Custom Bouquet Creation App Usability Study

February 28, 2024

Team

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Study Details

Project Background

We're creating a new app to help people create, preview, and order bouquets. We need to find out if the main user experience of creating and ordering bouquets is easy for users to complete.

Study Details

Research Questions

How long does it take for a user to create and order a bouquet in the app?

What can we learn from the user flow, specifically the steps users take to create and order a bouquet?

Participants

5 participants

3 males, 2 females, 1 non-binary individual between the ages of 20-60.

Methodology

10 minutes per participant

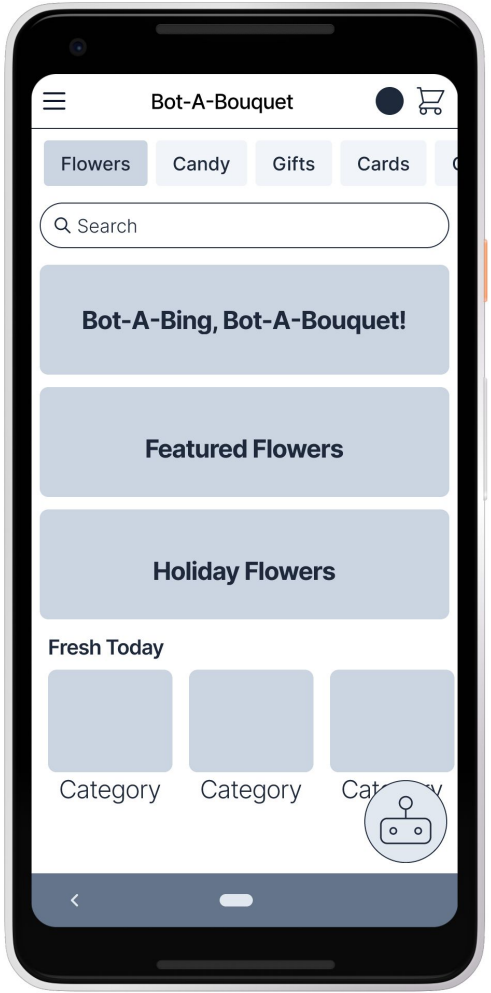
Los Angeles, remote

Unmoderated usability study.

Users were asked to perform tasks in a low-fidelity prototype.

Prototype / Design Tested

[Link to the prototype]



Themes

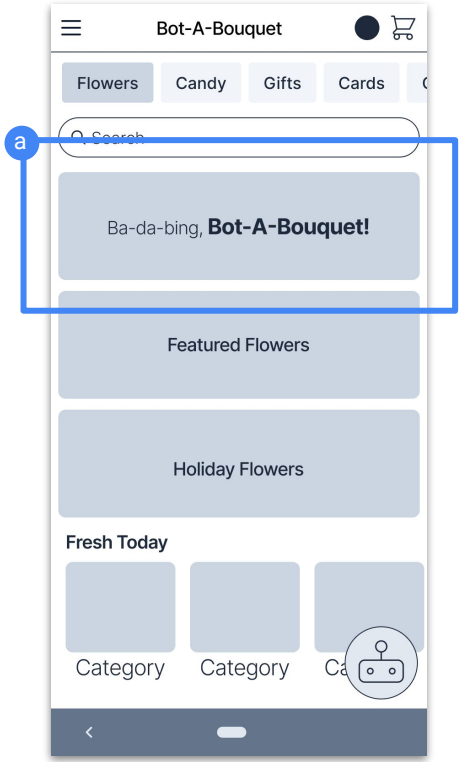
Theme 1: Feature Name Confusing & Frustrating

Supporting evidence from the usability study.

