

Garden House: a wedding venue website

Emma

Project overview



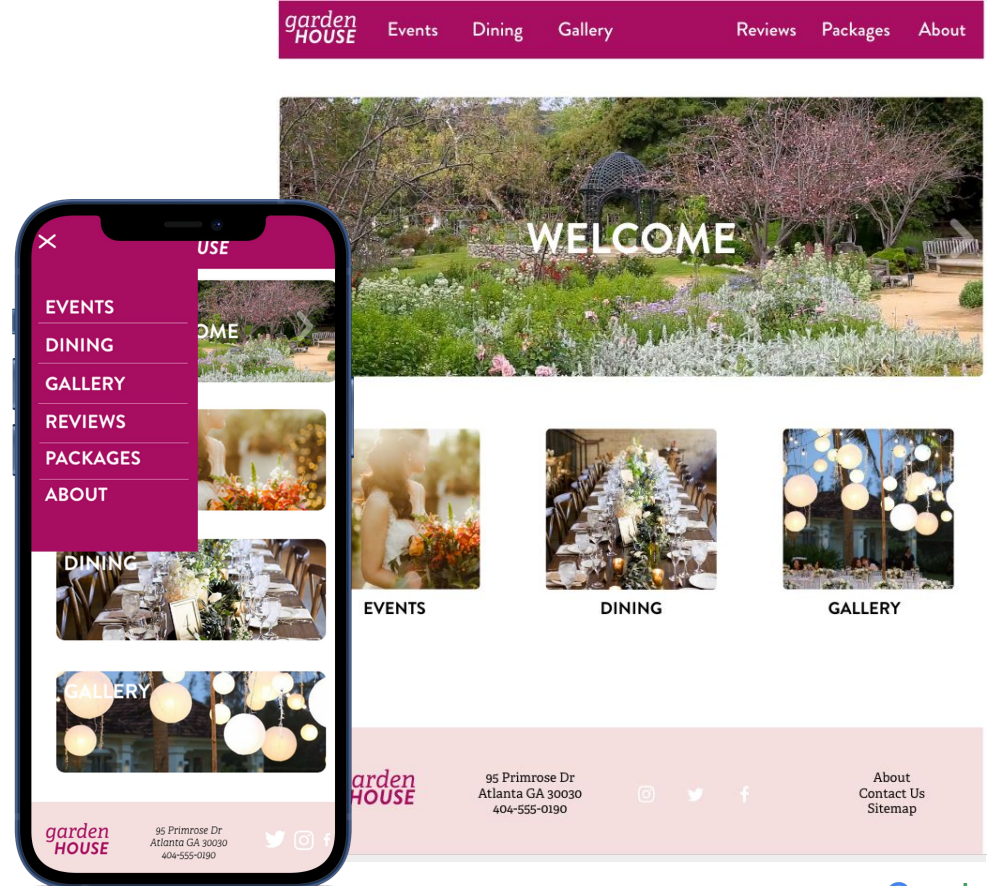
The product:

Design an all-in-one wedding venue website to help planners with limited access to the physical location.



Project duration:

December 2021 - February 2022



Project overview



The problem:

When planning a wedding during a pandemic, it may not be easy to go and look at venues and other wedding day elements in person.



The goal:

Create an accessible friendly website with distinct pagination and lots of visuals.

Project overview



My role:

Lead UX designer for Garden House's website redesign



Responsibilities:

Conducting interviews and usability studies, paper and digital wireframing, low and high fidelity prototyping and accounting for accessibility

Understanding the user

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

User research: summary



I conducted multiple competitive audits as well as interviewing past and future brides-to-be. As someone who has no plans to get married in the near future, I wasn't sure if I would fully be able to understand all the steps necessary in wedding planning. I learned that wedding planning is dreadfully stressful, especially if you're unable to visit the locations and vendors in person.

User research: pain points

1

Pain point

More accessibility options; larger text, text labels, etc

2

Pain point

Not having all the info. It would be nice to know exactly what the venue offers.

3

Pain point

Rather than making a transaction on the spot, have a way to start a conversation and plan.

Persona: Simone

Problem statement:

Simone is a busy engineer who needs in-depth information and real photos because she is unable to visit the venue in person.



