

Project overview



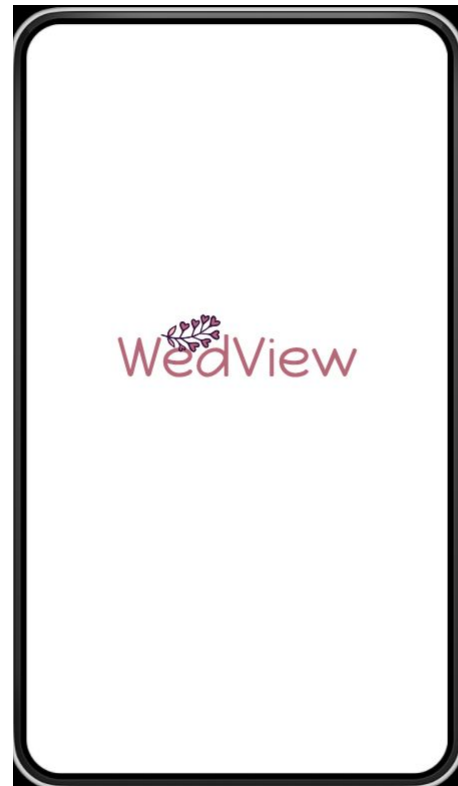
WedView:

WedView is an app that assists users with their wedding event preview so they can see how the event will appear and make improvements.



Project duration:

24-12-2022 to 17-02-2023



Project overview



The problem:

Wedding preparations are really stressful. When it comes to such important days people want everything to go perfect. They want to preview the events before it takes place so that they can



The goal:

People should be able to see pictures of events as well as written descriptions of them using **WedView** to better prepare for their events.

Project overview



My role:

Lead UX designer

UX researcher



Responsibilities:

- Conducting interviews
- Wireframing
- HI-FE and L-FE Prototyping
- Typography and colour
- Conducting usability studies(testing product before launch)
- Accessibility studies

Understanding the user

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

User research: summary



I wanted to understand the problems faced by the users while preparing for their wedding and issues with already existing applications. So I conducted few interview of different type of user groups and created Empathy maps. I also used few applications to explore about the services that can be better and the problems that makes it less effective.

User research: pain points

1

Time

People today don't have a lot of time for wedding designs because of their busy lifestyles.

2

Assurity

Regarding their wedding, people lack confidence and certainty. They desire a tool to ensure everything is perfect by previewing the events before they take place.

3

Inclusive Design

Products that are currently offered don't priorities equity and aren't accessible because they lack assistive technologies.

4

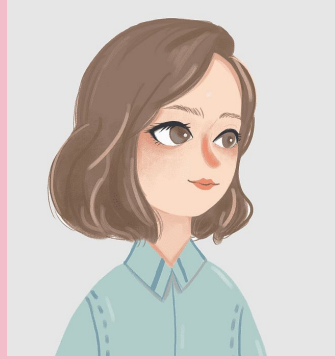
Information
Architecture

People feel uncomfortable with their ceremony preview when using unappealing apps.

User Persona:

Problem statement:

Shalini wants everything to be flawless on her wedding day, but because she doesn't have a lot of time to spare after finalising her wedding plans, she would much rather use images or videos to preview the event.



Shalini

Age : 28

Education : Fashion designer

Hometown : Pune

Family : Lives with her fiancé

Occupation : Owner of startup

"I don't have time to read every event, Glimpse of events would rather be comfortable"

GOALS

- She wants everything to be absolutely perfect for her destination wedding.
- She wishes to examine all events before they are finalized.

FRUSTRATIONS

- She has a workload so she is not able to read every detail regarding wedding event designs.
- Tools provided are not satisfying in already existing apps.

Shalini wants everything to be perfect, but she doesn't have enough time to plan out every detail of her wedding. In order to prevent inconvenience, she wants a movie or photo representation of the wedding event before it happens.



