

DESAIN APLIKASI SELULER UNTUK PENJUALAN DI TOKO BUNGA

20/05/2023

Sthevani Marthina Manurung

Project overview



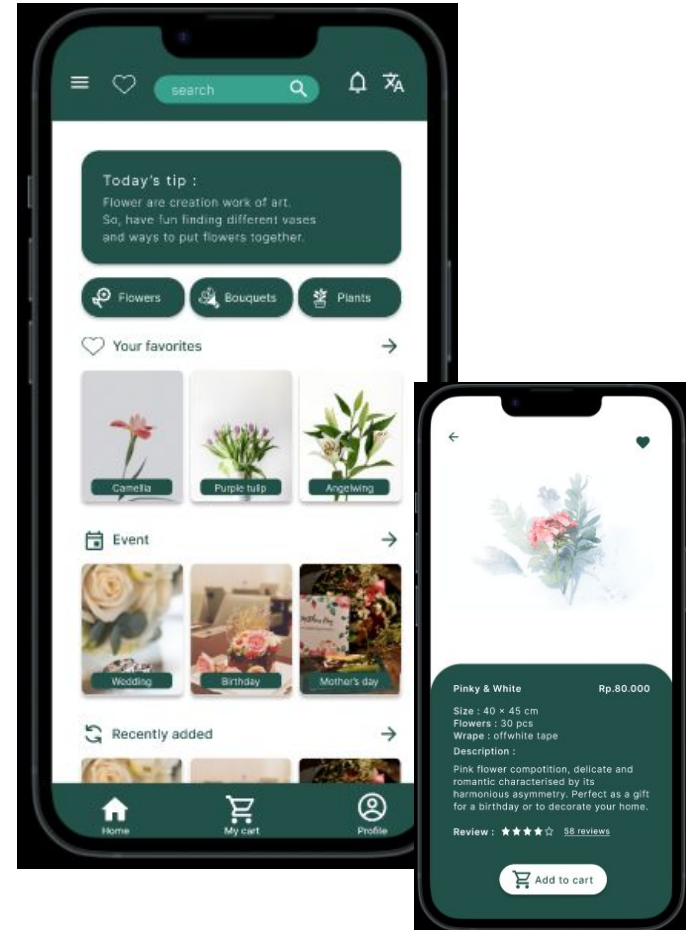
The product:

Development of a mobile-based application for sales at flower shops, where the target of developing this application is students and employees



Project duration:

March-June 2023



Project overview



The problem:

The problem that often occurs is that students and employees in the Balige area cannot come directly to the flower shop to buy flowers or flower buckets/there is no online system that can bridge both in terms of purchasing, payment and delivery.



The goal:

The purpose of designing this mobile application is to solve all the problems mentioned above.

Project overview



My role:

UI & UX Designer



Responsibilities:

List the responsibilities you had throughout the project - e.g., user research, wireframing, prototyping, etc.

Understanding the user

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

User research: summary



I conduct interviews and create empathy maps to understand my users design for and their needs. The main user groups identified through research are working office workers and students who don't have time for flower arrangement.

This user group confirms initial assumptions about Balige Florist customers, but research also revealed that time is not the only factor that limits users to arrange these flowers.

Other user concerns include obligations, interests, or challenges that create them it is difficult to get materials or tools and the shop that provides them is far away.

User research: pain points

1

Time

Office staff and students are too busy with work and study so they don't have time to arrange flowers

2

Accessibility

The platform for ordering flower arrangement equipment is not equipped with supporting technology

3

Knowledge

limited information on how to make flower arrangements

Persona: **Prisilia**

Problem statement:

Prisilia is a busy student who needs easy access to buy flowers because they don't have time to travel outside the campus and dormitory area.

