

# BEAUQUET WEBSITE

## Case Study

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Arielle Schussler

# Project overview



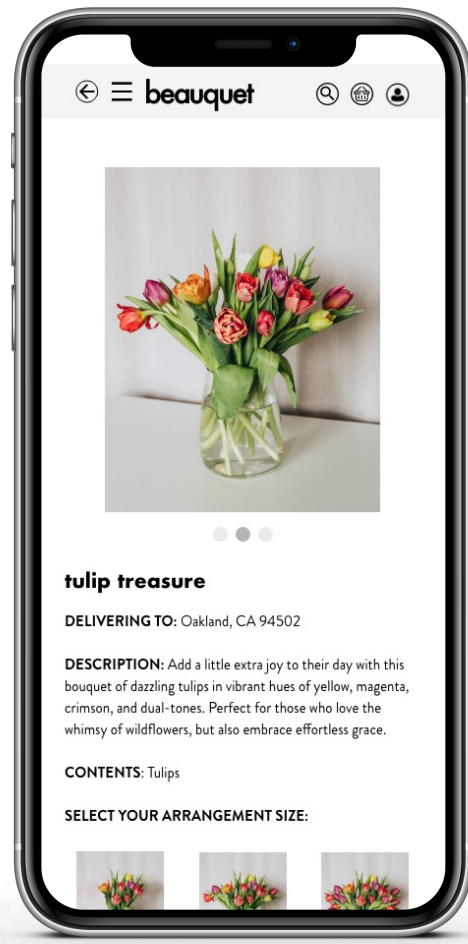
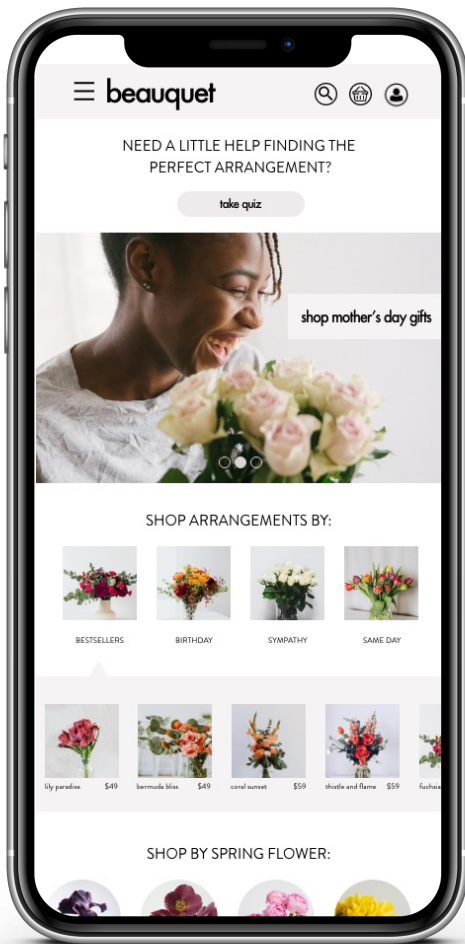
## The product:

A website that makes finding, selecting, and purchasing a Mother's Day floral arrangement easy for customers.



## Project duration:

June 2021



# Project overview



## The problem:

Users want to purchase flower arrangements to celebrate events from a distance, such as Mother's Day, but don't always feel confident shopping for flowers online.



## The goal:

To create a responsive that anticipates user needs, offers them personalized options, and builds trust with transparency and resources.

# Project overview



## **My role:**

Designer



## **Responsibilities:**

User research, wireframing, prototyping, testing, and iterating.

# Understanding the user

- User research
- Personas
- Problem statements

# User research: summary



I conducted interviews with flower arrangement customers and crafted empathy maps to better understand the intended users and their needs. Primary users of this app are those who purchase flowers at least once a year.

These individuals shared their process in purchasing flower arrangement, their pain points, their deciding factors in selecting an arrangement, and what they look for in a flower arrangement service.

# User research: pain points

1

## Time

Many customers don't have the time to purchase flowers in person and delivery them.

2

## Distance

Many customers live far away from their loved ones, but still want a way to celebrate from a distance.

3

## Credibility

Customers are concerned that arrangements won't look like their respective website images.

4

## Sustainability

Customers want to be provided information that allows them to make more sustainable decisions.

