

# Wedding Plan Website and Application

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Elizabeth Szczesny

# Project overview



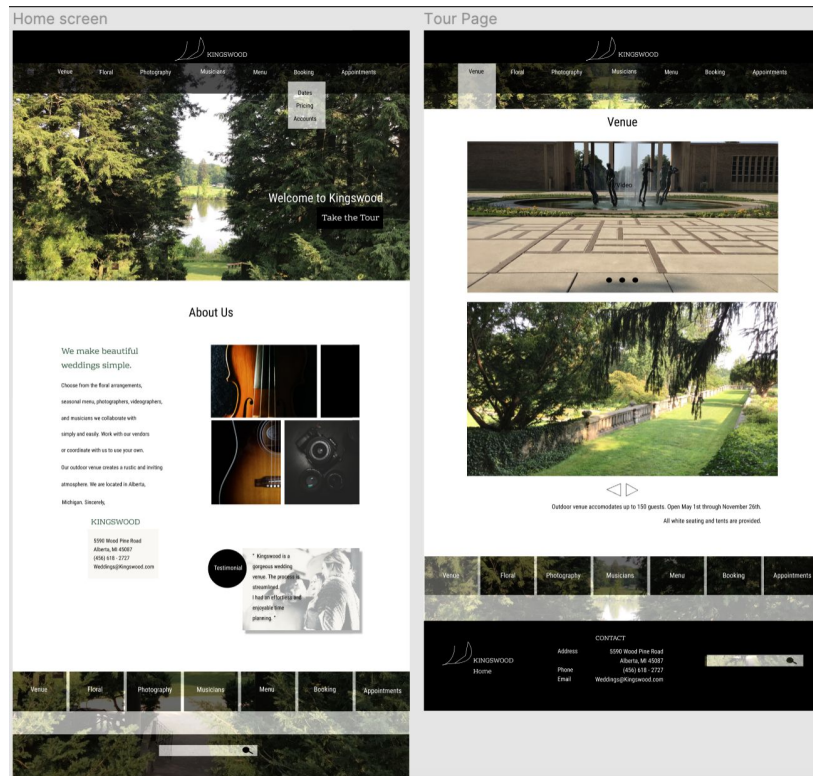
## The product:

This is a website and application for planning, designing, and executing an entire wedding with minimal steps.



## Project duration:

June 2021 - December 2021



# Project overview



## The problem:

My target user is an individual who wants an elegant and memorable wedding experience. However, this user cannot- due to other obligations, or prefers not- to invest a lot of time into extensive planning.



## The goal:

Design an application that simplifies the wedding planning process. Plan an entire wedding efficiently and seamlessly, while still leaving room for individual choice.

# Project overview



## My role:

UX Designer & UX Researcher



## Responsibilities:

User research, wireframing, prototyping, accessibility, and iterations on the design

# Understanding the user

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

# User research: summary



I conducted primary research through five interviews. I interviewed a diverse audience, including both genders and different age demographics.

Common themes appeared throughout my interviews. My potential users almost unanimously wanted to see a large variety of easily accessed basic information online. As well as a wedding venue that made them feel welcome.

# User research: pain points

1

## Pain point

May be interested in the unique features the venue has to offer and how the space looks, so must convey those accurately in the design's photographs.

2

## Pain point

May be overwhelmed with planning, so lots of information and a planning system must be readily available and understood to aid in narrowing down choices.

3

## Pain Point

May want to contact the venue for more information, so contact details must be easy to find and accessible.

# Persona: Elise Marigold

## Problem statement:

Elise Marigold is a busy professional planning a destination wedding. She wants to have access to lots of information online, so she can easily choose a venue, organize, and manage her planning.



**Elise Marigold**

**Age:** 31  
**Education:** B.A., MBA  
**Hometown:** San Francisco, California  
**Family:** Lives with the partner she is planning to marry  
**Occupation:** Project Manager

*"I am so busy with projects at work, so planning a wedding on top of everything else can be overwhelming."*

## Goals

- To excel at work
- To live an active and adventurous lifestyle through travel

## Frustrations

- Planning a destination wedding means she may not have a chance to visit the venue in person
- She would like basic information to be readily available online and easy to find

Elise has been working hard to reach the level of success she desires personally and professionally. Her and her partner both enjoy travelling together. She is considering a destination wedding. Her and her partner want to make the event a great experience for everyone. However, they do not have enough time and flexibility in their schedules for making in person arrangements, or meetings with a wedding planner.



