

Senior Project: Process Spring 2019

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Part One: Research

Competitive Analysis

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Summary of Competitors:

Zola

Responsive Website
Android App

Needs SEO on the Play Store, Search returns 3rd on searching "Zola" and doesn't have ad space purchased for keywords relating to weddings. These apps pretty much do everything we wanted to do, including venue finding and vendor finding, plus designing a website for the client, so we'll need to find a niche like Parker's idea or change our approach.

Wedding Planner by Wedding Wire

Android App
Responsive Website

This responsive site is similar to Zola's in layout, and very similar in color. The wedding planning market is pretty saturated. Does everything Zola does.

Wedding Planner by The Knot

Android App
Responsive Website

Android App
Responsive Website
Does a similar thing as the previous two, different layout, different aesthetics, similar features.

AllSeated (Event Planning)

Android App
Responsive Website

This company uses VR tech to show event spaces. It doesn't appeal to just weddings, so it lacks many features that the other websites have, but it has a wider reach, and the ability to view the space in 3D might appeal more to people.

Summary of Competitors:

Green Wedding Shoes

Website

More of a niche Pinterest that only has information and posts regarding weddings and allows users to find inspiration, does not have any planning tools.

Pinterest

Website

Application

Allows users to see many pictures and inspiration for wedding planning, but does not have any of the actual planning tools.

There are three main themes that we found in our research:

Wedding consumer behavior, wedding trends, and social behaviors centering weddings. ("An Assessment Of Future Trends In Wedding Planning" by Avery Ruonala)

Wedding consumer behavior is often driven by the couple's vision of an ultimate "dream" wedding, whatever that may be. This pressure to meet an ideal can drive the couple to spend more money than usual, or even necessary. The average wedding cost in the United States for 2017 was \$25,764 (Cost of Wedding Website). While planning, couples still like to feel like their money is being used in the right places. "People like lists and countdowns, as well as aesthetically pleasing things and being able to customize their own stuff, they like budget trackers. People do not like gimmicky quizzes" (Google Play Reviews on The Knot Application).

Wedding trends often change over time, driven by social changes. Trends are now, more than ever, easily accessible through means of the internet. Wedding planning in itself is an exclusive industry for soon to be married couples. There are many different options for planning a wedding in today's era for engaged couples. There are 25 different applications for vital wedding planning information that all do different things for the actual wedding day (Brides Website).

Social behaviors are often centered both around the couple's need for "perfection," and the rarity of the life event of marriage. Family and friends want to be a part of the couple's planning, but also tread lightly to respect what the couple wants. People enjoy taking part in the planning of weddings for their loved ones. The strive for perfection all around, and the pressure in which is involved with the planning can often lead to stressed relationships.

Interview Process:

We each conducted our interviews individually, with an observer when our schedules permitted. Three members of our group each recruited their own interviewees, gathered two interviews, and returned. Our final group member gathered research and literature reviews beforehand, so that we could be more educated in our interviews.

We gathered audio data in four out of six of our interviews, and jotted notes and observations during all sessions. We stuck to an IRB approved questionnaire, and based on the responses to our open ended questions, we would often ask further questions to better empathize with and understand our interviewees. This led to many rich moments, and helped us gain a viewpoint on what kind of tasks and goals our users have. We also spoke briefly about our competitors, if they were brought up, to help understand problems that users encounter those platforms. This information was crucial to the framework phase, where we needed to narrow our project to focus on a feasible goal that would best serve our personas.

Interviews One, Two, and Three are early stage interviews. These are exploratory, where we gather many short answers to our questions. At the time, we started noticing trends, but felt that more data was needed to reach saturation.

Interviews Four, Five, and Six are middle stage interviews.

Interview Questions:

When is your wedding?

How long have you been planning for?

What was the most stressful part of the wedding for you?

How do you find information on caterers, florists, venues, etc.?

How big is your wedding party?

How involved are your friends and family in your wedding?

How long was your engagement before you started planning?

How involved is your fiance in the wedding planning?

Do you use any kind of wedding website to display information about your wedding to your wedding guests?

Are you comfortable discussing wedding funding?

How do you organize your wedding party communications? Text messages, email, social media?

How did you find inspiration for your wedding?

What is your wedding theme? How'd you settle on that?

How many people are you inviting to your wedding?

What type of venue is your wedding going to be held at?

Interview One: Thick Description

Research

"Maria"

Participant #1 is a female in her mid- twenties planning her first wedding. She has been planning her wedding for roughly a year and is very involved with the wedding planning herself. Her fiancé is involved in the wedding but only when he is given tasks to do by the bride. **She is very family oriented, and concerned about making her bridal party, which consists of only family, all happy, while still giving herself the wedding she wants.** She is using the internet to find the services she needs to plan her wedding. She currently uses zola.com to display wedding information to her guests. She isn't entirely sure what the theme of her wedding will be and isn't quite sure what it means to have a wedding "theme." She and her fiancé will be having a destination wedding ideally at a restaurant in Italy but are still working on the actual details of the venue. Her goal is to have a close-knit family wedding in a destination location where everyone will be content and happy with the decisions made.

Interview One: Jottings, Notes

Research

"Maria"

When is your wedding?

June 28, 2019

How long have you been planning for?

Roughly a year.

What's the most stressful part of planning for you?

Pleasing everyone .

How do you find information on caterers, florists, venues, etc.?

The internet.

How big is your wedding party?

Family only - 8 total.

How involved are your friends and family in your wedding?

Immediate family and friends are involved when asked but I am doing most of the planning.

How long was your engagement before you started planning?

A year - most of the planning time.

How involved is your fiance in the wedding planning?

He's involved when he's given tasks to do.

Do you use any kind of wedding website to display information about your wedding to your wedding guests?

zola.com

Are you comfortable discussing wedding funding?

Yes, my fiance's family is contributing 5k, and we are contributing the rest -- wedding and honeymoon ideally will be kept below 8k.

Interview One: Jottings/Notes

Research

"Maria"

How do you organize your wedding party communications? Text messages, email, social media?

Text, group texts, email.

How did you find inspiration for your wedding?

Pinterest and travel websites - our wedding is a destination wedding.

What is your wedding theme? How'd you settle on that?

Destination wedding -- we don't really have a theme / haven't picked one. I don't know what that means really.

How many people are you inviting to your wedding?

Family only - 8, with receptions afterwards in our hometowns that will be larger

What type of venue is your wedding going to be held at?

A restaurant in Italy ideally, but we are still working on the details.

