

## FlowerPower App

**Project duration:**  
June 2022 to October 2022

### The product:

FlowerPower is a flower shop in a big city of over 1 million people. FlowerPower strives to deliver only fresh, elegant, and stylish business bouquets. They offer a wide range of competitive prices.

FlowerPower customers are business company employees, people who prefer to order online, and those who do not have the time to look for a suitable bouquet in offline stores during business hours.

### The problem:

Busy employees and business companies lack the time to look for bouquets in offline stores during business hours.

### The goal:

Design an app that allows users easily order fresh, elegant, and stylish business bouquets and plants.

### My role:

Design FlowerPower app from conception to delivery.

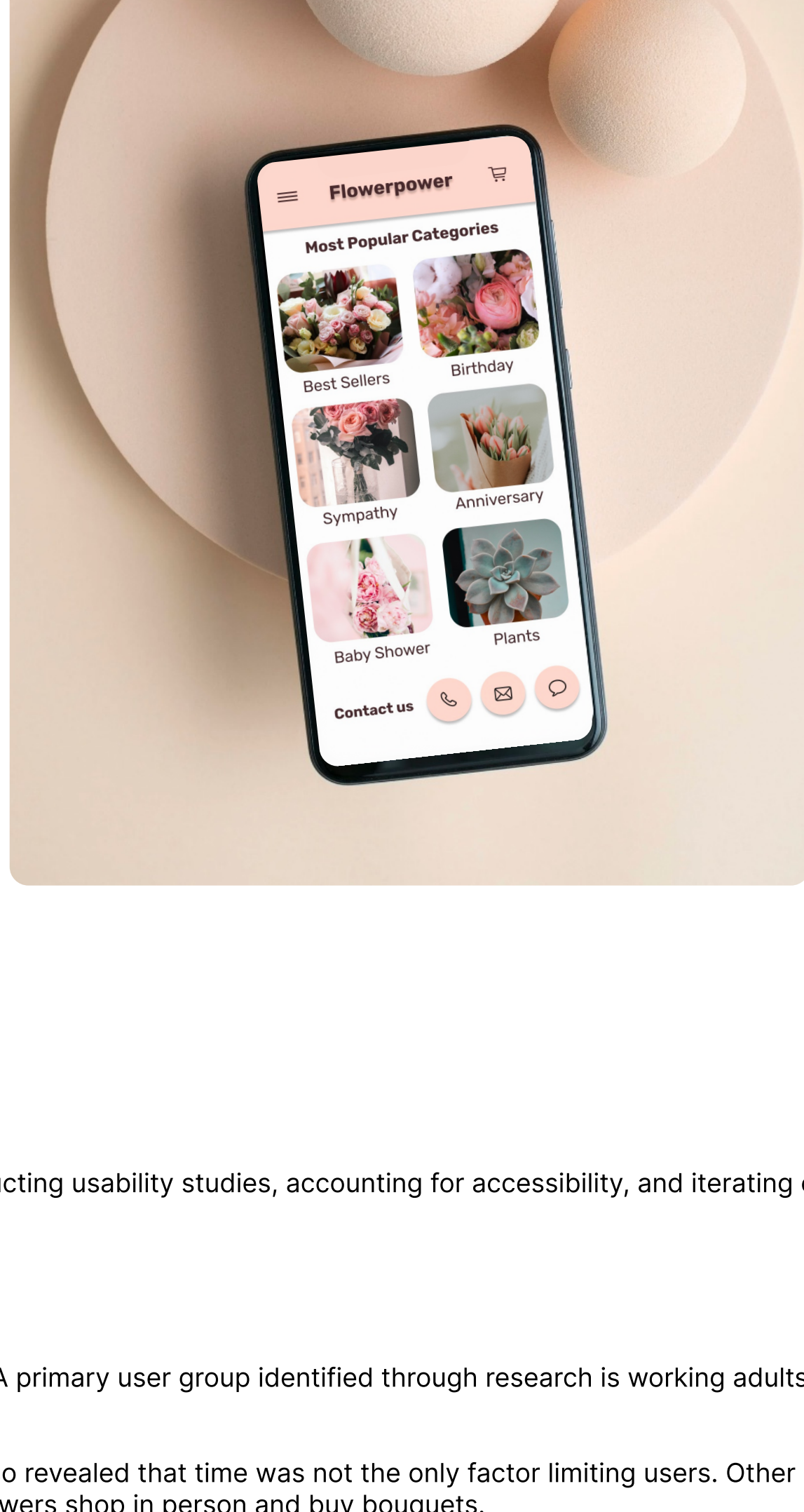
### Responsibilities:

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

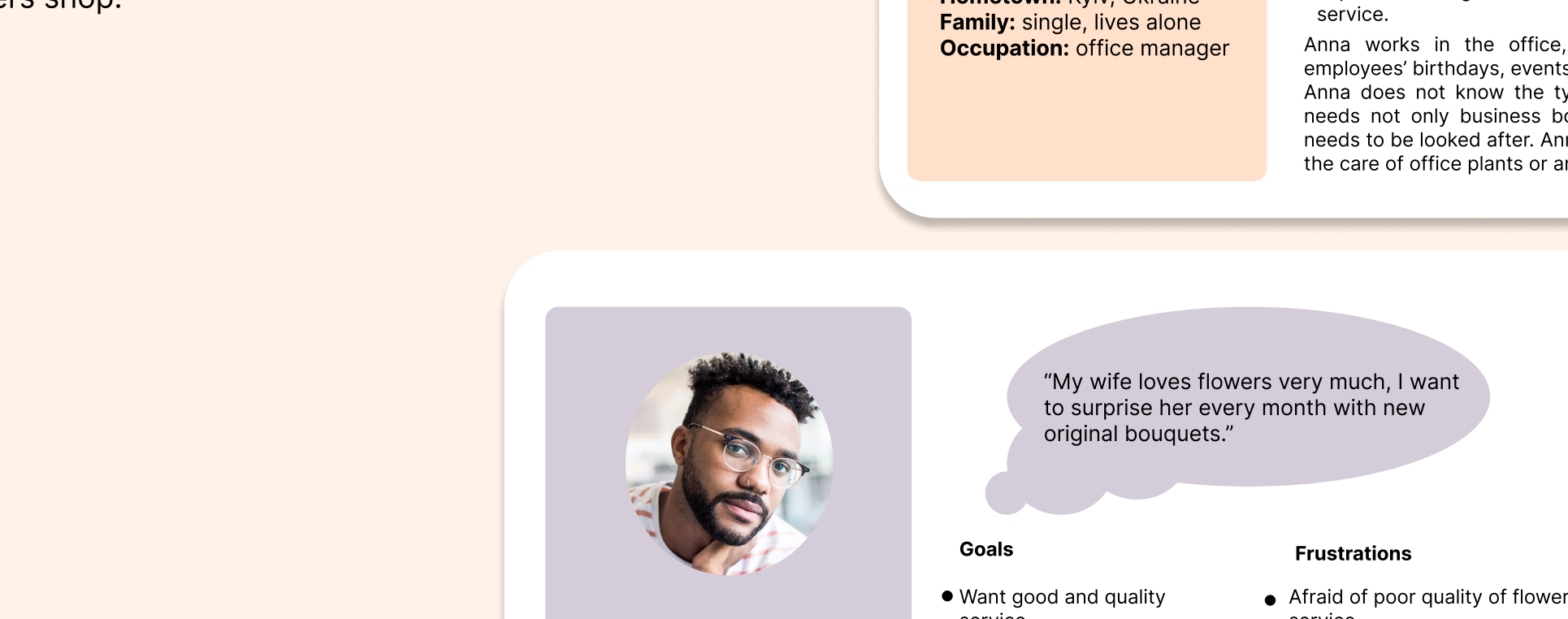
### User research summary:

I conducted interviews and created empathy maps to understand the users and their needs. A primary user group identified through research is working adults who don't have time to look for bouquets in offline stores.

This user group confirmed initial assumptions about FlowerPower customers, but research also revealed that time was not the only factor limiting users. Other user problems included obligations, interests, or challenges that make it difficult to go to offline flower shops in person and buy bouquets.



### User research: pain points



### Personas

#### Persona I: Anna

**Problem statement:**  
Anna is a busy working adult who needs easy way to order flowers for coworkers because she doesn't have time to go to flowers shop.

#### Persona II: Alex

**Problem statement:**  
Alex is a busy working adult who needs easy access to ordering flowers he doesn't have time to go to flowers shop.

