



# DESIGN BLOOM

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UX Case Study  
By Kristen Sampson

# Project overview



## The product:

Design Bloom is a floral design app that allows users to build digital bouquets. The Design Bloom mobile app allows florists, couples, and wedding planners an easy and inexpensive solution to preview different floral designs digitally in an app without the need to buy expensive flowers, or spend time in a photo editing app creating a digital bouquet mock-up.



## Project duration:

May 2021 - January 2022



# Project overview



## The problem:

Florists do not have an easy and cost effective way to create a bouquet to show their customers a “preview” of what their specific request looks like. Customers also do not have a way of visually seeing what their bouquets will look like until they purchase the flowers.



## The goal:

To create an easy, convenient way for florists and their customers to build digital bouquets where they can try out different colors and flowers.

# Project overview



## **My role:**

UX designer, researcher, visual designer



## **Responsibilities:**

user research, wireframing, prototyping, visual design and branding, iconography design

# Understanding the user

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

# User research: summary



I surveyed an online community of florists, designers and wedding planners to find out what frustrations they have, and how an app like Design Bloom would be useful to them.

There was an overwhelmingly positive response to the idea of an app allowing users to build digital bouquets and many thought that it would make their professional lives easier. I also informally interviewed friends and colleagues about their experiences in planning flowers for their weddings, and many thought that an app like this would have helped them with their planning.

I also conducted a competitor audit to find out what features were currently available on the market, and what areas could be improved. Overall, I found that no apps offered a way to build funeral arrangements, or preview bouquets with photos on a mobile device.

# User research: pain points

1

**No inexpensive, easy way to create mock-ups**

Many wedding designers were spending hours in photoshop or buying expensive flowers to create bouquet mock-ups for their customers.

2

**No way to customize for each customer**

Most florists share photo examples of their previous work with customers, which doesn't allow the customer to see how their specific colors/flowers will look.

3

**Customers can't see final product before purchasing**

Many florists reported that customers have a difficult time envisioning or imagining how the final product will look without a visual aid.

4

**Customer Frustrations & Misunderstandings**

A lot of florists report customer complaints because there was a misunderstanding about color, size or design.

# Persona: Jill

## Problem statement:

Jill is a wedding designer who needs an easy and convenient way to build bouquet mock-ups so her customers can see how their specific design will look.



*“I love designing beautiful weddings for my clients, but wish that there was an easier way to create and share mock-ups with brides”*

## Goals

- Satisfy brides
- Spend less time/money creating mock-ups.
- Easier way to show clients a customized preview of what they want, and include it in their quote/contract
- Share a “shareable template” with bride, so that they can use the app to “play around” with the design.

## Frustrations

- Creating photoshop & physical mock-ups for brides is expensive and time consuming.
- “People are often bad at envisioning what their arrangement will look like (finding a picture of the same style but different colors from what they want)”
- “I think if it had a large enough catalogue of flowers to choose from this would be an excellent tool for wedding designing and showing clients an idea you have in your head but can’t manage to verbally explain what you mean”

## Jill

**Age:** 34

**Education:** Floral certification

**Hometown:** Los Angeles, CA

**Family:** Wife, 2 cats

**Occupation:** Floral Designer

Jill is a floral designer at a busy downtown LA flower shop. Jill specializes in weddings and working with brides. Jill will often spend hours putting together a mock-up bouquet in photoshop, or buying expensive flowers and creating a physical mock-up for brides. Jill lives in the suburbs of Los Angeles with her wife and 2 cats. Jill would like a more convenient & cost effective way to share customizable bouquet previews with her brides, with the ability for brides to preview how the bridal bouquets will look with their dress.



# Persona: Lei-Wei

## Problem statement:

Lei-Wei is a flower shop owner from Shenzhen, China who needs an easier way to visually communicate with customers and make recommendations.



