Florist Catalogue

UX Case Study

Project overview

The product:

Florist Catalogue is a regional florist store located within the bustling city of a metropolitan area. The florist store delivers variety of choice flowers to her customers. They offer a wide spectrum of flowers for all seasons; occasions; and budget sizes. They target customers who wants an easy way to identify the right flowers for their needs.

Project duration:

October 2021 to January 2022

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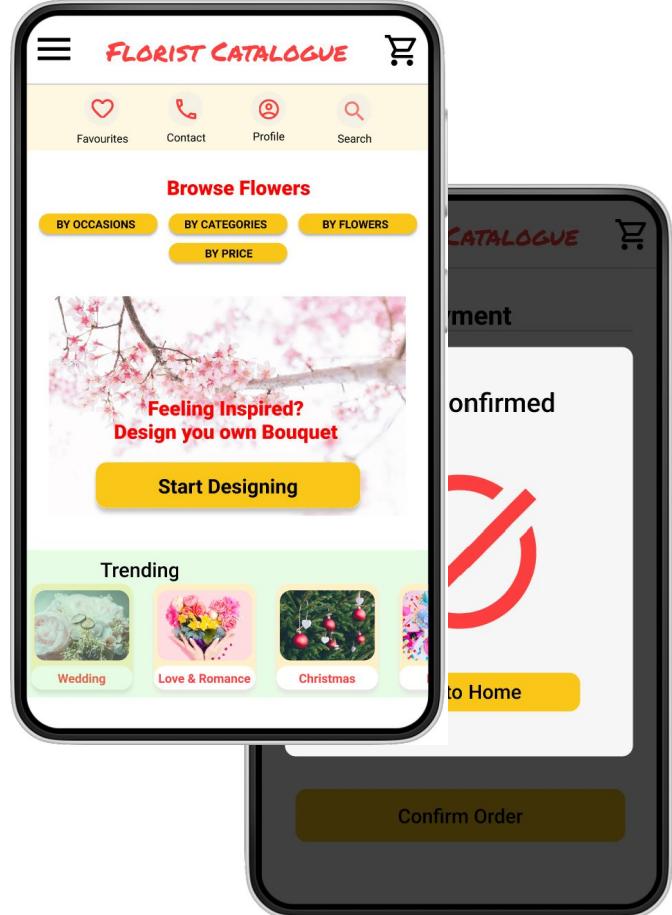
Project overview

The problem:

Many customers find it difficult to determine the appropriate flower for a particular need.

The goal:

Design an app that allows users to easily identify appropriate flowers for their needs and within their budget size.

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Project overview

My role:

UX designer. I designed the app from conception to delivery; including research and visuals.

Responsibilities:

Empathize and define the problem; Conduct 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 targeting flower enthusiasts who order flowers about once a week. This was also to challenge my assumptions about users.
My research revealed event managers as a primary user group always seeking appropriate flowers for different occasions and individuals.

My initial assumptions on time factor about this user group was confirmed. Other factors like large number of upcoming scheduled events, homefront obligations and personal interests make it more challenging getting the appropriate flowers according to occasion an budget.

User research: pain points

1

Time

Event managers have very busy schedules, and many of them spend hours looking for appropriate flowers or trying to design a bouquet mockup for their clients.

2

Information Architecture

The framework of many platforms leaves users all the more confused.

3

Difficult Filters

Customers often want their choice flower to match certain colour, design and size; all within their budget. But many filters are often a mismatch for users

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Persona: **Kathie**

Problem statement:

Kathie ia a professional event manager who needs a faster and more efficient way to select flowers appropriate for each event because scrolling through a long list of flowers takes too much of their time.

Kathie

Age: 35
Education: MS Hospitality Management
Hometown: Ontario, canada
Family: Married with one Child
Occupation: Event Manager

"I'm an event manager, community organiser, wife and mother. I can't afford to waste time on shopping so that I can focus on what matters."

Goals

- To have a lovely home and family.
- To deliver beautiful and remarkable events.
- To reduce time spent on shopping for items for work and home.

