

Lily Patch Wedding Venue

Alejandra Ramos

Project overview



The product:

A booking website for a wedding venue in Orlando, FL.



Project duration:

January 2023 - March 2023

Project overview



My role:

Lead UX Designer, UX researcher



Responsibilities:

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

Project overview



The problem:

Almost nearly 80% of users I researched had looked at wedding venues within the last year. However, almost 40% of them reported that they did not enjoy the experience that most websites offered. Many of them found the process to be complicated, making it challenging for them to decide and reserve their wedding venue.



The goal:

Create a website that offered the clients the necessary information and address needs not met in other websites.

Understanding the user

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

User research: Summary



To gain a better understanding of Lily Patch's target audience, user needs, and pain points, I conducted extensive research.

First, I conducted user interviews with potential customers, which helped me identify their expectations, pain points, and overall experiences when searching for and booking wedding venues. This allowed me to create user personas that represented the different segments of Lily Patch's target audience.

Secondly, I analyzed the themes and insights provided from the interviews that allowed me to create user flows that would provide a more streamlined experience for potential customers.

Lastly, I conducted competitive analysis to identify best practices and trends in the wedding venue industry. I looked at other websites to see what features they offered and how they presented information, which helped me identify areas where Lily Patch could stand out and differentiate itself from its competitors.

Overall, my research helped me gain a deep understanding of Lily Patch's target audience, their needs, and pain points. This allowed me to create a website redesign that would provide a seamless and stress-free experience for potential customers when searching for and booking their wedding venue

User research: pain points

1

Pain point

Not enough information on website about catering or rentals

2

Pain point

Most venues did not provide photography

3

Pain point

Checkout process for booking a venue was strenuous

4

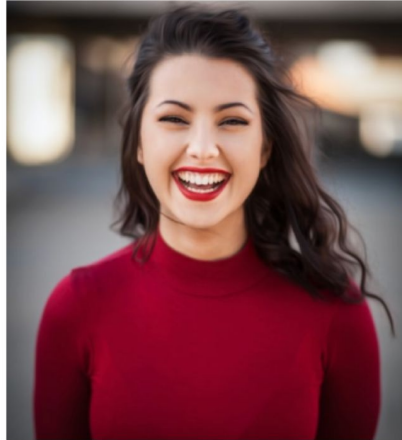
Pain point

Users had to call venue for prices

Persona:

Problem statement:

Brianna Smith is a full time teacher and fiance who needs a quick and easy way to checkout out wedding venues because she is planning her wedding by herself and doesnt want to take hours on it.



Brianna Smith

Age: 26

Education: BS in Elementary Education

Hometown: Kansas City, MO

Family: Engaged, no kids

Occupation: Kindergarten Teacher

“Everyday is a new day to learn something”

Goals

- Would like to be able to plan her wedding with little to no hassle
- Plan an amazing honeymoon
- Wants outdoor venue

Frustrations

- The issue is that some wedding venue sites don't offer every detail upfront resulting in calling every venue to get information.

Brianna Smith is a kindergarten teacher who works 8+ hours a day and lives with her yorkie puppy and her fiancé. She is on the look out for a venue that provides location and photography included. So far she hasn't been able to find an venue that matches up with her expectations. She feels hopeless that there won't be a venue that can do both and will have to book two separate sessions, the venue and the photographer.

