

plantrom

An app for a florist

Anna Reklińska



Project overview



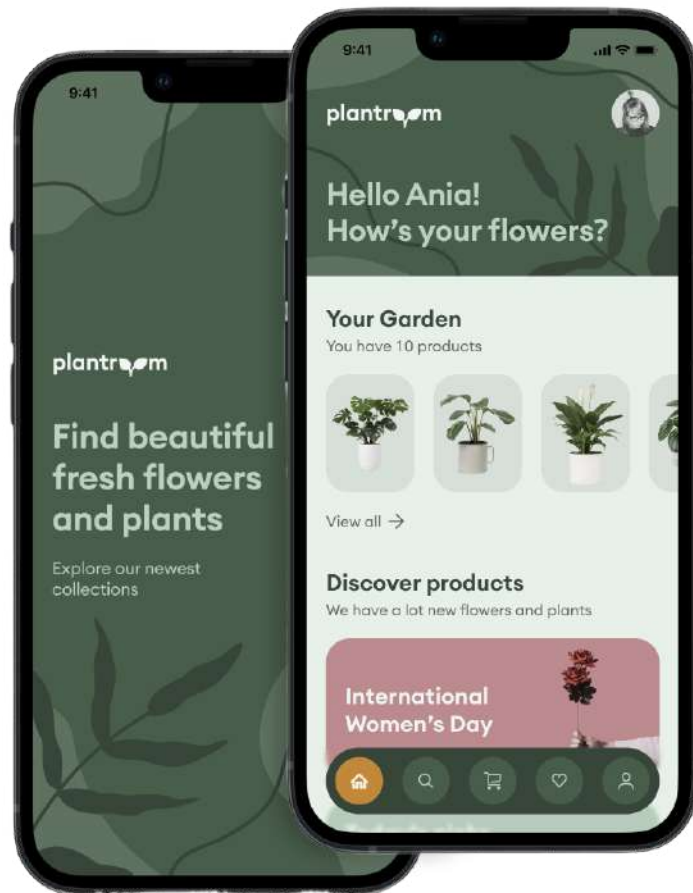
The product:

Plantroom is a regional florist shop located in the suburbs of a metropolitan area. Plantroom strives to deliver fresh and beautiful flowers and plants. They offer a wide spectrum of products at competitive price. Plantroom targets customers who lack the time or ability to often buy fresh flowers and plants.



Project duration:

January - April 2023



Project overview



The problem:

Busy workers and commuters that lacks the time necessary to buy fresh flowers and plants. Also people with movement disabilities that can't lift heavy things.



The goal:

Design an app for **Plantroom** that helps people easily buy flowers and plants with option of choosing between pick up and delivery.

Project overview



My role:

Product designer designing an app for

Plantroom from concept to delivery.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating 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 was working adults who don't have time to buy fresh flowers or plants and can't lift heavy things due to movement disabilities.

This user group confirmed initial assumptions about **Plantroom** customers, but research also revealed that time was not the only factor limiting users from cooking at home. Other user problems included obligations, interests, or challenges that make it difficult to get flowers and plants for decorating their homes or offices.

User research: pain points

1

Time

Working adults are too busy to spend time on regularly buying flowers and plants

2

Accessibility

Platforms for ordering flowers and plants are not equipped with assistive technologies

3

Accessibility

Local florist shops do not offer delivery option, only pick up

4

IA

Text-heavy menus in apps are often difficult to read and order from

Persona: Leah

Problem statement:

Leah is a busy working adult with little personal time who needs to have easier and more efficient way to order flowers because she wants to be able to spend as much of her non-work time as possible on her favorite hobby - decorating home.

Persona 1 - Leah: Busy doctor who loves to decorate her home



Leah

Age: 42
Education: Doctor of Medicine
Hometown: (MD)
Family: Newport, Rhode
Occupation: Island
Single, lives alone
Doctor

“Common sense tells us that flowers make us happy”

Goals

- To have more time after work on her hobbies.
- To have easier and more efficient way to order items to pick up on-the-go.

Frustrations

- “Not all apps and websites are optimized for screen reader usage.”
- “Florist shops pick up hours often interferes with my tight schedule.”

