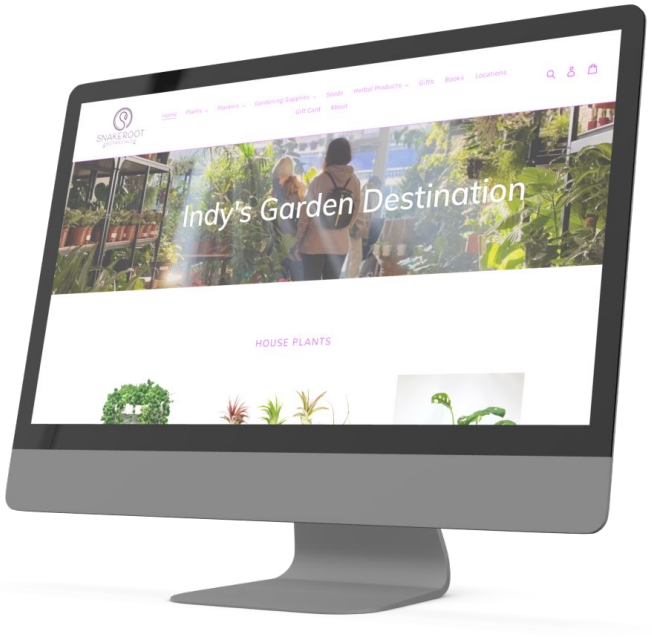

SNAKEROOT
BOTANICAL
UX Case Study

Enhancing User Experience

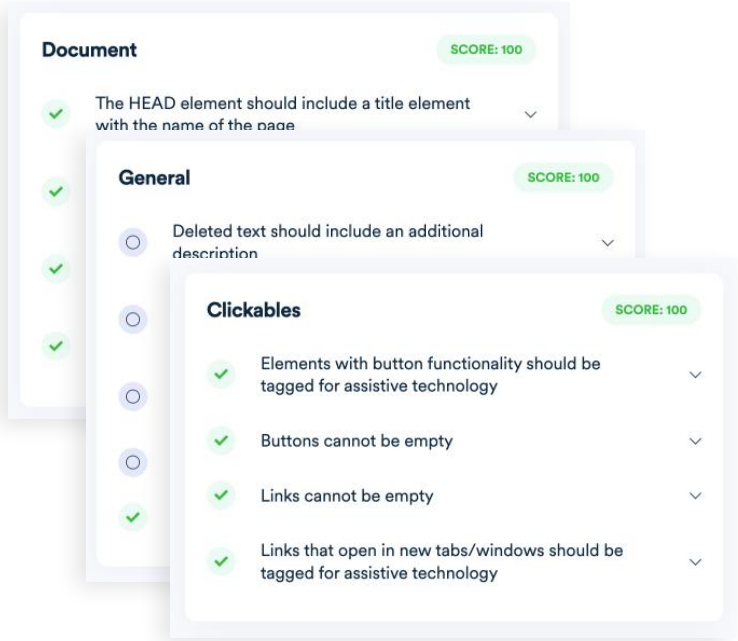
Although Snakeroot Botanical distinguishes itself among competitors, there are still opportunities for improvement to elevate usability and accessibility.

- **Conduct** user research to determine best filter system to allow users control over their online shopping experience
- **Redesign** navigation system to improve mental mapping and make site easier to navigate
- **Update** home page to provide full picture of products offered



Evaluating WCAG Compliance

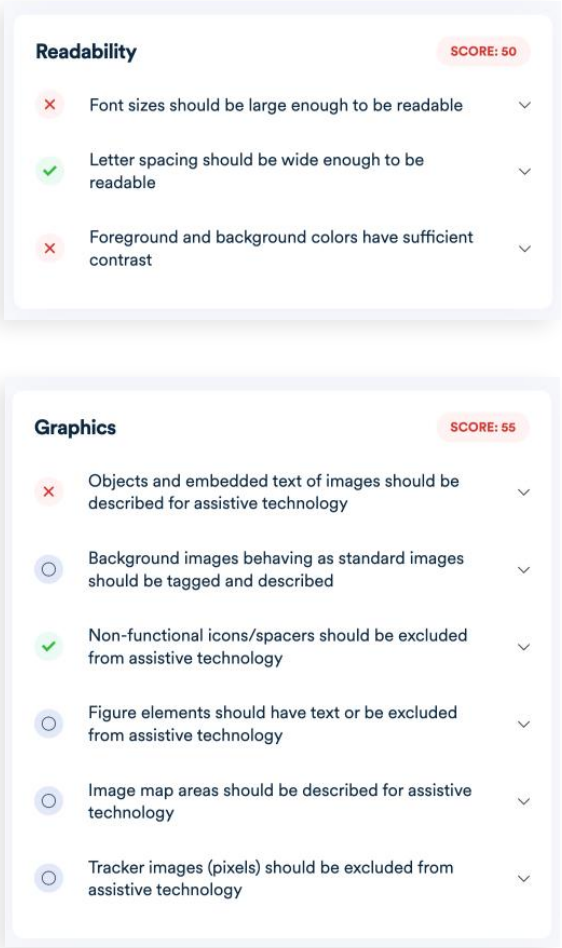
WCAG compliance ensures web content is accessible to people with disabilities. Snakerootbotanical.com **passed** many off the accessibility tests according to WebAIM.

