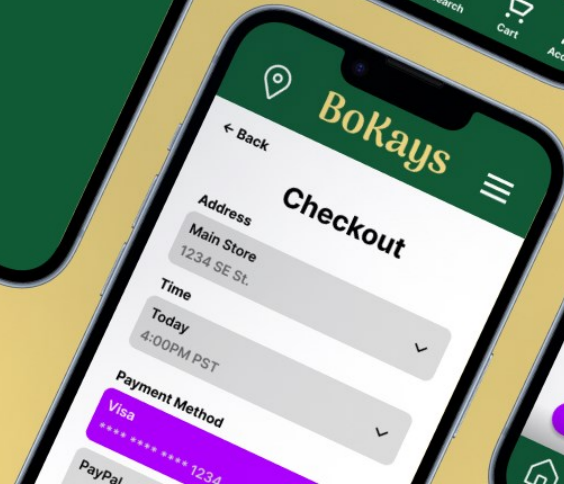
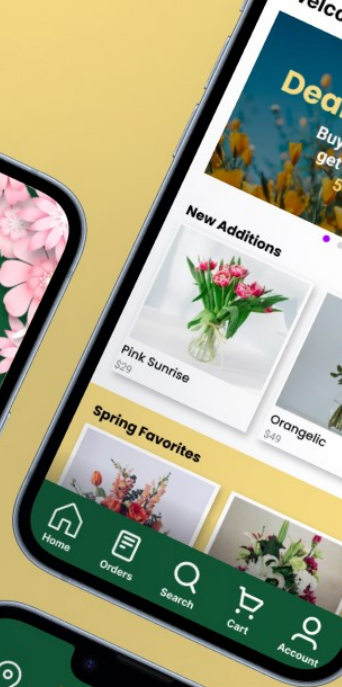


BoKays

Bouquet Preview App

Jacob Eddings



ABOUT THE PROJECT



The product:

Design a bouquet preview app for a florist.



Project duration:

February 2023 – June 2023



PROJECT OVERVIEW



The problem:

Individuals with a busy schedule don't have time to go into physical store locations to purchase flowers.



The goal:

To create a bouquet preview app that allows users with busy schedules to purchase flowers from anywhere no matter the time. This app would also allow users to create a pick-up order or deliver the bouquets directly to an address.

PROJECT OVERVIEW



My role:

UX Designer and UX Researcher



Responsibilities:

- User Research
- Wireframing
- Prototyping
- Creating User Stories
- Creating Personas
- Conducting interviews
- Iterating on designs

Understanding the user

- User research
- Personas
- User journey maps
- Competitor analysis

USER RESEARCH: Summary



Research Questions:

- What is the average time it takes to place an order?
- Do users prefer placing an order in person or with an app?
- Is the contrast of each screen easy to read?
- Are users more likely to use the search function or browse the homepage?
- Do more users place an order for delivery or pick up? Why?

Usability Study:

I performed moderated usability studies to conduct my research, which usually involved recording Time on Task, Drop-off rates, and having users fill out a System Usability Scale (SUS) report once they had completed the study. I also did some competitive research and looked at other apps that offered similar services to get an idea of what their user journey looked like and how their user interface was designed and used this inspiration in my designs.

PERSONA: Natalia

Problem statement:

Natalia is a nurse with a busy, ever-changing schedule who needs a way to purchase flowers for her partner and pick them up on her way home because she doesn't have the time to go into the flower shop to buy them.



Natalia Higgins

Age: 24

Education: College Graduate

Hometown: Vancouver, WA

Family: Lives with partner

Occupation: Nurse

Image by Freepik

"Even with a busy schedule, I love making time to surprise others"

Goals

- To purchase flowers with ease for my partner.
- To know exactly what I'm getting in my order.
- To know what my order will cost in total.

Frustrations

- Bouquets often arrive with missing components.
- Hidden fees.

Natalia is a 24-year-old college graduate who lives in Vancouver, WA. Natalia is a nurse working long shifts and often wants to surprise her partner with flowers, but can't always find the time to do so. She hopes to find a floral app that will make this process as easy and efficient as possible.

