

# Ivy + Eve Florist App

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Raquel Walcott

# Project overview



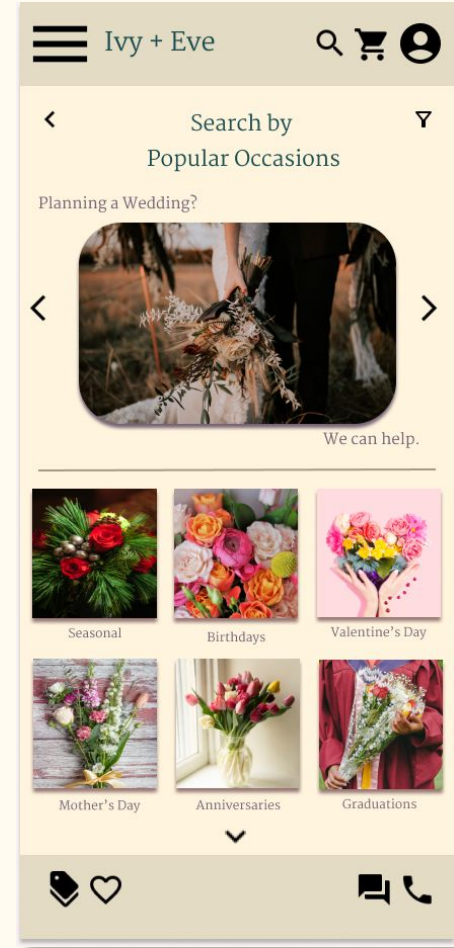
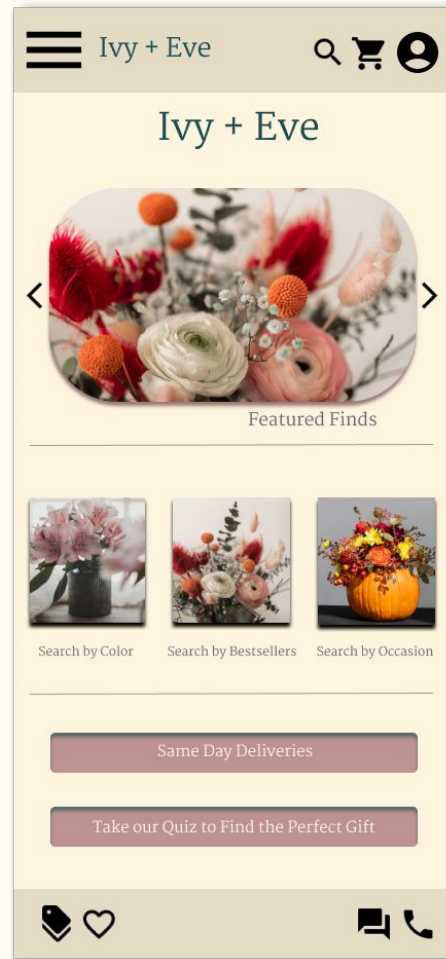
## The product:

A Bouquet preview app for a trendy florist. The target audience is young professionals and small business owners



## Project duration:

October 2022-March 2023



# Project overview



## The problem:

Our problem is that users are having a hard time searching through products on florist apps and thus it is taking them too long to be able to place an order. Often times, users are abandoning the process due to the overwhelming amount of product to search through.



## The goal:

Our florist app will let users quickly & efficiently search through our products which will affect various users who do not have a lot of time by allowing them to place orders in a timely manner. We will measure effectiveness by tracking how many orders are placed each day. This will also help our business to ensure an optimal amount of orders are being placed.

# Project overview



## My role:

UX Designer who has designed the Ivy + Eve app from conception to end product.



## Responsibilities:

Throughout the project, I have taken on every role from creating user profiles, completing a competitive audit, conducting user research & interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.



# User research: summary



Mock interviews, along with empathy maps, were conducted based on the sample user summaries provided. A primary user group identified was young professionals working on getting ahead in their career while also balancing their personal lives. It was determined that many users wanted to be able to see price ranges or estimates. Many users wanted the ability to add items to a favorites list and view daily deals or have a rewards program. Many users mentioned that they want the entire process to be very quick and efficient. These users stressed the importance of search filters to find exactly what they need as well as a section of best sellers or highly rated items. Users also spoke about feeling confident in an online purchase. To help with this we will look into ensuring all products include high quality photos. Users also expressed interest in a wedding suite area of the site.

