

Web Design For A Small Florist Business - Sunshine Cove Florists

Kruti Wani

Project overview



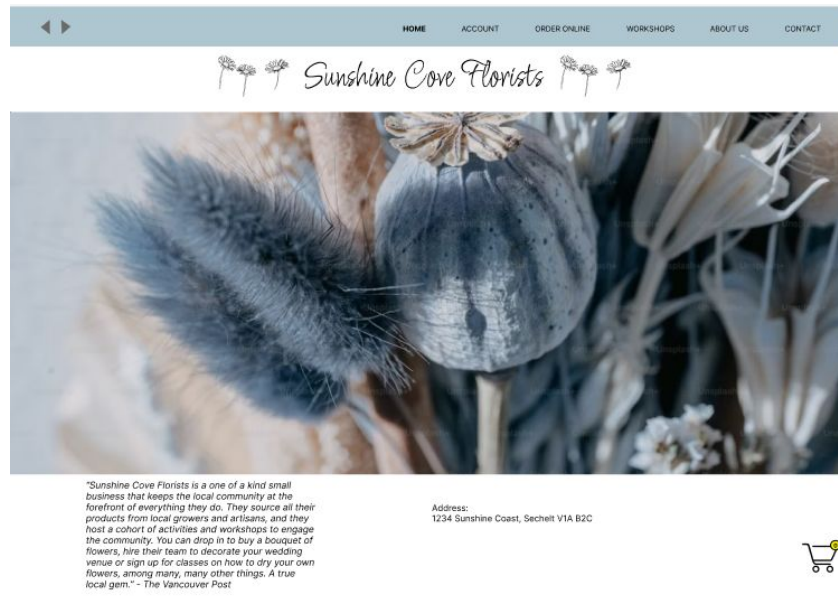
The product:

Sunshine Cove Florists is a small florist shop that sells flowers and floral products, as well as conducts various community events and workshops. They strongly focus on promoting local products and artisans. Because of this, their target audience is mainly the residents of the town they're situated in, but they also ship some products across the country.



Project duration:

April 2023



Project overview



The problem:

Local farmers and artisans want a way to connect with the local community. It is difficult to advertise everything they provide without a dedicated website. Word of mouth can be slow, and it's difficult to have regular customers with a fast changing seasonal catalogue.



The goal:

Design a website for Sunshine Cove Florists that allows them to have a greater outreach to sell their products, advertise workshops by local artisans and invite members of the local community to engage and volunteer with the business.

Project overview



My role:

UX Designer and Researcher



Responsibilities:

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

User research: summary



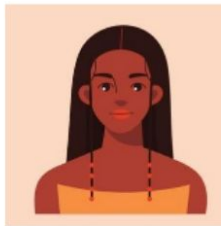
I conducted interviews, identified pain points, created empathy maps and constructed personas to understand the target audience of users. One of the identified user groups was people who want to go out and make friends while trying out different activities.

From the research conducted, it was found that many people are lonely outside of their working lives, and would like to get to know people around them but find it difficult to do so due to a lack of regular organized social activities. This group would prefer to engage in some kind of activity while socializing.

Persona 1: Jane

Problem statement:

Jane is a working professional who needs an easy way to access volunteering and workshops because they want to socialize and learn new hobbies.



Jane

Age: 42
Education: BA Accounting
Hometown: Revelstoke
Family: Spouse, one adult daughter
Occupation: Accountant

"I've put on many hats over the years - accountant, parent, spouse - and it's been wonderful, but now I want to do something for myself."

Goals

- Learn something new
- Make friends to regularly meet with
- Be a part of a community and contribute in some way to its betterment

Frustrations

- Difficult to find community events that are run regularly and advertised well
- Most classes and learning centres cater to the youth, which makes it difficult for an older person to find something

Jane is a working professional for a corporate with mostly work-from-home shifts and 9am-5pm hours. With their spouse working the night shift and their child having left for higher education recently, Jane has been feeling lonely but is finding it difficult to start socializing after so many years of not doing so. They also have a lot more free time now and want to start doing hobbies and learning new things. They are looking to easily find ways to volunteer and/or enroll in local classes or workshops so that they can meet and socialize with people from the local community.

