



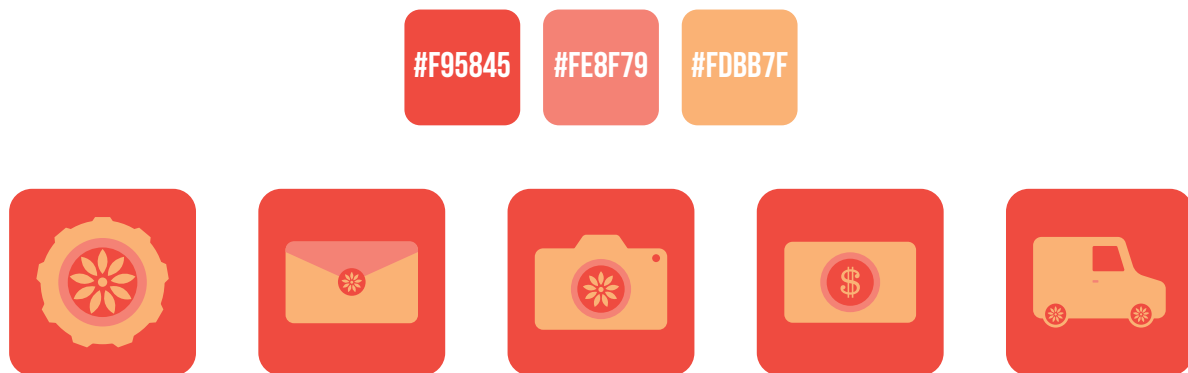
# FLEUR

PROCESS BOOK

# REBRAND

## PROJECT 2

For project 2 I created a logo and icons for a flower delivery app named 'Flores Rotis'. After a lot of thought and consideration, I decided to rebrand Flores Rotis for Project 3. The original colors, logo, and icons are displayed below.



## PROJECT 3

What was once Flores Rotis is now called Fleur. Fleur means 'flower' in French. I will now present the new color palette and logo. The new icons and typefaces are located on the following page.



