Wedding Bells

UX DESIGN CERTIFICATE PROJECT 2

Designer
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Project overview

The product:

Wedding bells is a wedding ceremony scheduling for the wedding venue website which makes virtual tours to different kinds of venues and plan the different ceremonies included in the wedding possible for people who have busy schedules or are short on time.It also helps them arrange with customised theme based based ceremonies ,decorations,vendors ,supplies and more. The customers can actually enjoy planning their dream day with ease sitting at home online.

Project duration:

June 2023 - July 2023

Google
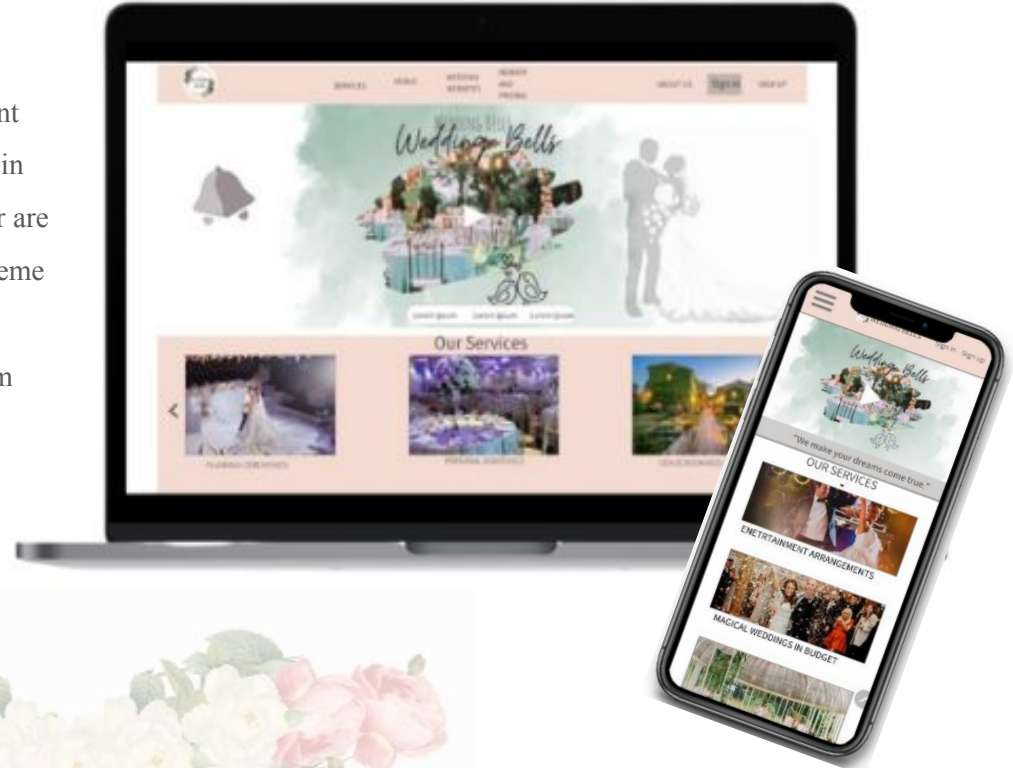
Project overview

The problem:

Busy couple and busy wedding planners need a well customized and easy virtual wedding venue scheduling website/ app. They want to be able to choose their wedding venue without stressing on shortage on time to meet their wedding date.

The goal:

Create a website for wedding virtual venue scheduling that showcases all the wedding amenities ,pricing and vendors. All the beautiful venues with explicit in depth virtual tours for couples who really wish to have beautiful weddings with elaborate exclusive details but are not able to meet their desires due to lack of time.

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Project overview

My role:

UX designer leading the app and responsive website design from concept to delivery.

Responsibilities:

Conducting interviews,wireframes,low and high fidelity prototyping,conduction,usability studies, accounting for accessibility and iterating on design.Determining information architecture and responsive design.

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Understanding the user

- User research
- Personas
- Problem statements
- User journey maps
- Competitive research and audit

User research: summary

I am creating a wedding ceremony scheduling for wedding venue website called Wedding Bells.Targeting busy users i.e, wedding couple, planner,photographers ,event decorators who are extremely busy and wish to have an online wedding planning website to plan their occasion without stress and fast meeting their target dates for the events. For this website design i first conducted a research process which included with primary research and interviews. In order to understand why would the users like to book a tour of the venue virtually and plan events online and what are their struggles experienced while booking,pricing and setting dates etc.

My research included virtual interview with 5 participants ,studying different user groups ,including
Bride to be , the groom ,wedding planner, event decorator and wedding photographer.

User research: pain points

1

Better picture gallery

Not many pictures and videos with details available on the websites/apps .The pictures are of poor quality which creates frustration in users and they loose interest .

2

Unclear venue list

Busy couples find it extremely challenging to visit all the venues on the list in real life. Not all venues listed are clearly described or mention availability
on virtual tour

3

Vendors and pricing details not clear

Users are also frustrated that they cannot easily access the pricing and vendor details

4

Poor guidance in organizing or planning

The customers get overwhelmed with too many tasks to do and lists but there's no one to guide them or help them organise the event.

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Persona: **SHANE DANIELS**

Problem statement:

Shane Daniels is a 25 year student,part time worker and a bride to be who needs a website that can help her book and plan her wedding venue and ceremonies with a virtual guide because she has no time to plan her day herself or visit all the venues in person.

"Weddings should be magical "

Goals
- To be able to enjoy with family andfriends.
- Choose a wedding venue that matches her style.
- Have a budget friendly &glamorous wedding .

