

Florist (DIAMOND BOUQUET)

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Case study

Project overview



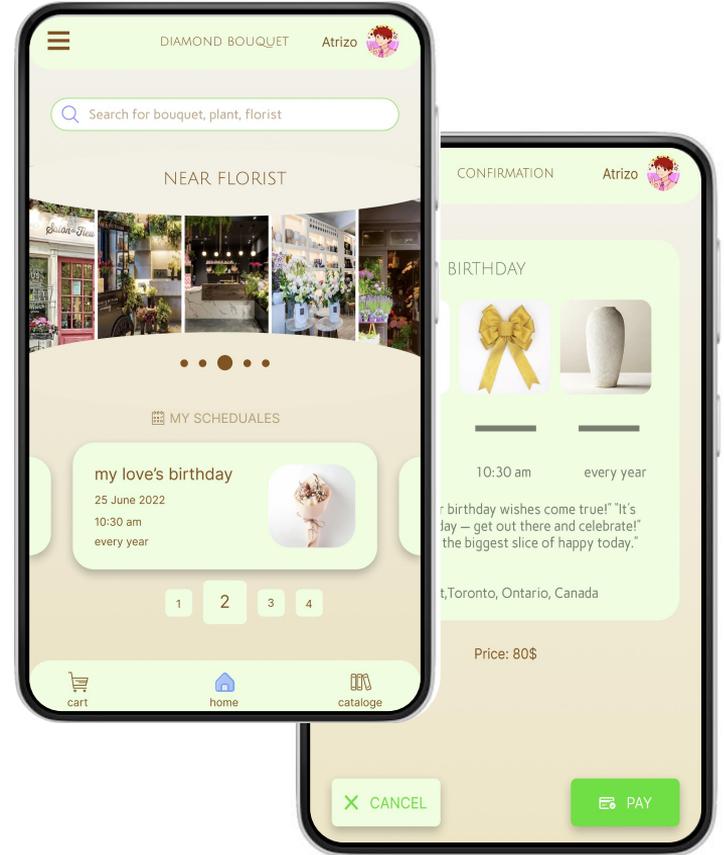
The product:

Diamond Bouquet is a regional bouquet maker located in Canada. Diamond Bouquet strives to deliver freshly, specialty bouquets and plants. They offer a wide spectrum of competitive pricing. Diamond Bouquet targets customers like commuters and workers who lack the time or ability to prepare a family gift.



Project duration:

September 6, 2022



Project overview



The problem:

Busy workers and commuters lack the time necessary to prepare a bouquet.



The goal:

Design an app for Diamond Bouquet that allows users to easily order and pick up fresh, special bouquets and plants.

Project overview



My role:

UX designer designing an app for Diamond Bouquet from conception to delivery.



Responsibilities:

Conducting 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 and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was working adults who don't have time to gardening.

This user group confirmed initial assumptions about florist customers, but research also revealed that time was not the only factor limiting users from gardening at home.

Other user problems included obligations, interests, or challenges that make it difficult to get gardening stuff from Garden Center Or go to florist in-person.

User research: pain points

1

Time

Working adults are too busy to spend time on florist

2

Accessibility

Platforms for ordering flowers are not equipped as well assistive technologies

3

IA

Text_heavy menus in apps often difficult to read and order from

Persona: Giulia Bianchi

Problem statement:

Giulia is an housekeeper who needs Order bouquet of flowers and plants because she can't speak English very well and she doesn't have time to go to the garden Center.



Name: Giulia Bianchi

Age: 40

Education: Diploma

Hometown: Milan, Italy

Family: Married with 3 children

Occupation: Housekeeper

"I love my family very much. I have 3 children and now we are waiting for my fourth child. I really like to be kind to everyone because I know that karma will return it to me.."

Goals

- To maintain a healthy work-life balance.
- To minimize the energy they have to put into basic needs, so they can focus on their hobbies and personal life instead.

Frustrations

- It's annoying when people won't take time to let me find the words to speak with them in English.
- Lack of translation help is sometimes overwhelming or requires too much time from

Giulia is a recent immigrant to the Canada who's partially conversant in English, They're able to speak many phrases and read well when given adequate time to translate text. Giulia sometimes encounters difficulty at florist, where staff tends to speak very quickly and limited translation options are available. Giulia wants to experience all new plants and experiences his new neighborhood has to offer.

