

Alfazema

الْفَزَامَى

by matilde



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Introduction

For emerging bands on their exciting journey to the top, navigating the music scene and managing a hectic show schedule can be overwhelming enough. The last thing you need is the additional burden of worrying about merchandise. Unthread aims to streamline the flow of merch creation.

Overview.

Alfazema is a webpage concept developed as part of my UI/UX coursework, with the initial vision of serving as a "flower ordering flow for a trendy florist." and focusing on the responsive webdesign pipeline. To refine the concept, I delved into questions such as "Who is the target audience?" "What innovative features can it introduce to the market?" and "How can I ensure accessibility and sustainability in a flower commerce environment?" In response to these considerations, I created Alfazema, personalized for my client and shop owner, Matilde, who is also someone close to me.



The Problem.

In a market saturated with countless flower shops, how can we make a small-town flower shop shine in the digital age? Moreover, what services are lacking for users in need of such services?

The Solution.

Create a webpage that is not only easy to use but also engaging. The site should offer users a streamlined way to visualize their plans while providing services comparable to other shops. To achieve this, we incorporated styles similar to wedding and interior decor services, along with an AI feature that I will be presenting further in this case study.

Research

Consider the previous questions: "Who is the target audience?" "What innovative features can it introduce to the market?" and "How can I ensure accessibility and sustainability in a flower commerce environment?".

Let's see how these key questions furthered the development of Alfazema .

Initial Accessment

During my research, the initial assumption was that there might be limited room for growth in this type of concept. Flower shops have existed for thousands of years, and although they constantly innovate, I wondered how I could explore additional ideas to assist my client and their users in the current stage.

The breakthrough came when I started considering technologies that were easy to implement and code, while also having the potential for continuous improvement and longevity. I questioned whether AI could be intriguing enough for users to engage with and how I could make it truly beneficial for them.

Kickoff.

Initial key questions

- What is the product?
- Who will use it?
- What do our users need most?
- How can we make the product viable and sustainable?
- What challenges do will we face in the future?

Afterwards.

Moving forward, we aim to gain a comprehensive understanding of our users, the product, and the design problems. This will allow us to construct a solid research base and formulate our webpage accordingly.

1

Expensive Rating

Getting a professional florist to design your wedding or living space can be extremely costly.

2

Miscommunication

Client users sometimes have trouble getting their ideas across when talking to a florist or interior designer.

3

Waiting Lists

Sometimes flower shops have a waiting list for their wedding flower specialists, with a long wait time that is not convenient for couples who want to plan a wedding soon.

Target audiences.

Based on the initial research, I have identified two distinct main target audiences:

“The band members from upcoming bands who are unsure of where to showcase and sell their merchandise.”

“The band enthusiasts who require a consistent platform where they can browse and find memorabilia and merchandise from the bands they like.”

Lets look at some **User Personas** that can help us visualize what we're dealing with.

Bianca Lee.



Age: 34

Hometown: Cheyenne, USA.

Education: PhD.

Occupation: Doctor.

Family: Fiance and Little Sister.

Narrative: Meet Bianca Lee, a dedicated young doctor with a hectic schedule. Between her demanding career and numerous appointments, Bianca longs for a faster and easier way to convey her floral ideas. She seeks a streamlined flower service that can effortlessly translate her preferences into beautiful arrangements, bringing a touch of nature's beauty to her wedding without the hassle of multiple meetings with a florist.

Goals

Bianca wants a quick solution for her flower needs. She wants everything she needs to bring her wedding vision to life without sacrificing her time and career.

Pain Points

Planning a wedding takes too much time.
Bianca wants to save as much time as possible wherever she can.

“ Wedding planning takes too much time, and being a doctor, I just can’t stop working long enough to give it proper attention ”

Problem statement :

Bianca Lee is a young doctor starting her career, who needs a streamlined flower service because she doesn't have time between work, appointments, and meetings to browse, meet, and talk to a florist.

Unique Selling Proposition (USP).

Although flower shops are nothing new and the market is heavily saturated, Alfazema could be a pioneer in its industry by incorporating AI to assist both florists and users in designing their space. This unique perspective on flower decorations would be achieved through the following features:

- 1** - Users can post a picture of the space they want to decorate or provide a general idea of their preferences.
- 2** - The AI recreates the space using the specified flowers and suggests additional floral options.
- 3** - The website displays the suggested flowers, along with their prices from the store, enabling users to make purchases without the need for a designer.
- 4** - Additionally, users have the option to export the file containing all the suggestions and present it to the florist, facilitating collaborative brainstorming based on liked images.

