BLOOMS FLORAL BOUTIQUE

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UX Designer/UX Researcher
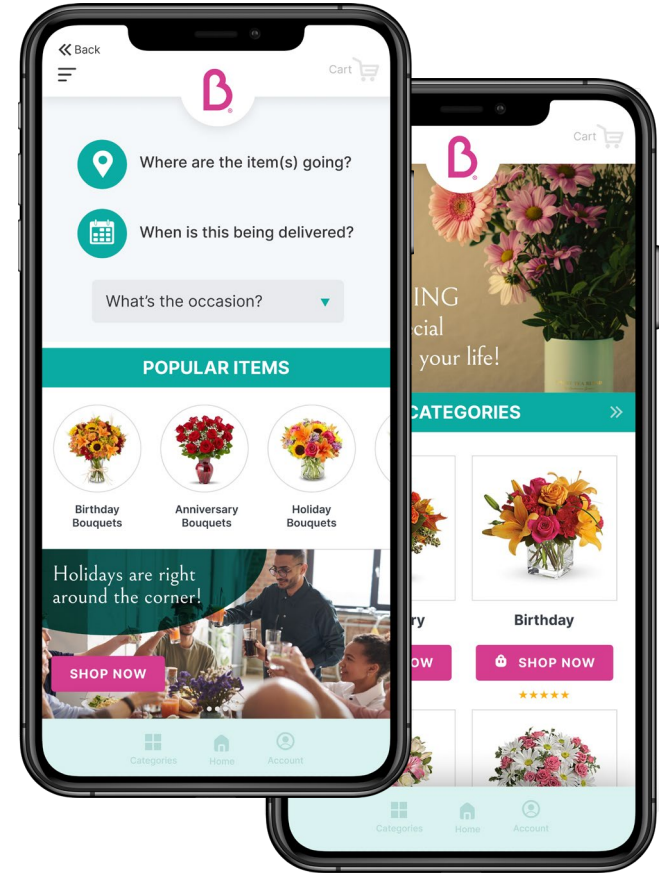
Project overview

The product:

Blooms Floral Boutique has been in business for over 30 years. Recently his father has retired and his son has taken over the family business. His son wants to gain a digital footprint and begin an app service to provide a easier way for users to purchase items.

Project duration:

September 2022 – December 2022

Google

Project overview

The problem:

An app that all users can be able to order from while keeping the local florist feel.

The goal:

Design an app for Blooms Floral Boutique that provides new users, and experienced users an easy buying experience.

Project overview

My role:

I was the Lead UX Designer, Lead UX Researcher. From conception to app delivery I created all the assets.

Responsibilities:

I was responsible for administering interviews, developing personas, user research, wireframing, low-fidelity and high-fidelity protypes, as well as creating a new logo, design system and brand guide.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

I conducted all interviews with the participants involved. I also created the empathy maps to understand their user journeys, and to also get a better understanding of their needs in general. The primary user groups were identified as users who ordered flowers frequently online or in on premises.

This group confirmed the assumptions what Blooms Floral Boutique was saying about online experiences. However, with further research other issues came to light while prototyping. Some of those issues were that user were unable to see a larger version of the product before you purchase, no help features if the app is not working and or tracking order, and lastly category filters.

User research: pain points

1

Pain point

Lack of zoom options for products available. The website offers a better look before purchasing the item. While competitor apps do not.

2

Pain point

No help features or functions that properly handle customer complaints

3

Pain point

Purchase tracking and recent change of address functionality

4

Pain point

Need for category filters. Provide unique selections of products based on category

Persona: **Barbara Penetta**

Problem statement:

Barbara Penetta is a new to technology who needs an easier way to order flowers for her friends/family because she does not own a smart phone.

