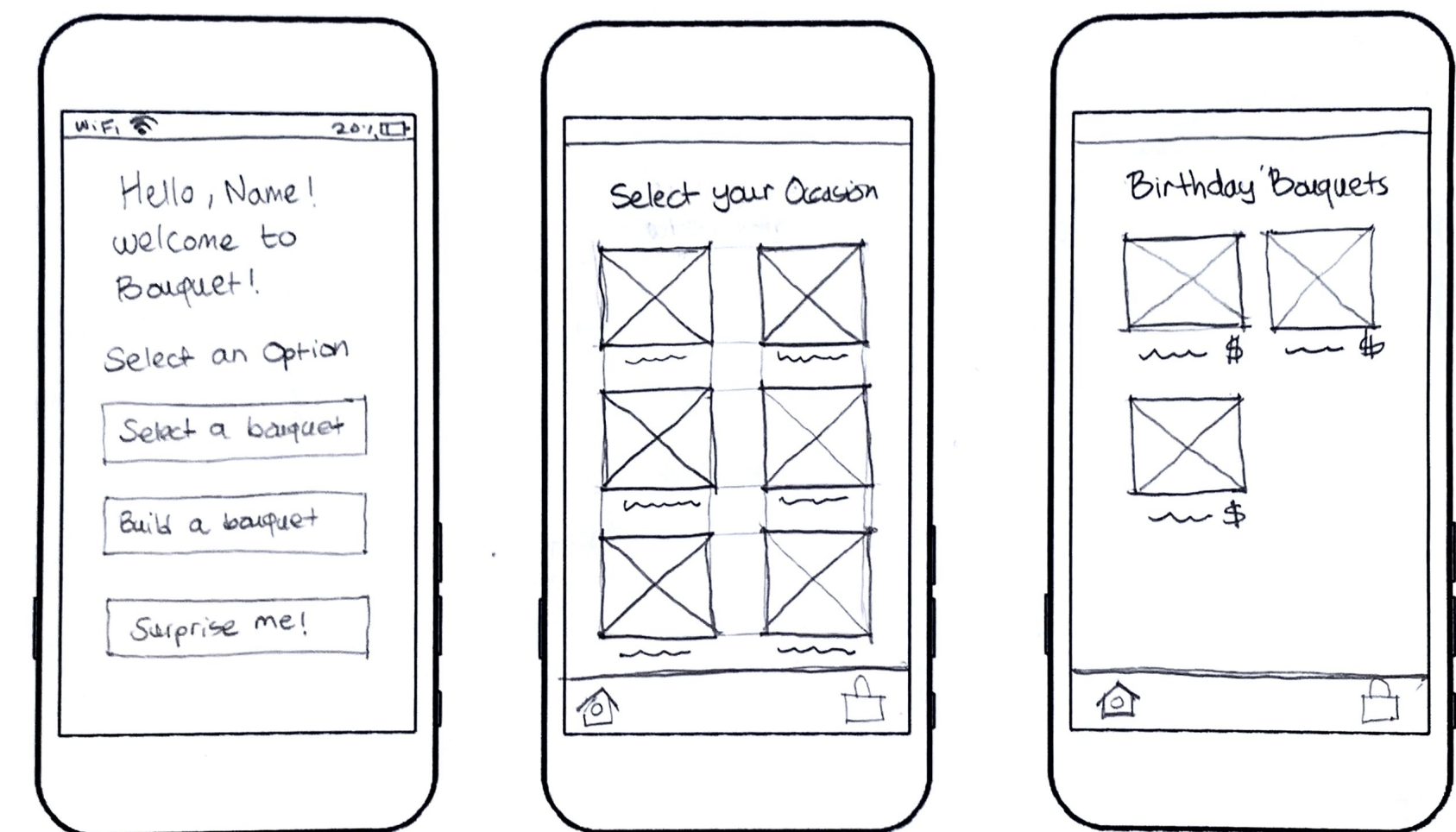
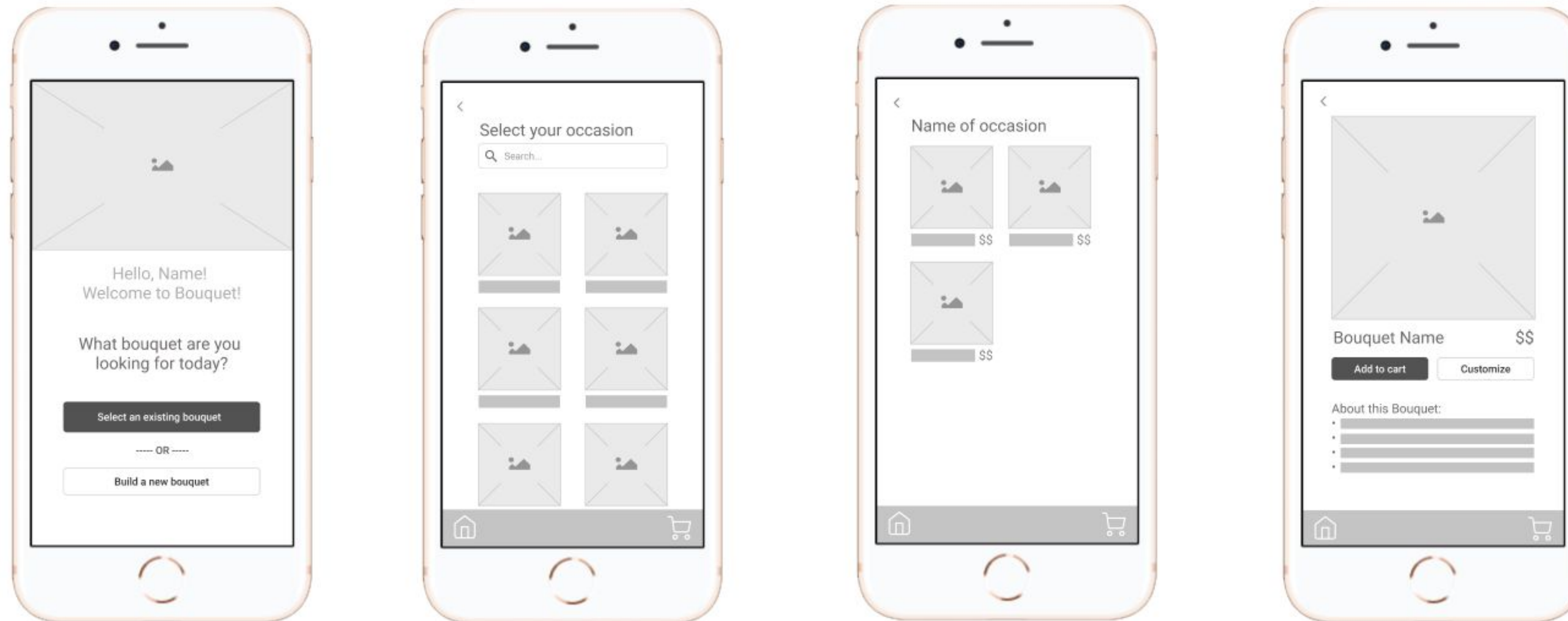Initial Sketches of the low fidelity prototypes

