

Wedding Ceremony Checklist App

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Project overview



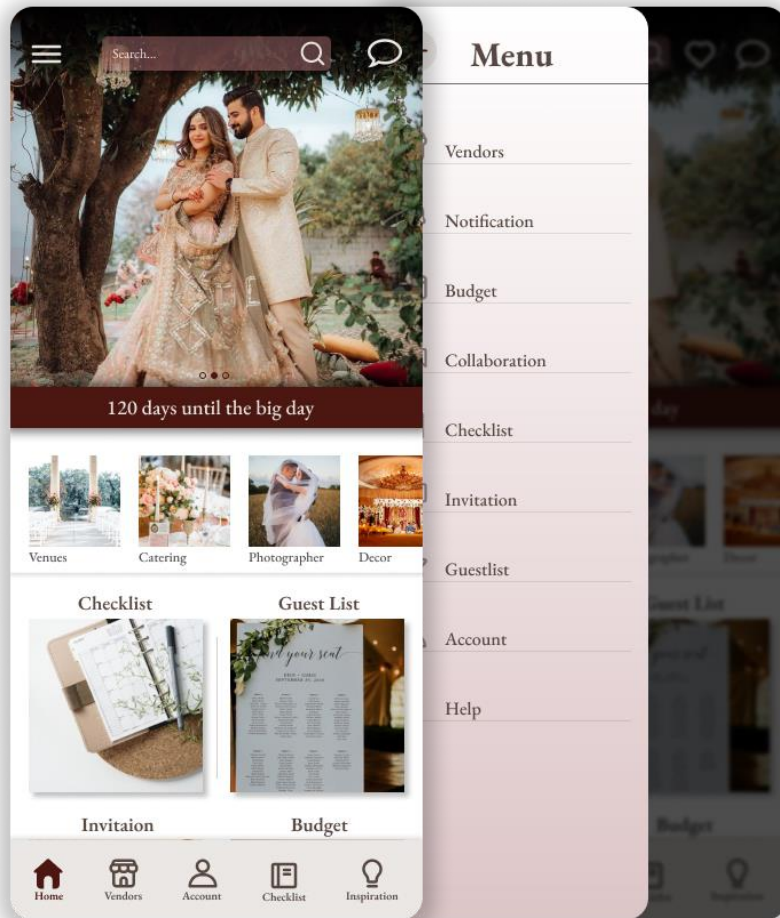
The product:

Dreams to Meet is a wedding ceremony checklist app, that will help users to create a checklist for their wedding in no time. It will also provide platform for booking all the vendors for the wedding. Dreams to Meet will be a one stop for all the users wedding preparations.



Project duration:

December 2022 to July 2023



Project overview



The problem:

It gets overwhelming for the bride and groom and their family to remember minute details of the wedding, from organizing everything at a place to planning a wedding budget and many other things.



The goal:

The main goal is to create a single platform for all the wedding requirements in India. Keeping in mind the main purpose of the app to create a checklist hassle-free.

Project overview



My role:

UX Research, UX Design, UI Design



Responsibilities:

User Interviews, Storyboarding, Competitive Audit, Paper Wireframing, Digital Wireframing, Low-Fidelity Prototype, Usability Study, Visual Design, High-Fidelity Prototype.

Understanding the user

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

User research: summary



I conducted user interviews to establish a pattern found in users pain points, needs and expressions. After that I created an empathy map, which stated, what the users says, thinks, does and feels. From the empathy map I filtered the pains and gains.

Two of the user groups were identified after the research, one the bride and groom, and second the families of the couple. To plan the wedding not only creating a checklist was the priority, but It's also a long list things such as booking venues, vendors, creating guest lists, invitations and many more.

User research: pain points

1

Pain point

Organizing: Organizing everything at a place is a difficult task. Some or the other things gets missed out.

2

Pain point

Budget: Planning the wedding within the budget is a stressful task.

3

Pain point

Invitation: Inviting a long list of guests can be hectic and creates confusion

4

Pain point

Catering: Food is one of the most important thing in wedding. One has to make sure that the food is ready and time and served in order.

Persona: Name

Problem statement:

Rahul is a busy software engineer who is also planning his wedding at the same time. He wants to keep a check on all the minute details of his wedding and work on his office deadlines.