Leah is a doctor with a busy and demanding schedule. She would like to be able to spend as much of her non-work time as possible on her favorite hobby - decorating home. Leah would like for there to be an easier and efficient way to order flowers. Especially with consideration of her visual impairment for which she uses screen reader technologies.

Persona: Carlos

Problem statement:

Carlos is a small business owner with no time and little knowledge about flowers who needs provide great and beautiful space filled with fresh flowers because his clients should feel like at home, so his business is thriving and better.

Persona 2 - Carlos: business owner wanting his company to success



Carlos

Age: 50

Education: HS and some college

Hometown: New York City, NY

Family: Married with 2

Occupation: children
Small business
owner

"There are always flowers for those who want to see them"

Goals

- To provide nice space for his clients where they can feel at home.
- To have successful business among great competition.

Frustrations

- "It's often hard to order flowers without having some knowledge about them."
- "I'd like to have full customer service with help ordering right flowers and having them delivered."

Carlos is a small business owner operating in the middle of a busy metropolitan area. Competition is tough, to have sales steadily increasing he needs to providing customers with a great and beautiful space filled with fresh flowers among others. Since he doesn't have time and knowledge, he wants professional customer service with easy way to order them and have them delivered to the office.

User journey map

Mapping Leah's user journey revealed how helpful it would be for users to have option of choosing delivery to home address for people with movement disability.

Persona: Leah

Goal: Buy flowers to decorate her home

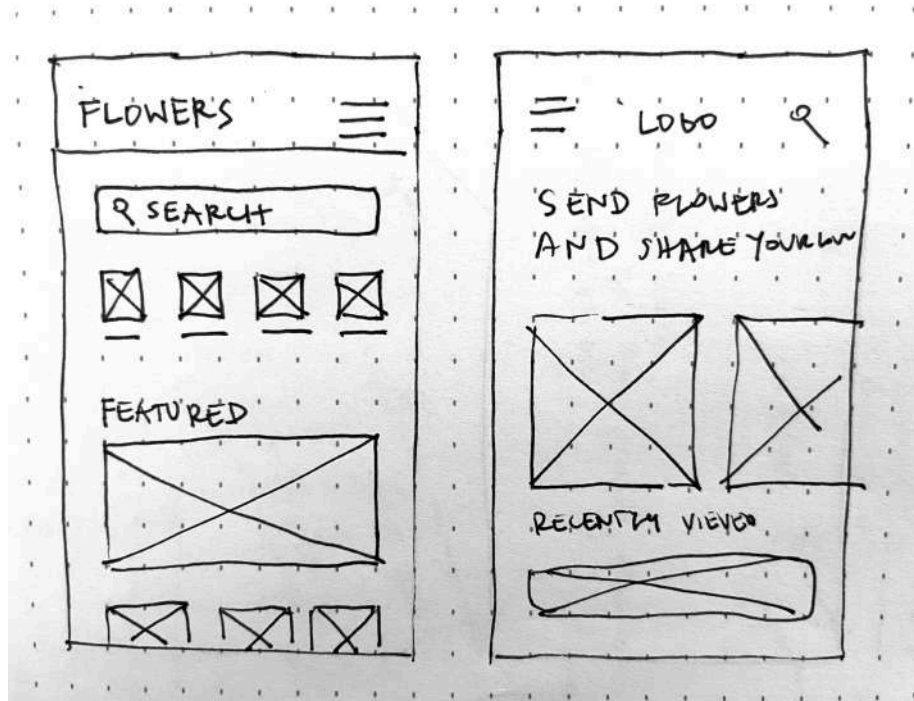
ACTION	Go to flower shop	See the flowers in the shop	Ask for help by florist	Choose flowers	Buy flowers
TASK LIST	Tasks A. Find good flower shop B. Identify fastest route C. Get there	Tasks A. Look around shop B. Think about what flowers and how much of them you need C. Read care descriptions of flowers	Tasks A. Find a florist B. Ask about recommendations C. Ask for guidance	Tasks A. Determine flowers to buy B. Pick them up to cash desk	Tasks A. Pay for flowers B. Pack flowers C. Go home
FEELING ADJECTIVE	<ul style="list-style-type: none">• Tired• Intimidated	<ul style="list-style-type: none">• Interested• Excited• Intimidated• Lost	<ul style="list-style-type: none">• Confused• Hopeful• Satisfied	<ul style="list-style-type: none">• Alert• Confused• Relieved	<ul style="list-style-type: none">• Relieved• Satisfied• Glad
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">• Can be completely online with delivery - comfortable option for people with movement disability	<ul style="list-style-type: none">• Visual and voice descriptions with assistive technology• More details• Tips for taking care of flowers	<ul style="list-style-type: none">• No personal contact for shy people	<ul style="list-style-type: none">• Guide and tips for choosing flowers for every occasion	<ul style="list-style-type: none">• Paying online• Delivery and pick up option• No lifting• Include rewards program