*"I just have a small shop with a few loyal customers and a website for online ordering."*

## Goals

- Easy way to show customers previews of every day bouquets and funeral arrangements
- Wants an easier way to communicate with customers and show visual examples if they do not understand
- "I think it'd be cool to pick a color palette, then the customer can see what blooms exist in those specific colors."
- Minimize customer complaints

## Frustrations

- "Language/wording used by customer. Terms like elegant, classy, modern, etc can mean different things to different people. It's difficult to know what the customer really means sometimes!"
- "They don't always know what will look good in a vase, they sometimes doubt it will look good and don't trust our recommendations".
- Customer complaints/mis-communication

## Lei-Wei

**Age:** 43

**Education:** Associates Business

**Hometown:** Shenzhen, China

**Family:** Wife, 2 children

**Occupation:** Shop Owner

Lei-Wei owns a small flower shop Bellevue, WA. Lei-Wei is originally from Shenzhen, China. English is not his native language and sometimes this can cause barriers in communication. He would like an app that would make it easier to show customers photos of what arrangements will look like, for every day bouquets as well as funeral work. He also thinks a flower directory would be helpful so that he can show customers what different flowers look like in the customer's color of choice.

# User journey map

The main goal of the user is to create a digital floral design easily, and inexpensively. This user owns a flower shop and their goal is to build a mock-up of a funeral arrangement to show their customer.

## Persona: Lei-Wei

Goal: Minimize customer complaints by showing them a preview of their specific wants and make it easier to explain/show the customer my vision for their arrangement.

ACTION	Download App	Determine Customer's needs	Build a preview	Share with Customer	Show Final Product
TASK LIST	A. download app B. set up account C. choose account type (i.e. florist usertype, or bride)	A. Determine occasion, color preference, style & colors B. Show customer photo examples C. Show customer flowers with text descriptions from app's flower catalog	A. Choose bouquet shape/type and begin to add flowers based on customer's preference B. Change colors based on customer wants.	A. Share the design with the customer B. Get feedback, change colors or flowers if necessary	A. Final design shared with client. B. Agreement reached C. export bouquet preview photos for website or for quotes/contracts.
FEELING ADJECTIVE	Excited Hopeful	Frustrated Confused	Stressed Rushed	Nervous	Satisfied Relieved
IMPROVEMENT OPPORTUNITIES	Make app friendly for florists and non/florists without 2 different account types?	Feature for customers can select a theme (seasonal or a certain color palette)	Maybe have an ability for florist to add photos of their own designs that can serve as templates to customize/save time.	Allow florists to share their previews with customers so they can customize the templates themselves	Maybe have a flower identifier feature, so customers can click on the flower in the bouquet and see what it is.

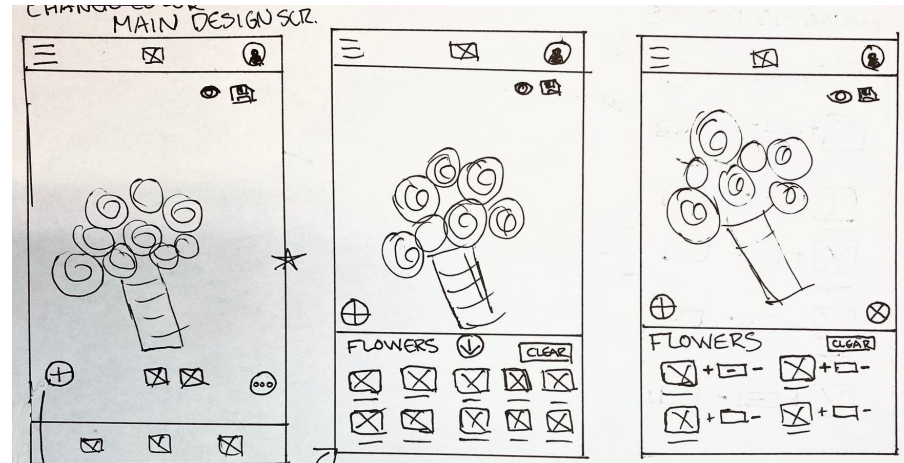
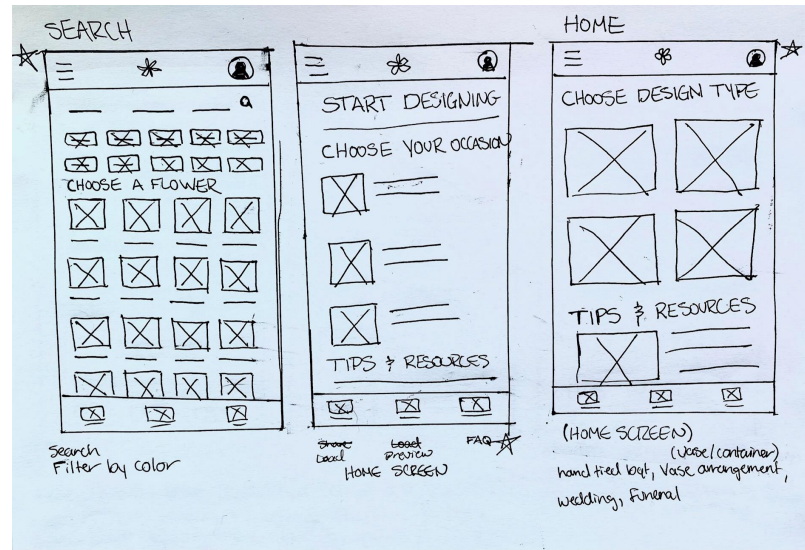
# Starting the design

