

Wedding Venue Responsive Site

K Kurtz

Project overview



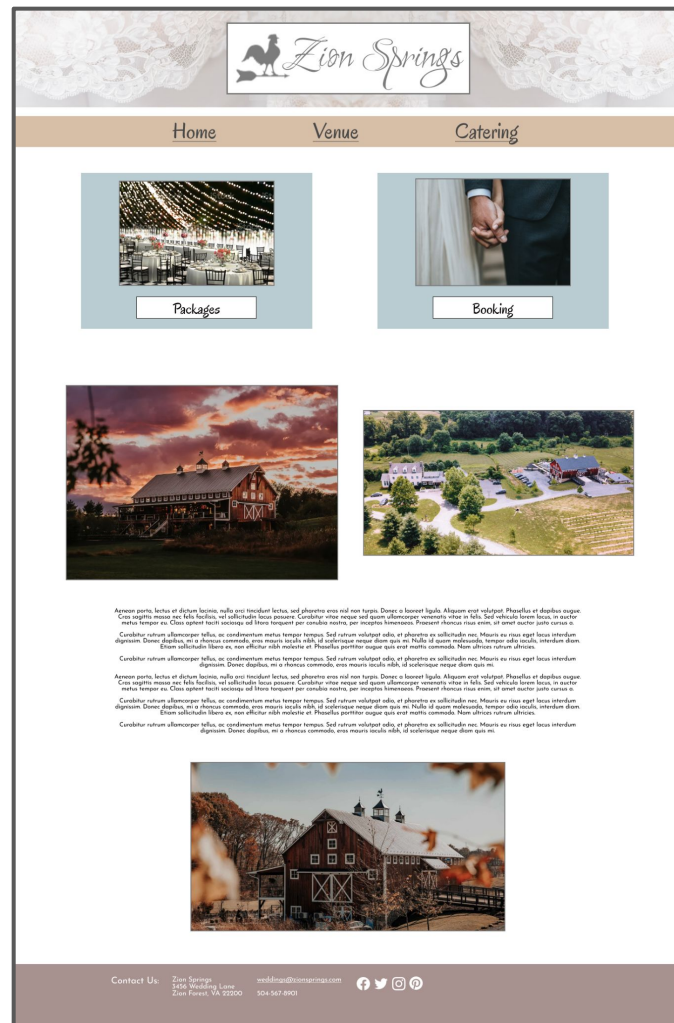
The product:

This Responsive Website was designed for the Zion Springs Outdoor Wedding Venue. It was created as a site connected to the Catering Menu App in Case Study 1. The site targets the same users from the app who are interested in having upfront pricing laid out before finalizing their wedding menu, but the site is connected to the app catering account and focuses on the venue.



Project duration:

Dec 2022 - Feb 2023



Project overview



The problem:

Money-conscious brides and grooms (and family) need time on their own to delve into their catering menu and venue package options.



The goal:

Design a responsive site that allows users to view their saved menus from the catering app, as well as explore the outdoor wedding venue.

Project overview



My role:

UX designer designing a responsive site for an outdoor wedding venue from conception to delivery.



Responsibilities:

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

User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user groups identified through research was budget-conscious individuals.

This user group confirmed initial assumptions about the wedding venue customers, but research also revealed that individuals wanted to know more details about the specific packages for hosting a wedding at the venue, along with a gallery of images to see it before traveling to see it in-person.

User research: pain points

1

Connection to App

Allow users to easily find the catering app via a link.

2

Transparency: Options

Some wedding venues do not list the options ahead of time, forcing users to discuss preferences with the coordinator before agreeing amongst themselves first.

3

Gallery

Users want to see the venue from multiple angles before traveling all the way to the actual venue.

Persona: Justin

Problem statement:

Justin is a father-of-the-bride who needs full access to venue costs because he has to remain within his budget.



