# Smooth I-Do Wedding Ceremony App Design

Randi D. Cleven

# Project overview

## The product:

Smooth I-Do is a wedding ceremony checklist app for a venue in New Mexico. The app evaluates each users personal wedding data to create a one-of-a-kind customized wedding ceremony checklist. The app targets users who are newly engaged couples who want their ceremony well organized, want to feel less overwhelmed, and want their wedding to feel special and unique.

## Project duration:

April 2021 to November 2021



Google
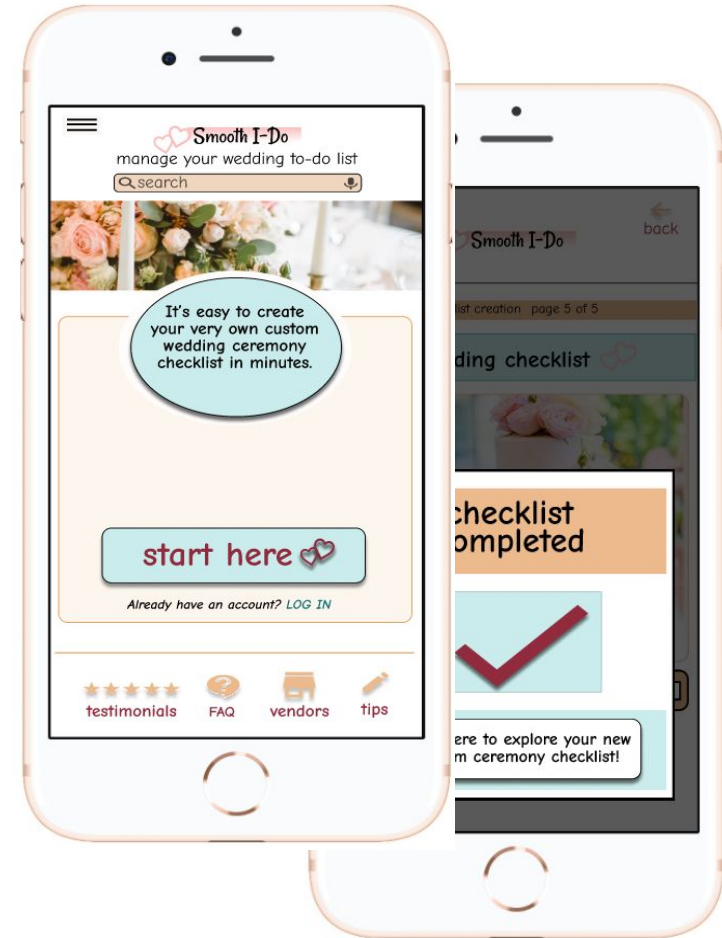
# Project overview

### The problem:

Newly engaged persons are overwhelmed, disorganized and worried about forgetting things when it comes to planning their wedding ceremony.  They are also concerned about staying on budget and feel there is not enough detailed ceremony information out there.

### The goal:

Design an app that creates a detailed, customized and organized wedding ceremony checklist, based on the users own needs, listed in a manner that makes sense to them, ultimately allowing them to plan a seamless, unique and stress-free wedding.

Google

# Project overview

## My role:

UX Designer designing a wedding ceremony app for a venue in New Mexico from conception to delivery. Including UX research, product design, visual design and interaction design.

## Responsibilities:

Conducting interviews, creating persona's, conducting competitive audit, constructing paper and digital wireframing, building low and high-fidelity prototyping, conducting usability studies, analyzing affinity diagrams, composing actionable insights, accounting for accessibility, and iterating on designs.

Google

# Understanding the user

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

Google

# User research: summary

The first research I did was to conduct a 10 question survey to the 5 people I knew who were getting married. That survey opened my eyes to several pain points in the wedding planning process. Most people in the survey said that they were confused and uninformed as to what to include in their wedding ceremony. A second pain point was that they felt disorganized, overwhelmed and were worried they would forget something. Another pain point was that they were worried about staying on budget and a final pain point was that there was not a lot of information out there for underrepresented engaged people, for example, same-sex marriage ceremonies.

I completed a competitive audit that really showed me how the different apps that are out there work and their pluses and minuses. Using 4 main pain points plus looking at what was already available to newly engaged people, I was able to come up with a direction for where I felt the app should go which was to be more customized to each individual and to be able to list this custom information in a meaningful way. After the initial survey, I did a follow up survey to see if I summarized their needs correctly and if they had anything else they wanted to say.

Then I conducted a moderated usability study with different users than the original surveys on my low fidelity prototype to see if I was heading in the right direction with the app and most of these users said they would absolutely use it so I knew I was on to something. The usability study pointed out the inconsistencies in my app was and also many had troubles with the start process itself. I assumed that if you had a big start here button, users would understand to click that first, but my assumption was wrong. I iterated on the design several times until i felt it resolved those issues.

Finally, I conducted a second moderated usability study on my high fidelity prototype and swapped one of the users from the first study for a user with accessibility needs. I wanted to see if any of the modifications I made after the first usability study helped at all and what else may have come up. Wow, was I surprised to find out after this usability study that my app had a possible (unintentional) dark pattern that was not revealed in the first study. I quickly iterated on that problem! The good news is, I conducted an SUS survey at the end of this study and it did reveal that users really liked the app and would use it. I really think this app could help people and address user's needs.

