

Flora

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Target group

Young adults interested
in interior design



Conscious about
sustainability issues

The latest trends

Active on social media

Affordable yet stylish

Target group

Goals

They want to feel proud of their home when inviting friends over.

They want to feel good about their consumption choices.

They don't want to exceed their budget.

Needs

They want a stylish, trendy home that feels cozy but also exudes a sense of everyday luxury.

They need sustainable interior design.

They need affordable options.

Target group

User need statements

Felicia, a young adult with a passion for interior design who has recently moved into her first own home,

needs a **stylish and trendy home** that feels cozy yet exudes a sense of **everyday luxury** to **feel proud** when inviting friends over.

needs **sustainable interior** design to **feel good about her consumption choices**.

needs **affordable options** to stay **within her budget**.

Set the table with trendy **dinnerware**

DIY interior design workshops where participants can create their own unique decor pieces with a personal touch, using templates aligned with the latest trends

Flower subscription with sustainably grown cut flowers, arranged according to the latest trends in flower types and color combinations

A platform for **renting interior decor items**, allowing quick style changes as needed or when trends shift

Compare prices across different interior design brands

Subscription box featuring decor items reflecting the latest trends from various brands

Idea generation

Set the table with trendy **dinnerware**

DIY interior design workshops where participants can create their own unique decor pieces with a personal touch, using templates aligned with the latest trends

A flower subscription with **sustainably grown cut flowers**, arranged according to the **latest trends** in flower types and color combinations. Customers can **choose how often** they want the subscription, with three preset intervals to suit their budget.

A platform for **renting interior decor items**, allowing quick style changes as needed or when trends shift

