

Almost There

Wedding Venues Virtual Tour Platform

UX Case Study Slide Deck

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Project Summary



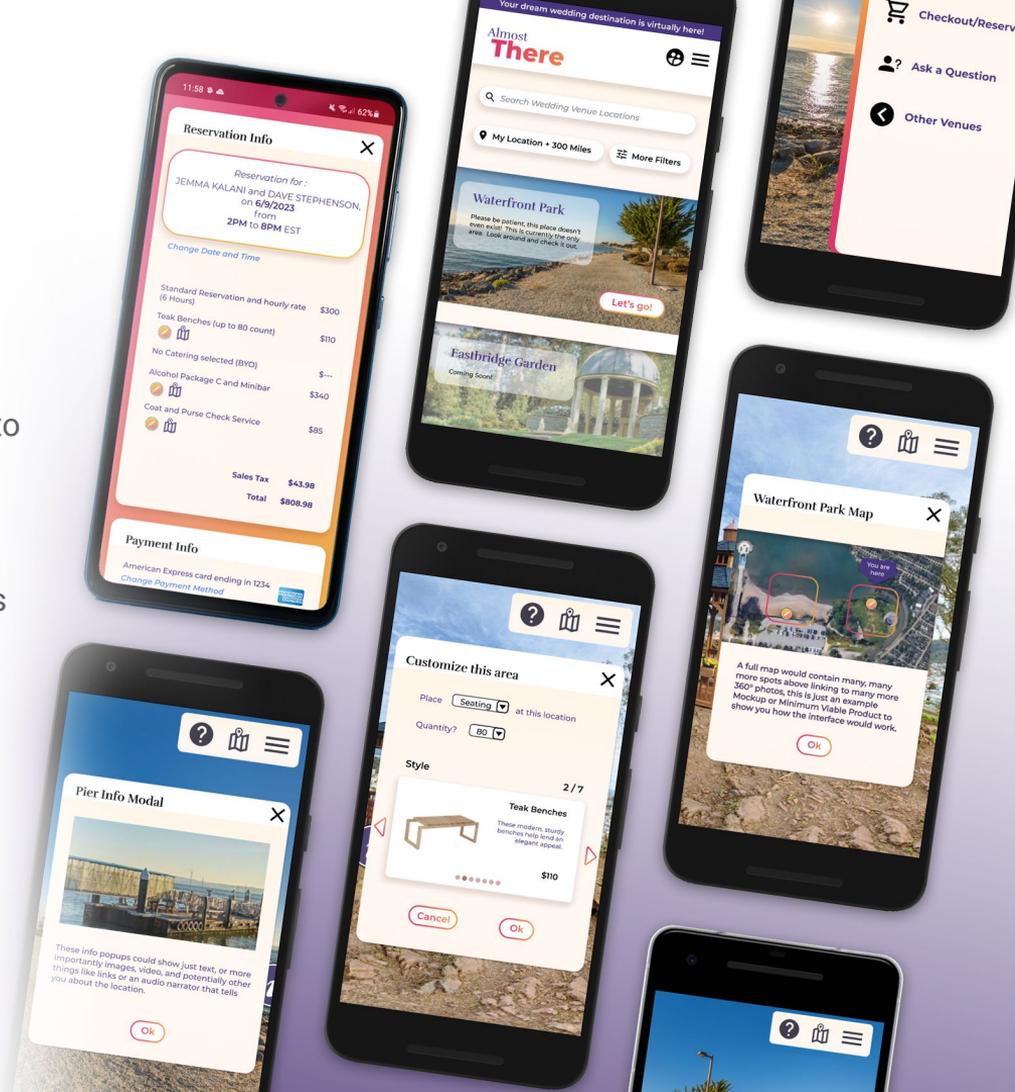
The product:

An app that creates an open market for wedding venue locations by allowing patrons to take a **virtual tour** and see the overall area, **customize** and set up the area virtually to preview the space with predefined decorations and furnishings, and finally **share** their customized venue as a link.



Project duration:

June - August 2021



Understanding the user

- Initial User research
- Pain Points
- Personas
- User Journey Maps
- User Flow

Empathize

Define

Initial User Research



While the original approach was a standalone virtual tour, it became apparent after the first few interviews that the ability to customize the venue - to see different decorative and functional elements that the venue or affiliated planners could provide - would potentially be the most useful and novel aspect of the app itself.

User Research: pain points

1

Enough info?

All users were generally interested but skeptical that an app would get them a fully informed decision.

2

On their time

Not having to deal with people waiting on them, being able to check things out at their own pace, but also with some guidance or a way to get questions answered.

3

Full Disclosure

A desire to see all the options available, and see all of the costs up front.

Personas: Jemma and Troy Kalani

Two distinct Personas helped humanize and shed light on two different use cases.

Problem Statements

Jemma is a busy bride who needs a way to check out wedding venues and compare customizations to save time while planning.

Troy is a skeptical but open minded family member who needs to be able to see the venue and customization options Jemma forwards to help plan for any contingency.



Jemma Kalani

Age: 28

Education: MBA, Cosmetology Degree

Hometown: Brecksville, OH

Family: Soon-to-be husband Dave, and their pet ferret "Bandaid"

Occupation: Runs her own business as a hair-stylist, and recently started a 2nd business as a life coach.

She is red-green colorblind.

"Hah, cool! Oh wow, now that I understand it... I'm... I'm kinda mad that this app doesn't already exist!"

