Flower Store Website Design

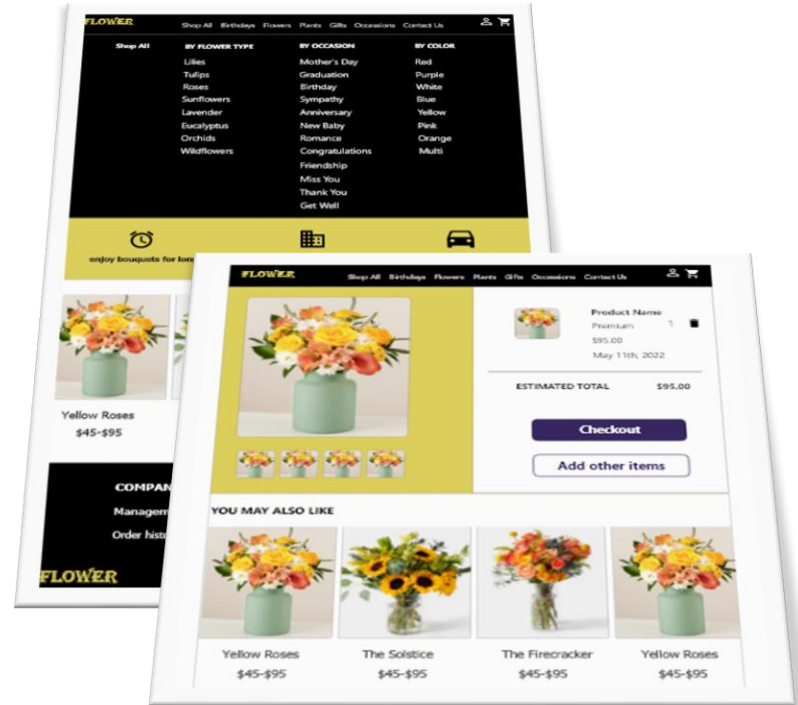Leila Ghanbarinejad

Project overview

The product:

Flower store strives to deliver fresh and beautiful flowers to customers. The typical user is between 18-60 years old, and most users are college students or career professionals. Flower store goal is to make shopping fun, fast, and easy for all types of users.

Project duration:

April 2022 to may 2022

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Project overview

The problem:

Available online shopping websites have cluttered designs, inefficient systems for browsing through products, and confusing checkout processes.

The goal:

Design a flower store website to be user friendly by providing clear navigation and offering a fast checkout process.

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Project overview

My role:
UX designer leading the flower store website design

Responsibilities:
Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs and responsive design.

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Understanding the user

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

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User research: summary

I conducted user interviews, which I then turned into empathy maps to better understand the target user and their needs. I discovered that many target users treat online flower shopping when they want to send their love to their beloved ones and do not have time to go in person or are far from them. However, many shopping websites are overwhelming and confusing to navigate, which frustrated many target users. This caused their exciting experience to become challenging for them and prevent them from doing it as a continuous activity.

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User research: pain points

1

Navigation

Shopping website designs are often busy, which results in confusing navigation

2

Interaction

Small buttons on shopping websites make item selection difficult, which sometimes leads users to make mistakes

3

Experience

Online shopping websites don't provide an engaging browsing experience

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Persona: **Name**

Problem statement:

Adrian is a full-time engineer who needs to easily order flowers online because they are far from their beloved ones and wants to show them their love in their spacial occassions.

"I love to send my love to my family and friends by sending flowers for them in their spacial occassions."

Adrian

Age:	45
Education:	Mechanical engineering
Hometown:	Tehran, Iran
Family:	Live lonely
Occupation:	Full-time engineer

Goals
- Sending flowers easily and without spending time on traffic to go to flower shop.
- Finding the most beautiful boquets without spending so much time in websites among so many options.
- Easy process of ordering flowers online

Frustrations
- Delivery is not on time many times
- There are lots of choices in websites and it is hard to find what you want.
- I'm overwhelmed when I see heavy text on websites.

Adrian is a full-time engineer who has a busy schedule and lives in another city far from their family. Adrian likes to show their love by sending them a beautiful boquet and say that they never forget them.

