

Wedding Virtual App Design

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Project overview



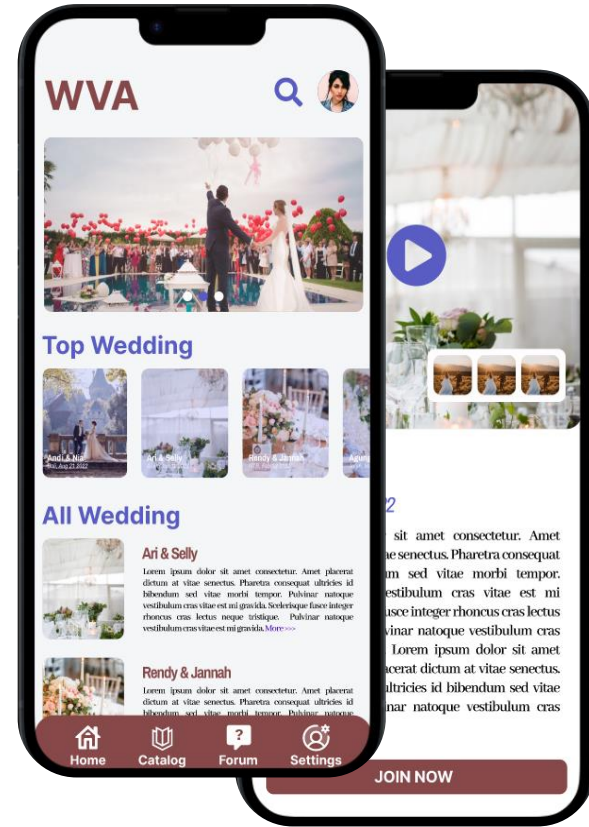
The product:

WVA is a platform provides a virtual wedding application for their customers. WVA seeks to connect event makers, event owners and closest friends/family to be able to organize and enjoy their weddings. They offer interactive and real event innovations that can be done anywhere at a relatively low price. WVA targets customers with limited time or space (not in the vicinity of the event venue) to organize their wedding or see their friends/family as well as customers who want an extraordinary event for them



Project duration:

December 2021 to January 2022.



Project overview



The problem:

Busy workers, people who are away from or away from the venue and lack the time needed to prepare the wedding event.



The goal:

Design an app for WVA that allows users to make or organize expected wedding event with easily, quickly, anytime and anywhere.

Project overview



My role:

UX designer designing an app for Wedding Virtual App (WVA) from conception to finishing.



Responsibilities:

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

Understanding the user

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

User research: summary



I conduct interviews and create empathy maps to understand the users I'm designing for and their needs. The main user groups identified through the research are workers, wedding event organizers and people who wish to hold a wedding.

This user group confirms initial assumptions about WVA customers, but research also reveals that time is not the only factor limiting users from running weddings. Other user issues include living conditions, dreams, or challenges that make it difficult to create/organize a wedding.

User research: pain points

1

Time

Working adults are too busy to organize their wedding or that of their family

2

Accessibility

The platform for organizing or creating is not equipped with supporting technology

3

Utility

people want to make their shows accessible anytime and anywhere with the same quality as reality

Persona: Surya

Problem statement:

Surya is a friendly person and a perfectionist. He wants all of his friends who are busy and far away to enjoy their daughter's wedding in a real way.



Surya

Age: 50

Education: Bachelor

Hometown: Aceh, Indonesian

Family: Married, six children

Occupation: Contractor

"Whatever happens, he wants everyone close to him to experience the same"

Goals

- A Wedding that can be seen Surya friends all over Indonesian
- High Quality and Special Wedding

Frustrations

- Participants cannot attend in venue, but can experience the wedding ceremony

Surya is a contractor. who lives with partner and six children. Surya has many friends all over Indonesian. Surya held his son's high quality wedding and he is invited his friends, but her friends cannot attend to Aceh. Surya want his friends to experience the wedding ceremony without being present at venue.

