

PROJECT
2
Part Two

Thuy - Hanh Tran
Professor Quarzo
GRDS 387
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APP ICON

EXISTING WEDDING APPS



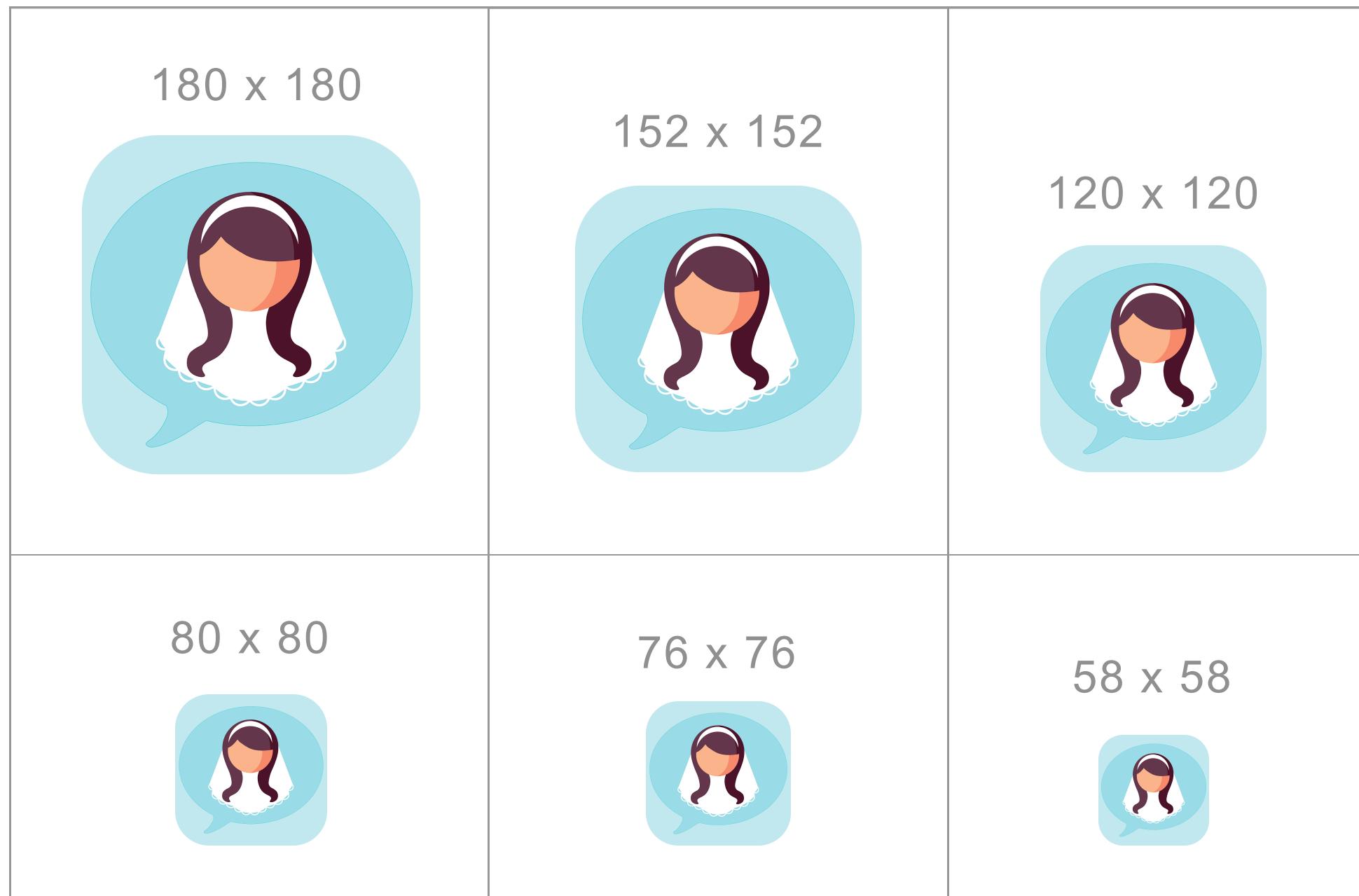
Before I started designing my logo, I searched the Apple Store for existing wedding apps to see how their icons looked like. Above are some of the icons I found from popular wedding apps. The Knot, which is both the first two apps, is the most well known app in the wedding industry. I wanted to design an icon that would differentiate itself from The Knot but also could mesh well and compete with other apps.

I read Apple's developer guide for designing icons and it helped me tremendously what to keep in mind while designing like embracing simplicity, provide a single focus point, and testing on different backgrounds. I didn't even think about the different backgrounds that people would use. Apple said to keep the icons square, but I went ahead and made mine with rounded corners to show what it'll really look like with the mask on top.

Researching all the app icon sizes opened my eyes to all the different sizes I should keep in mind while designing. There are so many devices from phones to tablets, laptops, and computers and in these devices there are variations of models and screen types from regular to retina. I am now more aware of the guidelines for designing an icon.

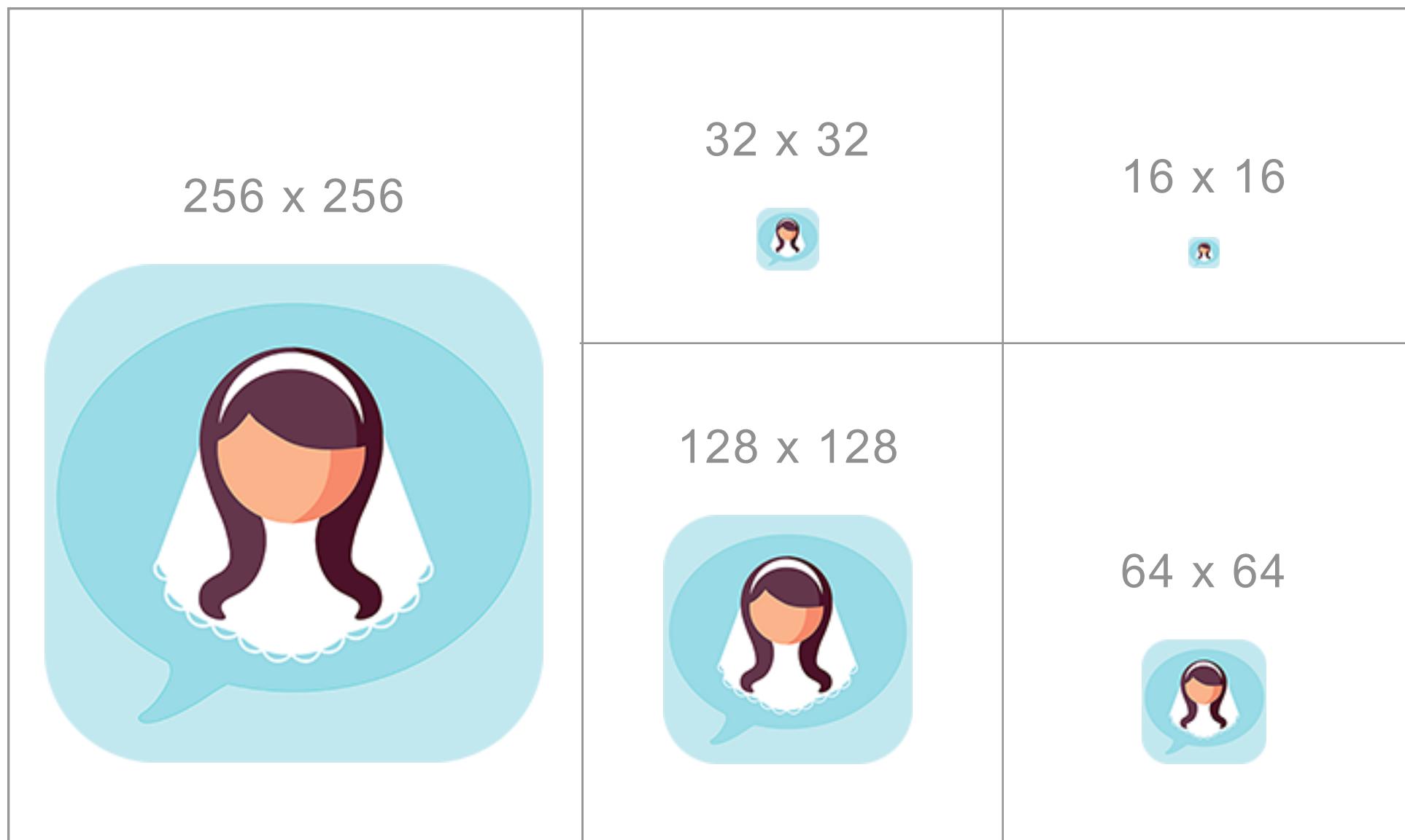
APP ICON

IOS ICONS



180 x 180	Homescreen of iPhone 6 and above
152 x 152	Homescreen on iPad with Retina
120 x 120	Spotlight on iPhone 6 Plus
80 x 80	Spotlight on Devices with Retina
76 x 76	Homescreen on iPad
58 x 58	Settings on Devices with Retina

MAC OS X



256 x 256	Finder Preview
128 x 128	Finder Previews, Dock
64 x 64	Toolbar (High Resolution)
32 x 32	Toolbar (Standard), Sidebar (Large)
16 x 16	Sidebar (Sm), List Views, Spotlight Searches

APP ICON

1024 x 1024 (Scaled Down)



1024 x 1024 and 512 x 512 are both used in iOS and Mac OS X.

1024 x 1024	App icon for the App Stores on devices with Retina
512 x 512	App icon for the App Stores, Cover Flow on Macs

512 x 512



HOMESCREEN

I placed in other well known apps to see how the icon would compare next to them on the homescreen. I also put it on top of a light background and a dark one to test how it'll hold it up because everyone has different background photos.

My app is focused on the bride/wedding couple messaging and notifying the members of the wedding party of plans. My icon plays on that idea of “messages from the bride” so I went with a messaging icon and a very simplistic flat color bride in the center that is similar to an emoticon. Blue is very symbolic for Western weddings so it gives off a wedding vibe.

Overall, the app stands out next to the others on both backgrounds and I tried to keep the bride simple and flat so that even at a small size you can make out her shapes. Maybe I could possibly make the blue richer.



STYLETILES

Colors



I chose these colors because blue and orange are complementary of one another and would create great contrast with each other. I looked through wedding inspirational photos and these were the colors that stood out the most because blue is a symbolic color to brides. I picked this orange because it's unique, but still evoked wedding, and none of the other wedding apps used orange either. I decided to have only two colors because the colors are so bright. Neutrals and greys were used to keep things toned down.

Illustrations and Icons



I kept my illustrations very simple and flat because I wanted a clean and elegant look for a wedding app. Designing the icon first gave me an idea of how to design/choose my visuals. I followed the same approach when it came to icons inside the app. I kept everything solid and geometric with thick lines.

Fonts

MUSEO SANS ROUNDED - I wanted a font that was simple, clean, and easy to read like the illustrations and icons used for the main texts.

