

florita plants

mobile app + responsive design

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UX Design Case Study

Project overview



The product:

Florita is a responsive app and website that makes plant nursery sales fast and easy. It provides a personalized touch to ensure healthy plants and informed plant parents.



Project duration:

May 2024 - July 2024



Project overview



The problem:

Many plant enthusiasts face challenges in accessing and maintaining healthy plants due to mobility constraints, financial limitations, and varying levels of technology literacy.



My role:

UX Designer



The goal:

The goal of florita is to streamline and simplify plant nursery sales through a responsive app and website, providing users with easy access to plants and personalized care advice.



Responsibilities:

User personas, user flows, competitive audit, wireframing, prototyping, usability testing, feedback integration, interface design, visual design

User Research Summary



A mix of secondary research and usability tests informed the needs and behaviors of plant nursery customers. While we initially assumed the ease of purchase and plant care information were the primary concerns for users, the research revealed that users also highly value personalized recommendations and community support.

The shift to develop features that personalize advice and foster a sense of community among plant parents ensure a more satisfying user experience as users get more applicable and individually tailored advice.

User research: pain points

1

Time Constraints

Users often face difficulties coordinating with shop hours- especially if they work unconventional hours or require accessibility accommodations.

2

Mobility Constraints

Users often struggle to visit physical nurseries, making it challenging to access a variety of plants and receive in-person care advice.

3

Financial Constraints

Users sometimes find it difficult to afford high-quality plants and necessary care supplies, adding stress to their shopping experience.

4

Technology Literacy




Users may face difficulties navigating online platforms and utilizing digital tools, limiting benefits from online plant nurseries

Annalise

University Student

Annalise is a college student who needs help identifying her plants and their needs because of her busy changing schedule balancing classes and a part-time barista job

About

-  Age 22
-  \$0-52K
-  Busy Schedule
-  Environmentally-minded

Goals

Create an nice living space on a low budget

Frustrations

Maintaining the plant-health apps is just as much work as maintaining the plant

"I love my plants-but sometimes I feel like they don't love me back. I can't seem to keep them alive!"



Annalise User journey map

Annalise must navigate public transit and pay attention to budget and size to accommodate her living situation.

Annalise may benefit from shortening the buying process and reducing her wait times/trips

ACTION	Find a local Plant Store	Take transit to Florist	Select Plants	Bring Plants Home	Determine Care Plan	Maintain Care Plan
TASK LIST	Search local florists on mobile Compare location travel times + costs Select a florist	Walk to bus stop Wait for bus Ride bus to commercial sector	Compare prices and sizes Read growth requirements Make purchase at front desk	Package plants into a sturdy box Carry box to bus stop and onto transit	Find a location for the plants Ensure there is fertilizer and a watering can	Water when leaves turn yellow
FEELING ADJECTIVE	Excited Overwhelmed	Energized Bored	Overwhelmed Confused Guilt	Self-conscious, stressed Tired	Excited Anxious	Forgetful, Guilty
IMPROVEMENT OPPORTUNITIES	Communicate transit-friendly location	Pre-select plants Category - based maps	Clear price labeling Organize by price Include tax on listed item price	Box lids Local delivery Cute packaging	Location finder instead of light/soil stats Include mini fertilizer + care card	Alerts for water / fertilizing Visual/Audio humidity/ light indicators

Ronaldo

Nightshift Nurse



Ronaldo is a nurse who works nightshifts and needs more flexible care options for their plants because of time conflicts between their schedule and their partner's travels.

About

 Age 37

 \$55-75 K

 Busy Schedule

 Environmentally-minded

Goals

Grow small herbs for recreational cooking and dinners with friends

Frustrations

I can't make time during the day to water my plants

"Between my nightshifts and my fiance's travels, our plants get root rot because we just water them whenever we get a chance!"

Ronaldo User journey map

Ronaldo wants to grow an herb garden but struggles with coordinating his night schedule with the florist open time.

Ronaldo cares about picking out his herbs himself, so he doesn't want to order his plants online.