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

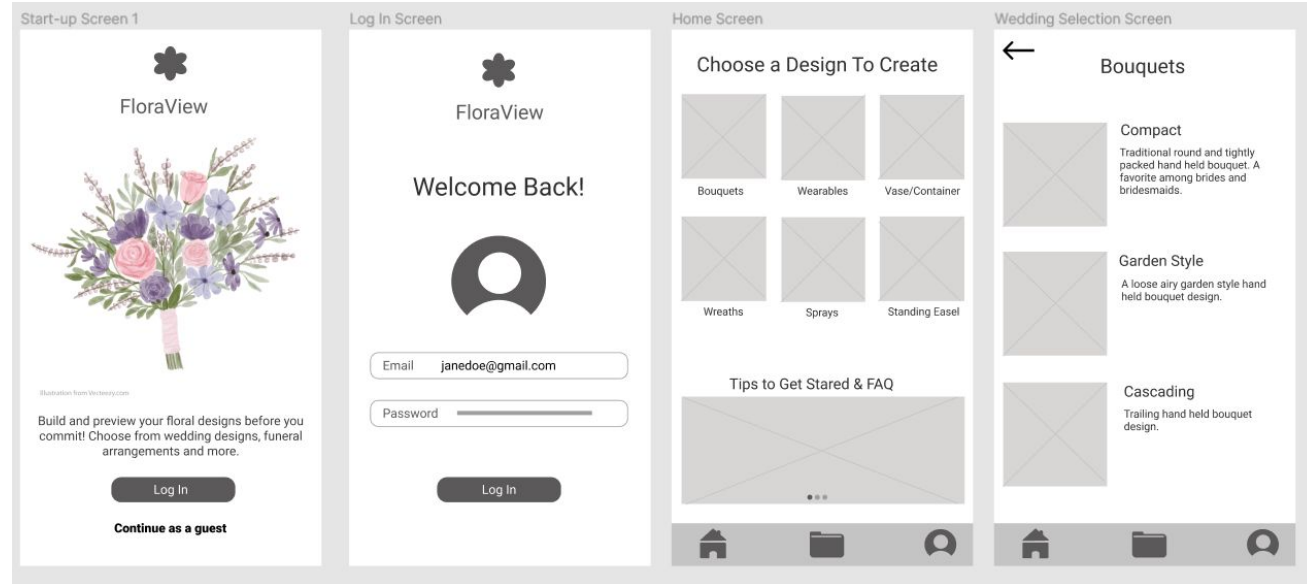
# Paper wireframes

First iterations of the main bouquet design screen, as well as the first ideas for editing flower colors, the home screen and choosing flowers.



# Digital wireframes

Lo -fidelity digital wireframes showing the user flow from start-up to selecting a bouquet design.



