

Grace Flower App Design

Gu Liang

Project overview



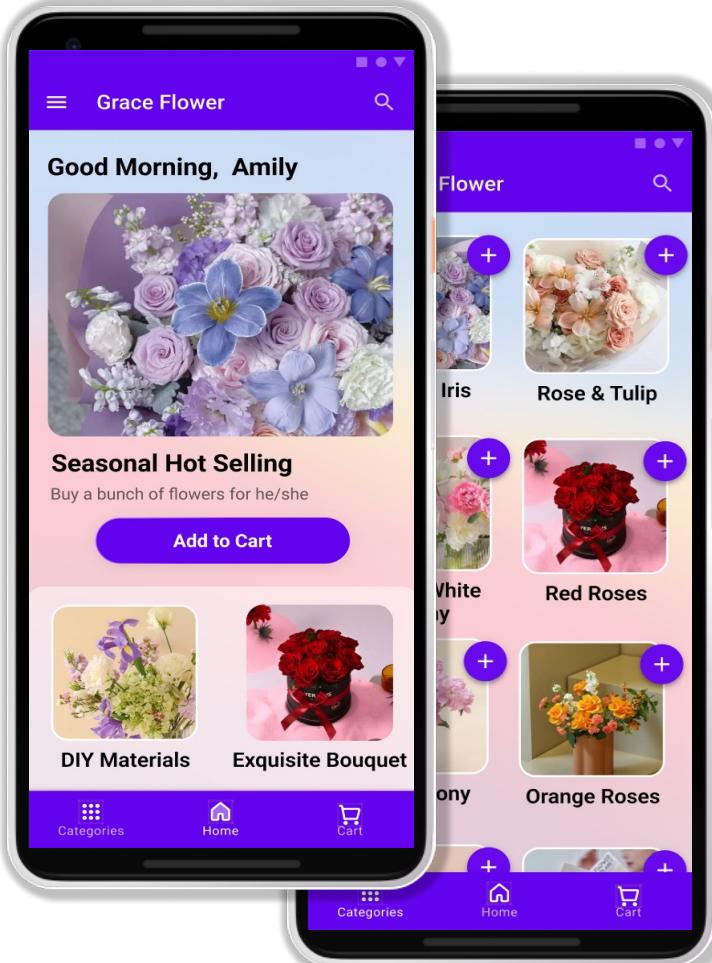
The product:

Grace Flower is a flower shop that provide users of flower service. Users can use the app to get flower delivery and also can buy flower materials for DIY



Project duration:

January 2022 to March 2022



Google

Project overview



The problem:

- Some busy workers lack the time to match flowers or don't know how to choose a better one for lovers.
- Some people would like to choose flowers to DIY and decorate home.



The goal:

- Provide seasonal hot flower bouquet, quickly delivery service.
- Provide flower materials for users to choose, including a search service for which kind of flowers user want to buy.

Project overview



My role:

UX designer 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 created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was busy workers who would like to buy flowers to his wife and users who would like to get flower materials to do DIY.

This user group confirmed initial assumptions about Grace Flower customers, but research also revealed that time was not the only factor limiting users from buying flowers. Other user problems included having no ideas of matching flowers or have problems to get the right flower materials.

User research: pain points

1

Time

Busy worker don't have enough time to match flowers

2

Difficulty choosing

Some people don't know which one to buy because there are so many choice. And they want to know which kind of flowers is better for a specific festival.

3

Materials providing

Users who would like to buy materials for DIY feel difficult to buy the right flowers.

Persona: Kristen

Problem statement:

Kristen is a busy working adult who needs easy matching and pick up service because he has no time to do so.



Kristen

Age: 45
Education: Bachelor
Hometown: Los Angeles
Family: Married, 2 children
Occupation: Senior Manager

"I want to buy flowers to my wife, but I don't have time to matching colors and types."

Goals

- To have good experience in flowers matching service.
- To have time-saving pick up service.

Frustrations

- "Some times I have to wait because many people in the flower shop."
- "I don't know whether my choice is good and it's difficult for me."