Persona: Selsi

Problem statement:

Selsi are one person event organizer. He wants to make weddings that can be truly enjoyed even in a pandemic with very high quality



SELSI

Age: 20

Education: Bachelor

Hometown: Jakarta, Indonesian

Family: Single

Occupation: Event Organizer

"She is a person who never gives up in various situations"

Goals

- High Quality Event
- Event can be anywhere
- Event can be experience

Frustrations

- Pandemic situation doesn't allow event

Selsi is a Entrepreneur of Event Organizer. she lives alone. Selsi frustrated about his business. In her nation has pandemic situation, local policy doesn't allow direct meeting/event, while event is source of business income. Selsi need her event can be run and experience to her customer with the high quality event

User journey map

Mapping Surya's user journey revealed how helpful it would be for users to have access to a dedicated WVA.

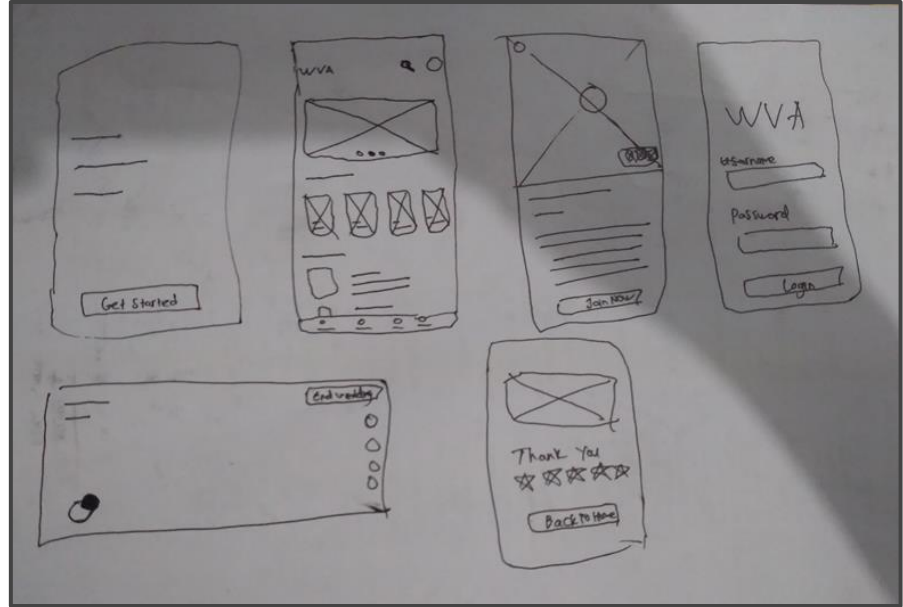
Persona: Surya					
Goal: Enjoy a Wedding					
ACTION	Download app	Select Event	Join Wedding	Feedback Wedding	End Wedding
TASK LIST	A. Browse in app store B. Download app C. Open app	A. Browse event B. Select menu event	A. Click join button B. Select virtual mode C. Move and point with hand touch	A. Click feedback button B. Write a comment C. Provide gift cash for a wedding	A. Click End Button B. Close app
FEELING ADJECTIVE	Excited to experience a wedding event	Annoyed at complexity using the application	less real, if don't use virtual glasses	No Success gift	Happy and want share to all friends
IMPROVEMENT OPPORTUNITIES	Create app tour wedding and distributed in app store	Make Search Filter Include Images Responsive	Provide use of virtual glasses	Add Notification	Add share link application

Starting the design

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

Paper wireframes

Taking the time to build iterations of each application screen on paper ensures that the elements that make up a digital wireframe will be well-suited to solving user concerns. For the home screen, I prioritize **the process of selecting wedding events quickly and easily.**