ACTION	Find a Florist	Drive to Location	Select Herbs	Return Home	Arrange in Home
TASK LIST	Search local florists (mobile) Find a reliable location	Wait for day off Drive to location	Compare growing selection Carry plants to checkout in cart Mobile Pay	Load car with plants Drive slowly to avoid spilling dirt Unload car	Look around high light areas Place plants Maintain
FEELING ADJECTIVE	Inconvenienced Inquisitive	Frustrated, inconvenienced Tired	Inquisitive	Stressed Anxious Tired	Excited Excited Overwhelming
IMPROVEMENT OPPORTUNITIES	Clear branding and easy way to access contact information	Promote online ordering	Organize by function Quick pay options	Prevent from transit spills	Maintenance plans

Bettie

Retired Artist



Bettie is a retired artist and sculptor who needs a simple way to remind her to maintain her garden because current apps on the market are too confusing and overwhelming.

About

-  Age 67
-  \$55-60 K
-  Flexible Schedule
-  Family-focused

Goals

Enjoy tea in my garden with my husband and dog

Frustrations

I'm not going outside everyday- so I don't notice when my plants need care

"I used to love painting and drinking tea in my rose garden- but since retiring I've found it hard to keep track of all my shrubs and when they need pruning"

Bettie User journey map

Bettie must organize multiple moving parts and schedule help for logistics due to limited mobility. Bettie also enjoys personalizing her garden through her consultations with the florist. She may benefit from personalized design insight based on her site information.

ACTION	Call local florist	Customize a plant selection	Order Delivery	Find gardeners to plant large shrubs	Schedule Plant Install	Maintain Planting Schedule
TASK LIST	<ul style="list-style-type: none"> Find florist's phone number Search phone book/contact list Search internet on desktop Call florist 	<ul style="list-style-type: none"> Discuss planting goals Determine best plant option Add plants to cart Give Credit Card + Shipping Information 	<ul style="list-style-type: none"> Schedule delivery time Wait for delivery Sign any necessary papers 	<ul style="list-style-type: none"> Find gardener's phone number Make phone call Schedule delivery 	<ul style="list-style-type: none"> Wait for delivery Sign any necessary papers 	<ul style="list-style-type: none"> Research plant schedules Water regularly until established
FEELING ADJECTIVE	<ul style="list-style-type: none"> Overwhelmed Confused Forgetful / ashamed 	<ul style="list-style-type: none"> Uncertain Overwhelmed / Confused Overwhelmed / Rushed 	<ul style="list-style-type: none"> Uncertain Bored / Annoyed Confused, unsure 	<ul style="list-style-type: none"> Overwhelmed 	<ul style="list-style-type: none"> Bored / Annoyed Confused, unsure 	<ul style="list-style-type: none"> Overwhelmed Forgetful / Ashamed
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none"> Clear branding and easy way to access contact information 	<ul style="list-style-type: none"> Filter plants based on goals + availability Add plants to your cart based on site fit Automate information retrieval 	<ul style="list-style-type: none"> Select slots for delivery time Digital delivery confirmation 	<ul style="list-style-type: none"> Connect users with gardeners at checkout Schedule gardening with delivery 	<ul style="list-style-type: none"> “ 	<ul style="list-style-type: none"> Include plant care with plants or receipt Connect with irrigation specialists

Paper wireframes: Mobile App

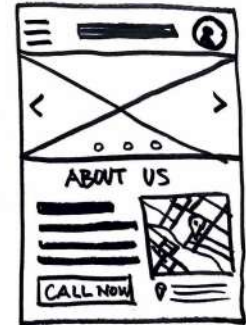
The Florita app requires a combination of browsing features with Hero Shots and advertisement content. Additionally, important links such as store contact info, the shopping cart, and plant scan features should be accessible from multiple entry points.



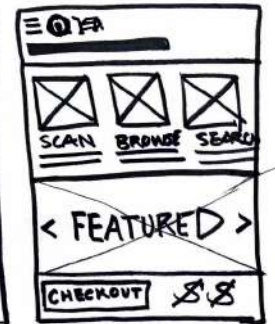
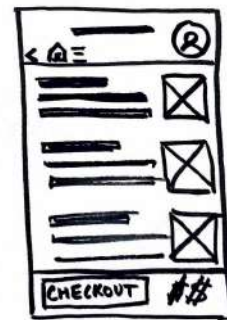
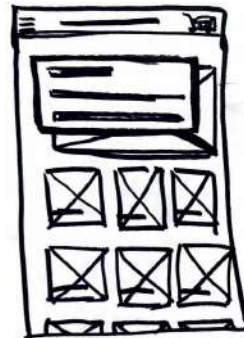
OPTION A



