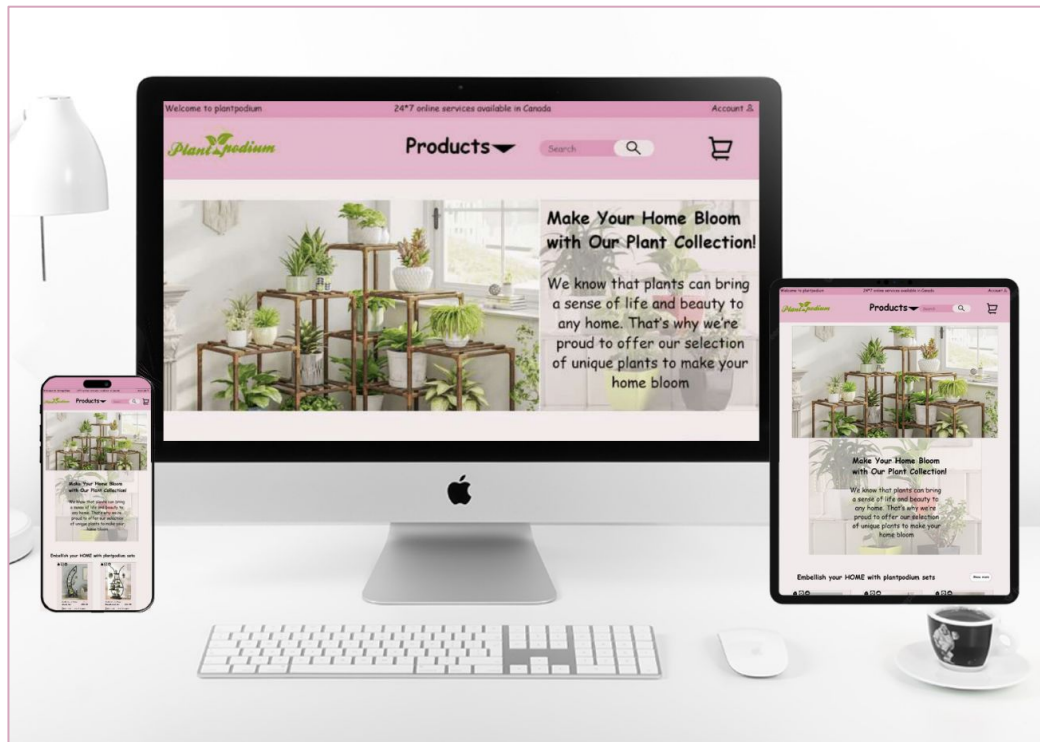# PlantPodium

Hiral Jani

Project overview

The product:

PlantPodium is an app that helps users find the right plant for their home or office. It offers a simple UI, search filters, and reviews.

Project duration:

November 2022 - December 2022

Project overview

The problem:

Available online shopping websites have cluttered designs, inefficient systems for browsing through plants, and confusing checkout processes.

The goal:

Design a PlantPodium website to be user friendly by providing clear navigation and offering a fast checkout process.

Google

Project overview

My role:

UX designer leading the PlantPodium website design.

Responsibilities:

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

Google

Understanding the user

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

Google

User research: summary

I conducted user interviews, which I then turned into empathy maps to better understand the target user and their needs. I discovered that many target users treat online shopping as a fun and relaxing activity when they need a break from school or work. However, many shopping websites are overwhelming and confusing to navigate, which frustrated many target users. This caused a normally enjoyable experience to become challenging for them, defeating the purpose of relaxation.

User research: pain points

1

Navigation

Shopping website designs are often busy, which results in confusing navigation

2

Interaction

Small buttons on shopping websites make item selection difficult, which sometimes leads users to make mistakes

3

Experience

Online shopping websites don't provide an engaging browsing experience

Google

Persona: **Riya**

Problem statement:

I am full time mother with two kids and love to do gardening but I cannot leave my children alone to get plants.