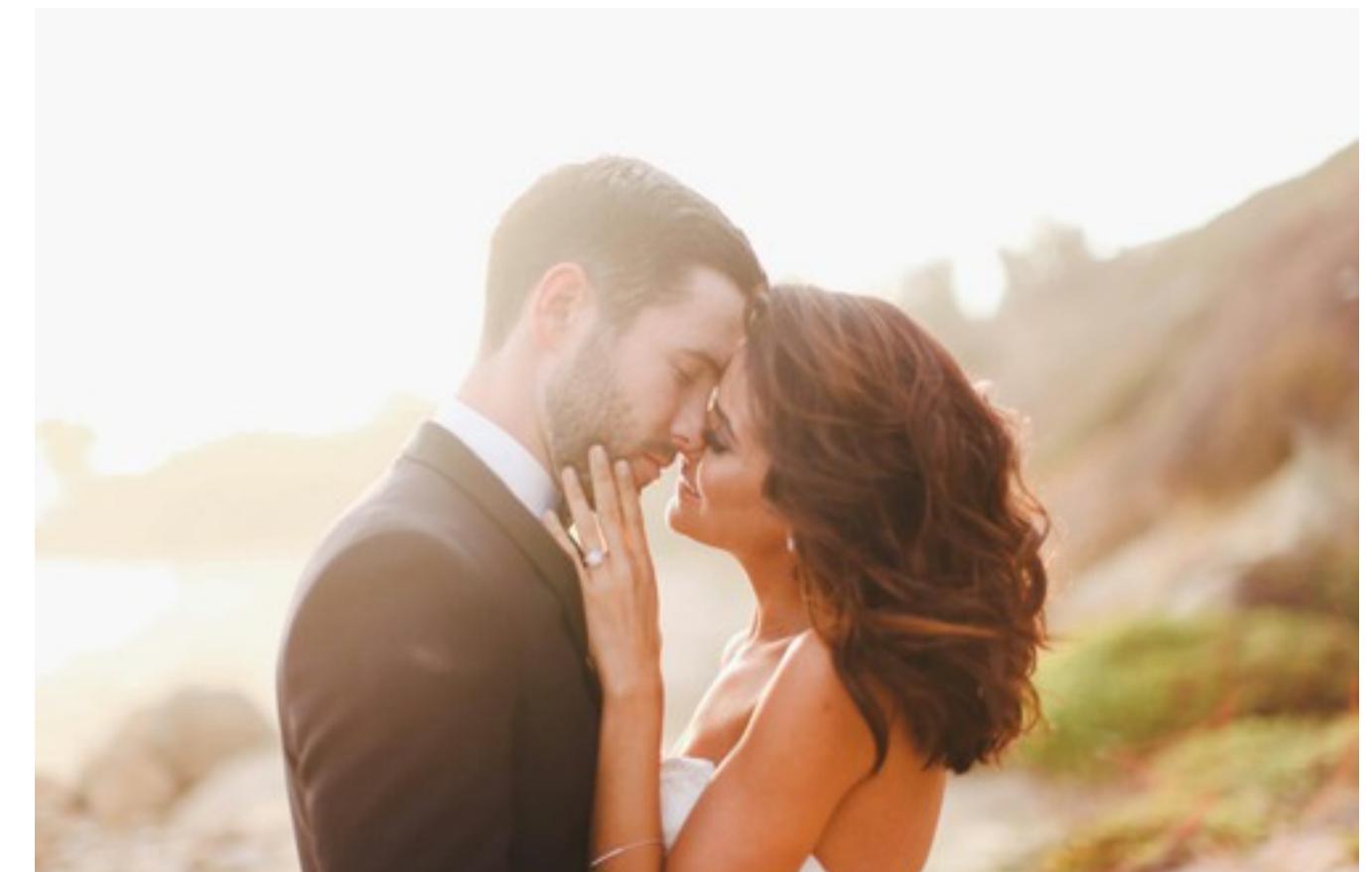
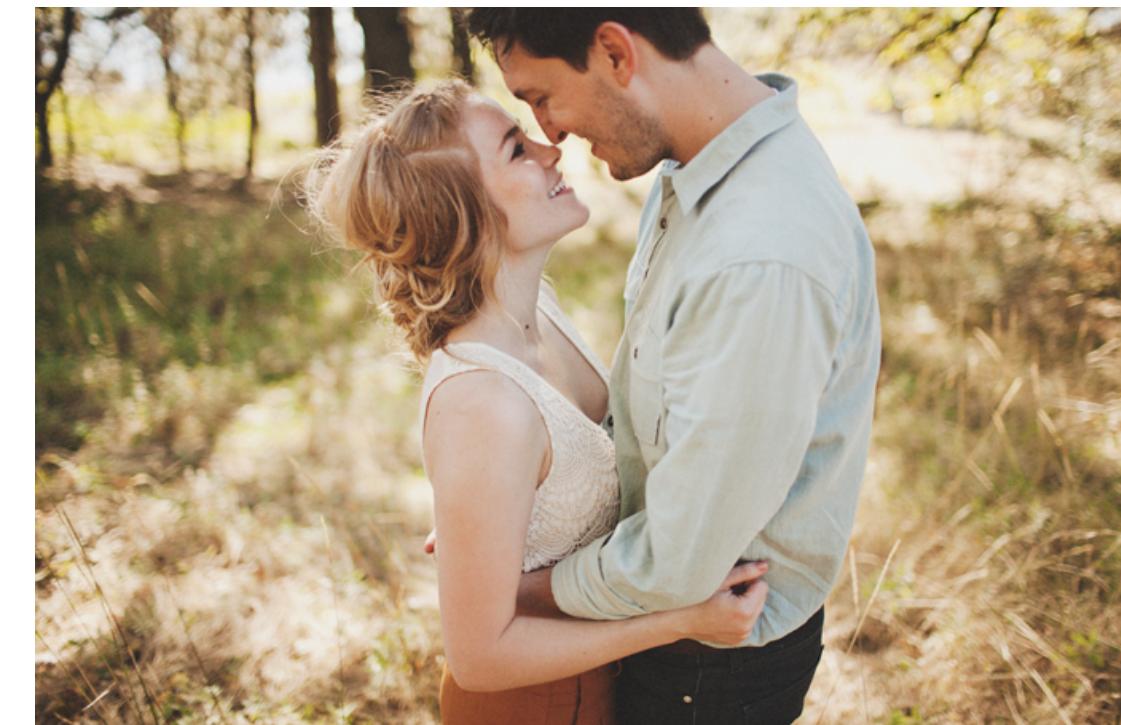
Al Fresco - Wedding is known for having fancy scripts and calligraphy so I wanted to incorporate some elements into my app design. However, because it's so hard to read, I used it very sparingly.

Apple Chancery - This font is easy to read and also has the elegance for a wedding.

Imagery

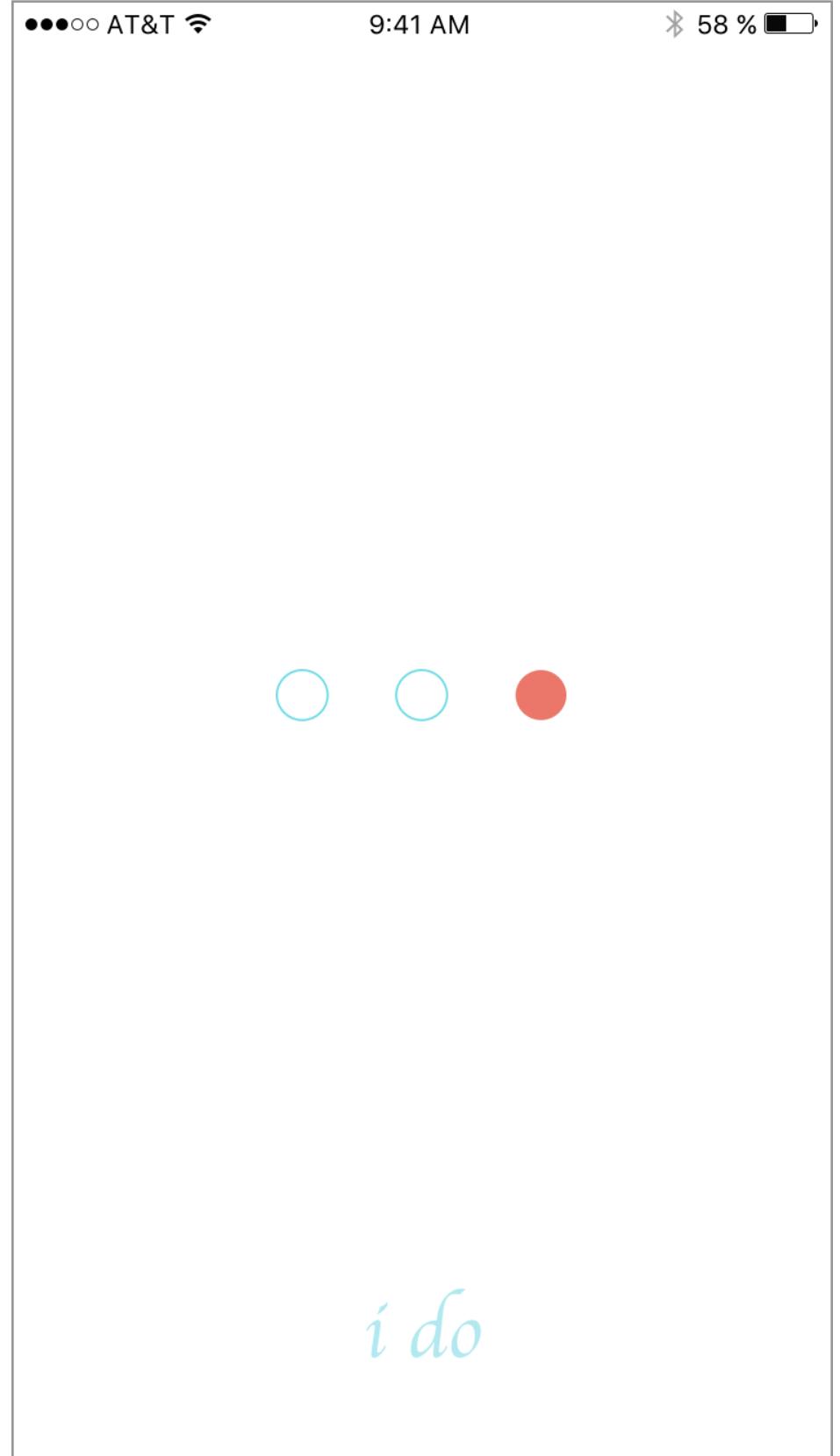
I chose a blogger who had a wedding as my persona so that I could use her photographs and have more consistent and believable visuals in my app. Also her photos are still of an everyday person, which makes it relatable to other brides to be.

I used engagement photos from other everyday couples also to inspire and show examples of the potential for other brides looking at the app.

