[Design a flower catalogue app for a florist]

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Team

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Study Details

Project Background

I'm creating a new app not only to help florists communicate better with their users and sell their products in an efficient and easier way but also to improve flower buyers' experience to buy their desire flower stick, bouquet, pot and other flower derivatives in a reliable, easier and faster ways.

Study Details

Research Questions

- How long does it take a user to find, select, arrange, consult, see and check the final delivery package before payment and pay in the app?
- What can we learn from the user flow, or the steps that users take to place a successful order.
- Are there parts of users flow where users get stuck?
- Which feature(s) are useless and is there any other desire feature(s) they like to be included in the app?
- Do users think the app is easy or difficult to use?

Participants

5 participants

Two males, two females and one nonbinary individuals, between 18-70 ages, one participant with visual impairment.

Methodology

10-20 minutes per participant,

Spain, United state (remote),

Unmoderated usability study,

users were asked to perform tasks in a low-fidelity prototype

Prototype / Design Tested

Low-fi prototype link:

https://www.figma.com/proto/8IbG7tKegNo6KxvRAu
93OV/Floyal-(flower-catalogue)?page-
id=0%3A1&node-id=2%3A2&viewport=-
7%2C218%2C0.2&scaling=scale-down&starting-point-
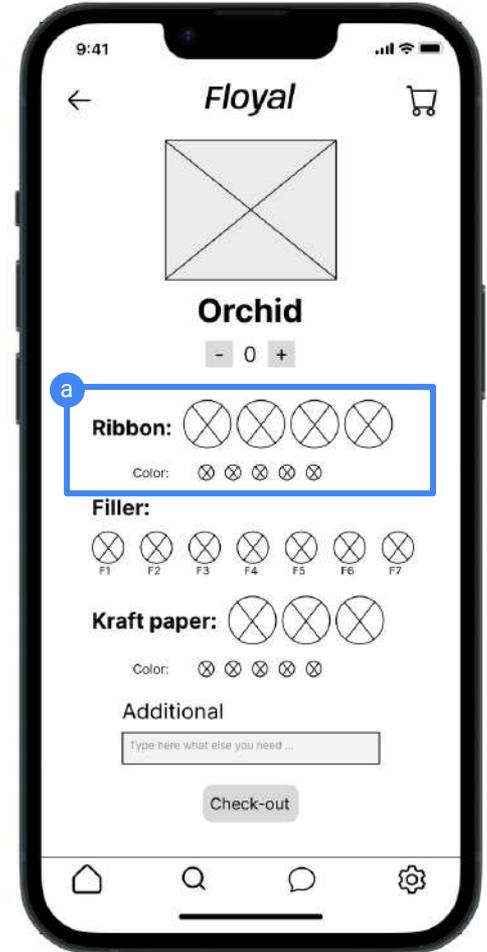node-id=2%3A2
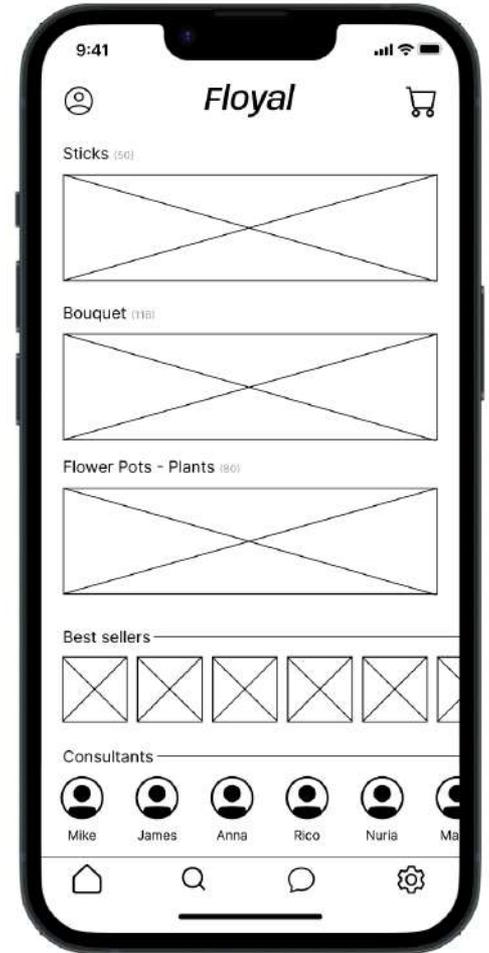
Themes

Most participants want to see topic on top of each screen and in customization screen they want more information to make its elements clear

- 4 out of 5 participants had trouble with customization screen elements.