Rahul Guna

Age: 30

Education: M.Tech

Hometown: India, Mumbai

Family: Lives with parents

Occupation: Software Engineer

"I want my wedding to be splendid"

Goals

- Contact the vendors easily
- Wants to have a good wedding but within a budget
- Save money for future

Frustrations

- Keeping a record of everything at one place
- Spending too much money on little things

Rahul works at a multinational company where he works at a scheduled time but also extra time, mainly on weekends. He is only available on holidays. He doesn't want to spend too much on his wedding but wants his wedding to be splendid.

User journey map

Mapping Rahul's journey revealed that a series of emotions wires along each step.

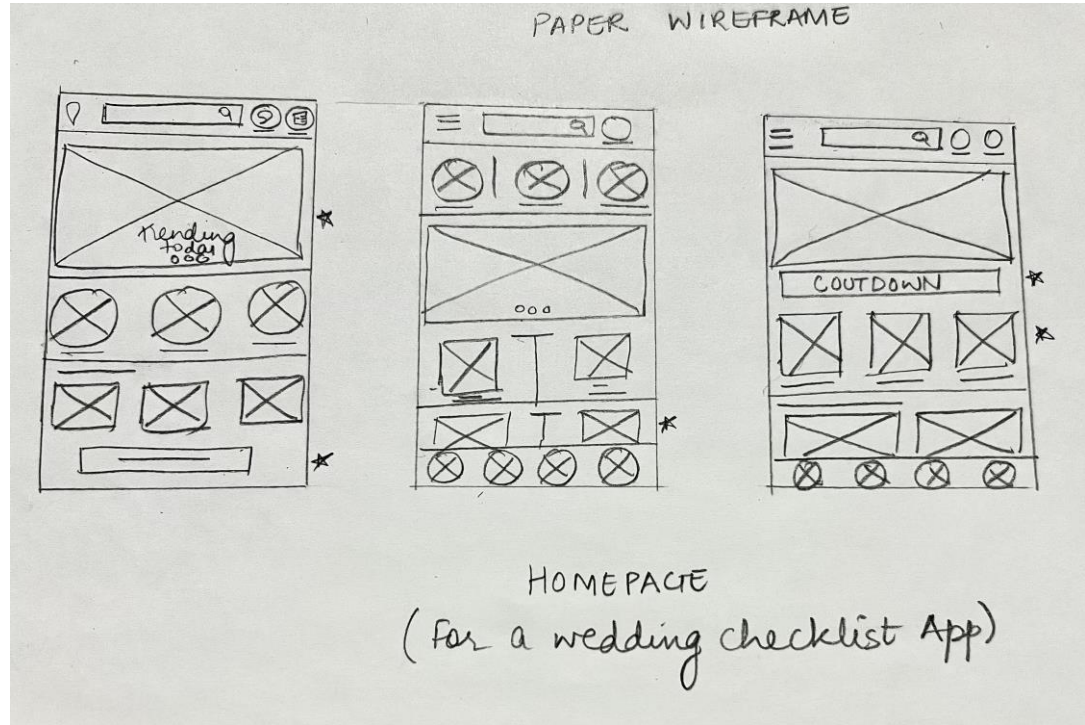
Persona: Rahul

Goal: To plan a wedding quickly without any hassle

ACTION	Search Venue	Invitation	Checklist	Suppliers	References
TASK LIST	Tasks <ol style="list-style-type: none">1. Search for the venue as per availability and Budget2. Choose the best quote from the right vendor3. Finalise and confirm the vendors to avoid last-minute cancellation	Tasks <ol style="list-style-type: none">1. List down the guest list2. Make a separate guest list for friends and family3. Choose invitations	Tasks <ol style="list-style-type: none">1. Identify various tasks for the wedding2. List down the most important tasks3. Search for vendors	Tasks <ol style="list-style-type: none">1. Search for suppliers as per the checklist2. Talk to them3. Finalise them4. Confirm the payment	Tasks <ol style="list-style-type: none">1. Search for different marriage inspiration2. Save the inspiration for reference purposes3. Share it with the relevant vendors
FEELING ADJECTIVE	<ol style="list-style-type: none">1. Overwhelmed to choose the right menu in budget2. Anxious about finalising the vendor	<ol style="list-style-type: none">1. Relaxed since the guest list is already known2. Excited to see the different invitation options	<ol style="list-style-type: none">1. Intimidated