Persona: **Prisilia**



Prisilia Lumbantoruan

Age: 19
Education: University student
Hometown: Laguboti
Family: Lives with friends
Occupation: student

"Time is very precious to me, so I'm going to look for ways to do things that simplify the job"

Goals

- makes it easier to buy flowers and not spend a lot of time
- can choose flowers directly without having to come to a flower shop

Frustrations

- she was confused to find a flower shop that was around them
- she needs a florist who can deliver her flowers directly to the place because the hours outside the dorm are limited so she doesn't visit the shop right away

Prisilia is a 19-year-old software engineering d4 technology student who lives with a dormitory friend in Laguboti. in the hostel she need some flowers to plant in the hostel yard



Tesya Ionica

Age: 19

Education: software engineering

Hometown: Aekkanopan

Family: parents

Occupation: Student

“Relevant personal quote that captures the persona’s attitude and personality”

Goals

- finding a team to help generate creative buckets and generate selling points

Frustrations

- how to find a florist who can make creative buckets

Tesya is 19 years old and a software student. In several events on campus, several flower bouquets are needed as gifts or congratulations for those who have undergone the final seminar and graduation. So tesya is looking for a florist who can accept the bouquet request.



Ezra Yuniar Sibarani

Age: 19 age

Education: Software Engineering

Hometown: Laguboti

Family: With parents

Occupation: Student

“Doing business is important, so let's develop”

Goals

- Can help her parents market or promote their flowers better.

Frustrations

- owns a flower shop that is less well known to the public

Ezra is a 19-year-old software engineering student who lives with his parents in Laguboti. Ezra's parents are the owners of a flower shop in Laguboti who want to expand their flower shop business

User journey map

Persona: Prisilia

Goal: makes it easier to buy flowers and not spend a lot of time

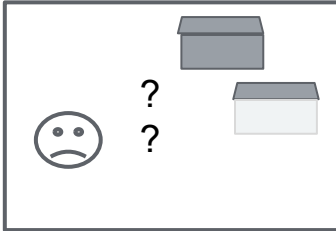
Mapping Prisilia's user journey reveals how useful it can be users to have access to the special Balige Florist application.

ACTION	find a flower shop	Go to flower shop	pick flowers	order flowers	take orders
TASK LIST	Tasks A. find out location B. to the location	Tasks A. go to flower shop B.looking for flowers	Tasks A. pick up some flowers B. take queue	Tasks A. Submit an order to the cashier B. Double check orders to ensure accuracy C. Completed the order	Tasks A. Take orders B. Ensure that orders are correct
FEELING ADJECTIVE	feel confused to find the nearest flower shop	Worried about having to go back to school on time	The stress of having to choose the most suitable flowers	tired	Feel relieved because the order is ready
IMPROVEMENT OPPORTUNITIES	Offers a way to search for multiple stores nearby	Created an application for a florist	Make a choice of any flower menu available at the flower shop	make delivery orders	

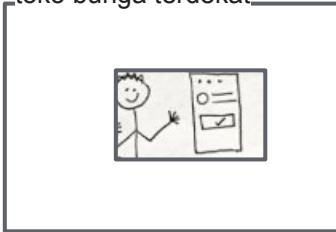
Storyboard

UX Design Storyboard

Scenario: Mencari toko bunga yang menyediakan jasa delivery



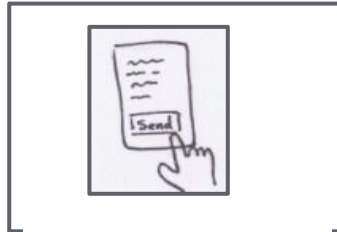
—tesya kebingungan akan—
—mencari—
—toko bunga terdekat—



mendaftarkan akun pada aplikasi
tersebut



—Memilih untuk—
—melakukan scrol—
—sosmed



mencari buket bunga yang ia
inginkan dan menuju halaman
pembayaran dan metode
pengantaran