USER JOURNEY MAP

Persona: Natalia

Goal: To purchase flowers for their partner while working long shifts

ACTION	Think about doing something nice for their partner	Find a way to purchase flowers during work	Research local florists	Place an order for flowers	Pick up flowers on the way home from work
TASK LIST	Tasks A. Think about partner B. Miss partner C. Think about doing something nice for them	Tasks A. Google florists in the area B. Call florist shops C. Ask shops if they accept online or mobile orders	Tasks A. Look at inventories of different shops B. Call shops to see how late they're open C. Look at reviews of local shops	Tasks A. Use the bouquet preview app B. Place an order for flowers	Tasks A. Use bouquet app to map to the floral shop B. Go inside to the counter C. Pay for flowers and wait for the cashier to get them from the back
FEELING ADJECTIVE	<ul style="list-style-type: none">Happy thinking about their partnerSad thinking about how little they see each other	<ul style="list-style-type: none">Eager to find a way to buy flowers for their partnerRushed because they're on the clock at work	<ul style="list-style-type: none">Frustrated having to do research with a busy scheduleAnnoyed having to call multiple shops	<ul style="list-style-type: none">Irritated with the long ordering process	<ul style="list-style-type: none">Annoyed having to pay in store and not onlineHappy to bring flowers home to their partner
IMPROVEMENT OPPORTUNITIES		Allow florist app to recommend bouquets based on your likes so they can put arrangements together for you while you work	Improve SEO and marketing to reduce the need for users to research shops. Offer promotions for new users?	Pay for the flowers before picking them up and allow use to define when they will pickup the order, so they stay fresh.	Allow users to pull into a pick-up lane and have the workers load the flowers into their car.

The user starts by thinking about buying flowers for someone they love even though they can't be with them due to their busy schedule. The goal is to purchase flowers while they're at work and be able to pick them up on their way home as quickly as possible.

USER RESEARCH: Pain Points

1

Unable to Add Payment Info

Users want to input their card information before placing the order

2

Unable to change store location

In general, users want to change the store location to one that's closer to where they might be at a given time.

3

Counterintuitive date/time format

Users want a more intuitive way to select the date/time so they can place orders that aren't for same-day pickup/delivery.

4

Confusing "Pick Up" and "Delivery" feature

Users can't select between "Pick Up" or "Delivery" before proceeding to the payment page.

After conducting the usability study on my product, I found 4 major pain points that needed to be addressed.

USER RESEARCH: Competitor Analysis



Samantha's Flowers

Some pages are not optimized for mobile.

Contrast isn't great.

Text is small and hard to read in places.



Garside Florist

Garside Florist

Separate website for mobile; doesn't follow branding colors at all.

Old and outdated.

Text is very small and inaccessible.



The Bouqs Co.

Lots of background images; can be overwhelming.

Intimidating nav menu with a ton of dropdown boxes.

After conducting user research, I moved on to analyzing the competition to identify strengths and weaknesses on their platforms by scanning their website and their reviews to see what users liked and disliked about their products.

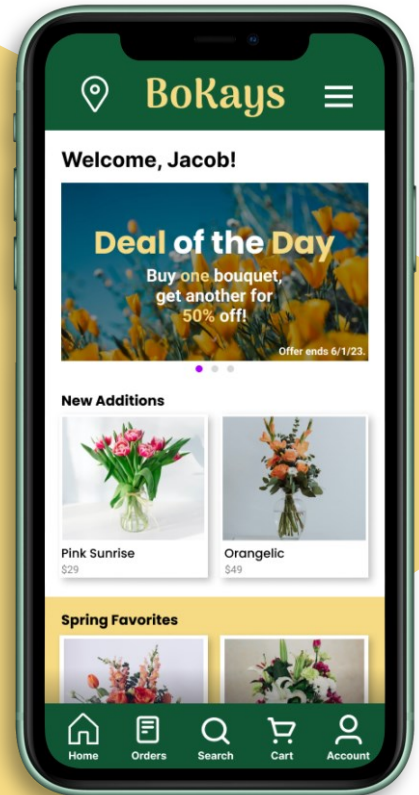
USER RESEARCH: Competitor Analysis Takeaways

Issues in the competitors' products that provide opportunities for my design to solve:

- Few accessibility features i.e., different language options, contrast modes, etc.
- Overcrowded homepage with too many images that can be overwhelming to users.
- Can't place an order for in-store pick up, only delivery.