by listing down the wedding tasks2. Stressed to search the correct vendor	<ol style="list-style-type: none">1. Confused with which vendor to choose?2. Frustrated with limited number of vendors	<ol style="list-style-type: none">1. Curious to see different marriage inspirations2. Happy to have found the best one
IMPROVEMENT OPPORTUNITIES	More venue options to choose/filter	<ol style="list-style-type: none">1. More invitation options2. A separate guest checklist for family and friends	<ol style="list-style-type: none">1. Better navigation2. Easy to opt	More supplier options as per their Job/work	<ol style="list-style-type: none">1. More options of references to choose from2. Sharing option feature to share references with vendors

Paper wireframes

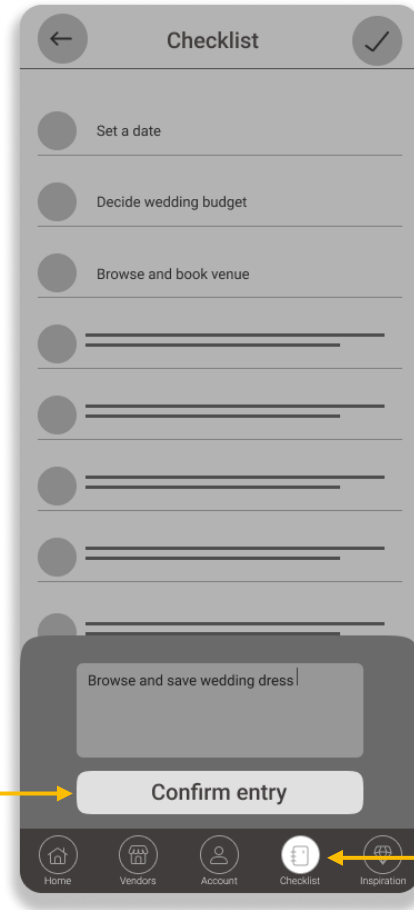
The goal was to draw down as many ideas as I can and create 5 options for the same screen. After that I starred the ones which I liked the most and created a wireframe from all the starred ones.



Digital wireframes

I duplicated the paper wireframes and created the digital wireframes. I added some icons so that I have a clarity of which button to place where.

This button is to confirm the item in the checklist.

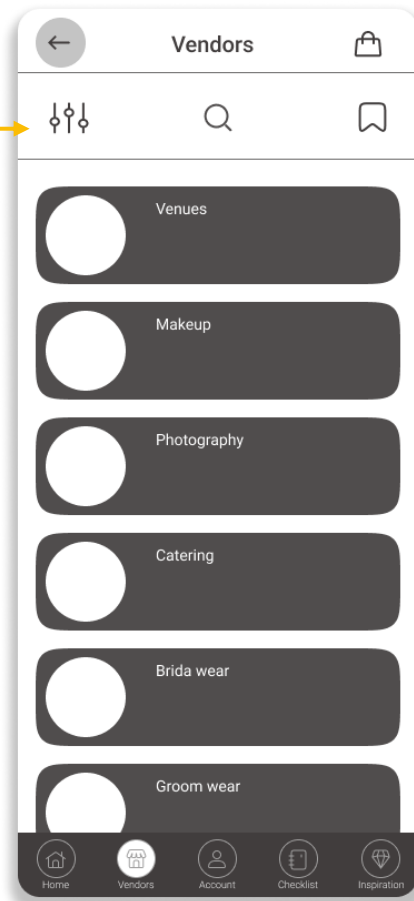


This icon is to create separate checklist as per user needs.

Digital wireframes

I duplicated the paper wireframes and created the digital wireframes. I added some icons so that I have a clarity of which button to place where.

Users can filter vendors as per their choice and relevance.



Usability study: findings

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

Round 1 findings

- 1 Users want a add to cart option for booking their vendors all at once and for booking of individual vendors.
- 2 Users want a sorting and filter option in the vendors list so that it's easy to browse through it and check out for specific vendors.
- 3 Users want an option to see which of the tasks in the checklist is completed and which not.