—dia menemukan aplikasi—
—yang—
—dapat ia gunakan—

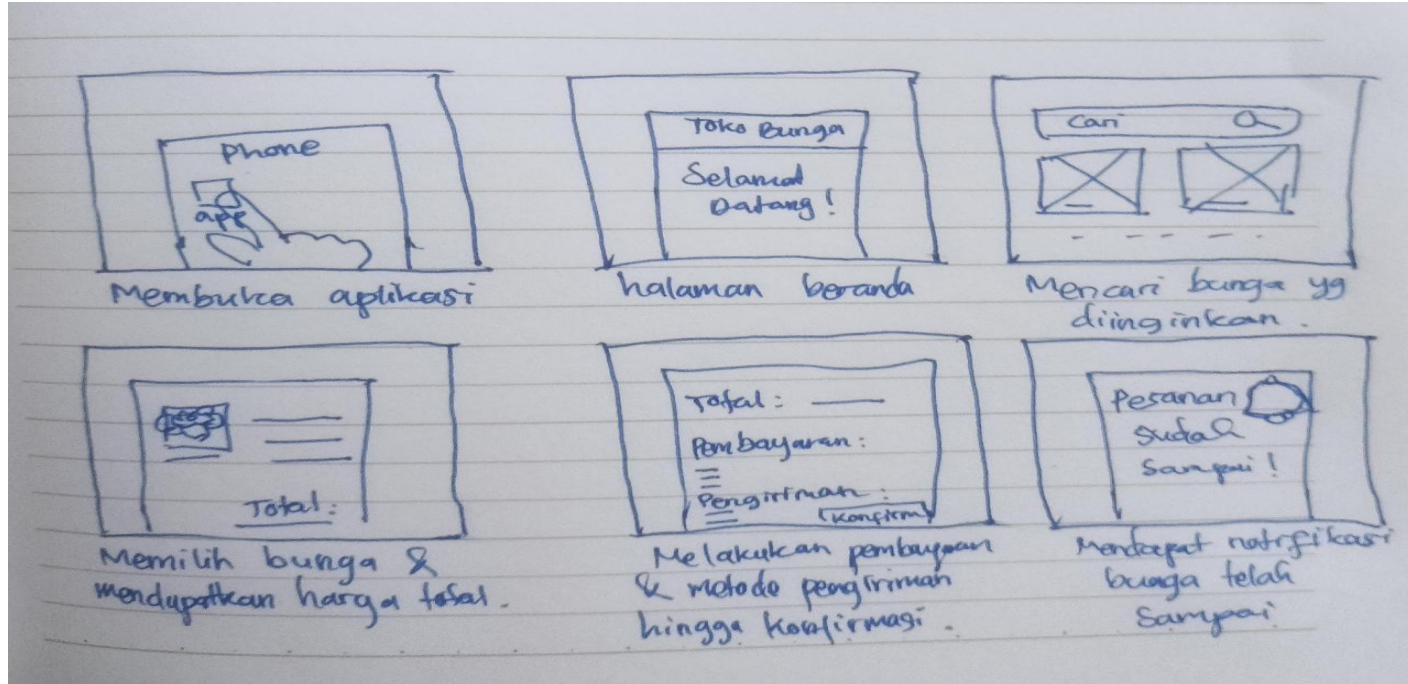


ia berhasil mendapatkan bunga yang
ia inginkan

Storyboard

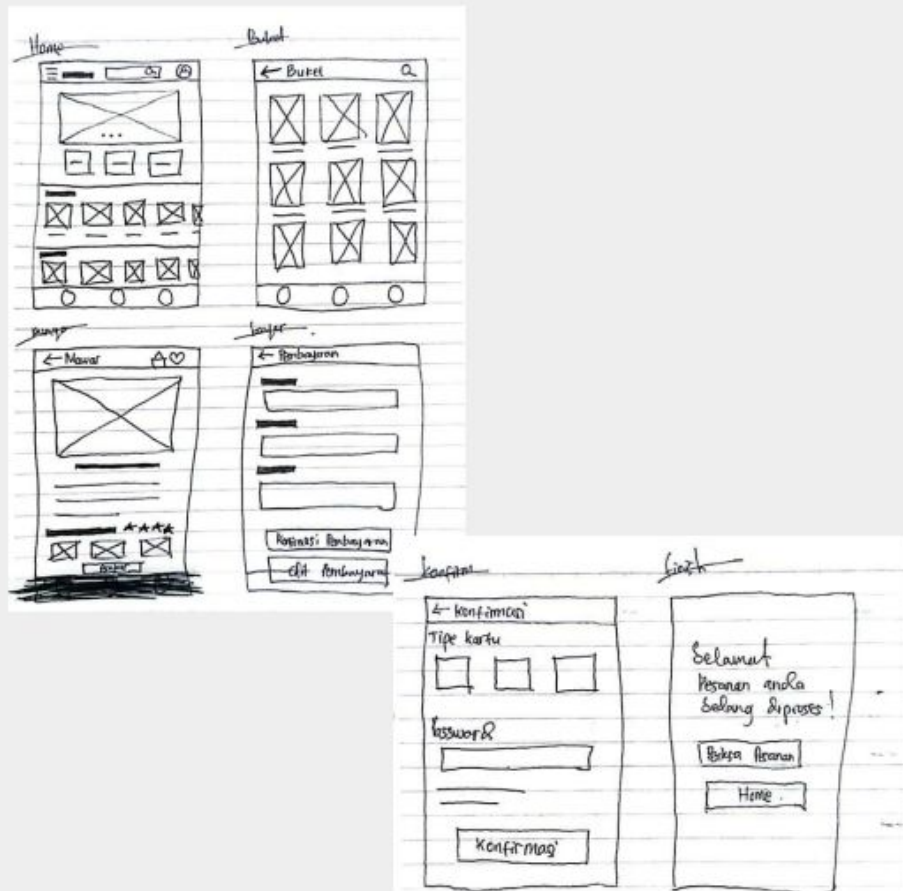
UX Design Storyboard