# User research: pain points

1

## Communication Options

User wants to have various options to communicate with companies, such as text, email, or phone calls.

User is usually unavailable for calls during the work day. We will work towards adding communication options to the app to meet various needs.

2

## Photos of Products

User wants to feel confident in their purchase and feels that being provided multiple high quality photos of the product can help with this. We will try to provide 3-4 high quality photos of each product to the site.

3

## Search Filters

User is on a time crunch when shopping online & wants to be able to search by various filters and see a section of best sellers or highly rated products. We will look into providing various filters within the search feature as well as a section to shop best sellers & highly rated products.

# Persona: Luis

## Problem statement:

Luis is a 47 year old small business owner who needs to quickly search through products because he does not have a lot of time to spend on placing an order for his business.



**Luis M.**

**Age:** 47  
**Education:** Some College  
**Hometown:** Rosemont, Illinois  
**Family:** Wife, 2 adult daughters  
**Occupation:** Small Business owner

*“Integrity is the seed for achievement. It is the principle that never fails”*

## Goals

- To spend non-working time on hobbies and with loved ones
- Running his business with integrity
- Become better using technology

## Frustrations

- Some websites/ app are not reliable, or are hard to navigate
- I have a set budget to spend and need to be able to see price ranges or estimations
- Placing orders quickly

Luis is a 47 year old small business owner. He lives with his wife in Rosemont, IL. His two adult daughters reside in the city. Luis has owned his small business for over 20 years and believes his sense of integrity and ability to treat customers like family is what keeps people coming back. Luis enjoys stocking his small business with fresh flowers during most major holidays but he usually has a tight budget to spend. He is not very tech savvy & wants options to place quick or speedy orders.



# User journey map

Luis' journey map indicates how helpful search filters and featured search menus would be towards his goal of placing a quick order.

## Persona: Luis

Goal: Purchase Bouquets for his small business

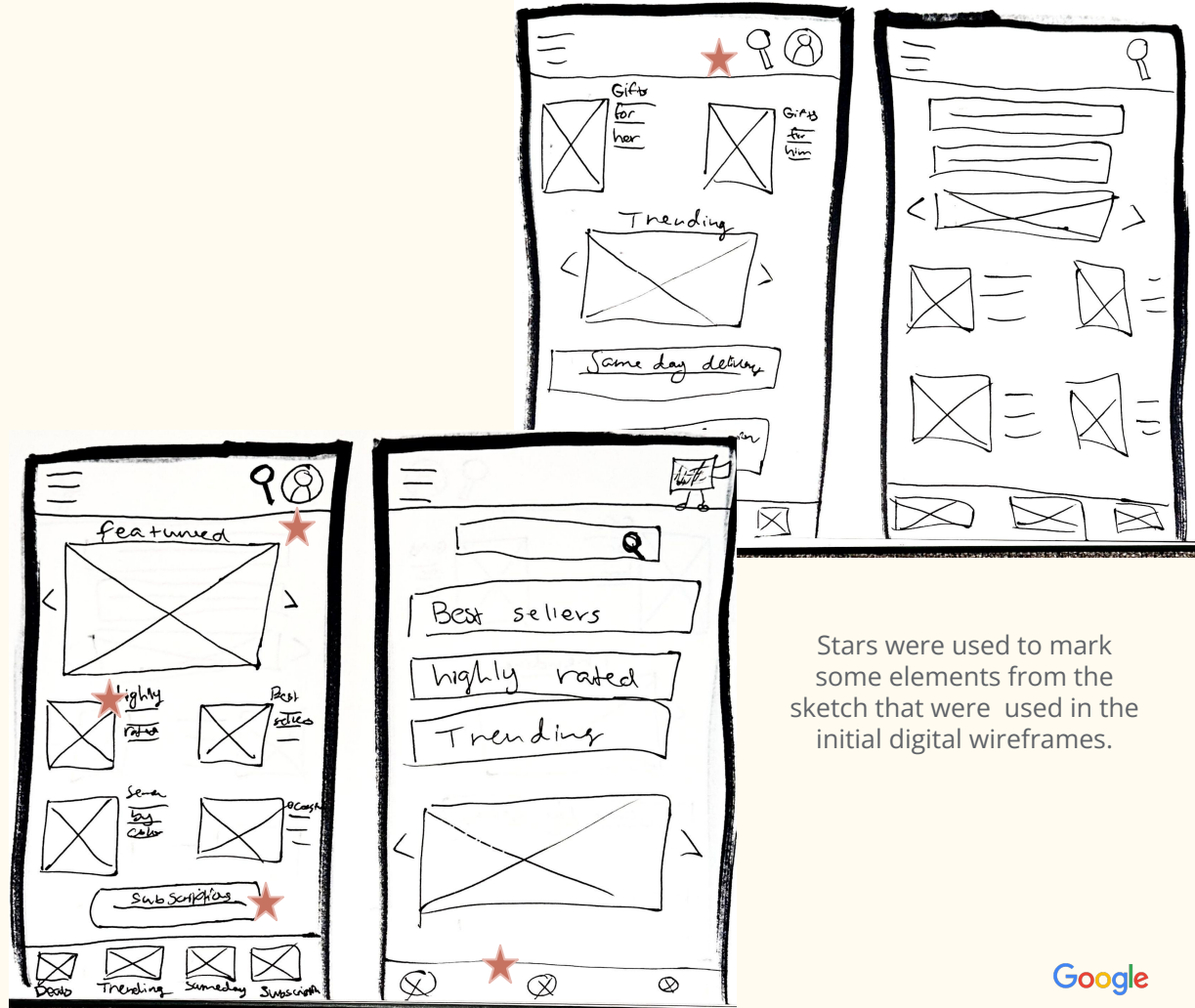
ACTION	Search products in the app/website	Request Quote	Make a purchase	Track and Receive order
<b>TASK LIST</b>	Tasks A. Open App B. Navigate to search C. Find item to inquire on	Tasks A. Type in personal info B. Decide how/when to be contacted C. Optional store credit card info for future purchase	Tasks A. Wait for response B. Decide how many items to order C. Pay for product	Tasks A. Open order tracking or email for estimated delivery B. Ensure someone is available to receive the order C. Receive order and display product in his small business
<b>EMOTIONS</b>	Frustrated Impatient Worried about not finding something in the needed price range	Hopeful Excited	Glad Expectant Anxious about receiving	Relieved Glad Satisfied
<b>IMPROVEMENT OPPORTUNITIES</b>	Provide search filters Provide best sellers/ highly rated items list Provide lots of product images Alt Text	Create noticeable "Request a quote" button Make form easy to navigate Options for how to be contacted	Prefill info previously imputed Email or text provides link to go straight into purchasing	Improved order tracking Request customer review



