

Daisy Flowers Floral Preview App

Nazifa Tasnim

Project overview



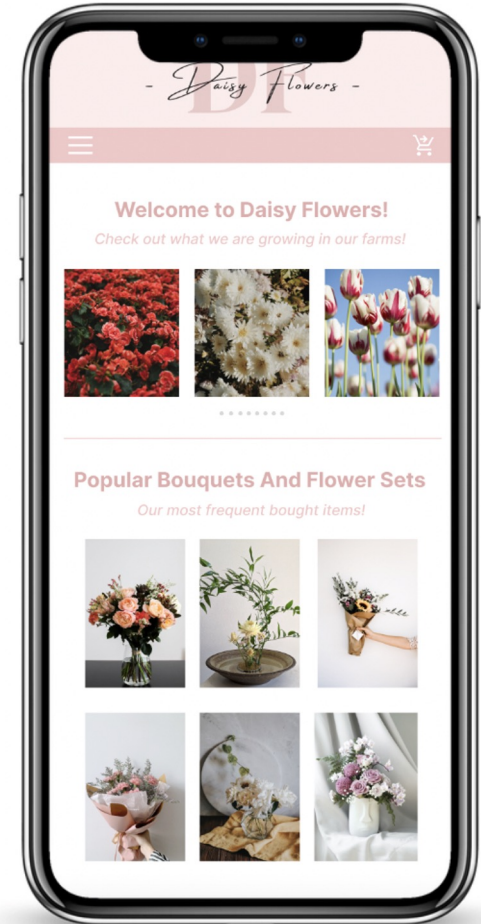
The product:

Daisy Flowers is a regional floral arrangement app located in the city. Daisy Flowers buy bouquets and create their own bouquet arrangement. They offer a wide spectrum of competitive pricing. Daisy Flowers targets customers who lack the time or ability to prepare a special gift for someone or in need to something last minute for occasions.



Project duration:

December 2022 - December 2022



Project overview



The problem:

Busy individuals who lack the time necessary to purchase items in person and individuals who want the freshest flowers in the shortest wait times.



The goal:

Design an app for Daisy Flowers that allows users to easily order and pick up or get delivered the freshest flowers in the shortest times, connecting our flower farms directly to the consumer.

Project overview



My role:

UX designer designing an app for Daisy Flowers from conception to delivery.



Responsibilities:

Conducting interviews, paper and digital layouts and wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and continuously 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 the luxury of endless time to go to floral shops to purchase products.

This user group confirmed initial assumptions about Daisy Flowers customers, but research also revealed that time was not the only factor limiting users.

Other user problems included obligations, interests, or challenges that make it difficult to get products from in-person floral shops.

User research: pain points

1

Time

Working adults with a busy work schedule find it difficult to make the time.

2

Accessibility

Individuals with needs find it difficult to travel all the way to a physical shop.

3

Health Challenges

Individuals with allergies to pollen or certain types of flowers have difficulty getting gifts for their loved ones.

4

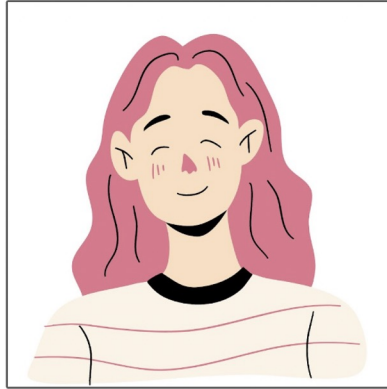
Freshness

Often the quality of flowers in physical floral shops are not that great since they do not import flowers daily.

Persona: Tahia

Problem statement:

Tahia is a working adult in a very busy city who needs to purchase flowers because she wants to decorate her house with it.



Age: 25

Education: Marketing Degree

Hometown: Toronto, Ontario

Family: Lives with family

Occupation: Marketing Assistant

"I really love flowers, but I have a hard time finding the freshest ones."