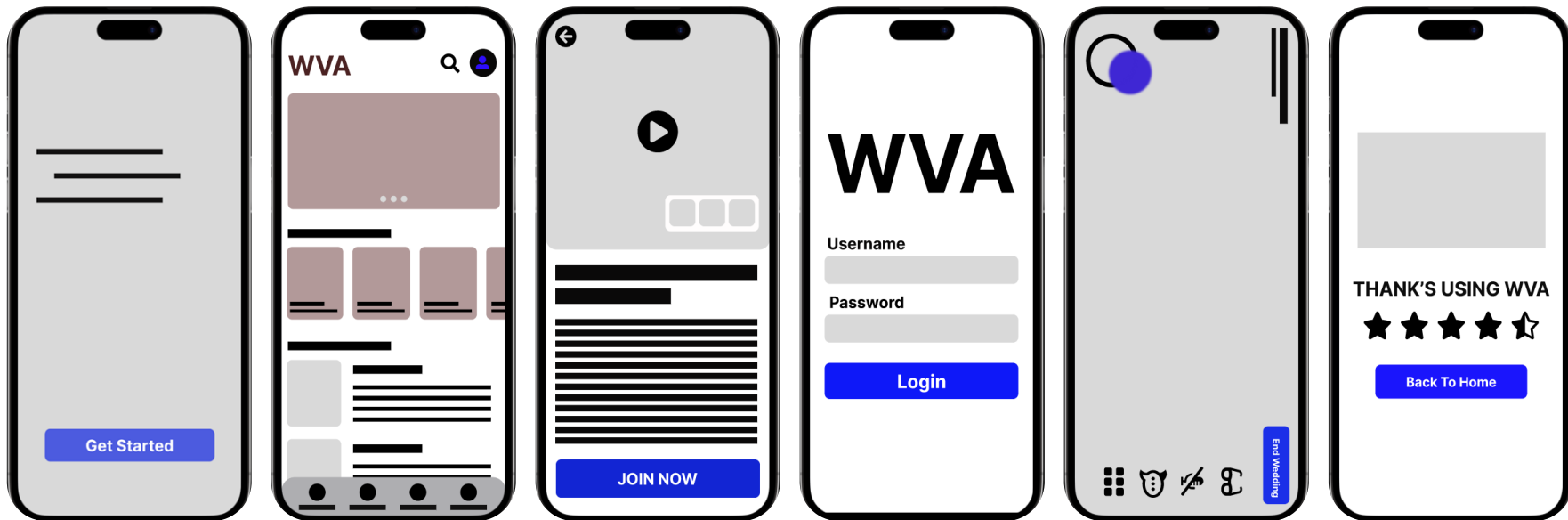
Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.



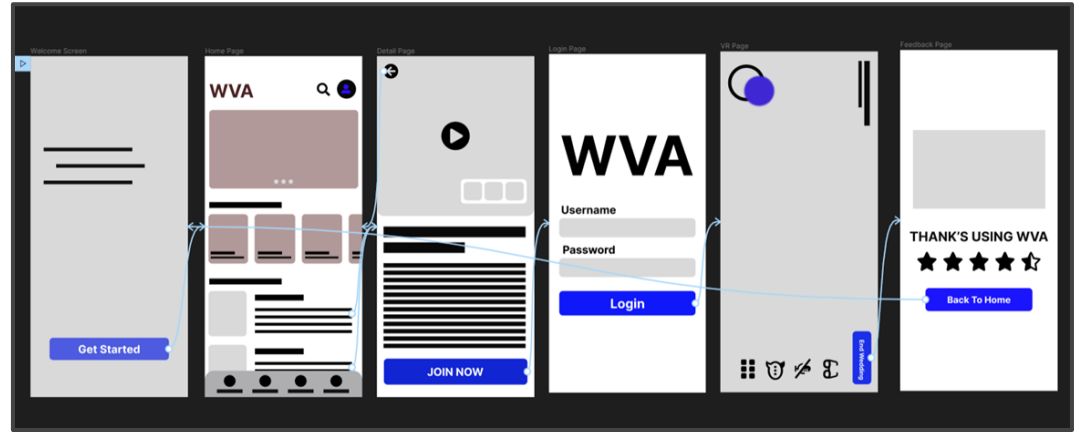
Easy access to navigation that's screen reader friendly.

Digital wireframes



Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was building and enjoying or managing the wedding event, so the prototype could be used in a usability study.



View the WVA

[low-fidelity prototype](#)

Usability study: findings

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

Round 1 findings

- 1 Users want more customization feature
- 2 Users need a more socialization or training for this feature.