# Paper wireframes

Taking the time to draft iterations of the homescreen 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 large section to search by featured products with a photo carousel to draw in the user's attention.

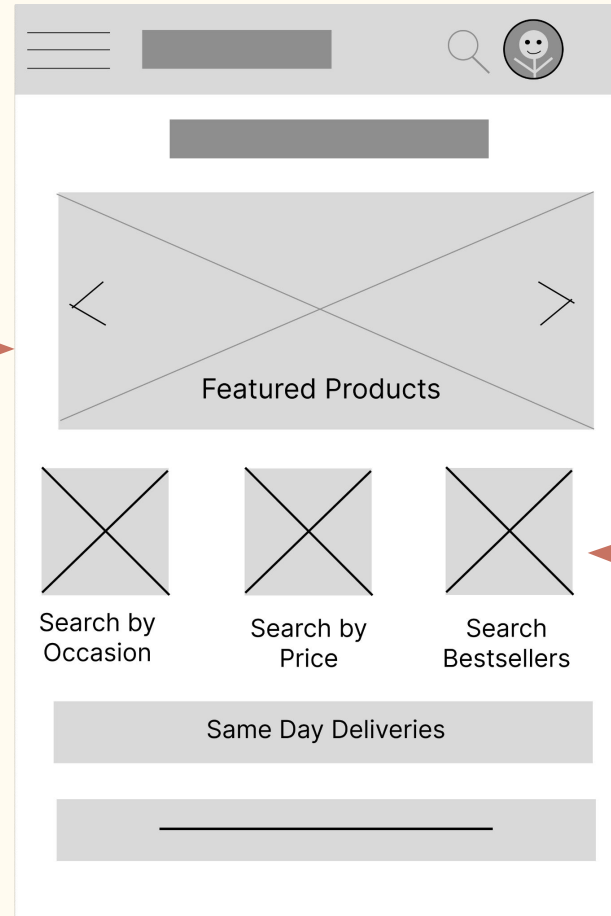


Stars were used to mark some elements from the sketch that were used in the initial digital wireframes.