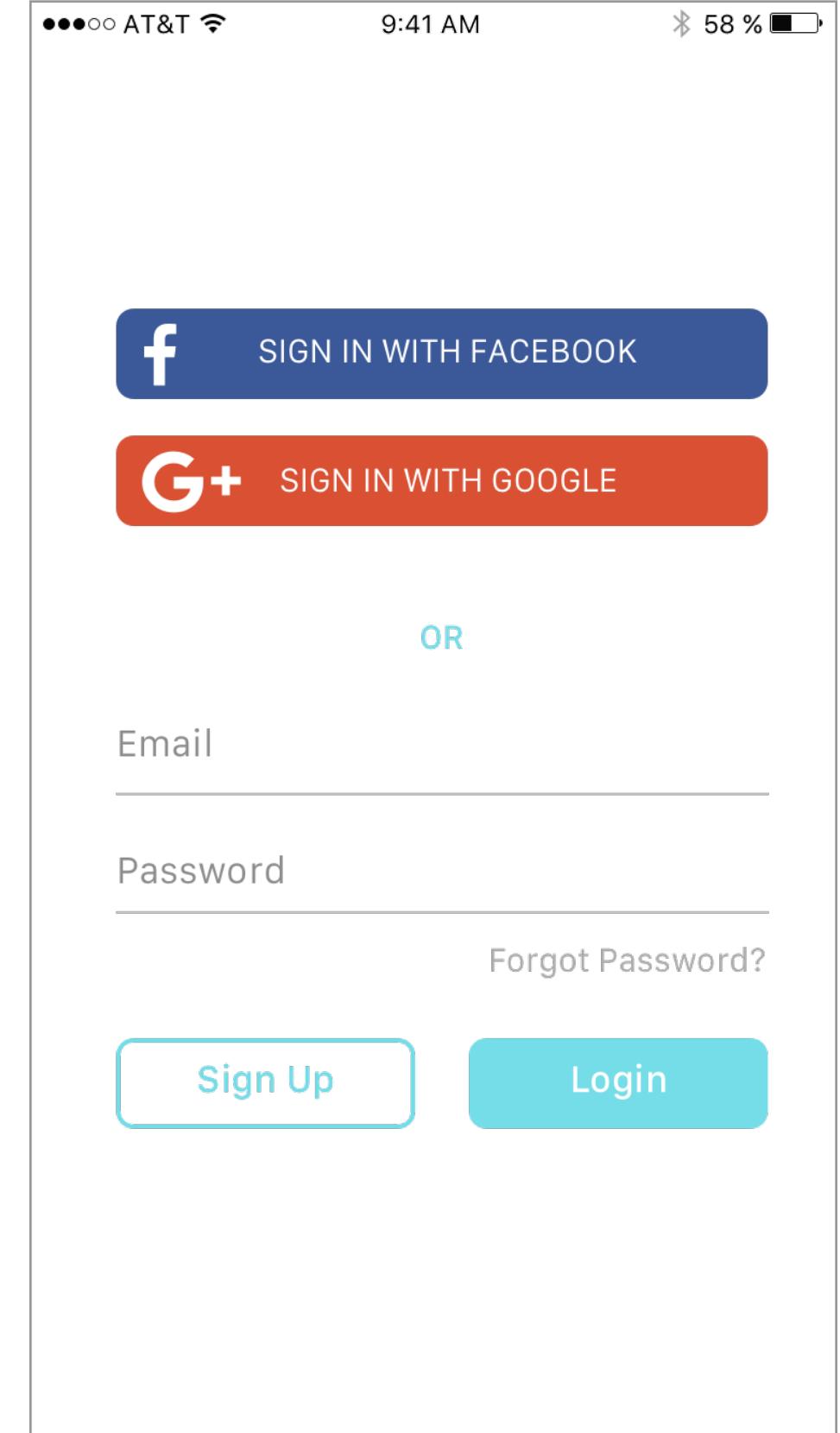


MOCK UPS

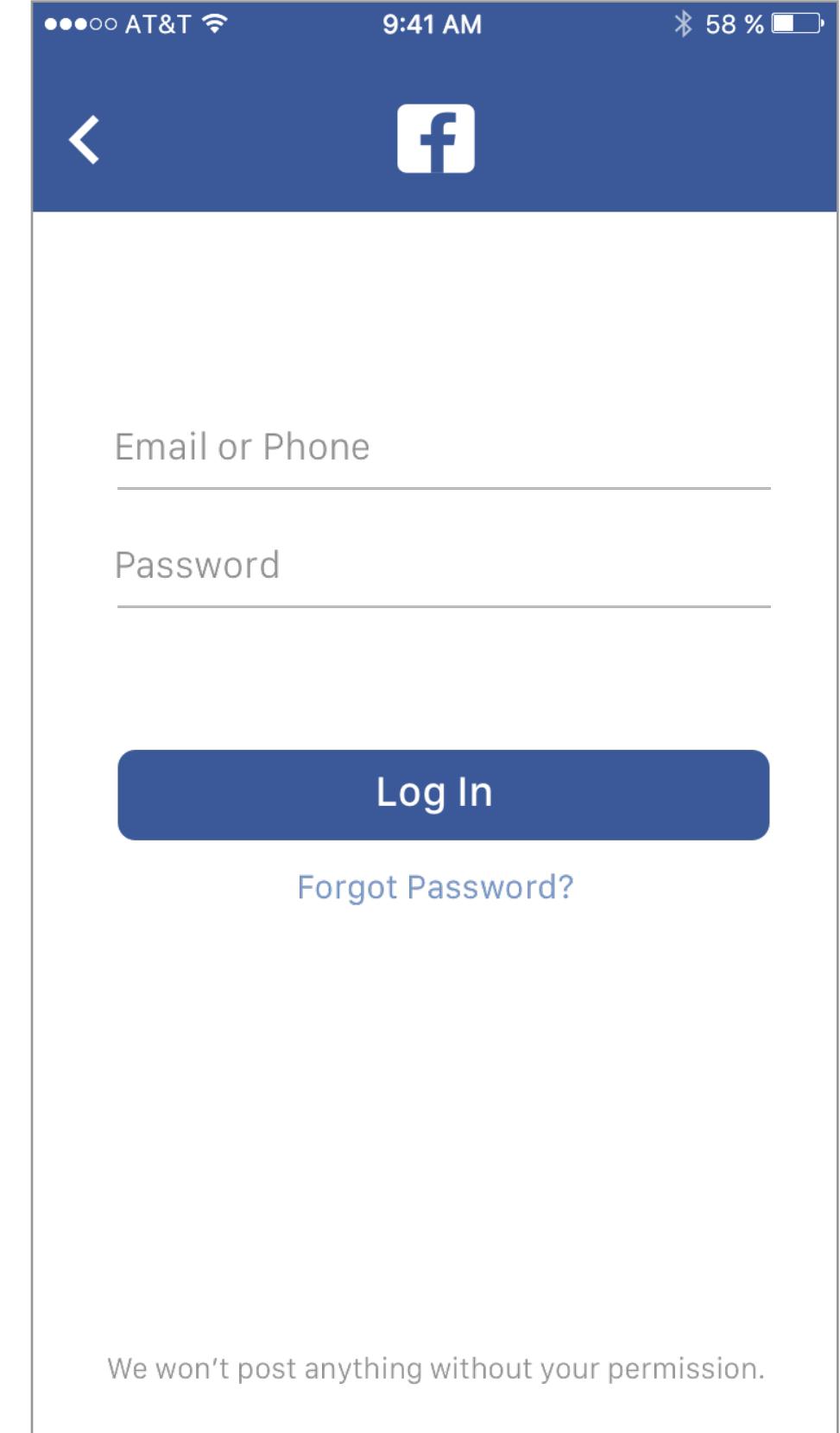
SIGNING UP



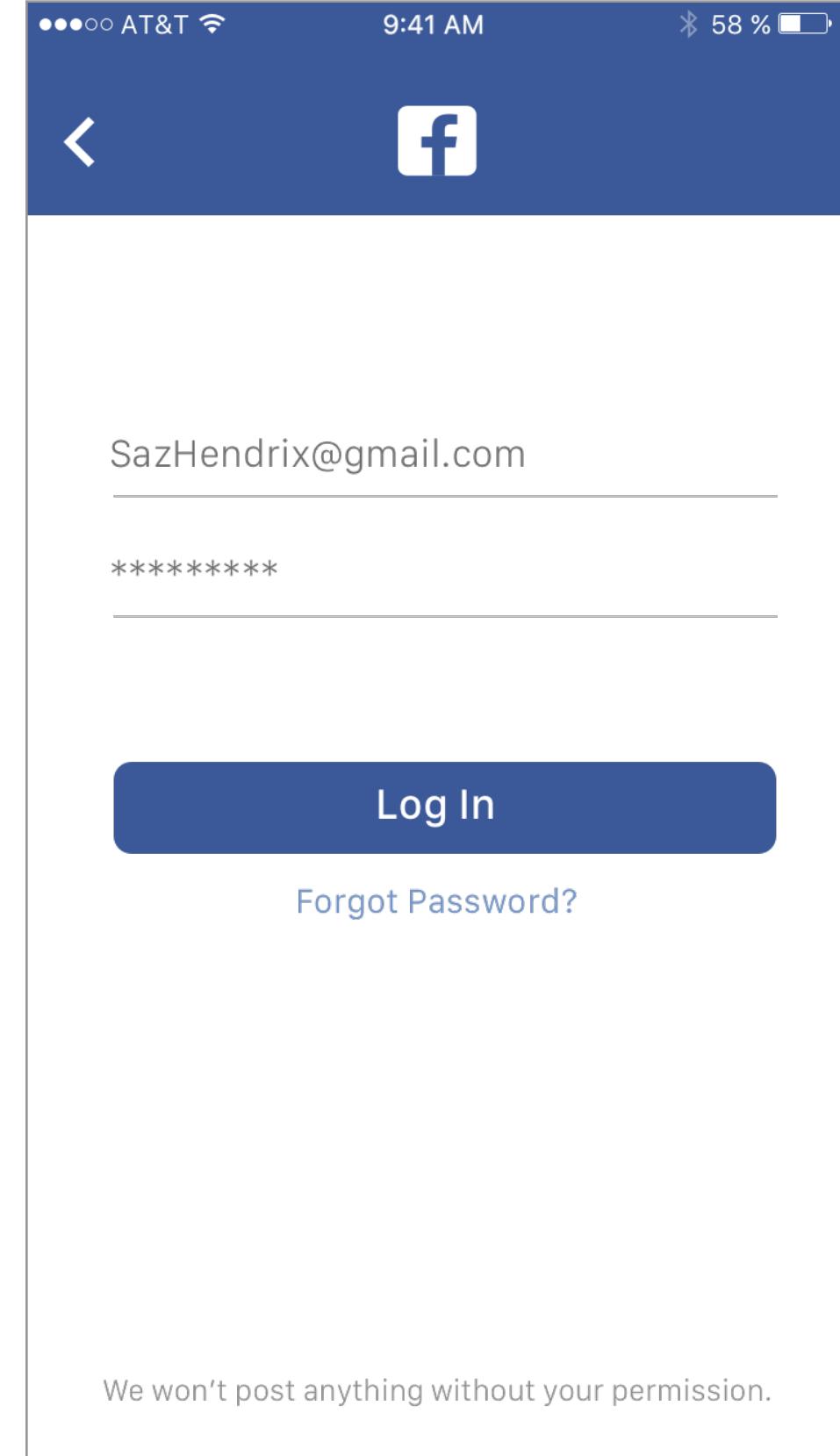
Launch screen: I read on Apple's iOS guidelines that a launch screen should be simple and look nearly identical to the first screen so I went back and adjust mine accordingly. If the app is taking a bit slower to load, the dot will be moving so that people will know it's still loading, but it's simple enough to transition to the next screen right after.



Login Screen: Basic sign in screen with the options for email, Facebook, and google sign in. I made the Login button solid and bright blue to carry on the color of the app and also to add emphasis on login. Sign up is outline in blue to also draw the eye over. Facebook and Google have their signature colors that would help the users know right away what it's for.



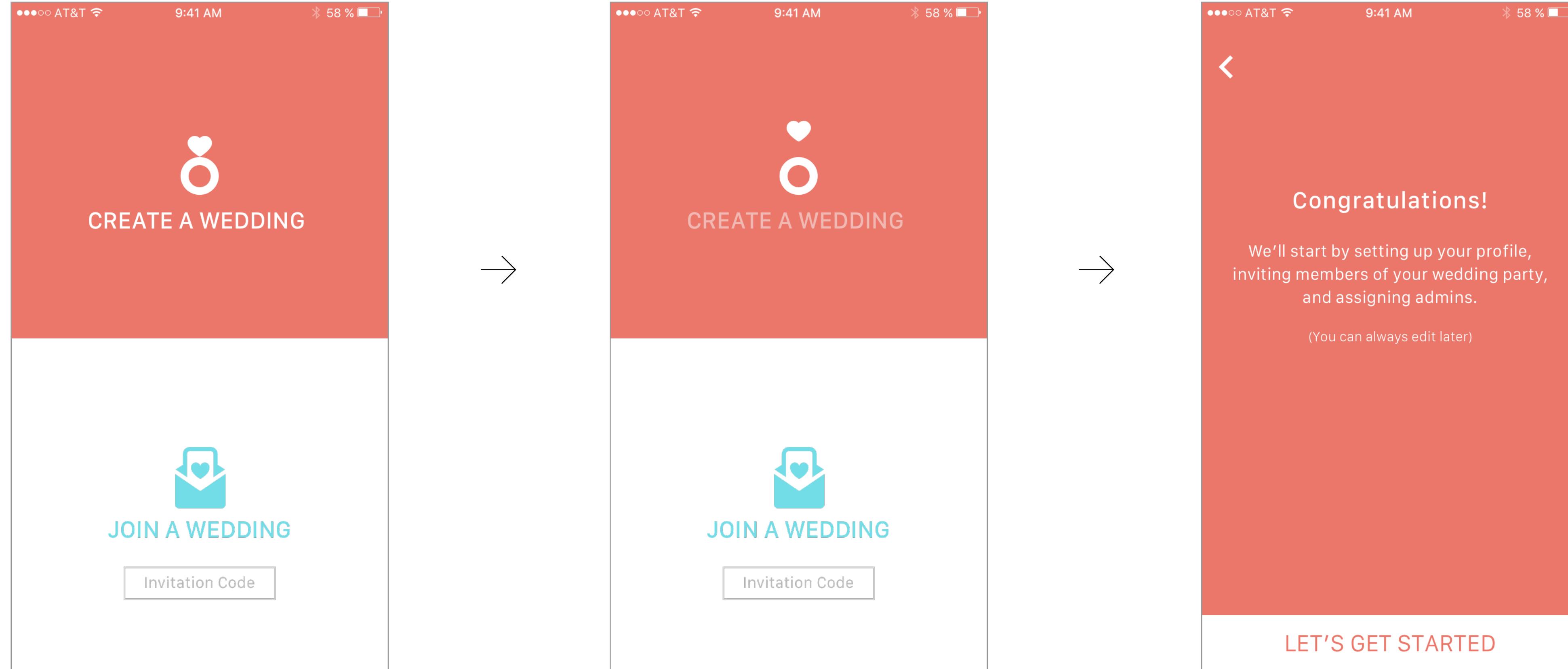
Facebook Login: My user is signing in with Facebook so that she can easily invite people. A change I would make would be to inform the users that logging in with Facebook and Google would be best in the long run to access their contacts. I would have to think of the best way to do this without cluttering the interface with texts.



