
UX/UI REPORT

VALEXA

Wedding Planner

Prepared by

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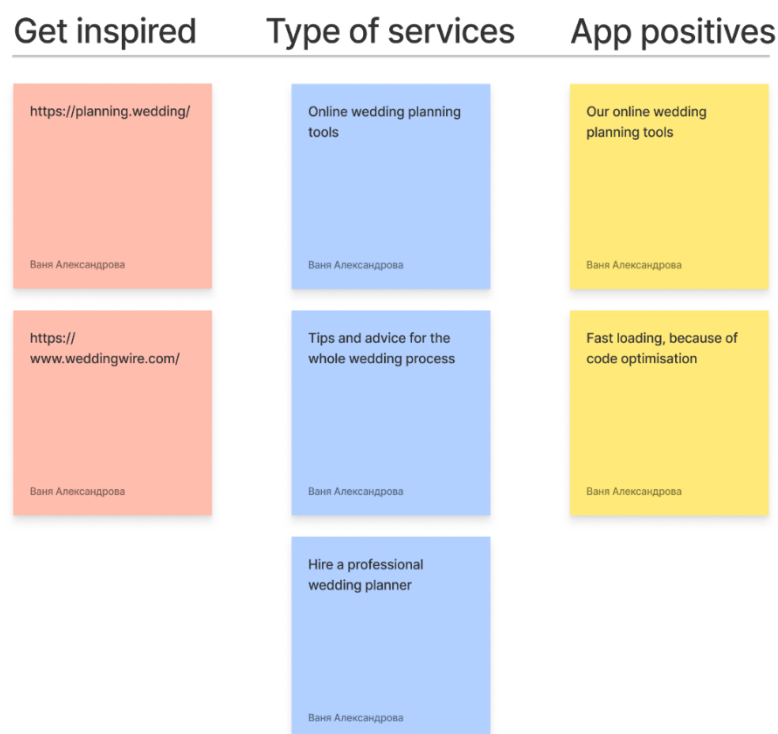
Project description

VALEXA Wedding Planner is an online platform which helps newlyweds-to-be to organize successful their wedding event. Its goal is to make the wedding planning process as stress-free as possible, and give a lot of helpful advice and ideas. This web application provides an easy way for brides and grooms to plan their special event by using online planning tools such as guest list, RSVP, wedding website, checklist, seating chart, budget tracker and more additional services. The platform gives users the opportunity to look for ideas and tips about the whole wedding process and also to contact professionals to plan the event special for them.

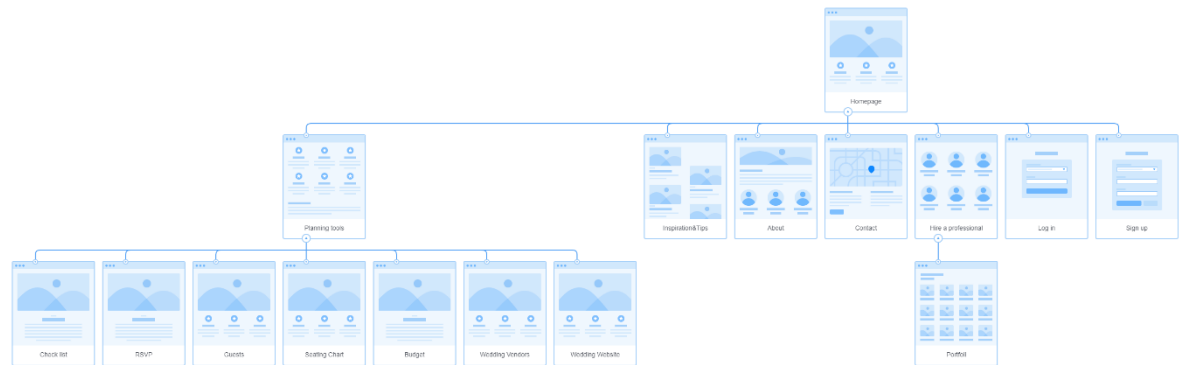
Comparative table

VALEXA Wedding Planner Comparative Table			
Key Characteristic / Web Application	VALEXA Wedding Planner	Planning Wedding	Wedding Wire
Url	https://www.valex-weddings.com/	https://www.planning.wedding	https://www.weddingwire.com/
Main Goals	VALEXA Wedding Planner is an online platform which helps users successful their wedding event. Its goal is to make the wedding planning process as stress-free as possible, and give a lot of helpful advice and ideas. The platform gives users the opportunity to use online planning tools or to contact professionals to do it all for them.	Online Planning Wedding is a virtual workspace for the bride, groom, and professional wedding planners. It allows managing more than one wedding project simultaneously, which helps the wedding planning business handle multiple weddings flawlessly.	We help wedding professionals reach more engaged local couples, book more weddings and drive success to their businesses. Connecting couples and vendors around the world
Provide Planning Tools feature	Yes	Yes	Yes
Provide Trendy colors advice feature	Yes	No	No
Provide Budget managment tips feature	Yes	No	Yes
Provide Honeymoon tips feature	Yes	No	Yes
Provide Hire Professional feature	Yes	Yes	Yes