Aniket

Age : 43

Education : B.com

Hometown : Jansi

Family : Lives with a dog

Occupation : employee

"Bright colors slows my vision, so would rather prefer to listen"

GOALS

- He has a minor vision problem and wishes to listen the wedding event design details.

FRUSTRATIONS

- He has trouble reading because of the vivid colours.
- There is no feature with which I can listen to the written stuff.
- Existing apps do not offer these features.

Aniket's little vision problems prevent him from seeing clearly. He wants to look into the wedding preparations, but because he has trouble reading, he finds it more comfortable to listen to the event planning details.

Persona: Shalini

Goal: Simple method for handling tasks and getting ceremony previews

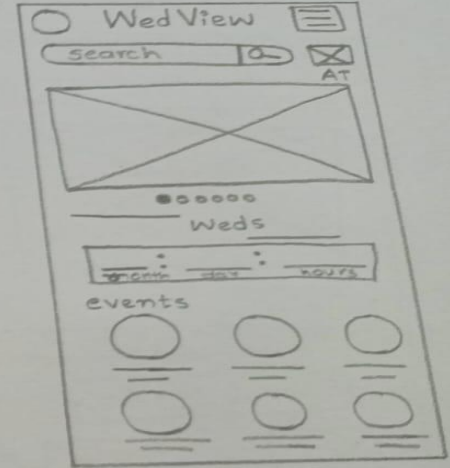
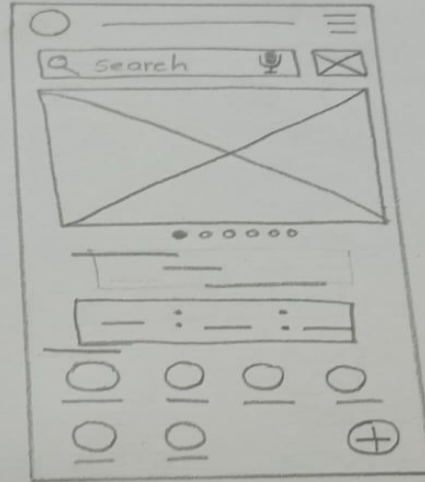
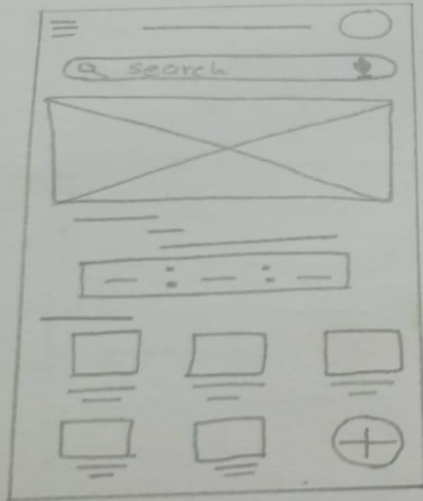
| ACTION | Start the app and create a profile | look for the best ceremonial view | deciding on the suitable one | Access the checklist(planner) | Keep track of the tasks and time schedule |
|---------------------------|---|---|---|--|---|
| TASK LIST | Tasks A. fill in the details B. enter the preferable wedding venue(optional) C. enter the theme (optional) | Tasks A. Event wise images and videos of venue B. customize the preview C. Add to favorites list the selected ones | Tasks A. Removing the least favourite picks B. Filtering it by the priority list like location, C. Matching with theme | Tasks A. Listing down the event preparation B. Linking the tasks with venue C. Setting timeline for the tasks | Tasks A. Complete the tasks B. Check the completed tasks C. paying attention to the upcoming tasks |
| EMOTIONS | <ul style="list-style-type: none">Curious about the app looks | <ul style="list-style-type: none">StressedExcitedWorried | <ul style="list-style-type: none">ThoughtfulSelective and preference full | <ul style="list-style-type: none">AnxiousStressfulworried | <ul style="list-style-type: none">BusyStressfulConsciousRelieved about completed tasks |
| IMPROVEMENT OPPORTUNITIES | <ul style="list-style-type: none">Straight forward questionsAttractive layout for trust building | <ul style="list-style-type: none">Provide filter options like location preference, Ratings, Price range, etc. | <ul style="list-style-type: none">Show full details and comparison of places if user wants | <ul style="list-style-type: none">Venue options to link with task and time schedule | <ul style="list-style-type: none">Provide options to set reminder of remaining tasks |