# TYPEFACES

## PRIMARY TYPEFACE - INTERSTATE MONO

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

## Secondary Typeface - Andale Mono

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

# ICONS



App



Profile



Home



Gallery



Messages



Rewards



Delivery



Tip Driver



Driver



ETA

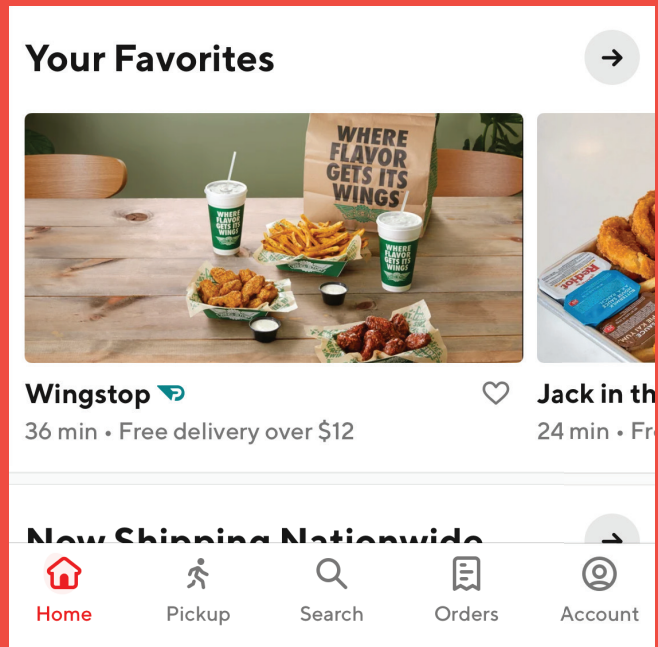
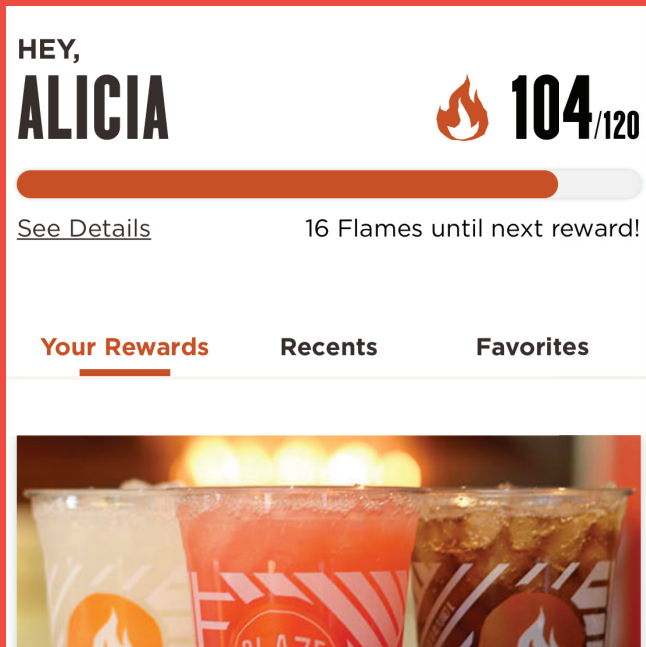
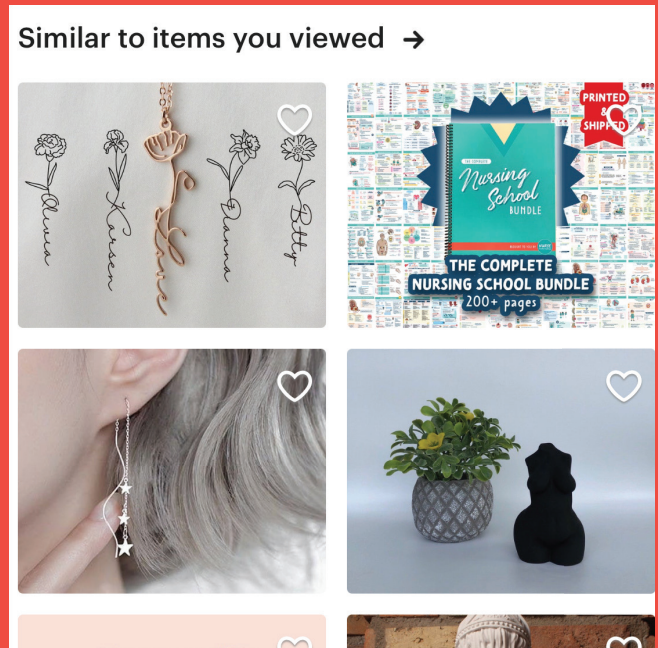
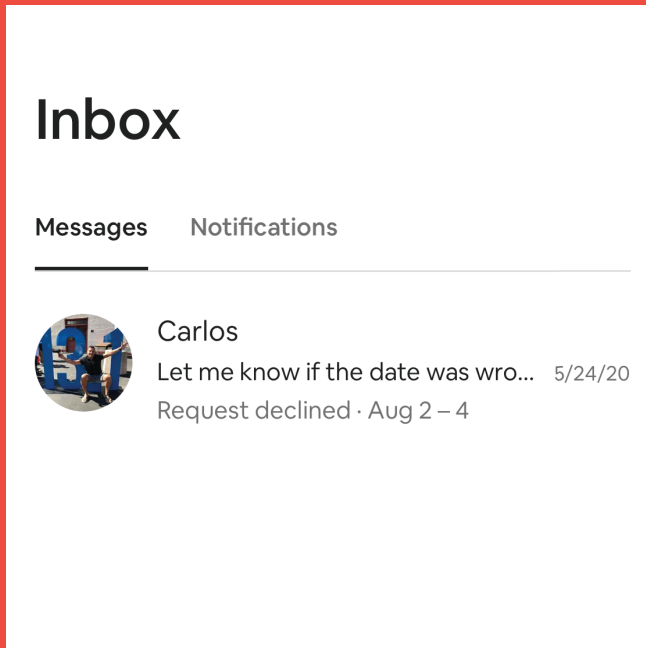


