

# BlossomBuddy flower online shop

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# Project overview



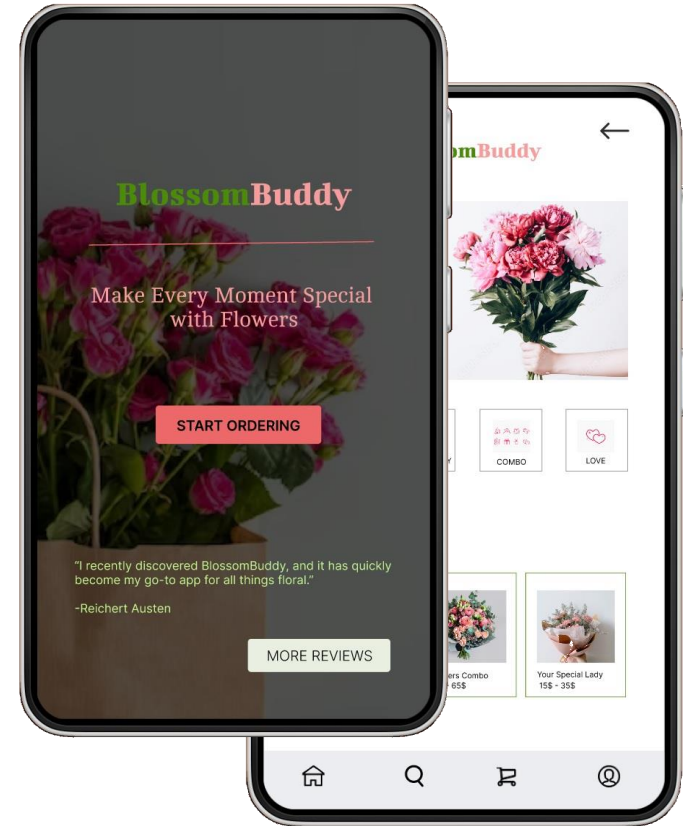
## The product:

BlossomBuddy App is an online flower shop app designed to sell flowers for various occasions. This application allows customers to place both large and small orders for events, purchase bouquets, and explore different ideas for different occasions. Furthermore, customers have the option to engage in a chat conversation with the sellers to inquire about their orders.



## Project duration:

January 2023 – May 2023



# Project overview



## The problem:

Ordering flowers in different size for different occasions online.



## The goal:

The BlossomBuddy app will help users easily order any size of flowers they need for different occasions, from a wedding ceremony to a small bouquet of flowers to give as a gift to a friend.

# Project overview



## My role:

UX designer designing an app for BlossomBuddy flower shop app from conception to delivery.



## Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies. Accounting for accessibility and irritating 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 were customers who need very large orders for different occasions and ceremonies.

This user group confirmed initial assumptions about BlossomBuddy customers, but research also revealed that this was not the only factor limiting customers to order online but also not being able to chat with the sellers about their orders was another factor.

# User research: pain points

1

## Time

Flower apps that offer 24-hour ordering are rare.

2

## Options

Sometimes, ordering a small bouquet or a large number of flowers for a ceremony is not possible online.

3

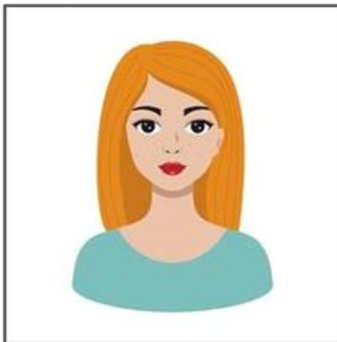
## Special feature

Most flower apps do not offer the option to chat with the seller/florist for special instructions.

# Persona: Jina

## Problem statement:

Jina is an HR assistant who needs a fast and reliable way to send flowers to her customers who are of different culture and taste.



**Jina**

**Age:** 38

**Education:** Bachelor graduated

**Hometown:** New York

**Family:** Lives with spouse

**Occupation:** HR assistant

*"The best moment for me is when someone is happy because of my gifts."*

## Goals

- To be able to know my customer's taste and have a good impact on customers's view about the company by sending them gifts in special occasions.

