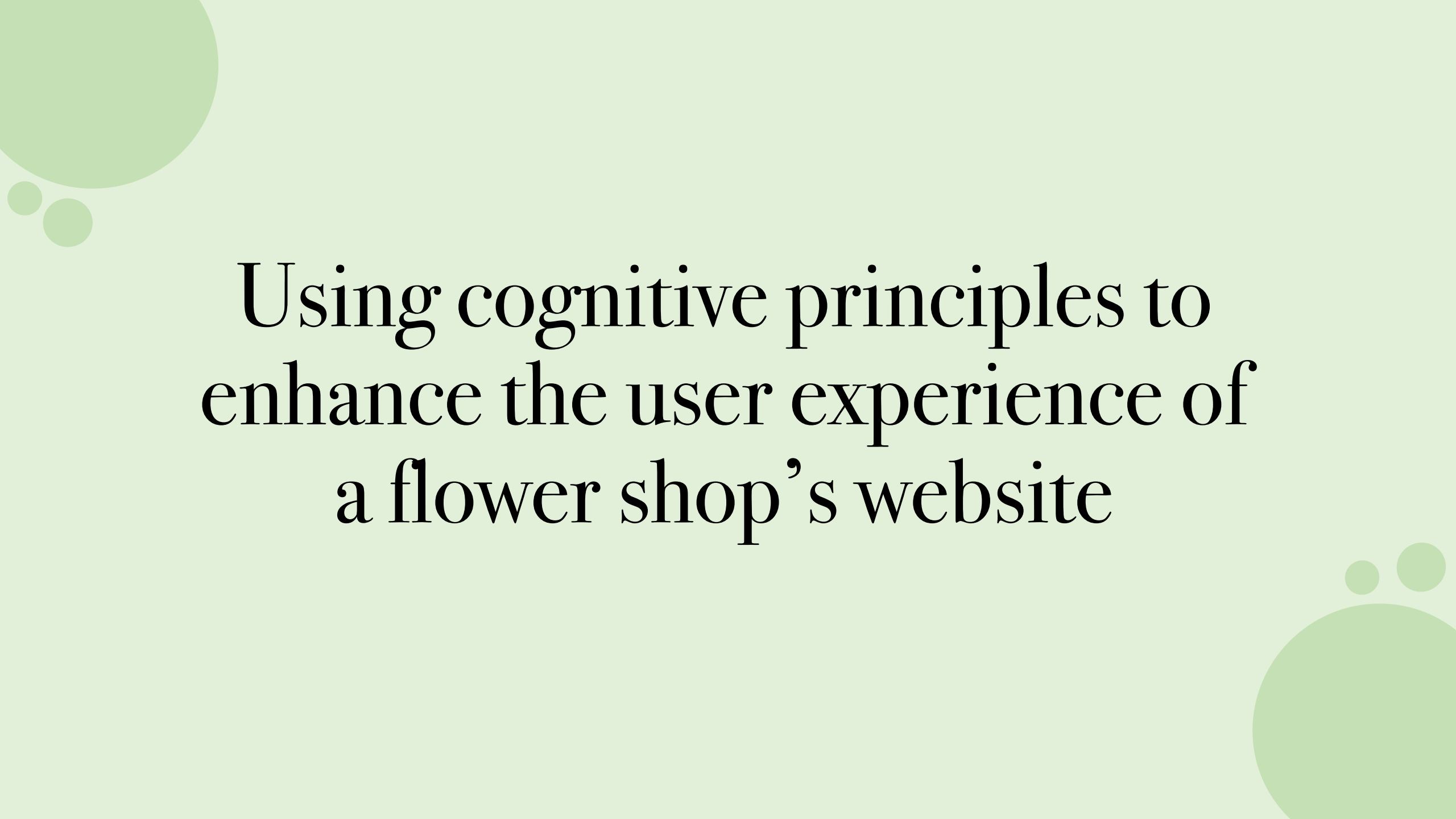




Using cognitive principles to
enhance the user experience of
a flower shop's website

Original Website



Identifying information has been covered for privacy.

Original Website

[Home](#)[Galleries](#)[About](#)[Client Reviews](#)[Contact](#)

Galleries

All Occasion

Anniversary

Baby

Baskets & Plants

Roses & Seasonal

BUSINESS NAME

Sympathy

Tropical

Wedding Bouquets

Wedding, Other



BUSINESS NAME

Flower availability may vary.

\$10 delivery charge (added at checkout)

\$6-\$15.00 extra for rural delivery

Flowers for all occasions

You will be delightfully impressed with the uniquely creative blending of flowers in our florist's designs. Whether it is subtle or grand, traditional or contemporary flower designs you want, we listen to you and create the perfect floral arrangements tailored to your personal tastes. Or you can simply turn our florists loose to work their skillful and creative floral magic. Come in to

BUSINESS NAME and find out for yourself why we are known as the finest *BUSINESS LOCATION* florist *BUSINESS NAME* is a fully independent brick and mortar *BUSINESS LOCATION* flower shop.

Roses, Asters, Hydrangeas, Orchids of many types, Lilies, English Garden Flowers, and Tropical Foliage are just some of our favorite flowers and are only a small sampling of what we have for you to choose from.

Contact *BUSINESS NAME* shoppe and learn why we are known and respected for being the most exquisitely creative *BUSINESS LOCATION* florist shop. We also carry quite a selection of rocks, minerals, crystals, and seashells.

