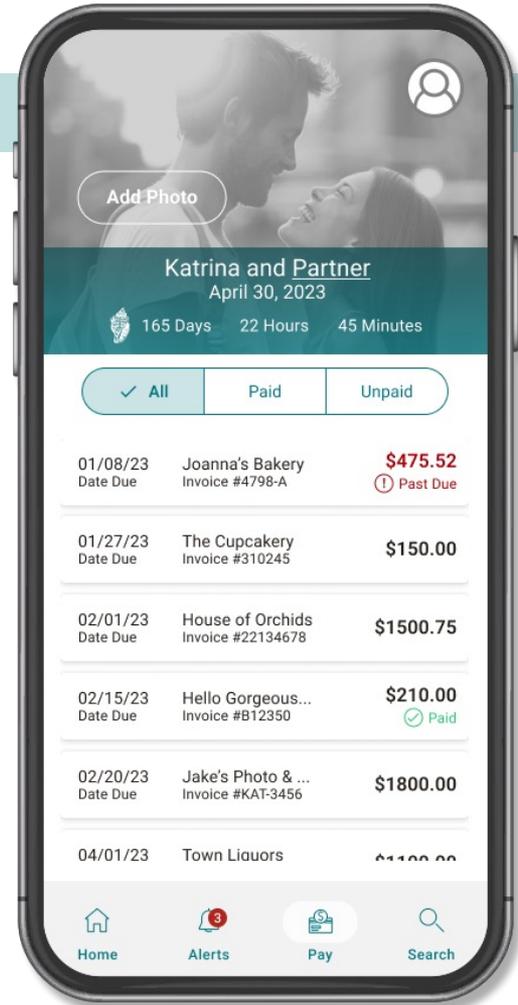# Project Overview

The Product

Everett Place is a historical wedding venue that has recently made some changes, including much-needed renovations. Along with the structural changes, the team decided internally, that they needed to bring their operation up to date by offering customers a mobile app for paying fees. It is designed for busy couples who prefer to manage their payments and keep track of spending in one place. Couples can pay for the venue location and vendors such as florists, caterers, and entertainment.

Project Duration

The project has taken 6 months, from August 2022 to February 2023. The summer months are their busiest, so it needed to be completed prior to the Spring of 2023.

Add Photo

Katrina and Partner
April 30, 2023

165 Days   22 Hours   45 Minutes

| | All | Paid | Unpaid |

01/08/23 Date Due	Joanna's Bakery Invoice #4798-A	**$475.52** ⊘ Past Due
01/27/23 Date Due	The Cupcakery Invoice #310245	$150.00
02/01/23 Date Due	House of Orchids Invoice #22134678	$1500.75
02/15/23 Date Due	Hello Gorgeous... Invoice #B12350	$210.00 ⊘ Paid
02/20/23 Date Due	Jake's Photo & ... Invoice #KAT-3456	$1800.00
04/01/23	Town Liquors	$1100.00

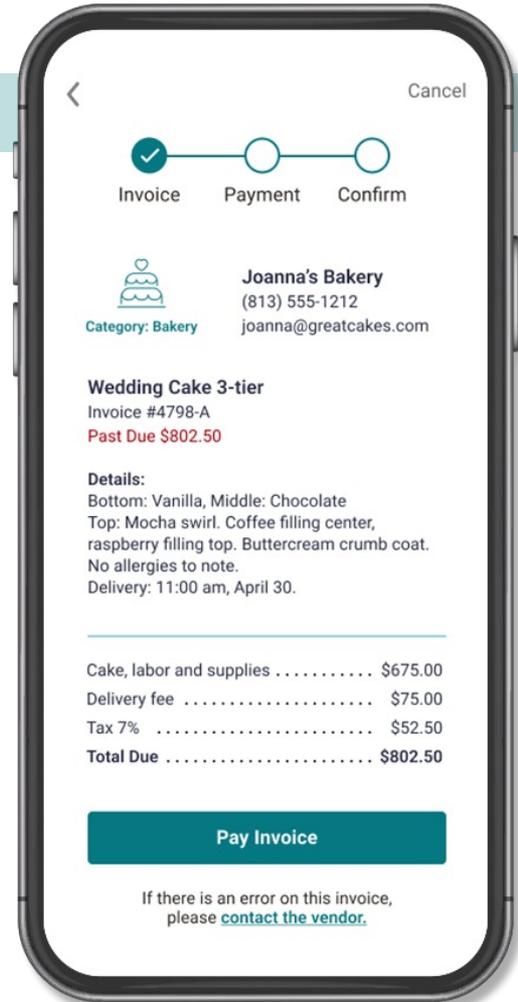Home   Alerts 3   Pay   Search

Project Overview

The Problem

The target users are busy with careers and families with limited spare time to plan and manage their big day. They feel anxiety that so many venues do not have an online payment system and find themselves paying the venue and its vendors with checks or various payment apps, which can be hard to keep track. The venue has heard this kind of feedback many times from couples.

The Goal

The goal was to design an app that makes it simple and convenient to pay for the venue and the vendors hired for the event. Everett Pay streamlines the payment process and keeps track of expenses and upcoming payments for the couple.

