

# WedCheck

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Elise Almquist - UX Designer

# Project overview



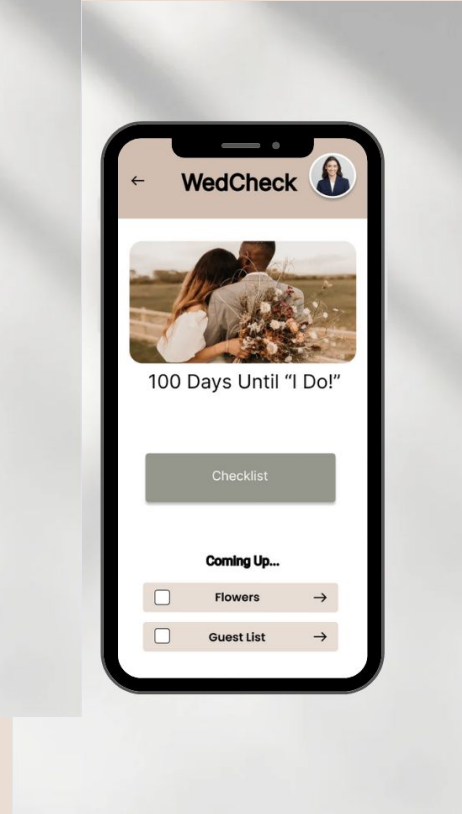
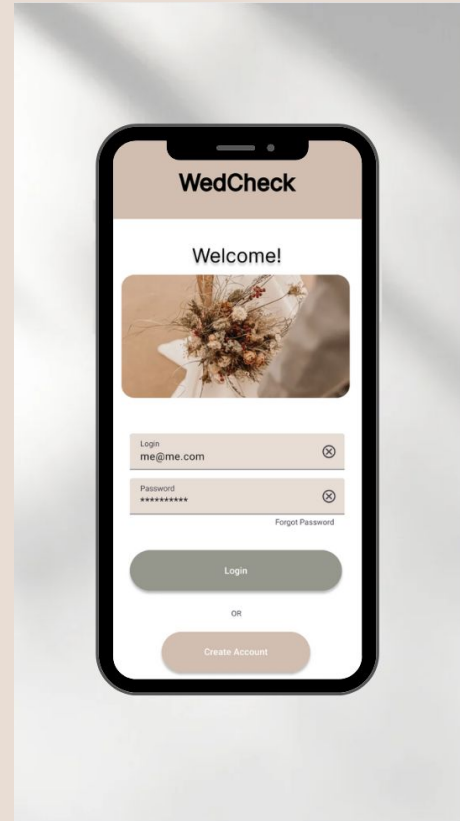
The product:

WedCheck is an app that helps users stay organized during the wedding planning process.



Project duration:

March 15th - April 1st



# Project overview



## The problem:

Users who are in the wedding planning process are overwhelmed by details and deadlines.



## The goal:

My goal is to give users an easy way to keep track of important wedding details with a checklist and notification reminders.

# Project overview



## My role:

Generalist UX Designer.



## Responsibilities:

- Conduct user research
- Define the problem and provided insights to inform the ideation phase
- Define personas, user journeys, empathy maps and user flows
- Visual design of low-fi and high-fi wireframes, prototypes, and user testing



# User research: summary



To understand user needs and pain points, I conducted research through interviews and participant surveys for the WedCheck project. My goals were to use the data collected to better understand my users and their needs when going through the wedding planning process.

Given the two types of research methodologies: qualitative and quantitative, I chose to incorporate both to give a larger perspective of my users needs and possible pain points.

# User research: pain points

1

## Financial

Affordability is important to my users, so they are looking for an app that might be free or available at a low cost.

2

## Product

My users were looking for an app that could help make the wedding planning process less overwhelming.

3

## Process

Having an app to organize and simplify wedding details with notifications for deadlines, was exactly what my users needed.

4

## Support

My users need assistance keeping organized the items that needed to be completed before a wedding.

# Persona: Hailey

## Problem statement:

Hailey is a busy accountant who needs a time-efficient way to monitor her wedding details because she is overwhelmed with work and wedding planning.



