

# Ceremony Checklist App for a Wedding Venue

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**Benjamin Tetteh**

# Project overview



## The product:

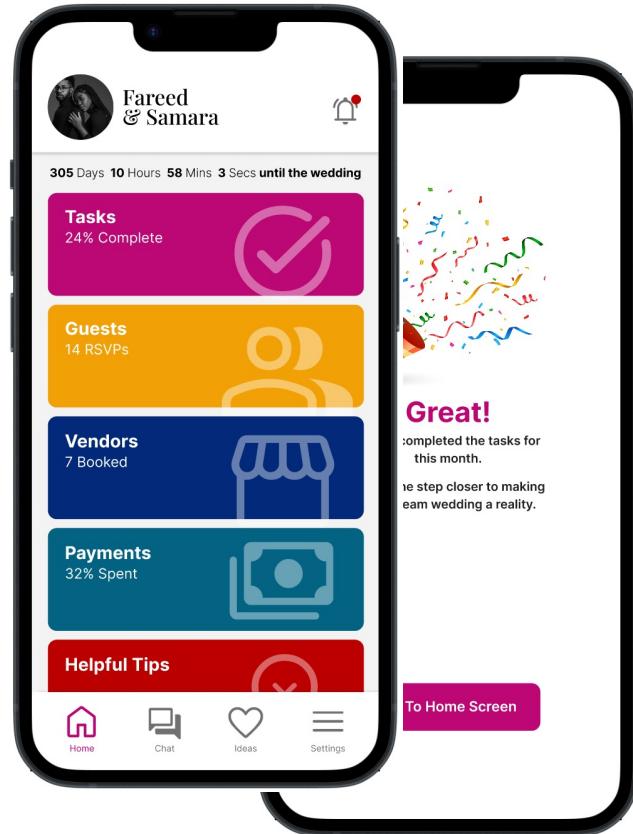
The Bliss Wedding Planning app will assist and guide recently engaged couples who lack experience in planning their wedding ceremonies.

The app will accomplish this by providing guidance and prompting users to perform scheduled tasks, guest planning, tracking payments/budgets, and vendor management.



## Project duration:

May 2023 to August 2023



# Project overview



## The problem:

Newly engaged couples usually lack wedding planning experience and require planning assistance.

Due to restrictions, some of the wedding planning apps cannot be used in the Sub-Saharan region of Africa.



## The goal:

To assist newly engaged couples to conveniently plan their wedding ceremonies.

To provide a local solution to the app restrictions.

# Project overview



## My role:

UX designer from conception to delivery.



## Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

# **Understanding the user**

- User research
- Personas
- Problem statements
- User journey maps

# User research: summary



To better understand the users I'm designing for and their needs, I conducted interviews and created empathy maps. The research identified newly engaged couples without prior experience in wedding ceremony preparation as a key user category.

This user group supported the initial assumptions on Bliss Wedding Planner's customers, but research also showed that users' lack of experience wasn't the only thing preventing them from planning wedding ceremonies. The cost of engaging a professional planner, time constraints, and work obligations were some of the other user issues.

# User research: pain points

1

## Inexperience

Newly engaged couples usually lack experience in planning their wedding ceremonies.

2

## Budget Restrictions

Some wedding couples may not be able to afford / or do not think they need the services of a professional wedding planner but wish to be guided through the process of planning a wedding ceremony.

3

## App Restrictions

Some wedding planning apps cannot be installed due to certain restrictions. We need to create a reliable app that will work in most geographical locations.

4

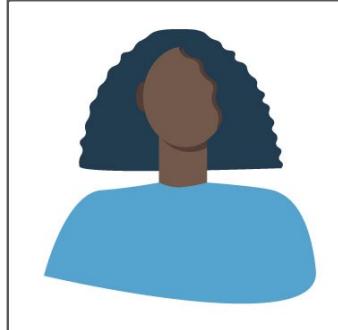
## Overburdened

There are too many tasks to perform, too many people to contact and vendors to work with and many payments to be made concerning wedding ceremonies. To top it off, couples may have to combine these responsibilities with demands at work.

# Persona: Name

## Problem statement:

Akosua is a recently engaged busy banker who needs help to conveniently plan her wedding ceremony because she's ignorant about what to do to have a successful event.