Round 2 findings

- 1 Users want more choices for their wedding outfits.
- 2 Users want hamburger for account creation.

Refining the design

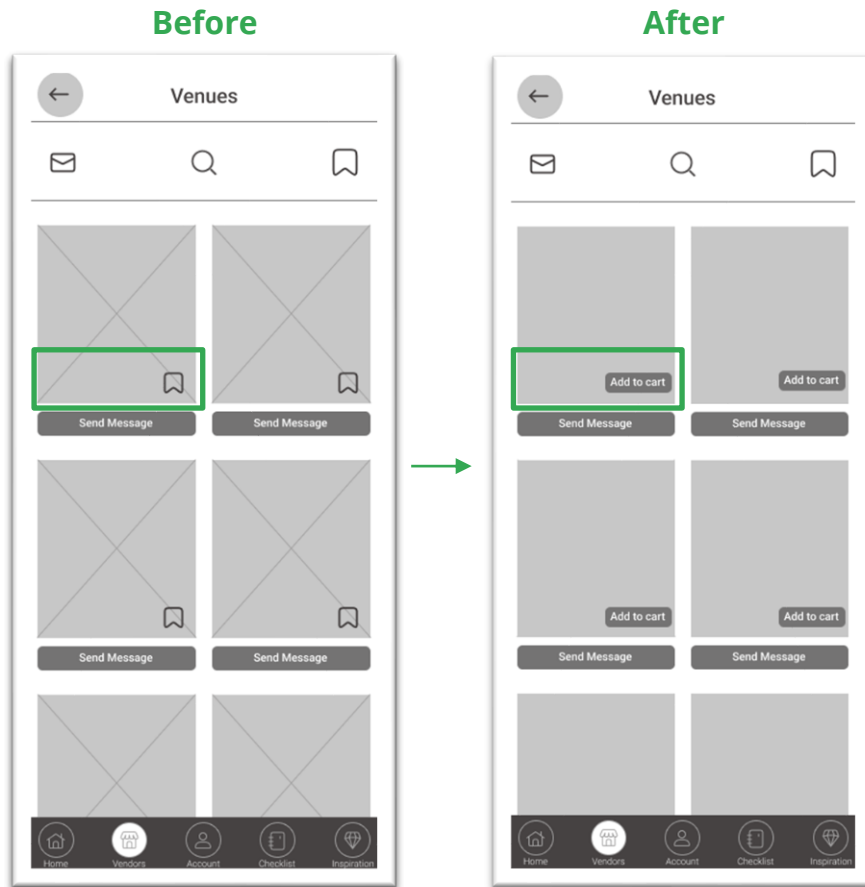
- Mockups
- High-fidelity prototype
- Accessibility

People want to cart option to book vendors

Supporting evidence from the usability study.

- It was observed that 4 out of 5 participants had trouble in booking their vendors without a cart option.
- It was observed that 5 out of 5 participants were unable to find the cart option.

“Though the flow of the app is good, in the end, when I want to book a vendor, I don’t seem to find the option.”— Bushra Sheikh, Software Engineer who is planning her wedding, Delhi, India