Frustrations
- Lack of time.
- Schedule venue markets but most require visiting.
- Sustainable venue
- Family pressure

SHANE DANIELS

Age: 25
Education: M.B.A
Hometown: Texas
Family: Lives with her Fiance
Occupation: Student and part time job at a cafeteria

Shane is a 25 year old girl ,who lives with her fiance Dave in Vermont.She is a doing M.A in fine arts and also working in a cafeteria part time. She and her partner have decided to tie the knot in 6 months.She has been trying to manage studies,job, house and planning for wedding with her busy schedule and now desperately wishes if she could have venue booking virtually and let her wedding ceremony go smooth and well planned. She wants a beautiful magical and memorable wedding.

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Persona: **David Bowie**

Problem statement:

David Bowie is a 38 year old wedding planner who needs a wedding website with a clear vendor and detailed pricing list because he wants to meet the logistics of his clients easily with no surprises in costing later.

"Weddings are a celebration of love"

Goals
- Research and visit the visit the venue spot.
- plan a seamless string of events for the couple.
- Meet wedding logistics with the clients.

Frustrations
- Too many clients
- Schedule venue markets but most require visiting and research.
- Planning for the unexpected.

David Bowie

Age: 38
Education: Fine Art
Hometown: New york ,New york
Family: Wife and kids
Occupation: Freelance wedding planner.

David Bowie is a freelance wedding planner who lives in New York with his family. He is a very popular wedding planner and doing great in his field. Therefore has many clients.All the clients come up with their requests for different venues to be matched with their style. He likes to do his research and study the venues perfectly to match his wedding themes and budget as per client.

User journey map

Shane Daniels

Mapping Shane Daniel's user journey revealed that how helpful it would be for the busy users with Diverse cultures and different genders to easily Plan & book their wedding venue and schedule ceremonies virtually.

Persona: Shane Daniels
Goal: Book cost efficient ,beautiful venue for wedding virtually.

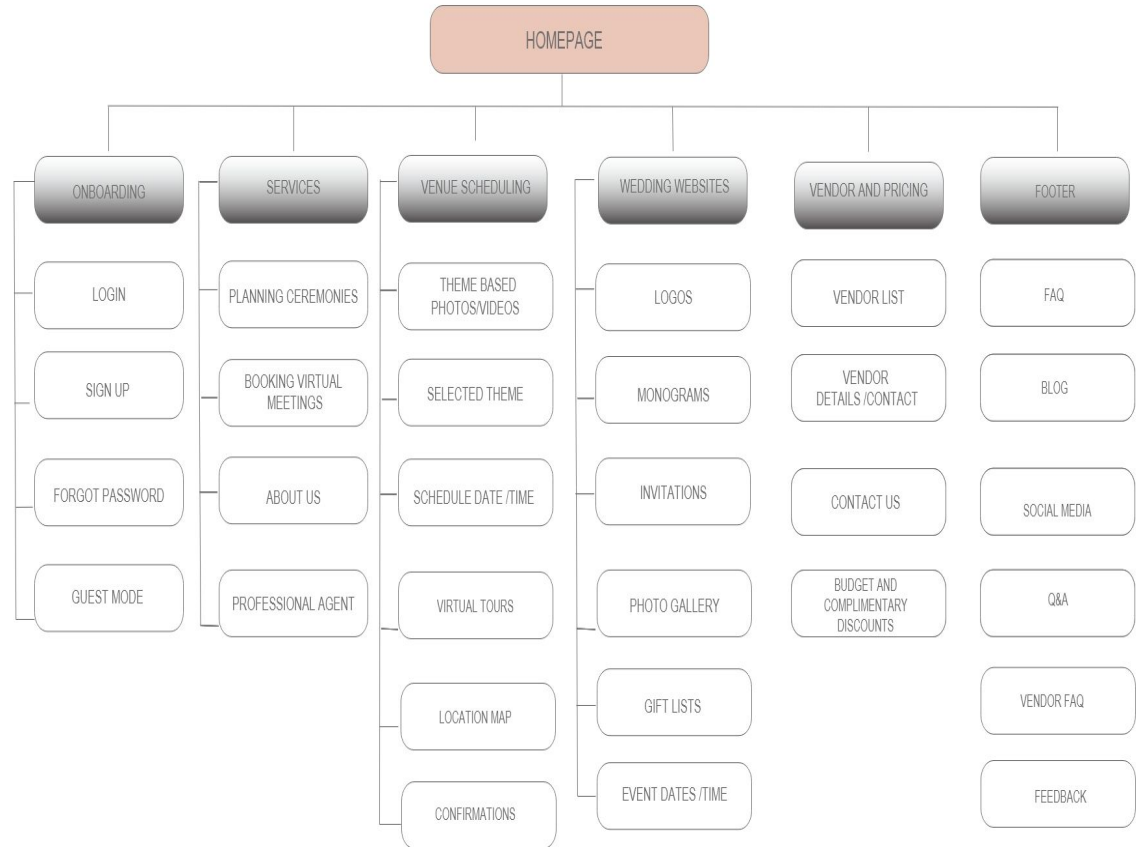| ACTION	Get the app	Choose ceremony themes	View picture gallery	Check amenities,and budget	Take a virtual tour and book a zoom call	Complete booking
TASK LIST	A. Download App B. Register C.Choose the location	A. Find ceremony Theme options. B.choose theme	A. View pictures B. View videos C.check videos and pictures of chosen theme weddings of other couples.	A.View amenities list. B.Different vendors options. C.Cost price.	A. Take a virtual tour of the venue B.choose the date and time for Zoom meeting.	A.Meet on zoom call. B. Discuss the Options. C. Confirm the booking.
FEELING ADJECTIVE	.Emotional about the planning of new journey. .Excited	1. Relieved to see so many options. 2.Happy	1.Overwhelmed to see so many pictures. 2. Happy to see the videos on venues.	1.Excited to see affordable budget. 2.Nervous	1.Exhilarated 2.Enjoyed the virtual tour	1.Satisfied 2.Excited to see the plan coming forward
IMPROVEMENT OPPORTUNITIES	1.Register with email/phone number. 2.Personal assistant To guide the planning.	1.Theme options to select . 2.Need to have different culture Themes available.	Great picture gallery with wedding set ups of diverse cultures	1.Availability for all gender marriage 2. Easy pricing with no hidden cost	1.Easy access to virtual tour and also real tour possibility 2. All venue contact details easily available.	Confirmation with email and complete cost details

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Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Sitemap

While making the sitemap i was trying to create an easy user flow for the users.Where the client can easily access online virtual bookings to contact the vendors to in order to have a great wedding ceremony feeling like a guest at their own wedding.