Starting the design

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

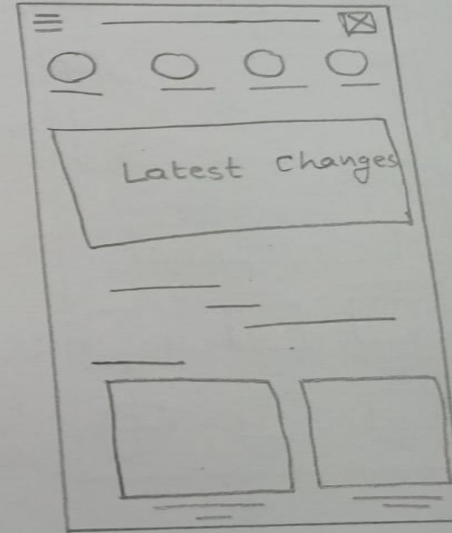
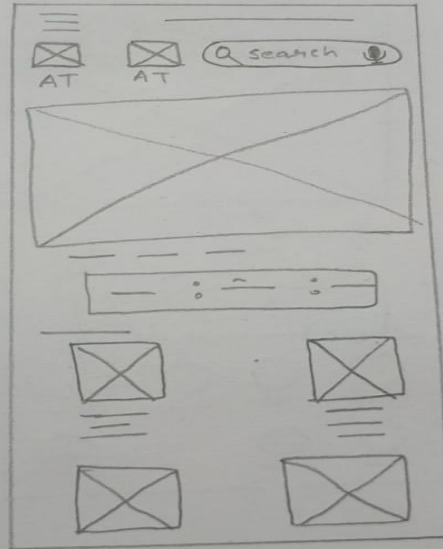
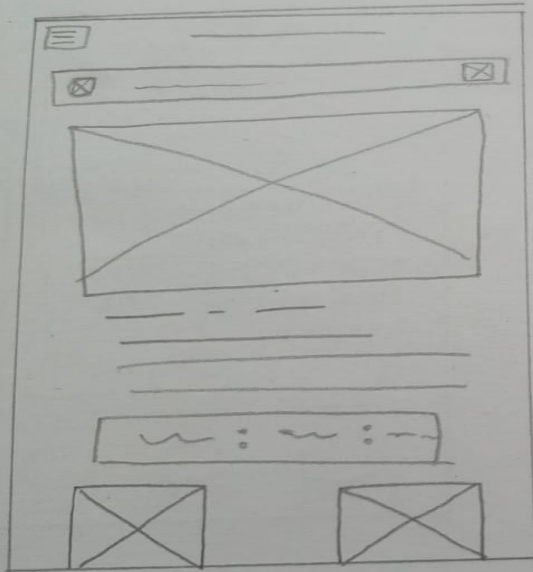
Paper wireframes