"Somehow the world has changed around me, and I feel just I am just managing to get by…"

GOALS

- She wants to be able to travel see her grand kids more.
- She wishes she was not afraid of technology.
- To finally buy a smart phone

FRUSTRATIONS

- The flowers don't get to the person when scheduled
- The delivery rarely looks like the picture presented
- No replacement option if certain flowers are out of stock

Barbara Penetta

Age: 66
Education: Associates Degree
Hometown: Long Beach, NY
Family: Four kids, Widow
Occupation: Retired Civil Servant

Barbara is a widow and a grandmother. She has of four kids and nine grand children. Only one of her children lives close by. She has worked in civil services for 40 years and retired three years ago. She is not very tech-savy, and wishes apps were easier to use. She order flowers frequently for birthdays, and unfortunately the occasional funerals.

User journey map

Mapping Barabara's user journey revealed how helpful it would be - to have zoom features, relateable icons, and filters for categories/occasions.

Persona: Barbara
Goal: Purchase a floral arrangement for her friend's burial service.

| ACTION	Download the app	Browse products	Choose a floral arrangement	Personalize Product	Schedule Delivery	Checkout
TASK LIST	Tasks A. Download the app on a device B. Set up account	Tasks A. Select category options B. Preview what is available for funerals	Tasks A. Choose from categories B. Determine which will be best C. View product descriptions	Tasks A. Create a personal message B. Add additional options I needed	Tasks A. See available delivery dates B. Provide name/address to send to C. Schedule delivery date	Tasks A. Add to cart B. Put in CC info C. Review order D. Purchase
FEELING ADJECTIVE	• Happy she can download on another device • Frustrated she has to fill out her information on the device	• Overwhelmed by how many options there are to choose from • Frustrated since some pictures are hard to see	• Glad there are numerous filters provided to narrow down her search, Frustrated that some text is very hard to read	• Frustrated the app only allows a few characters to write her message	• Happy to have drop downs for some fields, • Confused their no calendar feature she usually see on websites	• Annoyed she has to go back and start over because she forgot to add something earlier to her cart
IMPROVEMENT OPPORTUNITIES	• Use existing accounts such as: Google account	• Only show 4 modules per page • Zoom In photo option	• Separate landing page option for personal message box • Add more characters to read aloud if need be	• Add more characters option for personal message box	• Calendar feature with only dates/times available for delivery	• Add additional options drop down in cart in case missed