UX DESIGN
SITE MAP
WEDDING BELLS
INFORMATIONAL ARCHITECTURE
HIERARCHICAL MODAL

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                        HOMEPAGE

  ONBOARDING  SERVICES  VENUE SCHEDULING  WEDDING WEBSITES  VENDOR AND PRICING  FOOTER

  LOGIN       PLANNING    THEME BASED      LOGOS            VENDOR LIST        FAQ
              CEREMONIES  PHOTOS/VIDEOS

  SIGN UP     BOOKING     SELECTED THEME   MONOGRAMS        VENDOR             BLOG
              VIRTUAL                                       DETAILS /CONTACT
              MEETINGS

  FORGOT      ABOUT US    SCHEDULE         INVITATIONS      CONTACT US         SOCIAL MEDIA
  PASSWORD                DATE /TIME

  GUEST MODE  PROFESSIONAL VIRTUAL TOURS   PHOTO GALLERY    BUDGET AND         Q&A
              AGENT                                         COMPLIMENTARY
                                                            DISCOUNTS

                          LOCATION MAP     GIFT LISTS                          VENDOR FAQ

                          CONFIRMATIONS    EVENT DATES /TIME                   FEEDBACK
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Paper wireframes

I sketched some paper wireframes for the screens in my app,trying to create a good user flow ,checking all the pain points. Finally i chose homescreen 2 for my homepage design as i felt the navigation bar was very user friendly with all the main categories the website is offering from services to venue bookings ,wedding websites and vendor list with prices highlighted for easy access.
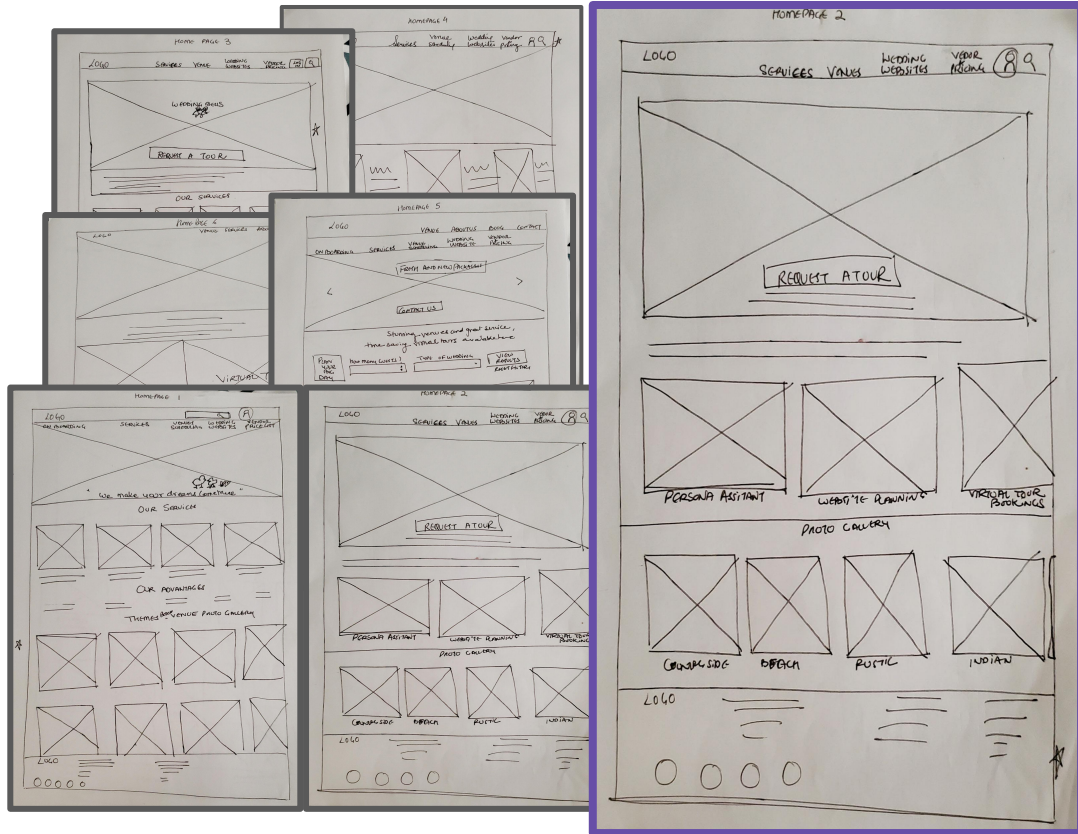
Paper wireframe
screen size variation(s)

