DESIGN DOCUMENTATION -WEDDING DIRECTORY

DESIGN BRIEF

Vision statement

Wedding Directory was created out of a desire to have all Wedding Industry Business Vendors available in one app. The idea is to connect Businesses and Couples together in one place where couples can search all Wedding Indusrty Businesses available in the region they are getting married. The app allows Wedding Business Vendors to control their own profile by adding their own pictures and description. The Couples can register and create a profile where they can search specific Regions for Wedding Businesses and add them to their wish lists. The couples can contact the Wedding Business through the apps messaging service or contact them via telephone. Wedding Directory facilitates growth for Wedding Industry Bussiesses as it provides more publicity and a chance to be discovered by potential Couples wishing to use their services. "Creating a global Wedding Directory where couples can search and find Wedding Business Vendors in all locations and regions"

Mision

Our app facilitates in creating a direct link between Wedding Industry Business and Couples searching for options. "Conneting Wedding Industry Businesses with Couples, our ultimate purpose its to aid couples in their decision making for their Wedding Day and to help Businesses generate more business and become more visible to potential clients who are wishing to use their services" Wedding DIrectory is focusing on Denmark at the moment but has a goal of expanding to the rest of Copenhagen and eventually other parts of the world. If the organization is successful the app would be an intergral part of the wedding industry allowing businesses and couples to connect no matter their location. It would allow for destination wedding planning to be made easier whilst also helping business on a local scale too.

Values

Wedding Directory is focusing on Denmark at the moment but has a goal of expanding to the rest of Copenhagen and eventually other parts of the world. If the organization is successful the app would be an intergral part of the wedding industry allowing businesses and couples to

connect no matter their location. It would allow for destination wedding planning to be made easier whilst also helping business on a local scale too.

Wedding Directory Values are:

Communication

Communication is essential for Wedding Directory to succeed. As a company we have set values of Respect between managemnet and employees and if a problem occurs to communicate and work it out.

Connecting

We work hard with our Clients with both Businesses and Couples benefiting from using the Wedding Directory App to connect wtih eachother resulting in growth for Wedding Industries Businesses and Happy Couples using Wedding DIrectory in planning their big day.

Vision & Mission

The Company vision and mission should be adhered to and kept in mind when considering any decisions involving how the company should grow and develop. We have clear set goals and how to achieve them.

The Principles of the Company's Culture are:

Caring

Caring is about the desire to make a positive difference in the lives of Couples searching to find the right Businesses to cater to their wishes

Quality

To offer a Quality product that appeals to both Bussinesses and Couples which they can be sure to reccommend to friends and family. Creating a quality areana where Wedding Industry Businesses can offer the best quality of thir products.

Transparency

We are an honest transparent company which does not descrminate. We open our comany to all Couples and Businesses who wish to use our App.

TARGET AUDIENCE AND PURPOSE

Our target audience are mostly Danish women between the ages of 27 and 37 years old. Danish women place their education first and have high career aspirations. In Denmark it is rare to meet a girl above 26, who is finished with her education. They think the school system informs them in more worldly views and it is very important for them. It is also one of the main reasons why they do not want to settle down before the age of 30. According to statistics, most marriages occur at the age of 32 in Denmark.

Women in Denmark are very intelligent, highly educated, travel a lot and like to take care of their health and fitness with sports and healthy eating. Everyday biking to school or work is a part of their daily routine. Therefor they are for the most part, skinny, fit figured, strong and au-naturel.

Danish women contribute towards public society and are accorded the same respect that men are given. Danish women acquire an equal measure of consideration and respect. The upside of their liberal attitudes, is that men are not expected to bear the entire financial burden in a relationship. Due to this factor, it is quite normal for a Danish woman to offer to pay for a dinner or a movie on a date. This form of social equality is also seen when asking someone out on a date. It is quite normal that a woman asks a man out in Denmark

The second target audience for the app WEDDING DIRECTORY are wedding industry companies. The app is based on companies, regestring so they are feutered on the app and can be found easily on the app.

LOGO

The logo contains a mixed logotype. The Trademark can also be used seperately.

FIGURATIVE MARKS- it contains shapes. The logo is metaphoric because it has a meaning - the growing wreath symbolises growth in business and inter -twining interests between busineesses and couples.

LETTERMARKS- The logo contains name marks and Abrevietions - The type of abreviations is Initial abreviations - It's an acronym -WD(Wedding Directory) in a solid black circle. We decided to make the logo smaller incase we might have a need for a logo in a smaller scale and as a branding mark.

