

ABOUT THE APP

ABOUT I DO

"I Do" is a customizable wedding app to help ease your wedding process until the big day. Plan, message, share and interact with your bridesmaids, groomsmen, future-in-laws, and entire wedding party.

TARGET DEVICE

The target launching device for this app is the iOS for the iPhone and iPad in conjunction with a website that will have the same features. This way people who don't have an iPhone or iPad can still have access to the app until it launches for Android and Windows. This app will be usable across multiple platforms so that people can easily access their files whether they're on their phones, tablets, laptops or computers because most people have multiple devices. This would increase their use of the app because they can communicate and share with the entire wedding party anytime. This also gives everyone the opportunity to down-load and use the app so weddings won't be missing any members.

TARGET USERS

The target users for this app is anyone with access to a smart phone, tablet, laptop or computer that are involved in the planning of a wedding. People can never be too old to get married, but they can be too young so the age will drift off as people start getting younger than the average marrying age. This is not to say there will be no one under 18 using the app because sometimes a younger person will also be involved in the wedding planning still.

APP PURPOSE STATEMENT

PROBLEMS

Wedding is a busy time for brides and grooms. Often times it's hard for a couple to stay organized and communicate with everyone in their wedding party, which results in complications for everybody involved. So what would allow a couple and their wedding party to stay organized and informed?

SOLUTIONS

This app caters to every couples' unique wedding party because no weddings are the same. Couples can assign admin roles to specific people to help carry the load. The wedding party is fully customizable in terms of size and labels. Couples can keep track of all their conversations, notes, links, and pins in one app. Noone will be confused anymore about times and locations with the notification alert of events coming up that is shared with them. This app eases the frustrations and helps make wedding planning seamless by breaking the barriers of miscommunication, unfamiliarity, and disorganization.

BENEFITS

- Customizable so anyone of any gender can use whether there are two grooms or one
- Couples can add as many people or as little as they have in their wedding party.
- Stay organized with all your files and messages in one app
- Less confusion with what is going on in the wedding for everybody
- Easy to share and send files with one groups and individual people
- Never miss another event with the event alerts
- Ability to always add comments to whatever you share to better inform your party
- Less awkwardness with people you aren't familiar with
- Anyone can easily ask for help or a question in the Public Chat
- Less frustrations and stress for the couple

WEDDING APPS

COMPETITIVE APPS

The Knot is another wedding app for helping to plan, however it only offers the essentials of wedding planning such as wedding lookbook, organizing guest rsvps, budgeting, checklists, and basic websites.

Wiithyu is a web-based wedding app that helps view and manage tasks, customize templates, and collaborate and plan. It offers messaging between people and sharing files but it is only offered on the web and the UI is quite cluttered.

Appy Couple helps you manage your guest list and keep track of RSVPs. The app also offers group messaging for communicating with your bridal party and invitees ahead of the big event. Guests can also upload and view photos directly through the app. Reviews on App Store is not that great. There are many complaints on the app's efficiency.

ORGANIZER APPS

Evernote allows people to organize to-do lists, notebooks, and even sketches in the app – so you can choose which ones to share with your partner, family, and wedding party.

Pinterest allows you to create boards and pins of inspirations for your wedding and share them with people.

Google Calendar lets you create events that you can share with people. It's up to the people if they add it to their own calendars or not for alerts.



Sazan Hendrix

AGE: 25

EDUCATION: College

OCCUPATION: Blogger

STATUS: Engaged

LOCATION: Los Angeles

BIO

Sazan is a beauty and fashion blogger that has just recently gotten engaged to her college sweetheart. She is always busy keeping her blog running with constantly making schedules, returning emails, meeting with brands, styling outfits, editing videos, and the list goes on. She has a bad habit of procrastinating and prioritizing her work life ahead of her personal life. However, her family and friends are still the most important people in her life. The only way she can function with this hectic lifestyle is by keeping her daily life organized.

MOTIVATIONS

- Fear of deadlines
- Success
- Her fiancé

GOALS

- Balance work, friends, family
- Enjoy life
- Accomplishing all tasks

FRUSTRATIONS

- Cancellations
- Anything slow
- Poor communication

QUOTE

"If I didn't love my life and what I do, I wouldn't feel right putting my time into it."

PERSONALITY

Extrovert



Laid-Back



Idealistic



Organized



BOBBI BROWN

lululemon  athletica

TORY  BURCH

ANTHROPOLOGIE

STORY

Sazan has just recently gotten engaged to her college sweetheart. She is as thrilled as can be and starts envisioning what she wants her perfect wedding to be like. She and her fiance know they want a smaller intimate wedding at their friend's home overlooking the ocean in May because of the weather.

She knows right away that her bridesmaids will be her 2 sisters and 3 best friends from college. However, only 2 of them live in Los Angeles while the rest lives on the East coast. Her fiancé also picked his groomsmen, but she's only met 2 of them as the other 3 live in different states. Their families have been notified of the engagement and both mothers want to be involved. She is also a bridesmaid for another wedding so there are a lot of plans thrown around between both weddings.

Sazan is nervous about how she'll stay organized with the wedding planning with so many of her bridal party living out of town and not knowing 3 of the groomsmen. She's having a hard time collecting contact information from people. It seems like everybody uses different forms of communication whether it's texting, emailing, or Facebook. She's also extremely busy with her work schedule so she wants input and help, but the only person she knows to rely on is her little sister who is also the maid-of-honor and her fiance, who she also wants to involve in this process as much as possible.

She immediately begins researching wedding lookbooks on Pinterests, Google, and bridal magazines. She emails, texts, and calls her sisters and bridesmaids discussing different ideas and soon enough ideas are all over the place. She is also trying to include her mother and her fiance's mother as well without much success. Both ladies have very different tastes.

She's also been having problems planning with the groomsmen. Her fiancé is becoming a middleman between her and the groomsmen about what they need to do and buy. With all the chaos, she ends up buying their vests for them.

No one is clear on what the schedule is or what exactly is going on. One of her bridesmaids has already missed an appointment to look for dresses because she forgot what day it was on. Sazan is getting overwhelmed by balancing her job and planning a wedding with everyone asking her so many questions all the time.

PAIN POINTS

DISORGANIZATION

1. Most of her bridal party are out of states so long distance is a problem.
2. Sazan has to collect contacts from everyone to make sure they'll all be well informed except everyone seems to have different types of communicative preferences.
3. Some people will just give her one contact that they use a lot or they give her all but don't use their emails or facebook and it makes it difficult for everyone to receive information.
4. She texts, emails, calls certain people so her plans are all over the places in different areas.
5. She's having trouble keeping chains with her mother and fiance's mother so it won't start an argument.

UNFAMILIARITY

1. Sazan has only met 2 of the groomsmen, but doesn't know the other 3 well.
2. She feels strange to contact them through their personal numbers and email even though she has their contacts.
3. She tells her fiancé to pass on the information to the groomsmen because they're his friends, but they have questions that her fiancé can't answer . He's constantly playing the middle men relaying the questions and answers between Sazan and the groomsmen.
4. She wants to ask people for help on the wedding, but she's just been asking her younger sister.

MISCOMMUNICATION

1. People are constantly asking her what time and places things are even if it's written on website
2. One of the bridesmaids missed a dress appointment because she didn't know when it was.
3. The groomsmen are relying on her fiance to relay them all the information about the wedding.
4. She's also unsure to ask for help because she doesn't know if they know exactly what she wants.

FLOW



PAGE/VIEWS

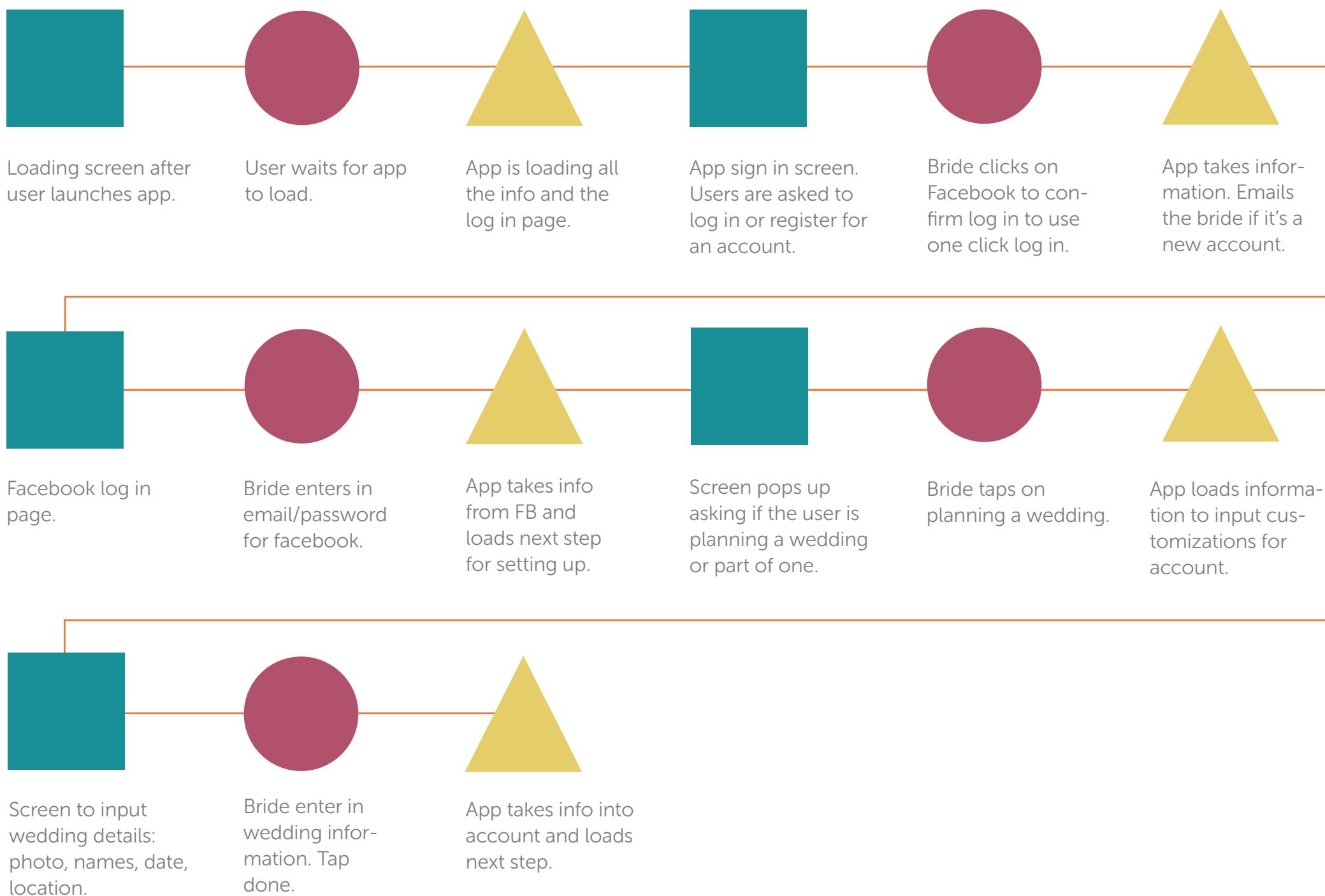


USER INTERACTION



SYSTEM ACTION

1. (disorganization)



FLOW



PAGE/VIEWS

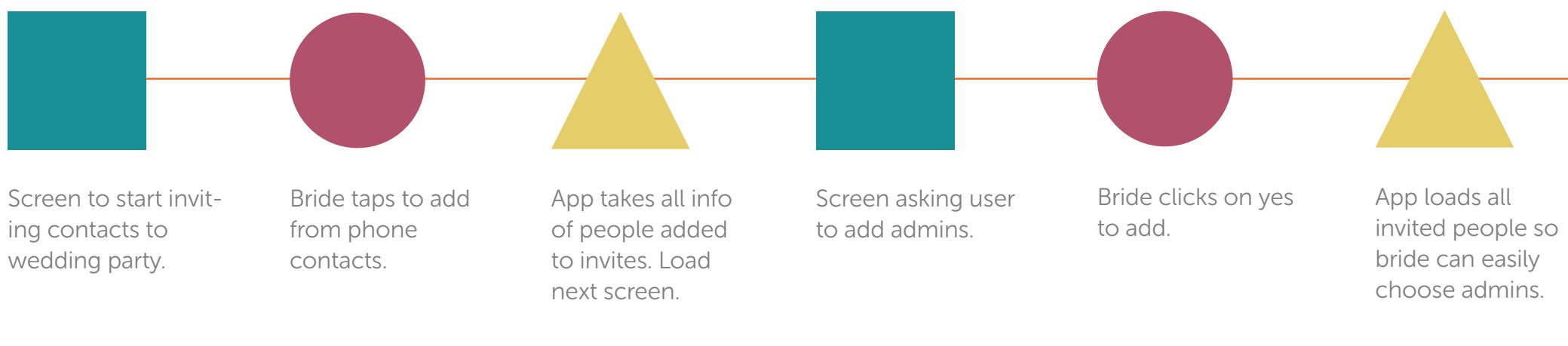


USER INTERACTION

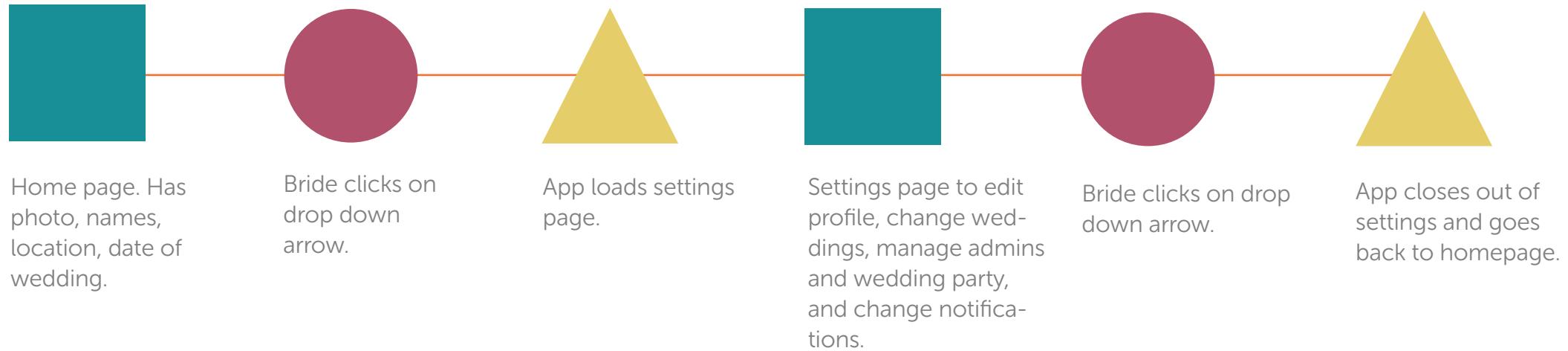


SYSTEM ACTION

2. (disorganization, unfamiliarity)



3. (disorganization, miscommunication)



FLOW



PAGE/VIEWS

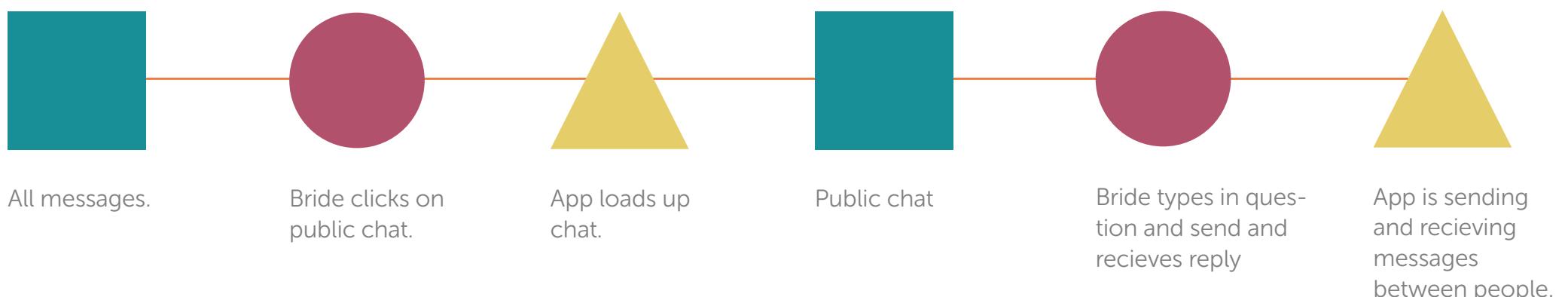


USER INTERACTION

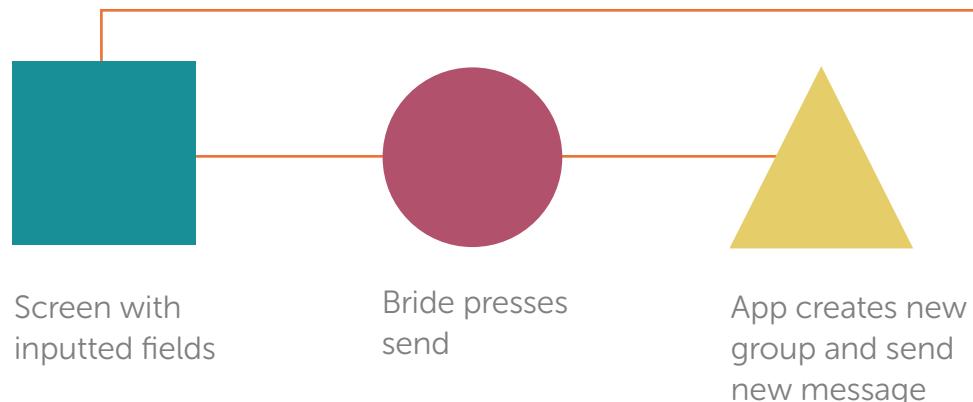
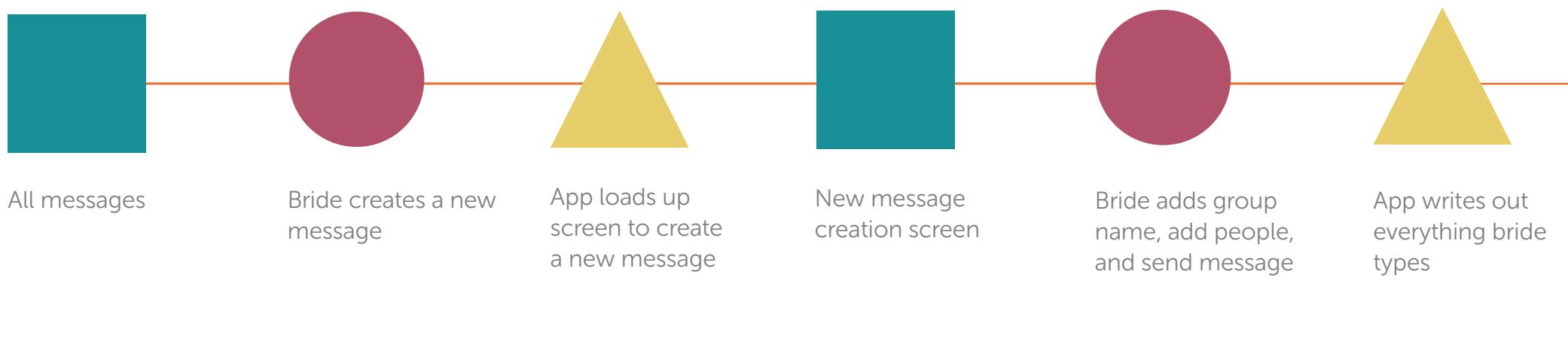