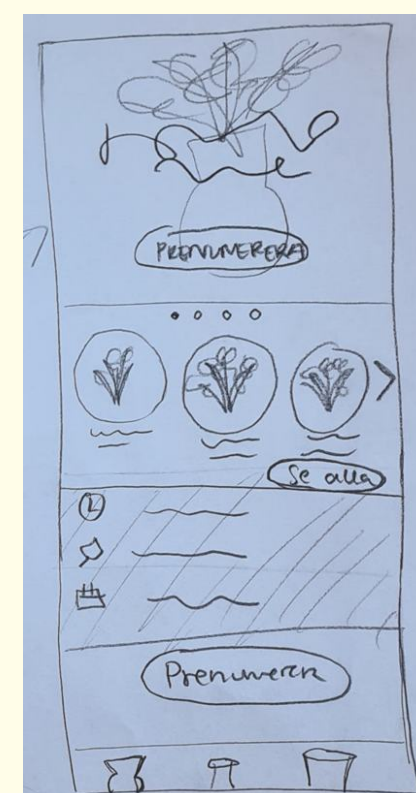
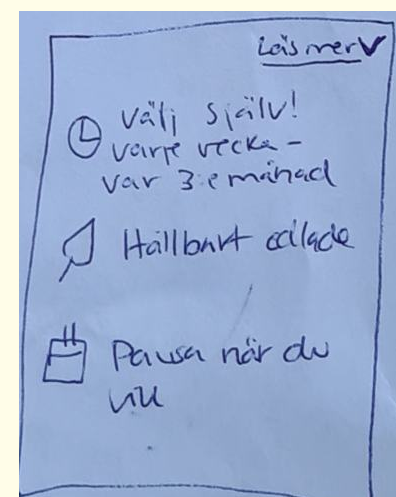
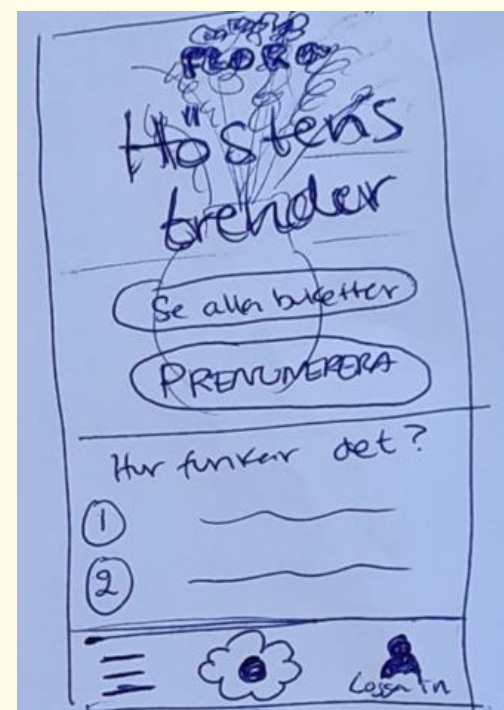
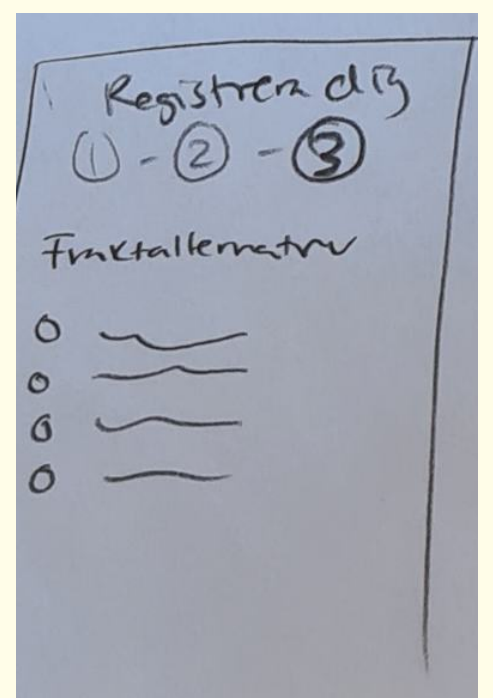
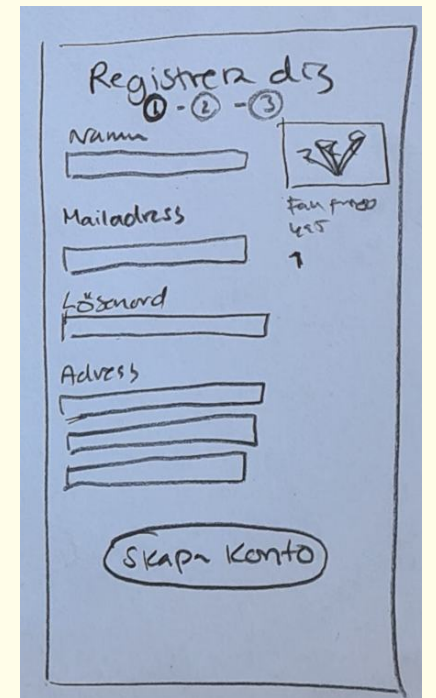
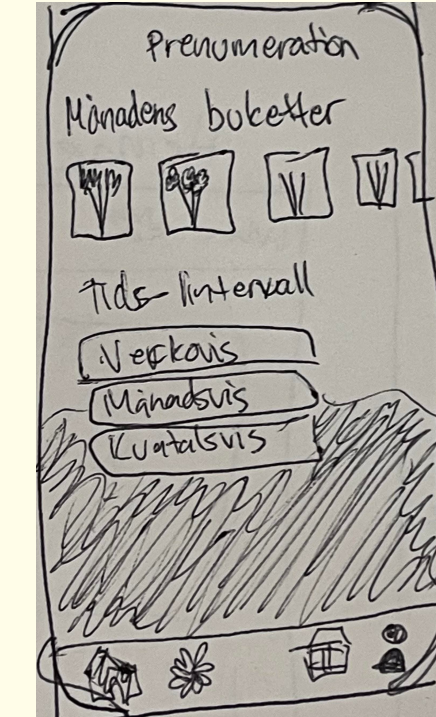
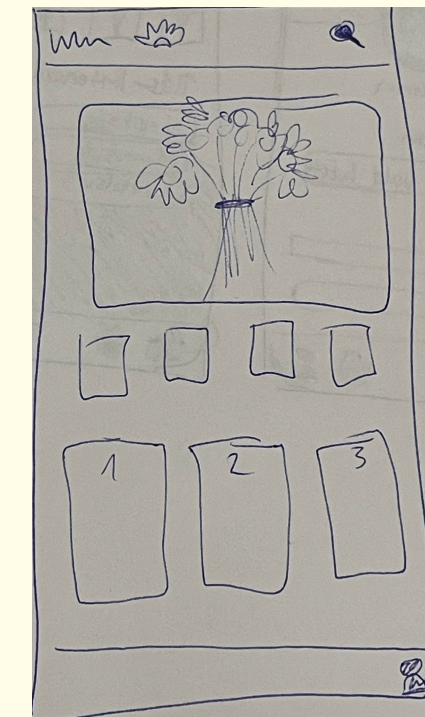
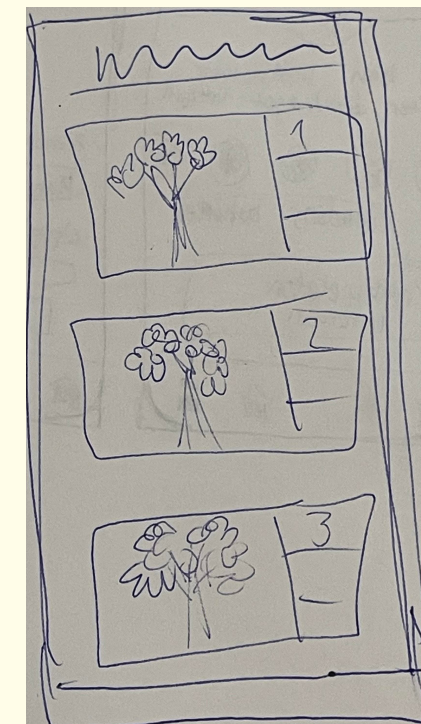
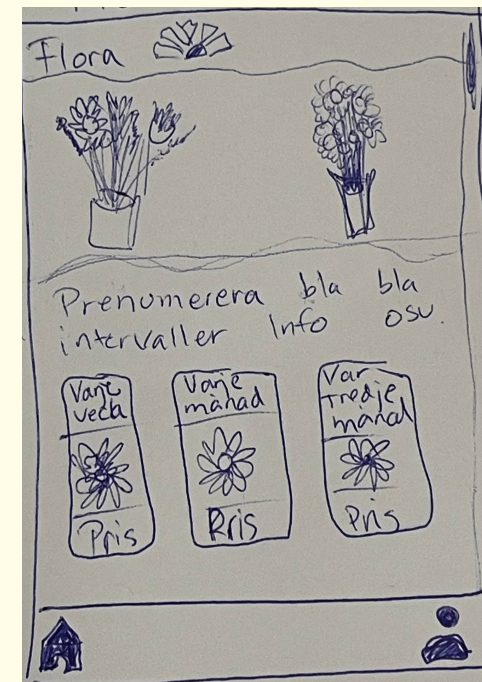
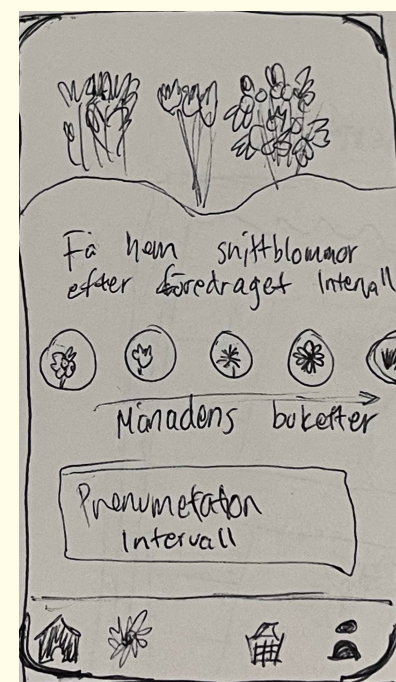
Compare prices across different interior design brands

Subscription box featuring decor items reflecting the latest trends from various brands

