Lily Patch Wedding Venue

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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

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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

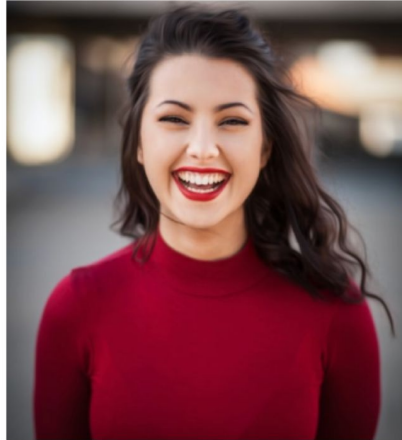Checkout process for booking a venue was strenuous

4

Pain point

Users had to call venue for prices

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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.

Briana 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.

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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	• Nervous • Excited	• Curious	• Optimistic • Eager	• Happy • Relieved	• Fulfilled • Satisfied
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-fidelity prototype
- Usability studies

Paper wireframes

Mobile

Web

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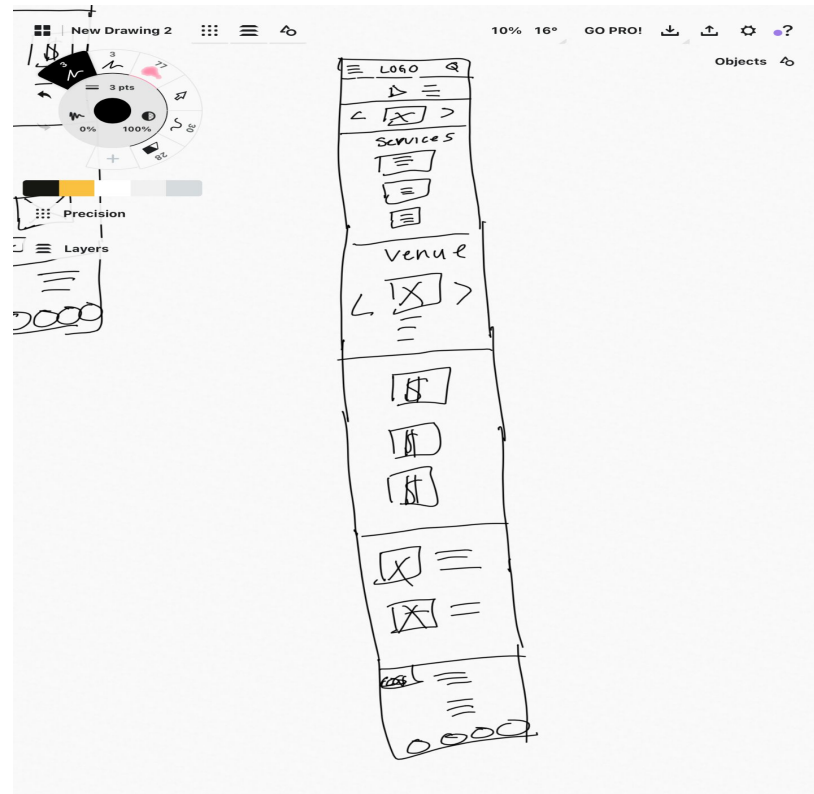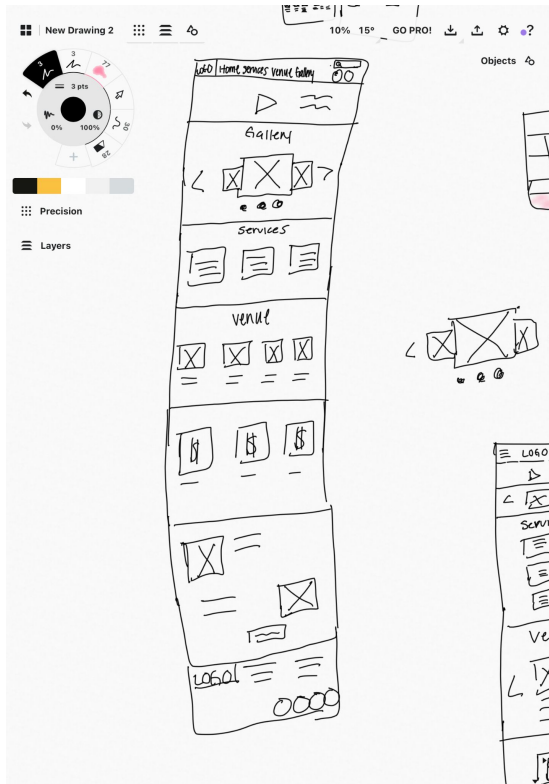
Digital wireframes

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

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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 a clearer.

Home   Venue   Weddings   **Booking**

Account

Book Your Wedding With Us

Lets get started with some important information to help fit your needs!

Name

Email

Date and Time Anticipated For Event

Date

Time

Guest Count

Estimated Expenses Anticipated

$ Min

$ Max

Continue To Venue

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Low-fidelity prototype

Link to [low-fidelity prototype](#)