### User journey map

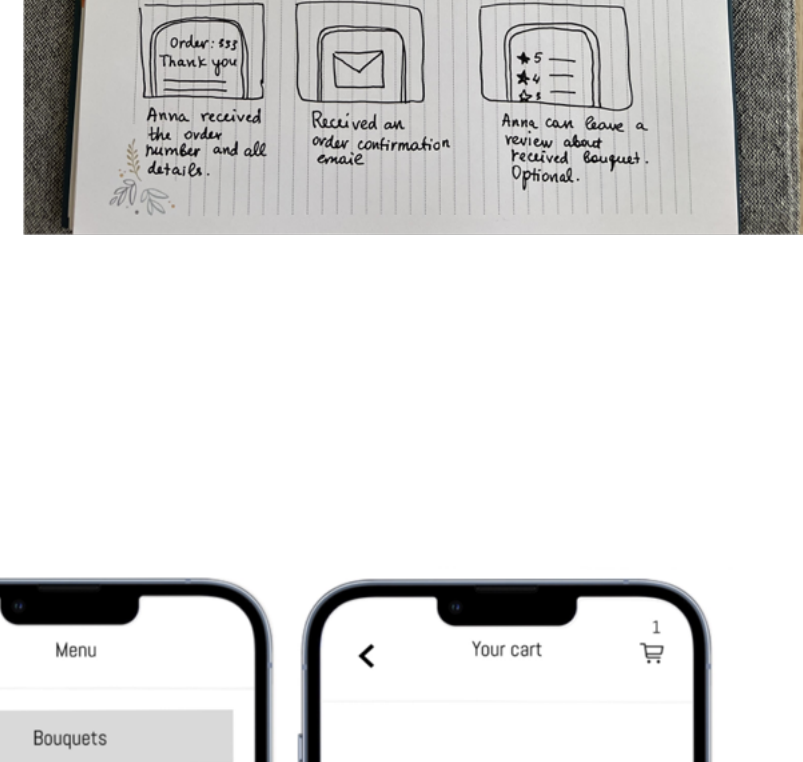
Mapping Anna's user journey revealed how helpful it would be for users to have access to a dedicated FlowerPower app.

**Persona: Anna**  
Goal: To receive qualified assistance and comfortable ordering through the florist app.

ACTION	Order bouquets for all coworkers birthdays	Find in app types of flowers, sizes and prices	Buy a bouquet	Find assistance	Order and delivery
TASKS	Tasks A. Collect birthdays dates B. Make calendar of birthdays	Tasks A. Use map app B. Check right and price of bouquet C. Add to order	Tasks A. Select group order B. Double check order C. Checkout	Tasks A. Ask questions about assistance B. Order assistance from florist assistance service	Tasks A. Order number B. Delivery date and time
FEELING ADJECTIVE	Excited, Worried	Overwhelmed, Happy with choice of bouquet	Alert, Glad, Happy	Overwhelmed, Satisfied	Happy, Excited
IMPROVEMENT OPPORTUNITIES	Create an app for advance ordering	Order a map to easily order middle orders	Order a map to easily order middle orders	Order a customer assistance and support	Order the delivery for orders from app

### Paper wireframes

Taking the time to draft iterations of each screen 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 quick and easy ordering process to help users save time.

