Welcome to Delight

Delight is an online Florist store with a wide variety of flowers, plants and gifts for various occasions. Users can purchase and schedule a delivery for any specific day/date. Users between the ages of 15-70 can easily access the website and shop as per need.

Target user

Busy individuals who want to send quality flowers/plants and schedule the delivery as per convenience.

Research conducted and the research findings

We conducted user research and received feedback from users that we incorporated into user personas. For example, our user persona, Ruby is a 25 year old HR who lives with her parents. She is a full time worker and manages the bouquet/flowers distribution for clients.

She is often frustrated when the quality of flowers delivered is not up to the mark. She also feels disappointed when she is unable to schedule the deliveries.

So, what's the problem?

Currently, the site does not have a scheduling option to deliver the product as per need.

Insights learned

From user research, we learned that there were some pain points for users. The major pain point that users mentioned was that they were unable to schedule a delivery. There should be an option where users can specify Day/Date/Time to deliver the order so that any delay can be avoided.

UI Ideation: sketches and wireframes

Here's how we put our users' needs first. The process below begins with our initial ideas of wireframes, then moves to mockups, and finally to the high-fidelity prototype.
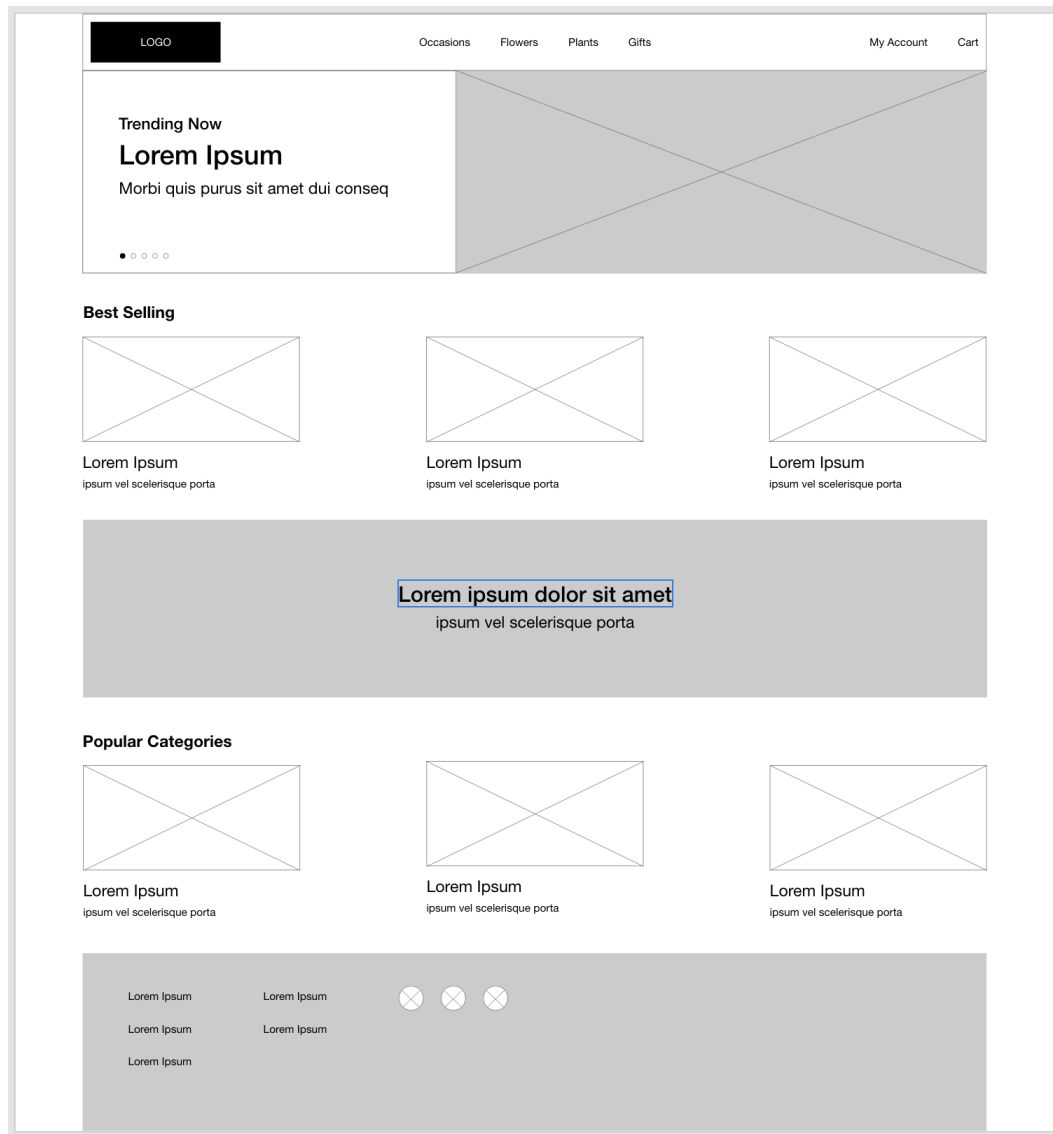
Wireframe

In this simple version, you can see how the designer approaches solving the user's needs. The headings are clearly listed and separated by categories, Occasion, Plants, Flowers and Gifts. There are landmarks listed to show where things such as the shopping cart will be. There is a

place for a carousel which will display relevant items, which gives the user an opportunity to browse for a more enjoyable user experience.

Revised wireframes after low-fidelity prototype usability testing: In the revised version, you see the progression of the design based on insights identified from usability test feedback. Design additions include a scheduling section using which the user can schedule the delivery by choosing date and time.

