Flower For You florist app design
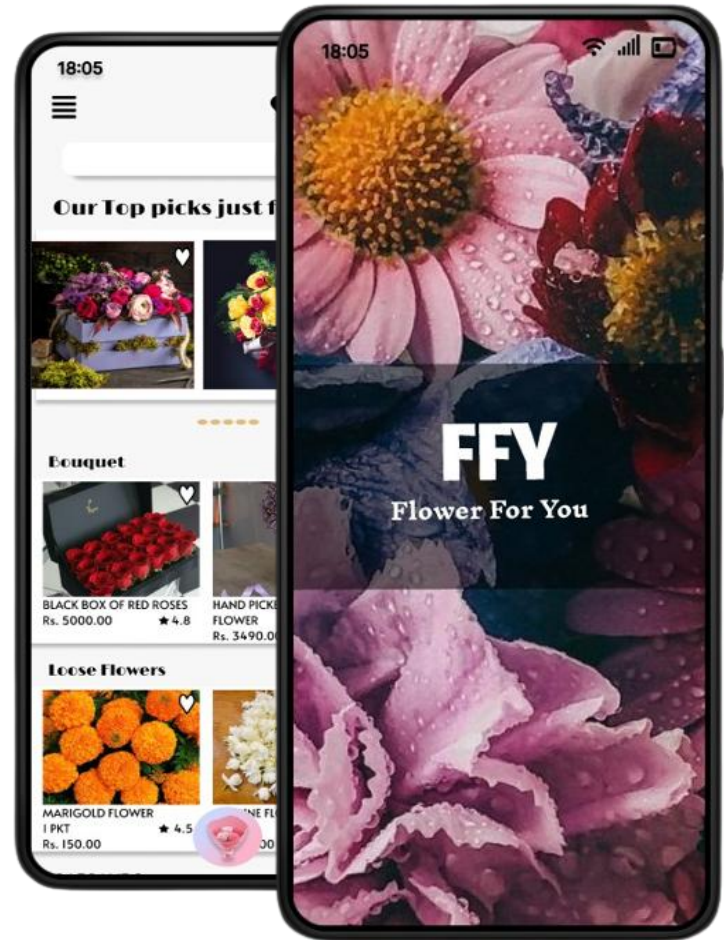
Tripti Hada

Project overview

The product:

FFY is a flower-selling company situated in the central region of India, within a metropolitan area. The primary goal of this company is to provide its customers with fresh flowers delivered punctually.

Project duration:

February 2022 to November 2023

Google

Project overview

The problem:

To provide freshs flowers on time

The goal:

Design an app with functional calender and active delivery updates

Project overview

My role:

UX designer designing an app for FFY from conception to delivery.

Responsibilities:

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

Understanding the user

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

User research: summary

I conducted interviews and developed empathy maps to gain insight into the users for whom I'm designing and their requirements. The research revealed a primary user group, which consists of organizers and enthusiasts seeking fresh and timely flower deliveries.

This user group validated our initial assumptions about FFY. However, the research also unveiled that time and freshness were not the sole factors constraining the users. Other issues identified by users included the availability of flowers in nearby areas, as well as concerns related to variety and quantity.

User research: pain points

1

Timeliness and Freshness

Users require on-time delivery of fresh flowers, and this is a critical concern for them.

2

Quantity

Users appear to have concerns related to the quantity of flowers, implying that they might be looking for different package sizes or quantities.

3

Availability

Users face challenges in finding flowers available in nearby areas, indicating a need for more accessible options.

4

Variety

Users are seeking a wider range of flower options, suggesting a desire for greater diversity in the selection.

Persona: Name

Problem statement:

Rita is an organizer who relies on punctual deliveries, as her entire work depends on timely deliveries.

Name Rita

Age:	38
Education:	Degree in management
Hometown:	Delhi
Family:	Married
Occupation:	Event planner

"Perfection and satisfaction is my top most priority as an event planner."

Goals
- Tight schedule
- Needs to travel a lot
- perfection
- Customers satisfaction
- Sudden requirement

Frustrations
- No reliability of delivery
- Quality of flowers
- Variety of choice
- No pre booking as I need to order in bulk.
- Not getting exotic species of flowers.