OPTION B

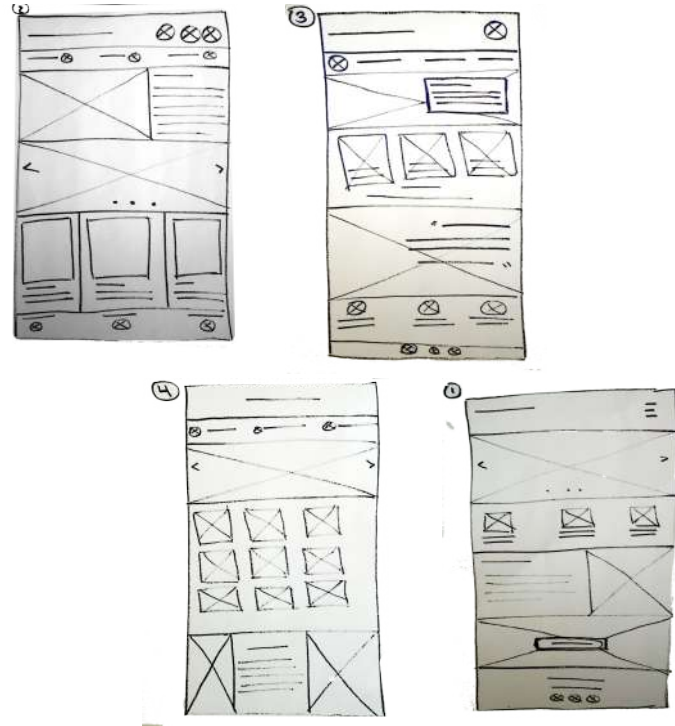


OPTION C



Paper wireframes: Desktop

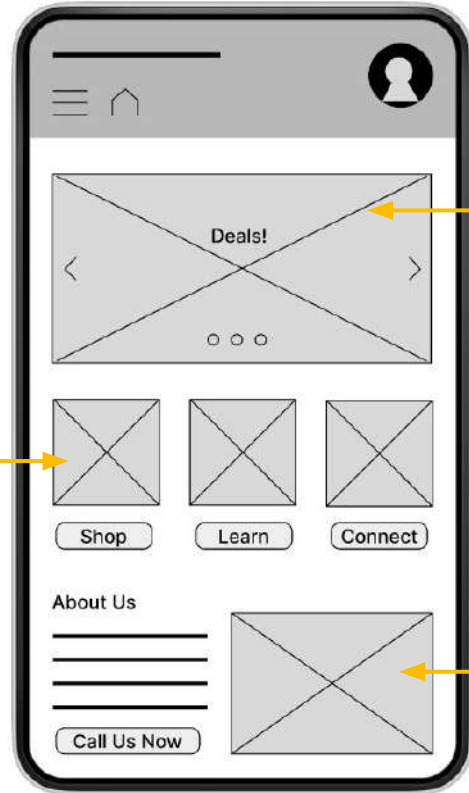
The Florita app requires a combination of browsing features with Hero Shots and advertisement content. Additionally, important links such as store contact info, the shopping cart, and plant scan features should be accessible from multiple entry points.



Digital wireframes Mobile App

Primary functions above the fold are quickly linked in the homepage through a layered cake layout. Key features, such as the shop and contact page, are accessible both through Call to Action (CTA) buttons and clickable images.

Quickly link users to main website functions



Notify users of deals for popular in-season plants

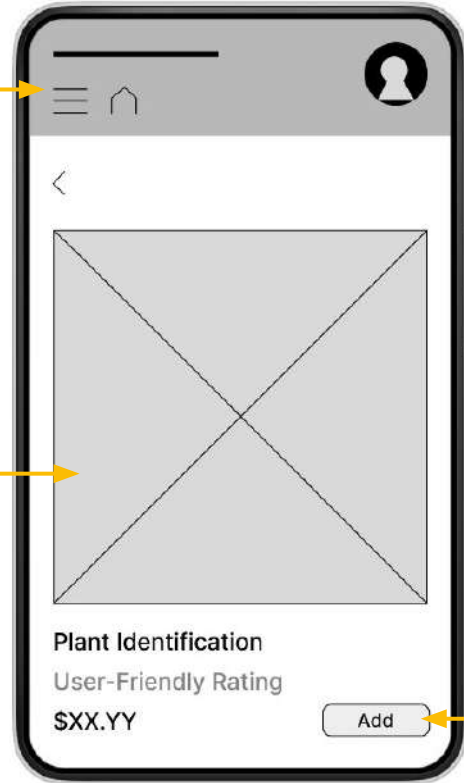
Direct users to store location and contact information for in-person pickups