" I am full time mother with two kids and love to do gardening but i cannot leave my children alone to get plants"

Goals
- I want to decorate my house using plants
- I also want to have great enviroment with nature

Frustrations
- I cannot drive and get plants by my own as i have two kids
- I also need plants which can match my home color too

Riya

Age: 30
Education: Bachelors in Art.
Hometown: Canada.
Family: Two children.
Occupation:

Riya is mother of two children and she loves gardening, she like to decorate her home with plants also she wants to match the set with the house ambience but the problem is she has to take care of her kids and cannot drive with the kids as she needs to carry everything and becomes inconvinient for her

Google

User journey map

I created a user journey map of Riya's experience using the site to help identify possible pain points and improvement opportunities.

Persona: Riya

Goal: Shop plants and decorative s online easily with one click

ACTION	Browse available plants on the websites	Choose plants	Check varities of plants	Confirm checkout	Checkout
TASK LIST	Tasks A. Open the plantpodium websites B. Browse available plants	Tasks A. Click on the plants pictures B. Click add ti the cart	Tasks A. click on product B. Select product	Tasks A. Check cart and confirm product	Tasks A. Confirm payment mthod
FEELING ADJECTIVE	Excited Enthusiastic	optimistic, curious	Happy and trusting	Excited	Happy
IMPROVEMENT OPPORTUNITIES	Provide the possibilty of products according to the categories	Provide varoius options	Cart can be improved	Checkout proceed	Success

Google

Starting the design

- Sitemap
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Google

Sitemap

Difficulty with website navigation was a primary pain point for users, so I used that knowledge to create a sitemap.

My goal here was to make strategic information architecture decisions that would improve overall website navigation. The structure I chose was designed to make things simple and easy.
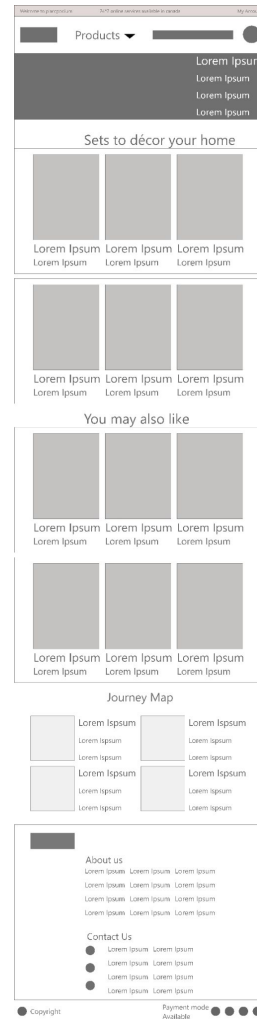