# Persona: Naima Nelson

## Problem statement:

Naima is a busy, working mother of two who needs a sustainable flower shop with a wide selection of arrangements to send flowers to her mother and mother-in-law on Mother's Day because she wants to show her family she cares, even if she can't celebrate the day with them in person.



**Naima Nelson**

**Age:** 43

**Education:** College

**Hometown:** Hayward, CA

**Family:** Married with 2 kids

**Occupation:** Nurse

*"It is that extra little touch from the heart that makes all the difference."*

## Goals

- Wants to purchase flower arrangements for her mother and her mother-in-law for Mother's Day.
- Wants flowers to be delivered on Mother's Day.
- Wants a wide enough selection to ensure that both mothers receive flowers that they will personally enjoy.
- Wants sustainable flower options—like in season flowers.

## Frustrations

- Doesn't have the time to physically purchase and deliver flowers herself.
- Her mother and mother-in-law both live hours away from her (and each other).
- Frustrated at small selections of options for arrangements. Her mother has different tastes from her mother-in-law, and she doesn't want to have to use two different services to order flowers.

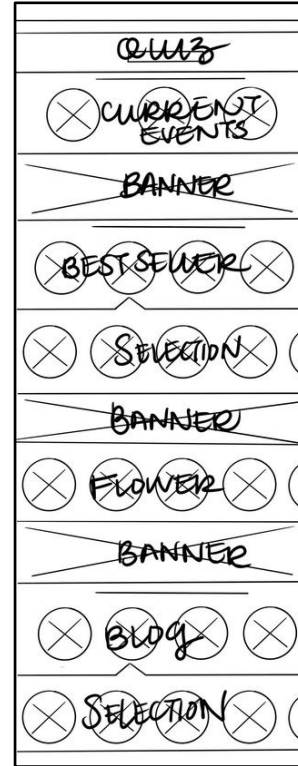
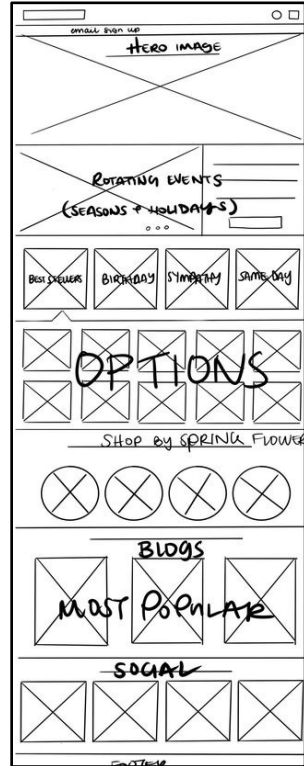
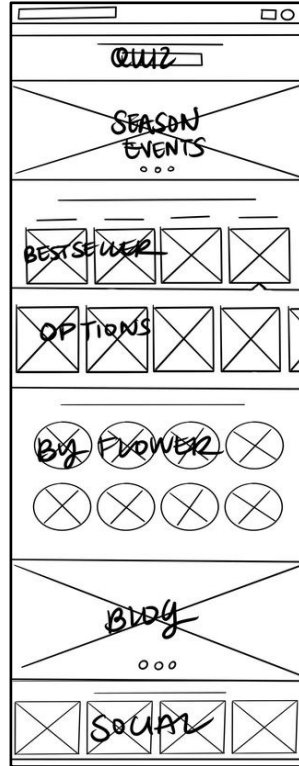
Naima is a caring (and busy) working mother of two. When she isn't working long hours in the hospital, Naima loves spending time with her community through get-togethers and volunteering. Because of her busy hospital schedule, Naima can't always attend celebrations in person, but it is important to her that her loved ones know she cares. She takes pride in picking out the perfect gifts and having lived through more California wildfire seasons than she would like, Naima is aware of the global impact of her purchasing decisions and is committed to making sustainable choices.