Justin

Age: 58

Education: Bachelor's

Hometown: Connecticut

Family: Wife, 2 daughters

Occupation: Project Manager

"Money is a tool. Used properly it makes something beautiful; used wrong, it makes a mess"

Goals

- Good food for daughter's wedding.
- Stay within budget

Frustrations

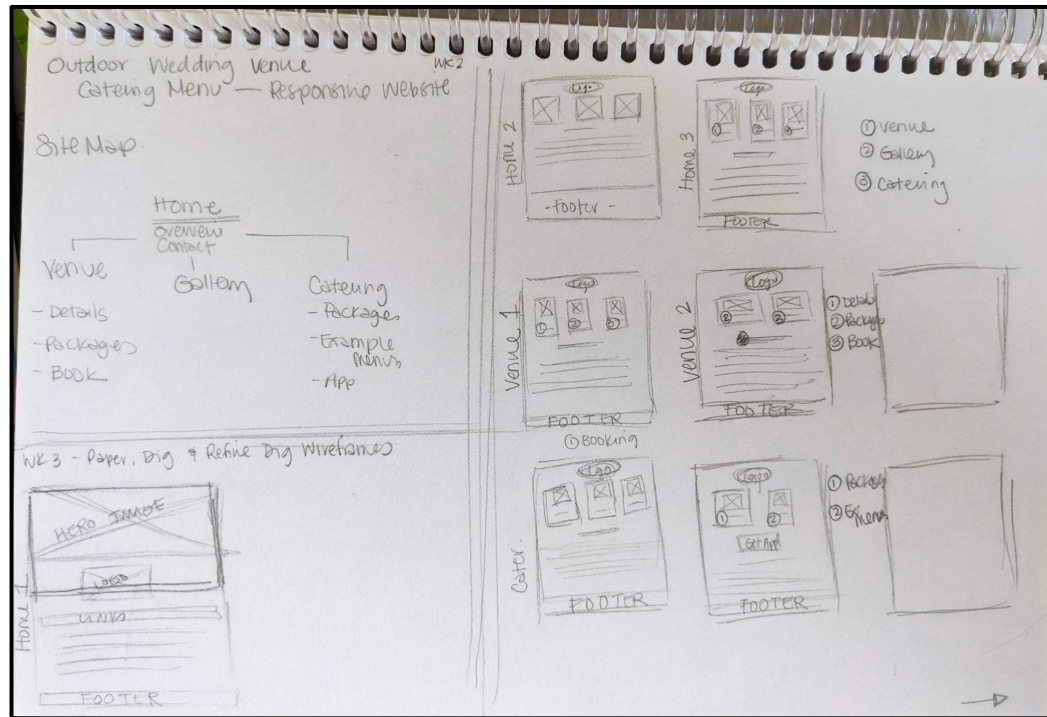
- Wants full control of budget - wants no surprises.
- Wants to be able to mix & match to fit budget & offer selection to guests.

Justin wants his daughter to have a beautiful wedding, within his budget. He wants his wife and daughters to provide their input on menu preferences, get the chef's suggestions discuss as a family, and then provide the finalized menu to the venue. He does not expect or appreciate surprise fees or. Harvest. In his opinion, the menu should be one of the most transparent pieces because up-charges are standardized.

Note: Justin is the same persona used from Case Study 1. He is equally budget conscience about the venue costs as the catering costs.

