

Hitched Hideaways

Alecia Mitchell

Project overview



The product:

Hitched Hideaways is an app that helps users find their perfect wedding location digitally. It also incorporates 360 views of their locations, allowing them a more complete view of their purchase, so that they can book their dream venue with confidence.



Project duration:

March - May 2021

Project overview



The problem:

While the world was on hold, many weddings this past year were delayed. Many betrothed couples were at a standstill in their search for a wedding venue due to occupancy and travel restrictions.



The goal:

My goal was to design an efficient and user focused wedding venue app, incorporating a 360 virtual tour experience, to boost confidence of betrothed couples, our target users, in booking online without the need to travel. Ideally this would increase customer conversion and boost sales in a weakened market.

Project overview



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Project overview



My role:

- UI/UX Designer and Researcher designing a mobile app for Nosh, from conception to delivery.



Responsibilities:

- User Research: Conducting interviews and usability studies
- Wireframing: Paper and Digital
- Prototyping: Low and High Fidelity
- Accounting for accessibility
- Iterating on Designs

Understanding the user

- User research
- Problem & Hypothesis Statements
- Personas
- Empathy Map
- User journey map

User research: summary



Since the goal of User Research is to prioritize the user, I started with foundational research. I wanted to define the problem in order to be able to design the solution, so I asked these questions:

- What should I build?
 - What are the user problems?
 - How can I solve them?
1. For the *empathize* phase, I interviewed potential users to build empathy maps and user personas to identify their perspectives and pain points. I then crafted user stories and user journey maps, incorporating secondary research when I spoke with potential users to identify their potential pain points with using existing web services.
 2. After synthesizing the information I had accrued, I was able to use the a problem statement, a subsequent hypothesis statement, and a value proposition on the *define* segment.
 3. In the *ideate* phase, I took everything I had learned about the user problems and started brainstorming design solutions. At this stage I conducted a competitive audit, and completed brainstorming design actives such as “How Might We” and “Crazy 8’s.”
 4. In the *prototyping* and *testing* phases, I conducted two rounds of Usability Tests and wrote a detailed report on my findings to help guide my designs moving forward.

My assumptions on navigating a wedding venue app changed dramatically after conducting thorough user research. I had gone in to it thinking that it should be a fairly simple process, but after putting myself fully in my users’ shoes, wound up realizing just how difficult and frustrating the process can be!!

User research: pain points

1

Time

Andrea doesn't have much time to travel to scope out wedding venues, so the product needs to be efficient and detailed so she can find the perfect spot.

2

Financial

Andrea wishes wedding apps and sites were more transparent about pricing. This encourages us to value transparency in our product.

3

Travel Restrictions

Andrea's wedding plans have been hampered by the pandemic, and there still aren't many travel options available to her. We need to help her get a true and accurate feel of the destination to help her narrow down her choices.

4

Information Architecture

Andrea has very specific ideas about what she wants in a wedding venue, so we need to make sure to develop an informative app with lots of detail to make it easier to narrow down her choices.

Persona: **Andrea**

Problem statement:

Andrea is a busy bride to be who needs a detailed wedding venue app because she doesn't have a lot of time to travel to different locations.



Andrea George



36



Seattle, WA



Restaurant Manager
Nursing Student



Lives with fiancé and two dogs

Bio

Andrea and her fiancé are getting married next June, and are looking to book their location soon. She is very busy with work and school, and her fiancé travels for work, so they don't have much time together to make decisions.

Wants & Needs

- * She would like an all inclusive destination wedding.
- * She would like to be able to see the venue quickly and thoroughly online, without have to spend valuable time and money traveling.

Tech

Andrea is tech savvy and uses several technologies on a daily basis. She has no problem quickly scanning the internet to find information she needs.

Personality

Andrea likes wearing Vans shoes, digging in her garden, snuggling with her puppies, and putting lots of things in her Amazon cart for future purchasing.


Frustrations

- * She wants an inclusive destination wedding package, but doesn't want to have to spend time and money traveling around to find her perfect spot.
- * She needs to be able to get all of her information in one place to narrow down her choices.

Persona: Javier





Problem statement:

Javier is a busy working professional who needs an efficient but comprehensive way to search for their perfect wedding location.



"Technology helps bring people together."

Javier Tibbs

-  29
-  San Francisco, CA
-  Software Engineer
-  Engaged and has two cats

Bio

Javier and their fiancé Josh, have not set a date for their wedding, but they are looking at possible destination venues to hold their large crew for several days. Both Javier and their fiancé work remotely, so they have a bit more time to devote to travel.

Wants & Needs

- * They would like a large wedding when the pandemic ends
- * They want to find their ideal location, then make a fun trip out of going to visit in person.

Tech

Javier works in the tech industry, so is an early adopter and loves their gadgets. They do mostly online shopping and have several social media accounts.

Personality

Javier likes all things Mac, cooking extravagant meals for Josh, reading tech articles, and playing video games in his down time.

Frustrations

- * They have very specific ideas of what they want in a venue and location.
- * They need an informative app with lots of detail to make the narrowing down process easier.

Persona: **Andrea**

Problem statement:

Christiana is a graduate student who needs a way to find accessible and inclusive options for her destination wedding.



Christiana Marcos



43



Atlanta, GA



Graduate Student



Lives with partner and service dog

Bio

Christiana is a freelance film producer who lives with her partner and service dog. She wants a destination wedding with her partner but has definitive needs when it comes to traveling long distances.

Wants & Needs

- * She would like an all inclusive destination wedding to limit unnecessary traveling and mobility.
- * She would like to be able to browse her venue locations online, without having to travel.

Tech

Christiana is good with tech and uses several technologies on a daily basis. Her assistive technologies consist of voice to text, a high mobility wheelchair, and has hand controls equipped in her van so she can drive where she needs to go.

Personality

Christiana is very outgoing and loves to be around people. She likes to be self sufficient. She spends her free time championing the disabled community and helping the ADA brand awareness on social media.

Frustrations

- * She wants an inclusive destination wedding package, but is limited in her ability to travel without proper planning.
- * She needs clearly depicted accessibility information to help her make a decision that is right for her needs.

Empathy Map: Andrea

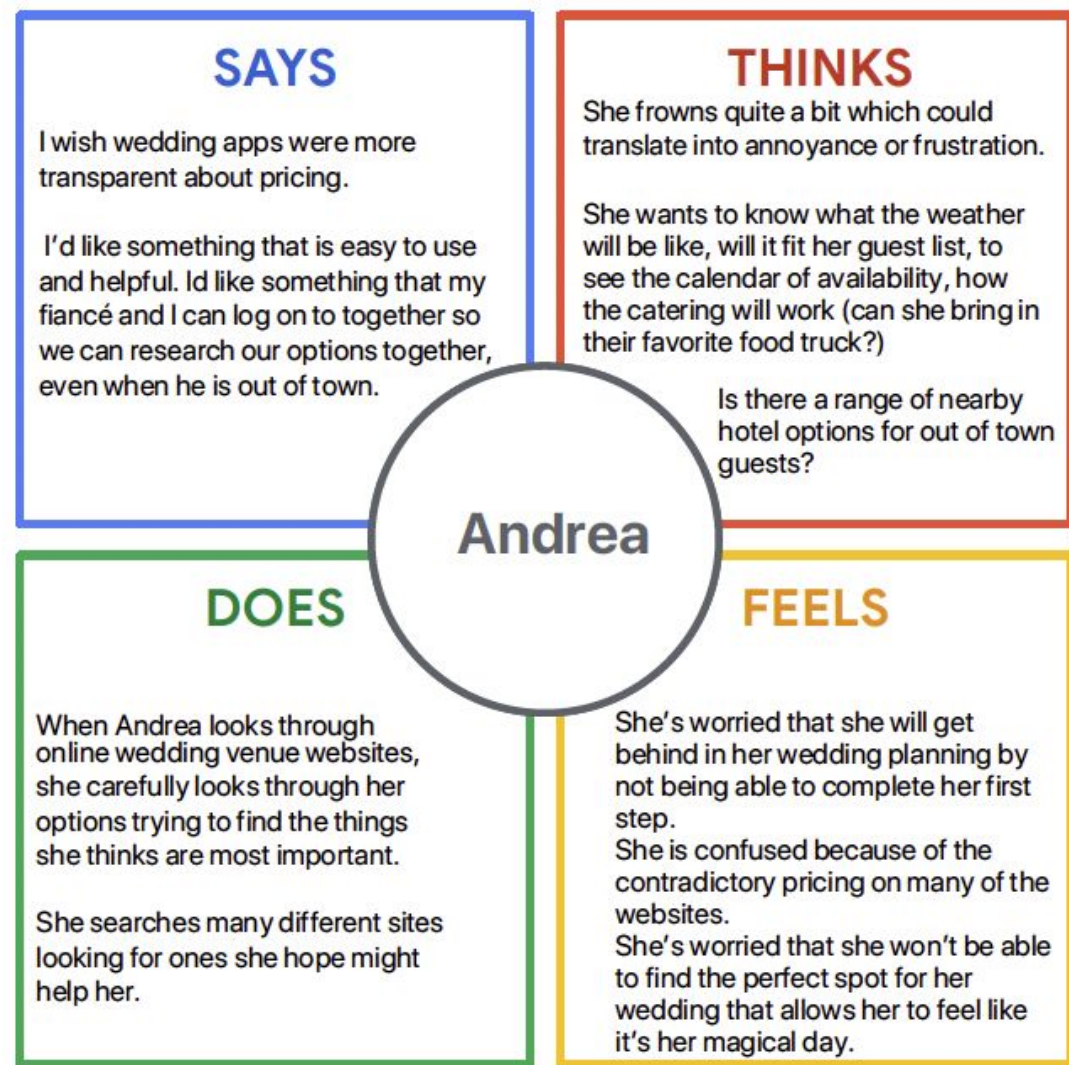
Interview Transcript excerpt:

Name: Andrea George

Situation: Andrea is a 36 year old female who recently became engaged. She has a demanding job as a bar manager while she is in nursing school full time. She also has 1 puppy and an older special needs dog that demands a lot of her rare free time. Andrea's partner works for a film design firm that takes him out of town for long stretches of time.

UX Researcher: Can you describe your current process of searching for a wedding venue?

Andrea: I'm so busy that I don't have a lot of time to devote to searching around for a venue, so I feel stuck. That's the first step in this process but I feel like I can't get very far. I need help.



User journey map

Creating this user journey map helped me understand the obstacles facing Andrea on her path. It also helped reduce the impact of my own designer biases, by understanding how Andrea thinks and feels through every step. This new comprehension allowed me to recognize roadblocks and pain-points to correct, by identifying improvement opportunities. For example adding a second person to log into same account, so that partners may share the experience.

User Journey Map: Andrea George

Goal: Get a detailed view of a wedding venue online before booking or touring

ACTION	Get App	Enter Initial Info	Establish Priorities	Start Venue Search	Reach Out to Venue
TASK LIST	Tasks A. Download app B. Set up account C. Add current location	Tasks A. Estimate budget B. Estimate guestlist C. Narrow down dates	Tasks A. Outdoor or indoor B. In-house food or catered C. Elegant or rustic	Tasks A. Search venues in desired location B. Narrow by desired amenities C. Peruse venues as joint effort with partner	Tasks A. Are dates available? B. Confirm capacity set up C. Live tour or book
FEELING ADJECTIVE	User emotions Excited to search for special place	User emotions Excited but anxious about details	User emotions Annoyed that there wasn't more details in app to help with priorities	User emotions Happy to find venues but frustrated they couldn't search with partner	User emotions Excited to find great spot, but worried that it won't live up to pictures and accurate pricing is established.
IMPROVEMENT OPPORTUNITIES	Area to improve Add app map to make finding and adding locations easy	Area to improve Allow for detailed budget and guest list calculators and available dates calendar access	Area to improve Add user reviews to help choose options, and add lots of extra potential details like pet-friendly, accessible for wheelchairs, allows outside catering, etc.	Area to improve Add a second person to same login account so partners can look together and/or leave notes for each other in app, and option to save notes and changes	Area to improve Make sure that venue contact info is correct, make sure that the photos are high-resolution, up to date and accurate, and include alt-text, and make sure the pricing details are transparent

Understanding the competition

- Competitive Audit Spreadsheet
- Competitive Audit Report
- Crazy Eights

Competitive Audit Spreadsheet

Competitive audit						
Competitor	Competitor type	Visual Layout	Budget Pricing	Resources	Appointment Booking	Accessibility
Zola	Indirect	Appealing and clutter free, easy to read layout and navigation, nice art direction and style and good use of photography—fully responsive	No budget calculator	Free wedding website, in-app registry, wedding checklist, guest-list template, countdown widget, add gifts, search vendors, track rsvps, and order invitations	Cannot book venues through app	Only offered in English, with no accessibility features
Wedding Spot	Direct	Appealing layout with neutral text and lots of beautiful photographic images representing various wedding venues and locations, but images seem too tightly spaced together, a bit dense and overwhelming—website not responsive	You can enter budget information for venue pricing	Access to exclusive deals and discounts	Able to book free appointment to tour venues	Only offered in English, with no accessibility features
Weddmate	Indirect	Simple, clean layout; colorful but not overwhelming. Clear information architecture and hierarchy, and buttons have consistent branding—website not responsive	Allows budget planning	Add vendors to tasks, and keep all tasks in one place, each task has info with own image, countdown widget	Gives contact information for vendors to potentially book services	Worldwide, offers access to resources and vendors in many native languages
The Venue Report	Direct	Beautiful, elegant website, muted colors and high res images, it draws you in with the beauty and simplicity of its design. Clear brand identity with the photographic imagery and font styles—fully responsive	Shows venues by budget that you choose	Log into dashboard and save favorite venues, offers destination package bookings of venues, offers wedding planning you can share with your partner, allow users to request tours	Messaging system to contact one or multiple venues so you don't repeat yourself over and over to separate venues	Offers services in over 100 countries, with a language option and lists venues accessible for disabilities

Competitive Audit Report

My goal in this competitive audit is to identify my key competitors and review the products my competitors offer.

I am looking at their visual layout and navigation, how they approach pricing for budgets, what resources they offer, how they handle appointment booking and their accessibility features. I also am examining what the competition does well and what they could do better; searching for their strengths and weaknesses.

Key Competitors

My key competitors are: Zola, Wedding Spot, Weddmate and The Venue Report. Wedding Spot and The Venue Report are direct competitors, as they focus on wedding venues. Zola and Wedding spot are indirect competitors are more indirect competitors offering more full service wedding planning.

Type and quality of competitors' products

- Zola's app is cohesive and very easy to use. Users can see their options at a glance, and they do a great job with the minimalist design to keep you from getting overwhelmed with the amount of information.
- Wedding Spot's app is comprehensive with beautiful photography and and allows users to select and compare multiple wedding venues.
- Weddmate offers worldwide services to find everything from vendors, to restaurants to hair and makeup. It also offers an appealing wedding assistant layout.
- The Venue Report is a beautiful app and website that focuses on high-end destination venues. They offer recommendations in trendy new openings and travel inspiration.

How competitors position themselves in the market

- Zola—Markets itself as a one stop wedding planning and registry app, and want to reinvent the way users plan their wedding. They boast everything from invites to websites.
- Wedding Spot—Positions itself as a lifestyle app, to search for and book tours of venues through their extensive catalog of locations.
- Weddmate—Markets itself as the premiere site to connect users with vendors of all kinds, all over the world.
- The Venue Report—Positions itself as an elite, high-end destination lifestyle site. They market themselves in a 100 different countries.

Competitive Audit Report, cont.

My goal in this competitive audit is to identify my key competitors and review the products my competitors offer. I am looking at their visual layout and navigation, how they approach pricing for budgets, what resources they offer, how they handle appointment booking and their accessibility features. I also am examining what the competition does well and what they could do better; searching for their strengths and weaknesses.