Google
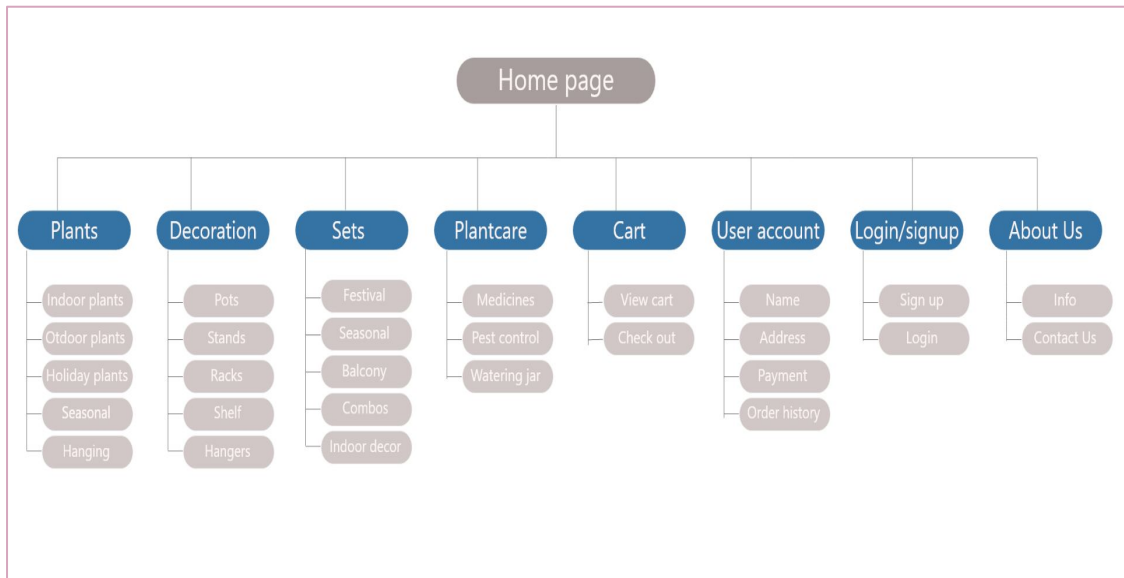
Digital wireframes

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.

Prioritizing useful button locations and visual element placement on the home page was a key part of my strategy.
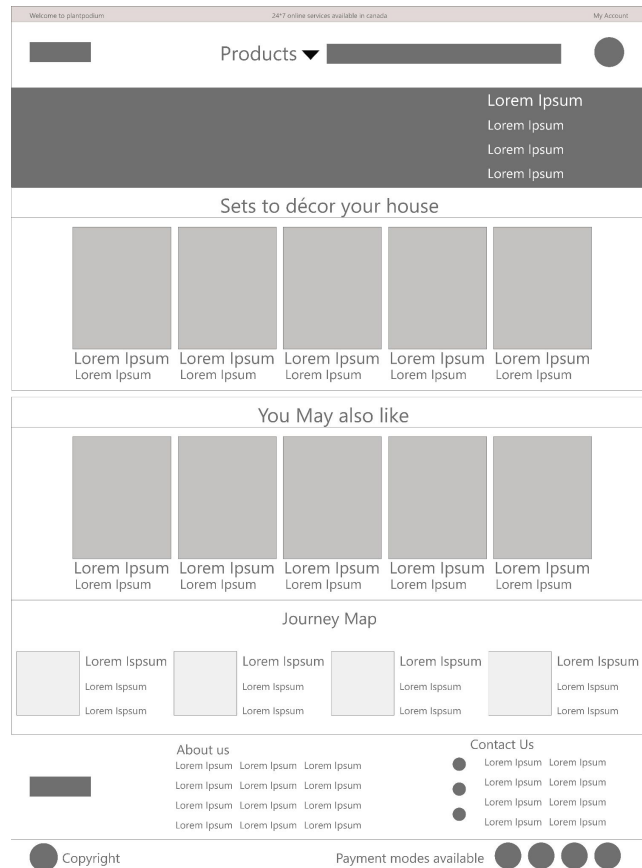
Digital wireframe
screen size variation(s)

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.

At this point, I had received feedback on my designs from members of my team about things like placement of buttons and page organization. I made sure to listen to their feedback, and I implemented several suggestions in places that addressed user pain points.
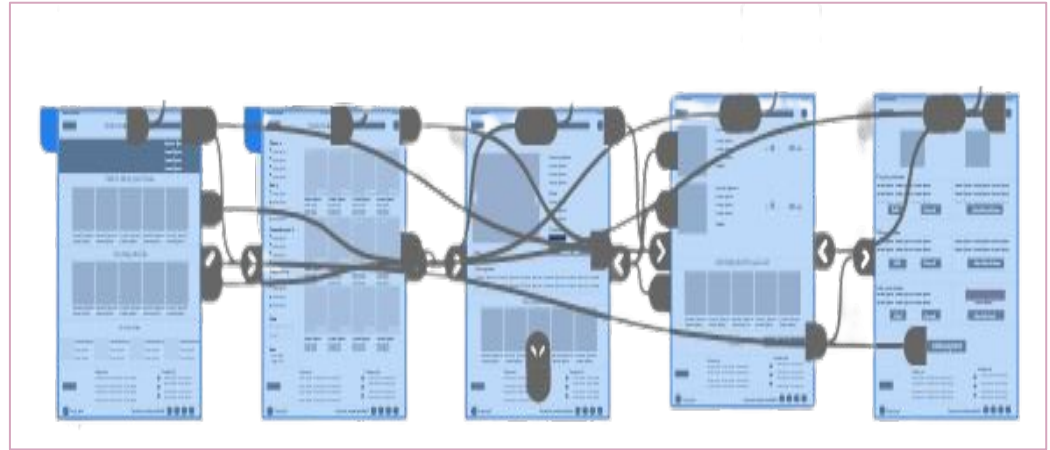
Usability study: parameters