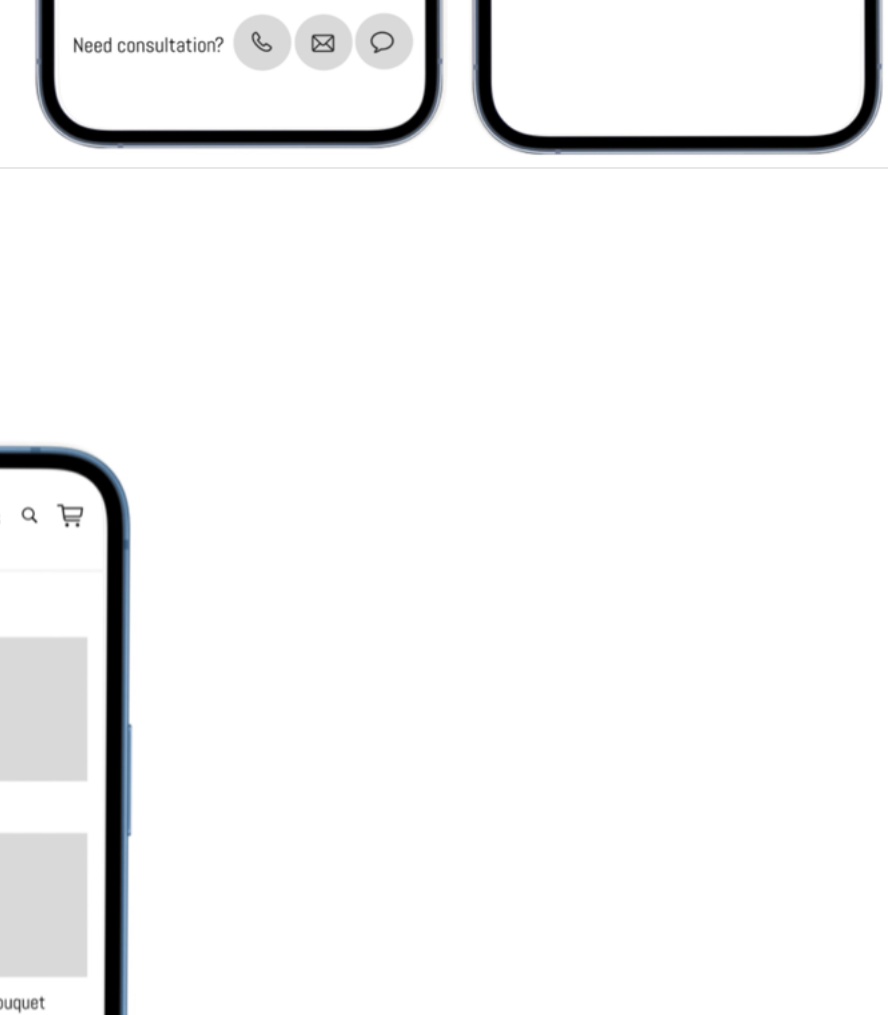


### Digital wireframes

I made next changes based on user feedback and user research:

"Group orders" button was added in Menu screen. It makes it fast and easy to order large orders.

This buttons provides an easy option for users go back to the main menu or to checkout

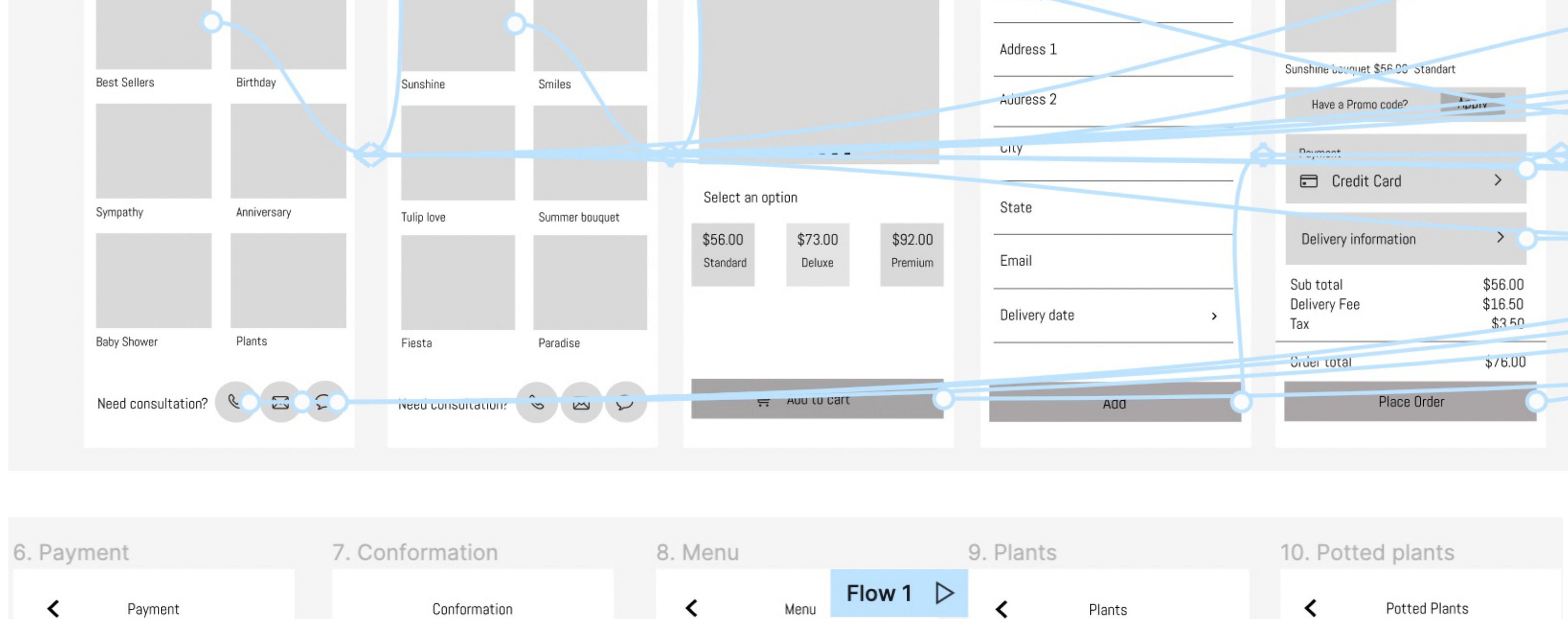


### Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected with was building and ordering bouquets, so the prototype could be used in a usability study. Low-fidelity user flow prototypes use connections to better understand the flow.

