UX/UI DESIGN
CASE STUDY

OVERVIEW

A local, family-owned business in Wisconsin has over 100 years of proven success selling seeds, plants, and garden supplies through catalog sales, brick-and-mortar businesses, and a modest web presence.

The business owners wish to create a greater web presence by enhancing their e-commerce capabilities with a mobile app solution. They see an opportunity to outpace the competition and capture additional market share with new e-commerce tools and capabilities.

They're willing to make an investment in User Research and the design of a mobile app with the goal of attracting not only new customers who have modern shopping behaviors, but also existing customers who desire a seamless shopping experience no matter where they shop (i.e., mailed catalog, in stores, web, or mobile).

Designer & Author ~

Jessie Small

Spring 2023

How Might We ...

Create an experience that attracts a future generation of consumers who will buy our products and who will continue to appreciate the beauty and fulfillment of growing seeds?

1 The Problem Statement

2 How Might We ...

3 Sketching
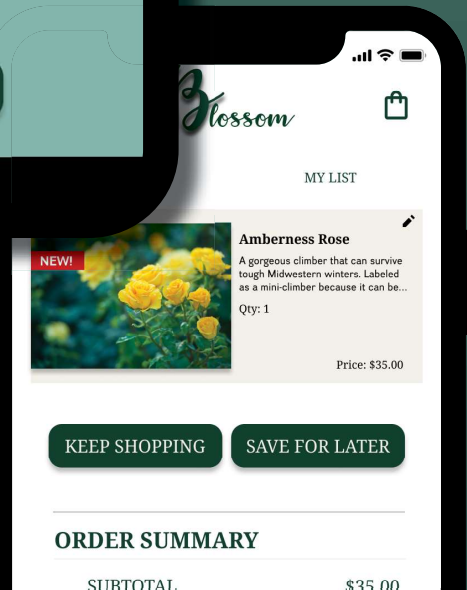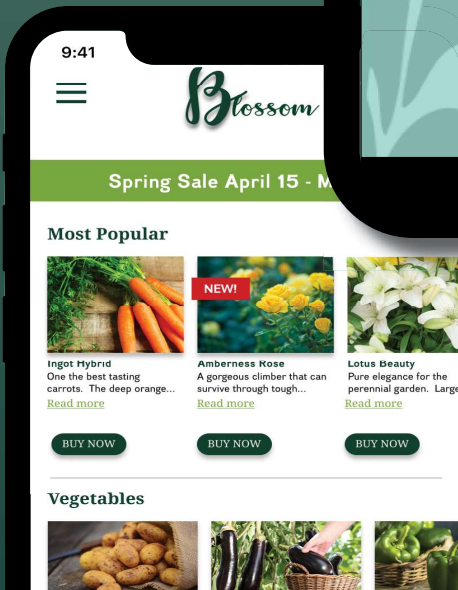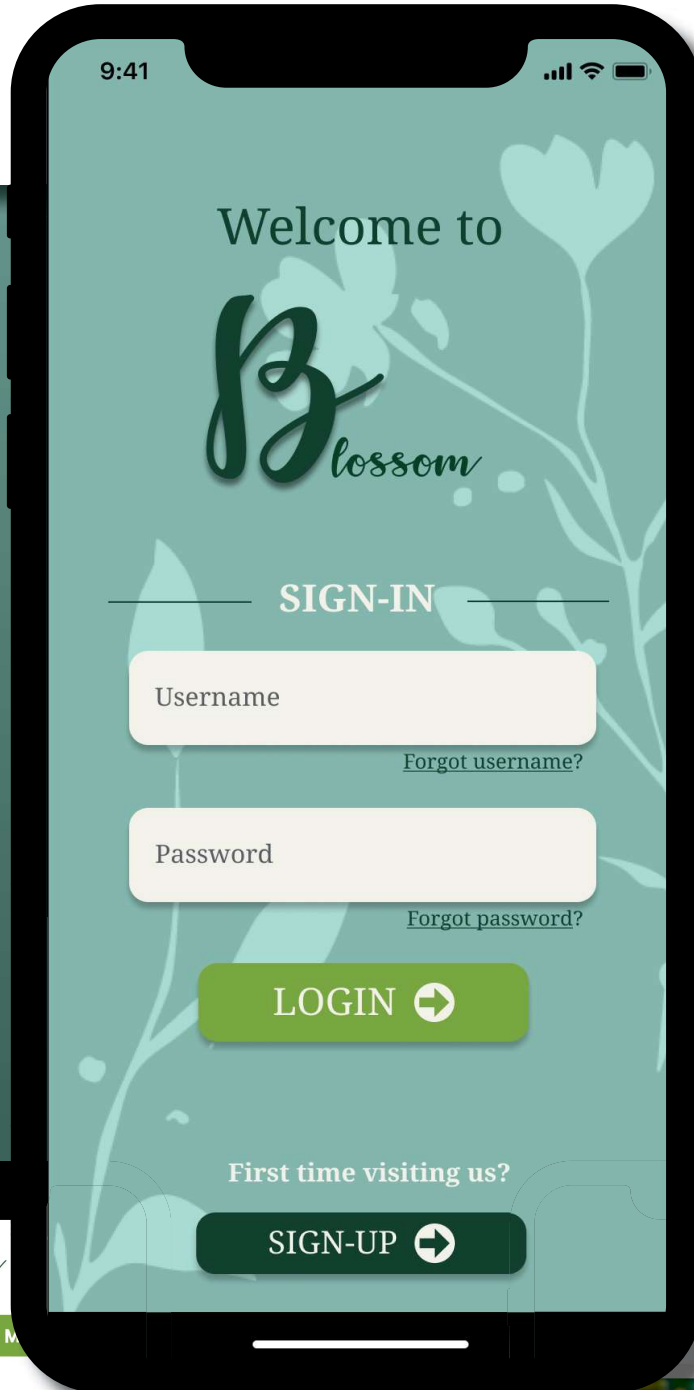
4 Information Architecture