Frustrations

- It's annoying spending so much time searching for flowers which fits an event.
- Catalogues tend to display flowers that are out of stock.
- Absence of information of toxicity level of flowers and amount of sunlight and water they need to thrive.

Kathie is a professional event manager who has a team working with them. They also play an active part in their community as an organiser around social cause they care about such as gender harassment. They always need to balance all of these with family life. They like efficiency and speed when shopping for items, hence, they tend to use Apps and delivery options. But they find it amusing that many apps make it frustrating for easy identification of appropriate items.

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User journey map

Kathie's user journey map shows the present challenges of ordering flowers for nursing mothers and how their journey can be made easier.

Persona: Kathie

Goal: An easy and convenient way to order appropriate variety of flowers for my events.

| ACTION	Select a flower shop	Browse Flowers	Place orders	Get a babySitter	Pickup flowers and baby
TASK LIST	Tasks A. Decide on type of flowers needed for the event B. Browse for nearby flower shops C. Select the most convenient	Tasks A. Browse online available flowers B. Select the most appropriate flowers C. Confirm orders are correct	Tasks A. Confirm your location B. Make payment online C. Checkout	Tasks A. Call up any available family member, neighbour or friend to help babysit while going for pickup of flowers B. Provide toys and snacks to keep baby busy while away	Tasks A. Drive to flower shop B. Pickup flowers and inspect them C. Load the flowers into the van and drive to event location. D. Pick Up baby after delivering flowers to the location
FEELING ADJECTIVE	Confused on the most appropriate flower for the event's decoration. Overwhelmed by the number of flowers shops Relief on finding one with many varieties of flowers.	Upset at being unable to browse through the flower catalogue with one hand while carrying baby with the other hand. Impatient while baby is struggling to touch the phone	Frustrated with having to look up payment card details Worried about order errors	Frustration while looking for a babysitter Anxiety over baby's safety	Relief that order is beautiful Excitement that baby is safe
IMPROVEMENT OPPORTUNITIES	Better way finding nearest flower shop with dedicated App.	Provide appropriate search filters Optimize App for one arm individuals	Provide an easier payment option	Store provides delivery option so that customer does not have to leave home and baby.	Home delivery option

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Starting the design

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

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Paper wireframes

Investing my time to craft iterations for each screen of my app as paper wireframe ensures that only the most appropriate elements solving user pain points makes it to the digital wireframe.

I prioritized an easy guide for users to get the most appropriate flower they need.

