Bouquet preview app for a florist

Thomas Hallgren

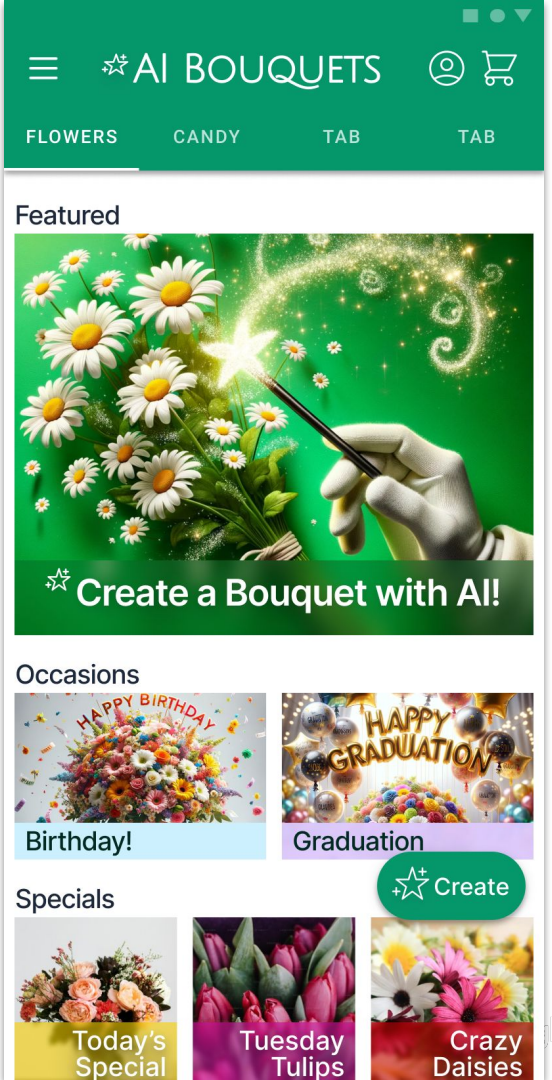
Project overview

The product:

Rather than choose from a series of options online from the florist, the bouquet preview app allows users to see how different groups of flowers might be combined by a virtual assistant.

Project duration:

I worked on this project in the early part of 2024 for 1 month.



Project overview



The problem:

Customers are not always inspired with he bouquet options in the shop. They often can’t imagine something different, so they don’t buy on certain days.



The goal:

Engage customers to imagine new possibilities to consider buying bouquets more often. Create a bouquet preview app for a local florist. The preview app will show the flowers, vases and accessories most in stock and ready for delivery - arranged uniquely with an AI image generator.

Project overview



My role:

Lead UX designer, UX researcher, etc.



Responsibilities:

User research, wireframing, design, prototyping.

Understanding the user

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

User research: summary



To better understand user needs, I conducted user interviews with locals who like to purchase bouquets of flowers more than 4 times a year.

User research: pain points

1

Out of the way

Going to the florist was a special trip that was outside of normal shopping. For example it was not as easy as picking up after grocery shopping.

2

Cost

Going to the florist, especially during holidays tended to be expensive.

3

Variety

Quite often, especially during holidays, the best flowers were typically out of stock. So rather than get what was wanted, “we had to rely on the florist to put something together that looked good.”

4

Inspiration

Going to the florist required on the creativity of the florist. Sometimes they were inspired, other times not so much. I prefer my own inspiration.

Persona: **Julia**

Problem statement:

Julia is an executive assistant who needs accurately themed floral bouquets for the office to align with brands of clients who visit.



Julia

Age: 24
Education: Bachelor of Arts
Hometown: New York, NY
Family: Single
Occupation: Executive Assistant

"We need a better way to preview our flower orders - because they set the stage for our office when clients visit."

Goals

- Design custom flower bouquets for our agency
- I need to theme the colors to match our client brands - red for Coke, blue and red for Red Bull, blue for Busch, and more.

Frustrations

- Client managers rely on me to get this right
- Not looking for the florist to be "creative"
- Site says they have it when they really don't, or it's not fresh.

As an agency executive assistant, Julia consistently orders flowers to match client brands for the office. She faces challenges with florists making incorrect substitutions, about half the time - often due to seasonal availability. To address this, Julia seeks to design fresh bouquets using flowers available at the florist, confirming this with a photo, to ensure accuracy in the orders.

PROBLEM STATEMENT

Julia (user name) is a/an Highly conscious executive assistant (user characteristics)

who needs premium, brand-themed bouquets to enhance the office ambiance (user need)

because The floral arrangements must reflect and complement the distinct brands of their clients. (insight).

Julia Problem Statement

Jennifer, a meticulous and detail-oriented executive assistant at a bustling New York agency, faces a unique challenge. She's tasked with sourcing floral bouquets that not only uplift the office ambiance but also mirror the unique identities of their diverse clientele. The need for these bouquets to align closely with each client's brand essence is crucial. This alignment ensures that the office environment resonates with the characteristics and values of each brand, thereby enhancing the client's experience during their visits.

User journey map

“I need to ensure we get flowers that live up to the specific and challenging requests and standards of an aesthetic and demanding group of designers and creative directors.”

Persona: Julia

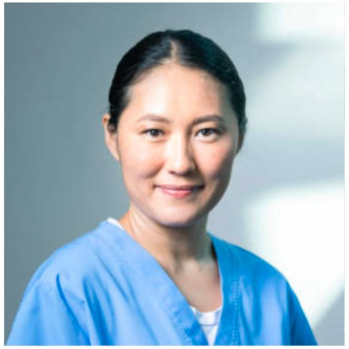
Goal: As an executive assistant, Julia wants to preview and order bouquets in a florist app, based on themes.

ACTION	Find fresh bouquets	Choose preferred flowers	See flowers in various bouquets	Choose flower bouquet, and add to shopping cart	Check out
TASK LIST	A. Managers complained about bouquet quality and accuracy. B. Googled local flowers C. Found and opened bouquets app D. Choose create fresh bouquet	A. See available fresh flowers and color varieties. B. Added the color flowers and size of bouquets I needed. C. I submitted to the preview engine	A. See the rendered bouquets produced by AI. B. Checked the ones I liked and asked for more renders.. C. Saved and sent options to decision makers in the office.	A. Choose approved bouquet(s) and and quantity requested by the managers. B. See delivery day, time, options, and prices. C. Confirm delivery address D. See total cost.	A. Confirm order, delivery time and price. B. Process order with payment method. C. Receive confirmation and order processing updates.
FEELING ADJECTIVE	• Frustrated at current florist services. • Confused at what my options might be. • Intimidated by the idea of using an app to order fresh flowers.	• Overwhelmed by all the flower options. • Hopeful that what I was seeing was real. • Unsure that what I chose would look good.	• Delighted at the renders that were coming in. • Wondered if I could get better results with more options and got them. • Hopeful that managers would approve an option.	• Excited that bouquets are approved by managers. • Hopeful I can get them as soon as this afternoon. • Worried because its always about sweating the details in this office.	• Relieved to have gotten this far. • Concerned about security with payment method. • Anxious that the delivery will arrive as areed.
IMPROVEMENT OPPORTUNITIES	• A video preview of how easy it is to order would help. • A promo graphic on the website that showed the process and results and happy customers.	• Show price and availability as flowers added. • Show progress bar so I know that I've got enough flowers	• Sharing can be direct - maybe managers directly approve one of the flower orders. • Show confirmation of delivery times based on location for each option.	• Each bouquet could have a vase option. • Add a gift note option. • Receive notification updates on the order.	• Offer Amazon payment. • SMS / Email confirmation with shipping links, and picture • Offer precise order processing and delivery updates.

Persona: **Ha**

Problem statement:

Ha is the daughter of an aging mother. She needs seasonal flowers that, though not exact, might remind her of her home country, Vietnam. It's hard to explain to florists.



Ha

Age: 52
Education: Masters
Hometown: Anaheim, CA
Family: Divorced, 2 children
Occupation: Nurse

"Sometimes the bouquets don't look like my request. I wish I could just show the florist what I need."

Goals

- Influence the arrangements I get from my florist.
- Only based on the freshest flowers available.
- Show the florist what I want to hopefully inspire them to get closer to my needs.

Frustrations

- Florists don't understand my mother's culture.
- Hard to describe what is cultural.
- I know it when I see it, I would like to add a picture reference to my request.

Ha, a busy professional caring for her mother, finds it better to assist florists in person to create bouquets she knows her Vietnamese mother will like. But her tight schedule makes this impractical. She prefers having bouquets delivered or ready for quick pick-up, as she can't afford the time needed to wait and then make adjustments.

PROBLEM STATEMENT

Ha (user name) is a/an Nurse and loving care-giver to her aging mother (user characteristics)

who needs requires a solution to design bouquets that resonate with Vietnamese aesthetics (user need)

because her mother appreciates receiving floral arrangements that evoke a sense of her homeland. (insight).

Problem Statement

Ha, a nurse, is tasked with choosing culturally significant seasonal flowers for her aging Vietnamese mother, a ritual that comforts her. Despite understanding her mother's preferences, Ha struggles to find florists who grasp the cultural nuances, especially when communication is limited to phone calls. Her demanding job further complicates personal visits to florists. Ha needs an efficient way to ensure her selections maintain their cultural and personal value without constant in-person oversight.

User journey map

“I know what my mom will like when I see it at the florist. I have a hard time doing that in an app because they look like “bunches of lots of flowers”.