Kristen is a senior manager in a technology company. He likes to buy flowers for his wife, especially during festivals. His wife sometimes complains that the matching of flowers is not very beautiful, which bothers him. He hopes to have a convenient matching and pick-up service.

Persona: Alice

Problem statement:

Alice is a new graduate designer who likes to matching flowers herself because she enjoy this experience.



Alice

Age: 27
Education: Master
Hometown: New York
Family: Father, Mother
Occupation: designer

"I like to choose flowers myself. Sometimes my collocation is very popular on social media. However, the unit price of flower materials purchased alone is higher"

Goals

- To have flexible collocation options.
- To have complete flowers varieties.

Frustrations

- "unit price is higher than a bunch of flowers"
- "Sometimes there are a lot of people in the store. I'm embarrassed when I choose"

Grace is a designer who has just graduated. She likes to match all kinds of flowers herself. But the florists sell them in bunches. She hopes to have a complete variety display and can buy flowers in variety choice.

User journey map

Mapping Kristen's user journey revealed how helpful it would be for users to have access to a dedicated Grace Flower app.

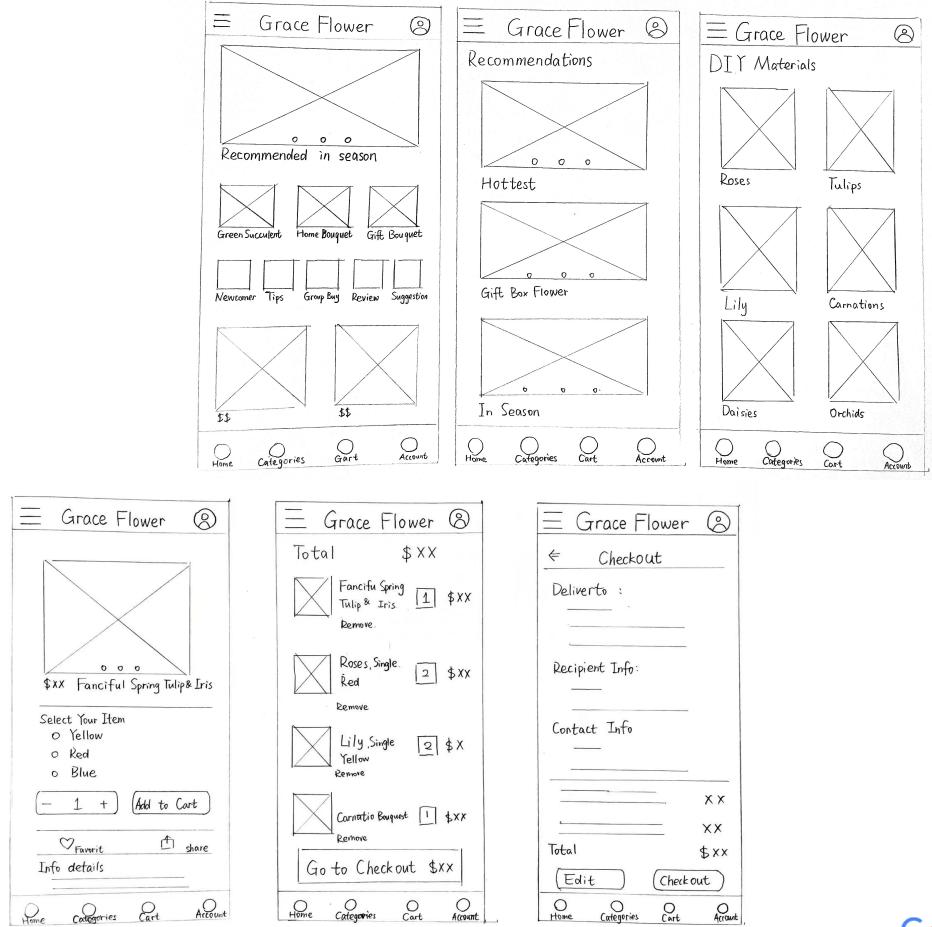
Persona: Kristen

Goal: matched flowers and pick up quickly

ACTION	Select flowers	Place order	Complete order	Go to shop	Pick up
TASK LIST	Tasks A. Good matching B. Color beautiful C. Beautiful packaging	Tasks A. Locate phone number B. Call florist C. Place order	Tasks A. Comfirm order B. Payment info	Tasks A. Get flowers B. Get directions to flower shop	Tasks A. Easy to take B. Flowers should be fresh
FEELING ADJECTIVE	Overwhelmed by matching flowers Excited to get the surprise to his wife	Anxious about waiting and remember order	Frustrated at having to use cash or credit card	Annoyed by waiting for others to finish their orders	Frustrated at stale flowers or packing is not good enough Happy to feedback
IMPROVEMENT OPPORTUNITIES	Create a mobile app to display some matched flowers and show the photo	Provide a simple checkout flow	Give an option to pay online	Give an appointment service, when customer come he will get the flowers	Include a reward program

Paper wireframes

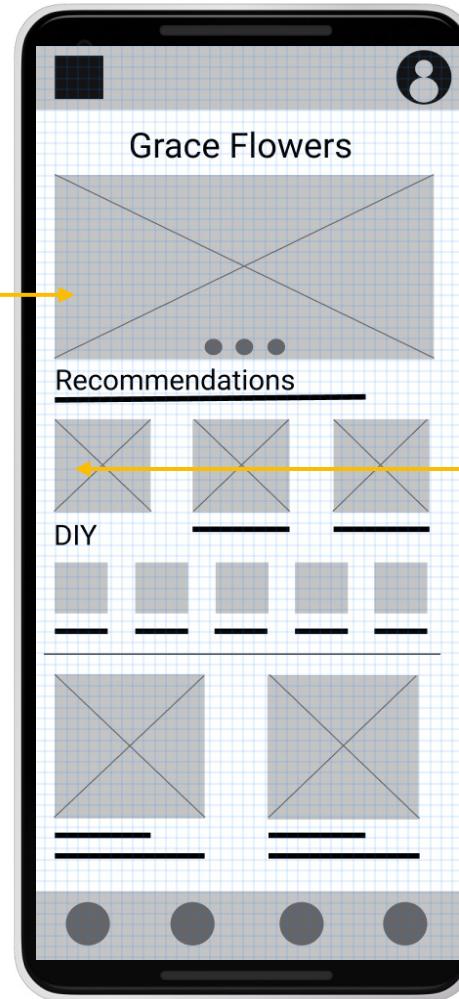
Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a quick and easy ordering process to help users save time.