Starting the design

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

Paper wireframes

I sketched a few iterations of the main app. The sketches are very similar to the high-fidelity version. I used stars to recognize the elements that I wanted to proceed with and were the strongest parts that would provide a unique experience.
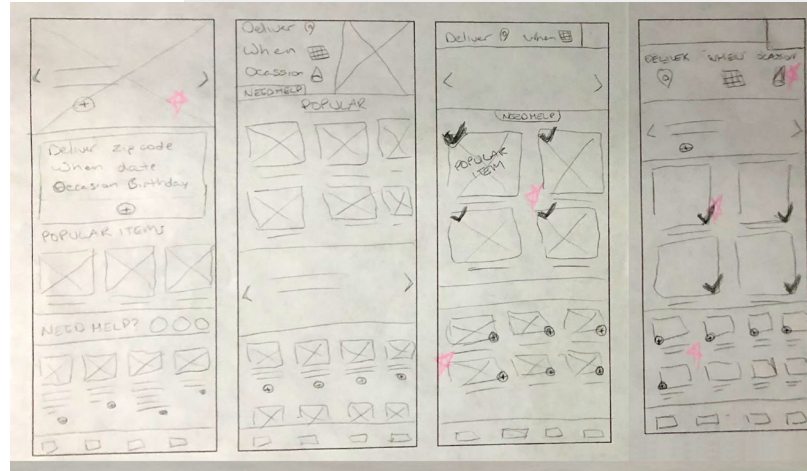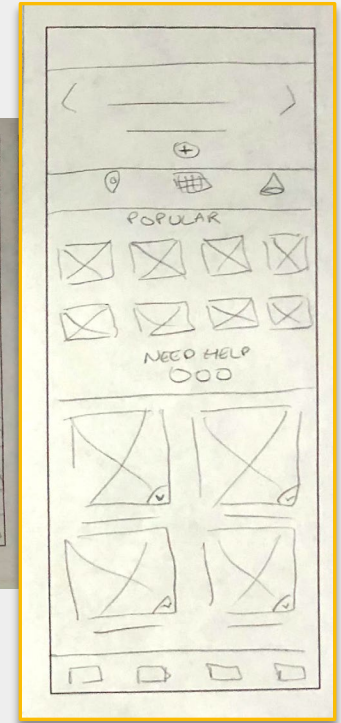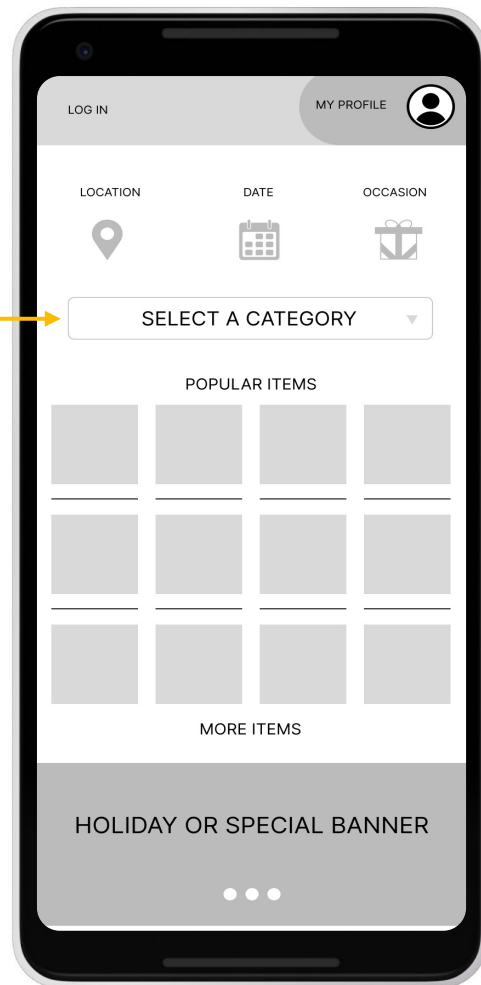
Digital wireframes

As I moved forward into the
digital phase I continued to
make sure designs were
based on the users feedback
and other findings. The select
a category drop-down was a
key feature needed.

This drop-down
feature lets user
filter results
based on
categories

LOG IN   MY PROFILE

LOCATION   DATE   OCCASION

SELECT A CATEGORY   ▼

POPULAR ITEMS

MORE ITEMS

HOLIDAY OR SPECIAL BANNER

Digital wireframes

In the findings users also wanted a way to see Frequently Purchased Together items be featured within the app.

This **FREQUENTLY BOUGHT TOGETHER** section will help users find related item to their purchase
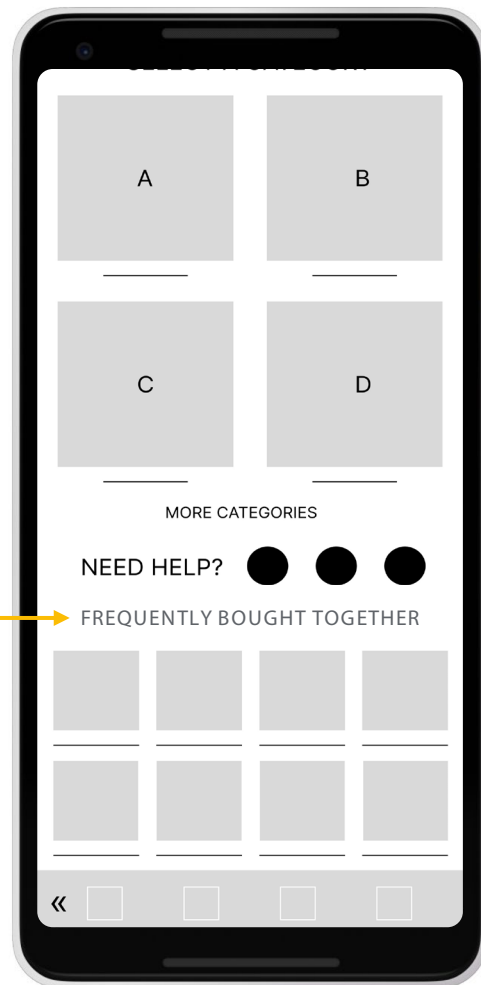
Digital wireframes