Rita is from delhi and she has done her graduation in management .She works as an event planner and flowers are the most dominant part of her tasks.Getting good quality of flowers on time in right amount is her important requirement and last minute cancelation can spoil her efforts.

User journey map

Mapping Rita's user journey revealed the significant benefit of having a dedicated flower delivery app that guarantees on-time delivery for users.

Persona: Rita

Goal: To have confirm and on time deliveries of flowers

ACTION	Make order	Confirmation of date	Tracking the order	Receive the order	Make payment
TASK LIST	Tasks A. select flower agent B. make order C.make half payment	Tasks A. give particular date B. confirmation by agent.	Tasks A. Making phone calls	Tasks A. give particular location B. Be attentive to take order	Tasks A. Make last payment
FEELING ADJECTIVE	Uneasy	Unsure of confirmation from agent	Hectic	Stressed	Relieved
IMPROVEMENT OPPORTUNITIES	App for choosing from multiple agents	App which give dates on which agent make deliveries	App which give automatic update on order	App to give alternative address	

Starting the design

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

Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a quick and easy ordering process to help users save time.

Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

description of flower related topics makes it more engaging

Tips over Flowers

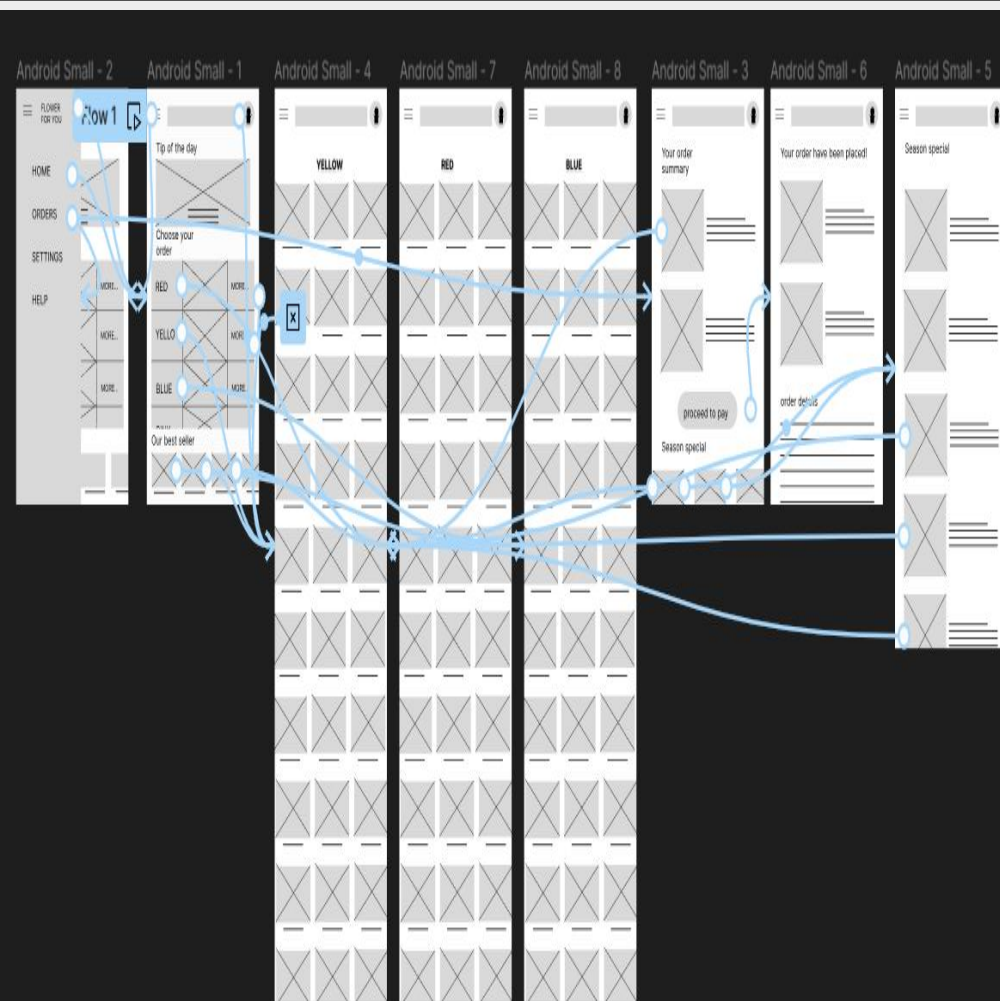choose your order

more...