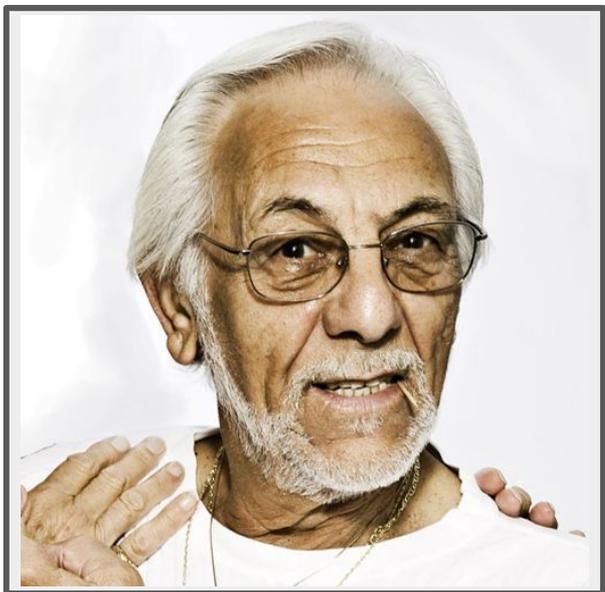
Goals

- Ability to compare wedding venues and options
- Ability to customize every detail possible, "Sooo I would want to be able to see all of the options tho... different types of chairs, tables, what color is the tablecloth... I mean who doesn't want all the details to be just right, y'know?"
- Ability to share specific locations or configurations quickly with friends and family to get their opinion

Frustrations

- "having to drive all over town to check places out, and dealing with even more people after a busy day"
- Enjoys a guided tour experience but there *must* be a way to immediately jump to self-guided.
- Needs to see the price for things disclosed up front, "or it's a waste of everyone's time. And as a business owner myself I wouldn't want to spend an hour meeting and talking to someone who won't even become a customer."

Jemma and her fiancé Dave live right outside of Cincinnati, Ohio. Jemma is sharp and quick-witted, and every time she starts talking about the wedding you can see her eyes light up. The couple just bought a house last year, and feel they are already spread too thin and constantly being pulled in all directions... so they're excited at the possibility of an app that can streamline the process. Jemma lost her parents at a young age and was raised by her grandfather [Troy Kalani](#).



Troy Kalani

Age: 68

Education: "School of hard knocks", HVAC Certified

Hometown: Cincinnati, OH

Family: His wife Wanda, their 2 dachshunds, and his granddaughter [Jemma Kalani](#)

Occupation: Retired Electrician, Handyman, Plumber, Car Mechanic, Audio technician and jack-of-all-trades

"People appreciate being given answers to the questions they had not even thought of asking"

Goals

- To make sure his granddaughter's wedding is perfect.
- To have a contingency plan for everything, and be able to run through **all** of the details.. even the ones he hasn't thought of yet.

*"Where is the bathroom though, and will there be a coat-check, or safe lock up for women's purses? Where are all the outdoor power outlets then, is there a set bandstand area already, and if an outlet does die do we have a backup cord for the band, how far is that outlet? When it does move inside tho can they adjust the lighting in the room? Can the windows be opened or closed, And a lot of rooms have airwalls that you can move for events too... I'm just gettin' started,yeah, I mean **those** kinda details."*

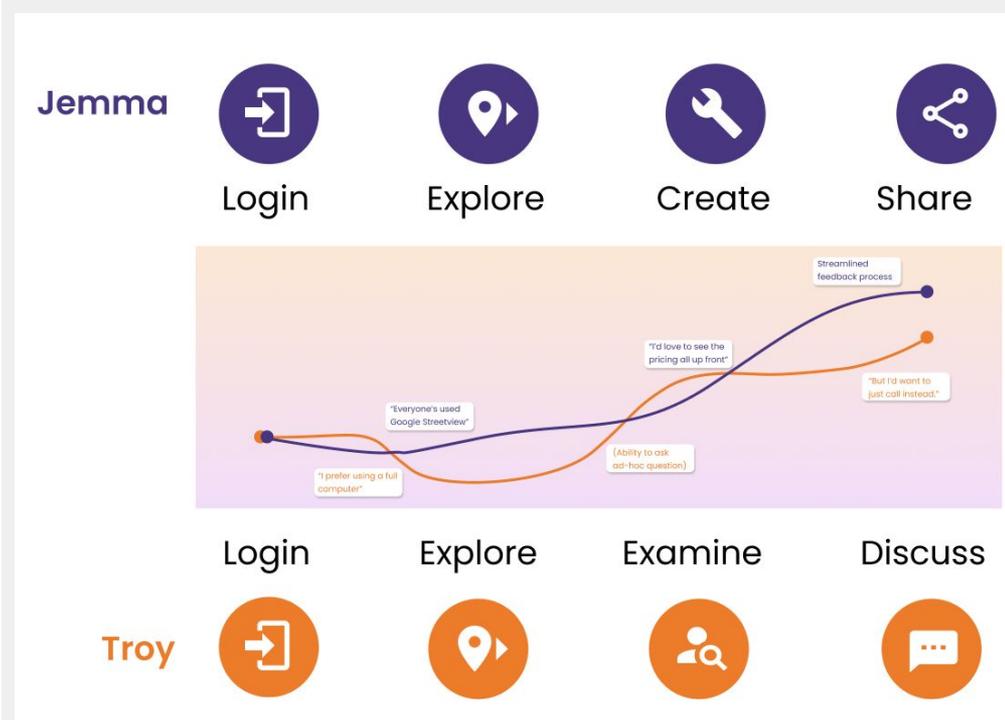
Frustrations

- Any sort of "app" is just going to be pictures, it's not going to be as good as being there and checking the place out in person.
- Prefers to use a computer over his phone if he must look at pictures. "I'd prefer pictures. I find myself having to pause a video over and over to see all the details."
- Dislikes pictures or any visual representation that doesn't give him a way to clearly determine scale and distance.

Troy and Wanda raised Jemma from age 8 to 18. He is one of the nicest people you'll ever meet, but fiercely protective of Jemma. They live almost 4 hours away now, but are even more concerned about the extended family all being able to make the trip. Troy would prefer pictures and is skeptical that an app could be used to decide something as important as a wedding venue.

User Journey Maps

Empathizing with the user personas uncovered more insights - Logging in should be optional, even for primary (Jemma) users. Primary users also should be empowered to share or hide the pricing within their shared URL. Finally, almost every culture has different wedding rituals and the need to have a “Custom” or “Other” option became apparent.



Persona: Jemma
Goal: Pick her dream wedding venue.