SYSTEM ACTION

4. (disorganization, unfamiliarity, miscommunication)



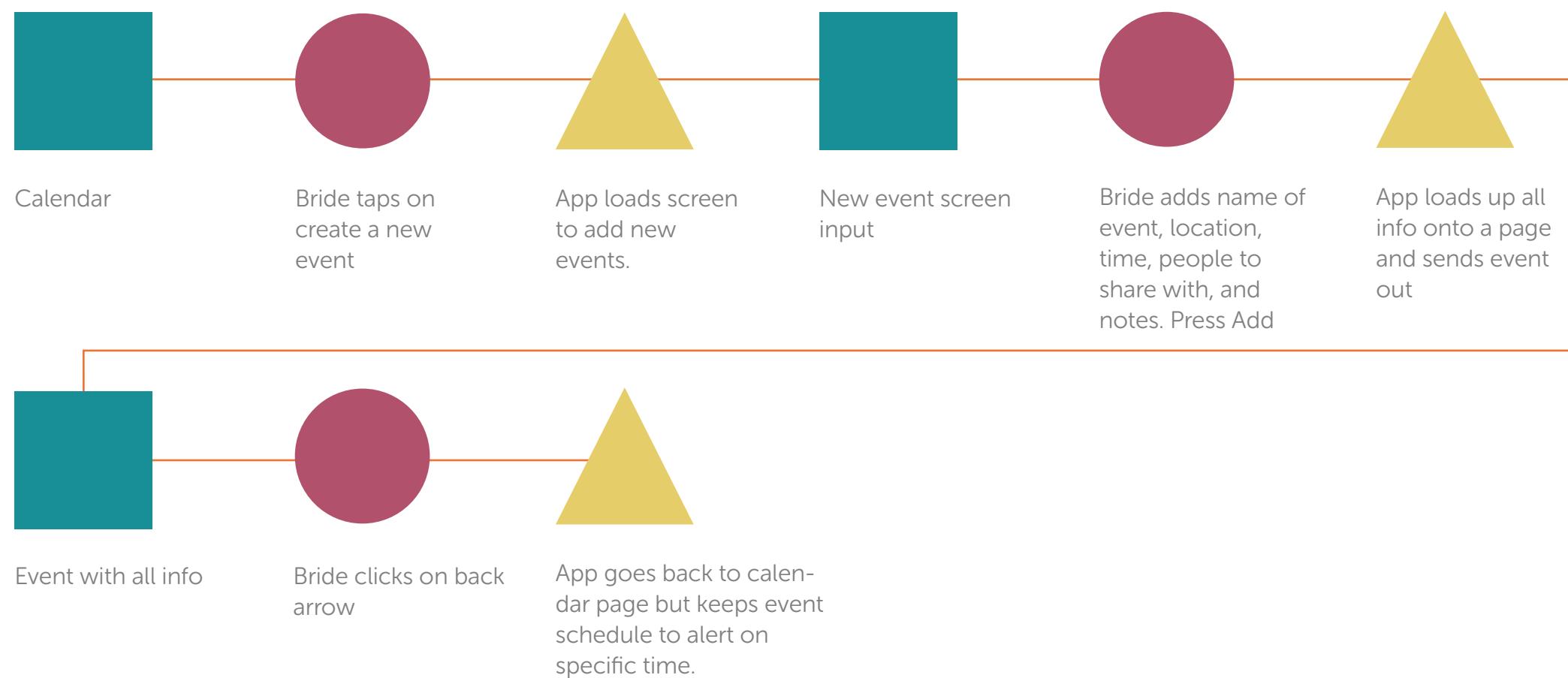
5. (disorganization, unfamiliarity, miscommunication)



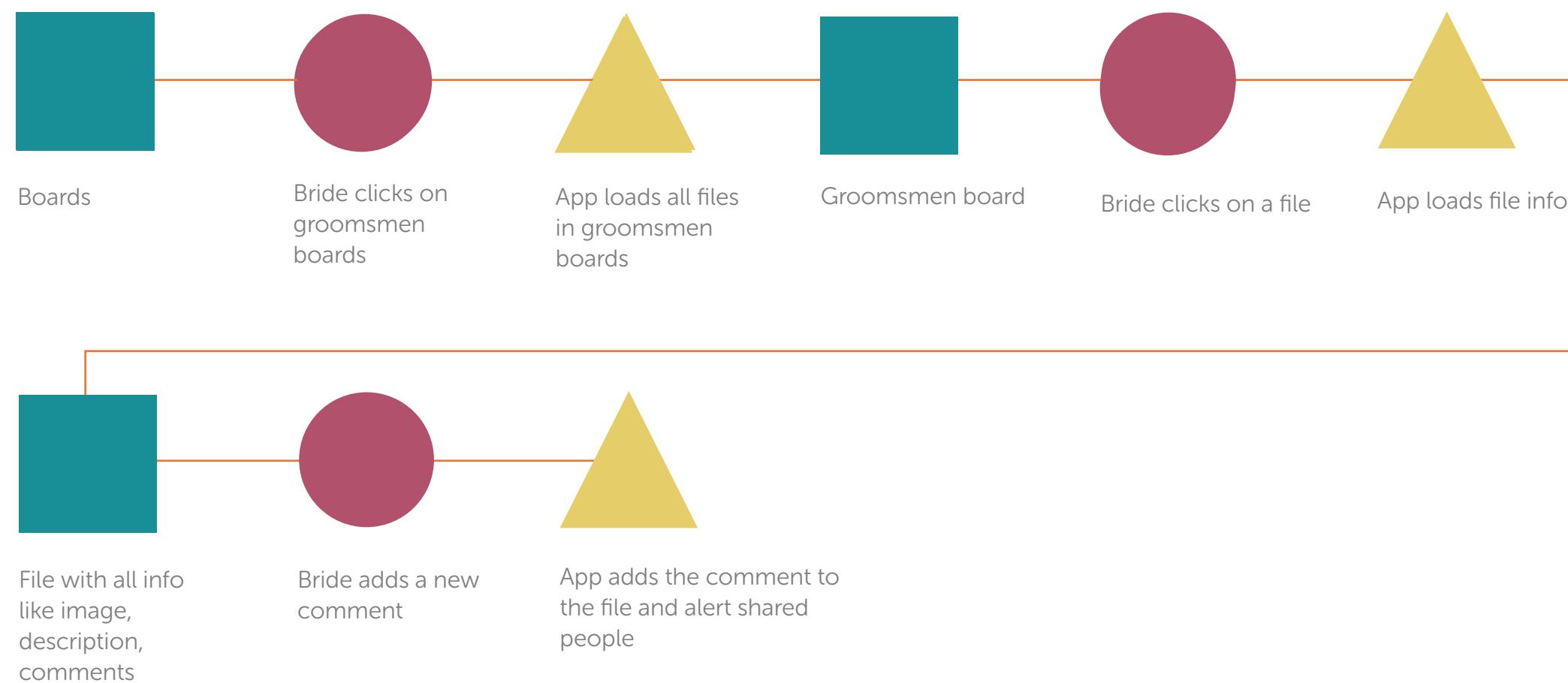
FLOW



6. (disorganization, unfamiliarity, miscommunication)



7. (disorganization, miscommunication)



FLOW



PAGE/VIEWS

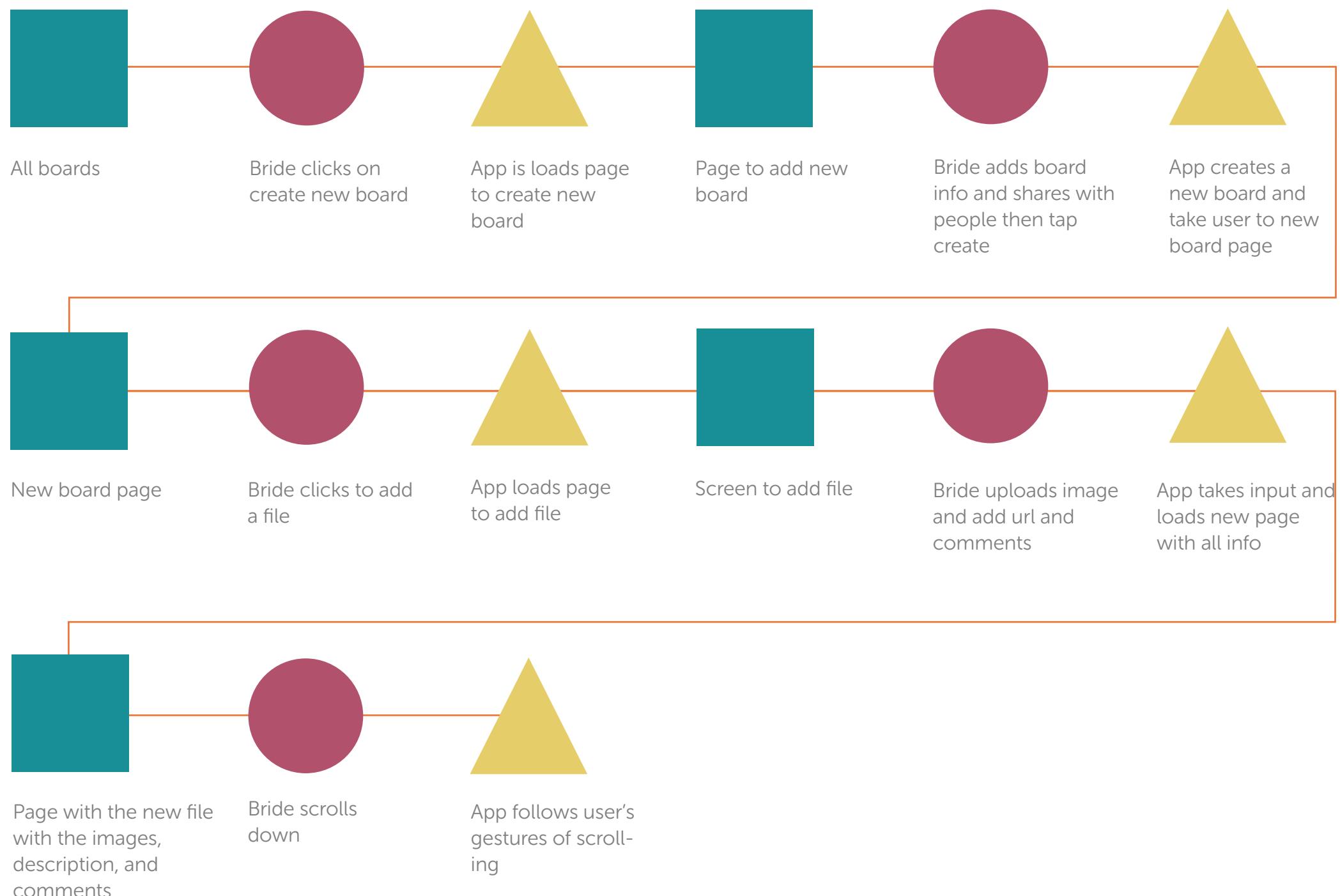


USER INTERACTION



SYSTEM ACTION

8. (disorganization, unfamiliarity, miscommunication)



FLOW



PAGE/VIEWS

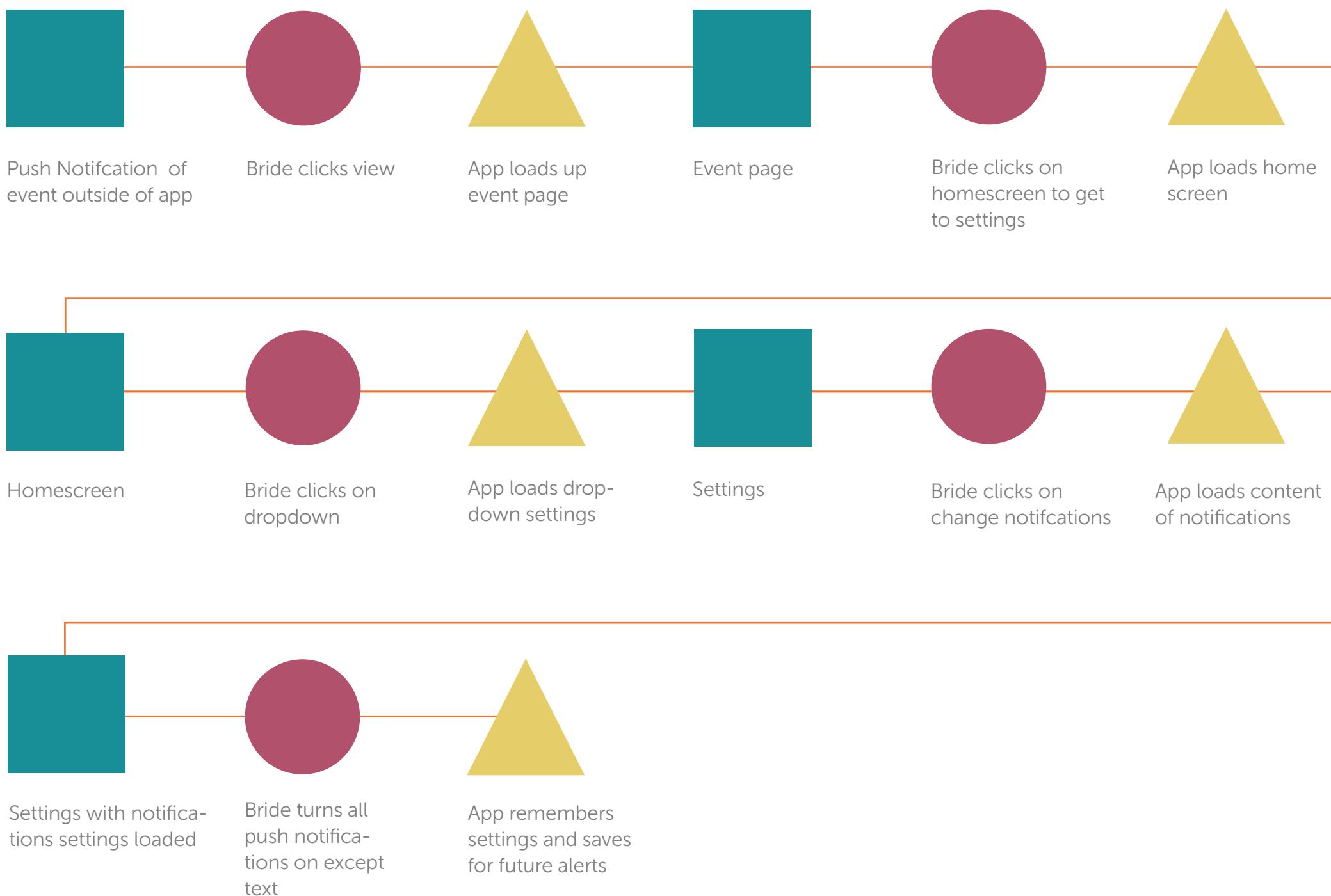


USER INTERACTION



SYSTEM ACTION

9. (disorganization. miscommunication for the push notification)



USABILITY TESTING

GAME PLAN

I came into Usability Testing with thoughts and questions in mind. There were specific features, wordings, icons, and screen flows that I wanted to carefully watch people's reaction for to see if they could understand it or not. These specific items either were issues for me or I didn't think they were clear and I wanted to see if people understood them and maybe if they have a solution. However, I also kept in mind that there are probably other areas that people might not understand so I kept my mind open to changing any parts of my screen if it meant better readability.

I also wrote down questions I wanted to ask the users like:

1. Would you rather the adding admins step be in the same step with adding invites in your contacts? Why?
2. Would you rather have one big plus sign for the calendars to add events or a plus sign after each month?
3. What do you think the down arrow does in the home screen? Does it make you want to press on it to see what it is? Does it make sense that it's for the settings?
4. Does it bother you that you can only go to the settings from the homescreen? Why? Do you have any better solutions on how you want it?
5. Do you think it's important to receive notifications and alerts for these events and messages? Would it annoy you?

STORYBOARD

Setting up an account (1/2)

It is important to sign up and create an account with this app because each profile contains personal information that is unique to each person. **The user will be using this app for the first time.**

STEP ONE:

Loading screen for whenever the app launches and is loading all the features.

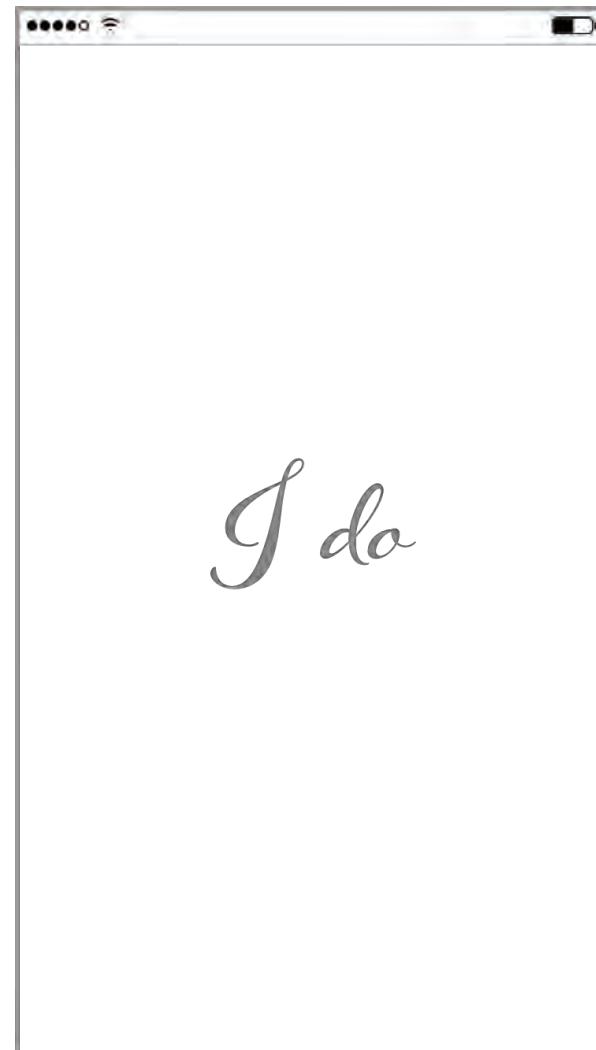
STEP TWO:

This is the log in screen. There are three options to log in from: email, Facebook, and Google. This gives users more choices to pick from especially if they only have one or the other. FB and Google are prominent so users will be more inclined to click on them and log in faster. It would also allow the app to gain information about the user.