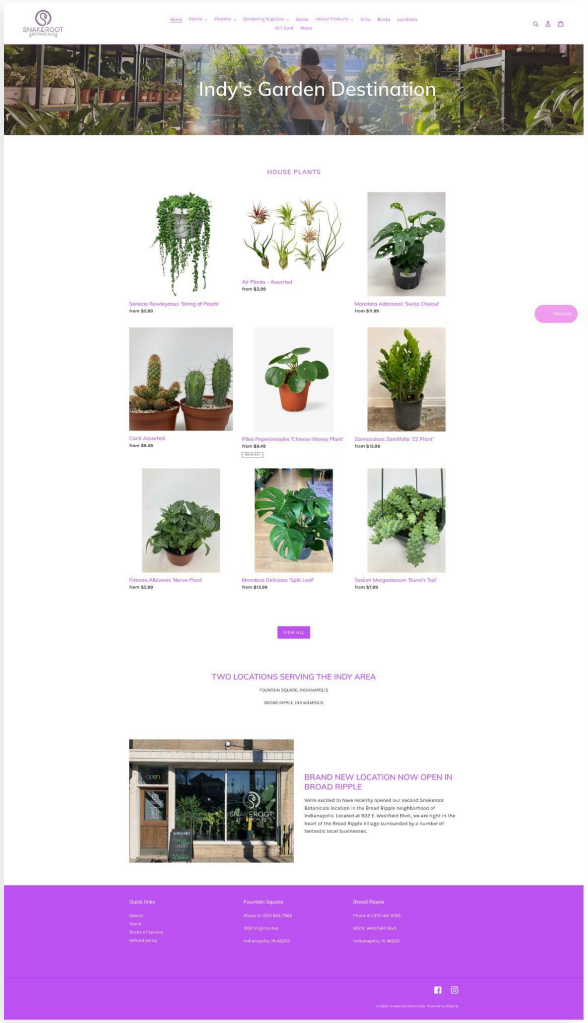


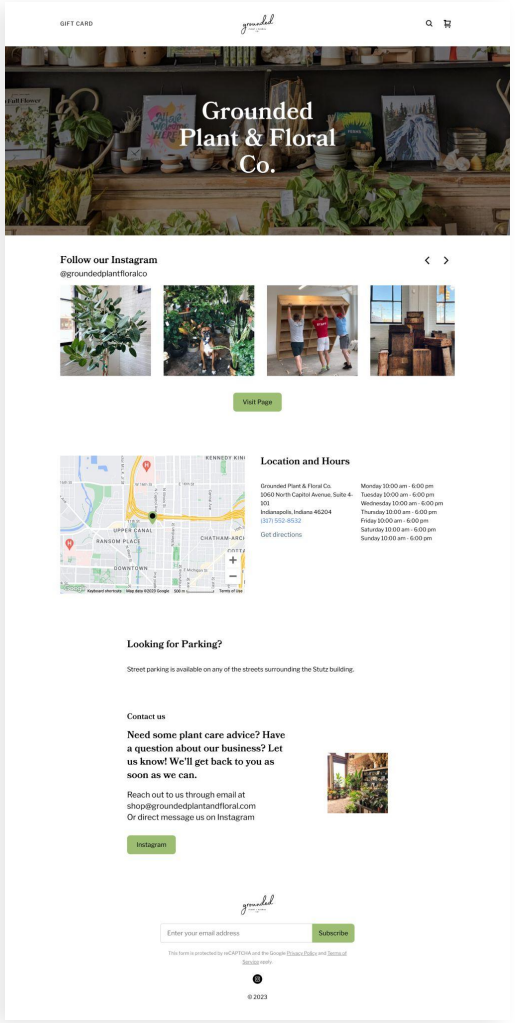
Ensuring Accessibility Standards

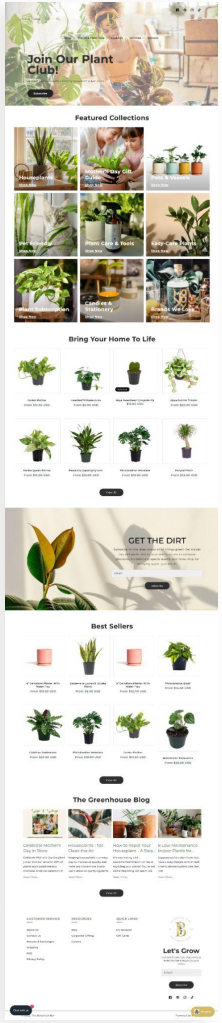
However, there are a few issues with readability and graphics that will impact **SEO** rankings.

