Final Presentation

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User Group

Our target user and how we are engaging them

02

Need-Finding

Our findings from our user interviews

03

How Might We

What is our Point of View (POV)?

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Prototype!

Our sketches and Hi-Fi prototypes

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Usability Testing

Lessons and potential next steps.

01

User Group

Target User

We aimed to create an online shopping experience that catered to both new and experienced cannabis users. Our target demographic was young adults from all backgrounds.

Although most of the people we interviewed were in their 20s and 30s, we set out to create a product that was accessible to older adults as well.

Our product is best catered to someone looking for more than just a quick purchase experience– we wanted to create a space where shoppers could discover new products and connect with others interested in cannabis.

02

Need-Finding

Interviewee Overview

20s, White Male

Stopped. Paused usage after negative experiences

20s, White Female

Regularly. Uses a vaporizer before bed to help her fall asleep.

20s, White Male

Expert. Uses socially and to calm down, fall asleep

20s, Hispanic Female

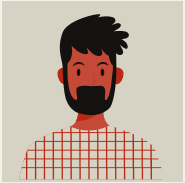
Regularly. Stress relief, socially with friends

Activity

We chose to **examine** people's experience when purchasing cannabis using Eaze, an online cannabis delivery app.

We decided to **observe the act of purchasing cannabis online** rather than purchasing from a dispensary because it was safer and more accessible given COVID-19 restrictions.

Additionally, we envision creating an online solution so we were curious to explore the top player of in current online shopping and delivery for cannabis.



Methods

We chose to interview people in their **early twenties** that had different **cannabis habits**.

- We first asked them open-ended questions about their relationship and experiences with cannabis.
- We also asked them about their biggest concerns about purchasing cannabis and the industry in general.

Next, we conducted a **semi-structured usability test**.

- During the usability test, we asked users to identify a product and go through the process of purchasing the item on Eaze's website, from selection to checkout.

Affinity Diagram

Use Cases

- Alternative to sleeping pills
- Stress relief
- To reduce anxiety
- Socially
- Take mind off of things

Lack of Education & Infomationn

- Terminology is confusing
- Purchasing cannabis in person is intimidating
- felt uneducated about difference in strains
- Confused about difference between CBD and THC
- Product guides focused on specific experiences rather than feelings or emotions
- Lack of information comparing and contrasting different brands of vaporizers

Stigma

- Racial inequalities – war on drugs
- embarrassed to go into a dispensary
- doesn't want purchases on bank statement
- Stigma around drugs
- scared to get a med card in case she wants to work for the government/background checks
- Concerned about what neighbors and landlord would think

Purchasing

- Extra fees when purchasing online as compared to a dispensary
- Minimum price when purchasing
- Expensive
- Felt like buying a toy; too much focus on branding and cartoon-like graphics
- Can only buy relatively small quantities
- Eaze was difficult to navigate for first time users

Gaps

- lack of promos for returning users
- lack of categories, too much scrolling
- Lack of paraphernalia and accessories for sale
- no search function

Major Insights

Issues with navigating Eaze's website

- When asked to find a specific item, User 4 had to **look in multiple categories** to find it; required **a lot of scrolling back and forth**
- Users found that there was **too much focus on aesthetics and branding**

Social Stigma

- User 3 mentioned that many people are still afraid to purchase cannabis–there is a **negative connotation surrounding drugs**

Purchasing

- User 2 used an Android device to access the Eaze app, and was **forced to complete the transaction on his browser** due to Google's terms of service
- Found the **split experience to be disconcerting**

03

HMW Statement

How might we improve user experience for purchasing cannabis online during COVID?

