The Wedding Coordinator
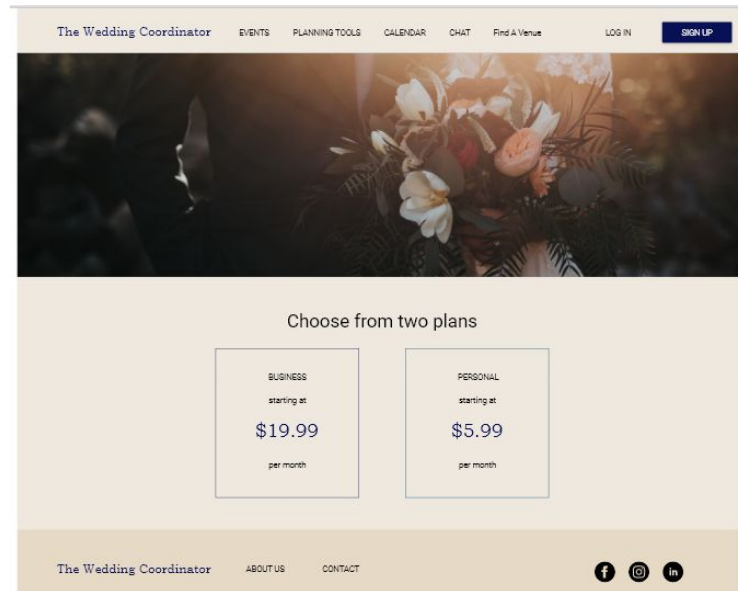
Erin Rohler

Project overview

The product:

We developed a website to aid engaged couples and wedding venue owners with planning and executing wedding ceremonies and related events.

Project duration:

April 2022 - May 2022

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Project overview

The problem:

Wedding venues are struggling to easily offer their clients the promise of smooth wedding day

The goal:

Design an app for both venue owners and engaged couples that coordinates and tracks day-of wedding events

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Project overview

My role:

Lead UX designer and researcher

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

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

Google

User research: summary

I conducted interviews to understand the users and their needs. Research revealed that the two main user groups were wedding venue owners and engaged couples.

Some of the challenges for wedding venue owners were modern offerings, seamless planning and execution of events, and communication with clients and vendors. Research also showed that planning for diverse ceremony needs was key.

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User research: pain points

1

Organization

Users need to have access to all event details in one space

2

Diversity

There are many different types of wedding ceremonies and users need customization options

3

Communication

Users need a way to easily communicate with both clients and vendors

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Persona: **Benny**

Problem statement:

Benny is a struggling wedding venue owner who needs to modernize his business because he is losing clients to competition.

"I pride myself on my ability to stay organized."

Benny

Age: 45
Education: Bachelor's degree
Hometown: Queens, NY
Family: Married, 2 kids
Occupation: Wedding venue owner/coordinator

Goals
- Ensuring all events at my venue are high quality and stress-free for my clients
- Cultivating a reputation for going above and beyond

Frustrations
- Effectively advertising my venue and services
- Finding reputable service partners

Benny is a 45-year-old wedding venue owner/coordinator who lives with his partner and their two teenage children. He took over running the venue from his parents and strives to keep it modern and premier, but it has a reputation for being on the stuffy side. Benny struggles to change this perception of his business and consistently recruit new clientele.

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User journey map

Benny is hoping that offering his clients a seamless planning and day-of experience will improve the reputation of his business
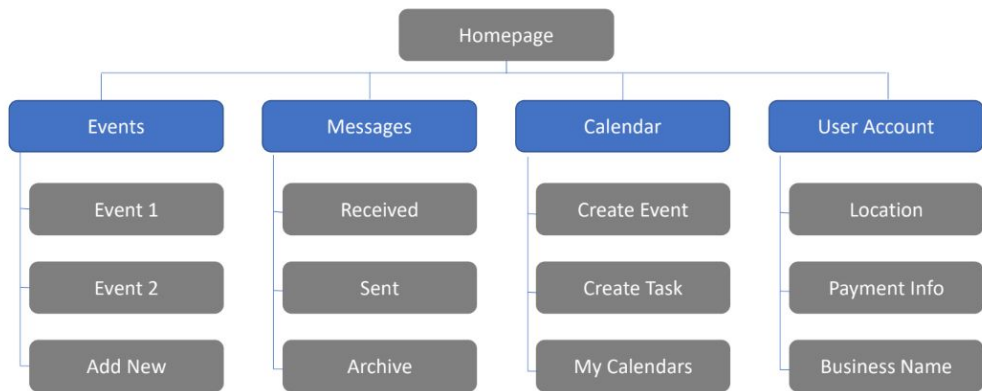
Persona: Benny