I can capitalize on these weaknesses by:

- Adding more accessibility features so more users can use the product effectively.
- Using less background images on the homepage, more images of just the flowers and bouquets.
- Offering an in-store pick up option when placing an order from desktop or mobile and designate a pickup date/time.

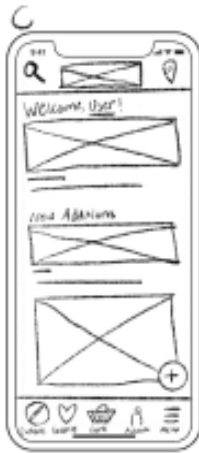
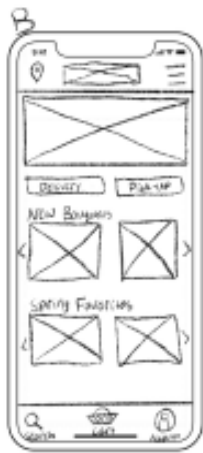
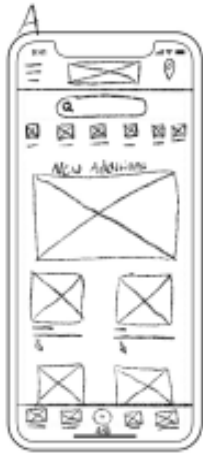


Starting the design

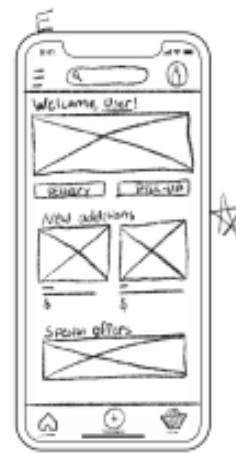
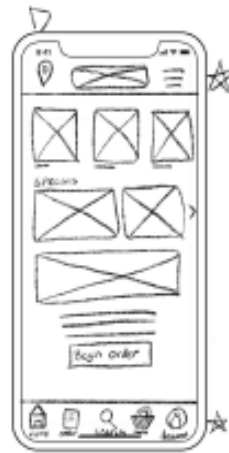
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

PAPER WIREFRAMES

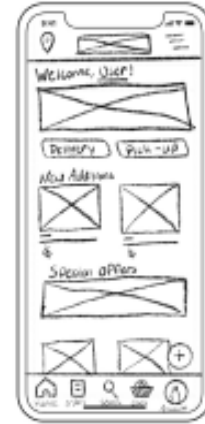
Bouquet Preview APP



Bouquet Preview APP



Final V.1

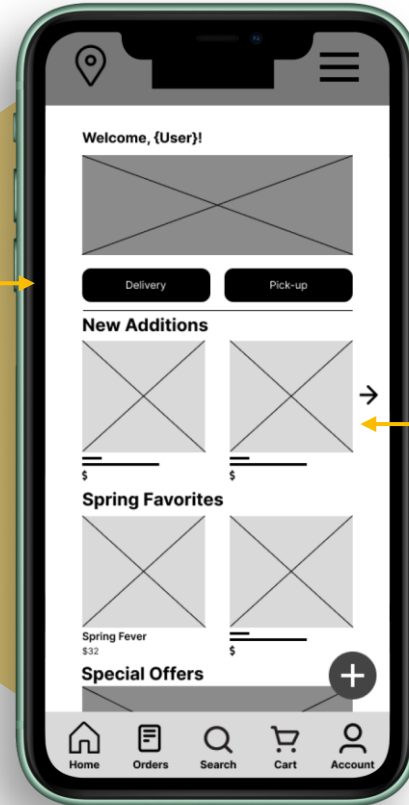


I took inspiration from many apps to create my wireframes, from Door Dash to AirBnB and more. I really like the simplicity of AirBnB's interface and use of icons, which you can see throughout my wireframes.