Scenario: Menggunakan aplikasi toko bunga untuk memesan secara delivery



Paper wireframes

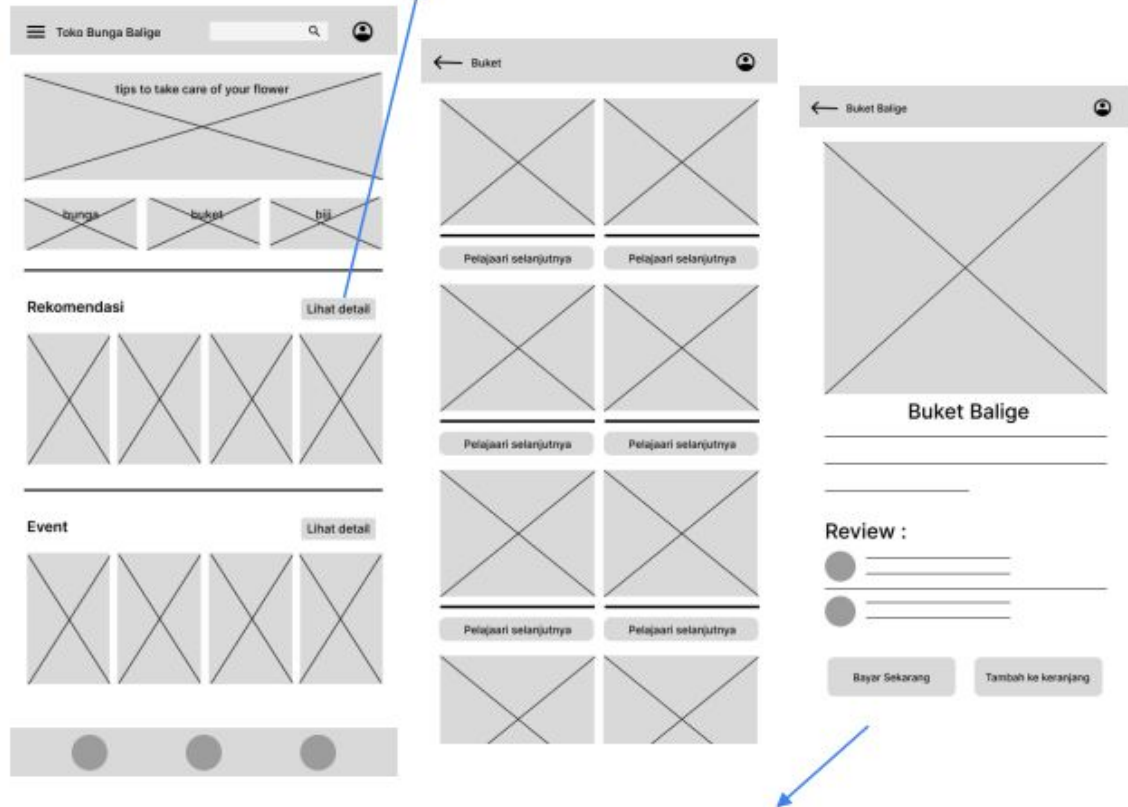
Tampilan kerangka ini mempermudah untuk diimplementasikan di digitalnya nanti.