Elements list :- Navigation, images, buttons, events, AToptions



Paper wireframes

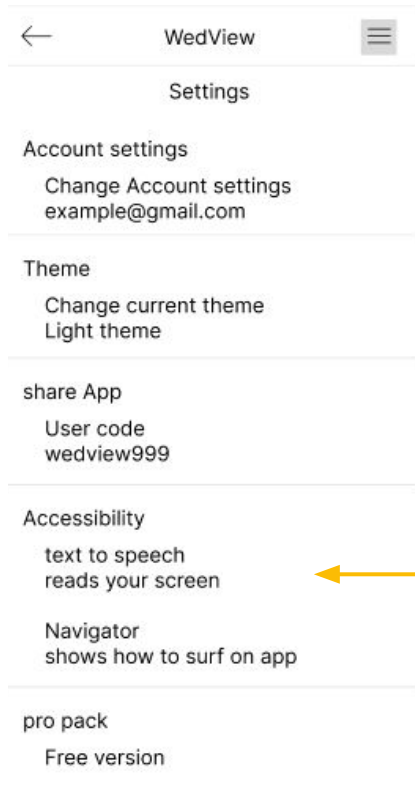
Elements list :- Navigation, images, buttons, events, ATOptions.



Digital wireframes

To make product user
centered

For people who
have vision
disabilities



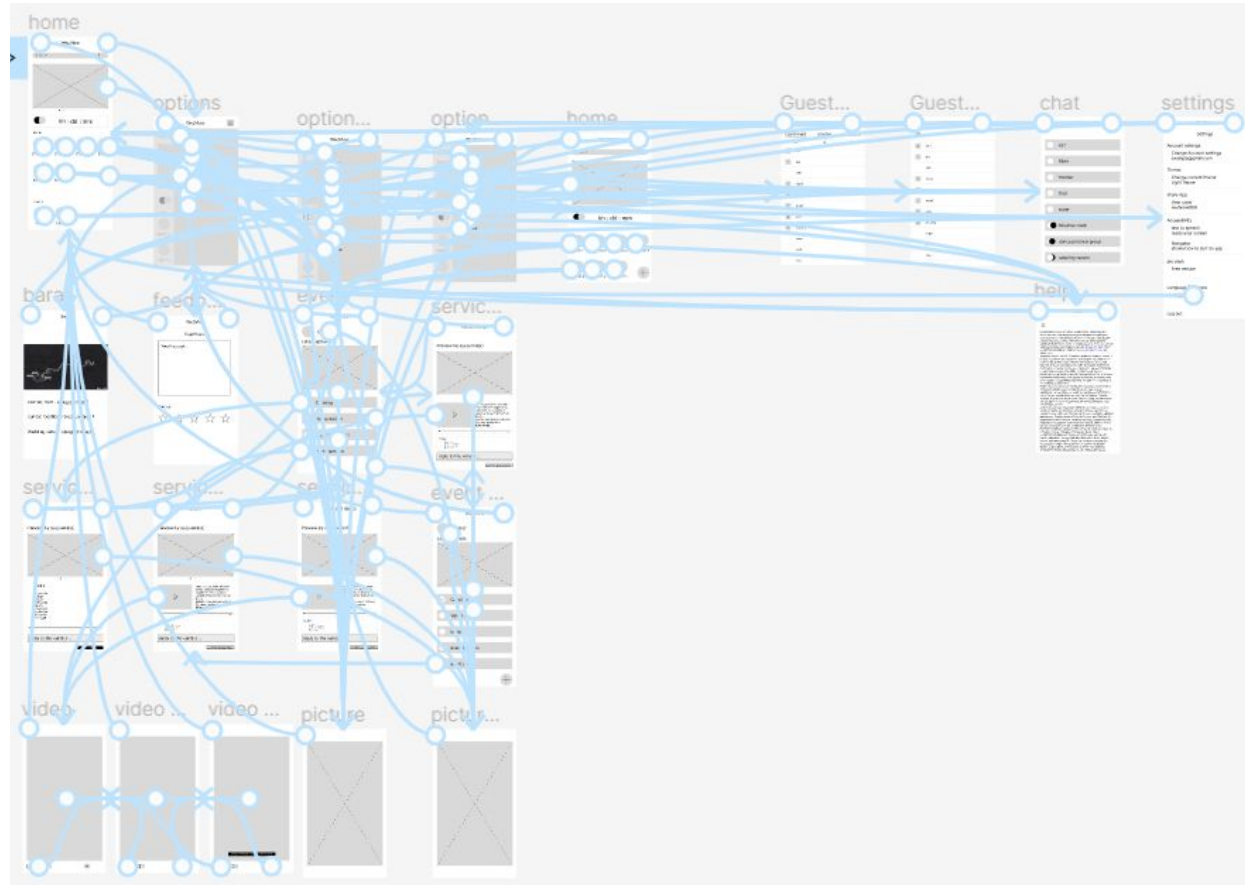
For people not
understanding
english

Digital wireframes



Low-fidelity prototype