Persona: Ha

Goal: Needs seasonal flowers that remind her of her home country, Vietnam. It’s hard to explain to florists.

ACTION	Find fresh bouquets	Choose preferred flowers	See flowers in various bouquets	Choose flower bouquet, and add to shopping cart	Check out
TASK LIST	A. Depending on the season I like to find similar flowers like what they have in Vietnam. B. Checked Amazon options and googled local florists. C. Found and opened a NEW Amazon Bouquets. D. Choose create fresh bouquet	A. See available fresh flowers and color varieties. B. Choose flowers I recall from Vietnam. Added the color flowers and size of bouquets I needed. C. I submitted to the preview engine	A. See rendered bouquet pictures.. B. Chose a preference and asked for more options like that one. C. Repeated until good options appeared.	A. Chose a favorite bouquet. B. Viewed pickup and delivery cost and availability options for the bouquet. C. Confirmed the delivery address. D. Viewed the total cost.	A. Confirm order, delivery time and price. B. Process order with payment method. C. Receive confirmation and order processing updates.
FEELING ADJECTIVE	• Frustrated at past florists, and can’t find what I want on Amazon. • Determined to find a cost effective solution. • Worried about using an application.	• Overwhelmed by options I don’t need. • Hopeful once I found a flower type that works. • Unsure that the florist will arrange it tastefully.	• Overwhelmed by options that are not right. • Hopeful that the florist really has these flowers.	• Excited that I found an option I like. • Hopeful the flowers will be ready when the florist promises for pickup. • Worried that freshness might suffer over preference.	• Relieved to have gotten this far. • Concerned about security with payment method. • Anxious that the delivery will arrive as areed.
IMPROVEMENT OPPORTUNITIES	• A video on Youtube that shows what the app can do. • Ratings and reviews of the app might help me to decide to use this option in my area.	• Option to see flowers for Vietnamese shoppers. • Show progress bar with price so I can stay in budget.	• Simple→Complex button or a slider to influence what I see. For example from a single flower-type, to bright multi-colored bouquets.	• Would like to see cost of each bouquet shown. • Receive reminder that I have an incomplete order in cart. Sometimes I forget to process order.	• Offer Amazon payment. • SMS / Email confirmation with shipping links, and picture • Offer precise order processing and delivery updates.

Persona: **Jennifer**

Problem statement:

As a creative outlet needs to be a part of the process of creating a bouquet. Goes to the florist to be inspired, hopes the app helps her creatively.



Jennifer

Age: 32
Education: Masters
Hometown: Hartford, CT
Family: Married, 1 child
Occupation: Doctor

"I'm creative and having flowers at my desk opens my mind. I get inspiration when I go to the florist too, but I rarely have time to go.

Goals

Arrange my own bouquet in an app - for my desk at work. I want to create my own bouquets, it's like discovery. Sometimes I go to the florist just to mix and match what they have.

Frustrations

I don't have time to go to a florist. I really miss going to the florist and taking home something special.

Jennifer is a very busy Insurance executive who wants flowers at her desk, and does not have time to spend at a florist. Amazon, and florists generally offer generic bouquets. She prefers to discover what's in season and create a custom bouquet. Having her own creations on her desk keeps her focused, relaxed, and brightens her day.

PROBLEM STATEMENT

Jennifer (user name) is a/an Wheelchair bound insurance executive (user characteristics)

who needs to participate in the bouquet creation process as a personal outlet (user need)

because Making her own bouquets inspires and motivates her throughout the week. (insight).

Problem Statement

Jennifer, a wheelchair-bound insurance executive in Hartford, balances a demanding career and finds inspiration in making bouquets. However, her busy schedule doesn't afford her the time to visit a florist, a particularly time-consuming challenge due to her wheelchair. She is seeking a way to maintain this creative outlet without the difficulty and uncertainty of visiting a florist.

User journey map

“I’m a creative person who likes to take part in the bouquet creation process based on what is fresh and to her liking in the florist at that time.”

Persona: Jennifer

Goal: Needs to have flowers at her desk at work that inspire her. Wants to help create her own bouquets.

ACTION	Discover what’s at the florist for a bouquet	Choose preferred flowers	See flowers in various bouquets	Choose flower bouquet, and add shopping cart	Check out
TASK LIST	A. Look at all the fresh flowers available. B. Choose some of the flowers C. Combine them into a bouquet preview	A. See all available flowers B. Add preferred flowers C. Submit to have preview bouquets created	A. Review AI rendered bouquets B. See what flowers are in and how much it will cost. C. Request sizing up or down based on budget.	A. Choose bouquet B. Add to cart C. Accept / reject options including vase, shipping, etc. D. Add notes and additional requests.	A. Add shipping address, confirm costs. B. Pay with card. C. See final receipt.
FEELING ADJECTIVE	• Wondering what’s available. • Excited to see what’s fresh, to put them together.	• Exciting to see how many flower options • Hopeful to find a nice combination • Overwhelmed by the options	• Delighted to see so many options. In different lighting. • Wonder how to make it fit a budget. • Hopeful to find the right combination for price.	• Happy to have a final bouquet. • Hopeful it turns out correct. • Worried at ability of florist to match image.	• Focused having to do the boring part. • Concerned with costs. • Excited with anticipation seeing the final receipt.
IMPROVEMENT OPPORTUNITIES	• How to video • Promo graphic [Touch accessible]	• Show availability of each flower • Accessible voice input and selection methods.	• Accessible voice navigation on mobile, and keyboard tab navigation on desktop.	• Warn user that the rendered image and final photo may vary.	• Send a picture on the final to customer via SMS to hold on to until delivered. • SMS opens channel for florist to send pictures to customer as making bouquet.

User Flow

Based on the journeymap, this is how I envisioned the application to function.

User task: Open Bouquets Application.

User task: Select create a Bouquet.

User task: Watch how to video (and advanced tips if desired).

User task: User Selects visual “prompts” to create a bouquet created from their preferences.

User task: Create AI Preview Render, choose a render, or edit prompts and ask for more.

User task: Purchase bouquet by adding recipient information and confirming order details.

User task: Complete payment.

BOUQUET APP USER FLOW: The goal of the app is to enable users to create a custom bouquet of the freshest flowers and place an order.

Here are the actions users will take to achieve this goal:

1. Open the Bouquet Application.
2. Select 'Create a Bouquet'.
3. Watch a tutorial video, including advanced tips if desired.
4. Select visual prompts (photos of fresh, available flowers) to create a bouquet based on their preferences.
5. Generate an AI preview of the bouquet, choose a render or edit prompts and request more options.
6. Complete the purchase by adding recipient information and confirming order details.
7. Make a payment to finalize the order.

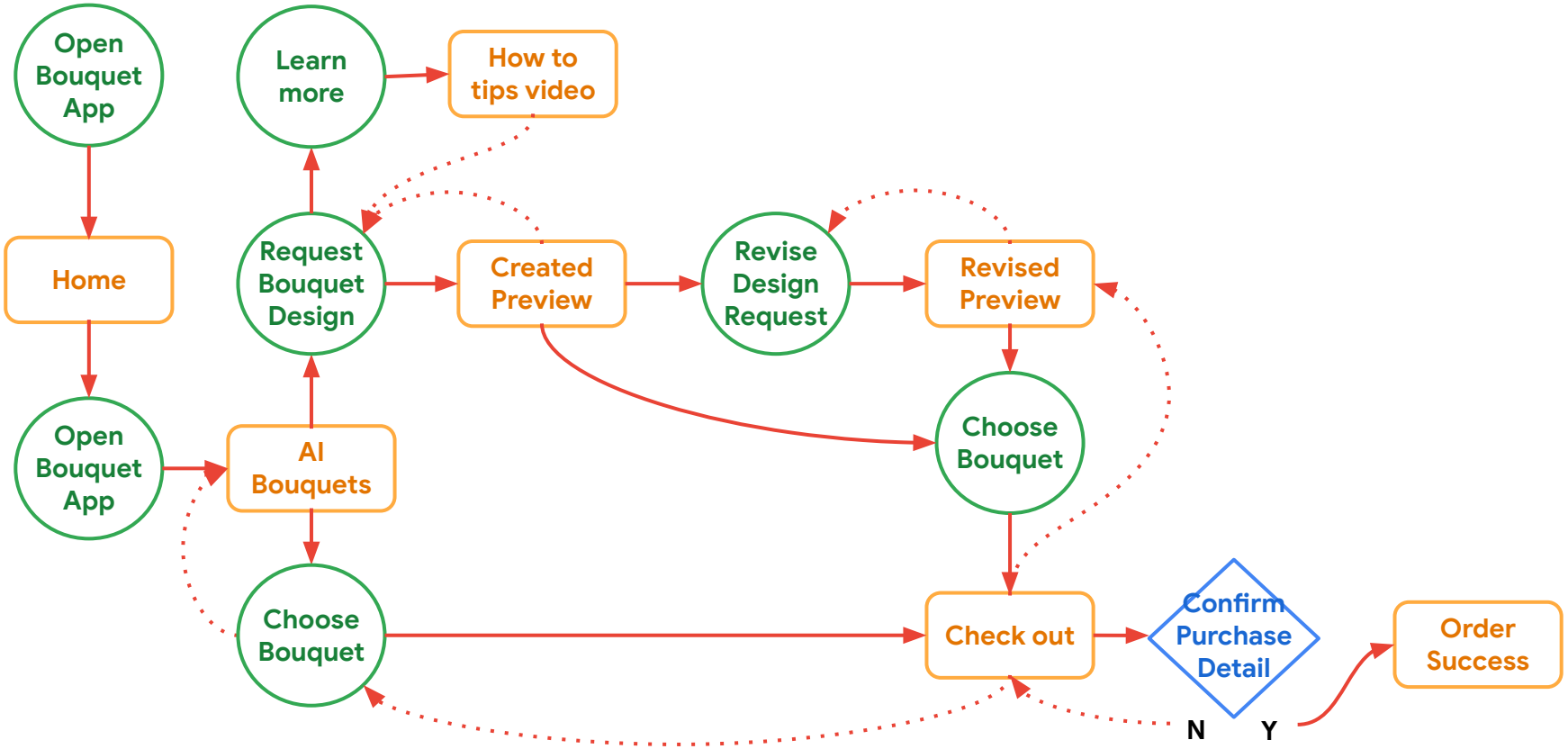
Decisions users will make in pursuit of the goal include:

- Deciding to create a bouquet.
- Choosing which types of flowers to include in the bouquet.
- Selecting their preferred bouquet render.
- Completing the purchase.