## Frustrations

- It is hard to find a flower shop to be open each time of the day we need and when I find one, sometimes they don't have delivery.

Jina is an HR assistant in a big company. She is responsible in sending gifts to their customers in different occasions. She is usually very busy and most of her tasks must be done very fast and with best quality.



# User journey map

Jina's journey map illustrates the ease or difficulty of placing an order with the app for users.

## Persona: Jina

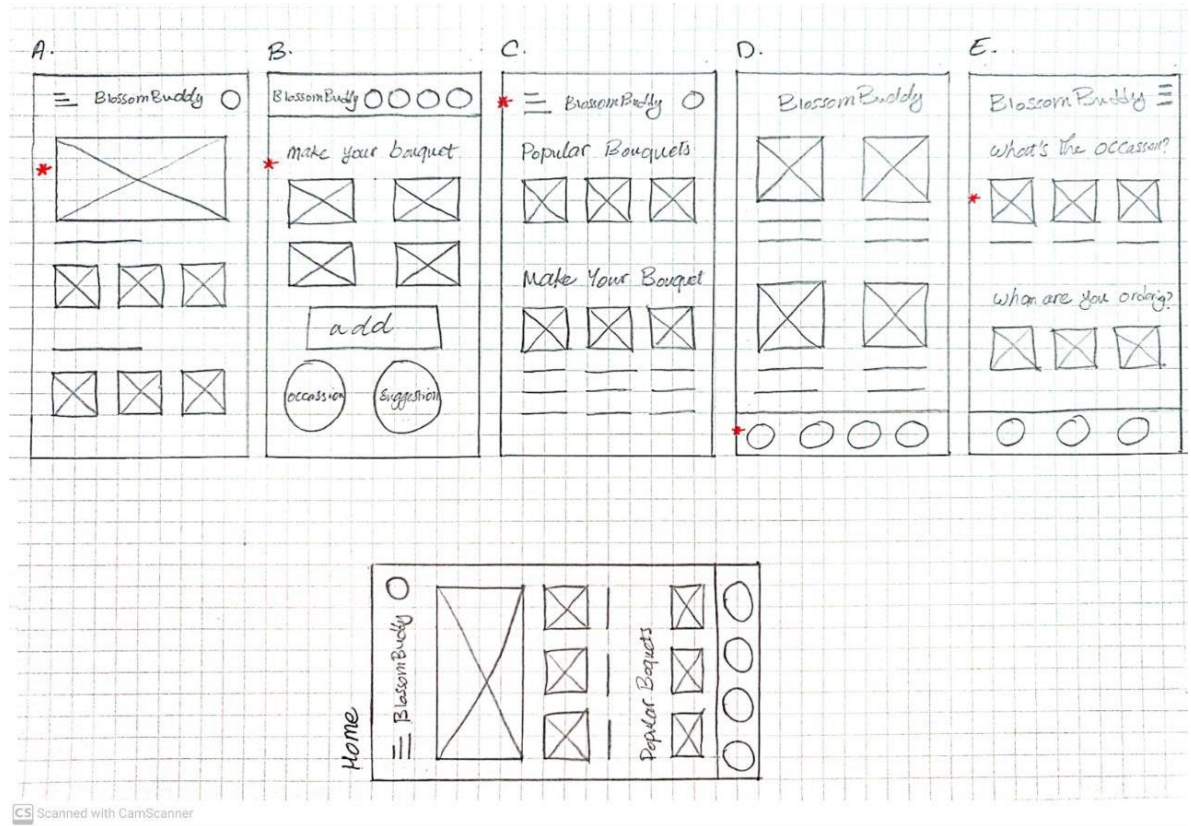
Goal: Order and send a box of flower to a friend