User Journey Map

Persona: Brianna Smith

Goal: to complete booking in a seamless and easy way

ACTION	Browse website	Choose venue theme and extra essentials	Reserve venue	Confirms reservation	Receives confirmation
TASK LIST	Tasks A. scroll through site B. Looks within her budget C. search for preferred dates	Tasks A. Scroll through different options they provide B. look through different venues C. inputs personal details	Tasks A. choose venue that includes wants and needs B. Reserve venue for preferred date C. assure details a correct	Tasks A. continue to confirm booking B. Reserves reservation	Tasks A. Receives confirmation and an email
FEELING ADJECTIVE	<ul style="list-style-type: none">NervousExcited	<ul style="list-style-type: none">Curious	<ul style="list-style-type: none">OptimisticEager	<ul style="list-style-type: none">HappyRelieved	<ul style="list-style-type: none">FulfilledSatisfied
IMPROVEMENT OPPORTUNITIES	Ability to see services provided at beginning	Easier way to look up preferred themes	none	Provide a time range of when representative will reach out	Allow users to have their own login portal

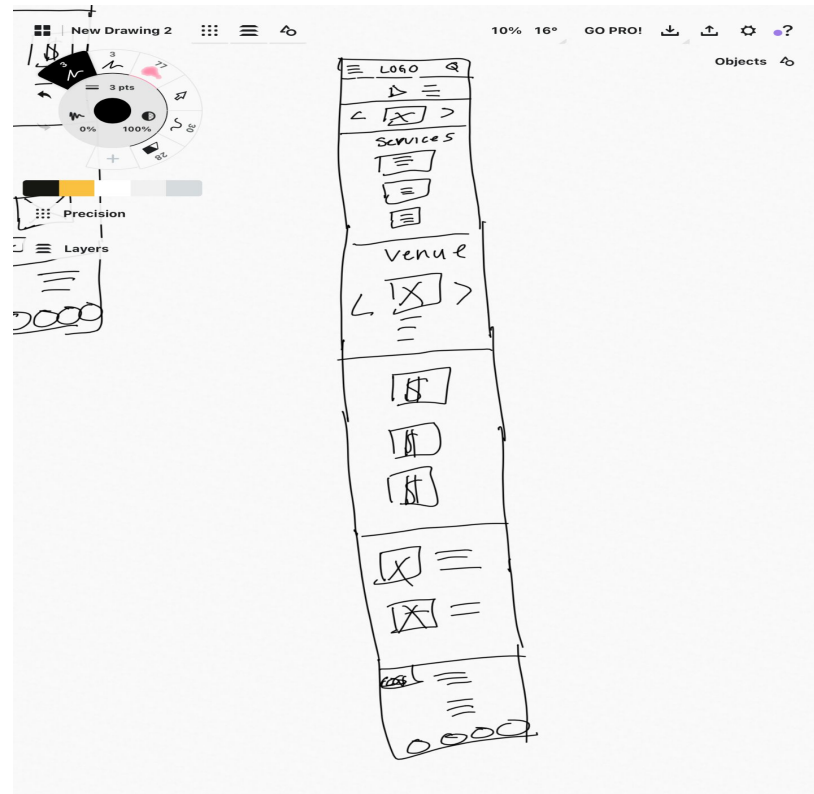
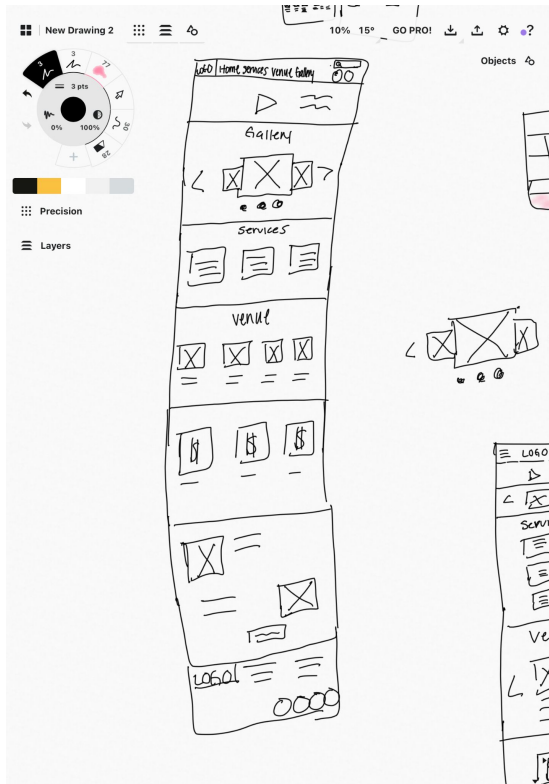
Starting the design

- Paper wireframes
- Digital wireframes
- ~~Low-fid~~ low-fidelity prototype
- Usability studies

Paper wireframes

Mobile

Web



Digital wireframes

Before usability studies, the booking user flow originated within the venue tab. Users had to scroll all the way down and select when they anticipated wedding and also displayed was venue availability.