Idea generation

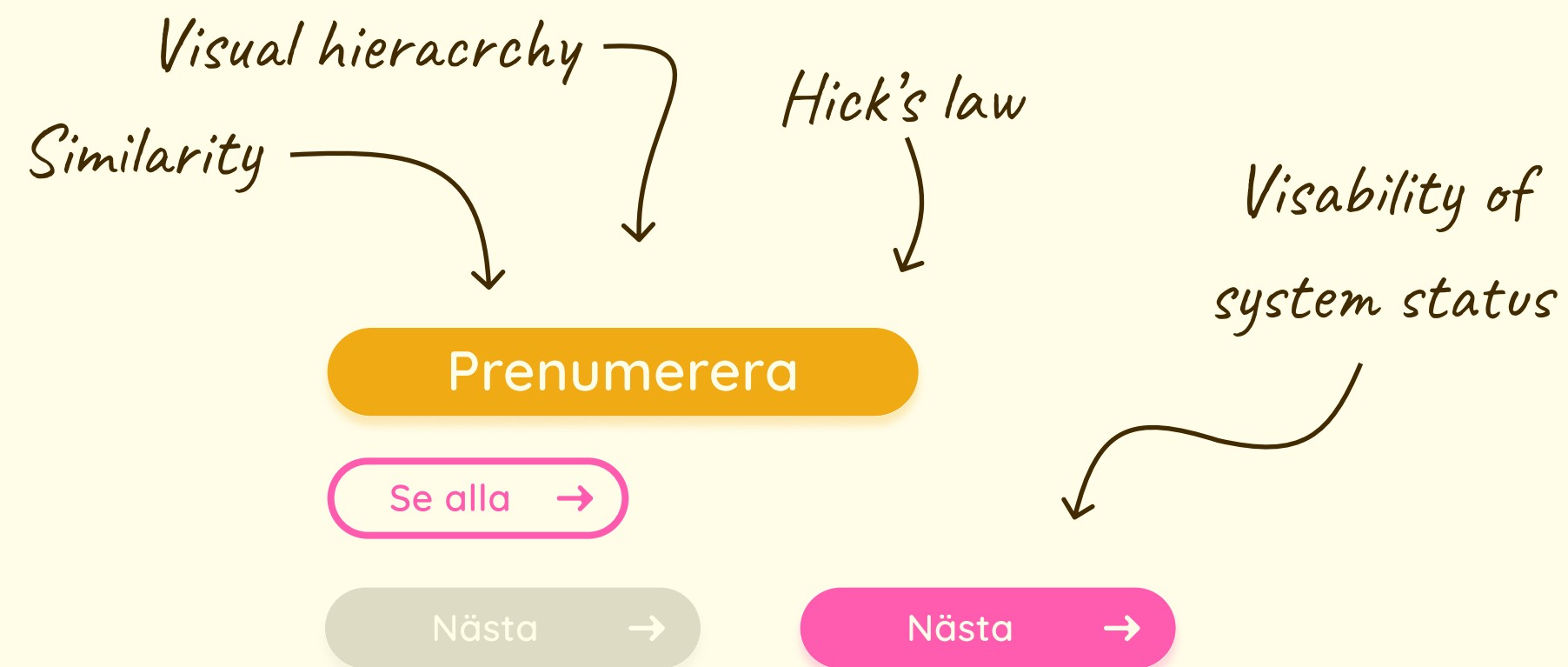
Solutions

Wireframes Lo-fi

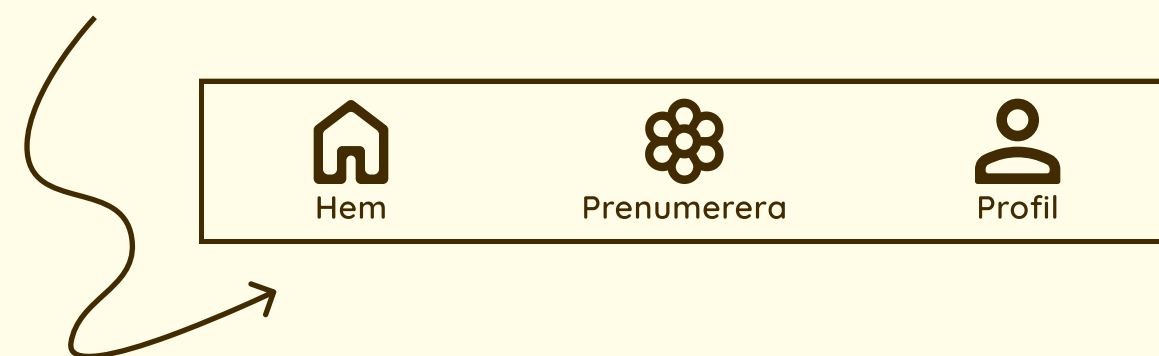


Design patterns

Components

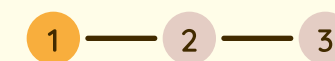


Consistency of standards

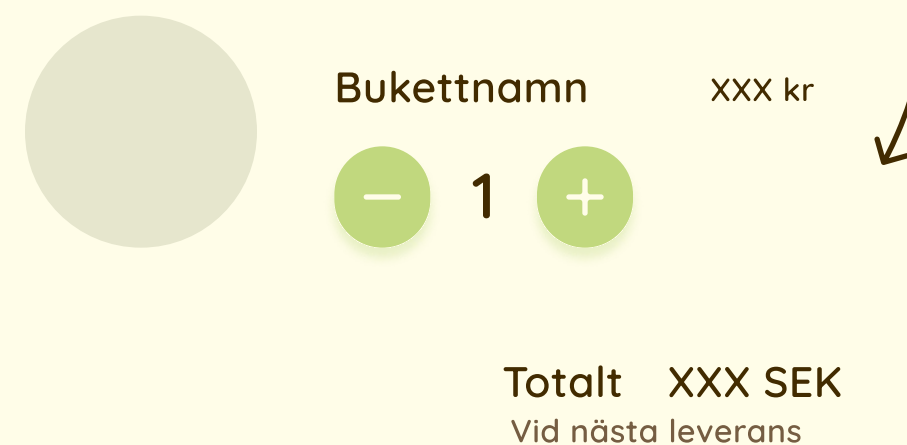


Goal gradient effect

Dina uppgifter



Recognition over recall



Common region



Leverans varje vecka, varje månad eller var tredje månad

Välj själv hur ofta du vill få hem dina blommor. Kan justeras när du vill, minst en vecka innan nästa leverans.



Hållbart odlade

Närodlat i Sverige hos vår samarbetspartner i Österlen, utan bekämpningsmedel.



Pausa när du vill

Vi har ingen bindningstid och du får pausa så länge du vill. Ändra minst 1 vecka innan nästa leverans är beräknad.