Google

# User research: pain points

**1**

## confusion

Confused on what to include in their wedding ceremony.
The app should ask the right questions during setup so it can list everything for the ceremony. The app should sort the to-do list in a meaningful manner to the user so they accomplish the to-do list.

**2**

## disappointment

Disappointed there are limited ideas for same-sex ceremonies.
The app should ask the right questions during the setup so it can list everything for the ceremony. The app should consider underrepresented ceremony types.

**3**

## overwhelmed

Overwhelmed by lack of organization and worried about forgetting something.
The app should offer several meaningful ways to sort the information. The app should create clear to-do lists, easily add tasks and include check boxes, reminder flags and notifications.
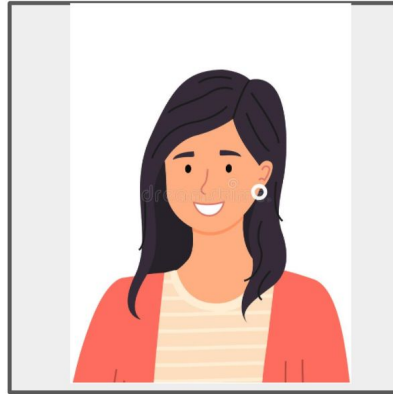
**4**

## worried

Worried about staying on budget.
The app should include a budget and cost section with running totals, budget limits and notifications if over budget.

Google

# Persona: **Isabella**

## Problem statement:

Isabella is a newly engaged bride-to-be who needs a wedding ceremony checklist because she wants to stay organized, not forget anything and plan a beautiful wedding ceremony.

*"The first thing I did after my epic oceanside proposal, was download my wedding ceremony checklist - it's going to be the best party, ever!"*

### Goals
- Wants to enjoy planning a fun wedding that reflects her personality
- Needs a wedding venue to include everything
- Use a chronological checklist that says what and when to do things and check them off when done
- Wants to quickly research wedding ideas

### Frustrations
- "There's so much I want to do, I have no idea where to start."
- "My notes are all over the place."
- "I'm scared I might forget something."
- "I'm frustrated by lack of information."
- "you have to make too many phone calls."

**Isabella**

**Age:** 25
**Education:** Associates Degree
**Hometown:** Santa Fe, NM
**Family:** Single, 1 rescue cat
**Occupation:** Ultrasound Tech

Isabella and her fiance, Frank, want to get married in the fall when Frank's work settles down a bit- he is in construction. They go out with friends every chance they get. Isabella would love to incorporate her love of animals into her wedding somehow. She loves apps and checklists and marking things off but is worried that planning the wedding is too overwhelming and that she is not starting out as organized as she would like to. She doesn't want to forget anything!

Google

# User journey map

Isabella's goal is to ensure organization and completeness while planning a detailed wedding ceremony using a ceremony checklist app. Her journey begins with selecting the venue, officiant, ceremony items and structure. She is overwhelmed with tasks, confused on what needs to be done, worried she will forget things along the way and distressed by disorganization. Her journey can be improved using a customized ceremony checklist to provide her with organization, tasks to complete, images and links.

## Persona: Isabella
Goal: Ensure organization and completeness while planning a detailed wedding ceremony using a ceremony checklist app

| ACTION | Select Venue | Select Officiant-Start Ceremony List | Determine Items Needed for Ceremony | Create Ceremony Structure | Participate in Wedding Ceremony and Payment |
|---|---|---|---|---|---|
| **TASK LIST** | A. Discuss wants/needs with fiance<br><br>B. Decide on date<br><br>C. Decide on budget | A. Meet with officiant<br><br>B. Get an idea of ceremony structure<br><br>C. Write vows | A. Apply for marriage license<br><br>B. Purchase wedding rings<br><br>C. contact wedding participants | A. Hire musicians<br><br>B. Hire Florist<br><br>C. Create plan "B" outdoor wedding ceremony | A. Show up to ceremony with everything on day-of checklist<br><br>B. Confirm ceremony details and make final payment |
| **FEELING ADJECTIVE** | Excited to select a venue and date<br><br>Overwhelmed with tasks to accomplish | Confused on what to include in ceremony<br><br>Unfamiliar with vow choices | Worried of forgetting something<br><br>Ecstatic to purchase rings | Distressed by disorganization<br><br>Daunted to decide on details | Excited for wedding ceremony<br><br>Blissful during and after ceremony |
| **IMPROVEMENT OPPORTUNITIES** | Create dedicated venue ceremony checklist app<br><br>Group labels and checkoff boxes next to each other | Provide lots of links<br><br>Include search box<br><br>Include lots of images<br><br>Include colors and icons so as to recognize tasks | Create alerts that stay on screen until a dismiss is initiated<br><br>Have descriptive alternative text on images | Provide real-time texting communication<br><br>Provide visual, audio and vibrate notifications for incomplete items | Allow for customization of checklist<br><br>Include some type of incentive for downloading app |

