

Quick Flowers App Design

Aleksandra Zmudzinska

Project overview



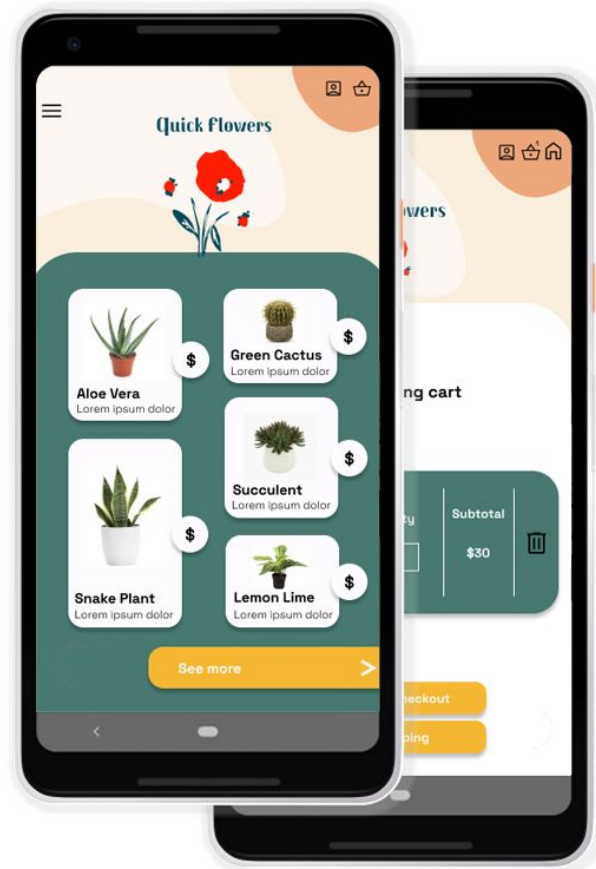
The product:

An easy way to order bouquets with delivery. Quick Flowers lets you send flowers that are hand-delivered by the best local florists. It's simple, easy to use, and fast. We don't distract you with things that are not needed. The app take orders and easily manage customers, recipients, card messages and deliveries. Easy credit card processing options built in.



Project duration:

March to June 2022



Project overview



The problem:

No time to order flowers with delivery.
Complicated processes that make it difficult to complete the transaction.



The goal:

Design an app that allows users to fast and easily order fresh flowers with delivery.

Project overview



My role:

UX designer designing an app from conception to delivery.



Responsibilities:

Designing an app, creating paper and digital wireframing, conducting interviews, creating 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



With this research, I'm looking to create a general understanding of how our users think about ordering flowers, and how they are interacting with the app.

To this end, I conducted interviews and created empathy maps. The main user group identified by the research was working adults who do not have time for the complicated processes of selecting and purchasing flowers.

User research: pain points

1

Pain point

The processes of purchasing flowers and delivering them to an address other than the sender are complex and time-consuming.

2

Pain point

Floristic applications are overloaded with content, which complicates the selection of the right bouquet.

3

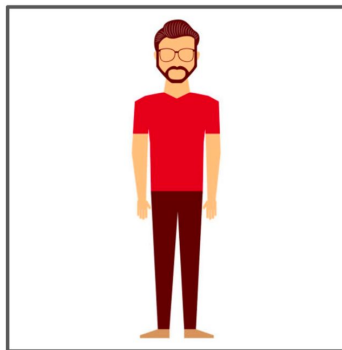
Pain point

Working adults do not have enough time to remember important events and anniversaries.

Persona: Name

Problem statement:

Simon is a busy businessman who needs fast and easy-to-use flower mail because there he doesn't have enough time to browse large amounts of content, and he would like to please his loved ones.



Simon Nowak

Age: 42

Education: BA in Data science

Hometown: Warsaw

Family: Divorced. 2 kids

Occupation: Own company

"I'm a realist who demands a lot from others, but even more from myself"

Goals

- Easy-to-use and repeatable shipping tool with the option of setting a reminder for important anniversaries, birthdays, etc.

Frustrations

- Need to make your own choice
- No possibility to create a personal calendar with important events

Simon is a 42-year-old career focused divorcee. Out of concern for proper family contacts, she tries to remember about all anniversaries and birthdays. Usually uses flower shipments. He would like someone to help him choose the right bouquets, and that the service would remind him of important events.

User journey map

Simon's user journey shows how helpful it would be for users to have access to an easy to use floristic app.