Simone

Age: 28

Education: Master's

Hometown: Nashville

Family: Engaged for 2 yrs

Occupation: Mech engineer

"I work hard in my everyday life, I need the most stressful event to be easy and relaxed"

Goals

- Be able to plan her wedding remotely
- Wants a streamlined planning process

Frustrations

- Unable to take time off work to visit venues in-person
- Need to see real photos, not stock images

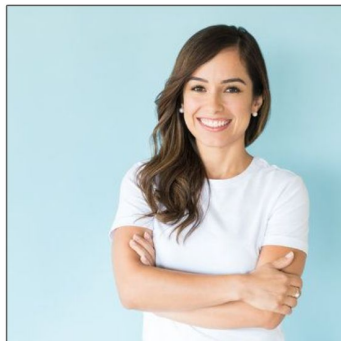
Simone is a 28yr mechanical engineer who hasn't had time to plan her wedding til now. Because she works 70hr weeks, she wants to be able to plan remotely and easily.

She's often disappointed with stock or fake images on websites. She finds navigation with lots of icons hard to understand.

Persona: **Katie**

Problem statement:

Katie is a dyslexic chef who needs large text and visual options because she is planning an accessible wedding.



Katie

Age: 33
Education: BA
Hometown: Boston
Family: Divorced parents
Occupation: Chef

“I’ve been disappointed with previous options, so I need something new and fresh”

Goals

- Wants to be able to choose menu + catering
- Wants accessibility options for her guests
- Wants visual information

Frustrations

- Has trouble reading large paragraphs of info
- Doesn’t want surprises on her big day

Katie is a 33yr professional chef who is trying to plan her wedding with many voices trying give input.

Many of her guests require accessible resources and she wants to make sure she knows exactly what she’s paying for. She finds that some venues’ websites don’t offer ‘real’ accessibility options.

User journey map

I used Katie's user journey to determine what were the most important parts/pages for the website's flow.

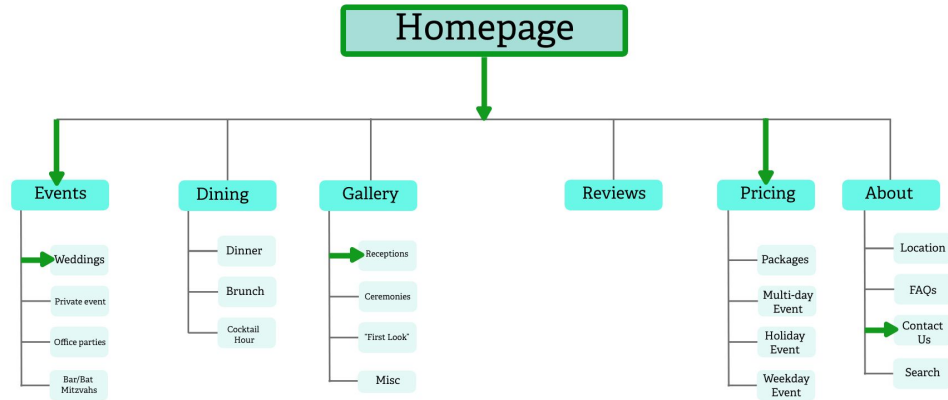
Persona: Katie

Goal: be able to plan an accessible wedding

ACTION	Choose venue's website	Browse options/packages	Choose a pkg + customize	See if her date is available	Confirmation with venue
TASK LIST	A. Search for local and/or destination venues B. Choose venue in desired location	A. Browse for pre-set wedding packages B. Apply search filters	A. Select pkg B. Select catering C. Select wedding party size	A. View available dates B. Confirm date	A. review pkg B. add billing info for deposit C. get confirmation
FEELING ADJECTIVE	Excited to start planning	Nervous about budget	Unsure if able to add on/customize	Upset if date isn't available	Optimistic about one thing off the checklist
IMPROVEMENT OPPORTUNITIES	Create landing page that highlights venue	Add filters to options Have cost info readily available	Area to add note to venue Provide examples/case studies	Make calendar large and clear with availability	Needs confirmation page Needs links to next steps