Google

# Starting the design

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

Google

# Paper wireframes

Goal: To create a homepage for Smooth I-Do that is intuitive, easy, fun and informative. There should be enough information on the homepage to entice newly engaged people to **click around without having to actually create the checklist**. If anyone happens to land on the homepage they can click "Tips," "Testimonials," "Vendors," and "FAQ." The homepage should make it **obvious where to start creating the checklist with a large center "Start Here" button.** Finally, the homepage must have informative images that reflect the status of the checklist like the wedding countdown, tasks for today and tasks completed images.
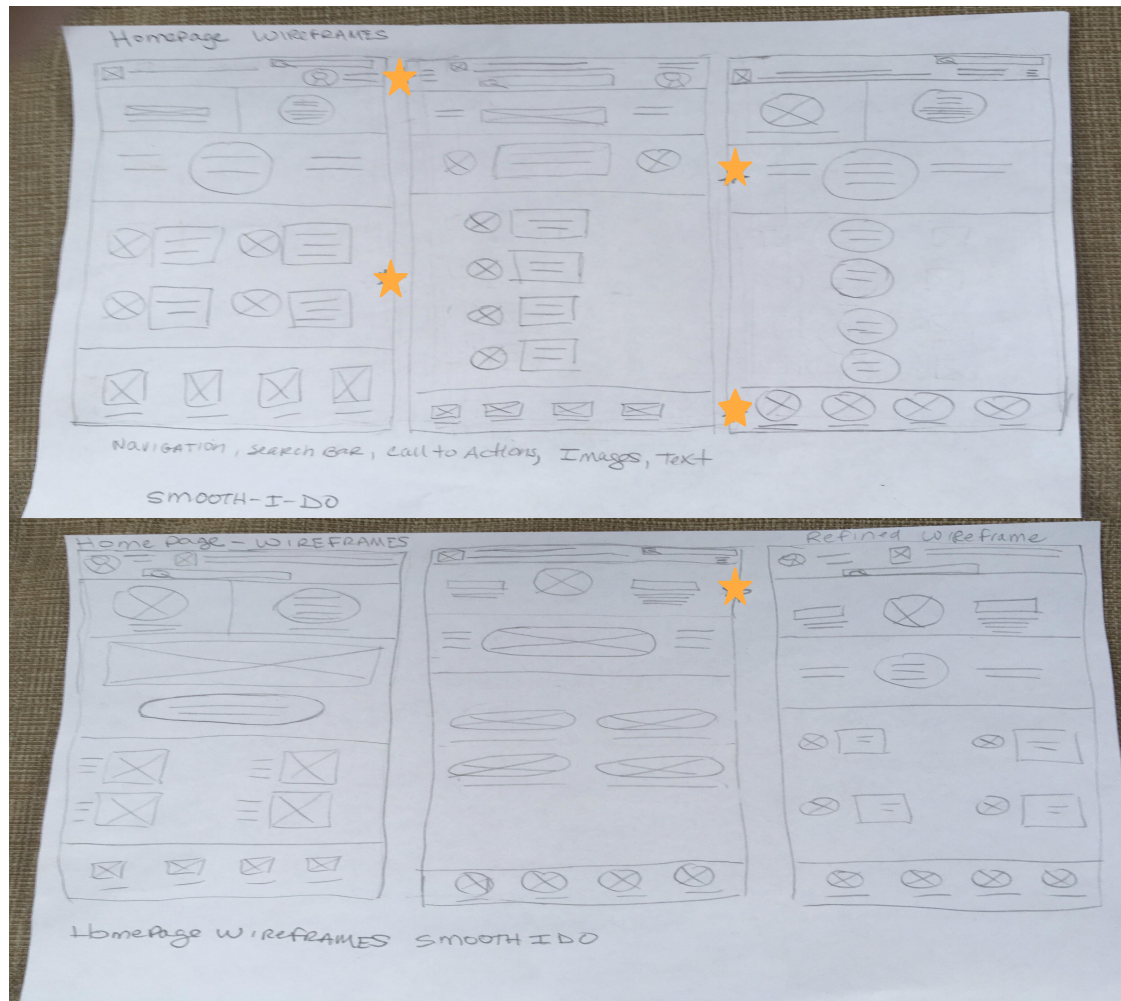


Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.

# Digital wireframes

Users needs: a customized wedding ceremony checklist app. Sort the tasks in a way that is meaningful to the user. Generate an initial checklist based on custom information unique to the user. Add any new tasks, easily. Slide completed button when task is complete. Use sort options to change the way the list is sorted for example, by vendor(ex: Joe's Florist), by urgency (what needs to be done asap), by length of time it takes (shortest tasks listed first), by theme (ex: food at the wedding), by person (Ex: groom's tasks).

Get organized and stay on track! Tasks based on individualized input data and listed by month and date. Lists helps you to not forget anything and feel less overwhelmed.

You are going to Joe's Florist tomorrow and wish you knew all tasks pertaining to this. Just click "Sort Options" and choose "Sort by Vendor." Now that list is meaningful to you!
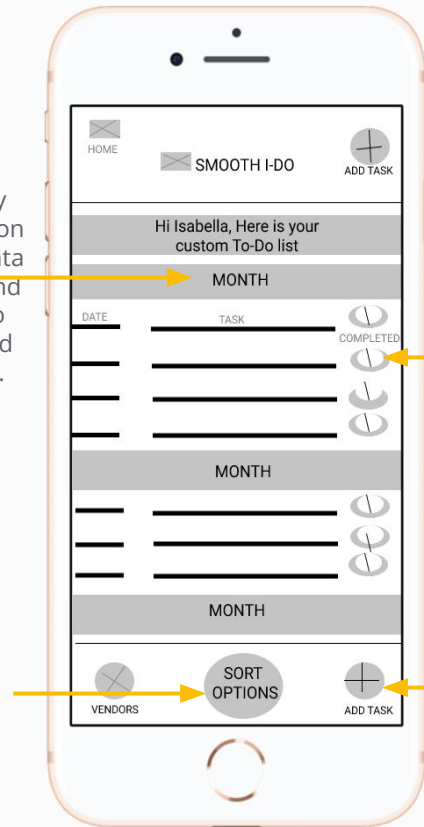
Complete a task? Just slide the "Completed" button. Ahhh....that feel good to have accomplished something!