Visual identity

Core description

Romanticize everyday life

Playfulness

Trendy

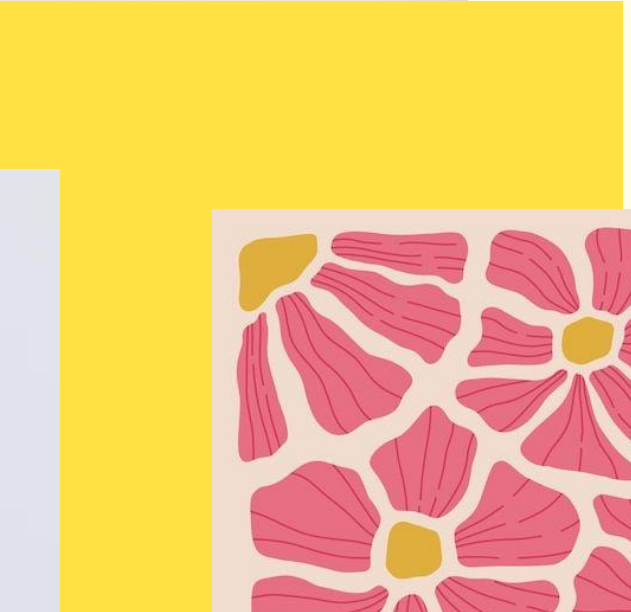
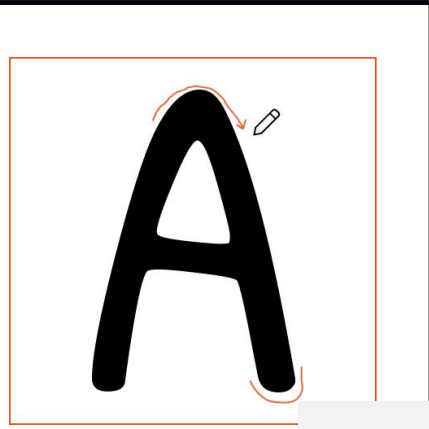
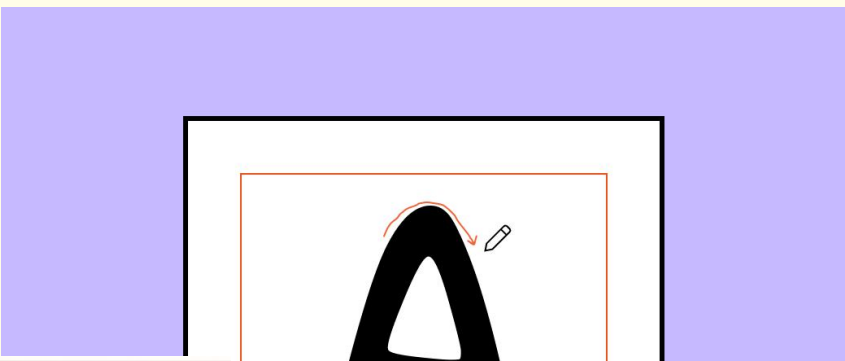
Colorfull

Sustainability

Organic shapes

Scandinavian Flower Power

Visual identity



Bloom Every Day

Core description

Every day should be maximized and lived to the fullest by surrounding yourself with beautiful things that make you happy. Romanticize life with candles, juice in wine glasses, and a fresh bouquet of cut flowers! Create your dream home by adding color and bringing nature inside. Express your personality through flowers and plants.

We want to appeal to young adults with a playful, trendy, and colorful expression that conveys a sense of ease and primarily evokes thoughts of everyday luxury and celebration, rather than sadness. Buying flowers for a bridal shower, birthday party, or home should feel simple and fun.

Our logo and typography are inspired by nature's own forms—organic and flowing, just like how flowers grow. The color palette combines pastels with vibrant hues, creating a lively, inspiring visual expression. It's "flower power" meeting Scandinavian style, where nature's energy blends with modern aesthetics.

Text and typography

The font of the logo is inspired by nature's own forms, creating an organic, soft, and modern impression that evokes connotations of playfulness and joy.

The primary font in the interface is a rounded sans serif, providing a modern feel. Additionally, there is another font used for headings, a serif that contrasts with the main font. Despite its more sophisticated style, it still conveys a playful and friendly vibe.

FLORA

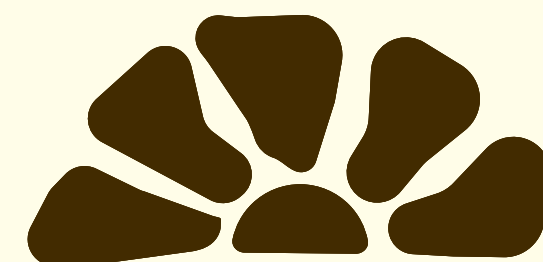
Primary typeface

Alternative typeface

Design Language and Logo

Similar to the wordmark of the logo, the symbol is inspired by nature with its soft, blurred form. The symbol depicts a half-flower placed above the wordmark, resembling a sunrise. The flower is not realistically depicted but has an abstract, modern touch in its design. Together, they form a logo that evokes the feeling of contemporary Scandinavian flower power.

Icons and other vector graphics feature rounded shapes with a “semibold weight” to complement the overall design language and typography, giving a modern and friendly feel.

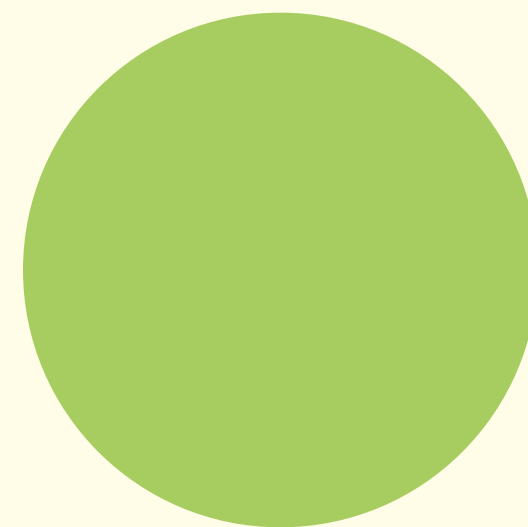
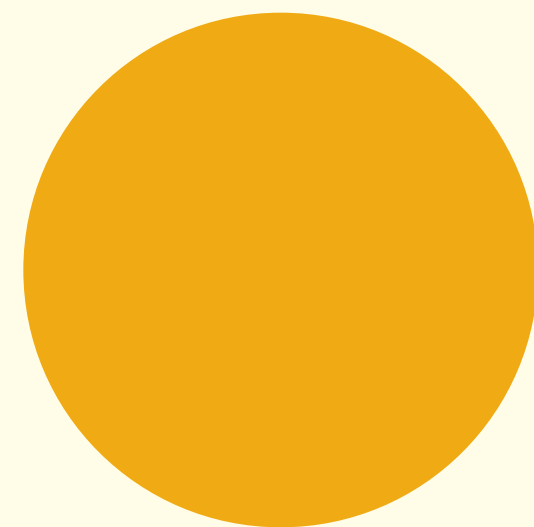
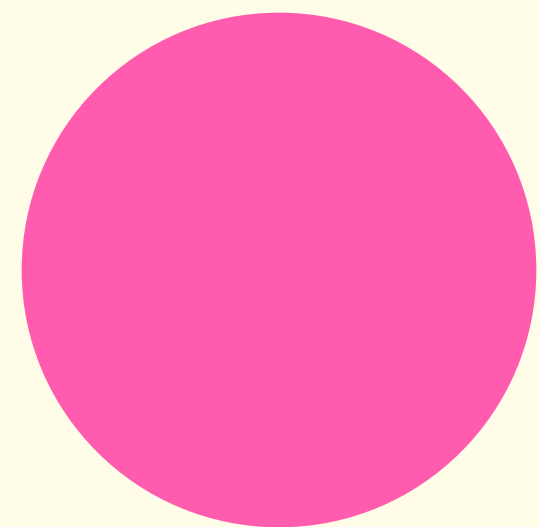