With these innovative features, Alfazema would distinguish itself from other e-shops in the market, becoming a standout option for people seeking florist services.

m.AI.ble Pitch

Introducing "m.AI.ble" – Our groundbreaking feature that sets Alfazema apart from other e-shops. With the power of AI, m.AI.ble helps both florists and users design their dream spaces effortlessly. Simply post a picture or describe your vision, and watch as the AI recreates the space with your chosen flowers and suggests other options. You can explore and purchase the suggested flowers directly from the store, or export the file to collaborate with your florist. Experience a unique perspective on flower decorations with m.AI.ble, making Alfazema your go-to destination for florist services.

m.AI.ble —

In a rush, but you still don't know what to buy? Let m.AI.ble help you! Show us a picture and our AI will match what flowers would look best for you. Try it!

m.AI.ble



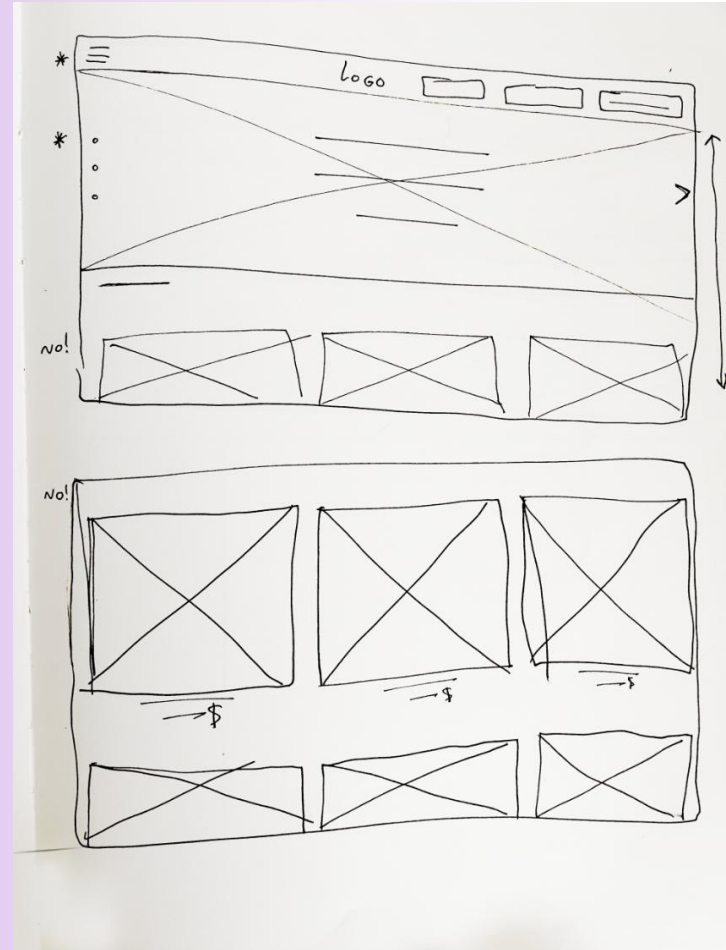
Initial Design

Solving complex problems with intuitive interface solutions.