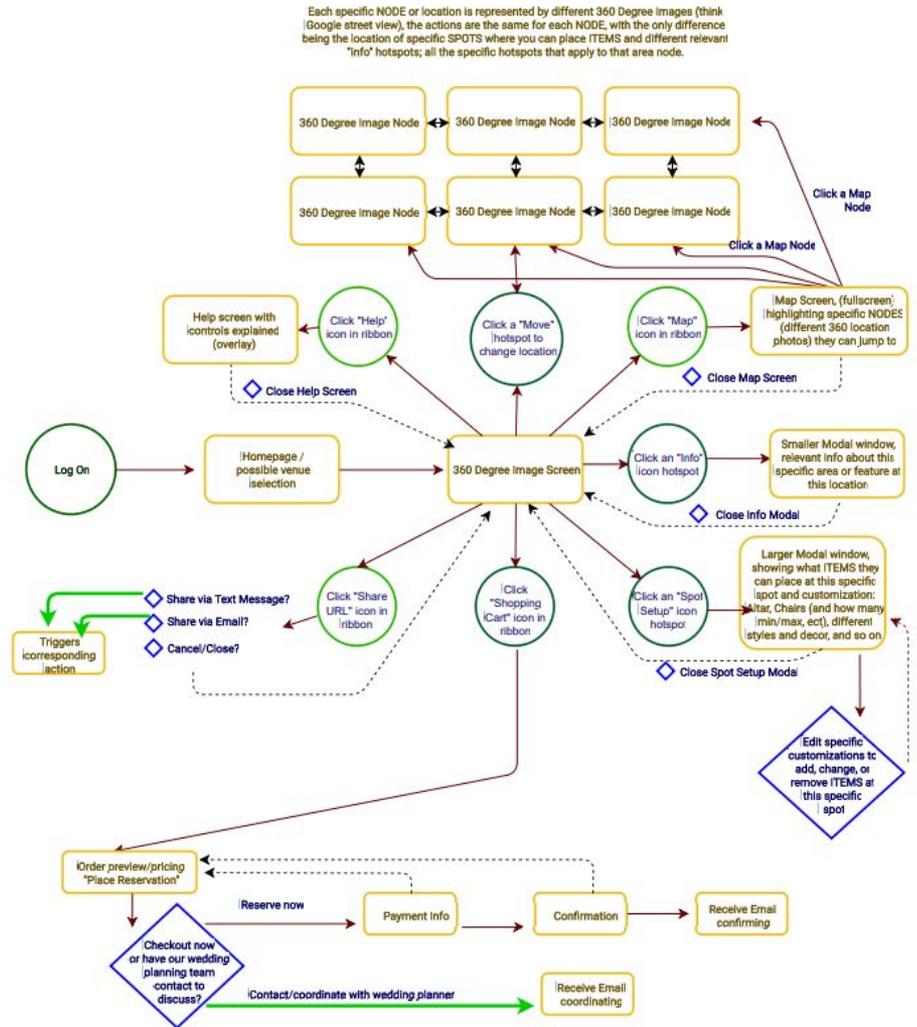
ACTION	Log into app	Move through 360 panoramic images and utilize hotspots	Choose Altar, Seats, Food, different cultural aspects such as Hindu havan or German log cutting	Verify setup, send to friends
TASK LIST	Tasks A. Create account B. Get verification email C. Sign in	Tasks A. Click and drag to look around, scout out area B. Read into hotspots	Tasks A. Click on a designated area B. Put Altar Here! (y/n) C. Become a sip-taster with different style options	Tasks A. Decide she's happy with the look of things B. Click on Menu C. Click "send as text link"
FEELING ADJECTIVE	Bored	Interested	Excited to be able to customize	Intigued, potentially worried her grandpa will see the cost of everything and feel obligated to help out
IMPROVEMENT OPPORTUNITIES	Allow them to start as a guest and only log in when ready to save, forward, or purchase.	Making it as intuitive as possible, maybe including the "Skip Here" hints? "visibility" option to make hotspot icons bigger?	Fine tune and polish Select Area / Change Style workflow, options to delete or move?	Ensure the pricing is noticeable for her, but when sending the link can we make it this pricing?

Persona: Troy
Goal: See what the venue looks like and give feedback

ACTION	Log on to app	Move through 360 panoramic images and utilize hotspots	Scout out venue and customizations	Give Jemma feedback
TASK LIST	Tasks A. Create account B. Get verification email C. Sign in	Tasks A. Figure out interface B. Click and drag to look around, scout out area B. Read into hotspots	Tasks A. Navigate through different areas B. See chosen locations	Tasks A. Close App B. Pick the phone C. Call Jemma D. Discuss
FEELING ADJECTIVE	Bored	Potentially confused, happy if see have enough detailed hotspots and ways to organize info	Happy or impressed, potentially not sure where to do.	Happy, satisfied.
IMPROVEMENT OPPORTUNITIES	Actually shouldn't have to at all. Do we need him to be able to log in?	Ensure UI makes sense to someone who hasn't used Google Maps strategies for example, have hints or help icon with interface instructions	Maybe highlight areas, or have a "guided tour" sort of option to show him where bar and chairs are, ect.	Could in theory add a way to send message back through the app itself

User Flow

This diagram was built out representing a primary and secondary user's typical journey through the app. It also helped differentiate where UI components would go, which components would need to be hotspots in the panorama itself and which needed to be persistent icons or menu options.



Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- User Research
- Usability Study
- Affinity Maps

Ideate

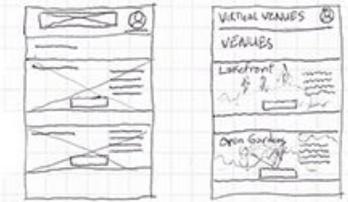
Prototype

Paper wireframes

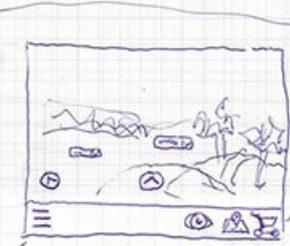
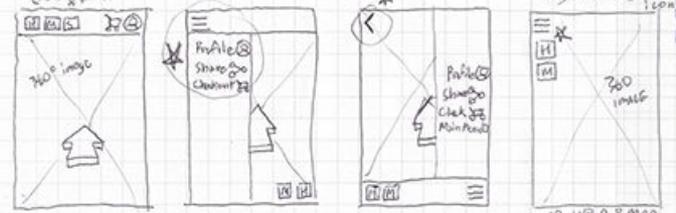
Making some wireframes out on paper really helped rapidly connect the dots and exposed many interface aspects that hadn't been thought through yet.