# User journey map

This user journey map was created to explore the general process of planning a wedding, before committing to a specific business.

## Persona: Elise Marigold

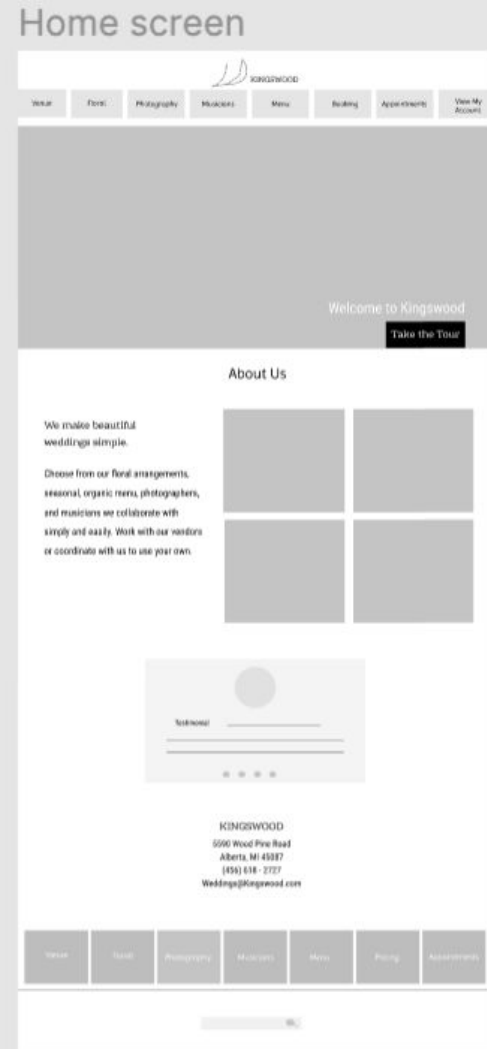
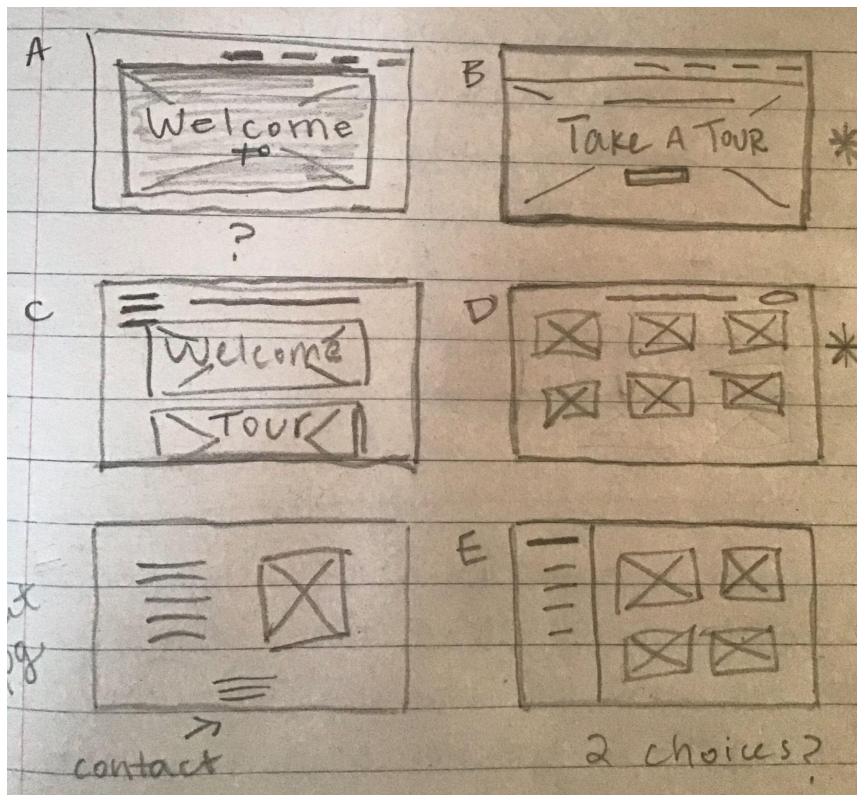
Goal: Begin the Process of Wedding Planning