ACTION	Downloading the App	Registering in the App	Order the box of flower	The order delivery
TASK LIST	Tasks A. Finding a site to download the app	Tasks A. Entering necessary information to register in the app	Tasks A. Finding and choosing the flowers B. Paying for the order	Tasks A. Get sure that the order was delivered correctly
FEELING ADJECTIVE	<ul style="list-style-type: none"><li>• Satisfied with downloading</li><li>• Disappointed to find the app download link</li></ul>	<ul style="list-style-type: none"><li>• Success in registering</li><li>• Frustration because of failure in registration step</li></ul>	<ul style="list-style-type: none"><li>• Confused about choosing</li><li>• Pleased because of easy order steps and various options to choose among</li></ul>	<ul style="list-style-type: none"><li>• Excited about fast and correct delivery</li><li>• Confused because of being not sure if her friend received the box</li></ul>
IMPROVEMENT OPPORTUNITIES	easier way of accessibility to the app	Easier steps for registration, <u>e.g.</u> just an email address necessity	Clearer steps for ordering and more options in paying step	Notifying alerts and sending a picture of the order before <u>delivering</u>



# Paper wireframes

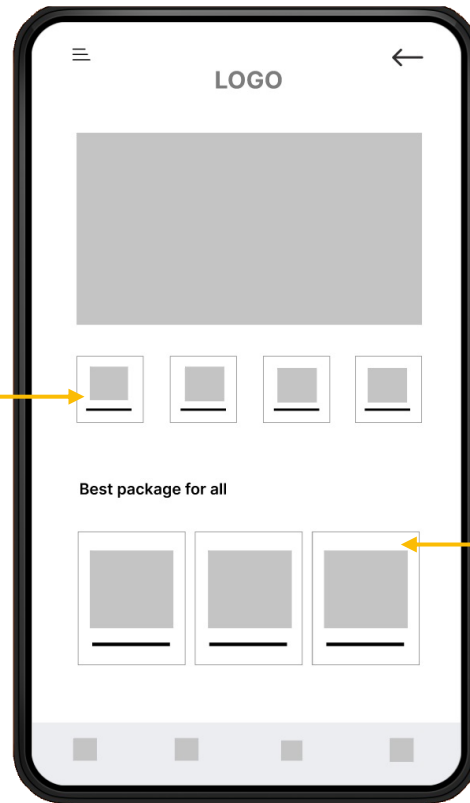
Quickly sketching and iterating on screen layouts allowed me to visualize and refine the structure and content of digital interfaces before moving to digital wireframes. When designing the home screen, my main focus was on the ordering process, aiming to provide users with a fast and effortless experience that would save them valuable time.



# Digital wireframes

After doing the user research  
I designed the home screen  
based on the users need.