- Different places/venues
- Start Now/ Continue previous
- Profile/login

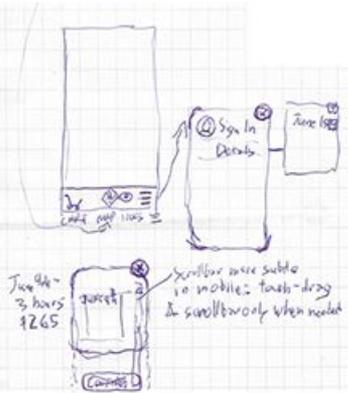


360° View Screen
 Ribbon/Tailbar: Help, Map, Share, Profile, & Checkout
 Hotspots: Move, Info, Spot Setup (with 360 pano)



June 9th 2-8 PM (6 hrs) \$250
 Box Pad Chairs in E7 \$20
 Tent & 12 tables/seating \$80
 No catering selected -
 Alcohol package C \$200
 Coat & Purse Check Service \$45

SHARE SAVE RESERVE



July 9th - 3 hours \$265

Sign in Details
 Share Plan

MOVE icon
 INFO (can contain PIC, SOUND, VIDEO)

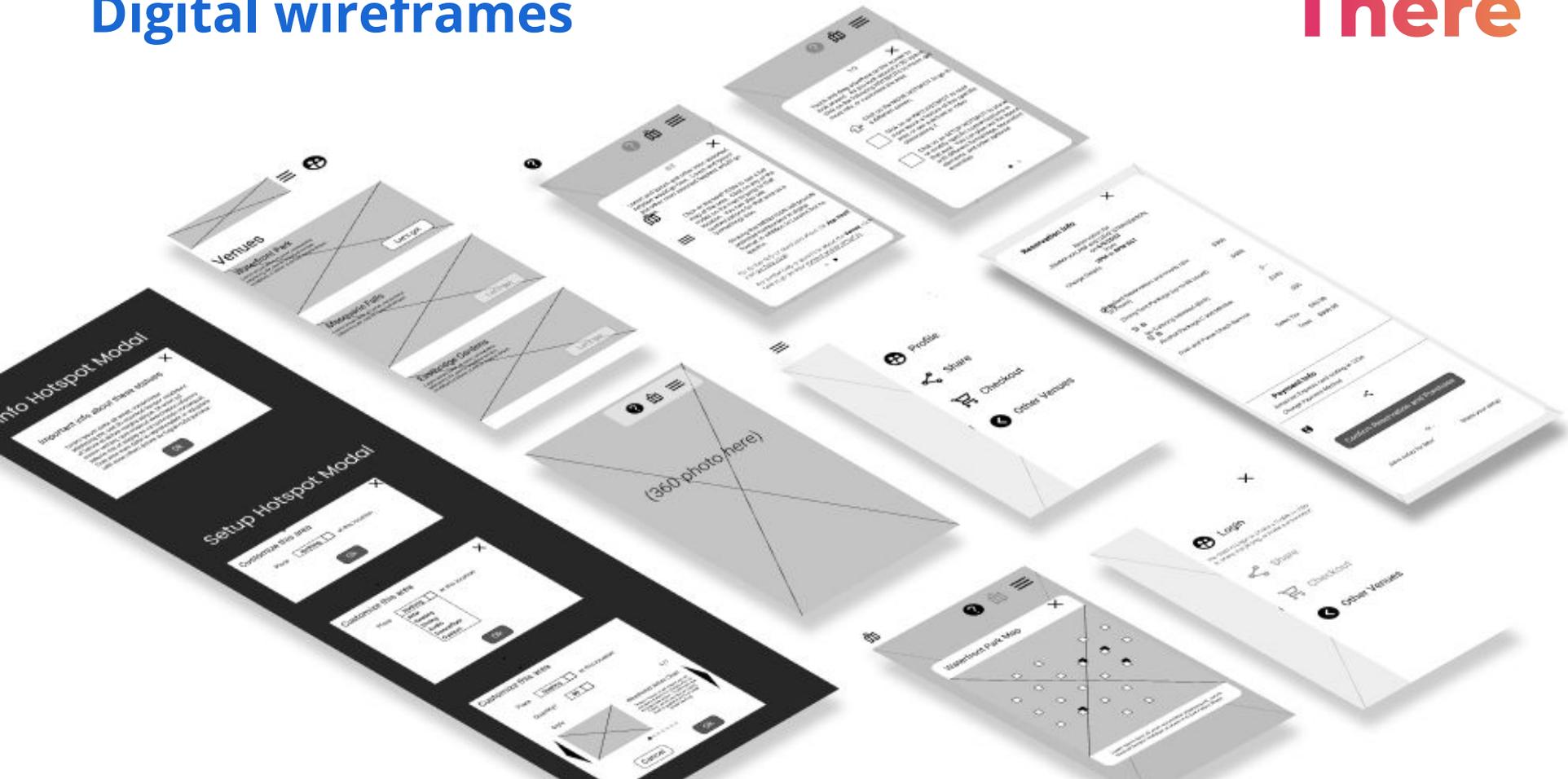
no seats
 real seats
 OK

OPTION, customize SHOWS UP IN PANORAMA VIEW
 - Will need pics from each nodes 2/merge...

Almost all 360° image, interface & back work!