Another feature that kept popping up was featuring a ZOOM feature so the user can make sure the product is what they are looking for.
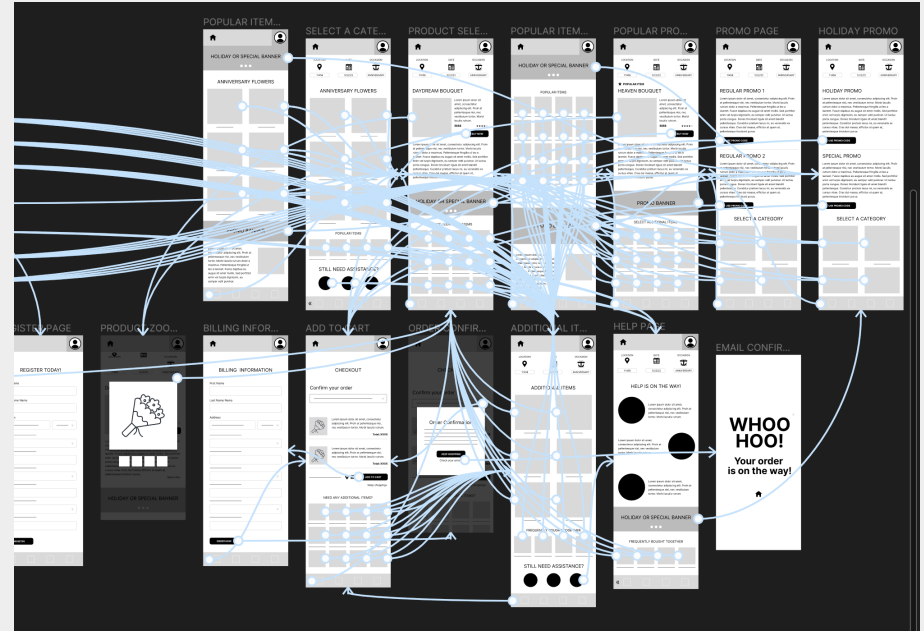
This **ZOOM FEATURE** will help users zoom in and see a better picture of the item before purchase
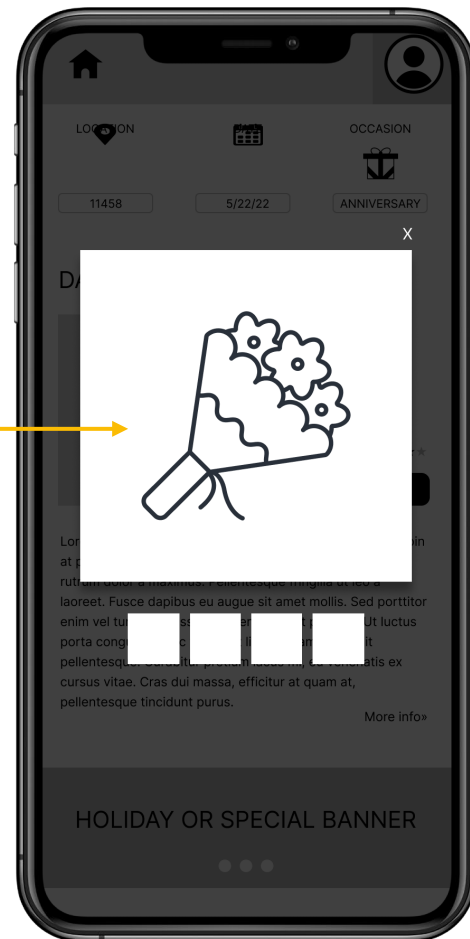
Low-fidelity prototype

The low fidelity prototype
connected screens to recreate
user journey for usability tests.

