Case study - WedVenue

Napta Hag
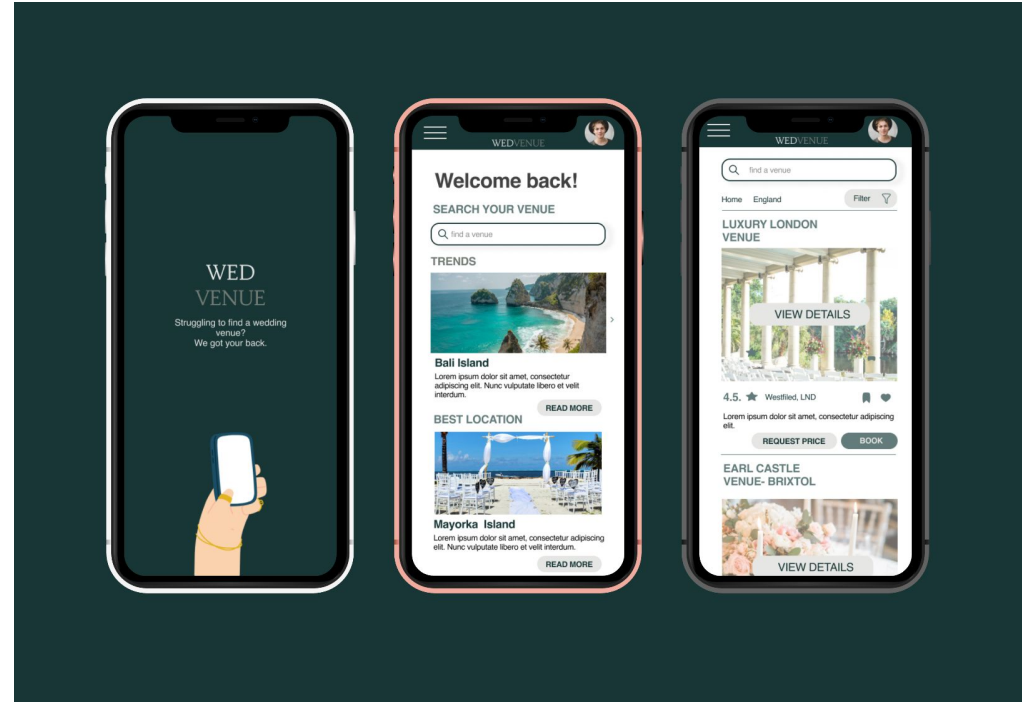
Project overview

The product:

WedVenue is a wedding venues preview app designed for engaged couples that want to look for their perfect and in real life venues.

Project duration:

Start time: 19 March 2022

Finish time : 2 May 2022

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Project overview

The problem:

Target customers want a stress -free search of online app venues. Low budgets, clear description, filter option and booking availability within the time frame.

The goal:

Create a quality wedding venues preview app with clear quality videos and ease of access regarding booking and description clarity. Simple and organized application.

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Project overview

My role:

UX/UI designer

Responsibilities:

User research, wireframing , prototyping,
testing and visual designing.

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Understanding the user

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

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User research: summary

A survey was conducted to determine mains pain point that users gets when searching online venues applications. Due to its low presence of online venues application most of the customers relies on the wedding planners and word of mouth.
However, users search online mostly 1 or 2 times a week. My assumption made during the research was that I believed most relied only on the work of the wedding planner, however they want to check themselves for more options.
I received 6 responses with overall the main problems results in budget and booking availability.

User research: pain points

1

Booking

No booking available within the time frame.
Design must be have alerts on booking available of that specific venue.

2

Options availability

There is shortage of options available with the specific type of the venues online.
Design need to have organized options filters.

3

Description clarity

Brochures and description of the venues are really confusing.
Design need to have a clear description and videos to see how is it in the reality.

4

Budget

Budget is really is tight so needs for discounts for booking advance.
Minimum ads that interrupt the search unless with membership.
Design first low budget , membership with only cancellation option

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Persona: **Jessie Lake**

Problem statement:

Jessie Lake is a 27 years old business administrator who needs a perfect venues in time for her wedding Because she want to see in real time her venues on a low budget.

"I am a hopeless romantic and I believe I can live a real happy ending"

Jessie Lake

Age: 27
Education: BA of Business ADM
Hometown: Miami
Family: With Fiance
Occupation: Business admin

Goals

- Finding a perfect venue for her wedding and view it on time.
- Available venue within her favourite city.
- Face-to-face tool available to see the wedding venue.

Frustrations

- Finding a booking available within time of the wedding day
- High priced wedding venues. (Budget)
- Multiple ads and confusing brochure.

She is a romantic and she likes her wedding to be as perfect as possible. She would like to find a venue and view in real time. Her frustration is having no venues available within the date and she faces issues with budgets and no clear description of the venues.
Key difference: Quality and real-time venues. Book availability and within budget. Clear description.