ACTION	Consult with partner about what they are envisioning for the wedding day	Talk to other family and friends for any suggestions or input	Informed by these conversations begin narrowing down choices with the help of a Google search for wedding venues	Choose a list of your top 3 places to investigate more	Find the contact information and follow up by phone for more specific details
TASK LIST	Tasks A. Start having more detailed conversations about what you want the wedding to look like B. Decide on a very general theme, direction, and size	Tasks A. Ask friends and family about their experiences planning and wedding B. Ask for specific recommendations	Tasks A. Google by location B. Google by price C. Google by size D. Google some combination of these	Tasks A. Review all the information available online B. Narrow down your choices C. Make sure your choices are handicapped accessible	Tasks A. Look up the contact information B. Call the wedding venue C. Schedule an appointment if necessary
FEELING ADJECTIVE	Excited to be getting married	Grateful for any input and advice	Overwhelmed with options	Hard to make decisions	Eager to make more concrete plans
IMPROVEMENT OPPORTUNITIES			Make sure your design will stand out in a quick internet search	List accessibility information on the website along with other information	Easily find contact information from the home page



# Paper wireframes

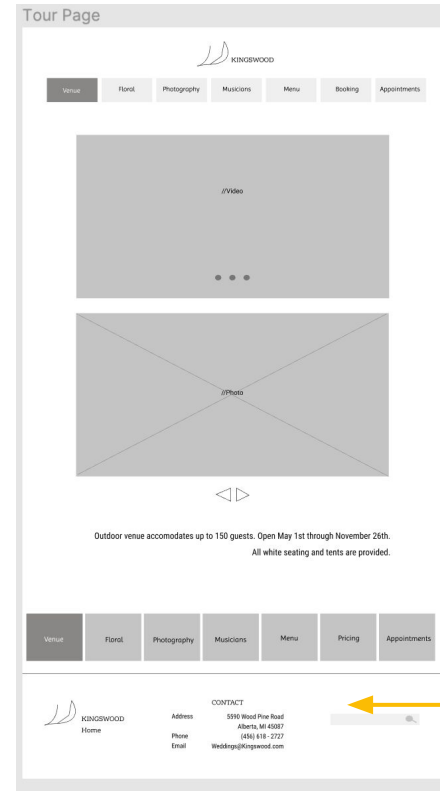
This was a quick exercise to create different ideas for the home screen.



# Digital wireframes

Some of the biggest pain points in my research were with the navigation and finding contact details. Therefore, I was mindful in my design to create the most intuitive navigation with multiple entry points, as well as readily available contact information.

There is a navigation bar at the top and bottom of each screen, highlighted to show where you are in the flow.

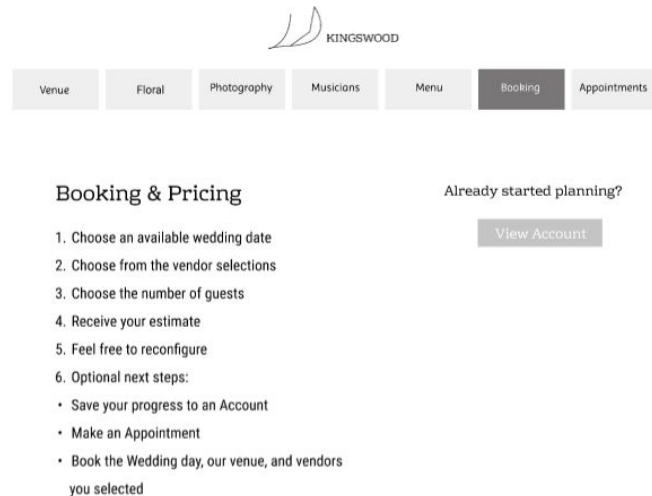


I made contact information readily available at the bottom of every page.

# Digital wireframes

During my first usability study I realized that clear, concise directions were very important. I also went back and added an option to save information to an account.