<https://www.figma.com/proto/p2lh3yiHyKkpJkGwwsf3Vm/WedView?node-id=3%3A70&scaling=scale-down&page-id=0%3A1&starting-point-node-id=3%3A70>



Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

- 1 TIME
- 2 ASSURITY
- 3 INCLUSIVE DESIGN

Round 2 findings

- 1 Language preferences
- 2 ATs
- 3 Navigation guide

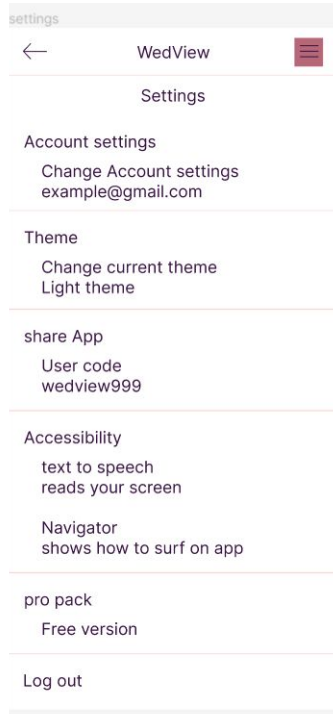
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

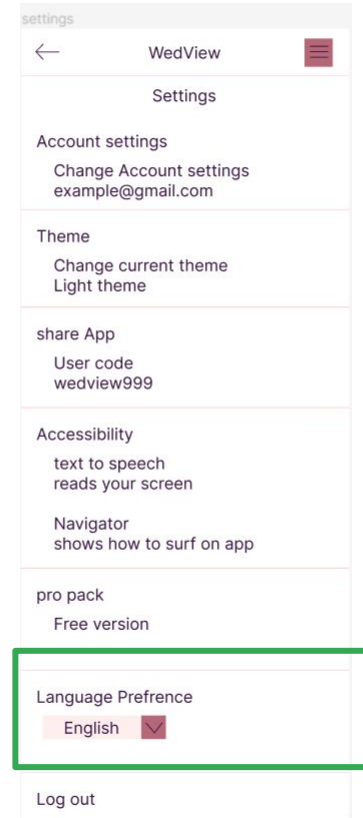
Mockups

[Your notes about goals and thought process]