Invoice — Payment — Confirm

Joanna's Bakery
(813) 555-1212
joanna@greatcakes.com

Category: Bakery

Wedding Cake 3-tier
Invoice #4798-A
Past Due $802.50

Details:
Bottom: Vanilla, Middle: Chocolate
Top: Mocha swirl. Coffee filling center,
raspberry filling top. Buttercream crumb coat.
No allergies to note.
Delivery: 11:00 am, April 30.

Cake, labor and supplies $675.00
Delivery fee $75.00
Tax 7% $52.50
Total Due **$802.50**

Pay Invoice

If there is an error on this invoice,
please contact the vendor.

Project Overview

My Role

I was the graphic designer and creative director at my company for 16 years and was asked to join the UX team last year. I have been a UX architect for nine months. My role in this project is the creator, researcher, and designer.

My Responsibilities

User research, wire-framing, prototyping, usability testing, iterations, and the creation of the final high-fidelity prototype.

Suzie Berry

Highland Ag Solutions
Graphic Designer & UX Architect

Coursera
Student UX Google Certification

smberry109@gmail.com

Understanding the User

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

User Research Summary

I conducted email and video interviews and created empathy maps to understand the users I'm designing for and their needs in planning their big day.

My primary user groups identified through research were split into three categories; working adults who are planning their weddings, those who have been married less than one year, and event coordinators and/or venue managers.

These user groups confirmed initial assumptions on wedding planning, such as limited time and a restricted budget, but further research (especially with the managers) revealed that users were still used to doing things online and from their laptop or phone due to Covid restrictions. Even though the restrictions are lifted, expectations from users revealed they still wanted to do as much as possible from their phone or laptop and wanted to meet in-person as little as possible.

Couples planning their event

Newlyweds married within last year

Venue managers and owners

User Research

Primary Research

Casey

Casey is a newlywed and working professional who planned her wedding at a historical landmark.

Chaela

Chaela is my colleague, a UX designer. She and her fiancé are busy, professionals in their late 20's, getting married for the first time. They live in the Midwest and both work from home.

Bristol

Bristol is a wedding coordinator in the south, known for her memorable events. She plans for couples of all ages, religions, and sexual orientations. She looks for venues that are unique and operate efficiently, keeping up with her level of expectation. Bristol is also recently engaged.

Brittany

Brittany runs a new wedding venue in Georgia. She has helped to renovate a historical building, as well as design an experience for couples seeking a remote destination.

Nathan

Nathan is recently engaged to Luis. They are a busy couple in their 30s looking for a venue that is LBGT-friendly. They prefer something next to the ocean where they live and work. Nathan is a video producer and Luis is a full-time student working at a seaside bistro.

https://kristinbinford.com/venue-owner-stories

Kristin Binford is a venue coach to hundreds of wedding venues around the world and teaches wedding venue owners how to run a successful venue faster, so that they can book more weddings, consistently earn 5 star reviews, and put the processes in place to scale their business without working 80 hours a week.

https://orangeblossombride.com/venues/

Many couples from around the world choose to come to Central Florida to exchange their vows. This website is dedicated to all the beauty that you can find in the gorgeous Sunshine State. Orange Blossom Bride is where you will find local venues, vendors, inspiration, and real weddings, along with great ideas and tips, and helpful blogs from couples.

User Pain Points

1

Contact

Some users have been accustomed to working at home and conducting business online. For this reason, the app includes an easy way to pay and manage invoices.

2

Time

Users find it extremely helpful to pay for vendors all in one place. For this reason, any vendor that is hired by the venue can use the app for submitting invoices.

3

Visibility

Users are frustrated that some venues take one payment system (like Apple Pay or PayPal) and other vendors may take another. For this reason, multiple forms of payment apps can be integrated.

4

Budget

The wedding budget is the #1 stressor for couples. Users like to know how much they have spent and what they owe, getting anxious when they don't have visibility. For this reason, the dashboard shows recent activity and upcoming expenses.

Problem Statement

Tyler

Tyler is a newly hired in-house general counsel who needs to plan his wedding and track spending because he and his partner are busy professionals with limited free-time.

Renee

Renee is a work-from-home mom of two, who needs to plan her wedding but doesn't have the option in her busy schedule to do much in-person.

Tyler

Age 32

Education Law School, Juris Doctor (JD)

Hometown Indianapolis

Family Fiancé and one dog

Occupation In-house legal counsel

Tyler is a beginning professional who has just graduated from law school and accepted his first job as in-house counsel. He is also a recent transplant from Indianapolis to Tampa where he met his fiancé, Kyle. Both are busy professionals that are beginning their lives together and are set on weaving wedding plans into their already hectic schedules, for a ceremony within the next 12 months.

"My partner and I are excited to begin our lives together and create the wedding of our dreams."

Goals

To find time to plan a wedding with our busy schedules.

To find an event venue within budget.

Frustrations

"I would like to find a venue where everything is all in one place; reception and ceremony."

"I'm surprised by how many venues don't accept online payments or even apps like Venmo."

Renee

Age 41

Education Nursing Degree (RN)

Hometown Tampa

Family Fiancé, two teens, two cats

Occupation Travel Nurse Coordinator

Renee pivoted from a hospital nurse to a travel nurse coordinator, working from home. Her day starts very early, so she can sign off in time to get to sports events and make dinner. Her schedule is very tight and allows for little time to pay bills, coordinate appointments for the kids, let alone plan her wedding. She wants her event to be small, but special and has a decent budget. She needs it to be easy because her fiancé travels for work and really can't help with the planning and there's no option to visit the venue much prior to their event.