What competitors do well and what they could they do better

Things Zola does well:	Things Wedding Spot does well:	Things Weddmate does well:	Things The Venue Report does well:
<ul style="list-style-type: none">• Simple, minimal but comprehensive design, easy to navigate• Offers a ton of resources to help plan and organize weddings• An in-app one stop wedding registry• Offers a free wedding website to share	<ul style="list-style-type: none">• Beautiful photography• Offers exclusive deals and discounts• Allows users to book free tours through app	<ul style="list-style-type: none">• Simple, clean, colorful layout easy to navigate• Consolidated task widget• Accessible in many languages• Links to vendor contacts so users can reach out directly	<ul style="list-style-type: none">• Beautiful, elegant and consistent branding• Messaging system to contact one or more vendors at a time• Allows login to save venues• Offers accessibility options
Things Zola could do better:	Things Wedding Spot could do better:	Things Weddmate could do better:	Things The Venue Report could do better:
<ul style="list-style-type: none">• Offer a budget calculator (first step in planning a wedding!)• Offer their site and translations in more than one language	<ul style="list-style-type: none">• Offer responsive web version• Clean up hierarchy to find items easier	<ul style="list-style-type: none">• Offer responsive web version• Offer their site and translations in more than one language	<ul style="list-style-type: none">• Offer a mobile app version

How competitors talk about themselves

<ul style="list-style-type: none">• Zola--"We will do anything for love", they claim to be the easiest way to plan your wedding and register. They offer in-app registry, essentially the middle man so you can choose your products from different shops and keep them all in one place.• Wedding Spot--"Lifestyle App", they say they they are the "only spot" to search, price, and compare wedding venues. They appeal to users who dont want to make a bunch of phone calls, and can instead choose venues and book straight from app.• Weddmate--"Marriage planning for bride", wedding planner app that allows you to be your own wedding expert by giving you all the resources you need to plan your dream wedding. It acts as a wedding assistant.• The Venue Report--"We believe in trusted curation and connecting people with outstanding settings and experiences", a high end website where users find find their perfect destination spot, and an elite marketing platform of invite-only venue profiles.
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Crazy Eights

Identify gaps and opportunities:

How might we make Hitched Hideaways more streamlined and accessible for users?

Three ideas generated with Crazy Eights:

- Finding the perfect wedding venue is priority of this app, so the focus will be in the search and filter section for this screen. Along with this, it could have an in-app map feature where users can search by location, and click on areas that appeal to them.
- Have a budget calculator to not only allow for users to type in their whole estimated budget, but also to keep track of payments made to venue (down payments and installment payments).
- Incorporate a guest list manager, so that the users can keep track of who is coming, in order to keep an eye on the reception costs.



Starting the design

- Storyboards
- User Flow
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Big Picture Storyboard

The goal of a storyboard is to be able to visualize and understand potential solutions to the problems the user is facing. For this Big Picture storyboard, I am focusing specifically on the user and their pain points, in order to find useful solutions.

UX Design Storyboard

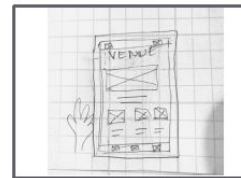
Scenario: An app that allows users to find, and book a wedding venue, without having to deal with unnecessary travel



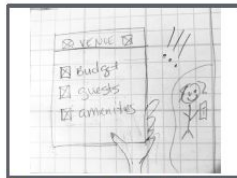
Andrea is very busy and needs to find a venue for her wedding without having to travel.



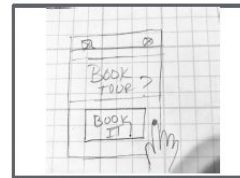
She heard about a wedding venue app that can help her and gets excited.



Andrea uses the app to research her ideal location.



The app is very detailed, allowing Andrea to choose her dream destination all in one spot.



In the app, Andrea can book the venue based on her schedule, without wasting time traveling around.



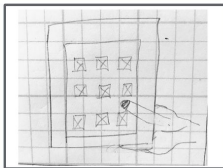
Andrea books the venue, and they and their fiancé are happy and relieved.

Close-Up Storyboard

The goal of a storyboard is to be able to visualize and understand potential solutions to the problems the user is facing. For this Close-up storyboard, I am focusing specifically on the technical aspects and details of my solutions.

UX Design Storyboard

Scenario: An app that allows users to find, and book a wedding venue, without having to deal with unnecessary travel



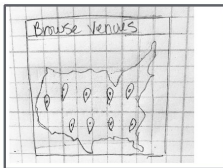
Andrea opens wedding venue app by tapping on icon.



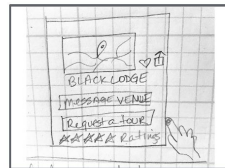
Andrea starts by using the budget calculator to enter current and future expenses to gauge how much she can spend.



Andrea then enters her filters to narrow down venues within her budget and needs.



The app shows Andrea all available locations that fit her specifications, and she chooses her location.



Andrea can check venue star ratings, then book right in the app



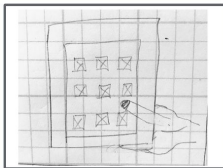
Once Andrea has found the perfect venue, she creates a profile to save her information and book her location through the app.

Close-Up Storyboard

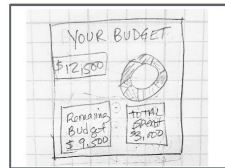
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UX Design Storyboard

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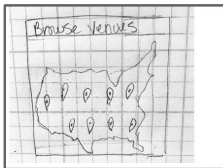
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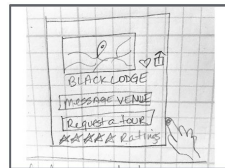
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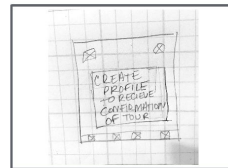
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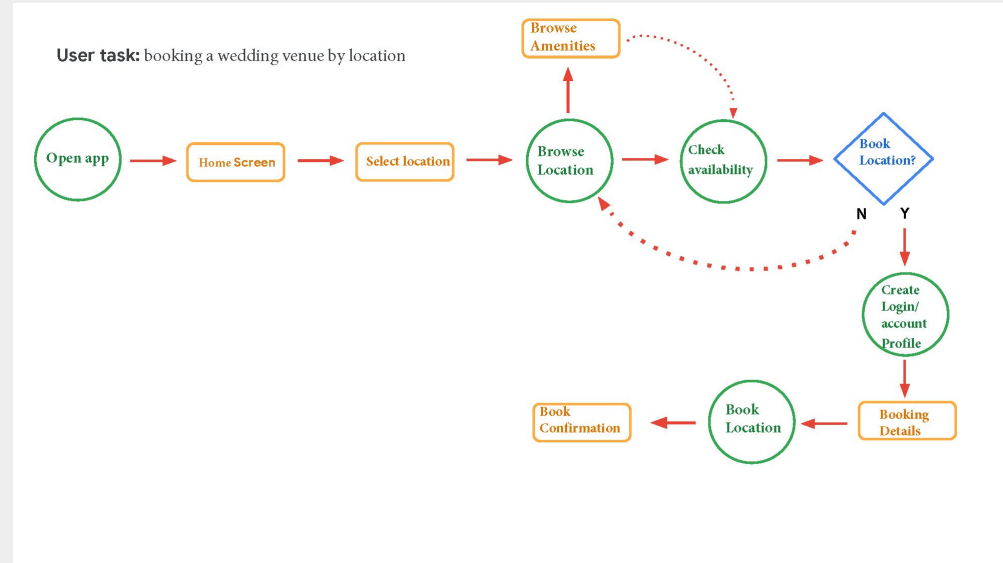
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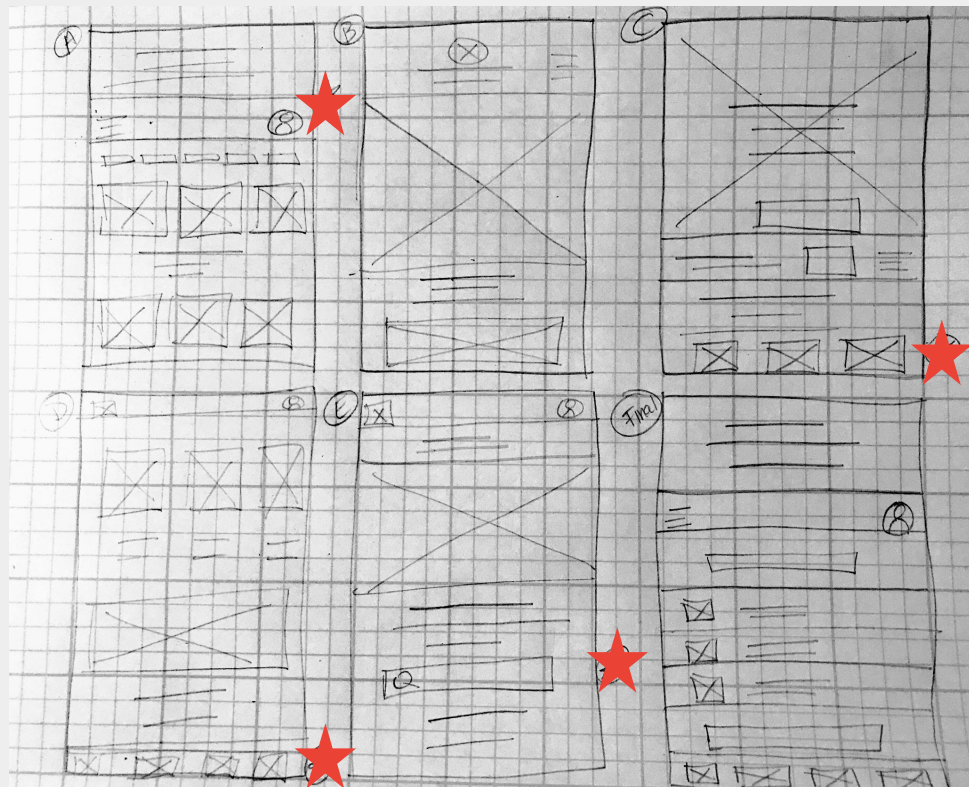
User Flow