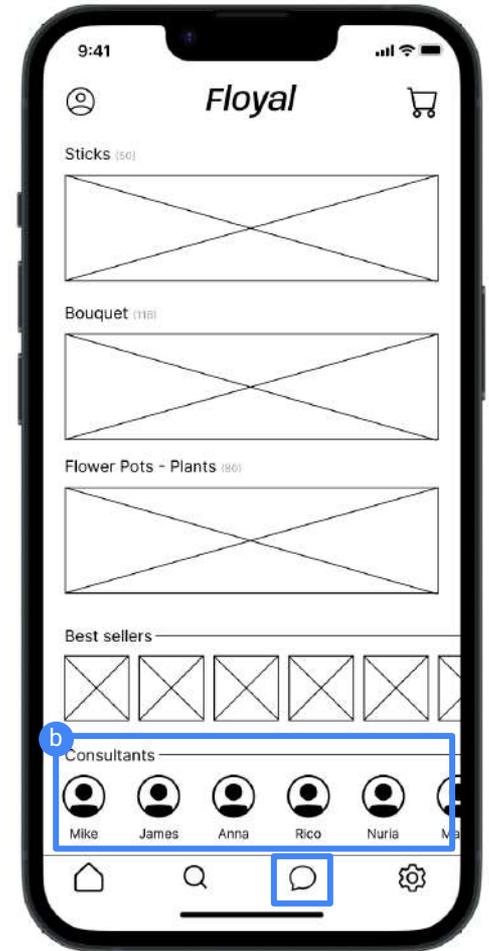- Few of them couldn't find the customization screen at all.

"I didn't realize this was the customize page. Maybe leave bread crumbs or something like that show I'm on the customize page" (J)

Most participants want to use consultation option in some points but they don't get the chat idea

- 4 out of 5 participants had doubt about the chat option and didn't get it clearly.

- Few of participants didn't want to see the chat option after they pay their order.

"I prefer not to see the chat in bottom (consultant section) of this screen which is meaningless at this point." (S)

More than half of the participants want to see their order (videocall or 360-degree view) before going to checkout and payment screens

- 3 out of 5 participants preferred to check and see the product before reaching to check-out and payment screens.

- Some participants want to have access to 360-degree view and videocall options and check the order right after they apply changes in customization screen

"I might put the 360 degree option in customization screen." (D)
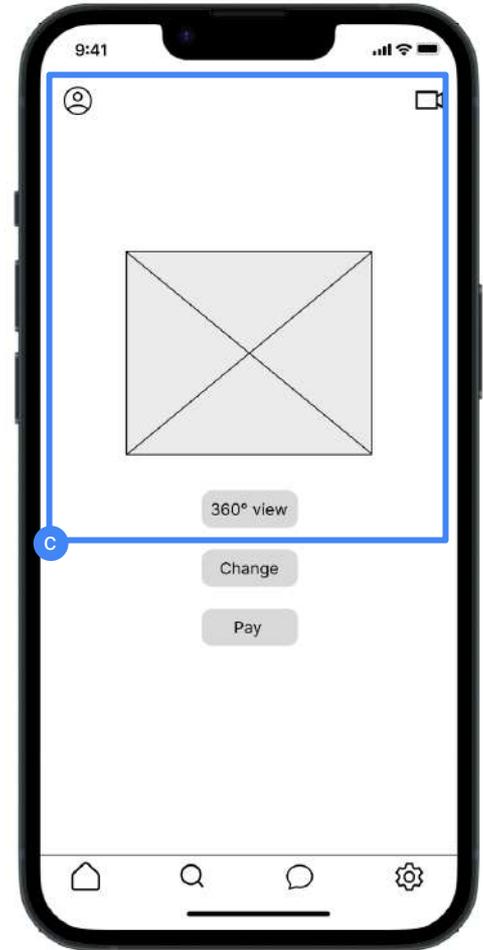
More than half of the participants want to see product description & price before going through payment procedure

- 3 out of 5 participants wanted to preferred to have delivery option, payment total/summary all in one page

- Some participants believe that product description screens and payment screens are not in a correct order