NAME MARKS: The Wedding directory name is a descriptive name. it describes the functionality of the company. The place where people can connect with wedding bussinesses as a directory".

LEGAL PROTECTION - no legal protection - for now

COLOR REPRODUCTION - no colors

BLACK AND WHITE REPRODUCTION - the colors used in the trademark are white and black

HOLDING POWER- an ancient symbol for new brides, meanings of sweetness, hope and promise

TONE OF VOICE - the logo is romantic and soft. It has a romantic undertone.

FASHIONABILITY- the logo fits into the current design of weddings, which contains a lot of organic elements assiociated with growth, nature and unity. The colour choices are monochrome- the colour used for the trademark and lettermark is black. Currently the common colour used for logos and trademarks is the colour black- so Wedding Diectory's choice of colour perfectly fits with current fashion choices.

TIMELESS - the black color was and always will be timeless.

DESCRIPTION- The logo describes the function of the company

DECENCY- yes

TONE OF VOICE- romantic

IS IT A TRADEMARK - yes

GRAPHIC EXCELLENCE -yes

BUY ME- the logo is appealing

ON SCREEN (Phone, PC, TV...) - yes, it's an app

PRONOUNCIATION - no difficulty as the word is clear and easy

LIKEABILITY- obviously:)

COMPETITION -it's the first app on the market - no competition

VISUAL EXAMPLES

STYLE TILE

COLORS

WEDDING
DIRECTORY

ELEMENTS/
PATTERNS/
ICONS

TYPOGRAPHY

HEADING

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea

HEADING

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim

Heading font : Amatic SC Regural
Body text: Roboto Regular

| D5BFBC | D3B0AE | D4D7CF | C1C5BF | 8D91B9 |

BUTTONS

VENUES

HAIR

MOODBOARDS

MARRY

M
M
Marry

Simple

STYLE GUIDE

4 identity elements

WEDDING
DIRECTORY

wreath logo

WD

wreath logo 2

logo 3

icons (floating elements)
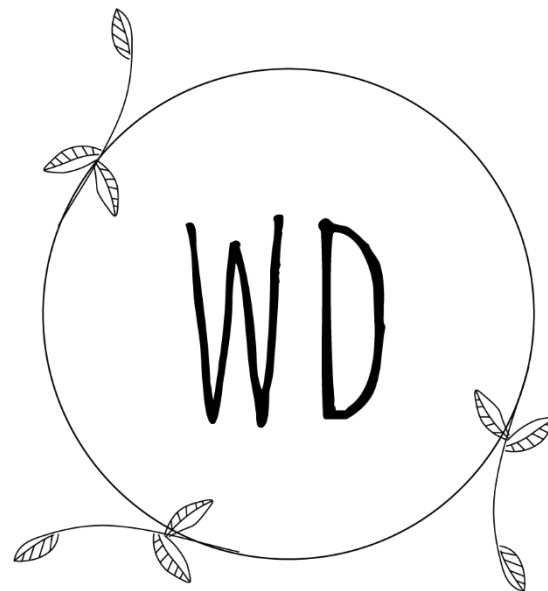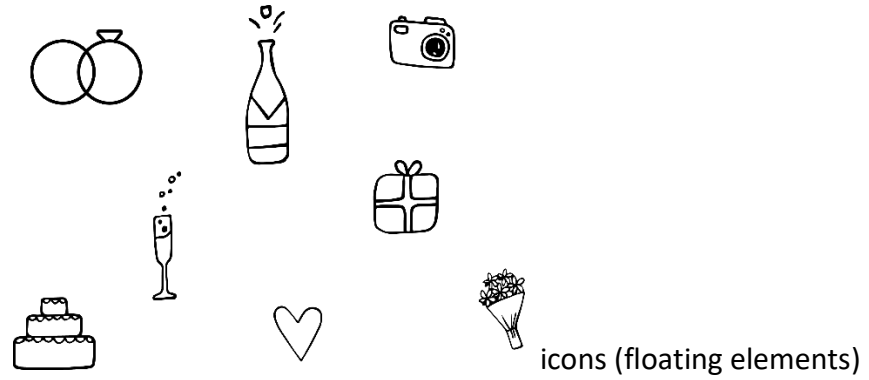
With our design we want to achieve a calming and rustic appearance, which is really modern not only in the wedding industry but in other industries also.

COLOUR PALETTE

The Colour palette is the same for the website and the app. Very calming and the colours are not very flagrant.

TYPOGRAPHY

For our logo we have used font Amatic SC size .