Facebook Login: Filled out version to showcase what it looks like before and after. This helps transition to next part after logging in.

MOCK UPS

CREATING A WEDDING



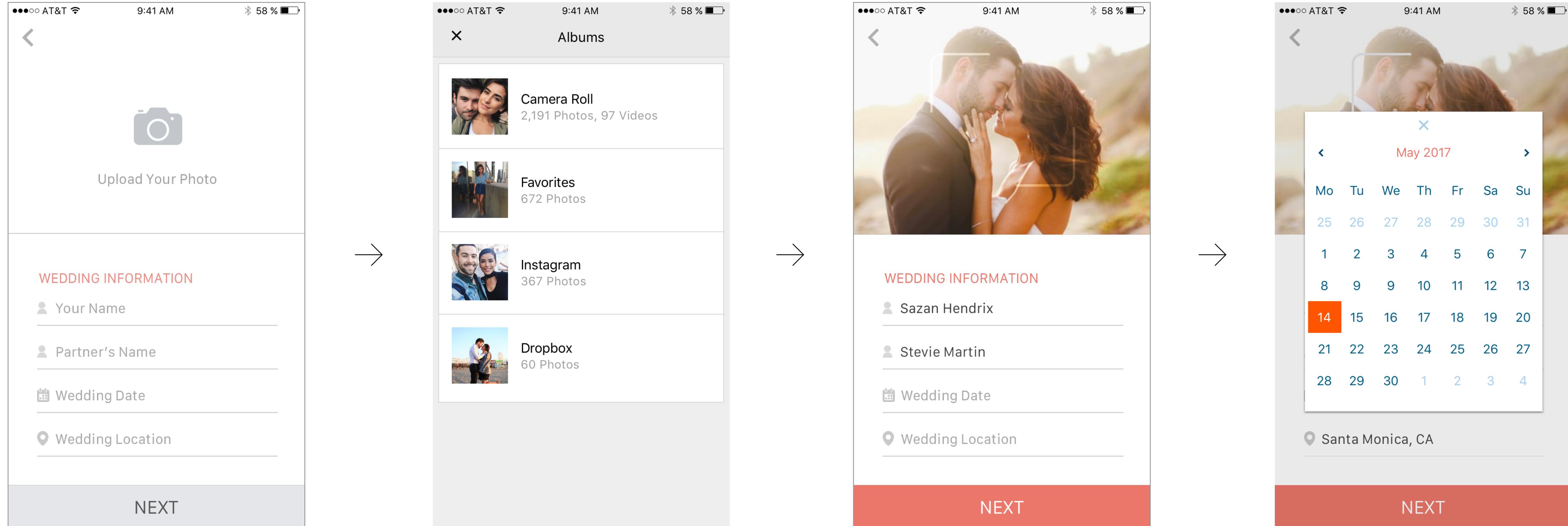
This screen splits users between being an admin and creating a wedding or being just a member unless admin rights are granted. I wanted something that would contrast and show the differences so I went through different versions. I opted for using the two primary colors of the app to divide the two possible paths up. Invitation code makes it easier to find the wedding.

I wanted to have some animation to keep it fun, but it would be simple so it wouldn't get in the way. If a user presses down on the 'create a wedding' then the heart bounces up. If they enter in the invitation code the heart also bounces. I had trouble because I wasn't sure if it's clear where to press on after inputting in the code, but there's also a button on the keyboard for done.

I added this screen after the first iteration. My goal was the app should be more friendly and inviting while also help guide the users so the 'congratulations' make it more personal and the sentence tells the user what will be coming up next. The 'edit later' lets the user feel more at ease knowing they can go back and edit anything they input.

MOCK UPS

SETTING UP A PROFILE (1/2)



This screen is mostly light grey to let users know it is editable. Icons are included to show the differences between each input and also the 'wedding info' in all caps and colored to make it pop what the user will be inputting. The 'Next' is greyed out and not inactive until the users start filling out the info. It's on the bottom and huge so users can't miss clicking on it.

When the user clicks on upload your photo, this screen will load up of their photo albums with all their photos so they can easily find the photos they're searching for in a specific album.

Once the user has found their photo they can adjust and position it. The brackets are there to imply this. Next, they can input their name and the partner's name. I didn't specifically say bride or groom's name so that any gender would feel more welcomed to use this app.

Each time the app asks to add a date, this calendar option with pop up and the user can find their months and dates easily. I chose to go with a visual calendar so users can actively see the months and date and have a clearer image of the months to come compared to the iOS scrolling calendar on the bottom.

MOCK UPS

SETTING UP A PROFILE (2/2)

The image consists of four screenshots of a mobile application interface, arranged horizontally. Each screenshot shows a couple in a romantic pose at sunset. The first two screenshots show the keyboard visible, while the last two show the keyboard hidden.

Screenshot 1: Shows the couple photo at sunset. Below it is a 'WEDDING INFORMATION' section with fields for names (Sazan Hendrix, Stevie Martin), date (May 14, 2017), and location (Wedding Location). A red 'NEXT' button is at the bottom.

Screenshot 2: Shows the couple photo at sunset. Below it is a 'WEDDING INFORMATION' section. The 'Wedding Location' field contains 'Santa mo'. An arrow points to the right, indicating the next step. The keyboard is visible.

Screenshot 3: Shows the couple photo at sunset. Below it is a 'WEDDING INFORMATION' section. The 'Wedding Location' field now contains 'Santa Monica, CA'. An arrow points to the right, indicating the next step. The keyboard is visible.

Screenshot 4: Shows the couple photo at sunset. Below it is a 'WEDDING INFORMATION' section. The 'Wedding Location' field now contains 'Santa Monica, CA'. An arrow points to the right, indicating the next step. The keyboard is hidden.

I realized after creating this screen that 'wedding location' is so far down that when the keyboard comes up it would have to push everything up or appear on another screen.

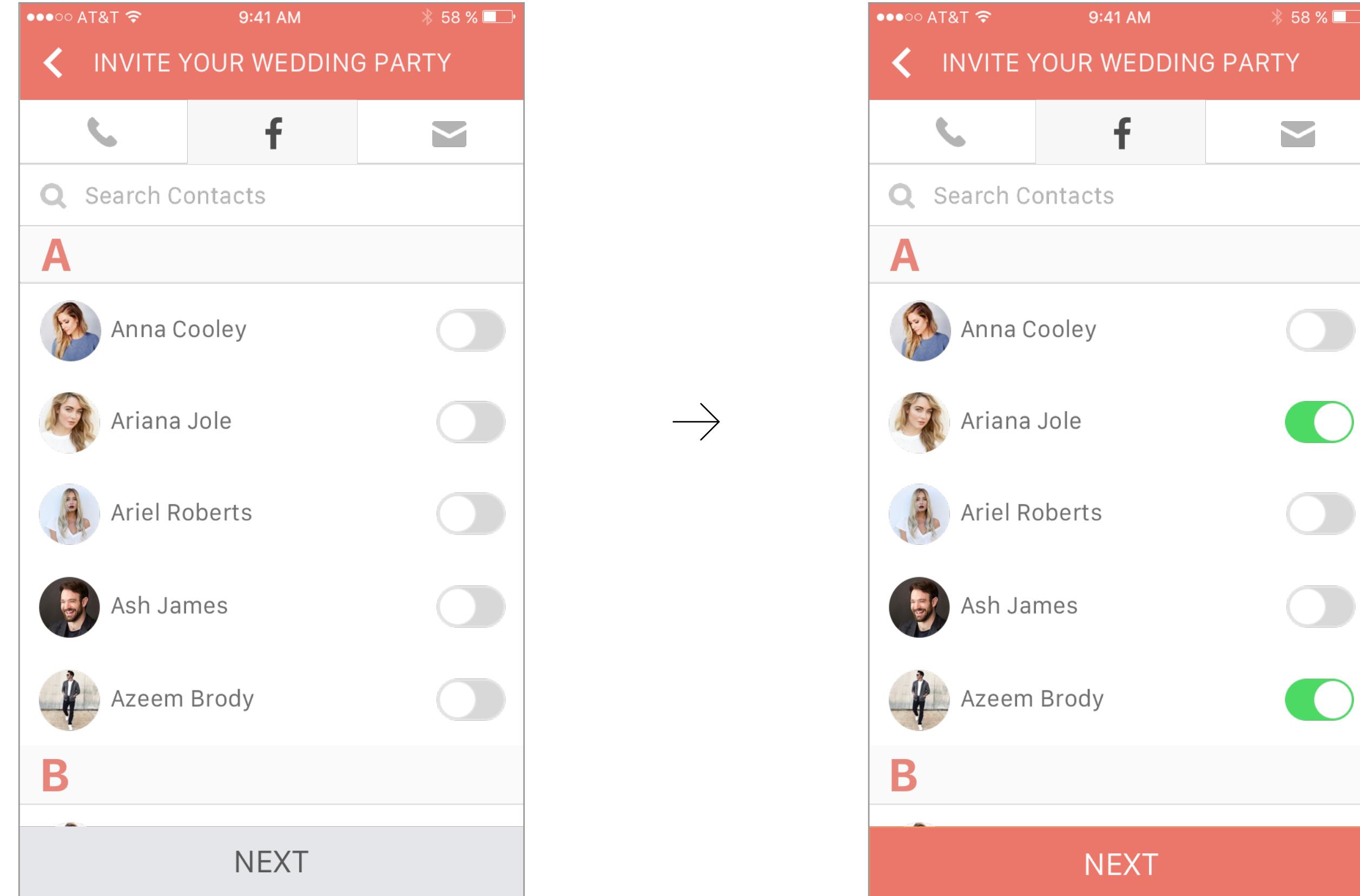
I decided to go with only have the wedding location be pushed and the other inputs disappear so that the user can focus on this alone. The photo stays, however, so they know they're still on the same screen. Whatever they type in, there will be auto suggestions to help make the process faster.

When they press on the location they want, it turns grey then they can press 'Done'. I also gave them the 'x' button so they can quickly delete whatever they've filled in faster.

The texts after filling out appears a lot darker so they know it's been filled in. The 'Next' rectangle turns active with a color after the user places in both names. Names are required, but the date and location is optional because they can always edit it in later. Couples might not have their date or location yet, but names are always a known thing.