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Persona: **Adam Crowley**

Problem statement:

Adam Crowley is a therapist , 30 years old who needs a wedding venues preview app Because he want to check various venues options stress-free.
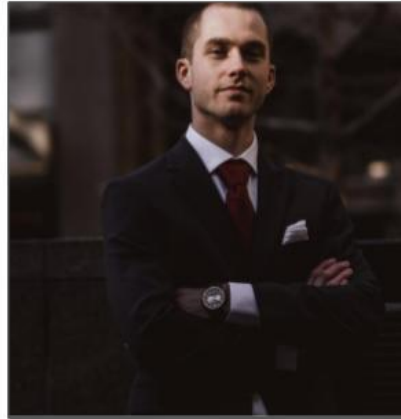
Adam Crowley

Age: 30
Education: Master's
Hometown: Leicester
Family: Family of 3
Occupation: Therapist

"I select the best options with no rush"

Goals
- Look for wedding venue and be able to check it with the wedding planner.
- Different options of location venue online.

Frustrations
- Confusing availability of wedding venues online
- Stress searching
- There is no alert discounts so it's not sure

He is a busy man and his working schedule is tight. He often check with the wedding planners but sometimes he is unsure for online venues available. He would like to find a venue stress-free. Sometimes he prefer more quality venues options. His frustration is being confused when searching online and the fact there is no clear discounts alerts.

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User journey map

The wedEvents app should achieve the user goal in a clear and organize way. Users thoughts process must be linear no pain points and happy ending.

Persona: Adam Crowley

Goal: Finding his wedding venue suggested by the wedding planner

ACTION	Get the app	Search for the wedding venue	Filter the searching tool	Find the venue and scroll	Booking And sign up
TASK LIST	Tasks A. write up online B. download the app C. go to first page	Tasks A. go on search B. type the destination C. select destination venue	Tasks A. go filter B. select budget C. select guests	Tasks A. select preferred venues B. scroll the pics C. Read description	Tasks A. Select booking B. Sign up C. Get information To his email
FEELING ADJECTIVE	User emotions -confused -patient	User emotions -excited -curious -selective	User emotions -nervous -skeptic	User emotions -happy -enthusiastic -attentive	User emotions -satisfied -impatience
IMPROVEMENT OPPORTUNITIES	- Fast download	-clear searching -highlight importance		-realistic view	-secure Sign up

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PROBLEM STATEMENT

Adam Crowley
_____ is a/an   A busy therapists
                                    _____
user name   user characteristics

who needs   To check his wedding venues
            _____
                              user need

because   He wants to find quickly the venue in real time
          _____.
                              insight

IF/THEN STATEMENT

If   Adam needs to check in real time his venues   ,

action

then   Create a page showing in real-time videos of venues .

outcome

USER STORY

As a/an   A busy therapist about to be groom
_____
                              type of user

I want to   View in real time my wedding venue
_____
                              action

so that   I can see where is the venue located   ·
_____
                              benefit

User task/ User flow:

1. Open app
2. Home screen
3. Search venues in London
4. Select Venue Hotel
5. Preview the venue
6. Book an advance viewing yes or no?
7. Book the venue
8. Preview venue details
9. Booking confirmation.

Open app → Home screen → Search venues

Search venues → Select A venue → preview the venue → Book?

Book? — N (back to Home screen)