Here the users  
can easily  
select different  
occassions

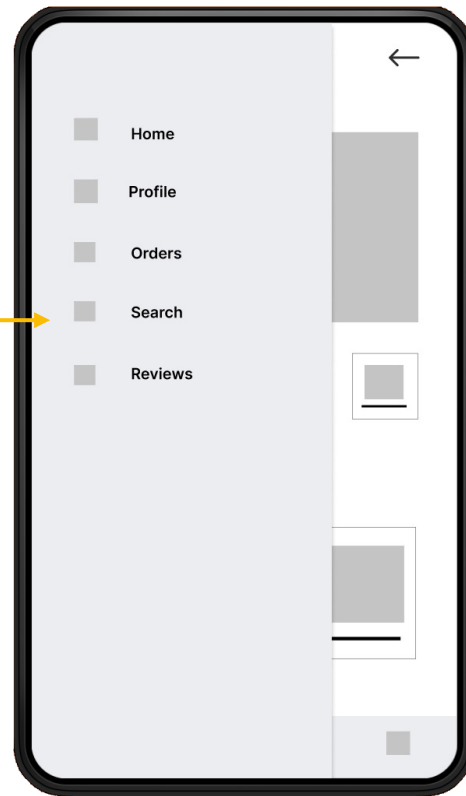


Here the users  
can see and  
choose best  
packages

# Digital wireframes

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

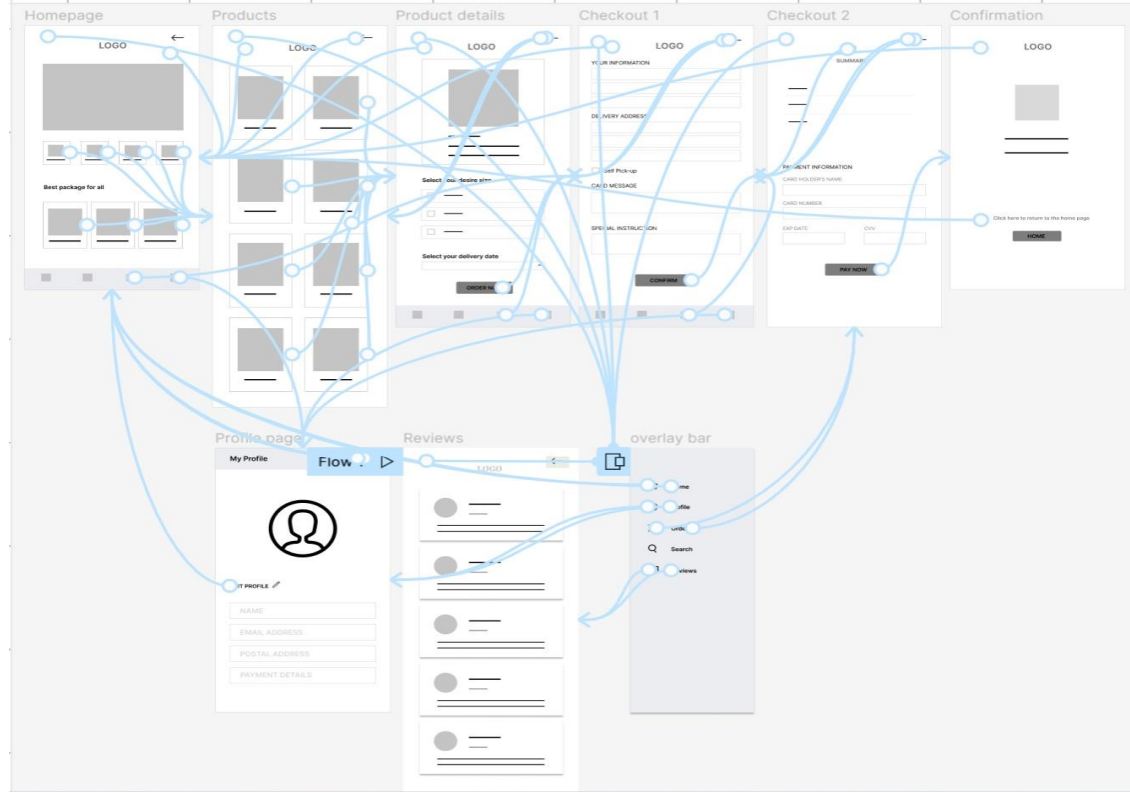
Easy access to navigation that's screen reader friendly.



# Low-fidelity prototype

The low fidelity prototype connected the primary user flow of ordering flowers, so the prototype could be used in a usability study with users.

View the BlossomBuddy  
[Low-fidelity prototype](#)



# 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 more occasion options
- 2 Users need more order size
- 3 Users want a confirmation page

## Round 2 findings

- 1 Users have additional instructions
- 2 Users want a pick-up option

## Refining the design

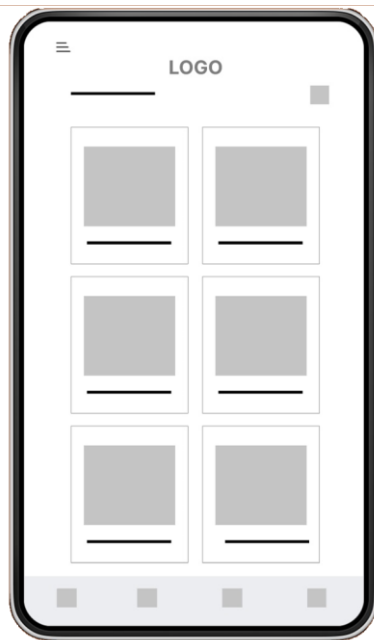
- Mockups
- High-fidelity prototype
- Accessibility



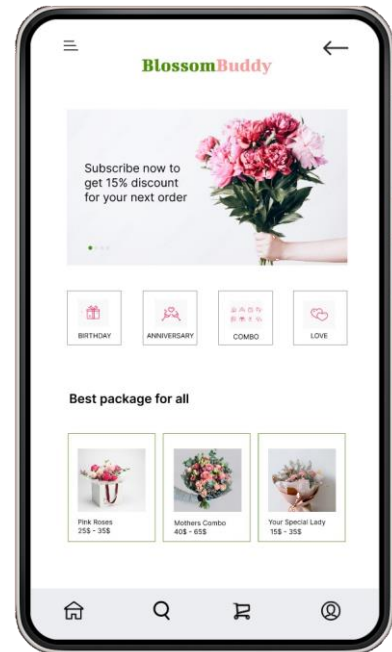
# Mockups

Early designs allowed for some customization, but based on the usability studies, I revised the home screen page in a way that users see different occasions to choose from.