5 Visual Branding

6 Low-Fi Wireframes

7 Hi-Fi Mock-ups

8 Final Design

9:41

Welcome to

*B*lossom

SIGN-IN

Username

Forgot username?

Password

Forgot password?

LOGIN ➡

First time visiting us?

SIGN-UP ➡

9:41

*B*lossom

Spring Sale April 15 - M

Most Popular

Ingot Hybrid
One the best tasting carrots. The deep orange...
Read more

NEW!
Amberness Rose
A gorgeous climber that can survive through tough...
Read more

Lotus Beauty
Pure elegance for the perennial garden. Large...
Read more

BUY NOW   BUY NOW   BUY NOW

Vegetables

*B*lossom

MY LIST

NEW!
Amberness Rose
A gorgeous climber that can survive tough Midwestern winters. Labeled as a mini-climber because it can be...
Qty: 1

Price: $35.00

KEEP SHOPPING   SAVE FOR LATER

ORDER SUMMARY

SUBTOTAL $35.00

1 The Problem: Keeping Pace with the Competition

Anchoring to the foundational principles of Design Thinking, we begin by understanding the customer. We conducted weeks of extensive user research through contextual inquiries, an online survey, customer personas development, and journey mapping. Ultimately, we concluded that most consumers visit Amazon.com but do not exclusively shop with Amazon, but rather set it as a benchmark for pricing, availability, and variety before comparison shopping. Consumers feel delighted when offered free shipping, easy return policies, try-before-you-buy options, and competitive pricing.
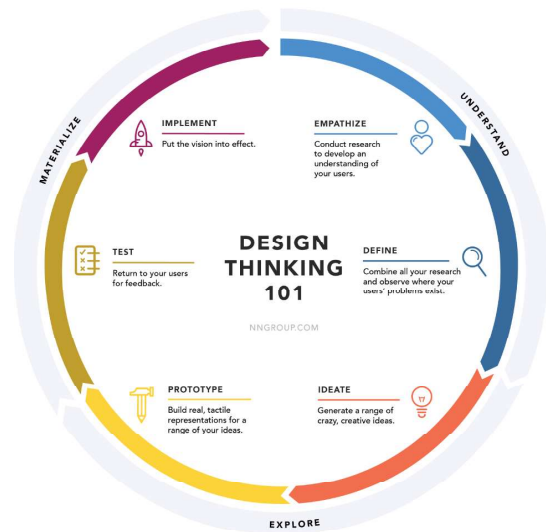
Design Thinking Principles from the NN/g Nielsen Norman Group -- World Leaders in Research-based User Experience.