Interview Two: Thick Description

Research

"Stevie"

Participant #2 is a recently graduated, 22 year old white female. She has returned to living with her parents after college while seeking work, and has recently been engaged to her fiancé. Her fiancé lives in Virginia, while she resides in Dacula, GA. Stevie is a Graphic Designer, and visual appearance and aesthetic is very important to her. She enjoys fashion and is very proud of her style, which she tries to convey in both her work and personal life. Her style is influenced by metal music, popular culture, Wiccanism, heavy use of the color black, and woodland images. **Wedding planning has been very hectic for her, as she is communicating with multiple parties (her family, her fiance's family, her and his bridal party, etc.) over long distances. Her main goal in her wedding planning is finding a balance between her tight budget, a suitable location for her family and guests, and finding a location that would match her style.**

Interview Two: Jottings/Notes

"Stevie"

1 minute:

- Been planning for 5 months
- She is the main planner with a bit of help from her mother.
- Money conscious
- Some Venues Require things (food, drink specific vendors) which makes planning harder.
- 6 men 6 women in the wedding party.
- 120 people are invited. Expecting 60 to show up.

3:30 minute:

- Mom has helped a lot
- Learned of things through word of mouth
- 4:45 Minute
- Used Knot, Zola, wedding Wire, Here comes the Bride, Offbeat Bride, Pinterest
- Uses for Guest List
- Uses for Finding things like Venue or caterer
- Registrey
- Prioritizes Knot and Zola
- Uses for Checklists
- Likes the website builder, finds Zola a lot nicer for this
- Uses the Knot earlier in the process'
- Uses Zola later in the planning process

7:49 Minute

- Uses enhariance for wedding. About 10k
- Budget is very important.
- Uses Facebook chat for planning things with wedding.
- Has not seen any wedding apps with chat function
- VENUE: Four Oaks Manor

13: Minute

- Regarding the app idea:
- Things they dont care about
- Programs, Paper things, Save the date, food
- Wedding is enchated Themed
- Earlier in the process is when they would enjoy using something like this where they could share with guests and narrow down things that they were not sure of. Liked the idea of multiple choice
- no color light blue. Says it's over done with wedding sites.

Interview Three: Thick Description

Research

"Nancy"

Participant #3 is a 51 year old female, and this will be her second marriage. She was planning for approximately 1 year, but did not start planning until a few months after her engagement. Her wedding theme was an outdoor, vineyard style wedding that was held at her home in the backyard. Around 75 guests attended her wedding. Her wedding party was small, and only consists of the Bride, the Bride's daughter, the Groom, and the Groom's daughter. Her wedding was a family and friend effort, and she had many people help her look for deals and inspiration. She had a fairly small budget and did not want to spend more than necessary on wedding vendors.

Interview Three: Jottings/Notes

Research

"Nancy"

51 year old. Second Marriage.

When is your wedding?

My Wedding was October 13th 2018.

How long have you been planning for?

I had planned for 1 Year but I did not start fully planning until a couple months after the engagement.

What's the most stressful part of planning for you?

We had the wedding at my home so making sure all the small things were correct took far more time than I anticipated. Painting. Cleaning doing the yard work. etc as for the actual planning. I found things to be very pricy when you said it was for a wedding. I started telling vendors it was just for a party and that helped a ton.

How do you find information on caterers, florists, venues, etc.?

Word of mouth and the internet. I had lots of friends helping me search.

How big is your wedding party?

Just Bride, Groom, and my daughter and his.

How involved are your friends and family in your wedding?

Very involved I had friends from all over helping me search for deals and my daughter was helping me from a different state by searching the internet.

When it came to the big day everyone pitched in to do all the work so I would say it was a really involved process with everyone helping the entire time.

How long was your engagement before you started planning?

4 months.

Interview Three: Jottings/Notes

"Nancy"

How involved is your fiance in the wedding planning?

He did a lot of the work and helped get everything ready. **As for planning I ran everything by him but I made a lot of the choices.** That being said he certainly had an opinion on some things.

Do you use any kind of wedding website to display information about your wedding to your wedding guests?

Zola.com and The Knot but neither were super helpful because I live in a small town and had the wedding at my home.

Are you comfortable discussing wedding funding?

Yes all in we spent around 4,500 dollars but I am sure more was spent on getting the house looking nice but that's a bonus.

How do you organize your wedding party communications?

Text messages, email, social media? -- Text and calls with friends.

How did you find inspiration for your wedding?

Pinterest and suggestions from friends.

What is your wedding theme? How'd you settle on that?

We had an outdoor and vineyardish style wedding. Its the two things that my husband and I really enjoy and the weather ended up being great but it is sunny 300 days of the year here so that was an easy gamble .

How many people are you inviting to your wedding?

75 people ended up coming. Took up our whole courtyard.
We invited about 100 people.

What type of venue is your wedding going to be held at?

In our backyard.

Interview Four: Thick Description

"Dixie"

"Dixie" is a 22-year-old woman who is getting married on May 26, 2019. She and her future husband have been dating for over 5 years and got engaged a year and a half ago. She realized when she had been planning her wedding that all the big things were easy to do with a planner but coordinating the little things can be very stressful. Through her wedding planner, and many friends, she felt like all the details started to fall into place. She got a nice discount on catering food because she works there, and her father bartered construction for food. Dixie wanted a small bridal party, but her husband had many friends, so to make it even, she invited the same amount as him. This brings the bridal party up to 20 including them. Her mom, his mom, and Dixie are the main people doing the wedding planning excluding the planner herself. She also has her bridal party help with extra things. She knew what she wanted because after being in a long relationship, she had planned things out beforehand. Her husband is not super involved in the wedding planning but is helpful when she needs him to be there. She uses the Knot because her wedding planner is a pro with it and suggested using it. Her wedding website was built through the app. Combined with her parents and his parents, as well as themselves, they are all paying for the wedding. The cost is much more than she expected it would be when she first started planning. **She uses group messaging to communicate big news to the bridal party but has them text her individually with questions to keep from annoying the rest of the party.** She wanted a simple wedding that was classy and traditional, but not "trendy". Because the groom's family is so big, she must invite more people than she would like to her wedding, which makes it much bigger than she expected.

Interview Four: Jottings/Notes

Research

"Dixie"

When is your wedding?

It's May 26

How long have you been planning for?

Um about a year and a half because we got engaged in December 2017 and on the way home we started planning

What's the most stressful part of planning for you?

Um I think the most stressful part of planning was all the little details. All the big ones are easy. The little details like making decisions about colors flowers, **who's in charge of what, and coordinating people.**

How do you find information on caterers, florists, venues, etc.?

Ok so I found the venue because me and my mom had been looking for wedding venues for a year before the engagement even happened. They were holding an open house at the venue and the wedding planner held the open house, so we got discounts and combo deals and stuff like that because she's also my florist as well. So, and the restaurant that I work at is doing the catering because I get an employee discount (Riverstone Corner Bistro) so that's how I got a lot of that and family friends doing the cake and friends like that. Some things I already knew, and some things happened by word of mouth

How big is your wedding party?

There's 9 on each side so 18 and Tyler and I make 20. Not my decision. I wanted 6 and Tyler wanted 3 more.