Persona: Hassan Askari

Problem statement:

Hassan is a busy programmer who needs Order bouquet of flowers and plants because he doesn't have time and knowledge about ordering bouquet and plants.



Name: Hassan Askari

Age: 34

Education: IT

Hometown: Tehran, Iran

Family: Lives with partner

Occupation: JAVA programmer

"My working time is free and I am mostly working. But I want to enjoy life more and love my partner and family more."

Goals

- To experience all the great flowers my new diverse community has to offer.
- To make happy my partner and our family while I am at work.
- Time to focus on my work.

Frustrations

- Products and service providers are often poorly prepared to accommodate my visual impairment.
- There are things I'd like to do, such as gardening, that I simply don't have time for.
- It's difficult to find fast and fresh pickup options near me.

Hassan is a JAVA programmer with a busy and demanding schedule. They work as a programmer specialist in a mid-size city IT firm, and swim for a local semi-professional team. Hassan has a visual impairment for which they use screen reader technologies. This technology makes online shopping much more convenient for Hassan, but not all platforms are effectively equipped for screen reader usage. Hassan specifically would like for there to be an easier way to order bouquet of flowers to pick up on-the-go

User journey map

[Your notes about goals and thought process]

Persona: Hassan

Goal: A fast and easy way to order and receive flowers

ACTION	Find the nearest florist	Characteristics of flowers	Bouquet decorations	Conditions for maintaining bouquets	Price	Receive
TASK LIST	Tasks A. Find and read map B. Use map app	Tasks A. Reviews B. Online catalog	Tasks A. Find accessible decorations B. Real color of accessories	Tasks A. catalog of plants and flowers B. Indoor and outdoor C. Temperature D. Humidity	Tasks A. Compare price between all florist	Tasks A. Notification when receive
FEELING ADJECTIVE	<ul style="list-style-type: none">ConfusedIntimidated	<ul style="list-style-type: none">HopefulConfused	<ul style="list-style-type: none">ConfusedSatisfied	<ul style="list-style-type: none">OverwhelmedExcluded	<ul style="list-style-type: none">RelievedGlad	<ul style="list-style-type: none">AngryFrustratedAlert
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">Better wayfindingList of floristsLocation of florists	<ul style="list-style-type: none">CatalogFlowers explanations	<ul style="list-style-type: none">Accessories explanationsCatalog of accessories	<ul style="list-style-type: none">Image of environment and maintaining and iconsInstructions	<ul style="list-style-type: none">Phone vibrates to inform user when to get off of subway	<ul style="list-style-type: none">Phone vibrates to inform user when deliver starts and when receives

Paper wireframes

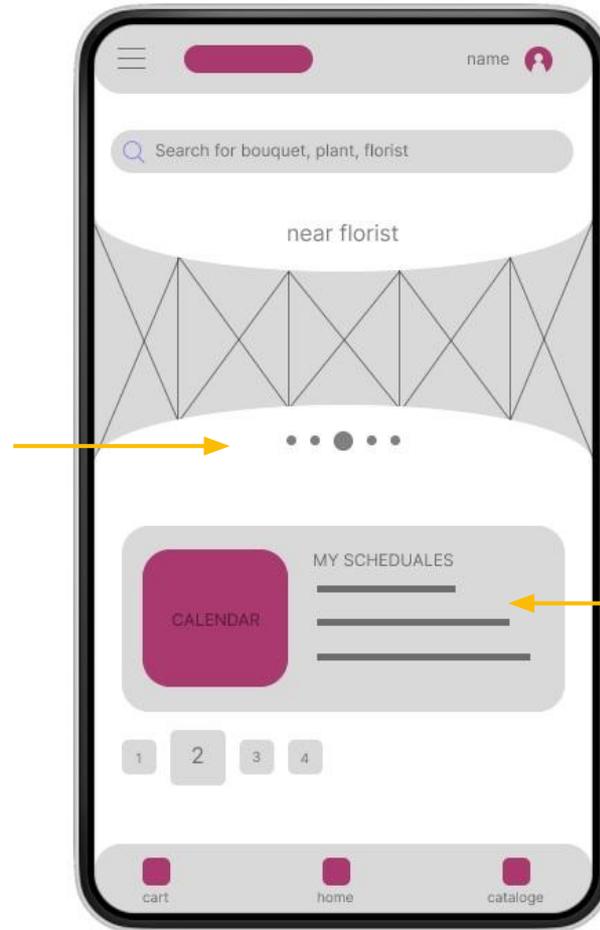
Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a quick and easy searching process and schedule to help users save time.



Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

User can see nearest florist and choose between them



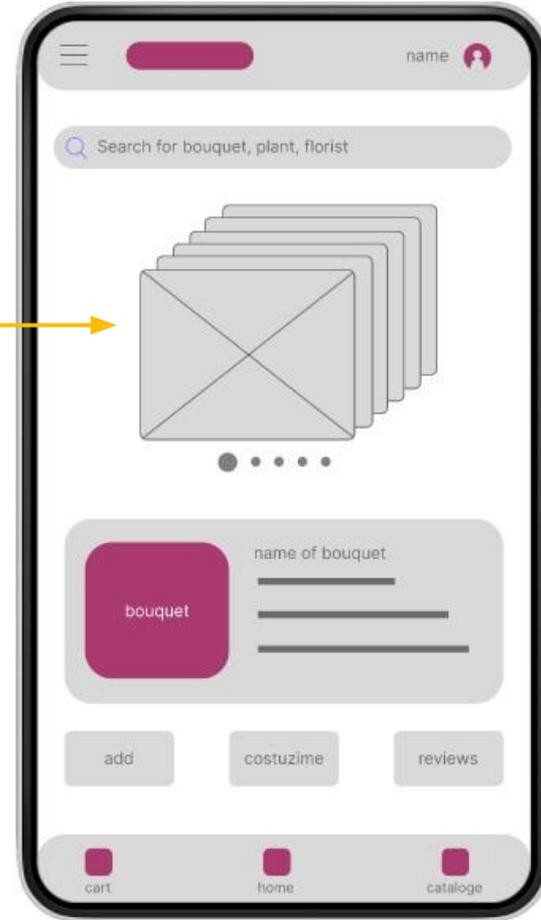
User can see schedule and add or remove it

Digital wireframes

[florist's page]

After selecting a florist, it's time to select a bouquet or plant. Users also can customize their bouquet.