MOCK UPS

INVITING WEDDING PARTY

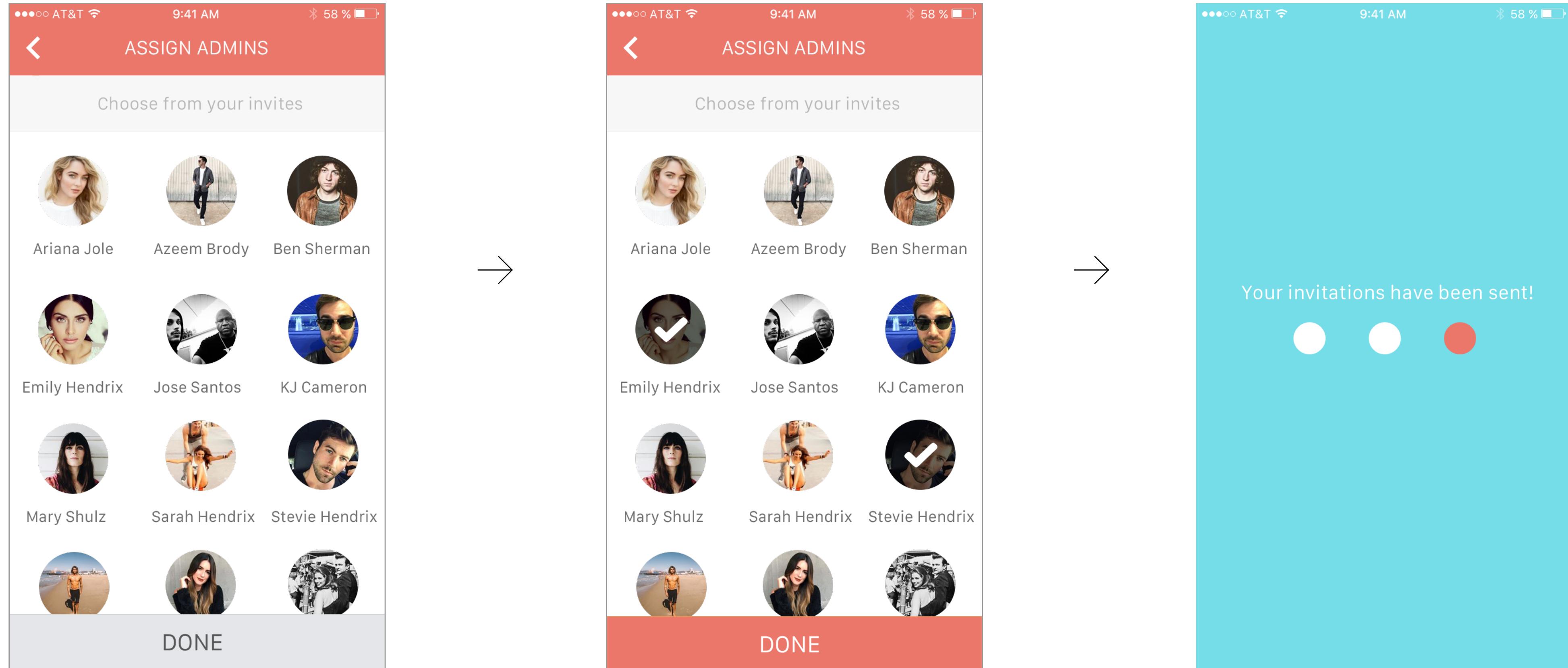


For inviting members of the wedding party, the user has three options to choose all their contacts from including their phone contacts, Facebook, and e-mail. This is why it'll be great to log in with Facebook from the beginning. The option will have a solid light grey background to indicate which option they're on. They can also search names of the contacts, and then click on the toggle to add(green) or unadd(grey). Names are also listed alphabetically, and shown by the pink orange color letters.

The 'Next' button will stay grey and inactive until they start adding people. However, I will change this option so they can skip this part if they rather go back later and add. I would also add an option of manually entering in an information like an e-mail address if they don't have it saved in their emails.

MOCK UPS

ASSIGNING ADMINS



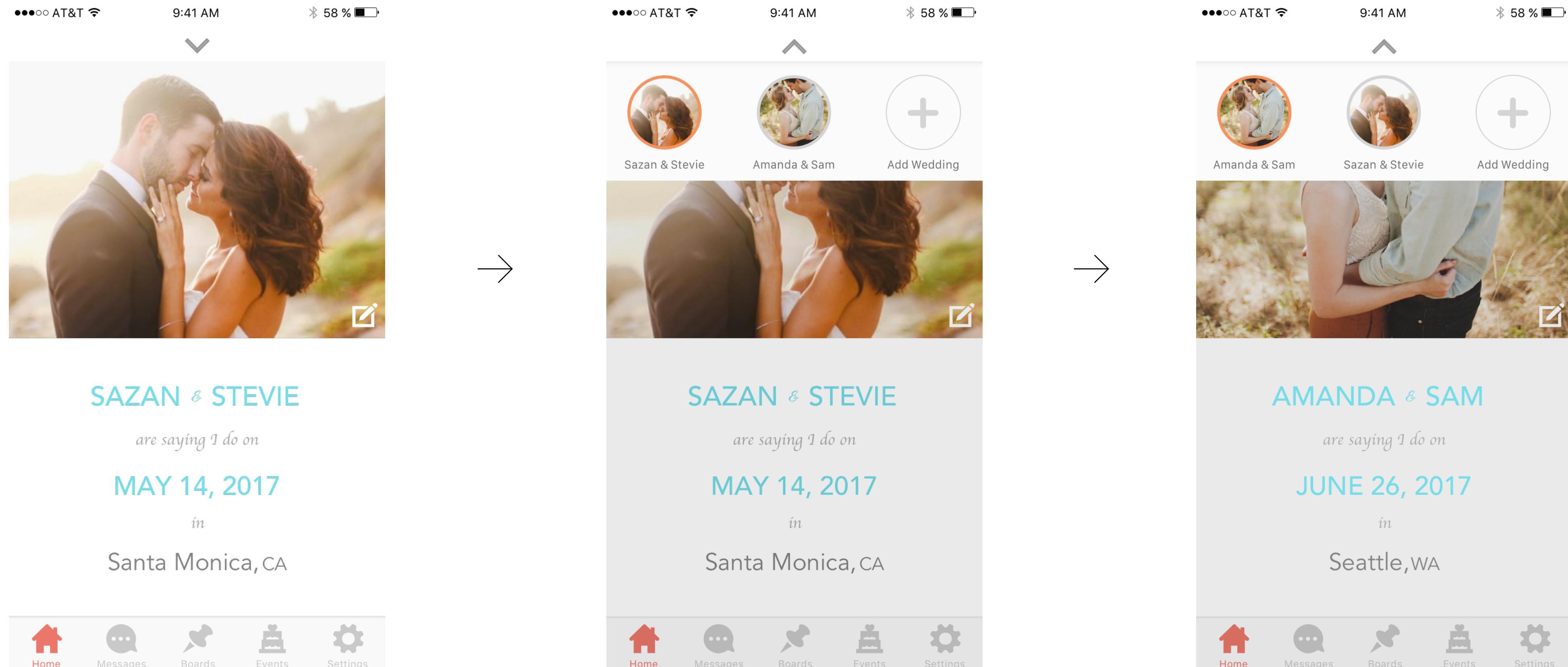
Admins can be either user's partner they're marrying so they can help plan or they can be their mother, wedding planner, maid of honor, etc. Users can choose from their list of invited people to easily pick their admins. I will also have to change it so they can skip this part if they want to add admins later.

When the user clicks on a person, a white check mark appear over a darkened image of their profile photo so the user can easily tell they've been chosen. If there's been a mistake, the user will click again on the circle and it will go away and return back to normal.

When the user presses done, this screen appears to let them know everything they did was successful and that their invitations are being sent via whatever options they picked to invite the person. The dot is animating while the app loads their profile.

MOCK UPS

HOMESCREEN & CHANGING/ADDING WEDDINGS



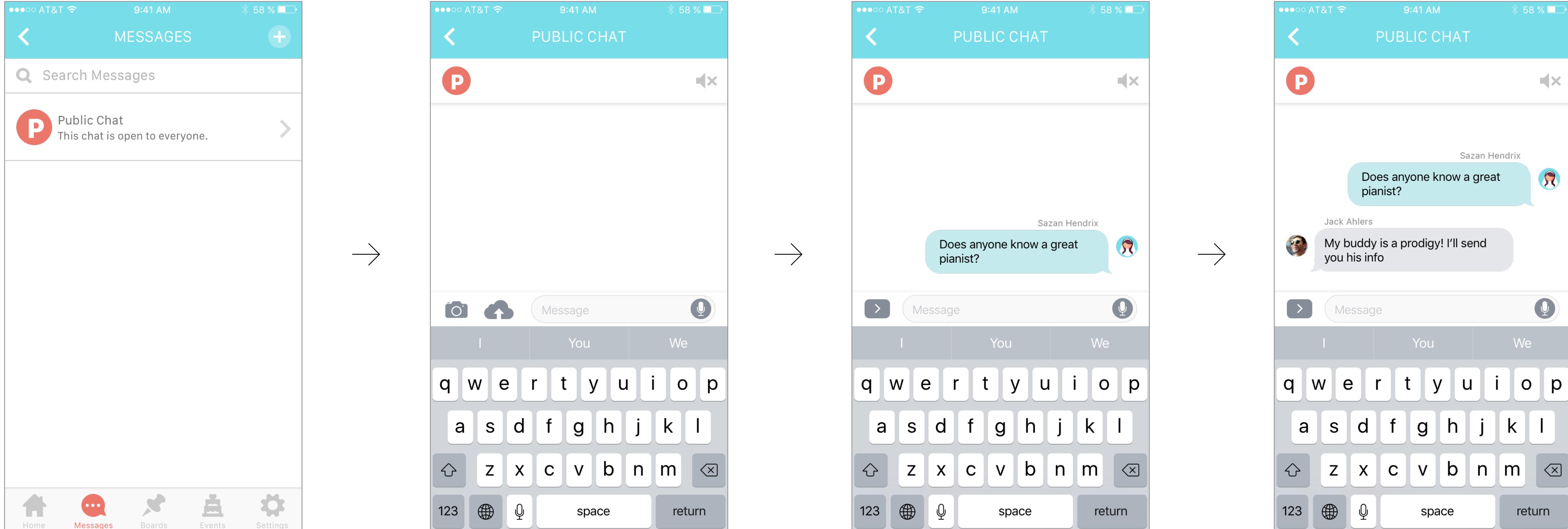
This is the homescreen. It's the wedding information entered earlier compiled. The names and date are super important so they're colored and capitalized for emphasis. The location is second so it's a darker grey. The small phrases are extra to make it personal. Users can edit their info anytime. What I would change is the option for users add customization like colors.

I put the option to change weddings and add weddings on the top of this page for easy access. The down arrow drops down to show the different weddings with a photo of the couple and also the name. Current weddings are outlined in orange while the others are greyed out to show inactivity. Users can look through the transparent greyed screen to see which profile they're currently on.

This screen shows what happens if the user switches weddings. The current active wedding will be orange while the other stays greyed out. The circle with plus sign indicates to add a new wedding. If there's more weddings then the user will just scroll through and pick the wedding they want.

MOCK UPS

MESSAGES: PUBLIC CHAT



What makes the messaging in this app unique is the Public Chat. This chat allows everyone in the wedding party to ask question, make mass announcements, and more so anyone can interact and get information from one another and not solely on the wedding couple. Also the wedding couple can ask for help anytime and anyone can volunteer to help out.