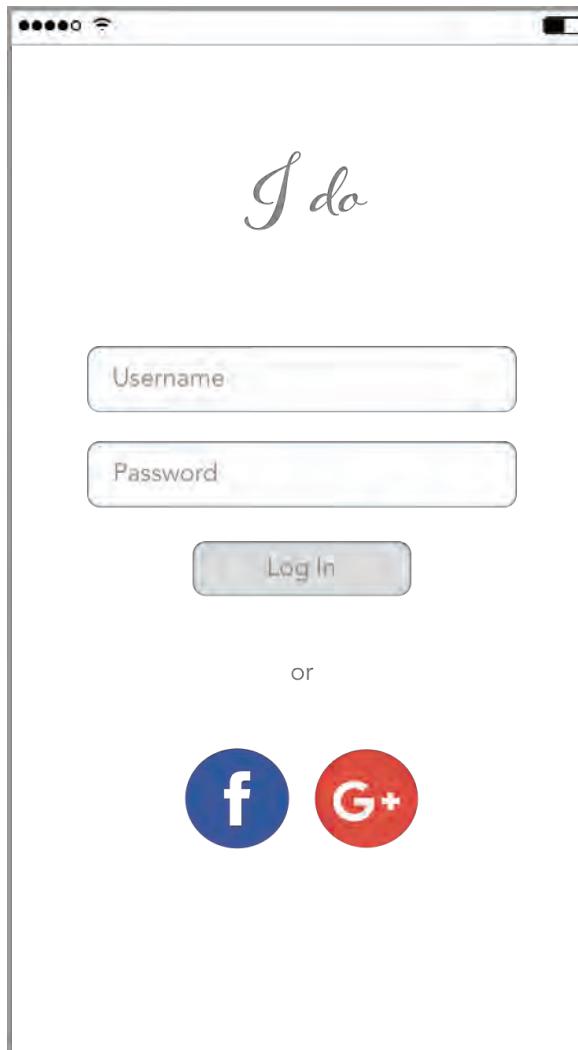
STEP THREE:

The user decides to log in with Facebook for ease of access. They enter in their email and password for Facebook and then tap enter.

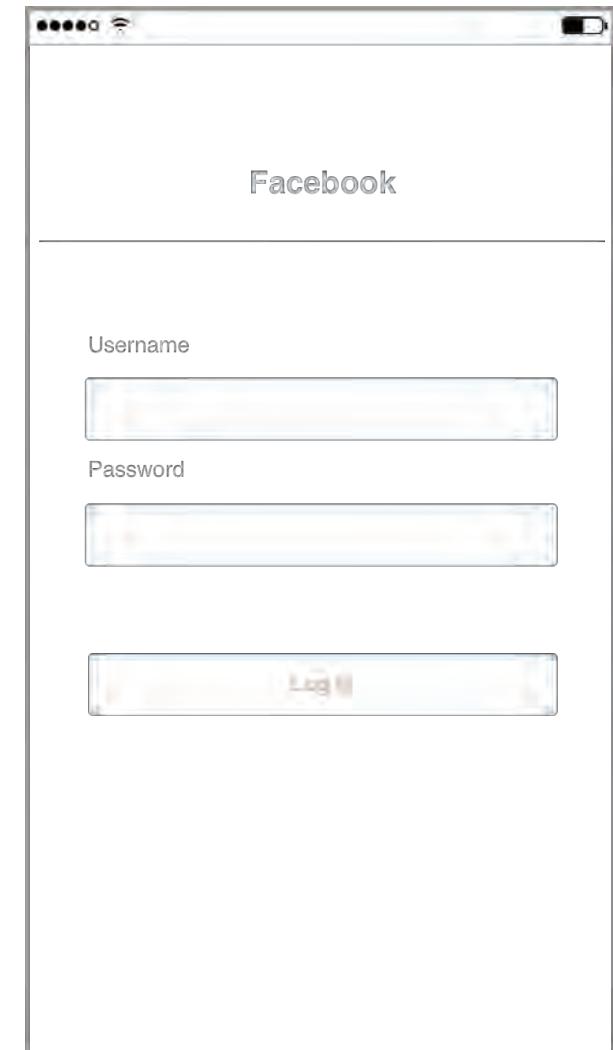
STEP ONE



STEP TWO



STEP THREE



FIXES: Change from username to email address. Add blurb about one touch log in with Facebook or Google plus to add more appeal to signing up with these two.

STORYBOARD

Setting up an account (2/2)

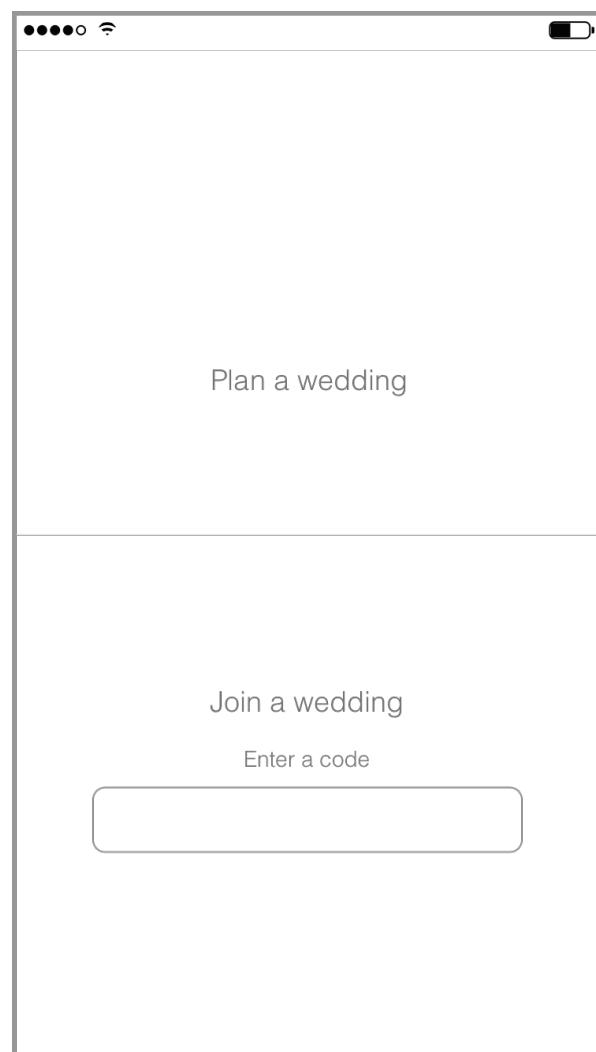
STEP FOUR:

This screen lets a user pick whether they are a couple planning a wedding or a member of a wedding party that needs to join a specific wedding. Members of a wedding party are given a unique code that they will enter here that will take them to the specific wedding they are looking for. There will be two different experiences depending on the path a user takes. Our user is planning a wedding.

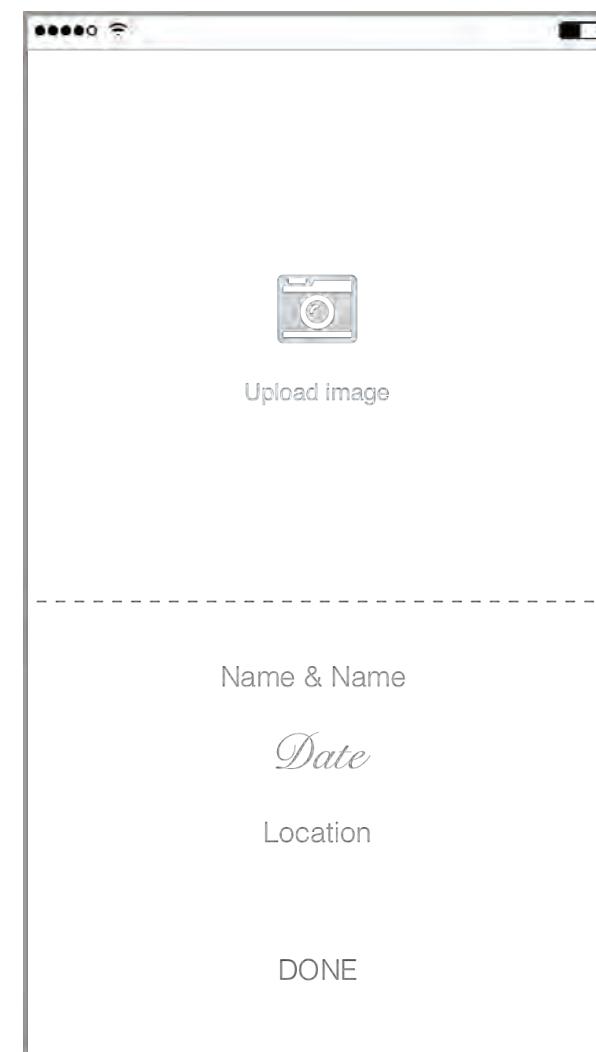
STEP FIVE:

“Plan a wedding” brings up a page that the user will upload their engagement photo and add in info about the wedding ceremony. The user will click on each section to input information. After they are done, they will press done.

STEP FOUR



STEP FIVE



STORY: Sazan's wedding so far involves her two sisters and two friends as bridesmaids and her fiance also has four groomsmen. Both of their families are also very involved in the wedding. She and her fiance decided they want a smaller, intimate wedding at their friend's home overlooking the ocean. That was more important to them than having a large, decked out wedding. They just want the special people in their lives to be there and witness their wedding. They also just took their engagement photos and have been sharing them on social media and on their save the date invites.

FIXES: Have more guidance for the user to know what the screen is on step five so they'll know to add this is where they add their engagement photos and wedding details like date and location for their guests to see.

STORYBOARD

Inviting wedding party (1/2)

Inviting members of the wedding party to the app is the most important part. These people are who the bride and groom will interact with to help plan their wedding.

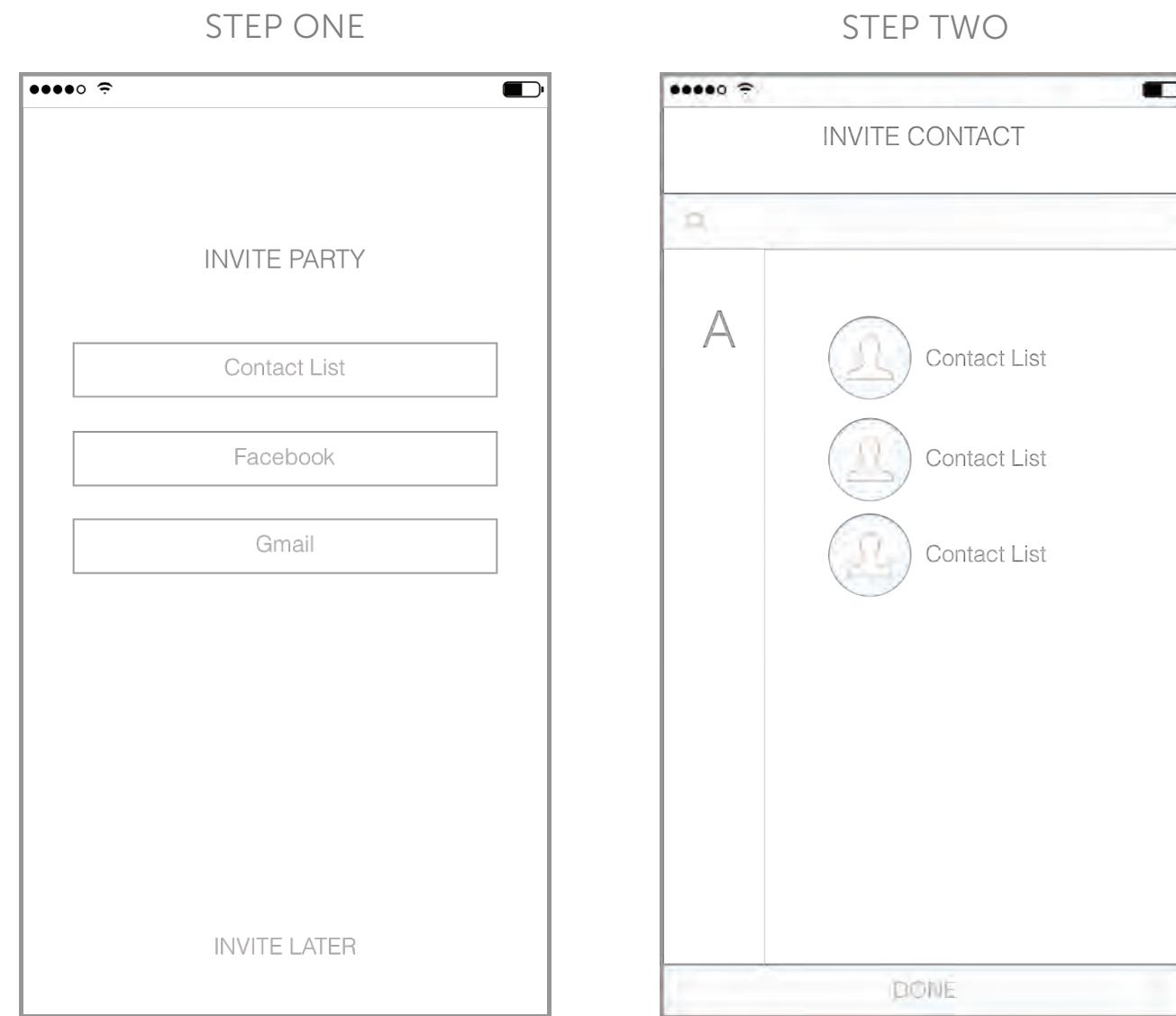
STEP ONE:

This screen lets the user have several options to invite from their phone's contact list, Facebook, or Gmail. This way they can invite someone whether or not if they don't have their number, Facebook, or email.

User just have to click on the one of the buttons. There's also an option for the couple to "Invite Later" if they wish to skip this step and move forward.

STEP TWO:

This screen shows the contact list that loads from the user's own phone. They can search for specific people to add or scroll and choose. All they have to do is click on each contact and it will highlight that they picked the contact. The alphabet on the very left will help the user know where to look for the names and also where they are in the list. They will press done after they have their contacts picked out.



STORY: Sazan is having a hard time collecting people's contact. She has some numbers, emails, and is friends with some people on Facebook because some people only has one or the other. Not everybody has the same preferred method of communication so sometimes she receives no reply because they never check their accounts.

FIXES: Step one could have a little explanation on where the user can find 'invite later' if they pick this option. Step two should have a way for the user to switch to Facebook or Gmail to add also when they're done adding from contact list. Maybe include a plus sign next to each contact so the user would know to add. Also include another screen to show what happens if you tap and add a contact.

STORYBOARD

Inviting wedding party (2/2)

Wedding planning has so much work that many people help out on the planning. The couple's have the people they trust to help them plan and especially if they have a wedding planner. These screens allow the user to add admins who also have the same functions that the user has.

STEP ONE:

This screen asks the user if they would like to add admins at this specific time and also a description of what an admin is. The user can either pick Yes which adds admins now or a Later option.

STEP TWO:

If the user choose Yes then a list of their invited contacts shows up and they can choose their admins from there. Once they pick the admins, they will click on done.

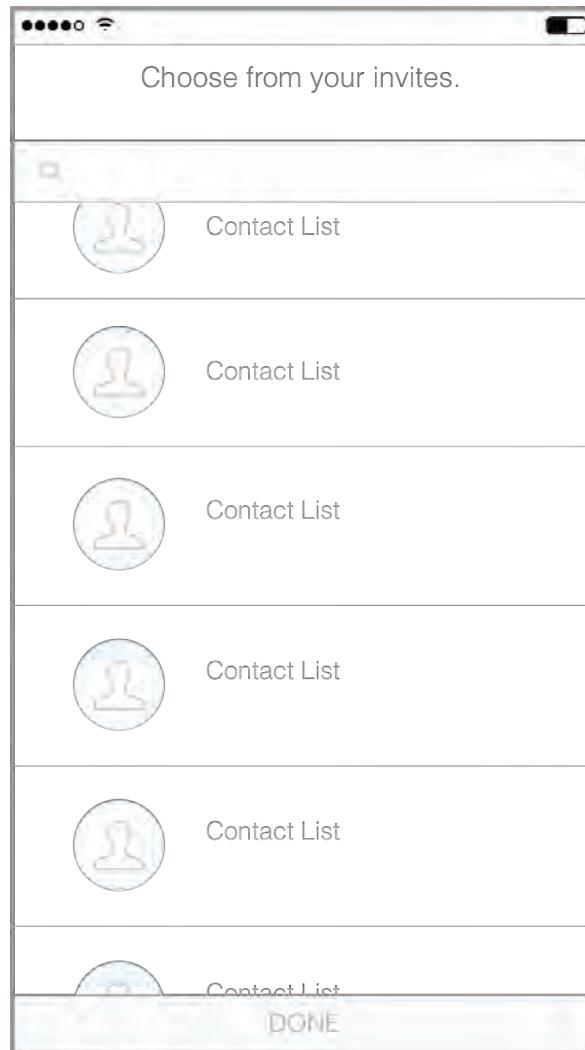
STEP THREE:

This screen lets the user know adding their contacts went successfully and their invitation is being sent out.

STEP THREE



STEP FOUR



STEP FIVE



STORY: Sazan wants her younger sister to be her maid-of-honor. She trusts her sister's taste to be similar to her own so she really wants her help and input into this wedding. Of course her fiance is also someone she relies on in the wedding because without him, there would be no wedding. She really wants to let him be involved in the wedding process.

FIXES: Step Four could use add buttons on each contact to know they can be added.

STORYBOARD

Home Screen & Settings

After setting up the account and inviting the contacts for the first time, the homescreen of the app will load up. Users can access the settings here and change to a different wedding easily to keep each wedding separate from one another.

STEP ONE:

The homescreen will be a page with the couple's engagement photo and wedding details similar to a save the date so everyone can easily access to see when the date is or the location. Settings is also on this page. Navigation bar on the bottom allows user to quickly access other features.