"I prefer to see the dscription before the payment". (D)
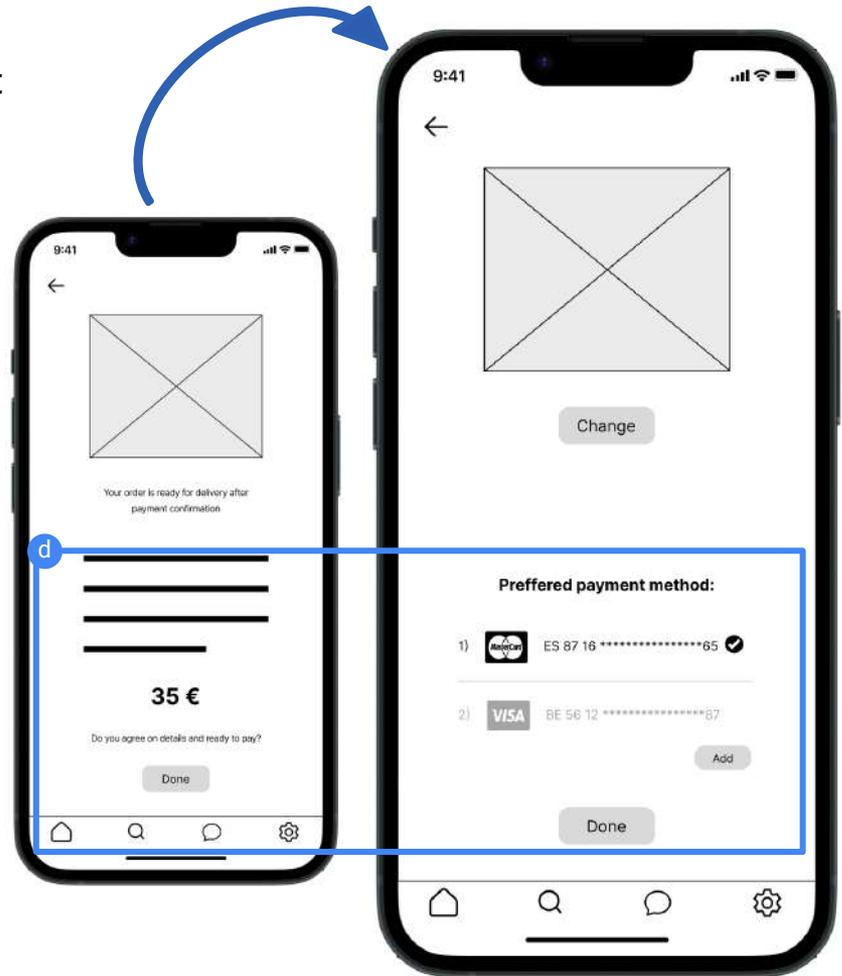
More than half of the participants want to have delivery option and payment screens all in one screen

- 3 out of 5 participants wanted to preferred to have delivery option, payment total/summary all in one page

- Some participants don't want to go through different screens for check-out and payment procedure.
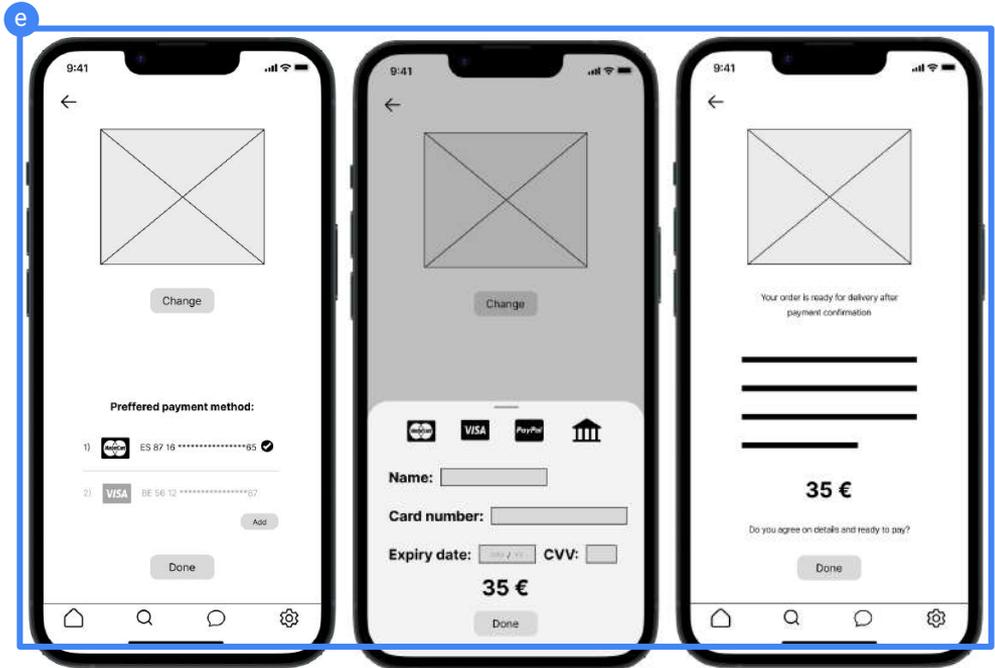
"Having one page on payment method and payment with product description/summary." (J)