#### View the FlowerPower low fidelity prototype

<https://www.figma.com/proto/w3r0OQZ08H2dPpduEsqifh/FlowerPower-LF?page-id=0%3A1&node-id=2%3A2&viewport=3762%2C411%2C0.67&scaling=scale-down&starting-point-node-id=48%3A57&show-proto-side-bar>



### 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

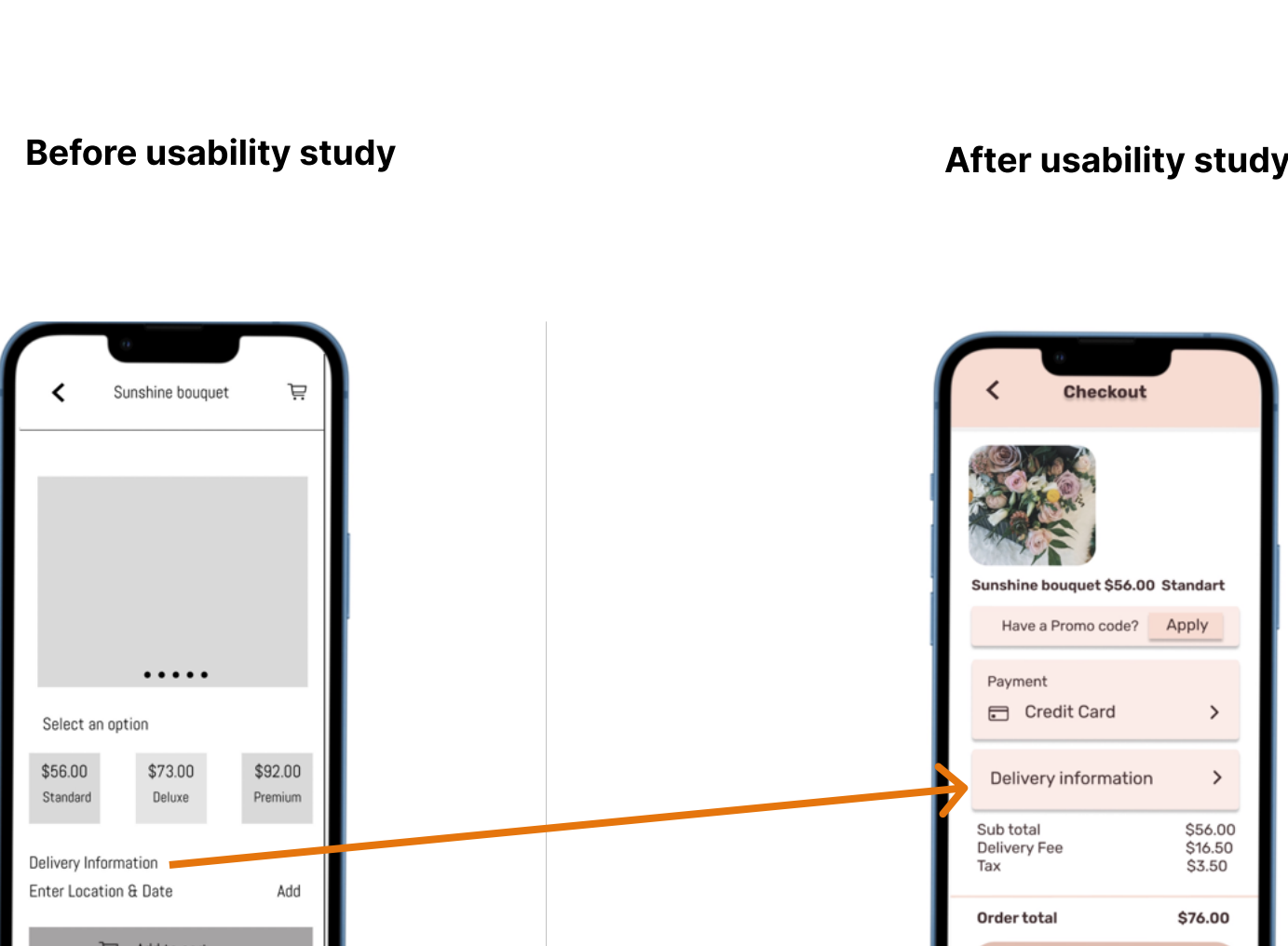
- Users want to order bouquets quickly
- Users want more customization options
- Users want a delivery option