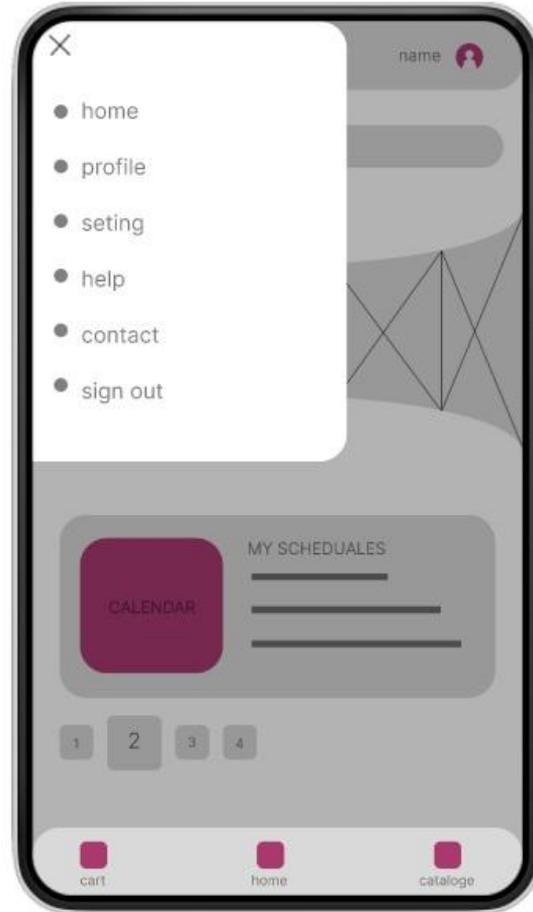
User can see more picture



Digital wireframes

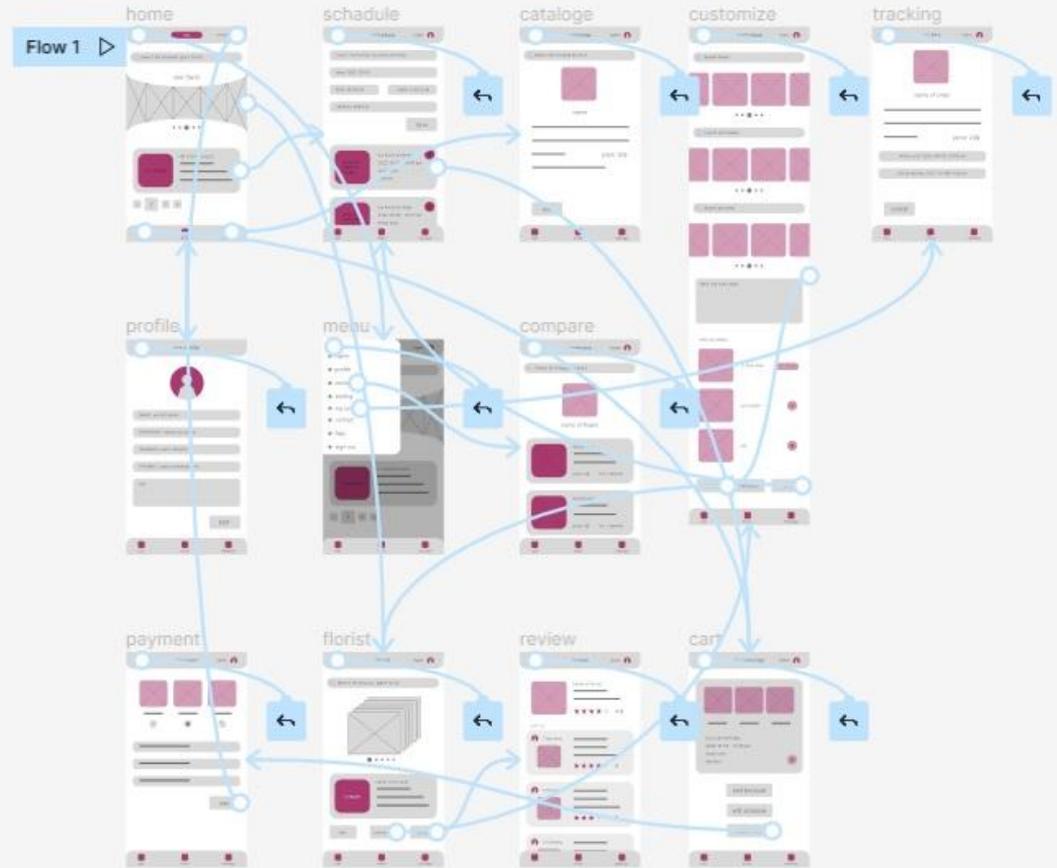
Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.

Easy menu →



Low-fidelity prototype

[Link to low-fidelity prototype and
brief description of the user flow]



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

- 1 Users want to order bouquet quickly
- 2 Users want more customization options
- 3 Users want a delivery option

Round 2 findings

- 1 The checkout process has too many unnecessary steps
- 2 "Build your own" functionality is confusing

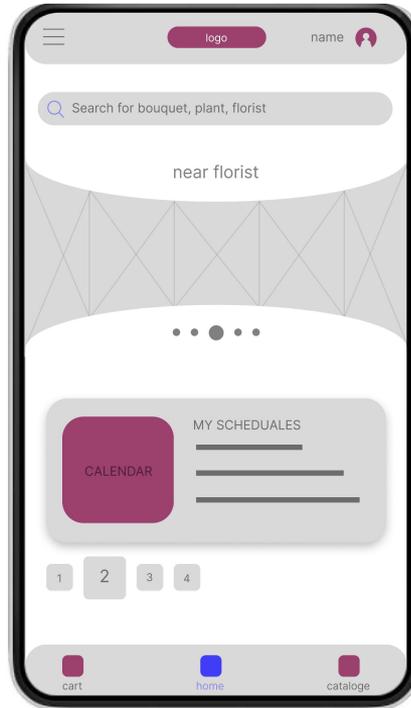
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