I then proceeded to creating a clickable low fidelity prototype using figma, the first screen is the welcome screen, where users can pick what kind of experience they're looking for when buying their bouquet, the second screen is where they pick their occasion, the third screen is where they choose the bouquet they want, and the final screen shows more about the selected bouquet.

Hello, Name!
Welcome to Bouquet!

What bouquet are you looking for today?

Select an existing bouquet

Build a new bouquet

Surprise me!

Select your occasion

Search...

Name of occasion

$$

$$

$$

Bouquet Name $$

Add to cart   Customize

About this Bouquet:

I then tested out my prototype and created a chart flow, showing how the users go from screen to screen, and made iterations to it according to users' experiences with the prototype.

Select build new bouquet

User was confused by the amount of options, didnt know which to choose

Welcome Screen

Select an existing bouquet

Bouquet occasions screen

Search occasion

select occasion

Bouquet options screen

Select a bouquet

Bouquet description screen

user wanted to go back to change the occasion, didnt know how to go to the previous screen

A button to go back was added to all relevant screens

Surprise me

an option was removed, and it was made more clear that there was a primary option and a secondary option

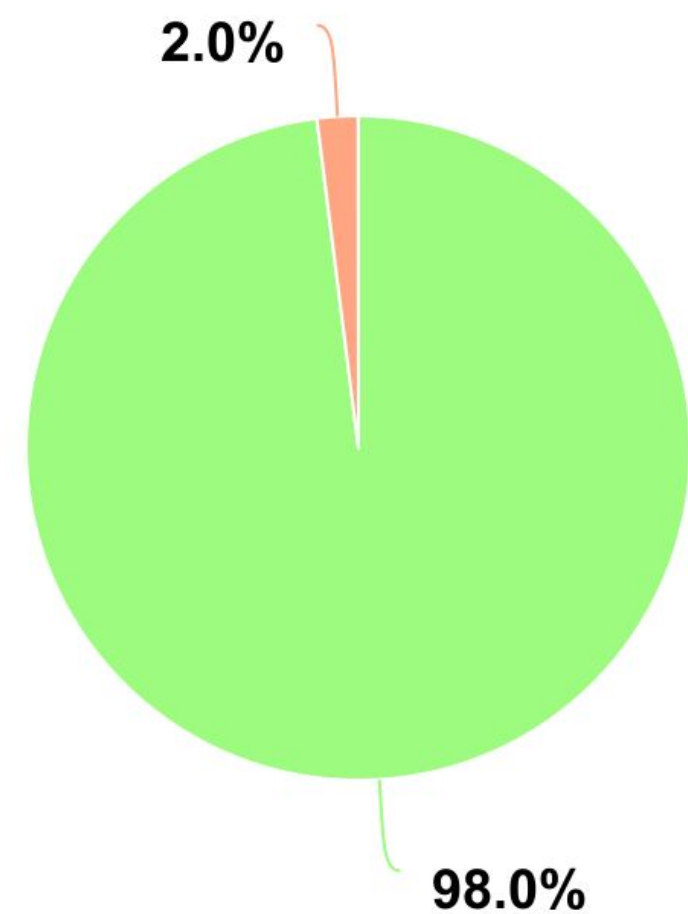Press Home button

miro

Develop: Prototyping

After making the iteration that were decided after deducting the tests, the final low fidelity prototype was made and was ready to move on to the next step.

you can check the prototype by clicking this link Prototype Link

Test: App Test Using Lookback

A test was made with 20+ Participants using Lookback to ensure the app's usability and ease of use, it contained 4 main tasks. the tasks included:
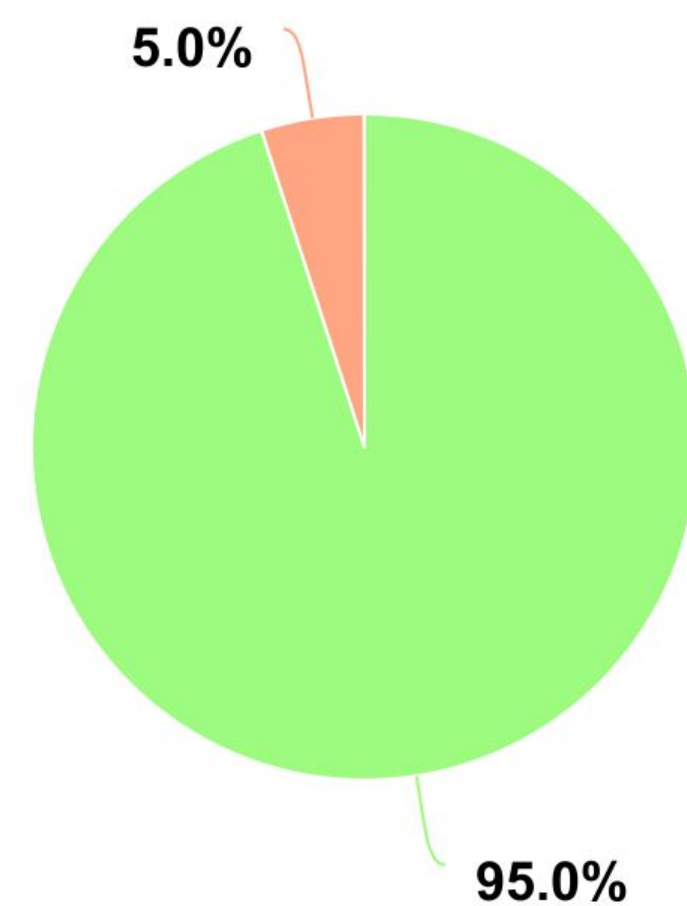
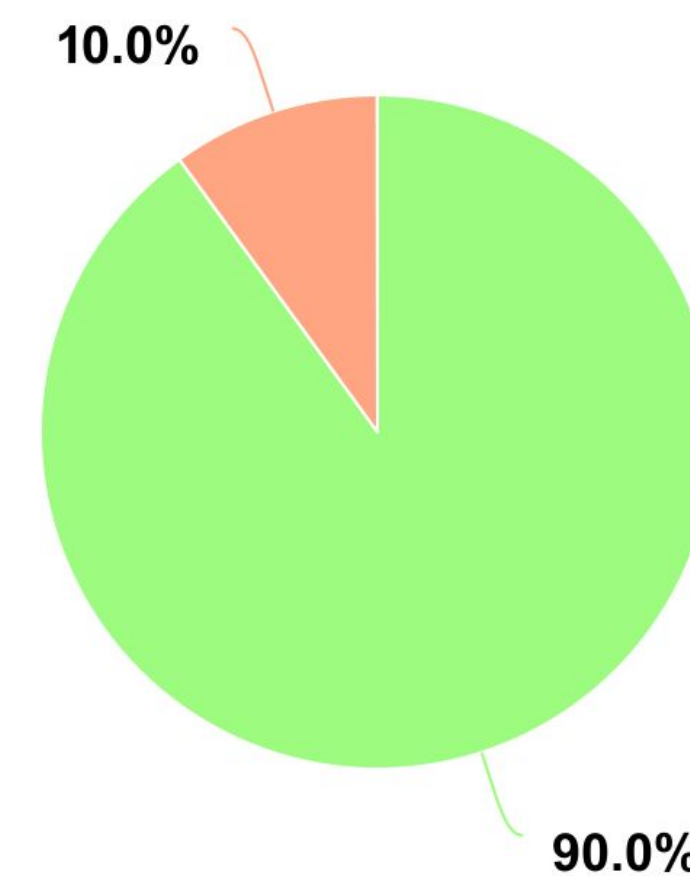| Select a bouquet	Select an occasion	Select a bouquet option	Navigate between the pages