#### Round 2 findings

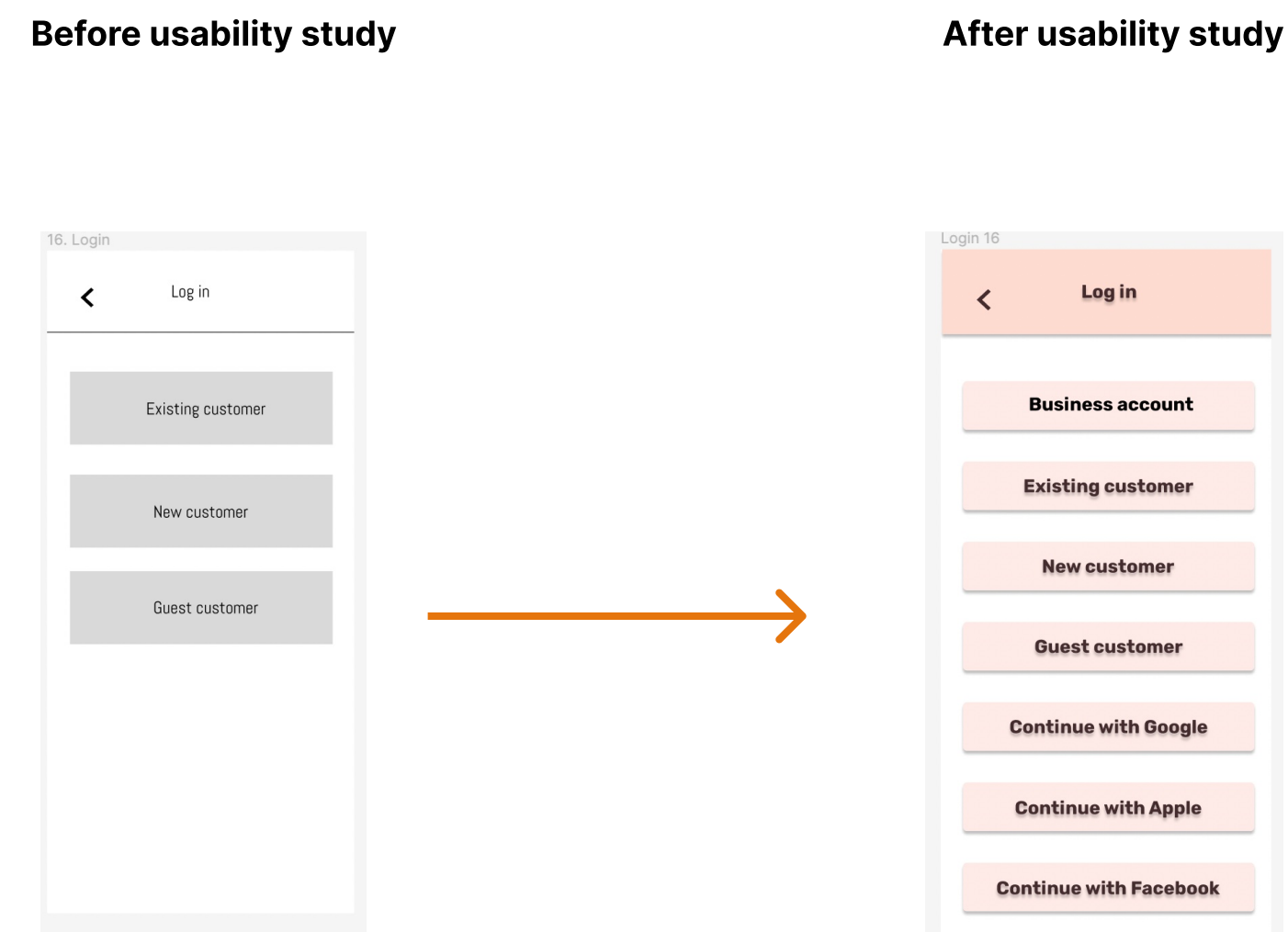
- The group orders process need to be more detailed. Adding wizard was the best decision
- Users want to add "Business account" in Login screen
- Users want to add more types of payments at Payment screen