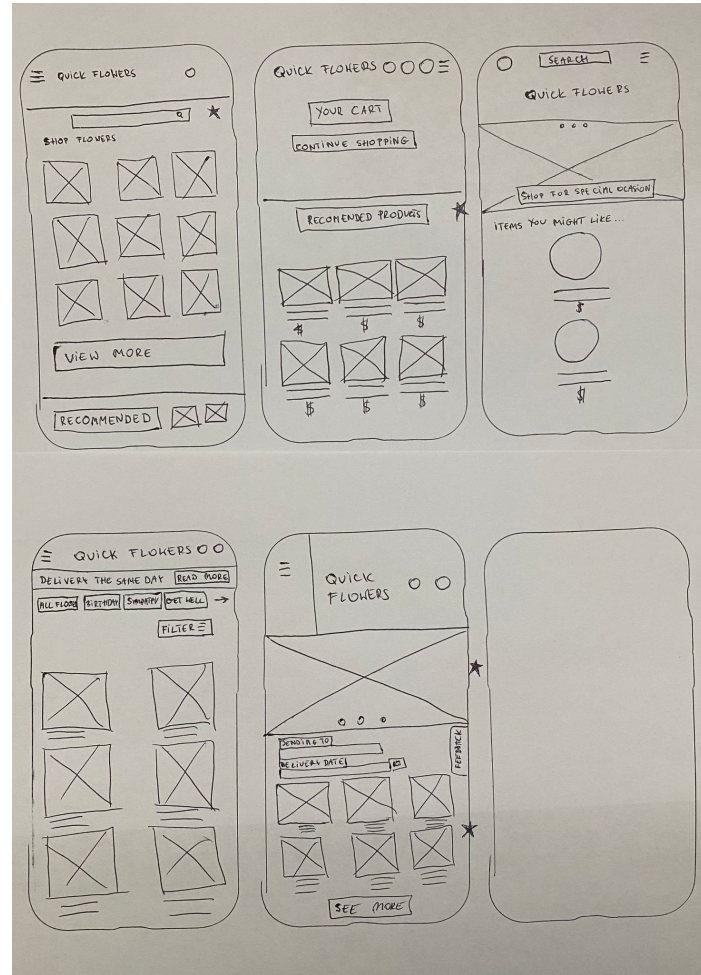
Persona: Simon Nowak

Goal: An easy and quick way to order flowers for a birthday

ACTION	Search the list of bouquets and gifts	Write a greeting message	Place order	Complete order	Confirm the order was delivered
TASK LIST	Tasks A. Decide on the type and size of the bouquet B. Decide on a gift C. Select the delivery date and time	Tasks A. Choose or create appropriate wishes B. Choose the font and color of the card	Tasks A. Locate the products in the basket B. Confirm the order	Tasks A. Provide Payment information B. Provide the recipient's details C. Choose the form of confirmation of shipment delivery	Tasks A. Read the message from the service provider B. Confirm delivery of the bouquet to the addressee
FEELING ADJECTIVE	Overwhelmed with the amount of bouquets to choose from	Annoyed at having to write wishes yourself Frustrated about the limitation of the amount of text	annoyed with the small font	annoyed having to enter payment details	uncertain if the parcel was delivered on time
IMPROVEMENT OPPORTUNITIES	Categorization of available bouquets Proposing a gift that matches the bouquet and the occasion	Adding the option to send a bouquet anonymously Adding short wish suggestions tailored to	Adding the default "next step" function Better readability of the application after rooting the screen	Creating a customer account Possibility of quick payment transactions	Adding live tracking capability

Paper wireframes

Creating iteration of each screen of the app on paper made it possible to initially think about the functionality of the app and adapt it to the expectations of users. Simplicity and transparency are a priority to help users save time.