**Akosua Nyamekye**

**Age:** 24 years

**Education:** Bachelor's Degree

**Hometown:** Accra, Ghana

**Family:** Recently engaged

**Occupation:** Banker

*"I prefer the stress that comes with my job than that which comes with planning my wedding."*

## Goals

- Wants to conveniently gather ideas and information to help plan the wedding ceremony
- Wants to minimize costs
- Needs help and guidance
- Want to know what to do, when and how to do it

## Frustrations

- Can't download useful apps due to subregional restrictions
- Some apps can't be customized
- Combining wedding preparations with work
- Have no idea of how to plan the wedding ceremony

Akosua recently graduated university and is working as a banker. She recently got engaged and lives in Accra, Ghana while her fiancé lives in Europe. Given his remoteness and their lack of event planning experience or knowledge, it is difficult to arrange the event with the fiancé. They want an elegant and affordable wedding ceremony but need professional help and guidance rather than from 'know-it-all' relatives who do not know it all.

# User journey map

Creating this user journey map helped me understand the obstacles facing Akosua on her path. It also helped reduce the impact of my own designer biases, by understanding how Akosua thinks and feels through every step. This new comprehension allowed me to recognize roadblocks and pain-points to correct, by identifying improvement opportunities. For example adding a second person to log into same account, so that partners and team members may collaborate.

## Persona: Akosua

Goal: Needs help and guidance to conveniently plan her wedding ceremony

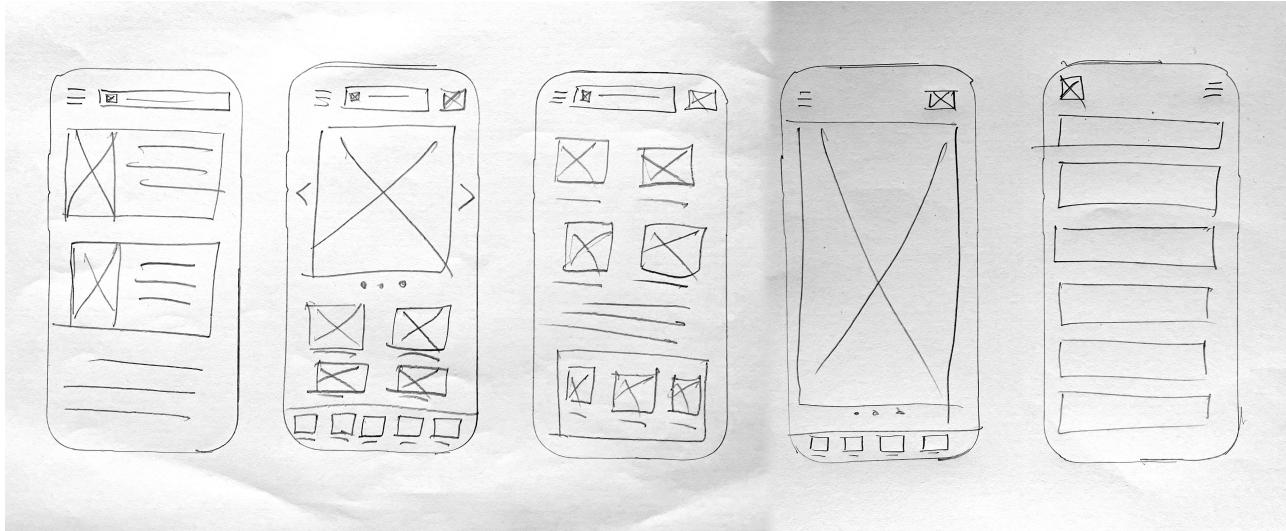
ACTION	Decide on date of ceremony	Search for a wedding planner	Create checklist or to-do list	Search for and reach out to vendors	Complete tasks on to-do list
TASK LIST	Tasks <ul style="list-style-type: none"><li>A. Settle on date with spouse</li><li>B. Settle on date with family members</li><li>C. Inform the church or officiating priest</li></ul>	Tasks <ul style="list-style-type: none"><li>A. Asks family, friends and colleagues to recommend a planner</li><li>B. Uses google and other social media platforms to search for a planner</li></ul>	Tasks <ul style="list-style-type: none"><li>A. Clothing and accessories</li><li>B. Rings</li><li>C. Wedding party</li><li>D. Venue</li><li>E. Accommodation</li><li>F. Guest list</li><li>G. Officiants</li><li>H. Invitations &amp; Stationery</li><li>I. Playlist</li><li>J. Create budget</li><li>K. Others</li><li>L. Compile vendor list</li></ul>	Tasks <ul style="list-style-type: none"><li>A. Asks family, friends and colleagues for vendor recommendations</li><li>B. Uses google and other social media platforms to search for vendors</li><li>C. Asks event planners for recommendations and reviews of possible vendors (décor, catering, drinks, venue, music, stationery, transportation, florists, etc.)</li></ul>	Tasks <ul style="list-style-type: none"><li>A. Check completed tasks off to-do-list</li><li>B. Pay vendors and track payments</li><li>C. Confirm all day-of appointments</li><li>D. Finalize details with planner</li></ul>
FEELING ADJECTIVE	Excited	Frustrated, Anxious to find the right one	Frustrated by the number of activities that need to be completed before the event  Anxious	Frustrated by the number of vendors needed for the ceremony  Stressful, Anxious	Relieved, happy
IMPROVEMENT OPPORTUNITIES	Add calendar to input date of event	Offer a way to create a database of event planners  Give information on questions to ask and how to work with planners.  Screen reader	Add more people to the account to collaborate on tasks, send messages, share ideas, images etc.  Set reminders and due dates Set up budget planner or tool Screen reader	Offer a way to create a database to manage vendors  Give information on questions to ask and how to work with vendors.  Screen reader	Set reminders and due dates  Screen reader