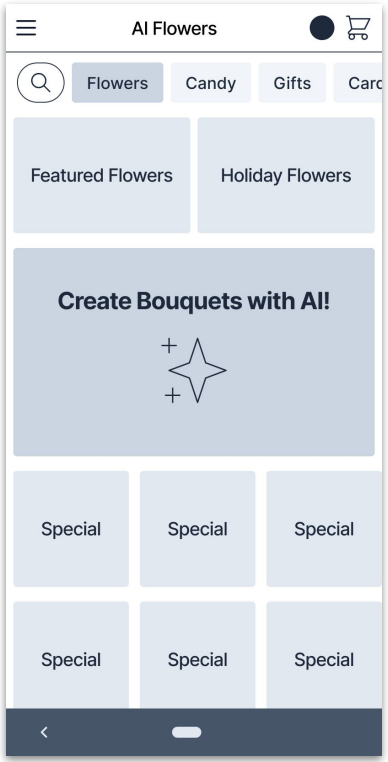
- Easy to find button in the top ⅓ of the screen.
- Users see the button, but don't understand what it means.
- Users searched the view and were frustrated by the terminology. It did not align with the request to "create a bouquet".

"I don't see where I'm supposed to create a bouquet here."

Before Usability Study



After Usability Study



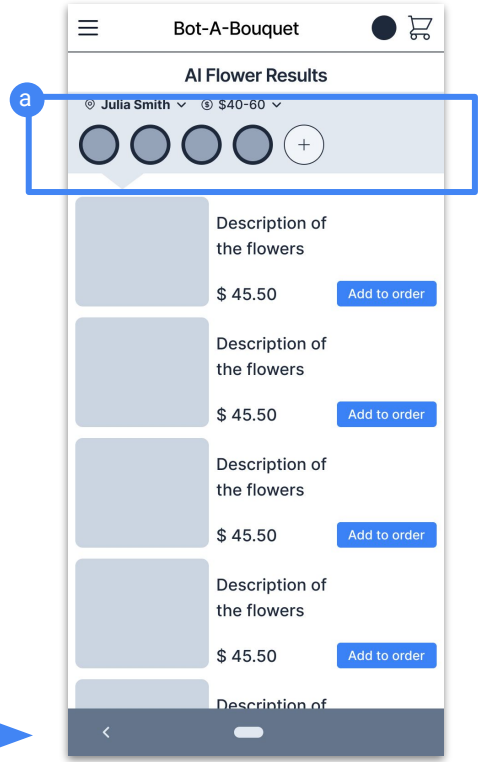
Theme 2: It's hard to find edit

Supporting evidence from the usability study.

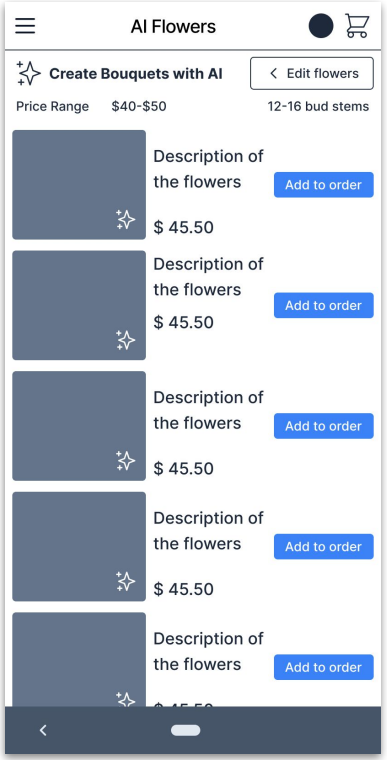
- Users could see the items up top, said there is "no edit" button.
- Users said they saw the + sign, but it did not mean "Edit" to them.
- Users thought it might be best to just go back to the previous page and start over.

"How am I supposed to do that. Do I go back? I give up."

Before Usability Study



After Usability Study



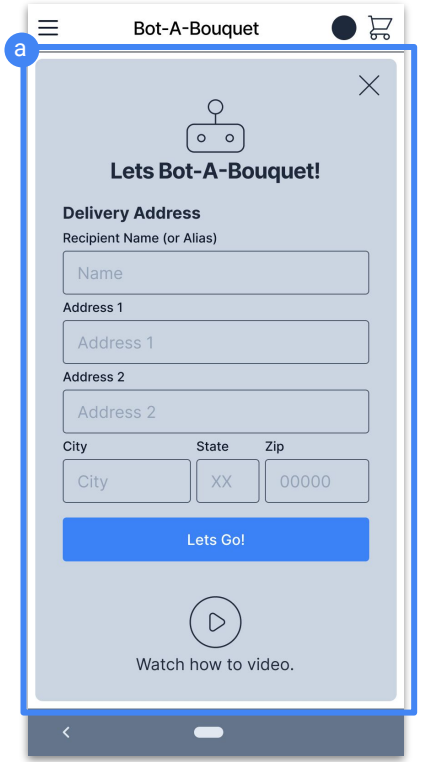
Theme 3: Input delivery info at checkout

Supporting evidence from the usability study.