- Purchasing cannabis does not have to be daunting and complicated
- You should not have to go to your “stoner” friend to learn about different strains and ways to consume cannabis
- The experience purchasing cannabis should be welcoming, yet not feel like buying a toy

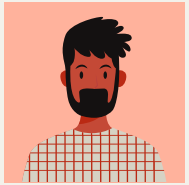
Brainstorming Process

After setting a timer, we divided **30+ ideas** into **4 main categories**:

1. Rational Choice
2. Most Likely to Work
3. Most Likely to Delight
4. Dark Horse

We selected our **favorite options** out of each category and decided to move forward with:

1. a community focused website
2. a bundling option
3. interactive social media platform
4. a “budtender” AI

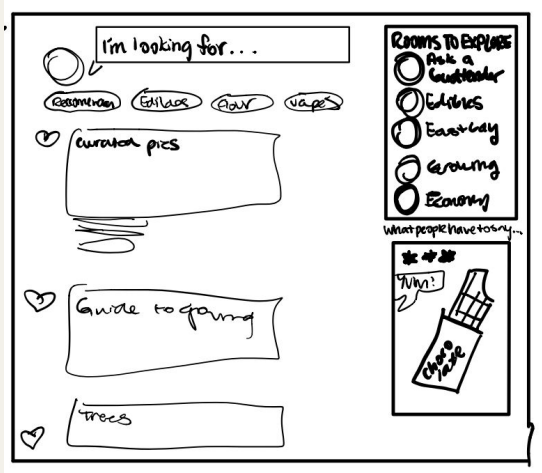


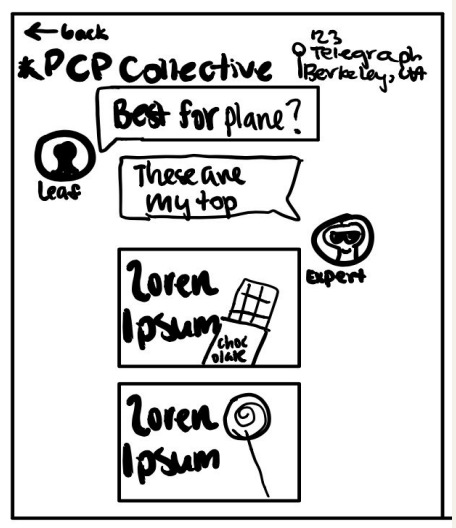
04

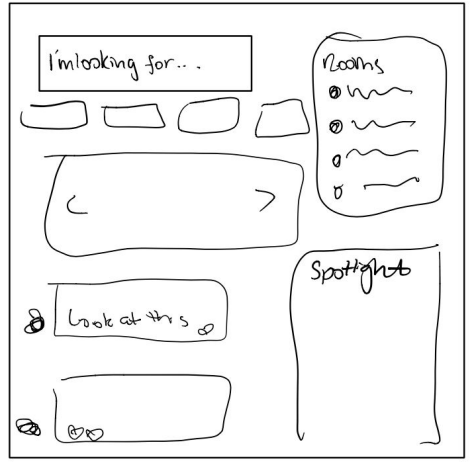
Prototype!

Paper Prototype 1:

Community Focused

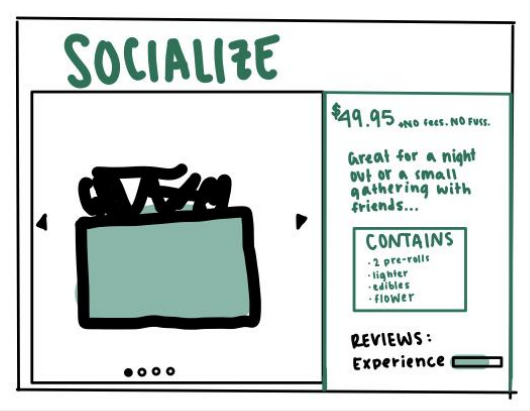




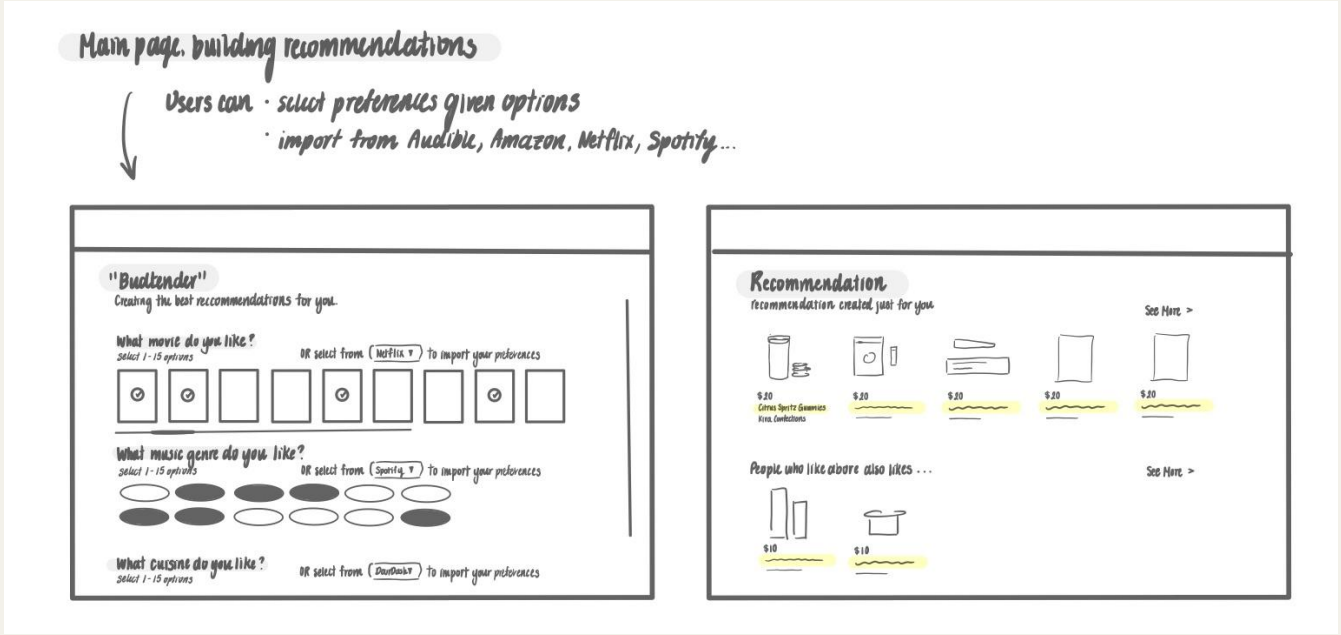


Paper Prototype 2:

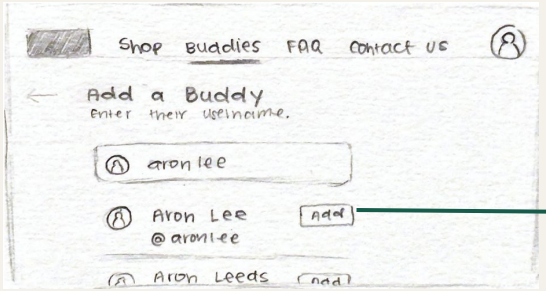
Bundling



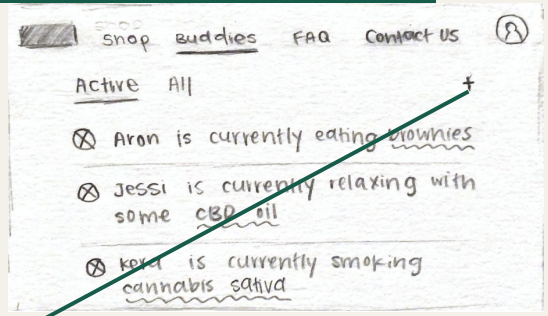
Paper Prototype 3:
Budtender



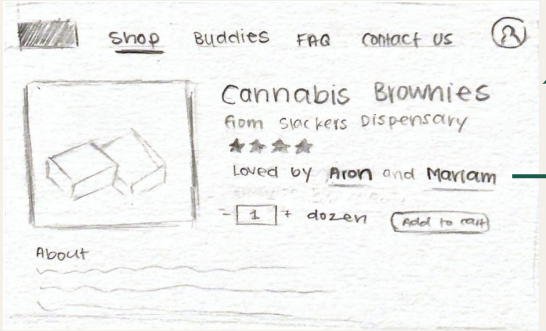
Paper Prototype 4:
Buddies



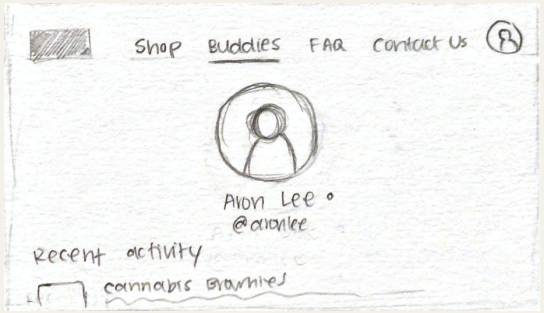
Find your friends and add them as Buddies