Mempermudah user untuk melihat detail dari bunga

Digital wireframes

Membuat beberapa bentuk tampilan card agar menarik dilihat oleh user dan beberapa tahapan untuk melakukan pemesanan di toko bunga tersebut.



Untuk button ke halaman pembayaran

Digital wireframes

Tampilan Form yang digunakan user untuk melakukan pengiriman produk.

[←](#) Pembayaran 

Nama :

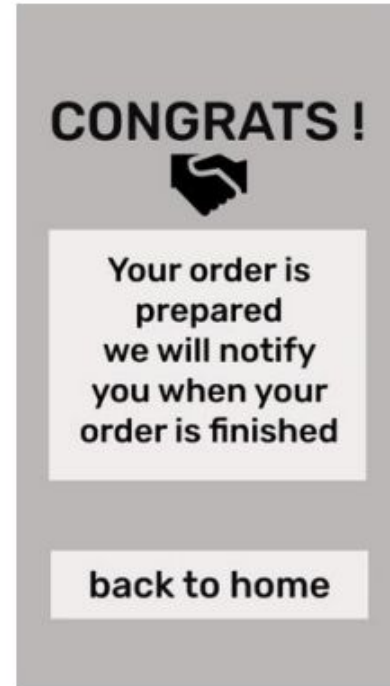
Email :

Nomor Telepon :

Alamat :

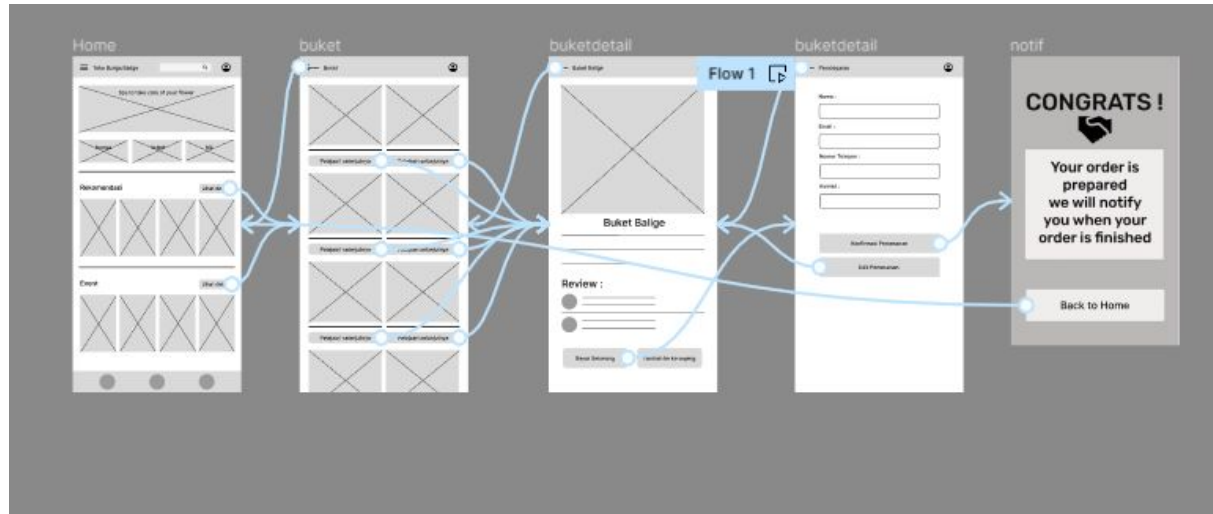
[Konfirmasi Pemesanan](#)

[Edit Pemesanan](#)



Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was building and ordering a flower, so the prototype could be used in a usability study.



Low-fidelity prototype:

<https://www.figma.com/file/KnRaeFHp75m21OkrbEgfbu/florist?type=design&node-id=119%3A274&mode=design&t=3wuldcjYVxmM62Fk-1>

Usability study: findings

Some usability studies findings in Desain aplikasi Toko Bunga Balige.