How involved are your friends and family in your wedding?

Um for the most part it's me, my mom and Tyler's mom, and if I need help my bridesmaids and friends will jump right in but **for the most part it is me and my wedding planner.**

How long was your engagement before you started planning?

Right when we got in the car, same day. We've been together for so long and I've been in so many weddings I knew what I wanted. Ok 5 years is long enough.

Interview Four: Jottings/Notes

"Dixie"

How involved is your fiancé in the wedding planning?

Um, he's involved when I need him to be. I know this is going to sound super "Bridezilla", but if I ask him, his opinion matters. He really doesn't care. I ask him on things I think are important that he should be involved in, because he's busy remodeling our house so he's just like "tell me when to show up"

Do you use any kind of wedding website to display information about your wedding to your wedding guests?

Yes, we have one. If you need me to send it to you I will. We used The Knot because my wedding planner was 2019 best of on the Knot so she knows how to use it. She did all of it for us and I filled in the details.

Are you comfortable discussing wedding funding?

Yeah, um, well the average cost of a wedding today was \$30,000. When my wedding planner told me that I was like "Psh, no way" but once I started getting involved in it I realized you could spend 20 grand easy. Um so my parents and his parents are helping. My parents paid for the venue and the dress. That was about 10 grand. And my catering got bartered because my dad made a bunch of stuff for my restaurant, so I got 75% off and an employee discount which is nothing if you think about it for food for 200 people. His parents paid for the wedding planner and stamps and stamps are expensive as hell. The wedding planner was about 2500 and then the stamps are about 500 for save the dates and invites, so 3 grand total. The rest Tyler and I have, flowers, bridesmaid and groomsman gifts, honeymoon, stuff like that.

How do you organize your wedding party communications? Text messages, email, social media?

Um so to get important information across I do like a group message and say text me separately if you have any questions because I know how annoying group message can be. The bridesmaids had a group message for the bridesmaid's party but that was a disaster. I see them on a regular basis and talk to my maid of honor every day so everyone is in the loop. But if there is important info I will just send it in a group.

How did you find inspiration for your wedding?

Pinterest and being in and at other weddings I found what I didn't want. I wanted to get married in the fall which isn't a reality because I'm marrying a deer hunter, so we decided on may. It is easy to pick colors based on the season.

Interview Four: Jottings/Notes

Research

"Dixie"

What is your wedding theme? How'd you settle on that? Wanted it to be simply elegant, southern but not typical, no burlap or sunflowers. Basically, want it to be a twinkly fairy garden, timeless and unique. That's what I told the venue.

How many people are you inviting to your wedding?

Unfortunately, there is like 225 invited, but I'm hoping 150 show up. Tyler's mom is 1 of 10 and his grandpa is 1 of 8 so his family is ginormous.

What type of venue is your wedding going to be held at?

LeWallen Farms

Jottings

- Very Easy to talk to
- Very open about the wedding
- You can tell she's been planning a long time for her wedding
- She has a lot of people to invite, but she wishes it was smaller
- The wedding planner is doing a lot of the work for her
- She communicates one-on-one and with a group, but knows that group messaging can get annoying
- She wants a wedding that isn't "trendy", but will stay classy throughout time because it is a lifelong memory
- Her mom and his mom are very helpful with the planning, but she wants to do most of the planning herself
- Her fiancé is not super involved, but she lets him know the decisions she wants him to be making
- She wanted her wedding party to be smaller but he has a lot of friends so she had to settle for a big party
- The wedding is very expensive but she is keeping a close eye on all of the funding and she is not paying for it all by herself, both parents are helping
- She uses the Knot because of her wedding planner
- She used a lot of inspiration from weddings she has been to before

Interview Five: Thick Description

"Arielle and Corbin"

Arielle is a young, urban professional. She lives with her husband, Corbin, and they've been together for seven years. They were together for five years before their engagement, and their wedding was nine months after that. The planning took seven months. Corbin recently became a small business owner, and he's been successful in the years since his shop's opening. Corbin is a talented artist and deals with signage and graphic design professionally. Arielle is a talented product designer, and spent her college years in the hospitality industry. The two used their talents and connections to book venues and perform many required tasks themselves. When we discussed their wedding planning and execution, they recalled their main goals (outside of enjoying their wedding) were to please all of their guests, and meet the expectations of family members. Some stressful moments they recalled were communication between the bridal party, budgeting efficiency, organization, and working on a short timeline. Corbin and Arielle have a close relationship with Corbin's parents, and knew from the start that they could utilize a venue at a club that Corbin's family was a member of.

Rich moments:

"I tried using The Knot, but I quickly stopped because of how many warnings it gave me that I was behind on time. It didn't feel good, so I just switched to Google Drive and did it myself."

-Arielle

"If we didn't have a Wedding Coordinator, our wedding would never have gone off as well as it did. She ensured everything happened on schedule day-of, helped me find a florist, and helped us get a huge order of donuts that we had forgotten to have delivered."

-Arielle

"Yeah, I communicated with group text. It was annoying, because a lot of the bridal party hated group texting. Especially me."

-Corbin

Interview Five: Jottings/Notes

Research

"Arielle and Corbin"

When is your wedding?

Sep 23, 2017

How long have you been planning for?

9 months of planning, chose a date based on anniversary and because of the weather in the fall being preferable.

What's the most stressful part of planning for you?

Booze, budget, making everyone happy, bring your own liquor? Catering to diets, catering to guests and families, getting addresses, cutting people from the list, needing to mail things but not knowing addresses, organization. Made a spreadsheet on google drive to help with that. The Knot made her more stressed out, because of how daunting they made it seem with their checklist and timeline.

How do you find information on caterers, florists, venues, etc.?

tried some websites for catering, stopped inputting information because harassment, cold called restaurants for catering and went that route. Did the process themselves. Got donuts but forgot to figure out how the donuts were gonna get there. Found venue through family, knew they wanted to be there. Already had venue scoped out.

How involved are your friends and family in your wedding?

Parents forced a lot of guests. DIY stuff was crucial. Prerequisite knowledge of graphic design, signage, and restaurant knowledge helped with planning. Drape guy crept them out. Networks of knowledge were used to execute the wedding planning. Brides dad helped finances, gave advice, kept in check and kept in contact. No friends specifically were involved in planning- delegation was hard. Group texts were used for bridal party, not many people like them and that was rough. Text message exclusively. Bride is currently a bridesmaid in a friends wedding.

How big is your wedding party?

250 people

Interview Five: Jottings/Notes

"Arielle and Corbin"

7. How long was your engagement before you started planning?

About two months, everyone involved professionally said that it wasn't enough time. Wedding dress lady said there was not enough time because they ordered it a few months earlier. This caused stress. Coordinating dresses and outfits was annoying. You don't know what everyone's gonna look like. Some companies make grooms attire really easy- Kerr found a company that coordinated that. Day of coordinator was crucial to make everything work. Coordinator contacted vendors, highly recommended, kept everyone moving. Very highly regarded. Florist recommended. Vendor recommendations use connections.

