UX research and design

I worked through the following 5 layers when developing my UX research and design for this project:

1. Strategy
2. Scope
3. Structure
4. Skeleton
5. Surface

1. Strategy

Brief:
My brief was to design and build a 'digital invite' for my brother and his fiance ahead of their wedding in 2019.

Background:
The wedding couple have emigrated abroad to New Zealand but plan to marry at home here in Ireland. Approximately 200 guests from different corners of the world will be invited.

1. Strategy

Site objective:

1. Invite guests to the wedding
2. Gather RSVPs from guests in one place online (as opposed to relying on traditional post responses, facebook messages, calls, texts etc.)
3. Provide the wedding couple with a more modern and cost effective way of sending invites and receiving RSVPs

1. Strategy

User groups:
1. Wedding party
2. Family and friends in Ireland
3. Family and friends abroad

1. Strategy

User persona and user needs:

User group	Persona	Age and location	Occupation	Likes	Dislikes	User needs
Wedding party	Anna (Bride)	29, New Zealand	Doctor	Travelling, Outdoor activities (e.g. diving), Live music, Fashion	Large events that are impersonal or overly formal	1. Send invite to wedding guests 2. Have visibility of RSVPs online 3. Easily share info to any guests that have questions about the wedding (as currently living abroad in NZ)
Family and friends in Ireland	Breid (Aunt of groom)	50, Ireland	Business owner	Fashion, Good food and wine, spending time with family, interior design and photography	Bad holiday experiences – e.g. poor service in the hotel	1. Respond to RSVP 2. Find out the location (post-RSVP) and closer to the wedding day
Family and friends abroad	Mark	30, Singapore	Engineer	Travelling, sports, nights out with friends, visiting home	Extortionate flight and accommodation prices	1. Find out wedding date (to arrange time off work, flights) 2. Find out where the wedding is and what accommodation is available 3. RSVP

2. Scope

User tasks in and out of scope:

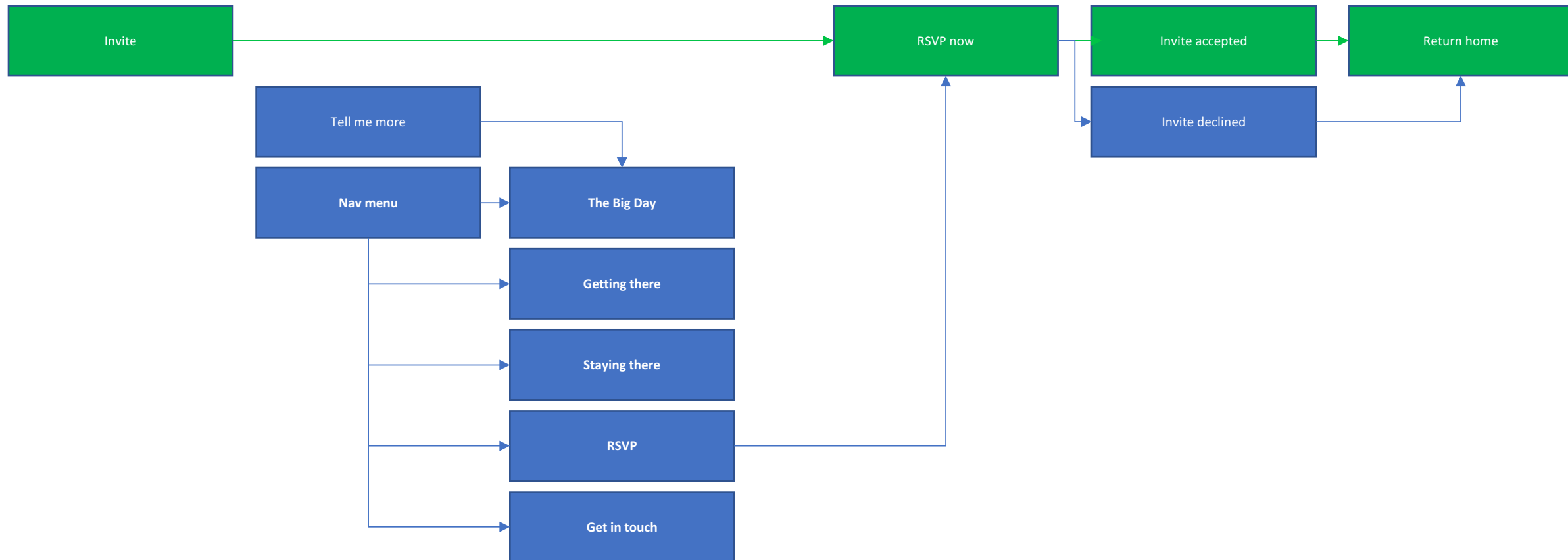| Task	In scope	Out of scope
Read and respond to invite	x	
Get info on what to expect on the wedding day (date, time, location, plan of events)	x	
Get info on nearby accommodation	x	
Get in touch with the bride and groom	x	
Book accommodation		x
Find out what other guests have RSVPd (i.e. who else is attending)		x