Color

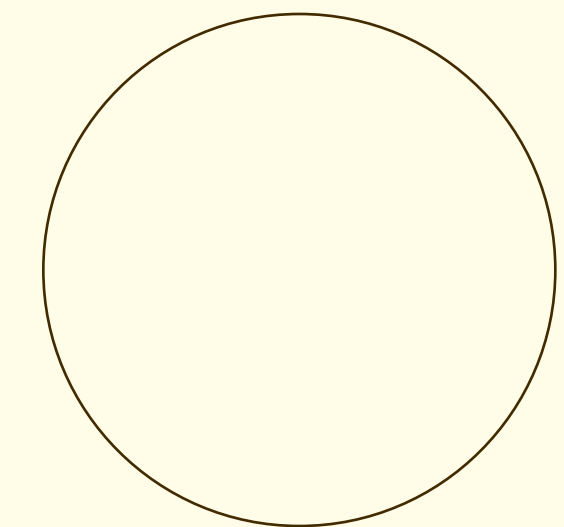
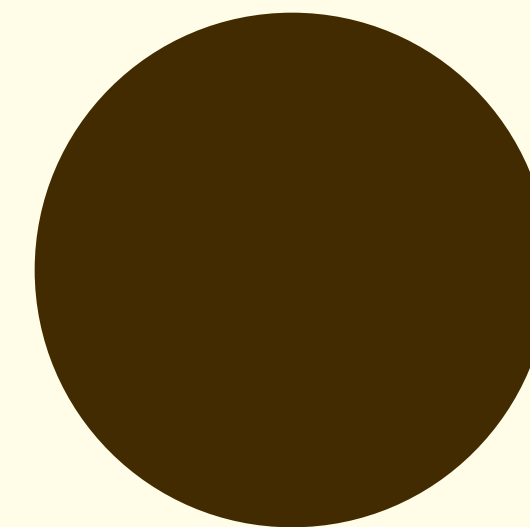
The brand colors are pink, orange, and green to enhance the design language's connection to playfulness, joy, innocence, energy, and nature.

The neutral colors are earthy tones, inspired by the ground from which flowers grow and the sun that gives them energy, to harmonize with the company's industry.

Brand colors



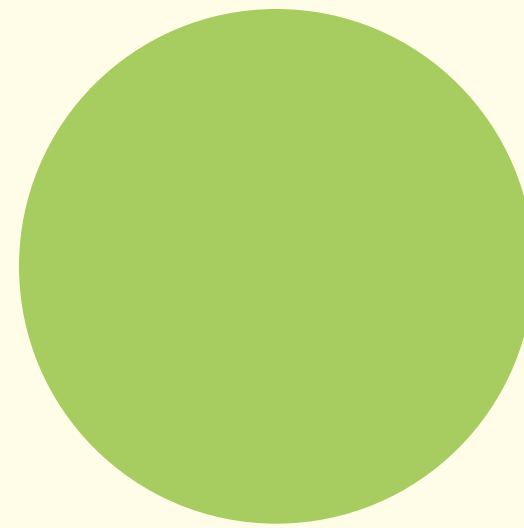
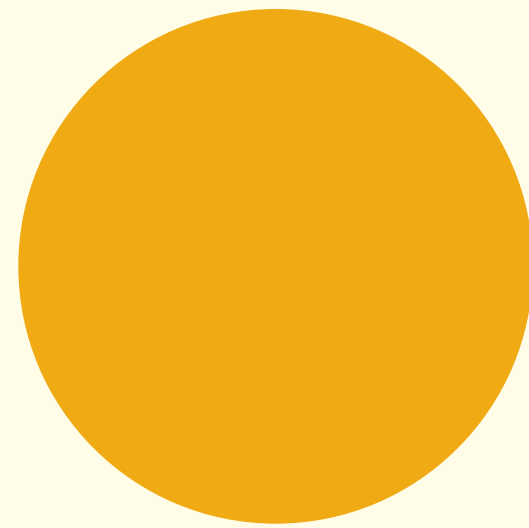
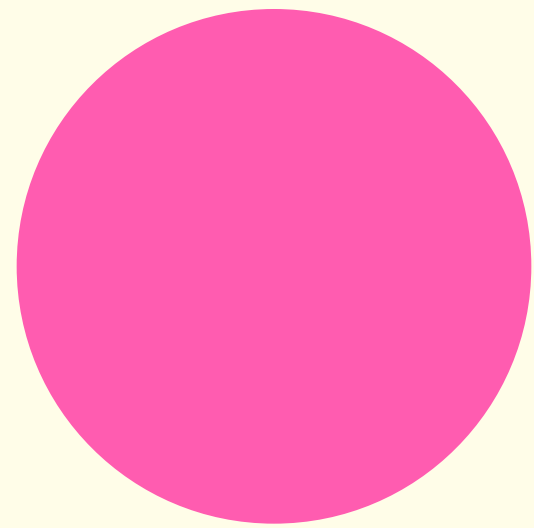
Neutral colors



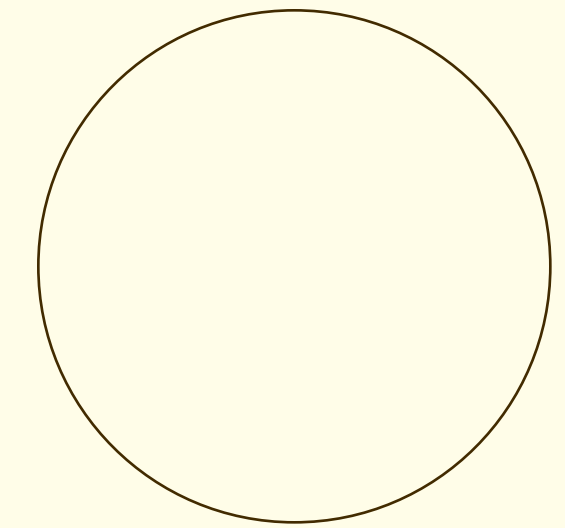
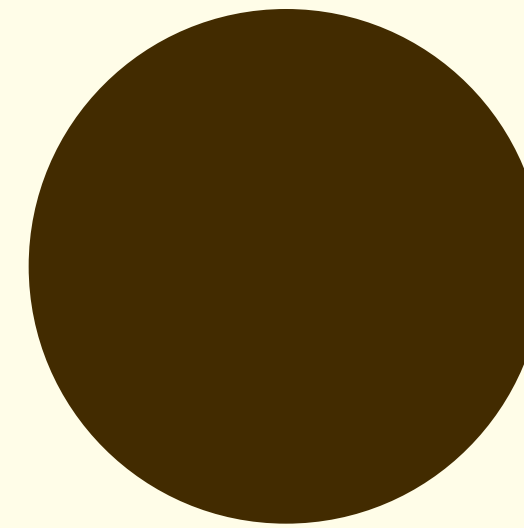
Visual identity