The screens users will encounter after taking action or making a decision are:

- Home screen.
- Bouquet creation screen.
- Purchase completion screen (Cart experience)."

User task: User opens application, chooses bouquet, or creates and selects a bouquet, and checks out.

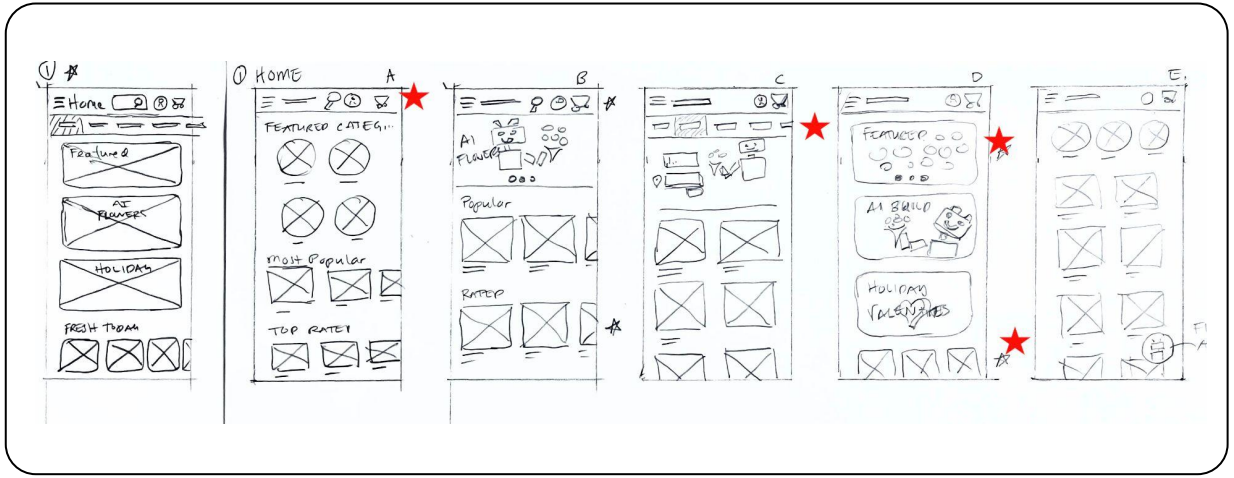


Starting the design

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

Paper wireframes - Home

Drafting paper iterations of each app screen ensured elements addressing user pain points were well-incorporated into the digital wireframes. On the home screen, prioritizing a streamlined discovery process, featuring photos of fresh flowers, was key to helping users save time.

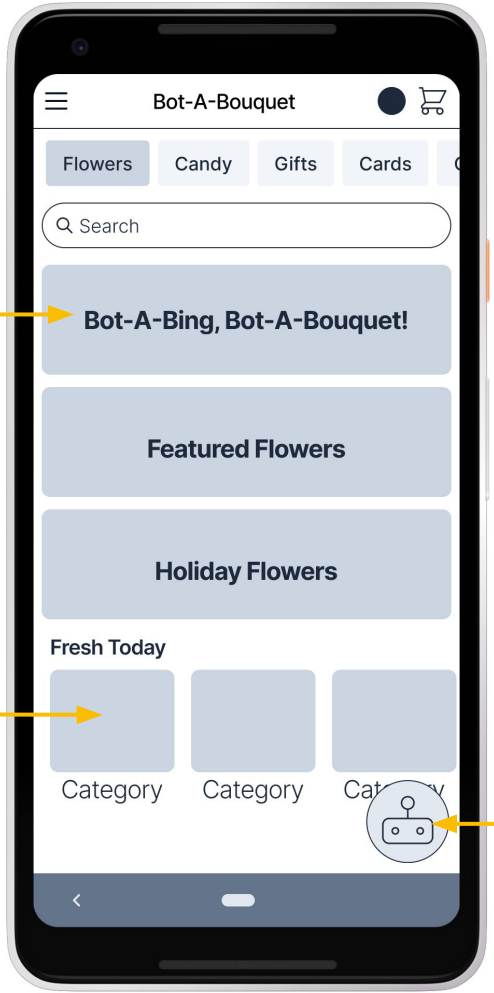


Digital wireframes

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

A front-and-center promotional image link to the Bouquet Bot is presented in a fun creative, memorable and light-hearted manner.

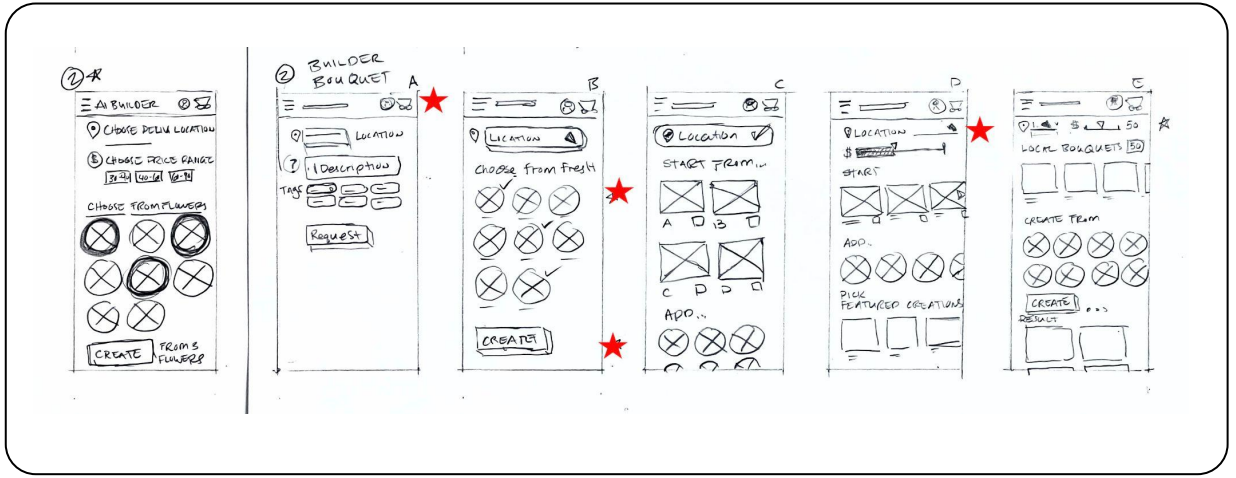
Featuring “Fresh Today” allows a user to jump to what’s freshest and easiest.



Bot-Creator link, similar to Twitter (X) create post, scrolls with the user across the home page, inducing the user to “create” and share their flowers.

Paper wireframes - Builder

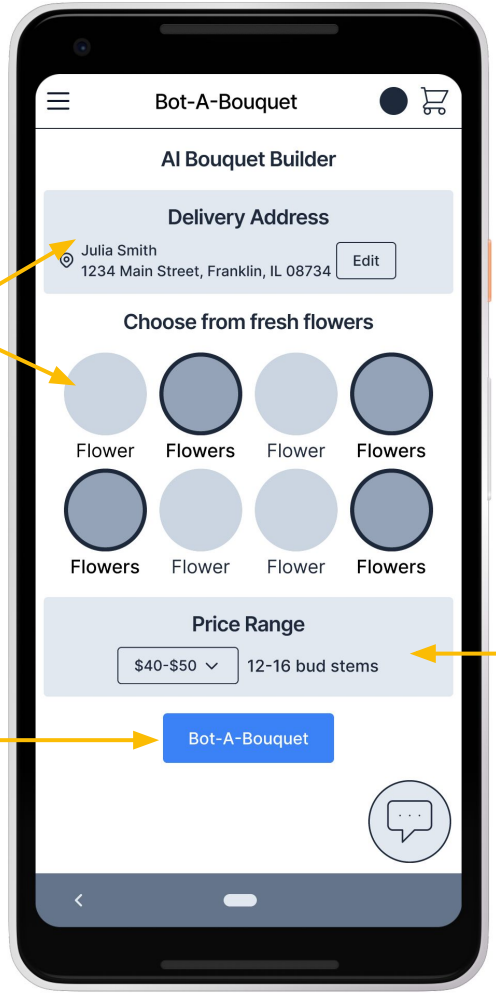
The AI builder is the beginning of the Bouquet creation process. The user chooses a location for the recipient - for local orders, as well as a price range. Then the freshest “stems” of local flowers is presented to the user to choose from. The CTA is to request the bot to create a bouquet render.



Digital wireframes

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

Delivery address, and freshest flowers for that address for delivery today.