Keeping in mind that volunteers access the site on different devices, I decided to start designing additional screen sizes to make sure the site is fully responsive. I first made a wireframe on regular paper then managed to print a grid paper and made the mobile version on grid template.
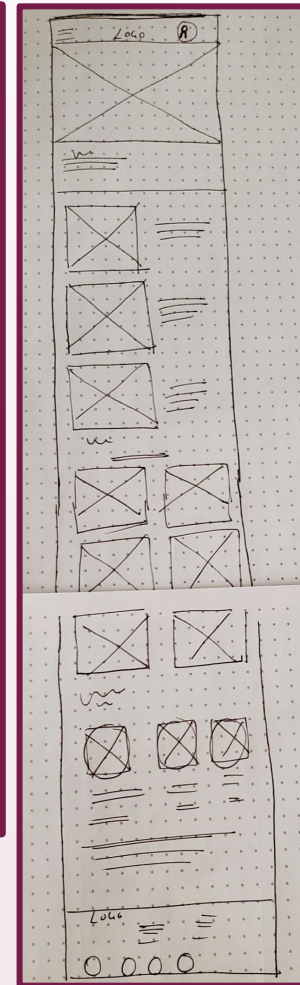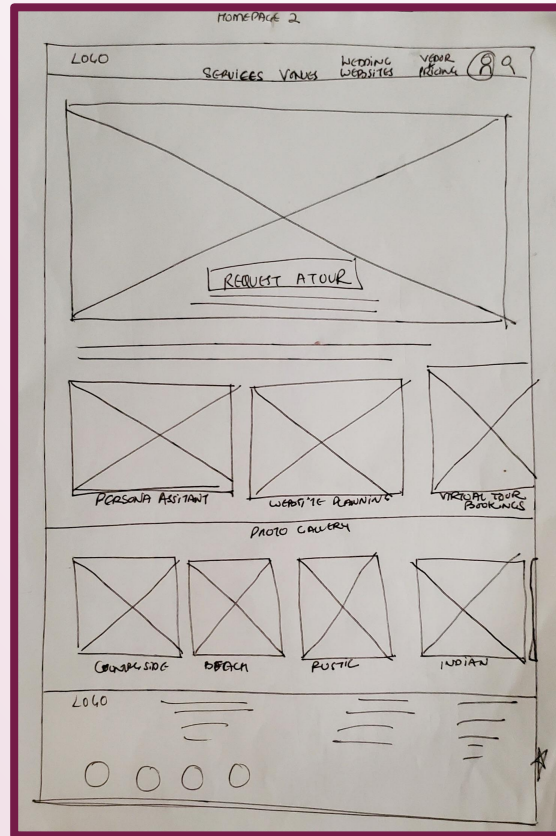
Digital wireframes

Starting wireframes in Adobe XD was
challenging in the beginning.The biggest
challenge was to get used to the new tool.
 In the beginning.After watching few videos
 in the course i got comfortable with the tool.
I tried to make sure to design my wireframes
based on feedback and findings from the user
 research and improve the user experience.
Easy navigation ,clear pictures, visual elements
on the home page was a key part of my strategy.
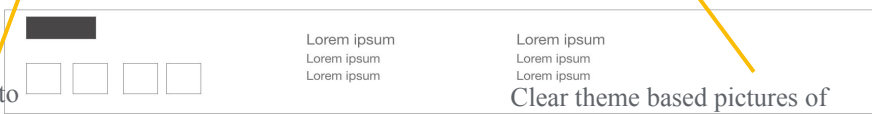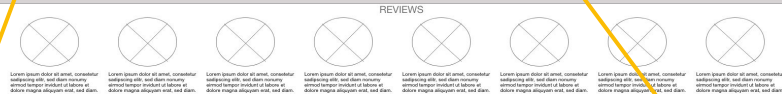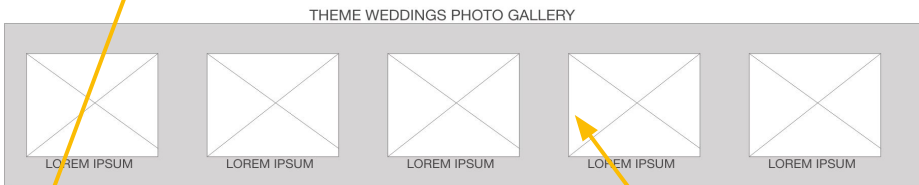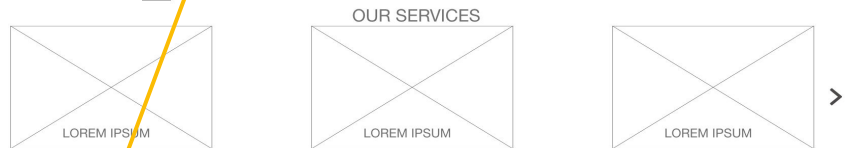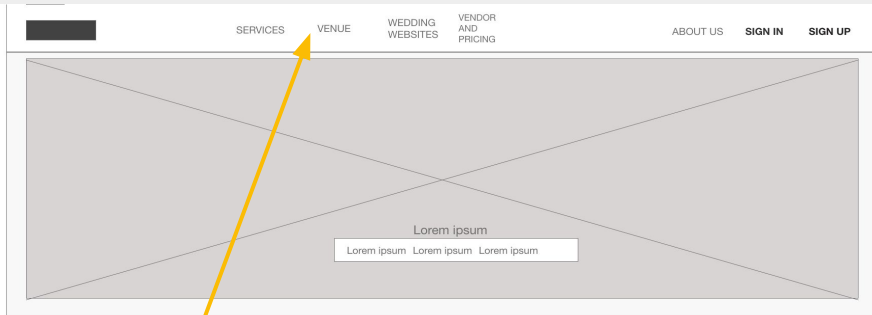
Easy navigation to
venue selection both
for personal and
Virtual tour bookings

Clear theme based pictures of
weddings for the customers .
Helping them to decide their own
wedding theme easily.