Need to add your own task? customize easily by adding a task. This list now has that unique task that makes your ceremony so special!

HOME

SMOOTH I-DO

ADD TASK

Hi Isabella, Here is your custom To-Do list

MONTH

DATE     TASK     COMPLETED

MONTH

MONTH

VENDORS     SORT OPTIONS     ADD TASK

Google

# Digital wireframes

Users needs: allow for non-traditional wedding types and ceremonies so app is all inclusive and equitable. Each of the Ceremony Detail items has at least 12 items to select from to try to get the most customized as possible including underrepresented wedding ceremonies such as same-sex, not the first marriage, non-religous, military, outdoor, destination, virtual, etc.

Select from a drop down list the religion that best describes you. The app will tell you those specific traditions. Not religious? Select "None" and the app will give you vow examples and links to non-religious clergy.

Getting married in Puerto Rico? Just click "Destination Wedding" here and the list will generate all your tasks for a fantastic time for all!
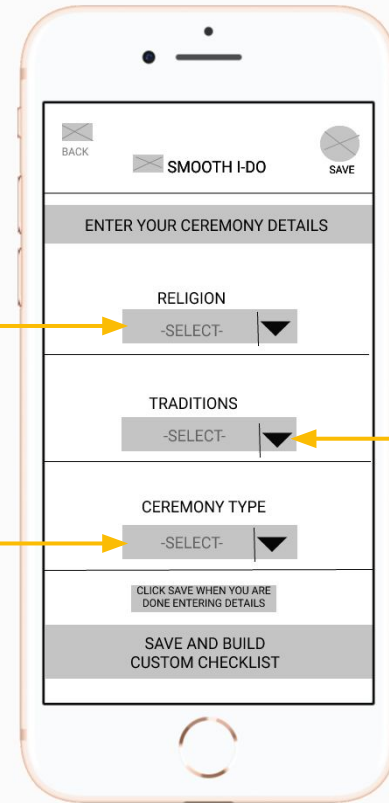
Your favorite aunt wants to give yo shower and you brother wants to make a toast at the wedding. Just c "Bridal Shower" and "Toasts" here. app will list these items and give yo all the information for each one including links, tips and examples.

BACK

SMOOTH I-DO

SAVE

ENTER YOUR CEREMONY DETAILS

RELIGION
-SELECT-

TRADITIONS
-SELECT-

CEREMONY TYPE
-SELECT-

CLICK SAVE WHEN YOU ARE
DONE ENTERING DETAILS

SAVE AND BUILD
CUSTOM CHECKLIST

# Low-fidelity prototype

View the Smooth I-Do
[Low-Fidelity Prototype](#)

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was creating the Initial checklist. The user opens the app and then inputs their wedding details and the app creates a customized wedding ceremony checklist. This lo-fi prototype was used in the first usability study.
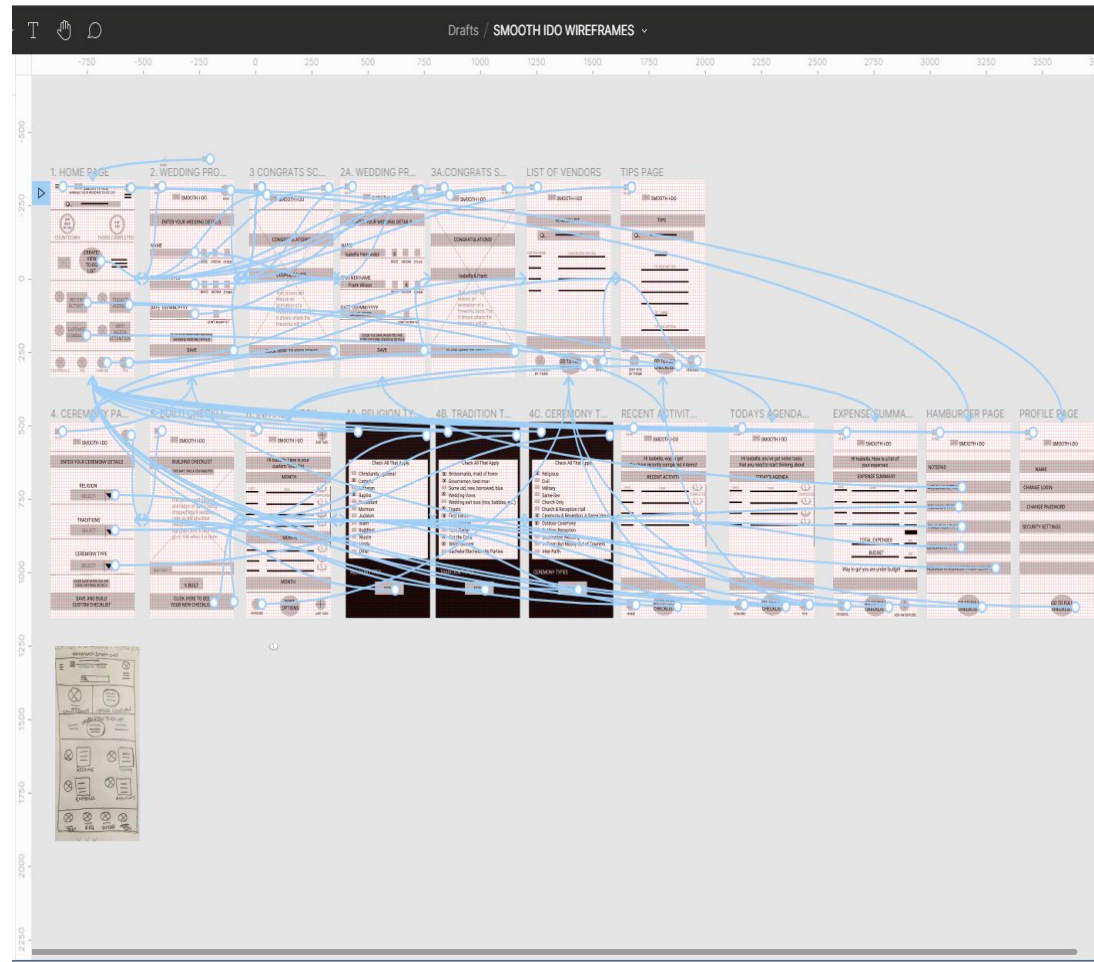
# Usability study: findings