Affinity Map



Site Map



Personas

Julia



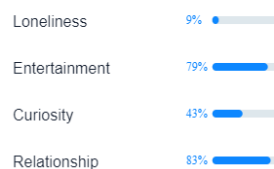
Bio

Julia is woman between 25-30 years. She is working as UX designer for a company in Plovdiv. She lives with her fiancé in rented apartment, with two rooms. She was asked for hand in marriage a few weeks ago, and is just starting planning the wedding. She is working on her career, and doesn't have children yet.

Goals · Interest

- ◆ Find tips and information about whole wedding process.
- ◆ Easy way to organise a check list of event details.
- ◆ Getting a lot of value for a small budget.
- ◆ Traveling.
- ◆ Reading books.

Motivations



Julia Ivanova

26, UX designer

 Plovdiv, Bulgaria

DESIGN

TRAVEL



Pain Points · Concerns

- ◆ Slow loading.
- ◆ Missing enough reviews from clients.
- ◆ Having to check many different apps and forecasts to plan her activities.

Technology



Personality

Introvert

Analytical

Sensing     

“There is no more lovely, friendly, and charming relationship, communion or company than a good marriage.”

Katya



Bio

Katya is woman between 25-30 years. She is working as sales manager in Sofia. Katya is recently engaged to her partner. Three years ago, she helped plan her sister's wedding, without a wedding planner. Now, she knows that she want to hire a professional who will help her to execute their special day.

Goals · Interest

- ◆ Plan a wedding with minimal surprises.
- ◆ To stay on track and on budget.
- ◆ Find wedding planner who can execute her wedding flawlessly.
- ◆ Maintain body health.
- ◆ Prevent illness.

Motivations



Katya Angelova

28, Sales manager

Sofia, Bulgaria

LIFESTYLE

HEALTH



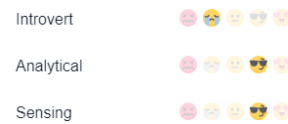
Pain Points · Concerns

- ◆ Overwhelmed by how many tools she has to use to plan, organize, and budget for her wedding.
- ◆ Doesn't know how much things should cost.
- ◆ Unsure if she can find a wedding planner who can execute her vision.