Description of the element and its benefit to the user



Description of the element and its benefit to the user

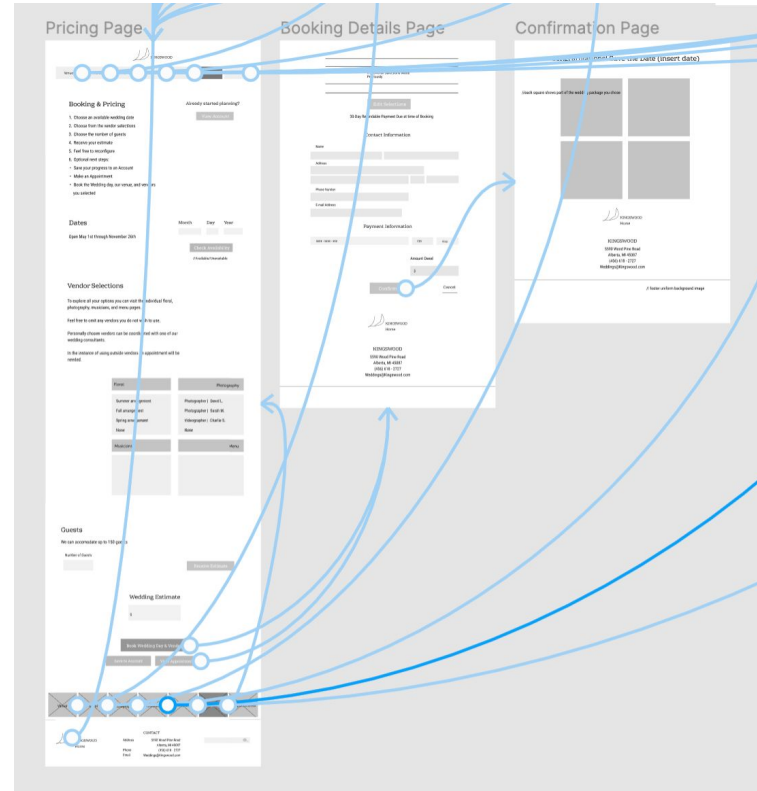


# Low-fidelity prototype

The main user flow included how to make selections, confirm personal information, and a confirmation page.

View the low fidelity prototype:

<https://www.figma.com/file/ytIUoQakBrLfzKCNUouK5m/Wedding-A-application?node-id=33%3A719>



# Usability study: findings

I conducted two rounds of usability studies. The early study helped me take the design from a wireframe to a high fidelity prototype that was easy to use and navigate. Only minor revision was needed by the time the high fidelity usability study took place.

## Round 1 findings

- 1 Unclear about where to locate the Booking Page
- 2 Unclear how to book the venue versus only make an appointment
- 3 Category selection needs to be streamlined

## Round 2 findings

- 1 Difficult to distinguish the functionality of the 'Save' and 'Return' buttons on the Account Login page.

## Refining the design

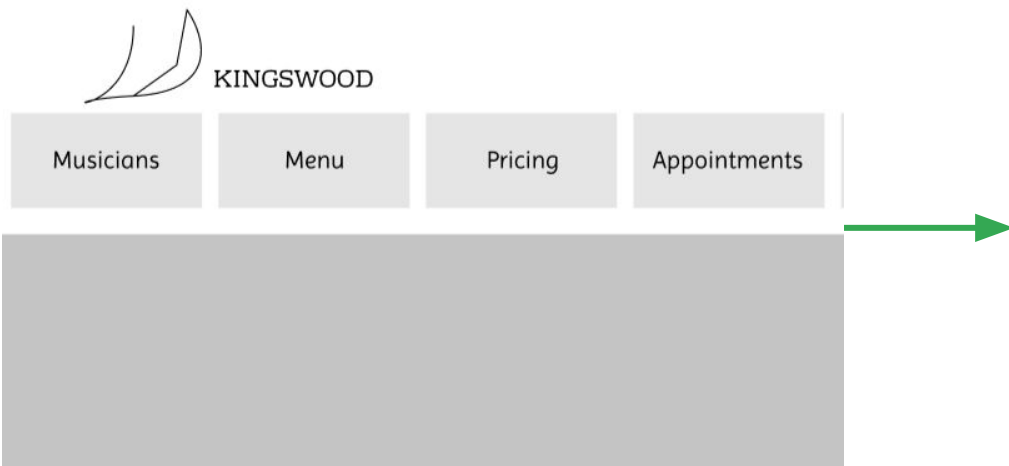
- Mockups
- High-fidelity prototype
- Accessibility