Tracking

# VISUAL RESEARCH

Airbnb

Etsy

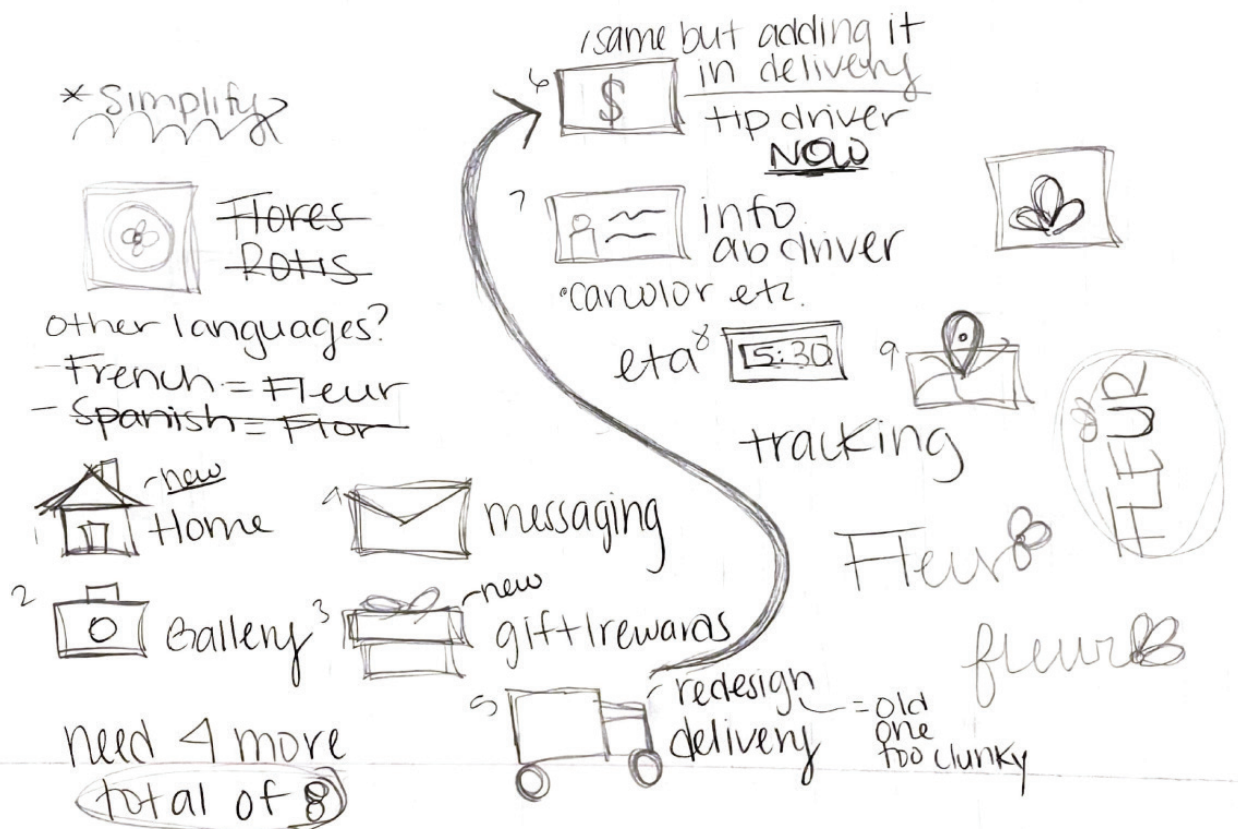


Blaze

Doordash

# IDEATION

After conducting my visual research I was able to determine what my logo and icons were missing. The original designs were missing simplicity. They felt cluttered and heavy. I realized many apps were simple and straight to the point. The apps I researched had logos and icons even in weight. Their icons had enough positive and negative space for your eyes to take a break. I acknowledged my observations and began sketching.



# PERSONAS

## ALEXANDRIA

Age: 28

Occupation: Registered Nurse

Likes: Stripes, Helping others, flowers, and surprises.

Dislikes: Leaving work, being predictable, and polka dots

**Technology:** Social media queen. Quite tech-savvy. Runs a Tiktok account where she shares her experiences as a nurse. Loves flowers. Loves to gift flowers to her girlfriend.



## LAWERENCE

Age: 56

Occupation: Graphic Designer

Likes: Green, Design, Coffee, Pandas, and spoiling his wife

Dislikes: Poor design, due dates, uncomfortable chairs

**Technology:** Very familiar with technology. As a graphic designer, he wants to get away from it sometimes. Is up with recent technology and knows how to use it.