Color

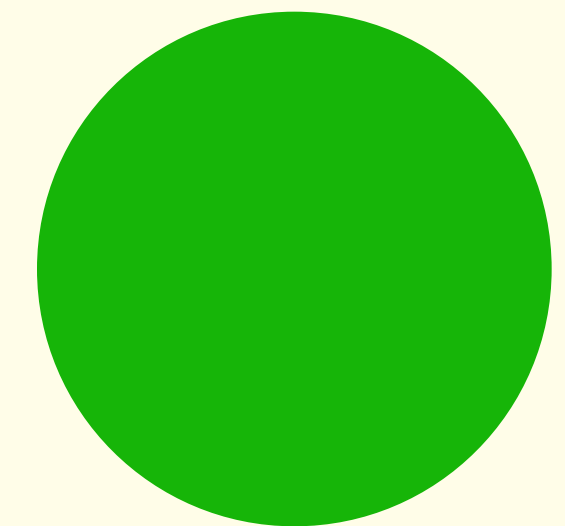
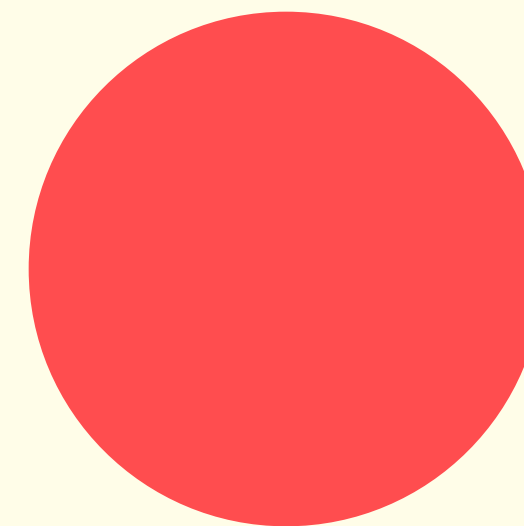
Brand colors



Neutral colors



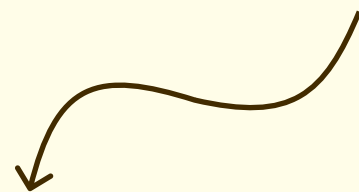
Information colors



Visual identity

Typography and design
language

Display



Headline



Body



Labels



Logotype



FLORA

Romantisera vardagen

Prenumerera

Bukettnamn
XXX kr

Bukettnamn
XXX kr

Bukettnamn
XXX kr

+ Se alla

Läs mer

Leverans varje vecka, varje månad eller var tredje månad

Hållbart odlade

Pausa när du vill

Prenumerera

Stäng

Leverans varje vecka, varje månad eller var tredje månad

Välj själv hur ofta du vill få hem dina blommor. Kan justeras när du vill, minst en vecka innan nästa leverans.

Hållbart odlade

Närodlat i Sverige hos vår samarbetspartner i Österlen, utan bekämpningsmedel.

Pausa när du vill

Vi har ingen bindningstid och du får pausa så länge du vill. Ändra minst 1 vecka innan nästa leverans är beräknad.

FLORA

Buketter

Vaser

Bukett

XXX SEK

Bukett

XXX SEK

Bukett

XXX SEK

Bukett

XXX SEK

Bukett

XXX SEK

FLORA

Bukett

Finns i lager

Välj

XXX SEK

Sätt färg på vardagen med denna bukett i nyanser av röd och orange. Sätt färg på vardagen med denna bukett i nyanser av röd och orange. Sätt färg på vardagen med denna bukett i nyanser av röd och orange.