Digital wireframes

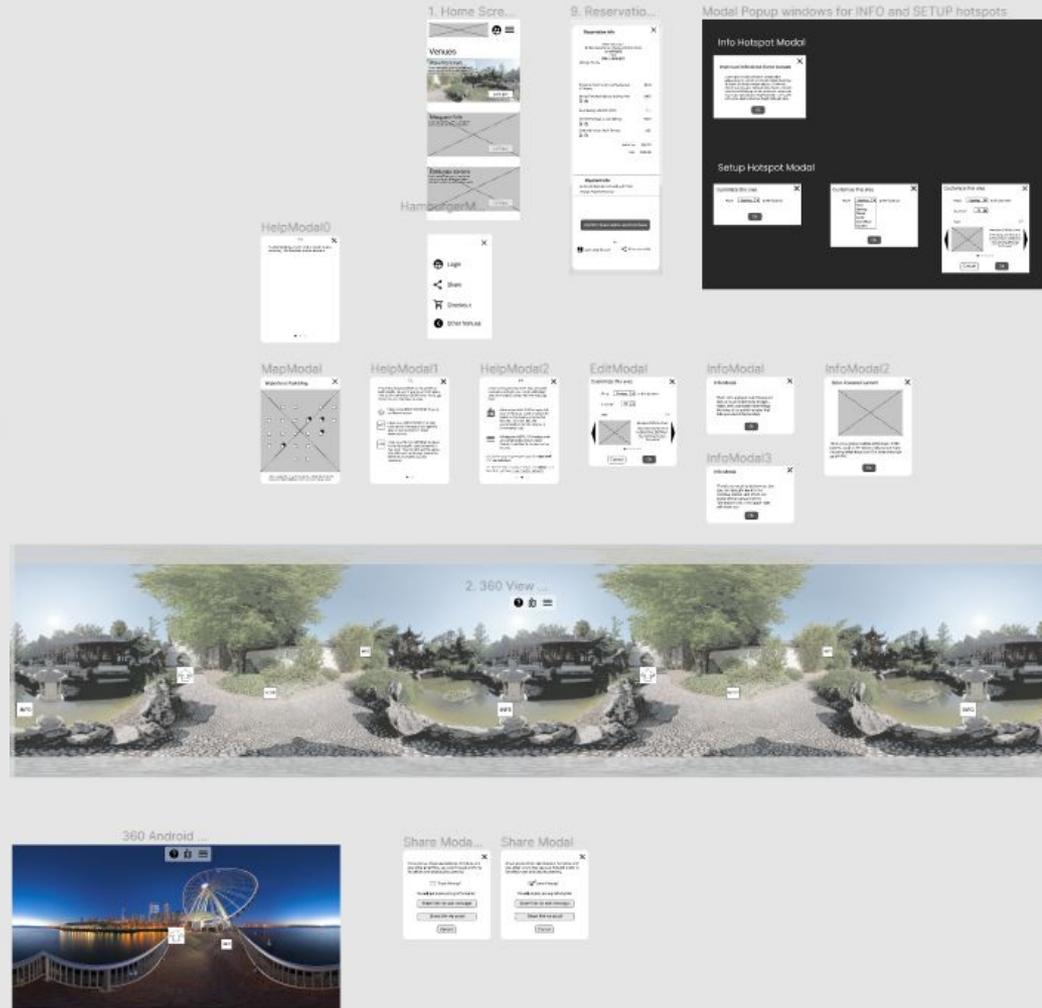
Almost
There



Low-Fidelity prototype

2 test 360° HDRI panoramas within Figma were lined up end to end so that they could be dragged around, and would eventually loop back to the beginning, to make up the mock 3D effect.

[Click here to check out the Low-fidelity 'Proof of Concept' prototype on Figma!](#)



User Research: Methodology



6 Humans participated in a moderated study with the initial low fidelity prototype. They were given tasks to complete within the app and then answered questions relating to their experiences and opinion of the product.

Gender : 3 Female, 2 Male, 1 Agender

Ages : Ranging from 27 to 68

Employment Status : 5 Employed full-time, 1 retired

Relationship Status : 5 in a relationship, 1 single

Usability Study Results

It was observed by 5 of 6 participants that the UI is easy to intuit or "common sense". However 3 of 6 also were confused in one way or another by the nature of the prototype itself (not being full color, not having fully fleshed out icons, or only having 2 disconnected and different placeholder 360 degree images). This means that for a product of this nature the fidelity of the prototype is even more important than anticipated.

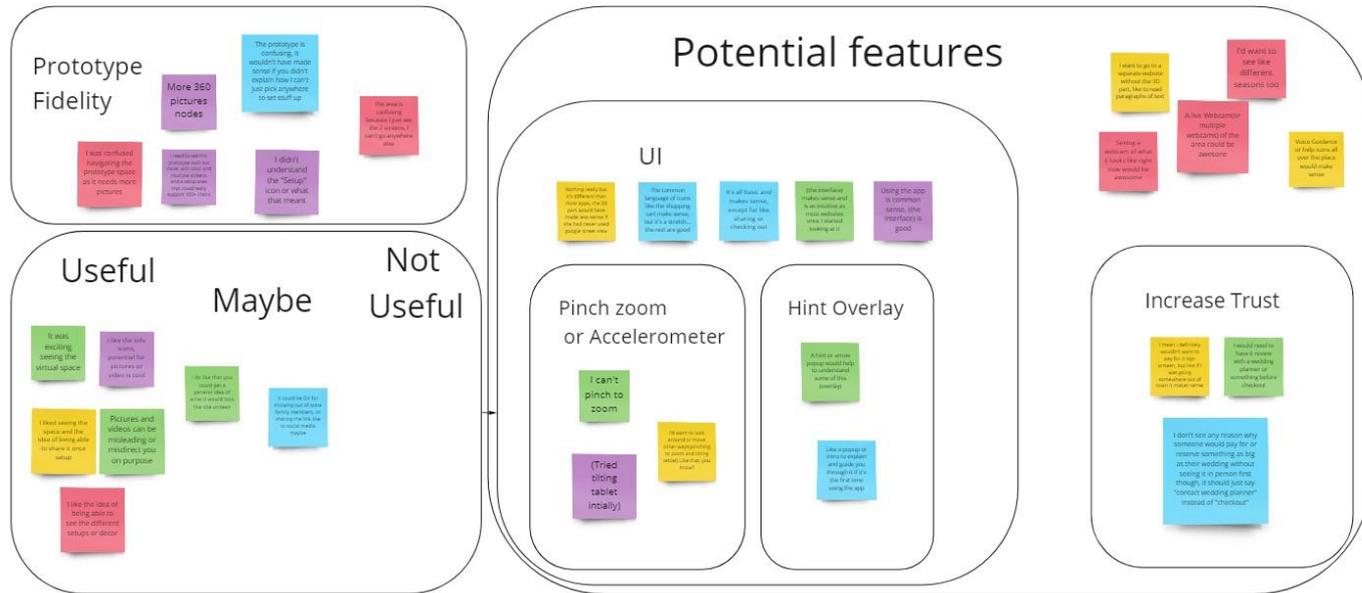
3 of 6 participants also expressed reluctance about having a generic, standard sort of "checkout" process for something as important as a wedding, which means that the app will need to find ways to establish a great deal of trust and/or replace the "checkout" process and wording with "verify with wedding planner" or "schedule an appointment to see it in person"