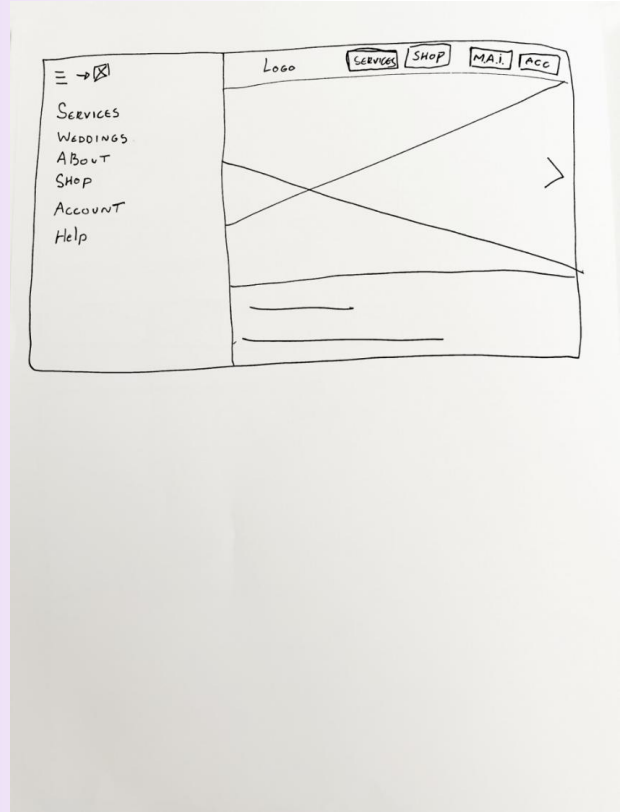
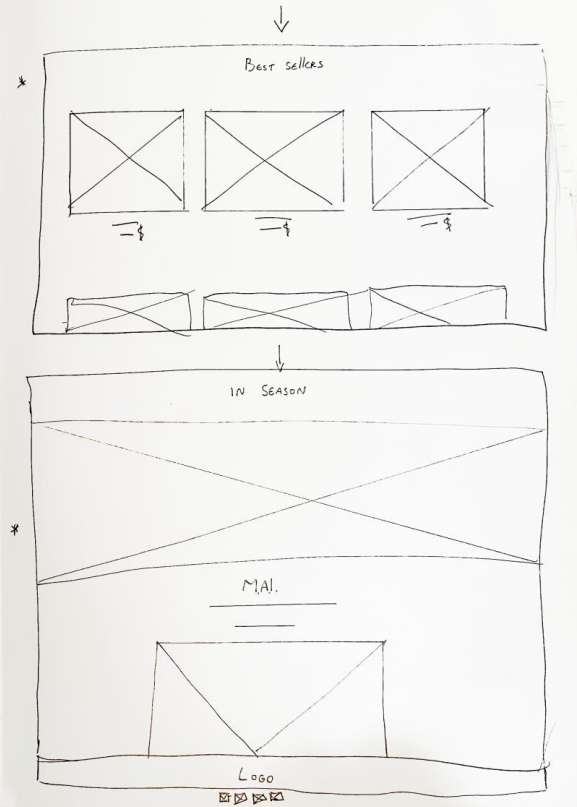
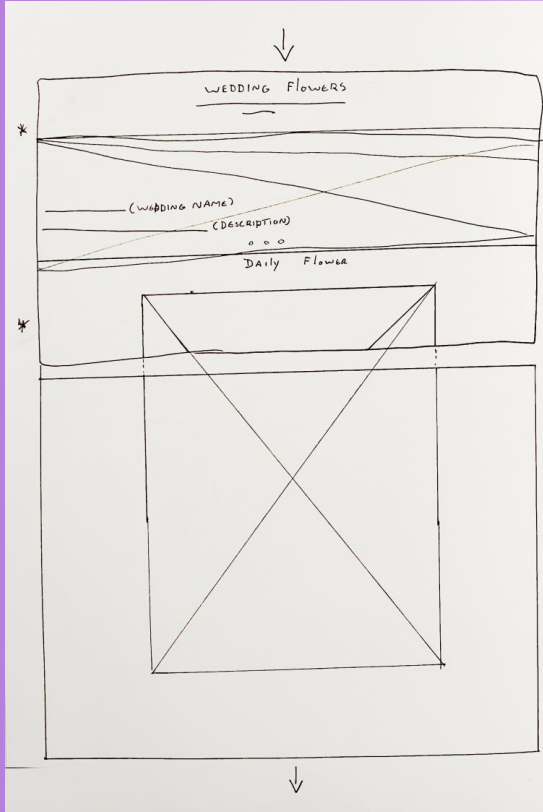
With a genre so colorful, how can we appeal to our target audiences?

Paper wireframes

When creating the paper wireframes, our primary objective was to craft designs reminiscent of other successful flower ordering e-shops. The aim was to establish familiarity for users while ensuring ease of navigation for newcomers. Moreover, we focused on maintaining a trendy theme that resonates with our target audience and incorporates valuable feedback from our fictional client, Matilde.



Paper wireframes



Digital wireframes.