Goals

- Find a beautiful set of bouquet for home decor or as a gift
- Wants the a set of flowers that will last long

Frustrations

- Difficult time finding fresh flowers
- At times, the color and flower combination isn't well liked
- Long wait time

Tahia works in downtown Toronto where there's a little bit of everything and always busy everywhere. On her way back from work, she tends to stop by local flower shops. She's noticed that many of the flowers are old and the petals are starting to fall. Even when she picks a flower she likes, there is a long wait time to purchasing it. Due to the long wait times, sometimes she leaves the flower shop without purchasing anything. Reem wants flowers that will stay fresh for a long time and less wait time.

User journey map

Mapping Tahia's user journey revealed how helpful it would be for users to have access to a dedicated Daisy Flowers app.

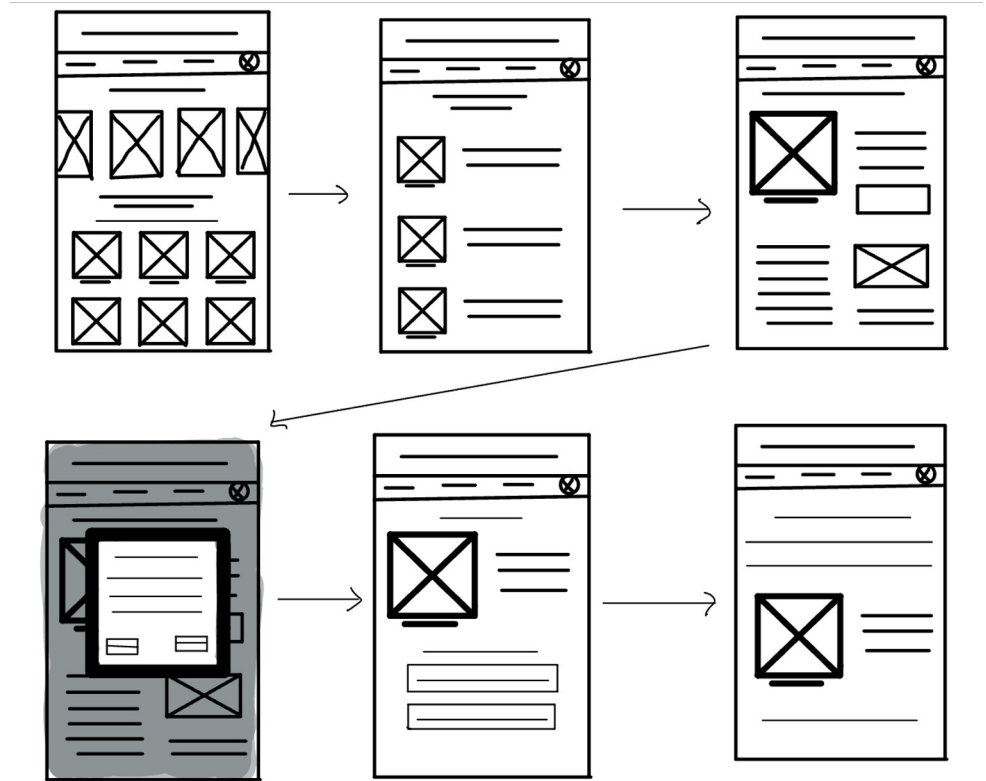
Persona: Tahia

Goal: To buy flowers from a flower store near her work

ACTION	Gets out of work	Arrives at the shop	Browse for flowers that are fresh and smell nice	Chooses a set of flowers	Purchases a set of flowers
TASK LIST	Tasks A. Once her work ends, she heads outside B. She walks to the crosswalk to go to the flower shop near her office C. She walks across to the other side of the cross walk	Tasks A. Once she arrives at the shop, she looks around briefly B. She says hello to the florist	Tasks A. She walks around the shop B. Looks at the different flowers C. She smells the different flowers	Tasks A. She chooses one that she likes the best B. She picks it up C. She looks at the price	Tasks A. She walks to the cashier B. She puts the flower down on the table C. She pays for the flowers
FEELING ADJECTIVE	She's happy that she's off of work and is about to go do something she likes She is cautious when crossing the road	She is excited when arriving to the shop In confusion on where the florist is and has to look around	She's a bit annoyed because many of the flowers aren't fresh	She is somewhat pleased with the flowers she choose She annoyed because she has trouble finding the price since its at the bottom of the pot	She feels okay with her purchase but she feels she could have bought something better with her money
IMPROVEMENT OPPORTUNITIES	Have a mobile app for the flower shop where it can deliver her the flowers at her office	There can be a customised text on the home page which greets users	Can have a section specifically for fresh flowers on a category so users who want fresh flowers can select from there	With an app, the price will be bold and easily visible for users	The app can allow her a better user experience compared to the in person experience she just had