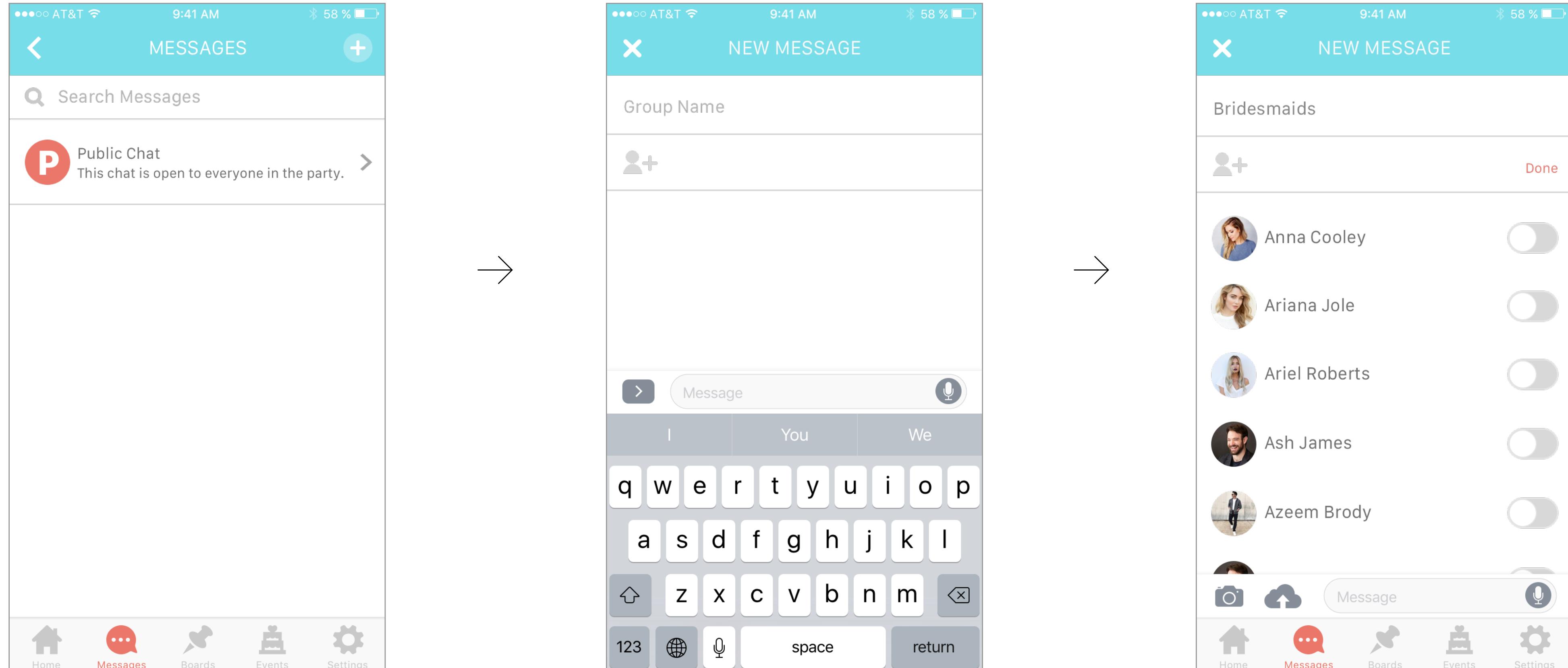
This screen shows up if you press on the Public Chat. The message system on this is simple and has no extra fluff. Users can share images and upload files. It's basic and easy to use for anyone to accomplish tasks. There is a quick mute button on the top right if there are too many notifications.

This shows an example of the bride using this chat to ask a question to the general audience. This allows people to feel more at ease to talk to one another even if they barely know each other. People want to help, but most of the time the brides don't ask. More heads equal more solutions to a problem which helps during wedding planning.

A guy replies to her question and helps her out. Without her able to ask this question to everyone, she might never have asked him and known about this pianist. Also, it saves a lot of time to ask and receive an answer quickly from one of the many wedding members.

MOCK UPS

CREATING A NEW MESSAGE (1/2)



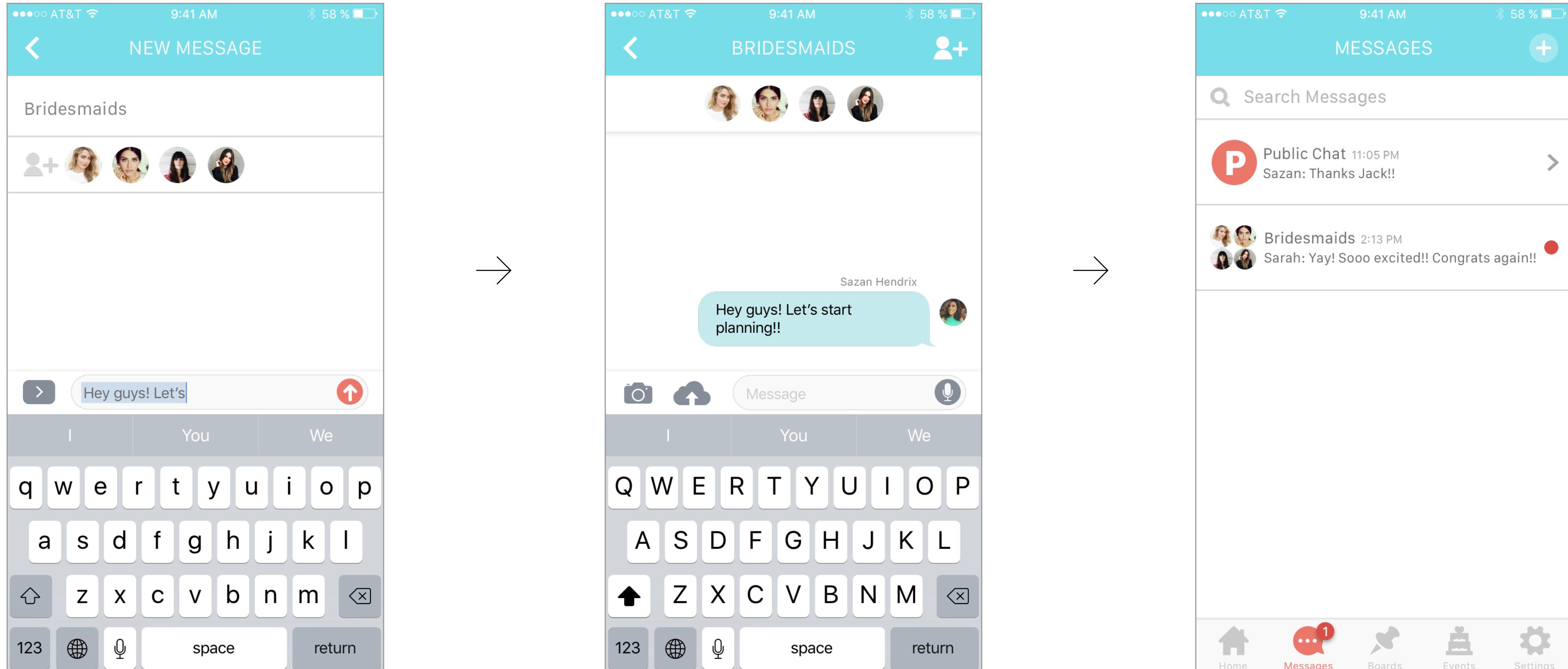
To create a new message, the user will click on the add circle on the the top which would take them to the new message screen.

This is the new message screen where the user can create a Group Name which is optional and where they can add people to text.

I used the scrolling + on/off toggle feature because it'll be a quick and easy way to add or unadd people. When the user clicks on the add person icon this list interactively scrolls down to show everyone on the list and the done is to if they're done adding or they want to close out of it. I would like a better option to be done adding people instead.

MOCK UPS

CREATING A NEW MESSAGE (2/2)



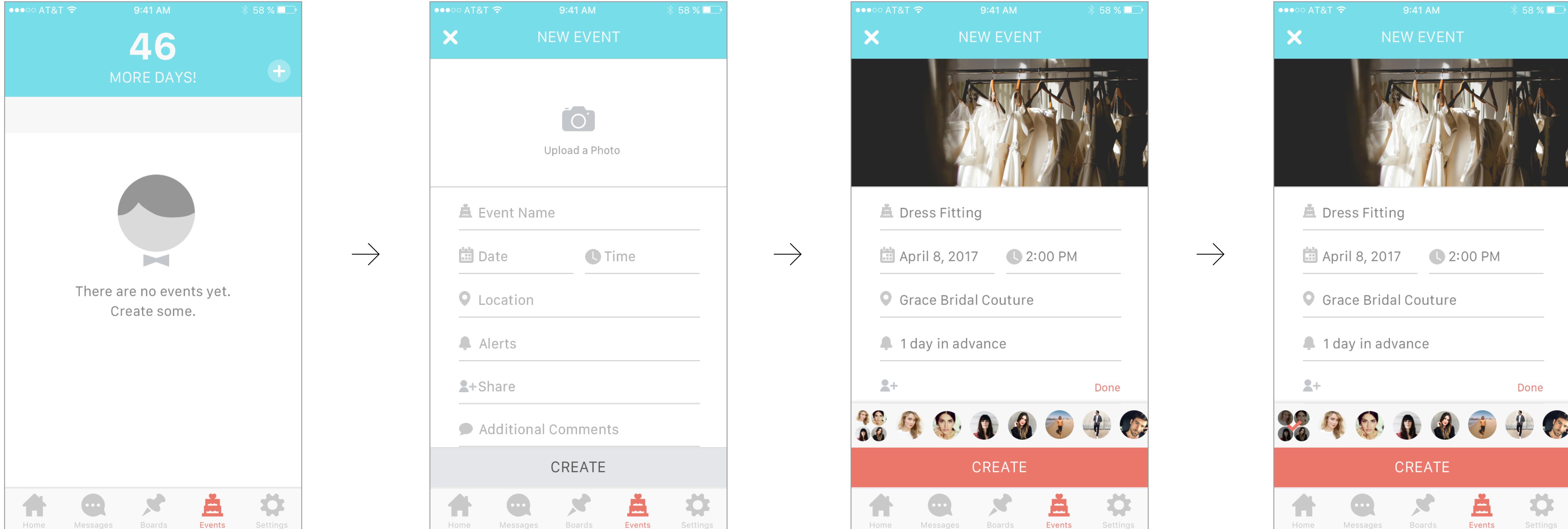
After they're done picking everyone, the people's image will all show up. Then the user can start sending a text.

This screen shows how the screen will look after the new message has been created. The top lists what group name this is and shows everyone in the chat. Users can hold down on the person's profile to edit and delete them from the chat. This is usually common in other messaging platform. The add person icon on top right is for adding more people.

This screen shows how the message homescreen looks like after creating a new message. If it's a group chat with more than four people then the last circle would be +n for how many more people there are. There's a little time stamp to tell when the last text was. An unseen message would show a red dot on the right of the specific group and also on the bottom. I would fix how the alert would look on the navigation to make it more aesthetically pleasing.

MOCK UPS

CREATING AN EVENT (1/2)



Homescreen for creating an event. First thing on the very top in bold letters is the countdown of how many days until the wedding so everyone will always see it. The events page is empty so there's a title groom icon to help say that. There's a plus sign on the top right to add a new event.

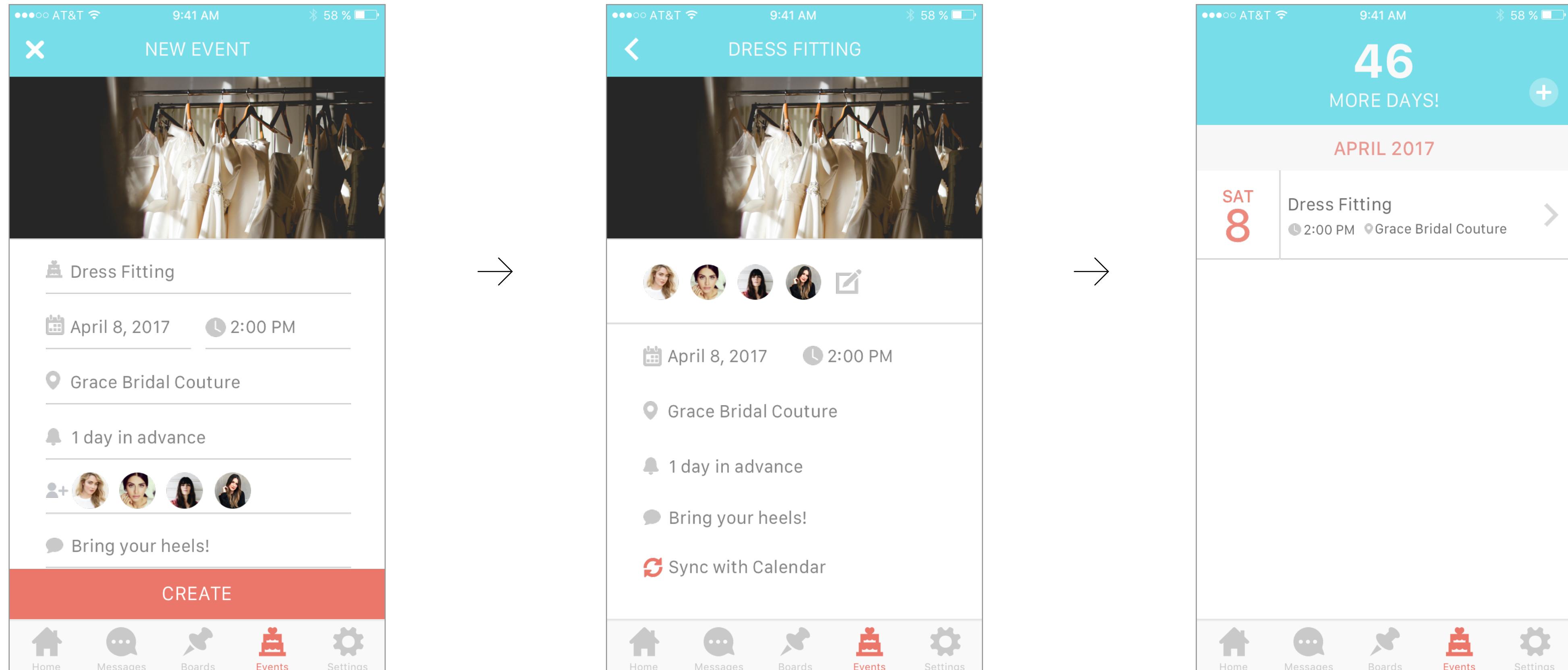
Page to add event. It appears light grey to look empty and needs input from the user. There's all the traditional elements of creating an event from a calendar and includes icons to differentiate each item. I included the upload a photo which is optional but weddings always have a lot of photos of the couple to share.