Starting the design

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

Paper wireframes

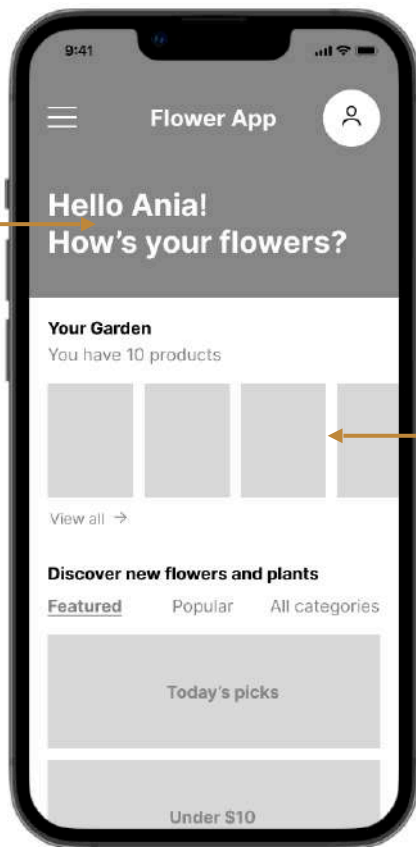
Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized products to buy to be displayed in nice and interesting way.



Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

Saying hello is nice way to welcome users



Your garden section lets users keep track of products they bought earlier

Digital wireframes

Keeping track of checkout process is must-have in e-commerce project and one the most important things for users to trust the app.

Progress bar is great way to keep track of checkout process



Adding Edit order button lets users to add products that they forgot

Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was ordering flowers and plants, so the prototype could be used in a usability study.

View the **Plantroom**
[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 need a more easy to understand way to choose between delivery and pickup
- 2 Users need more details of their order
- 3 Users need a way to access their profile and account settings more easily

Round 2 findings

- 1 Users would like an option to add product to a list so they can consider purchasing it at a later date
- 2 Make order status stages to be clickable so users can get more details about their order.

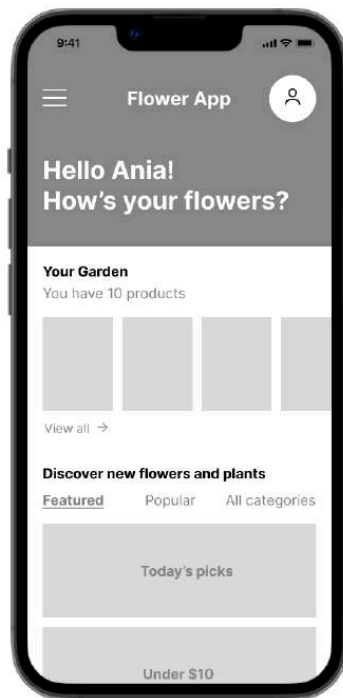
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Early designs allowed for two menus - bottom and hamburger one, but after the usability studies, I decided to delete hamburger, since it was rarely used by users and app is simple enough to not need such a complicated menu.