## Starting the design

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

# Paper wireframes

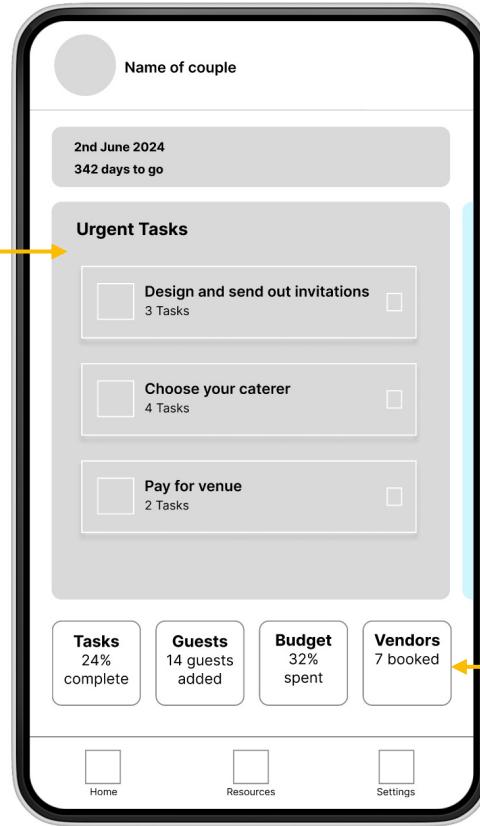
Drawing iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited for addressing the user's pain points.



# Digital wireframes

As the first design phase progressed, I made certain that screen designs were based on input and insights from user research.

This serves as a reminder to complete urgent tasks

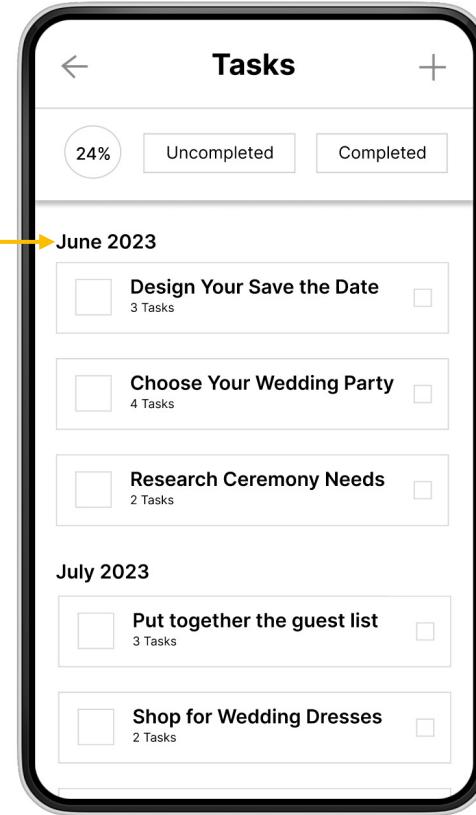


The four main features of the app

# Digital wireframes

To lessen the user's burden, the duties will be planned on a monthly basis until the day of celebration.

