

Wedding Venue App Usability Study

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Team

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Table of Contents

Section 1 Study Details

Section 2 Themes

Section 3 Insights & Recommendations

Study Details

Project Background

We are creating a new app to help people find and book a wedding venue. We need to find out if the main user experience; finding and booking a wedding venue, is easy for users to complete.

Study Details

Research Questions

How long does it take for a user to select and book a wedding venue in the app?

Are user's able to successfully book the venue that they want?

What can we learn from the user flow or the steps that users take, to book a wedding venue?

Participants

5 participants

2 Females, 2 males, and 1 non-binary individual between the ages of 23-65

Methodology

15 minutes per participant

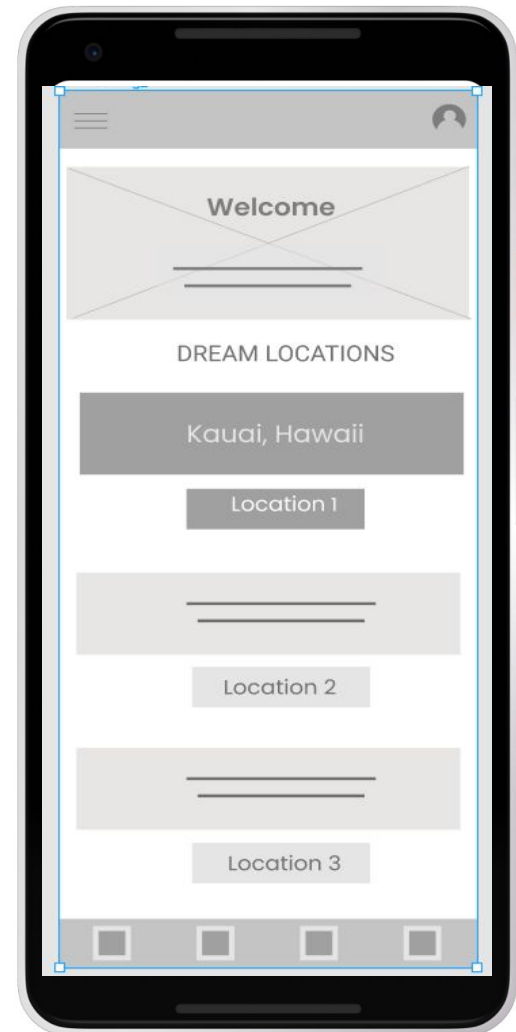
United States, remote

Unmoderated Usability Study

Users were asked to perform tasks in a lo-fi prototype

Prototype / Design Mocks Tested

<https://www.figma.com/file/gG1PBa6Y0UFGA3RSe5qPf6/Wedding-App?node-id=2%3A3>



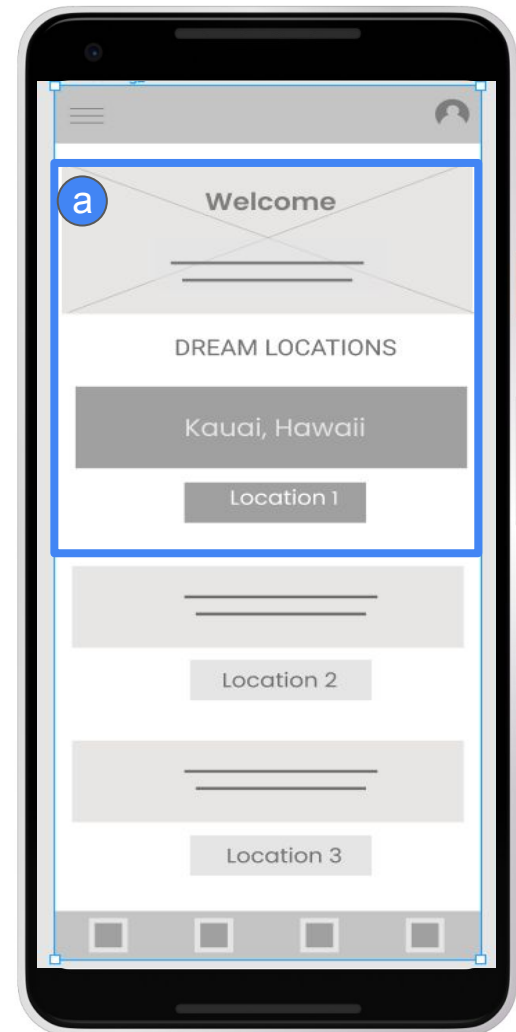
Themes

For most users, it's not immediately clear where to go on the homepage

- 3 of 5 of the participants were confused on how to navigate the homepage
- Not all users who wanted to book a wedding venue expressed the same level of frustration.

"I was able to book my venue, but when I first got to the website, I was confused as how to begin my search. I was frustrated but pretty quickly figured it out."