## Hailey

**Age:** 24

**Education:** Graduate Degree

**Hometown:** Waco, Tx

**Family:** Fiancé, pet dog

**Occupation:** Accountant

*“I want a time-efficient way to monitor my wedding details”*

## Goals

- Remember to complete tasks
- Have a concise way to stay on track
- Not spend extra time

## Frustrations

- “As a busy accountant, I don’t want to spend unnecessary time organizing wedding details”
- “Work is stressful enough, and keeping track of my many wedding details is taxing”

Between crunching numbers and meeting deadlines, Hailey, a young accountant, is about to add “bride-to-be” to her already packed plate. While she envisions a beautiful wedding, the mountain of tasks looms large. Juggling work and wedding planning can be stressful, and Hailey, seeks a simple, organized way to keep track of everything, ensuring a smooth journey to her happily ever after.



# User journey map

As Hailey goes through the user journey, each step shows what she went through to have a happy end user experience.

## Persona: Hailey

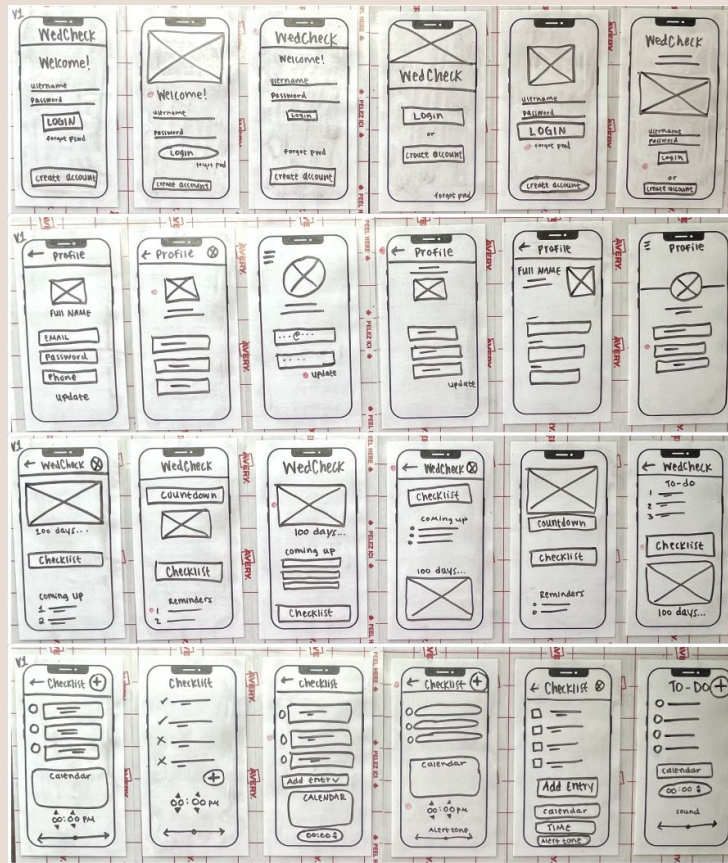
Goal: Time-efficient and easy way to keep track of wedding planning details

ACTION	Locate/Install App	Login/Create Account	Create Profile	Input Items for Checklist	Set Up Reminders
<b>TASK LIST</b>	<b>Tasks</b> A. Search for App B. Install App	<b>Tasks</b> A. Create Username B. Create Password	<b>Tasks</b> A. Add personal Information B. Add photo	<b>Tasks</b> A. Choose items for Checklist	<b>Tasks</b> A. Choose a day B. Choose a time C. Choose alert tone
<b>FEELING ADJECTIVE</b>	<b>User Emotion</b> <ul style="list-style-type: none"><li>Excited</li><li>Skeptical</li></ul>	<b>User Emotion</b> <ul style="list-style-type: none"><li>Happy</li><li>Excited</li></ul>	<b>User Emotion</b> <ul style="list-style-type: none"><li>Curious</li><li>Eager</li></ul>	<b>User Emotion</b> <ul style="list-style-type: none"><li>Excited</li><li>Overwhelmed</li></ul>	<b>User Emotion</b> <ul style="list-style-type: none"><li>Relieved</li><li>Pleased</li></ul>
<b>IMPROVEMENT OPPORTUNITIES</b>	<ul style="list-style-type: none"><li>Option to download offline</li></ul>	<ul style="list-style-type: none"><li>Face ID</li></ul>	<ul style="list-style-type: none"><li>Auto fill information via Google</li></ul>	<ul style="list-style-type: none"><li>Pre-populated Checklist</li></ul>	<ul style="list-style-type: none"><li>Allow users to customize alert tone</li></ul>