- **Add** alt tags to images
- **Darken** purple to improve readability and to call attention to interactive elements
- **Improve** hierarchy and contrast in the footer
- **Restructure** typography scale to improve scannability




Indy's Garden Destination
HOUSE PLANTS
TWO LOCATIONS SERVING THE INDY AREA
BRAND NEW LOCATION NOW OPEN IN BROAD RIPPLE

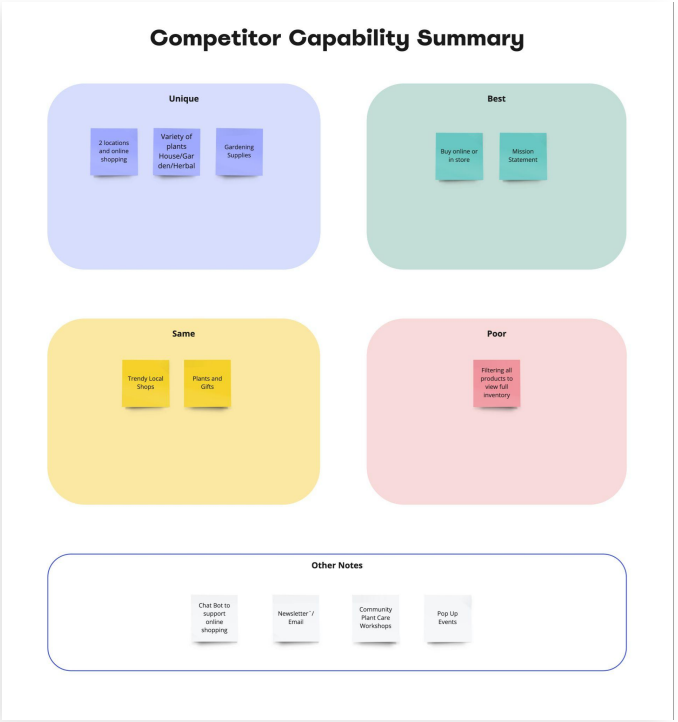

GIFT CARD
Grounded Plant & Floral Co.
Follow our Instagram
@groundedplantfloralco
Visit Page
Location and Hours
Looking for Parking?
Contact us
Instagram
Subscribe
© 2023


Join Our Plant Club!
Featured Collections
Bring Your Home To Life
GET THE DIRT
Best Sellers
The Greenhouse Blog

Competitor Analysis

Snakeroot is unique in the fact that they have 2 central Indy locations along with an online store which sells a diverse range of plants, herbal products, supplies and more. However, there are a few things we can learn from their competitors.

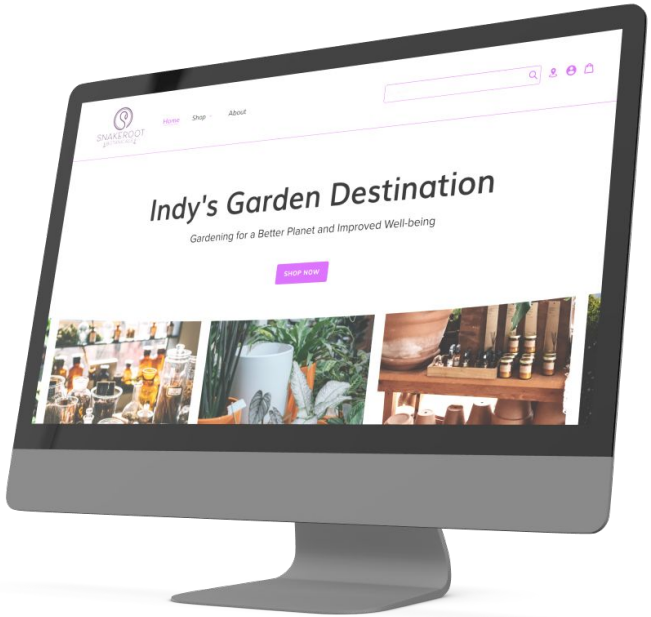
- **Utilize** digital newsletters to increase reach
- **Offer** online calendar for community events
- **Install** chatbot to aid in online customer support