Digital wireframes Mobile App

Navigation and account options remain accessible the header while Call to Action (CTA) buttons are given extra negative space to attract attention.

Navigate app using control center

Gives users a visual sense for the plant *in its ideal environment*



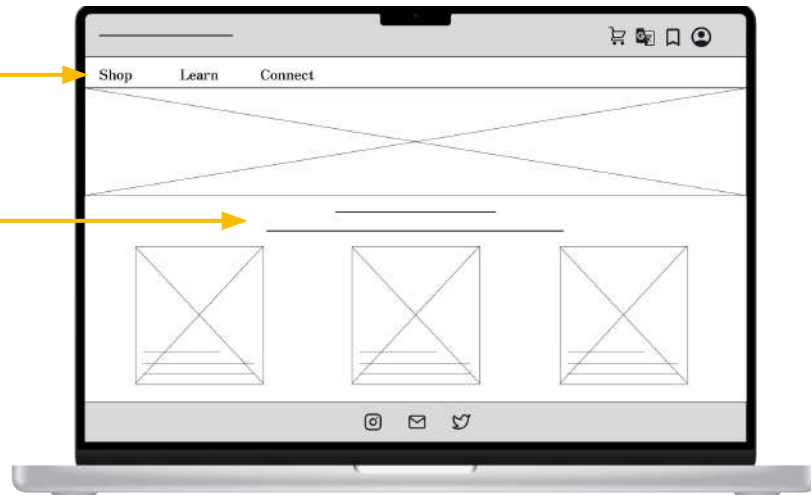
Users may quickly add items to cart

Digital wireframes Desktop

Navigation and account options remain accessible the header while Call to Action (CTA) buttons are given extra negative space to attract attention.