When asked for the most ideal sort of guide or virtual tour experience, 5 out of 6 expressed interest. Due to the limited nature of Figma these couldn't be included in the prototype, but future versions will need to have:

- 1 *The ability for an audio or text tourguide that can be toggled on and off.*
- 2 *A "quick start" mode that would highlight and guide through specific user flows, I.E. an introductory modal asking "Did you want to learn how to customize this space while you're here, or just look around?"*
- 3 *More robust interaction, optional gyroscopic tilt to look around, pinch to zoom, ect.*

Affinity maps

An affinity map was used to group and sort qualitative user data. The fidelity had to be higher to render a clearer picture of what the app would look and feel like. Many users were understandably sceptical about putting any payment down “sight unseen”. Most did see inherent value and potential usefulness in the app.



Refining the design

- Revised Mockups
- Style Guide
- Sticker Sheets
- Branding
- High-fidelity prototype
- Usability Study
- Accessibility

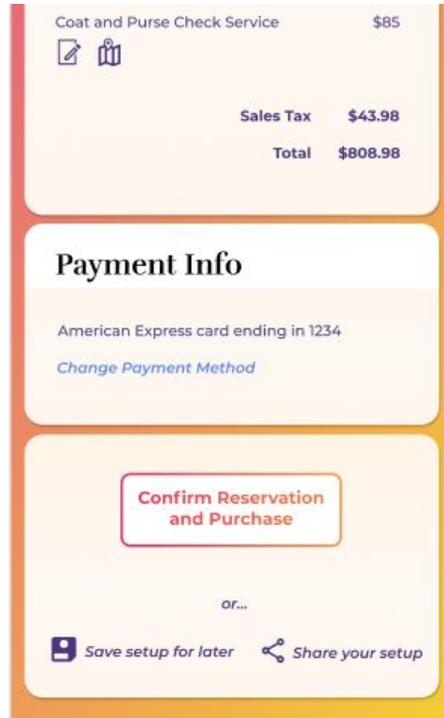
Test

Reiterate

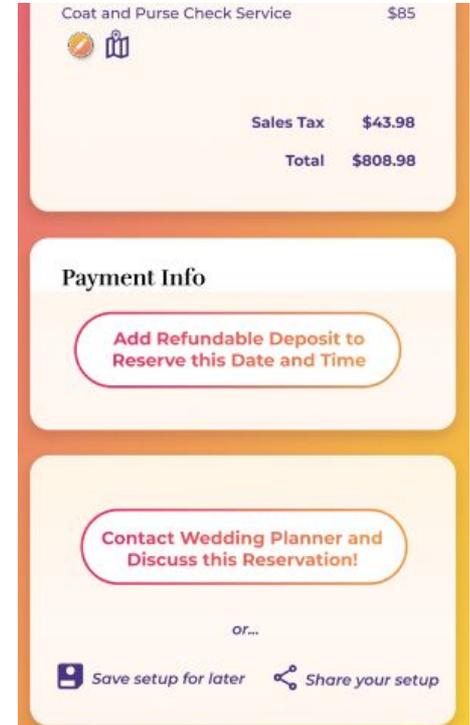
Refined Mockups

While still remaining transparent about pricing, payment should only need to be entered when reserving a date. If a customer calls or visits the venue in person an associate can add a card to their account for them. Most users need to establish contact with the venue in phone and in person before they're ready to make any initial payment.

Before usability study



After usability study

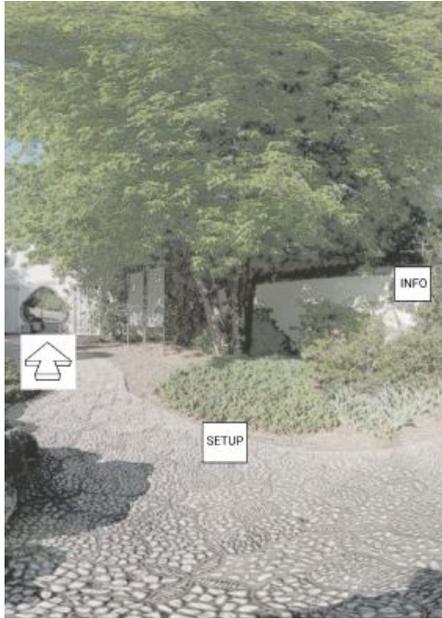


Refined Mockups

More solid hotspot icons were defined, with emphasis on the customization component.

Two more logically connected 360 images were added along with a gazebo to make the location more believable.

Before usability study



After usability study



Refined Mockups

Additional new screens were added to give users more commonly asked questions, and provide multiple ways to reach out for additional information or requests that weren't covered elsewhere.

Waterfront Park Info ✕

MAXIMUM OCCUPANCY
State laws prevent us from accomidating more than to 150 guest.

HOTELS
Click [here](#) to see nearby available hotels, affiliated hotels offer group deals on blocks of hotel suites reserved in advance.

AIRPORT SHUTTLE
We've partnered with MakeBelieveBus and offer complementary shuttle service to Cleveland Hopkins International Airport all affiated hotels.

WASHROOMS
3 Gender-neutral, wheelchair accessible restrooms can be found by Waterfront pier, along with a baby changing station and public water fountain.