Booking your reservation

Name

Message

Email Address

Your anticipated wedding date: MM/DD/YYYY

Our availability:

MONTH	MONTH	MONTH
MONTH	MONTH	MONTH
MONTH	MONTH	MONTH
MONTH	MONTH	MONTH



Book Your Reservation

Digital wireframes

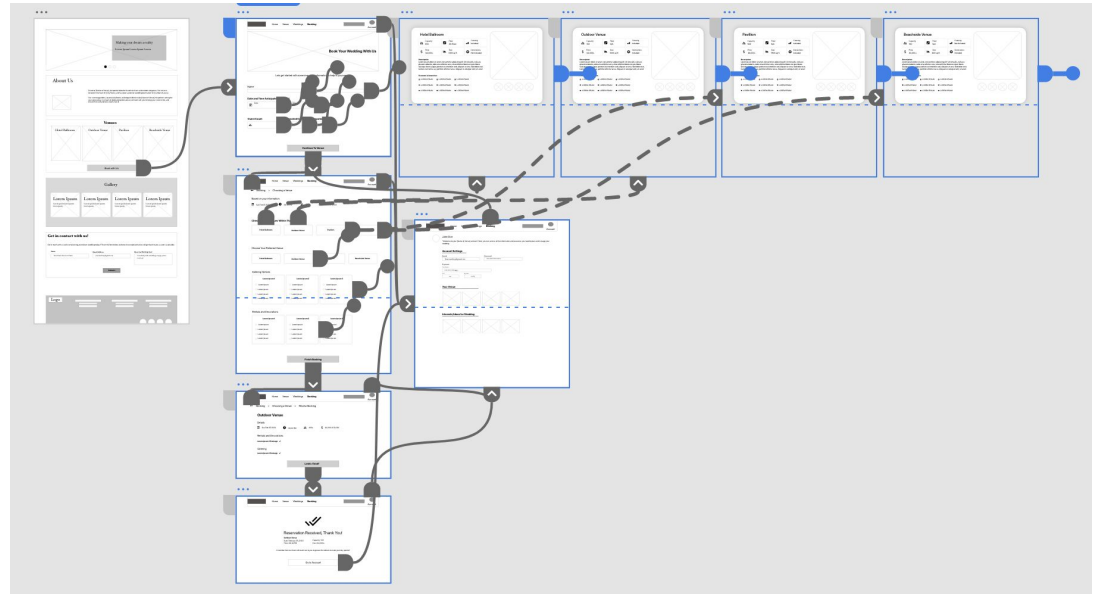
After usability study, users pointed out that the booking was confusing and there was little to no information given to actually book a venue. Here, booking is in its own separate tab and navigational cues are clearer.



The wireframe shows a navigation bar with links for Home, Venue, Weddings, and Booking (highlighted). An Account icon is in the top right. A large placeholder box contains the text "Book Your Wedding With Us". Below this is a sub-header: "Lets get started with some important information to help fit your needs!". The form includes fields for Name and Email. A section titled "Date and Time Anticipated For Event" contains a Date field (with a calendar icon) and a Time field (with a clock icon). Another section titled "Guest Count" has a field with a person icon. A section titled "Estimated Expenses Anticipated" has two fields labeled "Min" and "Max", each with a dollar sign icon. A "Continue To Venue" button is at the bottom.