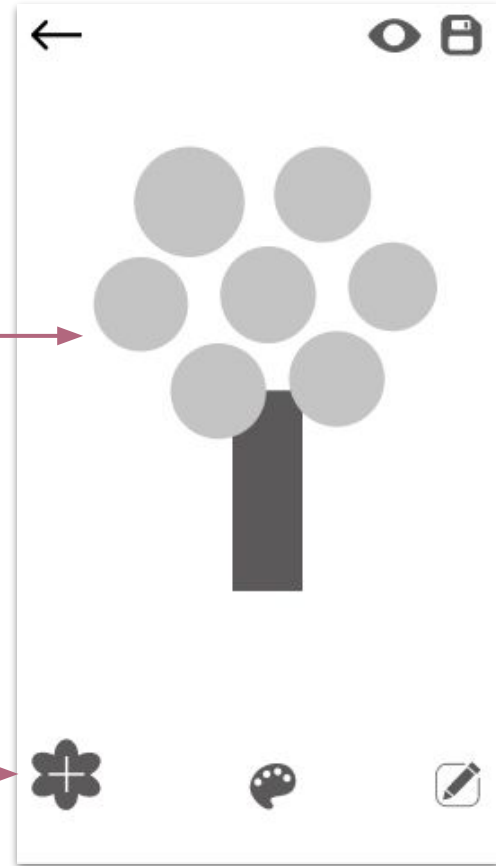
# Digital wireframes

The main design screen for building and customizing bouquets. The screen has minimal icons/navigation to minimize confusion, and allow more room to see the bouquet.

A rough example of a flower bouquet

Save and preview functions

Icons for adding flowers, color palette to change colors, and edit icon to edit/manage flowers in the bouquet.



# Low-fidelity prototype

The main flow takes the user through how to build a basic bridal bouquet. There is a search option for adding flowers, an option showing how to change the color of flowers and a photo to show the functionality of the “preview” your bouquet feature.



# Usability study: findings

I completed two usability studies using the testing platform Maze. Round 1 was conducted early in the design process, round 2 was conducted after creating a high fidelity prototype.

## Round 1 findings

- 1 Users want clickable images
- 2 Need more direct log in path with less screens to navigate through
- 3 Users want to click on flowers themselves to change colors

## Round 2 findings

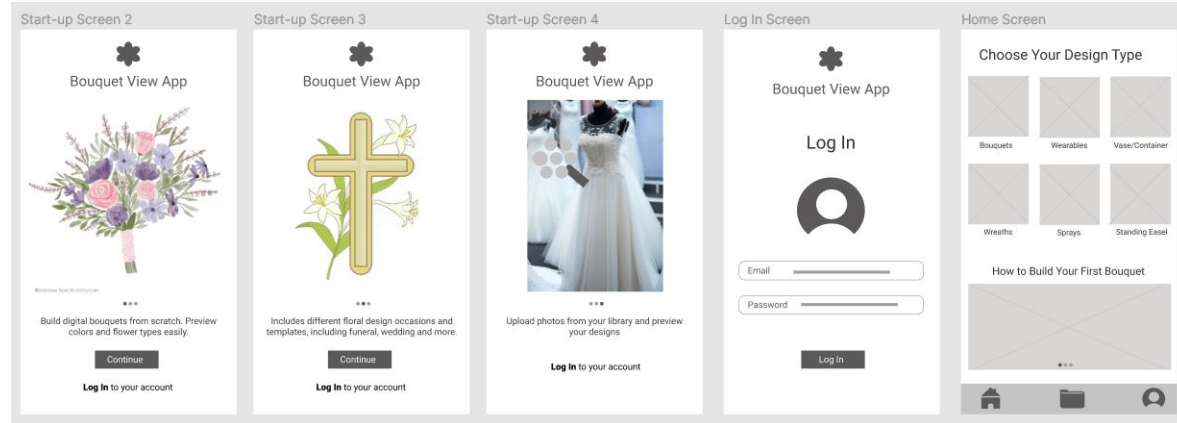
- 1 3 out of 5 users did not find the + flower icon immediately
- 2 Icons may be too small/hard to see for visually impaired users
- 3 The floppy disk icon was not visible/obvious to all users