Recommendations

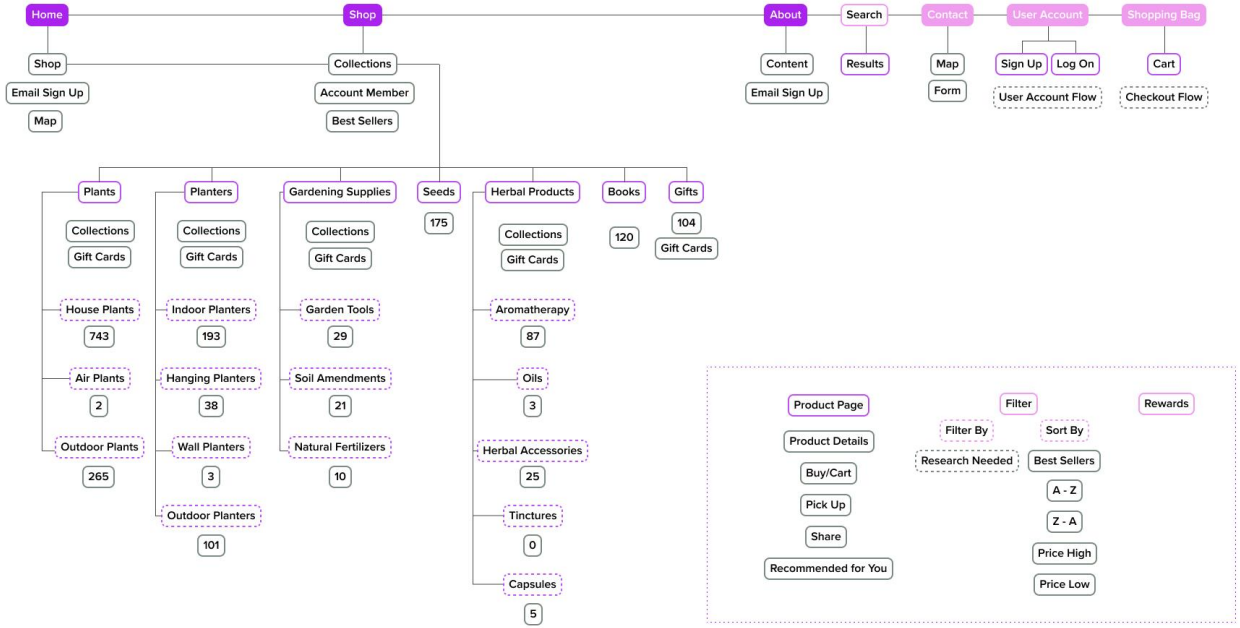
Snakeroot Botanicals has done an exceptional job in presenting their website, showcasing a visually appealing and well-crafted online presence. However, in order to further enhance the user experience and streamline the shopping journey, it is imperative to **prioritize** updates to the **navigation** and **filter** system.

- **Restructure** site map to determine best navigation system
- **Conduct** heuristic evaluation to identify and potential issue
- **Determine** user flow to ensure seamless experience
- **Improve** typography enforce hierarchy in information architecture