LINK

Usability study: findings

Round 1 findings

1 Wanted drop-downs to work

2 Create a profile section

3 Frequently purchased together area

Round 2 findings

1 Help features on every screen

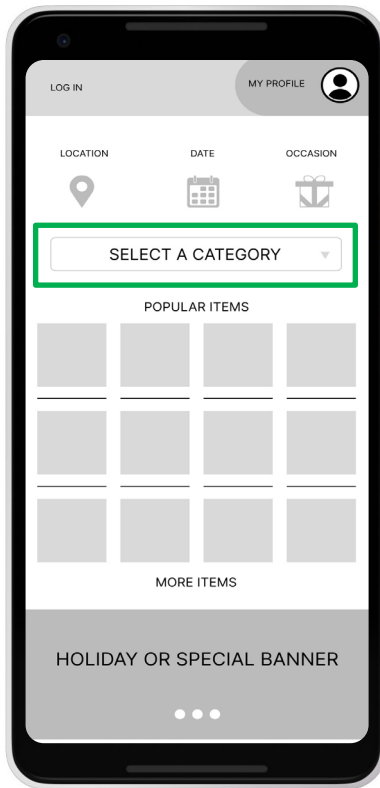2 Keyboard feature added when typing

3 The bottom menu bar

Refining the design
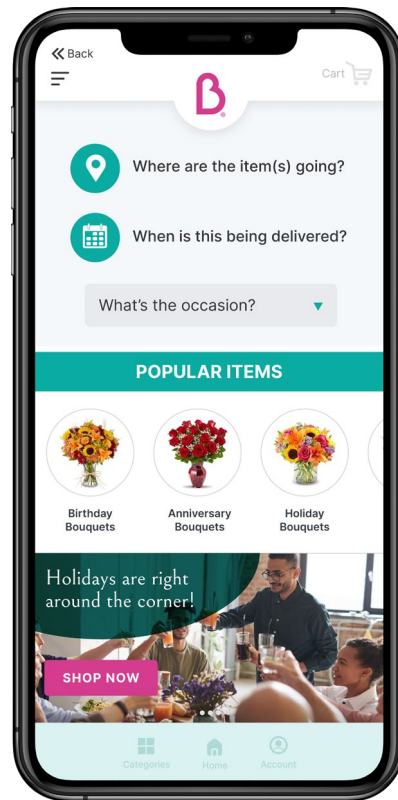
- Mockups
- High-fidelity prototype
- Accessibility

Mockups

One of the requests many users wanted was a realistic dropdown within prototype. I made this a priority to provide them with for the next iteration which was the high-fidelity version. It was very well received and provided a better experience.

LOG IN   MY PROFILE

LOCATION   DATE   OCCASION

SELECT A CATEGORY

POPULAR ITEMS

MORE ITEMS

HOLIDAY OR SPECIAL BANNER

Back   Cart

Where are the item(s) going?

When is this being delivered?

What's the occasion?

POPULAR ITEMS

Birthday Bouquets   Anniversary Bouquets   Holiday Bouquets

Holidays are right around the corner!

