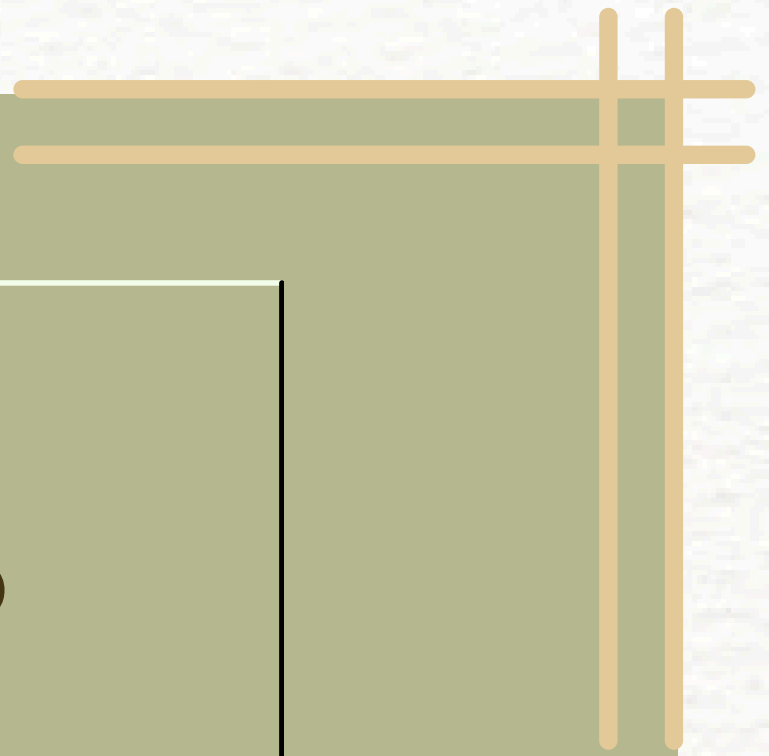




Dallas Flower Florist



Business Analysis & Business Model



- A flower shop located in Dallas, Texas
- Delivery to the United States and Canada with a shipping cost of \$14.95
- Same-day delivery to Dallas and Texas with a shipping cost of \$14.95
- Business hours: Monday_ Friday 9:30 AM - 4:00 PM /Answered Phone 8 AM - 6 PM
- Saturday 10:00 AM - 1:00 PM/Answered Phone 8 AM - 4 PM

Products:

Flowers
Occasional bouquets
Green plants
Flowering plants
Gourmet baskets and fruits

Price range: \$45-\$595

send a replacement or refund the full purchase price

Heuristic Evaluation

Dallas Flower Florist 1321 Commerce St (New address)
2201 Main St Dallas, TX 75201
214-939-8068 or 877-736-3350

Search: Birthday

Home > Birthday > Exquisite Beauty

Exquisite Beauty

Item# T48-2A
\$69.95
Availability: Usually ships the same business day

ADD TO CART

VISA, MASTERCARD, AMERICAN EXPRESS, DISCOVER

100% satisfaction guaranteed

Product Description
This exquisite mix of feminine blooms is like a breath of fresh air! Sweet pinks and purples are contrasted with a modern burst of fresh green hydrangea, and finished off with a pretty lavender cube vase lined with a tropical aspidistra leaf. It's a fun pick-me-up to send anytime, anywhere!

•A wide variety of blooms - roses, alstroemeria, hydrangea, stock, freesia, statice and heather.
•Presented in Teleflora's lavender glass cube lined with aspidistra. •Approximately 10 1/2" W x 11 1/2" H.

All Categories

Christmas 2023
Birthday
Anniversary
Love and Romance
New Baby arrangements
Get Well
Sympathy / Funeral Flowers
Thank You Bouquets
Colors of roses
Tulip Arrangements
Gerbera Daisies
Orchid Arrangements
White Flowers
Lilies
Fine Flowers / Peonies
Exotic Flower arrangements
Flowering Plants
Green Plants / Dishgardens
Sunflower arrangements
Iris arrangements
Wedding Flowers Dallas
Gourmet Baskets &

Christmas 2023
Tulip Arrangements
Orchid Arrangements
Lilies
Fine Flowers / Peonies
Gerbera Daisies
Exotic Flower arrangements
Orchid & Tropical Plants
Green Plants / Dishgardens

We delivery flowers anywhere in Dallas metroplex.

Dallas Flowers Florist offers same day delivery flowers, roses, tulips, orchids and gifts to Dallas, Carrollton, Addison, Garland, Richardson, Irving, Cedar Hill, DeSoto, Duncanville, Farmers Branch, Frisco, Grand Prairie, Lancaster, Lewisville, Mesquite, Rockwall, Rowlett, Baybor hospital, Restland funeral home Texas (TX), Central Downtown, Hwy 35, Beltline, Preston rd, 635, Hotels, Presbyterian Hospital 8200 Walnut Hill St Dallas, TX 75231, Zale Lipshy near Harry Hines, Parkland Hospital, Sparkman Hillcrest Funeral home Dallas, TX 75225, Grove Hill Funeral Home 3920 Samuel Blvd Dallas, TX 75228, Laurel land Home 6000 S R L Thornton Fwy Dallas, TX 75232.