previous orders
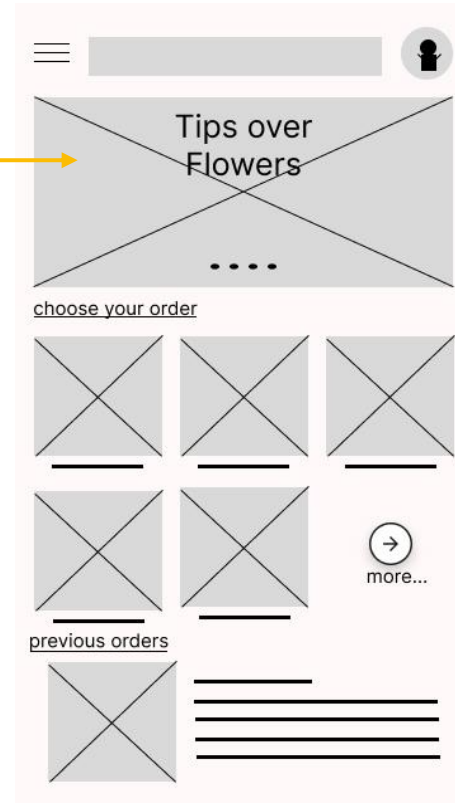
Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. In this I tried to sum up flowers with their respective colours by which a user can choose its desired flower.

View Flower For You

https://www.figma.com/proto/qhLzd3VN5dGRo05pguBvGc/Flower-For-You?node-id=1-71&scaling=scale-down&page-id=0%3A1&starting-point-node-id=1%3A2&mode=design&t=5fbvNAHXyWiqiqyy-1

Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

1. Users want more customization options.

2. User wants fast and on time delivery.

3. quantity is a factor.

Round 2 findings

1. A calender for particular time and date is a must.

2. Recomendation of different options for customisation of bouquets would sort the confusions.

Refining the design

- **Mockups**
- **High-fidelity prototype**
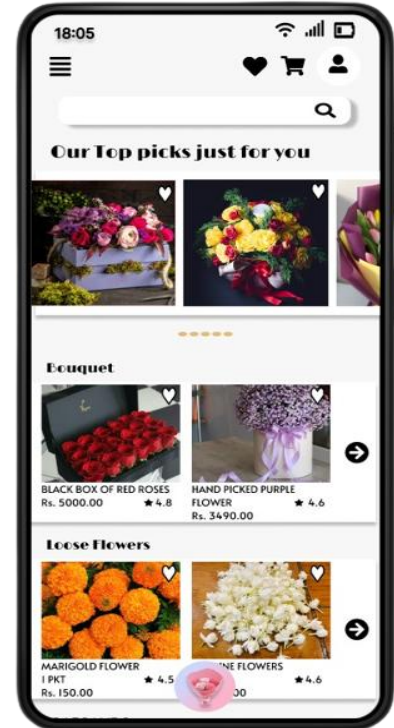- **Accessibility**

