

Florap App Design

Deborah Ologundudu

Project overview



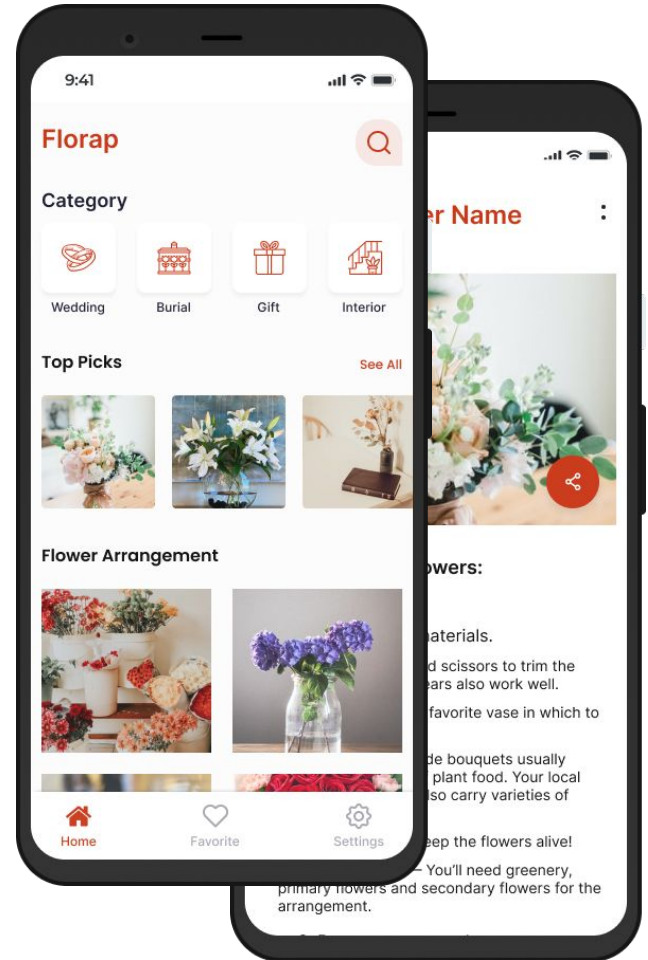
The product:

Florap is a flower arrangement app that allows user browse different flower arrangements and how to do a DIY flower arrangement from the comfort of their homes.



Project duration:

April 2021 to June 2021.



Project overview



The problem:

Difficult decision making when it comes to flowers arrangements.



The goal:

Design an app for users that allows them make quick decision on flower arrangements.

Project overview



My role:

UX designer designing an app for flower arrangements 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.

Understanding the user

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

User research: summary



I conducted interviews and created user journey maps to understand the users I'm designing for and their needs. A primary user group identified through research was working adults who finds it hard to decide on a flower arrangement. This user groups confirms initial assumption about decision-making on flower arrangements.

User research: pain points

1

Time

Working couples are too busy to decide on a particular flower arrangement

2

Accessibility

Platforms for flower arrangement just show pictures without detailed description of the flower arrangements

3

Non-specificity

Users can't search for a specific type of flower arrangement, because platforms shows just gallery of flowers

Persona: George Wellington

Problem statement:

George is a busy medical doctor who needs to find an intuitive flower arrangement app because his fiancée is too busy to go to the flower shop



George Wellington

Age: 28
Education: MBBS
Hometown: United Kingdom
Family: Single
Occupation: Doctor

"Flowers speaks louder than words"

Goals

- To find bouquets and decorative flower arrangements
- To find intuitive apps with pretty pictures.

Frustrations

- He doesn't know where to start with finding the right flowers
- Knows little about flowers

George is a medical doctor from United Kingdom, he is a bachelor that just started his career, he is currently dating. His girlfriend likes flowers but he knows little about flowers.

User journey map

George's user journey revealed how helpful it would be for users to have access to a flower arrangement app.