In order to design an efficient product, UX designers must have a full understanding of their users and their needs. The beauty of a user flow is, by anticipating our users needs, we can create a clear and simple outline of the path the user needs to take to complete their task.



Paper wireframes

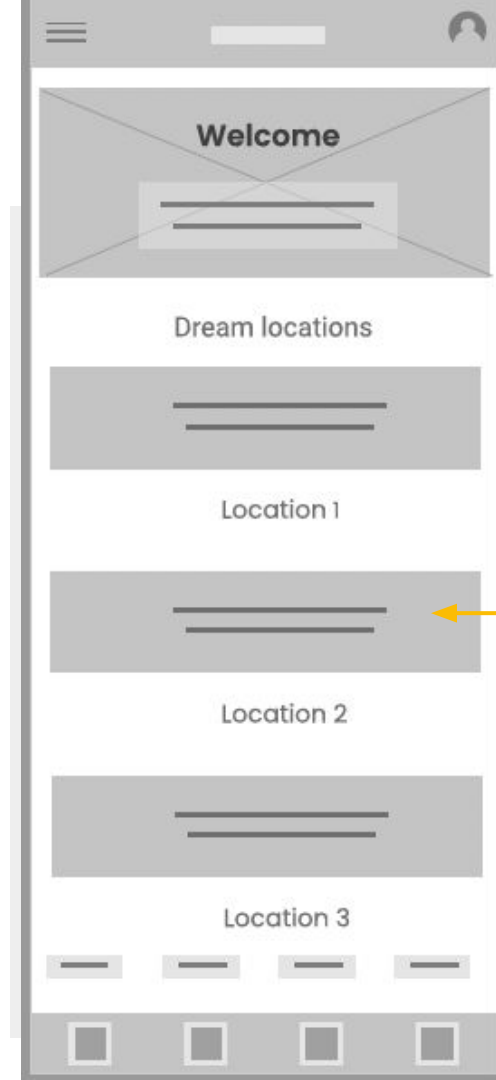
- Paper wireframes are a fast and easy way to help UX designers quickly iterate and explore design ideas. For these five iterations (and one final culmination to explore in digital), I had a few ideas to sift through.
- I narrowed it down to my favorite aspects of the 5 iterations, and made a final frame that I thought I might like to work with in digital.



Digital wireframes

As the design phase continued, I made sure to base screen designs on the feedback and findings from user research.

The home screen has very simple information architecture, and is easy for users to navigate.



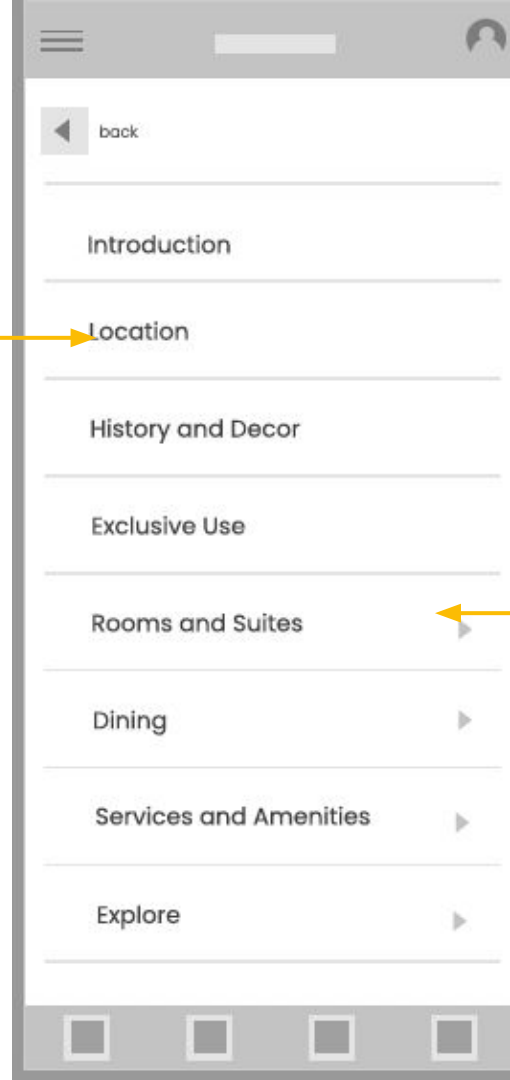
Each location is housed in its own card, to help users quickly and easily narrow down their choices.



Digital wireframes

A detailed navigation and services screen was a high priority user need to address in the designs, and the simple layout makes it easily readable by assistive technologies.

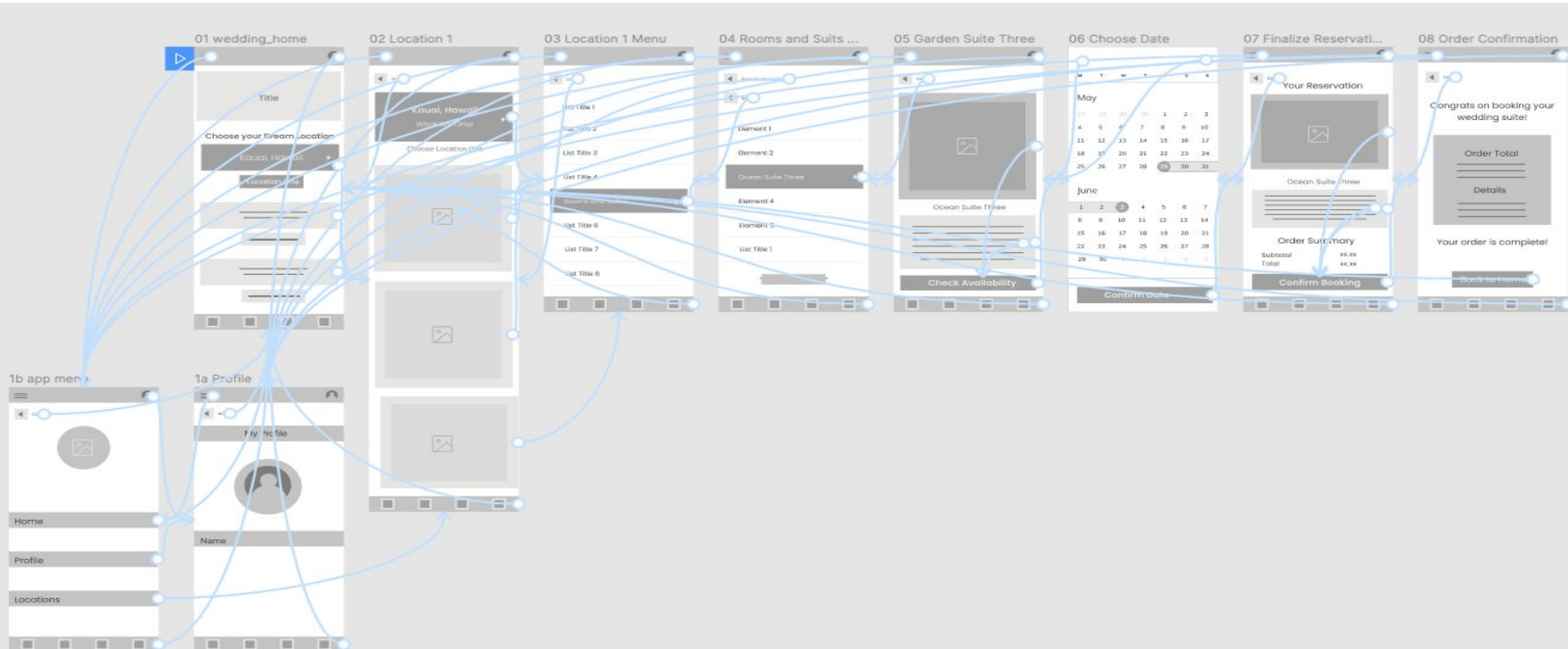
Detailed but easy navigation of services, that may also be read by a screen reader.