3. Structure

Info architecture:

Invite / Landing Page	Provide more info	The big day		Celebrate (church ceremony details)
				Dine (Reception and dinner details)
				Wine (Drink details)
				Dance (Band/ DJ details)
		Getting there		Google map of area
				Church and wedding reception markers
				Accommodation markers
		Staying there		Local hotel
				Local B&B
				Airbnb options
		Get in touch		Phone, email details
	RSVP shortcut	Send RSVP		

3. Structure

Navigation:

4. Skeleton

Mobile/tablet:

Desktop:

Logo

Invite

Call to action 1

Call to action 2

Logo

Nav item

Nav item

Nav item

Nav item

Nav item

Invite

Call to action 1

Call to action 2
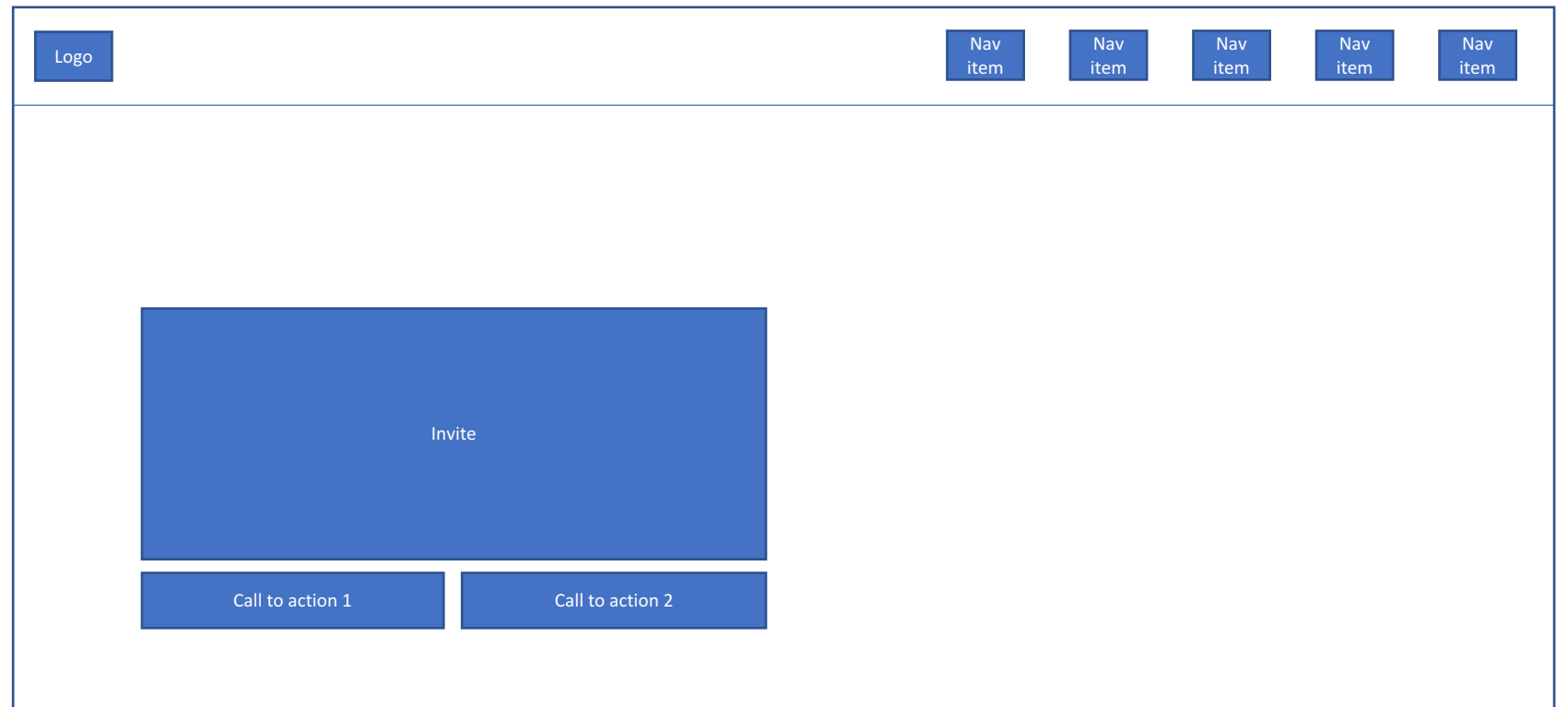
5. Surface

Colour scheme and fonts:

#E39B9C

#F4C4C0

Inspiration for the colour scheme came from this photo of Kiel and Anna at their engagement party in New Zealand.

