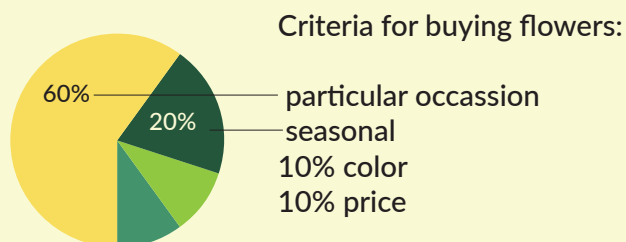
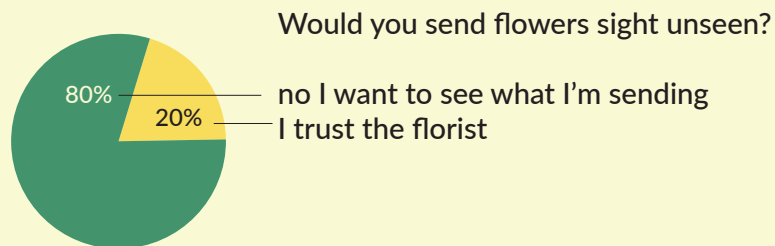
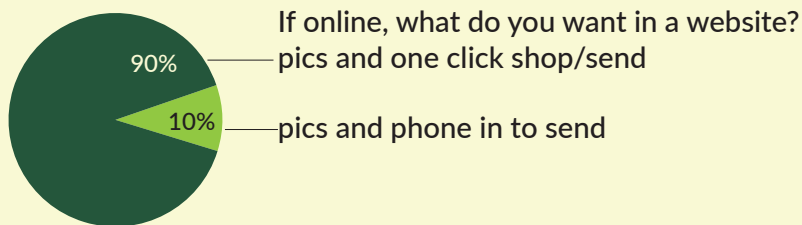
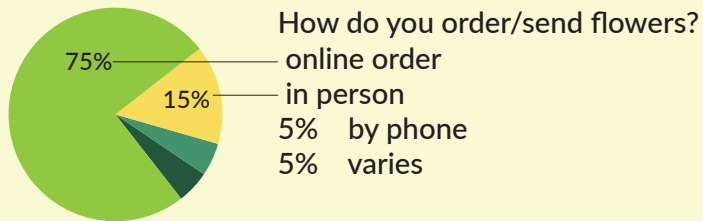


Lucky Florist

UR

501 W. MacArthur Blvd.,
Oakland, CA 94609

25 user responses to oral survey:



Takeaways

- users want online option
- users want to see what they are sending/ordering
- most users send flowers for a specific reason
- seasonal is a plus