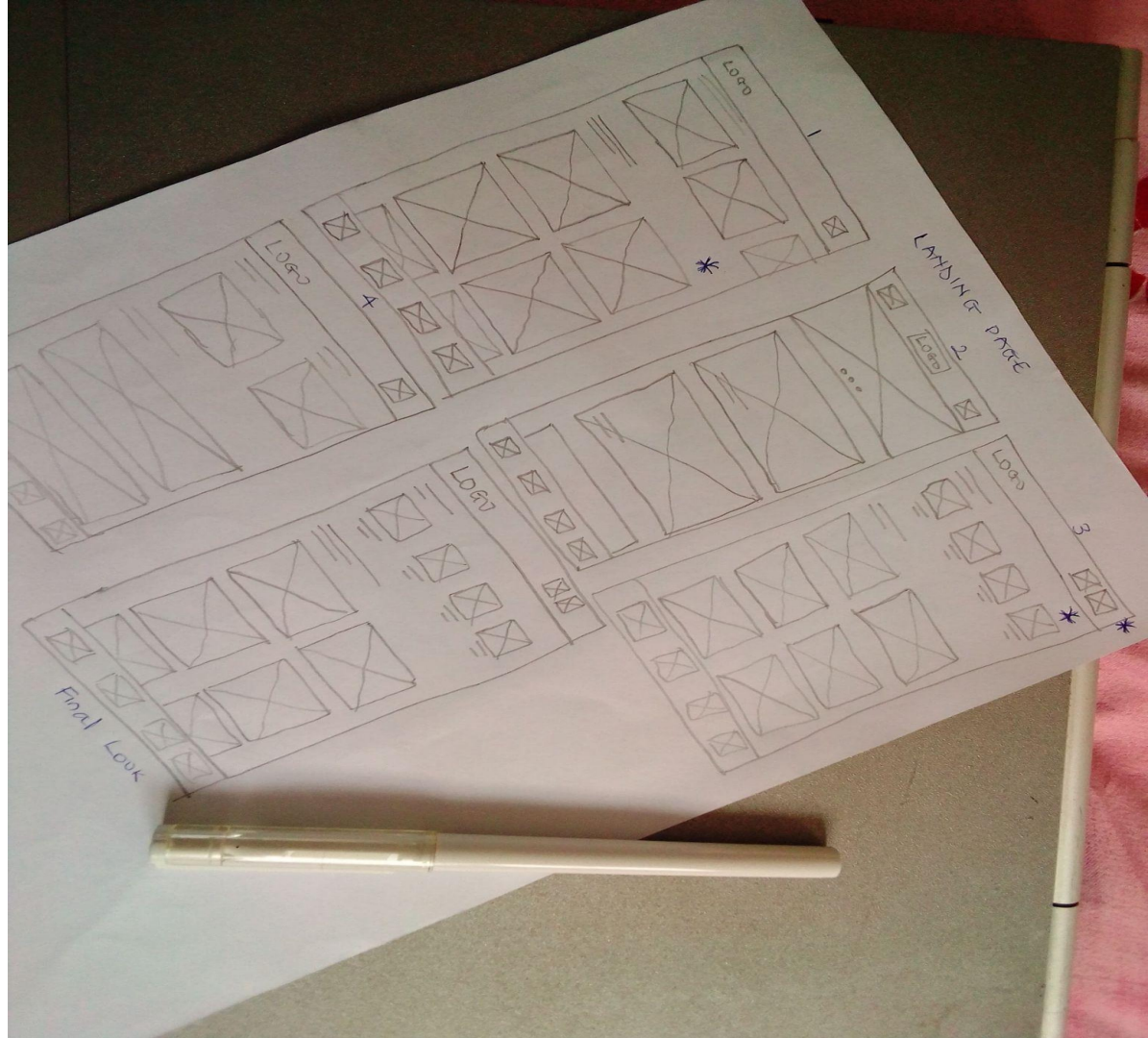
Persona: George Wellington

Goal: should be able to browse varieties of flowers and it's arrangements.

ACTION	Get app	Browse flowers	Save favorite
TASK LIST	Tasks A. Download app B. Set up account	Tasks A. Search using filter icon B. Search by typing the name in th search box	Tasks A. Click on the heart icon to save B. Save to phone/device
FEELING ADJECTIVE	Excited to see different flowers arrangements	Stressless search	Happy that I can have a copy of mine saved in my device
IMPROVEMENT OPPORTUNITIES	Reduce the size of the app	Add search history	Add share options to share with friends and families.

Paper wireframes

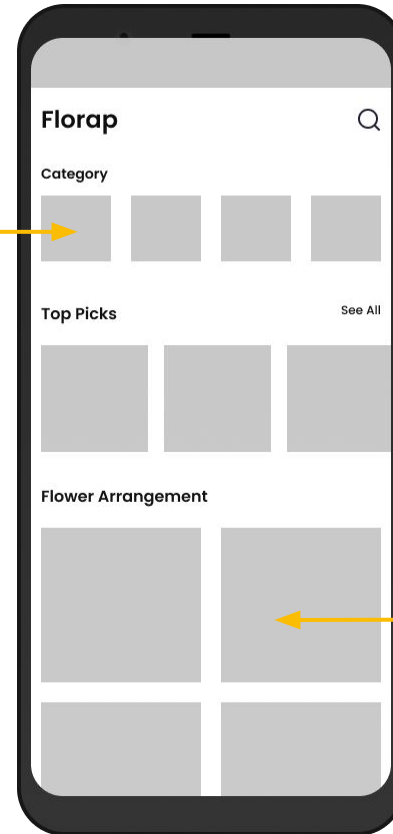
Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **quick and easy browsing process** to help users save time.