Book? — Y → Book → preview Venue details → Booking confirmation

Starting the design

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

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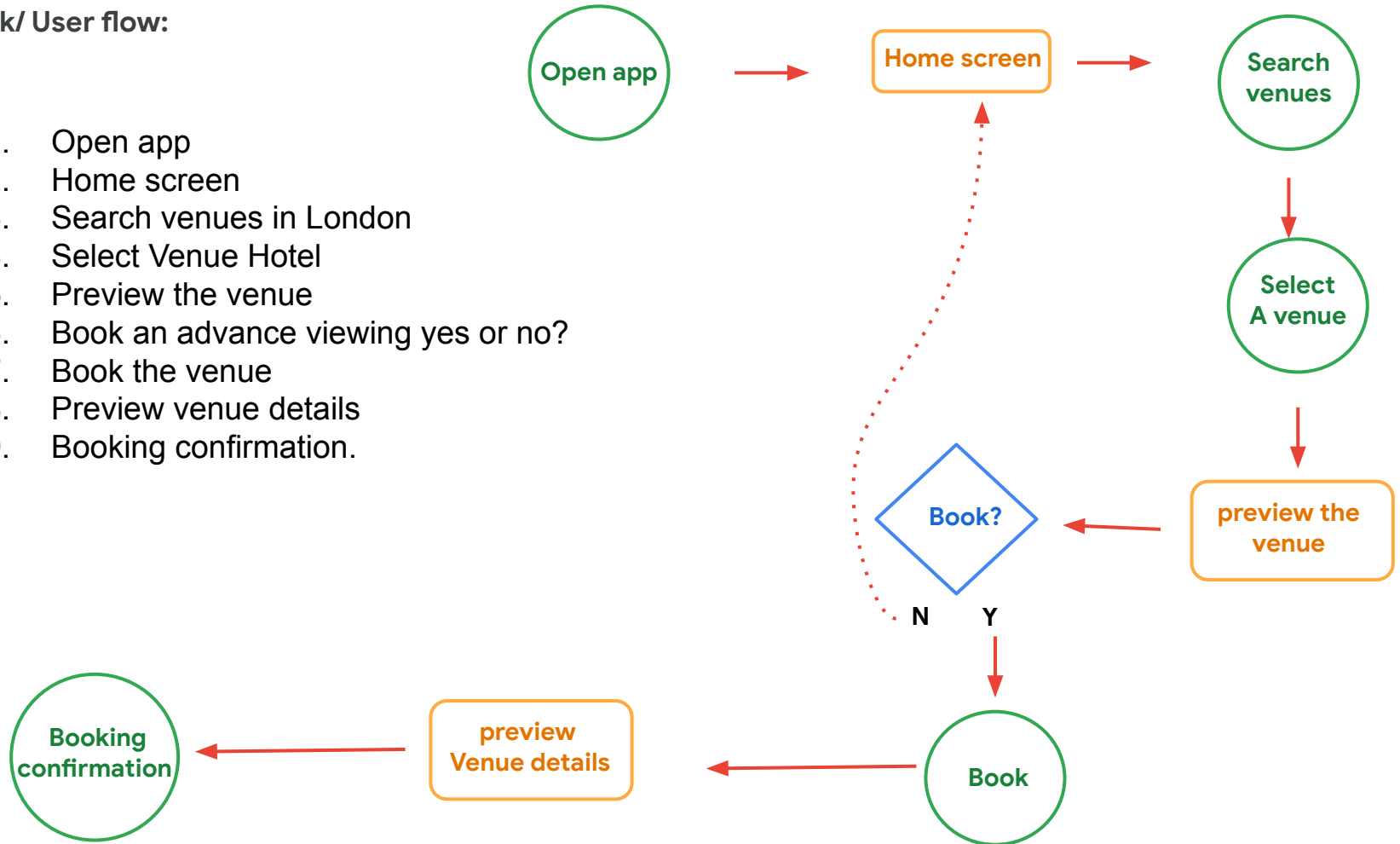
Paper wireframes

Image of paper
wireframes including
five different
versions of the same
screen and one
image of the new,
refined version
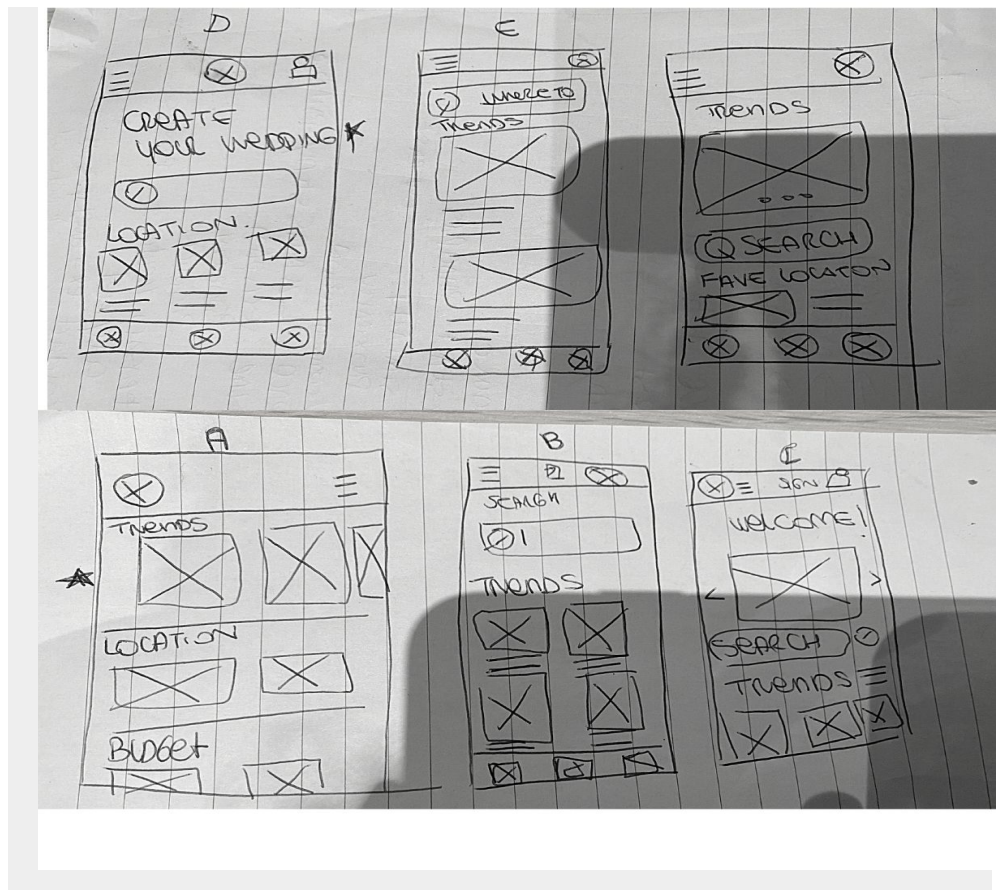
Paper wireframes