Low-fidelity prototype

Link to [low-fidelity prototype](#)



Usability study: findings

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

Round 1 findings

- 1 Participants had trouble navigating the website
- 2 Found booking flow to be confusing
- 3 Participants needed better instructions and navigational cues

Round 2 findings

- 1 Participants preferred booking to have its own “area”
- 2 Navigational cues helped participants complete booking flow
- 3 Images and icons helped with visuals

Refining the design


- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Before usability study

After usability study

About Us



Discover [Name of Venue], the perfect blend of historical charm and modern elegance. Our venue is located in the heart of [City/Location] and has been a premier wedding destination for [number of years].


Our stunning gardens, spacious ballroom, and elegant decor make [Name of Venue] the perfect setting for your special day. Our team of dedicated professionals will work with you to bring your vision to life, and ensure that every detail is taken care of.

Venue

Hotel Ballroom	Outdoor Venue
Pavilion	Beachside Venue

Don't miss this opportunity to experience the magic of [Name of Venue]! Contact us today to schedule a tour and start planning your dream wedding!

Gallery



Lorem Ipsum
Lorem ipsum lorem ipsum
lorem ipsum

Get in Contact With Us

Get in touch with us and start planning your dream wedding today! Fill out the form below and one of our representatives will get back to you as soon as possible.


Name

Email Address

Message







About Us



Discover Lily Patch Venue, the perfect blend of historical charm and modern elegance. Our venue is located in the heart of Orlando, Florida, and has been a premier wedding destination for 10+ years.

Our stunning gardens, spacious ballroom, and elegant decor make Lily Patch Venue the perfect setting for your special day. Our team of dedicated professionals will work with you to bring your vision to life, and ensure that every detail is taken care of.


Our Venues

 <p>Hotel Ballroom</p> <p>1000 sq ft • 100 guests</p> <p>View Details</p>	 <p>Outdoor Venue</p> <p>2000 sq ft • 200 guests</p> <p>View Details</p>
 <p>Pavilion Venue</p> <p>1500 sq ft • 150 guests</p> <p>View Details</p>	 <p>Beachside Venue</p> <p>8000 sq ft • 800 guests</p> <p>View Details</p>


Testimonies From Past Clients

See what past clients are saying about our venue!

"We cannot thank Lily Patch enough for making our wedding day truly unforgettable. From the stunning outdoor ceremony space to the elegant ballroom reception, every detail was taken care of and exceeded our expectations."

 Lindsay Hutch
5 hours ago

Our wedding at Lily Patch was simply perfect. From the moment



Mockups

Home Venue Weddings Booking

lily patch venue

Login

Get Started

Turning A Dream
Into Your
Reality

Contact Us

About Us

Discover Lily Patch Venue, the perfect blend of historical charm and modern elegance. Our venue is located in the heart of Okaloosa County and has had a proven wedding destination for 30+ years.

Our stunning gardens, spacious ballrooms, and elegant outdoor venue do it all. We have the perfect setting for your special day. Our team of dedicated professionals will work with you to bring your vision to life and ensure that every detail is taken care of.



Our Venues



Hotel Ballroom

Our most luxurious hotel ballroom and is transported to a world of elegance and sophistication. With stunning decor, state-of-the-art amenities, and unparalleled service, our ballrooms is the perfect venue to make your dream wedding or event a reality.

\$4000+

[View Details](#)



Outdoor Venue

Experience the beauty of nature with our outdoor venue! With lush greenery, stunning views, and a serene atmosphere, our venue is the perfect place to create unforgettable memories for your special occasion.

\$4000+

[View Details](#)

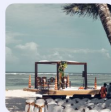


Pavilion

Welcome to our beautiful pavilion, a luxurious open-air space where you can indulge in a truly unique dining experience. Surrounded by lush greenery and equipped with state-of-the-art amenities, our pavilion offers a perfect blend of comfort and nature, making it the perfect spot for your next special occasion or gathering.