# Paper wireframes

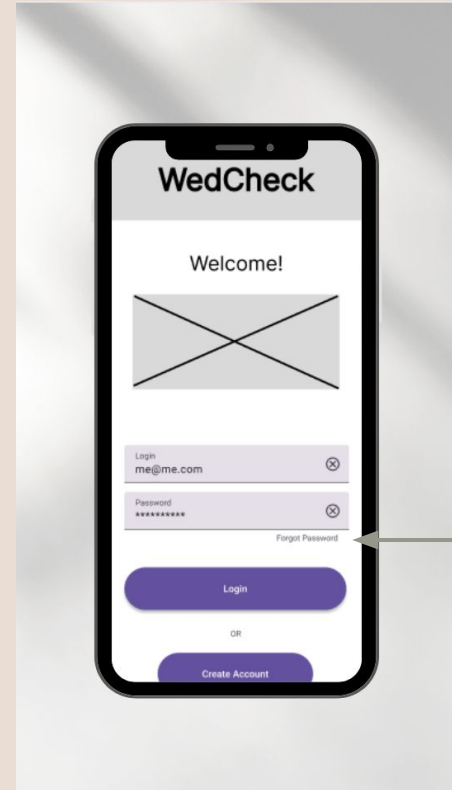
Taking into account the key features my users were looking for, I sketched my wireframes.



# Digital wireframes

Using my site map, I sketched a variety of screens for each screen my app would need.

Simple login page for users with different levels of technology use.

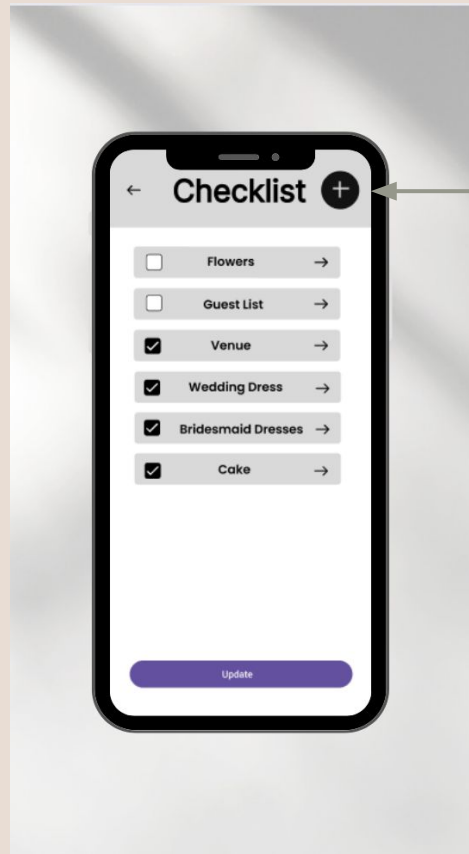


'Forgot Password' for users who cannot remember their original password when trying to login.

# Digital wireframes

After going through all of the sketches for one screen, I narrowed down elements I felt were going to be a best fit for my users and combined them into V.1 of each screen. This is an example of the combined elements from several checklist sketches