[View Cart](#)



Cognitive Principles Used

- **Visual Salience** – Something that stands out and captures our attention (involuntary)
- **Top-down Processing** – Based on knowledge, context, experience, and/or expectations; guides analysis of data.
- **Gestalt Law of Similarity**: When items share similarities they are grouped together

Problem and Solution: Visual Saliience

- **PROBLEM:**

- Rather than the most important information standing out, the user often first notices is the bright green background color. It is distracting and takes the user away from easily being able to focus on other parts of the website, like photos, paragraphs, etc.

- **SOLUTION:**

- Applied to website by changing the background color to something less harsh, but still colorful, so that more important elements stand out.

Problem and Solution: Top-down Processing

- **PROBLEM:**

- Users come to websites with preconceived ideas of how they will look. On this website, the “Galleries” page is where users can purchase products. This may confuse the user, because the e-commerce portion of a website will usually be labelled something more obvious to shopping. Also, the “Add to Cart” button is on the lower right corner, when it is most often located in the upper right corner.

- **SOLUTION:**

- Applied by changing the name of “Galleries” to “Shop.” Also, moved the “add to cart” button to a more common place that is in agreeance with users past experiences with other e-commerce websites.

Problem and Solution: Gestalt Law of Similarity

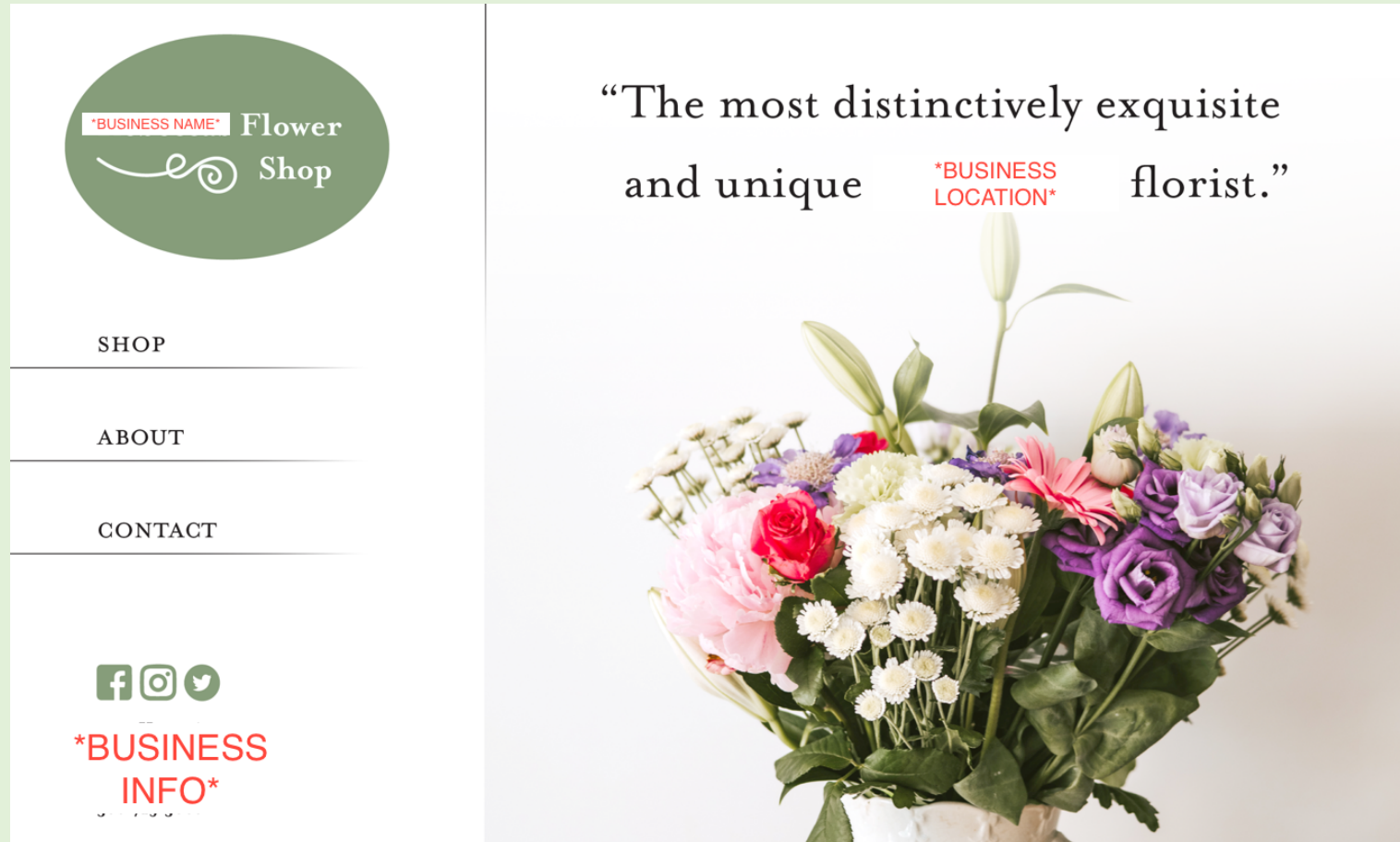
- **PROBLEM:**

- On this website, there are multiple different fonts and text sizes, which may make it harder for the user to group information together.

- **SOLUTION:**

- Applied by adjusting font sizes so that there is a clear hierarchy of information, e.g. body text is all one size, headers are one size, etc.

Website after Improvements



Website after Improvements