Local Call 214-939-8068 DallasFlowerFlorist.com Toll Free: 877-736-3350 Mon- Sun 8:30Am-6:00Pm

Easy Online Ordering. Same Day Flower Delivery anywhere in Dallas, Texas.

- Excessive and unnecessary text on some website pages
- The product categorization content has not been accurately executed..
- Numerous product categories which do not follow a specific order
- Lack of User and System Integration

- Filtering capability is not available.
- Lack of high-quality and diverse images for the product
- Lack of awareness about the system status

Shipping
Payment
Order Review
Confirmation

Dallas Flower Florist

When you place your Online Order with us, you can rest assured your personal information is kept safe, secure, confidential and private. Our web site is hosted by Yahoo! Store is a world-wide recognized leader on the Internet.

Shipping Information

Shipping Address

Delivery Information: RECIPIENT'S name and address. If for a Funeral, enter Deceased's First and Last Name.

First Name:

Last Name:

Company:
(Optional American Airline Center, Bank Of America, etc.)

Street Address 1:

Street Address 2:
(optional: Apt, Suite, Unit, building, etc.)

City: State:

Zip Code: Phone:
(Optional) Dallas Flower asks for the recipient's phone number for delivery purposes only. In some instances Dallas Flower will need to call the recipient in order to clarify address information or to schedule a convenient delivery time. If you would prefer to not provide this information, we suggest you submit your own phone number instead so that we may contact you directly with any delivery concerns or questions.

Country: Serving USA, CANADA, and MEXICO only.

Delivery Month: Today's Date: Friday, December 15, 2023

Delivery Date: Today's Date: Friday, December 15, 2023

Delivery Year:

Enter Your Card Message below:

Message On Enclosure Card (210 Characters Maximum) Examples: "Happy Birthday -- And Many More!" "Happy Anniversary, I Love You Very Much" "Congratulations On Your New Baby Boy/Girl" "Get Well Soon!" "With Deepest Sympathy" "No Card Message".

Signature:

Signature On Enclosure Card. (80 Characters Maximum) Examples: "Love, Victoria and The Kids" "All My Love, Bill" "Your Friends and Co-Workers At ATT Corporation" "Secret admirer".

Delivery Instructions:

(optional) Example: "Call before delivery" "Do Not Call" "Delivery before 4pm"

Shipping Options

Shipping Method:

Your Order

Item	Cost
1 Exquisite Beauty	\$69.95
Subtotal:	\$69.95
Total:	\$69.95

Dallas Flower Florist

we are a real local Dallas's Florist shop owned and operated offers same day delivery.

Shopping Cart

Item	Unit Price	Qty.	Cost
 Exquisite Beauty [remove]	\$69.95	<input type="text" value="1"/>	\$69.95
			Update
			Subtotal: \$69.95
			Total: \$69.95

[Privacy Policy](#) - [Merchant's Privacy Policy](#)

[Checkout](#)

- Delayed access to information related to product shipment
- The return path on many pages either does not exist or is very unclear
- No option for easily adding the quantity of product
- List of various countries is displayed while the shipping is only available to Mexico, the United States, and Canada
- The calendar is not accurate and correct