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Persona and Journey Map

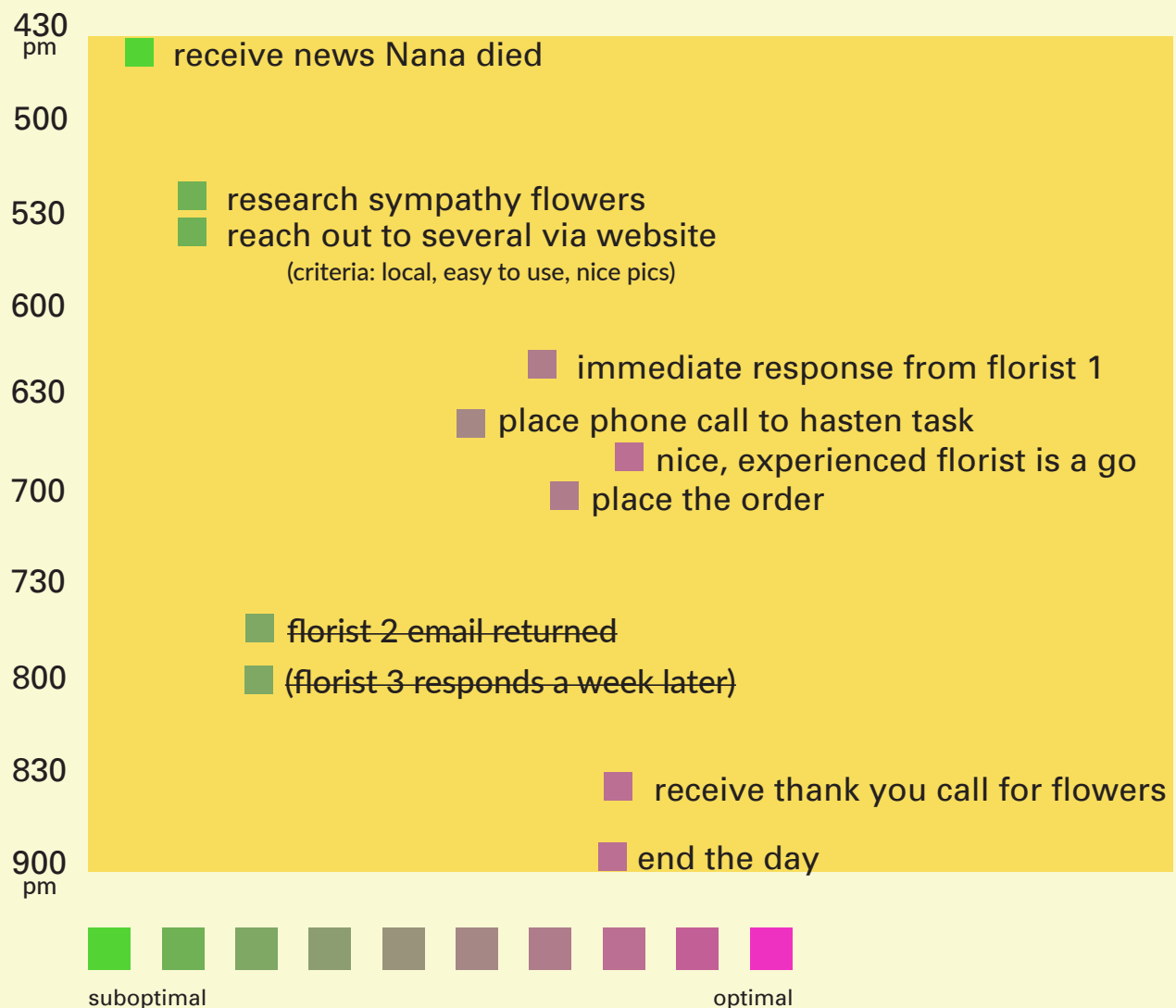


Annette, 38
Oakland, CA Healthcare Manager

- busy at work until 6
- used to online shopping
- was very close to Nana

- Pain points
- bad news
 - research flowers
 - send flowers

- Thoughts
- upset, deal with this tomorrow
 - call instead
 - will flowers be best solution?



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NOTES

Interview conducted by Michael and Sam on Nov. 12th, 2019 at Lucky Florist.

Jay and Edie, owners, present (see also, mp3 attached)

About the Business

Tell us a bit about your business.

Family business, started 85 years ago by Jay's grandmother from Greece. She started the flower shop and called it Lucky because she was so lucky to be in America. Business grew from there. Churches are the primary customers. Grandfather ran it. Family business. 1935

Hands on

What makes the business/organization unique? How do you differ from your competitors?

Business is very old school - hands on.

No online ordering. Each arrangement is custom made based on flower availability. Customers give color and specific flower type preferences and budget, and Jay designs from there

What is your relationship with the community, customers, and vendors?

Very involved with churches in the areas

OBP and CCI

Specialize in arrangements Hospitals

Local High Schools

Current Design

When did you launch your current website?

Roughly 7 years ago

Jay was not involved in site design

What do you like/dislike about it?

Like: Color palette - greens, browns, yellows

Possibly make the green deeper - hunter green

Dislike: Wants pictures updated - some are not showing his work

Reduce some of the descriptions and wording

Incorrect Address

Add "deliver to the Greater East Bay"

Remove embedded youtube video and possibly add Jay's own care instructions

Possibly condense the nav bar categories - note, more than half of the work is funerals

Condense several under sympathy

Add Events tab for weddings, graduations, etc - note weddings are not something they want to do/advertise

Possible new order: Vase arrangements, plants, casket, sympathy, standing, broken hearts/crosses, centerpieces, events

Stress personalized service

Add Yelp & google reviews up on rotating

Update about us with new description

Somehow stress users should "let us know if there are certain colors or types of flowers that you want or don't want, let us know your budget and we can accommodate. Consultations over the phone or in person"

How often do you update the design, image gallery, etc?

Not too often

Lucky Florist

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Goals

What do you want your website redesign to accomplish?

Call to action is to have users call the shop or come in to place orders - site should stress the old school, hands on, best value for dollar nature of the business.

Don't want someone to order off the website

What tone do you want the website to have? What do you want it to evoke? What do you want your site to say?

Integrity, attention to detail, best value for your dollar

Family-owned and operated, hands on, old school mentality

Highlight the main customer (sympathy) but keep the site light in tone

What are some websites that appeal to you? And why? (Examples don't need to be related to flowers)

NA

What features would you like to see included in your website redesign?

Regular nav bar - No drop down menu

No email

Hunter green and yellow but get rid of the animation

Not a lot of white

Large photos

See additional notes under "Dislike" above.

Users

Who are your primary customers? What are your best selling items/types of arrangements?

50% of customers are shopping for sympathy/funeral flowers; locals

What do customers aim to accomplish when visiting your website?

What are the range of things a customer might get out of the website?

See types of arrangements and get contact information

What's the first thing you want a customer to see when they visit your website?

The variety of arrangements and the Jay's skill

Note: User Research clearly showed the desire for online order/email communication option. This was discussed with the client, but they were adamantly opposed to adding this. The client wanted the site to showcase past work and urge users to call or go into the shop in person.