Wireframes sketches follow
The user flow in three main
steps.
1.SEARCH FROM HOME
2. VIEW SELECTED VENUE
3. BOOK THE VENUE OR
CONTINUE SEARCHING
FROM HOME

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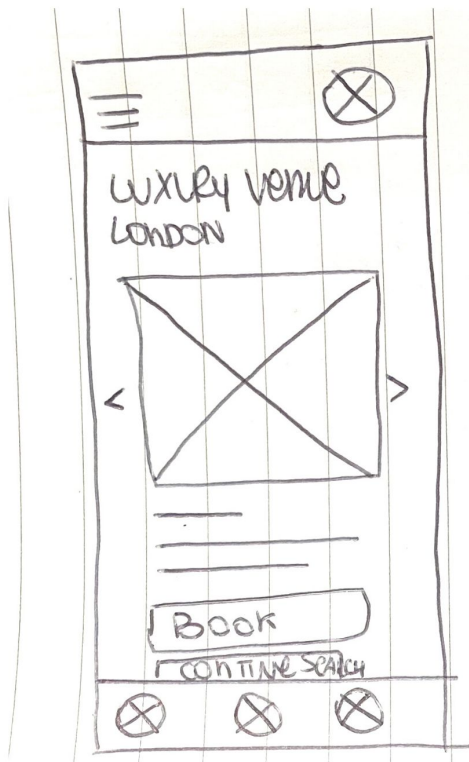
Digital wireframes

Home page include

Trends to give inspiration

To the user. Search bar

And below the account

Tab , help icons and saved

option

Home
Page
Is simple
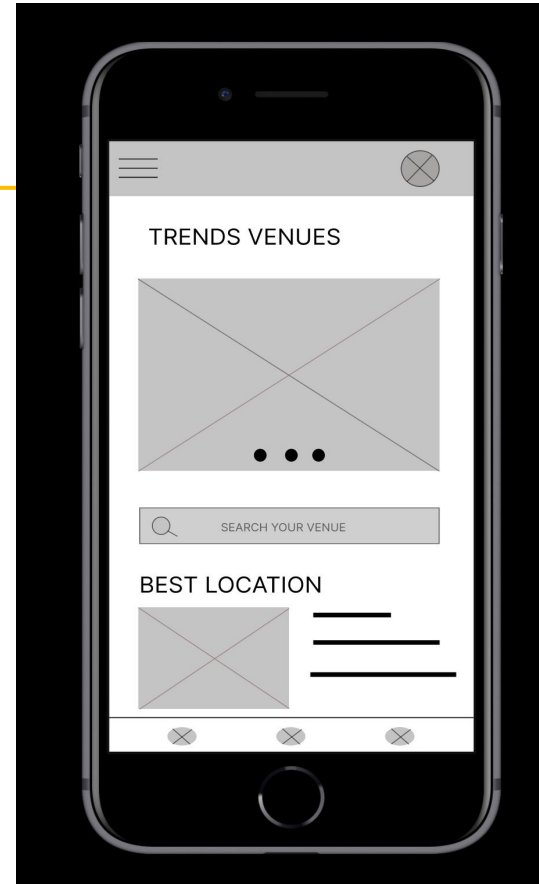
Search
Bar is clear
So the user
Know what
To do next

TRENDS VENUES

● ● ●

🔍 SEARCH YOUR VENUE

BEST LOCATION

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Digital wireframes

Animated and videos are

Included to showcase

Better the venues and gives

An idea of what the user

Is booking.

Additional details comes as

the user press the title .

Preview page
Is the main
elements that
Indicate the
User the
venues
Looks and
description.
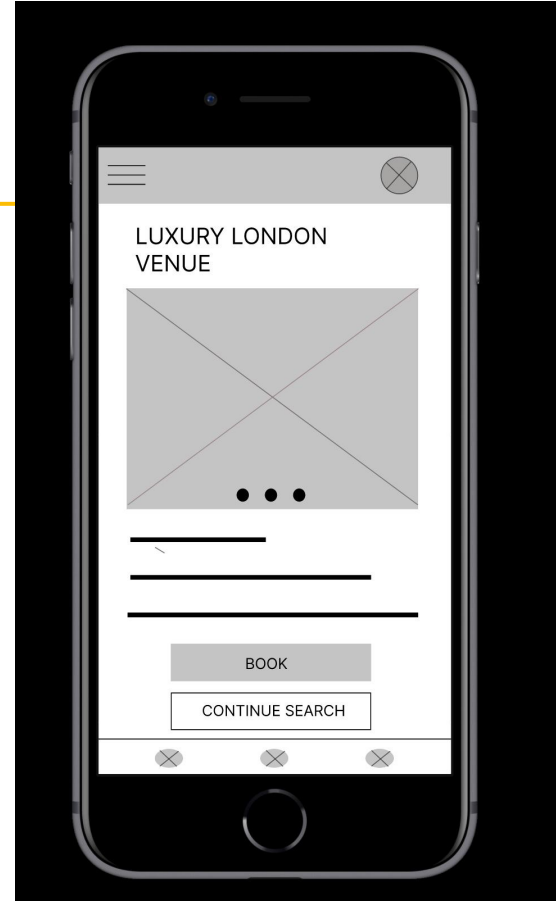
The
call-to-action
Are clear to the
user