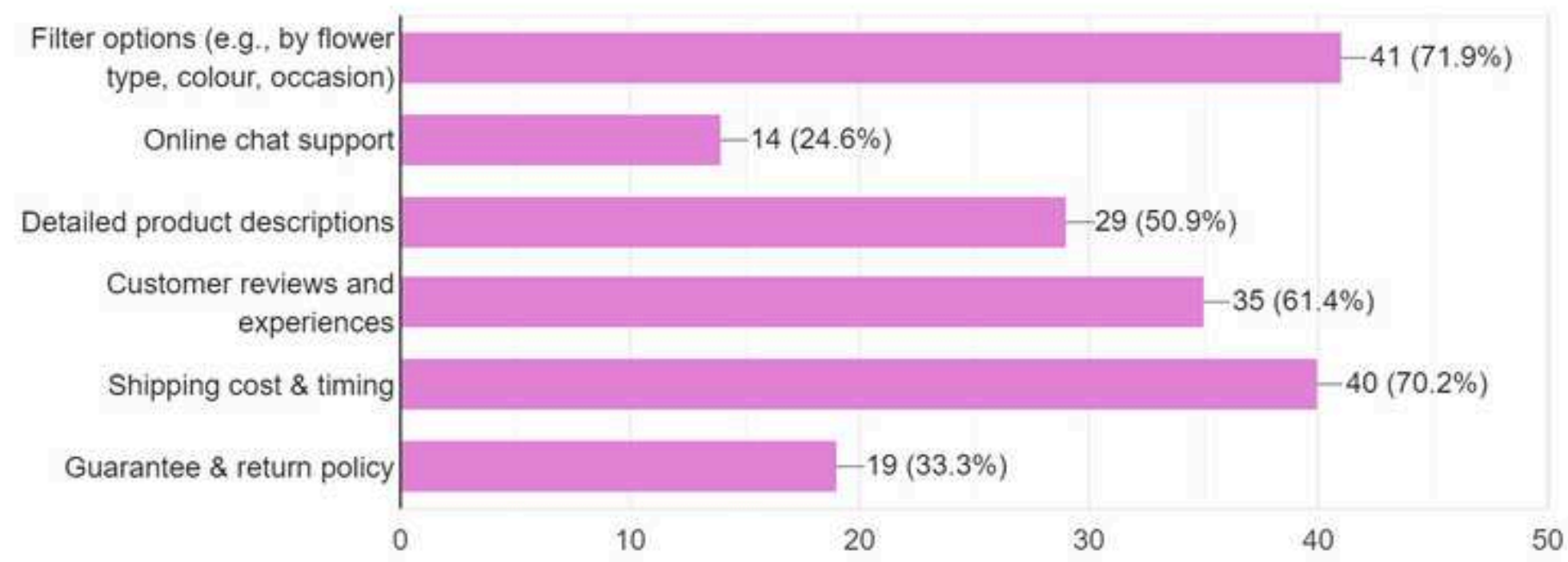
Heuristic Evaluation



Survey

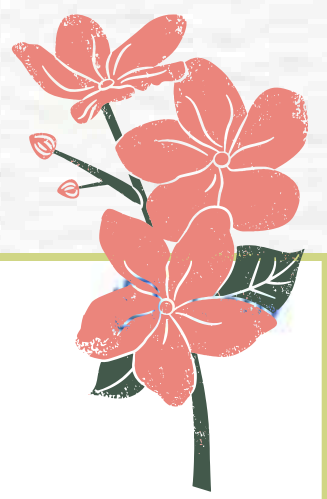
What elements are most important to you on a florist website? (Select one or more options)

57 responses



According to the results of the survey:

- 57 people filled out the form



The most important elements:

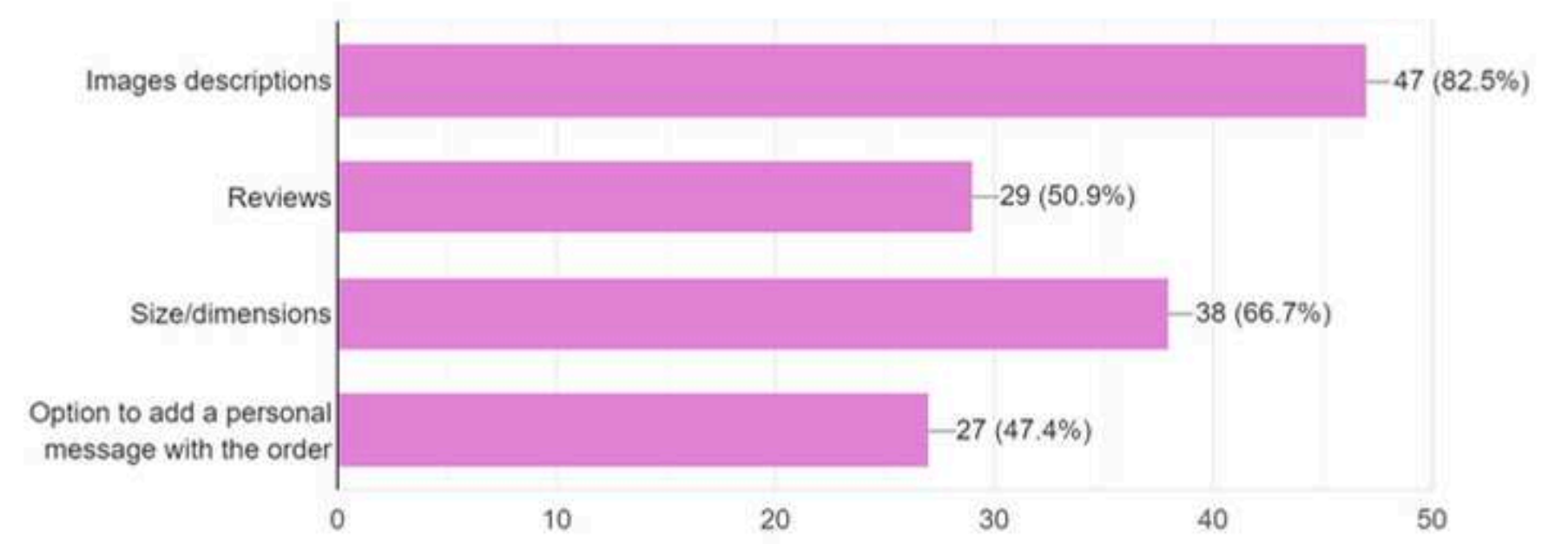
- Filters
- Shipping cost and timing
- Customer reviews