Users have plenty of access to the necessary details by expanding a view to a broader area.

Low-fidelity prototype

This lo-fi prototype connects the 10 wireframes in the user flow for booking a wedding venue. It includes connects that allow the user to proceed forwards and backwards within the sequence, and the embedded cues for user navigation are clearly indicated.



Usability Study

- Usability Study parameters
- Research Study Plan
- Note Taking Spreadsheet
- Pattern Identification Template
- Insight Identification Template
- Affinity Map
- Usability Study Findings

Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

5 participants



Length:

15-20 minutes

Usability study: Research Study Plan, pg.1

Introduction	<ul style="list-style-type: none"> • Title: Usability study of wedding venue app • Author: Alecia Mitchell, UX Researcher, alecia@gmail.com • Stakeholders: Wedding Marketing senior executives, including Hannah Vitum (VP of Sales) and Cameron Davis (VP of Design), Wedding app customers • Date: April 24, 2021 • Project background: We are creating a new app to help people find and book their perfect wedding venue. We need to find out if the main user experience, locating the venue and confirming a booking, is easy to complete. We want to understand the precise challenges our users might face in the search/navigation and booking confirmation process, so that we can make this process easier for our users. • Research goals: Determine if users can complete their core tasks in the prototype, and what issues might hinder them from using our app.
Research questions	<ul style="list-style-type: none"> • How long does it take for a user to select and book a wedding venue in the app? • Are users able to successfully book the venue they want? • Do users think our app is easy or difficult to navigate? • What are the users thought processes behind the booking user flow and process? • What are the potential design changes we could make to help improve the user experience?
Key Performance Indicators (KPIs)	<ul style="list-style-type: none"> • Time on task (how long does it take participants to find and book a venue) • Conversion rates (measure the percentage of users who successfully booked a venue) • User error rates (target problem areas that need improvement to refine the ideal user flow through prototype) • System Usability Scale: a questionnaire to evaluate user feedback
Methodology	<ul style="list-style-type: none"> • Unmoderated usability study • Location: United States, remote (participants will complete study in their homes) • Date: Sessions will take place on May 11 and 12, 2021 • Length: Each session will last 15 minutes, based on a list of prompts, and includes a short questionnaire • Compensation: \$20 Target gift card for participation
Participants	<ul style="list-style-type: none"> • Participants range from engaged couples, couples in long term committed relationships, and single individuals, who are looking for a wedding venue or a location to host a private event. Successful app engagement not dependent on location of user. • Two females, two males and one non-binary, ages ranging from 23-65 • One user of assistive technologies (switch device, screenreader)
Script	<p>During the unmoderated usability study</p> <ul style="list-style-type: none"> • Intro: Welcome to our study. Before we begin, do I have your permission to record this session with audio and video? • Please remember that I am not testing you, there are no right or wrong answers, I am only looking for your honest feedback. • This study is being conducted to help make an app that makes it easier to book a wedding/event venue. Your answers will help make this app easier for people to use. • If you have any questions, please don't hesitate to ask.

Usability study: Research Study Plan, pg. 2

Script

Basic Questions

- What does a typical day in your life look like?
- Have you ever wanted to book a venue to host a private event?
- Have you ever booked a venue tour?
- Do you have a favorite type/preference for venues?
- What is the hardest part about booking a venue?
- Do you have enough time on a daily basis to look for wedding venues?

- **Prompt 1:** Choose a venue location within the app.
 - **Prompt 1 follow up:** How easy or difficult was this task to complete? Is there anything you would change about the process of locating a venue?
- **Prompt 2:** Select a date to book the venue.
 - **Prompt 2 follow up:** How easy or difficult was this task to complete? Is there anything you would change?
- **Prompt 3:** Confirm booking of venue and complete checkout process.
 - **Prompt 3 follow up:** How easy or difficult was this task to complete? Is there anything you would change?
- **Prompt 4:** From the homepage, figure out how to navigate to your booking confirmation messages and notifications.
 - **Prompt 4 follow up:** How easy or difficult was this activity to complete? Is there anything you would change?
- **Prompt 5:** How do you feel about this wedding venue app overall? What did you like or dislike about it?

After the unmoderated usability study

The participants will complete the System Usability Scale questionnaire

- Participants will score the following ten statements by selecting one of five responses that range from "Strongly Disagree" to "Strongly Agree."
 - I think I would use the app frequently
 - I found the app unnecessarily complex
 - I thought the app was easy to use
 - I found the various functions in this app were well integrated
 - I need the support of a technical person to be able to use this app.
 - I find the app easy to navigate.
 - I think there is inconsistency within the app.
 - I imagine that most people would learn to use this app quickly.
 - I feel confident using the app.
 - I need to learn a lot of things before I can get going using this app.

Usability study: Note taking Spreadsheet

Note taking spreadsheet [Wedding]

Observations	Participant A	Participant B	Participant C	Participant D	Participant E
Finds this app useful	1	1	1	1	1
Does not find this app useful					
Knows how to get started		1	1		1
Chooses a venue location within the app			1	1	1
Is confused by choosing a venue location	1	1			
Selects a room/suite to book	1	1	1	1	1
Trouble selecting a room/suite to book					
Able to confirm booking of venue and complete checkout process	1		1	1	1
Confused by confirmation and completing checkout process		1			
Able to navigate to profile/notifications page		1	1	1	1
Has a hard time navigating to profile/notifications page	1				
Speaks in a indifferent tone					1
Speaks in a annoyed tone	1				
Speaks in a confident tone		1	1		
Speaks in a positive tone				1	
Has booked a room online before		1	1	1	1
Has never booked a room online before	1				
Confused by lack of options		1			1
Wasn't sure where to go on homepage	1			1	
Confused by lack of date calendar	1	1	1		1

Usability study: Pattern Identification

Pattern Identification Template

1. It was observed that 5 out of 5 participants saw a use for a wedding venue app. This means that the overwhelming majority find the app useful.
2. It was observed that 3 out of 3 participants had difficulty navigating the homepage. This means that for most users, it's not immediately clear where to go on the homepage.
3. It was observed that 4 out of 5 participants had an easy time booking a room and checking out. This means that most of the users find this user flow easy to navigate.
4. It was observed that 1 out of 5 participants had a difficult time navigating to the profile page. This means that most users found this to be a simple process.
5. It was observed that 2 out of 5 participants had trouble selecting a venue location. This means that some participants found this to be a difficult process to navigate.
6. It was observed that 4 out of 5 participants were confused by the lack of a calendar to choose their booking date. This means that adding a calendar would be a necessary addition.