"My fiancé travels and I work from home; our time is limited and so is our wallet."

Goals

To fit in planning with my already tight schedule.

To find a venue that understands my needs for convenience and communicates well.

Frustrations

"I find places that I love, but they have outdated websites and are hard to contact."

"Many venues that I call cannot even meet online and only accept checks. I haven't written a check in ages!"

User Journey Map

Action	Select Venue	Gather Vendors for Venue	Organize Bills to Pay	Complete Payments	Upcoming Due Bills
Task List	1. Decide on location type, style, capacity 2. Search locations in browser and call 3. Setup meeting 4. Book venue	1. Gather vendors to use at the venue 2. Setup accounts with vendors 3. Deposits to vendors	1. Determine balance to pay venue 2. Determine balance or pre-payments to vendors	1. Find way to pay venue 2. Find way to pay vendors 3. Get receipt with email 4. Organize receipts	1. Call or email vendors for balances 2. Call venue for balance due 3. Watch for emails for invoices
Feeling Adjective	Worried about finding open dates Excited about seeing a venue and locking it in	Frustrated from keeping track of vendors	Anxious about organizing bills	Annoyed at using various ways to pay	Confused about what is due and what has been paid
Improvement Opportunities	Create a dedicated app to pay the venue and the vendors used	Provide list of trusted vendors to use at venue Set up these vendors on app	Keep activity of payments on dashboard	Offer payments from card, bank or Venmo, PayPal, ApplePay Provide receipt to vendors and on app	Provide alerts for upcoming bills due on dashboard

Persona: Renee

Mapping Renee's user journey revealed that it would make things more efficient to have an app where couples could pay for everything in one place.

Competitive Landscape

The Don Cesar

Opened in the heyday of the Gatsby Era in 1928, The Don CeSar has been welcoming travelers for nearly a century. From high society's playground to starring on the silver screen to being a Gulf Coast icon, The Don CeSar boasts a rich and glamorous history. Distinguished celebrities such as Clarence Darrow and F. Scott Fitzgerald have stayed at the "Pink Palace" on St. Pete Beach. With a sugar-fine beach, radiant sunsets, a world-class spa, and a vibrant food scene, it's been known as more than a landmark.

Wedding Wire

WeddingWire is a trusted global marketplace that helps engaged couples search, compare and book local wedding professionals. Its comprehensive suite of planning tools and services, inspiration and community make it easy for couples to plan their wedding and help them enjoy every part of the journey.
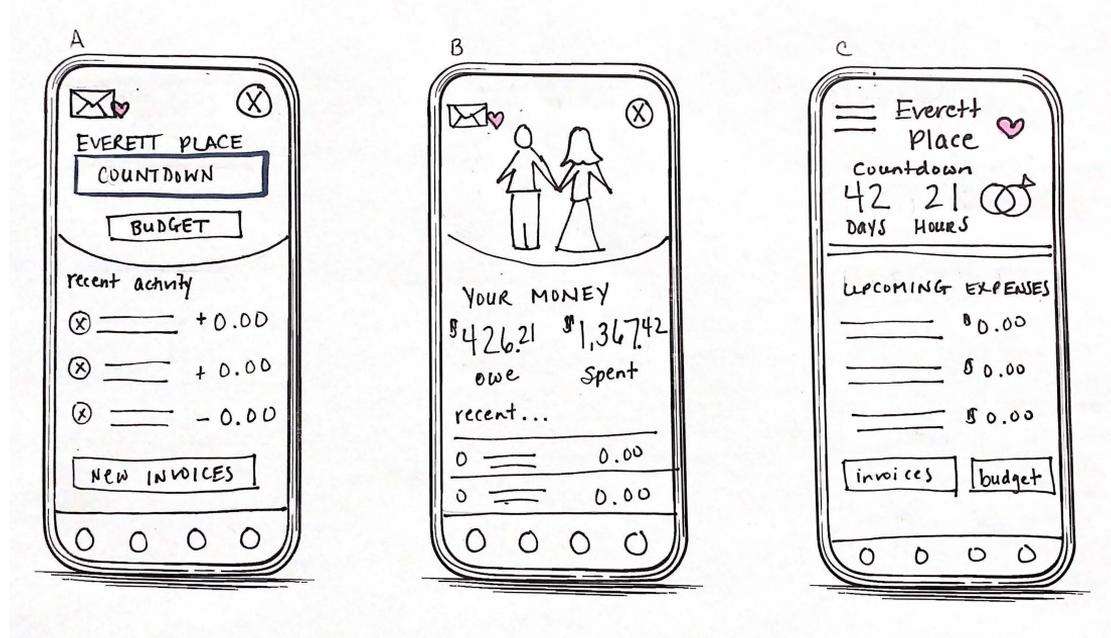
Beginning the Design

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

Paper Wireframes

- Strong imagery at the top to keep users focused on the wedding day.
- At-a-glance view of finances.
- The recent activity gives users the ability to track money already spent.
- Countdown helps to project finances out.