Paper wireframes

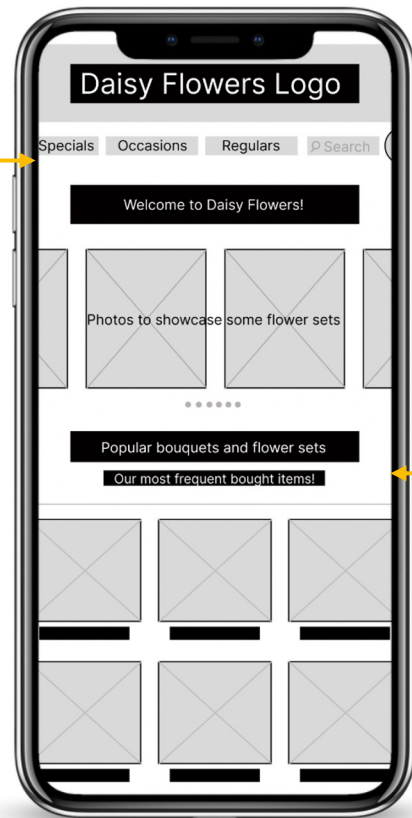
Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. I focused on the key processes of the app.



Digital wireframes

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

I added categories which the user can see and select easily

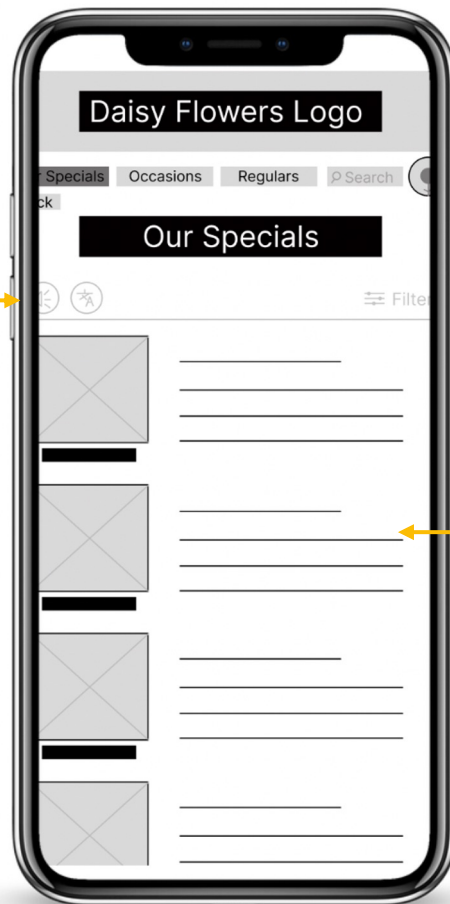


I added a section for users who are in a rush to select from the popular category

Digital wireframes

In addition I design the app so it could equip to work with assistive technologies.