# Digital wireframes

As I began crafting the initial low-fi wireframes, I made sure to keep my designs based on feedback & findings from user research and ensured the users needs were front and center.

I chose to emphasize a large section full of featured products to get the users attention and start their product search. The scrolling photos would grab the users attention.



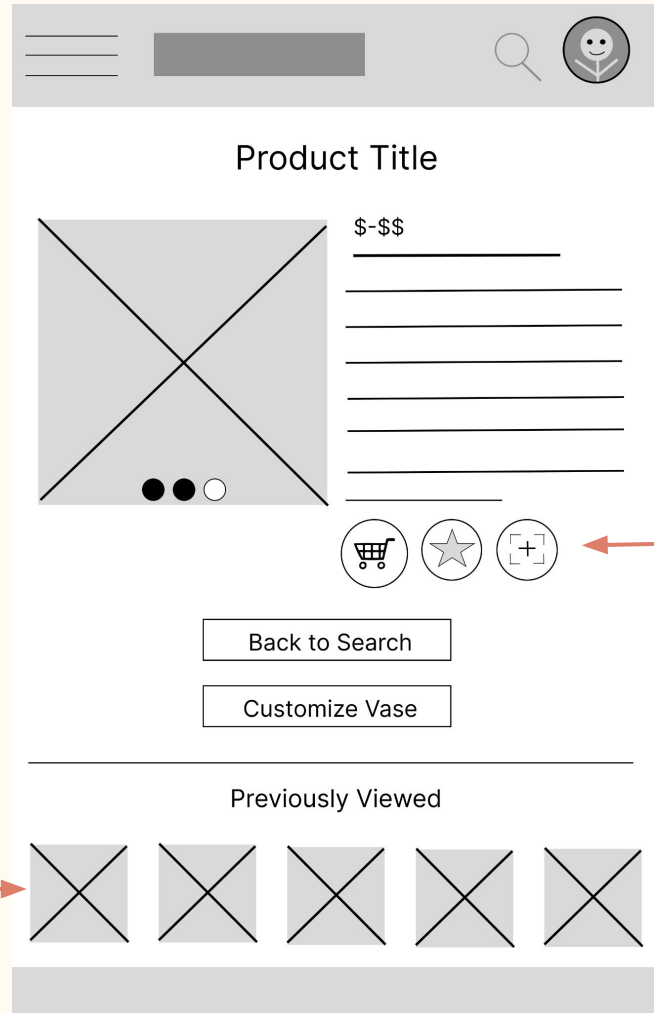
Secondary product sections were added below the main one. This was done so to create a sense of balance and not overwhelm the user.



# Digital wireframes

Allowing users to easily use and navigate through the app was a key need that we aimed to address.

Here, users can easily revisit items they have previously clicked on & viewed.