See what they've been recently using



Buy what your Buddies have been using



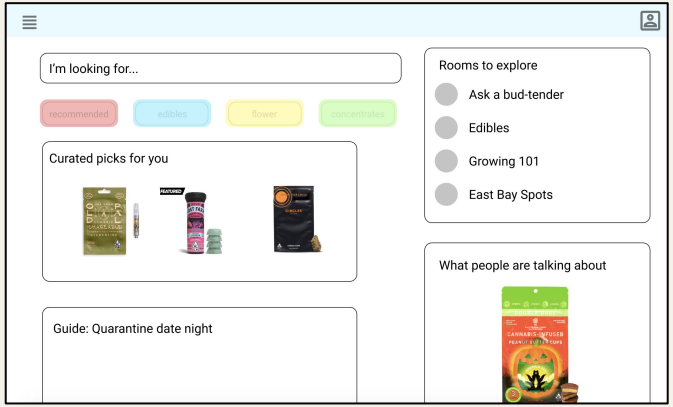
You can also view their profile and recent activity

High Fidelity

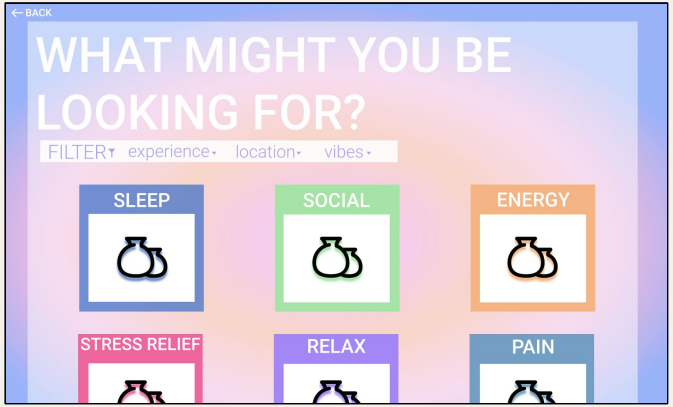
We did a reflection on each prototype based on the questions: **what do we like** and **what else we want to explore.**

After, we decided on doing **high fidelity for all 4 prototypes** by taking into account our reflections.

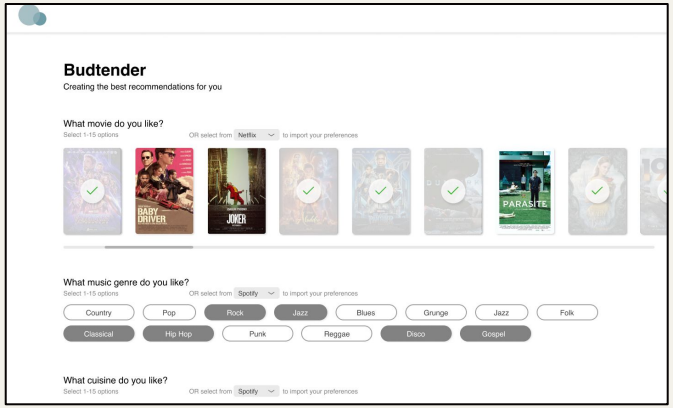
1


I'm looking for...
recommended
edibles
flower
concentrates
Curated picks for you
Rooms to explore
Ask a bud-tender
Edibles
Growing 101
East Bay Spots
What people are talking about
Guide: Quarantine date night