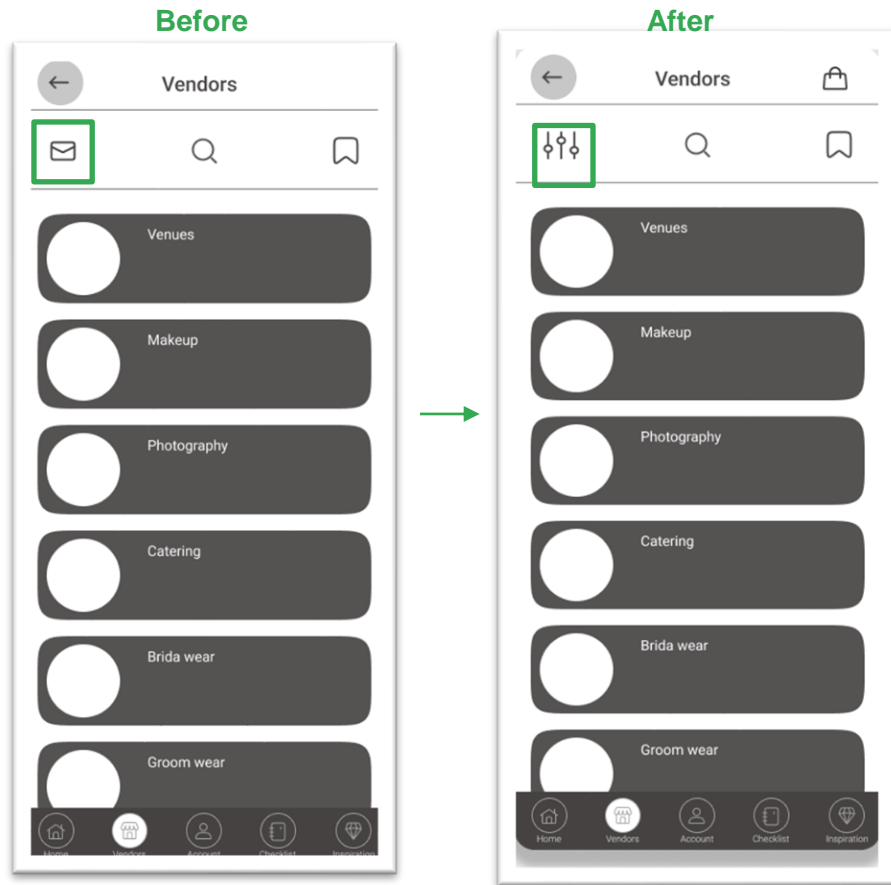


People want customization options

Supporting evidence from the usability study.

- It was observed that 3 out of 5 participants were not able to sort vendors as per their choice.
- 2 of those participants noted that they wanted to search for vendors within their area (approximately within 5-10 km distance)

"Filter and sort option would have been a better choice for sorting out the vendors" – Pacham Verma, Architecht who is planning his wedding, Mumbai, India

