

01

Indicators/Displays

Temp/Humidity Sensors

Barometric Pressure



NIDA FLOWERS: FROM CRAFT TO CLICK

Showcasing and Selling Exquisite Handmade Flowers Online

Featured Products

⌚ Project Duration

July - August 2024

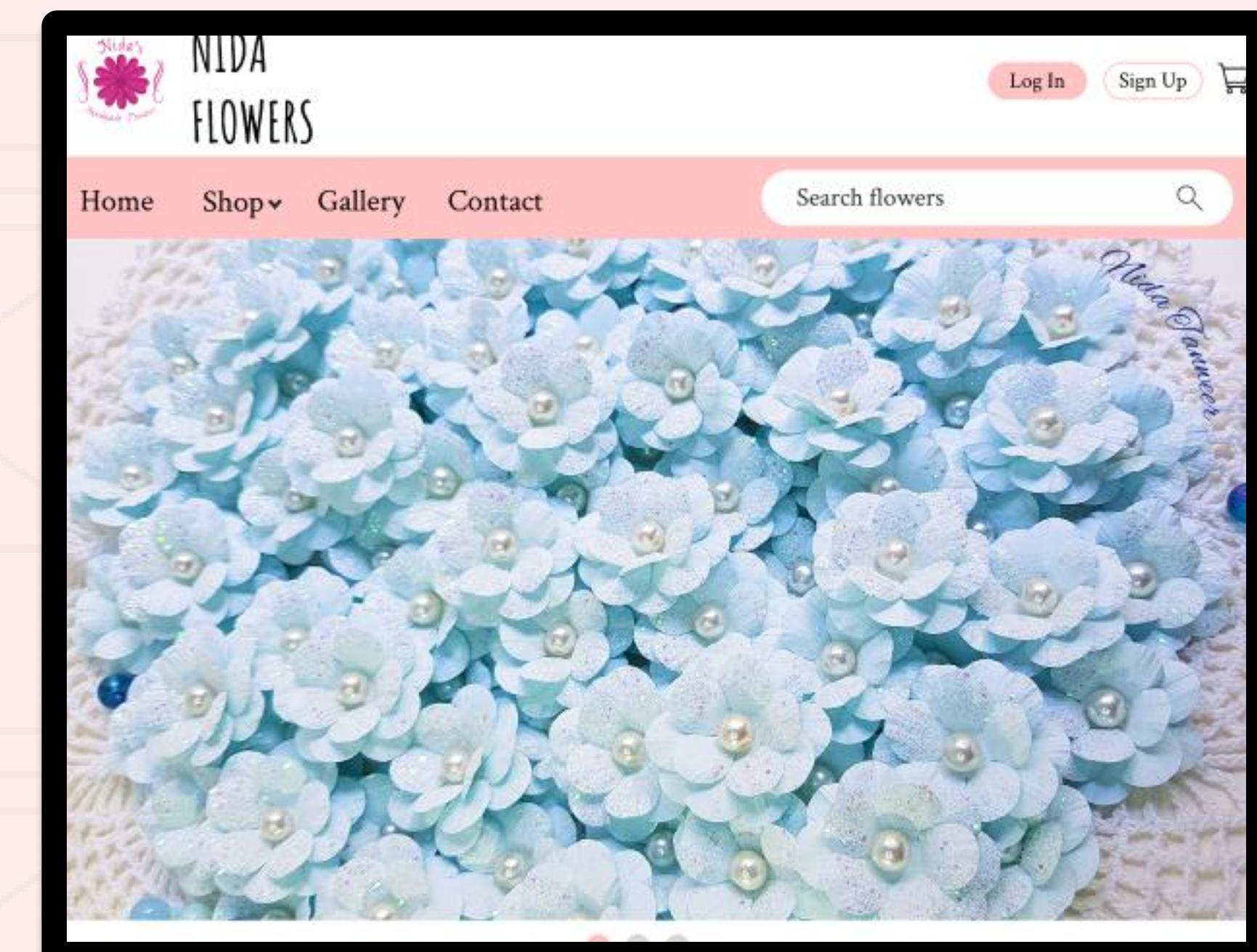
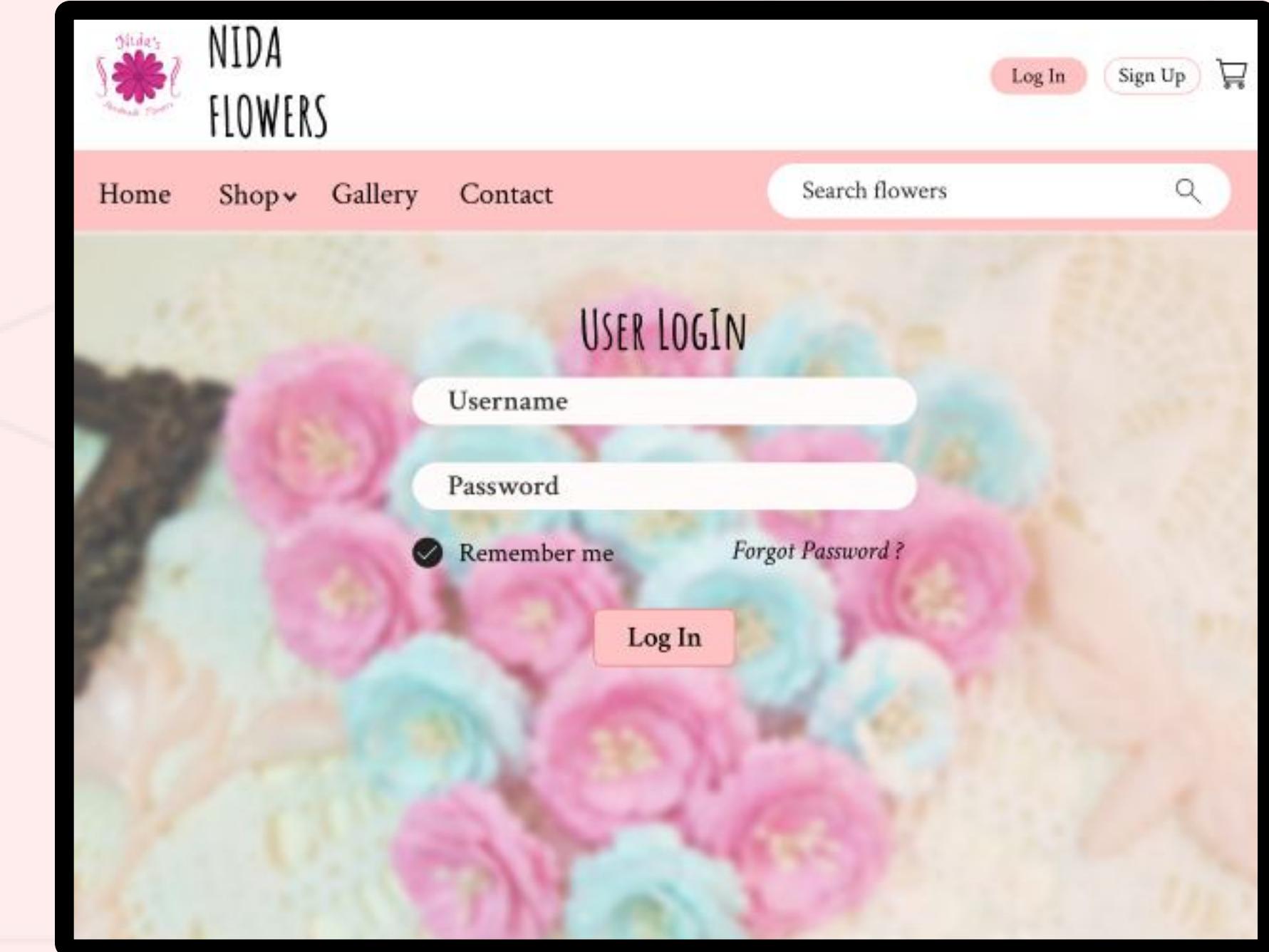
SKU