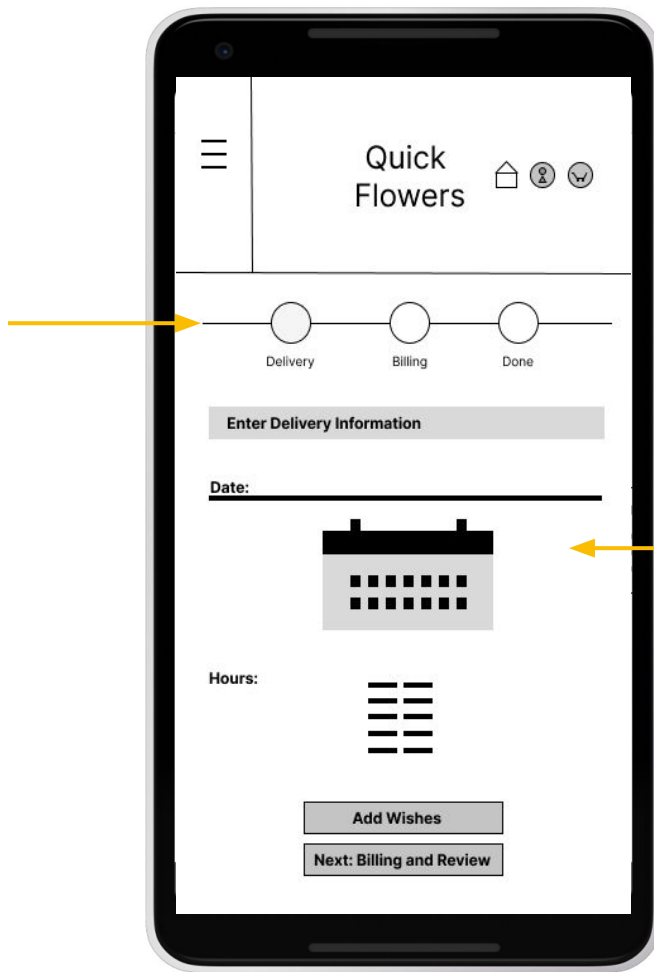


Digital wireframes

Convenient selection of the delivery time makes the use of the app easier.

Elements such as adding wishes or details of the delivery time are optional.

Illustrating the stage of the transaction

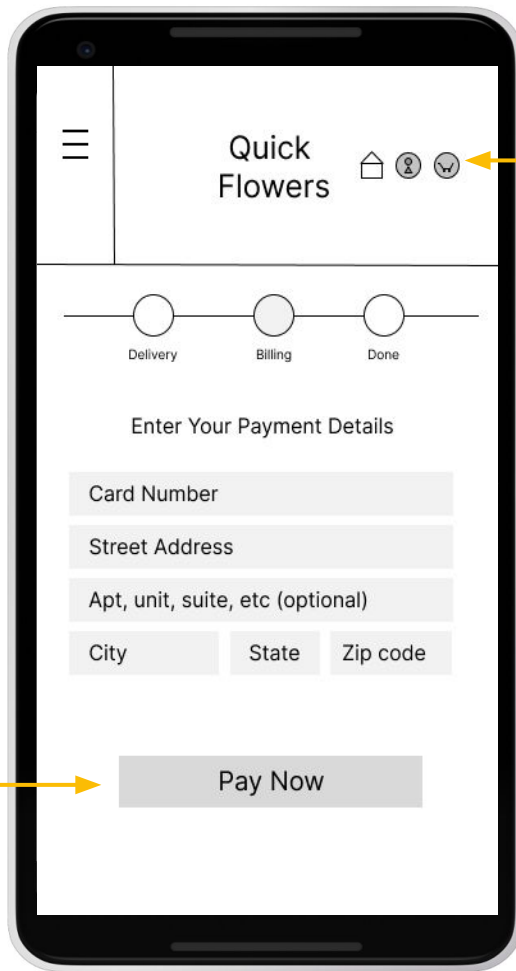


Delivery date and time selection

Digital wireframes

The intuitive navigation between the various stages of the transaction was particularly important.