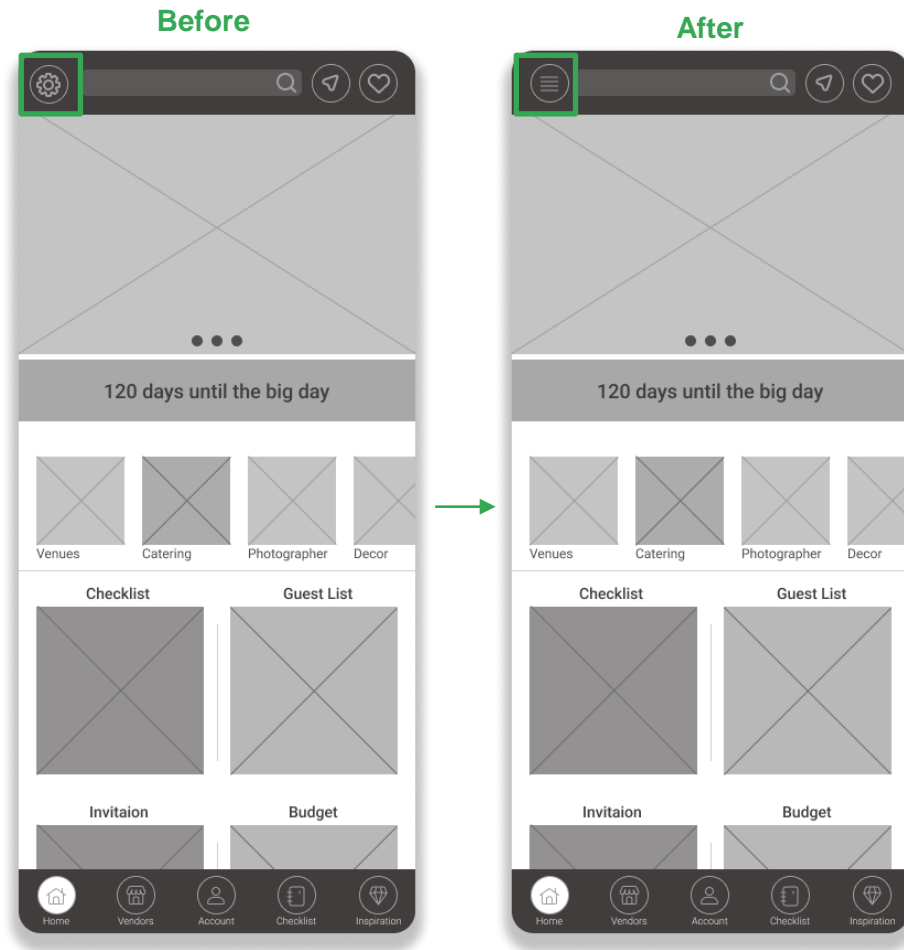


People want a hamburger option

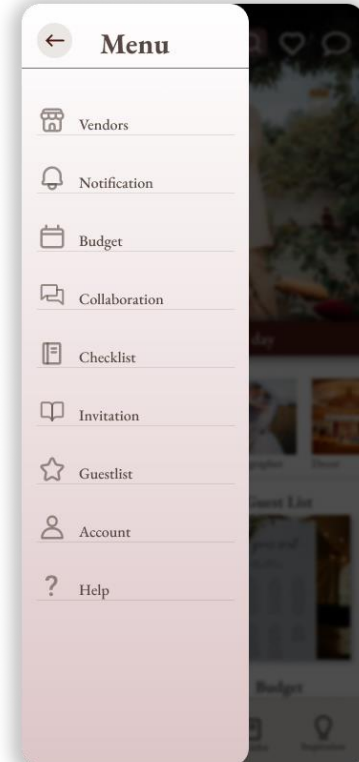
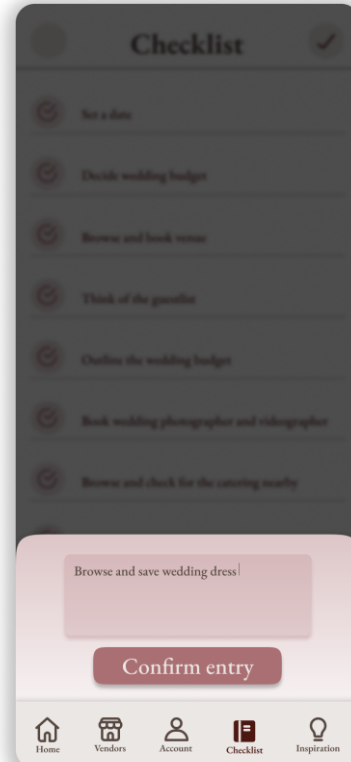
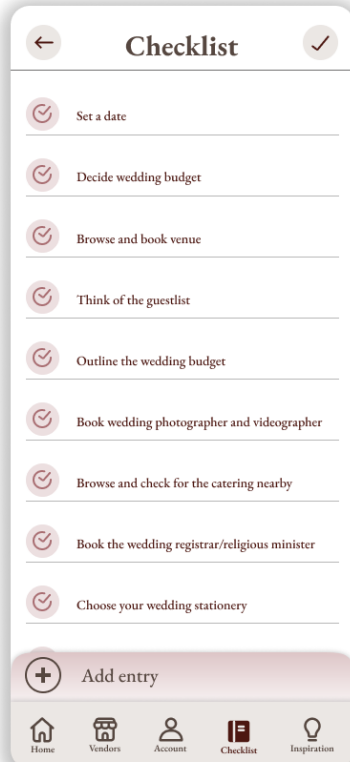
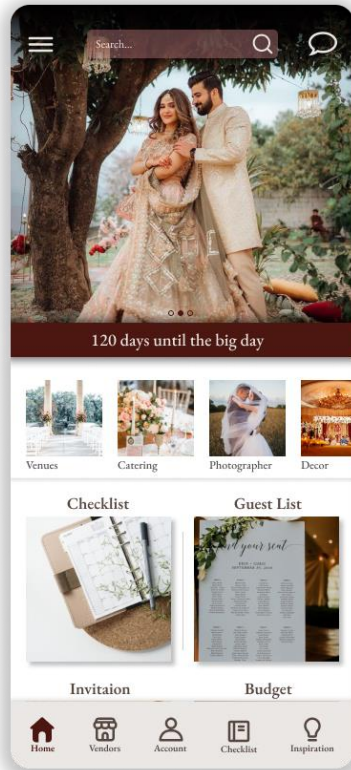
Supporting evidence from the usability study.