### Mockups

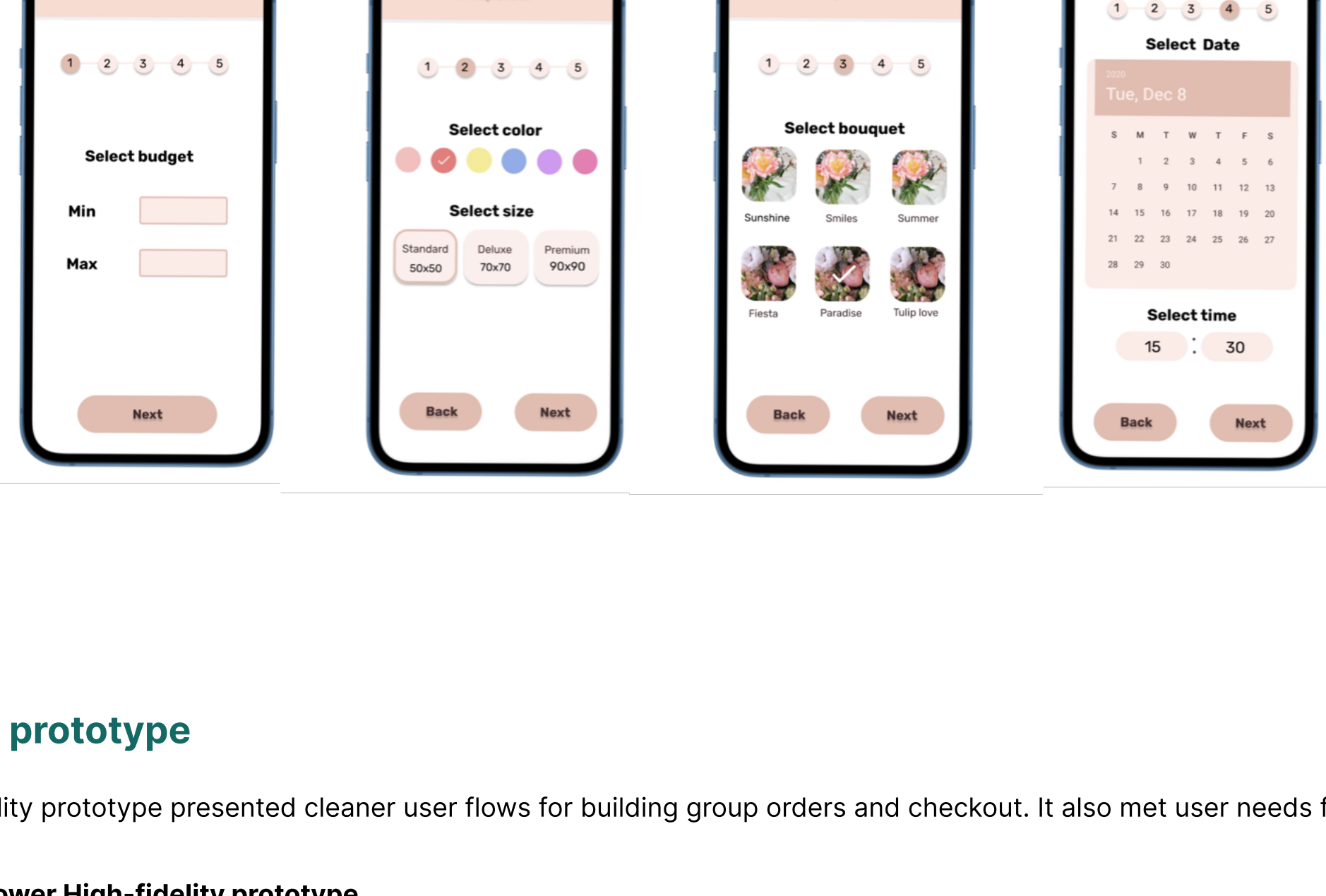
Based on the usability study delivery information button was moved to the checkout page.



After the second usability study I added more buttons on the Login page, like Business account, continue with Google, Continue with Apple, Continue with Facebook.