Persona 2: Alex

Problem statement:

Alex is a caretaker and an art enthusiast who needs an easy way to look up and buy large quantities of flowers regularly because their job can be time-consuming and exhausting.



Alex

Age: 35
Education: BA Psychology
Hometown: Sudbury
Family: Spouse and two children
Occupation: Caretaker at seniors' home

"Something as small as a bouquet of flowers can brighten up an entire room. For me, there can never be enough of them!"

Goals

- To continue doing their job well and make a difference in people's lives
- To find a way to fulfill job duties more efficiently without feeling overwhelmed

Frustrations

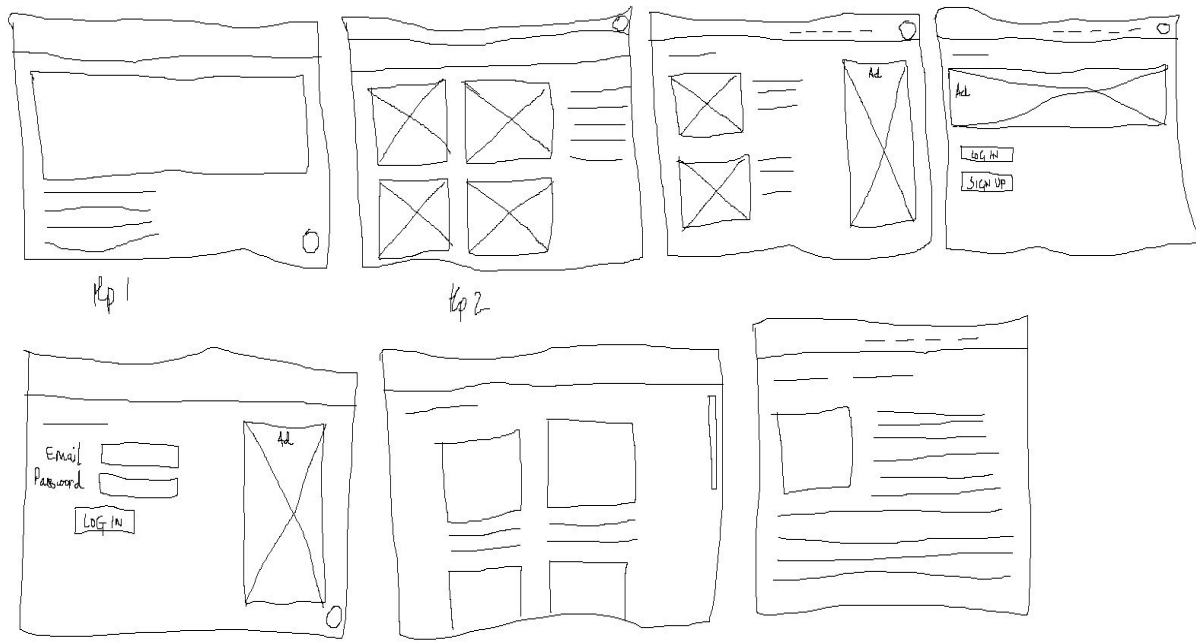
- Travelling to the store and bringing back large quantities of flowers regularly can be time-consuming
- The catalogue changes rapidly, which means that they only find out the stock at the store

Alex is a long-time resident of the town and has been working the seniors' residence building for more than a decade now. They are very passionate about their work and have built strong relationships with the residents of the building. They are also an interior decor enthusiast and keen to keep indoor spaces tidy, comfortable and cheery, which is appreciated by the residents as well. This makes it important for them to have large quantities of fresh flowers regularly throughout the week for all the common spaces and many individual rooms. The center initially tried growing flowers in their garden space, but there was not enough space, so now they rely on the local florist shop.