Mockups

Early designs allowed for some customization, but after the usability studies, I removed the previous order display and added a home button to the base of the screen. I also removed tips of flowers; instead, I provided recommendations according to user information.
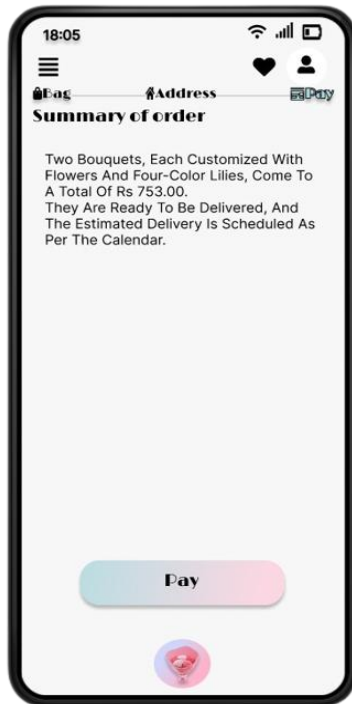
Before usability study
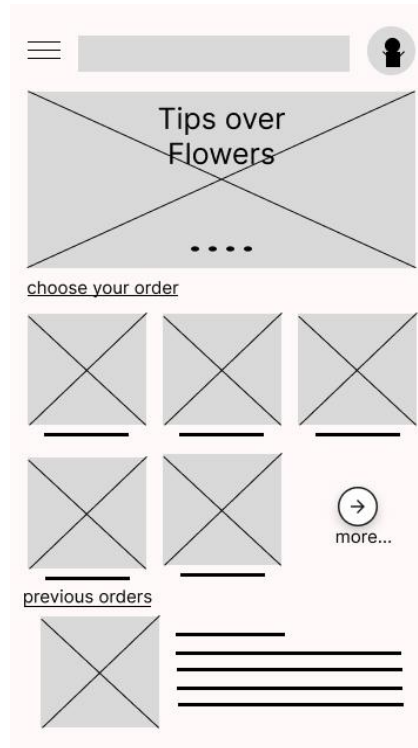
After usability study

Mockups

The second usability study revealed frustration with the checkout flow. To give user satisfaction I added a thank you page after payment.
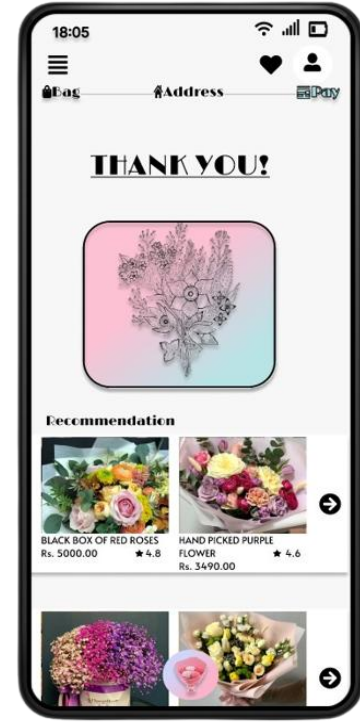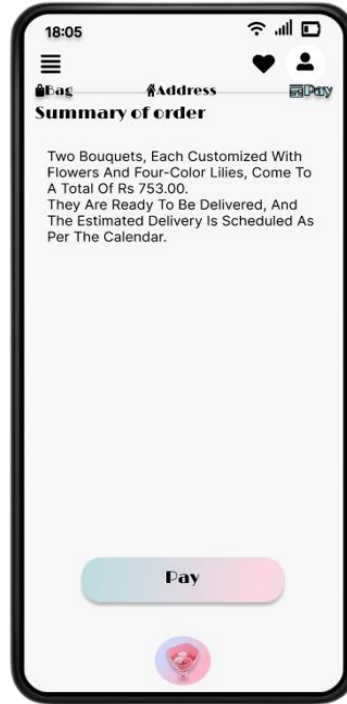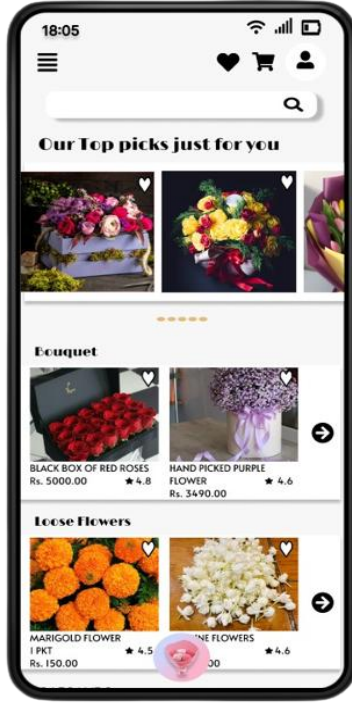
18:05

☰   ♡ 👤

🛍Bag   🏠Address   💳Pay

Summary of order

Two Bouquets, Each Customized With Flowers And Four-Color Lilies, Come To A Total Of Rs 753.00.
They Are Ready To Be Delivered, And The Estimated Delivery Is Scheduled As Per The Calendar.

Pay

18:05

☰   ♡ 👤

🛍Bag   🏠Address   💳Pay

THANK YOU!