2 How Might We ...

With a pad of sticky notes and a clear mind, I conducted a solo brainstorming session to explore ideas. After a couple of hours, I had a working How Might We Statement about the problem and an abundant number of ideas.

• **How Might We … create an experience that attracts a future generation of consumers who will buy our products and feel fulfilled by growing plants?**

But after more thought, I settled on the following:

• **How Might We … create an experience that attracts a future generation of consumers who will buy our products and ~~who will feel fulfilled by the beauty of growing plants?~~ who will continue to appreciate the beauty and fulfillment of growing seeds?**

As I reflected on the How Might We statement, I concluded that consumers purchase every day, but what earns a loyal, repeat customer is with a human-centered design creating a delightful experience.

3 Sketching Ideas on Paper

By narrowing the ideas down to three, I was ready to begin sketching, so with my paper and pencil in hand, I began sketching the user interface. With my prior user research in mind, along with my own shopping experience, I started with the sign-in and sign-up page. I wanted this experience to be easy, fast, and welcoming to ensure the consumer stayed engaged. I sketched a working design of a sign-in page, home page, and product page and kept the information architecture at the top of my mind. In addition, I sketched out an 8-panel storyboard to be sure my designs fit with a customer experience that would lead them to shop for seeds, plants, or garden supplies.
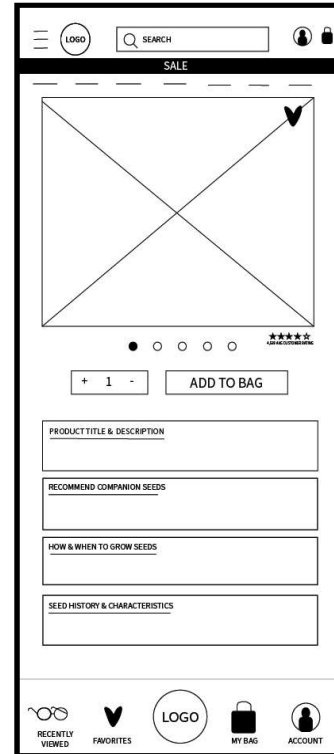
One frame of the final sketch

4 Solving for Large Inventory & Information Architecture

Knowing the business value of an efficient and effective check-out workflow, I spent most of my time studying and re-sketching the check-out process. I researched businesses with large inventories (e.g., Ikea, Costco, Door Dash, Netflix, etc.) and/or had a catalog channel that could spark ideas on how to design the information architecture. I needed a way to ease the information overload within the menus with this level of inventory. I discovered a consistent paradigm across apps, swipe left menus. I settled on a main menu with a small picture and a swipe-left option to scroll through large categorical terms (i.e., Fruits, Vegetables, etc.).
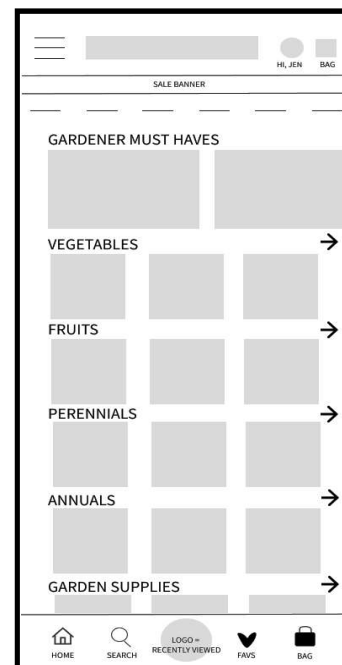
Main menu with side swipe options for the highest hierarchal category.

5 Designing a Visual Brand for a Seed Company

I researched three direct competitors so I could identify how each app varied in imagery, colors, and typography. After a thorough analysis, I had enough information to make informed visual design decisions to help this small business stand out from the competition.

CURRENT DESIGNS

#1 competitor documentation including color palette, imagery, and typography.

#2 competitor documentation including color palette, imagery, and typography.

#3 competitor documentation including color palette, imagery, and typography.

Documentation of current small business design system.