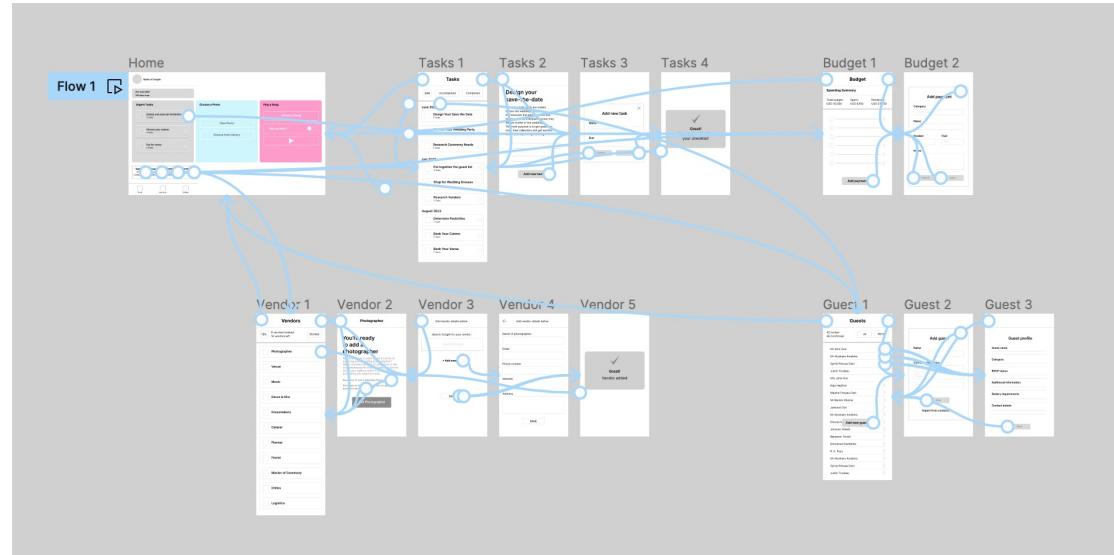
Monthly scheduled tasks reduce the burden on the user



# Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was completing scheduled tasks, adding a vendor, adding a guest and adding payment information, so the prototype could be used in a usability study.

[View the Bliss Wedding Planner  
low-fidelity prototype](#)



# Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

## Round 1 findings

- 1 Users wanted more info about what to do or scheduled tasks
- 2 Users wanted a list of vendors to select from
- 3 Users were uncertain about how to proceed past the home screen.

## Round 2 findings

- 1 The home screen needed aesthetic improvement
- 2 The task user flow didn't seem complete

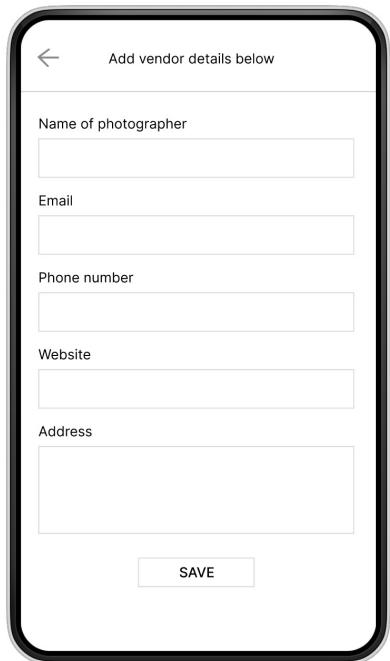
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