THE WEBSITE

The H1 font is Roboto light 300%

The slogan is Roboto Light 150%

Paragraph text is Roboto Regular 18px

H3 is Roboto Bold 18px

Button font is arial 13px and goes from bold to regular on hover

Rotating quotes is Georgia 150%

The Headings typography on our page is black at 100%, which creates a great contrast with other colors from the palette. The Paragraph text is 80% Black so it's a little more subtle and easier to read. It also hels to distinguish it from headings. The use of too much black could be too harsh and a little over-whelming. We are trying to create a romantic mood on the website so using softer greys is a subtle way of doing this. For the buttons we have used a pinkish colour #d3b0ae.

The Website has a mix of grey #e7e7e7 and white #fff panels to distinguish each section of the website. The decision was made to seperate the website into sections as it alows the User to see when they have moved onto another topic as the website has a one page layout.

Regarding the navigation we have tried to apply the 'three click rule' which means users will be able to find the information they are looking for within three clicks. We have decided to have the navigation bar accessible at all times to honor the 'three click rule'.

We used a Grid based layout to arrange the content into sections, columns and boxes that line up and feel balanced, which leads to a better looking website design.
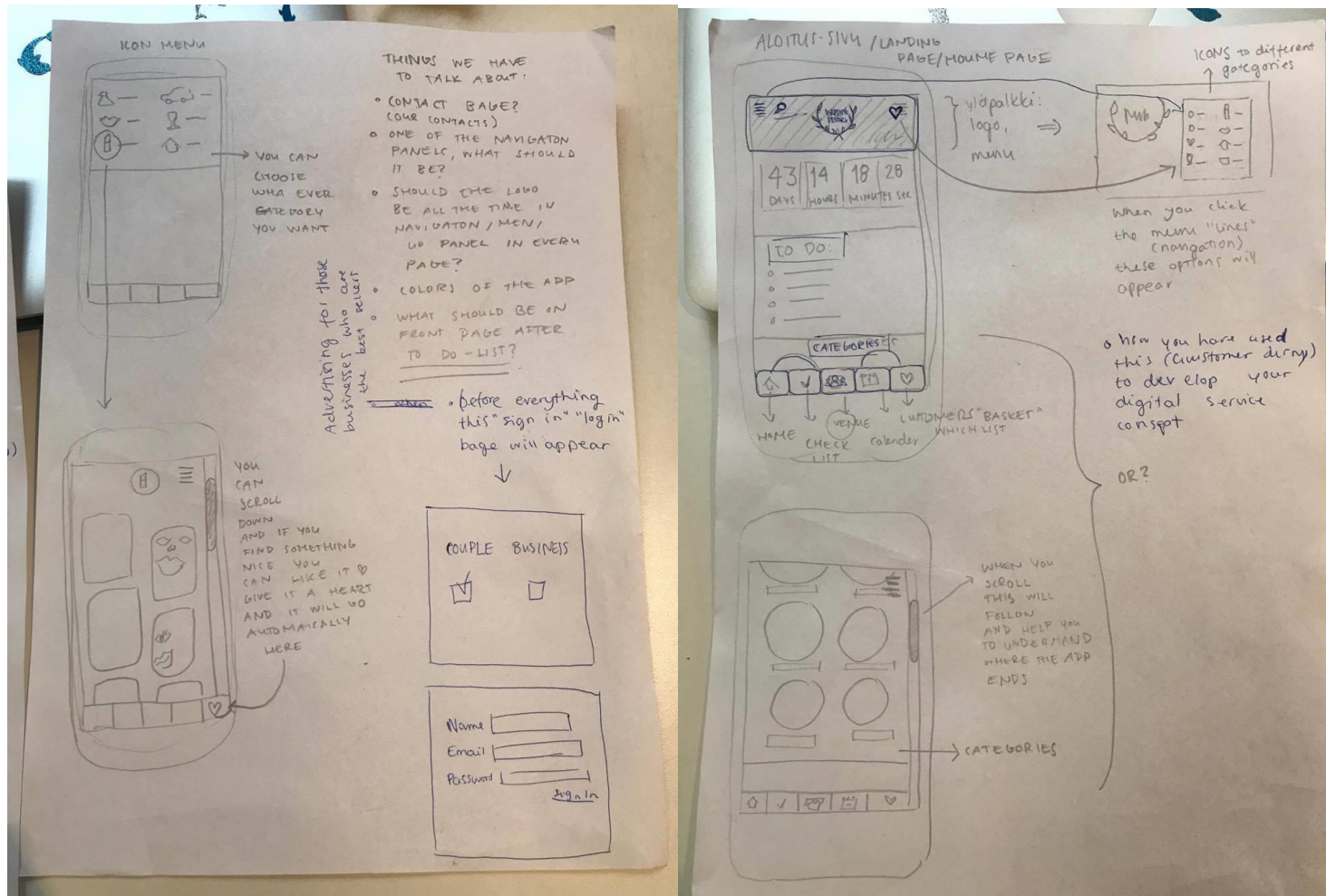
We have researched design principles and found Eye tracking studies which have identified that people scan computer screens in an "F" pattern. Most of what people see is in the top and left of the screen and the right side of the screen is rarely seen which is why we placed the images on the right-hand side. Rather than trying to force the viewer's visual flow, effectively designed websites will work with a reader's natural behaviour and display information in order of importance (left to right, and top to bottom).