ELECTRIC OUTLETS
The gazebo, the parking kiosk, and Waterfront pier all have usable electric

STAFF
Waterfront's Event Staff team members are available from Monday to Friday from 9:00am to 5:30pm, and on Saturdays from 10am to 3pm, to provide you a tour of the facility. You may also email or call the following team members directly or use the button below if you have any questions or need additional information.

Logan Bauer
NotARealEmail@waterfrontvenues.com
Phone: 216-867-5309

Ina Formatione
StillNotReal@waterfrontvenues.com
Phone: 216-123-7654

**Still have questions?
Message our Event Staff!**

For further help or questions about the **App itself**, visit our [help page](#).

Style Guidelines

Typesetting

Euphoria Script can be used sparingly at 36pt or greater for large decorative elements or promotional material.

Rufina should always be used bold to keep headers solid but still whimsical.

Montserrat is the primary typeface for body copy text, links, and buttons.

Rufina (always bold)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmn**op**qrstuvwxyz
1234567890!@#%[^]&*()_

Montserrat (Medium)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmn**op**qrstuvwxyz
1234567890!@#%[^]&*()_

Display

36pt Euphoria Script

36pt Euphoria Script

Header

20pt Rufina Bold

Rufina Bold 20pt

Button Text

14pt Montserrat SemiBold

14pt Montserrat SemiBold

Main Copy

12pt Montserrat Medium

12pt Montserrat Medium

Main Copy Link

12pt Montserrat SemiBold Italic

12pt Montserrat SemiBold Italic

Main Copy Fine Detail

10pt Montserrat Medium

10pt Montserrat Medium

Colors

Neutral Tan should be used as a primary base color, ideally taking up 60%.

Minsk Purple should be for lettering as in body copy text, or solid blocks to highlight an area.

Tangerine Gradient is for both calls to action and areas where we want to emphasize or invigorate.

Slate (not black) can be used for headers and areas where a darker color than Minsk Purple is required.

White can be used sparingly to highlight elements or break up the Neutral Tan background.

Cornflower Blue is for smaller less subtle links and actions.

Neutral Tan (Gradient)

#FFFBF4 to #FFF6EF



Minsk Purple

#483680



White

#FFFFFF



Tangerine (Gradient)

#DF3588 to #F5CF35



Slate

#403D4D



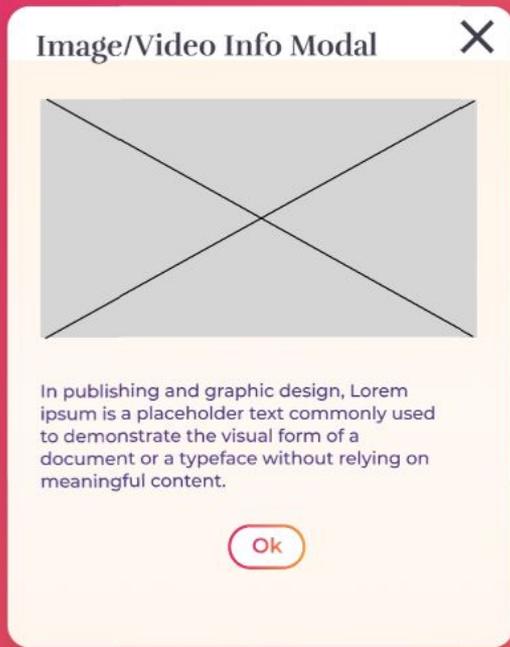
Cornflower Blue (Links)

#5989E5



Sticker Sheets

Info Modal



Option Selection Dropdown and Carousel

Place at this location

Quantity?

Style

1/7



Static Icon Elements



360 Hotspot Elements

Scale must be updated based on distance to imply depth



Chip Examples

Branding

The name “AlmostThere” was selected for two reasons.

1. As this app aims to help streamline a crucial part of wedding planning that can often be stressful, in a way this helps frame the mood as “You’re almost through the planning, almost married, you’re almost **there**.”
2. The slightly more obvious angle of aiming to create an experience similar to actually visiting the venue, virtually or “almost like” being there.

Logo Breakdown



- Minsk Purple and Tangerine brand colors

- Note that the type logo is composed of Rufina **regular** and Montserrat **extra bold**, these typefaces are key brand elements but used throughout the app and branding with **different weights**

- Use the logo on **light** or **white backgrounds** only

- Use the logo **as is** for portrait or landscape placement, and **fullcolor** only (no black and white or halftone variations currently)

Logo Padding

Leave 25% of overall size used blank around the logo itself



Minimum Logo Size

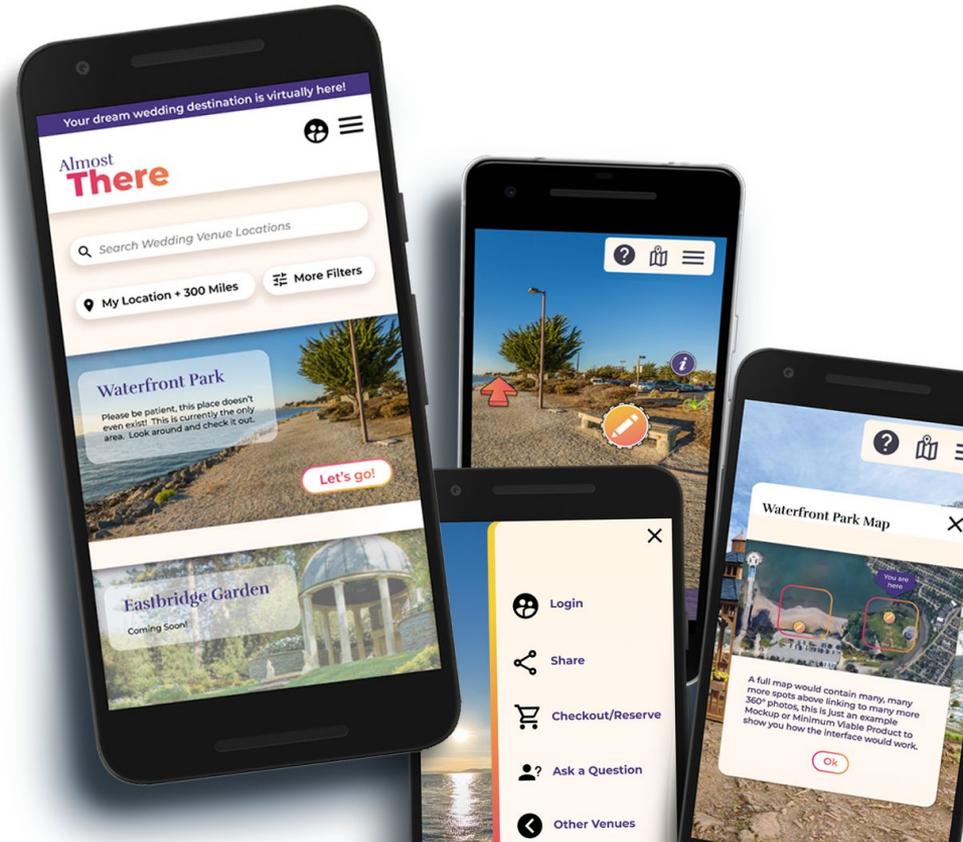
85x35 Pixels @ 96 Pixels Per Inch
255x105 Pixels @ 300 Pixels Per Inch