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

More Info »

Product Title

SKU



Wind Anemometer

Weather Stations

Control Panel

Indicators

Ten

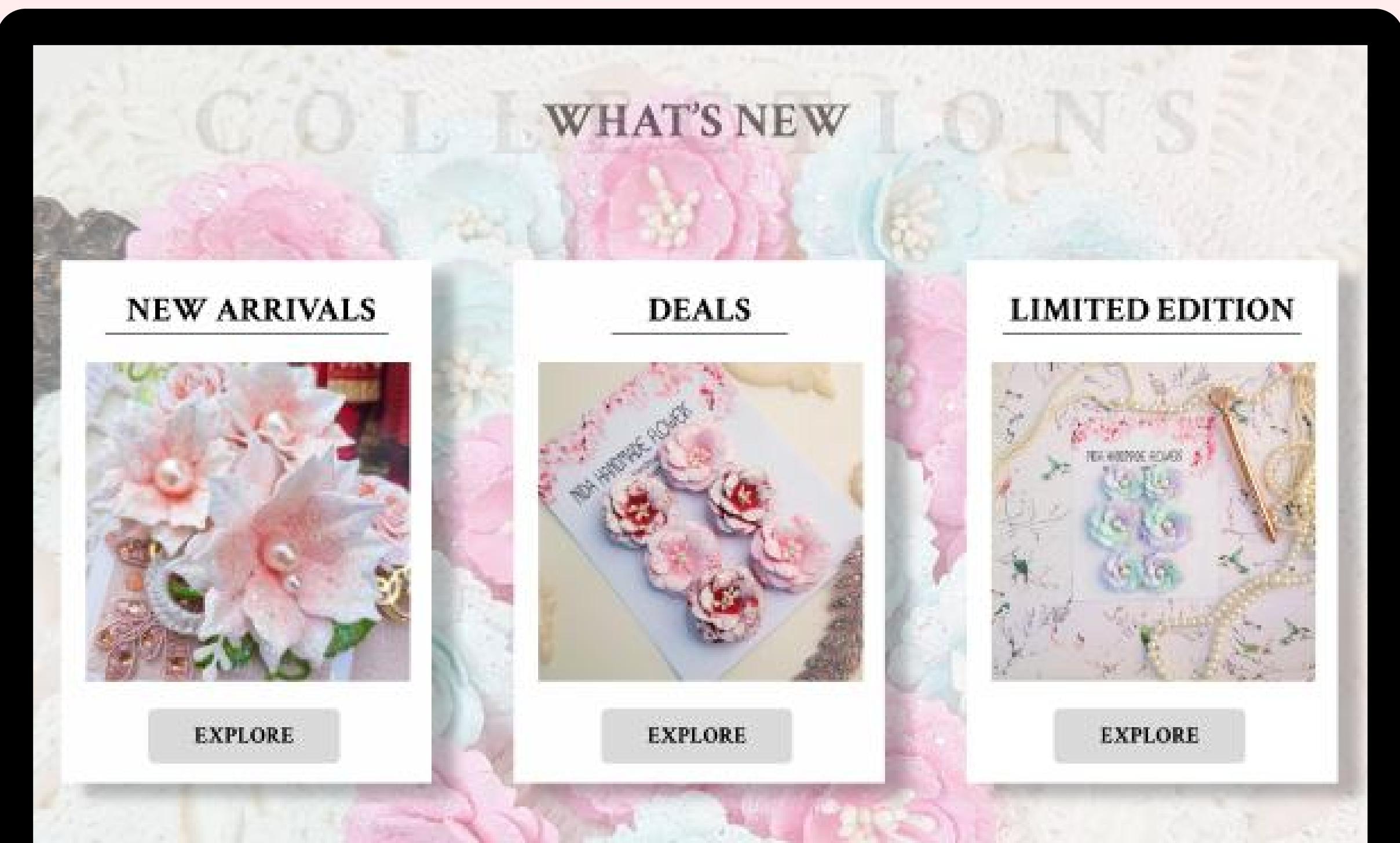
Barometric

Solar

Replacement Parts

Project Overview

Nida Flowers is a bespoke handmade flower business specializing in unique, handcrafted flowers created from high-quality materials, excluding silk. The objective of this project was to design and develop an engaging and user-friendly online platform to showcase Nida's intricate creations, enhance customer engagement, and drive sales. The project involved website design, user experience enhancements, content management, and e-commerce integration. The result is a dynamic digital presence that highlights Nida's craftsmanship and has significantly increased brand visibility and sales.