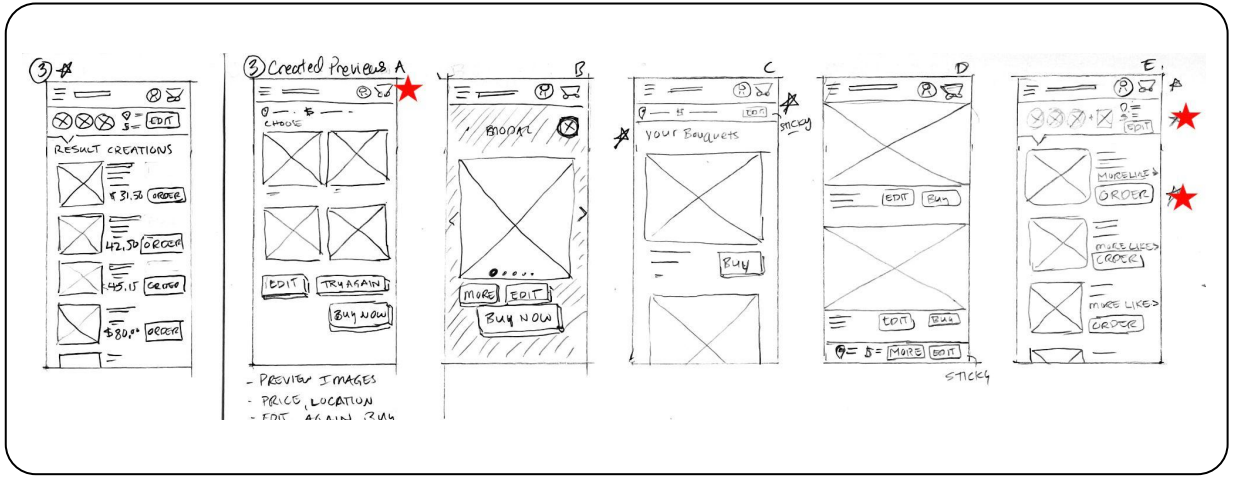


CTA: A fun way to ask the robot to create a bouquet render with the company name used as a verb to create!

Price range will adjust what is available above.

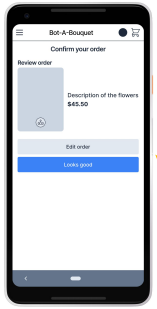
Paper wireframes - Results

Viewing results can be done in many ways. I opted for a way to see not only the previews, but also information about them, including price and flowers included at top. The features and functions on this page are allow the user to make decisions to move forward, without having to go back.



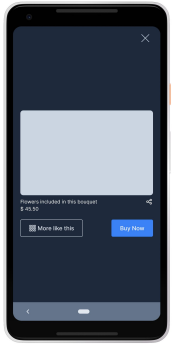
Digital wireframes

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



Quick-confirm orders before adding to basket.

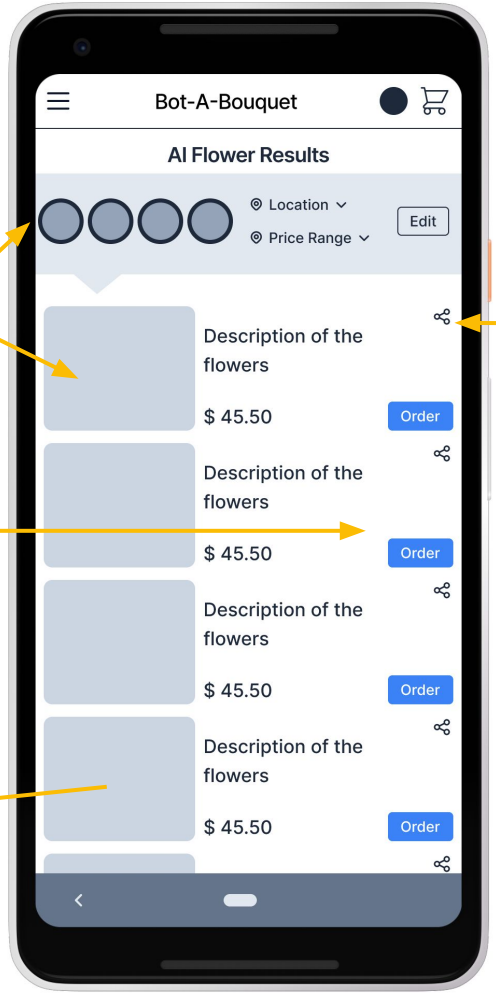
Clicking on preview in list displays a larger view in a modal.



The user is shown the presets selected and the results below.

Clicking on results shows a preview in modal.

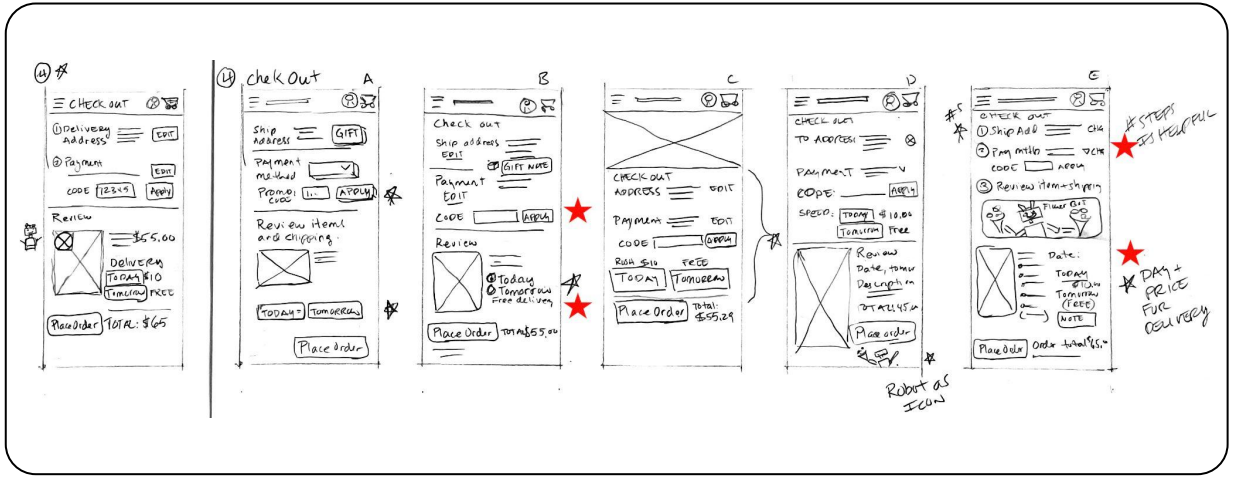
CTA: User can see preview, price and is given the order option from the list.



Sharing results allows users to promote discoveries in the app and the app itself.

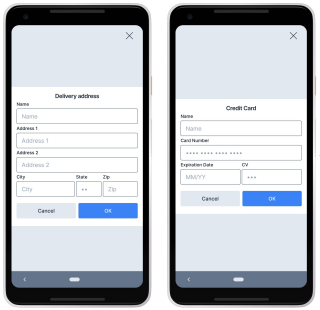
Paper wireframes - Checkout

Our checkout goal is to simplify the process. After creating an order, it goes into the checkout basket and begins the checkout process. For users already signed in, the process is swift. Otherwise, no problem - it's still fast because we enable inline information input, cutting down on frustration, lost time, and abandonment.



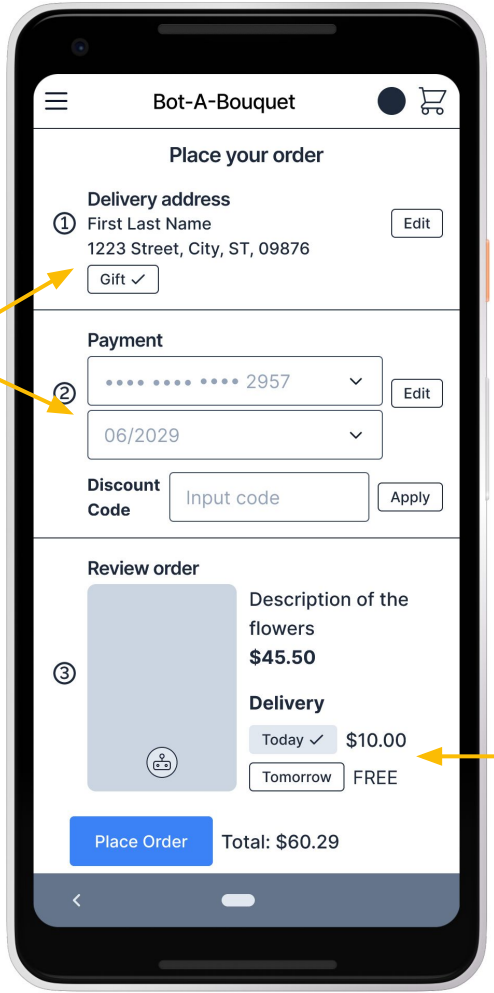
Digital wireframes

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



Modals keep users in the checkout flow.

The first two steps are hopefully confirmations. If not, we allow easy edit via modals, keeping the user in the checkout flow.