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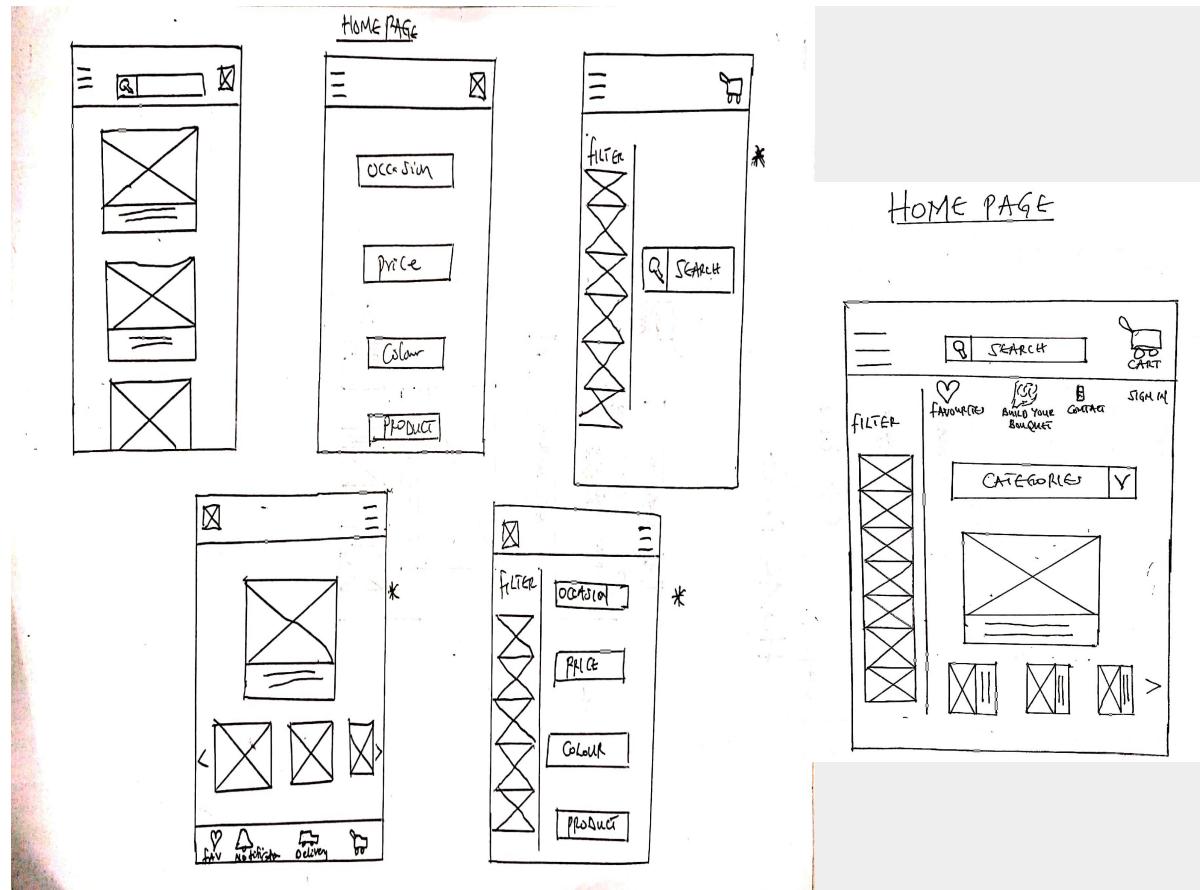
Digital wireframes

The homescreen design is based on users feedback and results from users research.

This "categories" button at the top of the home screen makes it quick and easy for users to find their most appropriate flowers.
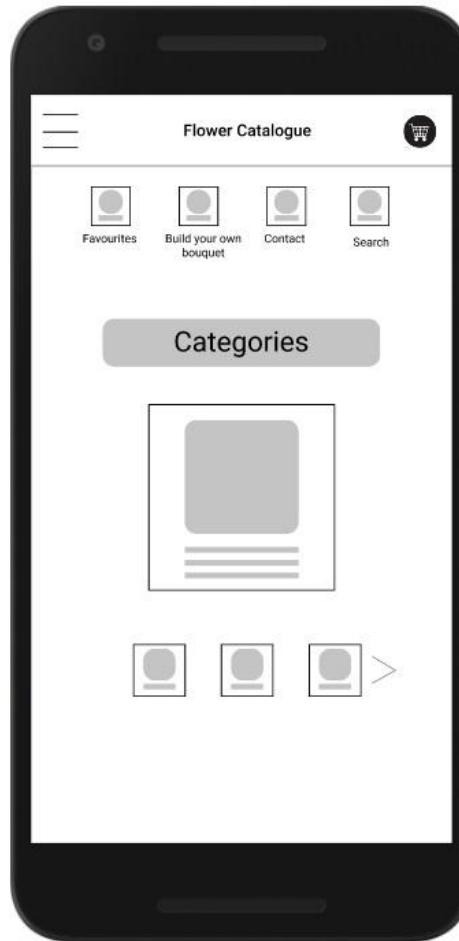
These pictures gives a quick drag of trending flowers.

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Digital wireframes

Easy navigation ensures that users are able to get to their choice location on the app from their current position. It is a key user need.

Hamburger icon provides easy access to navigation from any part of the app.