Site Map

Navigation



Footer

Logo

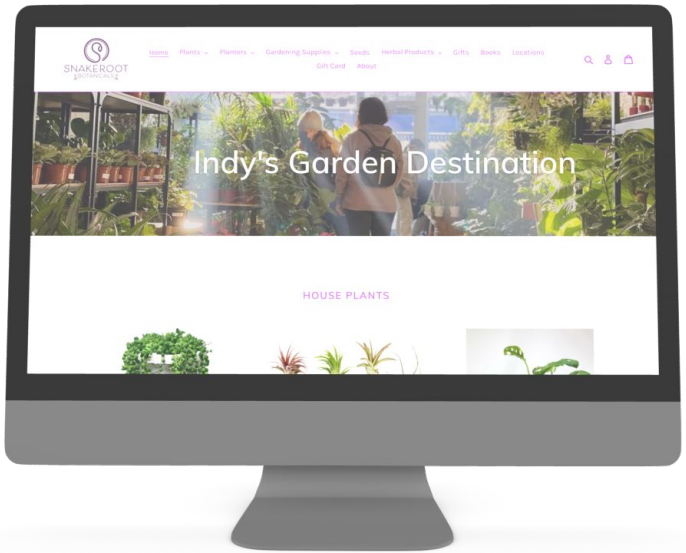
Social Links

Locations Locations

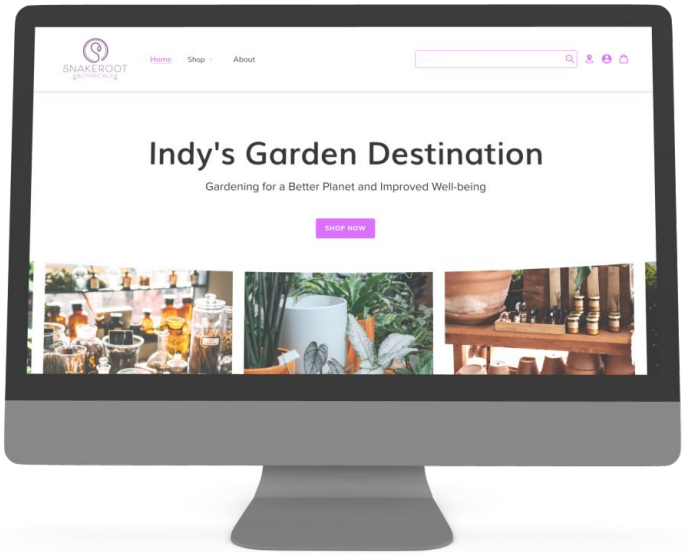
Site Map Terms of Service Return Policy

Elevate First Impressions

Before



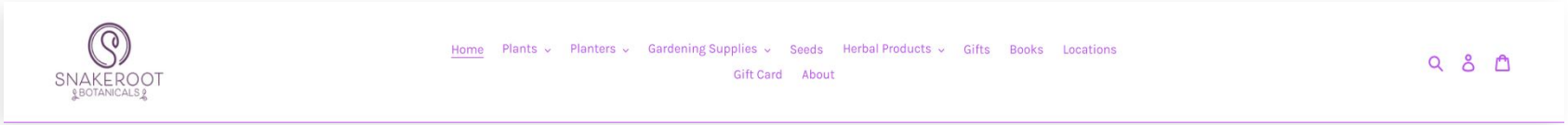
After



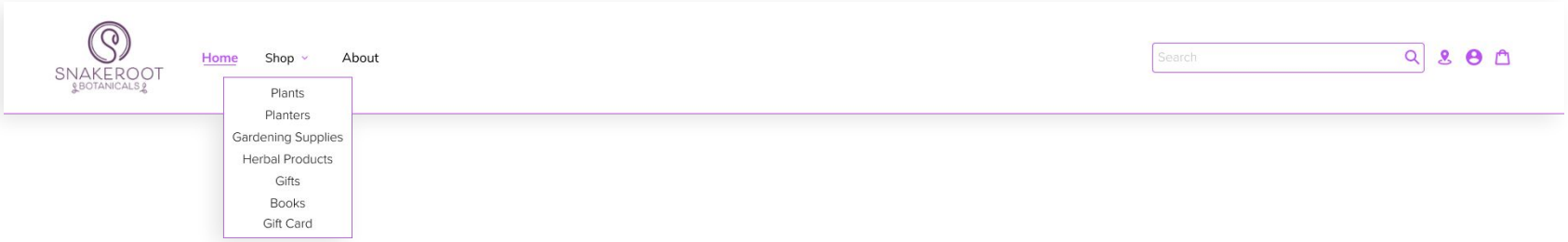
Navigation Redesign

In its current state the navigation options are **overwhelming** and **hides products** from the user. Cleaning up the navigation can **make the site easier to navigate** and allow the user to control what information they are presented throughout their journey.