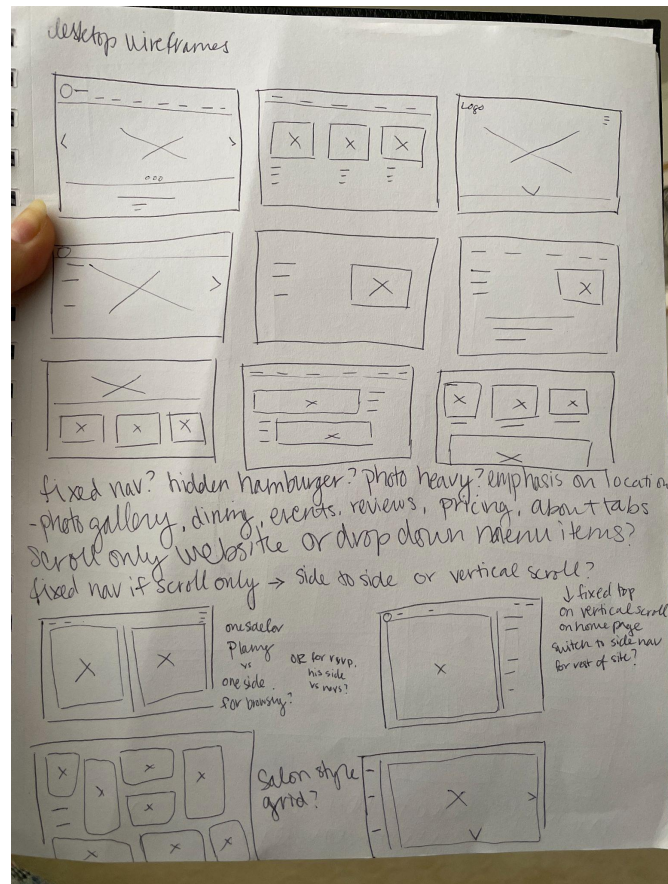
Sitemap

It was important to me that the sitemap showed the original thought process of a hierarchical flow.