Digital wireframes

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

Users can see the detail information about bouquet

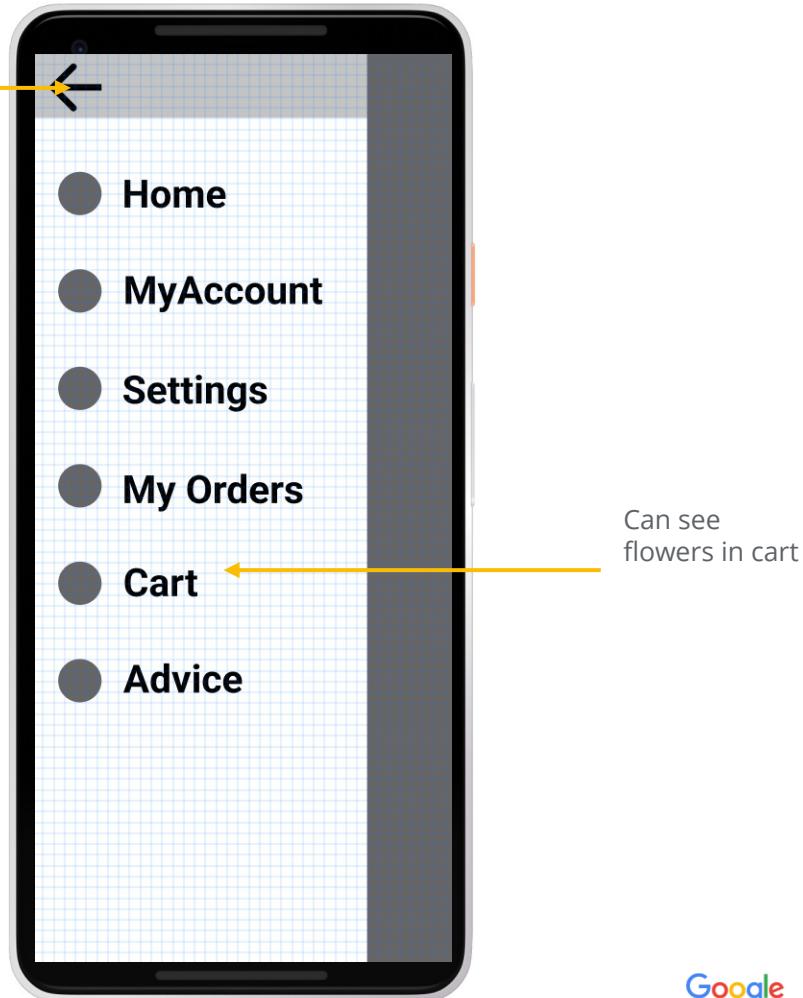


Users can tap this picture to see more materials for DIY

Digital wireframes

Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.

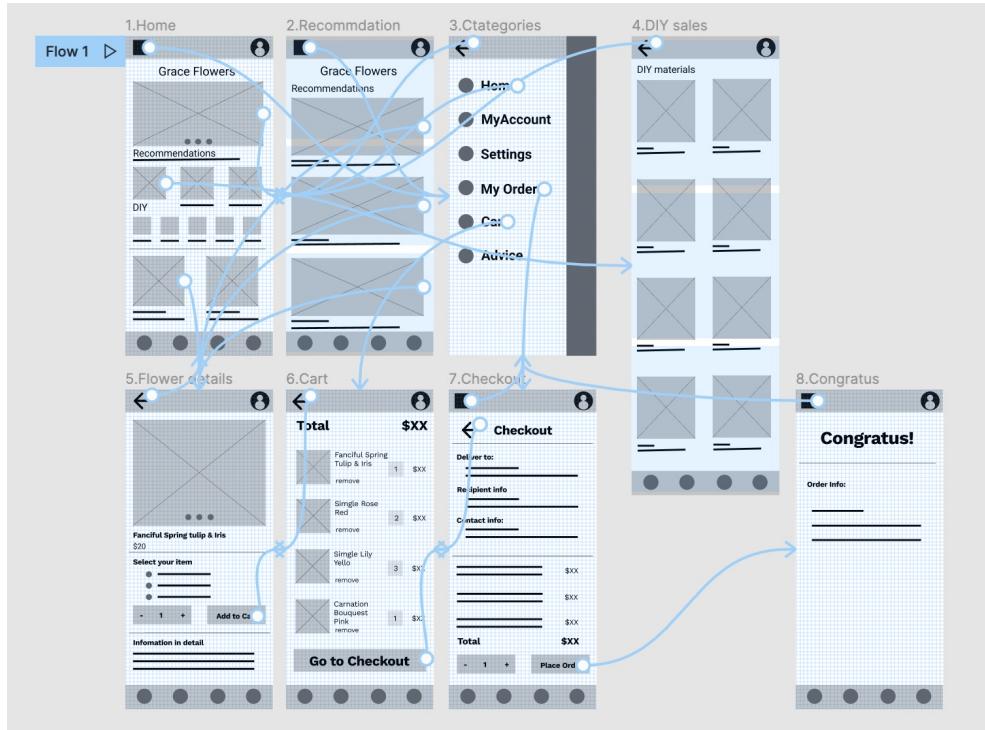
Easy access to navigation that's screen reader friendly.



Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was building and ordering flowers, so the prototype could be used in a usability study.