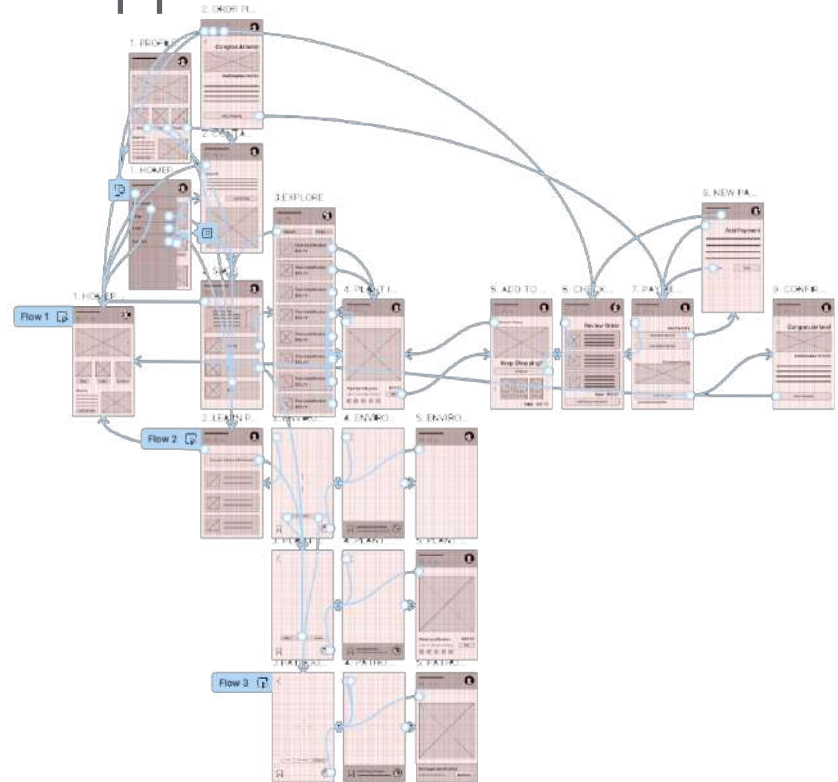
Navigate using control center

Use quotes and blogs on homepage to emphasize community



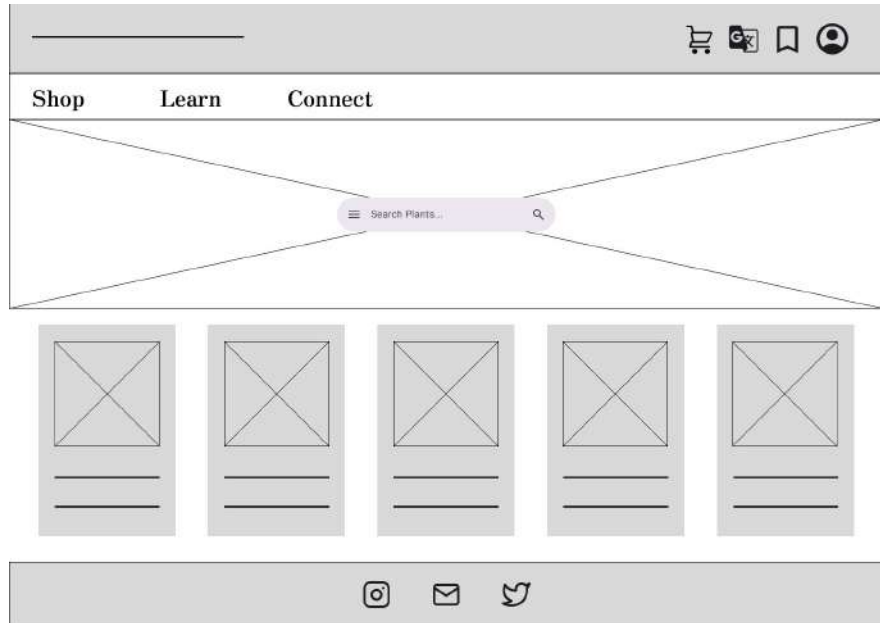
Low-fidelity prototype Mobile App

User flow focused on 3 primary end goals: shopping, learning, and connecting. The navigation flows between each category are all linked to accommodate front door principle and create a seamless user experience between the features.



Low-fidelity prototype Desktop

User flows focused on the same end goals: shopping, learning, and connecting. However, the features for each category are simplified for desktop use and instead prioritize shopping and bookmark features.



Usability Study Findings

Users want easy access to their account details and the ability to add multiple items to their cart at once. Clear navigation is essential, as users often need to know their current location in the app.

Round 1 findings

- 1 Users frequently want to access/review their account details
- 2 Users want to know where they are in the navigation
- 3 Users want more details for confirmation and pickup option(s)

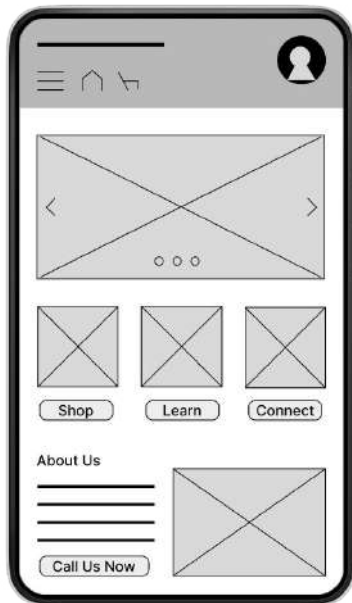
Round 2 findings

- 1 Users often want to add multiples of an item to the cart at once
- 2 Users sometimes become confused with primary functions on desktop

Mockups

The usability study highlighted the desire for personalized care. As a result, Scan CTAs were moved to the top of the page to utilize the space of the prior hero shot.

Before usability study



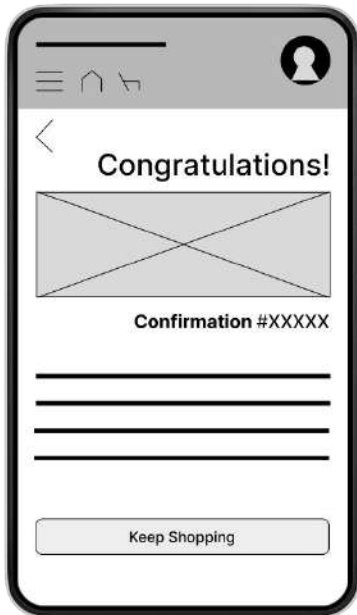
After usability study



Mockups

After finalizing their orders, users expressed a desire for additional confirmation information to keep track of their order. As a result, a download and cancel page were added to help simplify order management post-checkout.