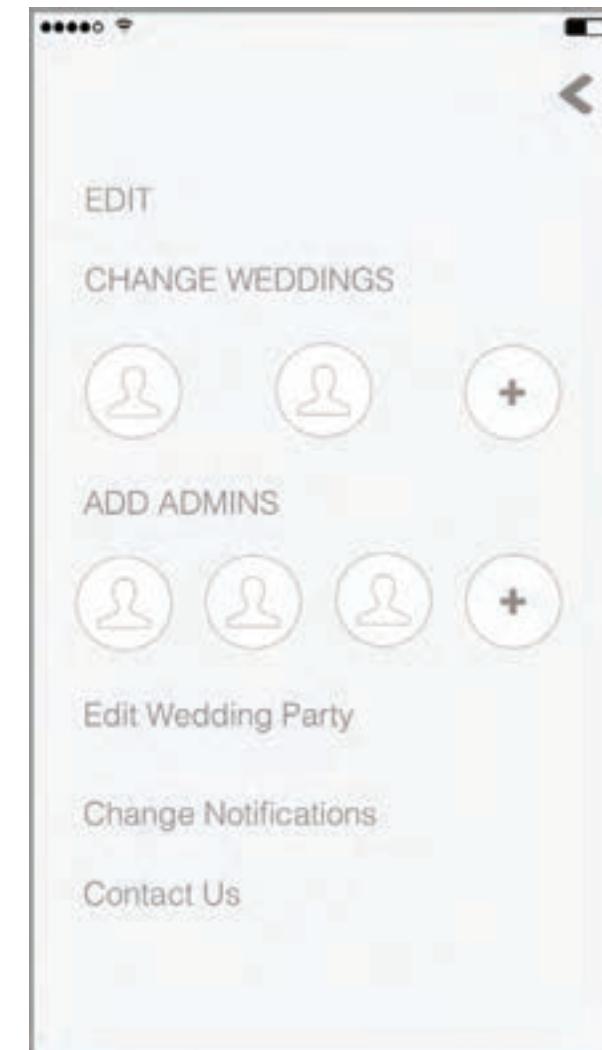
STEP TWO:

If the down arrow is clicked then it flips and the setting slides down. In this area the user can edit their wedding information on the homescreen, change weddings if they have multiple weddings they're a part of, manage admins and members of wedding party, and change notification settings for alerts.

STEP ONE



STEP TWO



STORY: Sazan's friend also recently got engaged. So in addition to planning her own wedding, she is helping her friend with her wedding. She hopes this doesn't intermingle and confuse her with her own wedding planning.

FIXES: Step One should have the edit details on this page so the user will know they can edit their wedding info or change photos. Step Two could have multiple ways of fixing the issue of having only setting be accessible on the homescreen: 1. Use a hamburger menu and have all the navigation in this area. 2. Have settings appear on the bottom menu also. 3. Have a quick access to change weddings on the top and keep settings somewhere else. 4. Keep the same thing, but change the down arrow to another icon. Wording also needs to be corrected to be more concise.

STORYBOARD

Messages: Public Chat

Messages on this app keeps all conversations in one location and not all over the place like in an email, facebook, or iMessage chain somewhere.

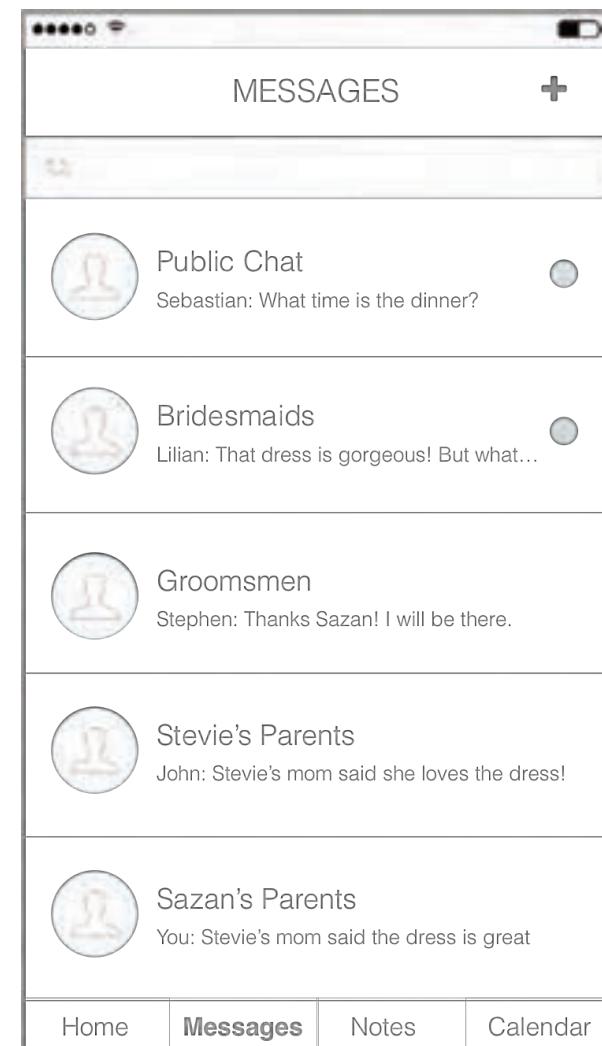
STEP ONE:

This shows all the messages on one page. The user can search for a specific word if they want to quickly find a conversation. Plus sign on top right allows them to create a new message. Circle appearing on the right of a chat means there is a new message. User clicks on public chat which will always be the first chat.

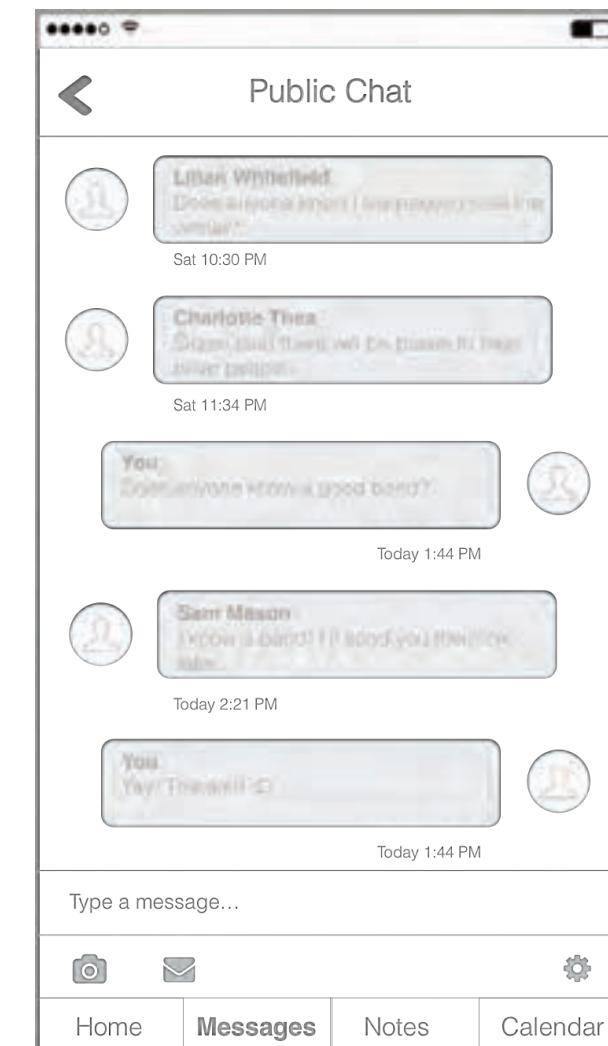
STEP TWO:

The public chat is a great way for anyone in the wedding party to talk to one another to ask questions. This is a perfect place for a bride or groomsmen to ask for help and anyone who's able to help will reply. Also if a groomsmen doesn't know something he could just ask it right here and someone other than the bride can help answer. The message layout is fairly traditional to a regular messaging app.

STEP ONE



STEP TWO



STORY: Sazan keeps asking the same people she's close to for advice or help on her wedding because she's not very familiar with other people and she feels strange randomly just messaging someone specifically a question or she doesn't know who she should ask. She is also tired of people constantly asking her the same questions over and over again about the location of the wedding or something else that they can easily check for themselves. She just wants someone else to deal with these people and answer them for her.

FIXES: Add number in red to show new messages on bottom menu. **Step One.** I should keep things consistent with this being a new user and not having all the already created messages. **Step Two.** People get annoyed when they get bombarded with text notifications especially since this is a public chat so maybe having a quick option to mute the conversation would be beneficial. Gear setting icon needs to go and instead have pressing on the person's circular avatar to bring them to a profile page where the bride can delete this person from the conversation. Have an icon on the top right with a person and a plus sign to add a new person to the chat.

STORYBOARD

Messages: Create New Message

STEP ONE:

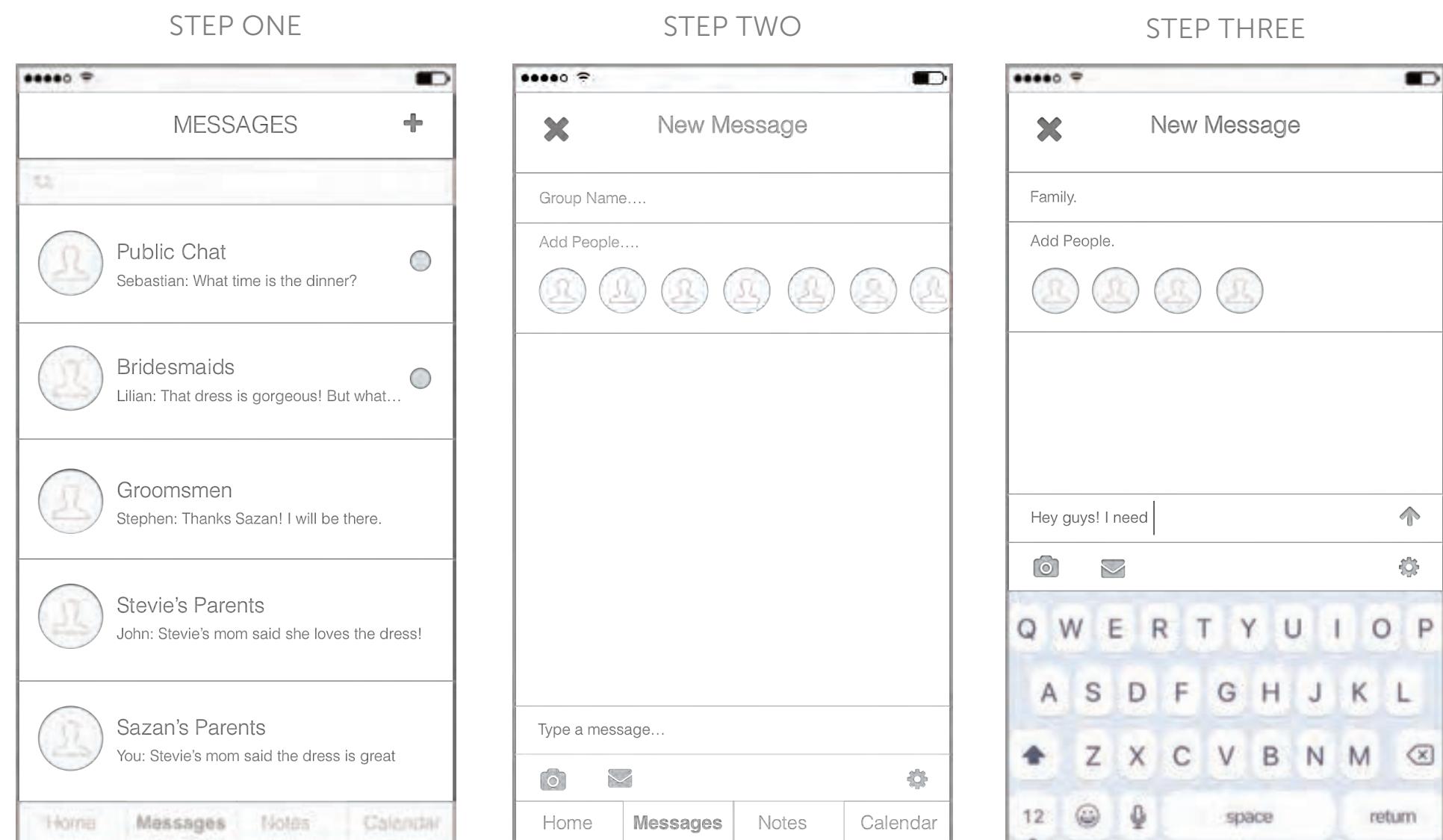
This shows all the messages on one page. User clicks plus sign on top right allows them to create a new message.

STEP TWO:

This is the create a new message page where the user can add a group name and people in the conversation and then sending them a message.

STEP THREE:

This shows a user inputting in the name of the group and the people they've add. Also shows the user sending a messaging to these people.



STORY: Sazan's all over the place with emailing, texting, and facebook messaging her bridesmaids. She can't find which place she shared certain things from her wedding and it's getting really annoying to try to look through all her emails and messages trying to find what she's looking for.

FIXES: Step Two. Maybe include other options than just camera and email. Maybe upload icon to upload files from dropbox or google drive.

STORYBOARD

Creating a new event

Events are important for the wedding couple to stay organized and let their wedding party know when an event is happening. They can share to specific people and send out alerts to remind people days or hours before the event.

STEP ONE:

This page shows a countdown until the wedding date. It also shows all the upcoming events that users can scroll to see. Users can click the plus sign on the left below the dates to add a new event. They can click on the event to go see the event details. The user clicks on the plus sign.

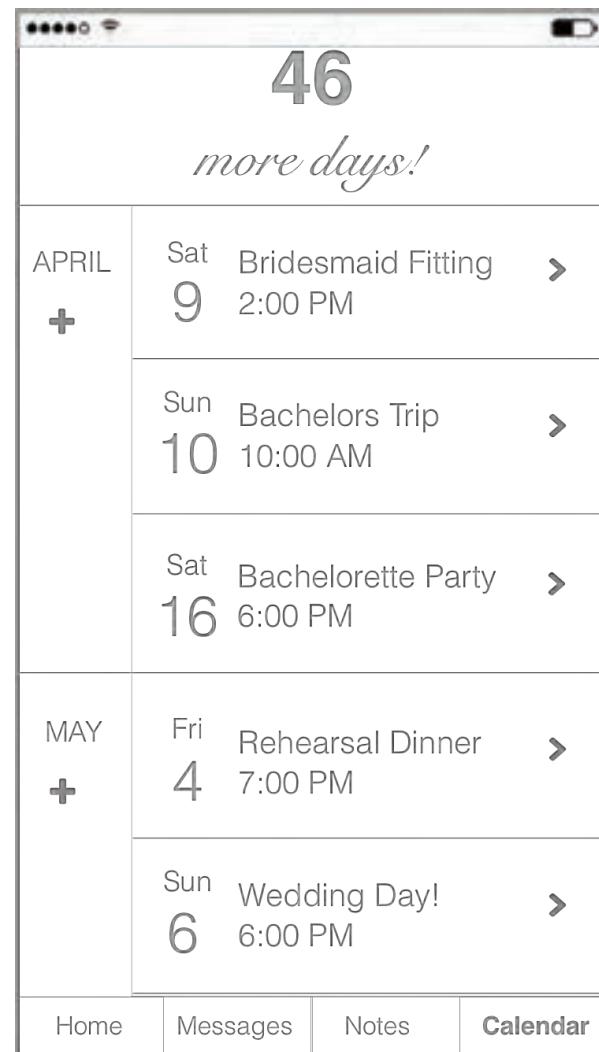
STEP TWO:

This page allows the user to add an image to the event and has an input form to fill out all the details. User can choose who to share with and they can choose from groups from the messages for ease or individual people. They can set an alert with the options given and also add notes for everyone invited to see.

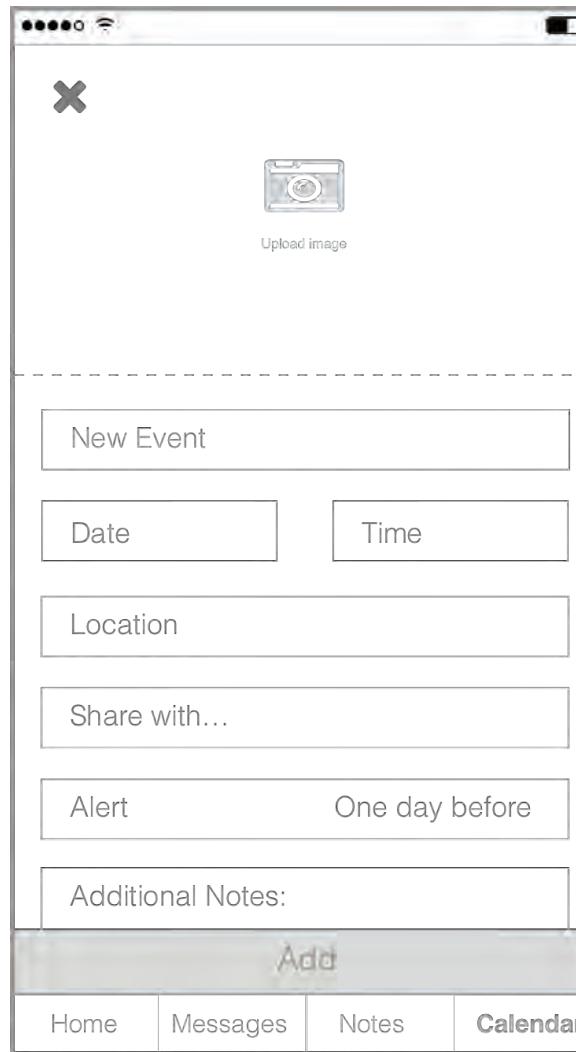
STEP THREE:

This shows all the details created from the last steps. Icons are there to identify what the info is. Users can click on location and it'll bring it up on their preferred map for quick directions.

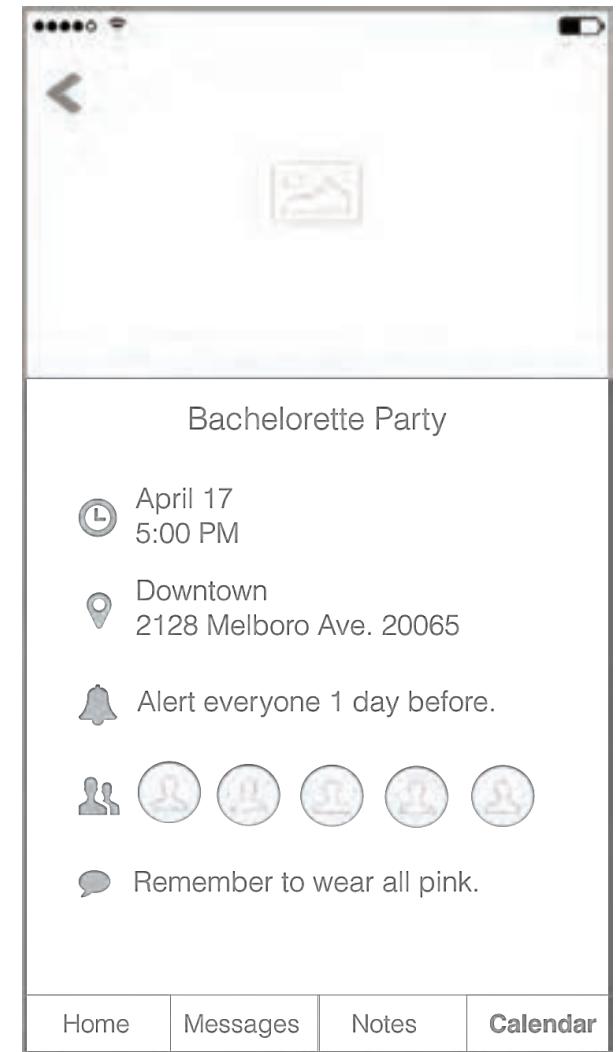
STEP ONE



STEP TWO



STEP THREE



STORY: Sazan's tired of people asking her when an event is when she's emailed out all the information of a specific event. She's already had a bridesmaid miss an event to look for dresses because she forgot. Another groomsman has also shown up to the wrong restaurant for a dinner because he was confused on the location.