8. How involved is your fiancé in the wedding planning?

Bride took the lead, husband provided feedback and confirmation.

9. Do you use any kind of wedding website to display information about your wedding to your wedding guests?

The Knot made a landing page to connect to registries and display information. It was nice to have a website for people to look for more information. They used it because it was popular. Husband owns framing shop- says wives will literally frame The Knot mentions.

10. Are you comfortable discussing wedding funding?

yes , 20,000 flat from brides dad, grooms fam covered honeymoon and some extras, but parents generation still feel that brides dad should provide.

11. How did you find inspiration for your wedding?

Pinterest. Creative folks- don't need much in the way of decision making like that.

12. What is your wedding theme? How'd you settle on that?

No theme, venue couldn't be painted- there were limitations. Colors and drapes were chosen.

Interview Six: Thick Description

"JoJo"

Jojo" is a recently married lady who has dreamed of a beautiful wedding her entire life. Her wedding was held on April 28th of last year. Her husband had proposed to her on January 27th of the year prior, and she started planning immediately. She looked at Pinterest and Instagram for inspiration on her wedding, she also wrote down her ideas and planned for a little over 11 months. Once she got into the planning for her wedding, she realized that it was very hard to plan a wedding that was going to satisfy everyone. Both of their families are strong willed and so are their friends, and everyone wanted their opinions to be heard. Making everyone happy was the biggest cause of stress for them. They also struggled with finding vendors that weren't showing up simply because they paid for the best ad on Yelp or Google. To save money, they wanted family and friends to help as much as possible. The groom's sister did the flower arrangements and the groom's friend was the DJ for the wedding reception. They also used the Wire to find recommendations and eventually found a caterer through there. Once they decided on a venue, they used Google to find vendors and renters that were in the same town as the venue, to save time, stress, and money. Since they have been married for a little while, the small details are starting to escape their mind. It took Jojo and her husband a little while to find out the small stuff such as the number of people in the bridal party, and how many people were at the wedding. Jojo wanted to have control over her decisions, so she was really guarded with planning the details of her wedding. She wanted to be able to control the outcome of it. Her husband was extremely involved in the planning of the wedding and helping work out details with the vendors. They did a lot of the tastings together and wanted both their voices to be heard. Jojo used a web service to create the website for their wedding, because they wanted it to be special and unique. Since her bridal party mainly lived out of state, they communicated through group messaging and text. They wanted the wedding to be a neutral and greenery theme, but not in a hokey way.

Interview Six: Jottings/Notes

Research

"JoJo"

When was your wedding?

April 28

How long did you been plan for it?

He asked me to marry him on January 27th, and I started planning immediately on Pinterest and getting things written down and ideas together. So, 11 months of planning.

What was the most stressful part of planning for you?

I think of 2 things, what other people think was hard because my mom and bridesmaids wanted to have a say and Carson. It is hard to plan and accommodate for everyone. Making everyone happy was our biggest thing because everyone has strong opinions and strong wills. Trying to find vendors who weren't just advertising the same things on yelp repeatedly.

How did you find information on caterers, florists, venues, etc.?

Friends and family. We were big on asking friends and family to save money. His sister did flowers and friend was DJ. The wire was a great place for recommendations. Googled based on location of the venue to find rental stuff. Caterer through the wire

How big was your wedding party?

They have trouble remembering but decide on 14. It's weird planning a wedding because you forget everything.

How involved were your friends and family in your wedding?

Not much. But partially because its my fault. I was very guarded about it, im a control freak.

How involved was your husband in the wedding planning?

Really involved. For most guys and girls that I know they aren't rally involved. It was more 40/60 because I did the details and he handled the gritty stuff with vendors. We did cake tastings together. I did most things but during the last month I wanted him to take it from there.

Interview Six: Jottings/Notes

Research

"JoJo"

Did you use any kind of wedding website to display information about your wedding to your wedding guests?

Yeah. Wix, we heard of the knot, but we didn't do that and we ordered our invitations through Minted and they offered an online thing too.

How did you organize your wedding party communications? Text messages, email, social media?

Group message and texting. It started as group message and then it stopped and became texting. Half were out of state

How did you find inspiration for your wedding?

Pinterest and Instagram were mainly it. Then you get way too big of ideas.

What was your wedding theme? How'd you settle on that?

It was supposed to just be a lot of greenery. Not farmy/hokey but farmy industrial. No burlap, just neutrals, nothing vibrant or anything. Neutral greenery wedding.

How many people did you invite to your wedding?

I think maybe 150. (They have trouble remembering how many people were invited exactly)

What type of venue was your wedding going to be held at?

The Farm in Rome from Google.

Data Analysis

Affinity Mapping

Persona Development

Primary Persona

Secondary Persona

Supplementary Persona

After our first series of interviews, we sat down to analyze the data. After reading each others jottings, listening to audio, and looking for trends, we decided that we needed more research.

After our second series of interviews, the group sat down with a whiteboard and some post it notes, pulling important moments and question answers into an affinity map. This let all of us visualize the information together, and we began to see trends developing. We took these trends, the thick descriptions from our interviews, and direct quotes from our interviewees to identify behaviorable variables and patterns.

We took these patterns and defined characteristics and goals of our personas, reviewing them, and designating our persona types before expanding upon them.