The first few inputs are self explanatory. I wanted to focus on how adding people would be like. I wanted to make it easier for the user to choose people so I added groups they already made in the messages for quick picks of everybody in a group. I made it so the list of people would scroll down when the icon is clicked.

Users can scroll left to see and pick more people. Once clicked on, the profile becomes darker and there is an orange check mark. They can click on this again to uncheck the invites. If I had time, I would think of a better way to show that it's picked. If the user is done or misclicked they can click on done to get close out.

MOCK UPS

CREATING AN EVENT (2/2)



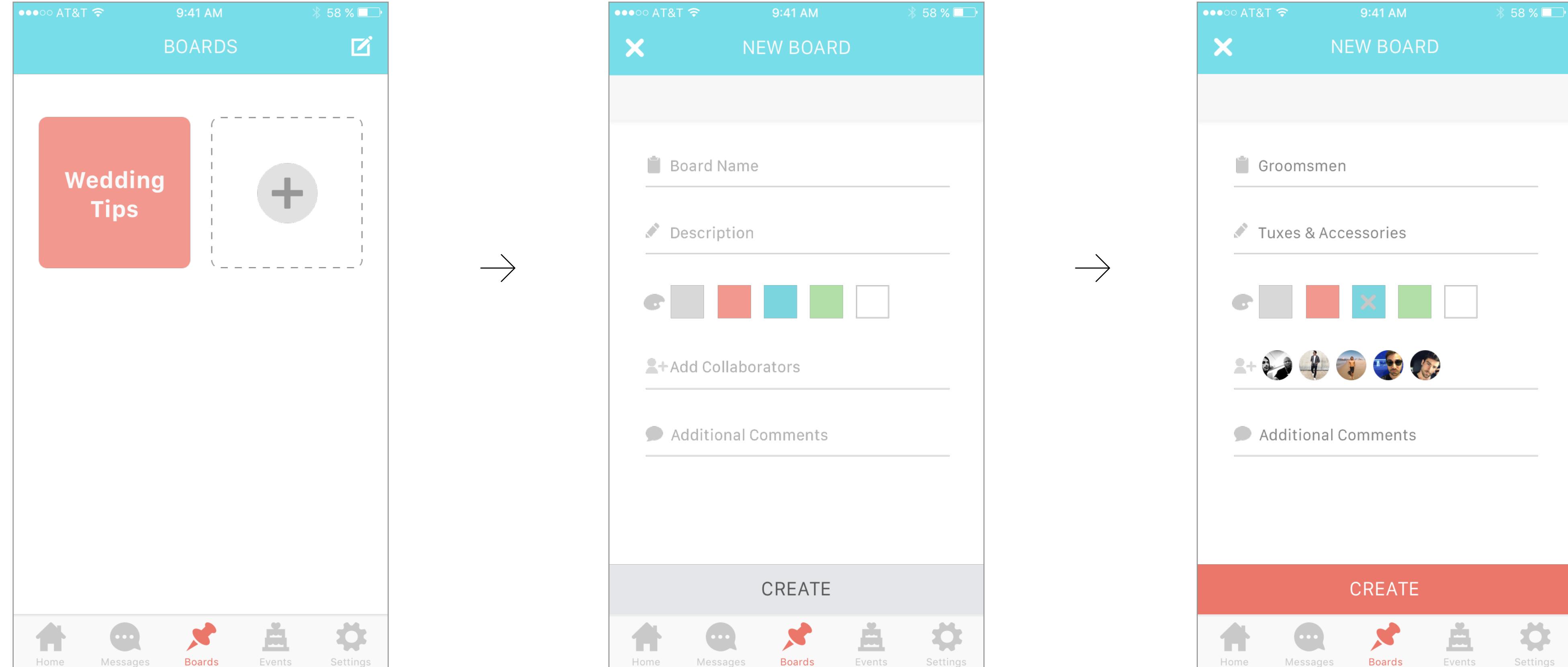
Once closed out all the people who were selected will appear. The user will now click create to create the event.

This is the screen created from the information input from creating a new event. All the people invited are shown and once they check into the event to show they've seen the notification then there will be a check mark in the name. Users can edit the information with the edit icon. They can also sync the event with their own calendars.

This is how the event mainscreen is shown after an event is created. Once more events are made, you'll have to scroll down to look through the events. Months will always be emphasized and so will the date and time. If I had more time I would add more detail in the alert/notification process of events.

MOCK UPS

FILE SAVING & SHARING: CREATING A BOARD



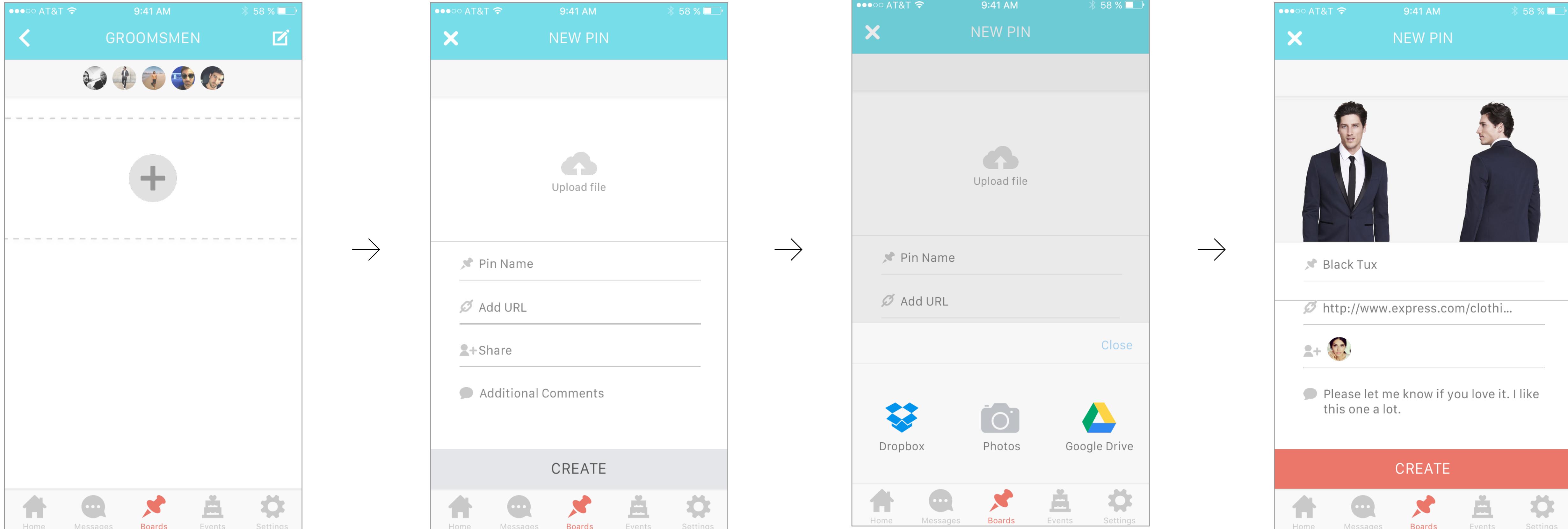
This is the homescreen for Boards. Users can edit, move, and delete boards by the edit icon. 'Wedding Tips' is a default board provided from the app with plenty of wedding tips and tricks inside for anyone to read. The plus icon on the right of it creates a new board.

This is the screen to create a Board. The words are light grey to show that info needs to be entered.

The user can choose what color they want their boards to be for organization purposes. I put in collaborators instead of sharing because I want to give other users that aren't admins the option of adding files and sharing with the bride/groom and group also.

MOCK UPS

FILE SAVING & SHARING: CREATING A PIN (1/2)



This is the screen once the Board is created. The Board is like a folder and users add files or ‘pins’ to the board. This board is empty, but you can see the name of the board and the people it’s shared with. The plus sign shows to press on it to upload a file.

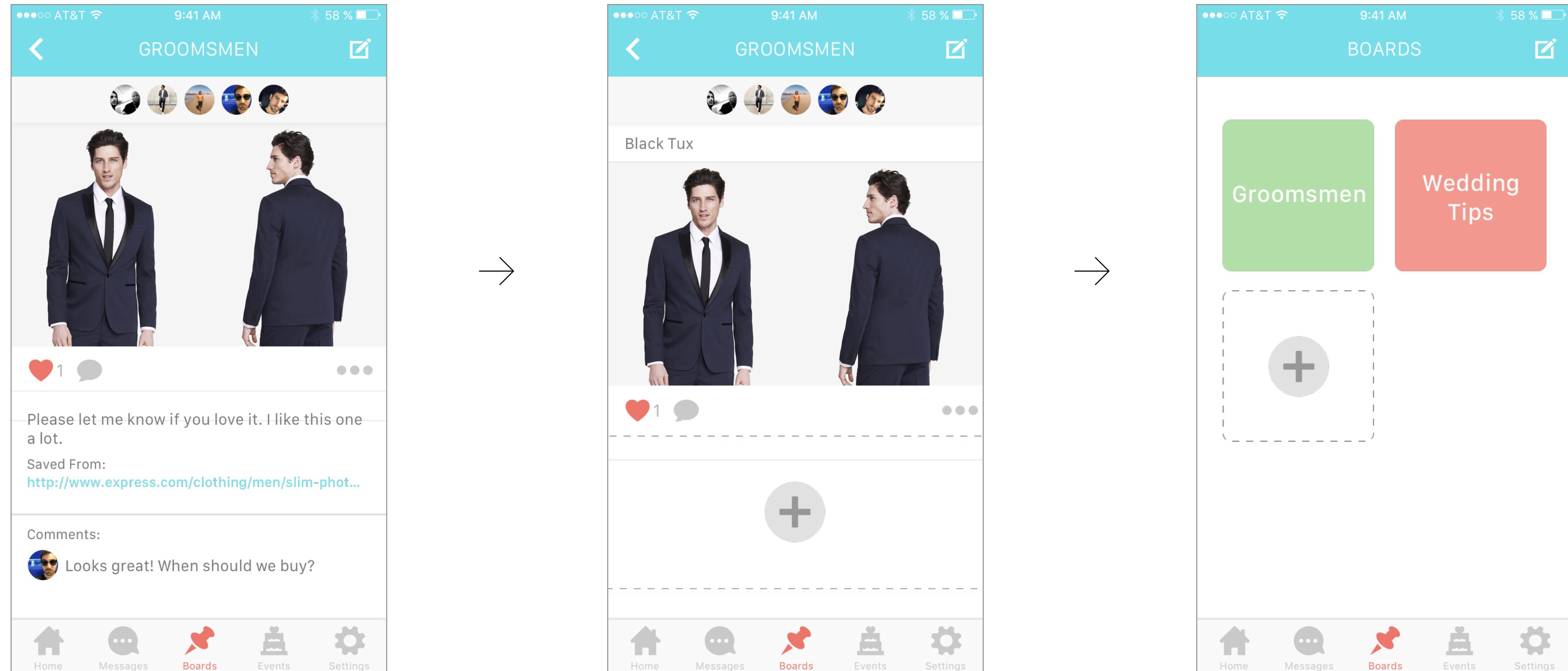
This is the screen once the Board is created. The Board is like a folder and users add files or ‘pins’ to the board. This board is empty, but you can see the name of the board and the people it’s shared with. The plus sign shows to press on it to upload a file.