PROPOSED DESIGN

DROID SERIF

HEADINGS: font-family: droid-serif, serif; font-style: normal; font-weight: 400;

DIVULGE

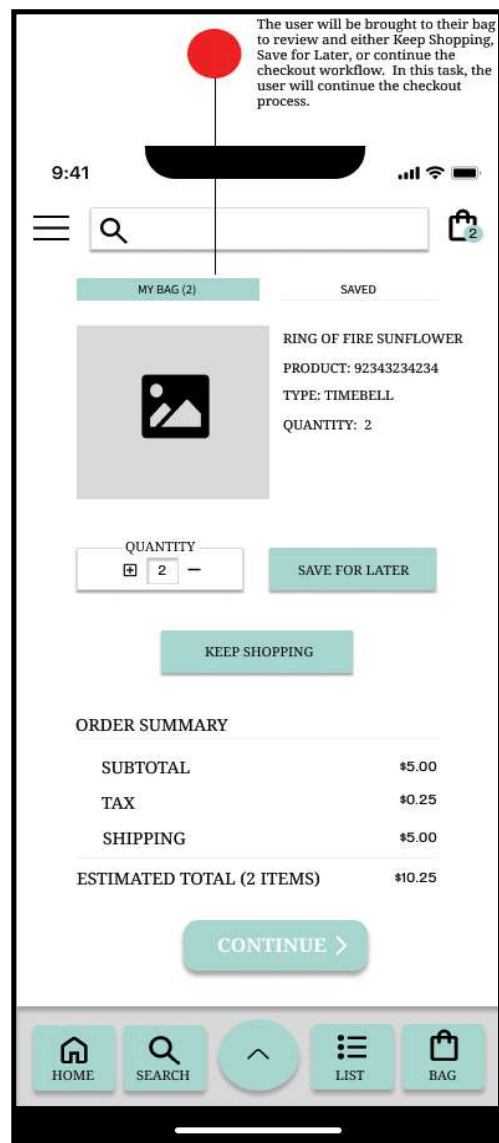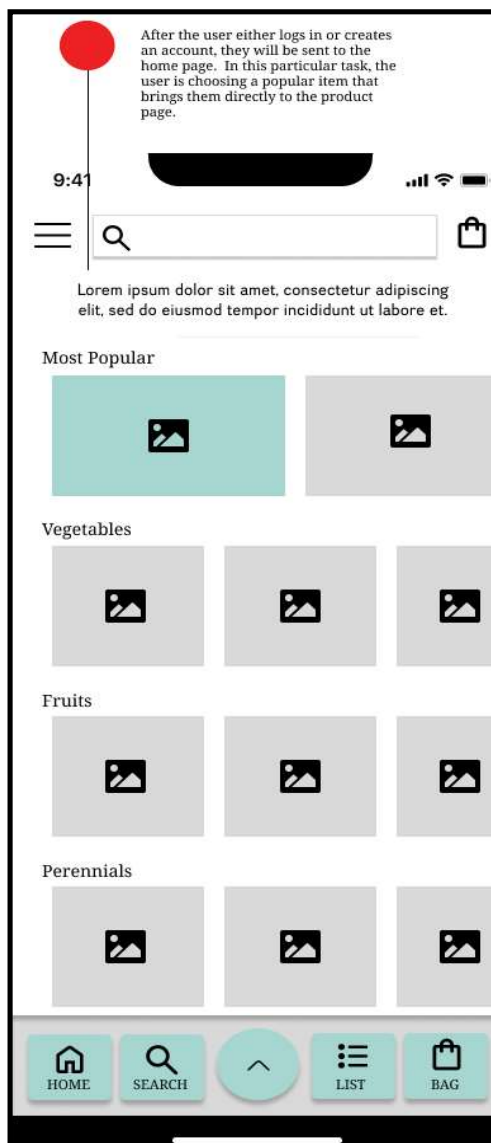PARAGRAPH: font-family: divulge, sans-serif; font-style: normal; font-weight: 300;

COLOR PALETTE

Proposed new design system.

6

Conceptual Ideas for Design & Task Workflow

With my visual design system built, I was ready to begin prototyping the end-to-end processes and defining tasks. In these drawings, I chose one contrasting color (light green) to draw out important components and tasks for decision-makers to assess the layout of the design. I chose red dots and lines to indicate notations of a specific task or annotations where design change was made throughout the revision process.

After the user either logs in or creates an account, they will be sent to the home page. In this particular task, the user is choosing a popular item that brings them directly to the product page.

9:41

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et.

Most Popular

Vegetables

Fruits

Perennials

HOME   SEARCH   LIST   BAG

The user will be brought to their bag to review and either Keep Shopping, Save for Later, or continue the checkout workflow. In this task, the user will continue the checkout process.