Flower Catalogue X

Home

Categories

Build your own Bouquet

Favourites

Contact

Search
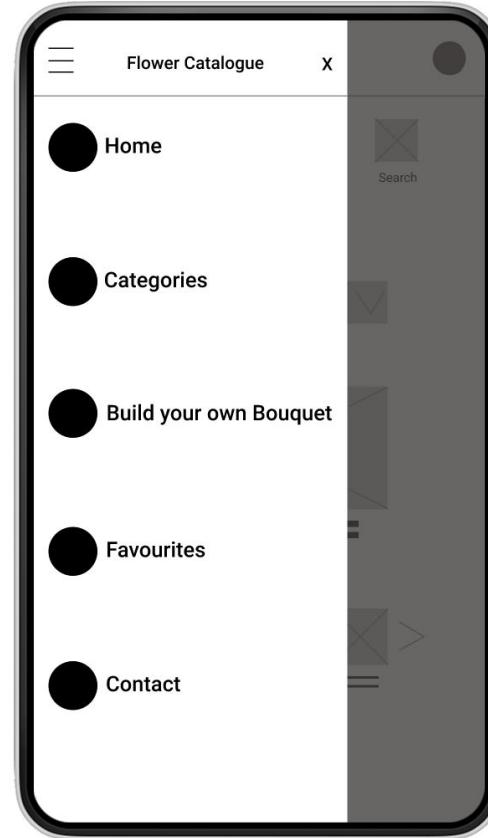
Low-fidelity prototype

The low-fidelity prototype connected the primary user flow of identifying appropriate flowers; building your own bouquet and placing your order, so that the prototype can be used in a usability study with users.
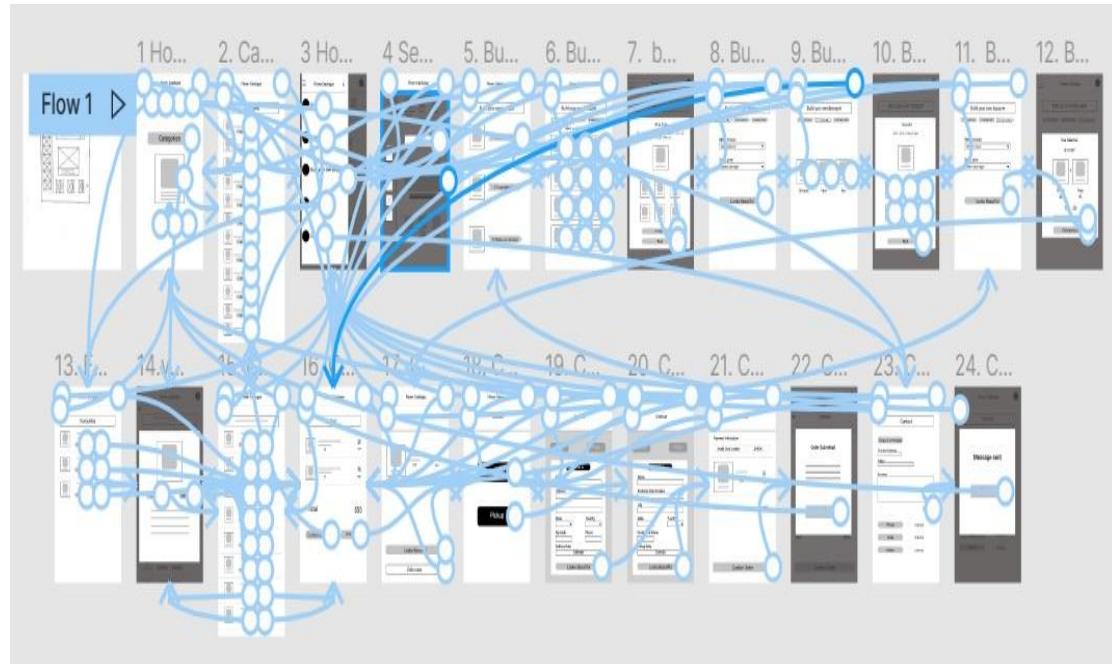
Link to low-fidelity prototype

Usability study: findings

I conducted 2 rounds of usability study. The first was conducted on the low-fidelity prototype while the second was conducted on the high-fidelity prototype. The findings from both informed the iterations that followed.

Round 1 findings

1. Users need easy way to save their favourite flowers quickly

2. Users want confirmation of added flowers while building own bouquets

3. Users often want multiple quantities of their favourites flowers in the cart

Round 2 findings

1. "Design you own Bouquet" navigation is a bit confusing.