FIXES: Change the word calendar to events so users won't think of seeing a calendar with all the images. Add a number in red to show if there's a new event. **Step One.** Have one huge plus sign on the top right to add new events. **Step 2:** Show another screen with a user inputting in information and how would it look. Like the options for the alerts or who to share with. **Step 3.** Have an option to sync with your calendar so people can also have it on their own personal calendar.

STORYBOARD

Boards: Looking at a file

This is a great way for couples and admins to create boards to keep all images, references, urls, files in one area to share. Collaborators can also add files.

STEP ONE:

This shows all the boards that a user has created. The board for wedding tips is already included and shared with everyone. It lists helpful tips about weddings like wedding etiquette. User can add another board with an empty board with the plus sign. Or click on a board to take them to all the files. User clicks on groomsmen.

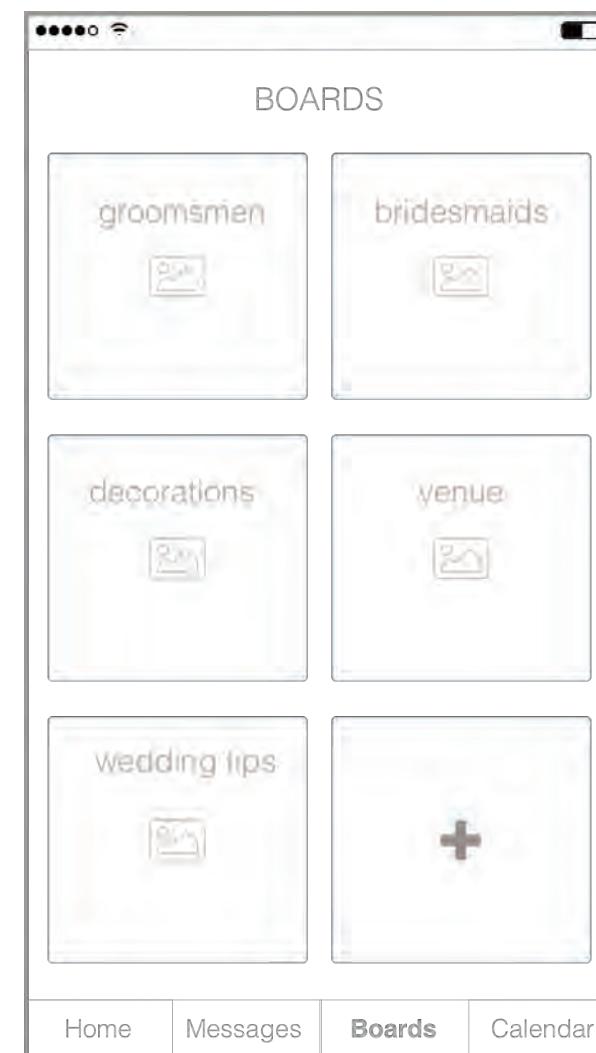
STEP TWO:

This screen shows all the files for the groomsmen. It shows all the people it's shared with on the top and the files are below with the description under each file. File with stars are favorited to help show how many people like what. User clicks on a file.

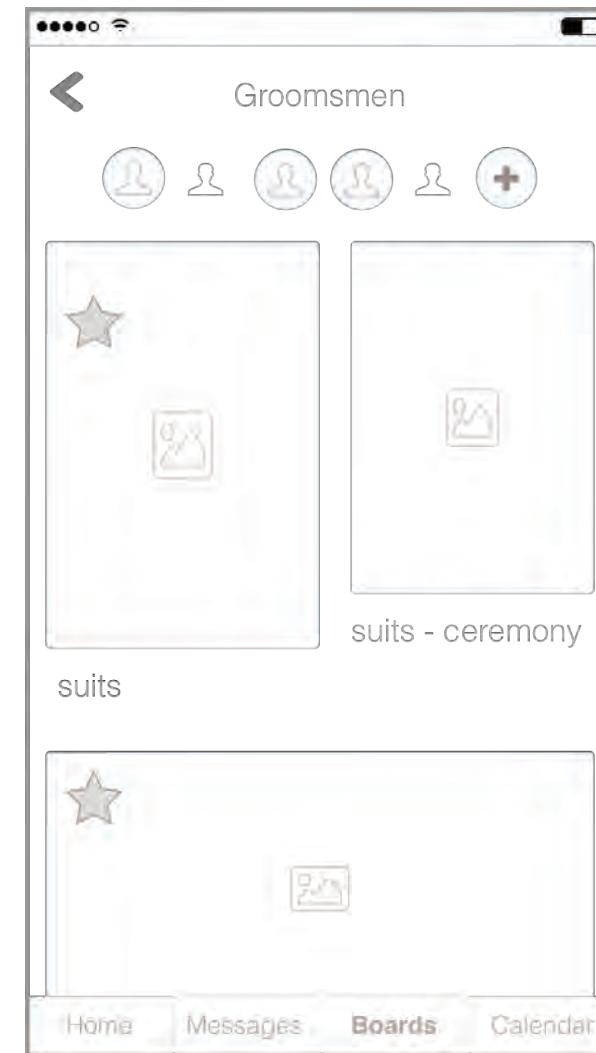
STEP THREE:

The page of the file has the description and comments from the creator. It also has options for any user who's shared with to comment. There's an additional sharing icon to share to social media or email and message to individuals.

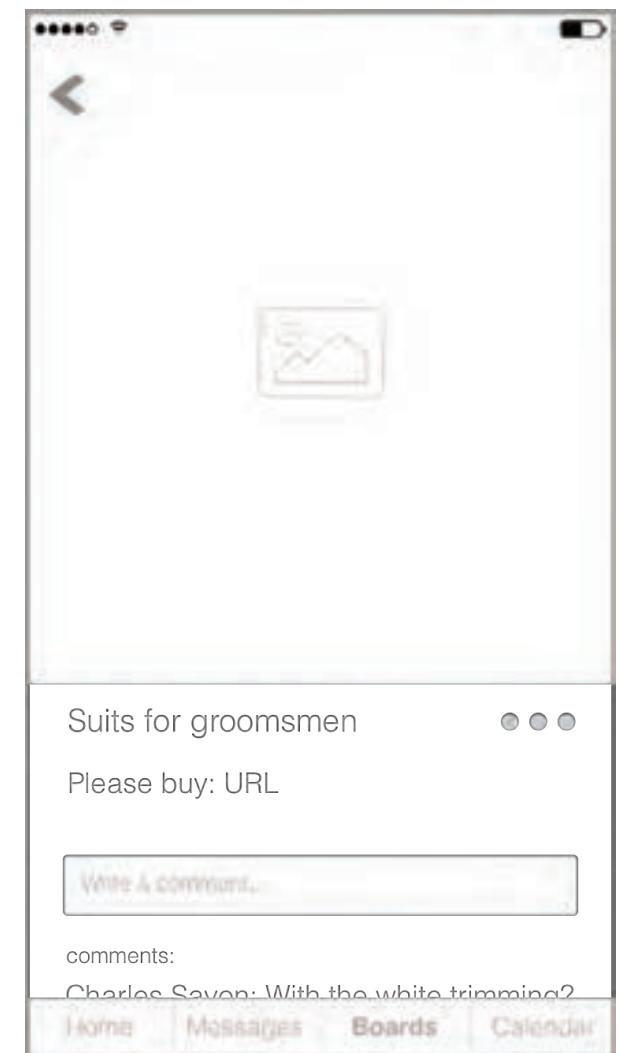
STEP ONE



STEP TWO



STEP THREE



STORY: With her messages everywhere from facebook, to emails, and her own messaging app and with so many people, Sazan is getting completely disorganized. She's lost track of how many suits and vests she's sent her bridesmaids to approve before sending the successful ones to the groomsmen to look at. She ends up purchasing some items on her own like the vests because it was the easiest method with all of the chaos.

FIXES: Overall I should've stayed consistent with the user being completely new to app so I shouldn't have all the already made folders there. Also I could easily combine this and the next set of flows in creating a message board to show the same information I wanted to get across but using less screens and have a better flow with the simplification. Step Three needs to a section to show how many favorites this file has received.

STORYBOARD

Boards: Creating a board & adding a file

STEP ONE:

User clicks on create a board.

STEP TWO:

Page comes up to create a board. User can input in the new board's name, description. They can add collaborators who can add files to this board and also share with groups from te messages or individual people. After they're done, they'll click on create.

STEP THREE:

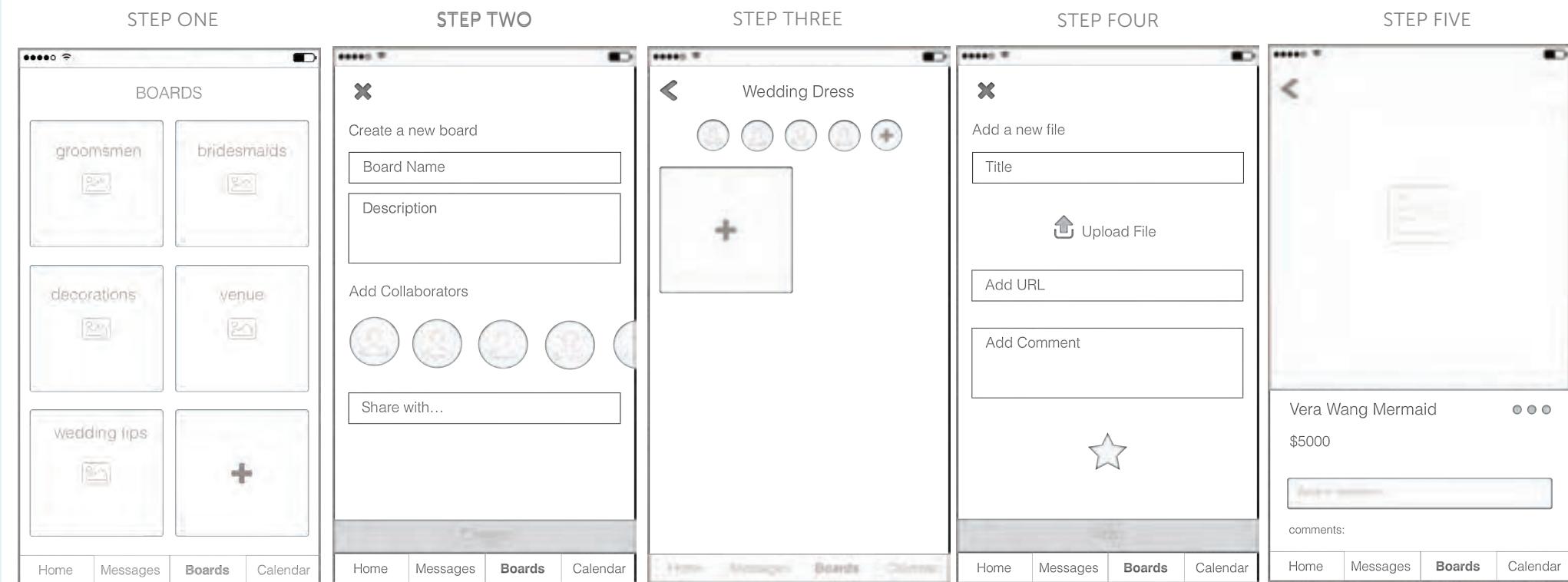
This page shows the new created board with the all the people the users shared with. An empty box with a plus sign lets the user add a file. The user clicks on this.

STEP FOUR:

Page comes up to add a new file. User can add a title, upload a file from their camera roll, dropbox, google drive, and more, or they can input in a URL that will link to the product. Users can input in important comments. They can also favorite it. After they're done, they will click ADD.

STEP FIVE:

File after the user has created it. Shows all the info and allows people to add comments.



FIXES: From the comment from the last page, I could easily combine this and the last flow together to simplify the flow and have it make more sense. Step One needs to be designed for a new user. Step Two and Three needs another screen with the user adding the title and info so it doesn't just jump to the next screen.

STORYBOARD

Edit push notification settings

Push notifications is important in this app to inform new messages and event alerts, but that gets annoying for some people. There is a way in the settings to tweak the alerts.

STEP ONE:

A notification pushes outside of the app showing an alert for an event. User can either close the notification or view the event. User views the event.

STEP TWO:

This brings the user to the event page but if the user wants to turn off notification they have to go to the home page.

STEP THREE:

The home page with the settings. User clicks on setting drop down.

STEP FOUR:

User will go to the change notifications tab and click on it.

STEP FIVE:

Once click another drop down will occur and three options will be there. Users can either opt out of getting all types of notifications or they can choose to just receive emails instead or a text.



FIXES: I realized this is way too many steps and I should make the process of getting to settings a lot faster and simpler for the users. I could solve this by putting the settings on the bottom menu so users won't have to go to the home screen and press on the down arrow. I could also put all menu in a hamburger button to easily access everything from there, but it gets rid of the ease of jumping from one page to the next that the bottom navigation allows without having to click anything.

Step Five can be redone so everything fits nicer on the page.

WRAPPING IT UP

OBSERVATIONS

Alot of the features, icons, and labels that I felt like people wouldn't understand, they definitely didn't. I noticed they'll stop at these areas for a longer amount of time trying to decipher what is going on. Some parts were very confusing to certain people while it was clear to others. More international people didn't understand the words or phrasing I used. People pointed out things I didn't even notice and it helped immensely. From people's reactions and expressions, I could ask questions on their thoughts and feelings.

CONCLUSIONS

My app is still fairly complex and complicated and it could be simplified a lot more for readability. I need to stay more consistent in my design especially having it be a new user using it. There could be more guidance to get the user where they need to be because right now its very user inputting in everything. More assistance for the users will definitely lead to a better user experience. There is also a lot of jumping in between screens without the screens to show user input. I need screens representing what would happen if the user clicked on something to show what will happen. Doing a persona and creating a story for my bride helped me a lot in understanding her pain points without any bias. This made flows easier because I knew what I needed to solve. Critical analysis helped a lot also in terms of thinking. I observe, ask questions, and then have solve these questions with answers. Thinking this way helped me with the designs.

NEXT STEPS

- I will either go with a hamburger menu that will have all the menus, settings, changing accounts, manage admins, manage members in one main menu or include settings with the navigation below.
- Fix and tweak results from user testing so everything is more readable and ready for final.
- Add in gap inbetween screens such as inputting usernames and password so the screens will flow .
- Simplify the app more to make it easier for the users and less complex
- Start thinking about icon, style tiles, and final design for the mock up
- Also think about interaction in the screens that'll occur with a user using it
- Think on how should I build the prototype and brag points webpage so it won't creep up.

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.

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.



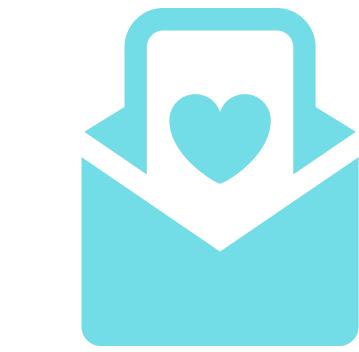
STYLETILES

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.

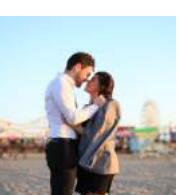
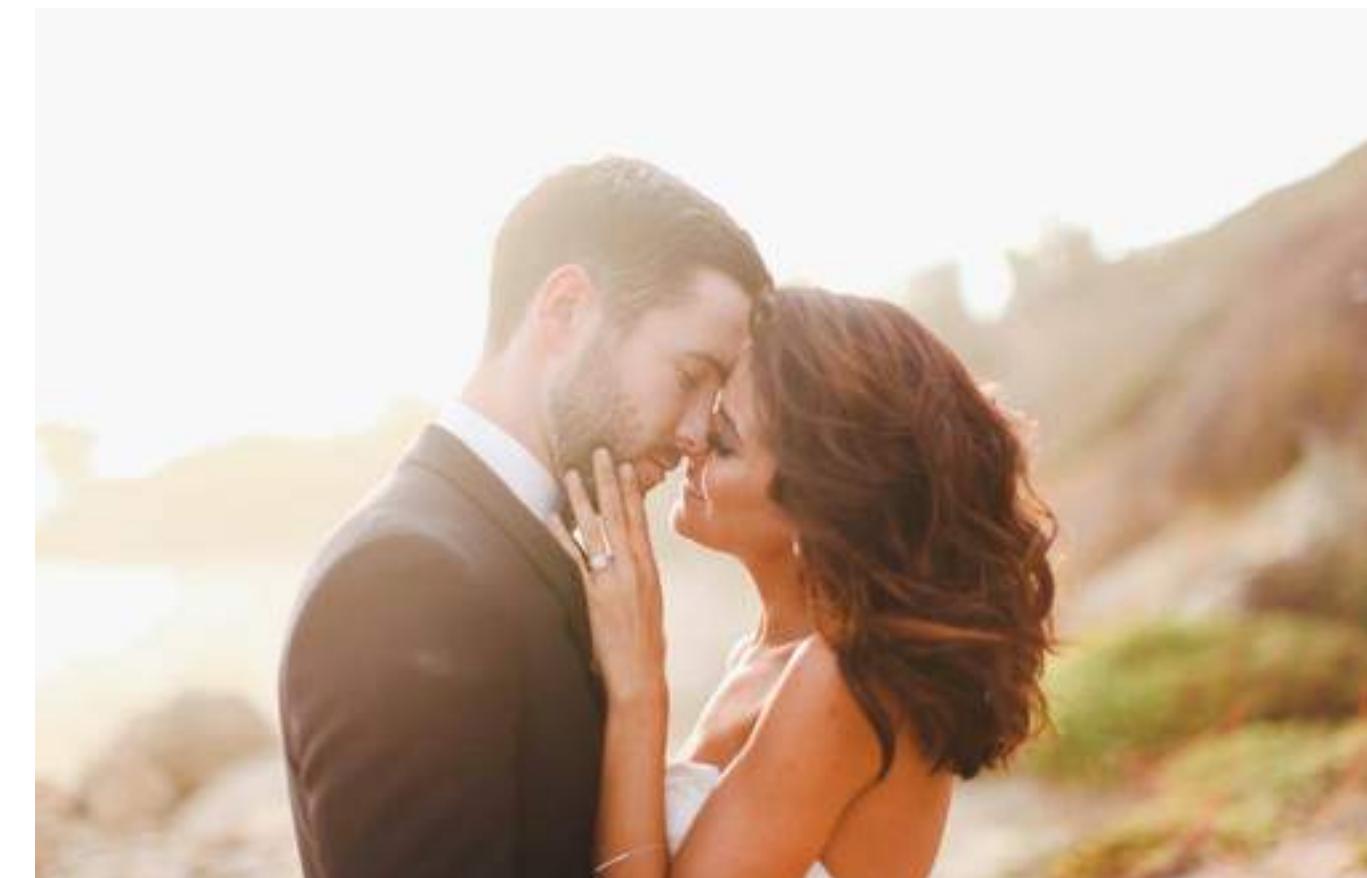
Al Fresco - Wedding is known for having fancy scripts and calligraphy so I wanted to incorporate some elements into my app design. However, because it's so hard to read, I used it very sparingly.