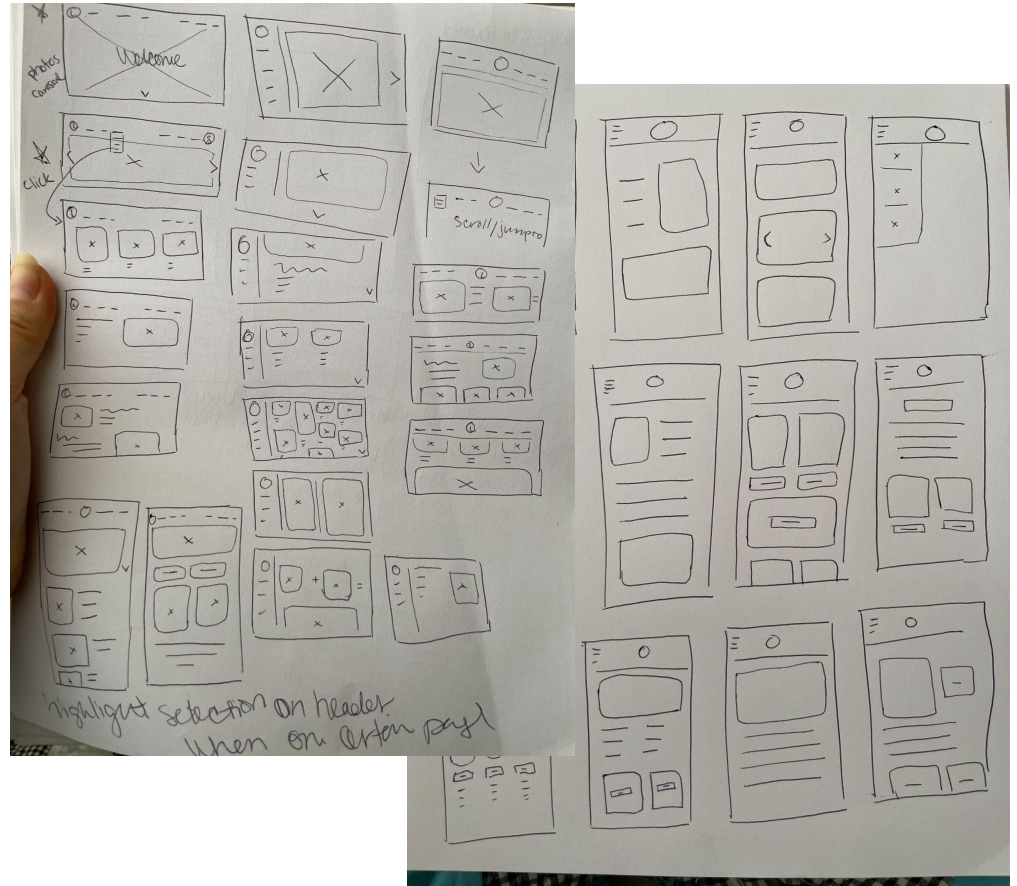
Paper wireframes

When designed for desktop, there's so much more real estate to use, but it's easy to make the text too large.



Paper wireframe screen size variation(s)

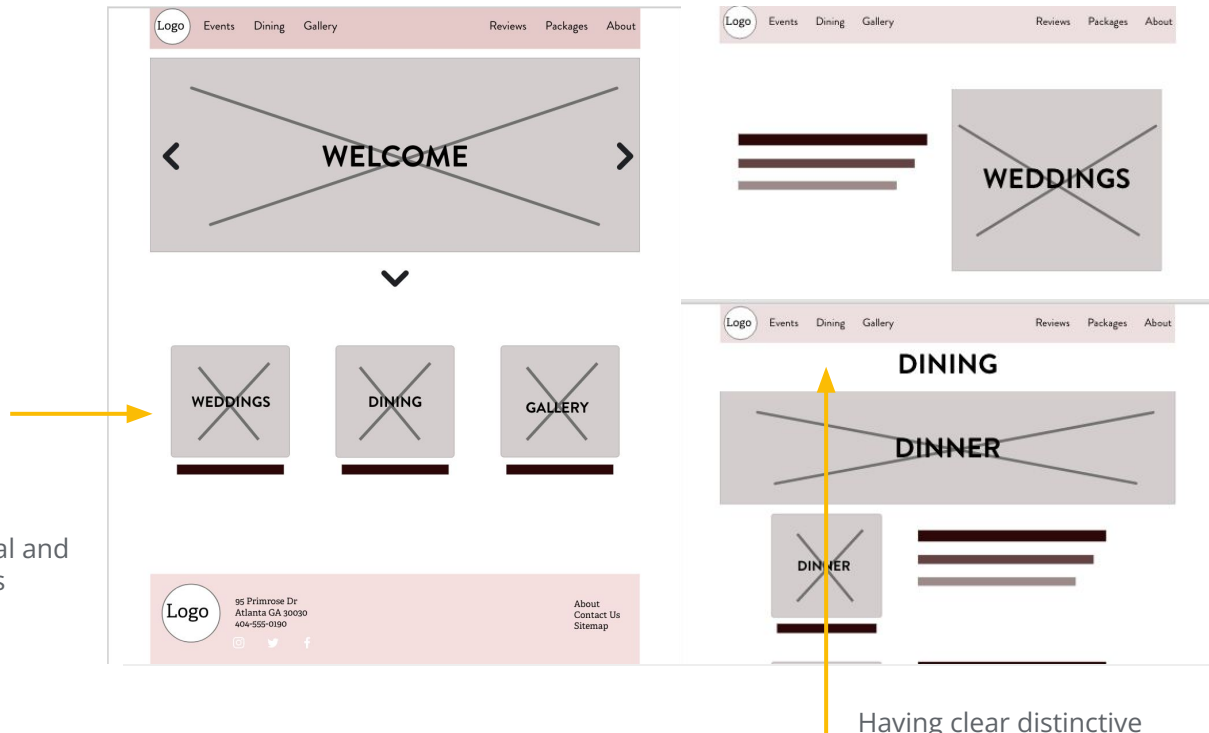
I found it best to design the desktop version simultaneously with the mobile version so the design would be consistent.



Digital wireframes

It was easy to start translating the paper wireframes to digital since there were a lot of elements that worked.