Select a bouquet
2.0%
98.0%

Select an occasion
5.0%
95.0%

Select a bouquet option
10.0%
90.0%

Navigate between the pages
20.0%
80.0%

Most users had no problem selecting a bouquet

Selecting an occasion was really smooth and easy

Users had some trouble picking a bouquet, could be the number of choices confusing them and making it hard to choose
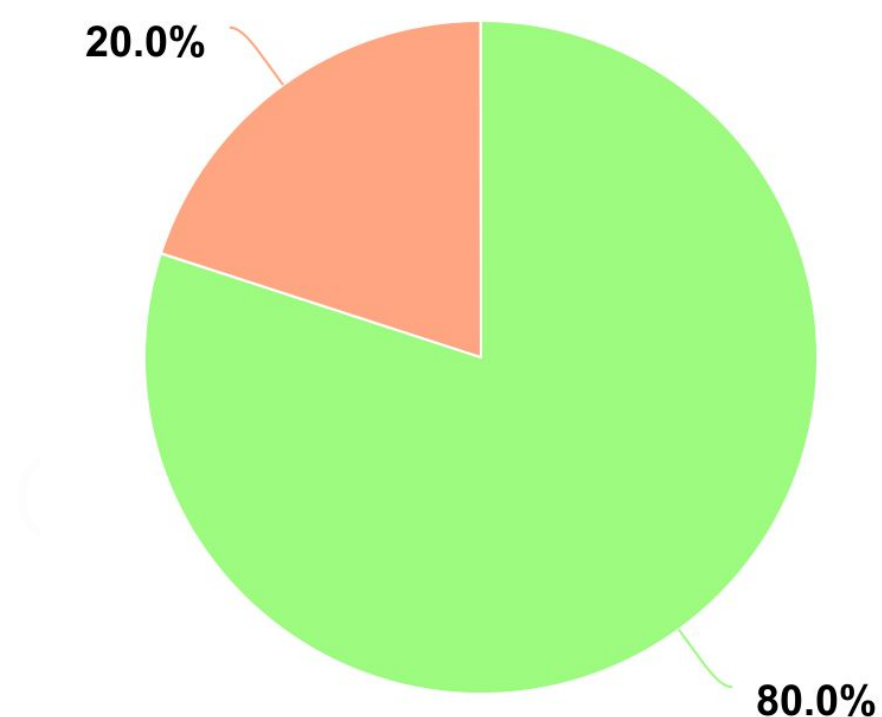
Users had some trouble navigating, the back button might've not been visible enough, and the transition between screens wasn't smooth

Pass

Fail

Design: Iteration

Iterations on this level had two main concerns:

- how to make the product more accessible for people with special needs:

The prototype was tested using the contrast checker on webAIM, and changes were made to make the app usable for those with colorblindness.