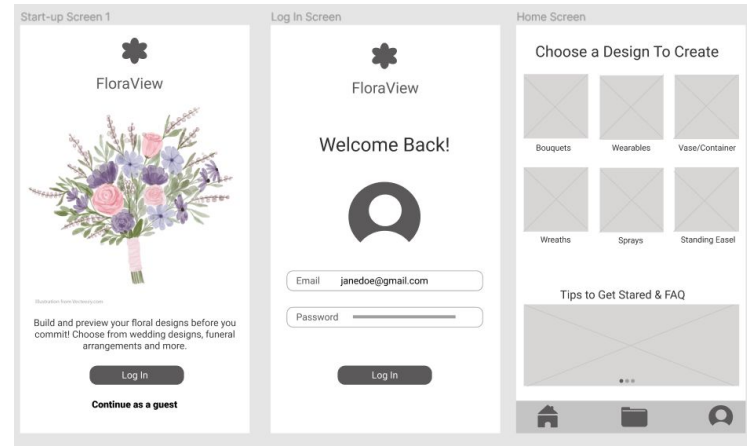
# Usability Study Round 1

I conducted the first usability study early in the design process and found that over half of users found the log in process confusing and were unsure of where to click. I made some early changes by simplifying the log in process and making the “Log In” prompt a larger button.

## Before usability study 1



## After usability study



# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

## Mockups: Round 2

Based on my research findings, the main design screen was revised to make the icons larger, and more visible to users. The + flower button was also moved to the top and the save and navigation was revised to be more visible and familiar to all users.

Before usability study



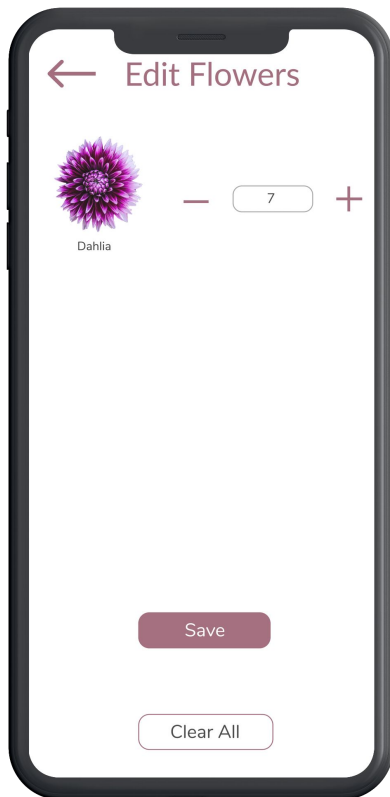
After usability study



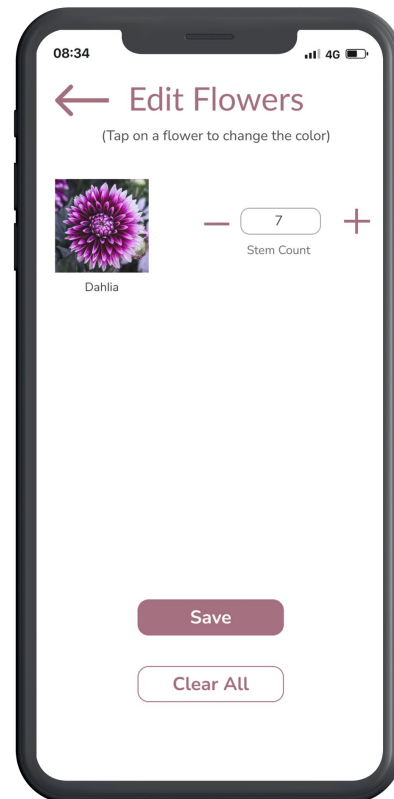
# Mockups: Round 2

The edit flowers screen was revised with added instructions underneath the title to eliminate confusion and let the user know that color changing is an option. The stem count field was also labeled clearly with text.