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

Imagery

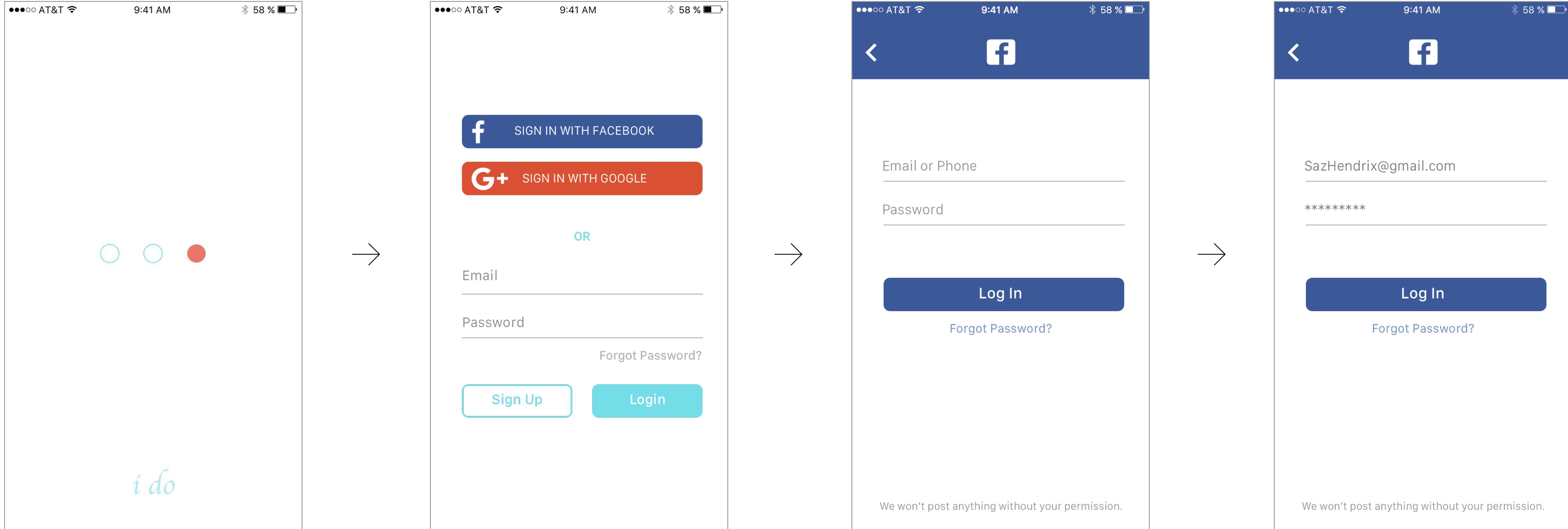
I chose a blogger who had a wedding as my persona so that I could use her photographs and have more consistent and believable visuals in my app. Also her photos are still of an everyday person, which makes it relatable to other brides to be.

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.

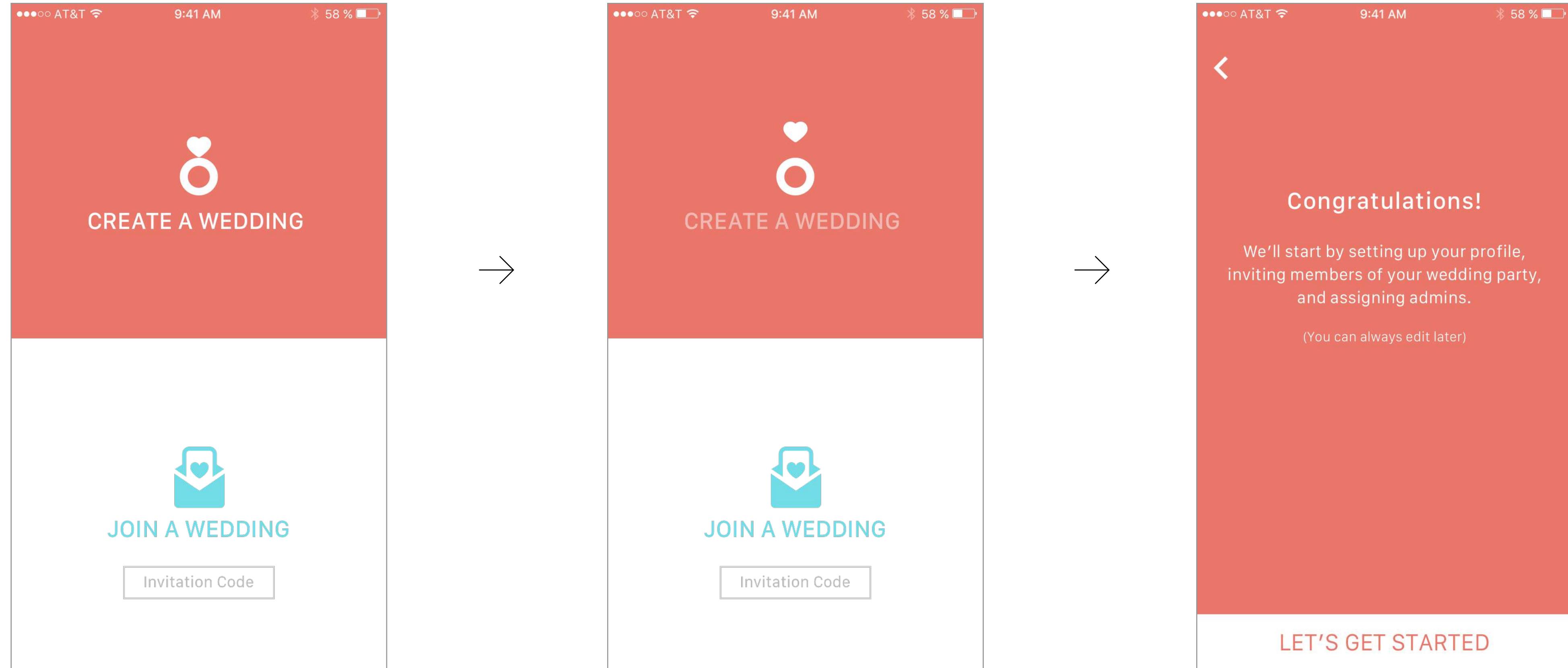
Login Screen: Basic sign in screen with the options for email, Facebook, and google sign in. I made the Login button solid and bright blue to carry on the color of the app and also to add emphasis on login. Sign up is outline in blue to also draw the eye over. Facebook and Google have their signature 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



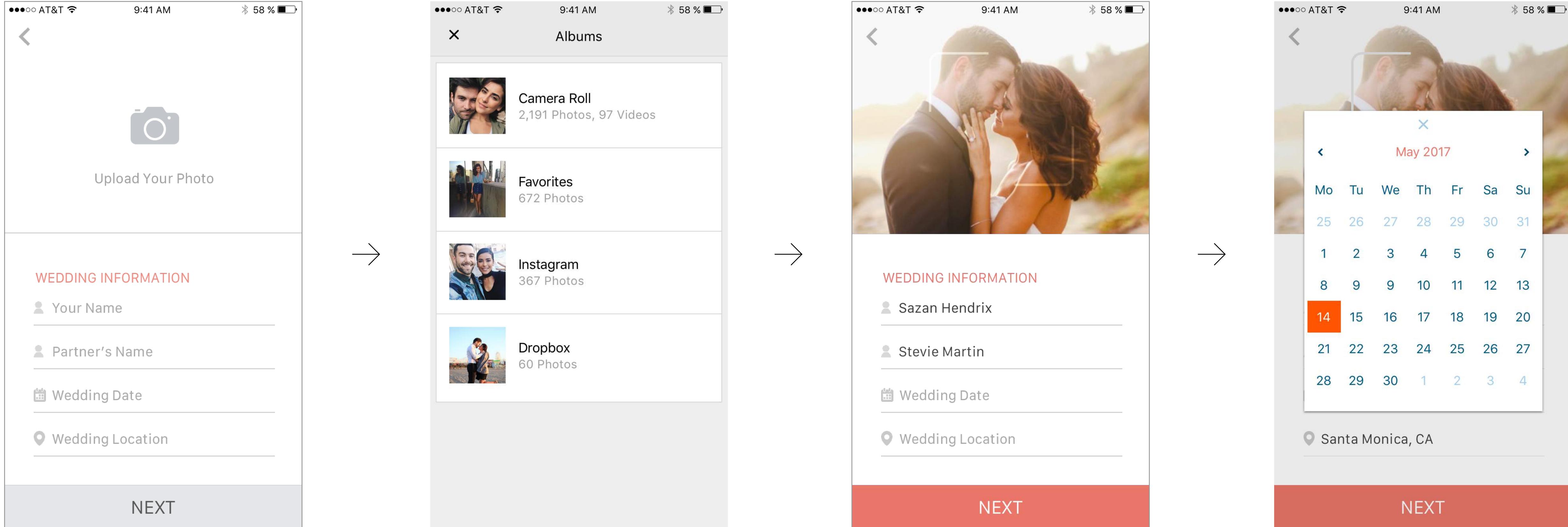
This screen splits users between being an admin and creating a wedding or being just a member unless admin rights are granted. I wanted something that would contrast and show the differences so I went through different versions. I opted for using the two primary colors of the app to divide the two possible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

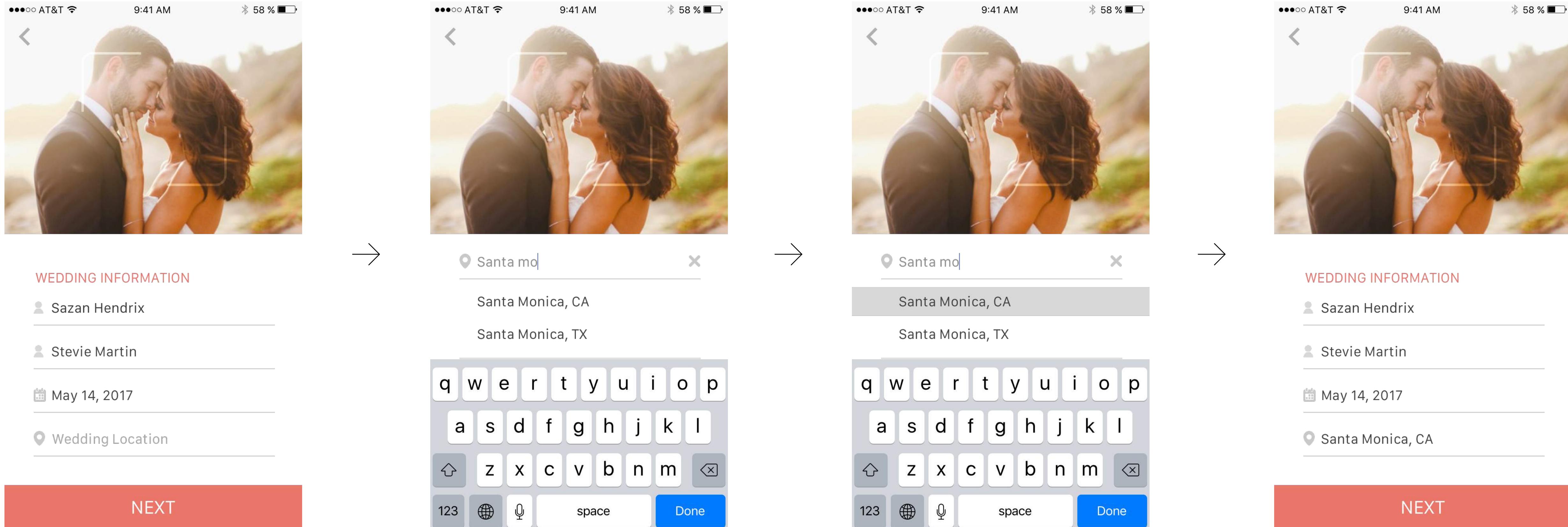
When the user clicks on upload your photo, this screen will load up of their photo albums with all their photos so they can easily find the photos they're searching for in a specific album.

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 screenshots illustrate the user flow for setting up a profile. It starts with a photo of a couple, followed by a search for a wedding location, selection of the correct location, and finally a completed profile screen.

WEDDING INFORMATION

- Sazan Hendrix
- Stevie Martin
- May 14, 2017
- Wedding Location

NEXT

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.

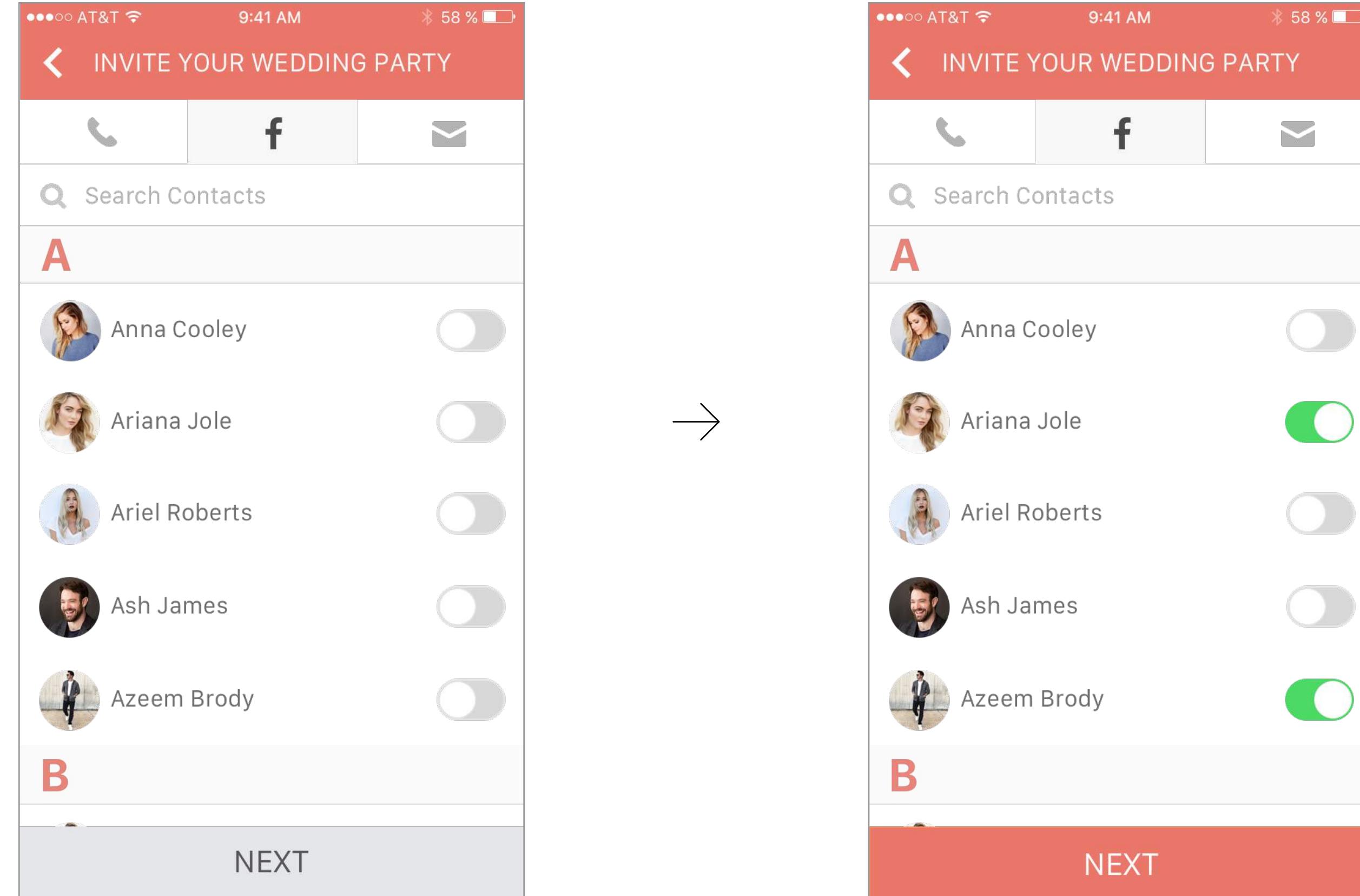
I decided to go with only have the wedding location be pushed and the other inputs disappear so that the user can focus on this alone. The photo stays, however, so they know they're still on the same screen. Whatever they type in, there will be auto suggestions to help make the process faster.