9:41

MY BAG (2)   SAVED

RING OF FIRE SUNFLOWER
PRODUCT: 92343234234
TYPE: TIMEBELL
QUANTITY: 2

QUANTITY
⊞ 2 —   SAVE FOR LATER

KEEP SHOPPING

ORDER SUMMARY

SUBTOTAL $5.00
TAX $0.25
SHIPPING $5.00
ESTIMATED TOTAL (2 ITEMS) $10.25

CONTINUE >

HOME   SEARCH   LIST   BAG

7 High Resolution Mock-ups for Critical Tasks

Leading up to the grand finale of prototyping, I created high-resolution mock-ups based on many cycles of revisions, feedback from my peers, and a heuristic assessment. A few areas to mention with these final design images:

- I felt the design needed more of an identity, so I created the business name Blossom. Using a few foundational design principles (application of movement and contrast of colors), I created a logo and a high-contrasting background for the sign-in and sign-up pages.
- I chose a muted color palette, knowing the pictures of flowers, vegetables, etc., would provide a blast of color needed on each page. In addition, I chose high-contrast greens and a bright green to draw the user's attention to the most important tasks.
- The buttons are intentionally large. The assumption is that our target audience is of an older generation and will need extra tap space to make a selection on a mobile device.
- The checkout process was an iterative process, but the design feedback needed adjustments to be clear on what step in the check-out process the user was within.
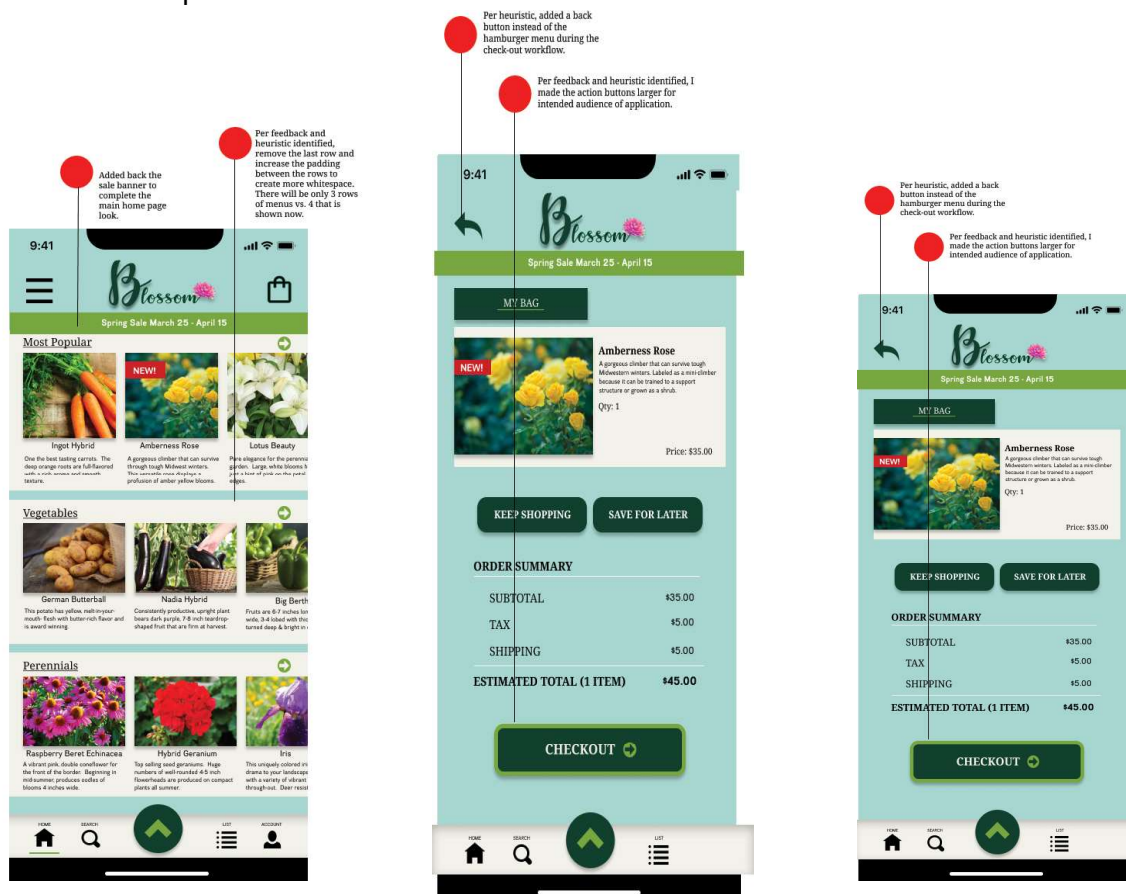
8 Final Design for Seed Company

