

# SWEETPEA RESPONSIVE E-COMMERCE SITE : RESEARCH PLAN PROJECT

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## OVERVIEW AND GOAL

The online fresh cut flower market is worth £2.2 billion and is rapidly growing in the UK, 37% of consumers said they had bought a bouquet online at least once in the past year. In 2015 it was reported that flowers were the fifth fastest

(171%) growing e-commerce product in the UK. [\[https://www.theflorist.co.uk/the-florist-magazine-news/1304-britain-s-online-flower-business-is-booming\]](https://www.theflorist.co.uk/the-florist-magazine-news/1304-britain-s-online-flower-business-is-booming)

[\[http://www.flowersandplantsassociation.org.uk/industry/uk-market.htm\]](http://www.flowersandplantsassociation.org.uk/industry/uk-market.htm)

Sweetpea Florist e-commerce website is aiming to create a simple and easy to use system to order bouquets online for delivery. My goal was to find out how I can create such a hassle free system for the users.

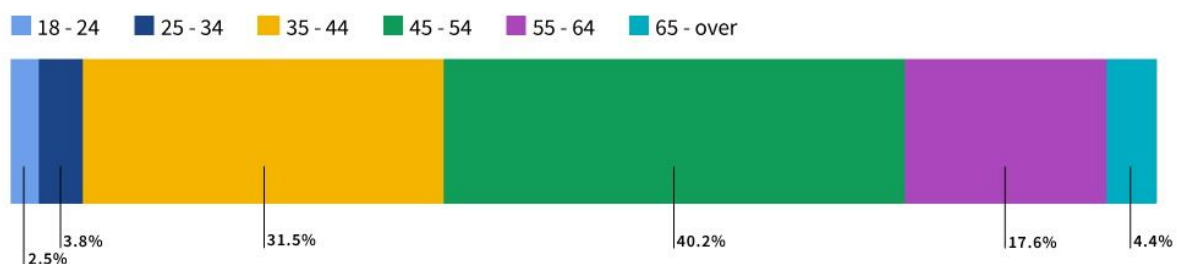
## SURVEY

I received 78 responses to my survey, I realised that users prefer the convenience of ordering bouquets online, mostly finding their florist of choice through search engines, and the majority place orders for special occasions with the main decisive factors affecting their choice of florist to be price and free shipping.

### MAIN FINDINGS

- 62.3% order flowers online
- 68.3% place orders on special occasions
- Top 3 e-commerce florists were **Interflora** 23.5%, **Bloom & Wild** 20.8%, **Moonpig** 17.8%
- 62.3% find their florist of choice through search engines
- **Price** 24.5%, **free delivery** 20.1% and **product reviews** 18.5% are main factors that affect users choice of florist
- Main problems users face while ordering online is as follows:
  - No zoom facility on product page 17.9%
  - Stem count not mentioned on product page 16.7%
  - Customer reviews not available on product page 15.8%

### SURVEY PARTICIPANTS AGE RANGE



♀ 82.3%  
FEMALE

♂ 15.4%  
MALE

2.3%  
PREFER  
NOT TO SAY

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## INTERVIEWS

After the survey, I chose 4 participants who agreed to follow up interviews discussing their experiences ordering bouquets online. Here is a summary of the interview findings:

### WHERE DO USERS ORDER BOUQUETS FROM?

- ⊙ Users do not have a florist of choice but shop around instead.
- ⊙ Users Google for florists near the recipient.
- ⊙ Due to negative experiences with relay services such as Interflora users prefer local florists.
- ⊙ Users ordered from florists whose premises they had previously visited.

### HOW DO USERS CHOOSE THEIR FLORISTS?

- ⊙ Users avoid florists predominantly using carnations and chrysanthemums.
- ⊙ Users search for florists with a wide range of bouquets in their price range.
- ⊙ Users look for florists with incentives such as free delivery or first time buyer offers.

- ⊙ Users enquire about the delivery methods and facilities available.
- ⊙ Users check the social media accounts of florists beforehand.
- ⊙ Users explore reviews and articles on florists.

### WHY DO USERS CHOOSE THOSE FLORISTS

- ⊙ Users choose florists with detailed product pages.
- ⊙ Zoom facility, stem count and customer reviews were the top 3 details they look for.
- ⊙ Users value the zoom facility above all else because they can further examine the bouquets contents.
- ⊙ Users choose florists with simple navigation systems due to time limitations they face while ordering flowers.
- ⊙ Users select florists with a high volume of positive reviews.

- ⊙ Users prefer florists with between 20 to 50 overall products.
- ⊙ Users are drawn to sites with occasion based categorisation due to their time saving nature.

### PROBLEMS USERS CURRENTLY FACE

- ⊙ If users could make one change they would have clearer delivery descriptions.
- ⊙ Users would like quick access to product pages.
- ⊙ Users would like a clear guide illustrating the flowers used in the bouquet next to its name.
- ⊙ Users would like clear substitution guides on product page.

CURRENT PROBLEMS FACING USERS