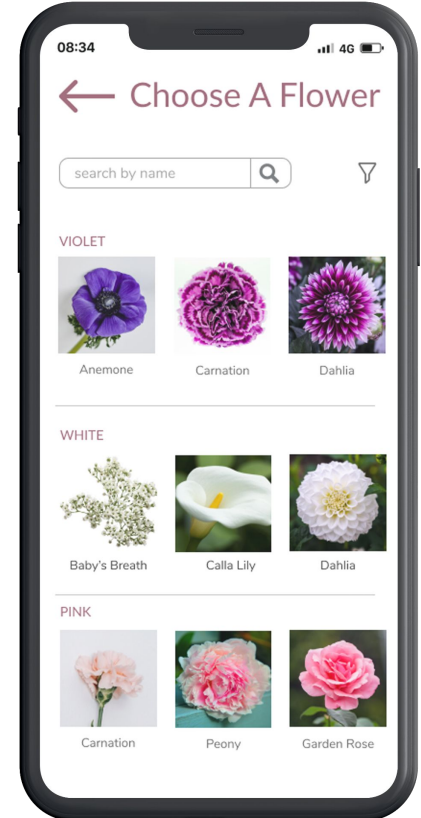
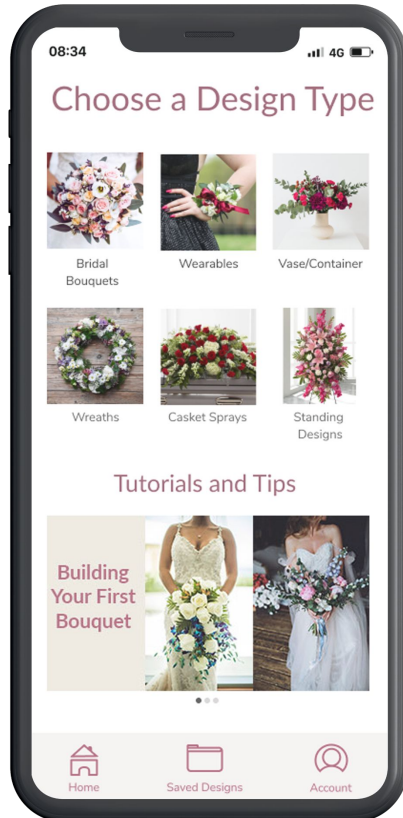
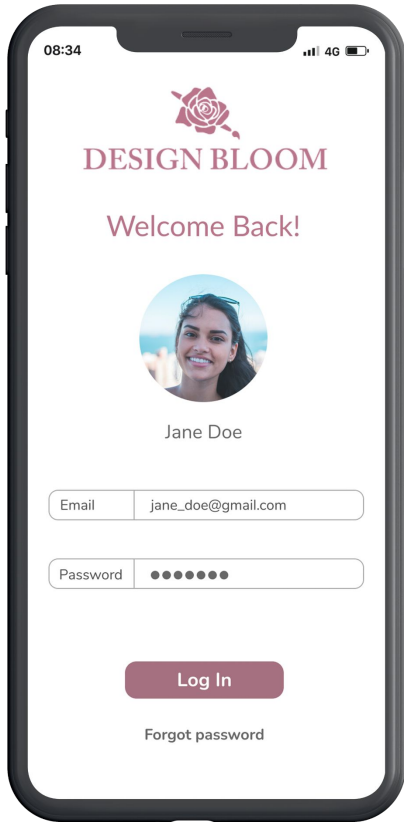
Before usability study