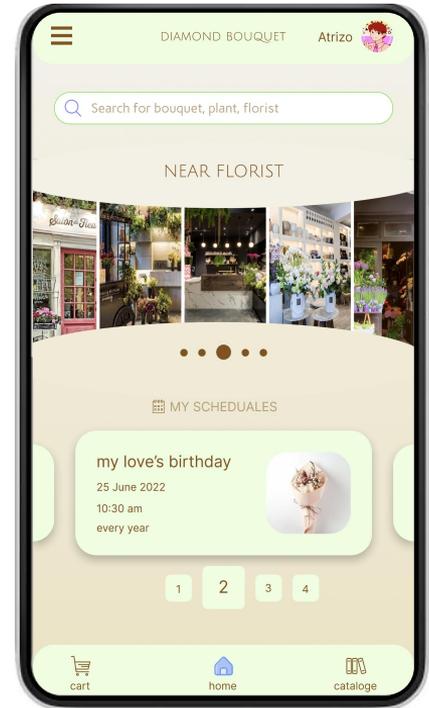
Mockups

I chose green spectrum for this application. Because it caresses the eyes and does not make vision difficult, and because of the problem of color blindness between green and red, I did not use the red spectrum at all.

Before usability study



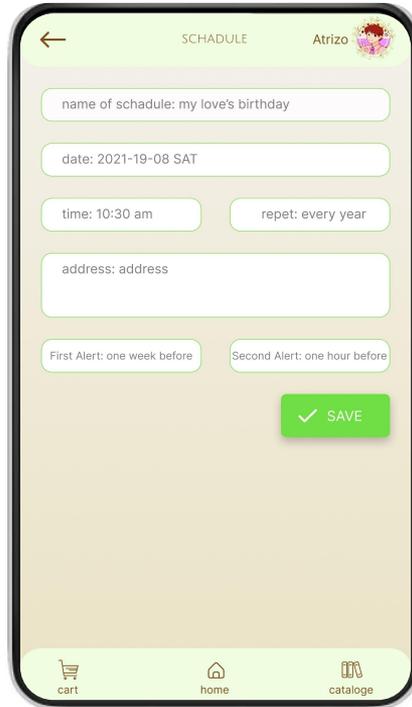
After usability study



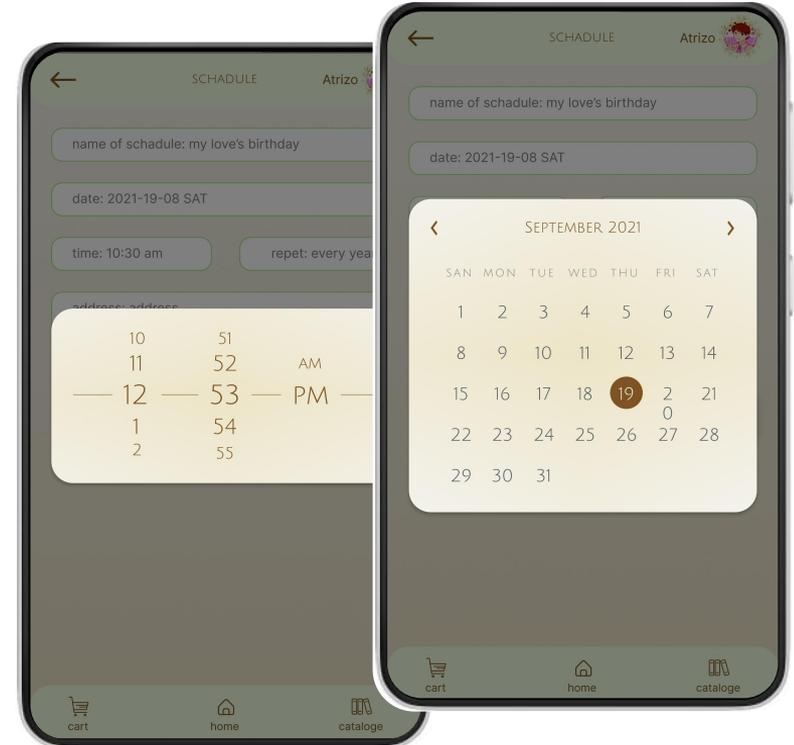
Mockups

In usability study i found that drop down menu is not very useful and it was small to selection. i replaced pop up menu instead drop down menu.