\$6000+

[View Details](#)



Beachside Venue

Experience a breathtaking seaside setting and soak in the warmth of the sun at our beachside venue. Whether you're planning a wedding, corporate event, or a romantic getaway, our venue offers stunning ocean views, endless fun activities, and delicious cuisine that will leave you and your guests wanting more.

\$2000+

[View Details](#)

Home Venue Weddings Booking

lily patch venue

Login

Get Started

[← Back To Information](#)

Based on your information

Sat, Feb 25 2023 06:30 PM 400+ \$4,000-\$12,000

Choose Your Preferred Venue



Outdoor Venue



Catering Options

Choose the option that best fits with your wants and needs!

Full-Service Catering

With this option, the catering company will take care of everything from setup to cleanup.

\$4000

Does not include alcohol prices, taxes and gratuity.

[Book](#)

What is included in the package:

- ✓ Event menu
- ✓ Choose seat plans
- ✓ Set up & take down

Food truck Catering

Food trucks can offer a variety of cuisines, and they can be set up and moved anywhere for the wedding reception.

\$3500

Does not include alcohol prices, taxes and gratuity.

[Book](#)

What is included in the package:

- ✓ Choose the type of food
- ✓ Set up & transport
- ✓ Pay for the rest of the event

Buffet-Style Catering

Buffet style catering allows guests to choose their own food from a selection of dishes set out on long tables.

\$2000 est.

Does not include alcohol prices, taxes and gratuity.

[Selected](#)

What is included in the package:

- ✓ Choose your menu
- ✓ 40+ minutes serving time
- ✓ Help with set up & take down

Lily Patch Venue



Lily Patch Venue

[← Back To Booking](#)

Review Your Details

Contact Details

Name

Brianne Smith

Email

brsmithwedding@wedding.com

Event Details

Sat, Feb 25 2023

06:30 PM

400+

\$4,000-\$12,000

Venue Details, Catering & Rentals



Outdoor Venue

Buffet-Style Catering

Buffet-style catering allows guests to choose their own food from a selection of dishes set out on long tables.

\$2000 Est.

Does not reflect actual price, taxes not included

What is included in the package

- Choose your menu
- No hassle serving food
- Help with set up & take down

[Selected](#)