They are frustrated with their online shopping experience on mobile websites because of the size of buttons and heavy text and complicated navigation. They also feel disappointed that sometimes it is hard to find the most suitable flower for a special occasion and delivery is not on time.

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User journey map

I created a user journey map of Adrian's experience using the site to help identify possible pain points and improvement opportunities.

Persona: Adrian

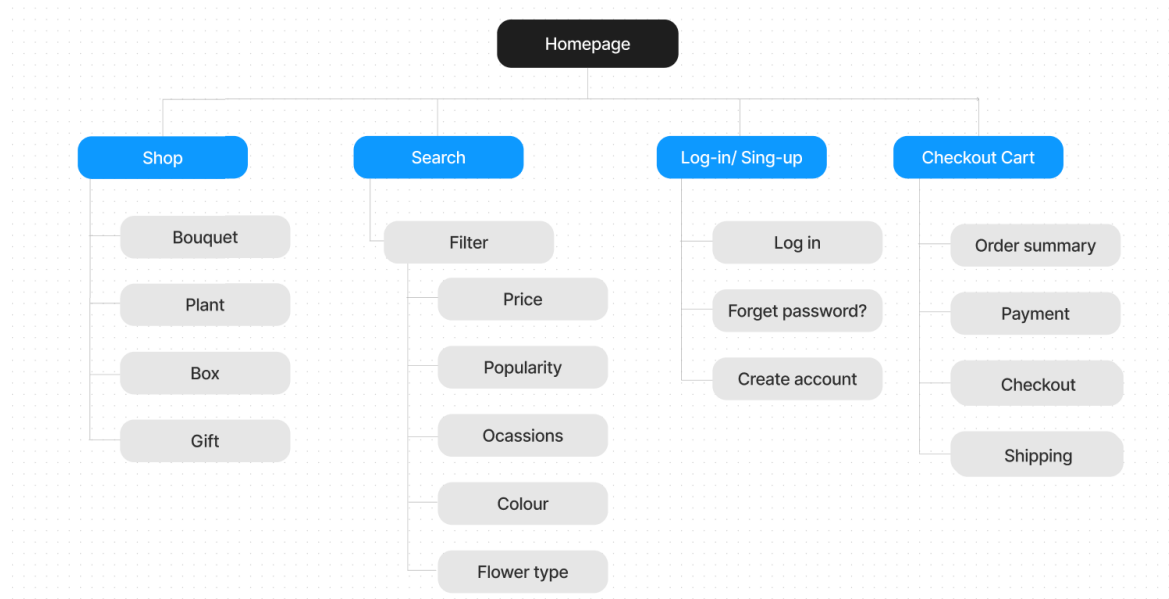Goal: Shop for flowers online to easily buy items

ACTION	Choose online shopping website	Browse boquets	Choose an item	Add to cart	Checkout
TASK LIST	A. Search for flower shopping websites B. Choose a website that has desired boquets	A. Browse the website to find items B. Apply filter option if available	A. Select a boquet	A. Add item to the cart	A. Review cart B. Add shipping information C. Confirm order
FEELING ADJECTIVE	Excited to shop	Happy to do shopping overwhelmed by layout and confusing navigation	Unsure of the quality of item that will be delivered	Hesitant about choice Annoyed with button sizes and heavy text	Nervous about choices Frustrated with checkout time Eager to be sent to beloved one
IMPROVEMENT OPPORTUNITIES	Create an online website for flower store with an inviting homepage	Add clear, easy-to-use filters Improve information architecture	Provide a place to read customer review	Make a large enough buttons that uses accessible colors	Offer return policy information

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Starting the design

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

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Sitemap

Difficulty with website navigation was a primary pain point for users, so I used that knowledge to create a sitemap.

My goal here was to make strategic information architecture decisions that would improve overall website navigation. The structure I chose was designed to make things simple and easy.

Homepage			
Shop	Search	Log-in/ Sing-up	Checkout Cart
Bouquet	Filter	Log in	Order summary
Plant	Price	Forget password?	Payment
Box	Popularity	Create account	Checkout
Gift	Ocassions		Shipping
	Colour		
	Flower type		

Google

Digital wireframes

Moving from paper to digital wireframes made it easy to understand how the redesign could help address user pain points and improve the user experience.