Before usability study



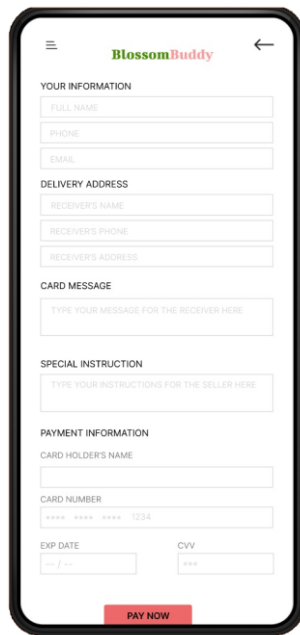
After usability study



# Mockups

The second usability study revealed user dissatisfaction with the checkout due to its busy page and lack of payment confirmation. I addressed this by splitting the page into two. I also added a pick-up option.

Before usability study



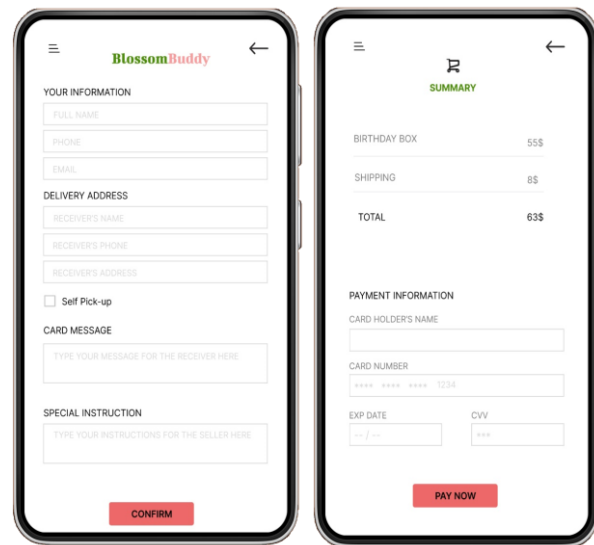
Mobile app mockup before usability study. The screen is titled "BlossomBuddy" and contains a long, busy form with the following sections:

- YOUR INFORMATION**
  - FULL NAME
  - PHONE
  - EMAIL
- DELIVERY ADDRESS**
  - RECEIVER'S NAME
  - RECEIVER'S PHONE
  - RECEIVER'S ADDRESS
- CARD MESSAGE**
  - TYPE YOUR MESSAGE FOR THE RECEIVER HERE
- SPECIAL INSTRUCTION**
  - TYPE YOUR INSTRUCTIONS FOR THE SELLER HERE
- PAYMENT INFORMATION**
  - CARD HOLDER'S NAME
  - CARD NUMBER
  - EXP DATE
  - CVV

A red "PAY NOW" button is at the bottom.