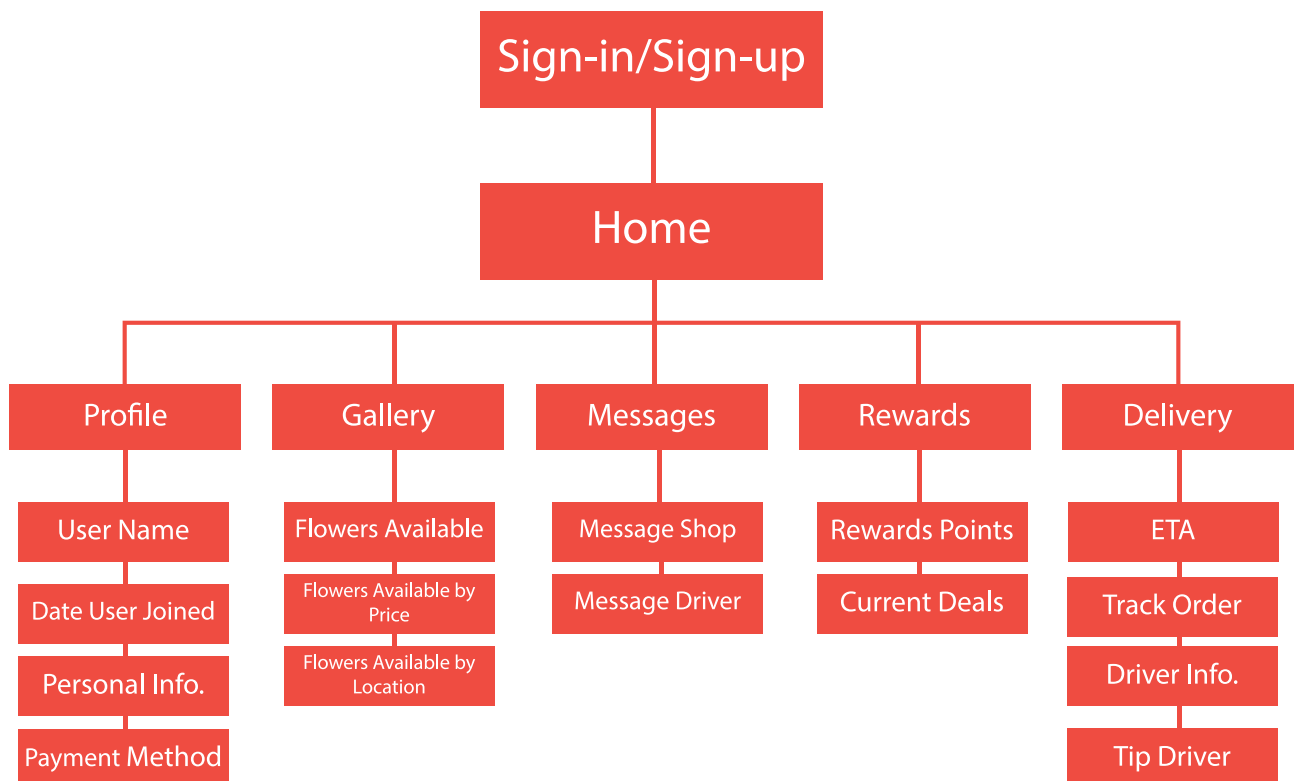


# CLOSED CARD SORT

6 PARTICIPANTS  
(5 NON-DESIGNERS)

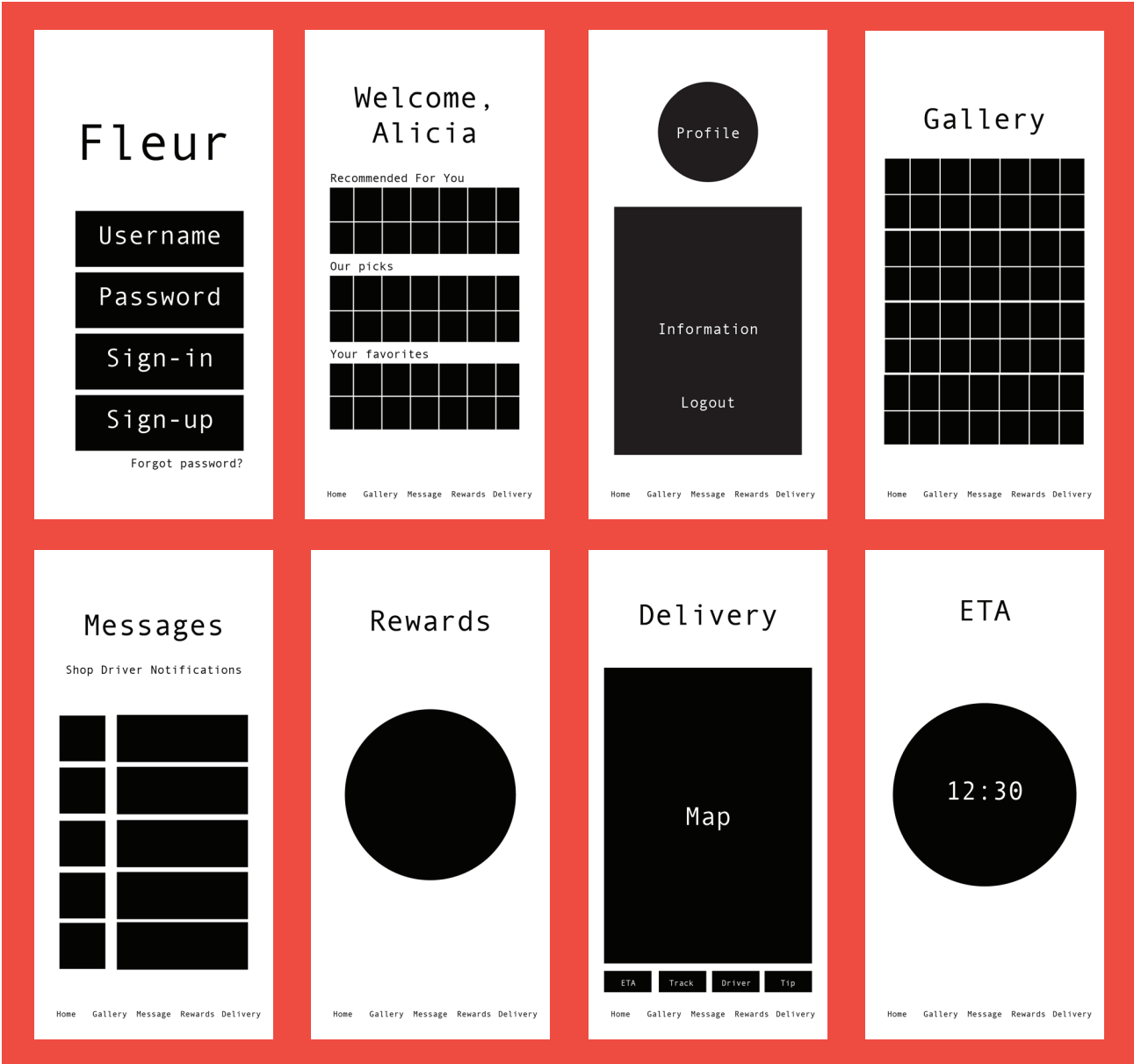
	Profile	Gallery	Messages	Rewards	Delivery	unsorted
User Name	6					
Date User Joined	6					
User's Personal Information	6					
Payment Method	3				3	
Images of Flowers Available		6				
Images of Flowers Available by Pri...		6				
Images of Flowers Available by Lo...		6				
Message a Specific Shop			6			
Message Delivery Driver			6			
View Current Reward Points	1			5		
View Current Deals				6		
Track an Order					6	
View Orders Estimated Time Arrival					6	
Information About a Driver	1				5	
Tip your Driver					6	

# INFORMATION ARCHITECTURE



# LOW-FIDELITY PROTOTYPE

I thought these screens were set in stone. After receiving feedback from my Professor and our guest, I learned that there are a few adjustments needed. These adjustments are seen in my final screens.





# USABILITY REPORT

**FINDING 1:** Home and gallery page were too busy. The clutter was overwhelming for the user.

**SOLUTION 1:** Simplify the designs. Prioritize the most important information.

**FINDING 2:** It was unclear what content was a link to either an outside source (example: See Details) or to another page within the app.