Paper Wireframes

- Adding the date and partner gives them insight into spending.
- Buttons are helpful, but the drop-down allows more detail when it expands.
- Bottom menu for extra features, like home, insights.
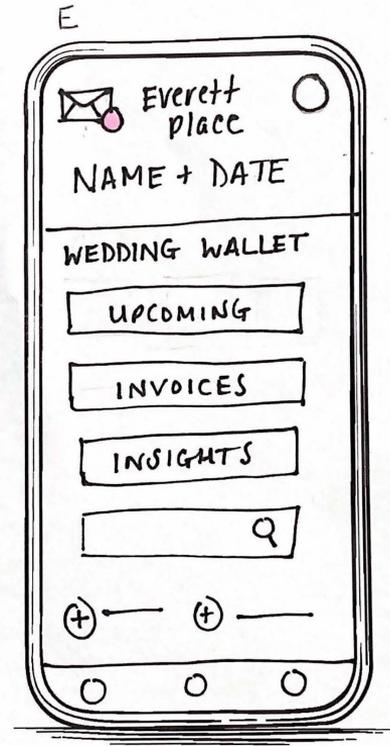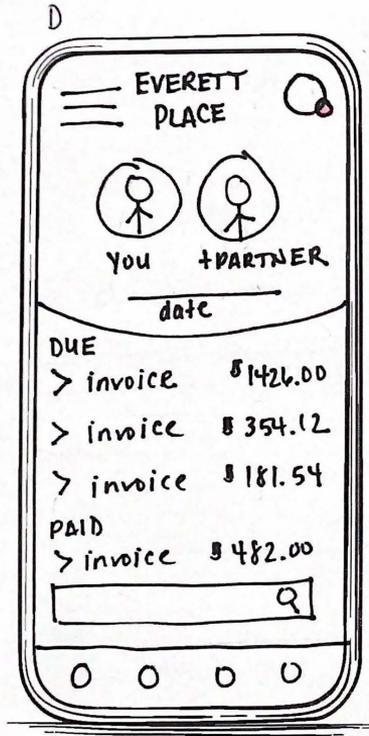
Paper Wireframes

- Keeping the venue image as a background and then countdown on top keeps user focused on date and time to pay invoices.
- Bottom navigation is for home, mail, pay, and insights tool.
- Bold numbers centered shows how much they have spent and what they owe.
- New and recent activity always shows for daily or weekly checking.
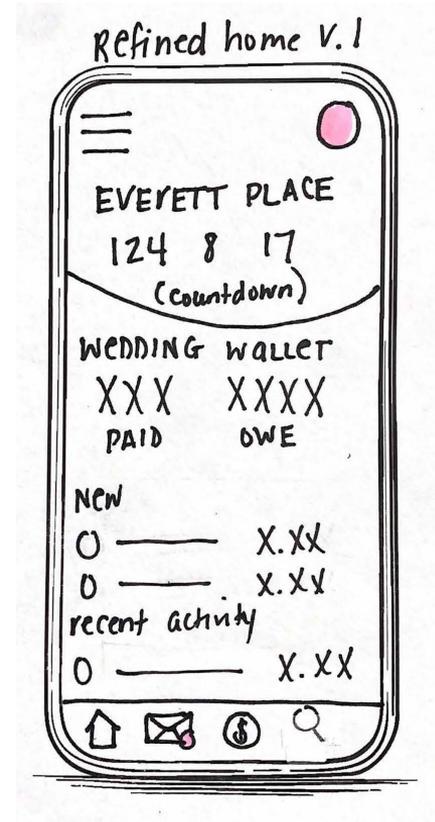
Keep the user reminded of their date, keeps them focused on the countdown. Adding the partner to the app also lets both know what's happening in the account.

Countdown helps the user stay focused on days left to event.

Most recent bill is on the dashboard as user signs on.

Recent activity reminds the user what they have paid (partner too).

Everett Place

Welcome Katrina and Will
March 2, 2023

231 **12** **52**
Days Hours Minutes

Invoices

<u>Party Rentals Unlimited</u> $877.40
Due in 2 days

Recent Activity

You paid <u>Scott Photography</u> $200.00 on August 23, 2022

You paid <u>DJ Cool</u> $300.00 on August 3, 2022

You paid <u>Floral World</u> $150.00 on July 7, 2022

Digital Wireframes

Steps takes the user through the main reason for the app, payments, and providing a confirmation at the end. Everything on the invoice is expanded to see the details like it would on paper.