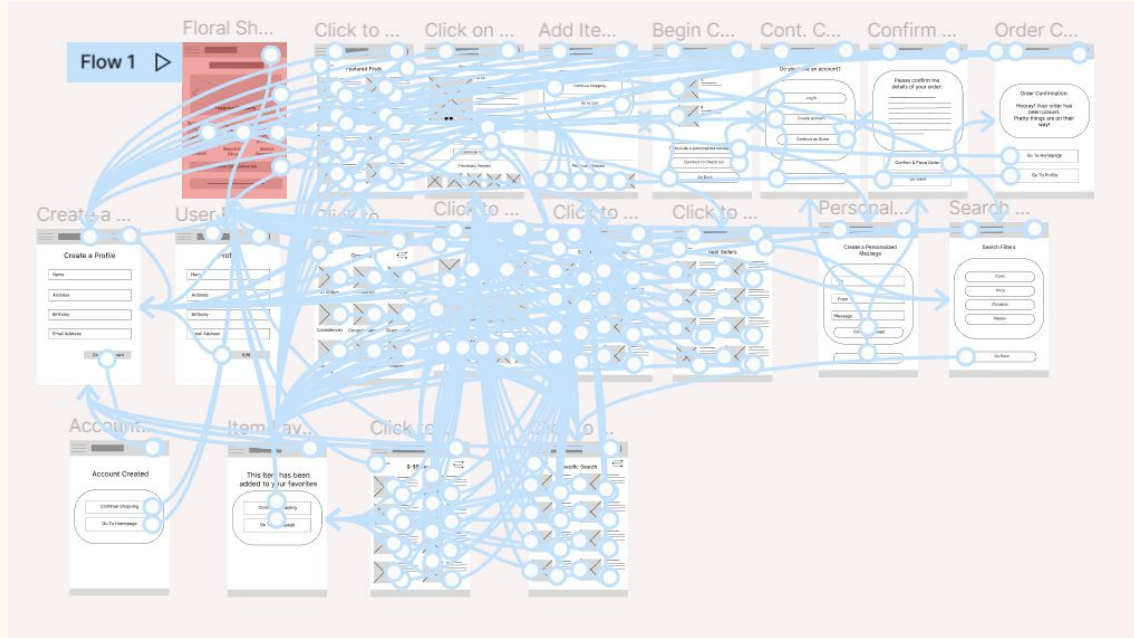


Interactive elements were added here to allow users to easily add an item to their cart or favorite it for later.

# Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was searching for a product, adding it to the cart, and completing the checkout process. I also included the flow of creating an account and favoriting an item.

## 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 identified which aspects of the mockups needed further refining.

## Round 1 findings

- 1 Favorites button icon is confusing
- 2 Profile icon needs to be more legible
- 3 Users do not want to have to sign in to make a purchase

## Round 2 findings

- 1 Add a call to action login button
- 2 The flow of logging in needs to be modified
- 3 Add screens for inputting address and payment into check-out process

# Refining the design

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- Mockups
- High-fidelity prototype
- Accessibility

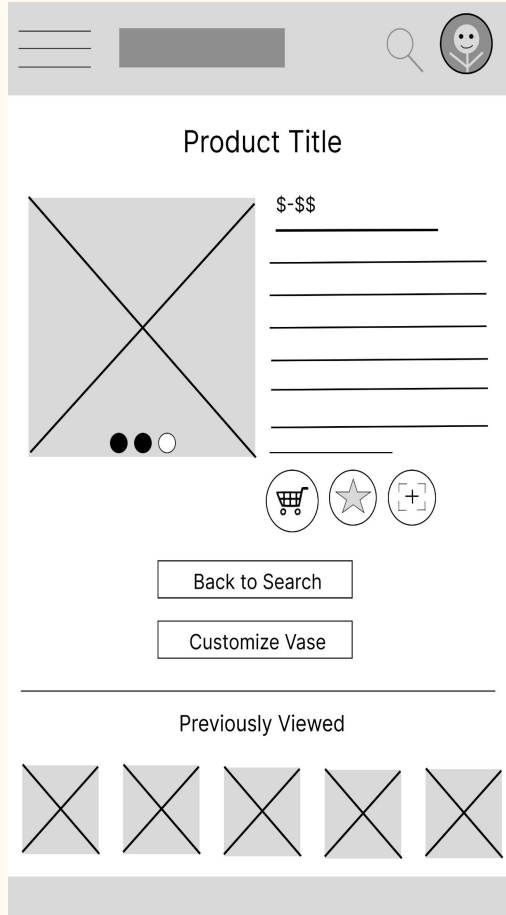


# Mockups

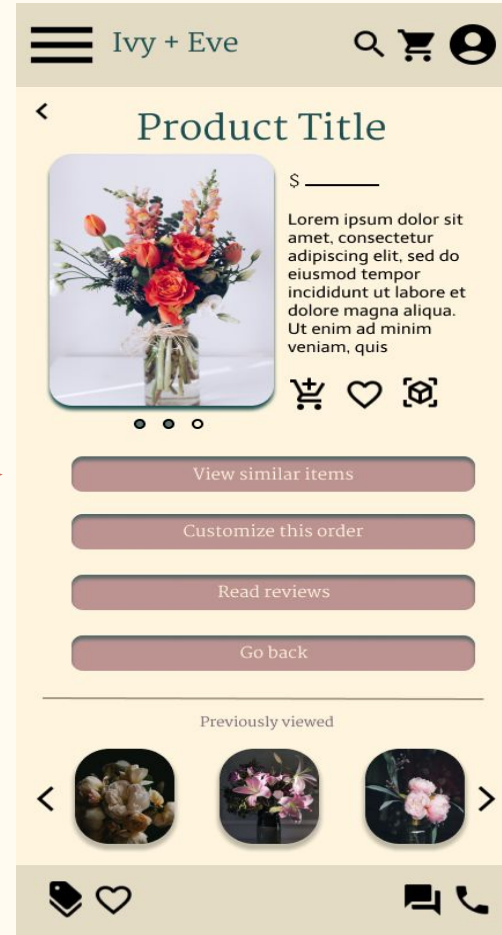
Original designs included a feature to add items to a favorites list using a star icon. After the initial usability study, it was determined that the star icon was not a universal enough image to use as a visual representation of favoriting an item. This feature was updated in the hi-fi prototype with a heart image instead.