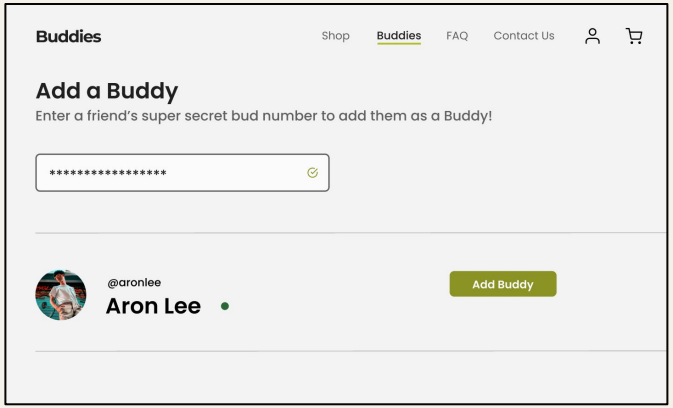
2


BACK
WHAT MIGHT YOU BE LOOKING FOR?
FILTER
experience
location
vibes
SLEEP
SOCIAL
ENERGY
STRESS RELIEF
RELAX
PAIN

3


Budtender
Creating the best recommendations for you
What movie do you like?
What music genre do you like?
Country
Pop
Rock
Jazz
Blues
Grunge
Jazz
Folk
Classical
Hip Hop
Punk
Reggae
Disco
Gospel
What cuisine do you like?

4


Buddies
Shop
Buddies
FAQ
Contact Us
Add a Buddy
Enter a friend's super secret bud number to add them as a Buddy!
@aronlee
Aron Lee
Add Buddy

Buddy

Shop Buddies About Us FAQ Contact Us

If you want to SLEEP...

Sleep | Chill | Social | Pain Relief | Energy

Search for products

The SLEEP bundle is great for a night you want to sleep while also getting the effects of cannabis.

This bundle is for anyone looking for something to enhance an early night in. The SLEEP bundle has all the right ingredients for an peaceful night.

Learn More!

Buddies who want to **sleep** also like ....

$20
OG Cush - 510

$20
Bluberry Muffin Base

$20
Lost Farm Citrus

$20
Lost Farm Citrus

$20
Bluberry Muffin Base

$20
Lost Farm Citrus

05

Usability Testing

Participants

We followed up with and recruited the same **3** participants from our previous interviews, with **1** being a new participant:

20s, White Male

Stopped. Paused usage after negative experiences

20s, White Female

Regularly. Uses a vaporizer before bed to help her fall asleep.

30s, South Asian Female

Stopped. Paused usage after bad first experience.

20s, Hispanic Female

Regularly. Stress relief, socially with friends

All studies was conducted in a **virtual setting** on Zoom

Questions to Answer

1. Do users feel connected to their friends while reading the buddies feeds?
2. Do the bundles encourage users to spend more on the site?
3. Do users prefer individual products or bundles?
4. What layout makes the most sense for the buddies feed?

Goals

1. Gain insight into the best way to display buddies/interact with friends

2. Understand users' privacy concerns when online shopping for cannabis

3. Gauge user preference for bundles and individual products

Tasks

We formulated the tasks together:

T1. Browse products

T2. Add a friend

T3. Find which friend has purchased a sleep bundle

T4. Purchase a sleep bundle, then update your privacy settings so buddies cannot see what you purchased

Results 1:
20s White Male, Stopped

> **If most online shopping platforms had bundles, I would have been more open to purchasing online over dispensaries**

Observations

- User has no trouble purchasing item and updating privacy setting
- Viewing purchases from friends seem to be the hiccup in the process
- Tasks were all completed under 2 minutes

Findings

Positive: Enjoyed the ability to toggle their privacy setting, found it refreshing from current norms.

Negative: Unsure what 'buddies' were and needed clarifications for 'buddies'.