After usability study

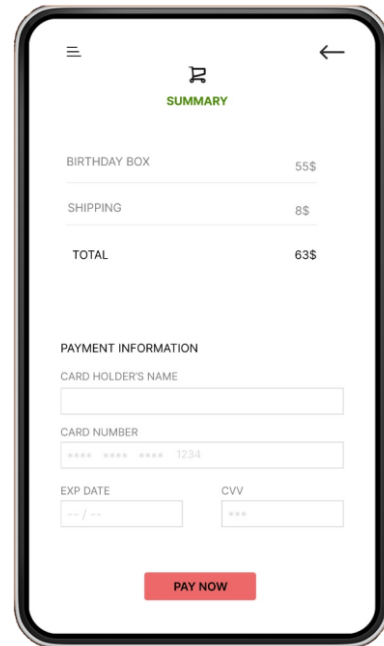
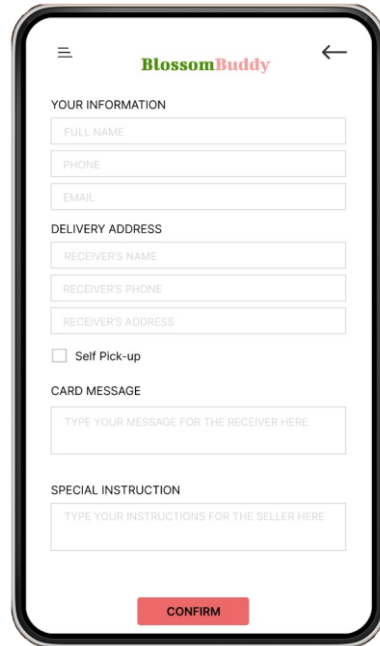
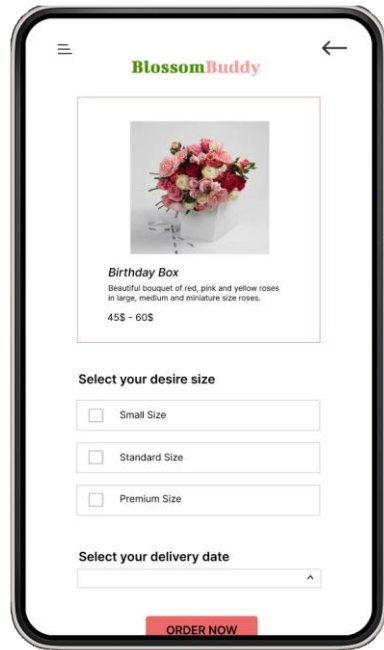
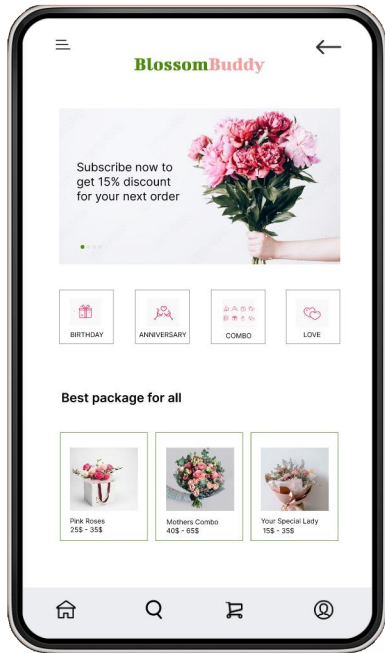


Mobile app mockup after usability study. The screen is split into two panels. The left panel is titled "BlossomBuddy" and contains the same form as the previous mockup, but with an additional "Self Pick-up" checkbox under the "DELIVERY ADDRESS" section. A red "CONFIRM" button is at the bottom. The right panel is titled "SUMMARY" and contains a table with the following data:

SUMMARY	
BIRTHDAY BOX	55\$
SHIPPING	8\$
TOTAL	63\$

Below the table is the "PAYMENT INFORMATION" section, which includes fields for CARD HOLDER'S NAME, CARD NUMBER, EXP DATE, and CVV. A red "PAY NOW" button is at the bottom.