SHOP NOW

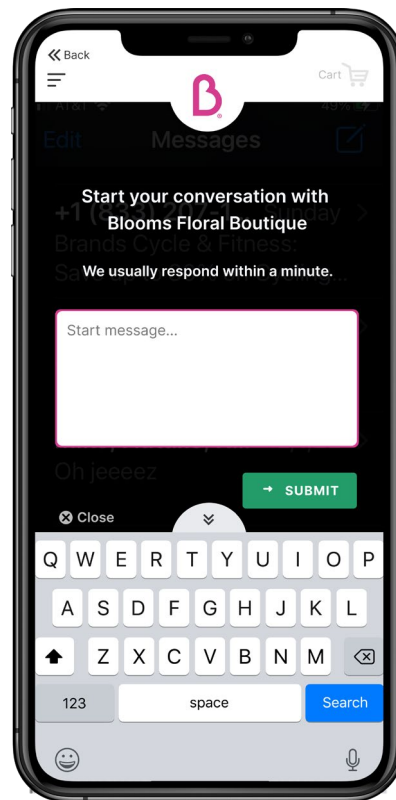Categories   Home   Account

Mockups

One of the features users wanted to see was a way to type their message. As seen, I had a microphone feature on the first iteration of the message box. However, I opted to take it out as a voice recorder feature is on the keyboard pop-in.
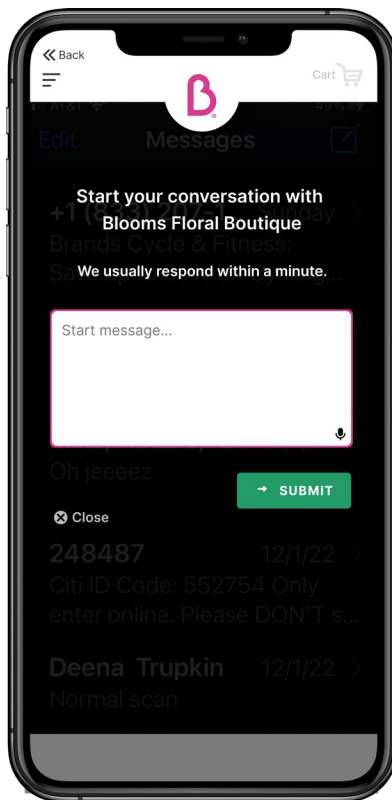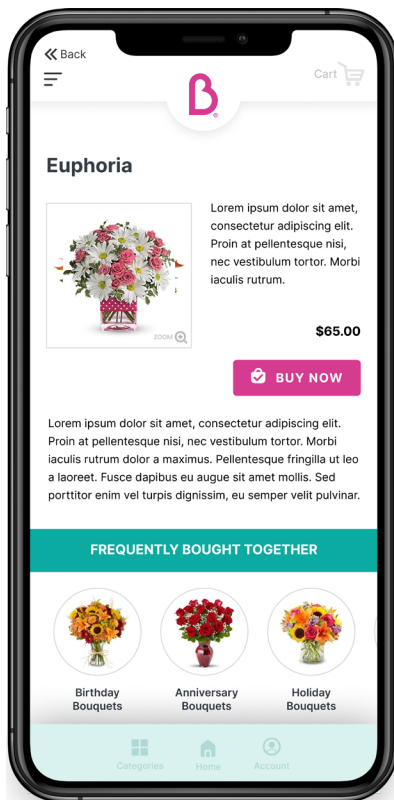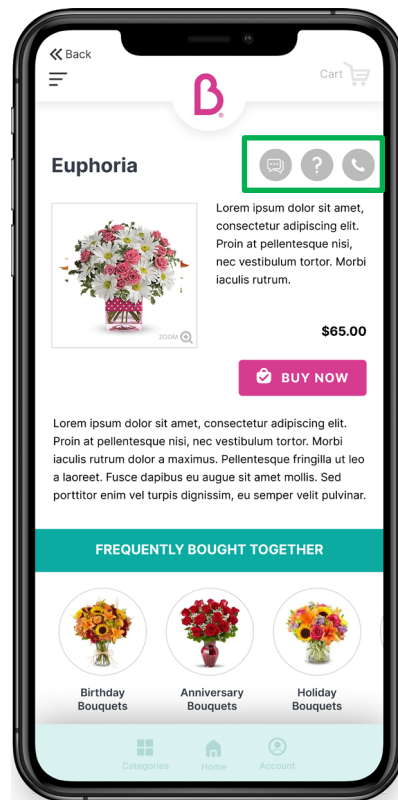
Mockups