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

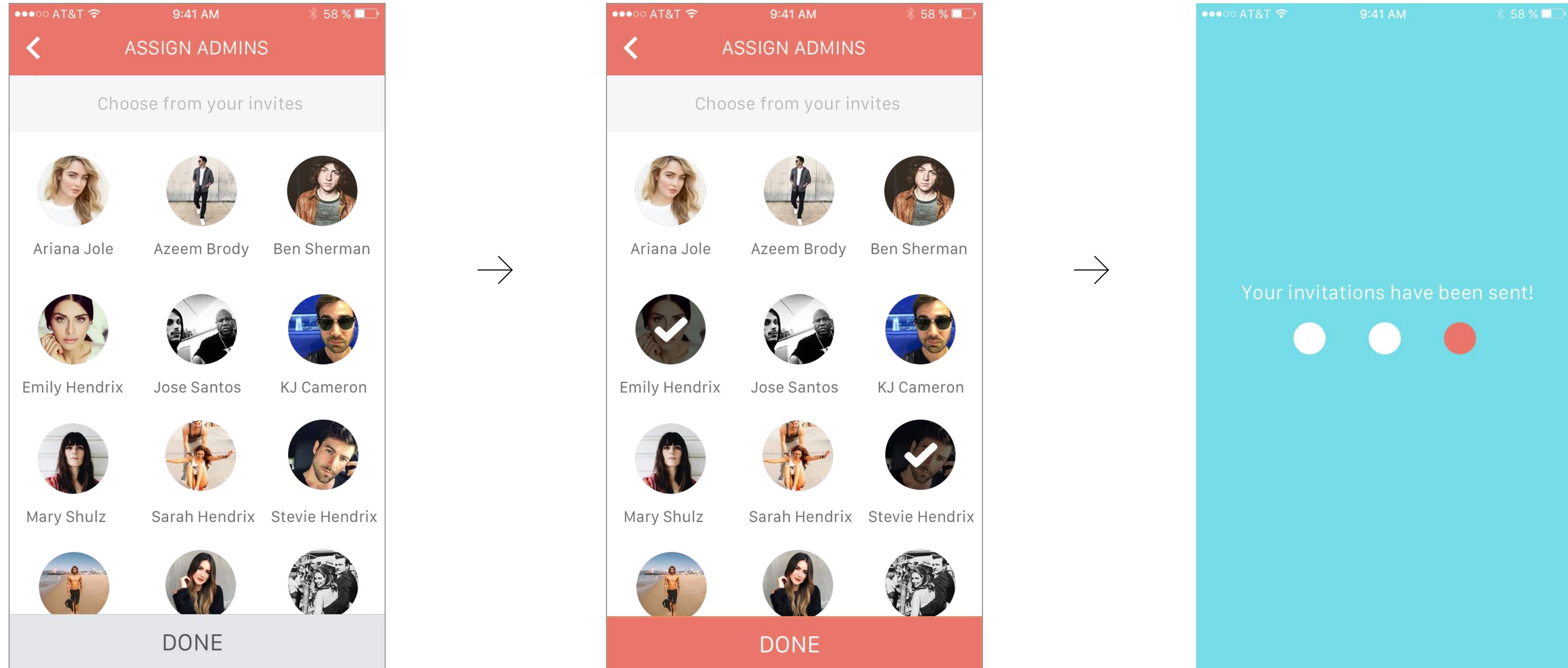


For inviting members of the wedding party, the user has three options to choose all their contacts from including their phone contacts, Facebook, and e-mail. This is why it'll be great to log in with Facebook from the beginning. The option will have a solid light grey background to indicate which option 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



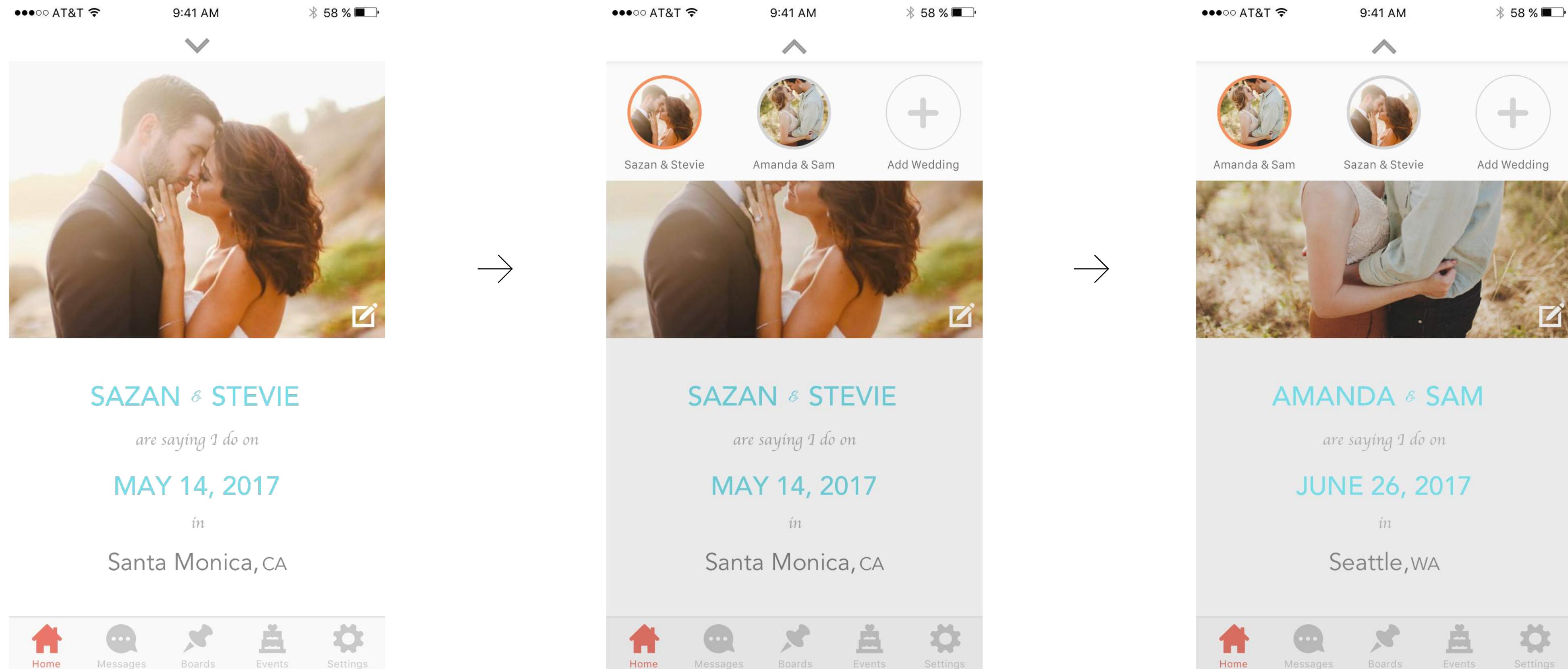
Admins can be either user's partner they're marrying so they can help plan or they can be their mother, wedding planner, maid of honor, etc. Users can choose from their list of invited people to easily pick their admins. I will also have to change it so they can skip this part if they want to add admins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



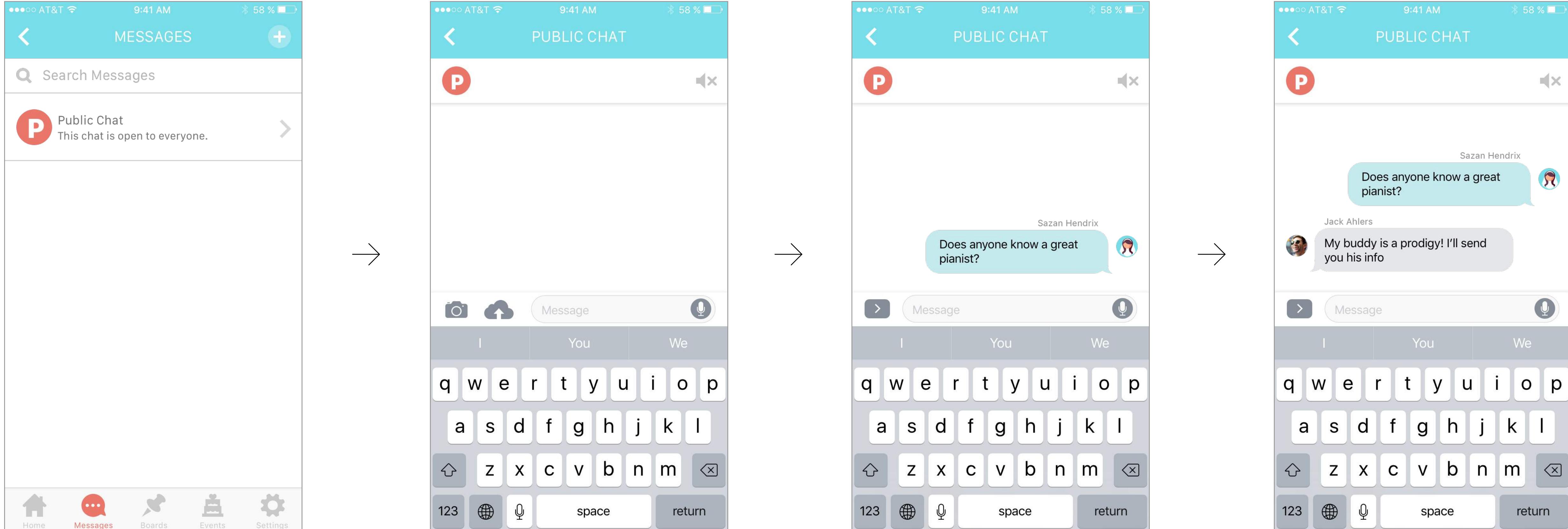
This is the homescreen. It's the wedding information entered earlier compiled. The names and date are super important so they're colored and capitalized for emphasis. The location is second so it's a darker grey. The small phrases are extra to make it personal. Users can edit their info anytime. What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

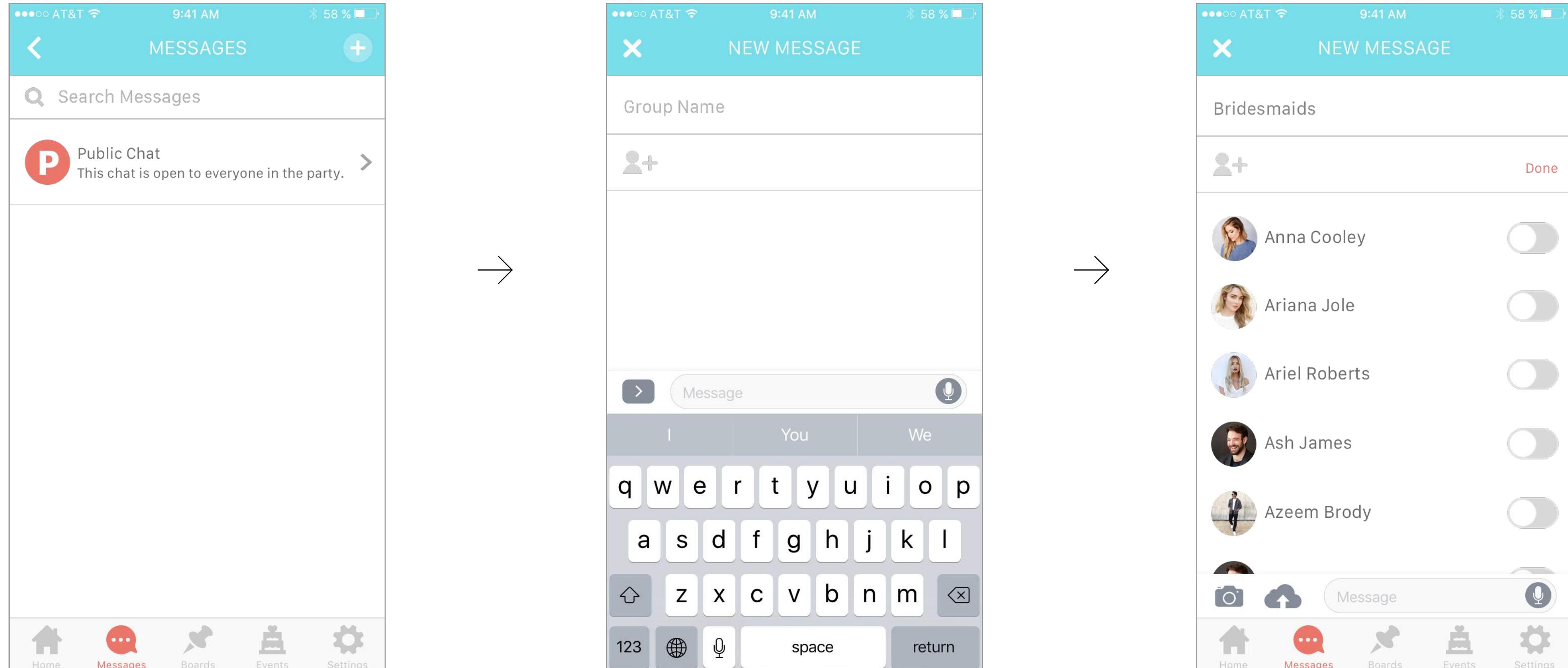
This screen shows up if you press on the Public Chat. The message system on this is simple and has no extra fluff. Users can share images and upload files. It's basic and easy to use for anyone to accomplish tasks. There is a quick mute button on the top right if there are too many notifications.

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 a an answer quickly from one of the many wedding members.

MOCK UPS

CREATING A NEW MESSAGE (1/2)



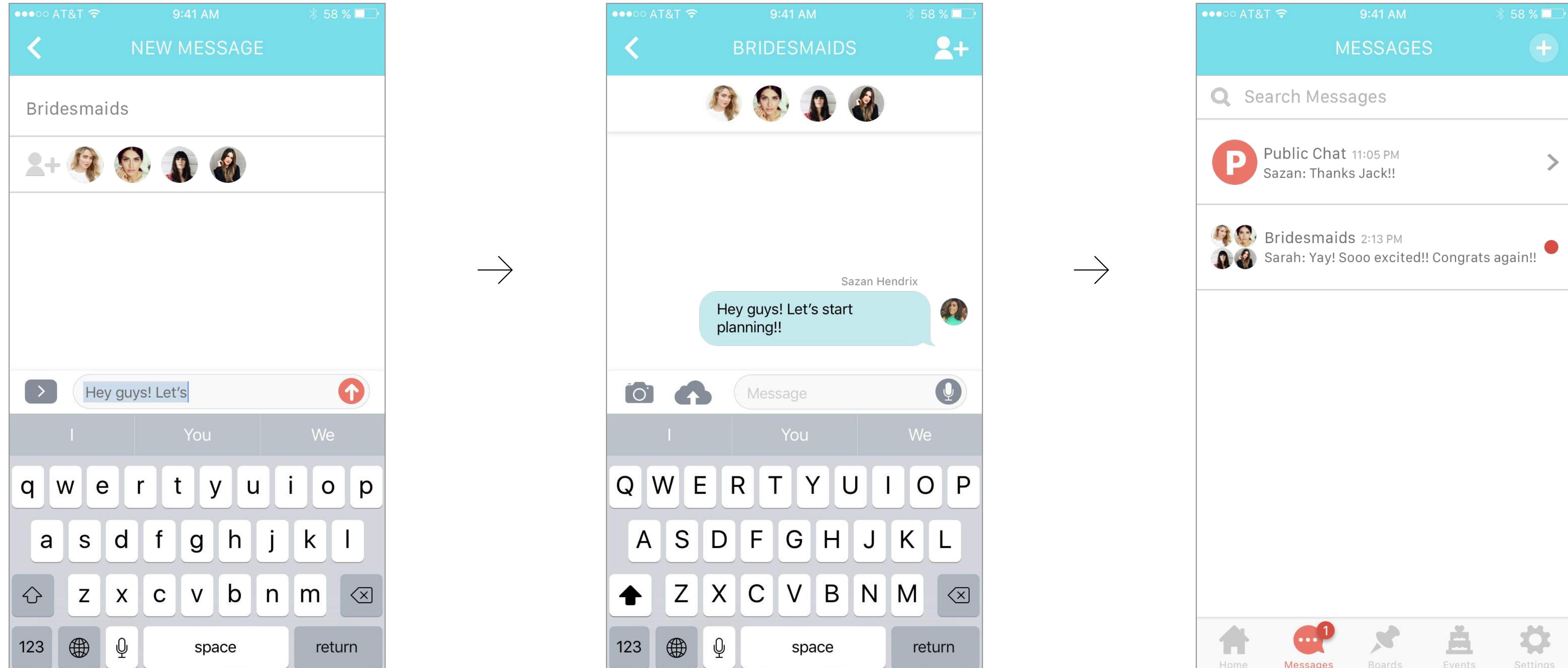
To create a new message, the user will click on the add circle on the the top which would take them to the new message screen.

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)



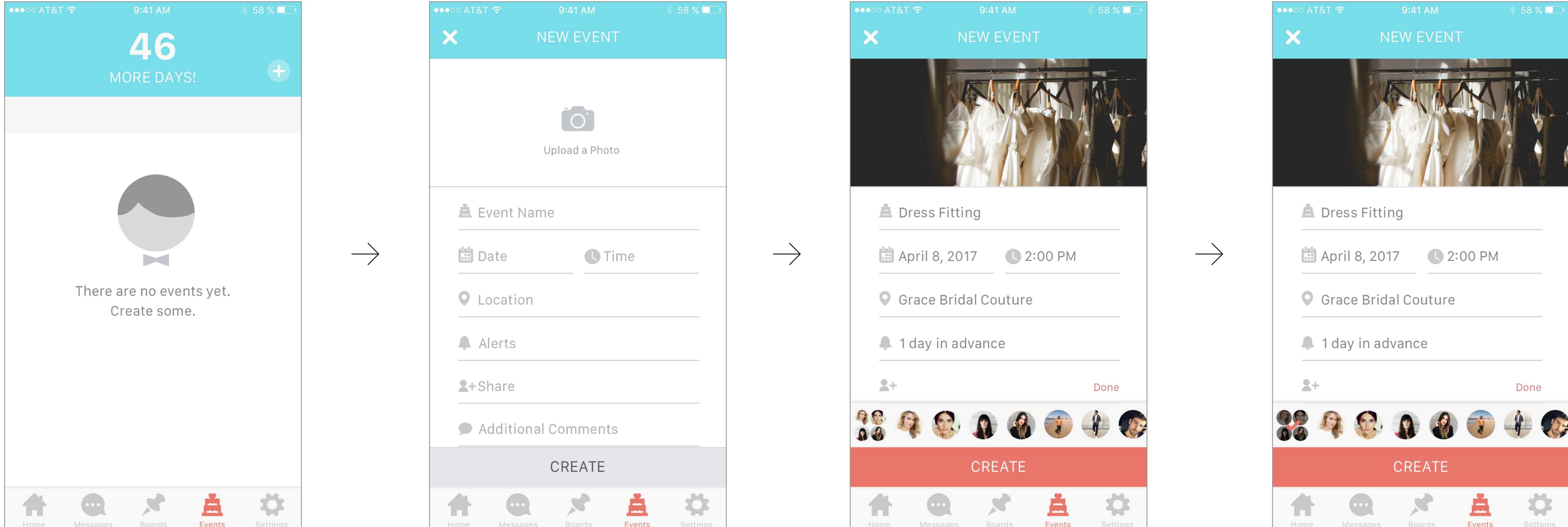
After they're done picking everyone, the people's image will all show up. Then the user can start sending a text.

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.