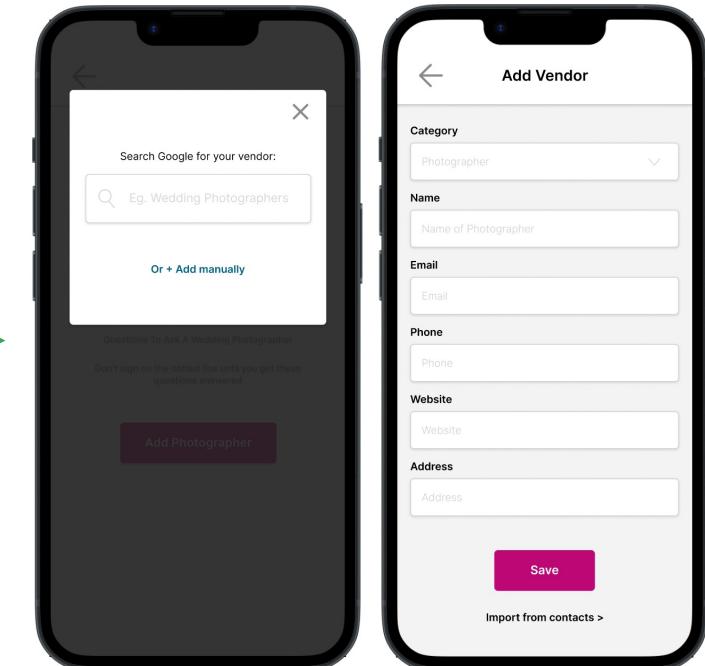
# Mockups

The earlier design allowed for manual entry of vendor details. After the usability studies, I added an additional option to search for vendors via a google search bar.

Before usability study



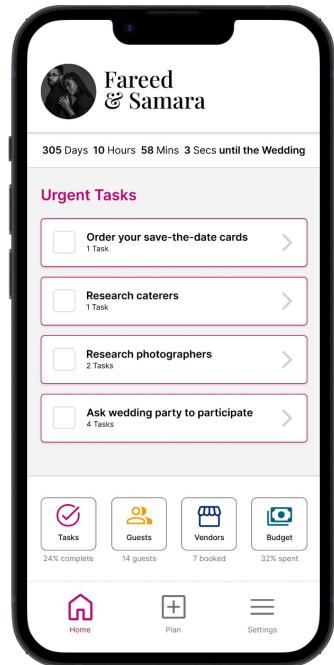
After usability study



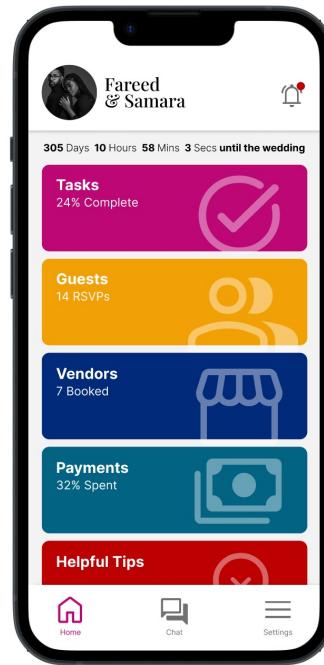
# Mockups

The second usability study revealed that users did not find the home screen to be appealing. To solve this, I simplified the design, increased the size of the main features and introduced catchy colours.

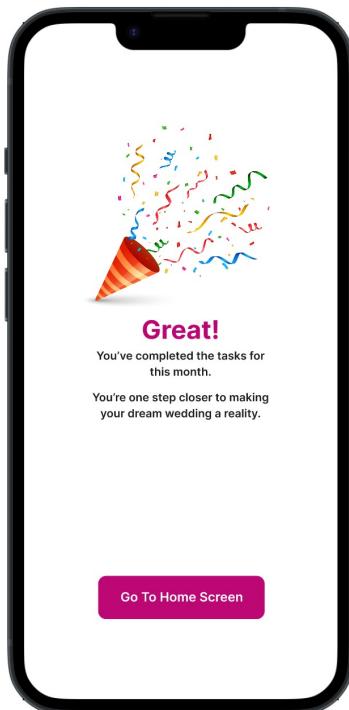
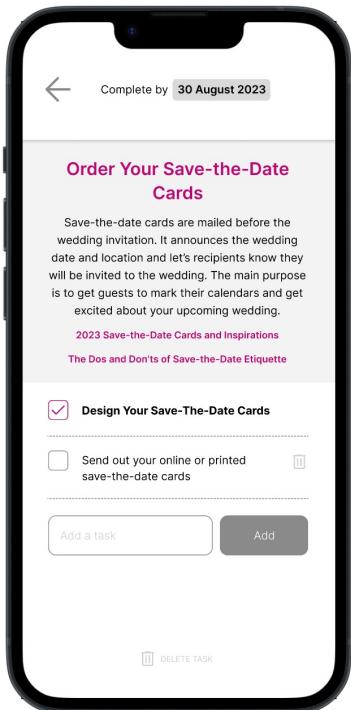
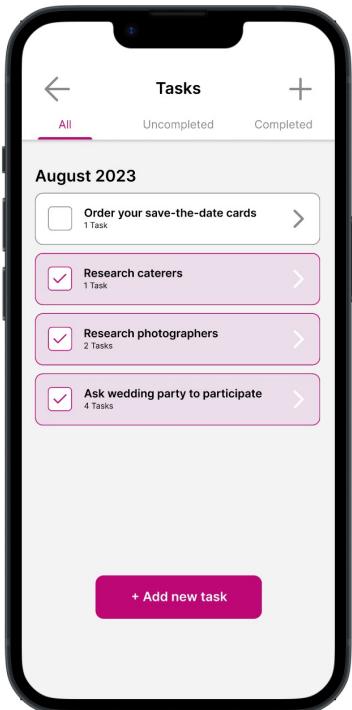
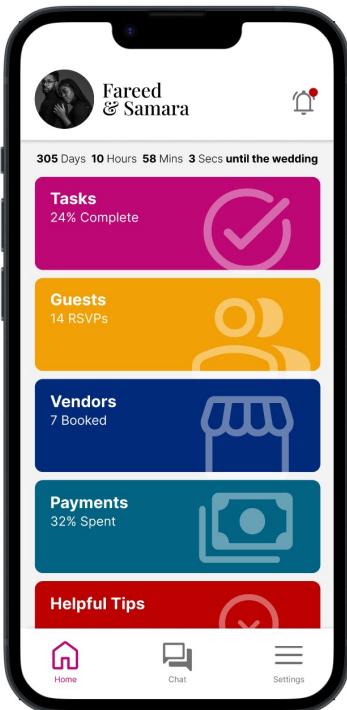
Before usability study