Round 1 findings

- 1 User ingin memesan produk secara online
- 2 User ingin membayar secara online
- 3 User ingin tersedia jasa pengantaran

Round 2 findings

- 1 Proses checkout memiliki terlalu banyak langkah yang tidak perlu
- 2 Fungsionalitas "Bangun sendiri" membingungkan

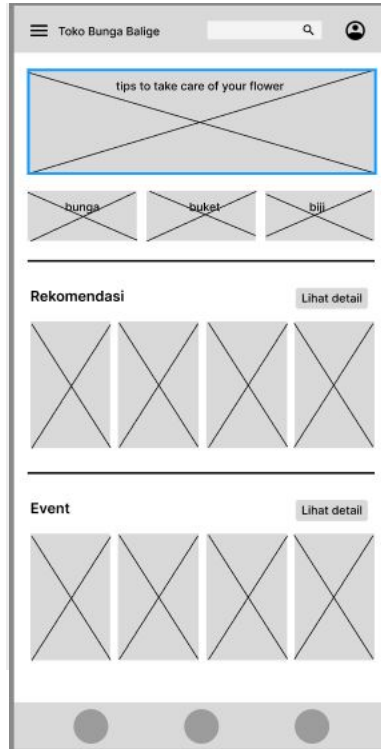
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

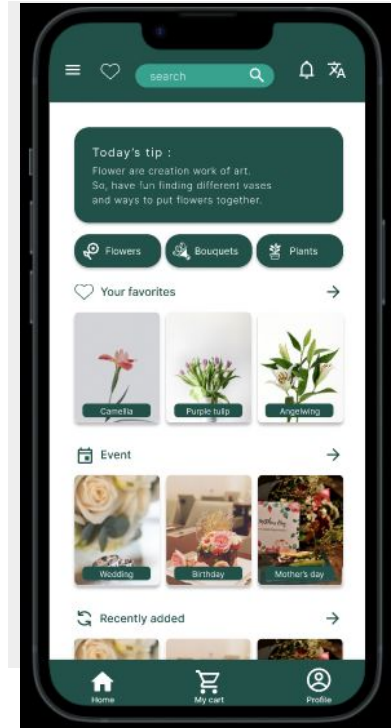
Mockups

[Your notes about goals and thought process]

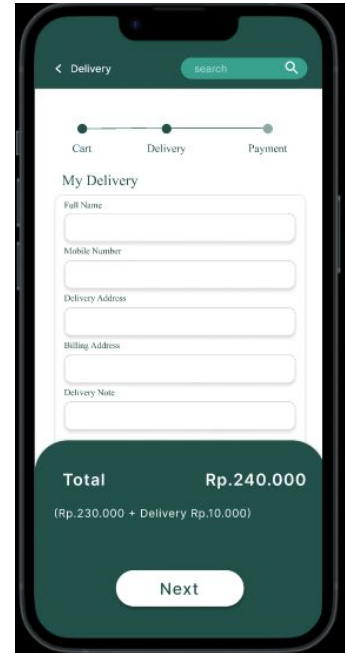
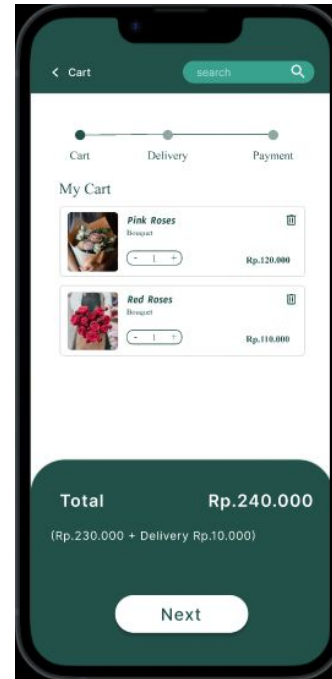
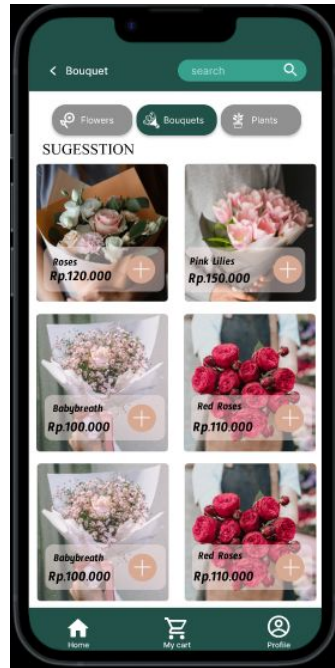
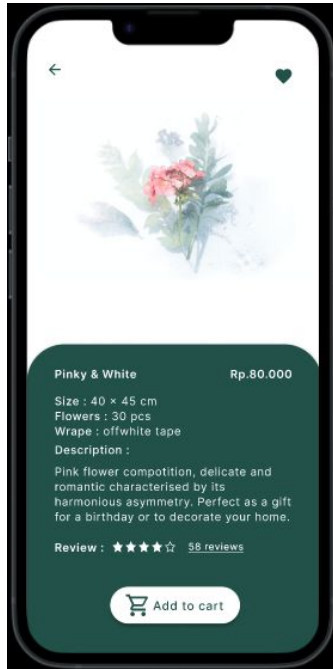
Before usability study