The grand finale of prototyping! High-resolution mock-ups with clickable buttons and transitions allow for testing with customers, my peers, and decision-makers to assess the design and task flows at a low cost. Without any development resources involved in the process, this type of prototyping allows for quick, agile design cycles to better define requirements before bringing mobile app developers (which are known to drive up costs within a project if requirements are not defined accurately).
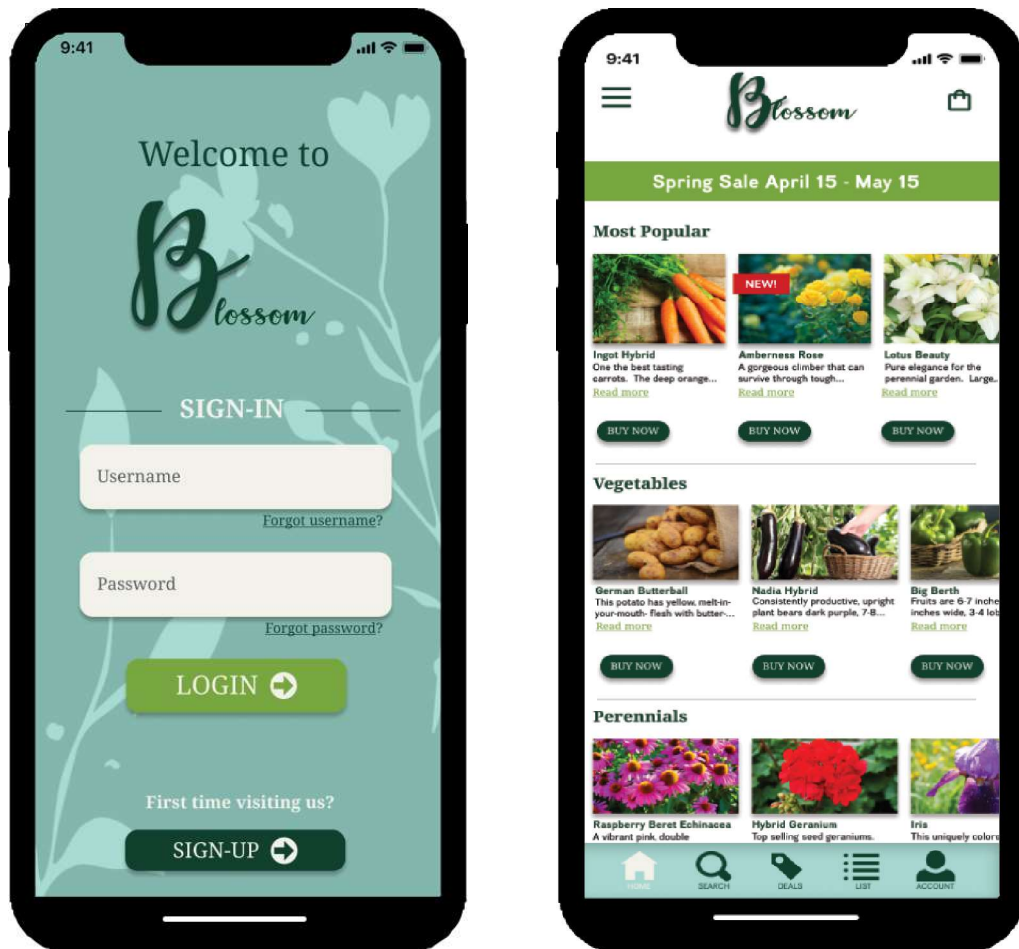
View Figma Interactive Prototype

TIP: When viewing the interactive prototype, click the space bar when viewing screens with fillable fields. However, not all screens have this capability, just simply click thru.

FINAL STATIC IMAGES MAY BE FOUND IN THE APPENDIX FOR PRINTING PURPOSES.

APPENDIX