

SWEETPEA RESPONSIVE E-COMMERCE SITE : RESEARCH PLAN

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BACKGROUND

Sweetpea wants to create an e-commerce site that allows users to order bouquets for delivery online. According to an article by The Florist, Britons were 73% more likely to buy flowers online.

[\[https://www.theflorist.co.uk/the-florist-magazine-news/1304-britain-s-online-flower-business-is-booming\]](https://www.theflorist.co.uk/the-florist-magazine-news/1304-britain-s-online-flower-business-is-booming). My goal was to find what users value in the experience of ordering flowers online and how to recreate that in Sweetpea's new e-commerce experience.

GOALS

I'm looking to answer the following questions:

1. Where do users currently order bouquets online?
2. How do users choose their online florists?
3. Reasons why they decide to use that particular online florist?
4. Do they face any problems ordering bouquets online?

METHODOLOGY

I will carry out a survey concentrating on the questions outlined in the above goals section and send it out to existing Sweetpea customers and local groups in Hampstead (Sweetpea's location). Based on those results, I will choose a diverse range of suitable candidates from the survey's participants and conduct 3 to 4 interviews for an in-depth exploration of how they currently use and buy from e-commerce florists and also enquire in detail about any issues that might have arisen from the survey results.

PARTICIPANTS

My target audience is:

- Age 35-55 (Generation X);
- Mainly women;
- Who own smartphones;
- Computer literate;
- With a busy schedule and who don't have time to go to a florist;
- With a need to buy bouquets often or on a regular basis.

SCHEDULE

1. Online survey distribution
2. Survey analysis
3. Interviews scheduling and reminders
4. Interviews
5. Data analysis and further planning