Digital wireframes

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

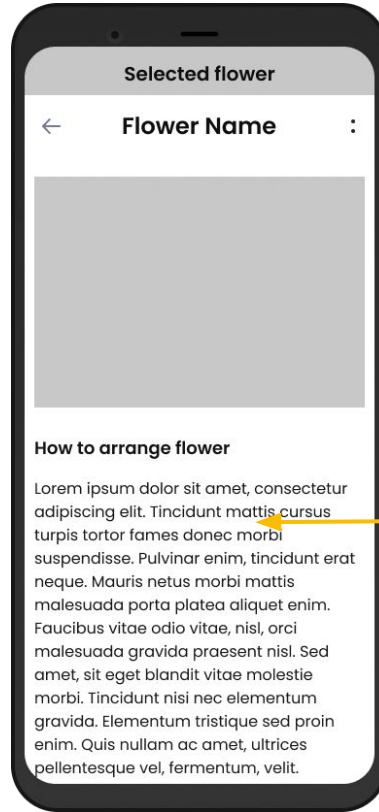
These are categories of flower arrangements, ranging from wedding flowers to burial flowers



These are images of flower arrangement which is clickable

Digital wireframes

Clear explanation on how flowers are arranged, with distinct steps to follow.

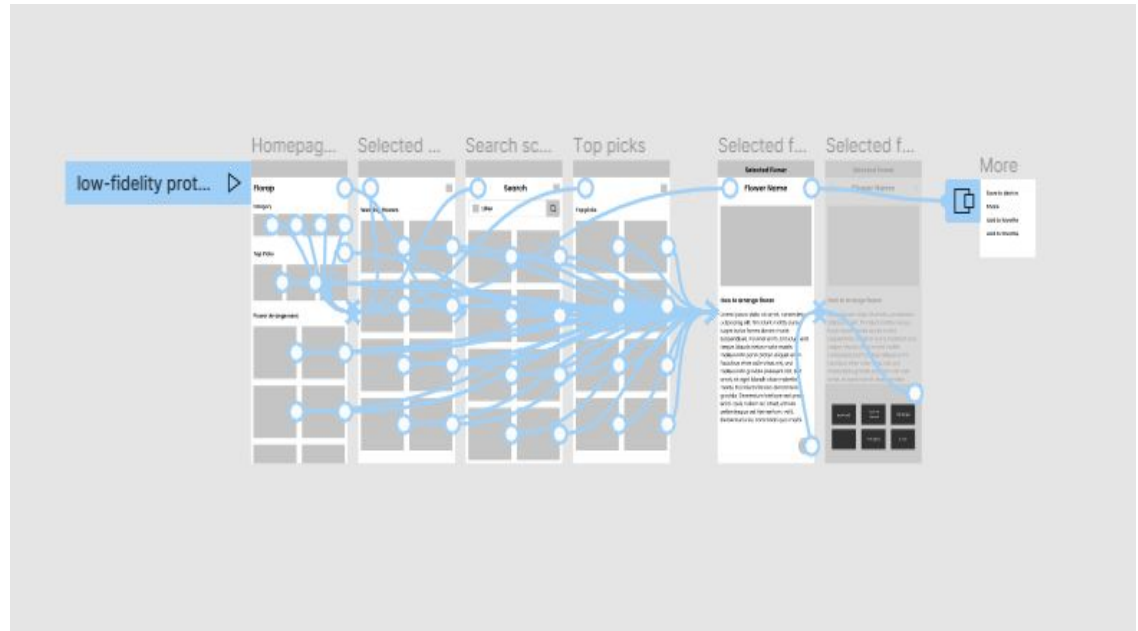


Description on how flowers are arranged (DIY)

Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was browsing and searching for a flower arrangement, so the prototype could be used in a usability study.