After usability study



# Mockups

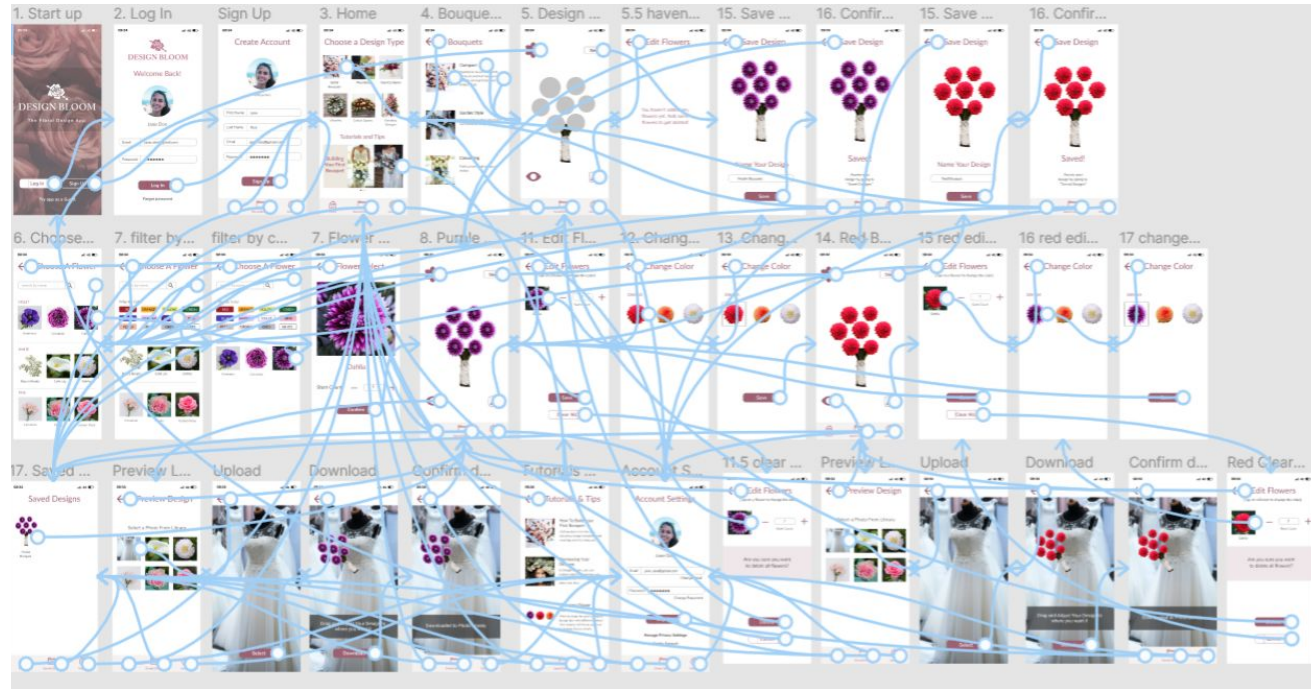


# High-fidelity prototype

The final prototype presented larger and more visible icons, as well as additional text labeling to make the flow more intuitive.

Link to prototype:

[Design Bloom Prototype](#)



# Branding & Style Guide

I chose a more muted color palette for the logo and app colors  
In order to not distract from the flowers.

## Logo



Main



Alt

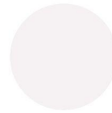


Icon Only

## Colors



muted berry  
9C6273



pale pink  
F5F2F2



dark gray  
5B5959



light gray  
C4C4C4

## Typeography

Lato

Roboto

Nunito

## Iconography



## Navigation



## Buttons



# Accessibility considerations

1

The color of the icons, text and buttons was carefully chosen and tested with a web contrast checker to make sure that the text and icons passed accessibility standards for contrast ratio.

2

A help page titled “Tutorials and tips” was added for users who may need some extra guidance using the app.

3

Icons were enlarged after it was found that one visually impaired user seemed to have difficulty seeing the icons.



# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

Many florists, and non-florists alike were excited when I told them about this idea for a digital floral design app for mobile. Many believed that it would make wedding planning, and communicating with customers easier.

*"I wish I had this for my wedding!"*

- Test participant quote



## What I learned:

Even though I may have more knowledge than most about the floral industry, as a former florist, not everyone sees the world in the same way which is why user research and testing are invaluable for creating a product that meets real user's needs.

# Next steps

1

Add a landscape mode, which will be ideal for funeral flower arrangements.

2

Look into adding social and sharing features on the app.

3

Find another prototyping platform that will allow us to test more advanced features of the app such as users manipulating/turning the bouquet with their fingers and manipulating and re-sizing the bouquet in the preview mode. Figma did not allow for testing of these features

# Thank You!

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