- Users wanted to “create a bouquet”, and were not prepared to input the recipient information.
- Users considered closing the view via the close box at top.
- Users saw the “Let’s Go” button was active and tried to press it.

““Bot wants to know my recipient first? That’s annoying and pushy."

Before Usability Study



After Usability Study



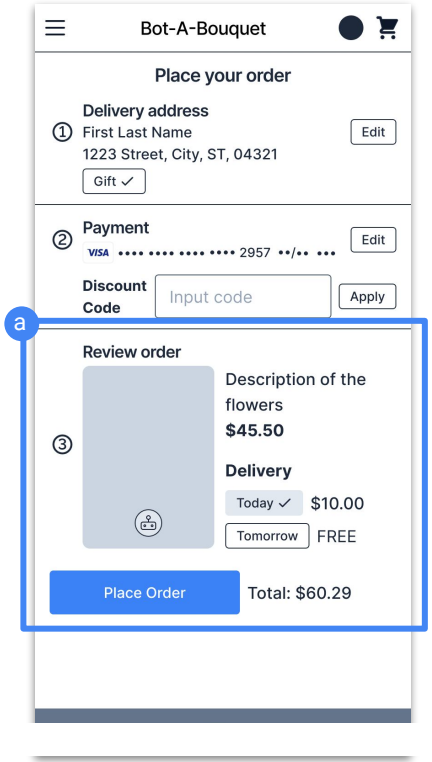
Theme 4: One item is not enough

Supporting evidence from the usability study.

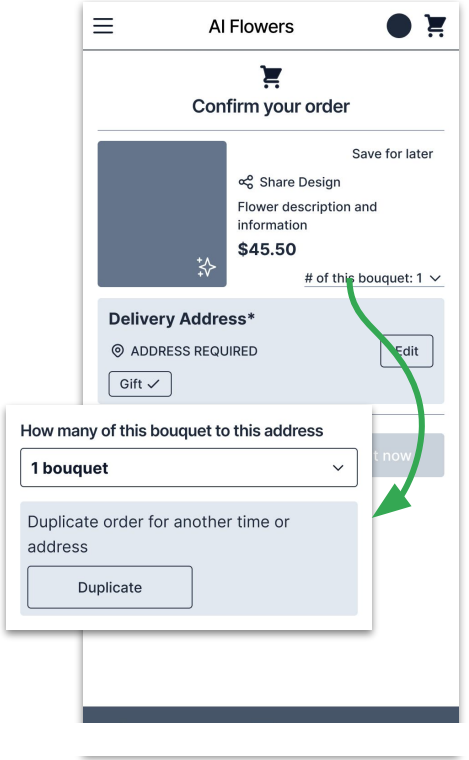
- There is no place to request two of this item.
- Only option is to “Place the order”, nowhere does it allow me to “Add items”.
- No place to edit or remove the items in the order.

“User quote from a participant that literally adds the voice of our users and helps build empathy.”

Before Usability Study



After Usability Study



Insights & Recommendations

Research insights

Feature name confusing & frustrating

Users could not find the feature on the home page.

It's hard to find edit

Users could not find where to edit a bouquet.

"Input delivery info at checkout"

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

One item is not enough

Users want to lac

Recommendations

- Change feature name from “Bot-A-Bouquet” to a more user-friendly term. Make feature front and center. Research
- Add “edit” button to the bouquet preview page. Allow back button to the initial “Create a Bouquet” page.
- Change recipient flow. Add the recipient in the checkout window. Research

Next Steps

- Create a hi-fi prototype with recommended updates to test with users.
- Presenting updated research presentation in 3 weeks.

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Thank you!