[View the Grace Flower
low-fidelity prototype](#)



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 recommendations
- 2 Users want on-time delivery
- 3 Users want easy search function

Round 2 findings

- 1 Users want an option of buy in small quantities
- 2 Users want to see order process

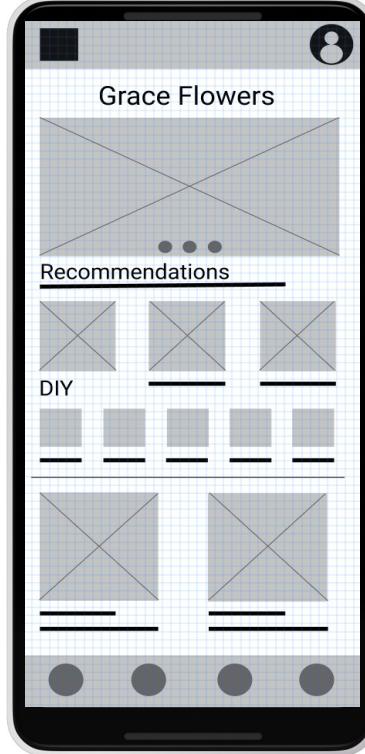
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

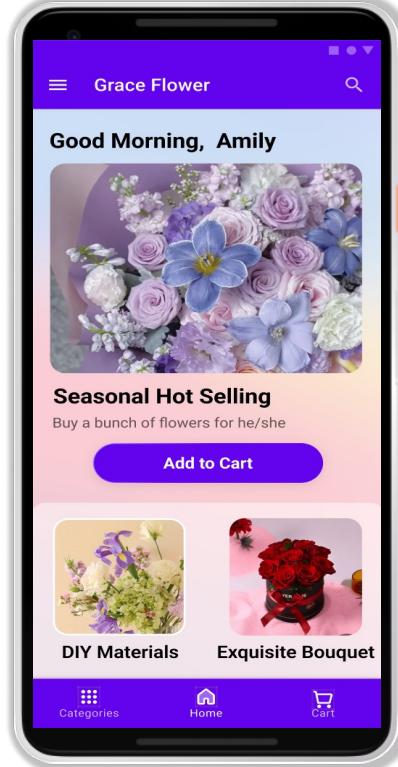
Mockups

Early designs allowed for some customization, but after the usability studies, I reduced some unnecessary functions that users feel confusing. I also revised the design so users see the options to add recommendations to cart when they first land on the screen.

Before usability study



After usability study



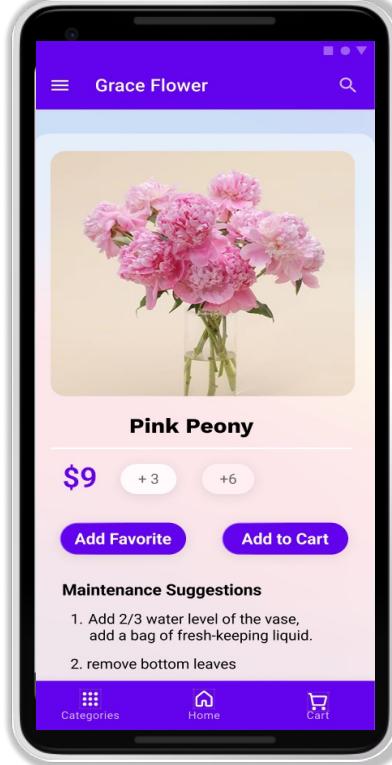
Mockups

The second usability study I add a function to choose the number for the single species of flowers. So that users who would like to choose materials for DIY can buy more kinds of flowers in small quantities.