Paper wireframes

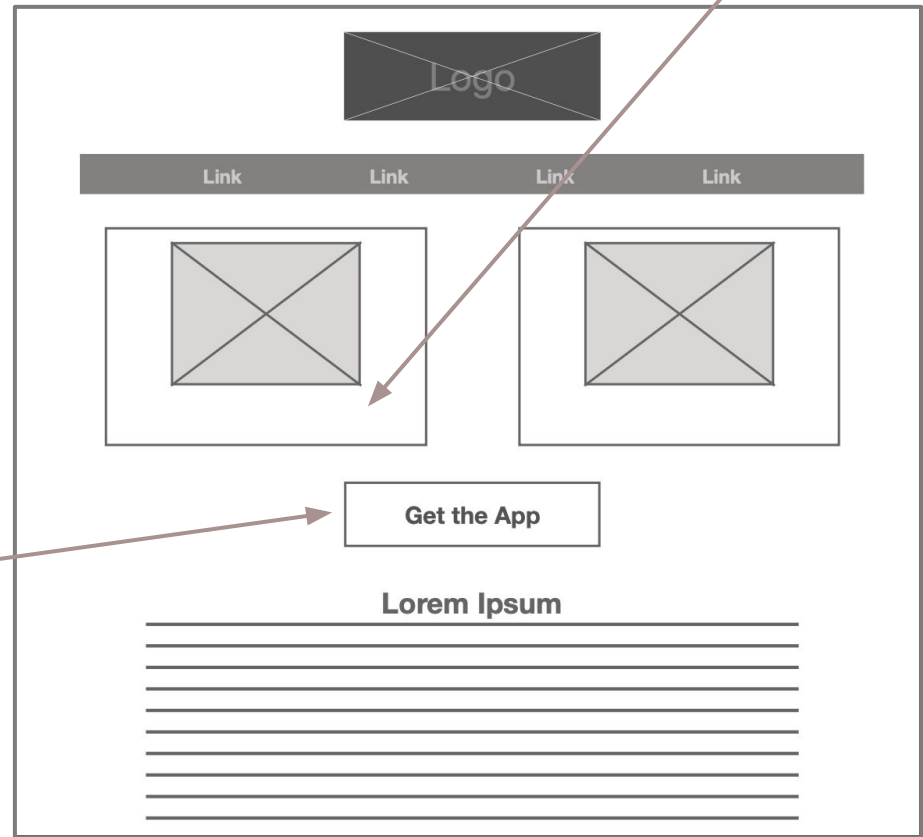
Taking the time to draft iterations of each screen of the site on paper ensured that the elements made it to digital wireframes would be well-suited to address user pain points.



Digital wireframes

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

Ability for users to get App from app store

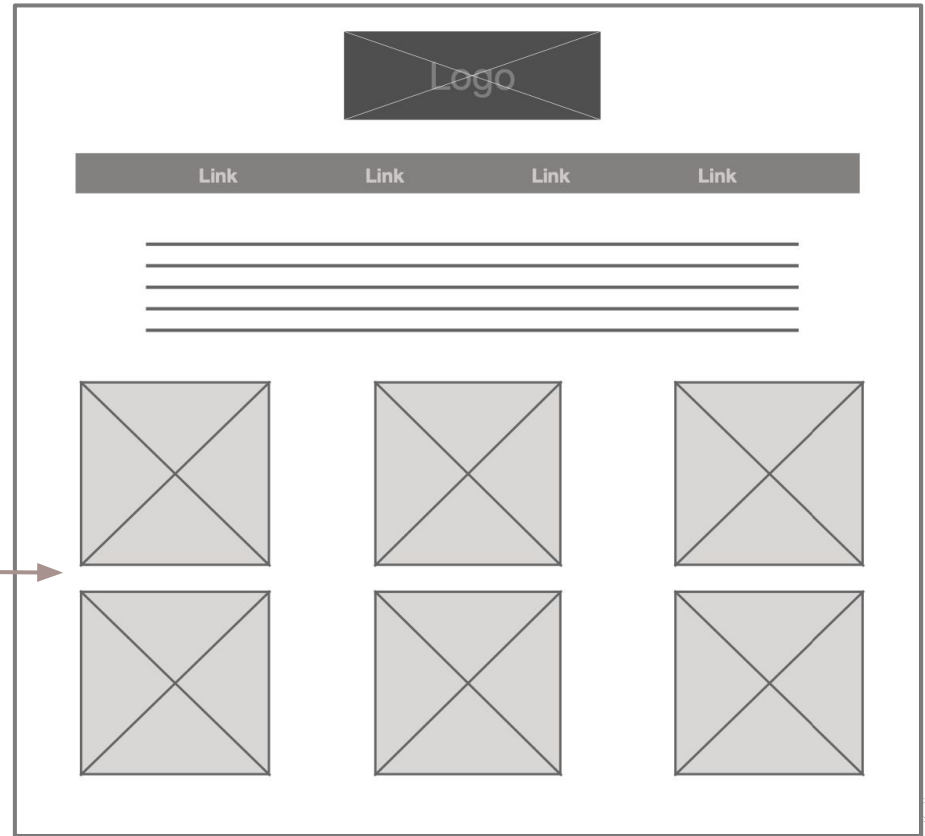


One image will link to venue packages

Digital wireframes

A gallery with images was an important user need to address in the designs to let them see the venue before needing to travel there.