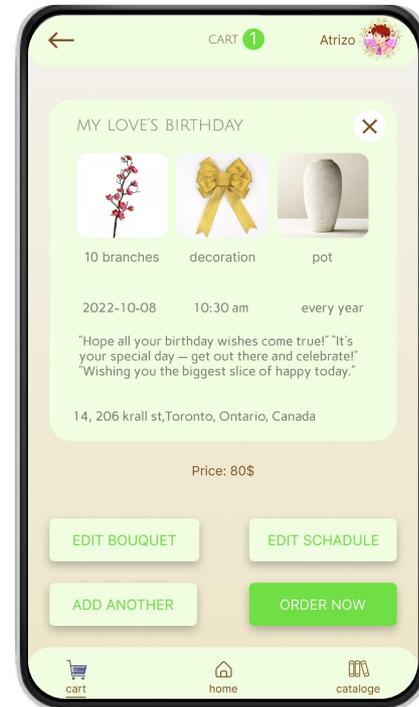
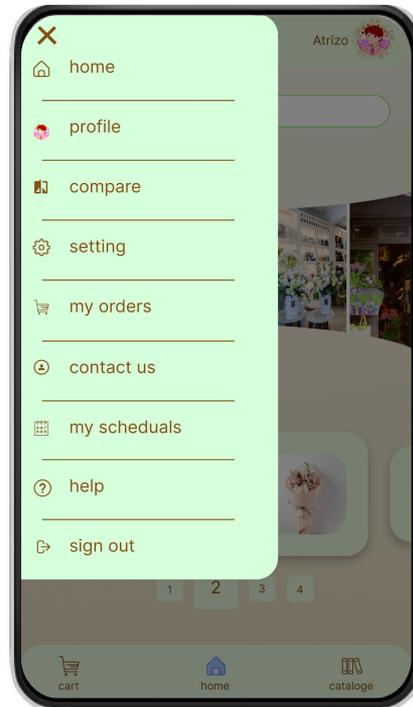
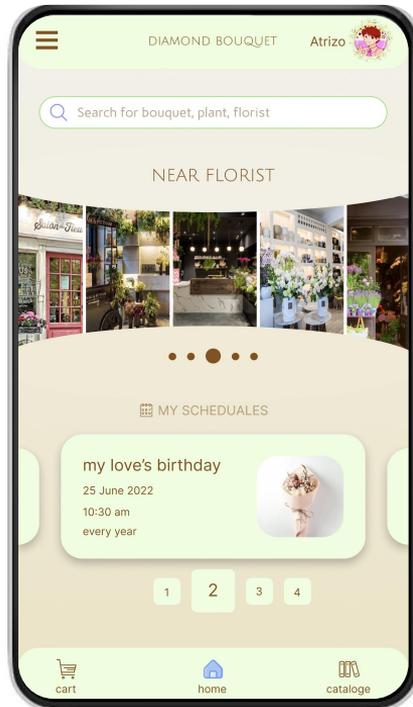
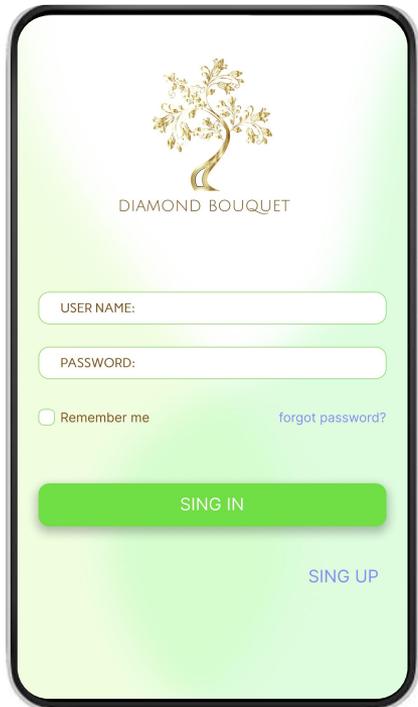
Before usability study