This is the upload file option. Users can choose to upload from their photos, dropbox, or google drive. Changes I would make in hindsight will probably add in upload from URL also so a user can just input in a url of an item and it would place the image in instead so people can go to the link and see the product instead of having the url out in the input.

This is with everything filled out. The board is already shared with the group of people but there’s also an option to add more people to specific files.

MOCK UPS

FILE SAVING & SHARING: CREATING A PIN (2/2)



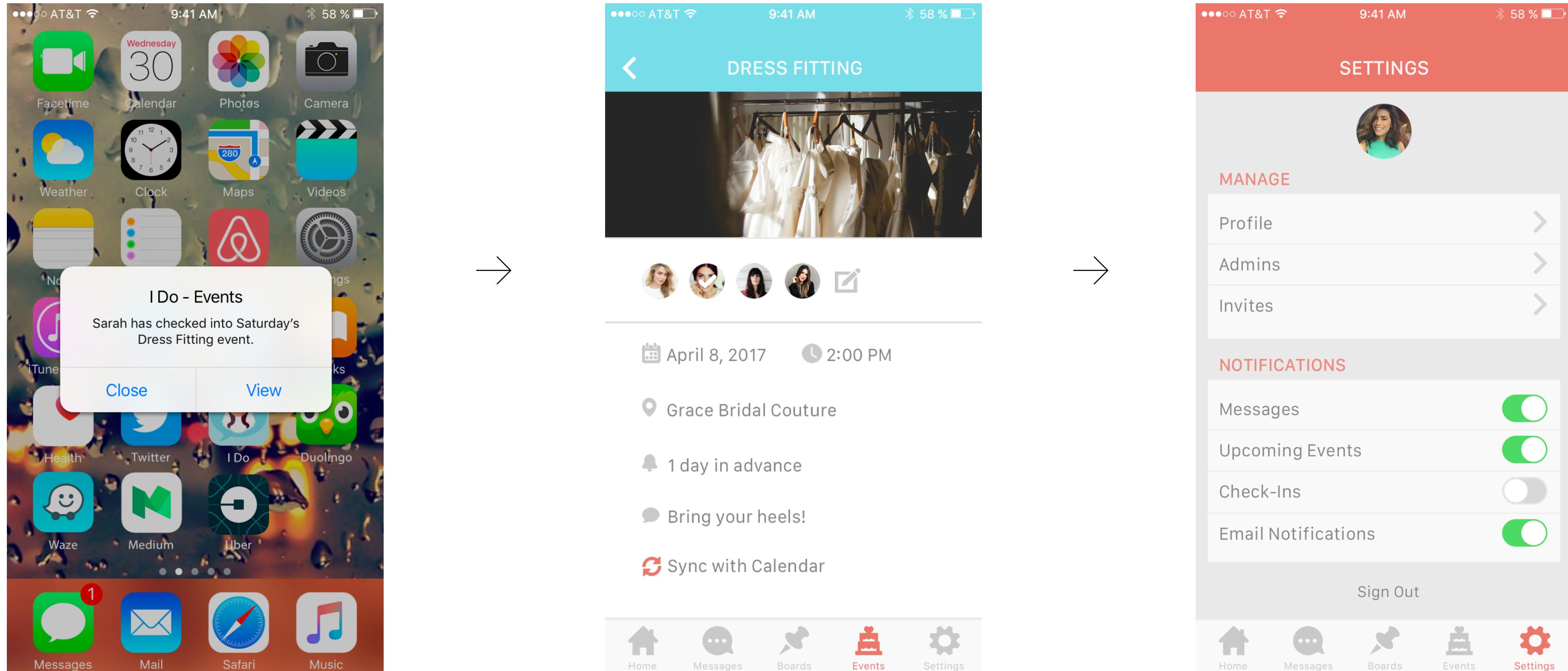
After a pin is created this page loads up with all the information compiled. The name of what board you're in is on top with edit icon. There's an option to like the item and also to add comments. There's also more options to save and share with the three dots icon. This is the detail page of the pin. If you go back you will go to the full 'Groomsmen' Board page.

If the user presses on the back button icon in the last screen it will take them to the 'Groomsmen' Board where they can upload more files. It only shows the basic info of each pin including the likes, quick comment, and the save and share icon. If you go back once more, you'll be at the homescreen of the app.

This screen is the homescreen of the board when you press the back button of the last screen. It shows the new board 'Groomsmen' in place. I had a hard time trying to decide the layout on how I wanted to go with these boards. I stuck with simplicity, but if I had more time I would come up with something a bit more creative.

MOCK UPS

CHECK INS AND EDIT PUSH NOTIFICATION SETTINGS



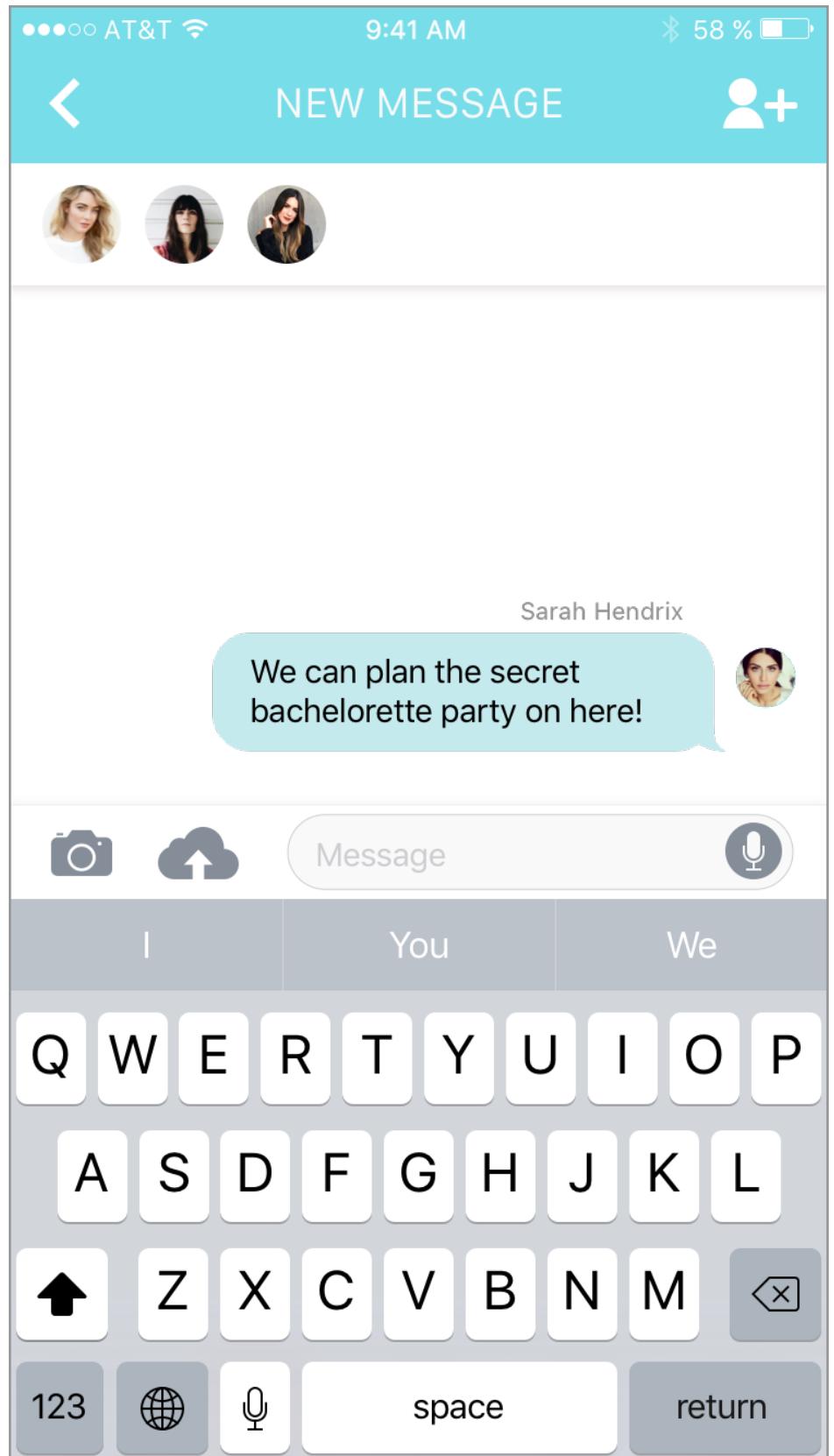
To help the wedding couple stay organized on who's coming and who's not, I added the check in method where the people notified of events will check in to say they're for sure coming. The bride will receive a notification when a person checks in. She can either view it or close.

The bride chooses to view it so the system takes her to the page with the event checked in and she can see Sarah has checked in with the check mark. Sometimes alerts get annoying so the option to change this will be in the settings.

She goes into the settings and it has everything for her to manage from her profile to adding or deleting admins and invites. The list of notifications to turn off are below and they're all on as default. However, I considered turning off email notifications as a default so people won't get bombarded with annoying emails. Toggle switch for these to be easy to use.

MOCK UPS

BONUS: SECRET CONVERSATIONS WITHOUT THE COUPLE



This isn't part of the story, but it's a benefit to the app. Anyone assign admin can create their own groups and messages so a benefit of this app is that an admin can have their own conversations without the person who created the wedding seeing.

Grooms can talk privately to their groomsmen or to the bridesmaids to plan something for the bride. Or the Maid of Honor can secretly plan the bachelorette party with the bridesmaids. Since everyone is already added together in one area, it'll be easy to find people and create groups. This helps bond the wedding party and gets rid of the sense of unfamiliarity.

EXTRA THOUGHTS & COMMENTS

One large issue I kept thinking about, but didn't know quite how to solve is how to keep weddings separated from one another. If a user is a wedding planner or is an admin on multiple weddings, how would they manage all the different notifications and people. It's not important in my case with my user story, but it's a thought to keep in mind for further development.

I realized how importing wording, labeling and icons are during this process. If executed poorly, these areas would hinder a user's understanding of what's going on. Good UI would make it easy for the users to comprehend.

Choosing the icons was quite hard also especially for the navigation bar. I wanted icons that had a clear silhouette, but also could relate to the subject matter. An app is constantly evolving so this would be change made in the future after much more user testing and iterations.

I also kept color in mind while I worked. Other than the aesthetics, I asked myself if the color was too bright or if it emphasized the right thing. I also tried to think about the issues of colors in different environments like it being outside. My colors might be a tad too bright and light for the sun so that's something I need to test.

I also wanted to make the app more personal instead of having the user input everything and seem like a one sided conversation. That's definitely one thing I want to incorporate more of into the app if I had more time to design.

CONCLUSION

Although there's still plenty of changes and tweaks, it's been a great learning experience. The process of starting with just a story of a problem, to doing flows, wireframes, user testing, and visuals makes everything a lot easier than just going all in.

I've also learned a lot in general about the guidelines of designing for mobile. Devices are all different and thus, need different approaches to designing, but you can't do that unless you know the guidelines..

My goal for this app was to keep it simple and easy to use. I kept the critical thinking approach and tried to think like a new user using the app without any prior knowledge. I realized it's hard to balance between wanting to design something that's unique looking and designing something that's actually functional. In the end, simplicity is always better and having the users be able to understand the app is most important.

I did some user testing on the mock ups and did iterations of fixes after each. What made designing my screens difficult was that I kept overthinking every little detail, but I realized that not every app is perfect. It's true that apps are organic and constantly changing and evolving. This helped sped things along if I got stuck too long trying to think of a solution. I can always go back and fix things.

Next steps will be to create a brag point website that will demonstrate the importance and helpfulness of this app. Why is my app beneficial to someone getting married? How does it make their lives easier compared to using any other app to communicate and stay organize? With these thoughts in mind, I'm better prepared to create a web page to advertise and persuade people why my app is beneficial.