Ideation

Initial design phase was sketching the designs by hand. I decided on a pastel colour scheme to keep it aligned with the theme of the physical store.

I avoided using too much text without images or breaks to keep it easy to take in but also not lacking in being informative.

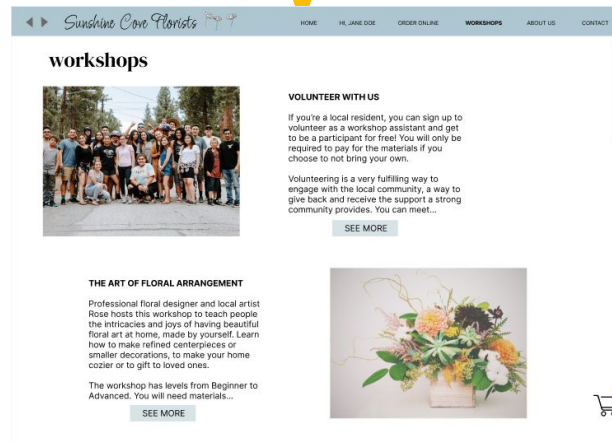
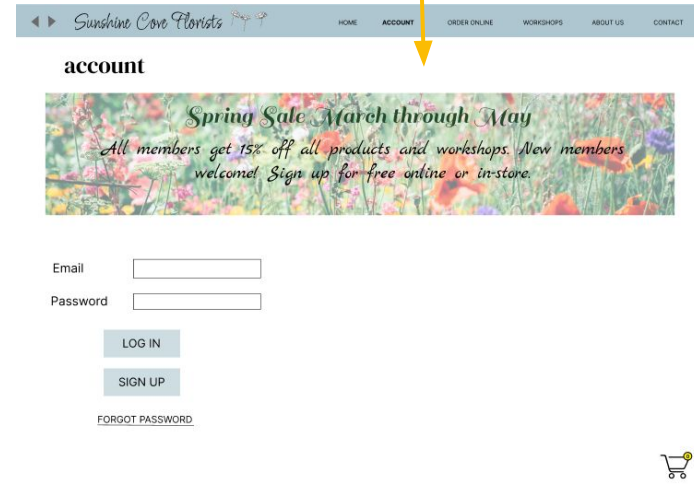


Digital wireframes

I designed the website to be **visually appealing** as the business largely caters towards people who like art and decor as well as **informative** and **accessible**.

Floral theme throughout

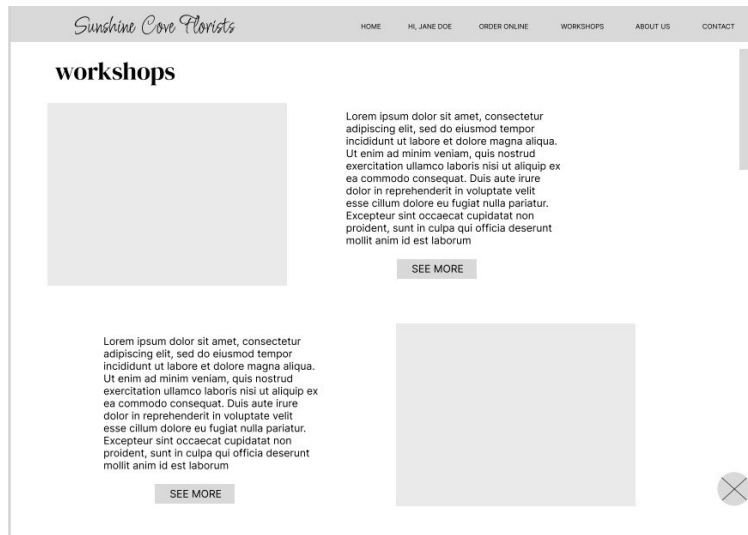
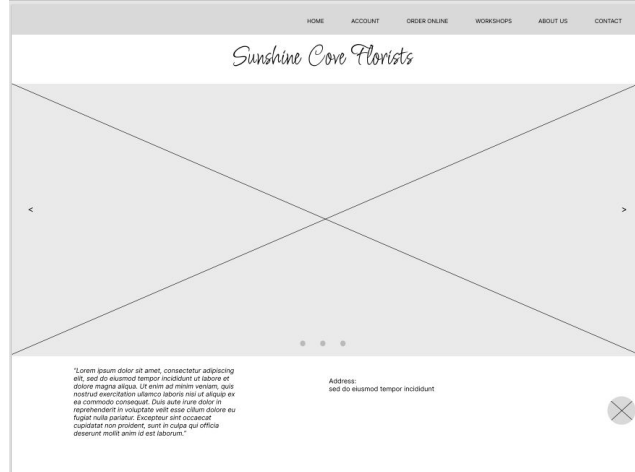
All relevant information available online