FLORA

1 st
Bukettnamn
XXX kr

Välj ditt intervall

Veckovis

Månadsvis

Kvartalsvis

Fortsätt handla

Prenumerera

FLORA

Registrera dig

1

2

3

Dina uppgifter

Förnamn

Efternamn

Telefonnummer

Emailadress

Leveransadress

Postnummer

Postadress

Skapa ett lösenord

Nästa

FLORA

Registrera dig

1

2

3

Betalmetod

Swish

Kortbetalning

Kortnummer

MM/ÅÅ

Säkerhetskod

Nästa

FLORA

Registrera dig

1

2

3

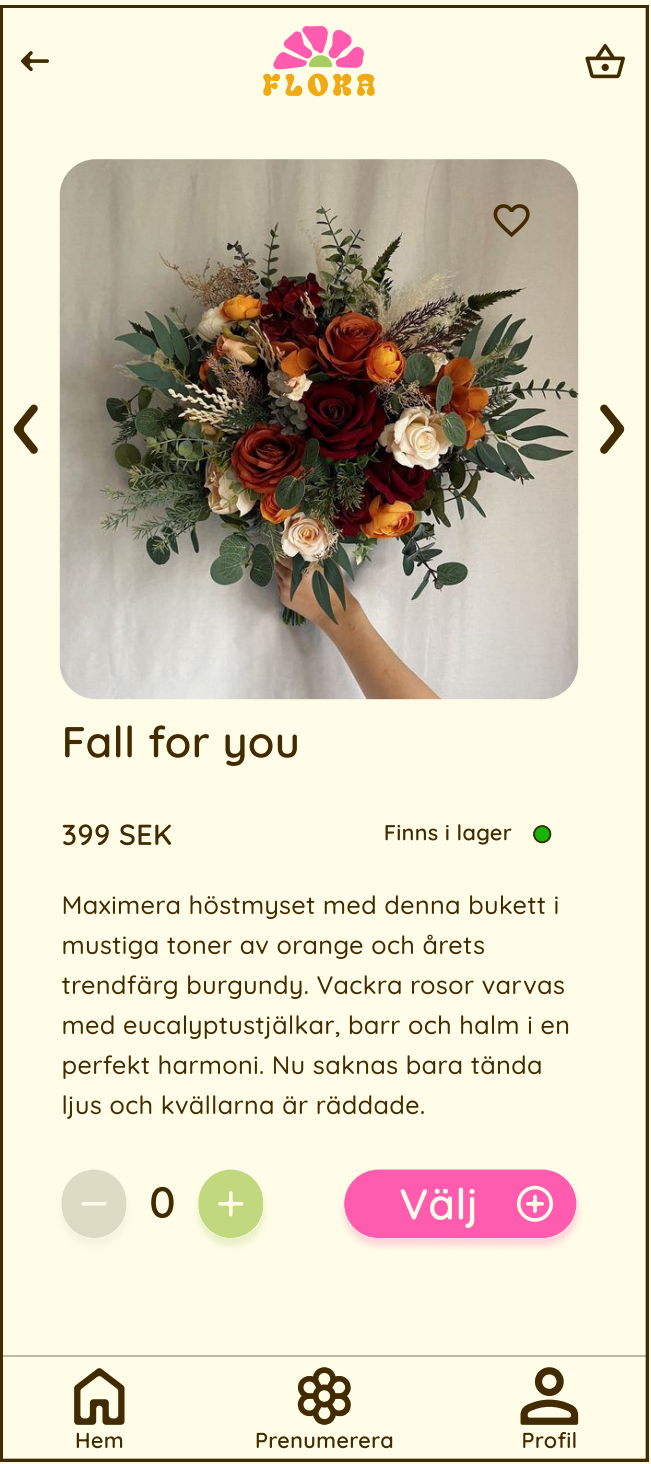
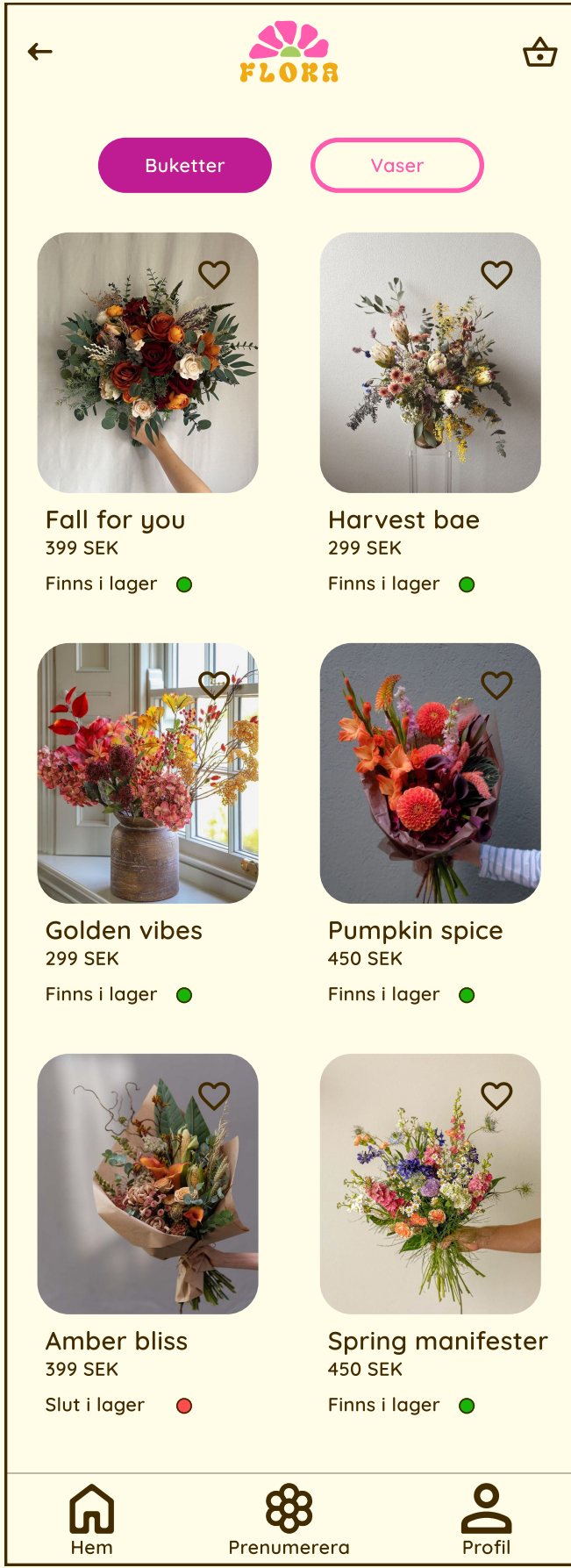
Leveransmetod

Budbee19 SEK

Airmee29 SEK

Postnord49 SEK

Slutför



Solutions

Wireframes Hi-fi Mobile

Solutions

Wireframes Hi-fi Mobile

FLORA

Dina uppgifter

1

2

3

Förnamn

Efternamn

Telefonnummer

E-postadress

Leveransadress

Postnummer

Postadress

Skapa ett lösenord

Måste innehålla minst 8 tecken, en siffra och ett specialtecken

Nästa →

Hem

Prenumerera

Profil

FLORA

Leveransmetod

1

2

3

Postnord 19 sek
3-4 arbetsdagar

Airmee 39 sek
2-3 arbetsdagar

Budbee 49 sek
1-2 arbetsdagar

Nästa →

Hem

Prenumerera

Profil

FLORA

Betalmetod

1

2

3

Swish

Kortbetalning

Kortnummer

Namn

MM/ÅÅ

CVC

Nästa →

Hem

Prenumerera

Profil

FLORA

Tack!

Dina blommor är snart på väg till dig.