# Paper wireframes

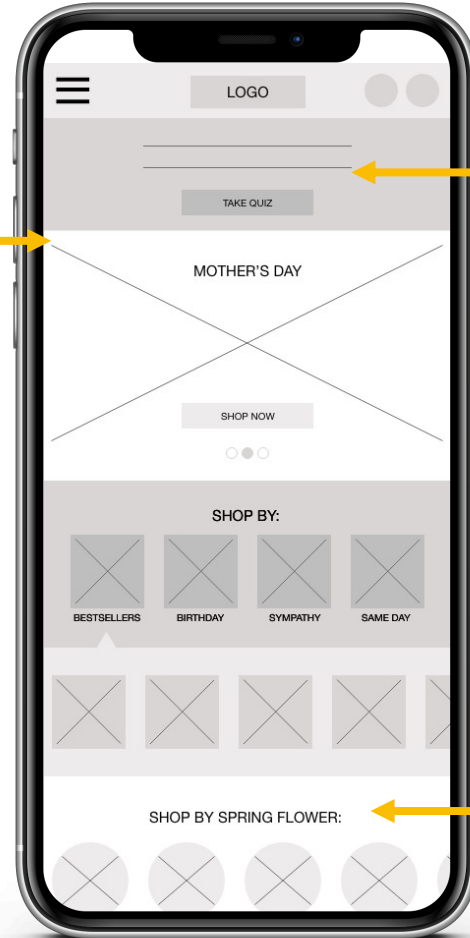
While there was a tremendous amount of information and product to put on the home screen, it was important that this information wasn't presented in a way that would be overwhelming or fatiguing to a user. Thus, a design that embraced white space and alternating layouts was selected



# Digital wireframes

To make the user journey feel personalized and like it was anticipating user needs, I focused on building out a Mother's Day-based user journey. This is first iteration of the home-screen.

Mother's Day arrangement options emphasized.



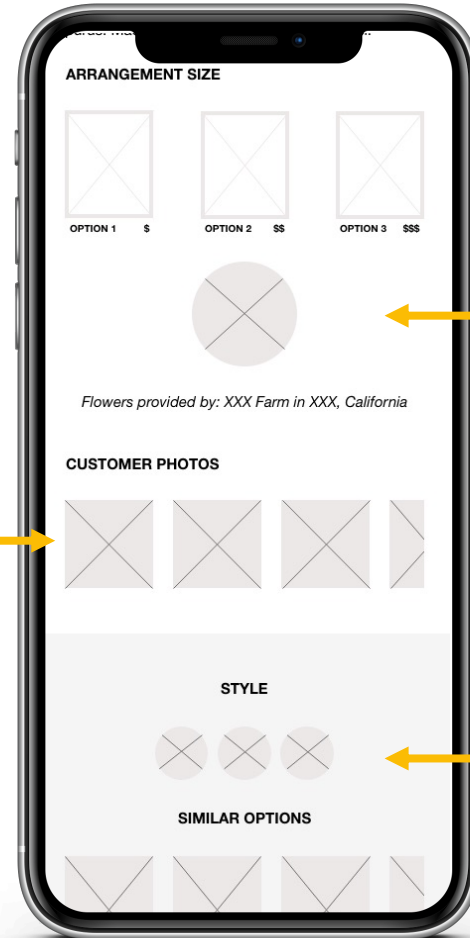
Quiz at the very top to make user journey feel more personalized.

Spring options easily accessible to allow for more sustainable selections.

# Digital wireframes

The product page was another important focus of the design. It was important that this page provide users the information to confidently select and purchase an arrangement.

Customer photos so users can feel confident that their purchase will match the description.