The most important information on the Product page:

- Image Description
- Size
- Reviews

What information is most important to you on product pages?(select one or more options)

57 responses





The most important Needs:

- Price
- Customer experience and review
- Delivery time
- Product description



Persona



Emily

ABOUT

Emily is a busy professional who values efficiency and convenience in her shopping experiences. She often buy online flower bouquets for special occasions like her loved-ones birthdays. She has a keen eye for aesthetics and prefers high-quality flower images with detailed descriptions.

Motivation

- Sending a flower arrangement to her friend who lives abroad by choosing among wide range of variety and reasonable price flowers.
- To have a seamless and quick shopping experience.
- To receive timely and safe delivery of products.

NEEDS

- Finding accurate and comprehensive care tips and storage conditions for her orders.
- Ensuring that the flowers purchased are not harmful to her friend who is allergic to certain types of flowers.
- Knowing about flower symbols.
- Reliable customer service and online chat.
- Reading other customers experiences and reviews.

PAIN POINTS

- Uncertainty about shipping cost and timing.
- Concerns about the delivery process and whether the products will arrive in good condition.

AGE 35
LOCATION Dallas
OCCUPATION Architect

Generous

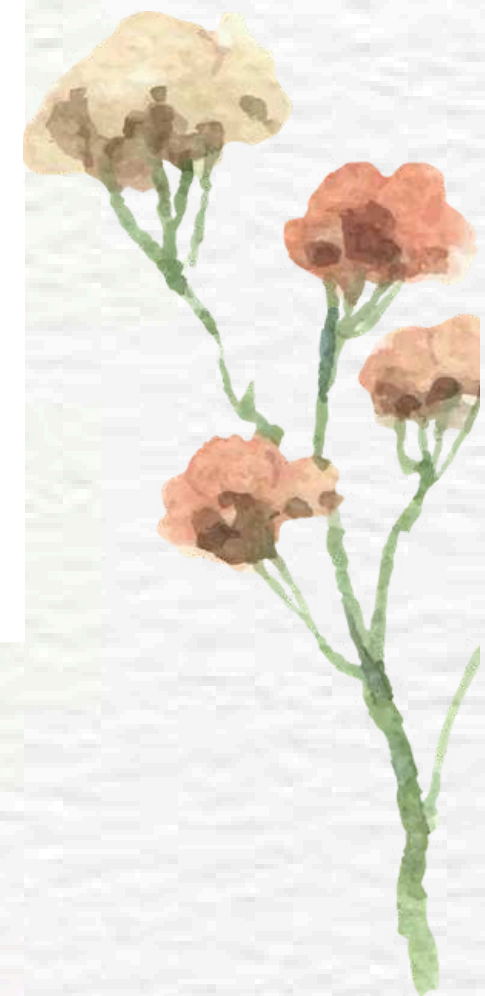
Kind

Artistic



COMPETITIVE ANALYSIS

Online shop name	Online Chat	Use the real model or situation in image	Arrangement	Review	Customer Account	Apply Filter	Wish list	User Interface	Product Description in Detail
FLOWERBX	✓	✓	✓	✓	✓	✓	✗	✓	✓
 euroflorist	✓	✓	✓	✗	✓	✓	✗	✓	✓
 My Global Flowers	✓	✓	✗	✓	✓	✓	✓	✓	✓
FloraQueen	✓	✓	✗	✓	✓	✓	✓	✓	✓
 Interflora	✗	✓	✗	✓	✓	✓	✗	✓	✓