I conducted two moderated usability studies each with 5 users. The first study was using a low fidelity prototype on Figma and had 8 questions pertaining to a primary user flow of creating the initial checklist. Findings from this study helped guide the design from wireframes to mockups.  The second study was using a high fidelity prototype in figma and had 5 questions pertaining to the same user flow as the first study, the initial checklist creation. This study revealed what aspects of the mockups needed revisions.

## Round 1 findings

**1** Users need better cues for what steps are required to create an initial wedding ceremony checklist.

**2** Users need an indicator to tell them where they are in the checklist creation process.

**3** Users need a more intuitive way to go back and change existing wedding details after creating the initial checklist

**4** Users need simple, accessible and consistent language throughout the checklist creation process

**5** Users need a non-biased way to order a list of sensitive information

## Round 2 findings

**1** Users need better cues for what steps are required to create an initial wedding ceremony checklist.

**2** Users need "faq" evaluated for accessibility because one user could not read it.

**3** Users need a way to create an account where they feel confident that creating an account is an okay and necessary action to do in the app.

**4** Users need an indicator to tell them if they have completed a section on the ceremony detail page

**5** Users need a more intuitive way to know if they are continuing or going back to the same page on the ceremony detail page.

Google

# Smooth I-Do Jam Board Usability Study I

In my research, I typed every single response and observation from the usability studies onto post-it notes. Using the Jam Board, **I organized users pain points into themes**. **The themes became insights** and then I prioritized the insights. **These prioritized insights became the necessary improvements**, based in quantitative research, to allow the product to flourish.
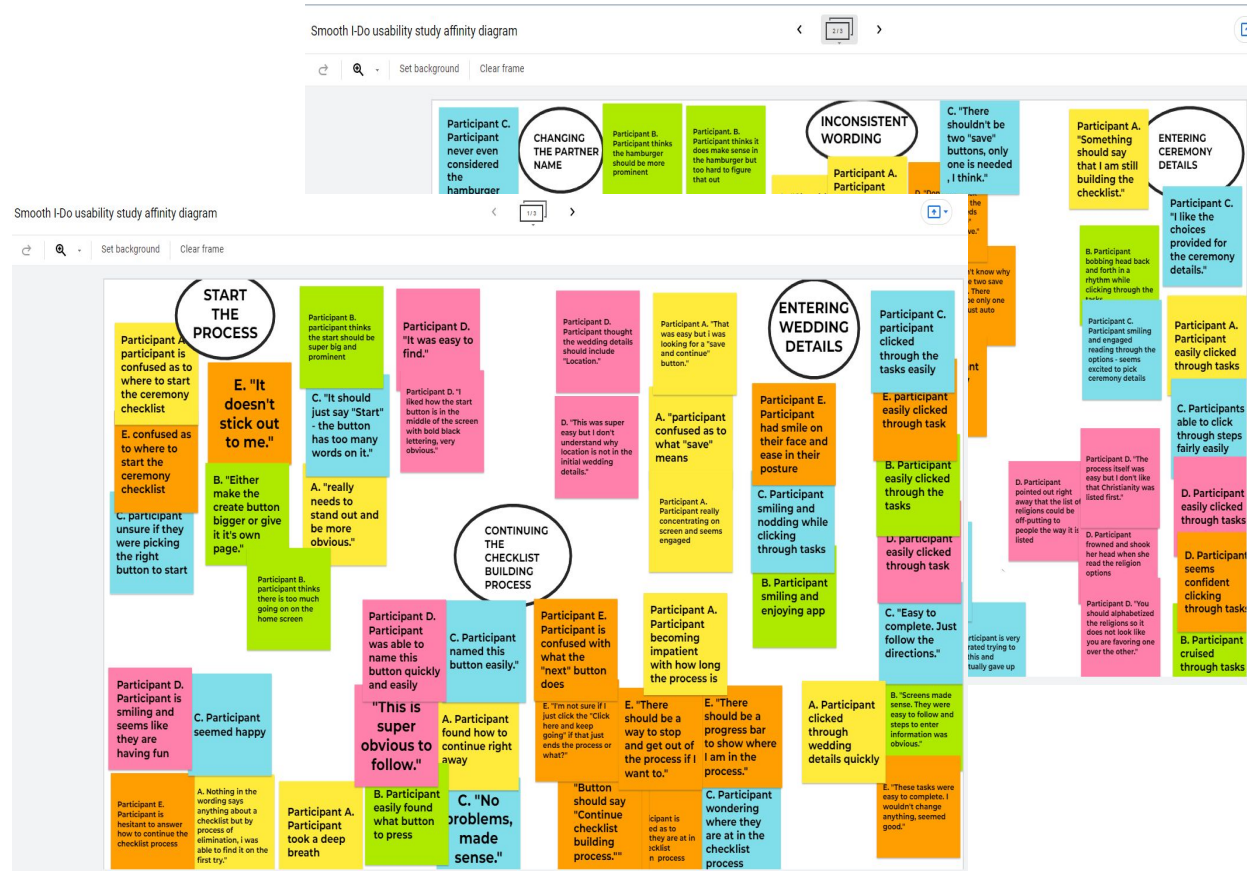
# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Google