We have optimised the website and made it responsive so it can be viewed from 3 different break-points

- Desktop - anything above 780px
- Tablet - @media only screen and (max-width:780px)
- Mobile - @media only screen and (max-width:480px)
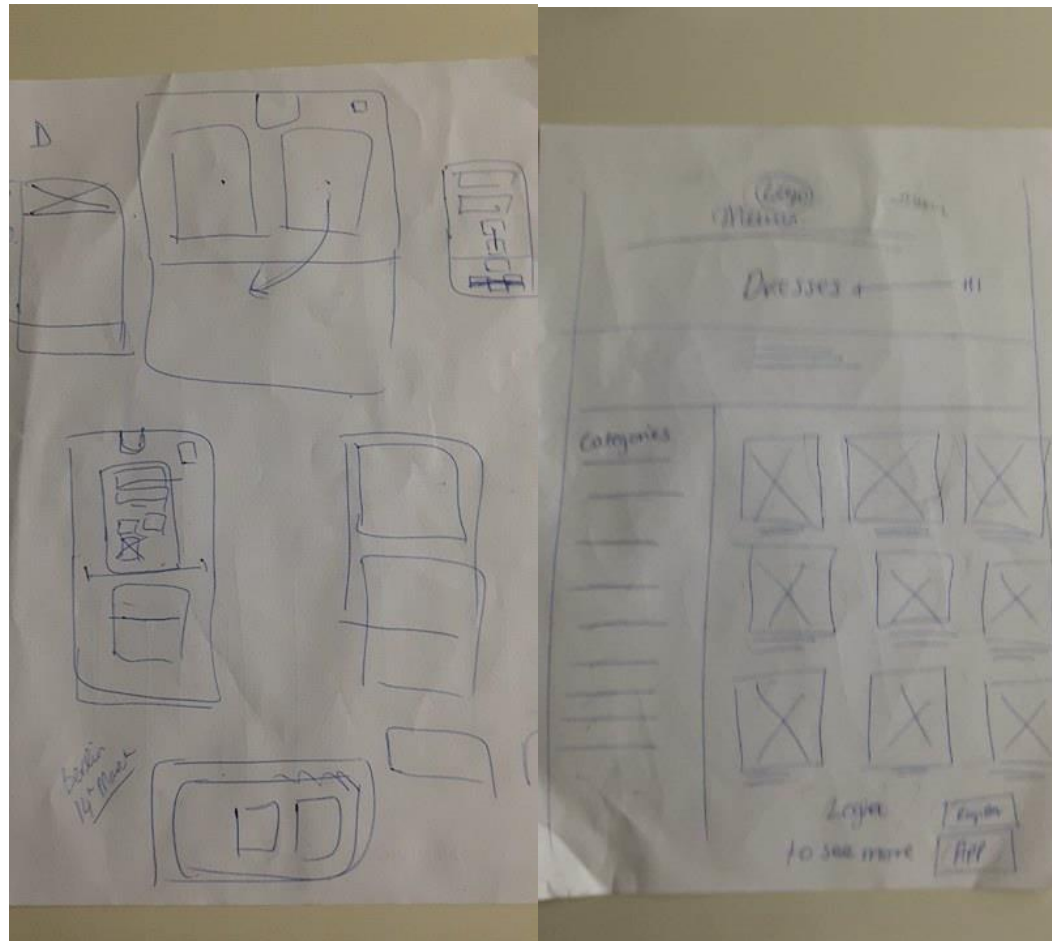
The Website uses `Roboto´ as its main font family in different variations such as Light, Regular and Bold. This font was chosen as it is minimalistic with a modern touch and it also goes great with Amatic SC, which is more organic and rustic.