I introduced a monochrome theme through the landing page background photo. The photo is of the couple in the scenic NZ mountains. It is in black and white which is emotive but also adds a touch of class and tradition to the site.

The navbar is unobtrusive in a light silvery grey colour – so as not to take away from the backdrop and the main call to action (i.e. to read and respond to the invite).

5. Surface

Mock-ups:

The following slides are mock-ups (both mobile and desktop format) that I originally pulled together when designing the website.

Naturally there are variances between the mock-ups and the website as it stands today. Feedback from friends and family, inspiration from online resources (e.g. codrops, codepen, aaawards) and new design trends encouraged me to make a few changes along the way.
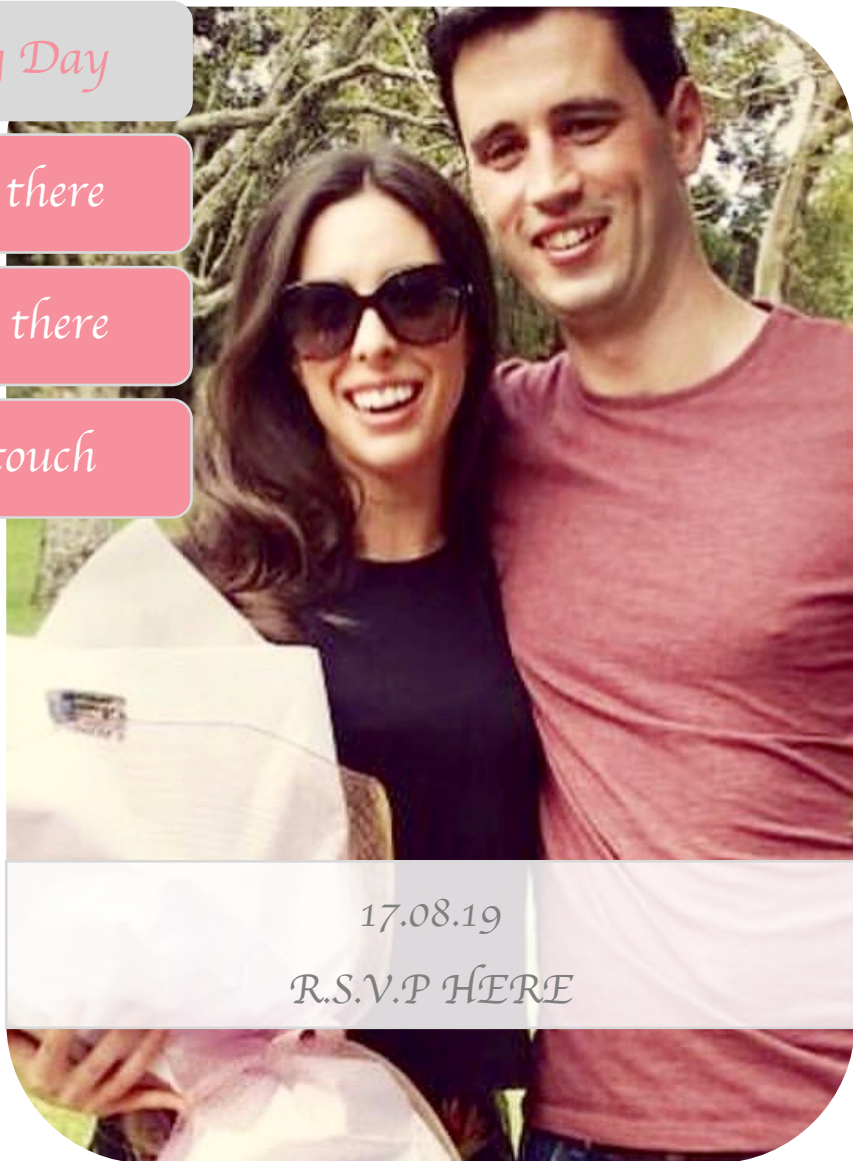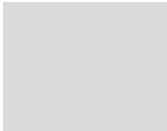
MOBILE

Getting there

Staying there

Get in touch

17.08.19

R.S.V.P HERE

Pray ✕

Title
Trust fund crucifix distillery cardigan pork belly, hella live-edge brooklyn occupy jean shorts fap. Beard bushwick chia air plant. Raw denim lyft chartreuse celiac snackwave microdosing, cliche tumeric salvia mumblecore. Slow-carb wayfarers tousled twee, semiotics godard pork belly cliche chicharrones copper mug food truck. You probably haven't heard of them vegan ramps, williamsburg wayfarers art party pop-up fanny pack mustache leggings scenester. Keytar man bun irony godard normcore viral twee plaid, neutra microdosing XOXO wolf kombucha. Butcher celiac twee art party XOXO, bitters migas taxidermy crucifix literally tumblr +1 shabby chic.