Steps to payment

Vendor an payment due date

Thumbnail of item

Everett Place

- ✓ Invoice
- ✓ Payment Type
- ✓ Schedule
- ✓ Confirm

Party Rentals Unlimited
(813) 000-0000
party@rentals.com
Due in 2 days

Bill to:
Mary Smith
(813) 000-0000
msmith@gmail.com

Chairs x 72	$720.00
Delivery Fee	$ 100.00
Tax 7%	$57.40
Total Due	**$877.40**

Cancel   Next
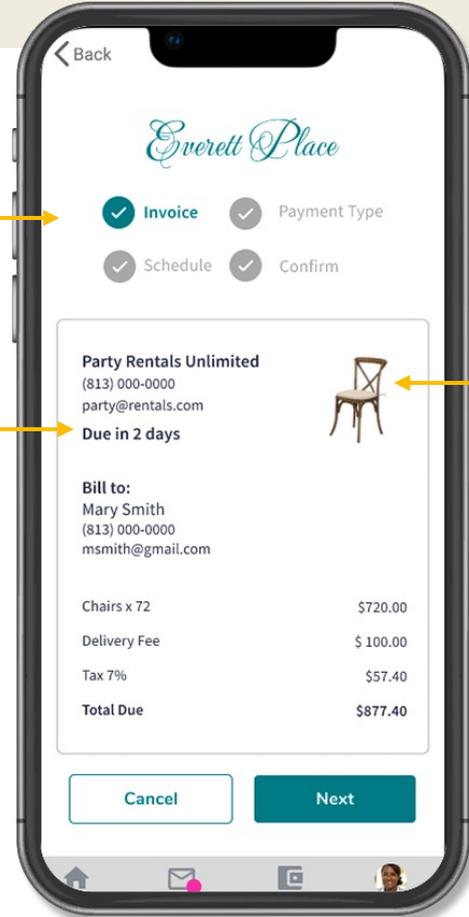
Low Fidelity Prototype

The low-fidelity prototype connected the primary user flow of paying an invoice so the prototype could be used in a usability study with users.

Everett Place Low Fidelity Prototype
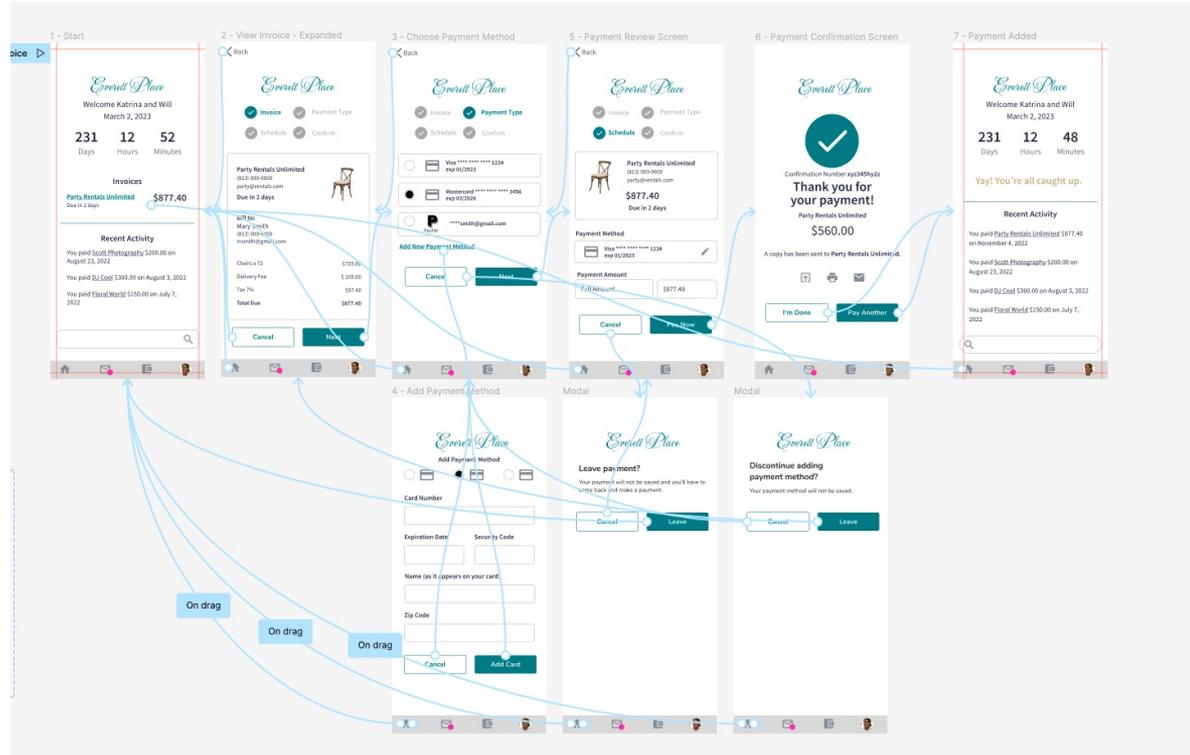
Usability Study Findings

Two usability studies were done; moderated and unmoderated. I used my users as described in this case study as well as some new people searching for venues. The unmoderated study sent me videos as they used the app. The moderated study was done with me over Teams.

Round 1 findings

1. User needs to know if vendor has been paid.

2. Too many steps, one was repetitive.

3. Onboarding was unclear.

Round 2 findings

1. Would like to see the search bar moved to nav bar.

2. Flow could be 1) payment method 2) payment 3) confirmation

3. Revise payment to pop up as a modal that users can swipe down to get out of which would get rid of the back arrow and x icon.