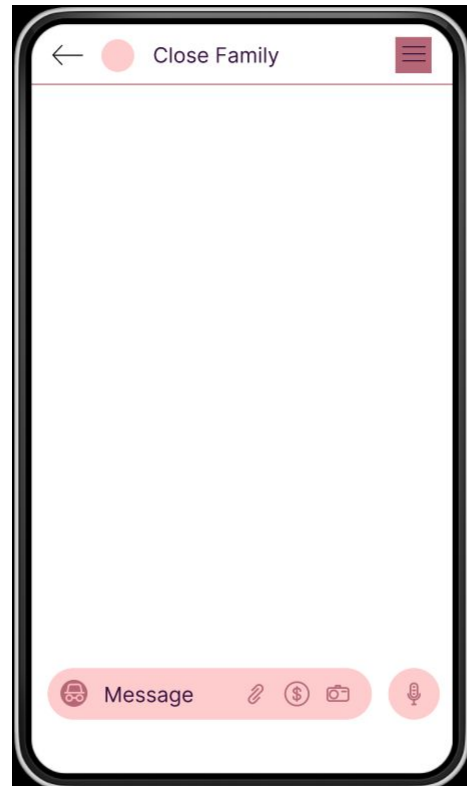
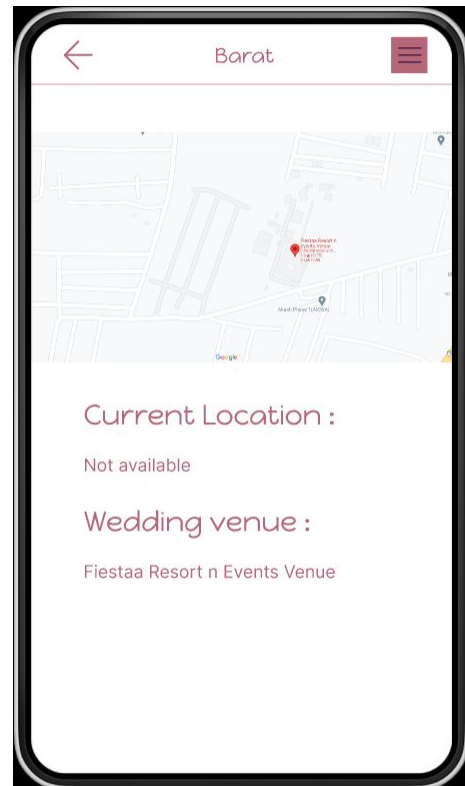
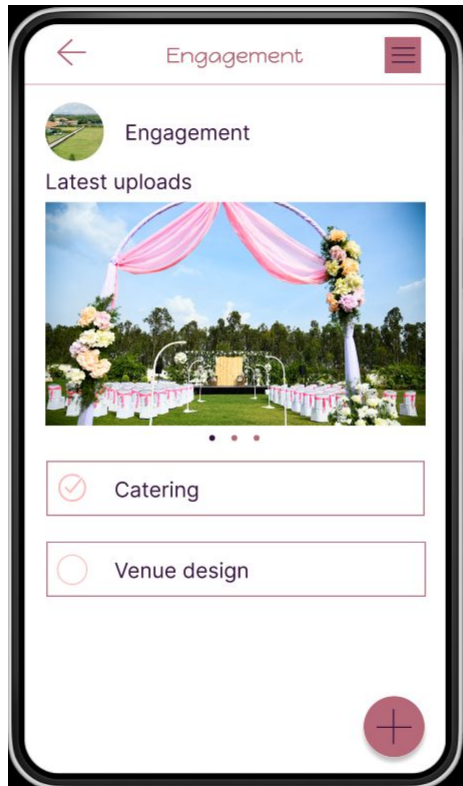
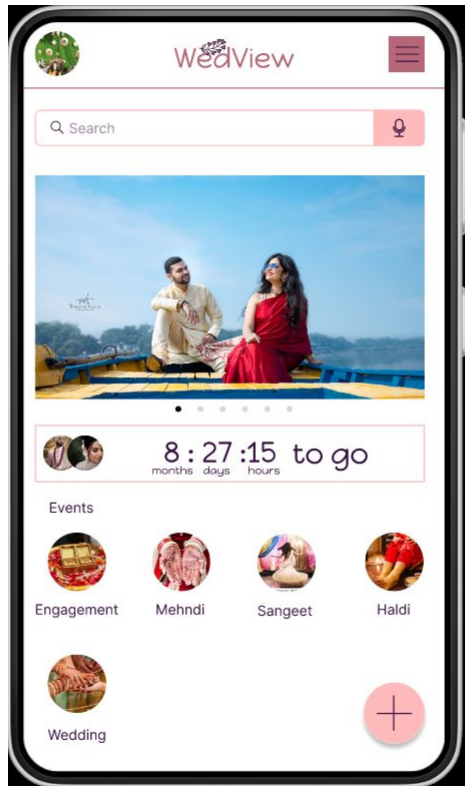
Before usability study