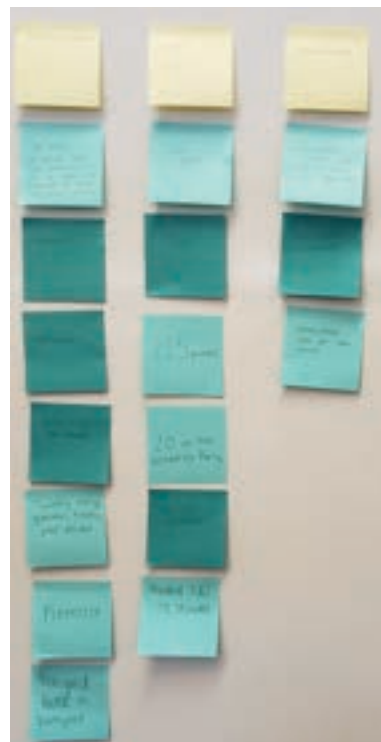
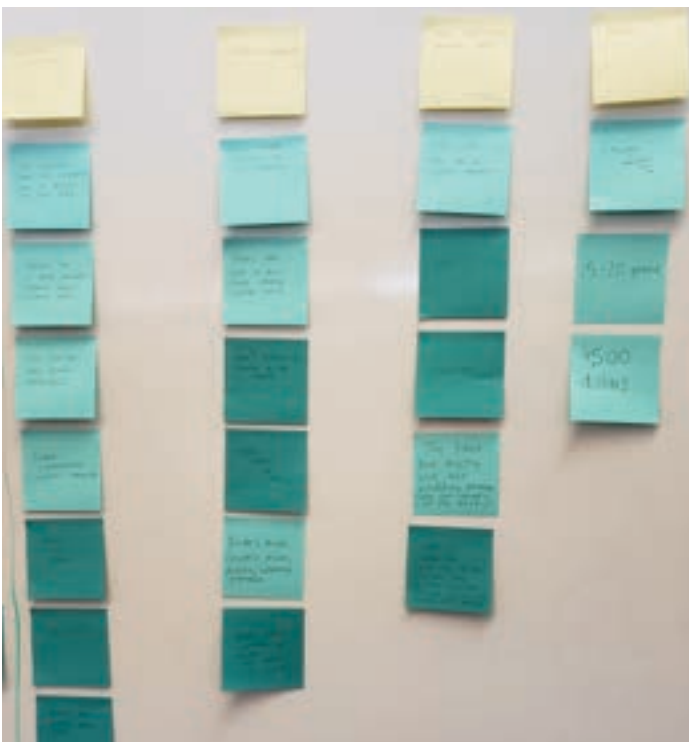
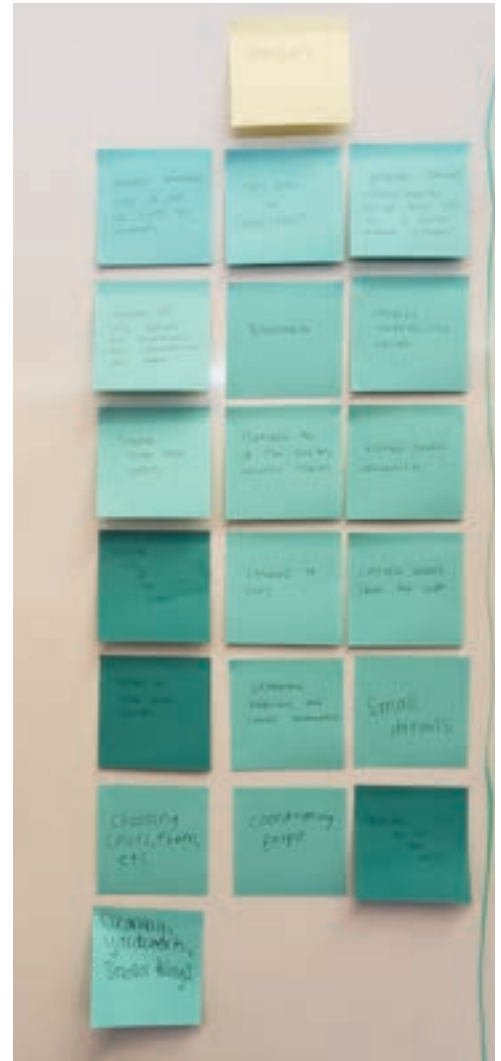
Affinity Mapping

Here we gathered all of our interview data into organizable bits, and experimented with organizing them into topics. At first, we organized them based off of the interview question they originated from. We looked for trends, and narrowed our focus to the two most recurrent: budgeting and communication.

Topics:

- Planning
- Stressors
- Finding Vendors
- Family Involvement
- Budget
- Size
- Theme
- Communication

Modeling



The purpose of the interviews was to learn what goals our interviewees had when planning their wedding, what stressors they encountered, and how they planned their wedding.

From the data we gathered, we pulled out trends of behavior to model our personas after, and we thought about how their use of other wedding planning tools. We noted variables

Trends and Notes:

Communication was a common issue. Many people resorted to group chats even though they hated group chats.

Size is important for venue selection and budget.

Inspiration was easy for people to come by. They already know where to look. Visual inspiration was a big factor as well.

Wedding Coordinator was super important for one of our interviewees, day of. People planning their weddings didn't seem aware of the importance. Might be worth exploring.

Everyone used some sort of web service to find vendors, or create a website, etc. Zola and The Knot were mentioned frequently.

Organizing contact information from all of the guests was a pain point for larger parties.

Brides mostly led the planning, but grooms did stay involved.

The wedding dowry trend was acknowledged as antiquated, but previous generations still respect it. Our initial plan for a bidding app might be problematic if the bride's father already feels that the dowry provides him with a voice in planning.

Quantifiable Information:

Planning Times in Months: (11,12,7,5,18)

Budgets: (\$20-25,000, \$4500-8,000, \$15-20,000, \$10,000)

Estimated Guests Invited: (250, 225, 150, 120, 100)

One interviewee said that she specifically did not use the Knot because of its notifications that she was behind the average timeline.

Use Pinterest and Instagram, easily find inspiration from the internet.

Personas:

Characteristics and Goals

Characteristics and Goals:

Uses web based products, but willing to pick and choose parts of each service based on what they needed. Previous experience and aptitude influences this decision. Some exceptions apply, like in the case of Dixie, who was able to delegate to her Wedding Planner.

Evidence:

- All interviewees used web based products.
- Arielle and Corbin used the Knot for a single page website with information.
- Dixie's wedding planner used The Knot extensively, but was also affiliated with The Knot.
- JoJo had heard of The Knot, but used Wix to make a website. She did this even though she had online services offered to her through Minted, which she used to make invitations.
- Nancy, our outlier in regards to age, also explored Zola and The Knot.

Struggles with communication. There are a lot of moving parts to a wedding, and our persona encounters stress trying to communicate them to guests.

Evidence:

- Arielle and Corbin used group text messages because of their accessibility to the wedding party, even though Corbin dislikes all of the notifications these spawn on his phone, and admits that many of his friends dislike group messages as well.
- Jojo also used group messages, but said that these messages broke up into individual texts. Many of her guests were from out of state, so

she had to coordinate individually with them and their travel plans/needs.

- Dixie acknowledged how annoying group texts could be, and mentioned that she had many separate group texts for different groups in the wedding, and took care of communication individually whenever she could.

Budget Concious. Most other planning variables seem dependant on budget. Our primary persona wants a wonderful wedding, and they want the most efficient utilization of their money.

Evidence:

- Arielle and Corbin already had access to a venue, using family ties to rent the space cheaply. Other venues weren't considered, because this one was so cost efficient.
- Arielle: "We covered the walls with large drapes because we didn't like the venue's walls. The guy I got my drapes from worked from his basement in a residential area, which creeped me out a lot. Luckily my Dad came with me to meet him. Still, he was super cheap so we just went with him."
- Stevie has a woodland aesthetic that she wants her wedding to encompass, but budget and location were the deciding factors in her venue choice.
- JoJo: "We were big on asking friends and family to save money."
- Dixie: "My parents paid for the venue and the dress. That was about 10 grand. And my catering got bartered because my dad made a bunch of stuff for my restaurant, so I got 75% off and an employee discount which is nothing if you think about it for food for 200 people."