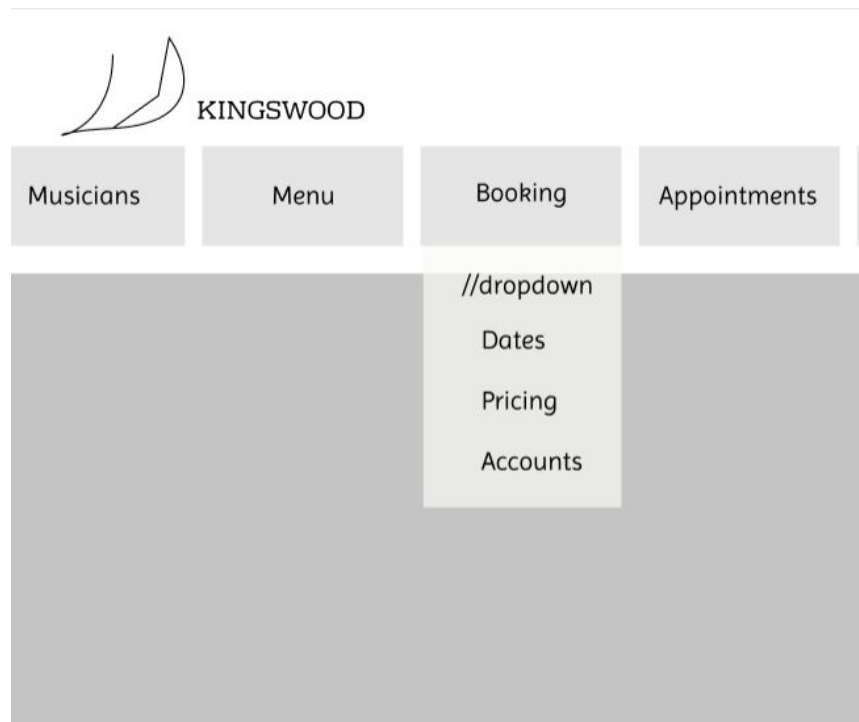
# Mockups

During the first usability study a few users found it difficult to know where to go when they were ready to book. I had included a Pricing link only, which did not clarify this was the page to book on.

Before usability study



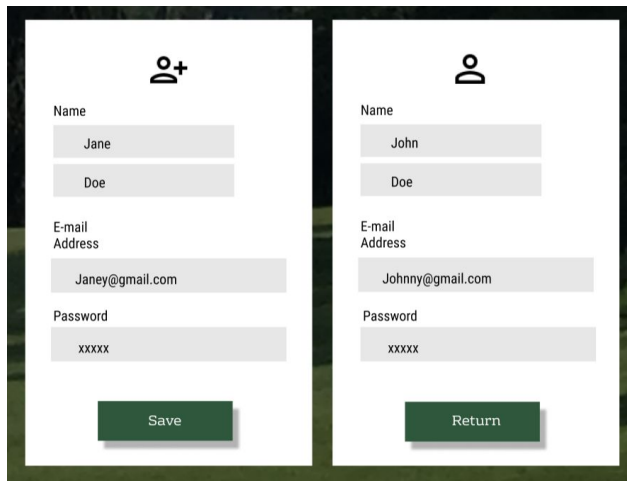
After usability study



# Mockups

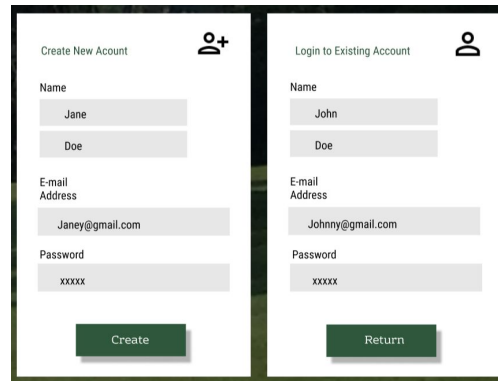
The second usability study revealed the icons on the top had not made it clear enough to users that one box was for a new login and the other box was for an existing account. I added text to the icons for clarification.

Before usability study



Two side-by-side login forms. The left form has a person icon with a plus sign above the name field. The right form has a person icon above the name field. Both forms have fields for Name (Jane, John), E-mail Address (Janey@gmail.com, Johnny@gmail.com), and Password (xxxxx). The left form has a 'Save' button, and the right form has a 'Return' button.