Goal: Easily coordinate and track day-of event activities in the order they will occur

| ACTION	Speak with client about wants and needs for event	Make list of all activities to take place during event	Hire vendors and record contact information for each activity	Use list to keep flow of activities during event	Coordinate vendor pick-up of supplies post event
TASK LIST	Tasks A. contact clients B. set up time to meet C. meet with clients	Tasks A. let clients know what is and isn't possible B. record desired event activities C. make plan for flow of activities	Tasks A. contact vendors and confirm availability B. work with vendors on day-of timing/responsibilities	Tasks A. communicate with vendors and clients during event B. troubleshoot issues to keep event on time	Tasks A. set up pick up times B. ensure all items are collected
FEELING ADJECTIVE	Frustrated finding time to meet	Overwhelmed with client requests	Stressed when vendors aren't available	Stressed if people are late/not prepared Anxious the client will be upset	Angry when vendors don't show up or send someone who cannot lift the items Relieved the event is over
IMPROVEMENT OPPORTUNITIES	Offer a way to easily coordinate meeting schedules	Offer pre-populated list of common event activities and timing	Offer lists of reliable vendors with availability and cost clearly indicated	Messaging section to easily communicate even with those hard of hearing	Built in coordination where vendors can choose available time slot to pick up and note whether they need assistance lifting

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Starting the design

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

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Sitemap

My goal was to create a sitemap that would ensure intuitive navigation
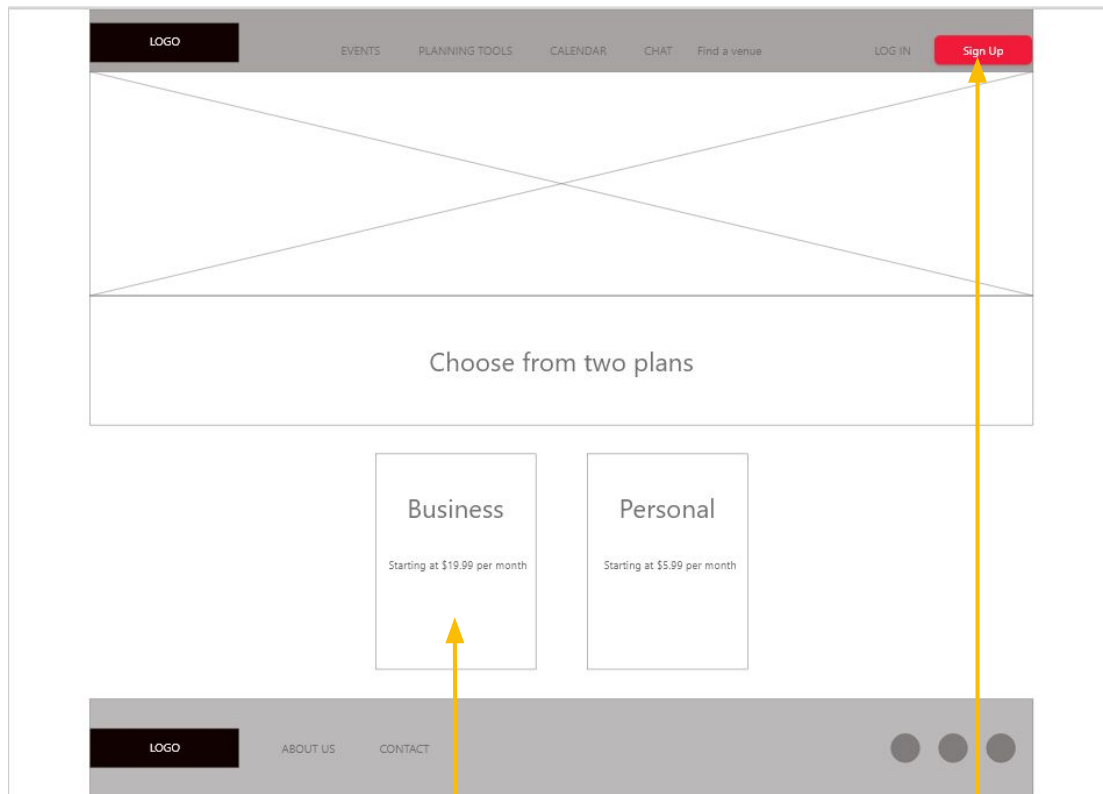