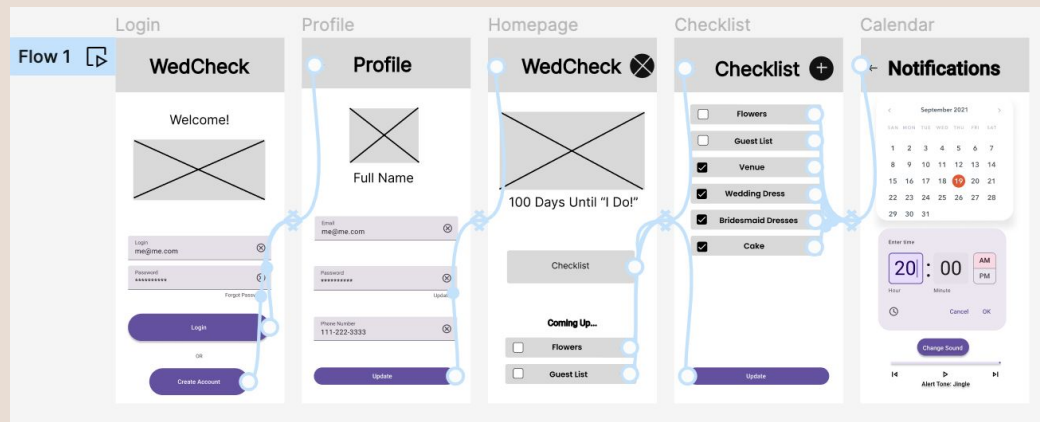
An interactive checklist; users can check-off the items that they have completed.



A button to add items to the checklist.

# Low-fidelity prototype

## Mobile App Low-Fidelity Prototype



# Usability study: parameters

I conducted an unmoderated usability study to test my prototype and to gather insights about participants who have planned a wedding before, as well as users who foresee planning a wedding in the future.



			
<b>Study Type</b>	<b>Length</b>	<b>Participants</b>	<b>Location</b>
Unmoderated	20-30 min.	4 Participants	Bulverde, TX

# Usability study: findings

Now that I have key insights from the usability study, let's take a look at the findings and define the actual problems a designer can solve.

1

Adding an update button for each portion of information on the profile page is crucial. There was only an update button for the password.

2

There was little white space on the checklist page. Without adding white space, crowding issues can occur and the page can appear busy.

3

There was no update button on the notification page. Without one, users wouldn't have clear direction of where to navigate next.

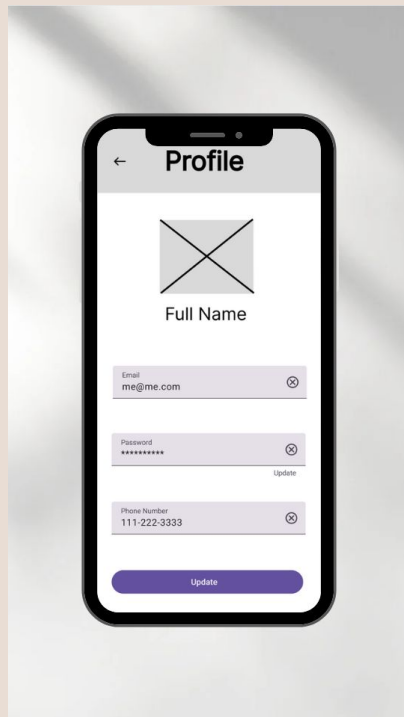




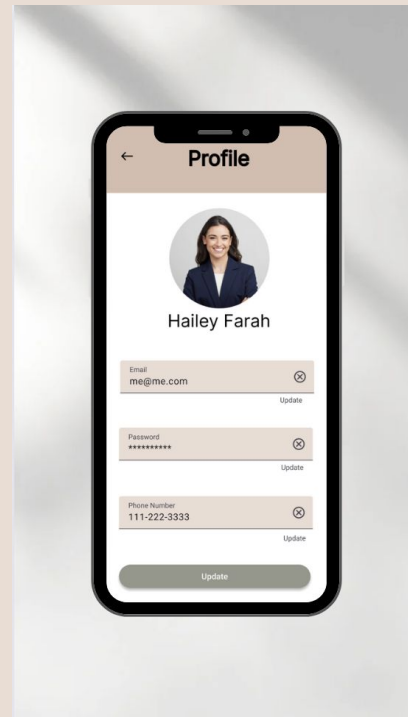
# Mockups

I needed to add an update button under each text box of personal information.

