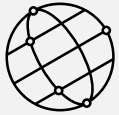**UX Design Case Study: LittleSeed Plants**
A plant-shopping e-commerce website

Project requirements
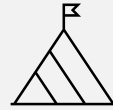- About LittleSeed Plants
- Challenges
- Goal

Project requirements

About LittleSeed Plants

An e-commerce website, LittleSeed Plants is dedicated to offering a wide variety of plants for plant enthusiasts and gardeners.

LittleSeed Plants not only enables its users to choose and buy from a wide range of plants, but also offers a platform for them to get gardening tips and interact with other plant enthusiasts and experts!

Challenges

While accessing the website, the users face the following challenges.

- **Complex navigation:** Plants come in various types and sizes and have varying care requirements. However, LittleSeed Plants' current navigation isn't intuitive enough for users. As the users are unable to easily find the right plants, they get frustrated quickly.

- **Imbalanced information:** On a plant's details page, LittleSeed Plants provides a lot of information, including its scientific name, which may not be relevant for all buyers. This makes it difficult for users to find key information.

- **Limited filtering and sorting options**: The current filtering and sorting options on the website are limited to basic options, such as plant type, size, and price range. This makes it difficult for users to find plants that suit their preferences, reducing potential sales.

Goal

To address the users' challenges, the goal of the project is to:

- Update the navigation system to make it easier for users to find the plants they're interested in

- Provide the right amount of information without overwhelming the users

- Redesign the filtering and sorting options so that users can narrow down their plant choices based on various criteria, such as by example, size, light requirements, and pet-friendliness