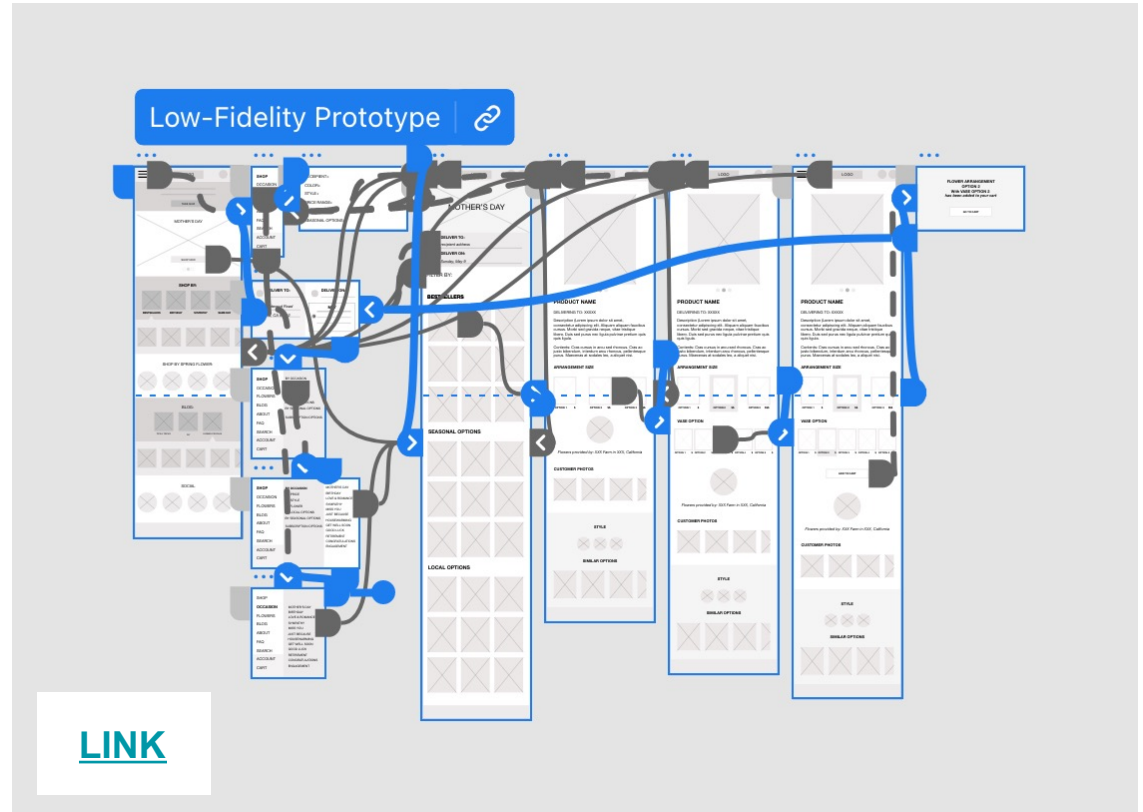


Flower farm information for users to feel more informed in their purchase.

Style description as an additional resource for users as they consider purchase options.

# Low-fidelity prototype

The first iteration of this design explored the ways a user may search for Mother's Day arrangements.



# Usability study: parameters



## Study type:

Moderated usability study



## Location:

Over the phone; remote



## Participants:

5 participants



## Length:

30 minutes

# Usability study: findings

1

## Multiple Navigation Options

Users want multiple ways to get to the Mother's Day gift screen, and they wanted the design to anticipate the way they would get there.

2

## Image-Focus

Users want a lot of images to feel confident in their selection of the options available to them.

3

## Menu Functionality

Users want a sliding menu that with high functionality and a variety of options.

# Refining the design

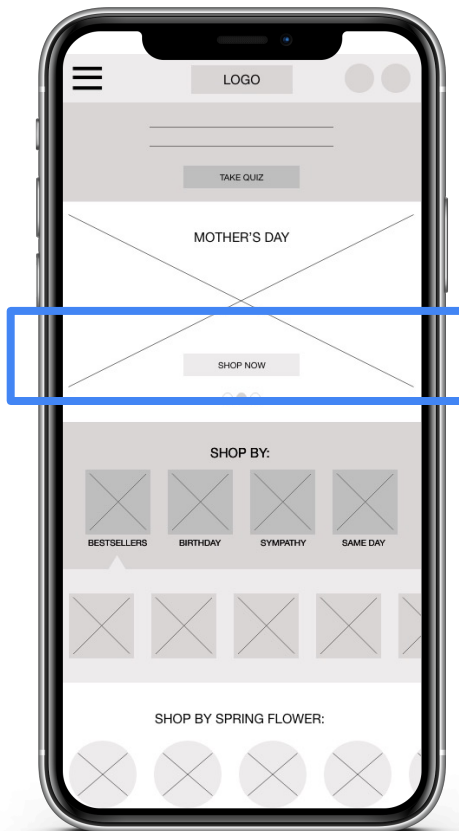
- Mockups
- High-fidelity prototype
- Accessibility