Before usability study



After usability study



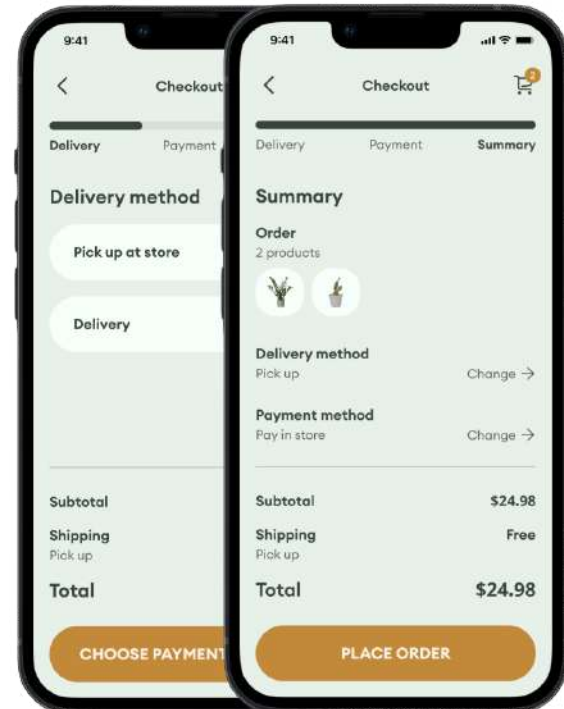
Mockups

The second usability study revealed frustration with the checkout flow. To make it more easy for users, I added step names to progress bar. I also corrected texts on buttons to be more descriptive of the next step In checkout process.

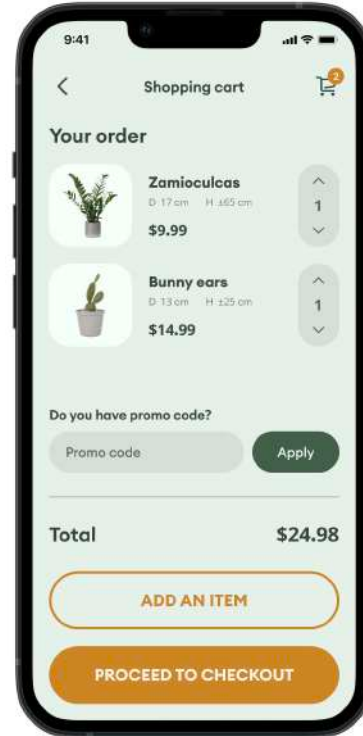
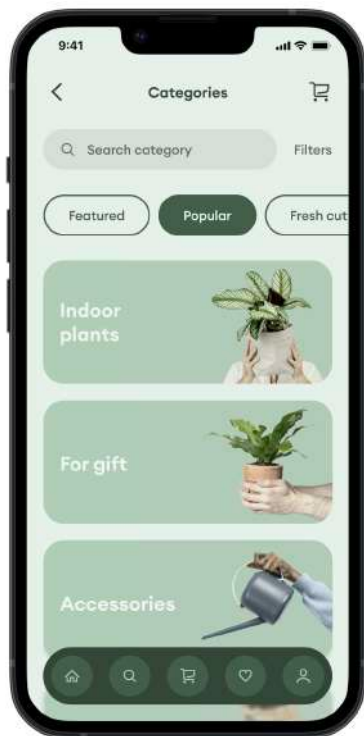
Before usability study



After usability study



Mockups



High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for ordering products and checkout. It also met user needs for choosing a pickup or delivery option and gave more order details.

View the **Plantroom**
[high-fidelity prototype](#)



Accessibility considerations

1

Used icons to help make navigation easier.

Used real images of products to help all users better understand the designs.

2

Provided a lot of negative (white) space and used large buttons with appropriate sizes of mobile UI for users to navigate easily.

3

Provided access to users who are vision impaired through adding alt text to images for screen readers.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

We've created **the Plantroom app** to help people easily buy flowers and plants with option of choosing between pick up and delivery.

Our product can compete in the market, improve sales, and increase customer satisfaction.



What I learned:

While designing the **Plantroom app**, I learned that designing the app is really complex process that consist of a lot of steps. I was surprised how much usability research and feedback from other users influenced each iteration of the application designs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

3

Check designs for any inconsistencies in color, type, size, rounding etc.

Let's connect!



Thank you for your time reviewing my work on the **Plantroom app**.
If you'd like to get in touch, my contact information is provided below.

E-mail: anna.reklinska@gmail.com