View the Florap app [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 fast way to search for a specific flower arrangement without browsing through a whole number of flower arrangements
- 2 Users want to be able to share the selected flower arrangements with ease

Round 2 findings

- 1 Users want a pictorial diagram of the steps
- 2 Users want to be able to order flowers from the app

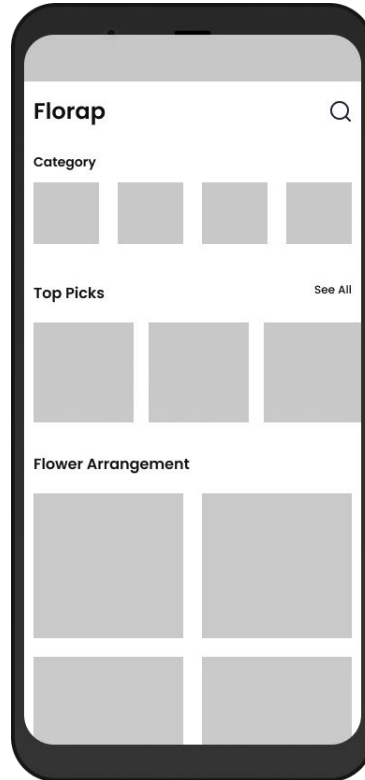
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

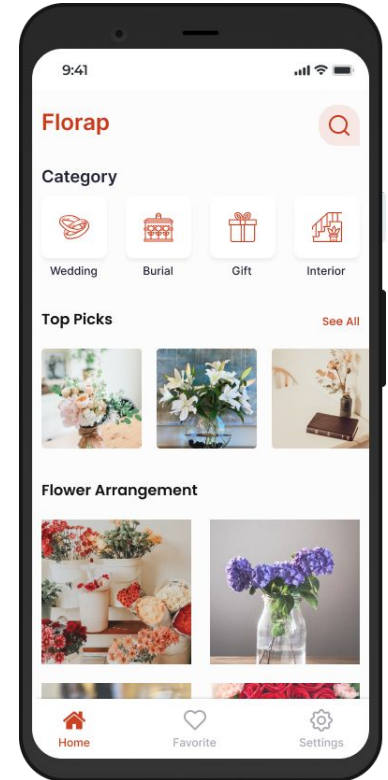
Mockups

Early designs allowed for some customization, but after the usability studies, I added icons to **clearly point out what the category is.**

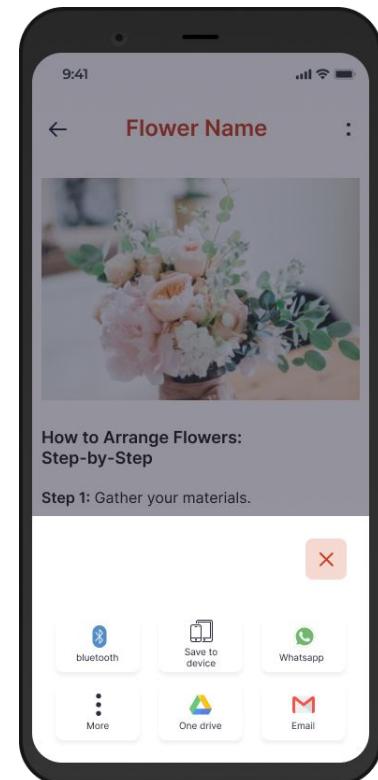
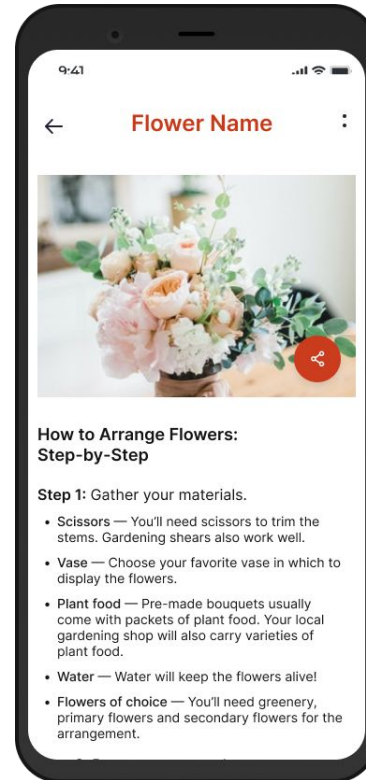
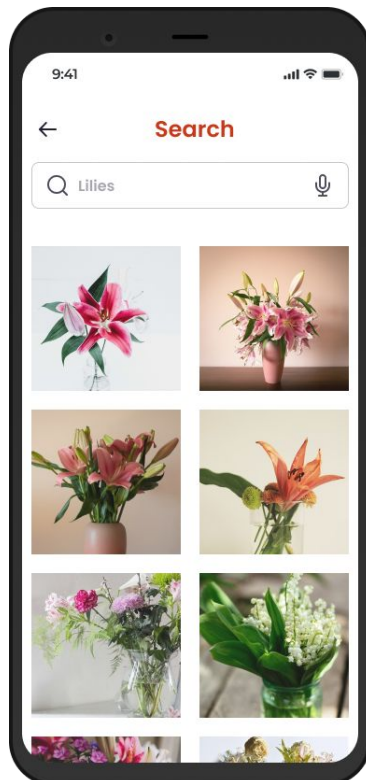
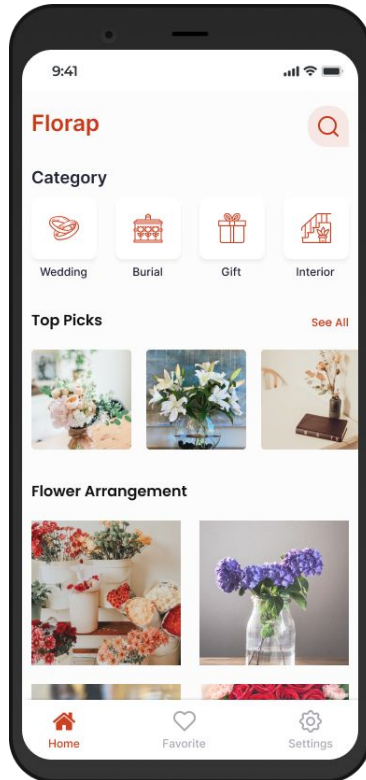
Before usability study