Personas: Characteristics

Characteristics and Goals:

Desire to appease family and guests. Many interviewees gave some example of pleasing guests as a stressor. Some interviews did not, and we considered why.

Evidence:

Corbin, on stressors: "Planning for everyone else. You're not just planning for everything you want to do, you're thinking logistically, like, 'What do these people who are coming here want?...It's like all of the small things you don't thinking about when planning a party, because this is just planning a big party. it's too many gears and small parts."

Jojo: "...what other people think was hard because my mom and bridesmaids wanted to have a say and Carson [Fiancé]. It is hard to plan and accommodate for everyone."

Dixie didn't seem to be as stressed about these details, but she also had a professional wedding planner assisting her.

Nancy had been married before, and being 51, she's of a different generation than our other interviewees in their 20s. She gave off more confidence in knowing what she wanted, having a much more personal venue (her house) and wedding, with a much smaller budget.

Primary Persona: Sarah Norman

Modeling



Age: 26
Budget: \$25,000
First Wedding

Aptitudes:
Creative
Digitally-Savvy
Confident

Goals:

Sarah needs to plan and coordinate to make sure her wedding is the best it can be.

She needs to satisfy expectations of a myriad of different guests.

Tasks:

Communicate and collect information guests, vendors, caterers, and the wedding party.

Schedule meetings and appointments on an appropriate timeline for the wedding to succeed.

Use the internet and her network to find suitable vendors, caterers, and wedding supplies.

Quotes:

"As much as you want this to be your special day, it's still very much a community event."

"I browsed Pinterest, Instagram, and the internet to look for wedding ideas. Being in other weddings showed me things I didn't want, as well."

Biography:

Sarah met her fiancé, William, through mutual friends. They are both young professionals in their mid-twenties. Before she graduated college, she worked in the hospitality industry, and built up a strong network of close friends. Sarah and William both love cooking and cocktails, and they spend much of their free time cooking for each other, and designing the interior of their home. She wants her wedding to be something timeless that she can look back on. Since she has a large bridal party, communicating with everyone has been difficult and frustrating for her. She frequently finds good deals from reputable vendors through her friends and social network.

Secondary Persona: Eric Stewart

Modeling



Age: 22
Budget: \$12,000
First Wedding

Aptitudes:
Practical
Tidy
Analytical

Goals:

Eric needs to plan and coordinate, just like Sarah. His ultimate goal is to have a memorable wedding with his fiancé.

Eric also wants this wedding to be an event that makes his friends and family proud, and wants it to be celebrated by his community.

Quotes:

"I just communicated through group messages, even though a lot of us hate all the notifications. Me the most."

"Our budget might be a bit smaller than average, but our friend suggested a really great venue up in North Georgia within our price range. It was exactly what we were looking for."

Biography:

Eric is a recent college graduate, having started an entry level job in his chosen career. He's an organized man, and enjoys making plans. In his free time, he works through word of mouth as a handyman for the wedding. Eric and his partner have been together for years, long enough for his partner to have already envisioned what kind of wedding they would like to have. Eric is committed to helping his partner achieve that dream. He works closely with his partner, family, and friends to plan, and he's taken charge of budgeting their wedding.

Tasks:

Communicate and collect information guests, vendors, caterers, and the wedding party.

Schedule meetings and appointments on an appropriate timeline for the wedding to succeed.

Find the most efficient options for his budget, while still achieving his visions for a dream wedding.

Form Factor

Data and Functional Elements

Functional Groups, Hierarchy

Sketches of Wireframe

Wireframe

Visual Exploration

After compiling our user research and forming personas, we began brainstorming prototypes. We began at our personas goals and tasks, then brainstormed features that our software would need to accomplish those goals and tasks.

Form Factor

Data and Functional Elements

Form Factor: Mobile Application, Website

Form Factor

The two uses of the application will be on a phone in a portable setting and on a computer. The computer setting can be a high resolution, high contrast design, because it will most likely be used indoors. The application that is used on the phone will be seen in all different places, so the brightness on the screen will be different each time. We must design with that in mind because it needs to be easily seen and used in all elements on the phone.

Posture

The usage of this product will be similar to any other chat application. It will be used a lot from the time of a couple's engagement all the way through the night of the wedding. We are expecting users to interact with the app everyday intermittently throughout the day. After the initial setup is completed, they will most likely only use the app to send messages, find vendors, and add RSVPs, and will use a small amount of time throughout the day.

Input Method

Based on the form factor and posture, and keeping our personas in consideration, the input method will be rather straightforward. They will use a keyboard to interact with the website, and the touchscreen to interact with the application on their phone. The primary input method will be using the phone because they will be able to quickly respond on their phone from no matter where they are. The computer will be used in a secondary fashion.

Data Elements

Pictures

User Texts

Chat Messages

Contacts+Addresses

Invitations

Budget Information

List of Expenditures

Vendor Pages

Profile Pictures

Data Elements are the building blocks of the product. These are the blocks of information that our users will be interacting with.

Form Factor

Data and Functional Elements

Framework

Functional Elements

Task: Communicate

Functions that meet that goal:

- Messageboards
- Private Messages
- Notifications
- Pinned Messages

Task: Collect and Store Address Information

Functions that meet this task:

- Address Book
- Wedding Invite Function

Task: Schedule Appointments

- Schedule Appointment button on Vendor Page
- Reminder Function
- Schedule Tab

Task: Find Vendors

- Image Feed that links to Profile Pages
- Share Vendor Function through Image Feed

Task: Budget Wedding

- Budget Spent/Total
- Pie Chart of Budget Spent
- Editable List of Budget Items
- Search Vendors by Price Range

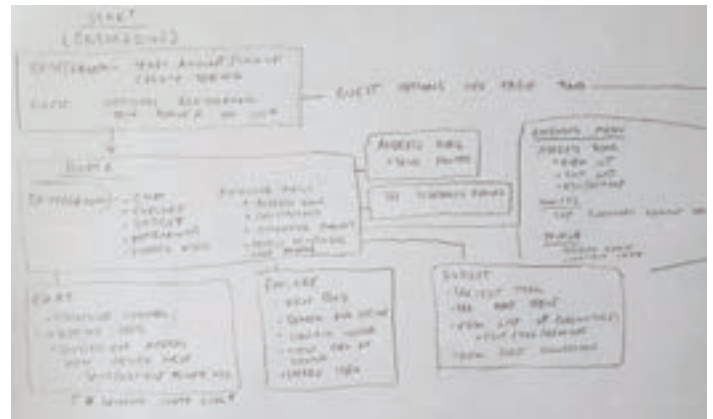
Form Factor

Functional Groups and Hierarchy

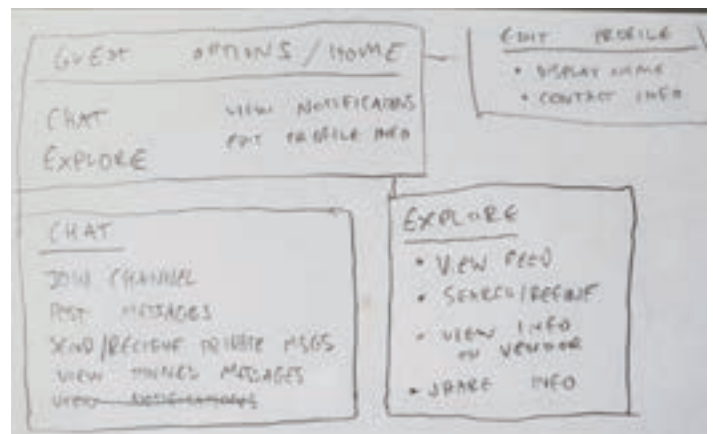
We sat down and brainstormed how we wanted the functions to be grouped, and came up with some hand drawn mappings of how the ideas should come together.