Before usability study



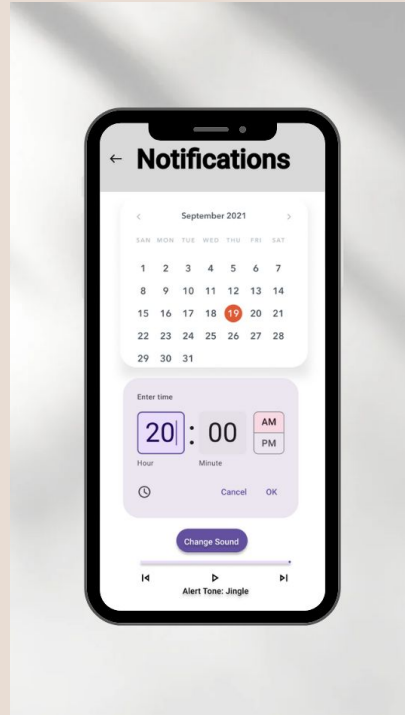
After usability study



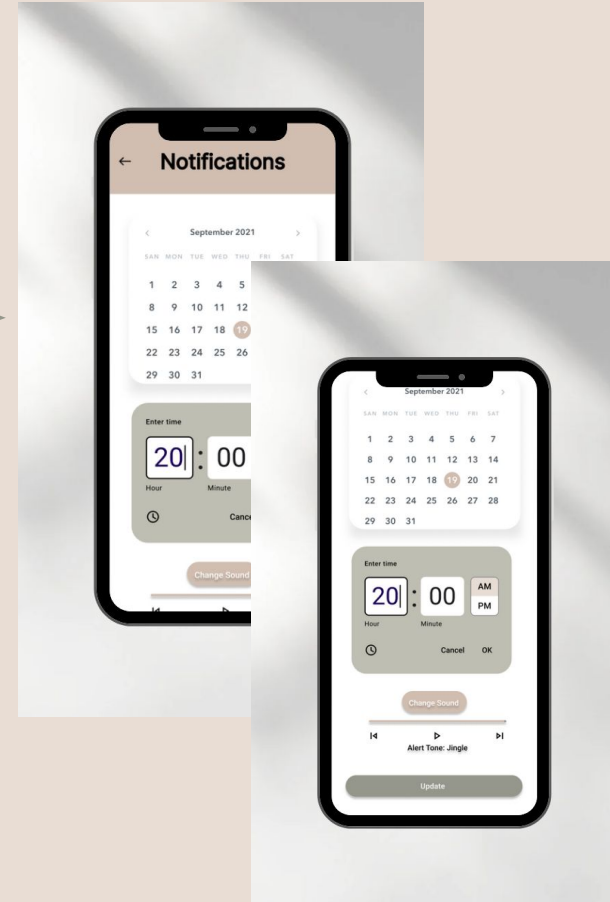
# Mockups

I needed to add an update button at the bottom of the screen for users to press once they finish adding the date, time, and alert tone in order to save that notification and give clear direction.