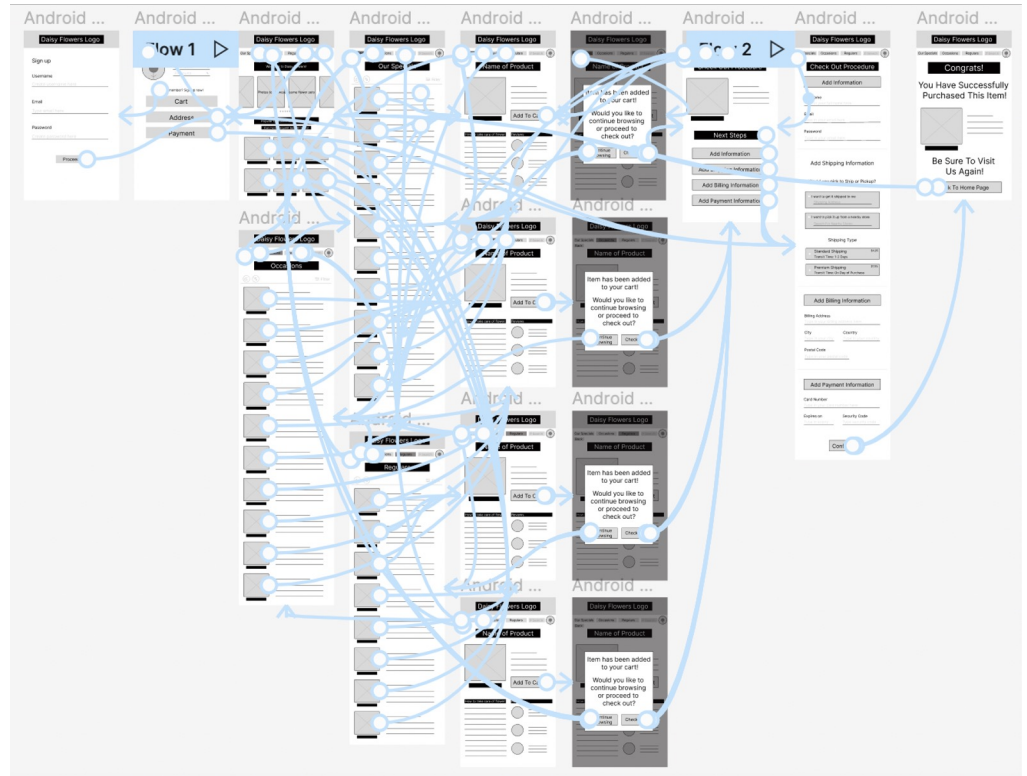
Assistive technology features



Description of the item

Low-fidelity prototype

I played around with Figma to get an understanding of the software and slowly started using wireframes to connect the layout designs I made and created a low-fidelity prototype. The primary user flow I connected was browsing, selecting and ordering a bouquet, so the prototype could be used in a usability study.



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 wanted to order faster
- 2 Users wanted an actual filtering system
- 3 Users wanted the option of pick up or get delivered option

Round 2 findings

- 1 Needed a working sign up page
- 2 Needed a horizontal scrolling bar
- 3 Needed a summary of purchase before confirmation

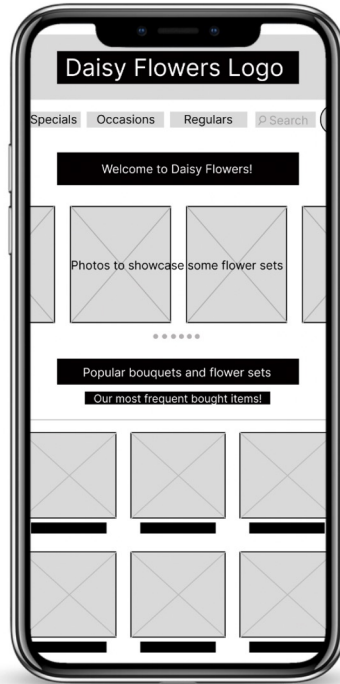
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

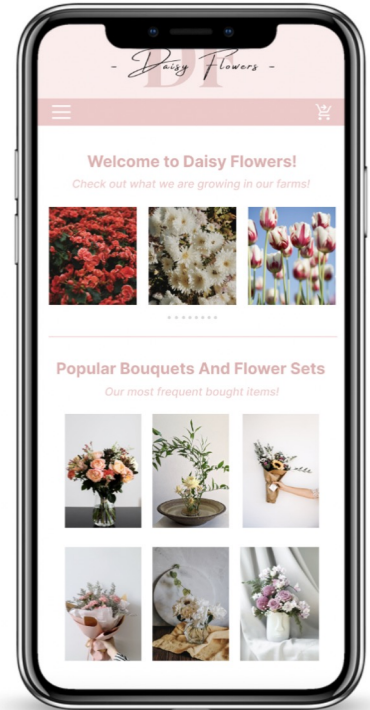
Mockups

Before I put all the categorizations under the logo, but I realized that it could be more efficient if I listed it in a menu tab where the 3 lines are, that way I am able to include a more variety of categorization which will broaden the likes of a diversity of users. I also shifted the divider upwards so that users can differentiate better.