After usability study



Mockups

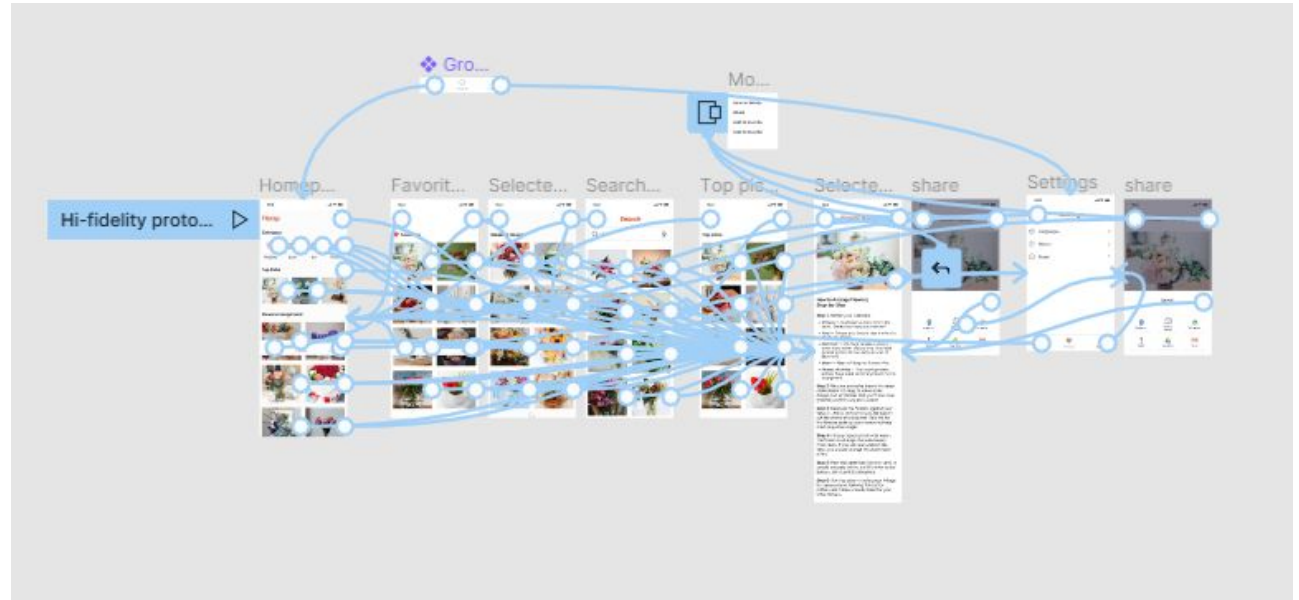


High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for browsing a flower arrangement and sharing it. It also met user needs for a sharing with family and friends

View florap app

[high-fidelity prototype](#)



Accessibility considerations

1

Used icons to help make navigation easier.

2

Used detailed imagery for flowers arrangement to help all users better understand the designs.

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:

Our target users shared that the design was intuitive to navigate through, more engaging with the images, straight forward and very explanatory.



What I learned:

I learned that even a small design change can have a huge impact on the user experience and that the first ideation progress is just the beginning and not the end. 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

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.

Let's connect!



Thank you for reviewing my work on the florap mobile app!

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

Email: dhebbieu@gmail.com

Website: debeebblack.netlify.app

Thank you!