Information Architecture

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
1	[Card 1]	[Card 2]	[Card 3]	[Card 4]	[Card 5]	[Card 6]	[Card 7]	[Card 8]	[Card 9]	[Card 10]	[Card 11]	[Card 12]	[Card 13]	[Card 14]	[Card 15]	[Card 16]	[Card 17]	[Card 18]	[Card 19]	[Card 20]	[Card 21]	[Card 22]	[Card 23]	[Card 24]	[Card 25]	[Card 26]	[Card 27]	[Card 28]	[Card 29]	[Card 30]
2	[Card 31]	[Card 32]	[Card 33]	[Card 34]	[Card 35]	[Card 36]	[Card 37]	[Card 38]	[Card 39]	[Card 40]	[Card 41]	[Card 42]	[Card 43]	[Card 44]	[Card 45]	[Card 46]	[Card 47]	[Card 48]	[Card 49]	[Card 50]	[Card 51]	[Card 52]	[Card 53]	[Card 54]	[Card 55]	[Card 56]	[Card 57]	[Card 58]	[Card 59]	[Card 60]
3	[Card 61]	[Card 62]	[Card 63]	[Card 64]	[Card 65]	[Card 66]	[Card 67]	[Card 68]	[Card 69]	[Card 70]	[Card 71]	[Card 72]	[Card 73]	[Card 74]	[Card 75]	[Card 76]	[Card 77]	[Card 78]	[Card 79]	[Card 80]	[Card 81]	[Card 82]	[Card 83]	[Card 84]	[Card 85]	[Card 86]	[Card 87]	[Card 88]	[Card 89]	[Card 90]
4	[Card 91]	[Card 92]	[Card 93]	[Card 94]	[Card 95]	[Card 96]	[Card 97]	[Card 98]	[Card 99]	[Card 100]	[Card 101]	[Card 102]	[Card 103]	[Card 104]	[Card 105]	[Card 106]	[Card 107]	[Card 108]	[Card 109]	[Card 110]	[Card 111]	[Card 112]	[Card 113]	[Card 114]	[Card 115]	[Card 116]	[Card 117]	[Card 118]	[Card 119]	[Card 120]
5	[Card 121]	[Card 122]	[Card 123]	[Card 124]	[Card 125]	[Card 126]	[Card 127]	[Card 128]	[Card 129]	[Card 130]	[Card 131]	[Card 132]	[Card 133]	[Card 134]	[Card 135]	[Card 136]	[Card 137]	[Card 138]	[Card 139]	[Card 140]	[Card 141]	[Card 142]	[Card 143]	[Card 144]	[Card 145]	[Card 146]	[Card 147]	[Card 148]	[Card 149]	[Card 150]
6	[Card 151]	[Card 152]	[Card 153]	[Card 154]	[Card 155]	[Card 156]	[Card 157]	[Card 158]	[Card 159]	[Card 160]	[Card 161]	[Card 162]	[Card 163]	[Card 164]	[Card 165]	[Card 166]	[Card 167]	[Card 168]	[Card 169]	[Card 170]	[Card 171]	[Card 172]	[Card 173]	[Card 174]	[Card 175]	[Card 176]	[Card 177]	[Card 178]	[Card 179]	[Card 180]
7	[Card 181]	[Card 182]	[Card 183]	[Card 184]	[Card 185]	[Card 186]	[Card 187]	[Card 188]	[Card 189]	[Card 190]	[Card 191]	[Card 192]	[Card 193]	[Card 194]	[Card 195]	[Card 196]	[Card 197]	[Card 198]	[Card 199]	[Card 200]	[Card 201]	[Card 202]	[Card 203]	[Card 204]	[Card 205]	[Card 206]	[Card 207]	[Card 208]	[Card 209]	[Card 210]
8	[Card 211]	[Card 212]	[Card 213]	[Card 214]	[Card 215]	[Card 216]	[Card 217]	[Card 218]	[Card 219]	[Card 220]	[Card 221]	[Card 222]	[Card 223]	[Card 224]	[Card 225]	[Card 226]	[Card 227]	[Card 228]	[Card 229]	[Card 230]	[Card 231]	[Card 232]	[Card 233]	[Card 234]	[Card 235]	[Card 236]	[Card 237]	[Card 238]	[Card 239]	[Card 240]

Card sorting:

- Closed card sorting with 18 people
- Understanding the user's mental model and placed website contacts in appropriate categories based on it.