Usability study: Insight Identification

Insight Identification Template

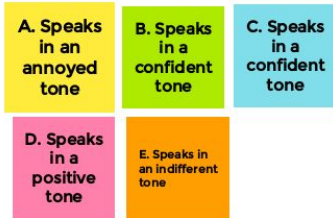
1. Based on the theme that: **for most users, it's not immediately clear where to go on the homepage**, an insight is: **users need better clues for navigating home page.**
2. Based on the theme that: **most users had an easy time navigating the flow of booking a room and checking out**, an insight is: **users need better clues for what steps take when booking a room and checking out.**
3. Based on the theme that: **most users found navigating to their profile page a simple process**, an insight is: **users need a more intuitive way to access the profile icon.**
4. Based on the theme that: **some participants had issues selecting a venue location**, an insight is: **users need better clues for what steps are required to select a venue location.**
5. Based on the theme that: **most users were confused by not having a calendar to book their dates**, an insight is: **users need an accessible calendar function to complete their booking process.**

Usability study: Affinity Map

Useful



Tone



Past Experience



Getting Started



Selecting Room/Suite



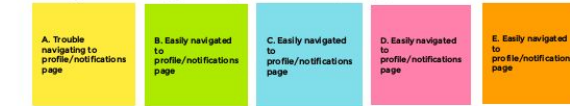
Confirm booking/checkout process



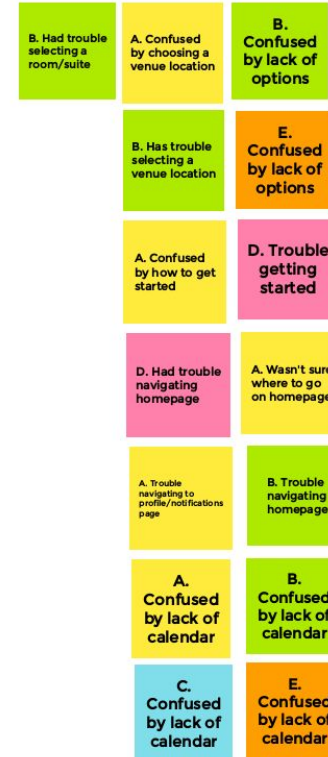
Navigating home page



Navigating to profile page



Confusion



Usability study: findings

These were the main findings that the usability study revealed:

1

Finding

People wanted a clearer navigation flow on the homepage.

2

Finding

Users wanted more clarity on choosing a venue location.

3

Finding

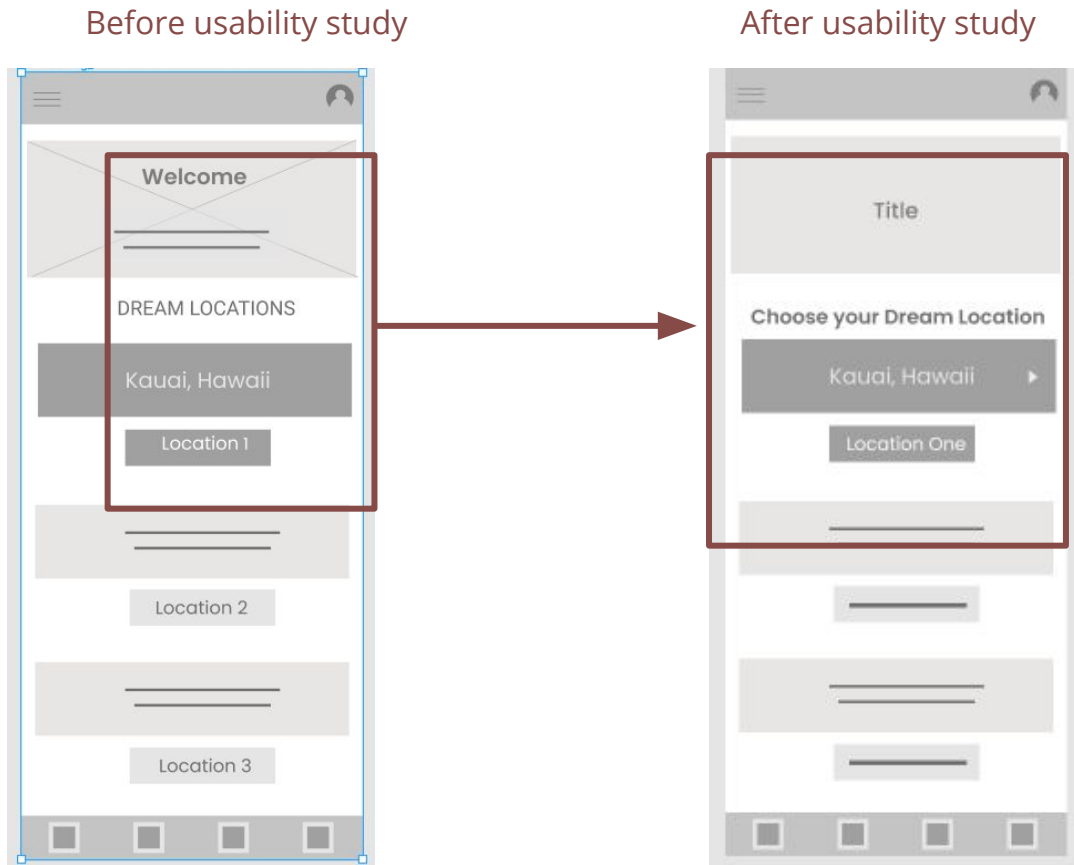
Users need a calendar function to select their booking date.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

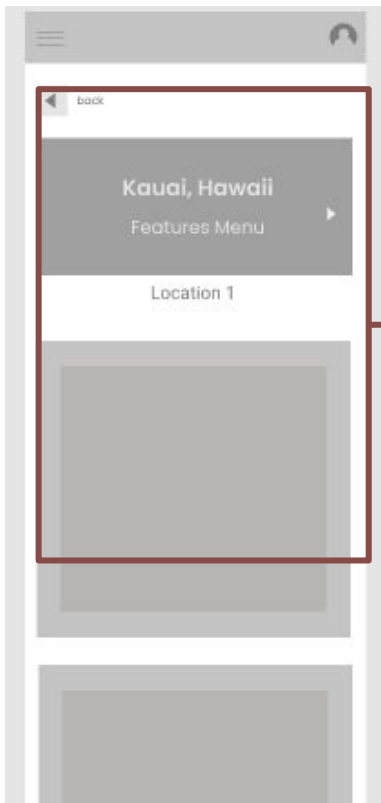
One of the big actionable insights off the bat, were that users were getting confused by the complexity of the homepage. To simplify this process, I streamlined the navigation and clarified the wording.



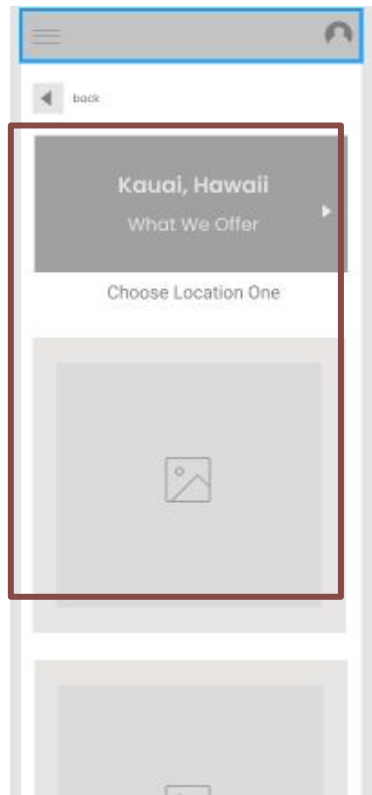
Mockups

Another actionable insight came from choosing a venue location. It wasn't as clear as it could have been, A redesign of the locations page included making the wording clearer and more accessible, and adding image markers.