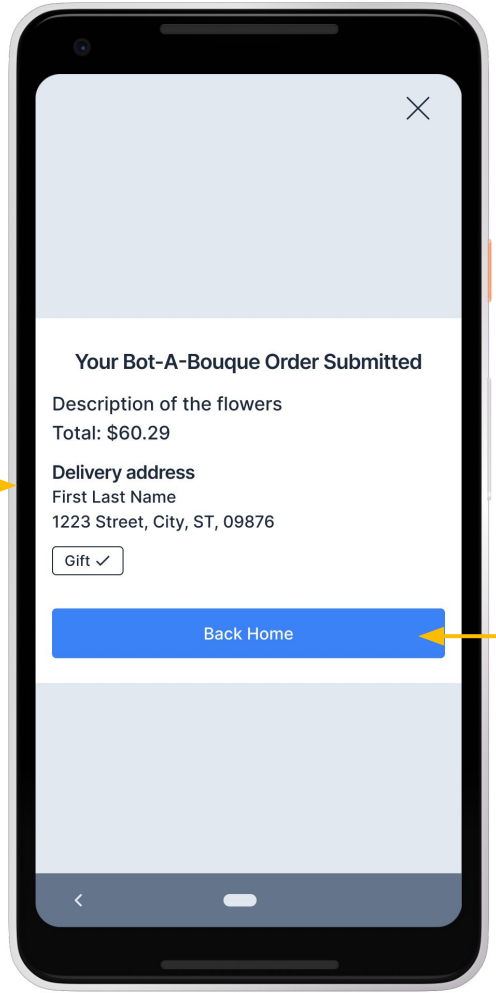


Complete order details with inline editable delivery options for today or free tomorrow.

Digital wireframes - Confirmation

A confirmation is displayed on the screen as well as being sent to the user via email.

Clear clean presentation of the order information only.

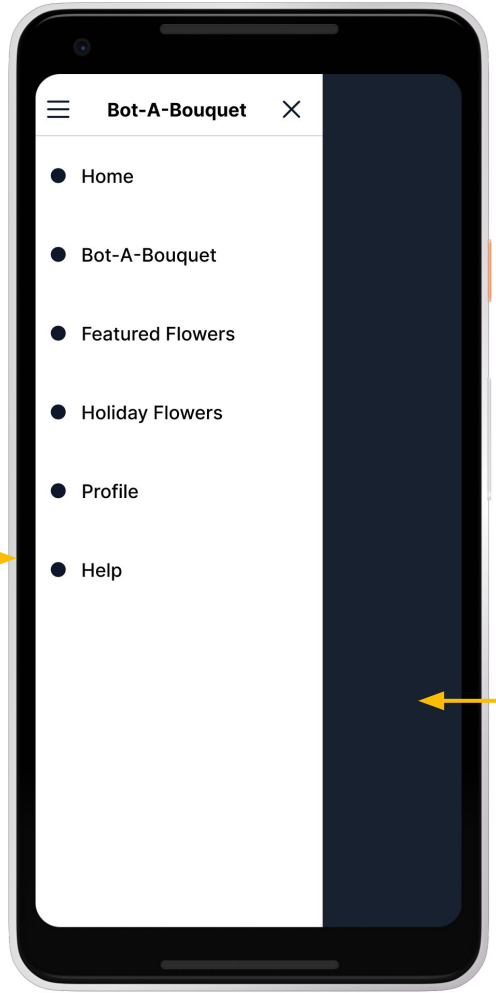


CTA: Return to home

Digital wireframes - Navigation

Navigation is always available to the user.

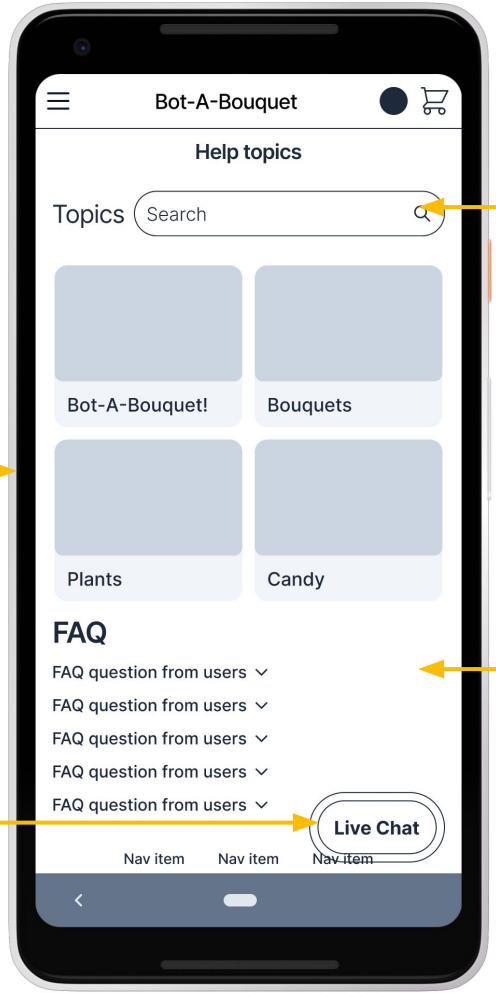
Clean clear list of navigation of features available on the home page, as well as “Profile”and “Help” which are only available via navigation.



Transparent overlay keeps users focused on menu. Also when tapped anywhere in this area, closes the menu.

Digital wireframes - Help & Tips

Help and Tips are available through the navigation at all times. Help and tips is structured by what users will most likely need in the app, along with search functionality.



Top featuring top areas that users need help.

Live chat function during regular business hours to help users with issues.

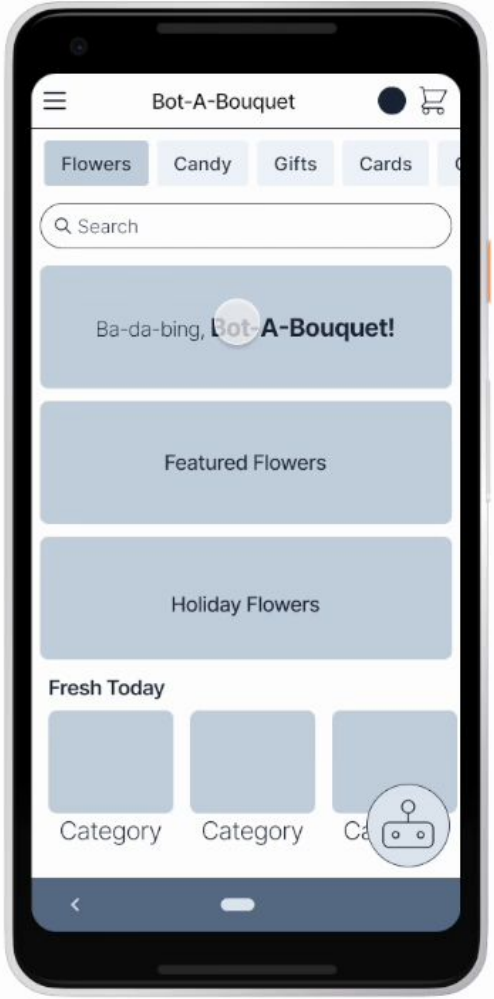
Search Topics is top and center.

FAQ of most important items. for users who are accustomed to getting their information in this manner.

Low-fidelity prototype

[Wireframe Prototype Link]

In this prototype the user begins on the home page of the application where Bot-A-Bouquet feature is made up front and available. The user can build, edit and check out a bouquet in the prototype.



(30 sec. loop)

Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

1. Users need to find features easily
2. Users need to see results, edit quickly
3. Users need familiar checkout flows
4. Users want to buy multiple items
5. Users want to know when delivery