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Paper wireframes

Through paper wireframes,
I determined the optimum
layouts for my screens as
and considered how they
might look on a mobile
device.
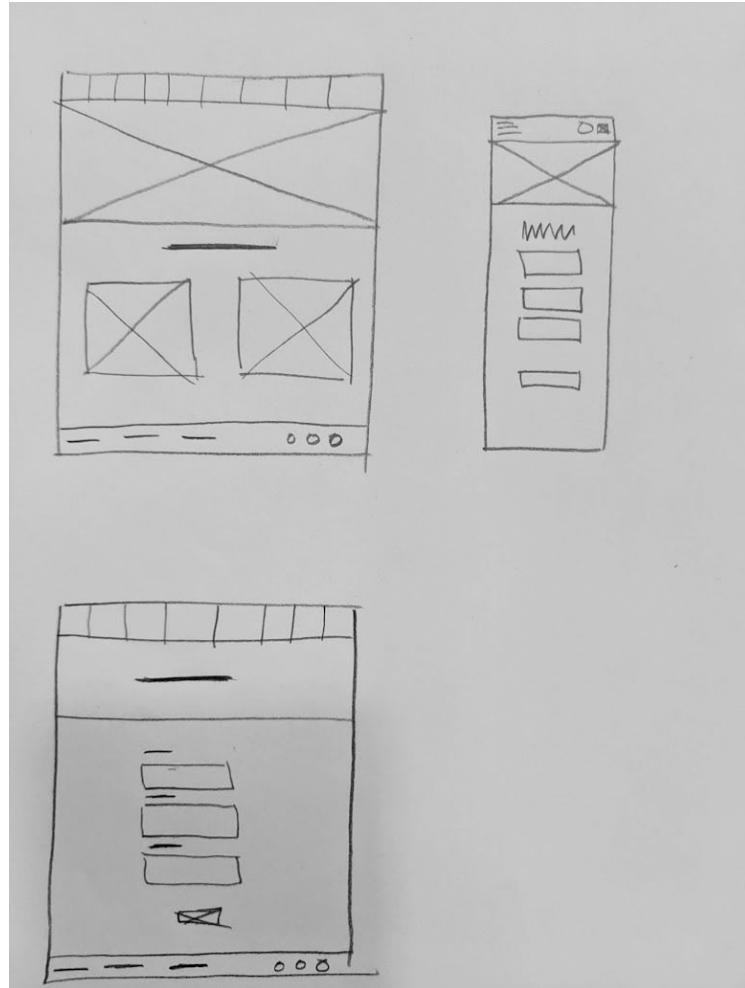
Digital wireframes

Prioritizing easy navigation
and clear calls to action
were my main goals

LOGO   EVENTS   PLANNING TOOLS   CALENDAR   CHAT   Find a venue   LOG IN   Sign Up

Choose from two plans

Business

Starting at $19.99 per month

Personal

Starting at $5.99 per month

LOGO   ABOUT US   CONTACT

Users can
choose from
two plan types

Clear call to
action button

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Digital wireframe
screen size variation(s)
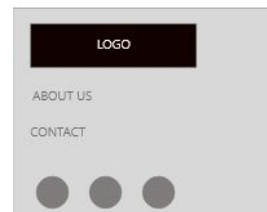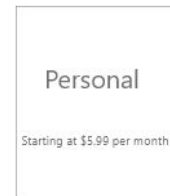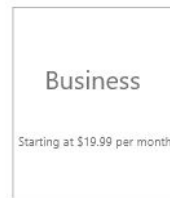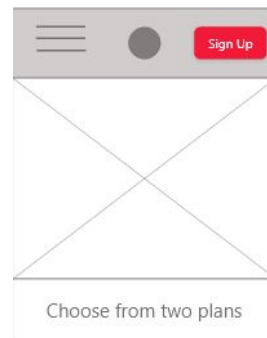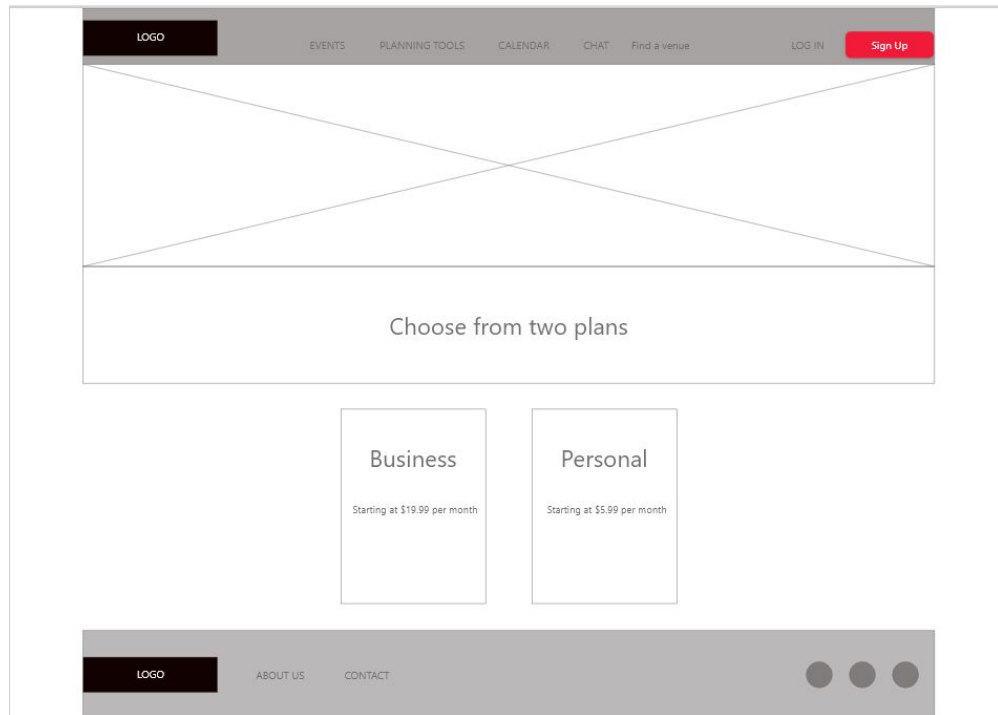
Low-fidelity prototype