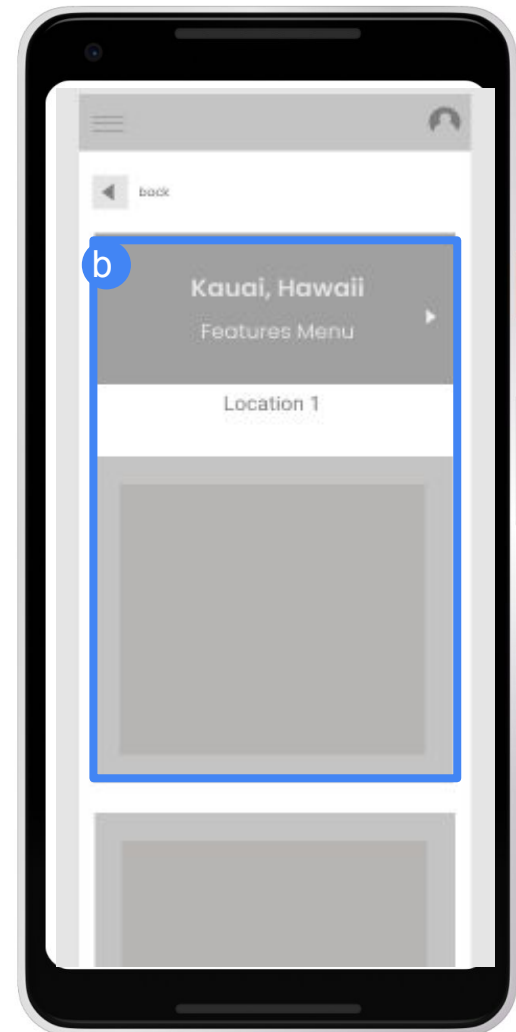
(Participant D)



Users want more clarity on choosing a venue location

- 2 of 5 of the participants were confused on how to choose a venue location
- The 2 out of 5 people who couldn't immediately figure this step out, were mildly frustrated about not being able to proceed.

"I got stuck on the location screen. I wasn't sure if I wasn't supposed to click the box with the text, or keep scrolling to find more items."
(Participant A)



Almost all users were confused by the lack of a calendar function to select their booking date

- 4 of 5 of the participants were confused as to the lack of a calendar to select a date to book their venue.
- All the users who mentioned this function should the same high level of frustration. .

"I got to the booking page and realized I had booked the venue for no date! When am I actually going? That's a pretty important feature."
(Participant E)



Insights & Recommendations

Research insights

Unable to
successfully
navigate
homepage

In general, users would like an easier way to get through homepage to begin booking their venue

Issues with
successfully
choosing a venue
location

Users need an easier user flow to help them quickly choose a location

Calendar option

Most users were very concerned that there is no calendar option for choosing their reservation date

Recommendations

- Users need a way to choose a date for booking a reservation
- Streamline homepage to make it easier for users to navigate
- Enable stronger clues and steps for choosing venue location

Thank you!