After usability study

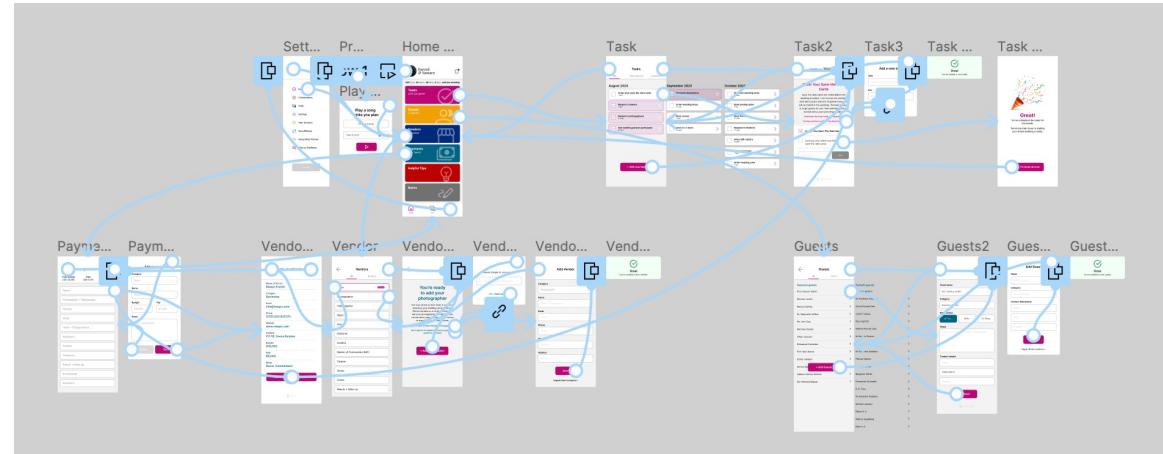


# Key Mockups



# High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for completing the tasks. It also met user needs for task tips and ideas as well as vendor selection, guest list management and payment entry.



[View the Bliss Wedding Planner  
high-fidelity prototype](#)

# Accessibility considerations

1

Used icons to  
help make  
navigation easier.

2

Screen reader and  
voiceover functionality  
will be available.

3

There will be multiple  
language options for  
bilingual users.

## **Going forward**

- Takeaways
- Next steps

# Takeaways



Impact:

The app makes users feel like Bliss Wedding Planner really thinks about how to meet their needs.

One quote from peer feedback:

*"The app really simplifies the planning process and doesn't make it look burdensome ! I would wish for it to be a real app."*



What I learned:

The Bliss Wedding Planner app design process taught me that the initial app concepts are just the start of the process. Each iteration of the app's designs was impacted by usability tests and user input.

# Next steps

1

**Conduct another round  
of usability studies to  
validate whether the  
pain points users  
experienced have been  
effectively addressed.**

2

**Conduct more user  
research to determine  
any new areas of need.**

# Let's connect!



Thank you for your time reviewing my work on the Bliss Wedding Planning App!  
If you'd like to see more or get in touch, my contact information is provided below.

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**Thank you!**