Low-fidelity prototype

User flows: Signing in. Viewing workshops.

<https://www.figma.com/proto/0KXu8YM7kO1QilbjfYiaEl/Sunshine?type=design&node-id=1-2&scaling=scale-down&page-id=0%3A1&starting-point-node-id=1%3A2&show-proto-sidebar=1>



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Canada, remote



Participants:

5 participants



Length:

30-60 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Users want the
colour scheme to
have more contrasts

Many users expressed
that certain text was
difficult to read due to
lack of adequate contrast

2

Users want to be
able to sign up for
workshops online

Mockups

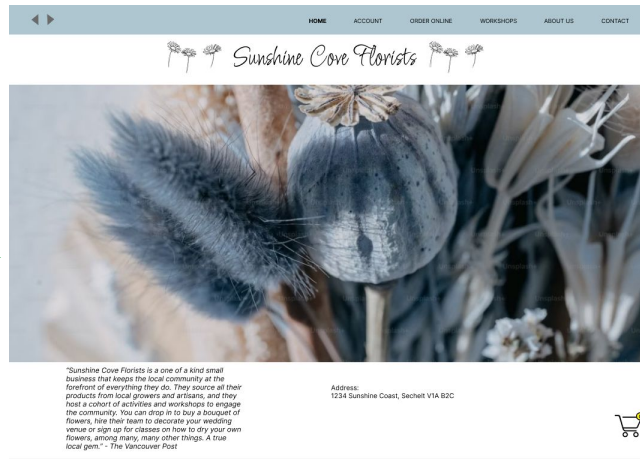
Before usability study

Many users commented that while the theme looked nice, it was difficult to read the text.

I modified the design from pastel yellow to pastel blue.



After usability study



Mockups



"Sunshine Cove Florists is a one of a kind small business that keeps the local community at the forefront of everything they do. They source all their products from local growers and artisans, and they host a cohort of activities and workshops to engage the community. You can drop in to buy a bouquet of flowers, hire their team to decorate your wedding venue or sign up for classes on how to dry your own flowers, among many, many other things. A true local gem." - The Vancouver Post



VOLUNTEER WITH US

If you're a local resident, you can sign up to volunteer as a workshop assistant and get to be a participant for free! You will only... [SEE MORE](#)

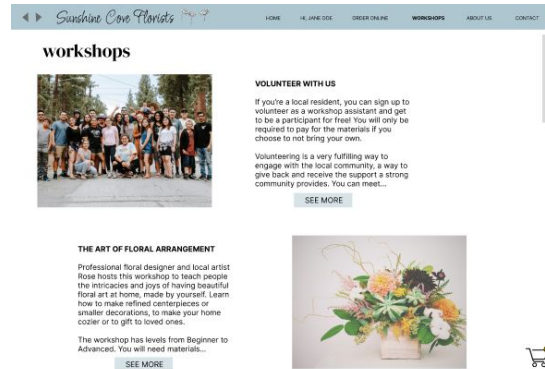
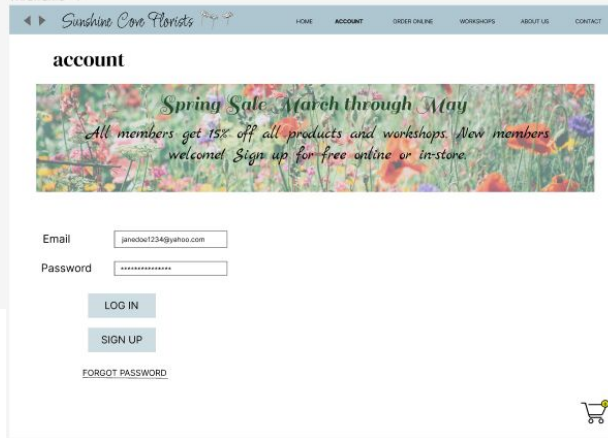