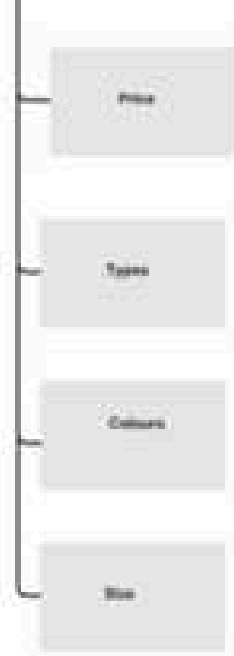
Global Navigation



Home Page



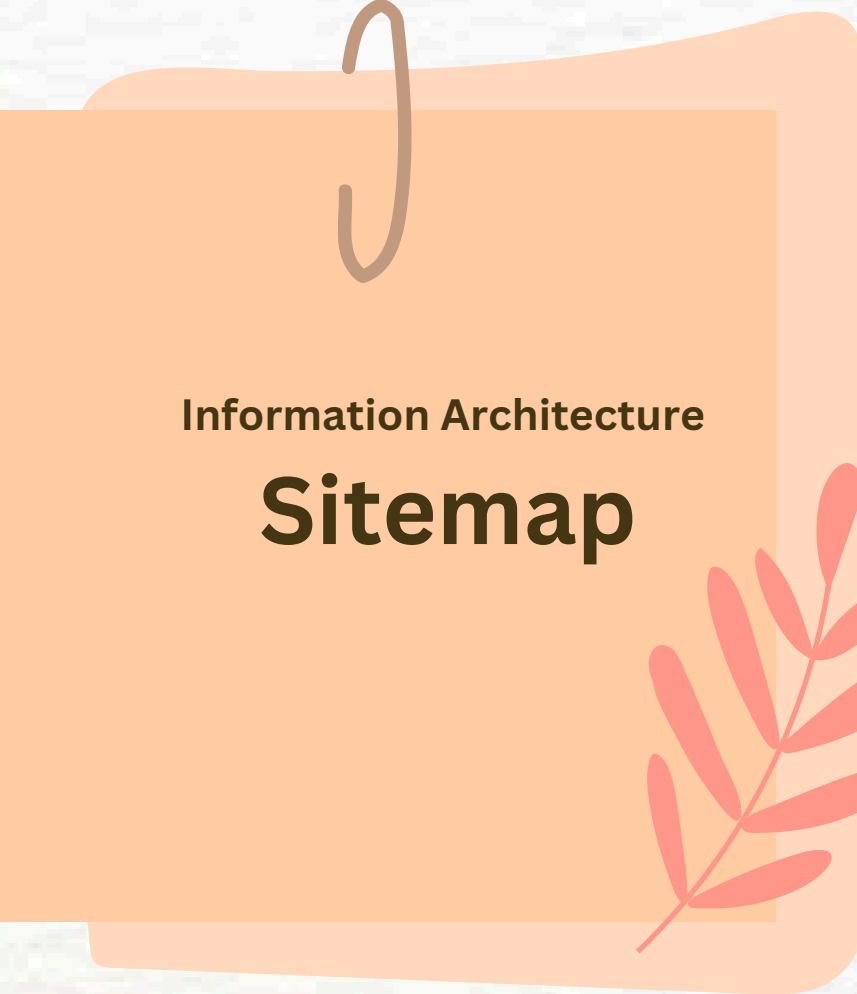
Filters



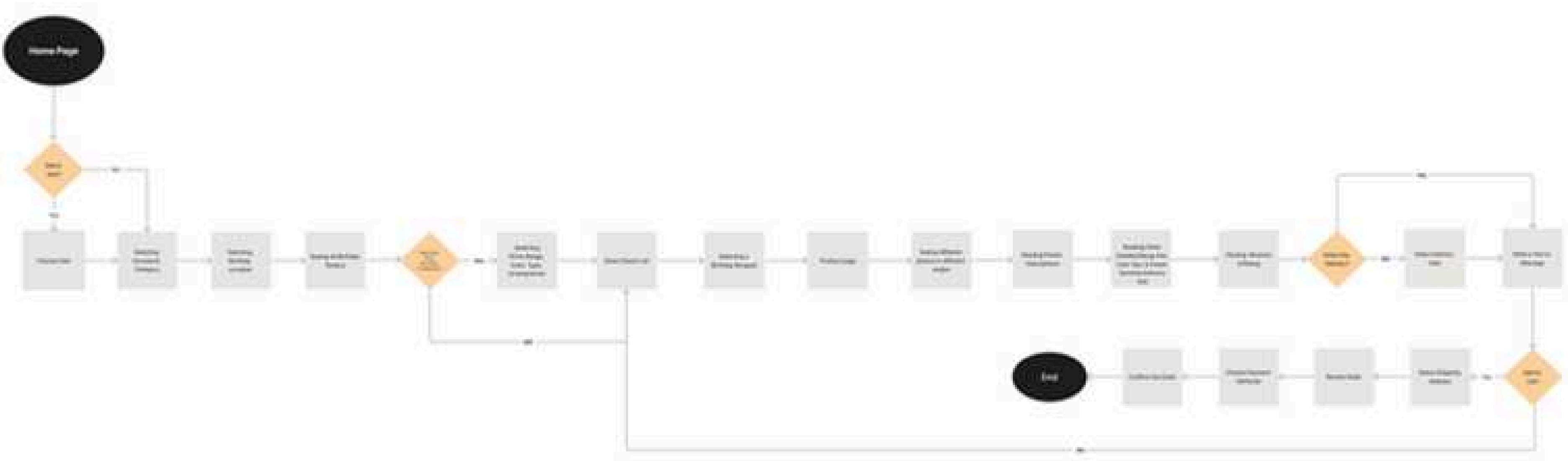
Footer Navigation