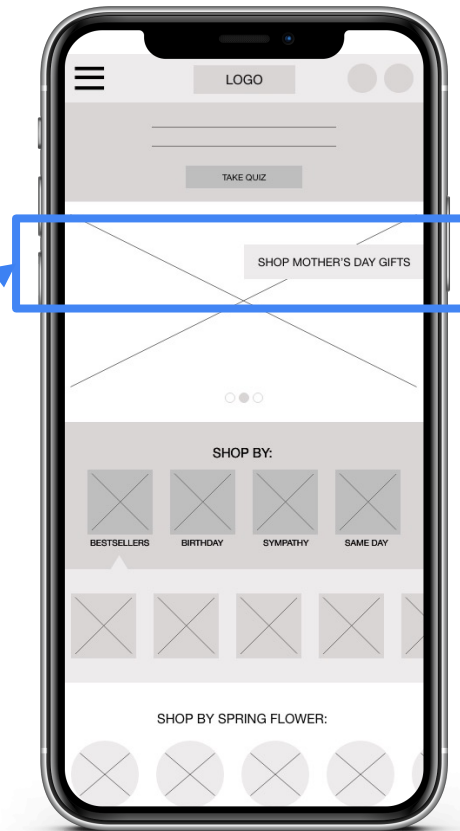
# Mockups

I consolidated the button and the banner copy so that it was clearer to users how to shop for Mother's Day arrangements.

BEFORE

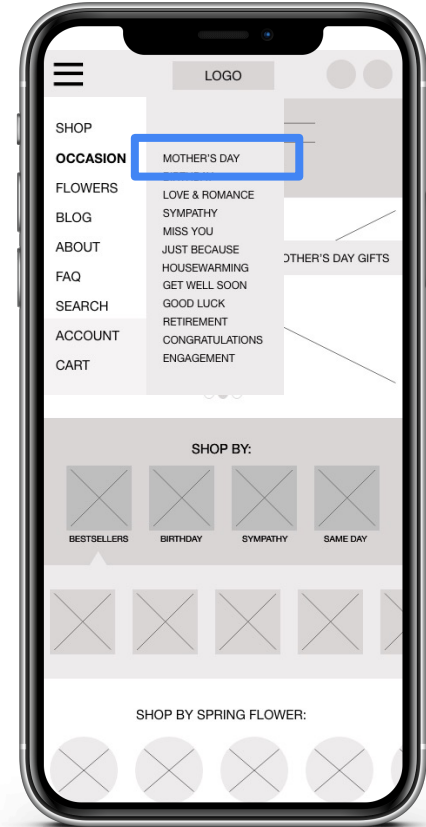
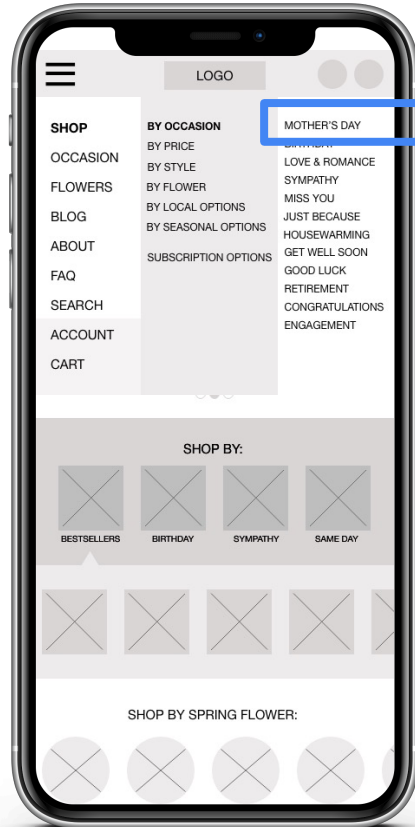