Case study: Delight

BEFORE

LOGO — Occasions Flowers Plants Gifts — My Account Cart

< Back

Cart
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Item	Price	Quantity	Total
Lorem Ipsum — ipsum vel scelerisque porta	$9	2	$18
Lorem Ipsum — ipsum vel scelerisque porta	$2	2	$4
Lorem Ipsum — ipsum vel scelerisque porta	$1.50	2	$3

Subtotal: $36

Address
House No. 332
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Checkout

Lorem Ipsum Lorem Ipsum
Lorem Ipsum Lorem Ipsum
Lorem Ipsum

AFTER

LOGO — Occasions Flowers Plants Gifts — My Account Cart

< Back

Cart
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Item	Price	Quantity	Total
Lorem Ipsum — ipsum vel scelerisque porta	$9	2	$18
Lorem Ipsum — ipsum vel scelerisque porta	$2	2	$4
Lorem Ipsum — ipsum vel scelerisque porta	$1.50	2	$3

Subtotal: $25

Address
House No. 332
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Schedule
Date   Time   8am - 10am 10am - 12pm 12pm - 02pm 02pm - 04pm 04pm - 06pm

Checkout

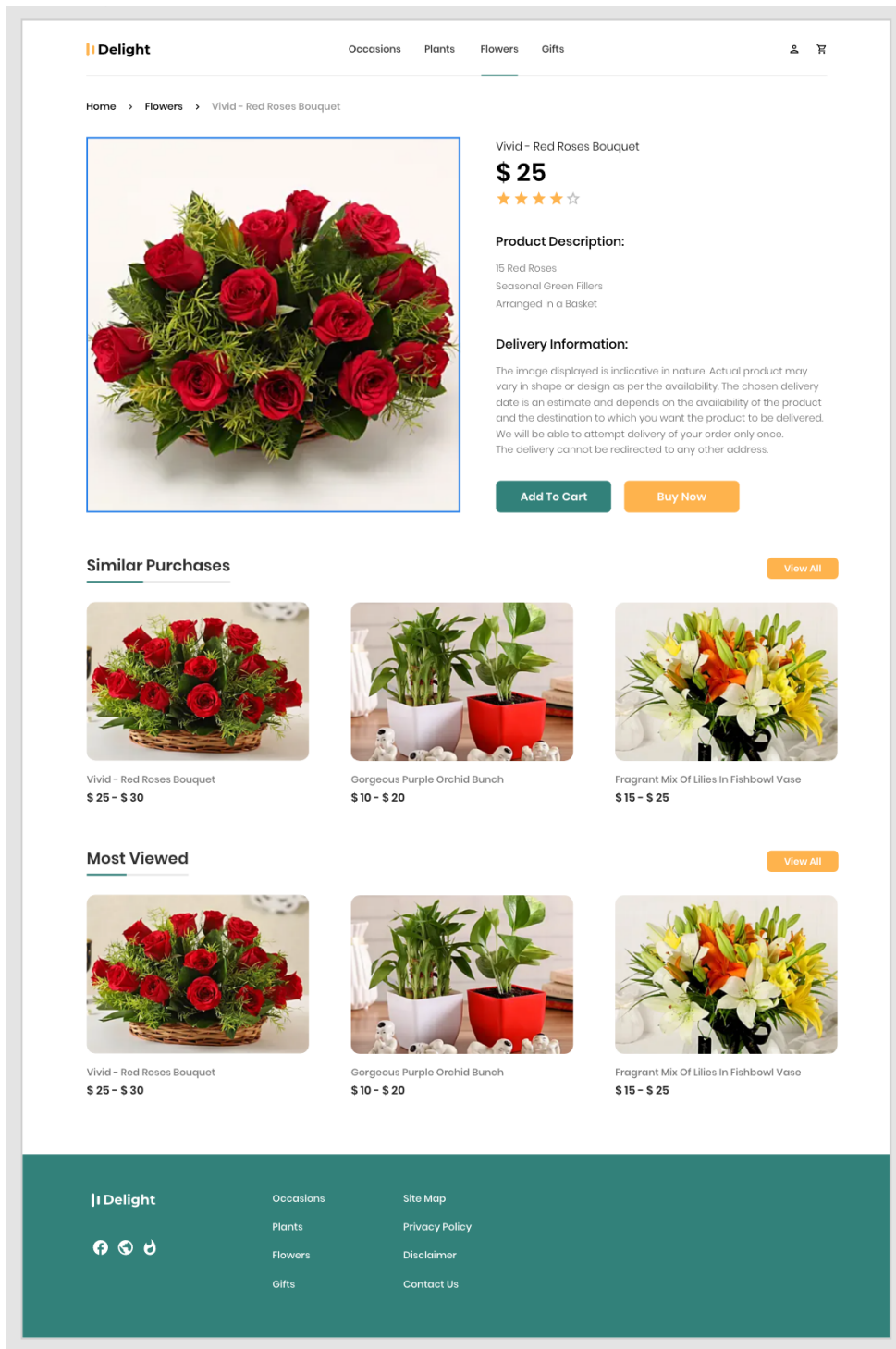Lorem Ipsum Lorem Ipsum
Lorem Ipsum Lorem Ipsum
Lorem Ipsum

Case study: Delight

Mockup

Now the design really begins to take shape: actual text is used, colors are applied, and images are added. This mockup shows a visual that gives a better idea of the final design.

The final polished design

High-fidelity prototype
The design is fully developed and gives a complete picture of the completed design. It addresses the user's needs for a simple, yet engaging and uncluttered design.

Click this link to view the prototype.