Study type:

Unmoderated usability study

Location:

Canada, remote

Participants:

5 participants

Length:

20-30 minutes

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Usability study: findings

These were the main findings uncovered by the usability study:

1

Cart

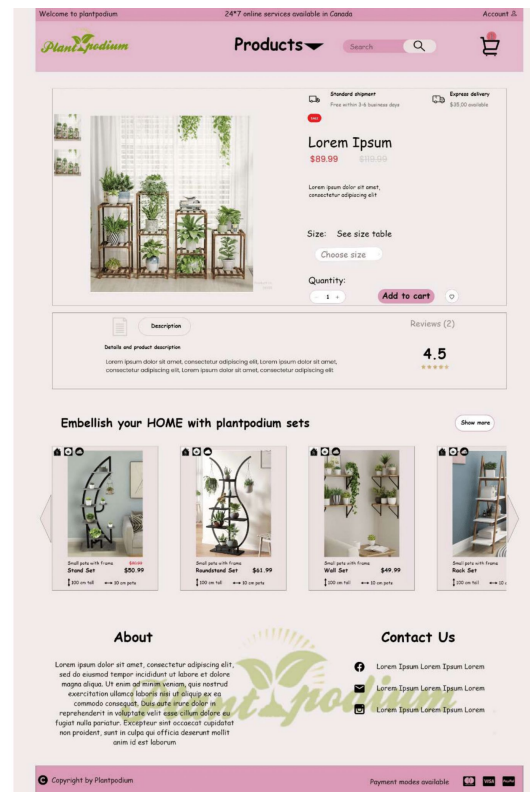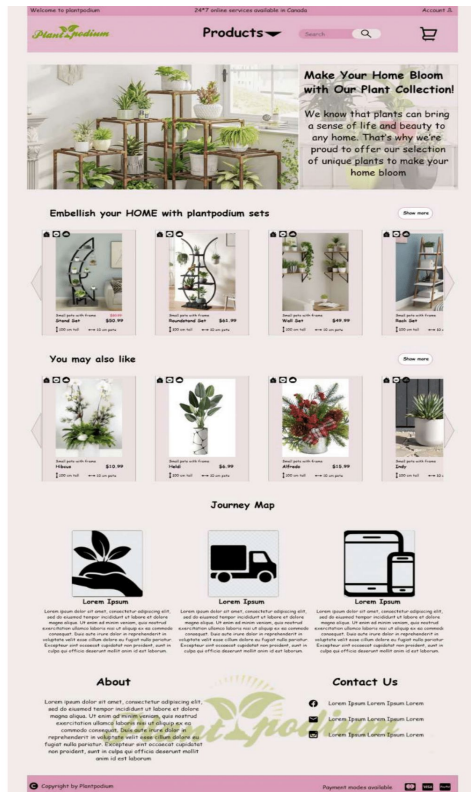Once at the checkout screen, users didn't have a way to edit the quantity of items in the cart