The color theme was created to include high contrast for accessibility.

## Before usability study



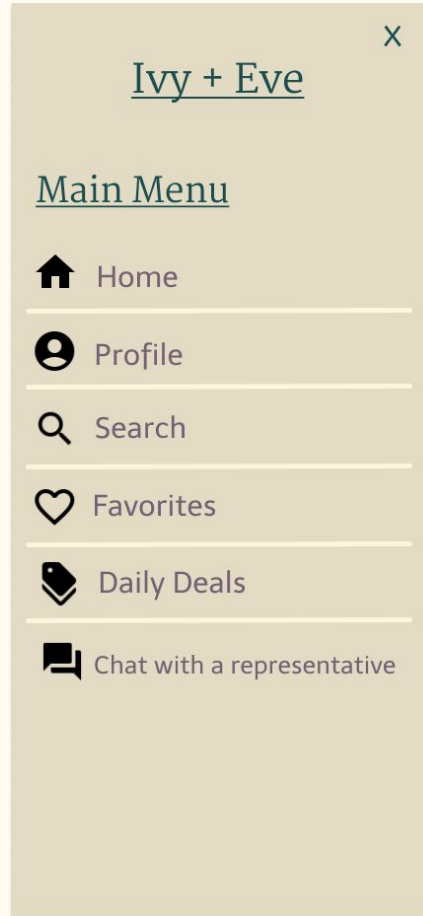
## After usability study



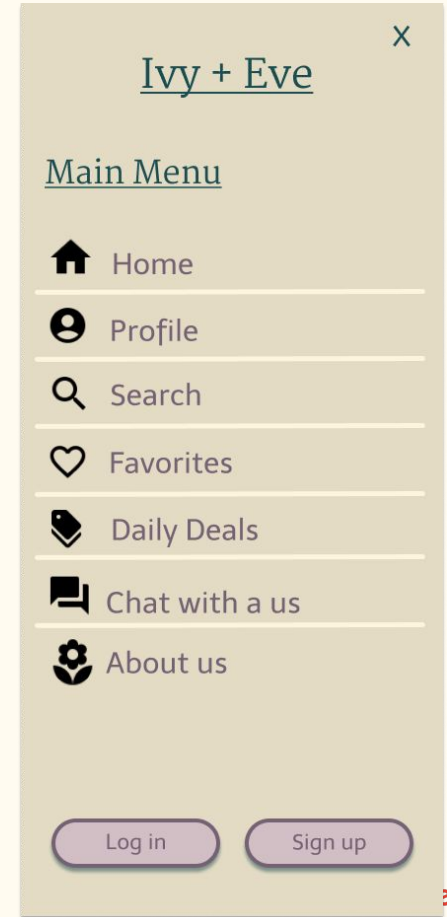
# Mockups

After the second usability study, it was determined that some users did not recognize the profile button as a place to log in, this some call to action buttons were added to the main menu screen to encourage users to log in or sign up for an account.