DIGITAL WIREFRAMES

After finalizing the paper wireframes, I wanted to create a clean interface that didn't feel crowded but still had plenty of diverse content, so I added the carousel images of products to allow users to swipe and find more items.

Select "Delivery" or "Pick-up" to quickly begin making an order.

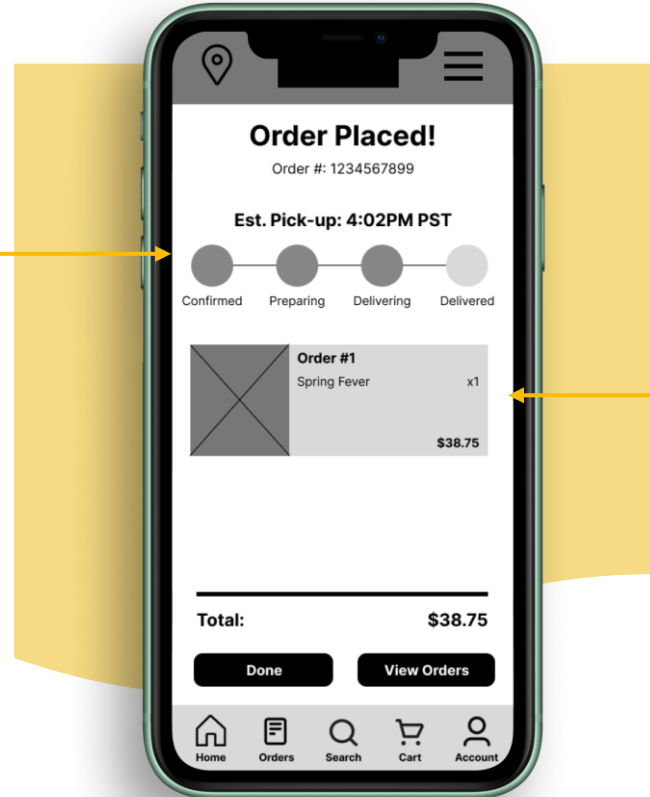


Carousel images of products to take up less screen space while maximizing usability.

DIGITAL WIREFRAMES

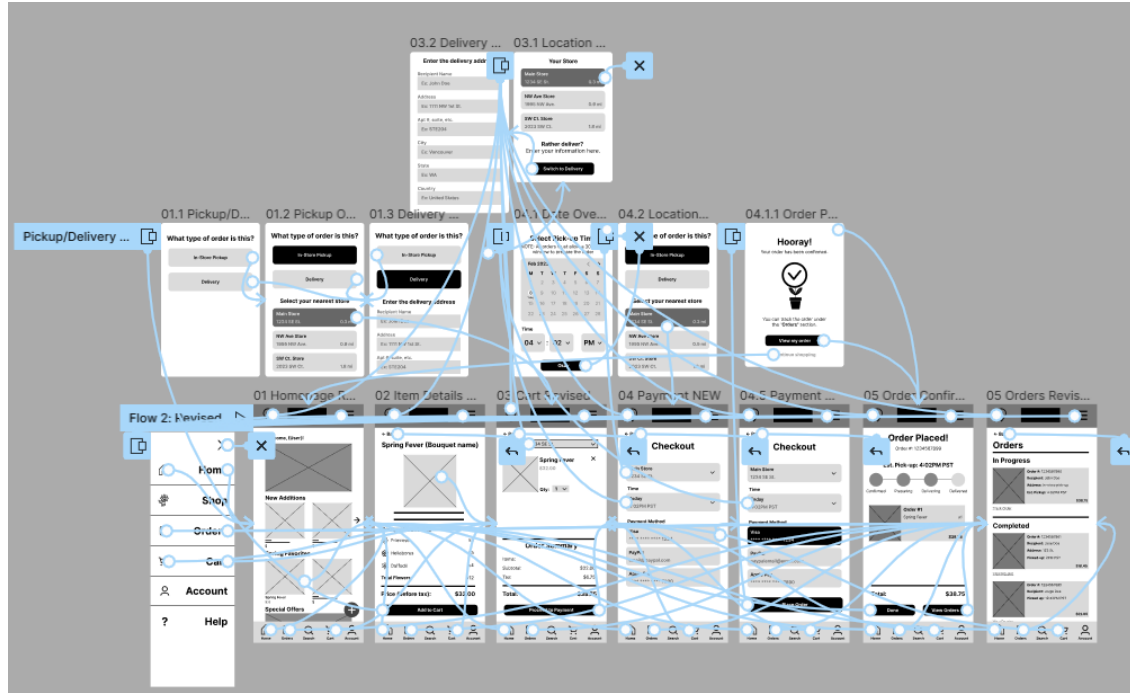
I liked the idea of showing a progress bar to display how close the order is to completion, similar to Dominos and other food-related apps. I felt this style would give the design more life and character by adding motion.