Information Architecture Sitemap

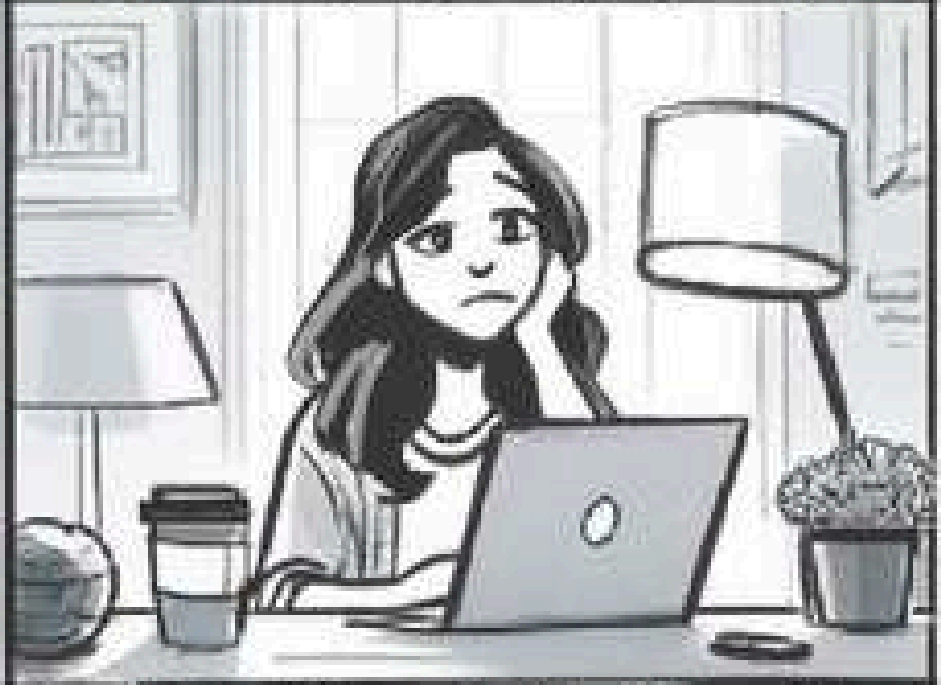


User Flow



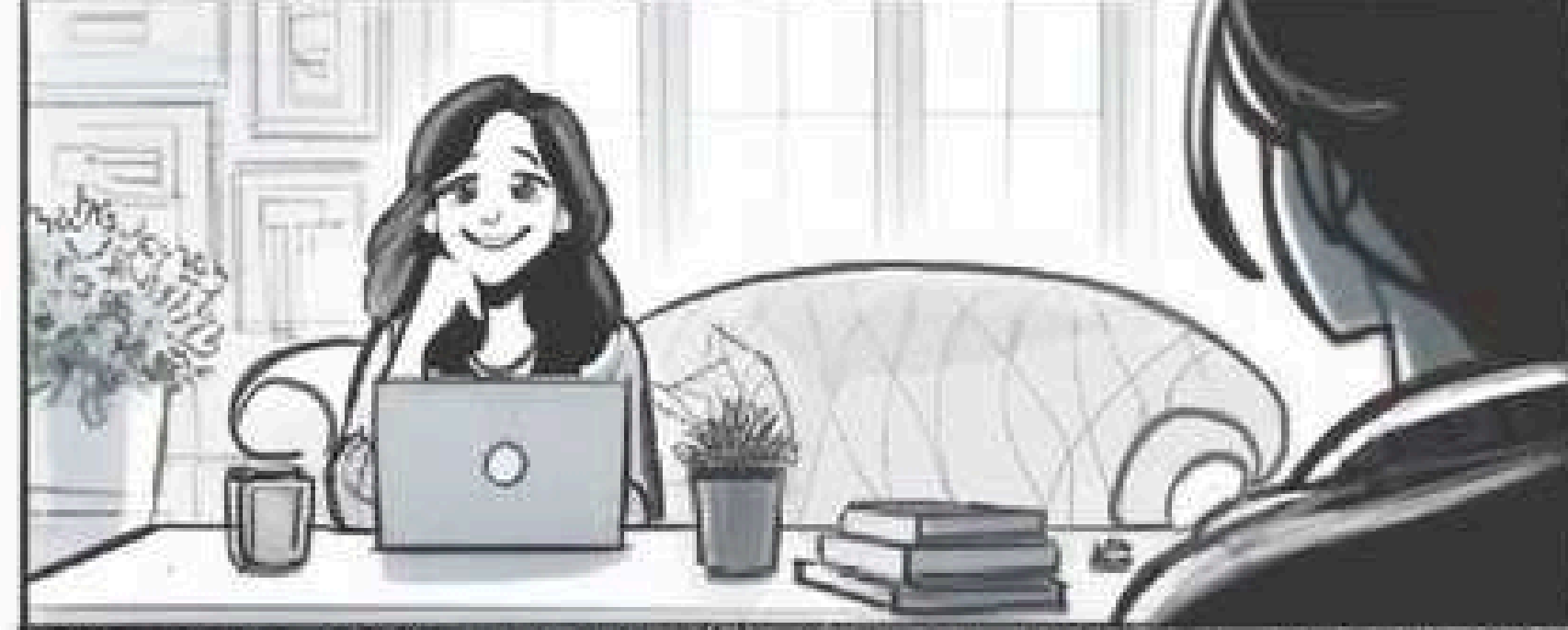
Story Board

Emily misses her boyfriend who



has recently moved to Canada.