Before usability study



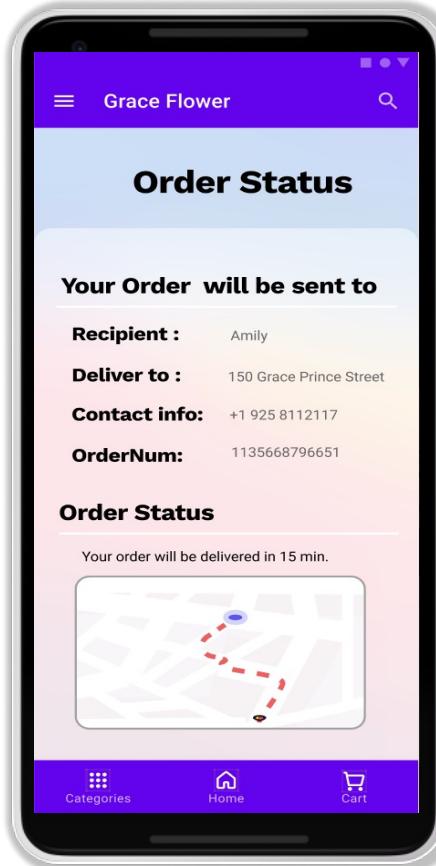
After usability study



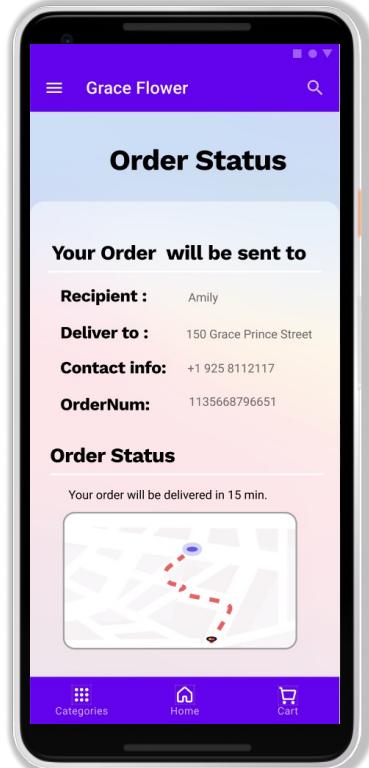
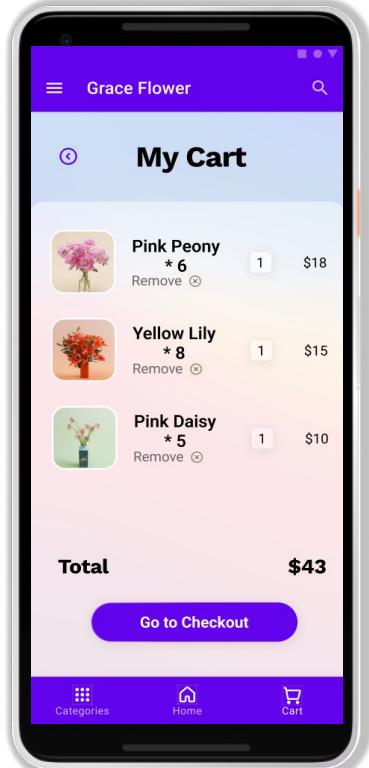
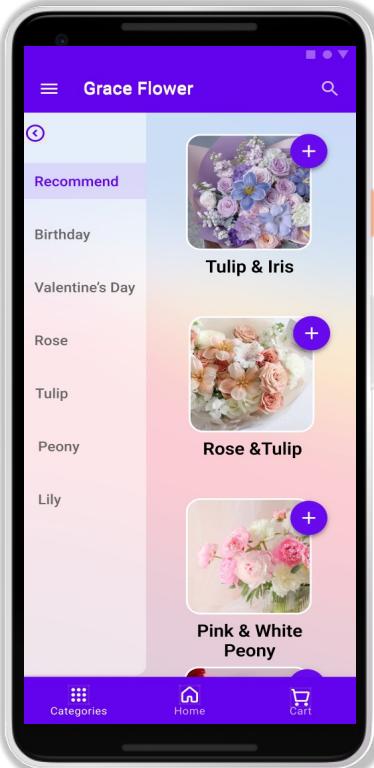
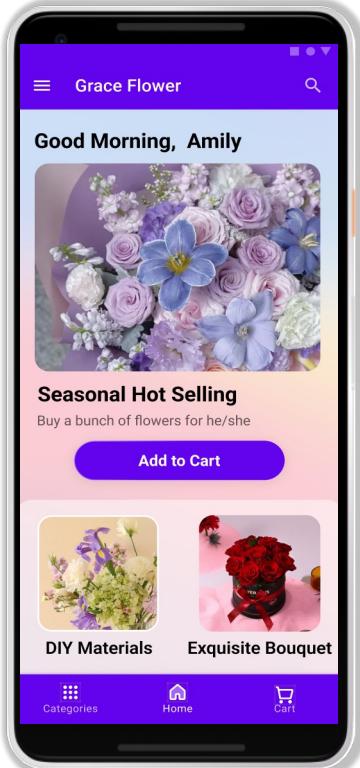
After usability study

Mockups

I also added a page of order status so that users can see the delivery process in this screen.