Visual progress bar regarding the users order that provides live updates.



Description of what each order contained and the total price.

LOW-FIDELITY PROTOTYPE



Link to my [low-fidelity prototype](#).

USABILITY STUDY: Findings

I conducted two moderated usability studies with my family members, one for my low-fidelity prototype and one for my high-fidelity prototype. I introduced a list of prompts for them to complete while I monitored their click path, observations, quotes, and task completion.

Round 1 findings

- 1 Users want to see their pickup time.
- 2 Users want the ability to add payment information.
- 3 Users want to change their address/location at any time.

Round 2 findings

- 1 Users want the ability to select “pick up” or “delivery” before proceeding to payment.
- 2 The animation at the end of the payment process was well received.

Refining the design




- Mockups
- High-fidelity prototype
- Accessibility

COLORS & TYPOGRAPHY

Typography

Logo	Arima Madurai/Black/48px
Heading 1	Inter/Semi Bold/40px
Heading 2	Poppins/SemiBold/20px
Body	Roboto/Regular/16px
Button	Inter/Semi Bold/16px

Colors

Primary	Secondary	Accent
 #115A36	 #F6DB84	 #9E01EC

COMPONENTS

Buttons

Primary

Label

Secondary

Label

Inactive

Label

Payment Buttons

Inactive

Visa

**** * 1234

Active

Visa

**** * 1234

Chips

Label

Label

Logo

BoKays

Menu Navigation - Header



BoKays



Menu Navigation - Footer



Home



Orders



Search

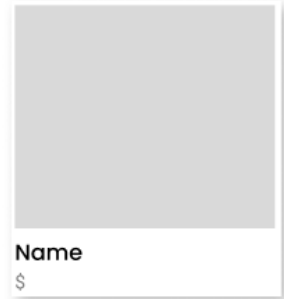


Cart



Account

Cards



Name
\$

Icons

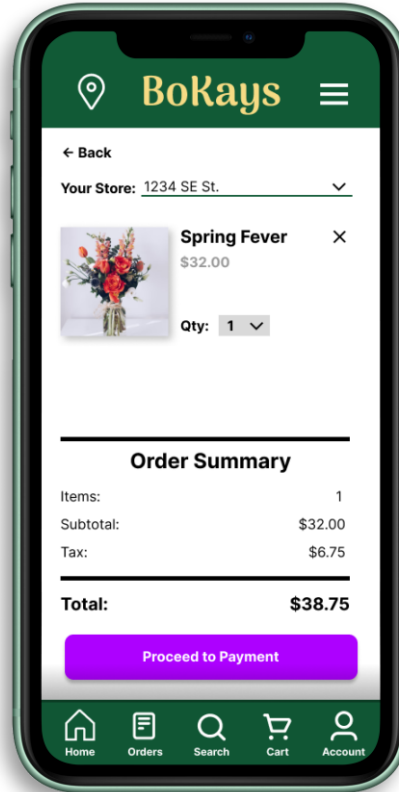


MOCKUPS

While conducting the usability study, the participants were prompted with selecting either “Pick Up” or “Delivery” before placing the order (which originally showed up after clicking “Proceed to Payment”).