# Mockups

The original homepage was too busy, had too many elements and it was unclear to users where to start the checklist process. The new design, after two usability studies, shows a **clear start path** to creating a customized ceremony wedding checklist. While it also **provides other elements to explore even if you don't want to create a checklist** without the screen being too busy.
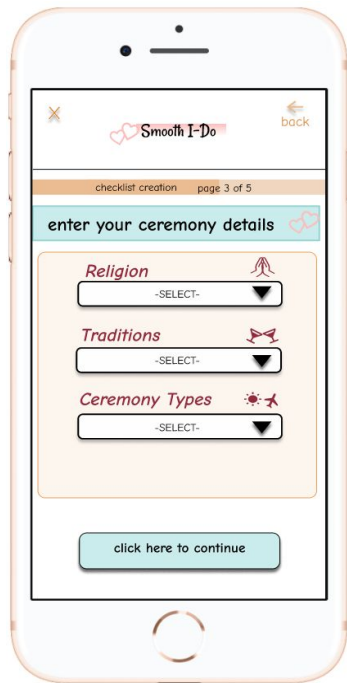
Before usability studies
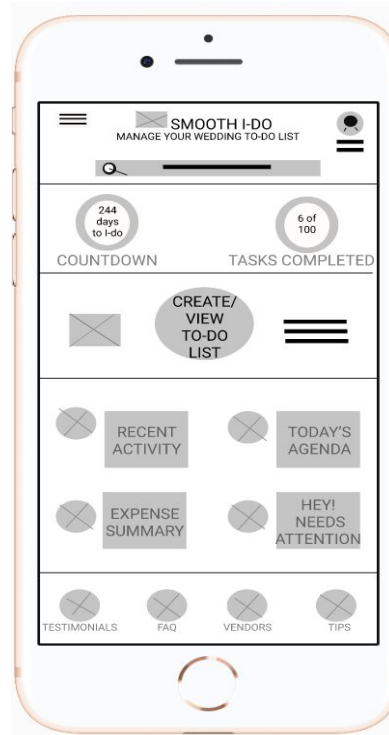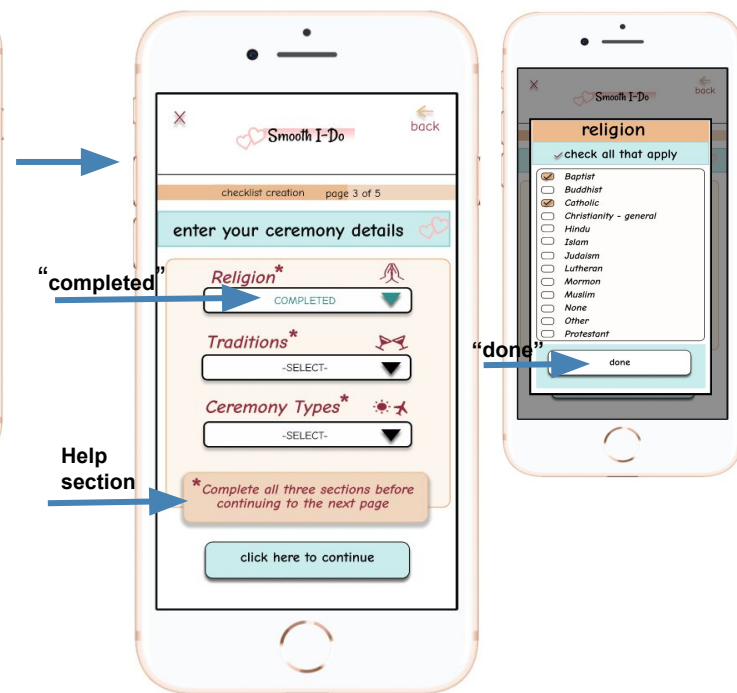