Before



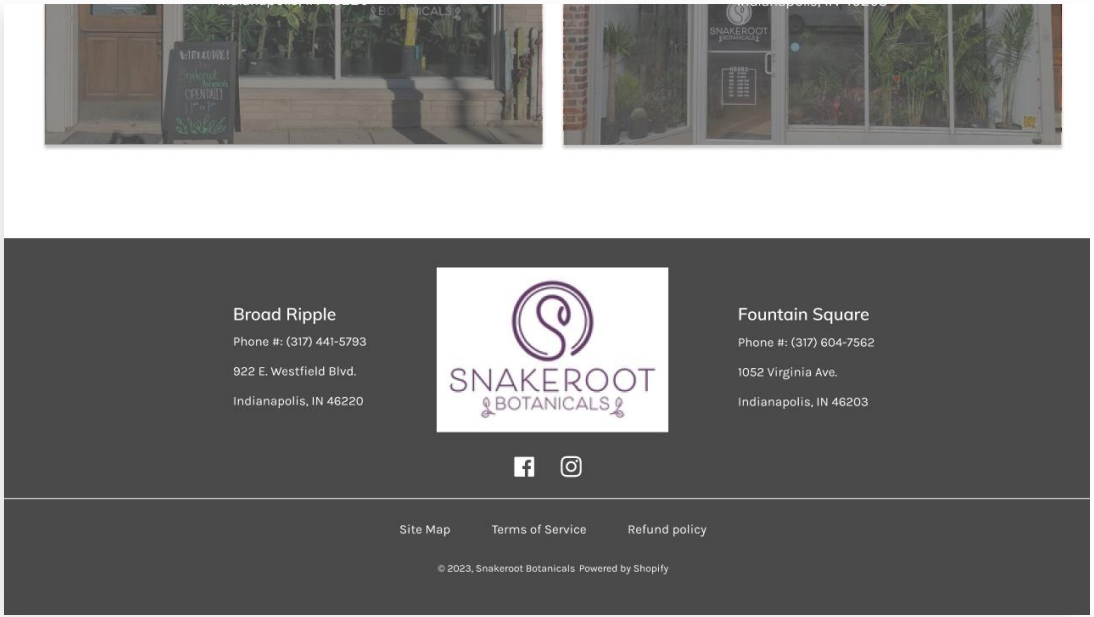
After



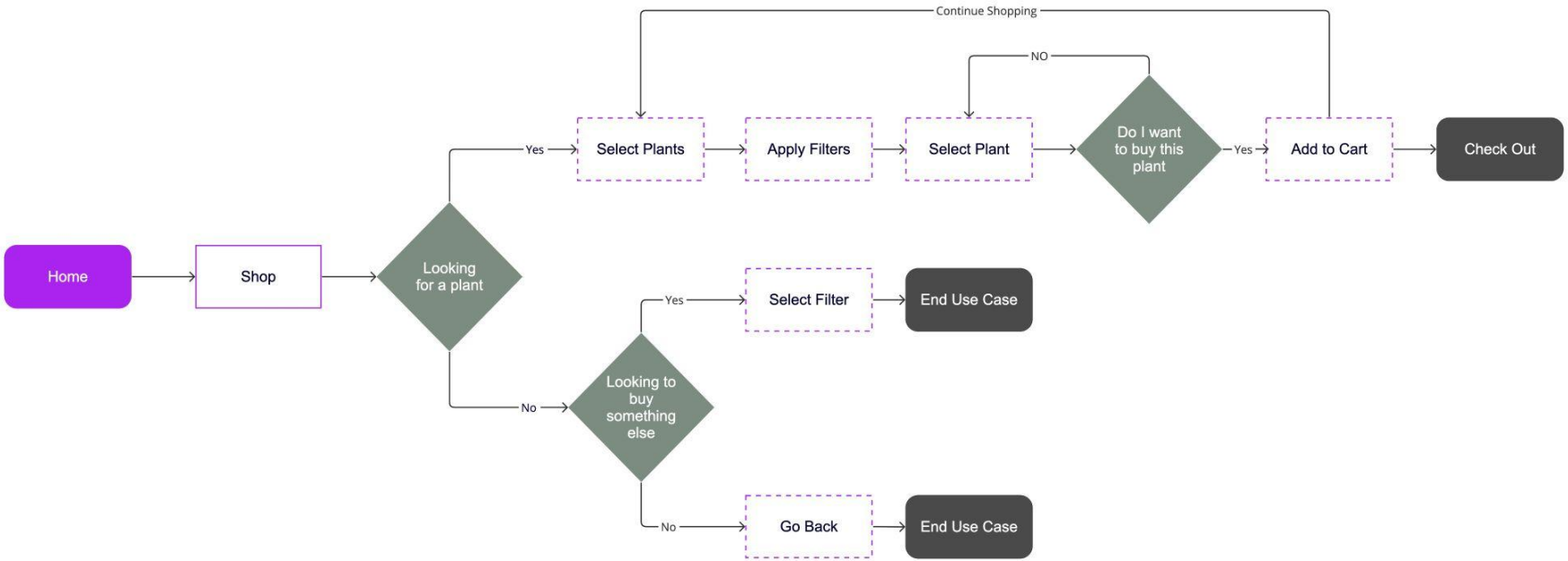
Footer Redesign

Improve readability and visual appeal with a few simple adjustments. Darkening the color in the footer not only **enhances information architecture**, but also creates a grounding sensation, allowing the logo to shine and highlights store locations.

Updated Version



User Flow

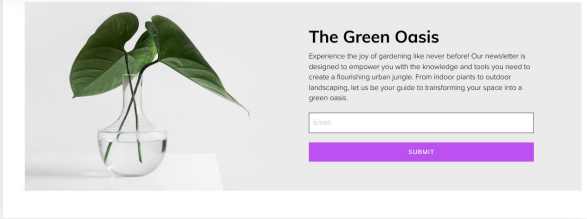

Continue Shopping
NO
Yes
Select Plants
Apply Filters
Select Plant
Do I want to buy this plant
Yes
Add to Cart
Check Out
Home
Shop
Looking for a plant
Yes
Select Filter
End Use Case
No
Looking to buy something else
No
Go Back
End Use Case