Technology



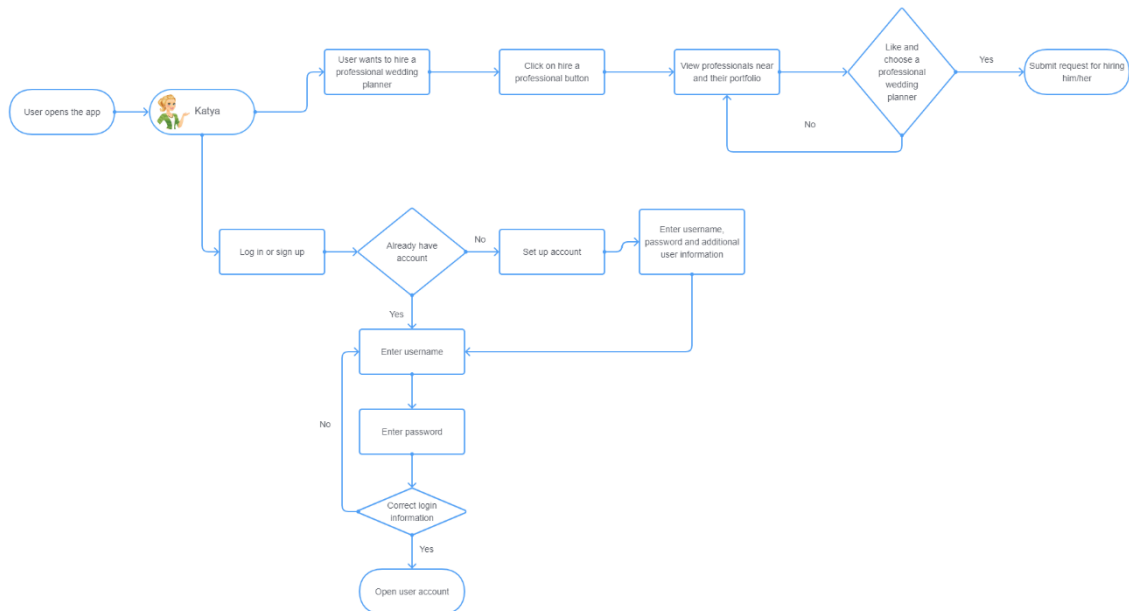
Personality



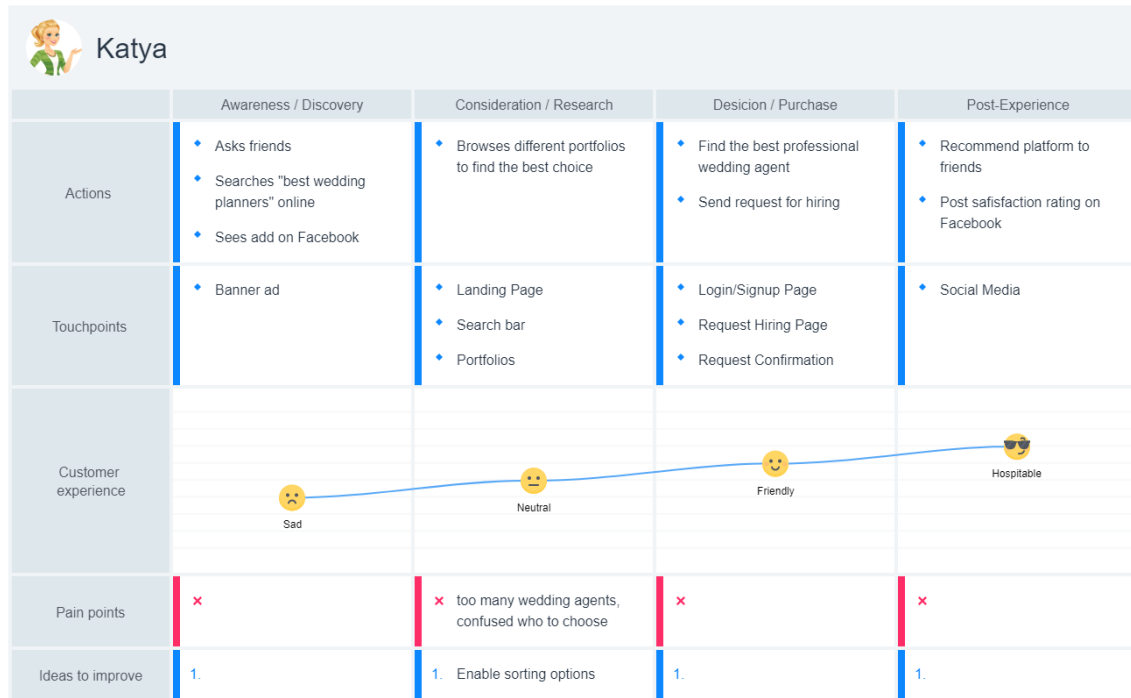
“I have so many things to juggle for our wedding, someone please save me.”

User Flowchart

Hire a professional and login



Customer Journey Map



OTI Matrix

VALEXA Wedding Planner App OTI Matrix		
Objectives (Цели)	Tasks (Потребителски задачи)	Interfaces (Екрани/Модули/Интерфейсни елементи)
1000 посещения на ден, с престой за повече от 5 минути	Ясна информация какви услуги предоставя app-а още в началната страница	Няго блокове и налична възможност за търсене още в началото
3 заявки за наемане на професионален сватбен агент на ден	чрез реклама в социалните мрежи, чрез добри review-та, добре разработен процес на подаване на заявка и бързо получаване на обратна връзка	Различни формуляри за попълване на данни, които максимално улеснени (auto data filling) екран за потвърждение на запитването и възможност за проследяване на обработката на заявката
5 реално генерирани/завършени сватбени плана чрез инструментите за сватбено планиране	Предоставяне на конкретни подсказки в процеса на планиране	Интерактивни функции и връзка с API-та на доставчици и ресторанти наблизо
20 посещение на страницата със съветите и вдъхновения	Предоставяне на материали от вече реализирани тържества	Няго block от главната страница, отделна секция в менюто
Посещаемост на страницата с инструментите за планиране > 15	реклама в социални мрежи, демо на инструментите	Няго block от главната страница, отделна секция в менюто
Споделяне на съвети и вдъхновения в социалните мрежи	пускане на постове в мрежата 3 пъти в седмицата	Изкачащ прозорец с възможност за споделяне в различни социални мрежи