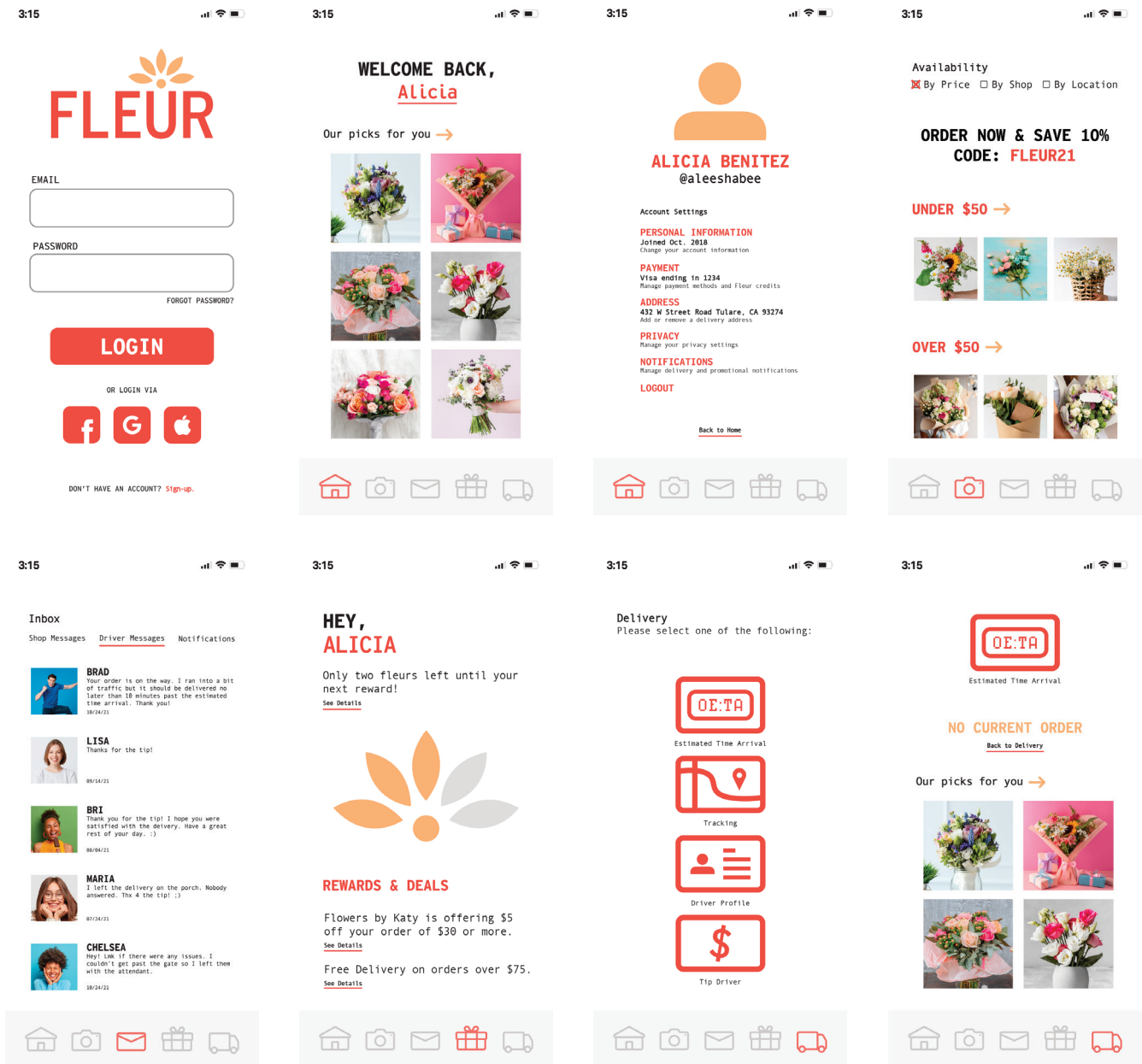
**SOLUTION 2:** Underline clickable content in red.