- how to increase task flow in the app

The prototype was tested to see where most users' flow stopped, which was on the bouquet options screen, and a solution was found to hellp the users make a choice
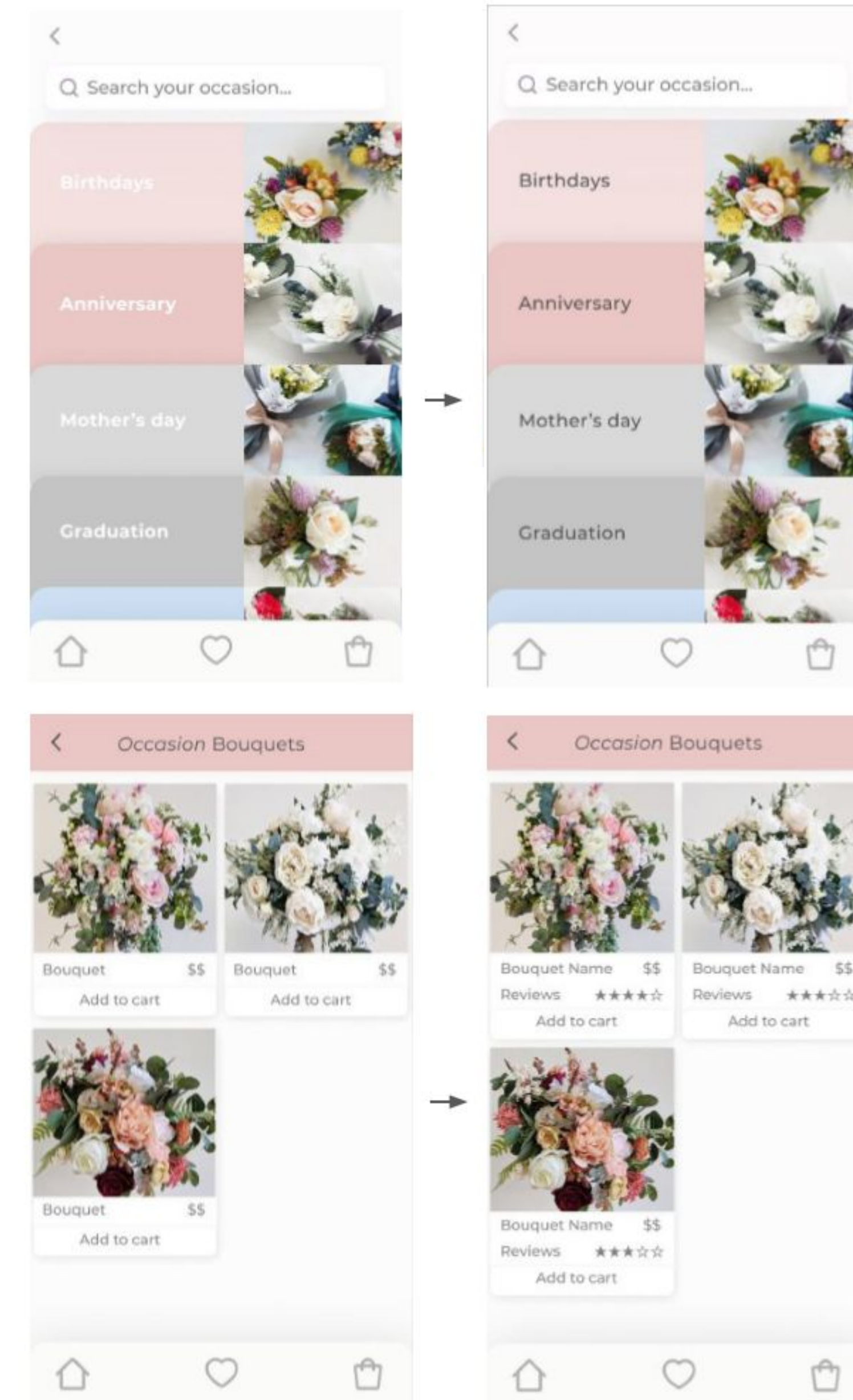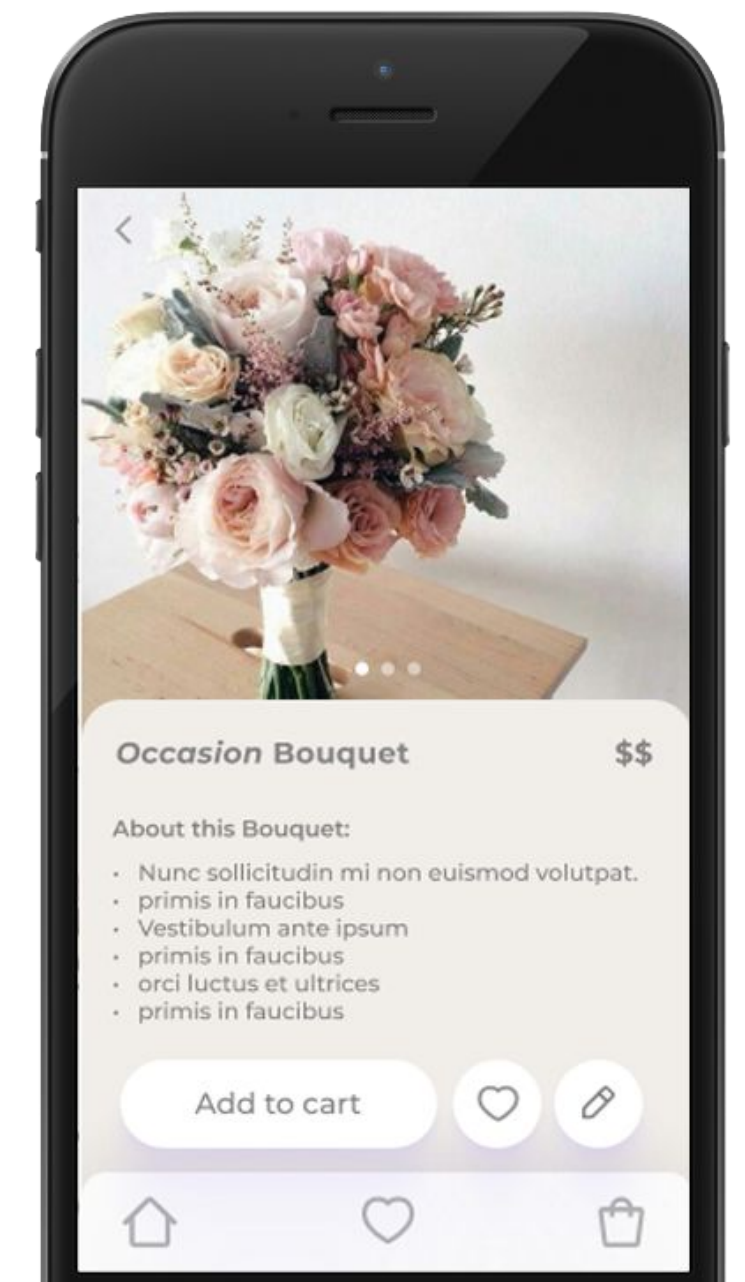