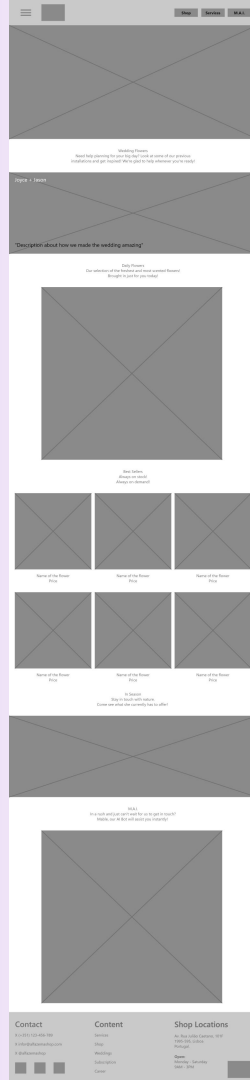
Homepage.

After studying possible design ideas on paper, we created and polished the digital wireframes while considering how we could assist both the shop owner, as well as possible clients to find what they are looking for.

Top portion of the webpage highlights services and showcases the shop's portfolio.



Segment exemplifying the AI feature of the website.



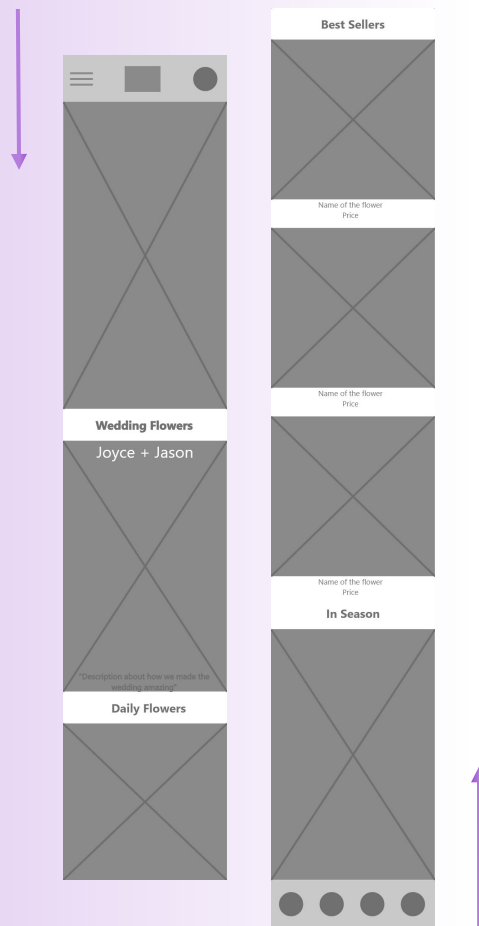
Bottom portion of the page is an 'À la carte' segment with numerous other products that the shop has to offer.



Digital wireframes

Band Page.

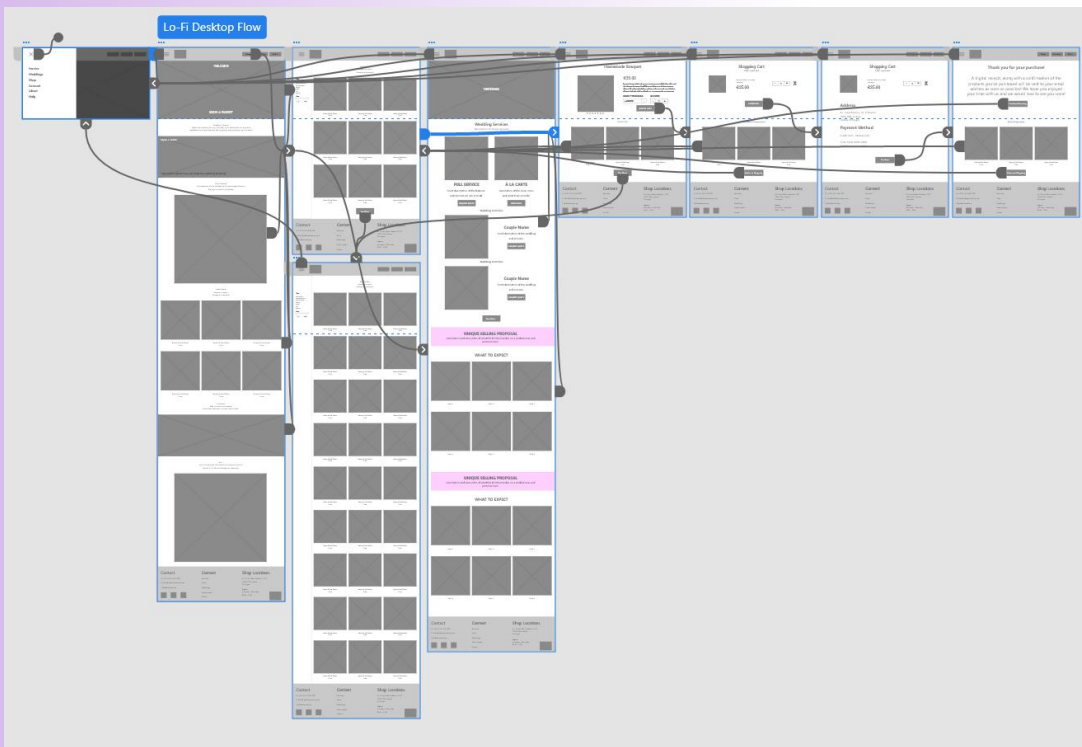
As part of this coursework, it was imperative to create mobile versions simultaneously to ensure that the layouts would be suitable for the page across all devices.