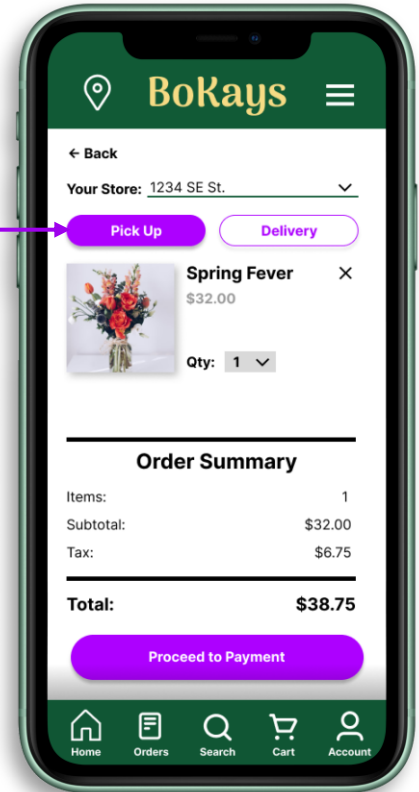
Because of this confusion, I created buttons to allow users to switch between a Pick Up order or a Delivery order *before* clicking “Proceed to Payment”.

Before usability study



Added “Pick Up” and “Delivery” buttons.

After usability study

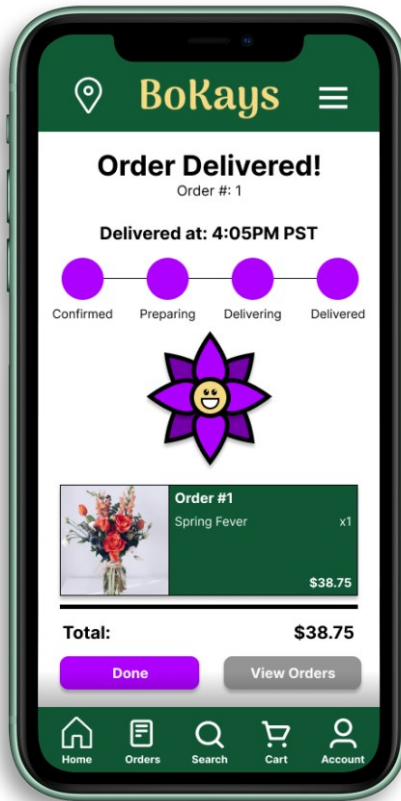


MOCKUPS

Before the usability study, the Order Confirmation page was a bit bland, and the buttons were not consistent with the rest of the design or on the sticker sheet.

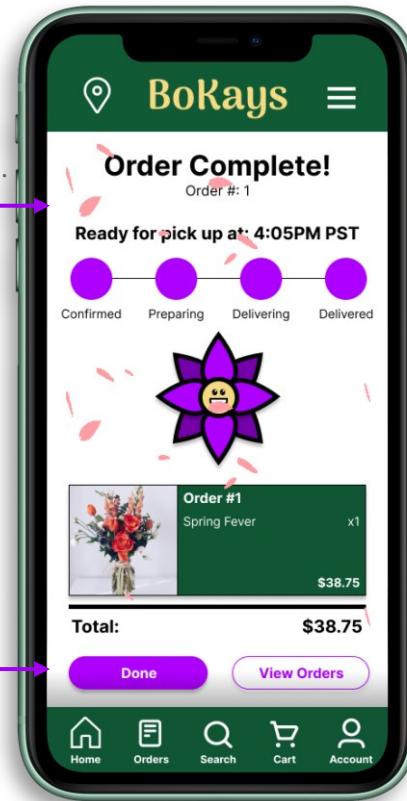
After the usability study, I added an animation of flower petals falling once the order has been completed and I changed the buttons to match the rest of the app. Participants in my study loved the animation and said it made the app more fun to use.

Before usability study



Added petal animation after order completion.