After usability studies
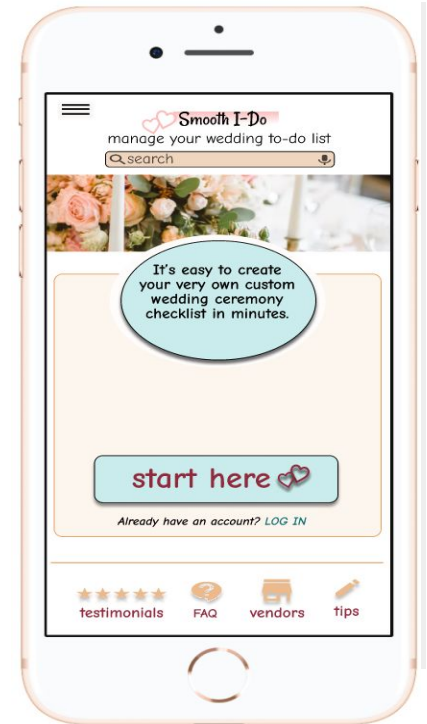
# Mockups

Users needed a more intuitive way to know if they were continuing or going back to the same page when on the ceremony detail page. To fix this, I **changed the words "click here to continue" on the drop down list to just "done"** so they would not think they were continuing. They also needed an indicator to tell them if a section was completed. To fix this, I **added a help section to tell them to complete all of the sections** before continuing accompanied by asterisks, plus I **changed the word from "select" to "completed"** and also the color changed from black to dark aqua after they completed the section.
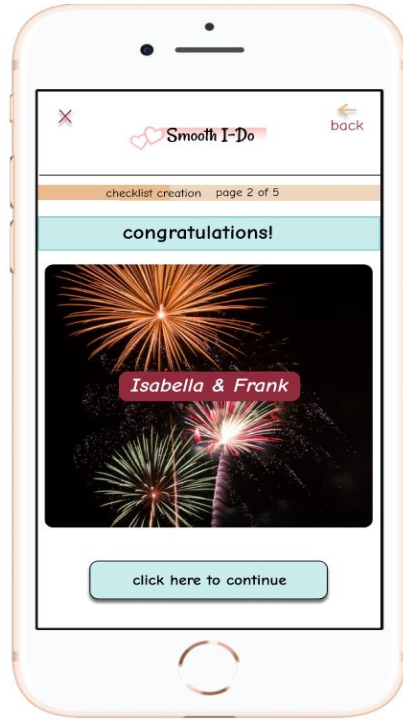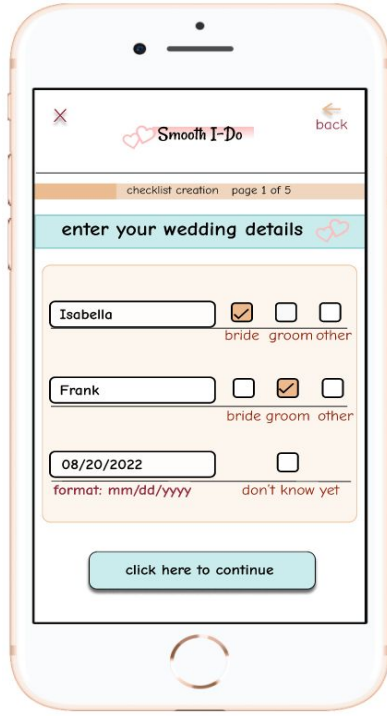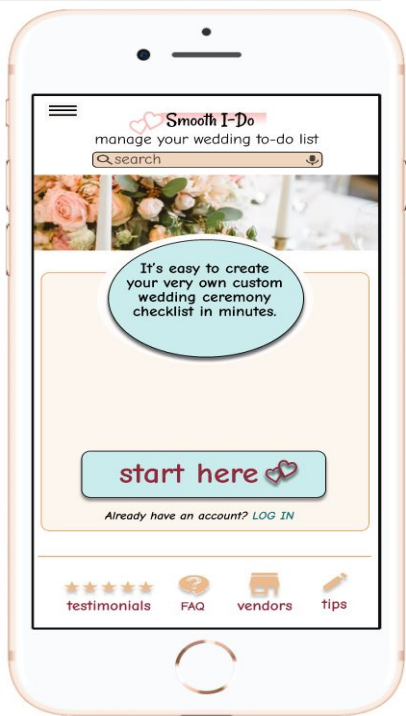


"completed"

"done"

Help section

Google

# Mockups

# High-fidelity prototype

The final hi-fidelity prototype contains better cues to make the start process clear. It also meets user needs by making the ceremony detail page more streamlined with a more innate flow. Finally, accessibility has been re-evaluated and revised based on user feedback.