My Role

Solo UX/UI Designer

Responsibilities

- Conceptualization
- User Research
- UI/UX Design

Tools





Problem Statement

Nida Flowers, with a strong following of 12,000 on Instagram and Facebook and a loyal client base, faced several challenges that necessitated the development of a new digital platform. The primary issues included:

- 1 Limited Online Presence:** Despite a significant social media following, Nida Flowers lacked a comprehensive online platform to showcase the unique, handcrafted flowers, resulting in limited brand visibility beyond social media.
- 2 Sales and E-commerce Limitations:** Managing product listings, customer orders, and payments through social media was cumbersome and inefficient, highlighting the need for a robust e-commerce system.

3 Competitive Market: Standing out in a competitive handmade flower market required a distinctive and appealing digital presence.

4 Scalability Issues: As the business grew, the existing online setup was insufficient to handle increasing customer inquiries, orders, and engagement, leading to potential delays and customer dissatisfaction.

Solution

Comprehensive Website Development

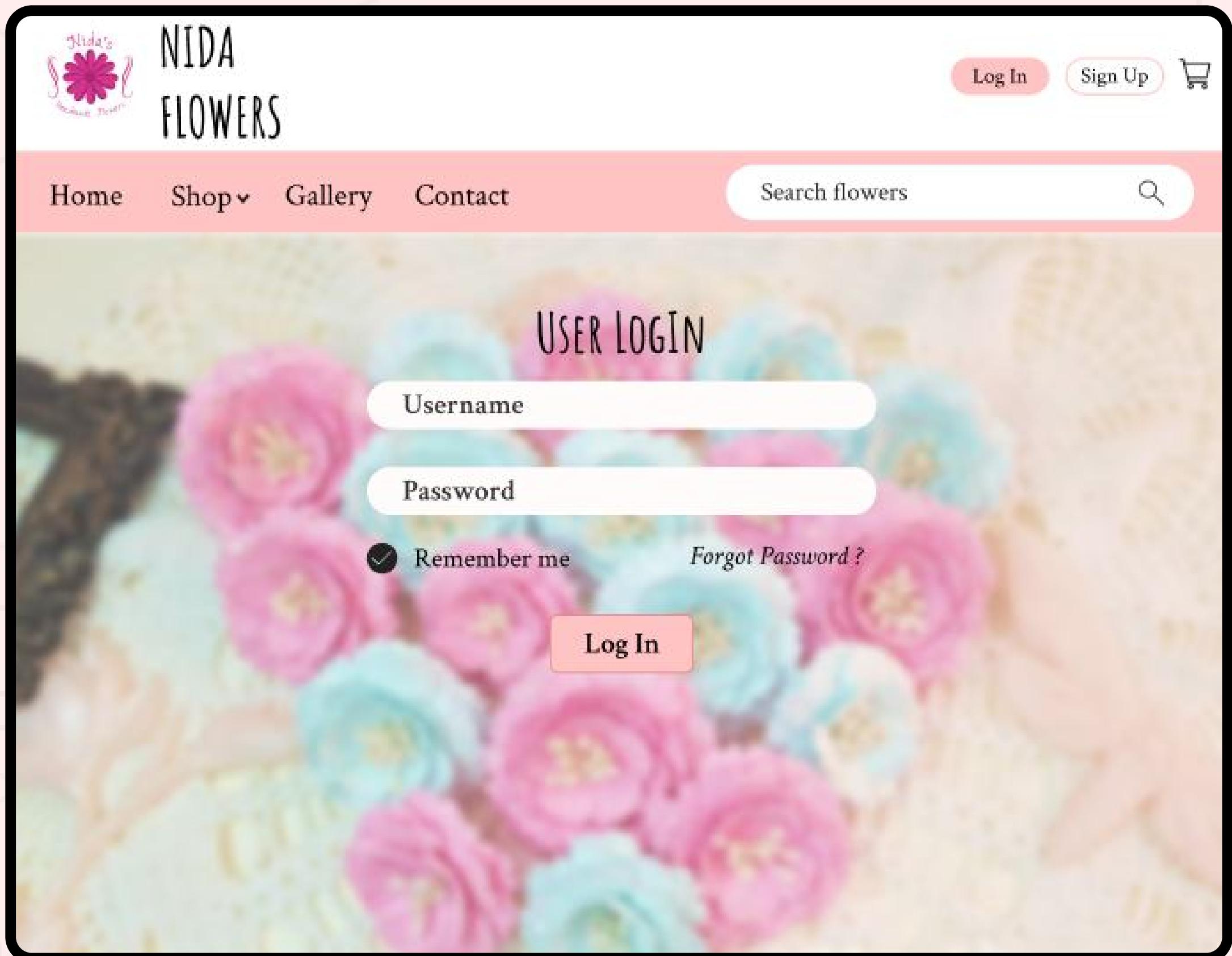
- 📱 Designed and developed a visually appealing, responsive website that reflects the brand's aesthetics and values.
- 📱 Ensured the website is mobile-friendly to cater to users accessing it from various devices.