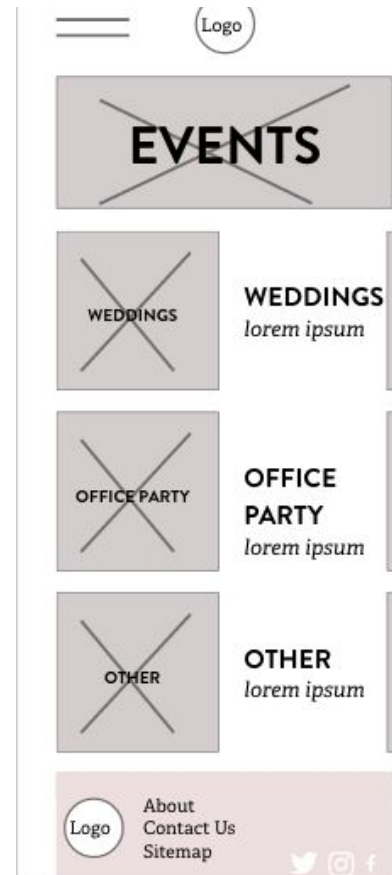
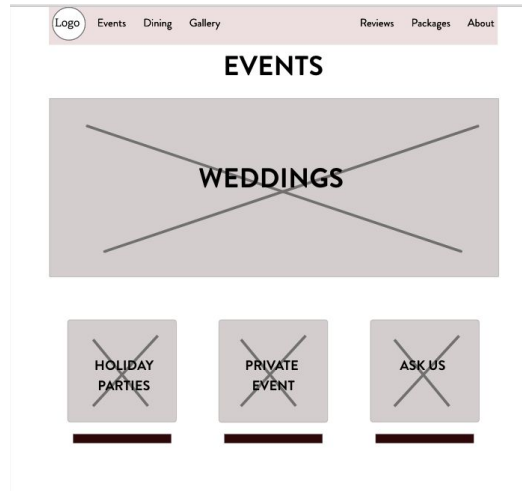
Both visual and text labels



Having clear distinctive navigation on each page

Digital wireframe screen size variation(s)

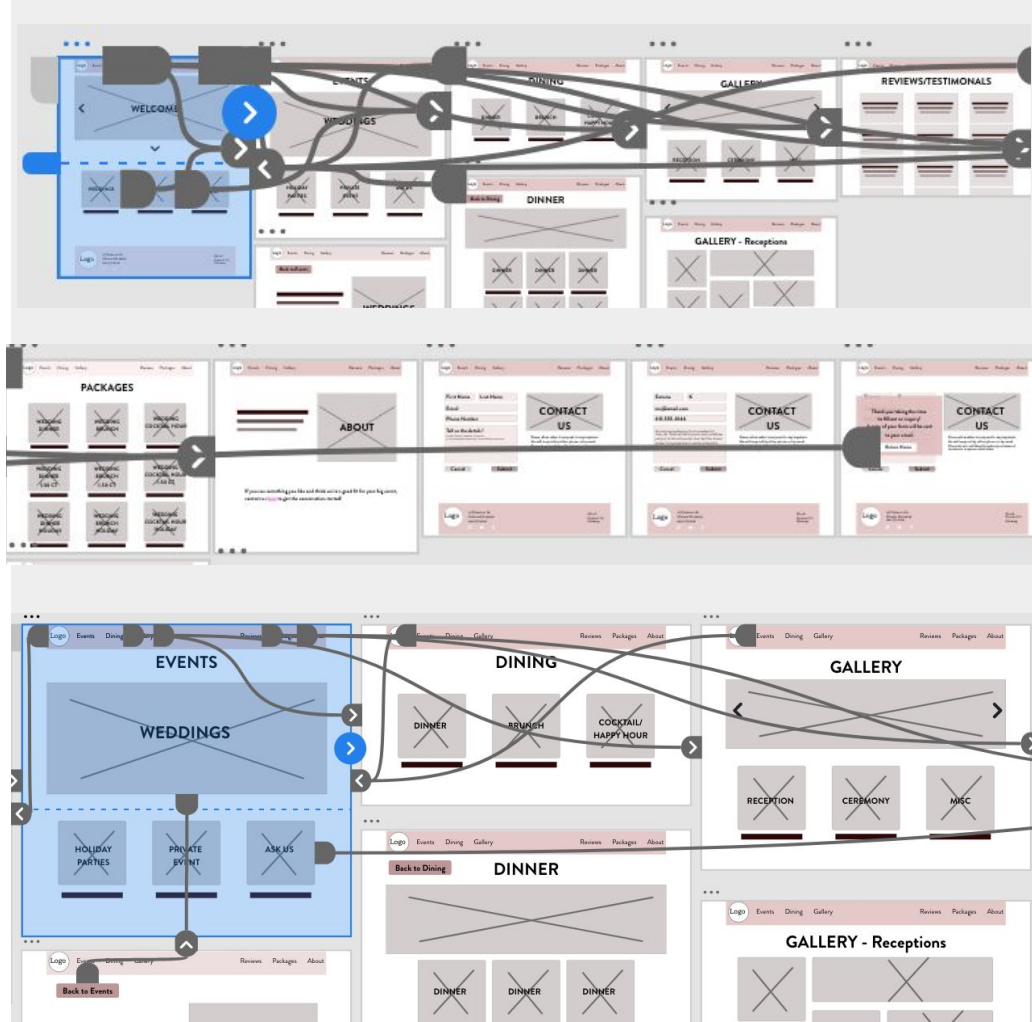
It was important to me that each main desktop page have a mobile version that complimented if not replicated directly from the original design.