As we went through the high-fidelity study some users mentioned not seeing the help section even though it was below the product carousel. For the last iteration we created a mini-version of the icons on the top instead.
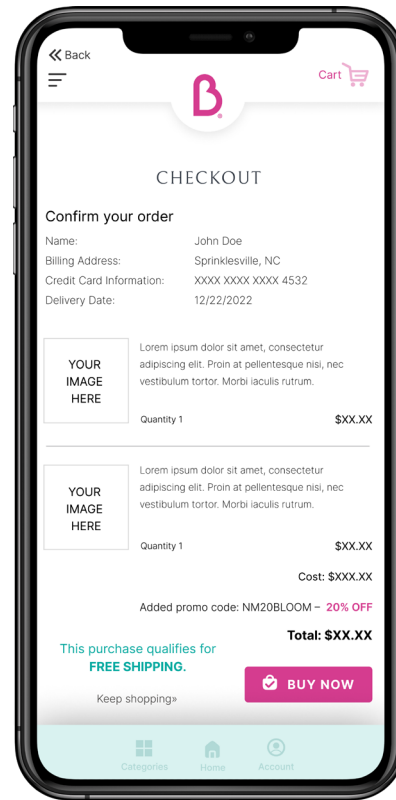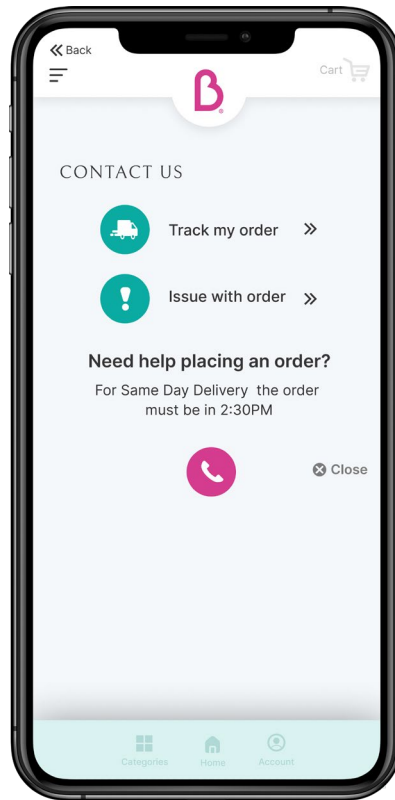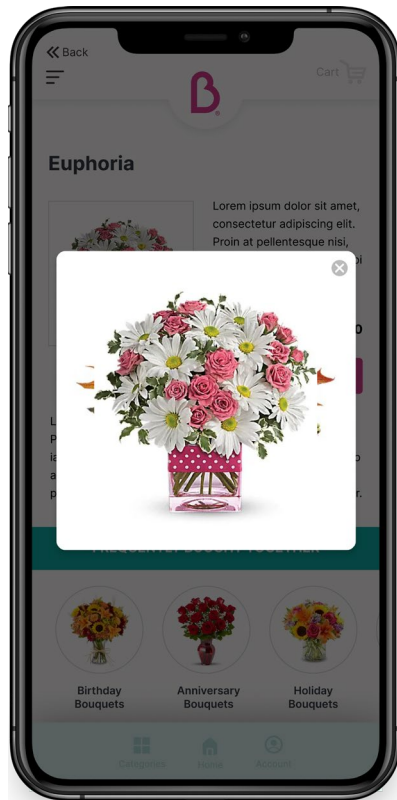
Mockups

High-fidelity prototype

LINK

Accessibility considerations

1

All buttons have an icon in addition to text for easier usability and less confusion.

2

The keyboard popup has a voice recorder so the users who can't type or users that just want to speak there answers can do so.

3

The zoom features allows for easier readability for all users and allows all users to get a better idea of what the end product will look like in full detail.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The overall design was very well received. The logo, colors, and branding were said to be very strong and aligned with the business. The app was easy to navigate and much success was had during prototype and usability stages.

What I learned:

I have learned that choosing the right colors can affect the entire design. I have also learned to design a design system first. This would have saved hours of work. I also learned that with a little more research provides an even better experience.

Next steps

1

I would like to see what a product HISTORY feature would do for the user.

Providing a purchase history feature that saves past purchases for quicker buying options.

2

Package delivery updates provided directly to the phone via email for an easier flow after the bouquet is purchased.

3

I would love to implement videos for the headers instead of just relying on static images. Although, some background info and memory issues may have to be looked into to get this working.

Let's connect!

If you like what you see, please don't hesitate to contact me.

You can reach me at **516-993-9142** or you can email me directly at frankjdyszler@gmail.com

I look forward to us working together.

Thank you!