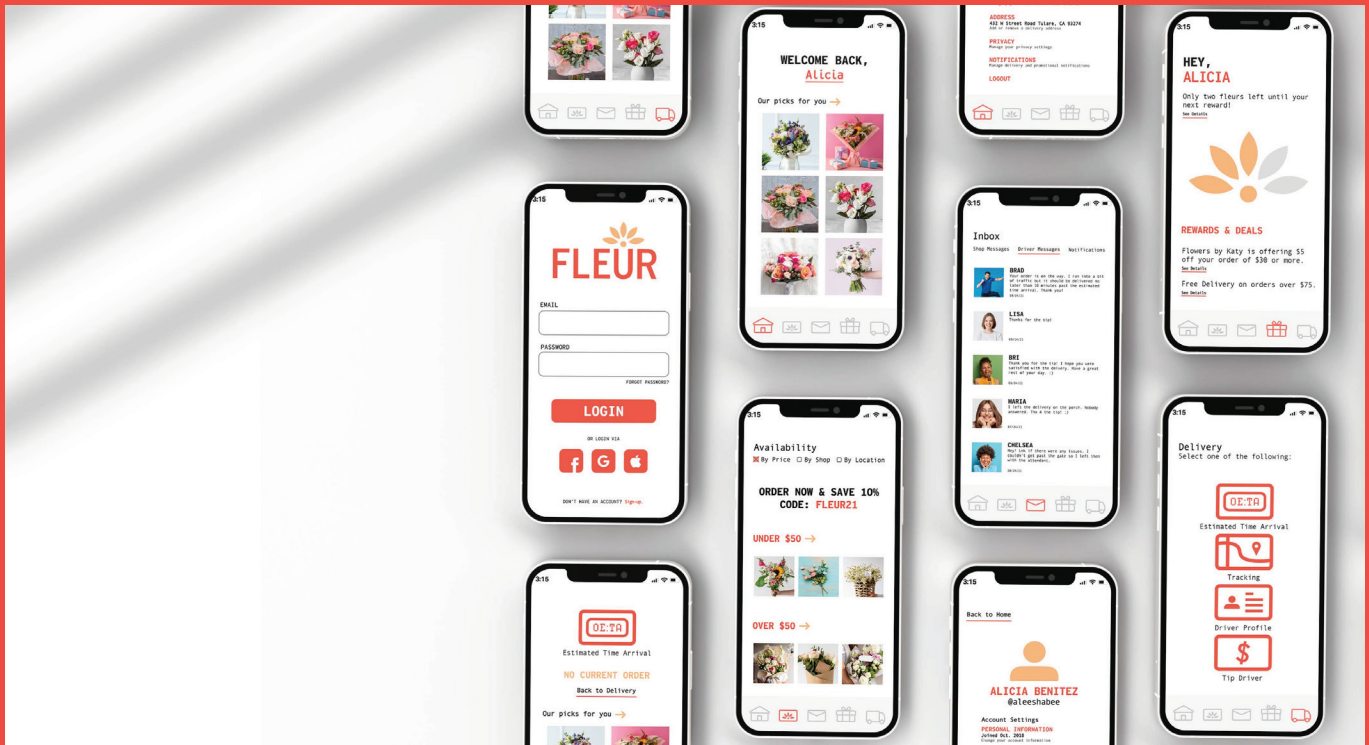
**FINDING 3:** This issue occurred in the delivery page. Similar to Finding 1, the spacing of everything was overwhelming and confusing. I had four icons I wanted to incorporate but they were too tiny. This issue frustrates users as they accidentally click other icons they didn't want to click on in the first place.

**SOLUTION 3:** Create separate sections for each icon to be selected. Make each area easy to understand and navigate. Make sure there is a way to go back to original delivery page.

# HIGH-FIDELITY PROTOTYPE

I thought these screens were set in stone. After receiving feedback from my Professor and our guest, I learned that there are a few adjustments needed. These adjustments are seen in my final screens.





# CONCEPT STATEMENT

Essentially, this app provides a flower delivery service to anyone who needs it. Fleur allows its users the ability to surprise someone they care about without having to take the time out of their busy schedule to do so.

Earlier I mentioned all of the changes made to this service since Project 2. The finishing touches were added after our critique on Monday with John and Professor Laura. I implemented their suggestions into my final screens by increasing the point size for bodies of text and switching my gallery icon from a camera to a flower.