Low-fidelity prototype

The user starts on the home/welcome page and each section has its own page with navigation bar apparent and clickable for each section. A lot of the users wanted a static navigation bar that *did not* scroll with the page.

[Low-fidelity prototype](#)



Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

5 participants



Length:

15-20 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Finding

Many users said that sans serif fonts were easier to read for headers and pagination.

2

Finding

Users said they wanted 'back' buttons on the desktop version just like on the mobile version.

3

Finding

Users wanted text labels for the different options rather than text on top of the pictures.

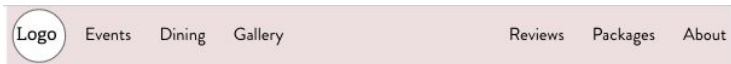
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Instead of being overwhelmed by huge text and images and too many options, I really pared down the offerings to the ones the users said they would look for most.

Before usability study



DINING



After usability study



DINING



DINNER



BRUNCH

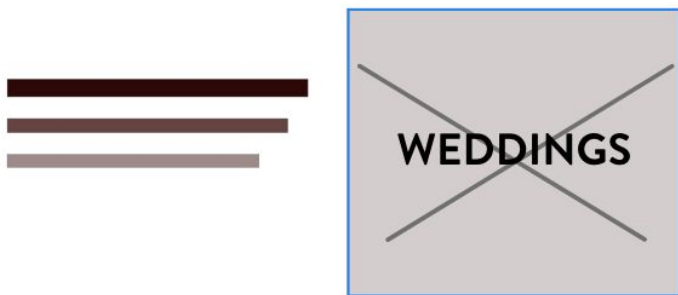


**COCKTAIL/
HAPPY HOUR**

Mockups

My goal from the low-fidelity prototype to the high-fidelity mockups was to make the white space work with the images and let there be a clear indication to where the user is on the website.

Before usability study



After usability study



[Back to Events](#)

WEDDINGS

A garden wedding means you're already surrounded by beautiful flowers and other greenery. You won't need to bring flowers in to put at the end of the pews or surround you and your beloved.



Mockups: Original screen size



EVENTS



DINING



GALLERY

[Back to Events](#)

WEDDINGS

A garden wedding means you're already surrounded by beautiful flowers and other greenery. You won't need to bring flowers in to put at the end of the pews or surround you and your beloved.



PLANNING A DAYTIME CEREMONY?

While the most popular time for a wedding is a Saturday evening, there's no rule saying you can't get married at other times of the day.



MAYBE NIGHTTIME IS MORE YOUR JAM?

Most evening and night weddings have a more formal feel to them, so they're perfect for couples after a black-tie vibe.

CONTACT US

First Name Last Name

Email

Phone Number

Tell us the details!


(event date(s), number of guests, food package/preferences, accessibility needs, etc)




Please allow 48hrs to respond to any inquiries. We will respond by either phone or by email. Please do not call directly unless you have not received a response after 48hrs.