Before usability study



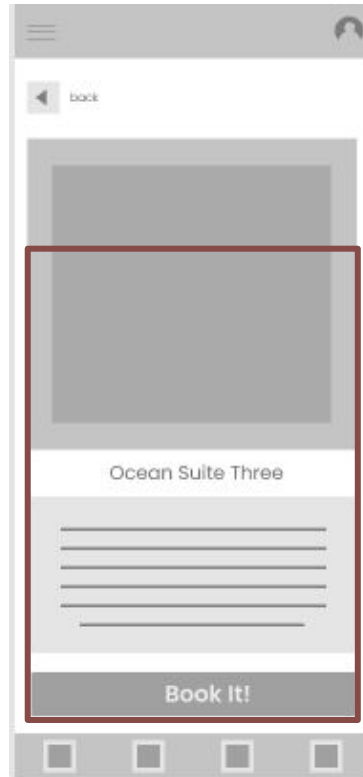
After usability study



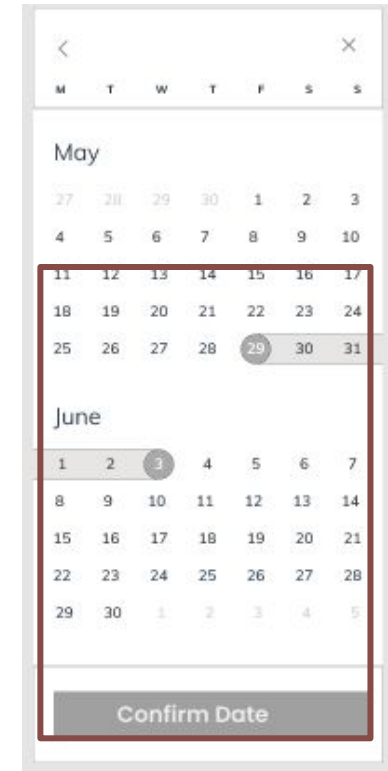
Mockups

The most pressing P0 issue created the biggest actionable insight. Users were not able to choose a date to book their venue. To fix this, a new screen was designed solely for a calendar.

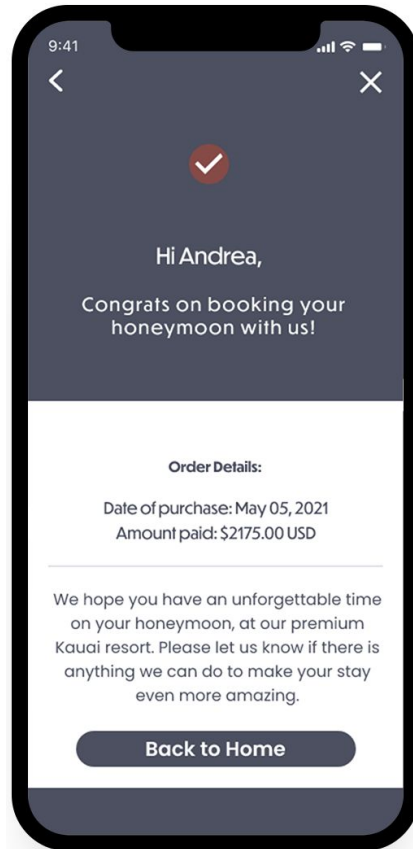
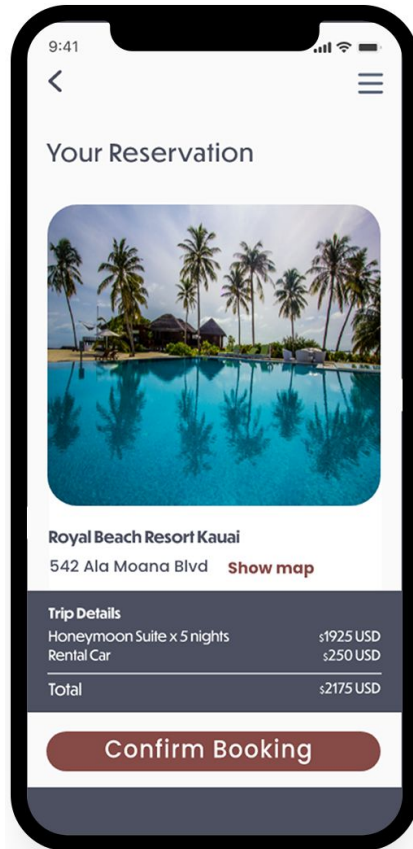
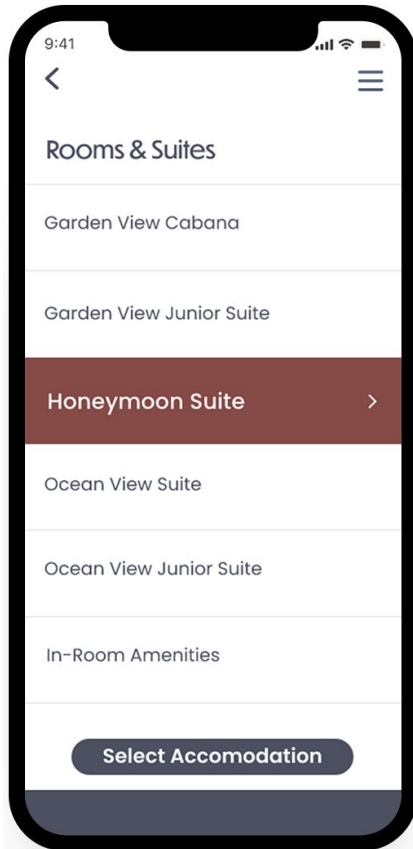
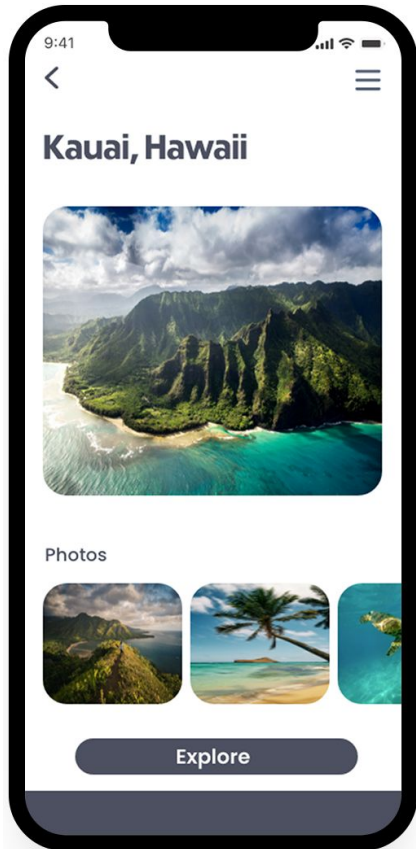
Before usability study



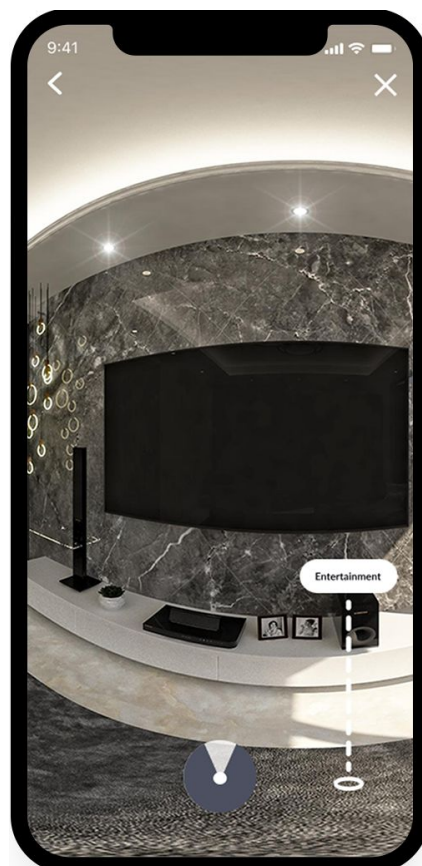
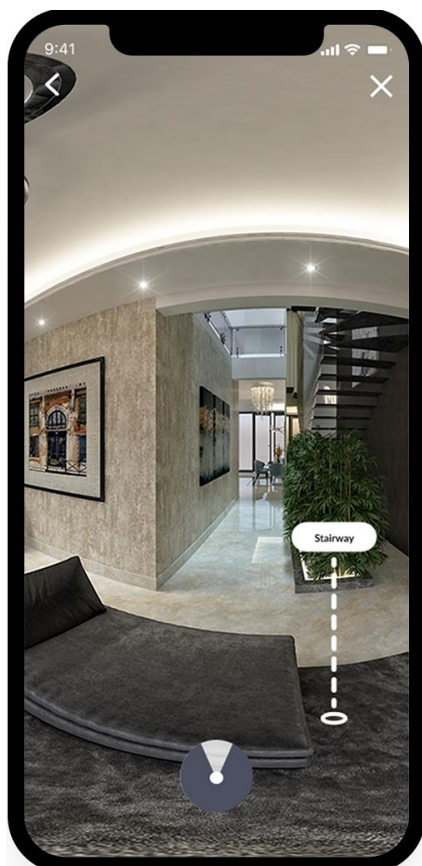
After usability study