First Name

Last Name

Username or email

Password

Date And Time Anticipated For Event

Date

Time

Guest Count

Guest Count

Estimated Expenses Anticipated

Min \$4000

Max \$12,000

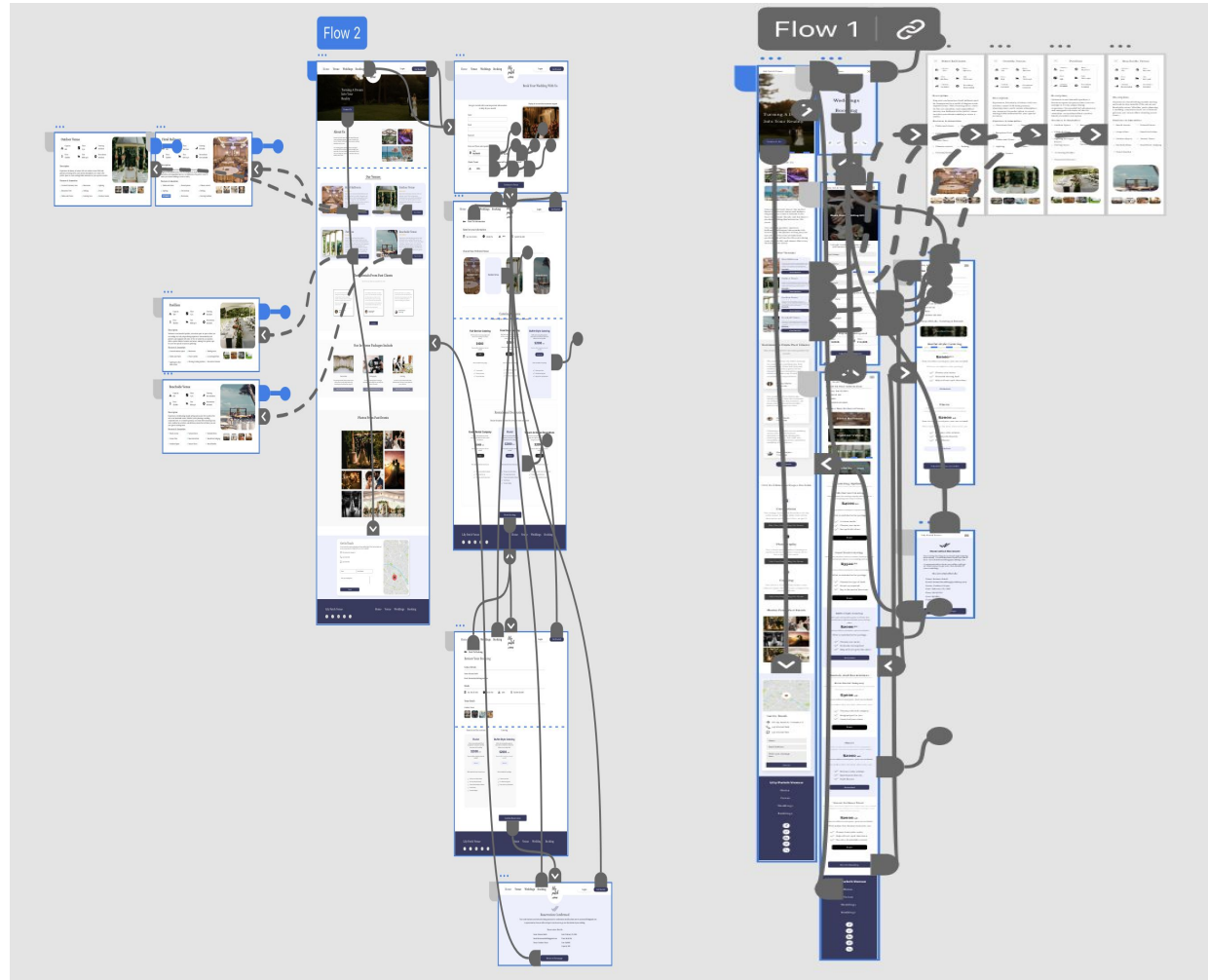
[Continue to Venue](#)

[Confirm Reservation](#)

High-fidelity prototype

[Link to hi-fi prototype](#) - mobile

Link to [hi-fi prototype](#) - web



Accessibility considerations

1

Color Contrast: The color contrast of the website was optimized to ensure that text and graphics were easily readable for users with visual impairments.

2

Responsive Design: The website was designed to be responsive, ensuring that it is accessible on different devices, including desktops, laptops, tablets, and smartphones.

3

Accessibility Standards: The website was designed to meet accessibility standards such as the Web Content Accessibility Guidelines (WCAG), ensuring that it is accessible to the widest possible audience.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The redesign of Lily Patch's website was a success, resulting in increased bookings and positive feedback from users. The human-centered design approach played a key role in ensuring that the website was user-friendly and visually appealing, while also reflecting the brand and business objectives of Lily Patch.



What I learned:

One of the key takeaways from this project was the importance of accessibility inclusion in the design process. By ensuring that the website was accessible across all devices, we were able to provide a seamless experience for all users, regardless of their device preferences. This helped us increase the reach of the website and attract a wider audience.

Next steps

1

I could consider conducting regular user testing and updating the website with new features to further enhance the user experience.

2

Conduct more user research to determine if there are new pain points that need to be addressed.

Let's connect!



Thank you for taking time to review my work on the! If you'd like to see more or get in touch my contact information is provided below.

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Website: www.alejandraramosux.com