After usability study

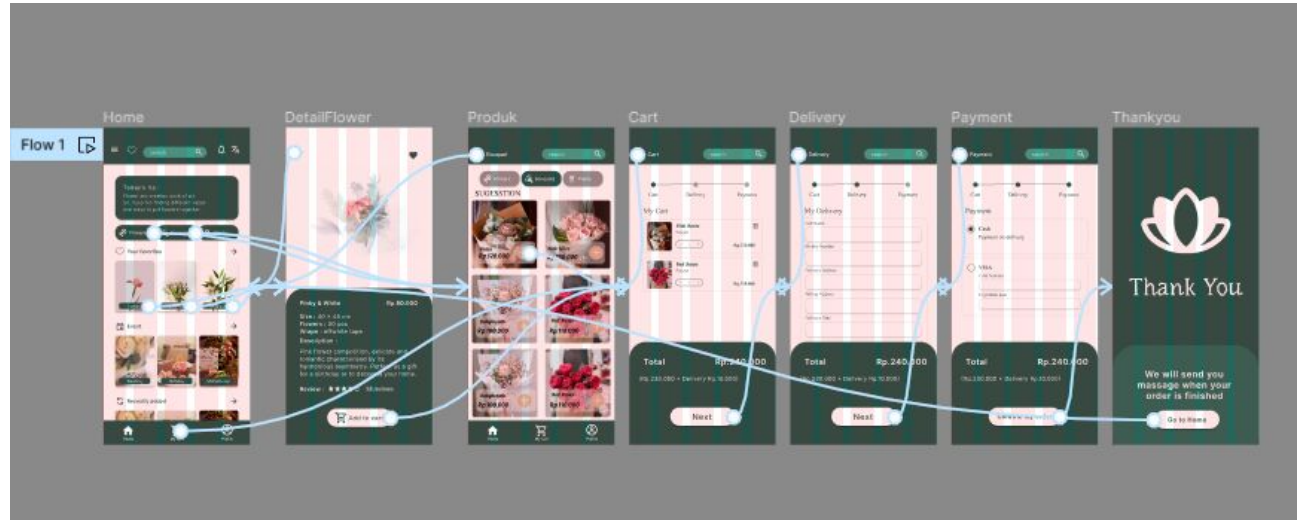


Mockups



High-fidelity prototype

The final high fidelity prototype provides a cleaner user flow for flower ordering and checkout. It also caters to user needs for pick-up or delivery options as well as more customization.



High-fidelity prototype

<https://www.figma.com/proto/KnRaeFH75m21OkrbEgfbu/florist?type=design&node-id=203-2&t=jaq8YIUkUpk9Zfaw-1&scaling=scale-down&page-id=0%3A1&starting-point-node-id=203%3A2&mode=design>

Accessibility considerations

1

Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

2

Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

3

Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Insert one to two sentences summarizing the impact of your designs. In the real world, you'd include data like number of downloads or sign ups, but since this is a course project, you can include a positive quote from a peer or study participant.



What I learned:

Insert a few sentences summarizing what you learned throughout the project.

Next steps

1

Insert a few sentences summarizing the next steps you would take with this project and why.

2

Insert a few sentences summarizing the next steps you would take with this project and why.

3

Insert a few sentences summarizing the next steps you would take with this project and why.

Let's connect!



Thank You!