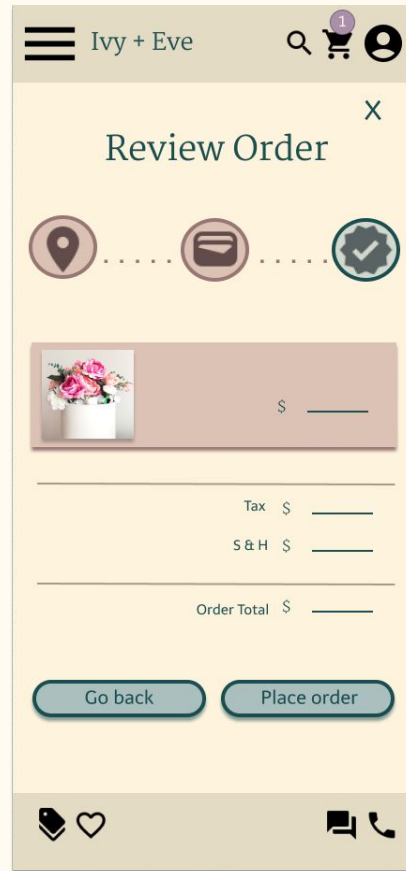
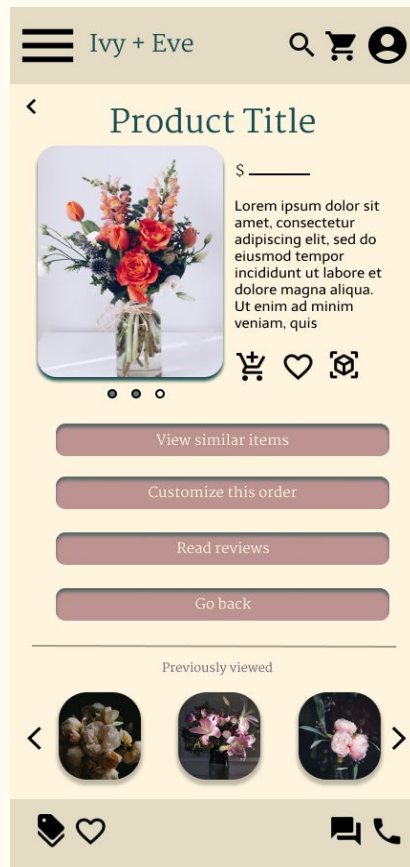
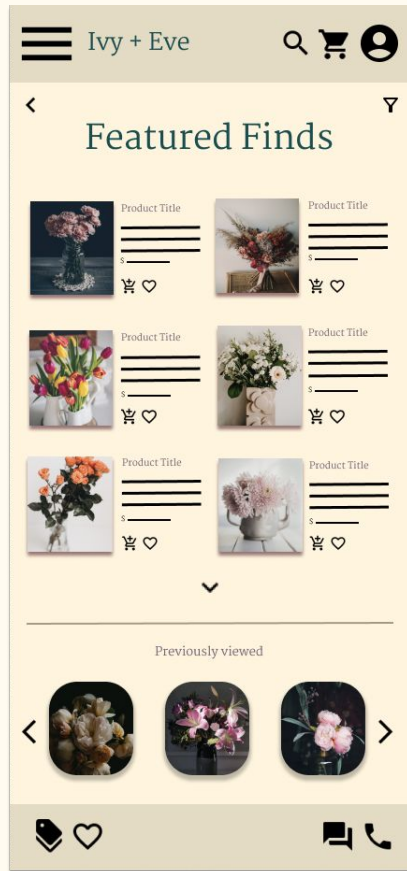
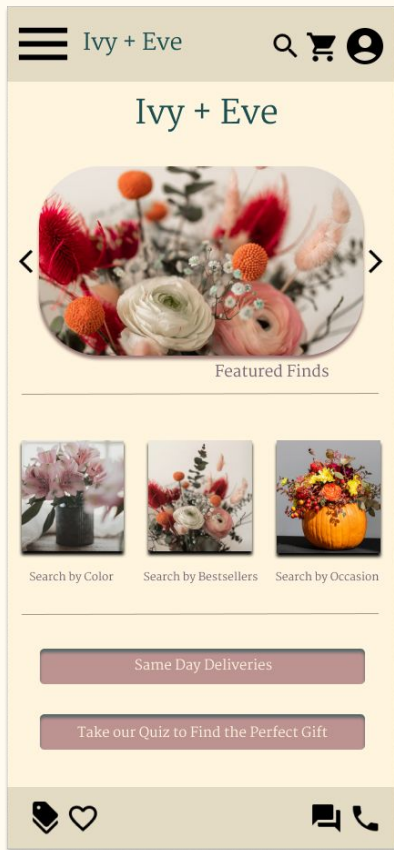
Before usability study