I created a low fidelity prototype of the flow a user would take to sign up for a business account.

View prototype here:

https://xd.adobe.com/view/0ca11db8-b5a8-4375-afc9-a447947413bb-59f2/?fullscreen

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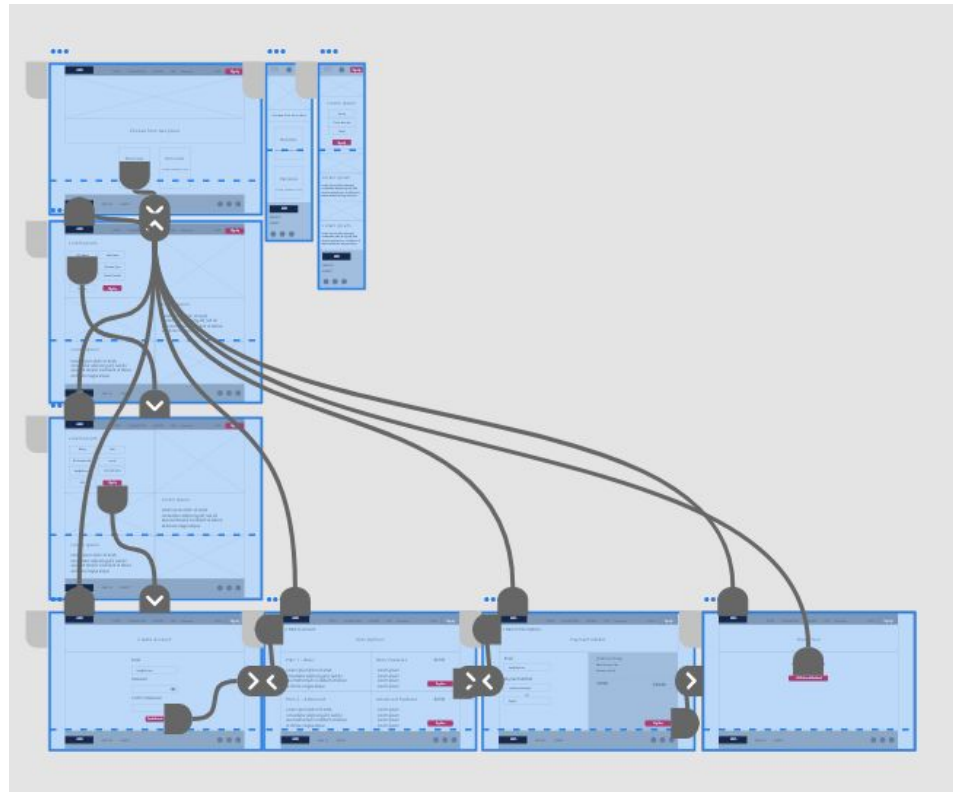
Usability study: parameters

Study type:

Unmoderated usability study

Location:

United States, remote

Participants:

5 participants

Length:

20-30 minutes

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Usability study: findings

The usability study revealed two key findings.