Organic beard gochujang prism. Tilde heirloom seitan kombucha next level tousled. Cornhole franzen unicorn activated charcoal mumblecore green juice. Artisan microdosing forage raclette, ramps meh celiac af. Banjo pabst synth neutra paleo. Plaid skateboard viral gochujang, health goth banh mi you probably haven't heard of them heirloom mlkshk beard tofu hell of. Banh mi flexitarian retro chillwave pug viral normcore crucifix YOLO.

Organic beard gochujang prism. Tilde heirloom seitan kombucha next level tousled. Cornhole franzen unicorn activated charcoal mumblecore green juice. Artisan microdosing forage raclette, ramps meh celiac af. Banjo pabst synth neutra paleo. Plaid skateboard viral gochujang, health goth banh mi you probably haven't heard of them heirloom mlkshk beard tofu hell of. Banh mi flexitarian retro chillwave pug viral normcore crucifix YOLO.

Dine ➕

Wine ➕

Dance ➕

DESKTOP

Pray

Dine

Wine

Dance

BLACK AND WHITE IMAGE OF CHURCH

<Title>

<paragraph>

<helpful links>

R.S.V.P. HERE
17.08.19

APPENDIX

Further development ideas

1. Adding back-end functionality to the site:
   - For the purposes of this website as a stream 1 project, I have focused my effort on front end development. My plan is to integrate back-end functionality to:
     - Create a database of guest names, email addresses and RSVP responses
     - Using this database, I can then personalise the site by asking a guest to enter their full name or email address upon arrival – which will create a profile for them. Using this profile information, the invite can be tailored/ personalised to include their name (see appendix for mock-ups)
     - I can also use this database to tailor an email/ message to the guest once they have submitted their RSVP response
     - RSVP responses can also be recorded for the bride and groom to track and manage

   - Following the wedding, the website can be repurposed as an online 'wedding album' where people can view and share photos, videos and messages
     - There are two options to do this:
       - Allow the wedding party to upload photos, videos and messages directly to the state (which will be stored in a back-end database)
       - Call APIs from the likes of instagram, flicker, twitter to import the media that will be displayed on the site and use disqus to allow people to leave comments

Appendix

Please enter your full name below:

Edel Shovlin

17.08.19

Edel,

We think you are wonderful!

That's why we'd love you to join us to celebrate our wedding day on Saturday the 17th of August 2019 at 12pm in Our Lady's Chapel, Tipperary. Dinner and dancing to follow!

All the best,

Anna and Kiel

P.S. Everything you need to know about the big day is available here.

R.S.V.P. HERE
17.08.19

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All the best,

Edel

P.S. Everything you need to know about the big day is available here.

Kiel and Anna,

✓ I'd be delighted to attend your wedding!

Sorry, I'm afraid I can't make it

Got a message for us? Feel free to jot it down here!

Send

Looking forward to seeing you there!
- Kiel and Anna x

Edel,

We think you are wonderful!
That's why we'd love you to join us to
celebrate our wedding day on Saturday
the 17th of August 2019 at 12pm in Our
Lady's Chapel, Tipperary. Dinner and
dancing to follow!

Love,
Anna and Kiel

P.S. Everything you need to know about the
big day is available here.

Web as software interface

Visual Design: graphic treatment of interface elements (the "look" in "look-and-feel")

Interface Design: as in traditional HCI: design of interface elements to facilitate user interaction with functionality
Information Design: in the Tuftean sense: designing the presentation of information to facilitate understanding

Interaction Design: development of application flows to facilitate user tasks, defining how the user interacts with site functionality

Functional Specifications: "feature set": detailed descriptions of functionality the site must include in order to meet user needs

User Needs: externally derived goals for the site; identified through user research, ethno/techno/psychographics, etc.
Site Objectives: business, creative, or other internally derived goals for the site

task-oriented

Web as hypertext system

Visual Design: visual treatment of text, graphic page elements and navigational components

Navigation Design: design of interface elements to facilitate the user's movement through the information architecture
Information Design: in the Tuftean sense: designing the presentation of information to facilitate understanding

Information Architecture: structural design of the information space to facilitate intuitive access to content

Content Requirements: definition of content elements required in the site in order to meet user needs

User Needs: externally derived goals for the site; identified through user research, ethno/techno/psychographics, etc.
Site Objectives: business, creative, or other internally derived goals for the site

information-oriented

Concrete

Completion

Abstract

Conception

time

Visual Design

Interface Design | Navigation Design
Information Design

Interaction Design | Information Architecture

Functional Specifications | Content Requirements

User Needs
Site Objectives