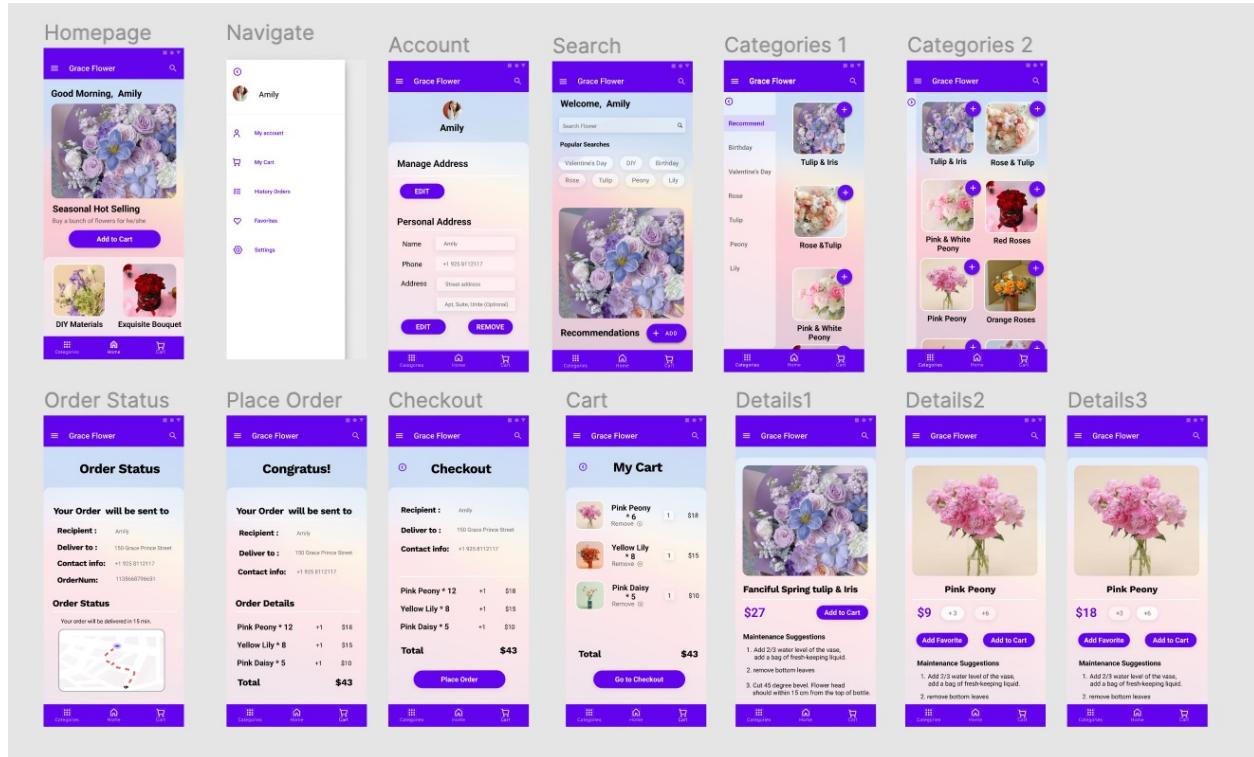
Mockups



High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for order flowers. It also met user needs too see the delivery process.

View the Grace Flower
[high-fidelity prototype](#)



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 detailed imagery for Flowers to help all users better understand the designs. Also provide the choice of numbers for single species of flowers.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

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

One quote from peer feedback:

"The app made it so easy and fun to order flowers to my wife! She really like it. And I can see the order process to prepare give her a surprise!"



What I learned:

While designing the Grace Flower app, I learned that when I do design I should avoid bias. No bias can make my design useful for more people. Critiques is also very important to my work. Different people can see problems in many ways.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

Let's connect!



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

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