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Digital wireframe screen size variation(s)

I designed a responsive web design, desktop and mobile versions for each screen.I learnt how to fit different features of design in various screen sizes.Keeping emphasis on different heading sizes ,important buttons, navigation bar and footer.
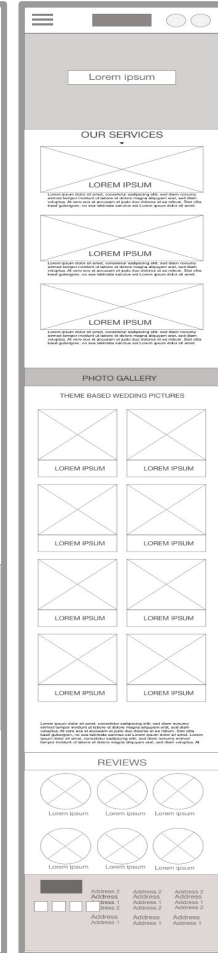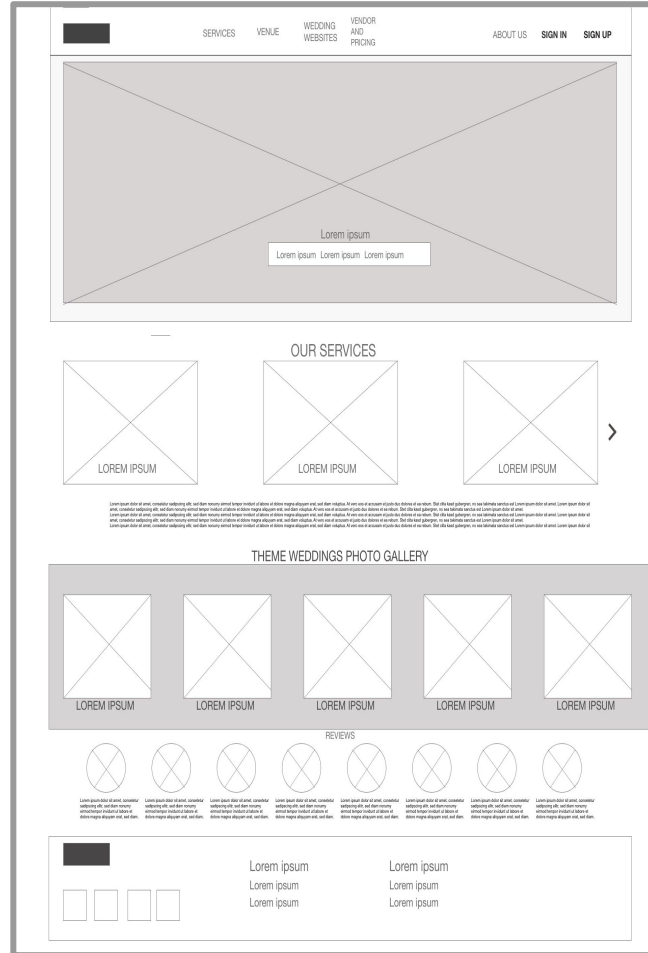
Low-fidelity prototype

I connected all the screens as per the user flow. The first connections go from signing in to services then venue options which then link to booking type i.e personal or virtual meeting for venue booking and then confirmation after setting time and date.The secondary connections are related to personalised wedding website building page with many templates followed by vendor type contact selection with prices and connection to their website.
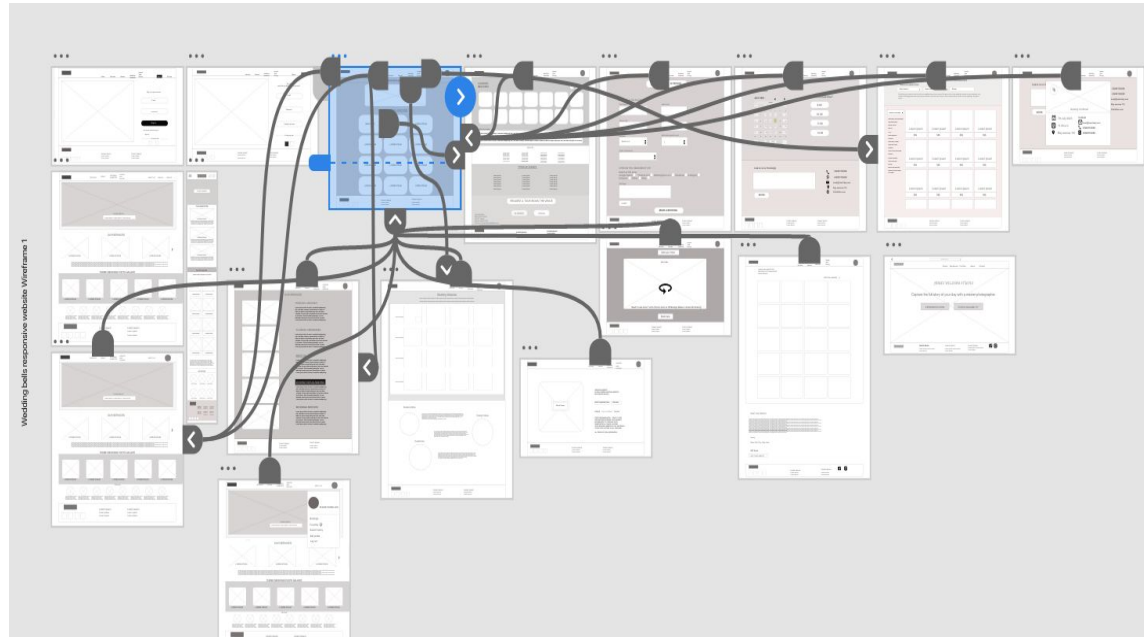
Link to my lo- fidelity prototype

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Usability study: parameters

Study type:

Unmoderated usability study

Location:

United States, remote

Participants:

5 participants

Length:

20-30 minutes

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Usability study: findings

These were the main findings uncovered by the usability study

1

Unclear navigation

Majority of the users felt that the navigation bar and icons Were not very clear

2

Inconsistency

Some felt there was inconsistency within the website.

3

Venue booking

Some users got confused while booking the venue meeting and wanted the type of booking buttons to be highlighted .