* Tina conducted the study and took notes. Then, the rest of the group proofread it and discussed its significance"

Results 2:
30s South Asian Female, Stopped

> **“I feel like there needs to be more opportunities to learn about safe usage while shopping for cannabis.”**

Observations

- While browsing, the user didn’t realize there was a horizontal scroll feature
- User didn’t understand the products filter
- Was confused in how the Buddy code worked
- She had difficulty reading some text
- Found the payment options to be overwhelming

Findings

- Horizontal scroll may not be effective on desktop
- The wording used in the filters should align with the “How do you want to feel?”
- We must provide more clear instructions explaining the Buddies feature
- There must be higher contrast between background and text
- We should simplify the available payment options

* Raga conducted the study and took notes. Then, the rest of the group proofread it and discussed its significance"

Results 3:
20s White Female, Regularly

> **“I loved the fact that I can see what my friends are buying”**

Observations

- Most tasks were completed in under a minute
- Interactions with buddies were more intuitive than the shopping tasks
- The onboarding reminded them of other online cannabis stores

Findings

Positive:
Interactions with friends on the feed
Privacy features were a nice touch

Negative:
Confusion about how to find bundles
Wanted more information on “why bundles”

* Ruby conducted the study and took notes. Then, the rest of the group proofread it and discussed its significance"

Results 4:
20s Hispanic Female, Regularly

> **People are usually so lost...I like this idea of your friends helping you make decisions.**

Observations

- Most tasks were completed in under a minute
- Once user navigated to the sleep bundle, purchasing went very smooth
- Adding a buddy was very intuitive and easy to locate

Findings

- The user loved that they were able to see what their friends purchased, giving products credibility.
- Trouble navigating to bundles–the tab did not lead to a list view of the bundles
- The user suggested a way to see not just what their friend purchased, but also their thoughts on the products

* Jillian conducted the study and took notes. Then, the rest of the group proofread it and discussed its significance"

3 Takeaways

Build on the Buddy Feature

Users enjoyed the **Buddy feature** and found it to be helpful to see what friends are purchasing. Especially for first time users this personal touch was helpful, but as User 2 mentioned a breakdown of what the Buddy feature actually involved would be helpful.

Focus on a safe, private experience

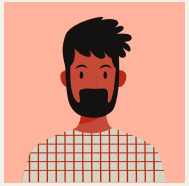
The ability to toggle **privacy settings** to decide what items bought when on your Buddy feed when purchasing a product was a positive experience for all users and created an overall more comfortable experience. Adding in a default privacy setting will allow for a smoother user experience.

Reframe the Bundle Feature

When navigating the shop page, it would be more advantageous for the users to have a **listview of the bundles** as well as an **area that explained the benefits** of purchasing a bundle versus a singular item, such as no fees delivery fees or the ability to try new products at a discounted rate.

Thank you

Any questions?



:)

Contributions

Our team worked closely together throughout the process. As the milestones given to us had organized prompts, we were able to divide up the work evenly. We met every week for 2 hours to go over our findings and work on the slides. We also took advantage of break-out room time during class to work synchronously and assign individual tasks for asynchronous work.

The main differences were on our high-fidelity done in preparation for user-testing. Thus, each member will be focusing on our Hi-Fi Figma work on the following 4 slides

Raga

For the final prototype, we used a couple of pages from my individual prototypes as a base (the single product view page and the buddies pages).

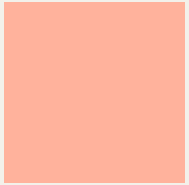
Additionally, while creating a unified final design, I primarily worked on prototyping features such as the site navigation, vertical/horizontal scrolling, pop-ups, and more.

Ruby

My original hi-fi prototype featured a community-based shopping experience with a feed of other users' purchases. We incorporated this into our final hi-fi by adding a buddies feed where you can see and interact with your friends' purchases. When creating The figma prototype, I worked on the landing and shopping pages.

Tina

My original hi-fi prototype was our dark horse idea of the ‘budtender’ recommendation system. While we did not move forward with that prototype, we incorporated my shopping page into the final hi-fi. Additionally, I worked on modifying the buddies pages (add a buddy and buddy profile) as well as working on prototyping our Figma with animations such as overlays, hovers, and swapping.



Jillian

For our final prototype we used my landing page when opening the site and as well as the concept of the bundle feature. We incorporated the color palette from my original hi-fi throughout the final product where I worked on the checkout pages and selecting the SLEEP experience on the shop page. Additionally, I assisted with the final site navigation.

Throughout the entire semester, I collaborated to ensure we had a cohesive strategy when designing and made sure to keep our initial HWM statement in mind.

Credit

CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, and infographics & images by **Freepik**