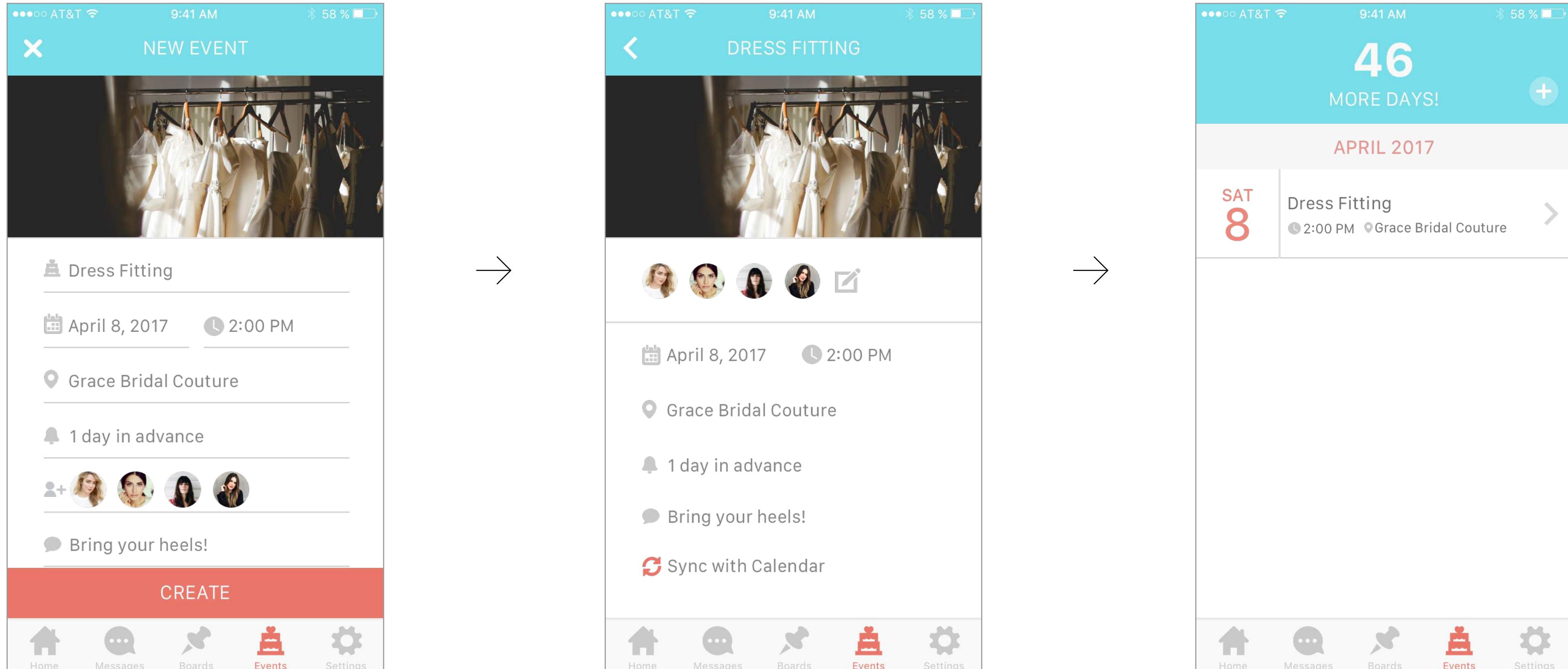
Page to add event. It appears light grey to look empty and needs input from the user. There's all the traditional elements of creating an event from a calendar and includes icons to differentiate each item. I included the upload a photo which is optional but weddings always have a lot of photos of the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



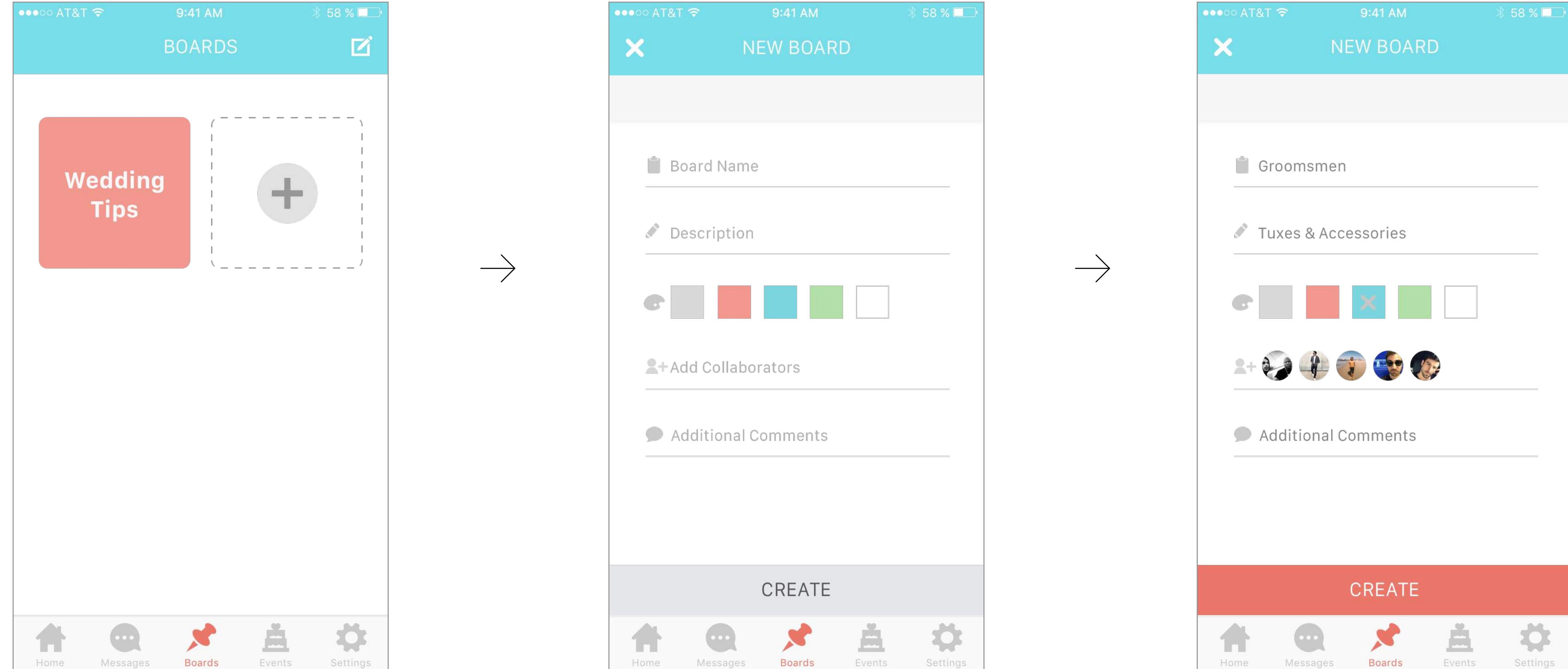
Once closed out all the people who were selected will appear. The user will now click create to create the event.

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



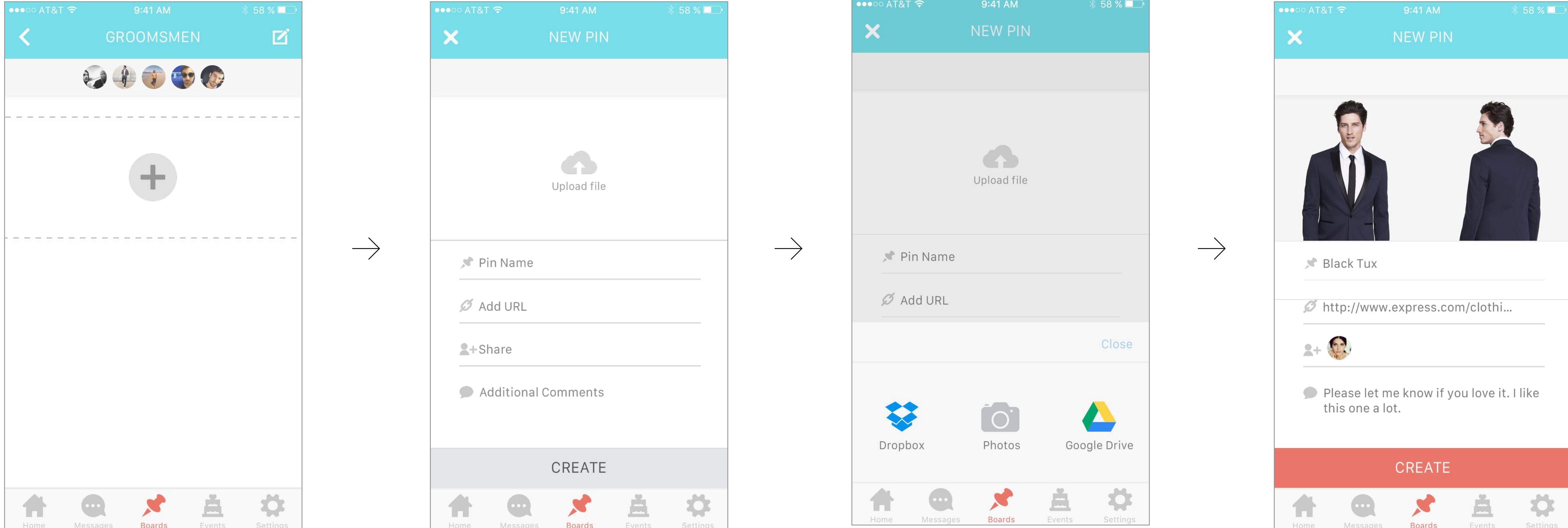
This is the homescreen for Boards. Users can edit, move, and delete boards by the edit icon. 'Wedding Tips' is a default board provided from the app with plenty of wedding tips and tricks inside for anyone to read. The plus icon on the right of it creates a new board.

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.

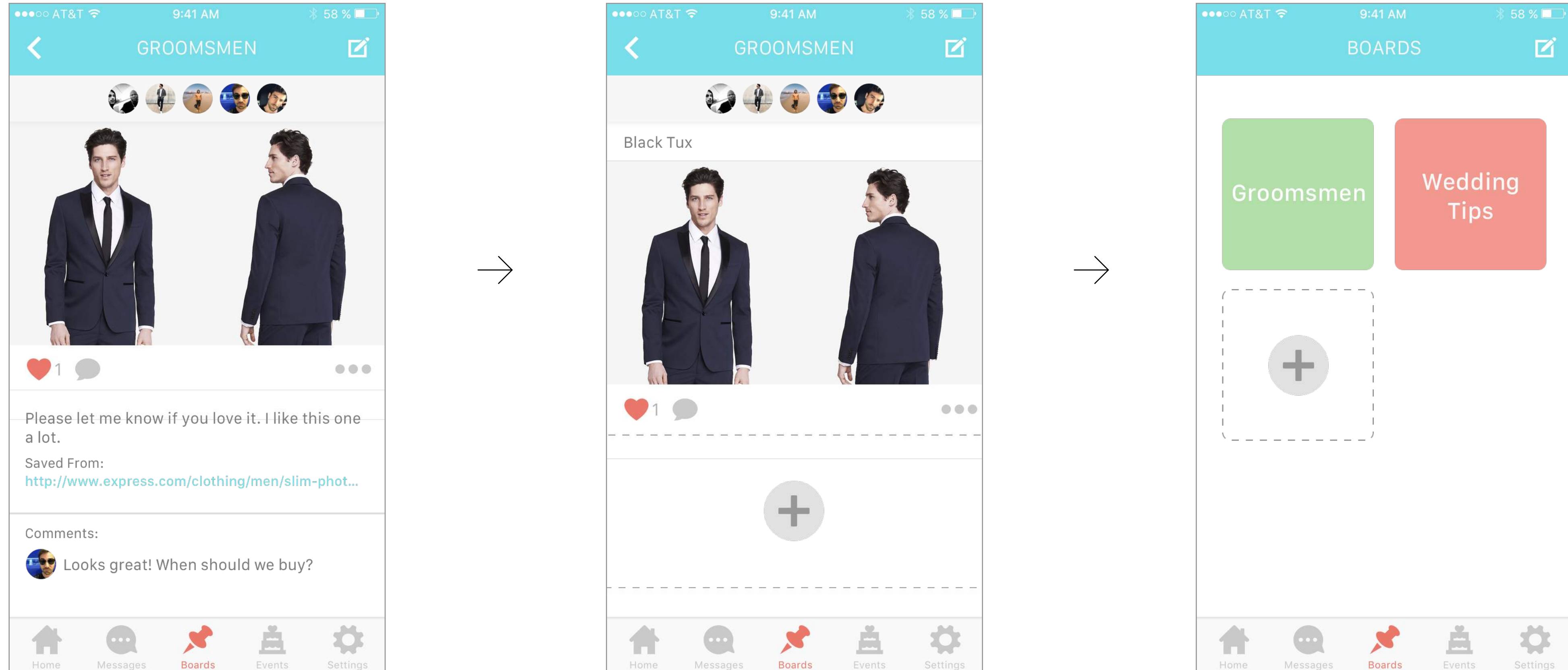
This is the screen once the Board is created. The Board is like a folder and users add files or 'pins' to the board. This board is empty, but you can see the name of the board and the people it's shared with. The plus sign shows to press on it to upload a file.

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)



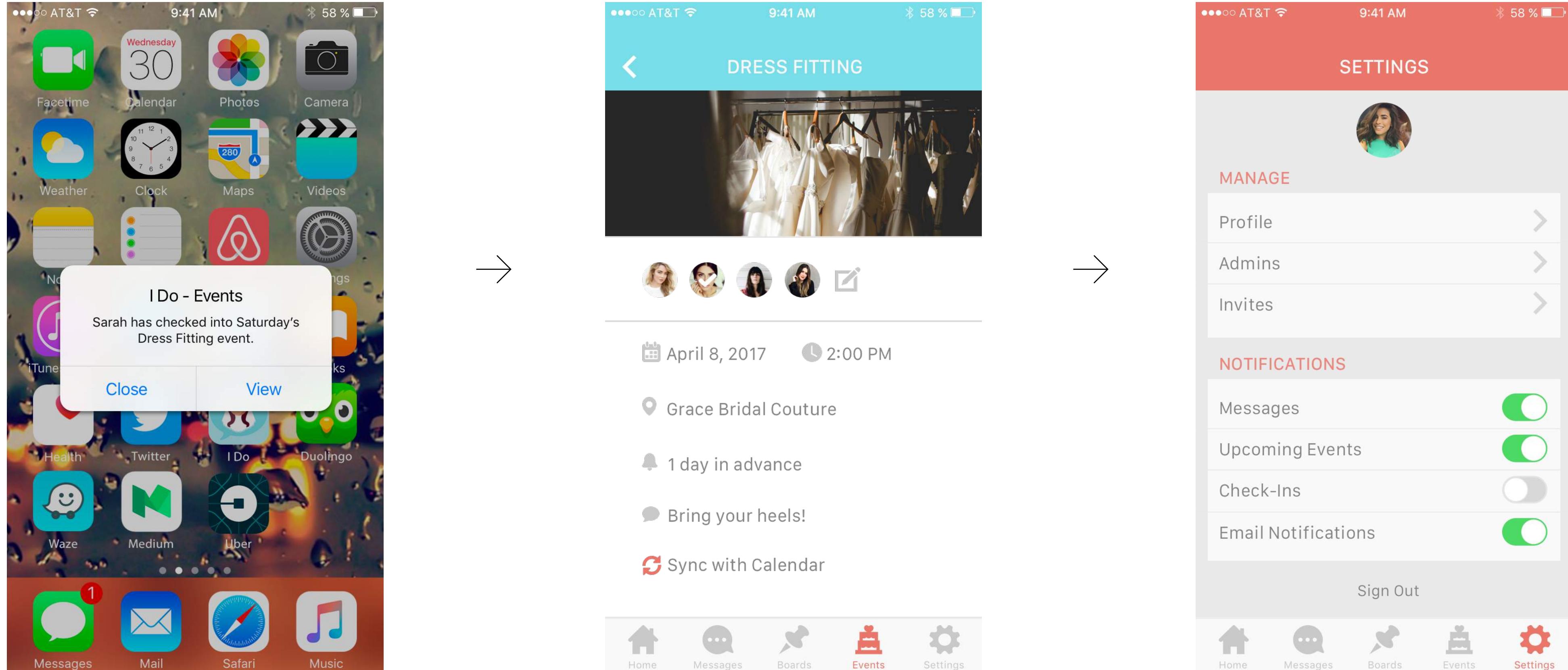
After a pin is created this page loads up with all the information compiled. The name of what board you're in is on top with edit icon. There's an option to like the item and also to add comments. There's also more options to save and share with the three dots icon. This is the detail page of the pin.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



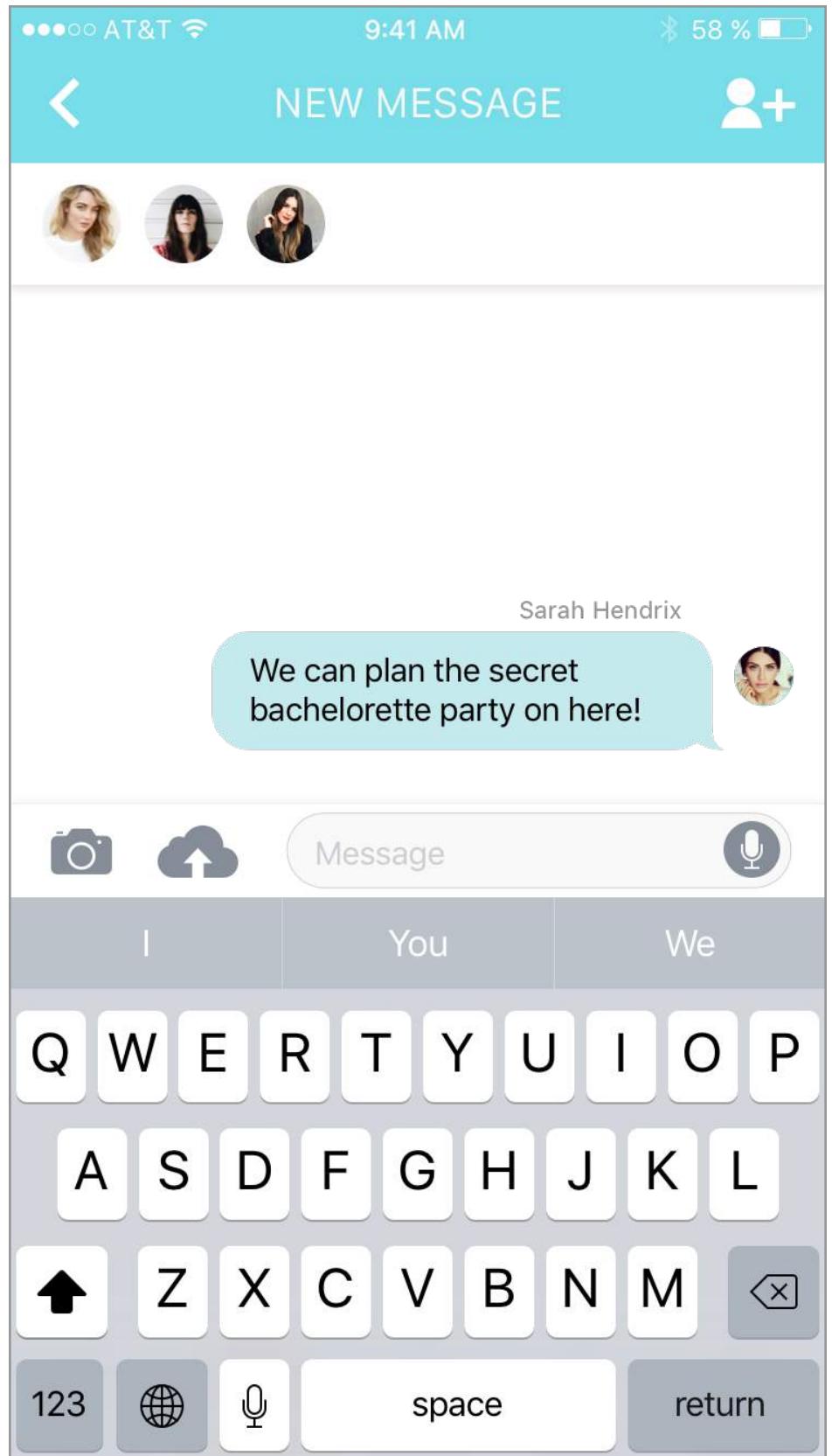
To help the wedding couple stay organized on who's coming and who's not, I added the check in method where the people notified of events will check in to say they're for sure coming. The bride will receive a notification when a person checks in. She can either view it or close.

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.