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Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

After the usability study on highlighting booking venue buttons ,i changed there placement to more visible in case the user is not computer friendly and doesn't scroll up the page he finds the options easily accessible.
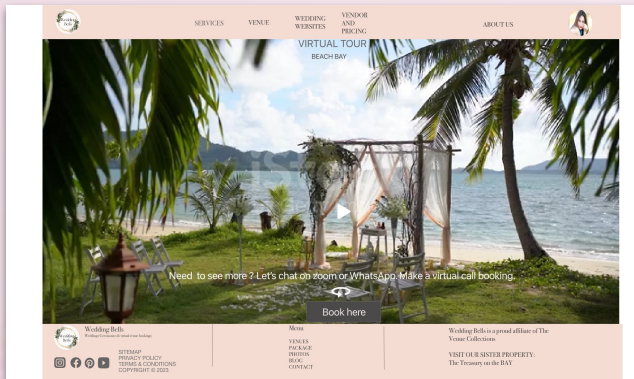
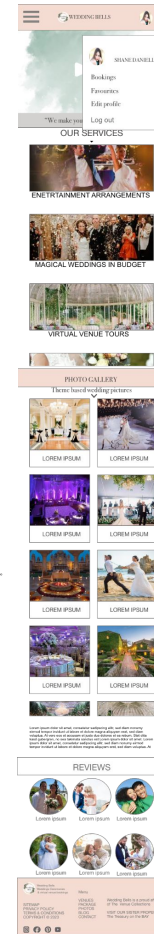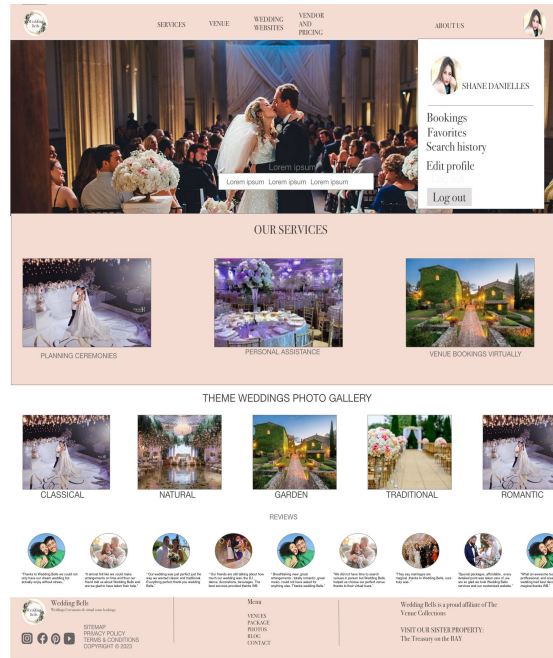**Before usability study**

After usability study

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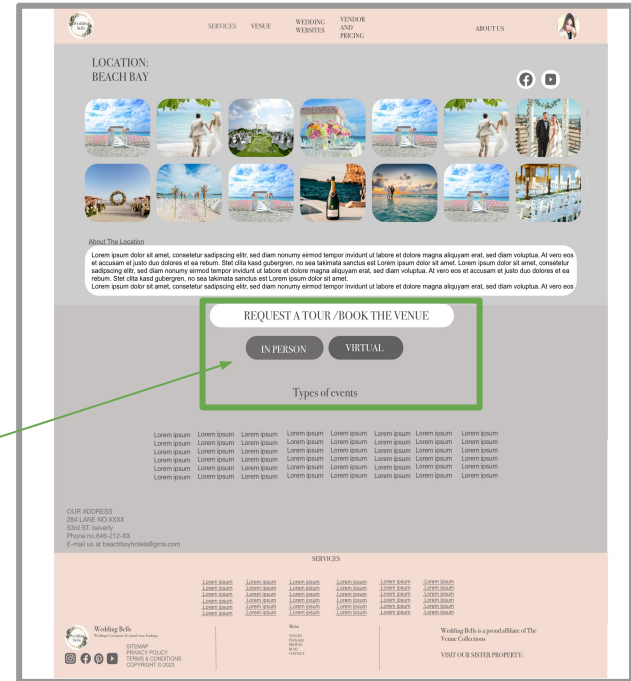
Mockups

As per usability study on unclear navigation, changed the options more elaborated with action buttons etc.