2. The payment process is cumbersome.

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Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

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Mockups

The early designs were as a result of prior research, persona development, and user journey map. After our usability studies, I realised that users **prefer to see all available options on the landing page**.
So I revised the designs so that **all customization options** are on the landing page.

Before usability study

After usability study

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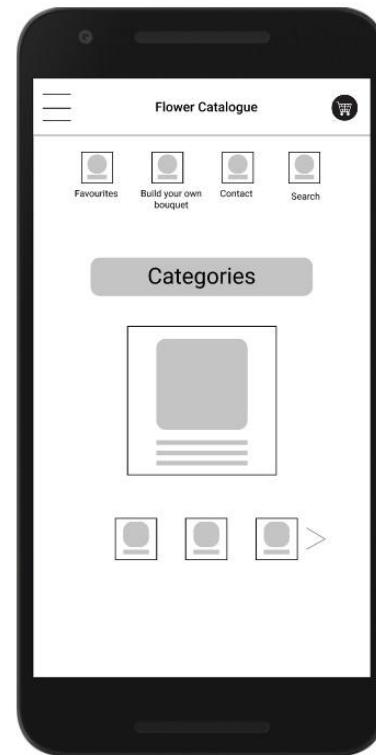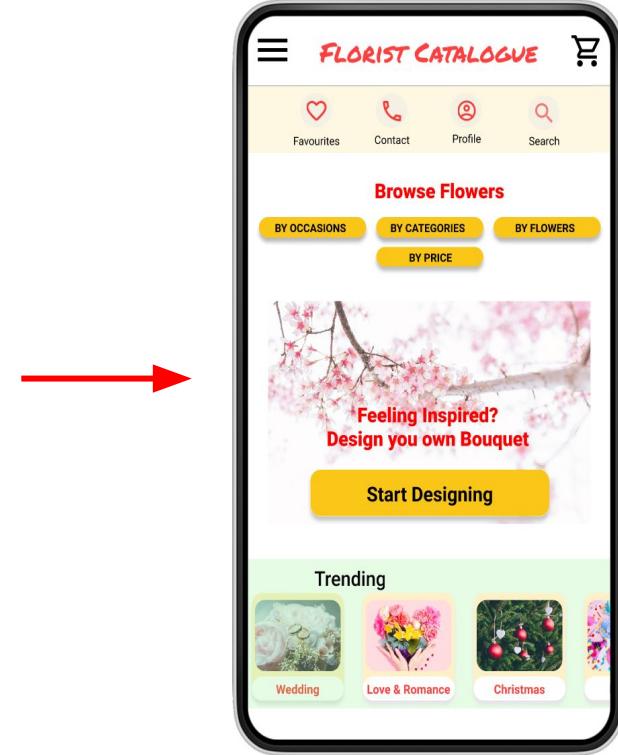
Mockups

The second usability study revealed users' frustration with their inability to increase or decrease the quantity of flowers in the cart; and save favourite flowers. I added the **number counter** to the checkout screen and also added a **favourites page for saved flowers**.

Before usability study 2
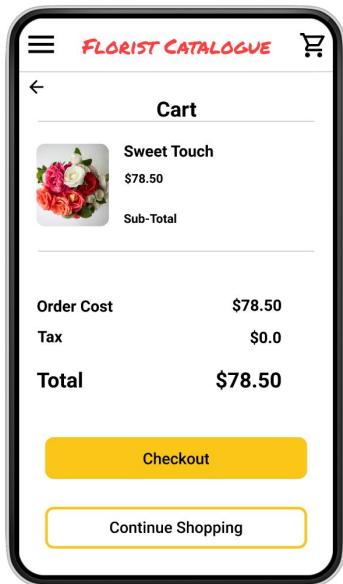
After usability study 2