Prioritizing useful button locations and visual element placement on the home page was a key part of my strategy.
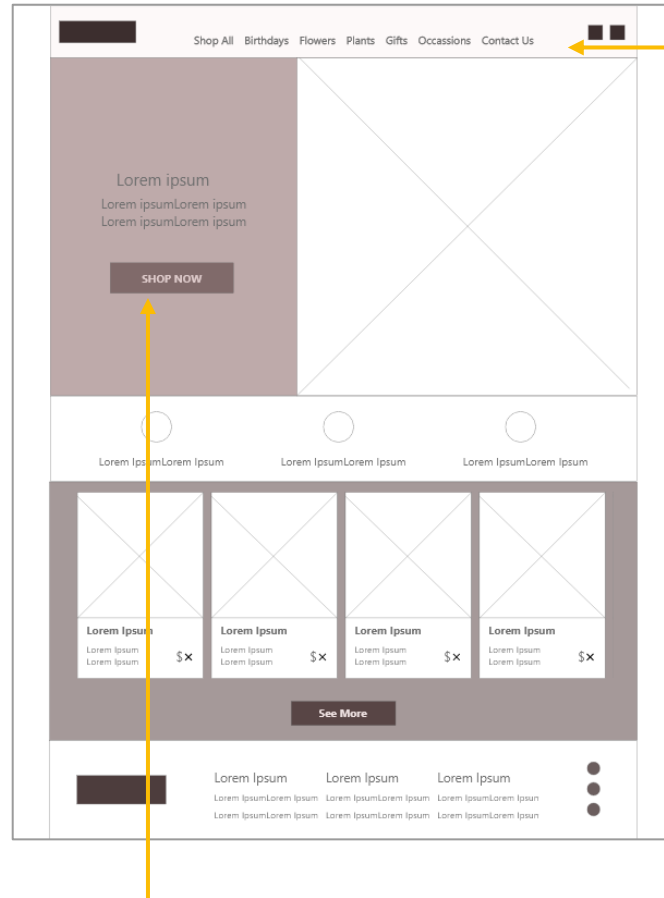
Homepage is optimized for easy browsing through the classification of products to access easily to want they're looking for
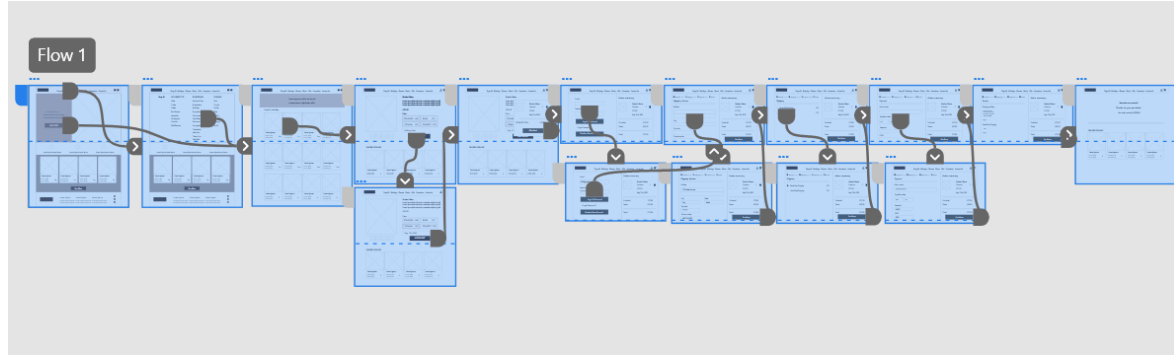
Easy access to shop products