LUXURY LONDON
VENUE

BOOK

CONTINUE SEARCH

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Low-fidelity prototype

Low fidelity prototype for the
Wedding venue preview app.
Step for booking include to log in/
sign up before the booking
process .

https://www.figma.com/file/7t5Jl2
HiHEa4WwBudLBxeC/WedVenue-
App?node-id=0%3A1
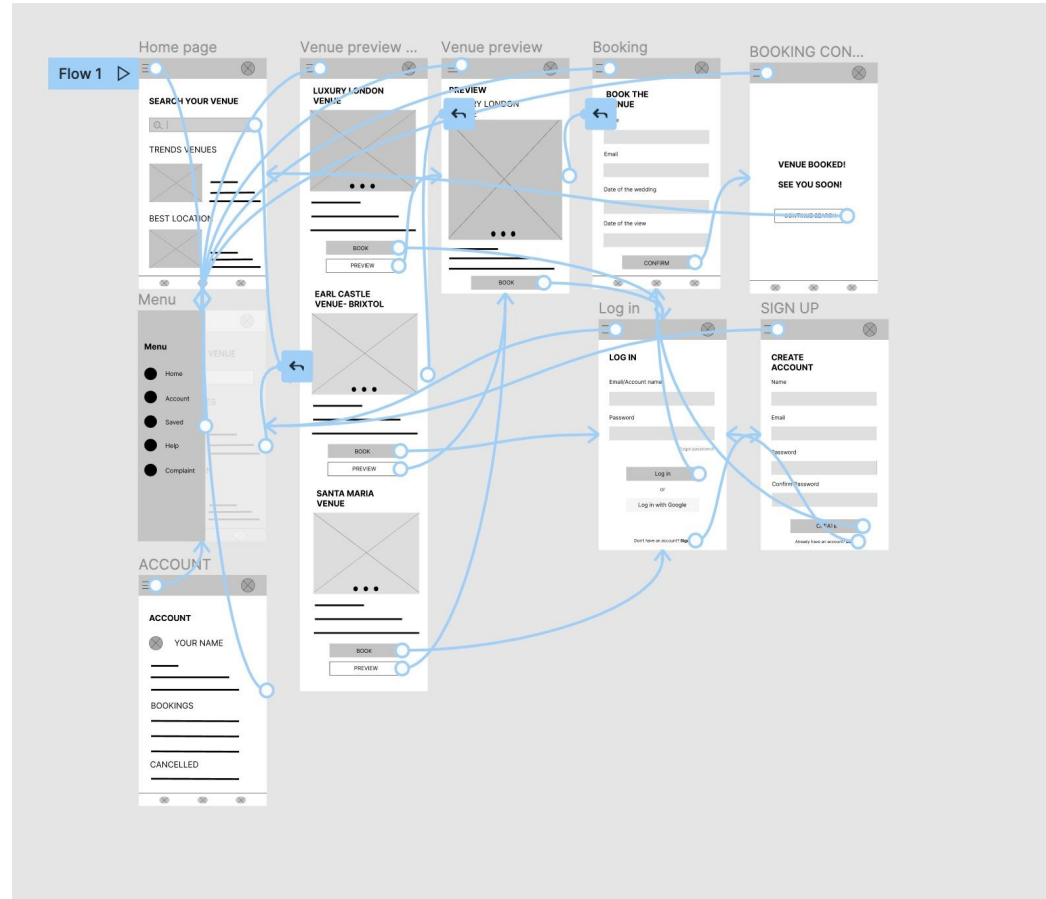
Usability study: findings

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

Round 1 findings

1 Based on the theme that: users look only what they see first so needs to put options visible, an insight is: The lists of venues need to be visible at the first page not by scrolling.

2 Based on the theme that: users find difficult to search for a venues at the first page, an insight is: the search button must be visible and relevant.

3 Based on the theme that: the booking process is easy and quick , an insight is: the current booking design will stay the same.

Round 2 findings

1 Based on the theme that: users find it difficult going back when they arrive at the login page, an insight is: The back icons need to be replaced with a cross so they can remain where they were doing.

2 Based on the theme that: users did not find the price on the viewing venues page, an insight is: the request price button was added at the request viewing page.

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Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

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Mockups

Adjustments were made from the low fi to a high fi wireframes by adding color and emphasis on the actions as searching bar and removed unnecessary button that first was made e.g. the low bar navigation.