The purchase process after making your selection is quick and hassle-free

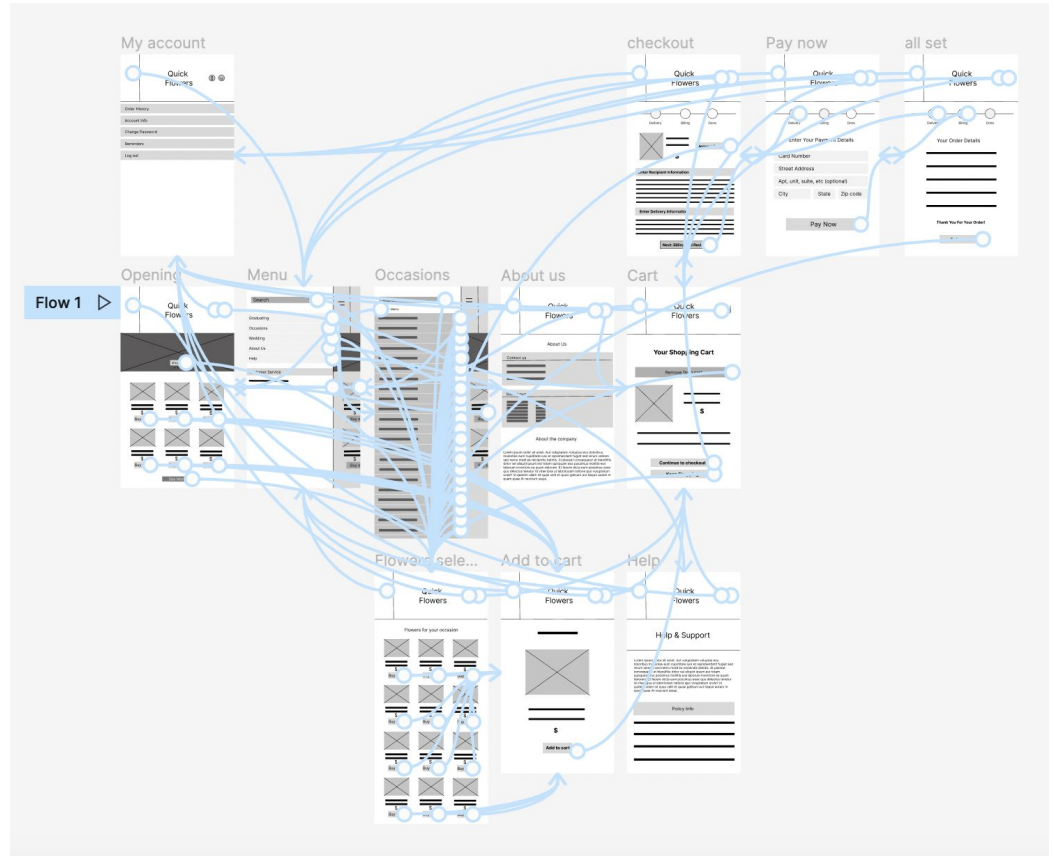


Intuitive and repeatable navigation elements

Low-fidelity prototype

After completing the set of digital wireframes, I created a low fidelity prototype. The main user flow I focused on was to demonstrate the flower selection and buying process. Thanks to this, the prototype could be used in a usability test.

<https://www.figma.com>



Usability study: findings

For the purpose of creating a usefully attractive app I conducted two rounds of usability studies. The results helped make changes to the design and streamline the flow of the flower purchasing process. The second study used a high-fidelity prototype. This study showed the need for additional functionality in the form of a subscription.

Round 1 findings

- 1 Participants want to be able to order delivery for a specific date and time
- 2 Participants want to be able to add wishes to a bouquet
- 3 Users had issues going back to the main menu

Round 2 findings

- 1 Participants would like to be able to subscribe to the app

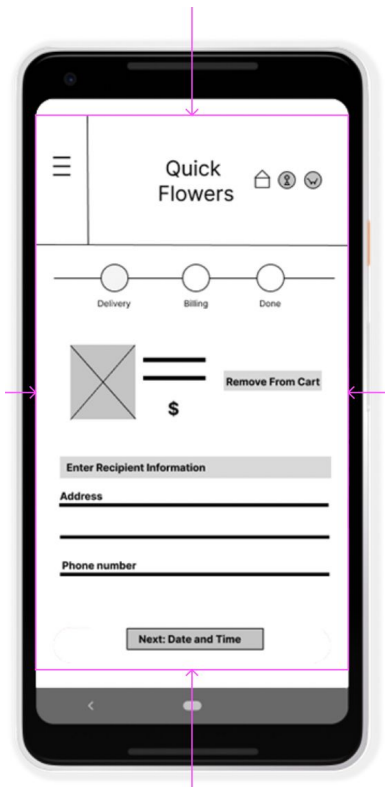
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

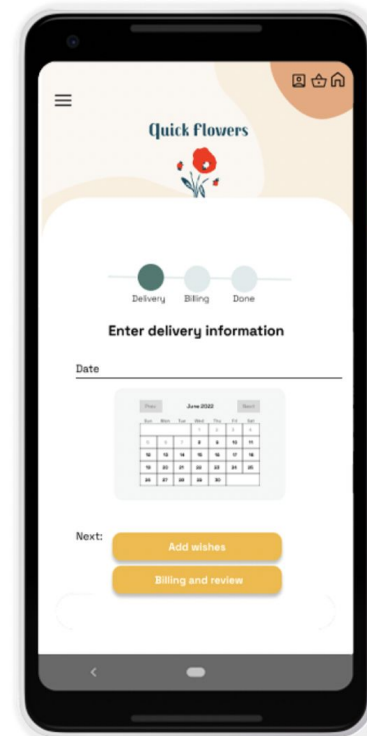
Mockups

The usability studies showed the need to schedule delivery for a specific date. This functionality has been included in the high-fidelity prototype.