Hem

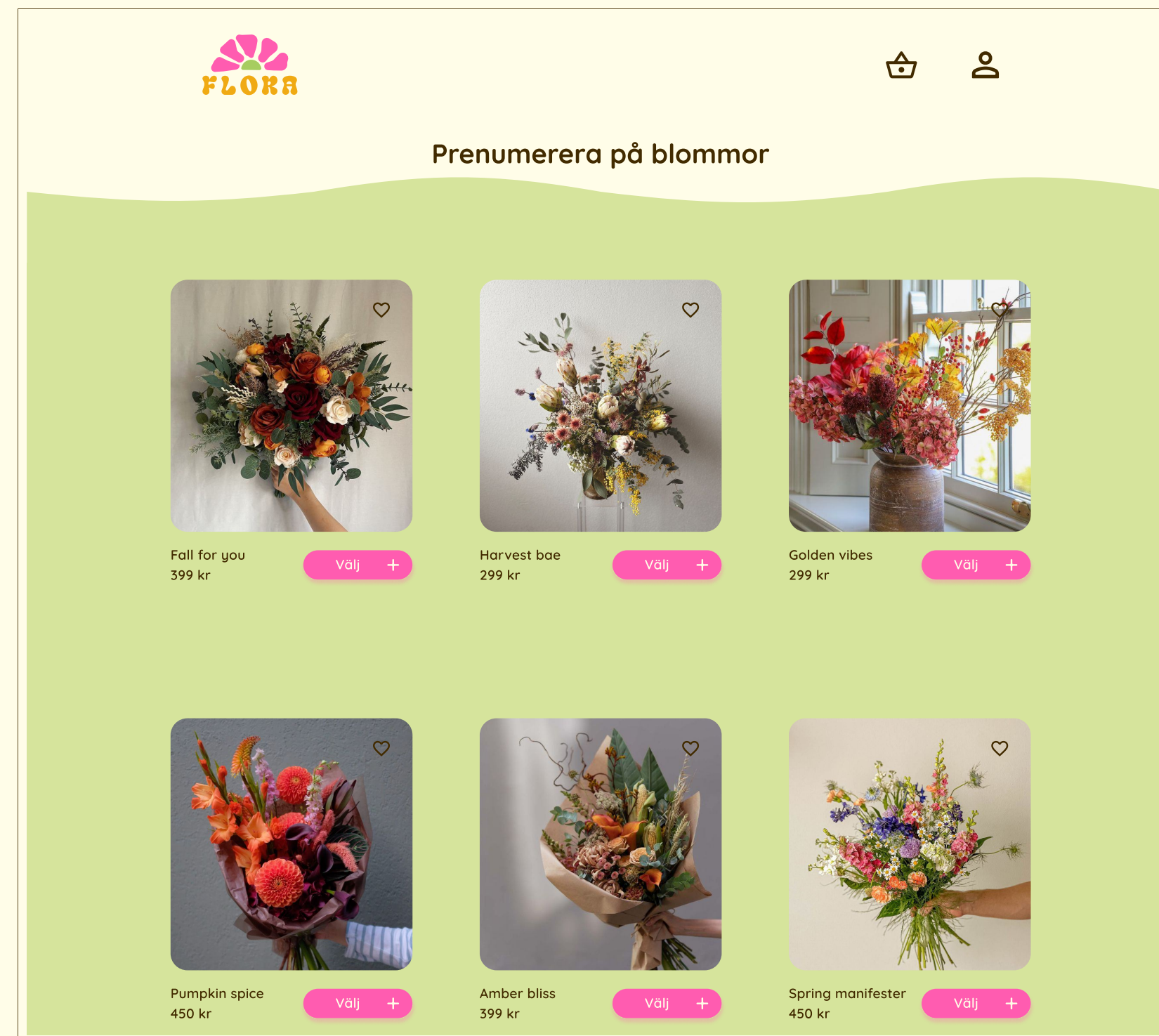
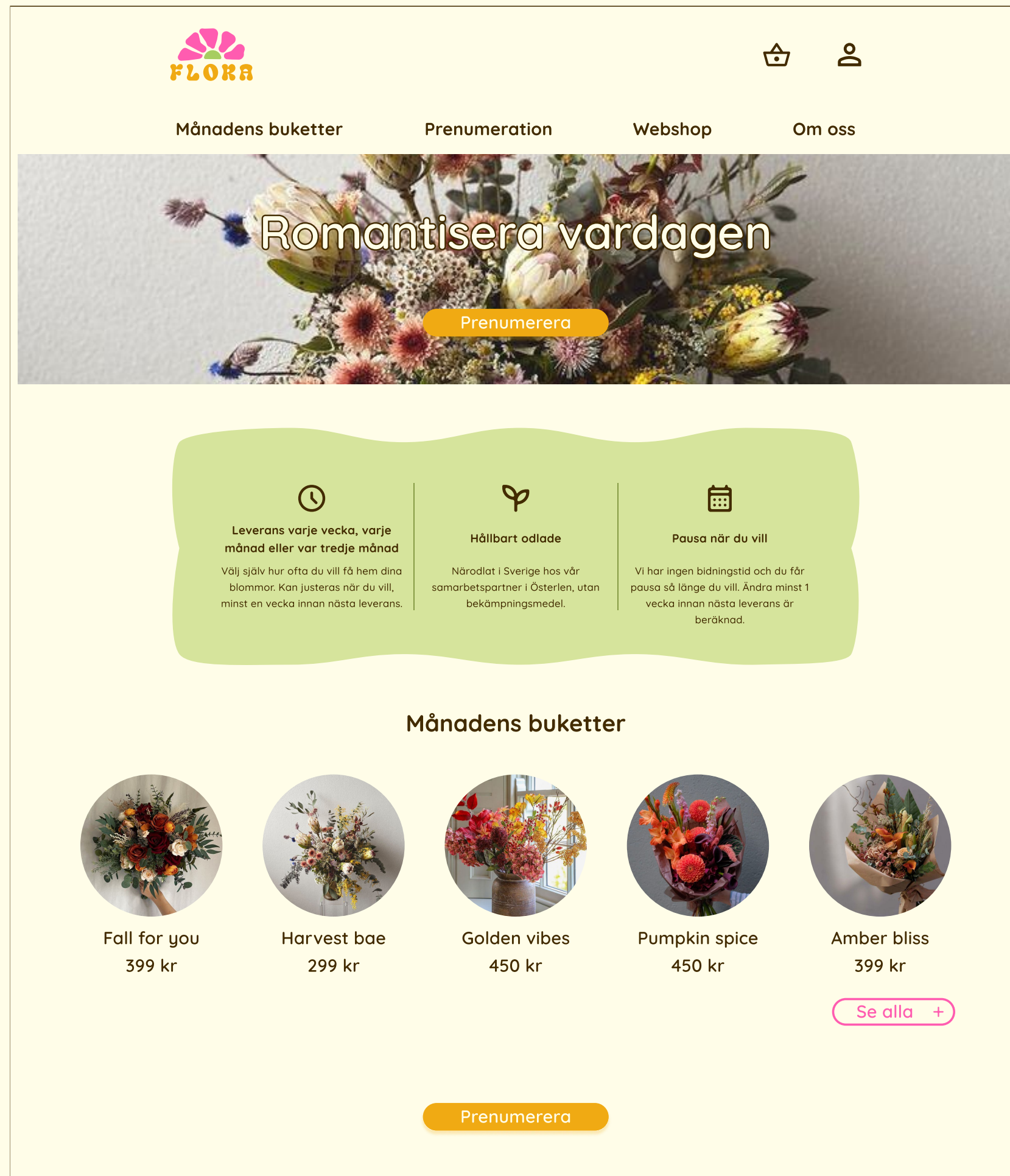
Prenumerera

Profil

Solutions

Wireframes Hi-fi

Desktop



Thank you!