Key Mockups

High-fidelity prototype

https://www.figma.com/file/7t5Jl2HiHEa4WwBudLBxeC/WedVenue-App?node-id=93%3A20
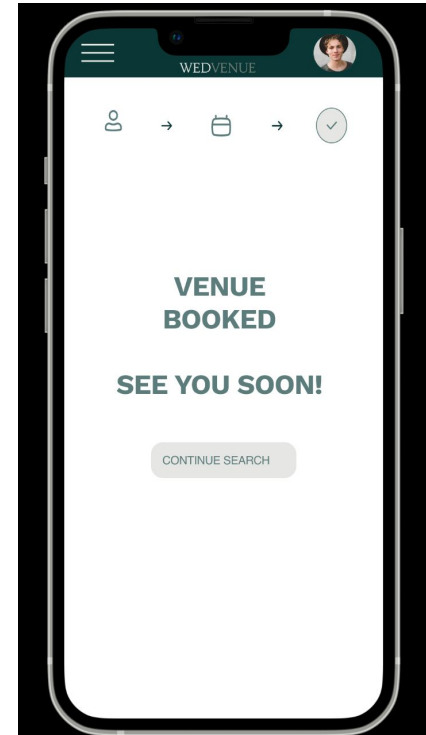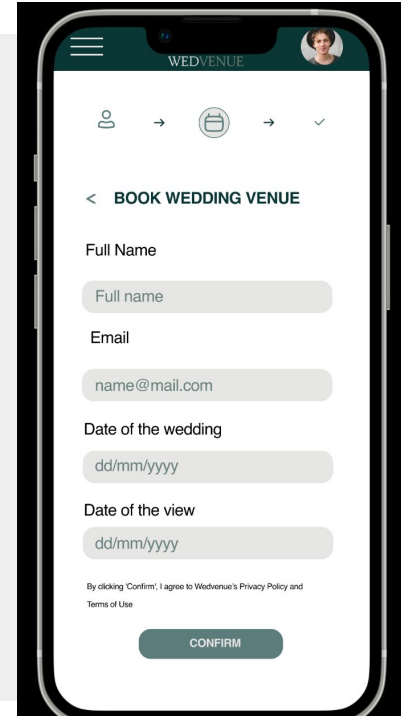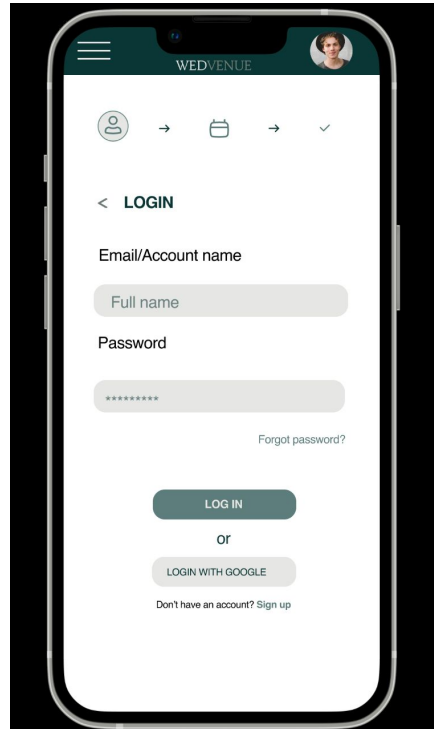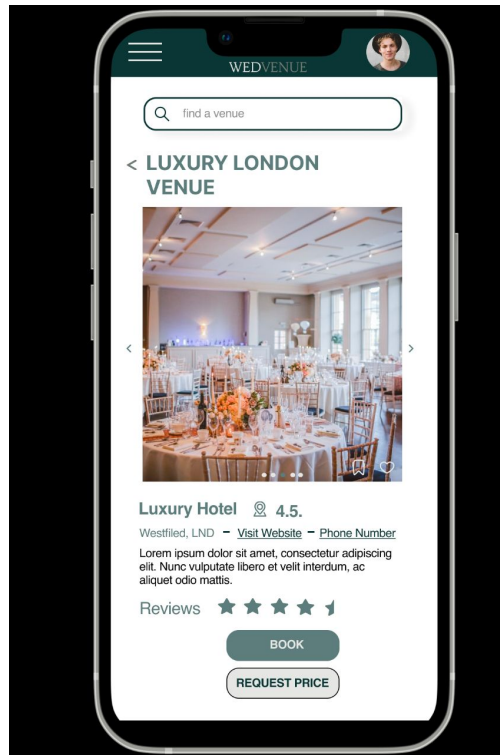
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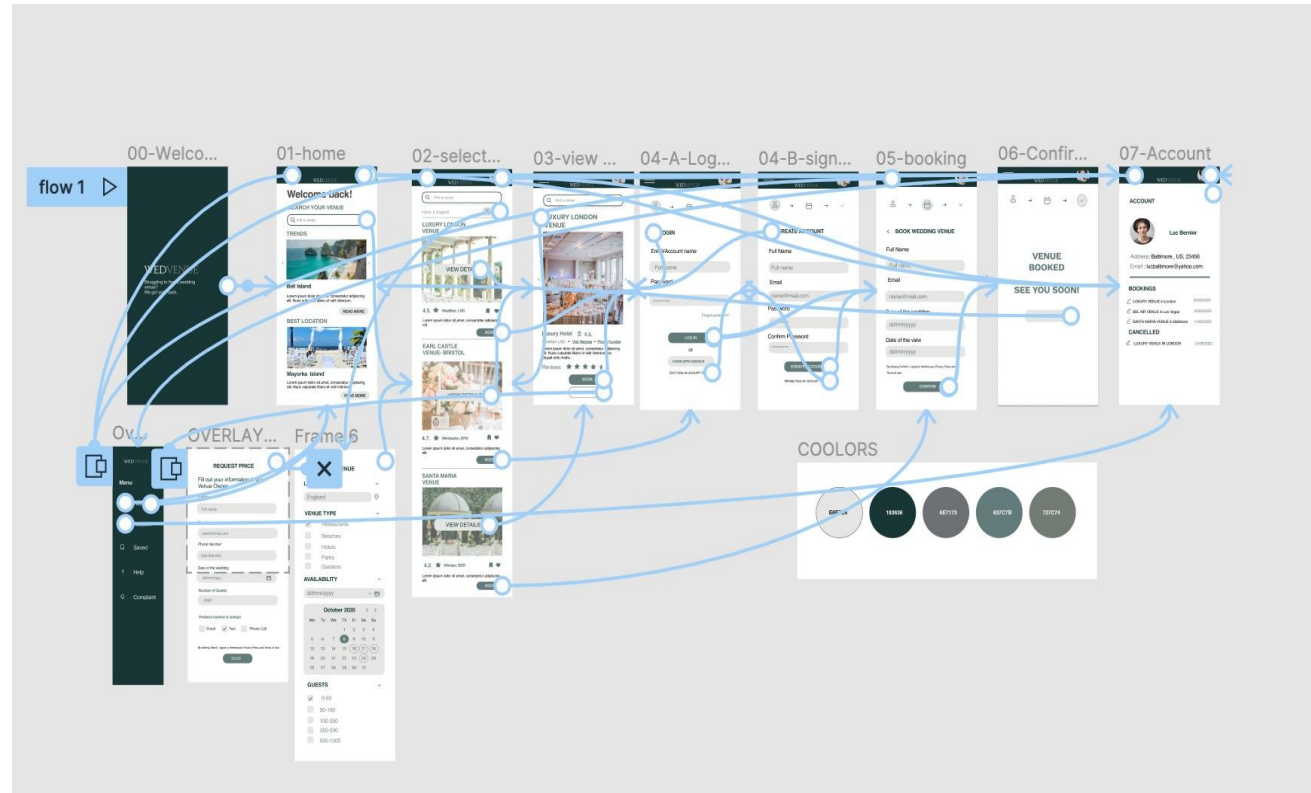
Mockups