Before usability study



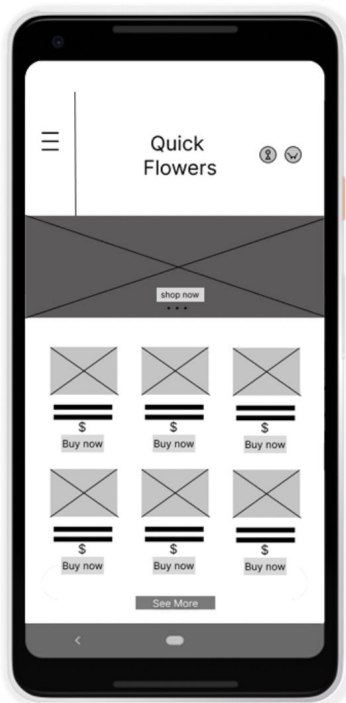
After usability study



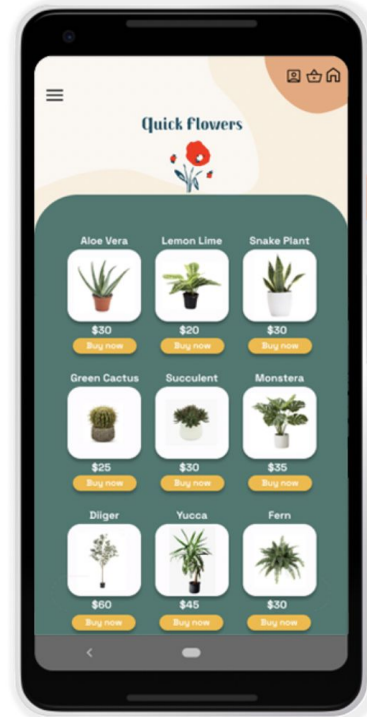
Mockups

The usability study revealed frustration with the navigation. To improve the functioning of the app, I added a home button to each subsequent stage.

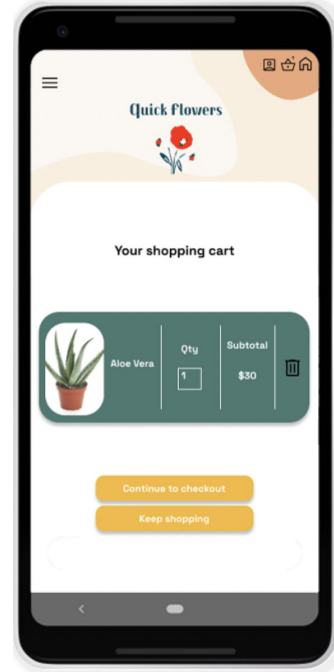
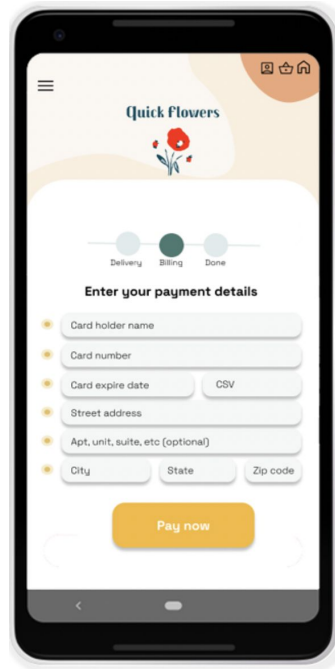
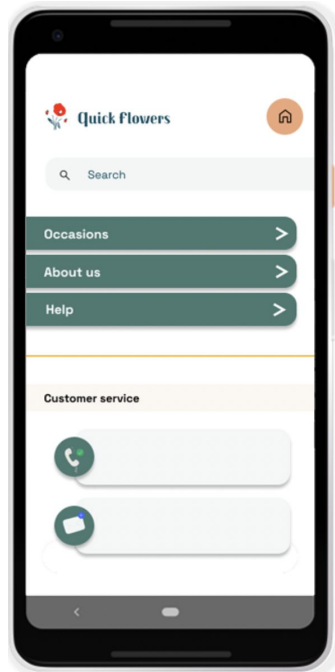
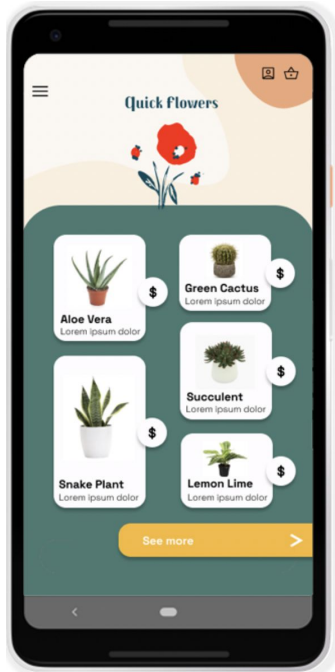
Before usability study