Mockups: Screen size variations


garden HOUSE




WELCOME



EVENTS






DINING



GALLERY

garden HOUSE

95 Primrose Dr
Atlanta GA 30030
404-555-0190




garden HOUSE

EVENTS


WEDDINGS

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DINING


DINNER

Whether your party is just you and your loved ones, or a group of 100, you gotta eat!




FAMILY STYLE. SIT DOWN DINNER

Each course is served on platters and placed in the middle of the table. Guests can pass them around and help themselves.






PRIX FIXE, SET MENU

A prix fixe menu offers a multi-course meal at a fixed total price. The number of courses can vary from 2 to over 10. The menu does not provide choices within courses.



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404-555-0190



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ABOUT

Garden House is a multi-purpose event venue with a reception hall, ready rooms, outdoor seating and much more!



We are excited to help plan your next gathering—whether it be your wedding, office holiday party or something new!

CONTACT US

First Name Last Name

Email




Phone Number

Tell us the details!
(event date(s), number of guests, food package/preferences, accessibility needs, etc)

Cancel Submit

garden HOUSE

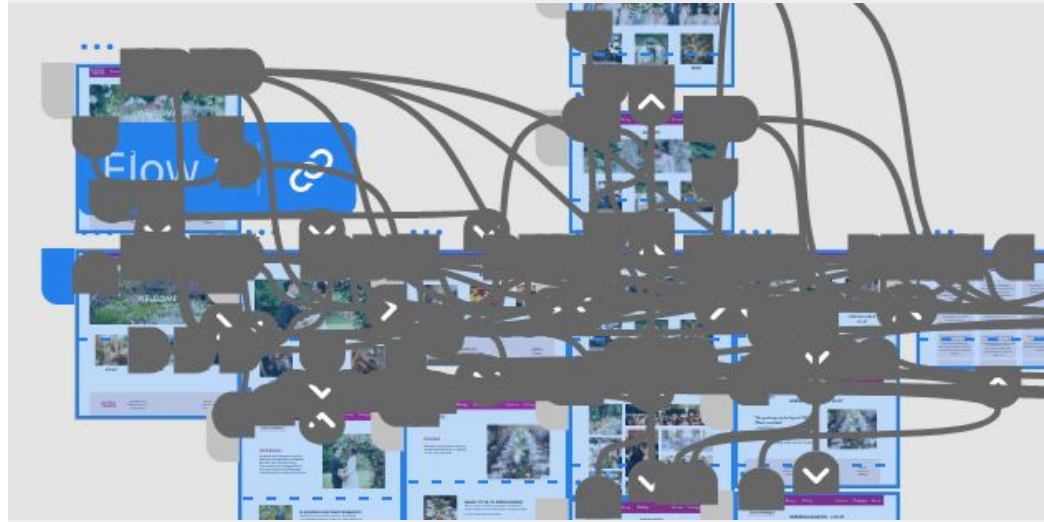
95 Primrose Dr
Atlanta GA 30030
404-555-0190



High-fidelity prototype

The final prototype has all the main pages functional as well as fleshed out typography and visual styles consistent.

[High-fidelity prototype](#)



Accessibility considerations

1

It was important to limit the use of text over images as much as possible. If someone is using a screen reader, text overlay can often confuse it.

2

Serif fonts are typically easier to read when reading a bunch of text, so I swapped the header and body typefaces.

3

The limited color palette for the visual style was necessary so the user doesn't get overwhelmed by confusing hierarchy.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

By having an all-in-one website for a wedding venue, it helps wedding planners really take away some of stress of having to find separate facilitates for all the elements.

"I would definitely be interested in using a venue that had packages for me to utilize."



What I learned:

I learned that I can't get upset when a user doesn't like the original design because what seems intuitive to me may not be for another person.

Next steps

1

Do another competitive audit and see what other companies are showcasing as their main features.

2

Conduct more user research to see if there are more areas of need that haven't been addressed.

3

Constantly update the website with more reviews, photos, etc to show the most accurate information.

Let's connect!



Thank you for your time reviewing my work on an all-in-one wedding venue, Garden House.

To view other work, please visit my website: emmaming.com