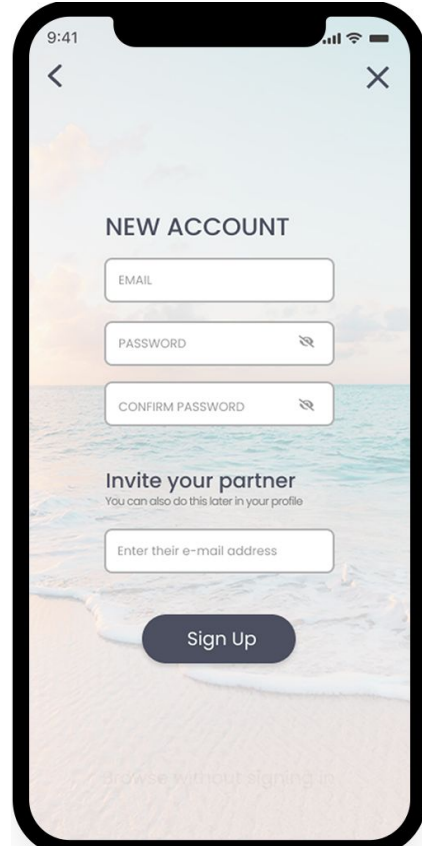
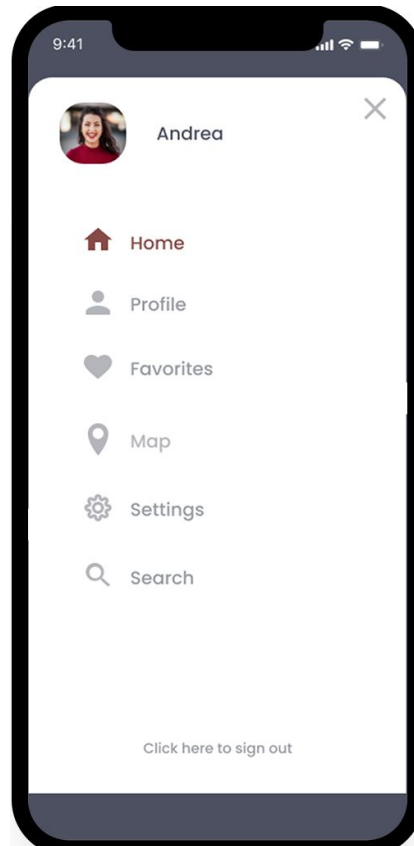
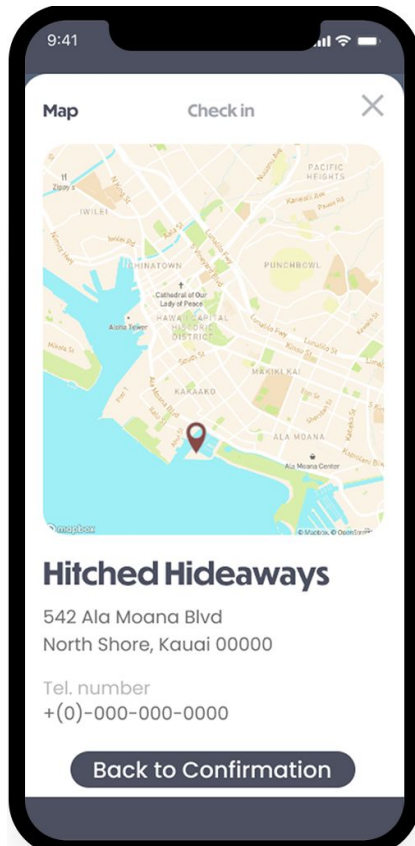
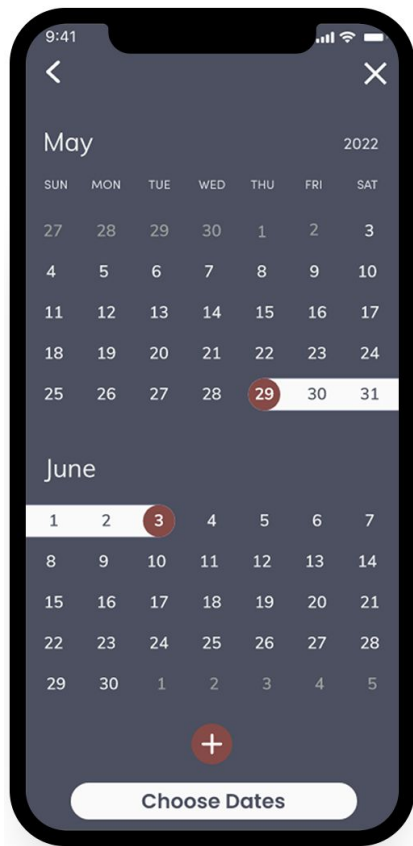
Mockups



Mockups



Mockups

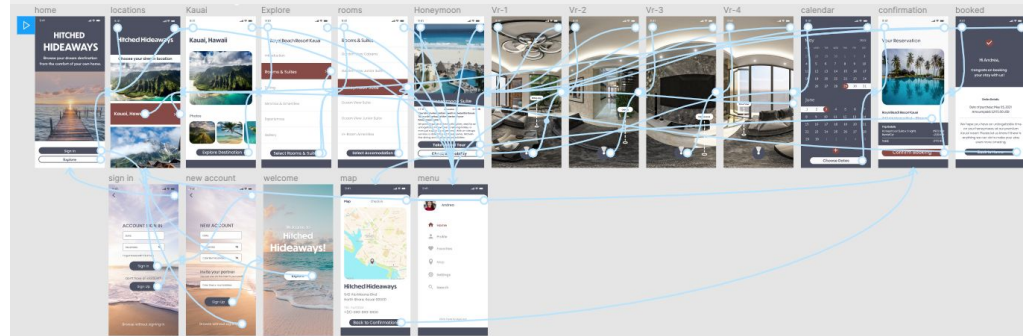


High-fidelity prototype

The final prototype features many of the same design elements and flow as the lo-fi prototype, but several more were added after the usability study.

View the Hitched Hideaway

[High-fidelity prototype](#)



Accessibility considerations

1

I used the Adee Comprehensive Accessibility Tool to generate alt text for all of the images in the high fidelity prototype.

2

After running my color palette through the Color Interface Tool in Google's Material Resources, I changed my accent color from a light orange to a muted red to be AAA accessible.

3

I made sure to include accessibility icons (such as a wheelchair) for inclusive and equitable design.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The feedback I have gotten from the final prototype is positive. My second usability study showed that the design of this app meets the user's needs.

One quote from peer feedback:

"One of the best [prototypes] I have seen so far."



What I learned:

In designing Hitched Hideaways, I learned that user research plays an invaluable role in the UX process. Based on the influence of the user interviews, peer reviews, and usability studies, I was able to iterate a comprehensive and inclusive design. Also, figuring out how to make a mock VR 360 view of the interior was daunting, but fun!

Next steps

1

This design could be a very complex undertaking, so my next step would be to develop a user flow for another list item, (such as the Grand Ballroom for a wedding reception), then conduct another usability study to make sure I am on the right path.

2

Conduct more user research into the reception area of the design, to gather insights as to what the users truly need.

Let's connect!



Thank you for reviewing my work!

If you'd like to chat or just say hi, my email is aleciamit1000@gmail.com and my website is aleciamitchell.com

Thank you!