Round 2 findings

1. Insert finding
2. Insert finding
3. Insert finding
4. Insert finding
5. Insert finding

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

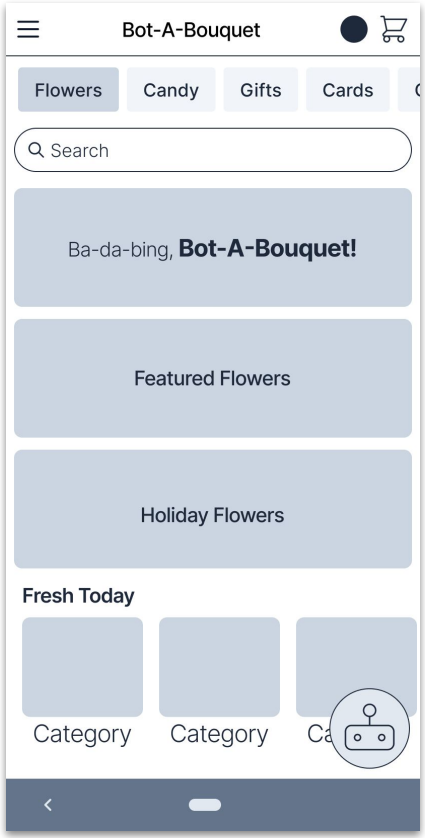
Mockups

1: Feature Name

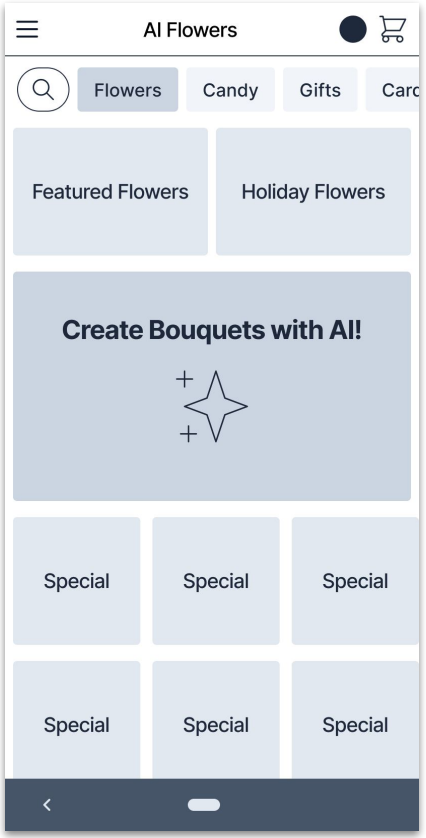
Confusing & Frustrating

Users could not find the Create a Bouquet feature on the homepage

Before usability study



After usability study

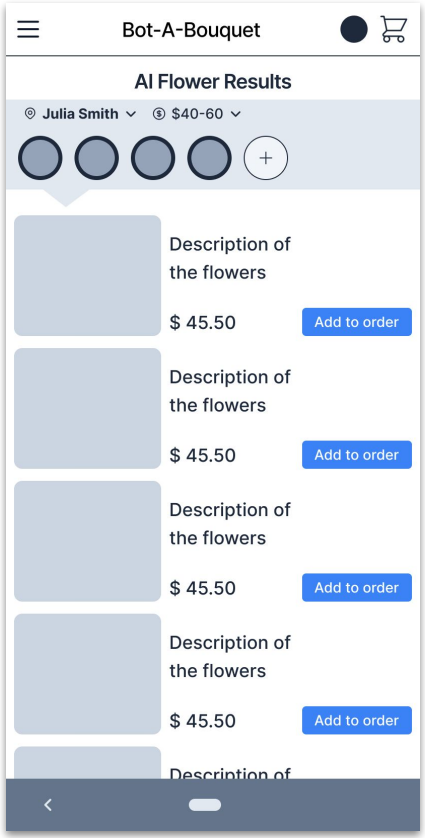


Mockups

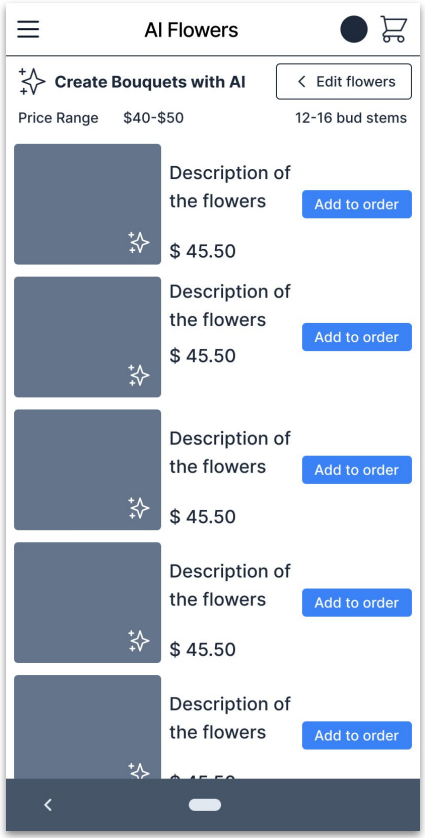
2: It’s hard to find edit

Users could not find where to “edit” a bouquet they were in the process of creating.

Before usability study



After usability study

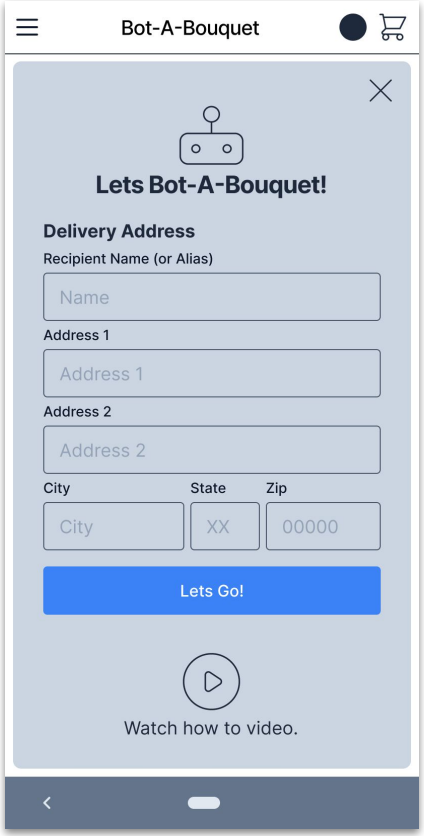


Mockups

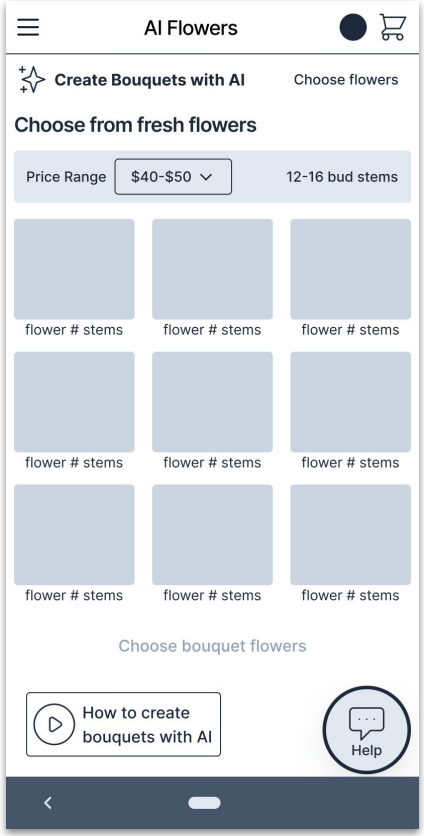
3: This is backwards

Users were annoyed at being asked for recipient information before creating flowers. It felt inflexible.

Before usability study



After usability study

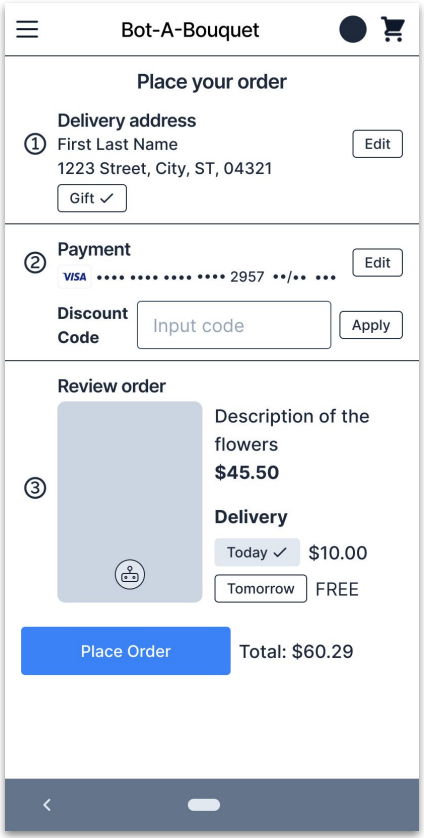


Mockups

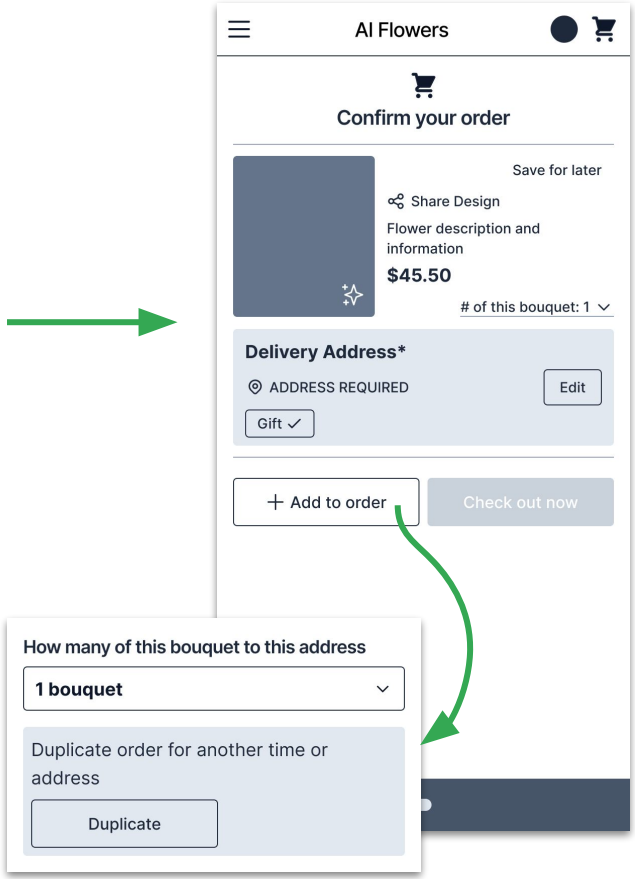
4: One item is not enough

Users want to purchase more than one of an item, or more than one item at checkout.