After usability study

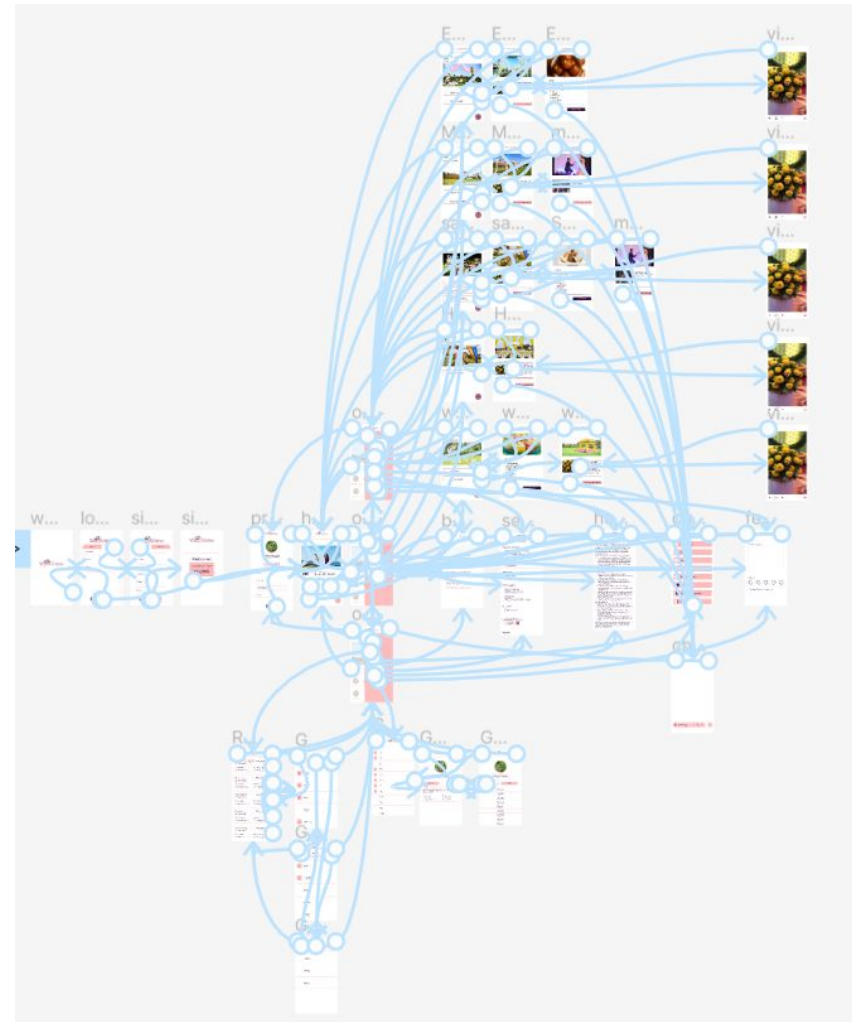


Mockups



High-fidelity prototype

<https://www.figma.com/proto/p2lh3yiHyKkpJkGwwsf3Vm/WedView?node-id=49%3A21&scaling=scale-down&page-id=49%3A19&starting-point-node-id=49%3A21>



Accessibility considerations

1

Provide support for multiple languages to make the app accessible to users who may not speak English as their first language.

2

It supports assistive technology like TTS and Speech commands for people with disabilities

3

It supports light theme and dark theme mode for the people who has visibility issues.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

How preview apps can have a significant impact on users by simplifying and streamlining the wedding planning process, improving budget management, and providing tools for better decision-making. By incorporating accessibility and inclusion considerations into the app's design, it can become more welcoming and accessible to users from diverse backgrounds and abilities.



What I learned:

How to manage time and how to make user front and centered designs.

Next steps

1

Making website for the same and make it more personalised and customizable for venue owners too.

2

Feature of wedding planning also can be introduced at later upgradation.

3

Making this app more friendly with non-fancy wedding venues

Let's connect!



[Behance](#)