After usability study

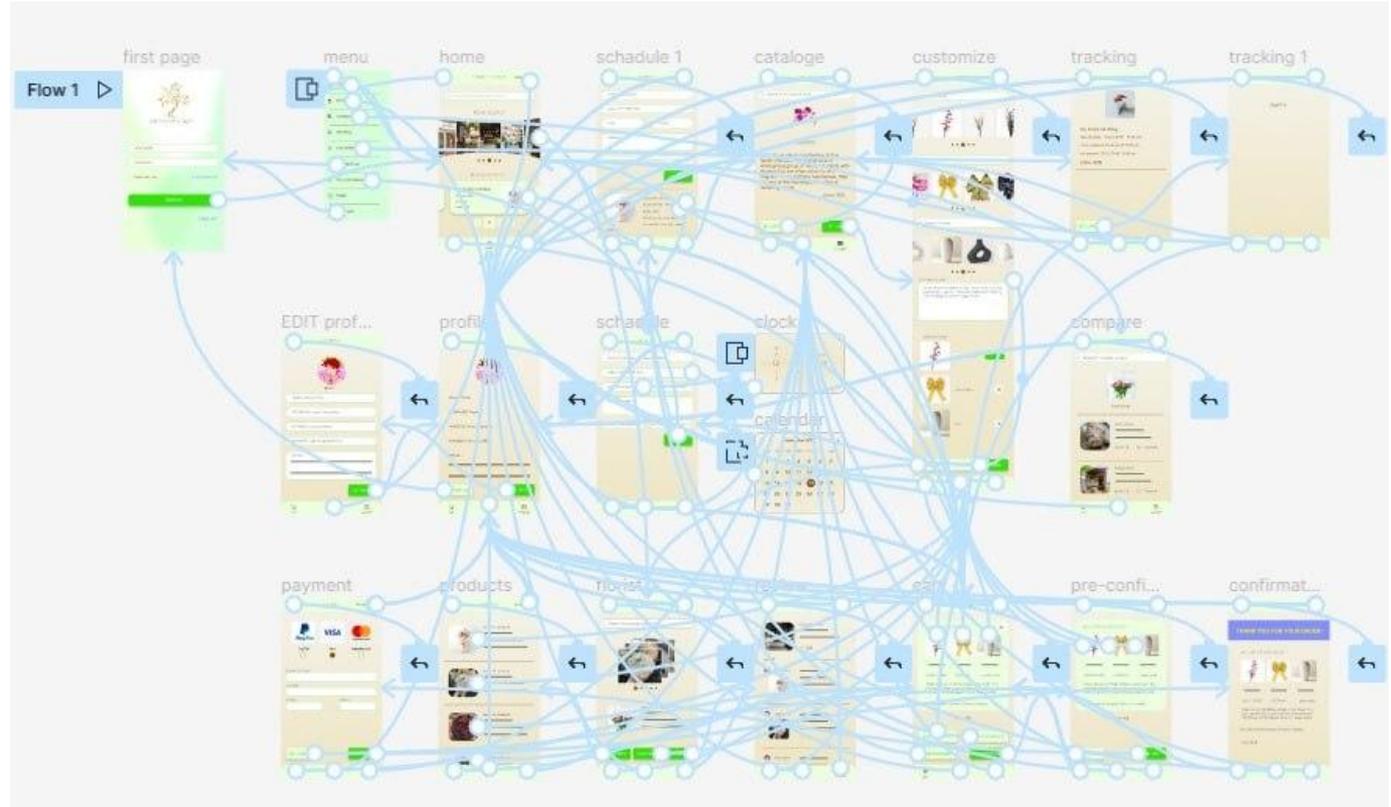


Mockups



High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for building a bouquet and scheduling. It also met user needs for a delivery option as well as more customization.



[View Diamond Bouquet's high-fidelity prototype](#)

Accessibility considerations

1

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

2

Used icons to help make navigation easier.

3

Used detailed imagery for bouquets and plants to help all users better understand the designs.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Insert one to two sentences summarizing the impact of your designs. In the real world, you'd include data like number of downloads or sign ups, but since this is a course project, you can include a positive quote from a peer or study participant.



What I learned:

The app makes users feel like Diamond Bouquet really thinks about how to meet their needs.

One quote from peer feedback:

"The app made it so easy and fun to build my own bouquet! I would definitely use this app as a go-to for a fresh, fast, and even special bouquet."

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

Let's connect!



Thank you for your time reviewing my work on the Diamond Bouquet app! If you'd like to see more or get in touch, my contact information is provided below.

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Thank you!