Refining the Design

- Mockups

- High-fidelity prototype

- Accessibility

Mockups

Early designs separated the invoices into sections, but after testing, users found it better to have a button to sort them.
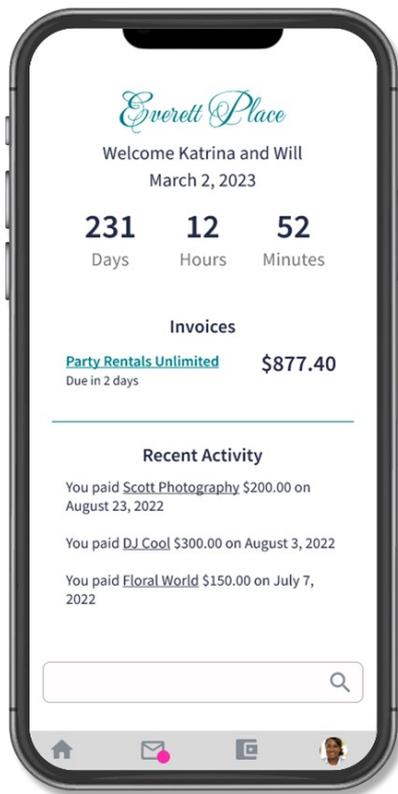
I also made a space where users can add a photo of themselves and their partner.

I switched the account (profile) to the top and moved the search into the bottom navigation because it confused users there.

Before usability studies

Everett Place

Welcome Katrina and Will
March 2, 2023

231 Days   **12** Hours   **52** Minutes

Invoices

Party Rentals Unlimited   **$877.40**
Due in 2 days

Recent Activity

You paid Scott Photography $200.00 on August 23, 2022

You paid DJ Cool $300.00 on August 3, 2022

You paid Floral World $150.00 on July 7, 2022

Round 2

Add Photo

Katrina and Partner
April 30, 2023
165 Days   22 Hours   45 Minutes

Invoices   View all

Unpaid | All | Paid

Everett Place $1,500.50
Invoice Kat-430

Joanna's $802.50
Invoice 457

The Cupcakery $300.00
Invoice R92333   Due in 2 days

Doss Flower Shoppe $1,500.00
Invoice 347   Due in 5 days

Home | Alerts 3 | Pay | Search

Round 3

Add Photo

Katrina and Partner
April 30, 2023
165 Days   22 Hours   45 Minutes

All | Paid | Unpaid

Date Due		
01/08/23	Joanna's Bakery Invoice #4798-A	$475.52 ⓘ Past Due
01/27/23	The Cupcakery Invoice #310245	$150.00
02/01/23	House of Orchids Invoice #22134678	$1500.75
02/15/23	Hello Gorgeous... Invoice #B12350	$210.00 ✓ Paid
02/20/23	Jake's Photo & ... Invoice #KAT-3456	$1800.00
04/01/23	Town Liquors	$1100.00

Home | Alerts 3 | Pay | Search

Mockups

The second usability was a bit confusing in the payment process. Users weren't sure where the button would take them. I changed the label to **Pay Invoice**, keeping the same language as the steps at the top.

Moving the vendor info to the top, creating a better hierarchy for users, they were unsure what the invoice was about at first glance. I also took advantage of the screen width to eliminate unnecessary scrolling if possible for some invoices.

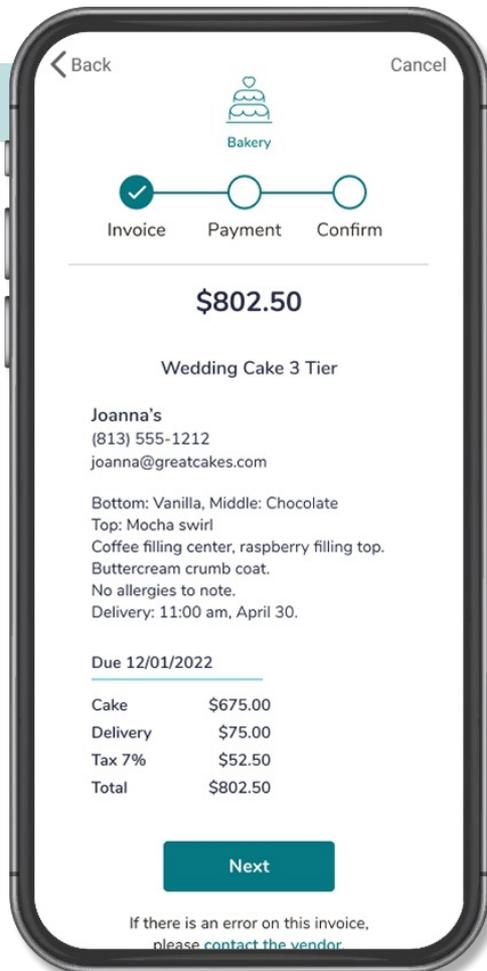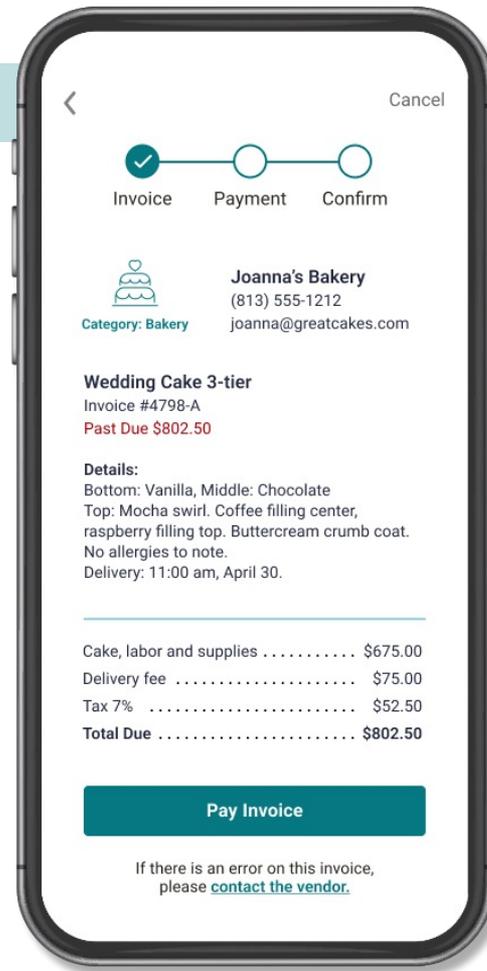Finally, reducing some visual clutter left the space easier to read, removing the word **Back**, deleting a horizontal line, and a creating stronger call to action button.
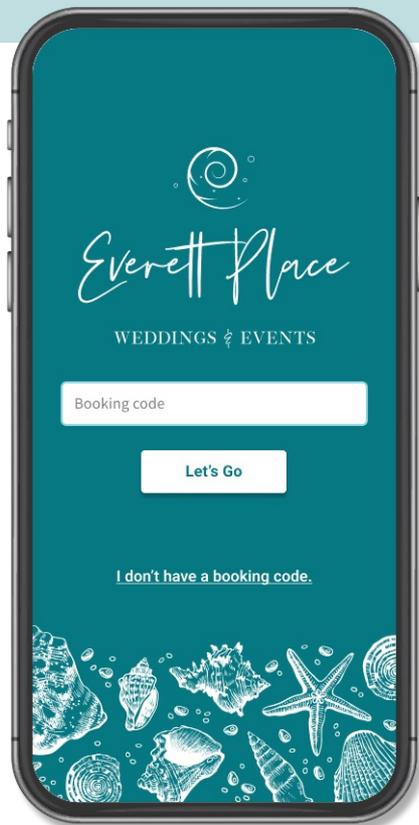