Enhanced User Experience (UX)

- 🎨 Created an intuitive navigation structure to ensure a seamless user journey from browsing to purchasing.
- 🎨 Integrated high-quality images and detailed descriptions of the handmade flowers to showcase their uniqueness and craftsmanship.

Robust E-commerce System

- 🛒 Implemented an efficient and secure e-commerce platform to manage product listings, shopping carts, and payment processing.
- 🛒 Enabled easy inventory management and order tracking to streamline operations.



Style Guide

LOGO



ABOUT US

Search flowers



CONTENT EXAMPLE

I'M A HEADLINE

I'm a Sub Headline

Welcome to Nida Flowers, where I,
Nida, pour my heart and soul into
crafting beautiful handmade flowers.

BUTTONS

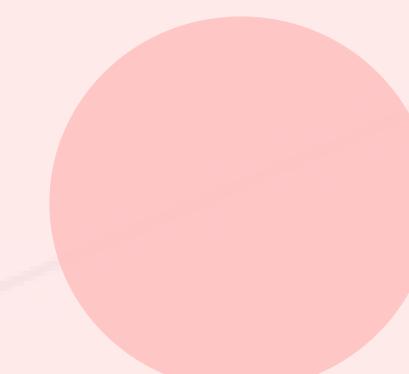
[WISHLIST](#)[Log In](#)[Sign Up](#)[EXPLORE](#)[Log In](#)[See More](#)[ADD TO CART](#)

Gallery

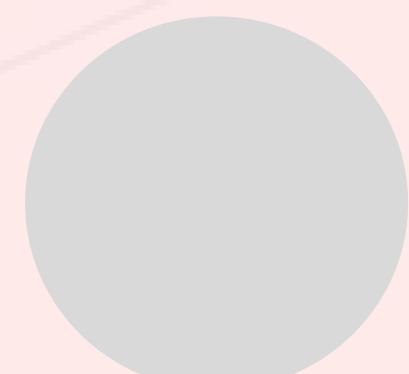
NEW ARRIVALS



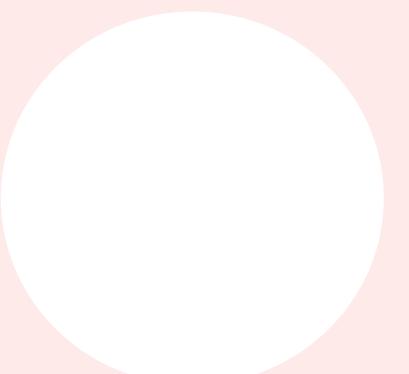
COLORS



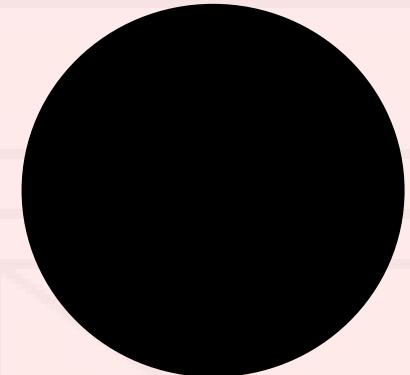
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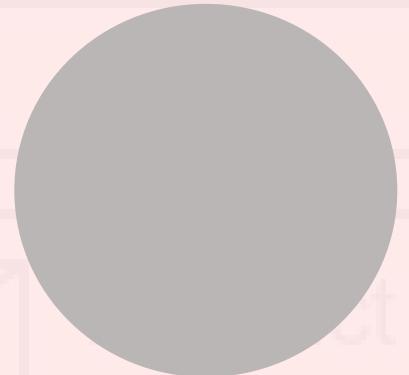
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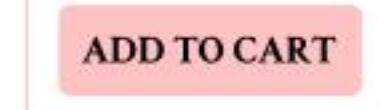


#B6B3B3



Rose Collection - 6PCS

Rs. 650

[ADD TO CART](#)