After usability study



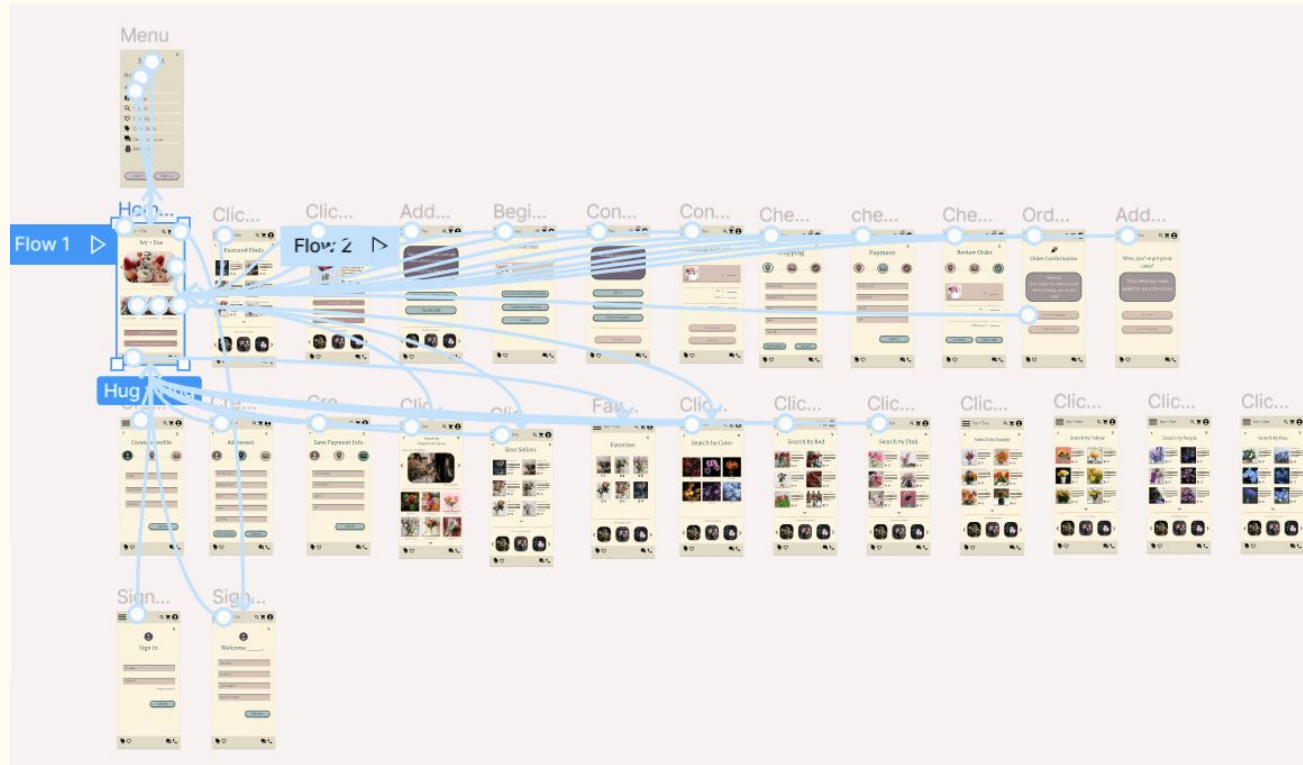
# Mockups



# High-fidelity prototype

The finalized high-fidelity prototype presented a more concise user flow for finding a product and completing the check-out process. More detail was also added to the main menu, creating/logging into an account and adding items to a favorites list to create a better user experience.

[High-fidelity prototype](#)



# Accessibility considerations

1

## Colors

were tested in a program to ensure enough contrast for different types of color blindness.

2

## Headers

were used to show hierarchy as well as for ease of navigation with screen readers.

3

## High Contrast

was implemented on buttons to ensure easy viewing & minimal colors were used in the background.

# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

This app would help users who are looking to order floral arrangements online to have a positive experience, due to the simple nature of the design. Users would easily be able to navigate through the system and complete the process. Many users in the usability study appreciated the tone and branding of the app.

Quote from interview feedback:

*"I like the kind message when you add something to your favorites list that says you have good taste. That was fun!"*



## What I learned:

Throughout the creation of this app, I was really able to understand the positive impact you can gain from each usability study. Each time I was able to find themes within the usability study and iterate the design, the design was better for it. I really enjoyed going back into the design and iterating to make it that much better!

# Next steps

1

I would go back and add more animation into the design such as buttons changing color when you click on them and having the item heart light up when you click it to add items to the favorites list.

2

I would conduct another usability study to see if all the main pain points have been eliminated to ensure a positive user experience.

3

Finalize any other small details to ensure the app is ready to hand over to engineers for building the design.



# Let's connect!



Thank you so much for viewing and interacting with my project design! I appreciate your time and attention to something that I have put so much work into.

If you would like more information or to get in touch, please see my contact information below.