Low-fidelity Prototype/Initial user flow.

Low-fidelity Prototype Link

In this slide, I've included a final version of the first prototype, before the usability research. As an initial version, the prototyped focused on the consumer userflow and how the user would land on our app and be able to navigate, select and complete a purchase.



Usability study: findings

For this usability study, I tested 5 subjects varying in age, upbringing, and digital literacy. Three of them were in my target audience, and the other two were on the opposite end of the spectrum. The results were interesting as I got to interact with someone who was digitally illiterate, which highlighted some issues in my design if I were to follow the "next billion users" principle.

Here are the most common findings:

- 1 Users found the spacing of the shop items gave the website a busy and outdated look.
- 2 Address and payment method could have an update button near them.
- 3 Users found the overall layout very intuitive and simple to understand.

Final Design

Keeping the main look and feel of the design and making it responsive.

Flower power from screen to screen.

Identity.

Unthread Style Guide.

The colors and iconography chosen for Alfazema effectively convey the essence of the app. They not only reflect the colors found in a lavender field but also evoke intimacy and warmth through cool tones, creating a calming feeling. The webpage aims to mimic the positive emotions of being in love and the sense of being connected with nature.



Colors

#FFFFFF

#FFFFFF

#363636

#363636

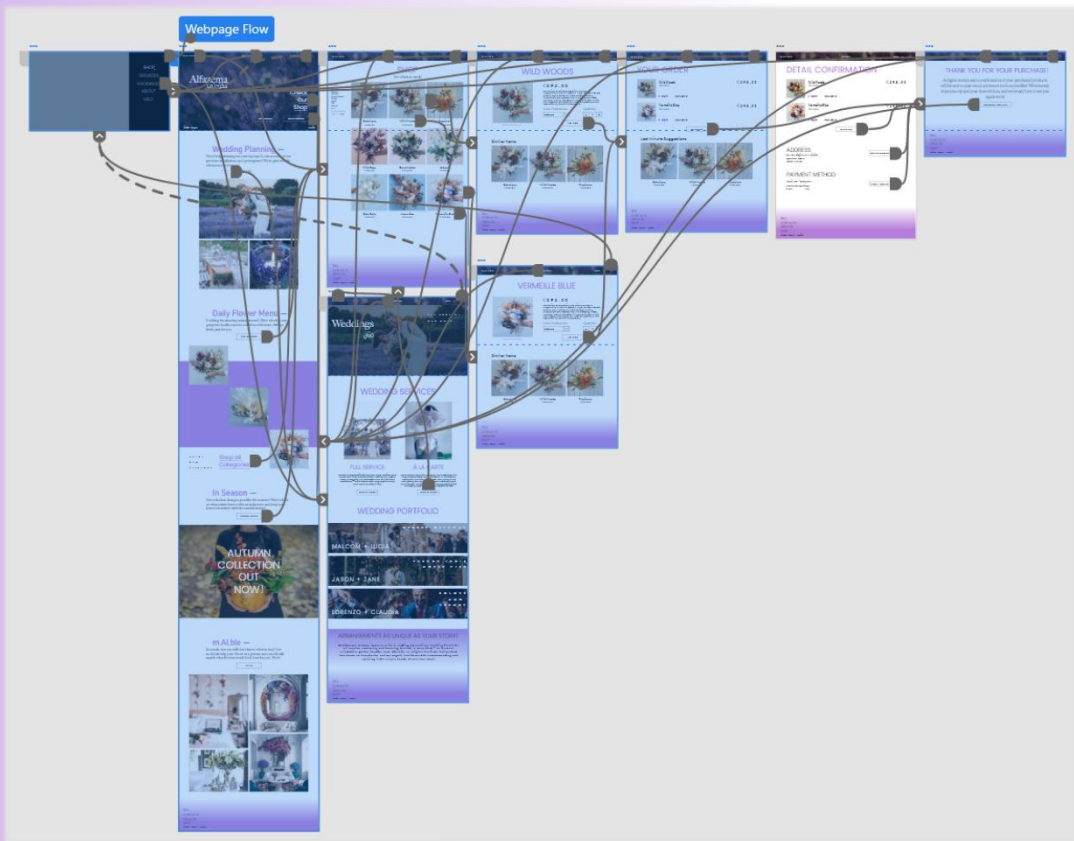
#B57EDC

#B57EDC

High Fidelity Flow.

After considering usability, I focused on refining the overall look and feel of the webpage to its final design, while keeping in mind a user-flow that would also work on different sized screens.

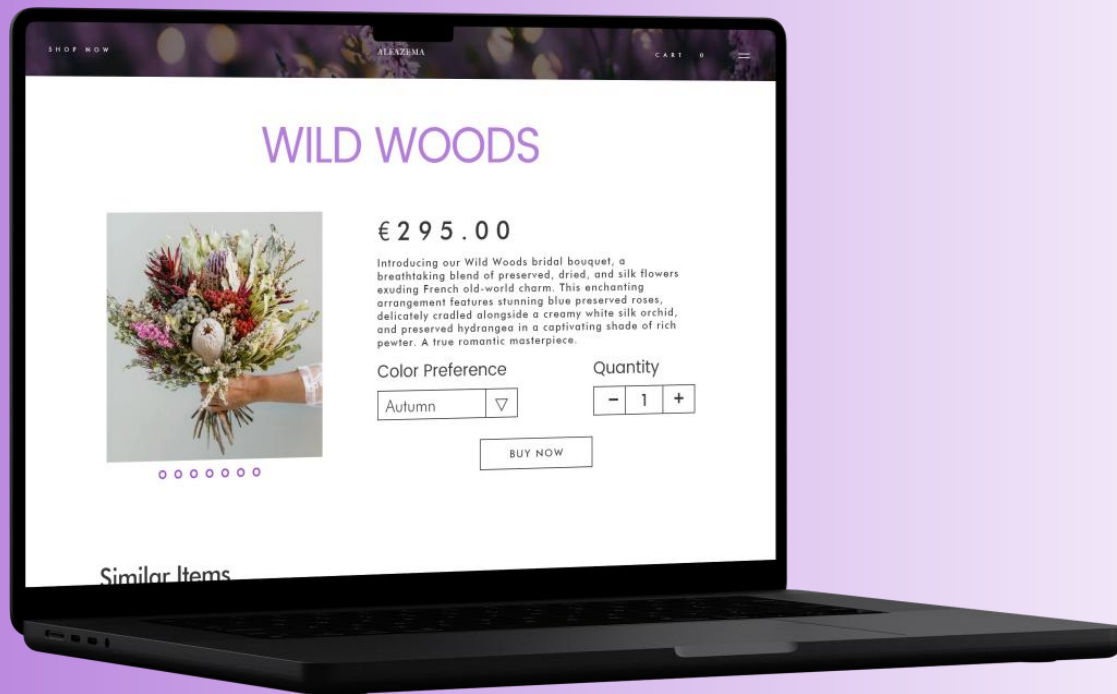
During this high-fidelity stage, I placed special emphasis on ensuring that the webpage is easy to read and responsive. This was achieved by using contrasting colors, incorporating easily readable call-to-action buttons, and following accessibility web design guidelines.



High Fidelity Mockups.