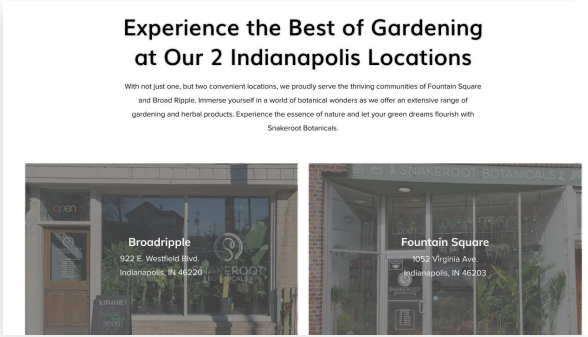
Home Page Redesign



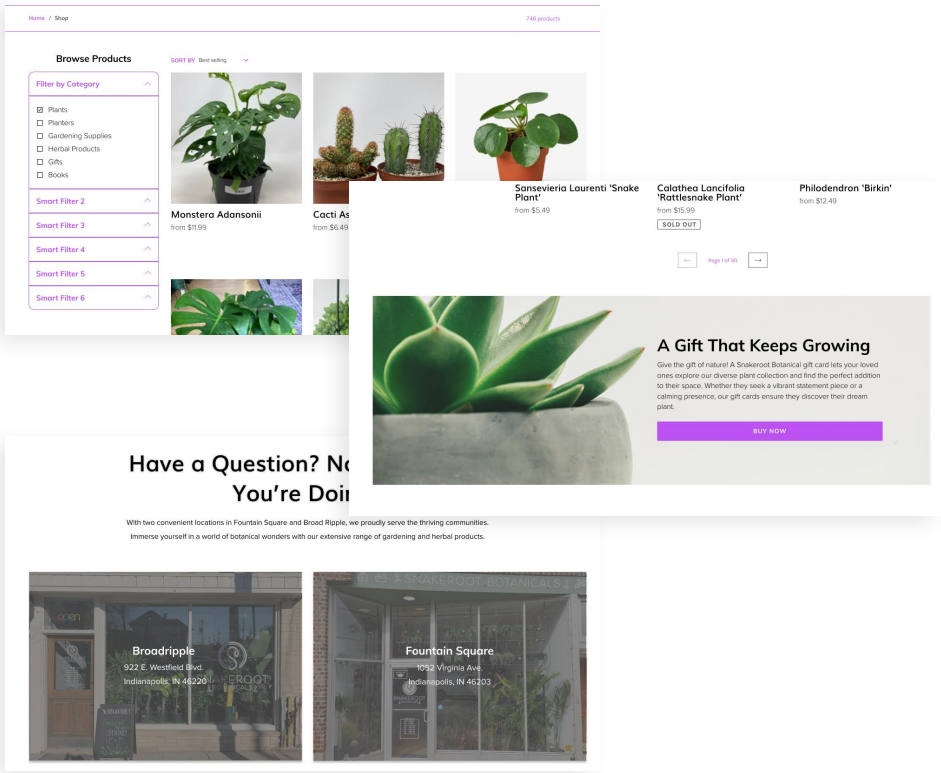


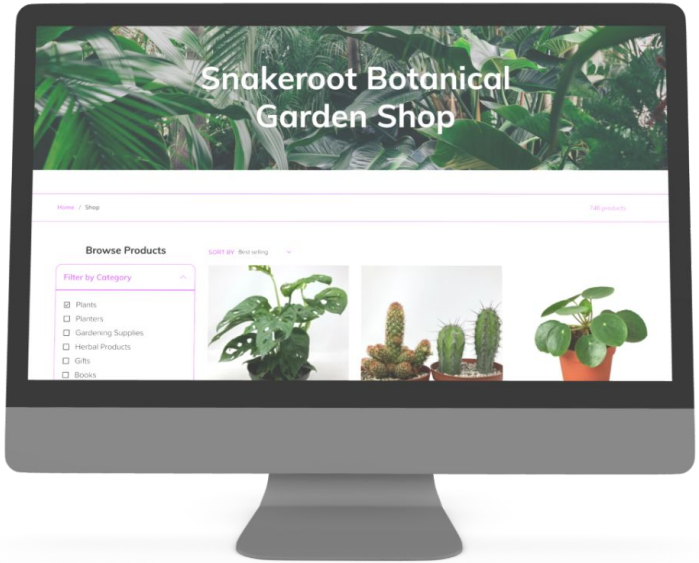




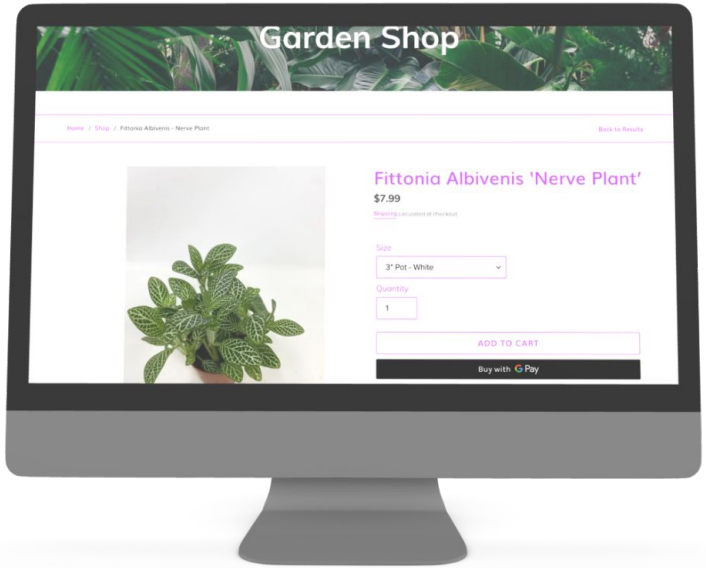


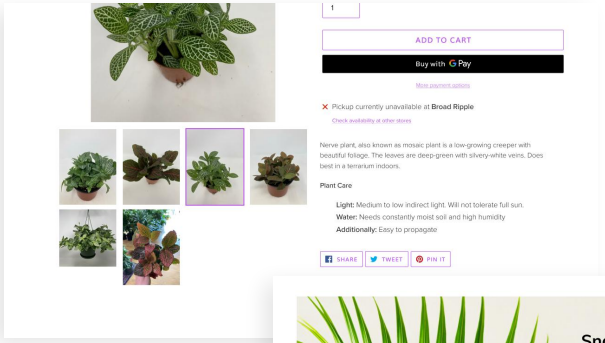
Shop Page Overhaul

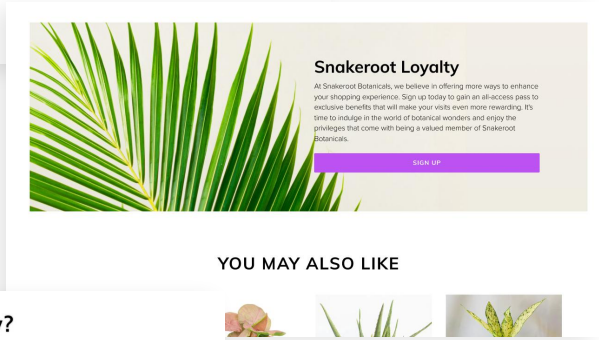


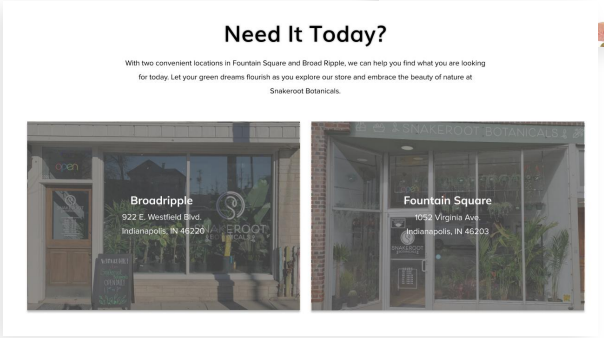


Product Detail Page Refresh









Appendix

Additional research done to inform design decisions

- Heuristic Evaluation
- Typography

Heuristic Evaluation

Heuristic Evaluation

Evaluator Name:
Mac and PC
Desktop

SEVERITY RATING

0 = I don't agree that this is a usability problem at all
1 = Cosmetic problem only: fix if time is available
2 = Minor usability problem: fixing this should be given low priority
3 = Major usability problem: important to fix, given high priority
4 = Usability catastrophe: fix this before product can be released

HEURISTICS	*VIOLATION*	*RECOMMENDATION*	*SEVERITY*
1. Visibility of system status *Aalways keep users informed about what is going on, through appropriate feedback within reasonable time.*	Buttons	Make hover state more visable	4
2. Match between system and the real world *Follow real-world conventions, making information appear in a natural and logical order.*			0
3. User control and freedom *Users should leave the unwanted state without having to go through an extended dialogue. undo and redo.*	Filters and Navigation	User Research needs done to determine categories for filters Restructure main nav	4
4. Consistency and standards *Users should not have to wonder whether different words, situations, or actions mean the same thing.*	Filters	Card sorting to help determine category names for filters	3
5. Error prevention *Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.*			0