Insights & Recommendations

Research insights

Unable to identify screens at first

Put screen name separately and also provide more info. for customization screen elements particularly

Chat icon was not clear

Changing navigation bar in the bottom and deleting chat icon that seems unnecessary

Unable to see the order after apply changes

Move and integrate 360-degree and videocall options to customization screen

Disordering in product description and payment procedure

Organizing product description and payment procedure and bring all of them to one screen (integration)

Recommendations (BEFORE APPLYING CHANGES)

- Make it possible to identify each screen by putting each screen name on top of them and specially write more explanations in complex screens to make them understandable (such as customization screen).

- Deleting chat icon and those unnecessary elements that lead to users distraction and keeping the consultation option easy and accessible only in customization and before checkout screen.

- Make it possible to see the order not only by 360-degree view but also by videocall option before checkout and exactly after each change that users apply in the customization screen.

- Try to make product description, payment procedure and delivery options neat and organize in a correct order.

Changes

Most participants want to see topic on top of each screen and in customization screen they want more information to make its elements clear

- 4 out of 5 participants had trouble with customization screen elements.

- Few of them couldn't find the customization screen at all.

"I didn't realize this was the customize page. Maybe leave bread crumbs or something like that show I'm on the customize page" (J)

- Based on usability study couple of changes applied on customizing screen as it shows in the lo-fi prototype picture in this slide

Most participants want to use consultation option in some points but they don't get the chat idea

- 4 out of 5 participants had doubt about the chat option and didn't get it clearly.

- Few of participants didn't want to see the chat option after they pay their order.

"I prefer not to see the chat in bottom (consultant section) of this screen which is meaningless at this point." (S)

- Based on usability study few changes applied on home screen as it shows in the lo-fi prototype picture in this slide. Chat option has been deleted from bottom nav bar and the bottom nav bar has been replaced with cart icon on top right corner
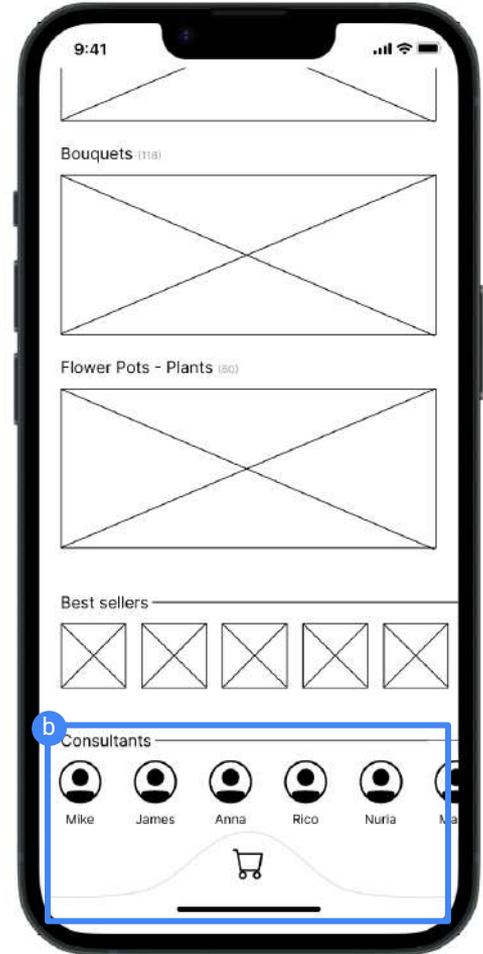
More than half of the participants want to see their order (videocall or 360-degree view) before going to checkout and payment screens

- 3 out of 5 participants preferred to check and see the product before reaching to check-out and payment screens.

- Some participants want to have access to 360-degree view and videocall options and check the order right after they apply changes in customization screen

"I might put the 360 degree option in customization screen." (D)

- Based on usability study, again couple of changes applied on customizing screen as it shows in the lo-fi prototype picture in this slide in order to make 360 degree view and videocall options more accessible and useful in right screen

Recommendations (AFTER APPLYING CHANGES)

- Push prototype to mid and high fidelity prototype steps and put images for different categories and options in customizing screen in order to make this screen more clear.

- Add bottom navigation bar items into top right corner navigation bar and make them interactive.

- Try to make product description, payment procedure and delivery options neat and organize in a correct order.

Thank you!