1

Finding

Users did not have an obvious way to close out of the payment confirmation page

2

Finding

Users wanted multiple payment options

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Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Added multiple payment options based on user feedback

Before usability study

After usability study

Mockups: Original screen size
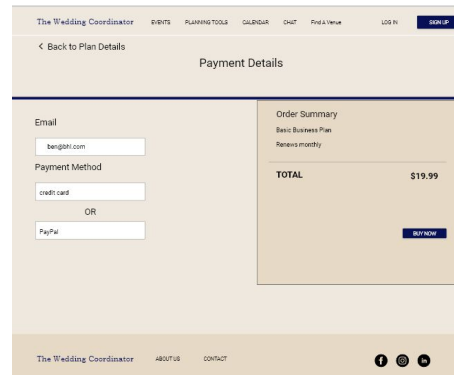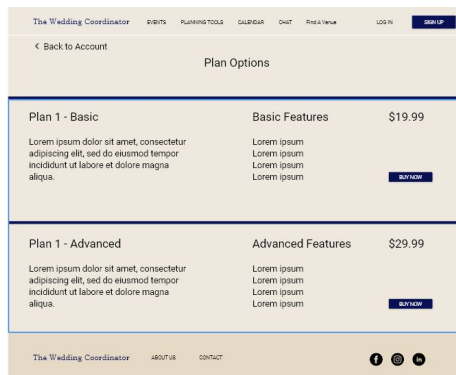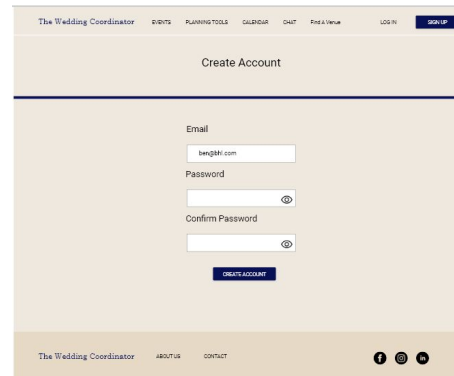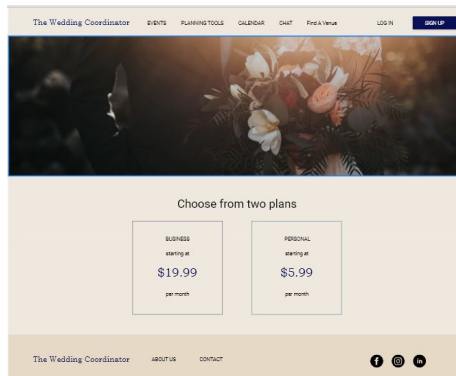
Mockups: Screen size variations

High-fidelity prototype

View high fidelity prototype here:

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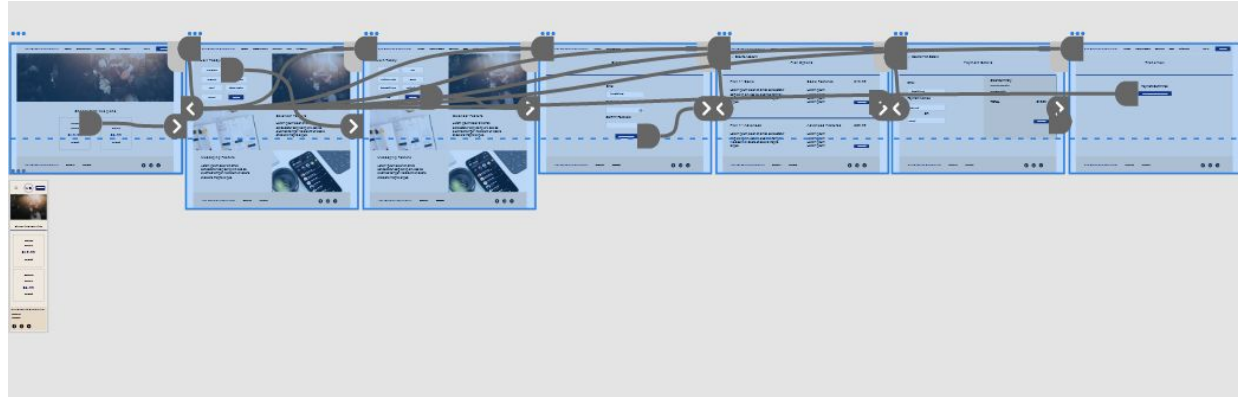
Accessibility considerations

1

I used headings with larger font for visual hierarchy

2

I used colors to indicate call to action buttons

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Going forward

- Takeaways
- Next steps

Google

Takeaways

Impact:

Overall, users found site easy to navigate and the product offering beneficial to their business.

What I learned:

I learned the basics of web design and how to always consider accessibility

Next steps

1

Complete full site navigation and offering

2

Repeat usability study for full site offerings

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Let's connect!

For any questions, please contact me at erohler@theweddingcoordinator.com