Before usability study



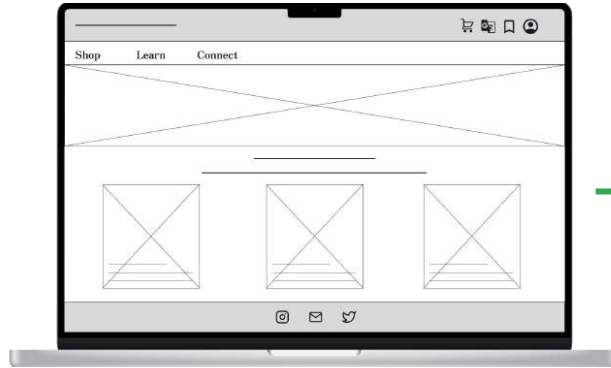
After usability study



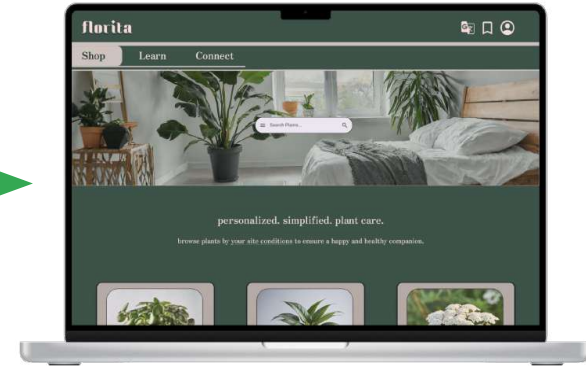
Mockups

User testimonials, as well as search and save functions, highlight shopping experiences. Highlighted searches and navigational elements help orient the user to find these functions.