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Digital wireframe
screen size variation(s)
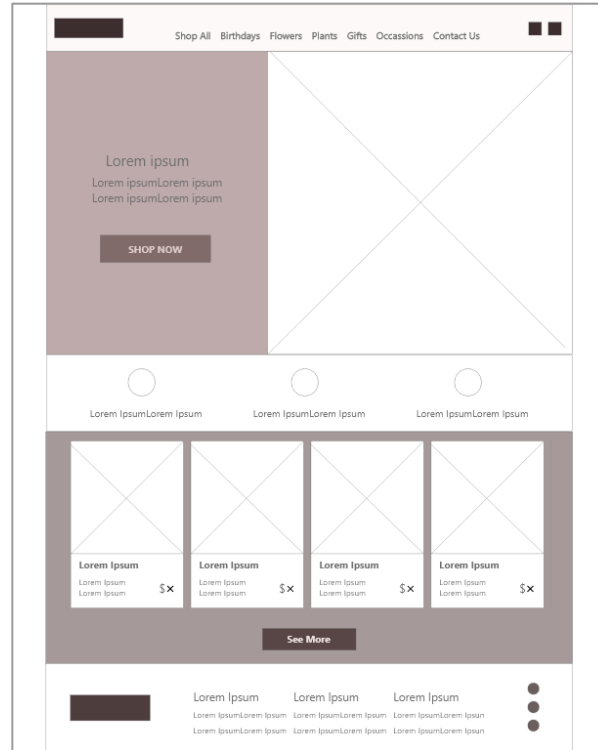
Low-fidelity prototype

To create a low-fidelity prototype, I connected all of the screens involved in the primary user flow of adding an item to the cart and checking out.

Usability study: parameters

Study type:

moderated usability study

Location:

Iran, in person

Participants:

5 participants

Length:

30-60 minutes

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Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Cart

Users wanted to be able to edit their choices or add to their items before they enter to checkout process

2

Checkout

Users needed to have access to an option to checkout without signing in or creating an account

3

Delivery

Users wanted to choose their delivery date from a calendar

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

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Mockups

Based on the insights from the usability study, I made changes to improve the site's checkout flow. One of the changes I made was adding the option to edit items or add to them in a user's cart using an extra button. This allowed users more freedom to edit their cart without going through a complicated process to add or remove items.

Before usability study
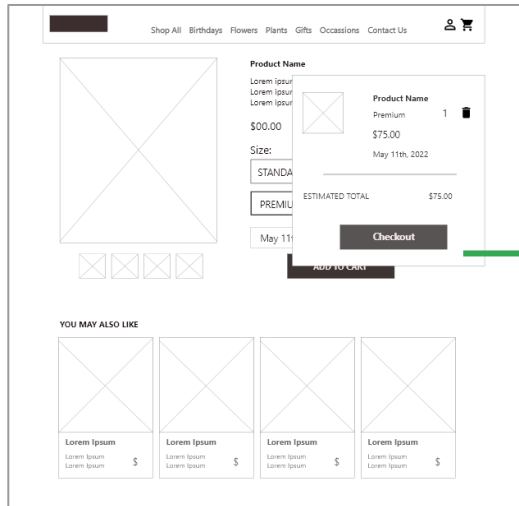
After usability study
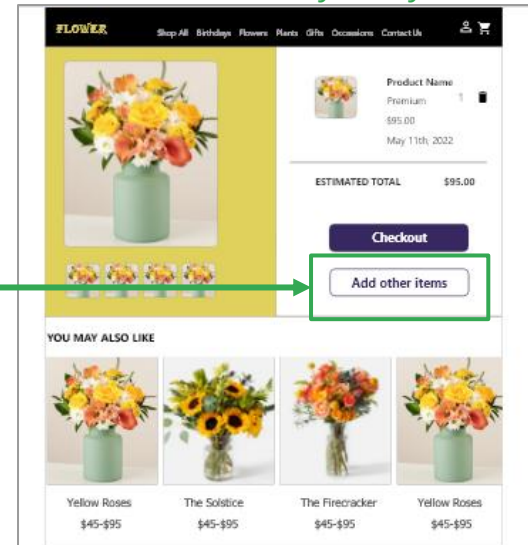
Mockups

To make the checkout flow even easier for users, I added an option that allowed users to checkout as a guest and create an account after

Shop All Birthdays Flowers Plants Gifts Occasions Contact Us

Email

Password

Log in To Account

Forget Password?

Create a New Account

Order summary

Product Name
Premium   1
$75.00

May 11th, 2022

Subtotal $75.00
Taxes $00.00

Total $75.00

FLOWER

Shop All Birthdays Flowers Plants Gifts Occasions Contact Us

Email

Password

Log in to account

Forget Password?