High-Fidelity prototype

With the initial visual elements coming into focus, a High-Fidelity prototype could be made.

[Click here to check out the High Fidelity V0.925 prototype on Figma!](#)



Usability Study



20 Humans participated remotely in a second unmoderated study with the revised high-fidelity prototype. This study took place via [Maze](#), which plugged directly into Figma so that the testing process could be fully automated.

While this testing didn't yield much new helpful data, it did show significantly better results as far as usability - 85% of users completed all the requested tasks within the target timeframes, while 10% seemed engrossed in exploring all of the functions of the app and the remaining 5% encountered a technical issue that was resolved.

Accessibility Considerations

1

Mobile mobility and safe social distancing

Consider offering Zoom sessions with employees on site, and/or Amazon Explore Experience. Ideally the app should circumvent having to physically travel to and move about the location until necessary reviews or the actual event.

2

Custom Request and Image Uploads

Wedding ceremonies are steeped in rich culture and history! Let our users request anything - a Hindu havan, a German log cutting ceremony, or upload their own pictures for visualization.

3

Dialing into just the right bandwidth

There is a fine line between giving people high-fidelity, high-resolution imagery, and keeping things accessible for the Next Billion Users. Settings will be added to dynamically adjusting image quality and compression.

Going forward

- Market and Technical Analysis
- Takeaways
- Next steps

Market and Technical Analysis



Currently, [Matterport](#) appears to be the “gold standard” of 3D tours. If possible, ways to integrate with and leverage Matterport should be researched further.

After reviewing many open and closed source virtual tour systems and studying what already exists, [Marzipano](#) looks to be the most viable option to quickly iterate a fully functional prototype.

Marzipano is open source, natively supports layering images (to swap different customization image layers), and even supports 3D models. Just add minimal code, a little setup, and some early adopter locations with 360 photos that want increased business.

Takeaways



Impact:

The product holds the potential to be leveraged not just for weddings but for any event space. It's estimated that it could both empowering rapid collaboration (sharing fully furnished venues instead of just pictures) and also mitigate a good deal of physical travel and carbon emissions



What I learned:

Users are able to see and intuit not only a “common language” of icons, but functionality to navigate 3D space.

People want ways to streamline experiences like this, and are eager to try them out.

Next Steps

1

Design app, development to see if Marzipano or Matterport integration are viable.

2

Further user testing with the actual product would help keep things in a great direction

3

Further evaluate the potential to expand app or make a secondary app not just for weddings but for *any* event space.

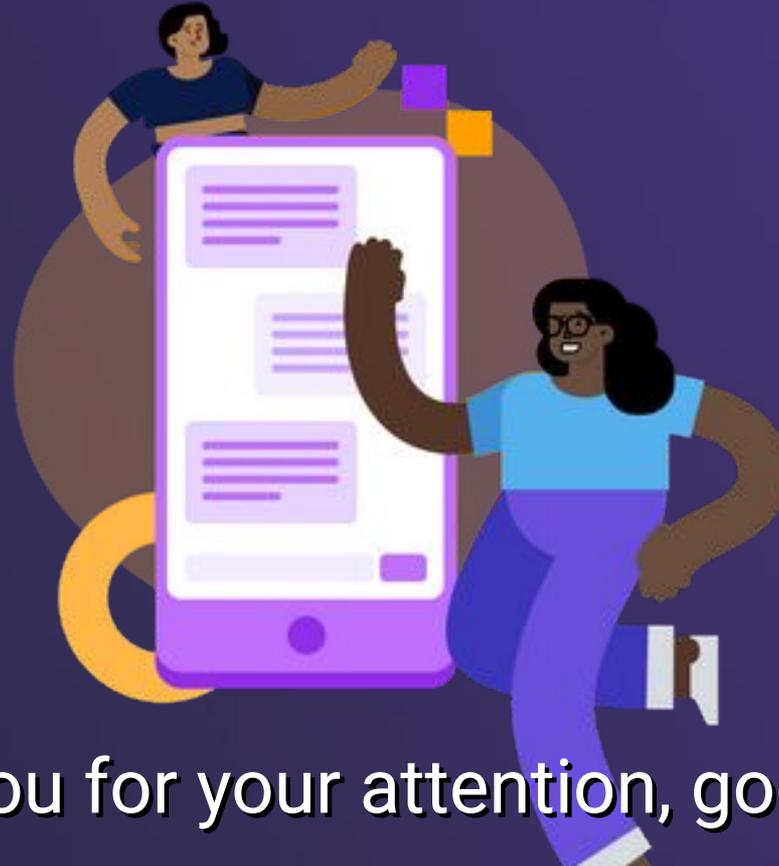
4

Work with marketing department to find the best ways to partner with local wedding venues and monetize for both parties. Ads could be used, but ultimately most venues and wedding planners saw the inherent value and most interviewed wouldn't even mind a pay-to-list model as the app would help streamline their processes and give them more viable sales leads

Let's connect!



(TO BE UPDATED AT A LATER VERSION)



Thank you for your attention, goodbye!