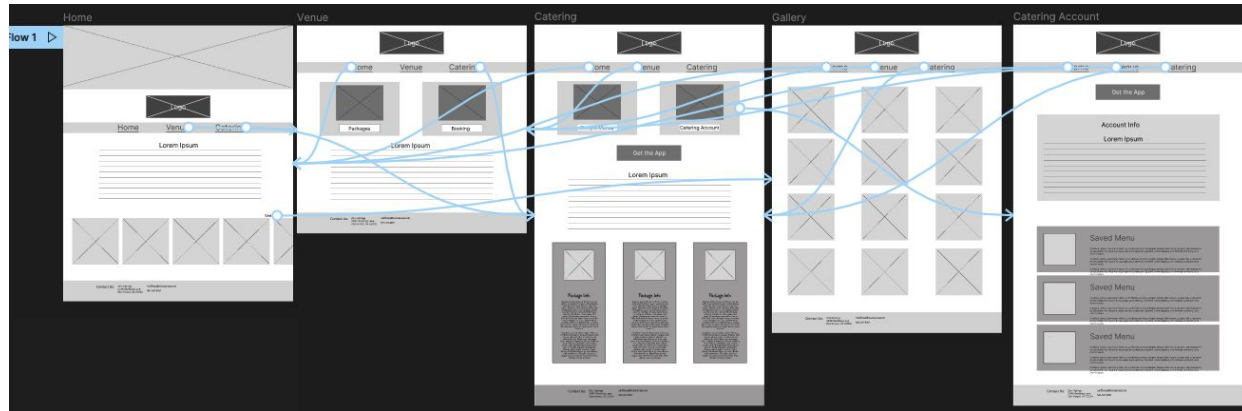
Collection of images of the venue



Low-fidelity prototype

[Link to low-fidelity prototype](#)

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary flow I connected was just a general flow through the pages.



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 need clear favorite icon
- 2 Users want to find saved favorites under "Account"
- 3 Users need icons to be restructured to read them easier

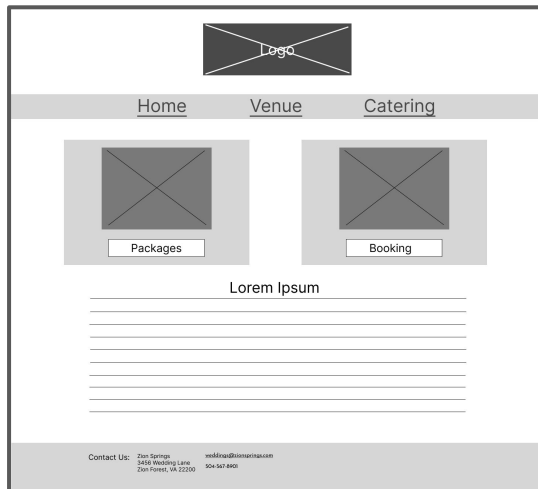
Round 2 findings

- 1 Action buttons need to be easier to click
- 2 Save & Compare need to be pop-ups to allow for more saved menus
- 3 Accessibility needs to be tested

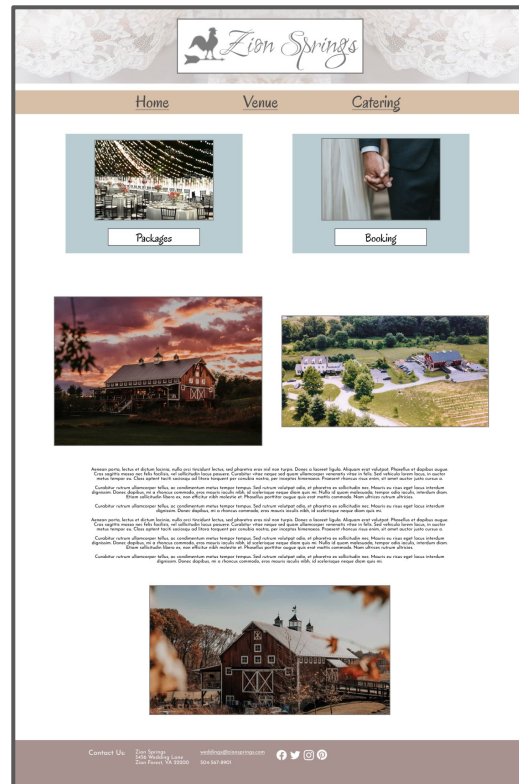
Mockups

Despite the inclusion of a specific gallery page, users wanted to see more images throughout the site.