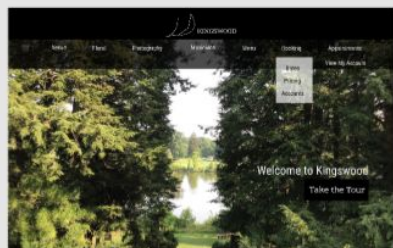
After usability study



Two side-by-side login forms. The left form is titled 'Create New Account' and has a person icon with a plus sign above the name field. The right form is titled 'Login to Existing Account' and has a person icon above the name field. Both forms have fields for Name (Jane, John), E-mail Address (Janey@gmail.com, Johnny@gmail.com), and Password (xxxxx). The left form has a 'Create' button, and the right form has a 'Return' button.

# Mockups

## Home screen



### About Us

We make beautiful weddings simple.

Choose from the best caterers, talented musicians, photographers, florists and florists to create the perfect wedding for you. We'll take care of everything so you can enjoy the day.

Our outdoor venue creates a lovely and relaxing atmosphere. We are located in Kingswood, Bristol.

#### KINGSWOOD

500 Wood Pine Road  
Alford, AL 36307  
(404) 414-3727  
wedding@kingswood.com



## Tour Page



Outdoor venue accommodates up to 750 guests. Open May 1st through November 30th. All other booking and terms are provided.



## Menu Page



### Meet the Farmer



The Farmer family has been working the land for generations, and it is a tradition that has never given up. Passionate about sustainable farming practices, Tim is often found with his Whippet, Duke, in the fields. He is the most proud of his Whippet, Duke, in the fields. He is the most proud of his Whippet, Duke, in the fields.

### Complete the Celebration

Champagne Toast  
Wine Reception with Dinner  
Open Bar  
Wedding Cake

All questions. Please the details. We're ready to go.



## Booking Details Page

Wedding

October 26, 2021

Number of Guests: 120

Floral	Photography
<input type="checkbox"/> Summer arrangement	<input checked="" type="checkbox"/> Photographer 1: David L.
<input checked="" type="checkbox"/> Fall arrangement	<input type="checkbox"/> Photographer 2: David S.
<input type="checkbox"/> Spring arrangement	<input type="checkbox"/> None
<input type="checkbox"/> Winter bouquet	
<input type="checkbox"/> None	

Musicians	Menu
<input type="checkbox"/> Wedding Ceremony Music (Live or Recorded)	<input type="checkbox"/> Dinner Menu
<input checked="" type="checkbox"/> Dinner & Drinking Live Music (Live or Recorded)	<input checked="" type="checkbox"/> Past Menu
<input type="checkbox"/> Dinner & Drinking Live Music (Live or Recorded)	<input type="checkbox"/> Spring Menu
<input type="checkbox"/> None	<input checked="" type="checkbox"/> Champagne Toast
	<input type="checkbox"/> Wine Reception with Dinner
	<input type="checkbox"/> Open Bar
	<input checked="" type="checkbox"/> Wedding Cake