After usability study



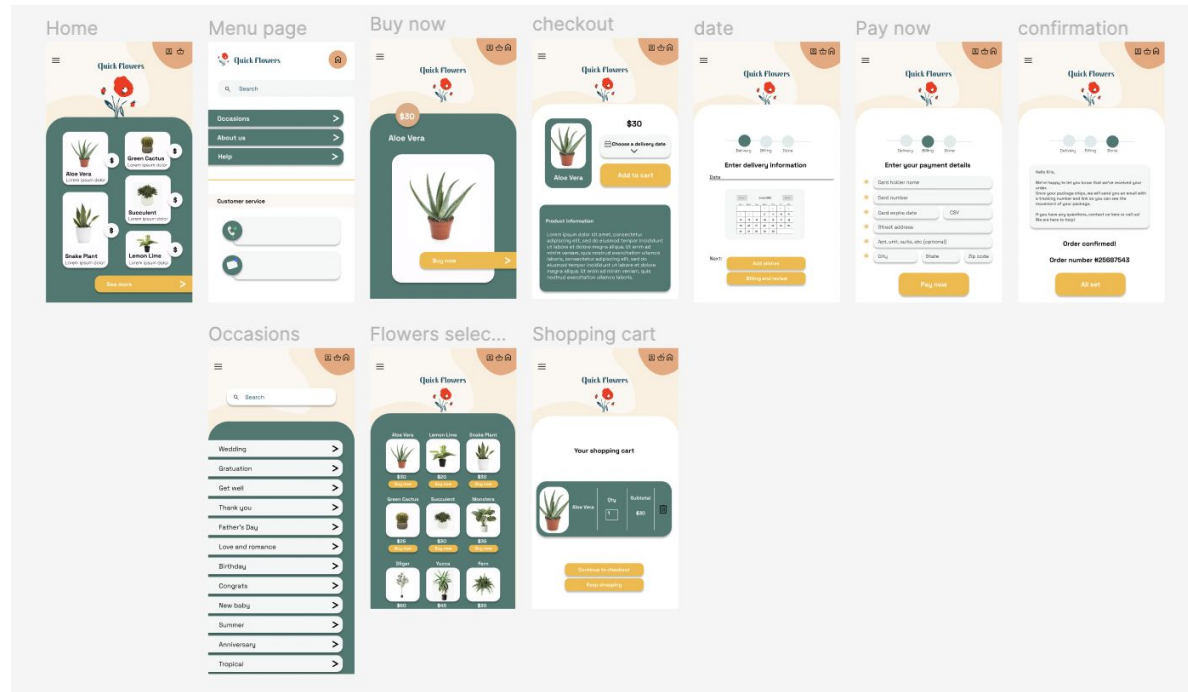
Mockups



High-fidelity prototype

The final high-fidelity prototype presented cleaner user flow and checkout.

<https://www.figma.com>



Accessibility considerations

1

Used icons to help make navigation easier.

2

The ability to schedule a delivery for a specific date and time has been added

3

The function of entering or attaching wishes to the shipment has been added

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app puts the user in the first place. The selection process and the transaction have been minimized to the most necessary actions at the same time, meeting all expectations. Navigation allows you to achieve similar goals along different paths so that using the app is easy and hassle-free.



What I learned:

While designing the app, I learned that reaching the desired effect can be the result of many factors. Initial ideas are not always the best and require verification and testing in practice so that each user achieves the goal through various activities.

Next steps

1

Run another round of usability study to see if the app is meeting all expectations.

2

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

3

Validate whether the pain points users experienced have been effectively addressed.

Let's connect!



Thank you for taking the time to review my work on the Quick Flowers app! If you want to see more or get in touch, my contact details are below.

Email: ola.kinal@gmail.com

Website: <https://olakinal.wixsite.com/website>