Before usability study



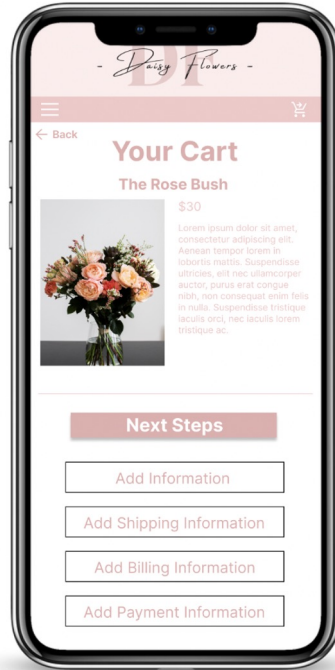
After usability study



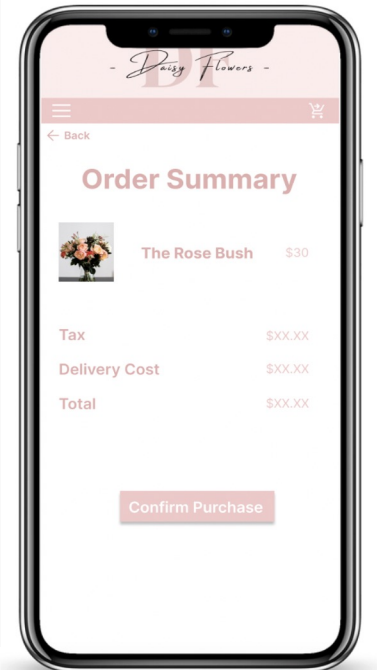
Mockups

There was no order summary page before on the mockup, so I created a order summary page for users to see what they are purchasing before confirming the purchase.

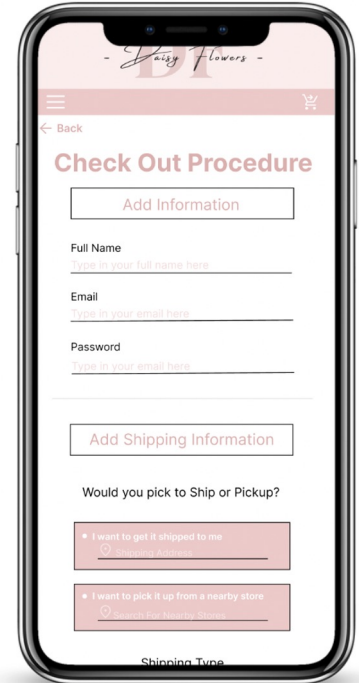
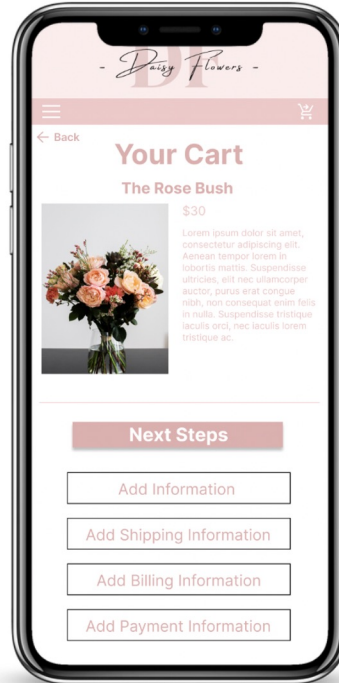
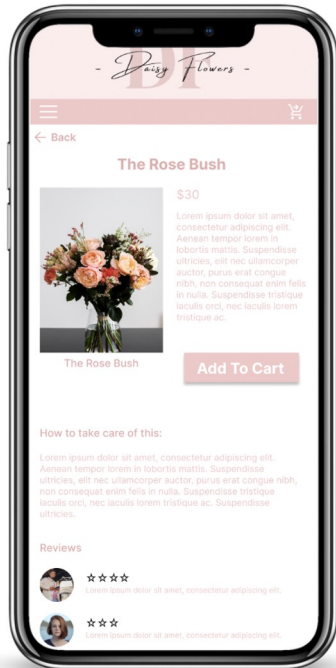
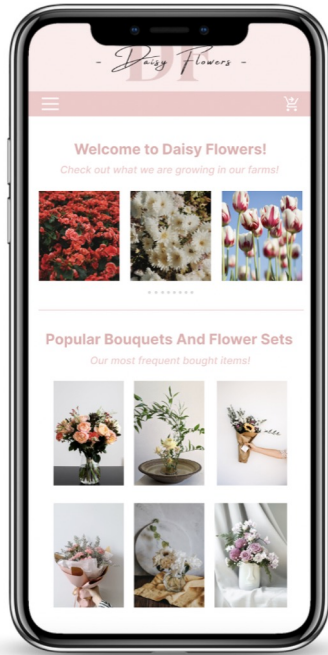
Before usability study