2

Checkout

Users weren't able to easily copy the shipping address information into the billing info field
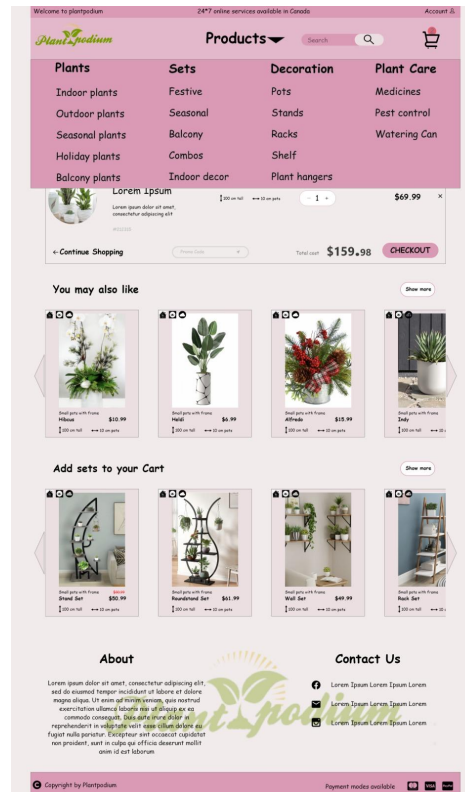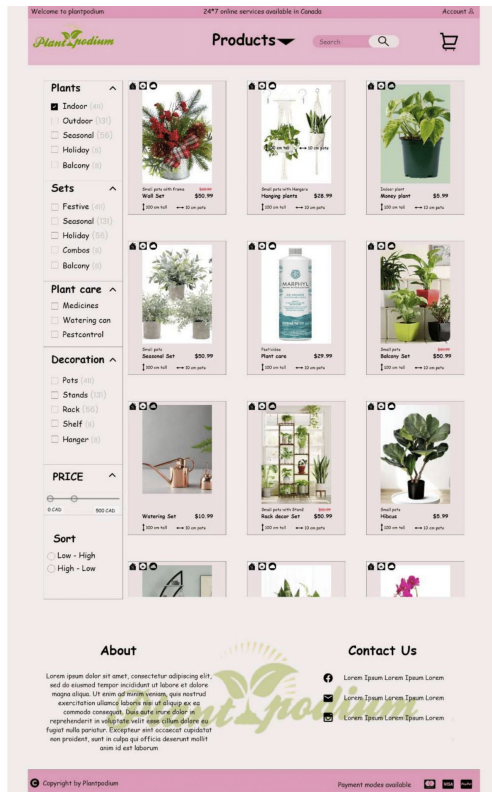
3

Account

During the checkout process, there wasn't a clear way for users to log in to their account to pre-fill previous billing and shipping info
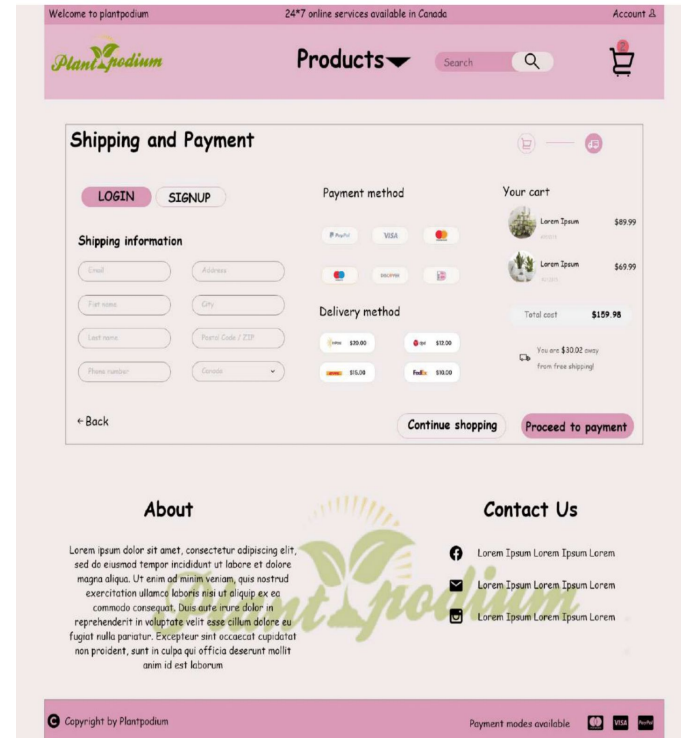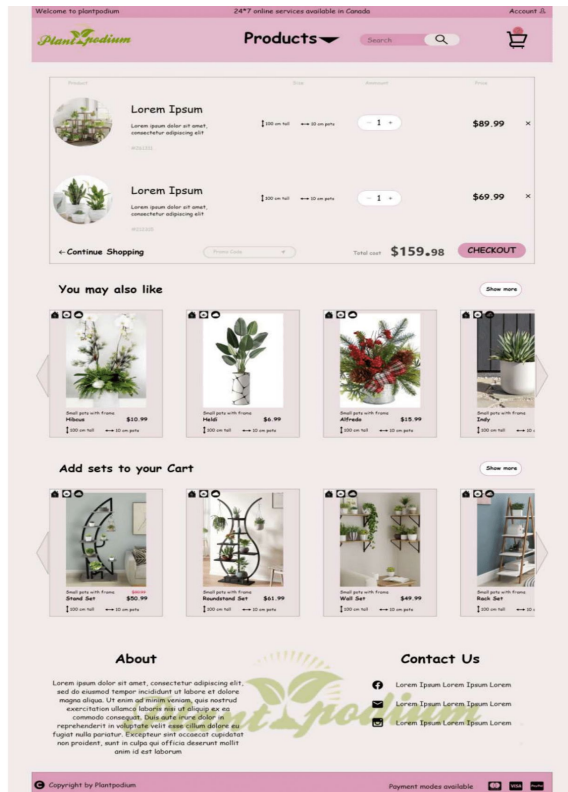
Google