SKETCHES & PROTOTYPES

ICON MENU

You can choose whatever category you want

You can scroll down and if you find something nice you can like it ♡ give it a heart and it will go automatically here

Advertising for those businesses who are the best sellers

THINGS WE HAVE TO TALK ABOUT:
- CONTACT PAGE? (OUR CONTACTS)
- ONE OF THE NAVIGATION PANELS, WHAT SHOULD IT BE?
- SHOULD THE LOGO BE ALL THE TIME IN NAVIGATION / MENU / UP PANEL IN EVERY PAGE?
- COLORS OF THE APP
- WHAT SHOULD BE ON FRONT PAGE AFTER TO DO - LIST?

- before everything this "sign in" "login" page will appear ↓

COUPLE BUSINESS

Name ☐
Email ☐
Password ☐
login

ALOITUS-SIVU / LANDING PAGE / HOME PAGE

yläpalkki: logo, ⇒ menu

ICONS to different categories

43 | 14 | 18 | 20
DAYS | HOURS | MINUTES | SEC

TO DO:

CATEGORIES

HOME | CHECK LIST | VENUE calender | CUSTOMERS "BASKET" WHICH LIST

When you click the menu "lines" (navigation) these options will appear

○ how you have used this (customer during) to develop your digital service consept

OR?

When you scroll this will follow and help you to understand where the app ends

→ CATEGORIES

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Website prototype link

https://xd.adobe.com/view/f873328e-f393-4881-b903-af4179ee0a21

App prototype link

https://xd.adobe.com/view/a6caedfb-f156-4586-a9d7-0211fbb2a88a/

USER TESTING

Link to our survey

https://docs.google.com/forms/d/1MJb7WMFkBRYvf6rWWdO7ifu-cX3pgQIQaLBXr__vyP8/edit?ts=5a1aab70

In test resport partecipated 11 person wth diffrent gender an age. They were asked 9 questions about the app „Wedding directory.

1.What is this site about ?

Majority of the respondents clearly noticed that the page is about planning a wedding (7 from 11 responds). 3 of investigated people respond that the page is about wedding. 1 of the respondends didn't understand what page participate in a resport. 2.

2. For whom is this website dedicated?

1 of the respondents noticed that the page is dedicated for businesses and couples wchich plans a wedding. Majority of respondents (5 out of 11) noticed, that the page is for a young brides. 5 of 11 respondents conclude that the page is dedicated for young people wchich are getting married. 1 of 11 people didn't understand what page takes part of test(Same as with question no 1).

3. If you have botique with wedding dresses can you sell them through Wedding Directory?

81.8 % of respondents answered yes for this question. 18.2 % of respondents might not decide to do it. 3.

4. If you do catering can you also offer your service here? ¨

81.8 % of respondents answered yes for this question. 18.2 % of respondents might not decide to do it.

5. Is Wedding Directory also an app?

90.9% of resondents answered yes for this question. Only 9.1% of respondent's didn't realise that Wedding Directory is also an app.

6. For what do you need the app?

90.9% of respondents noticed that they need app to contact vendors to organize the wedding. 72.2% of respondent might use the app to make a guest list. 90.9% of respondents answered that they need app to organize the wedding(to do list). 81.8% of respondents answered they they could use an app to count the days left to wedding.

7. Can you contact wedding vendors through Wedding Directory?

81.8 % of respondents answered that they can contact vendors trough app. 18.2% of respondents didn't notice this function.

8. Do you need to be registered to use WD app properly?

81.8 % of respondents noticed that they have to be register to use the app. 18.2% of respondents thought that app will work without being registered.

CONCLUSION

The respondents clearly noticed that the app is for a people wchich are getting married and the function of an app is to help them organize their wedding. Respondents had some doubts are the app is also funcional for the vendors. One of the respondents didn't understand what page take part of the test. majority of the respondent's assumed that main user of an app can be a future bride - wchich is usually more excited and takes bigger part in wedding organisation that the man part. from the percentage results of other questions is clearly noticible that some people wchich were taking part in a test might not use an app to plan their wedding. The majority of respondents (81.8%) answered yes for questions usablity of app and it's function. 18.2 % of respodnents didn't notice the function and usability of an app as valuable. most of resopndents (90.9%) realised that the WEDDING DIRECTORY is not only a website - but also an application. Thee functionlity of an app raised really good results. Majority of respondents could use an app to organize a wedding, make a „to do" list, guest list and count days left to their wedding. Also in this percentage research we can clearly noticed that the same bock of people wchich are negatively adjusted to The app (around 10-20% of respondents) might not use an of funcions of the app to plan the wedding.