After usability study



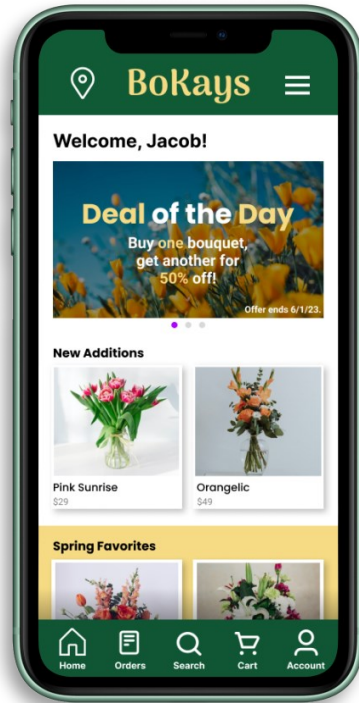
Made buttons more consistent.

MOCKUPS

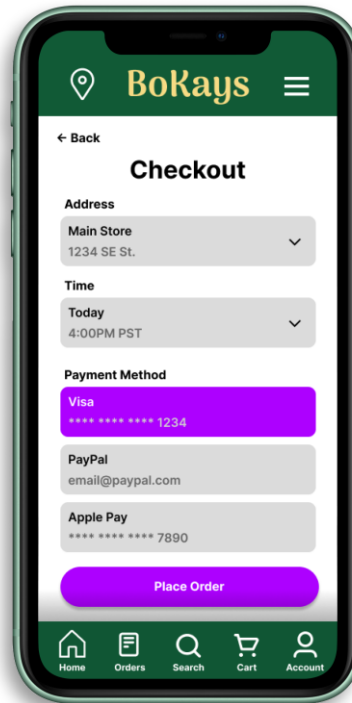
Splash Page



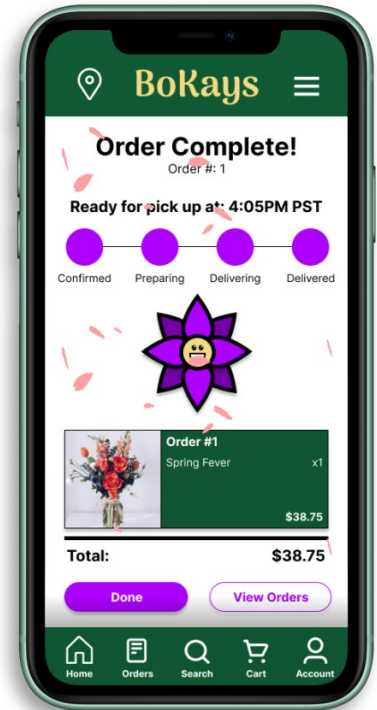
Home Page



Checkout Page



Confirmation Page



ACCESSIBILITY CONSIDERATIONS

1

I ran my color palette through [WebAIM's Contrast Checker](#) to make sure my colors passed the WCAG tests before implementing them into my designs.

2

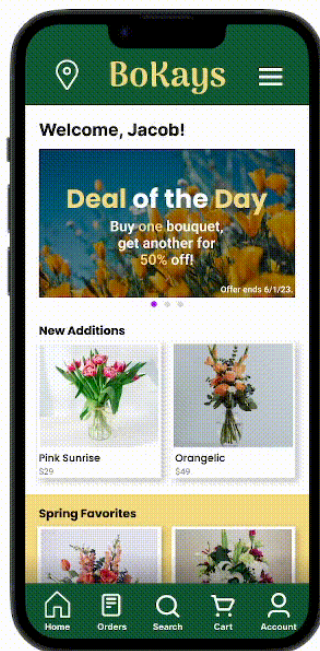
I added an animation to the last page of the order confirmation process to signify that order has been completed. This not only is visually appealing, but also reduces the monotony of the static elements on the page before the order has been completed.