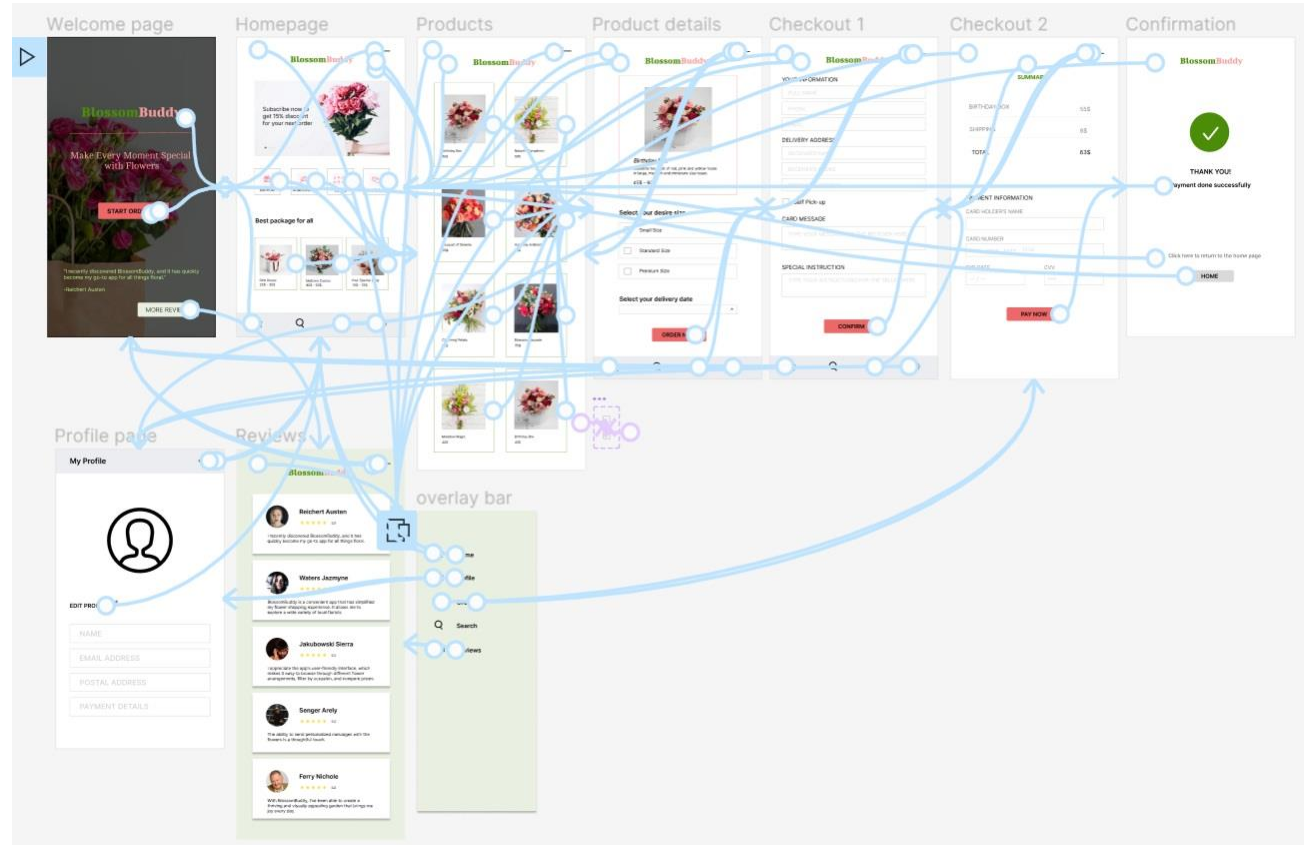
# Mockups



# High-fidelity prototype

The final high-fidelity prototype presented clearer user flows for ordering flower and go to the check out. It also met user needs for pick up or different flower sizes as well as having more options in occasions.

View the BlossomBuddy  
[High-fidelity prototype](#)



# Accessibility considerations

1

Use icons to make navigation easier.

2

Choosing colors that enhance accessibility for users with visual impairments.

## Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

BlossomBuddy App makes users feel it easy to use.

One quote from peer feedback:

*"I like how everything is clear. I know where to tap and what to choose. The simplicity and beauty of the app are appealing to me, and I will definitely use it for my future flower orders."*



## What I learned:

I learned that designing the App is an ongoing process, constantly evolving through the incorporation of new ideas and feedback. This continuous improvement approach results in a more refined product. Conducting usability studies and gathering feedback from peers play a crucial role in iterating the app's design and transforming it into a user-friendly application.

# Next steps

1

Gathering feedback from users every now and then to understand their experiences and identify areas for improvement. This feedback can inform future updates and iterations of the app.

2

Conduct more user research to add new features or address user requests over time

3

Further research is needed to enhance the app's accessibility for individuals with impairments.



# Let's connect!



Thank you for your time reviewing my work on BlossomBuddy app. If you would like to see more or get in contact, my contact information is provided below.

Email: [mon123@email.com](mailto:mon123@email.com)

Website: [www.moniuxportfolio.com](http://www.moniuxportfolio.com)

Thank you!