- It was observed that 4 out of 5 participants had trouble setting up an account on the app.
- 3 participants felt out of place to not see the hamburger option since they are so use to it.

"I'm used to the hamburger menu on the left top corner of the screen to set up an account"
— Narayan Das, A father planning a wedding for his daughter, Kolkata, India



Mockups

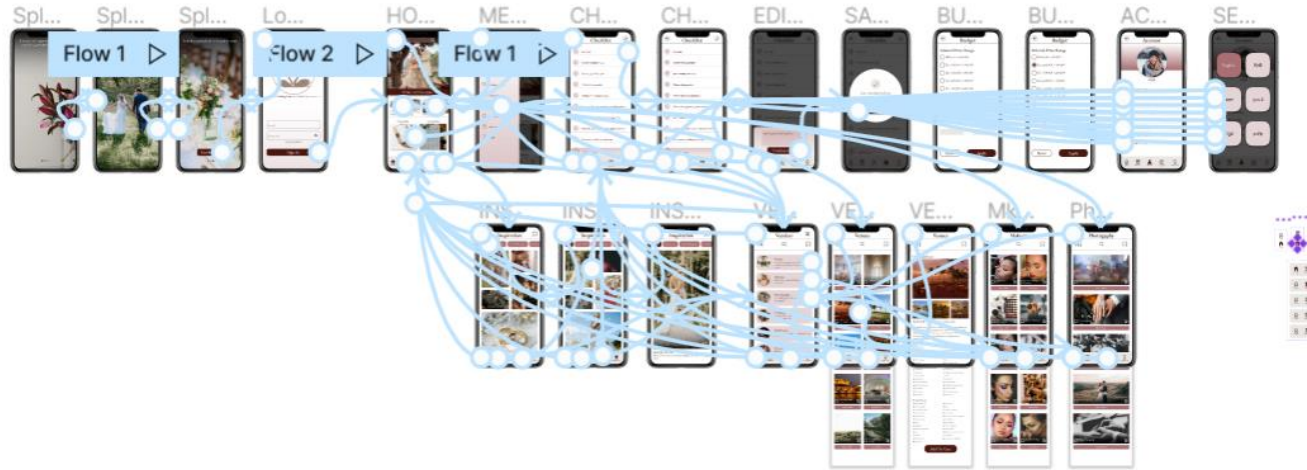


High-fidelity prototype

The high-fidelity app prototype for Dreams to Meet Wedding Ceremony Checklist was tested and can be viewed

I have added the link for the prototype below:

<https://www.figma.com/proto/auVAFkSMWTMTkaVrp99ihz/Wedding-Ceremony-Checklist-Application?node-id=1-2&starting-point-node-id=1%3A2>



Accessibility considerations

1

Used icons for better navigation and ease of the user.

2

Provided a color contrast to the various elements of the app as per WCAG guidelines specially for users with visual disabilities.

3

Used a responsive design for the app which means it will work well and look good on different screen sizes and devices, including desktops, tablets, and cell phones.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

This app is a one-stop shop for all the wedding nitty-gritty that will help the users to plan their wedding at their pace.

Peer Review:

“It's a great app to help you check off items from your To-Do list! Lots of things I like: The ease of adding and editing the budget and tasks, and the percentage complete versus tasks yet to do to help feel like your accomplishing things!”



What I learned:

Most of the wedding ceremony app in India considers the big cities' venues and planners and excludes the small-town areas. This has been a significant problem that every small-town user faces. After completing this project, I learned how to plan a research study and conduct one, design a user interface, create affinity diagrams, and conduct a competitive audit. This being my first ever UX Case Study, I've done everything from scratch and completed the product considering the users and accessibility.

Next steps

1

Conduct another usability study to analyze if the product meets the users needs and pain points.

2

Interview users to get to know their feedbacks on the product.

3

Add more features to make the product accessible to all.

Let's connect!



Thank you for your time reviewing my work on the Wedding ceremony checklist app! If you'd like to see more or get in touch, my contact information is provided below.

Email: NA

Thank you!