Recommendation

BLACK BOX OF RED ROSES
Rs. 5000.00   ★ 4.8

HAND PICKED PURPLE FLOWER
Rs. 3490.00   ★ 4.6

Mockups

High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for better user experience and order easiness.

View the FFY

https://www.figma.com/proto/0Swju82bnteQnfc6im96FV/working-prototype-of-florist-site?type=design&node-id=6-1852&t=Ggtc7fF6ojYwKfW9-1&scaling=contain&page-id=0%3A1&starting-point-node-id=6%3A1825&mode=design
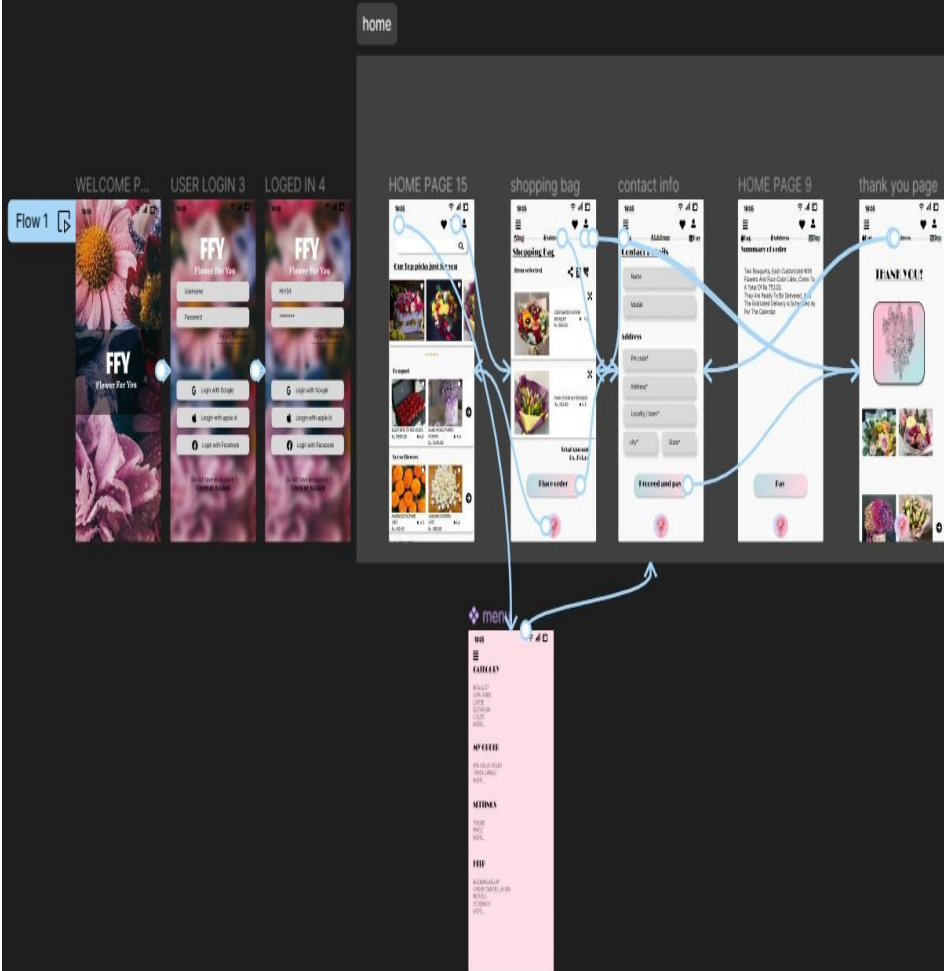
Accessibility considerations

1

**Provided access
to users who are vision
impaired through adding
alt text to images for
screen readers.**

2

**Used icons to
help make
navigation easier.**

3

**Used pictorial
representaion of each
order so that user is clear
about order.**

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The app makes users feel like FFY really thinks about how to meet their needs.

One quote from peer feedback:
 "The site has made it easy to order for my functions, and the flowers are fresh to use. Because of the cost factor, it also offers artificial flowers."

What I learned:

While designing the FFY app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

Let's connect!

Thank you for your time reviewing my work on the Flower For You app! If you'd like to see more or get in touch, my contact information is provided below.

Email: hadat@gmail.com

Thank you!