Iteration included in the view listing as view details button was put in front of the users

Feature added:

Filter venues and block preview views.
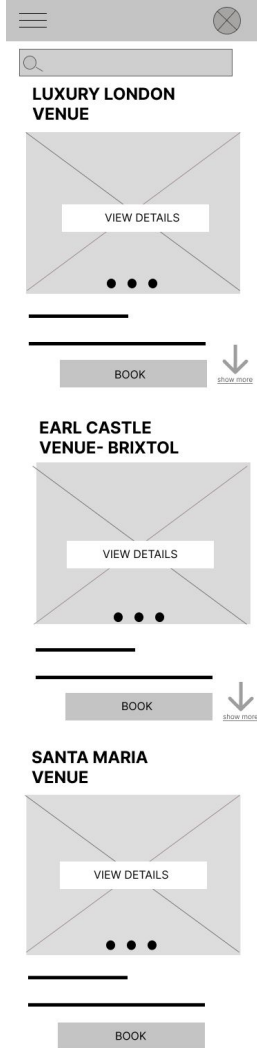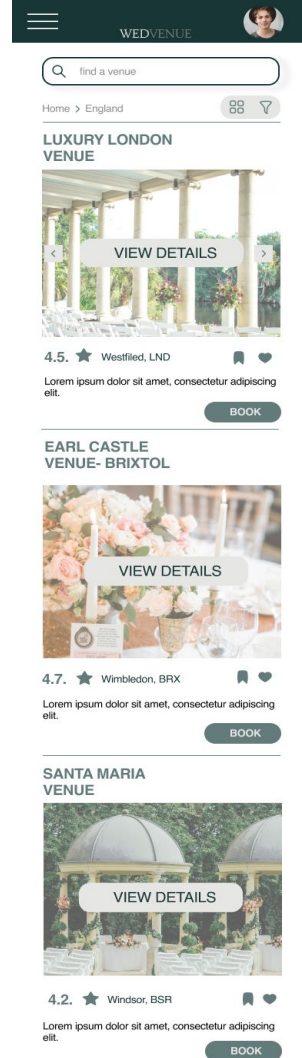
Mockups