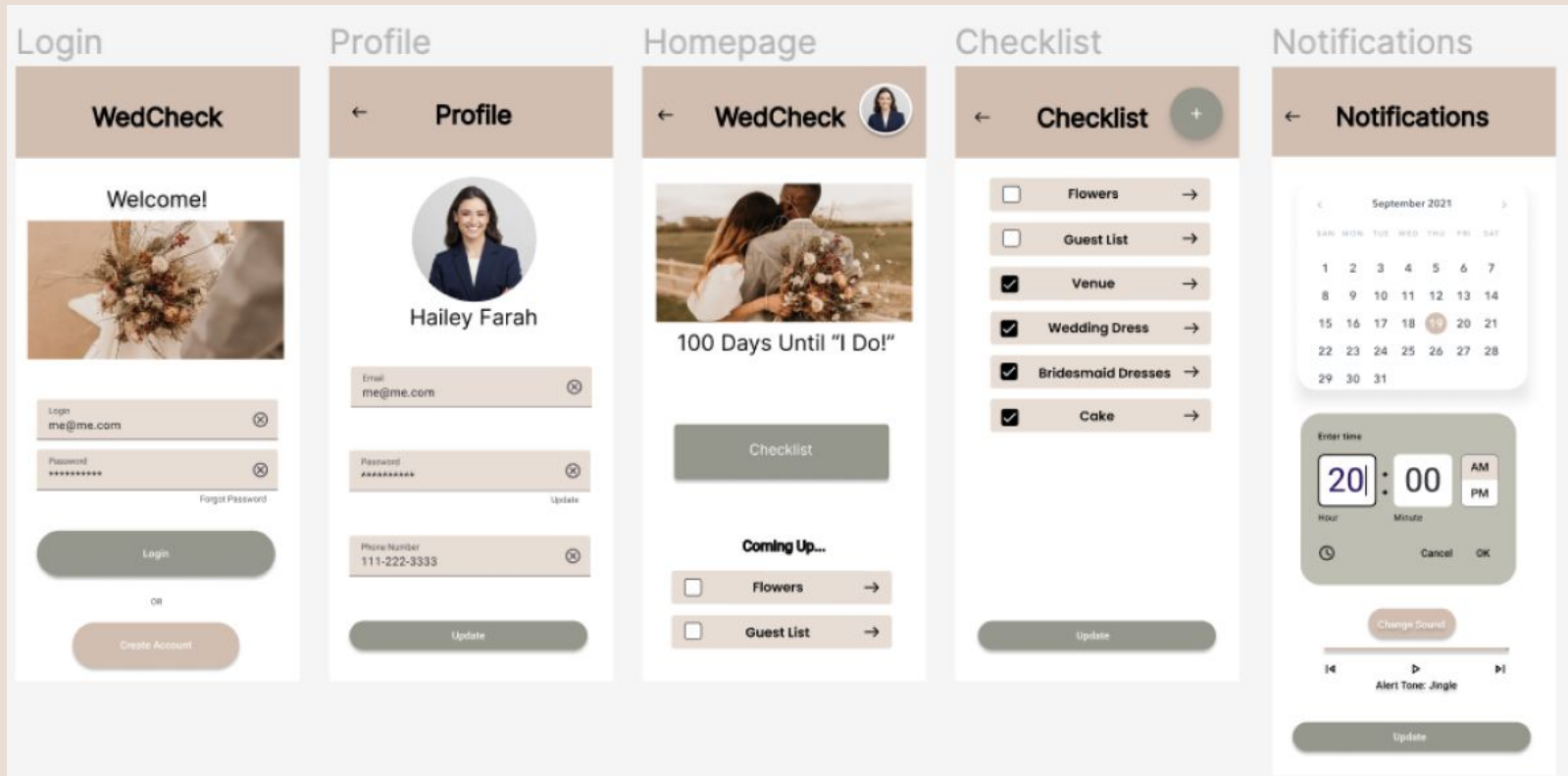
Before usability study



After usability study

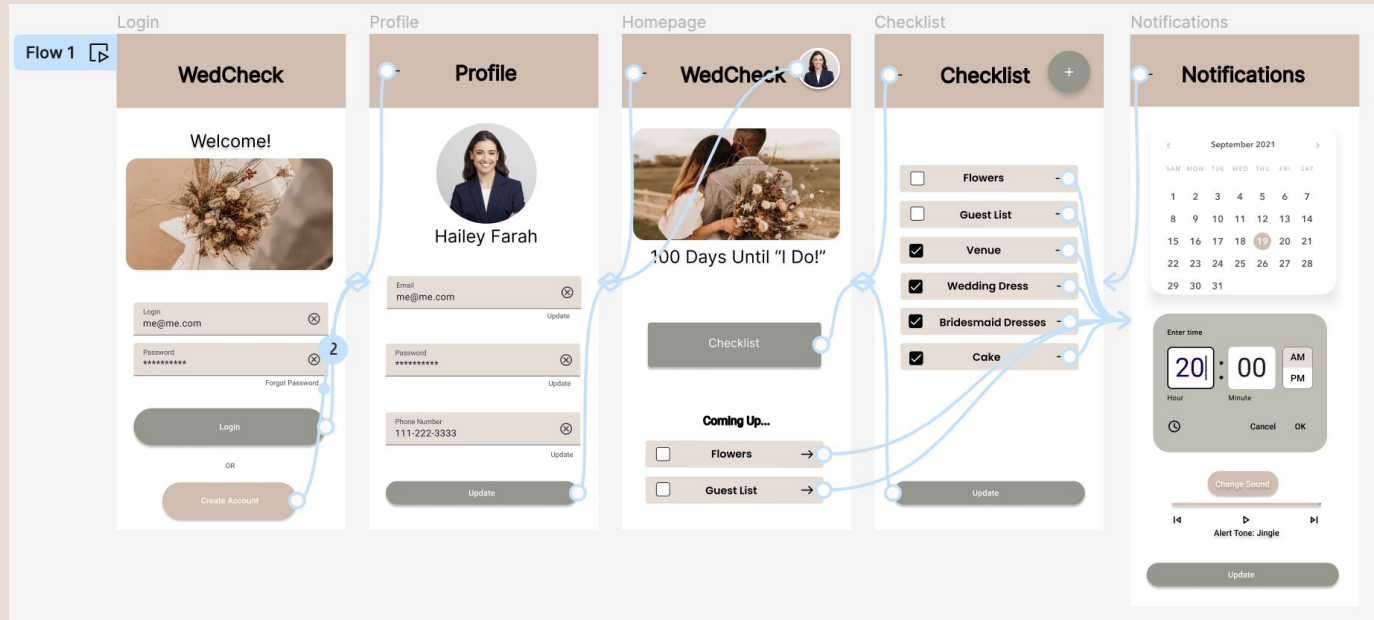


# Mockups



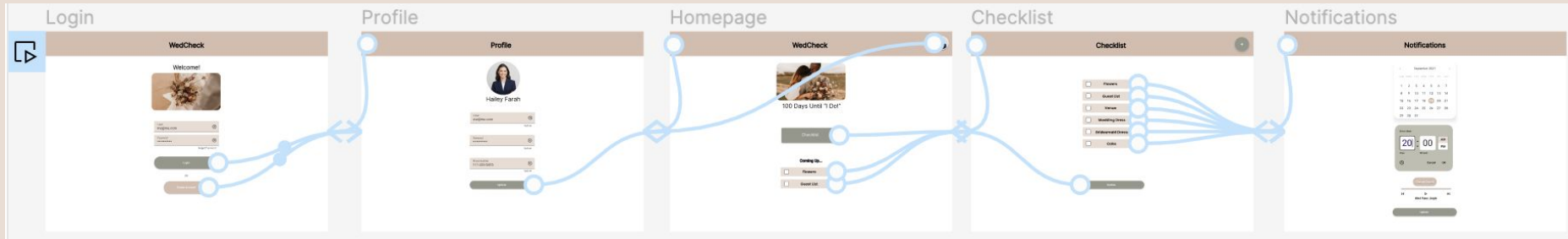
# High-fidelity prototype

High-Fidelity  
[Responsive App](#)  
[Prototype](#)



# High-fidelity prototype

## High-Fidelity [Responsive Website Prototype](#)



# Accessibility considerations

1

I only used one typeface: Inter. Mixing multiple typefaces can make an app seem busy and fragmented.

2

When choosing a color palette, I made sure that primary colors met WCAG AA Compliance before building out the UI for each screen.

3

I added rounded corners to the photos, as well as increased white space and grouping similar items together for a simplistic look.





# Takeaways



## Impact:

The WedCheck app is simple and easy to use. It makes it possible for brides, or future brides to keep many wedding details organized with a helpful checklist and notification reminder option.



## What I learned:

While designing this app, I learned that the first ideas for the app are only the beginning of the process; there are always improvements to be made. Usability studies and peer feedback influenced each iteration of the app's design.

# Next steps

1

A next step I could possibly take with this project is adding a customizable color option for the app itself. This option could appeal to users who care about customization.

2

One thing that was not added, was customization for the countdown timer. This is a important next step I could take with the WedCheck app.

3

Another step I could take with this project is adding an option to customize the photos on the login page and on the homepage.

# Let's connect!



I hope this case study was enjoyable and properly showcased my skills and the work I am capable of. Let me know what you think!

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