‹ Back   Cancel

Bakery

✓———◯———◯
Invoice   Payment   Confirm

$802.50

Wedding Cake 3 Tier

Joanna's
(813) 555-1212
joanna@greatcakes.com

Bottom: Vanilla, Middle: Chocolate
Top: Mocha swirl
Coffee filling center, raspberry filling top.
Buttercream crumb coat.
No allergies to note.
Delivery: 11:00 am, April 30.

Due 12/01/2022

Cake	$675.00
Delivery	$75.00
Tax 7%	$52.50
Total	$802.50

Next

If there is an error on this invoice,
please contact the vendor.

Before usability study 2

‹   Cancel

✓———◯———◯
Invoice   Payment   Confirm

Joanna's Bakery
(813) 555-1212
joanna@greatcakes.com
Category: Bakery

Wedding Cake 3-tier
Invoice #4798-A
Past Due $802.50

Details:
Bottom: Vanilla, Middle: Chocolate
Top: Mocha swirl. Coffee filling center,
raspberry filling top. Buttercream crumb coat.
No allergies to note.
Delivery: 11:00 am, April 30.

Cake, labor and supplies	$675.00
Delivery fee	$75.00
Tax 7%	$52.50
Total Due	**$802.50**

Pay Invoice

If there is an error on this invoice,
please contact the vendor.
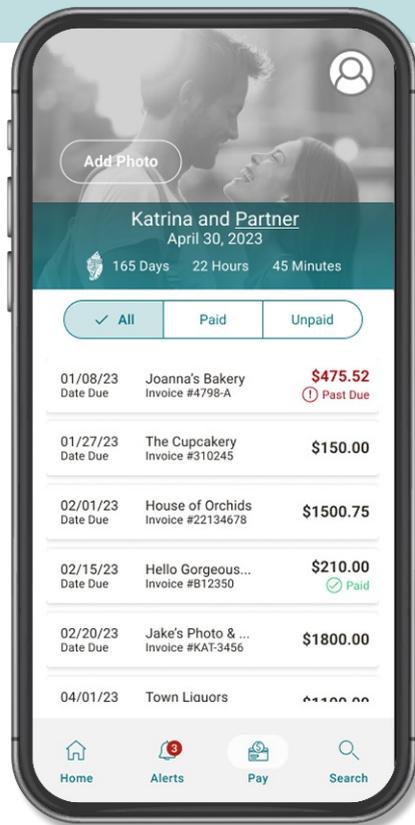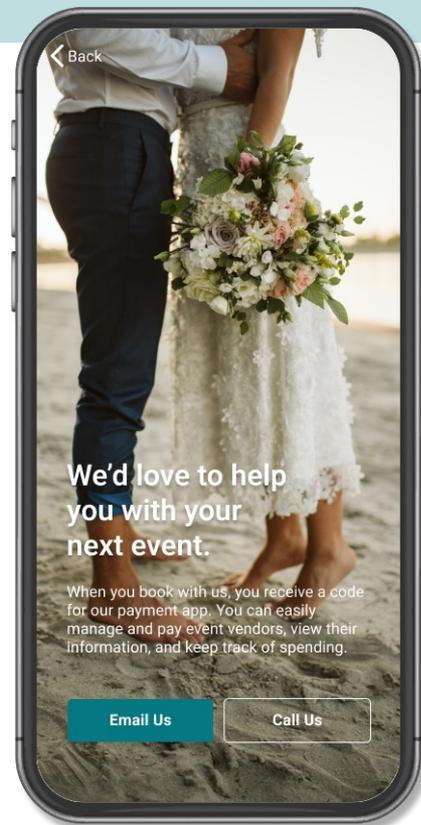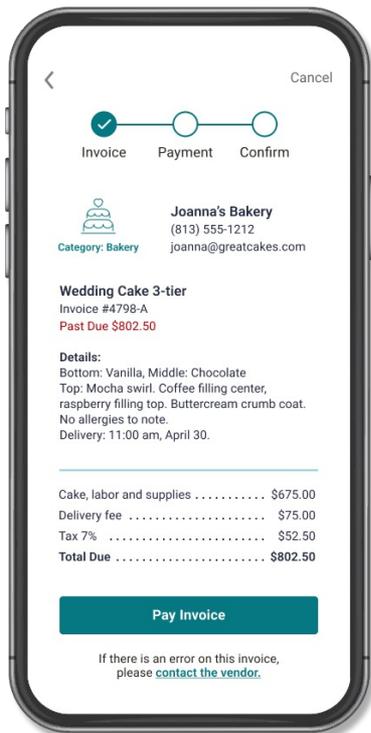
After usability study 2