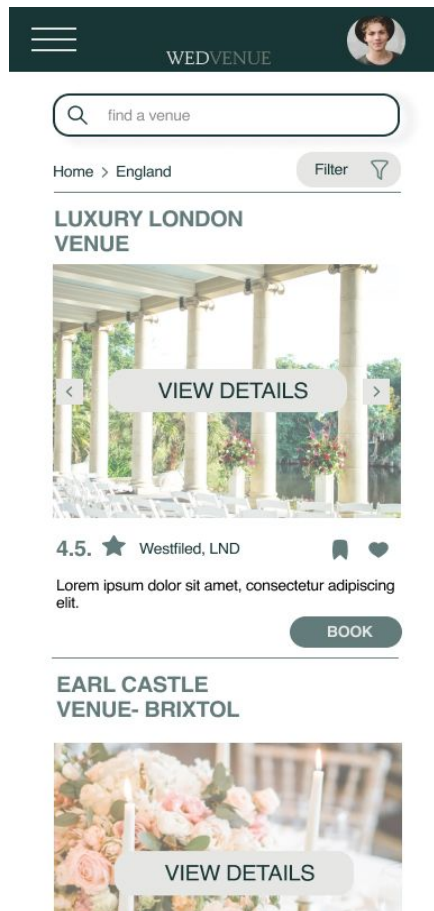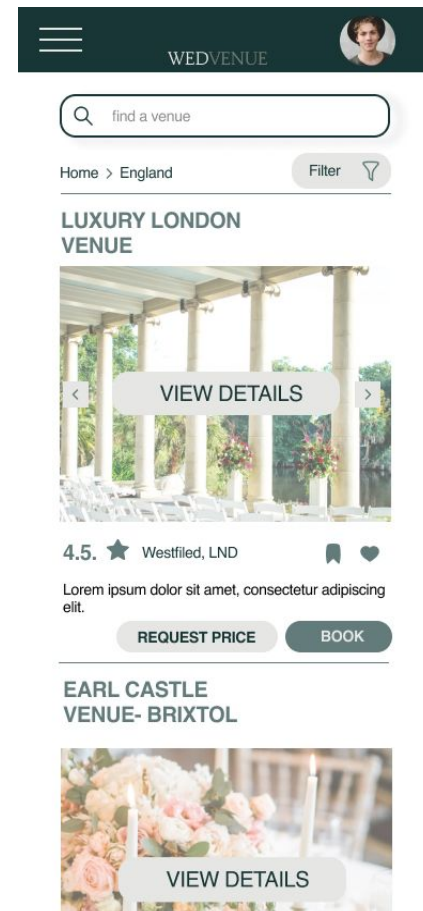Iteration: user not finding the price in the view listing. An iteration was made by adding the 'request price' button.

Final Product
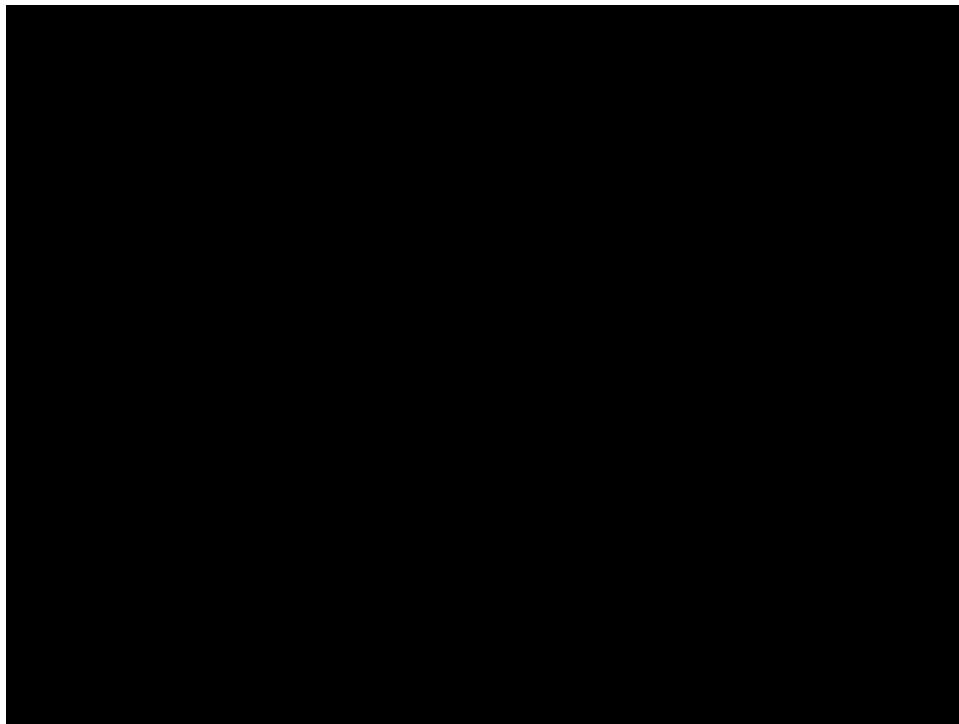
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Takeaways

Impact:

The wedvenue app will increase wedding venues viewers as it will be easier to find any kind of venues online but less application for this specific services. Advanced bookings will be more accessible thanks to the Wedding venue app.

What I learned:

I learned how to broaden user research, how to empathize with users, come up with solutions, wireframing,prototyping and design mockups.

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