Before usability study

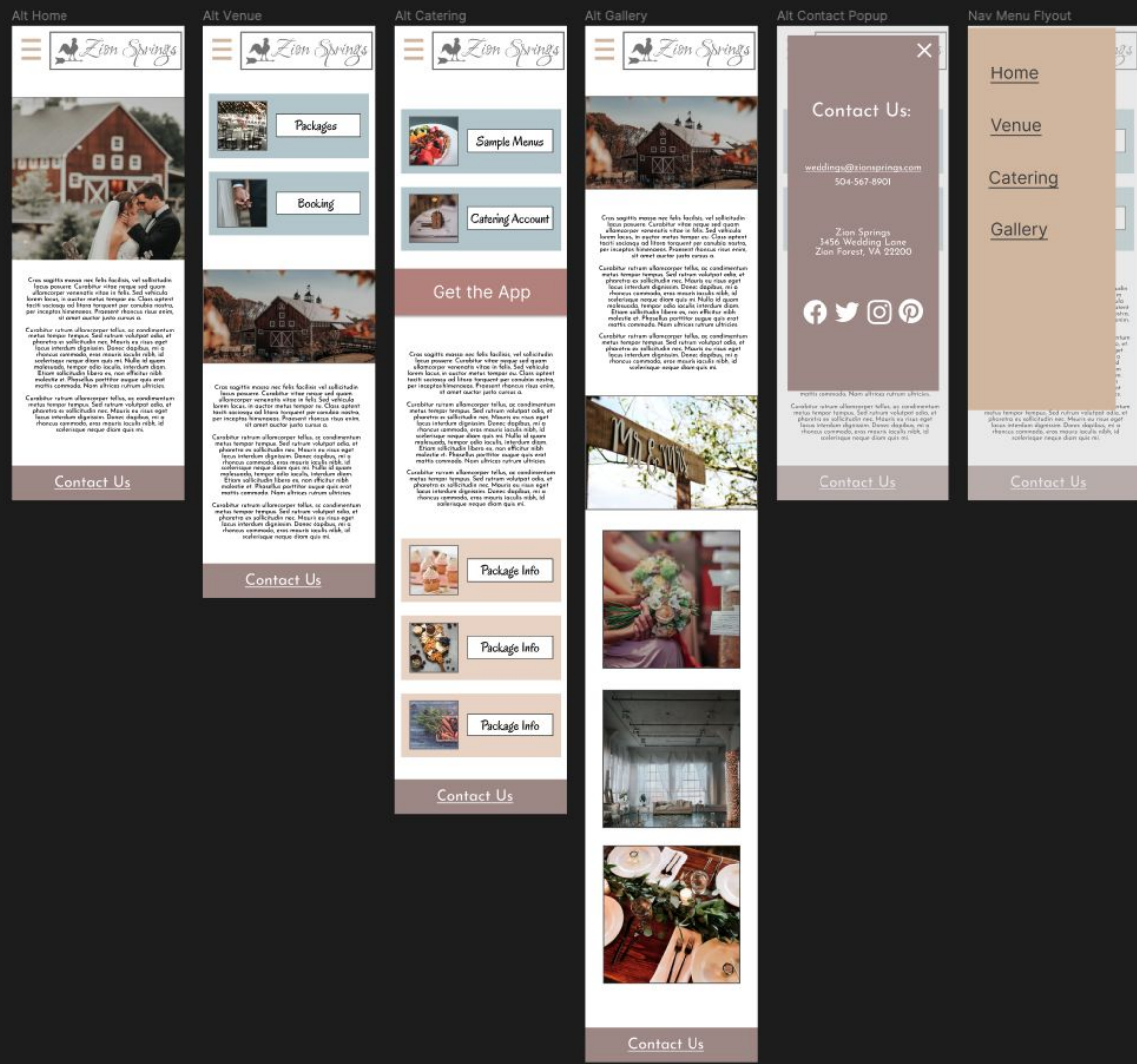


After usability study



Mockups

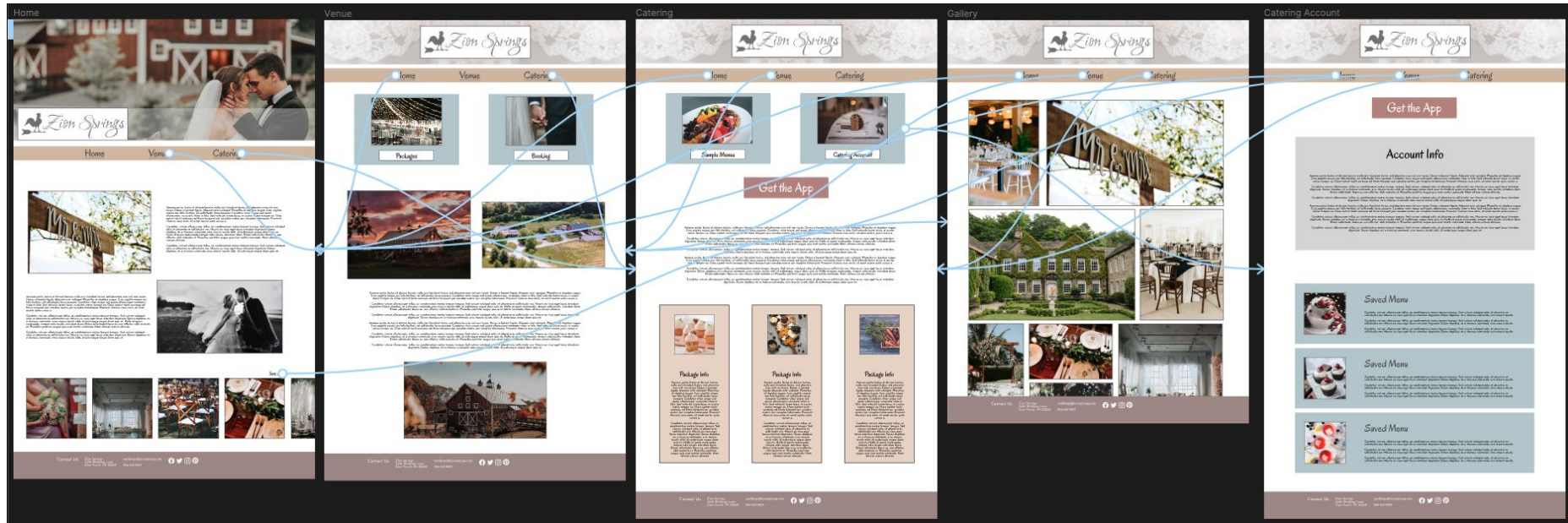
Mockups of the responsive site as viewed on a mobile device.



High-fidelity prototype

[Link to high-fidelity prototype](#)

Responsive site as viewed on a desktop



Accessibility considerations

1

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

2

Used text to help make navigation easier

Takeaways



Impact:

The responsive site gives users the ability to view venue package options before talking to a venue coordinator. When paired with the app, couples and their parents have information at their fingertips and can make informed decisions about their wedding.



What I learned:

Real estate differences between a desktop and a mobile device requires knowledge of what is most important to the user and what the company wants the user to see.

Next steps

1

Conduct more accessibility research with high-fidelity designs to make sure there is enough visual contrast and functionality with screen readers.

2

Work on designing more integration between the wedding venue responsive site and the catering app from Case Study 1.

Let's connect!



Thank you for your time reviewing my wedding venue responsive site! If you'd like to see more or get in touch, my contact info is provided below.

Email: kkurtz@email.com
Website: Kkurtz.portfolio.com