After usability study



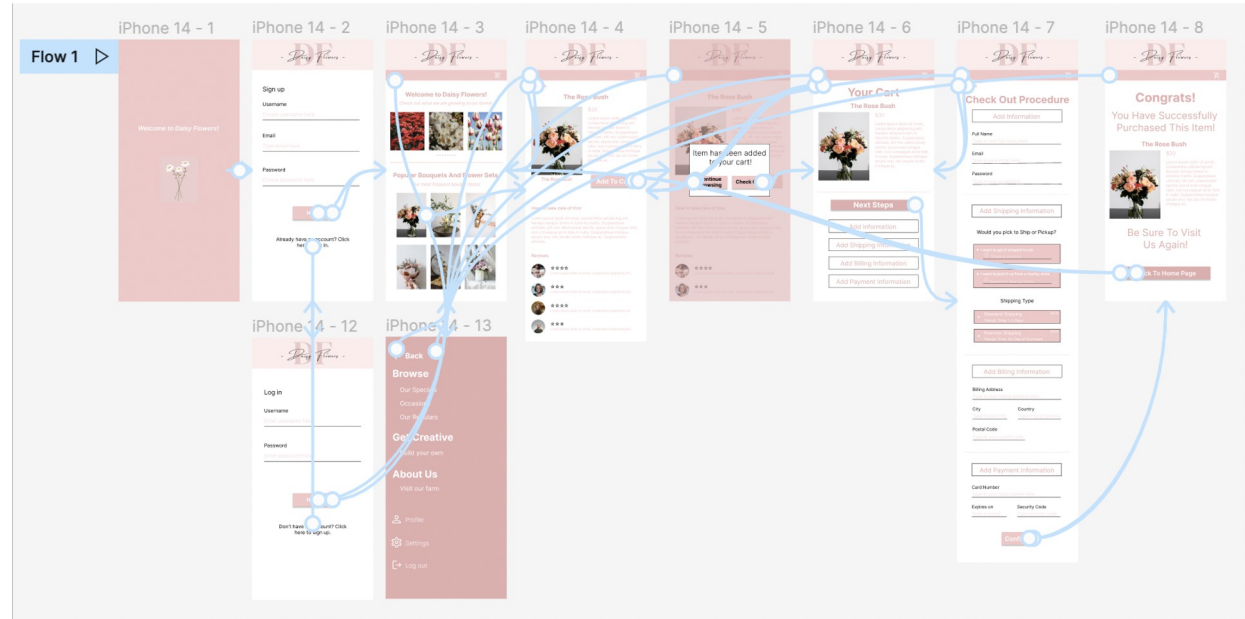
Key Mockups



High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for building a Daisy Flower and checkout. It also met user needs for a pickup or delivery option as well as more customization.

[Prototype Link](#)



Accessibility considerations

1

Provided access to users who are not fluent in English and can use the translators in the app to adjust the language to their liking.

2

Used icons to help make navigation easier.

3

Provided access to users who find it easier to use a artificial voice to read out the page.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like Daisy Flowers really thinks about how to meet their needs.

One quote from peer feedback:

"The app made it so easy and fast to get through my order, definitely saved me so much time."



What I learned:

The initial app concepts are merely the beginning of the process. Each version of the app's design was informed by usability research and peer input.

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!



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