### Book Selections

30 Day Refundable Payment Due at time of Booking

### Contact Information

Name

Age  Sex

Address

City/State

Latitude  Alt

Phone Number

E-mail Address

Emergency Contact

### Payment Information

Card  Exp

Amount Due

\$

### Confirm

Cancel

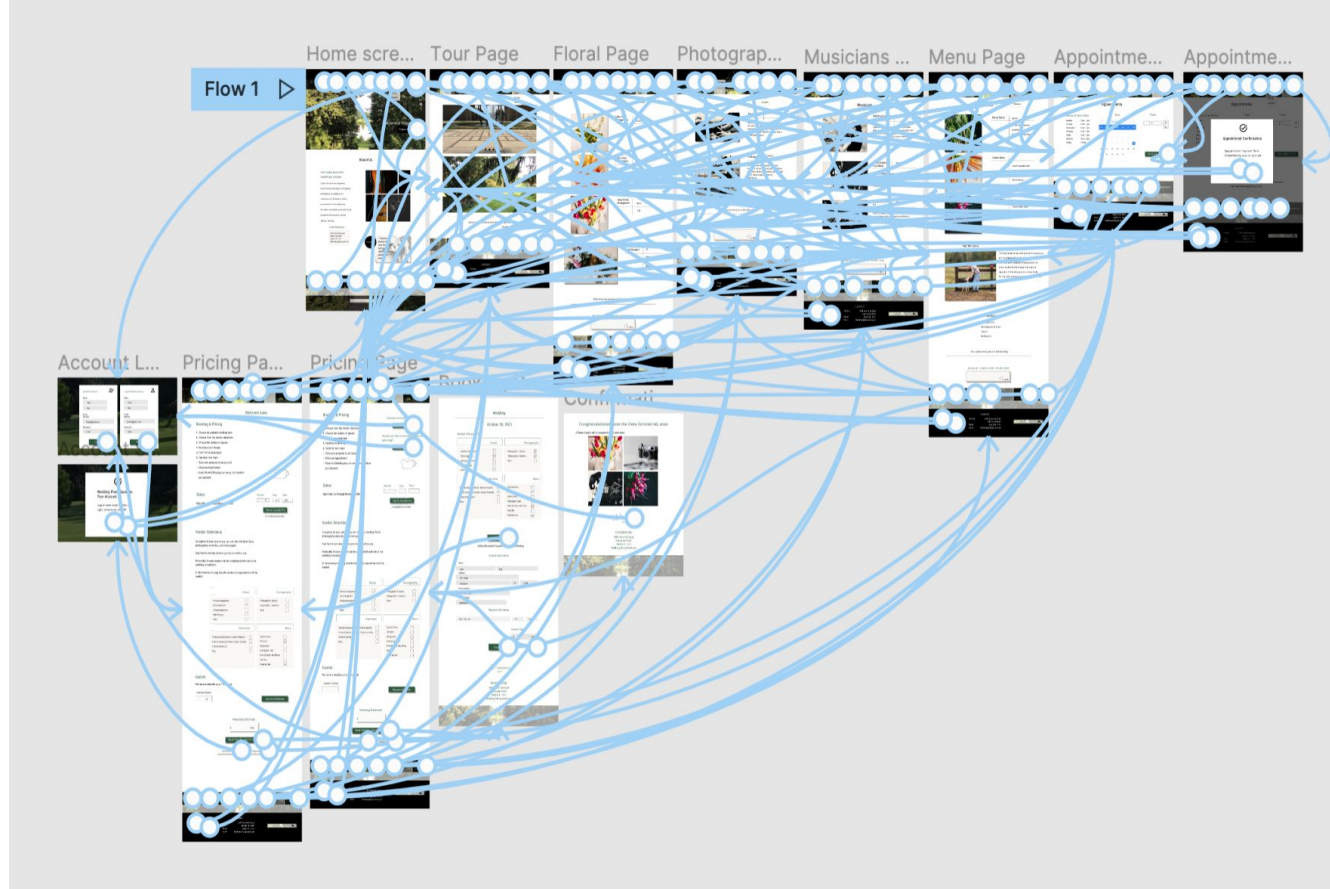


# High-fidelity prototype

There are a lot of connections because I included so much navigation.

View the high fidelity prototype:

<https://www.figma.com/file/ytJUoQakBrLfzKCNUouK5m/Wedding-Application?node-id=267%3A20>



# Accessibility considerations

1

Images include alt text for  
screen readers

2

Used multiple points of  
entry for easier navigation

3

Wrote copy at an  
accessible reading level

## Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

This site conveys to the user that a meaningful wedding experience is possible with our company.

A quote from user feedback:

*In all that you present as I navigate the site you build my appreciation for what this company is offering and you convince me that this company will listen to me and deliver.  
To be able to build trust digitally is such a huge feat. Somehow you've created human communication and built trust in a digital sphere.*



## What I learned:

As the project evolved the focus became less on the tour of the venue and more on how to combine all the components that go into wedding planning to create a streamlined, complete planning solution.

# Next steps

1

Conduct another usability study after the revisions to the high fidelity prototype to make sure the edits were successful at alleviating the user pain point.

2

I would like to expand some of the offerings on the site. Such as a way to keep track of your appointments.



# Let's connect!



Thank you for visiting and reviewing my work. If you would like to reach out or receive more information do not hesitate to ask!

Email Address: [elizabeth@gmail.com](mailto:elizabeth@gmail.com)

Phone: 248-555-6123

Website

Thank you!