HEURISTICS	*VIOLATION*	*RECOMMENDATION*	*SEVERITY*
6. Recognition rather than recall *Minimize the user's memory load by making objects, actions, and options visible.*	Navigation and Filters	Restructure main nav and conduct user research for filter options	2
7. Flexibility and efficiency of use *Accelerators. Allow users to tailor frequent actions.*	Product Results	Allow users to controls how many results per page and display options	2
8. Aesthetic and minimalist design *Dialogues should not contain information which is irrelevant or rarely needed.*	Color Contrast/ Filter navigatoin	Use colors that pass WCAG standards Allow users more control over which products are shown and not keep them separated.	3
9. Help users recognize, diagnose, and recover from errors *Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.*			0
10. Help and documentation *Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation.*			0

0 1 2 3 4

Typography

FONT

Muli
Proxima Nova

HEADLINES

Desktop

Headline 1
Bold, 65/120%

Headline 2
Bold, 48/120%

Headline 3
Bold, 20/120%

Headline 4
Bold, 16/120%

Headline 5
Bold, 12/120%

Tablet

Headline 1
Bold, 48/110%

Headline 2
Bold, 32/120%

Headline 3
Bold, 20/120%

Headline 4
Bold, 16/120%

Headline 5
Bold, 12/120%

Mobile

Headline 1
Bold, 32/120%

Headline 2
Bold, 24/120%

Headline 3
Bold, 20/120%

Headline 4
Bold, 16/120%

Headline 5
Bold, 12/120%

BODY

Body-1
Light, 16/140%

Body-2
Light, 12/140%

Body-1
Light, 16/140%

Body-2
Light, 12/140%

Body-1
Light, 16/140%

Body-2
Light, 12/140%

BUTTON/LINK

LARGE
Semi Bold, 18/120%

NORMAL
Semi Bold, 18/120%

MEDIUM
Semi Bold, 16/120%

SMALL
Semi Bold, 14/120%

EXTRA SMALL
Semi Bold, 14/120%

FIELDS

Text_Placeholder
Light, 16/120%

Text_Title
Light, 12/16

Text_Description
Light, 12/16



Thank you!