3

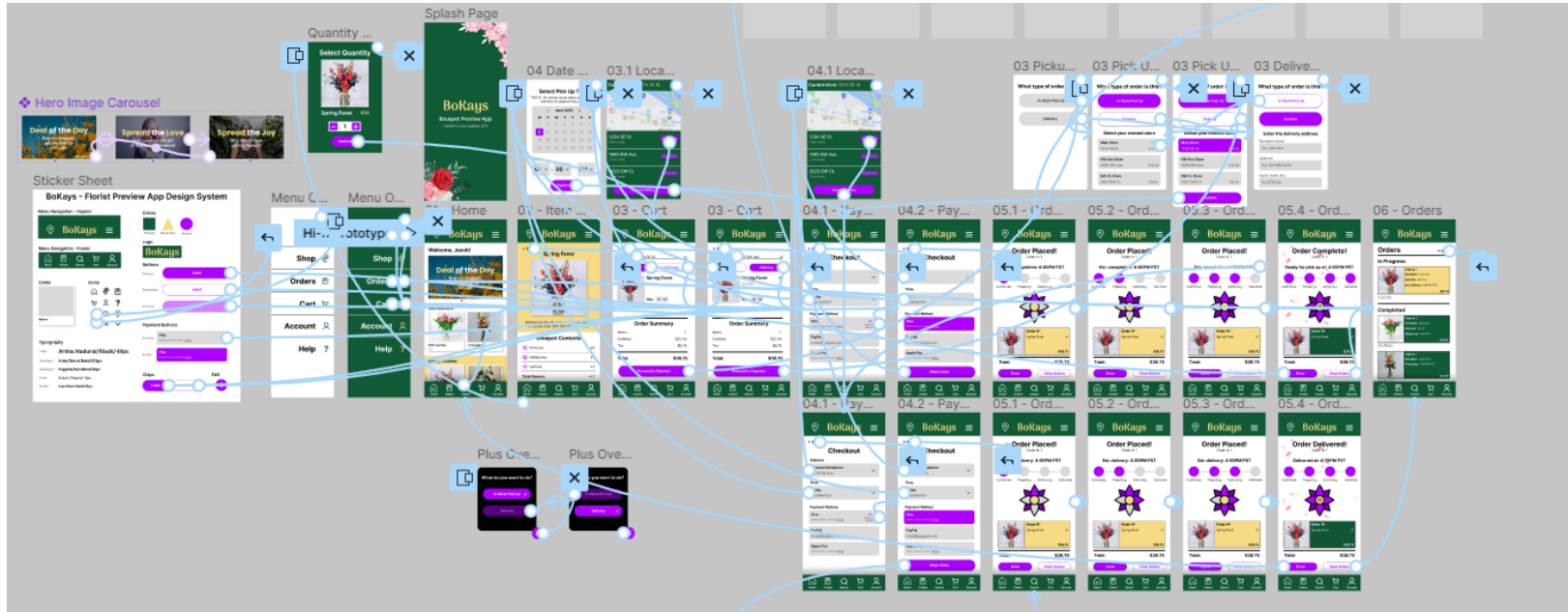
I made sure the icons at the bottom of the screen also have text associated with them, as well as the icons in the nav menu, further increasing accessibility. I've also added motion for when buttons are clicked

FINAL DESIGN

Here is a quick demonstration of the final high-fidelity screens of the BoKays Bouquet Preview App. (GIF)



HIGH-FIDELITY PROTOTYPE



View my updated [high-fidelity prototype](#).

Going forward

- Takeaways
- Next steps

TAKEAWAYS



Impact:

My favorite quote from my usability study participants was this:

"I really loved the ending screen. The animation was so cute." – Participant A

I was happy that they liked the added motion and that they thought it added more life to the overall product design.



What I learned:

Since this was my first UX Design project, I had to learn everything from creating personas, user journey maps, conducting usability studies, and creating actionable insights from the studies to further iterate on my designs until I was happy with the final product.

NEXT STEPS

1

Iterate further to anticipate user choices.

If I were to continue working on this project after it's completion, I would make sure the high-fidelity prototype anticipates for all possible actions that a user would take, such as making every button clickable and making a page for every menu item.

2

Conduct another usability study with florists

I would consider performing a usability study with florists to gain a more realistic understanding of what is needed in this industry.

3

Get more feedback from previous participants

If this app were to release into the real world, I would try and contact participants from my previous study to get their opinions on the new design iterations.

LET'S CONNECT



You can find out more information about me and view some of my other projects by visiting my portfolio website at jacobbeddings.com.

If you would like to contact me, you can reach me at:

Phone: (360) 904-8762

Email: Jacobkeddings@gmail.com

Thank you for your time!

