

Sunny Gardens Greenhouse

Sunny Gardens Greenhouse is a local, family owned brick and mortar plant nursery that has been in business for 28 years. They are dedicated to sustainability and environmentally friendly practices. The main focus of Sunny Gardens Greenhouse is to offer customers easy access to their gardening needs, like succulents, perennials, seasonal plants, vegetables, and organic growing products.

Competitive Task Analysis

Task: Shop for and buy a new snake plant for local pickup

Step #	Company				
	Sunny Garden Greenhouses	The Parcel	One Nature Nursery	Home Depot Garden Center	Grow Newburgh
1	Click plants	Click shop	Click shop	Scroll through product categories	Scroll through product options
2	Scroll through product categories	Scroll through product options	Scroll through product categories	Select category	Click product
3	Click load more	Click product	Select category	Scroll through product categories	Select size
4	Scroll through product options	Select size	Scroll through product options	Select category	Select quantity
5	Click product	Select quantity	Click product	Scroll through product options	Add to cart
6		Add to cart	Select size	Click product	Select cart
7		Select pickup	Select quantity	Select pickup	Select checkout
8		Select pickup location	Add to cart	Select quantity	Type email
9		Click calendar	Select view cart	Add to cart	Click continue

10		Select day	Click checkout	Select checkout	Select store pickup
11		Press checkout	Select pickup	Select create an account	Click continue
12		Type card number	Type card number	Select personal account	Type card number
13		Type card expiration date	Type card expiration date	Type email address	Type card expiration date
14		Type card pin number	Type card pin number	Type password	Type card pin number
15		Type first name for billing address	Type first name for billing address	Type zip code	Type first name for billing address
16		Type last name for billing address	Type last name for billing address	Type phone number	Type last name for billing address
17		Type street name for billing address	Type street name for billing address	Select create an account	Type street name for billing address
18		Type zip code for billing address	Type zip code for billing address	Type first name on checkout page	Type zip code for billing address
19		Type city for billing address	Type city for billing address	Type last name on checkout page	Type city for billing address
20		Type state for billing address	Type state for billing address	Type phone number	Type state for billing address
21		Click continue	Click continue	Click continue	Click continue
22		Review order	Review order	Select store for pickup	Review order
23		Press pay now	Press pay now	Choose pick up in store	Press pay now
24				Click continue	
25				Autofill payment information	

26				Press pay now	
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Insights

1. It takes an average of 23 clicks to complete the checkout process.
2. The most time is spent on the product details page, so it should be well-laid out and informative
3. Products need to be organized clearly in order for the checkout process to proceed smoothly

Comparative Feature Analysis

Feature	Company			
	Sunny Garden Greenhouses	Target	Tractor Supply Co.	Etsy
Checkout Process	X	✓	✓	✓
In-store Pickup	✓	✓	✓	X
Delivery	X	✓	✓	✓
Coupon Subscription	X	✓	✓	X
Filter	X	✓	✓	✓
Favorites Page	X	✓	✓	✓
Product Descriptions	X	✓	✓	✓
Product Tips	✓	X	X	X
Order Tracking	X	✓	✓	✓
Product Recommendations	X	✓	✓	✓
Product Reviews	X	✓	✓	✓
Product Ratings	X	✓	✓	✓

Feature	Company			
	Sunny Garden Greenhouses	Target	Tractor Supply Co.	Etsy
Account Sign-In	x	✓	✓	✓

Insights

1. The Sunny Garden Greenhouse website does not currently have a checkout process.
2. Sunny Garden Greenhouse is lacking in a lot of features that make an e-commerce site desirable to use. For example:
 - Users cannot see their favorite items in one place
 - Users cannot filter products
 - Website lacks key information like product reviews, ratings, and descriptions
 - Users cannot make accounts to keep track of their information
3. Some additional features users appreciate on e-commerce websites could be added to the Sunny Garden Greenhouse website.
 - Recommendations for products based on previous purchases or the item being purchased
 - Subscription feature for sales/coupons
 - Tips for using the products

Notes:

The Sunny Garden Greenhouses website does not currently have a checkout process. In order to gain some insight into what a flower shop checkout process looks like, I conducted a competitive task analysis of the checkout process with some other flower shops. By doing so, I was able to narrow down the essential steps I needed to design a checkout process.

Next, I did a comparative task analysis with some indirect competitors – e-commerce sites that also sell products. I did an informal survey of features that users feel are essential when it comes to buying products online, and from there I pared it down to the features that popped up most often.

By comparing the features that these websites had in common, I was able to narrow down the most important features that need to go into the Sunny Gardens Greenhouse website in order to make it a better experience for the users. I also found a few features that I would like to see implemented in future prototypes, such as tips, product recommendations, and subscriptions.

[Only highlight the most important features that I implemented from the comparative analysis when we get to the presentation]