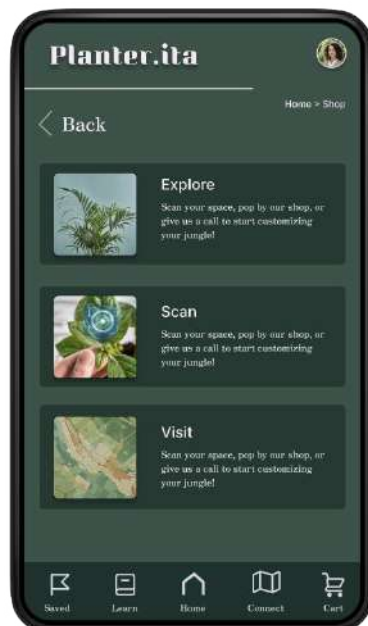
Before usability study



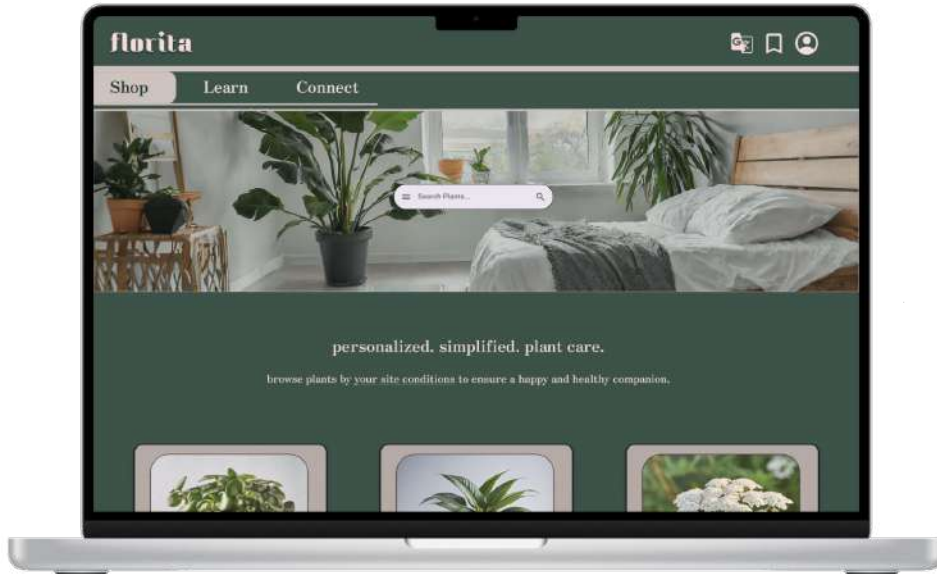
After usability study



Mockups: Mobile App



Mockups: Desktop



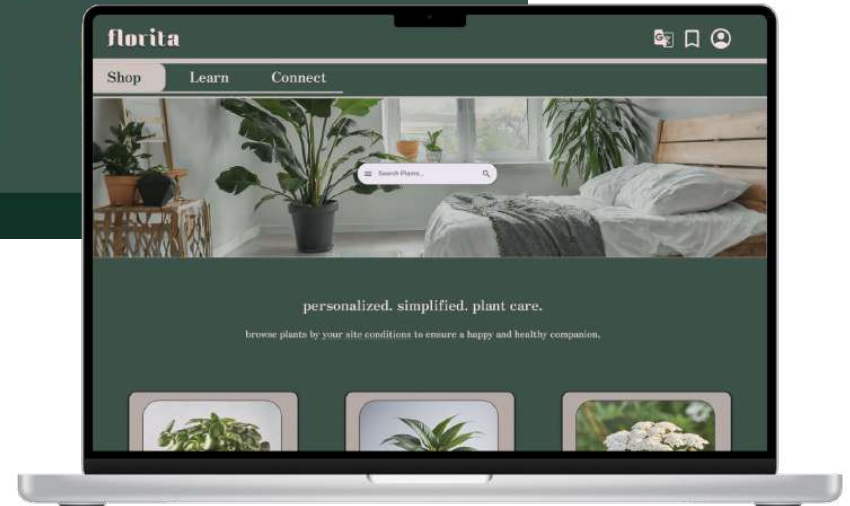
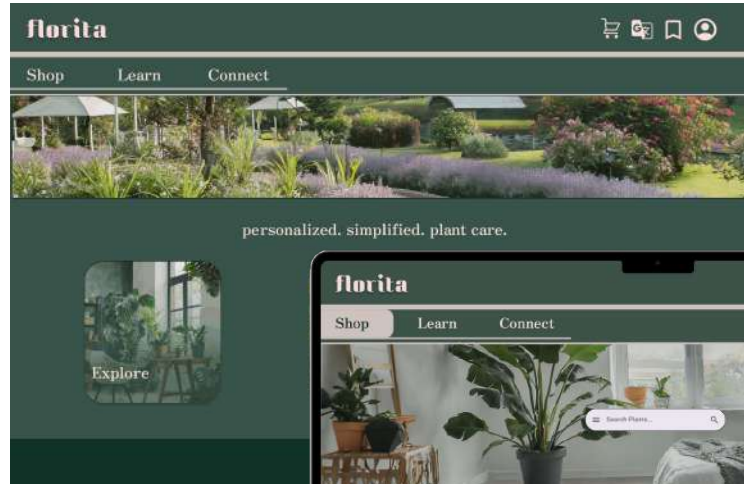
High-fidelity Prototype: Mobile App

Click [here](#)
for android



High-fidelity Prototype: Desktop

Click [here](#)
for desktop



Accessibility considerations

1

Intuitive iconography enhances usability. Clear and universally understood icons help users easily identify functions and actions, reducing reliance on text and improving overall user experience.

2

Gestalt principles improve user understanding of the app's layout. Grouping related elements together makes the interface more intuitive, helping users quickly find and process information.

3

High text contrast is crucial for readability. Using light text on a dark background ensures that all users, especially those with visual impairments, can read information clearly and easily.

Takeaways



Impact:

florita improves user experience by enhancing navigation, readability, and interface clarity for a simplified approach to selecting and ordering plants.



What I learned:

This project focused on developing user-centered design senses. I gained insights into the significance of clear navigation, high text contrast, and intuitive iconography in creating an accessible and user-friendly app.

Next steps

1

Conduct further usability tests to refine the design based on user feedback.

2

Enhance accessibility features, such as navigational usability testing and screen reader/switch queues

3

Simplify user checkout and profile management processes. Minimize steps and reduce user friction through usability tests.