### Key Mockups for Group orders

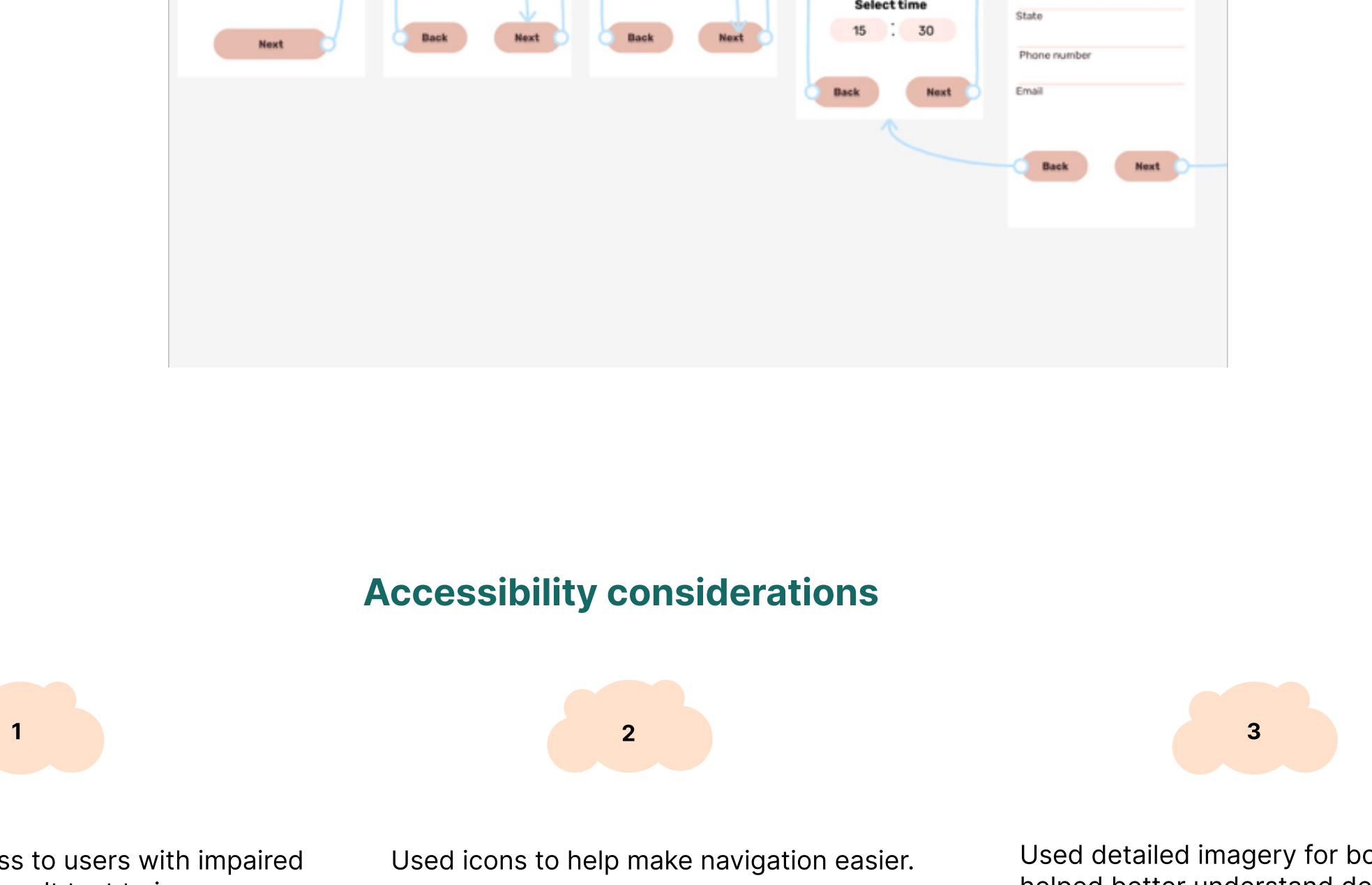


### High-fidelity prototype

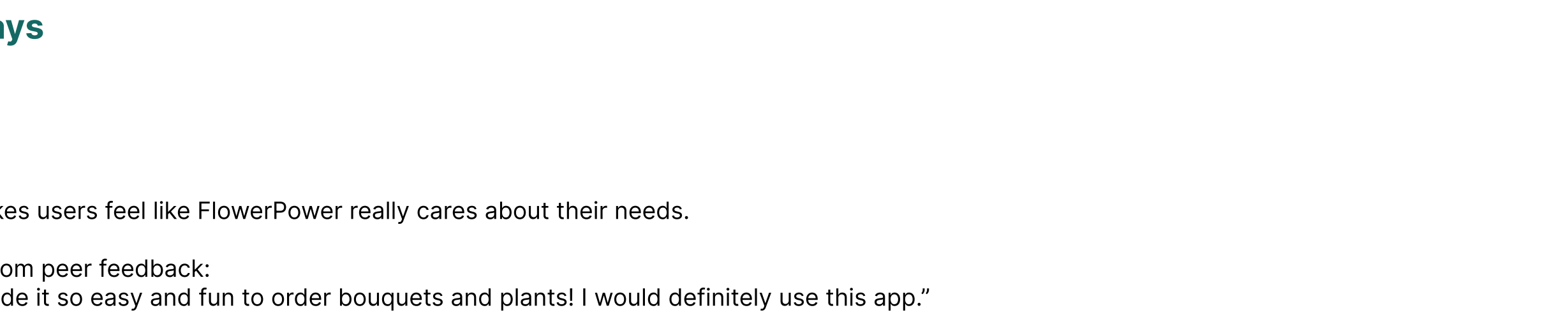
The final high-fidelity prototype presented cleaner user flows for building group orders and checkout. It also met user needs for delivery options like individual and group orders.

#### View the FlowerPower High-fidelity prototype

<https://www.figma.com/proto/YGVKHMzxoYauCdWaE7qz7/FlowerPower-HF?page-id=0%3A1&node-id=2%3A57&starting-point-node-id=2%3A57&scaling=scale-down>



### Accessibility considerations



### Takeaways

#### Impact:

The app makes users feel like FlowerPower really cares about their needs.

One quote from peer feedback:  
"The app made it so easy and fun to order bouquets and plants! I would definitely use this app."

#### What I learned:

Influencing each iteration of the app's designs. While designing the FlowerPower app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback informed each iteration of the app's designs.

Thank you for your time reviewing my work on the FlowerPower App.

If you'd like to see more or get in touch, my contact information is provided below.

Email: [nikagandzha@gmail.com](mailto:nikagandzha@gmail.com)