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

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Mockups: Original screen size

Mockups: Original screen size

Mockups: Original screen size

Mockups: Screen size variations

I included considerations for additional screen sizes in my mockups based on my earlier wireframes. Because users shop from a variety of devices, I felt it was important to optimize the browsing experience for a range of device sizes, such as mobile and tablet so users have the smoothest experience possible.

Google
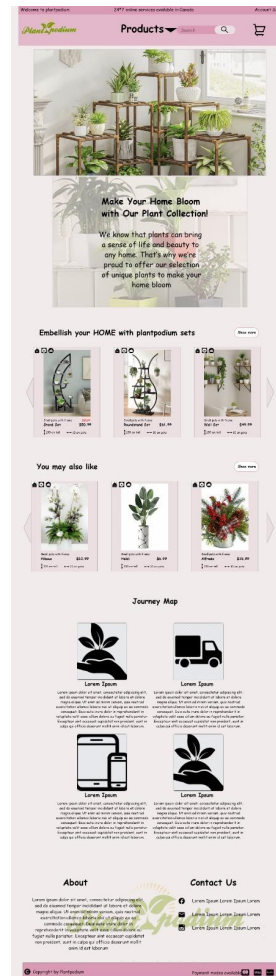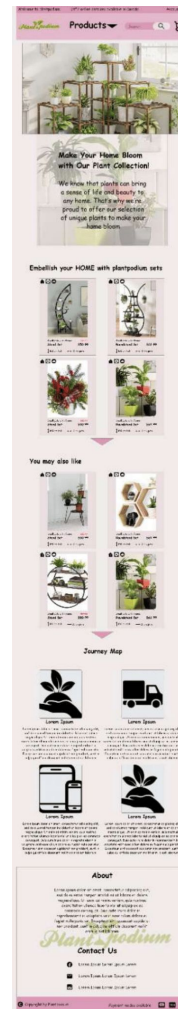
High-fidelity prototype

My hi-fi prototype followed the same user flow as the lo-fi prototype, and included the design changes made after the usability study, as well as several changes suggested by members of my team.

View the PlantPodium high-fidelity prototype

Google

Accessibility considerations

1

I used headings with different sized text for clear visual hierarchy

2

I used landmarks to help users navigate the site, including users who rely on assistive technologies

3

I designed the site with alt text available on each page for smooth screen reader access

Google

Going forward

- Takeaways
- Next steps

Google

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.

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Let's connect!

Thank you for reviewing my work on the PlantPodium app!

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

Email: hjani1396@gmail.com
Website: https://janihiral.github.io

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Thank You!