Google
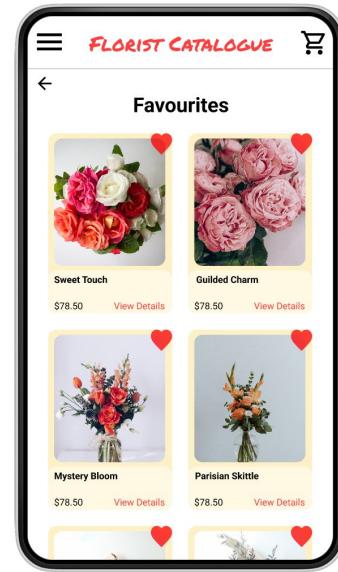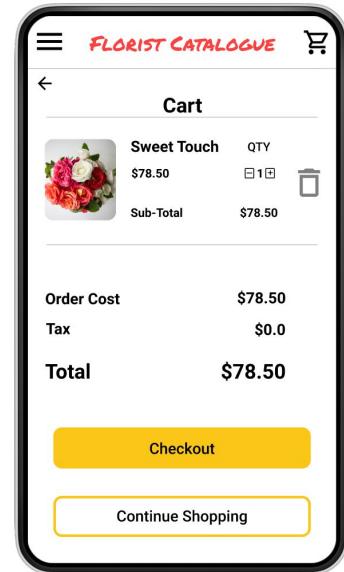
Key Mockups
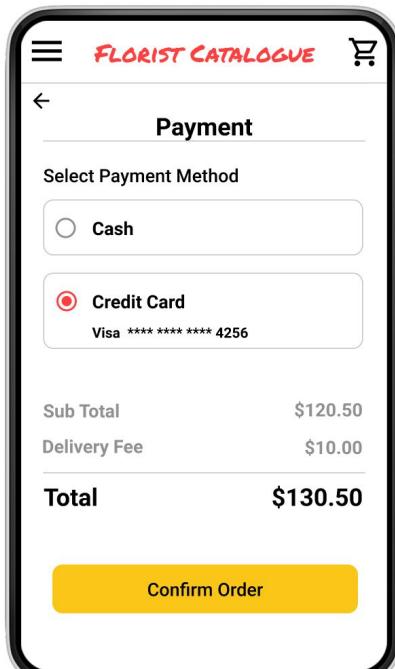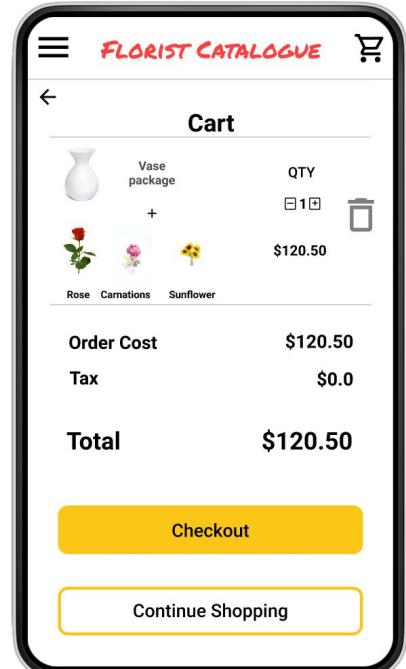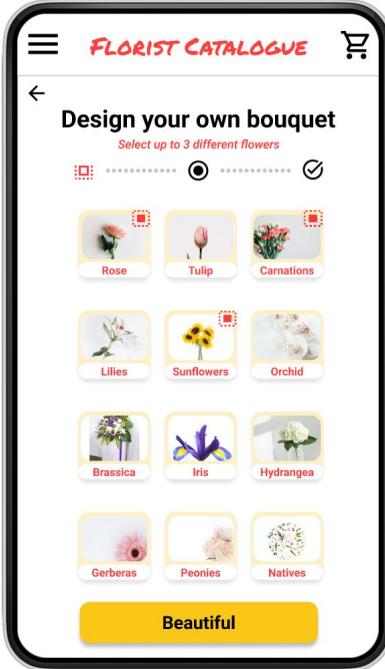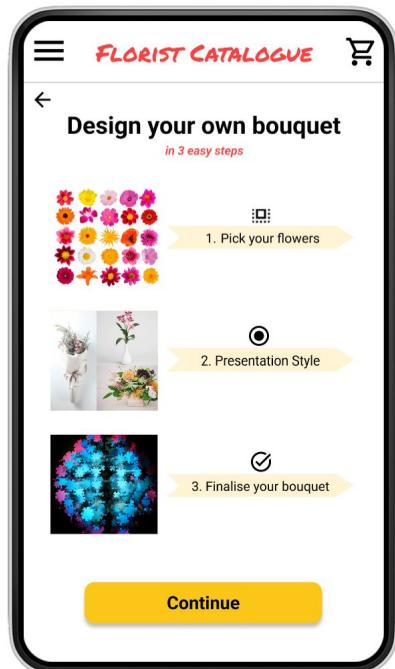
High-fidelity prototype