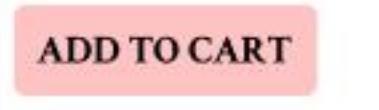
Rose Collection - 6PCS

Rs. 650

[ADD TO CART](#)

Rose Collection - 6PCS

Rs. 650

[ADD TO CART](#)

Deal 01
Save Rs. 500
[See More](#)



Deal 01
Save Rs. 500
[See More](#)

IMAGES



05

Usability Testing Report

- Conducted by: Talmeeha Tanweer
- Date of Testing: [7 28, 2024]

The Usability Testing Report is a key document for understanding how users interact with the Nida Flowers website. This report provides a detailed analysis of the testing process, user feedback, and the subsequent design improvements made to enhance the user experience. Our goal was to identify any usability issues, gather constructive feedback, and ensure that the website meets the needs and expectations of our target audience.

Executive Summary

The usability testing for the Nida Flowers website aimed to evaluate its user-friendliness, identify usability issues, and gather valuable user feedback.

Key Findings

- Navigation:** Users found the navigation easy to use.
- Search Functionality:** Effective but suggested improvements include adding filters.
- Product Information:** Detailed descriptions and high-quality images were appreciated.
- Checkout Process:** Generally straightforward, but some users had issues with form validation.

90%

of participants were able to complete successfully all tasks.

15%

of participants encountered difficulties completing some tasks.

80%

of participants enjoyed the experience.

32%

of participants provided specific feedback on the experience.

Future Recommendations

EXPAND PRODUCT RANGE

Description: Introduce new flower arrangements and themed collections to attract a diverse customer base.

STREAMLINE OPERATIONS

Description: Implement an inventory management system and evaluate suppliers to improve efficiency and reduce costs.

IMPROVE CUSTOMER SERVICE

Description: Enhance customer experience by establishing clear support channels and using feedback to refine service.

DEVELOP ECO-FRIENDLY PRACTICES

Description: Adopt sustainable packaging and sourcing to attract eco-conscious customers and promote environmental responsibility.

ADAPT TO MARKET TRENDS

Description: Stay competitive by researching industry trends and adjusting products and strategies based on market insights.



Hifi Mockups

NIDA FLOWERS

Log In Sign Up Cart

Home Shop Gallery Contact Search flowers

Deals All in One

Rs. 600

WISHLIST ADD TO CART

Products Details
6 PCS Set, Paper Flowers

Flowers

Classic Flowers

Tulip Flowers

Subtotal (3 items) Rs. 1950

Shipping Cost FREE

Total Rs. 1950

CHECKOUT

NIDA FLOWERS

Log In Sign Up Cart

Home Shop Gallery Contact Search flowers

Shopping Cart 3 items

Classic Flowers Rs. 650

Classic Flowers Rs. 650

Tulip Flowers Rs. 650

Sara Khan Street 23 House 04, Lane 43 Karachi

Payment Method Credit Card

Subtotal (3 items) Rs. 1950

Shipping Cost FREE

Total Rs. 1950

CHECKOUT

NIDA FLOWERS

Log In Sign Up Cart

Home Shop Gallery Contact Search flowers

Flowers

Magic Glitter

Leaves

Embellishments

NIDA FLOWERS

Log In Sign Up Cart

Home Shop Gallery Contact Search flowers

BEST DEALS IN TOWN

Today's Popular Offers

Deal 01 Save Rs. 500 See More

NIDA FLOWERS

Log In Sign Up Cart

Home Shop Gallery Contact Search flowers

Creative Expressions

Flowers

Flowers

Flowers

Flowers

Conclusion



Established as a leading brand in handmade flowers with a strong social media presence and loyal clientele.



12k social media followers and positive customer feedback demonstrate successful market positioning.



Importance of quality, customer engagement, and balancing growth with operational efficiency.



Expand product range, enhance online presence, and explore eco-friendly practices and workshops.



Strong foundation for future growth with appreciation for stakeholder support.

Featured Products

Let's Connect

I would love to hear your thoughts and feedback on Nida Flowers! Connect with me to share your experiences, suggestions, or any questions you might have. Reach out via email at talmeehatanweer@gmail.com.

Email: talmeehatanweer@gmail.com

LinkedIn: www.linkedin.com/in/talmeeha-tanweer

GitHub: <https://github.com/talmeeha>