Before usability study

After usability study
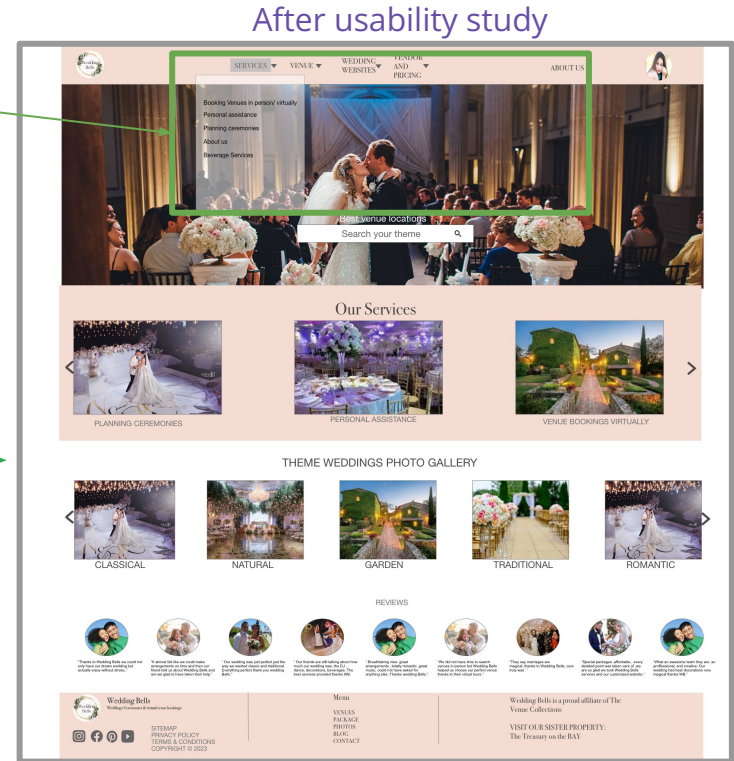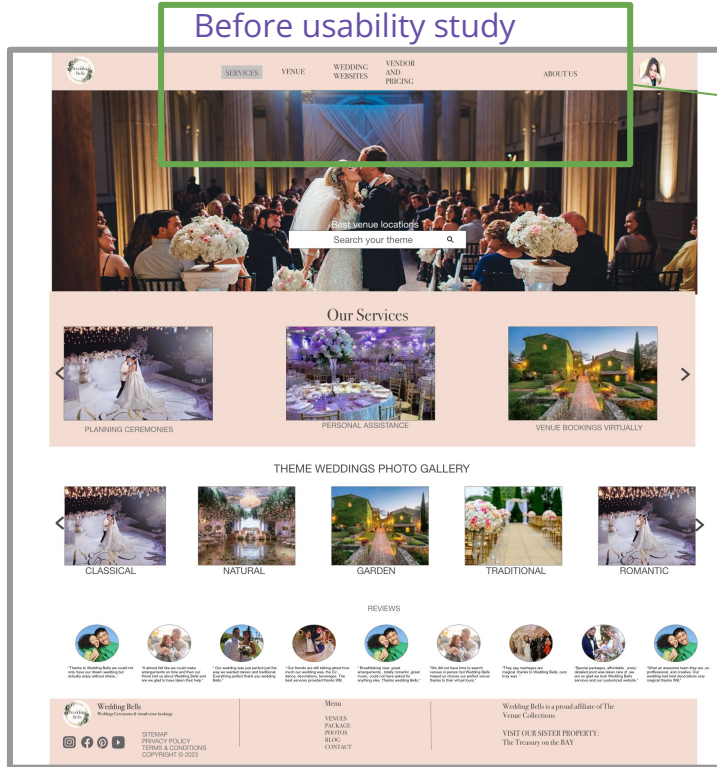
# Mockups: Original screen size
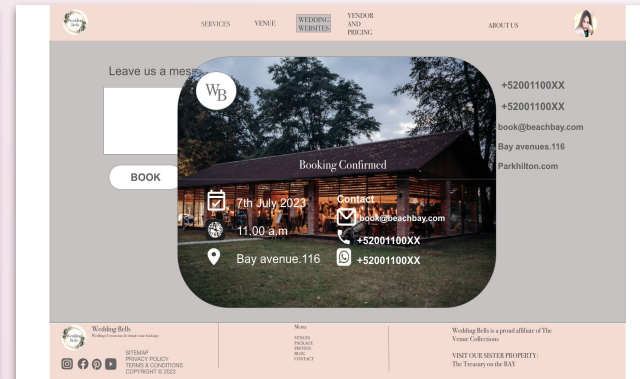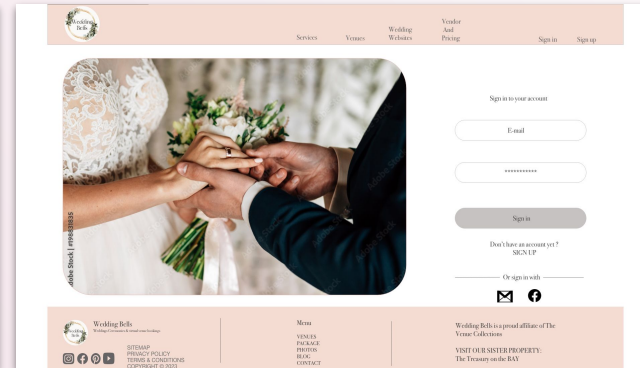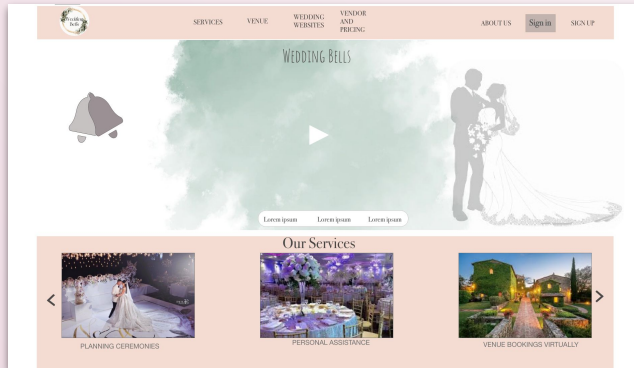
Mockups: Screen size variations
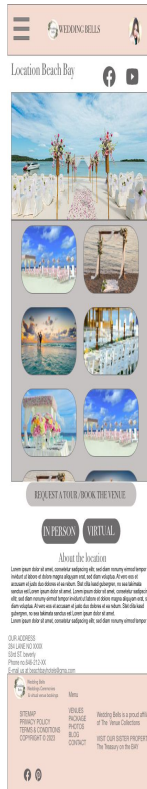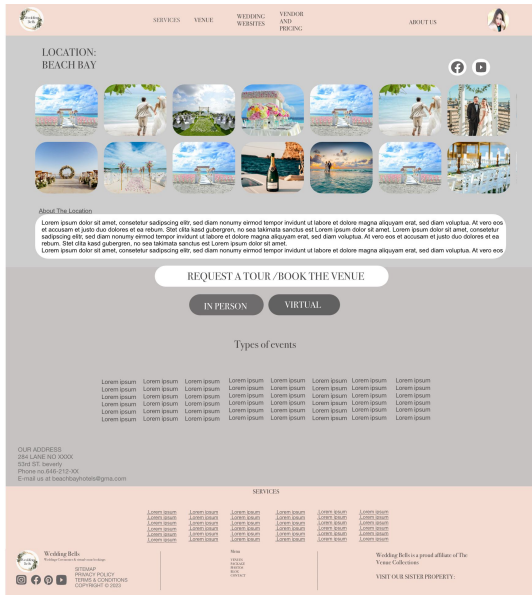
For my mock ups i made designs in desktop and mobile version