Before usability study



After usability study

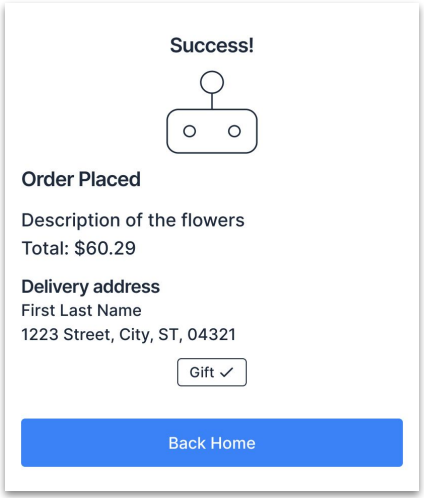


Mockups

5: Tracking arrival is needed

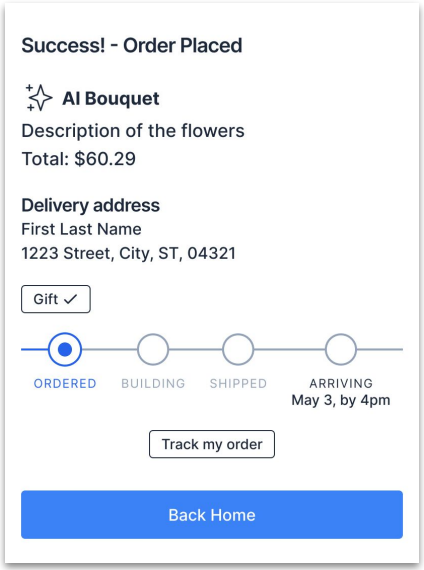
Users want to know not only the day, but to track the order to plan arrival time - because it's a perishable order.

Before usability study



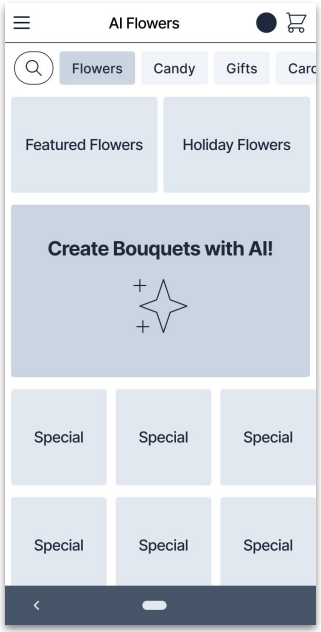
(modal)

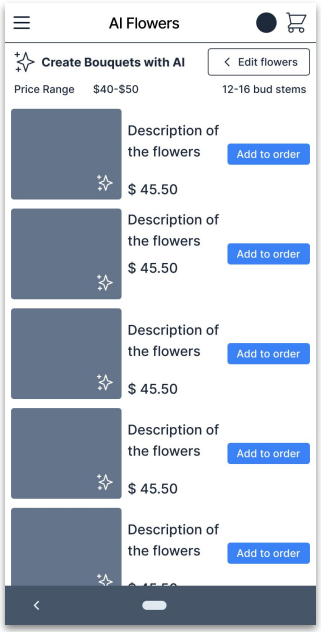
After usability study

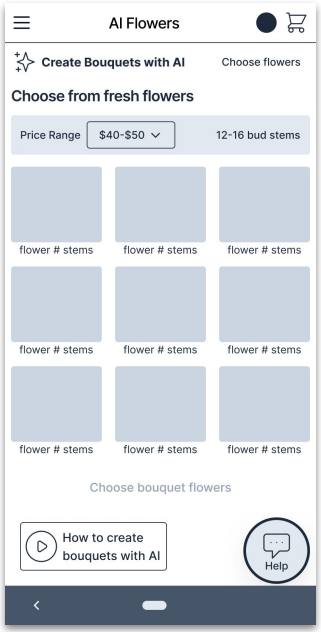


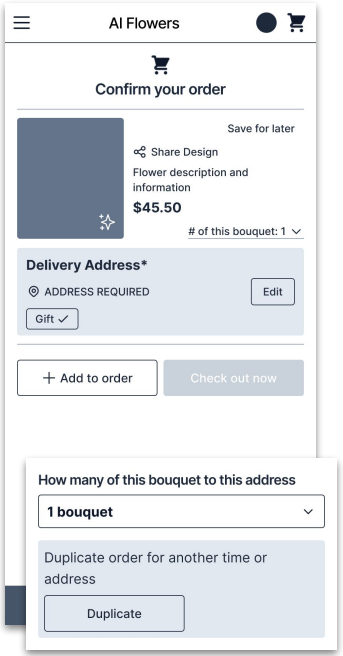
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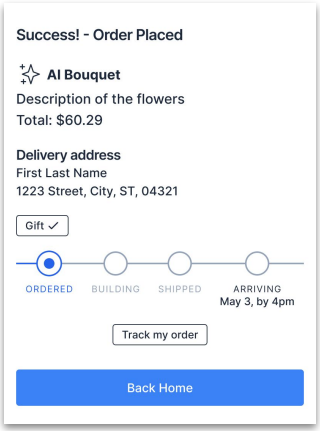
Mockups (lo-fi)







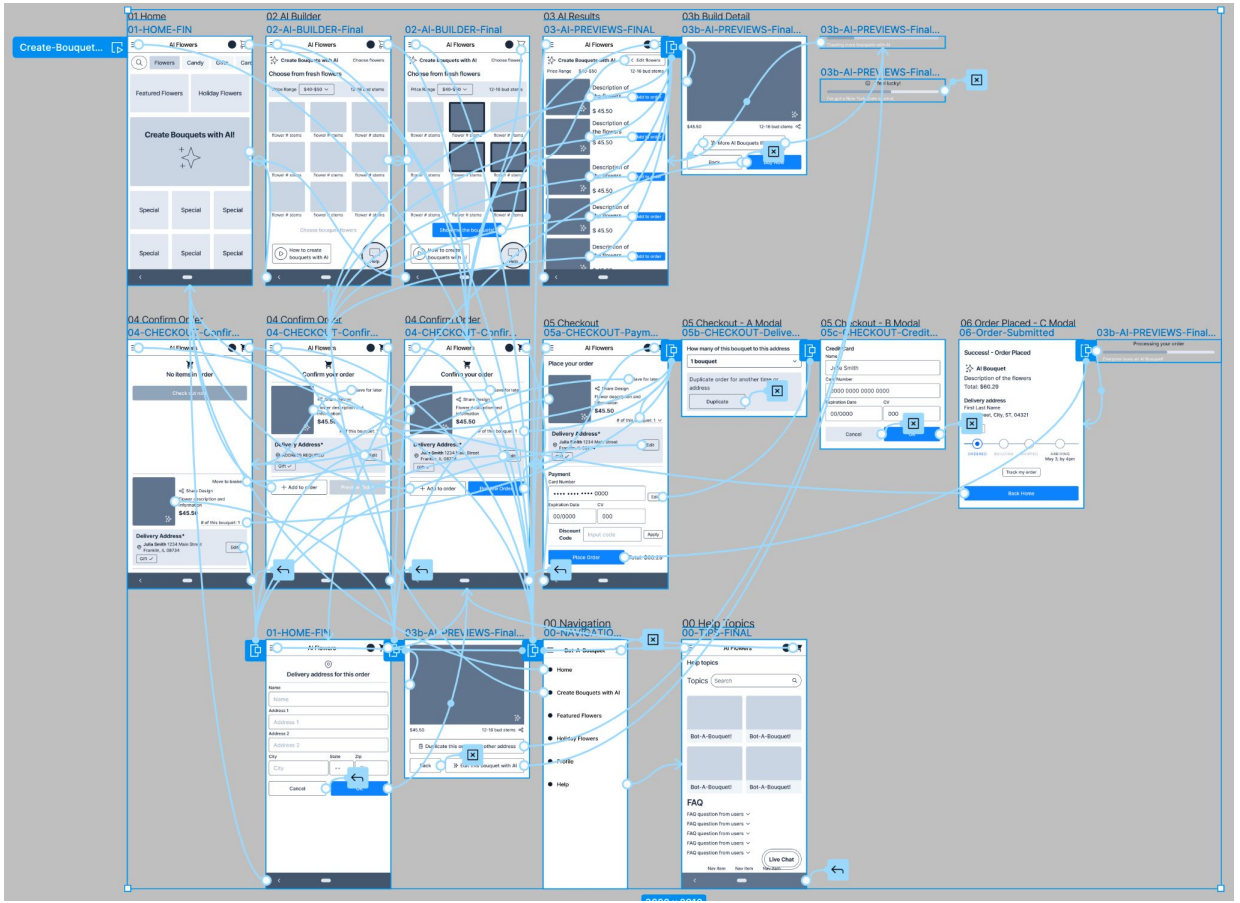




Lo-fidelity prototype

Link to High Fidelity Prototype:

https://www.figma.com/file/nmckreDR3jlxX7T3D6u03V/2024-Google-UX-Course-ThomasHallgren?type=design&node-id=1539%3A5027&mode=design&t=PPzLswngT6MLljlg-1



Accessibility considerations

1

Accessibility:
Screen reader descriptions for all pictures. Identify names and color of flower. Use AI to create descriptions of bouquets to evoke sensibility. Allow voice input for AI building.

2

Alt Text for All Images
Advising that when text is applied over images of flowers that they either have white background areas for the text, or put the text in the image area above or below the actual image.

3

Color-contrast and font sizes:
High-contrast-ratio colors on white backgrounds, which can be inverted for people with legibility issues of overly bright screens. Offer color descriptions for flowers for color blind. This is not available on competitors.

Going forward

Takeaways:

- One preview is enough
- Keep editing simple - just go back
- Users don’t understand quirky names

Next steps:

- Hi-fi mockups
- Hi-fi prototypes

Takeaways



Impact:

“It was fun to be in control. I might order more bouquets if I create them like this.”



What I learned:

I learned that there is a desire to create something unique, as long as it isn’t too complex or expensive. If this service could be be provided at a slight markup it could work.