In 2 days, it's his birthday & Emily needs an idea to surprise him.



During the coffee break, she talks about it with her colleague.

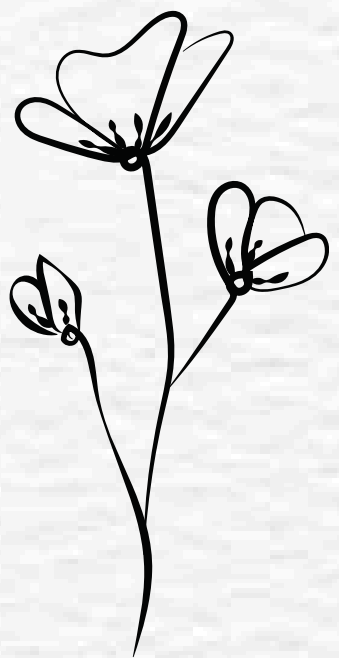
She recommends ordering a flower bouquet from Dallas Florist website.

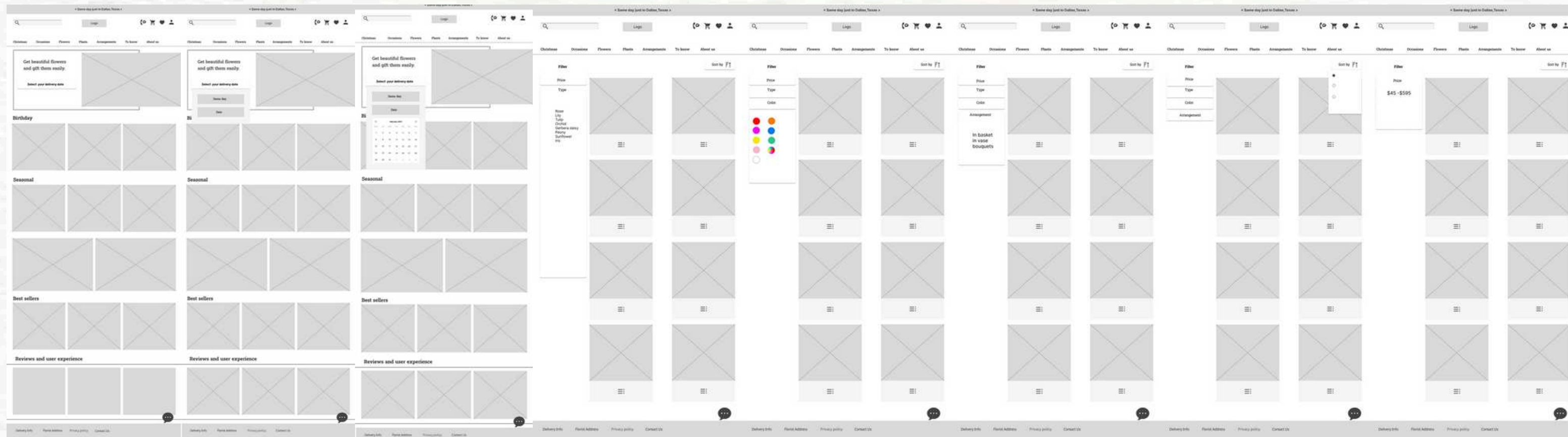


Emily selects a beautiful birthday bouquet, adding a special message for him.



Emily receives a call from him & is overjoyed that she could make him happy.





Home page

Home page

Home page

about

Product list

Product list

Product list

Product list

Product list

Product list

Contact Us

Check out



Usability Test

1. Clickable Add to Cart:

- Ensuring the "Add to Cart" button is clickable for a smoother purchasing process.

2. Changes in Buttons and Button Types:

- Implementing optimizations in button design and types based on user feedback.

3. Filter Design:

- Enhancing the design and functionality of filters for an improved user experience.

4. Filters Not Retaining:

- Investigating why filters are not retained and addressing related issues.

5. Next and OK Buttons at the Bottom Text:

- Optimizing the process of entering filters with "Next" and "OK" buttons at the bottom text in the app.

6. Removing the same-day button and adding a back-to-top button.



Original website:

<https://dallasflowerflorist.com/>





Thanks for your attention