Round 2 findings

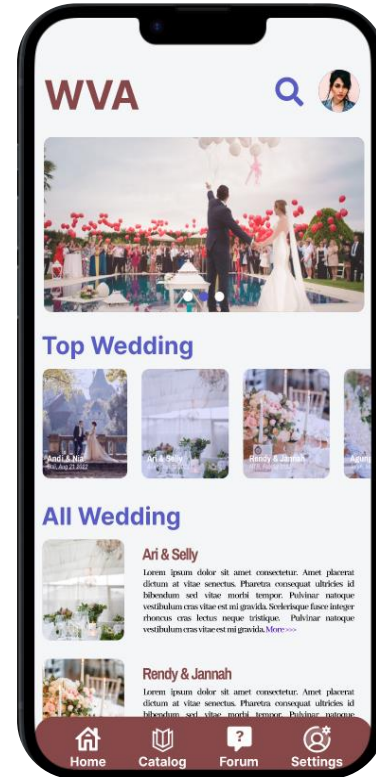
- 1 Users need a more socialization or training for this feature.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

The initial design allowed for some customization, but after a usability study, I added a few features. I also revised the design so that the user sees all the customization options the first time they appear on the screen.



Key mockups

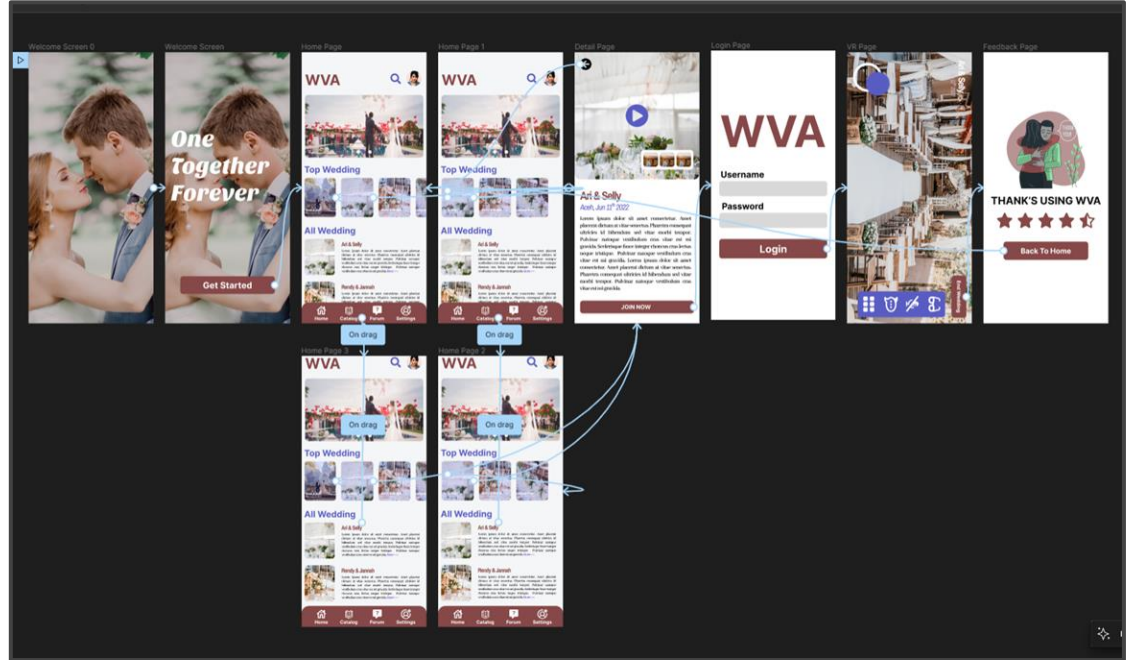


High-fidelity prototype

The final high fidelity prototype provides a cleaner user flow for enjoying and managing wedding events.

View the WVA

[high-fidelity prototype](#)



Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

Used icons to help make navigation easier.

3

Used detailed image and wedding concept to help all users better understand the designs.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like a real wedding event who their expected.

One quote from peer feedback:

"Amazing!! The app made it so easy and fun to build my wedding event!. I like it. I appreciate that"



What I learned:

While designing the Wedding Virtual App, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

Next steps

1

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

2

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

Let's connect!



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

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Thank you!