Next steps

1

Change feature name from “Bot-A-Bouquet” to a more user-friendly term. Make feature front and center. Research

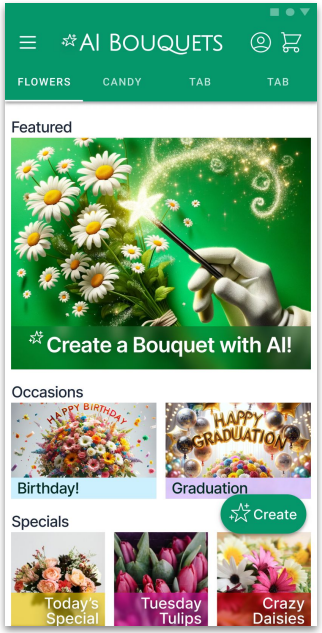
2

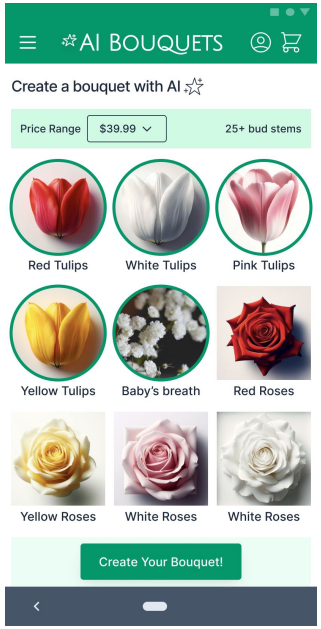
Add “edit” button to the bouquet preview page. Allow back button to the initial “Create a Bouquet” page.

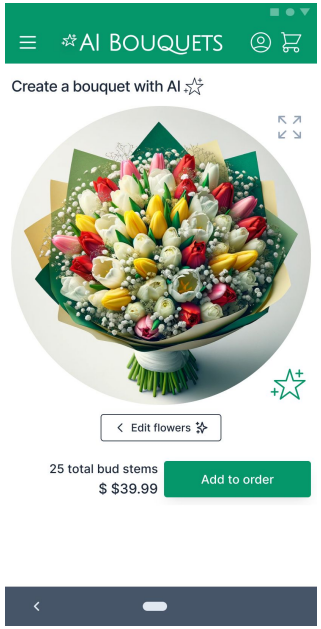
3

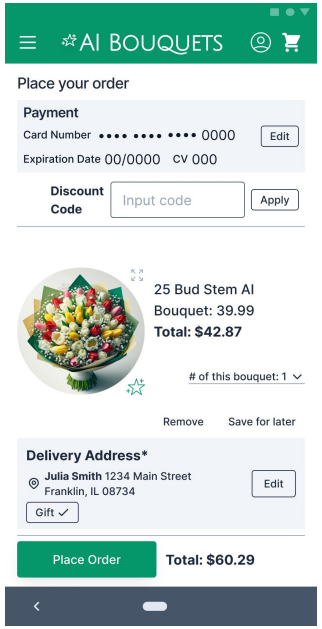
Change recipient flow. Add the recipient in the checkout window. Research

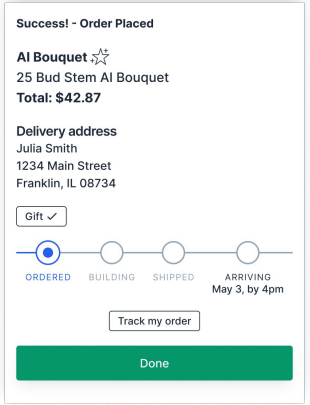
Hi-fidelity Designs







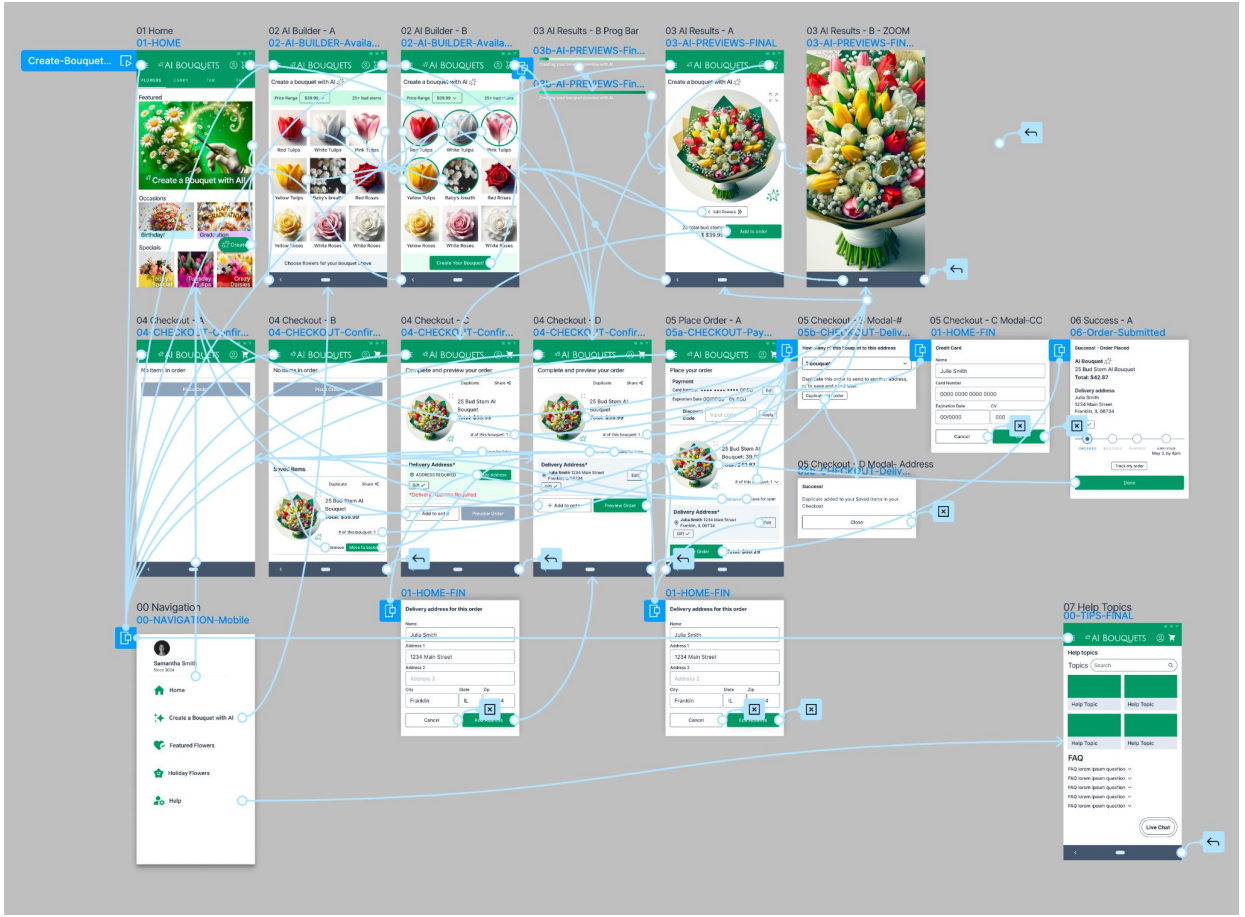




Prototype (lo-fi)

Link to High Fidelity Prototype:

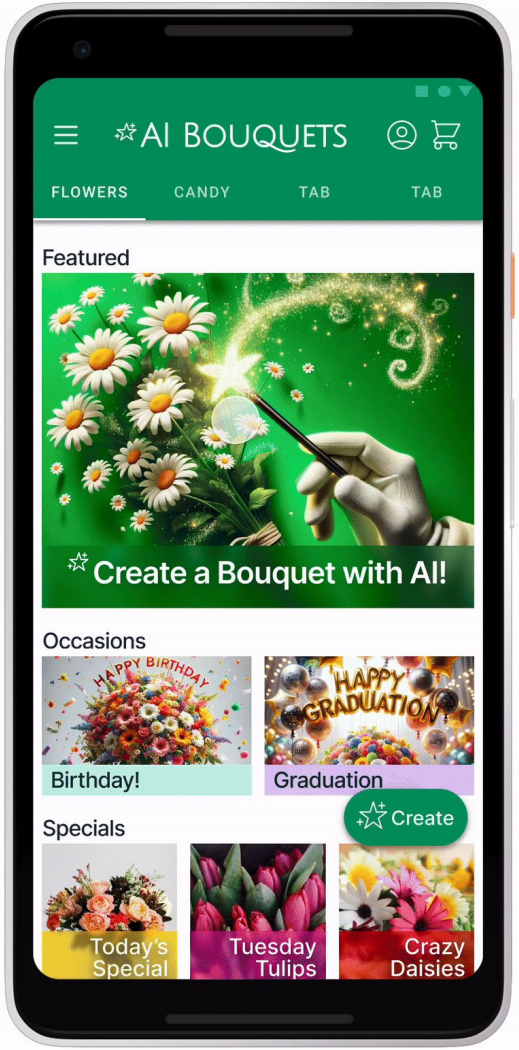
https://www.figma.com/file/nmckreDR3jlxX7T3D6u03V/2024-Google-UX-Course-ThomasHallgren?type=design&node-id=1690%3A2119&mode=design&t=RprFpgSFJ2NwilwL-1



Hi-fidelity prototype

HiFi Prototype Link

In this prototype the user begins on the home page of the application where Bot-A-Bouquet feature is made up front and available. The user can build, edit and check out a bouquet in the prototype.



(18 sec. loop)

Let’s connect!



Insert a brief sentence or two about contacting you and/or reviewing more of your work.

Provide your contact information here. This might include your email address, phone number, and website or link to other professional platforms.