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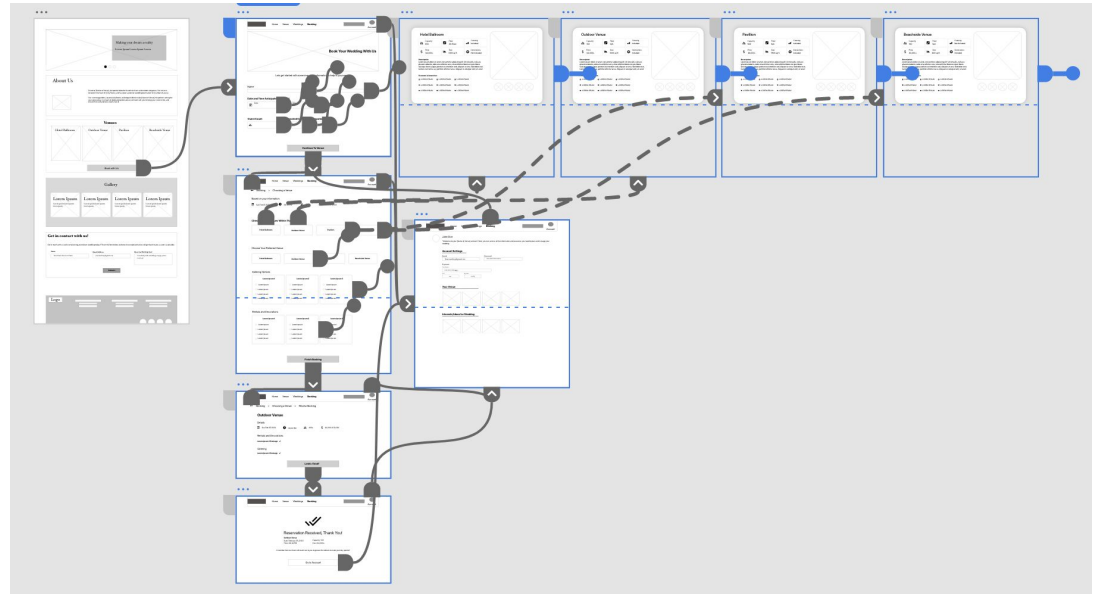
Usability study: findings

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

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Refining
the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Mockups

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High-fidelity prototype

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

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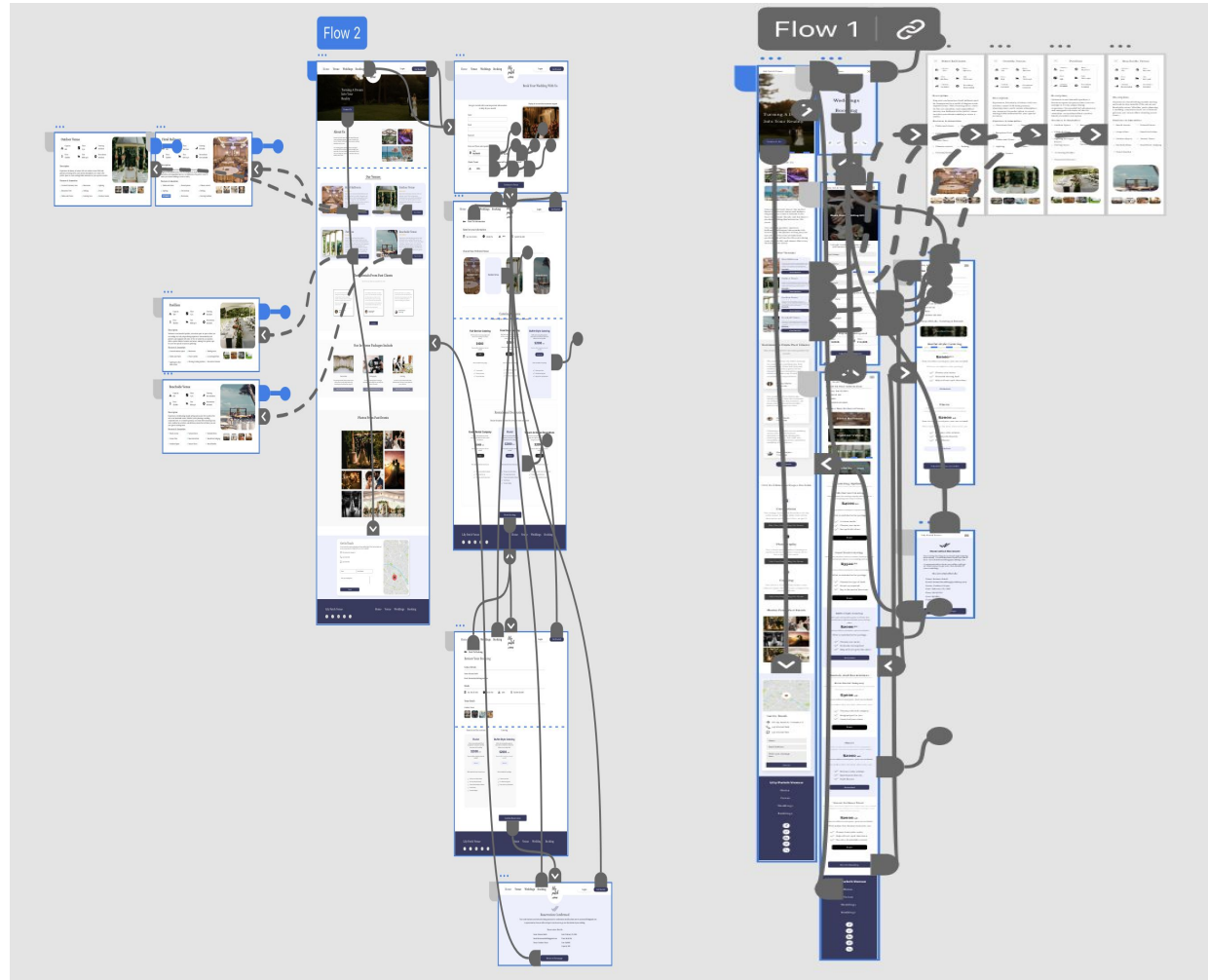
Accessibility considerations

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.

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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.

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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 they is new pain points that need to be addressed.

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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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