THE ART OF FLORAL ARRANGEMENT

Professional floral designer and local artist Rose hosts this workshop to teach people the intricacies and joys of having beau... [SEE MORE](#)



Wireframe - 7

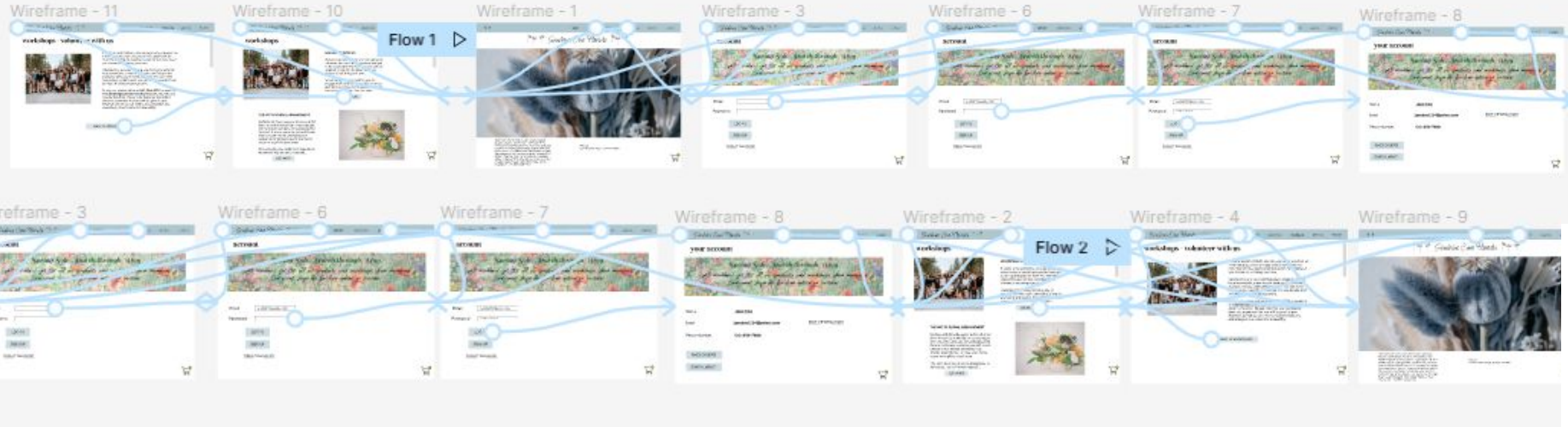


Wireframe - 4



High-fidelity prototype -

<https://www.figma.com/file/0KXu8YM7kO1QilbJfYiaEl/Sunshine?type=design&node-id=0%3A1&t=Jdhuu1ntkpTt38JP-1>