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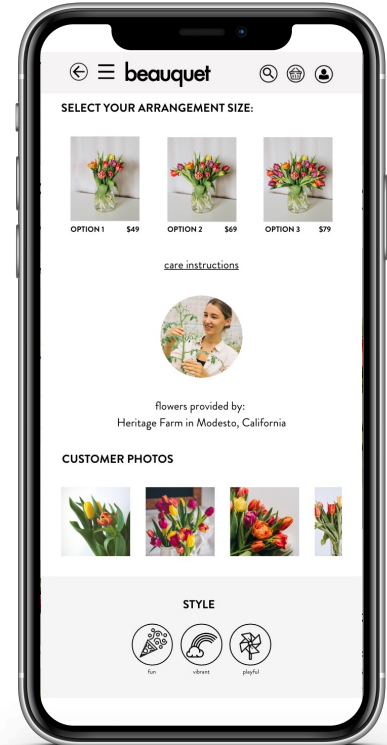
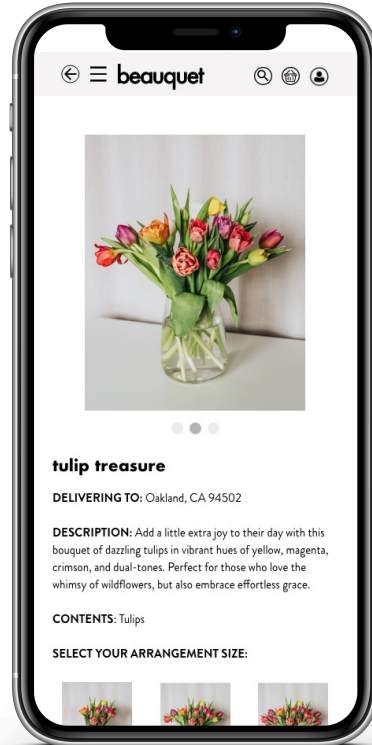
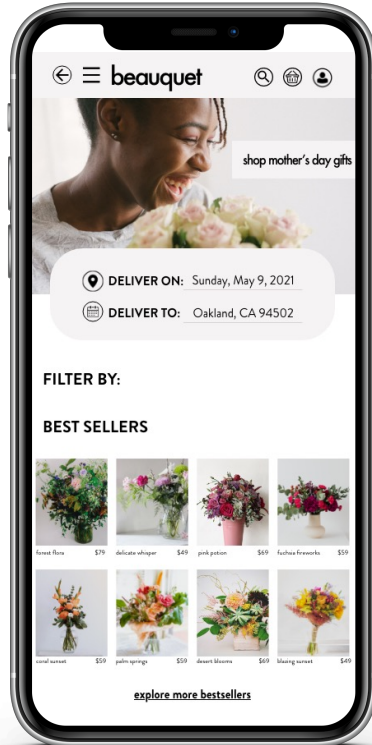
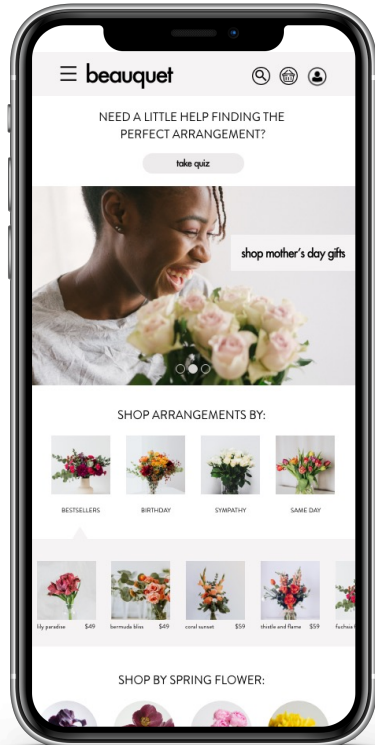


# Mockups

I built out multiple paths for users to find Mother's Day Gift options in the slide-out menu to anticipate different user journeys.



# Mockups





# Accessibility considerations

1

Colors and type were cross-referenced with WCAG standards to ensure accessibility and optimal readability.

2

The product page was structured in a single column format to make selection easier for screen readers.

3

Images were given white space and zoom functionality which allows users with visibility challenges to view items on a larger scale.

# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

This website design offers users greater personalization and transparency in their flower-arrangement selection so they can feel more confident in purchasing flower arrangements online.



## What I learned:

Building trust with a user can be done with a user-focused design. There can be hesitations for users in their selecting and buying journeys that can prevent them from completing a purchase. A design that is aware of ways to remedy that hesitation will make users more likely to successfully complete a user journey.

# Next steps

1

Conduct further usability studies to ensure that the app is addressing user pain points.

2

Build out the quiz option to help personalize user experience.

3

Build out the blog resource to foster greater user trust.



# Let's connect!



Thank you for reviewing my Beauquet Website case study.  
If you would like to get in touch, you can reach me through the methods below:

Email address: [schusslera@gmail.com](mailto:schusslera@gmail.com)

Website: [schussleradesign.com](http://schussleradesign.com)

Thank you!