Download and onboard with booking code from venue

Main dashboard

Contact Page

Screen 1

<   Cancel

✓ Invoice — ○ Payment — ○ Confirm

Joanna's Bakery
(813) 555-1212
joanna@greatcakes.com

Category: Bakery

Wedding Cake 3-tier
Invoice #4798-A
Past Due $802.50

Details:
Bottom: Vanilla, Middle: Chocolate
Top: Mocha swirl. Coffee filling center,
raspberry filling top. Buttercream crumb coat.
No allergies to note.
Delivery: 11:00 am, April 30.

Cake, labor and supplies $675.00
Delivery fee $75.00
Tax 7% $52.50
Total Due **$802.50**

Pay Invoice

If there is an error on this invoice,
please contact the vendor.

Step 1: View invoice

Screen 2

<   Cancel

✓ Invoice — ✓ Payment — ○ Confirm

Joanna's Bakery
(813) 555-1212
joanna@greatcakes.com

Category: Bakery

Wedding Cake 3-tier
Invoice #4798-A
Past Due $802.50

Payment Method

Visa **** **** **** 1234   exp 01/2023

○ Pay in full $802.50
◉ Partial pay $300.00

Schedule payment   12/10/2022

Enter any promotional   Wed10
or discount codes

Next

**Step 2: Pick method,
amount, date**

Screen 3

<   Cancel

✓ Invoice — ✓ Payment — ✓ Confirm

BILLING ADDRESS ✎
Katrina Short
212 Belle Way, Apt 2A
Minard, FL 33810
813-123-4567
kshort11@gmail.com

VENDOR ✎
Joanna's
123 Main Street
Tampa, FL 338170
813-555-1212
ibakecakes@gmail.com

PAYMENT TYPE ✎
Visa ending in 6583
Exp 07/24

ORDER SUMMARY
Merchandise Subtotal $675.00
Shipping & Handling / Delivery $75.00
Promo Code Wed10 (10%)   -$75.00
Sales Tax $47.25
Order Total $722.25

Partial Pay, Scheduled 2/10/22 $300.00
Balance Due, 04/10/22 $422.25

Pay $300.00

**Step 3: Review and edit
inline if needed**

Screen 4

Receipt   👤

Approved!
Thank you for your payment.
$300.00

✓

Confirmation 45789-4578901
The receipt has been sent to Joanna's Bakery

🖨 **Print Receipt**   ✈ **Email Receipt**

Pay Another Invoice

Home   Alerts (3)   Pay   Search

**Paid! Send to anyone or
print from your phone**

High Fidelity Prototype

Pay an Invoice for Everett Place High-Fidelity Prototype

Accessibility Considerations

1

Provided access to users who are vision impaired through adding alt text to images for
screen readers.

2

Used icons to help make navigation easier along with high contrast for buttons.

3

Used detailed steps to navigate through payments.

Going Forward

- Takeaways

- Next steps

Takeaways

Impact:

I was recently told by a peer, that this app got her excited and that she "couldn't wait for each iteration." She is a wedding coordinator, so that meant a lot. I think it also gave her some ideas for her business.

What I learned:

Do your research and planning. I have been a designer for a very long time, and I know what it means to fast-track an idea to get it to the finish line because the business has given a near-impossible deadline. But if you can, take the time to plan, research and organize – even if you have to apologize for a little lateness, it is worth it.

Next Steps

1

Through interviews, I have learned that users would like to see a booking feature on the app.

2

I would create calendar option with available dates. This would be after on an-site visit, or a video meeting.

3

Provide shots and virtual tours of the venue through the app. The virtual tour would have to provide specific details about the rooms so they feel comfortable booking online.

Let's Connect

Feel free to email me at smberry109@gmail.com with any questions.

I'd love to chat about being a long-time graphic designer for my company, to joining the UX team.

Thank you!