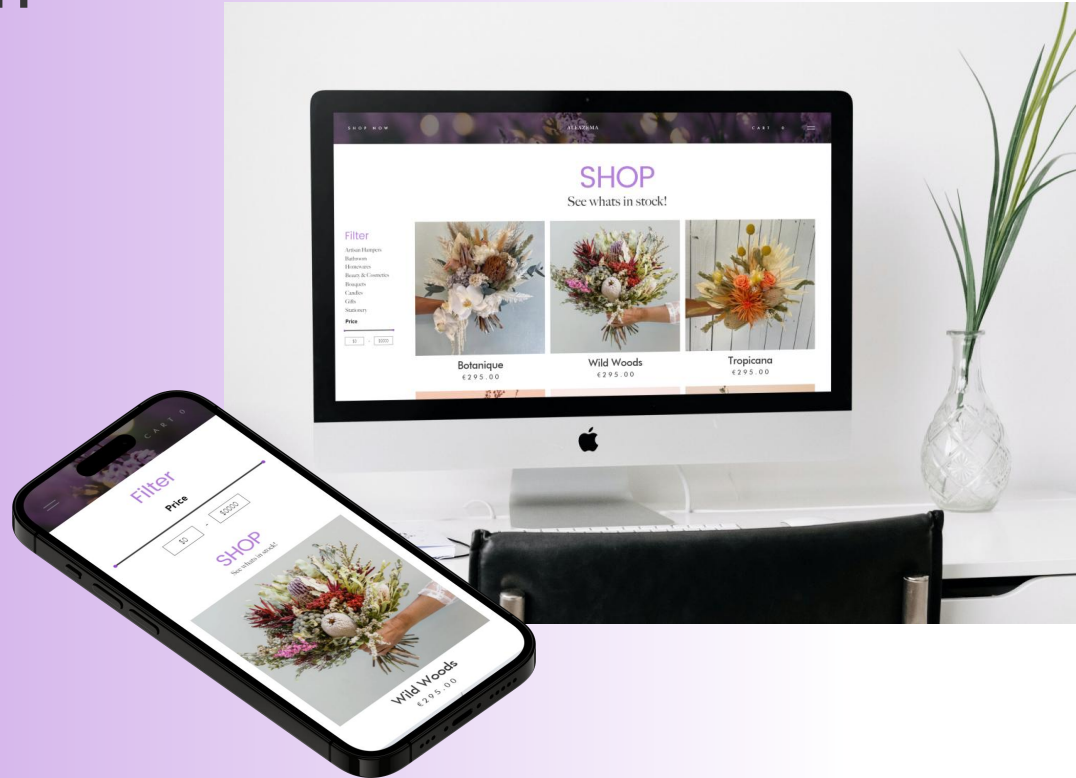


High Fidelity Mockups.



Responsive Design

While researching and developing this product, the significance of a responsive webpage layout became evident. Users can access the webpage from various locations and devices, emphasizing the need for a design that seamlessly adapts to different screen sizes and resolutions. By prioritizing a responsive layout, we ensure that users can enjoy a consistent and user-friendly experience, regardless of where they access the website.



Easy, Fast and Punk!

Discover Alfazema - Your One-Stop Floral Wonderland! From simple flower arrangements to full wedding services, our website offers it all. Experience the future of floristry with our innovative AI feature, guiding and suggesting the perfect blooms for your needs. Accessible from any device, embark on a journey of beauty and convenience with us. Let every moment blossom with joy and elegance at Alfazema!



Alfazema Hi-Fi Prototype

Accessibility considerations.

1

Typeface and font study and testing would be conducted specifically for users who are visually impaired.

2

High-contrasting colors would be incorporated for users with color vision deficiencies such as Daltonism and other similar disabilities according to guidelines.

3

The webpage would have the ability to incorporate text readers and voice commands for physically impaired users.

Going Forward

Takeaway and conclusion of the project.

Takeaways



Impact:

Since the webpage was created for coursework study and not to be a fully developed product, its impact was measured among my peers.

Those close to me and my peers have used the webpage and were pleasantly surprised by the design choices and overall appeal, as well as it being well received by my course lecturers and mentors.



What I learned:

During this module of the course, my primary focus was on mastering responsive web design using Adobe XD.

Through various exercises and practical projects, I delved into the techniques and principles of creating web layouts that seamlessly adapt to different screen sizes and devices. The module equipped me with valuable skills to ensure a smooth and user-friendly experience for visitors accessing websites from various platforms.

Let's connect!



If you enjoyed the case study, along with the product I have developed and the skills I have showcased, I would be delighted to hear from you. Please feel free to reach out to me using the following contact information:

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email: samfakhri.design@gmail.com

Thank you
for
reading!