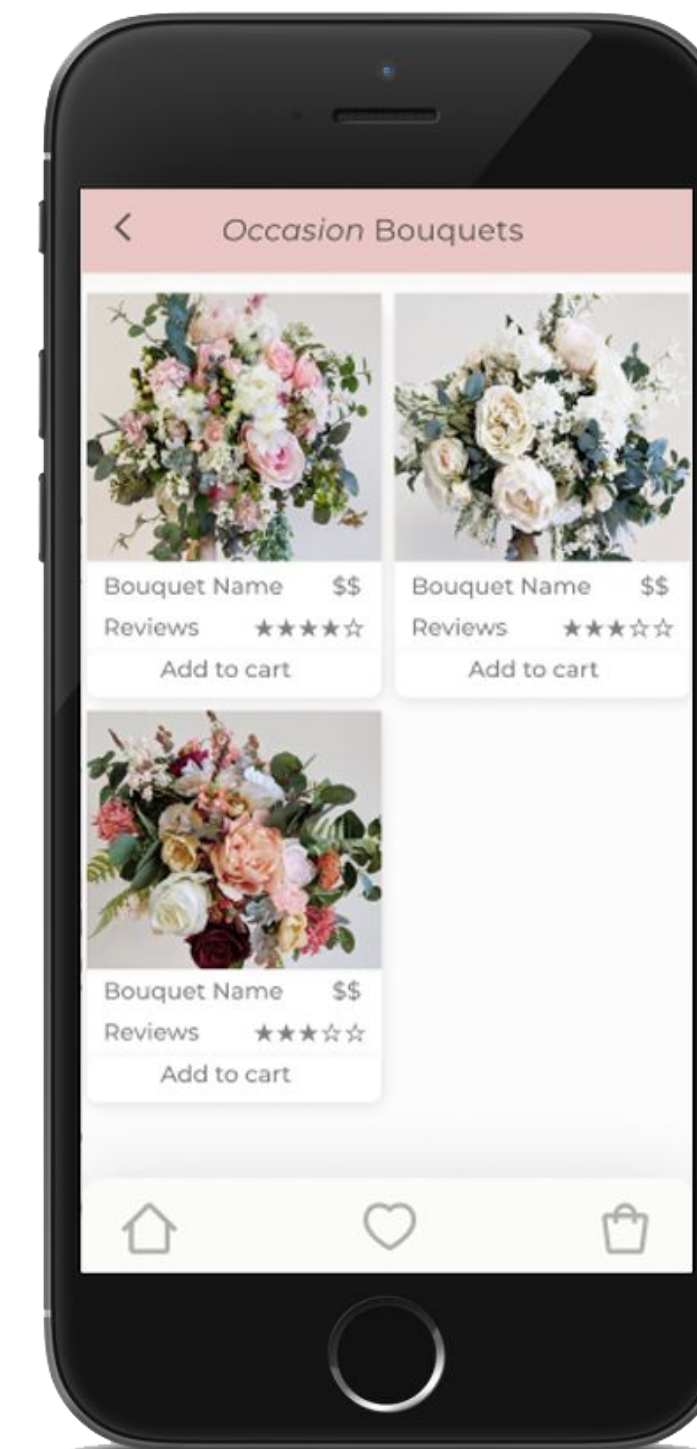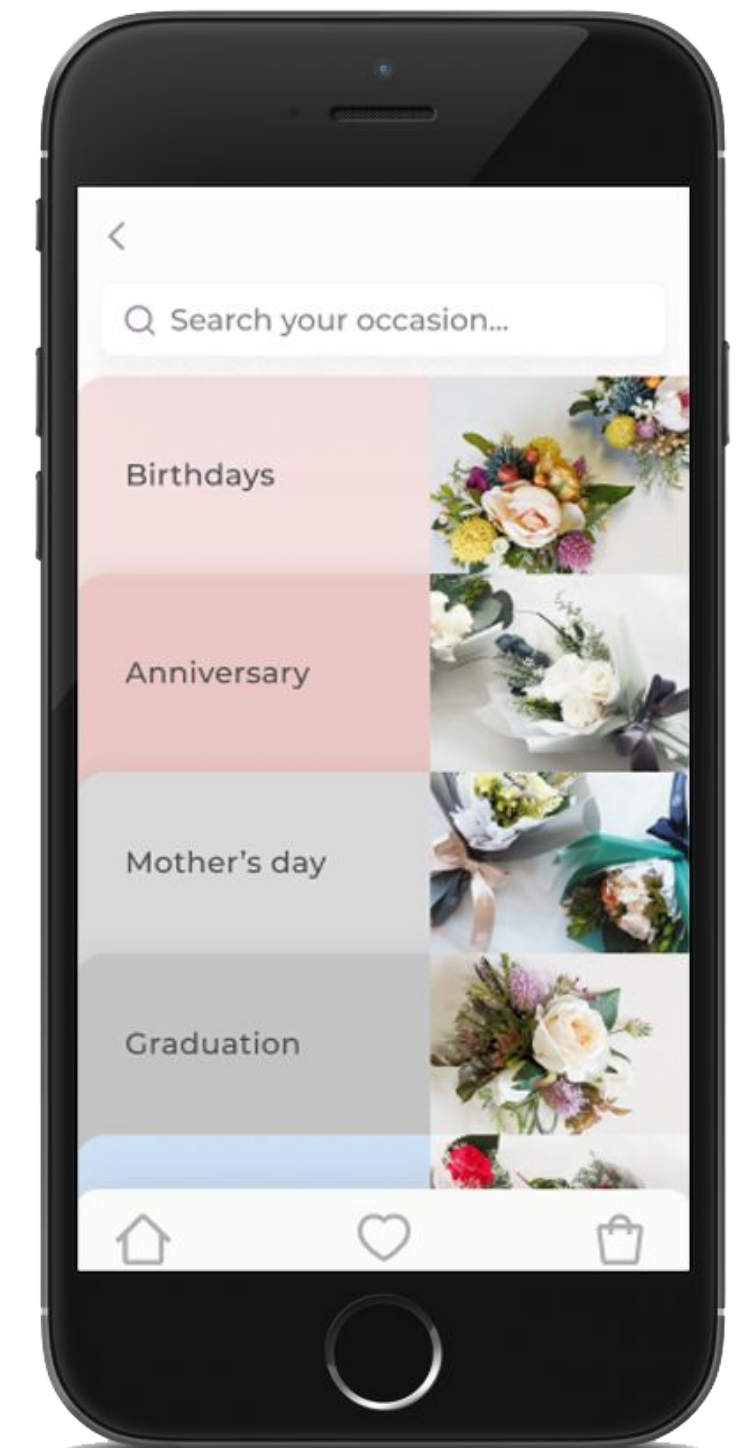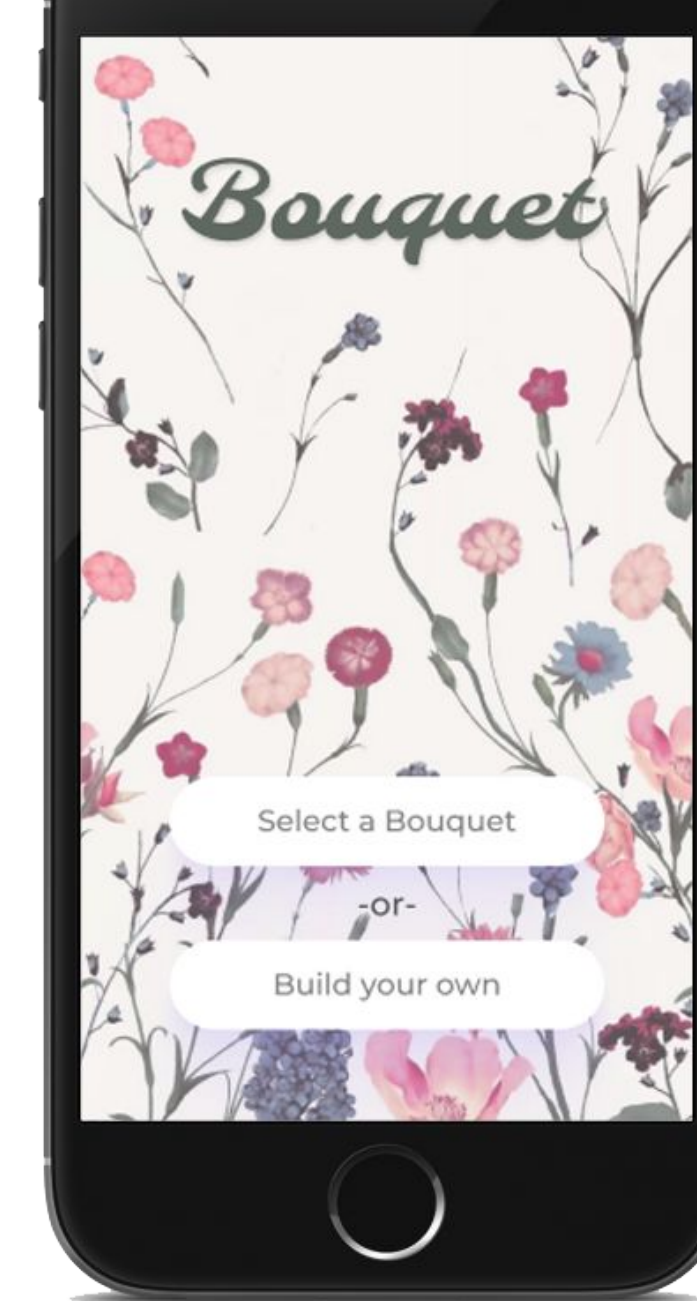
Solution & Impact Overview

These screens show the final prototype that was created, all the research, tests, and iteration has helped create a product that is understandable, easy to use, and made for all the people.

you can go through the prototype using the following link:

Figma Link

About Me

My name is Heba, and I am a passionate about good design.
I started my career as an architectural engineer with an
obsession for modern technology. I then pivoted to designing
screens instead of buildings, and by doing so I carried over a
unique mindset to this field.
I enjoy helping people realize their visions for interfaces. Through
my designs, I am able to convey both meaning and beauty.
I follow a pragmatic design philosophy while maintaining an
strong overall artistic component.