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High-fidelity prototype

In my high-fidelity prototype i made some changes to the user flow from the low-fidelity prototype.changed some of the user flow Links to low-fidelity prototypes. I also made some design changes after the usability study.
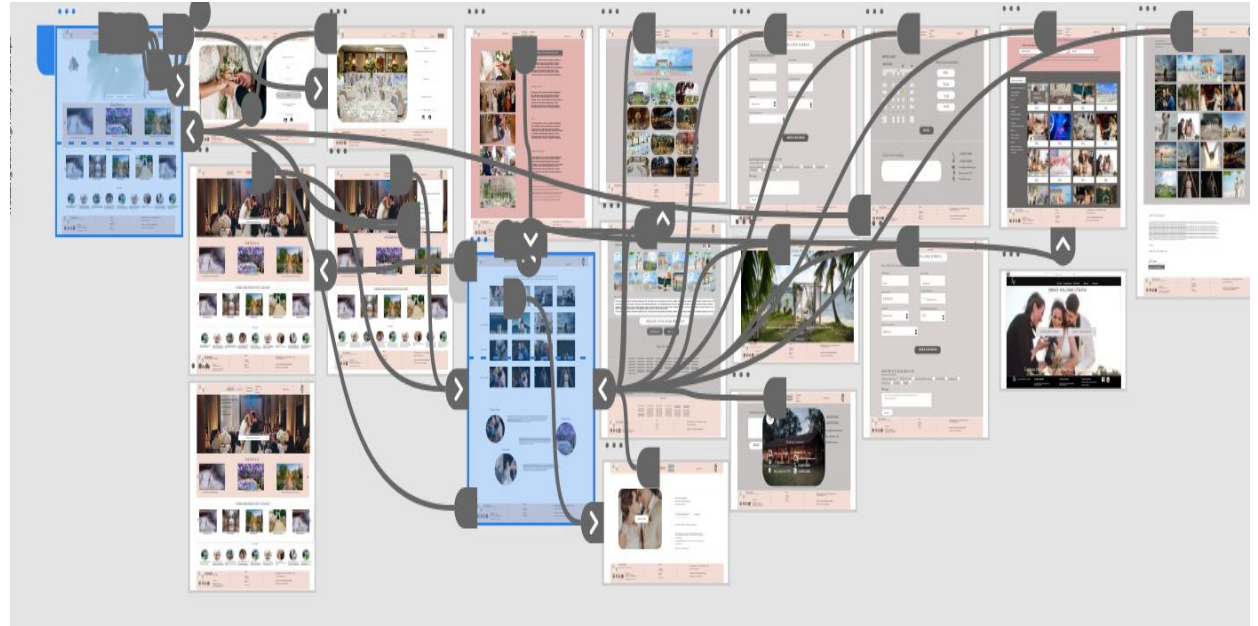
link to high fidelity prototype

Google

Accessibility considerations

1

Color values were checked using adobe color tools and made sure they are WCAG approved.

2

Access to users who are vision-impaired through adding alt text to images for screen readers.

3

I used headings with different sized text following the visual hierarchy

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# Going forward

- Takeaways
- Next steps

Takeaways

Impact:

Wedding Bells helps busy users to book Venues for wedding virtually ,stress free saving on time and stress when deciding about the best wedding venue for their special moment in life. Our users shared that has very engaging pictures and very easy to navigate.

What I learned:

I learned that a design needs lots of studying user needs it's not about what you think is a great design it's about how user friendly is your design.Every smallest detail matters from small action buttons , navigation bar ,your images included indesign ,the color theme and more.The more you study your design and iterate it keeps getting better.

Google
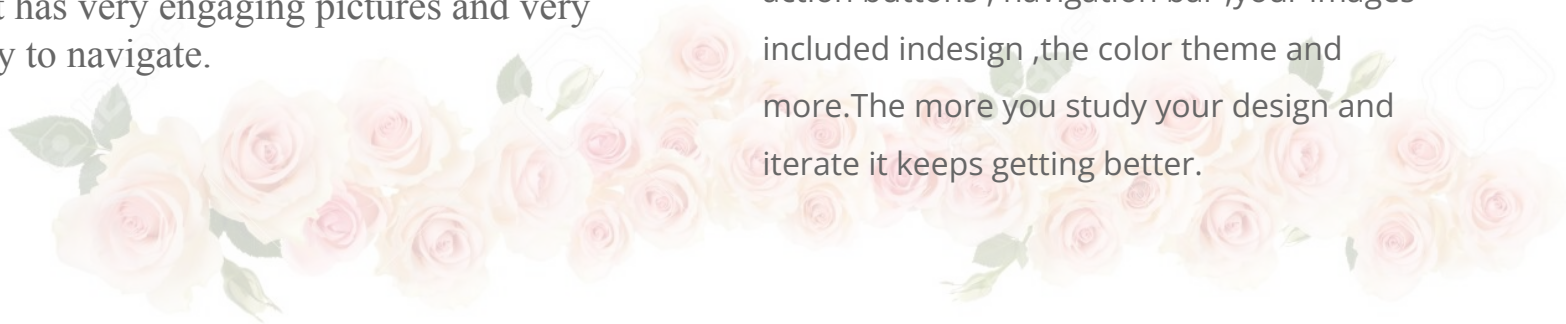
Next steps

1

Conduct further usability studies to ensure the app meets user needs and make user user pain points have been considered.

2

Conduct further research on local competitors in order to make our app standout.

3

Conduct additional research on couple's personal wedding website feature.

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Let's connect!

Thank you for reviewing my work on the Wedding Bells app.
If you'd like to get in touch , my contact information is provided below:
Email: info@prxdesigns.com
Website: prxdesigns.com

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