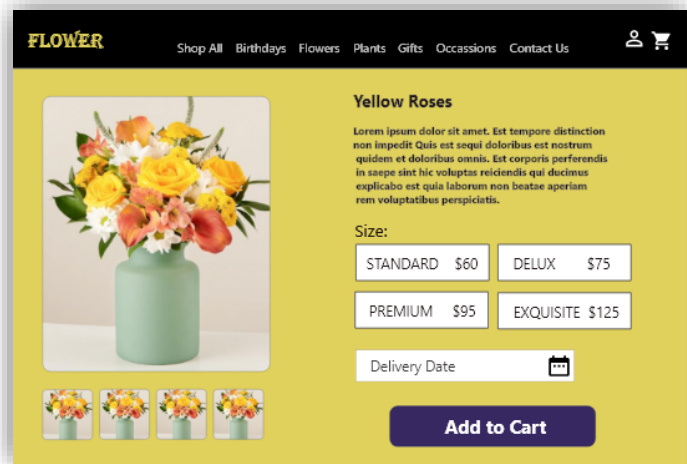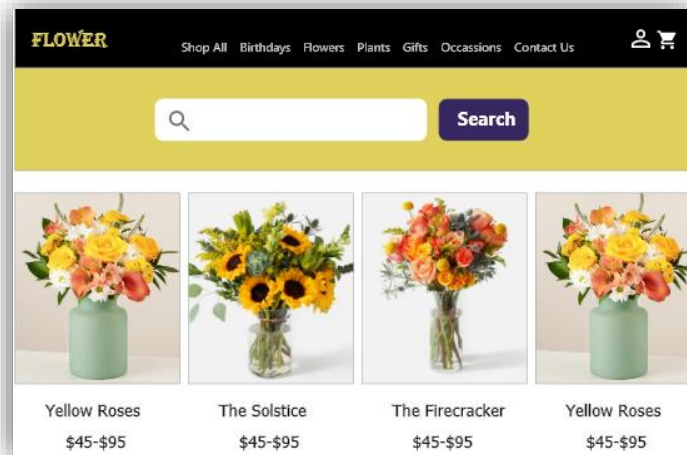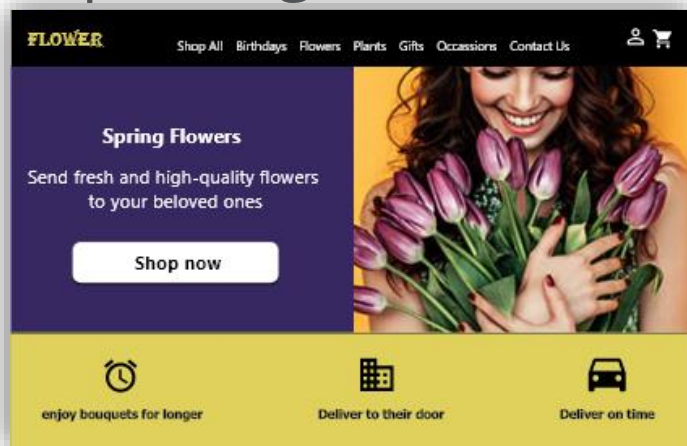Create a new account

Checkout as a guest

Continue as a guest

Order summary

Product Name
Premium   1
$75.00

May 11th, 2022

Subtotal $75.00
Taxes $00.00

Total $75.00

Add other items

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# Mockups: Original screen size

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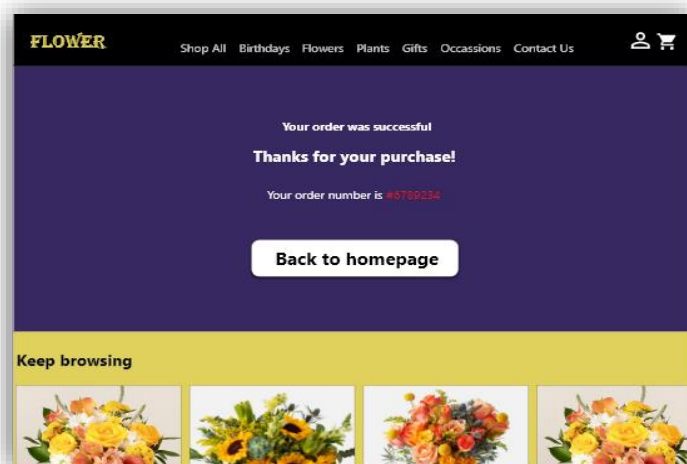
Mockups: Screen size variations