View the Smooth I-Do

Hi-Fidelity Prototype



Google
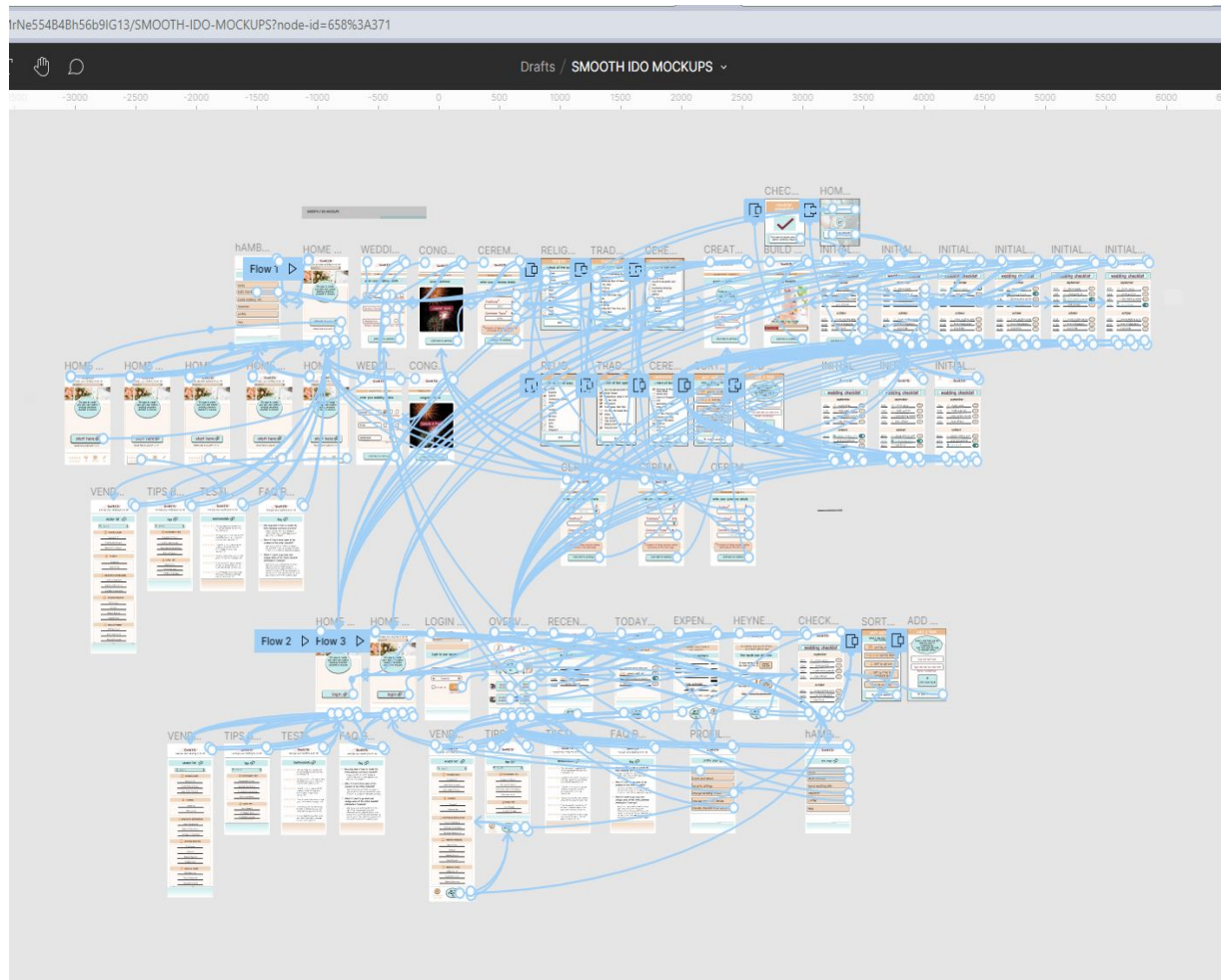
# Accessibility considerations

**1**

All words are WCAG contrast ratio of at least 7:1 or large text at least 3:1.

Sans serif typography is used and nothing smaller than 12pt. typeface.

**2**

Icons and imagery is used in addition to text throughout the app in many places and on several pages to make navigation easier.

**3**

Words and colors indicate when an action is complete.

All smart animation is equal to or less than 500ms for optimal accessibility.

Google

# Going forward

- Takeaways
- Next steps

Google

# Takeaways

**Impact:**

The app makes users feel excited and happy about their upcoming wedding instead of overwhelmed and disorganized.

*"I like the idea of this app and hope it gets created! I can't wait to dig in and start tackling my custom checklist. I'm just getting started planning my wedding and this app would keep me organized and on task and even on budget- great idea!" - SC*
(quote from participant from usability study II)

**What I learned:**

While designing the Smooth I-Do app, I learned that there are various ways to find out what users are looking for: from surveys, to usability studies, to affinity diagrams, to competitive audits, to peer feedback. I also learned that each user brings their own unique perspective and background which many of them opened my eyes to things I never thought of and even things I didn't realize were occurring.

Google

# Next steps

**1**

Conduct an unmoderated usability study to see if our insights from the last study were on target and to understand users needs from a different view in a real world situation.

**2**

Narrow the participants in the next usability study to those who are underrepresented in the wedding planning process to make sure the product is accessible for underrepresented users for example, same-sex marriage, destination weddings, etc.

**3**

Go back and rearrange the affinity diagram to see if there are any new pain points that come up and need more reviewing. This might give us a fresh perspective of things we missed.

Google

# Let's connect!

Thank you for your time reviewing my work on the Smooth I-Do app! If you'd like to see more or get in touch, my contact information is provided below.

Email: randi.cleven@gmail.com

Link to Portfolio

Google