Accessibility considerations

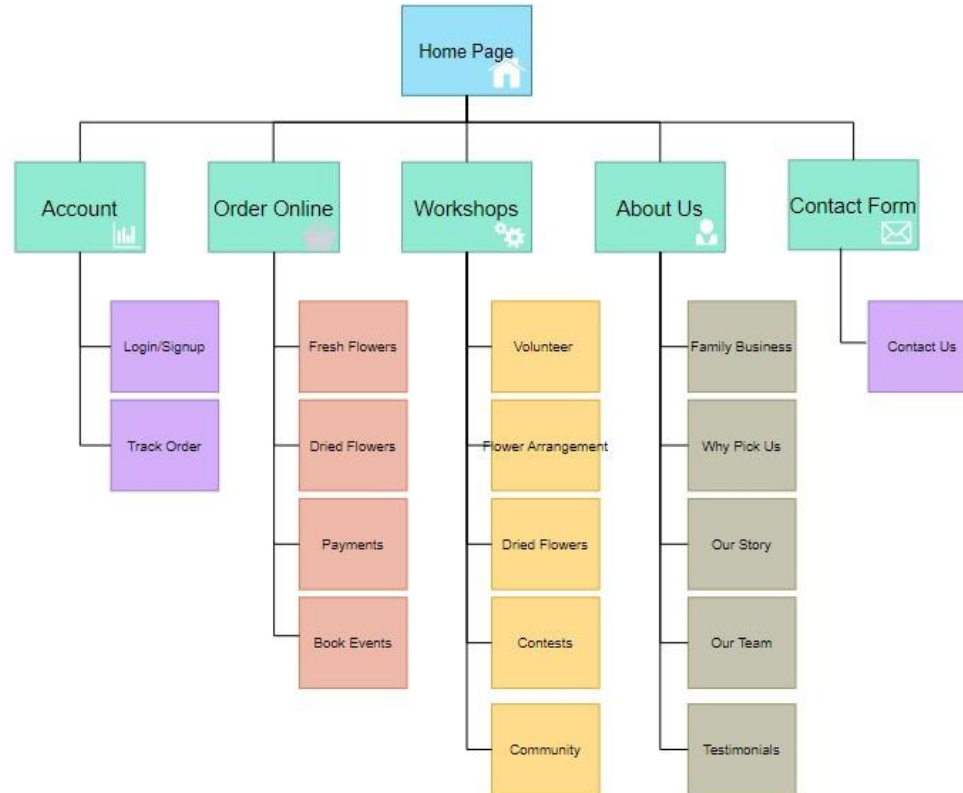
1

There are translations
offered in multiple
languages

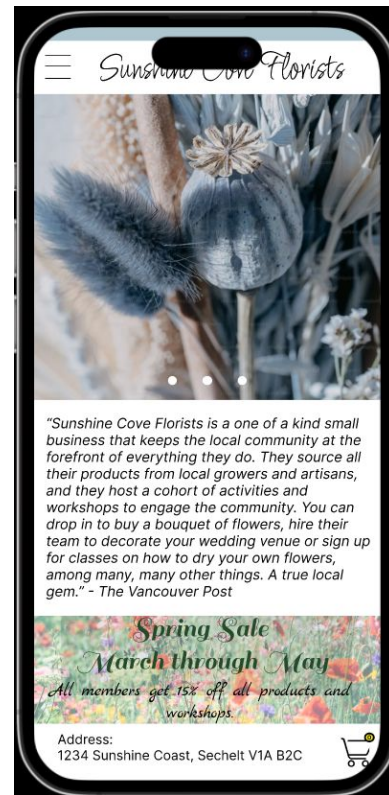
2

Contrasting colour
scheme helps people with
visual disabilities

Information Architecture (Sitemap)



Responsive designs



Takeaways



Impact:

Users find it easy to find and enroll in workshops and volunteering opportunities with the business

Users can also browse and order flowers online easily.



What I learned:

I learned more about design principles and accessibility considerations. I also learned how to design for different screen sizes.

Next steps

1

Make changes according to P1 insights ie. add the ability to sign up online and have it show up under Enrollment in Account.

2

Conduct another round of usability studies to determine if the issues brought up earlier have been fixed.

3

Conduct more user research to identify more areas of need and/or improvement

Let's connect!



Thank you for your time reviewing my work on the Sunshine Cove Florists website! If you'd like to see more or get in touch, my contact information is provided below.

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