I included considerations for
additional screen sizes in my mockups
based on my earlier wireframes.
Because users shop from a variety of
devices, I felt it was important to
optimize the browsing experience for
a range of device sizes, such as mobile
and tablet so users have the
smoothest experience possible.
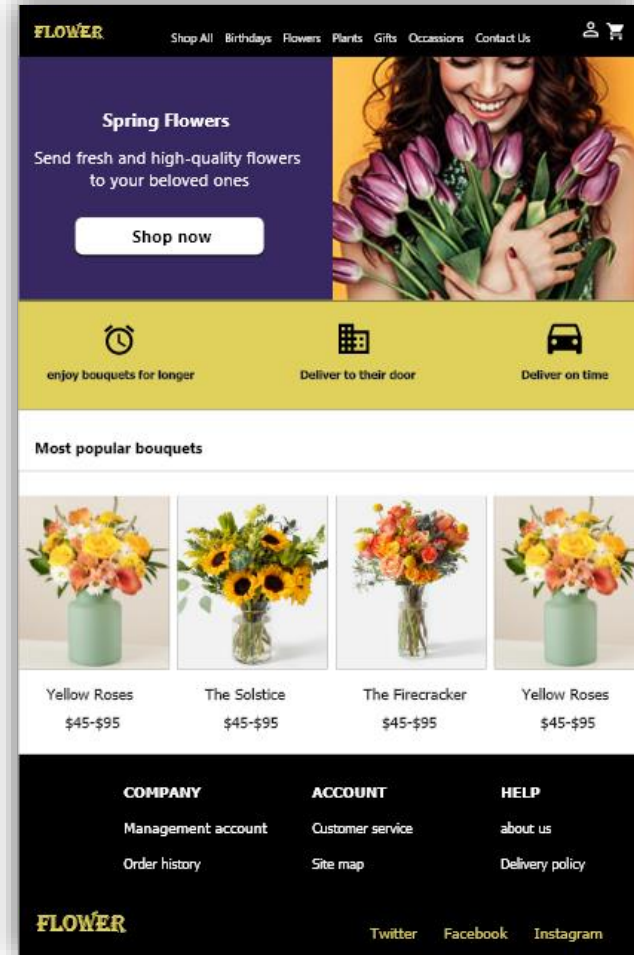
High-fidelity prototype

My hi-fi prototype followed the same user flow as the lo-fi prototype, and included the design changes made after the usability study.
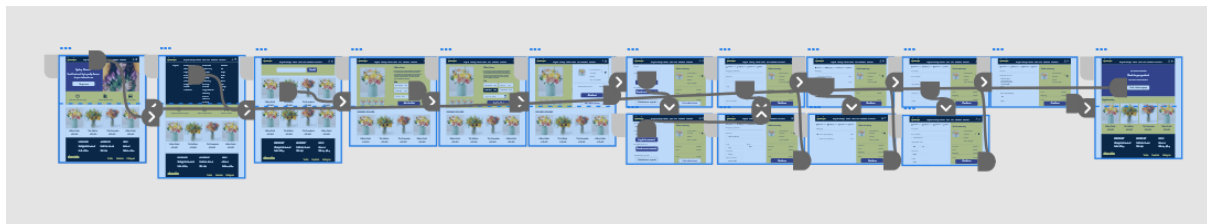
Accessibility considerations

1

I used headings with different sized text for clear visual hierarchy

2

Clear labels for interactive elements that can be read by screen readers.

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Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

Our target users shared that the design was intuitive to navigate through, more engaging with the images, and demonstrated a clear visual hierarchy.

What I learned:

I learned that even a small design change can have a huge impact on the user experience. The most important takeaway for me is to always focus on the real needs of the user when coming up with design ideas and solutions.

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Next steps

1

Conduct follow-up usability testing on the new website

2

Identify any additional areas of need and ideate on new features

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