The final high fidelity prototype presented cleaner flow on the various options via which users can navigate to their choice flowers; design their own bouquet and checkout process. It also addresses users' need for customizations.
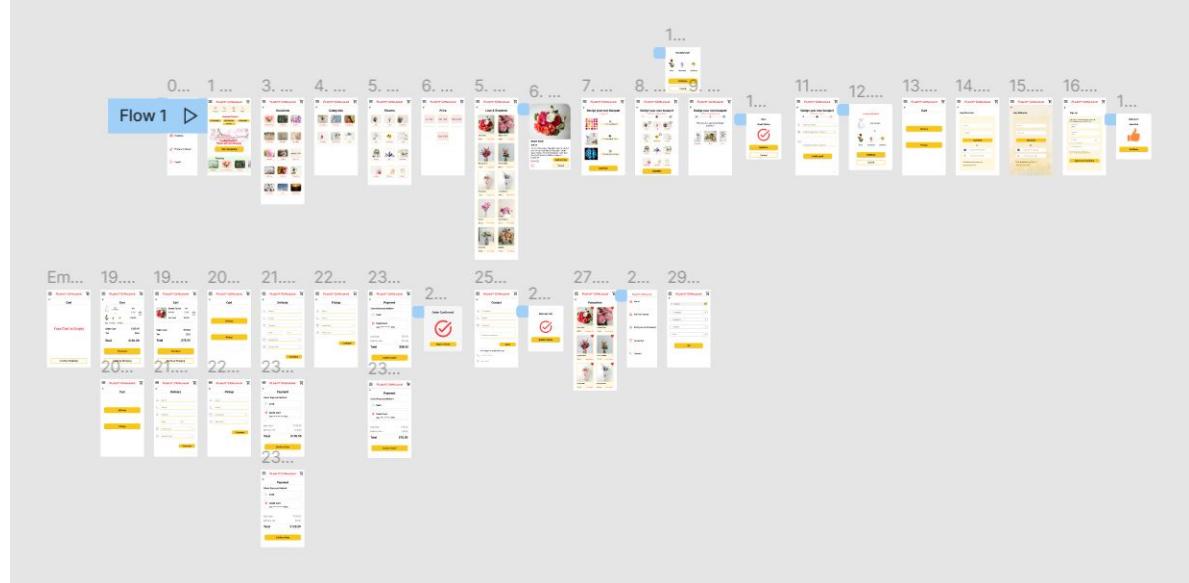
View the florist catalogue

high-fidelity prototype

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Accessibility considerations

1

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

2

The colours of icons, texts and buttons were tested with a contrast checker to ensure that they all pass accessibility standards ratio.

3

Used detailed imagery for flowers and other accessories to help all users better understand the designs.

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Going forward

- **Takeaways**
- **Next steps**

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Takeaways

Impact:

The app makes it very easy for users to identify their choice flowers for their peculiar need.

One quote from peer feedback:
"I really loved the look, hierarchy, and overall feel of the app, I will definitely use and recommend this app to buy flowers".

What I learned:

I learnt that no matter how perfect the first design ideas look, feedback from usability studies and peer reviews would result into better user friendly designs. Users' feedback influenced each iteration of the app's designs.

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Next steps

1

Conduct a new round of usability studies to validate whether the pain points users identified previously have been effectively addressed.

2

Research on additional areas of needs users want addressed in the app.

3

Conduct more user research to determine new ways to increase accessibility in the app.

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Let's connect!

Thank you for reviewing my work on the Florist catalogue app, and I hope you found it worthy of your time.
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