The categories listed are listed in hierarchy, with bolded items being available to the creator/moderator of the chat server only.

- Chat (Home Page)
 - Join Channel
 - Post Messages
 - Send/Recieve Private Messages
 - View Pinned Messages
 - **Add/Remove Channel**
 - **Edit/Remove Public Messages**
- Budget
 - **See/Edit Total**
 - **See Amount Spent**
 - **View/Edit List of Expenditures**
 - **View Guest Suggestions**
- Explore
 - View Vendor Feed
 - Search/Refine
 - View Vendor Profile
 - Contact Vendor
 - Send Vendor Profile as Message
- Notifications
 - Clear Notifications
- Pinned Messages
 - **Edit Pinned Messages**
- Extended Menu
 - **Address Book**
 - **Invitations**
 - **Scheduled Events**
 - Edit Profile



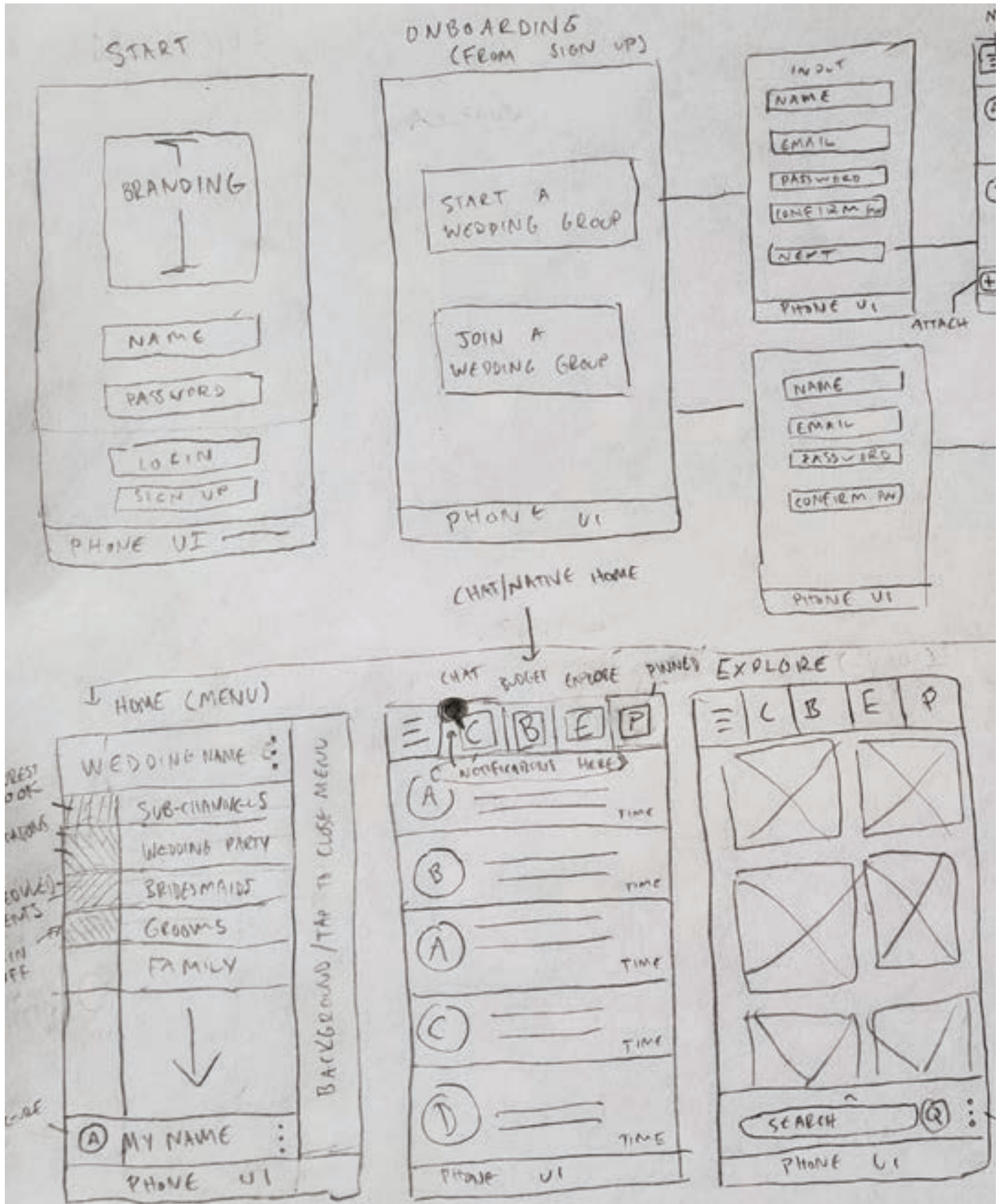
Rough Draft, Hierarchy, Page 1



Rough Draft, Hierarchy, Page 2

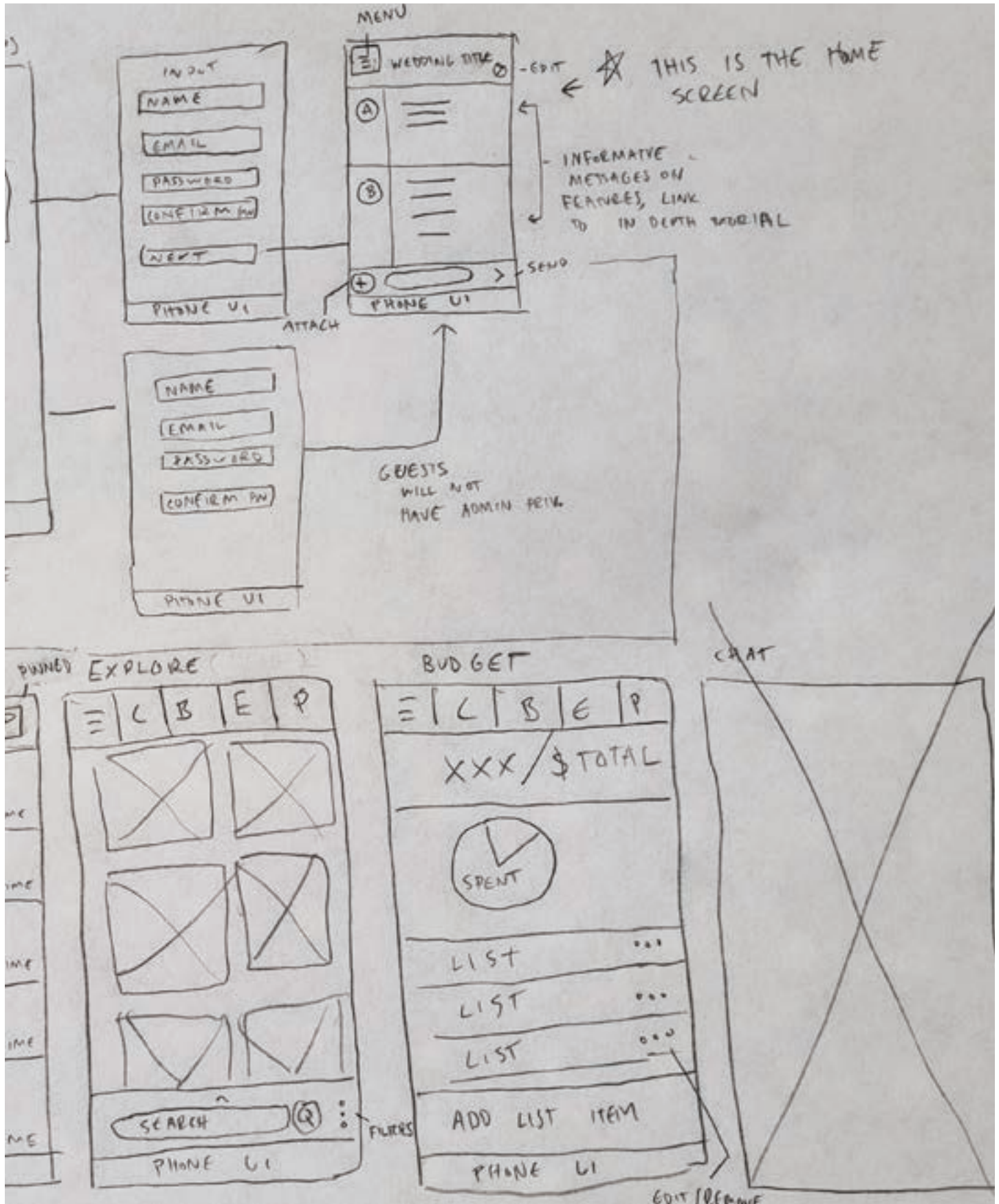
Form Factor Sketching the Framework

Framework

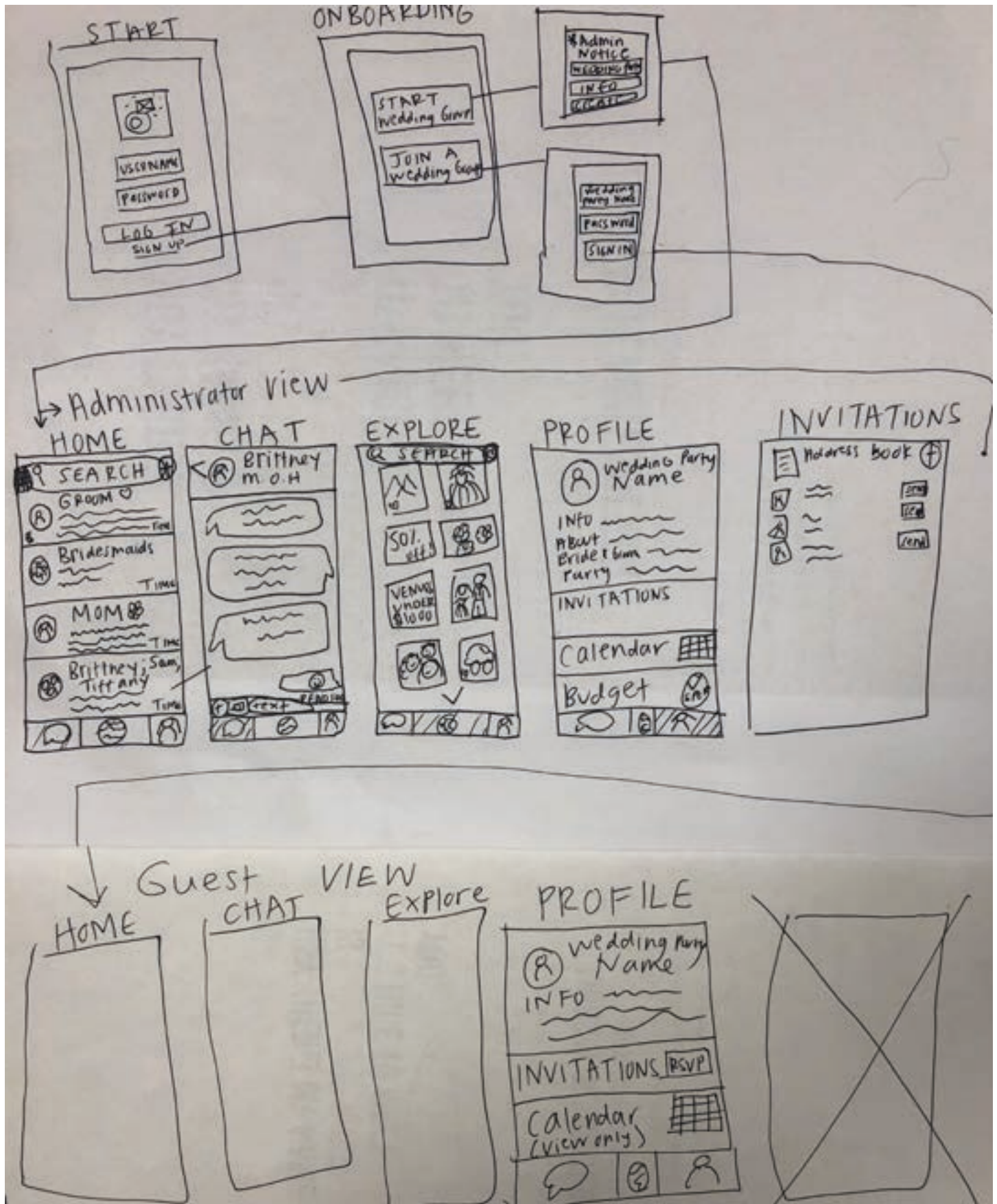


Form Factor Sketching the Framework

Framework



Sketching the Framework v2



Sarah wakes up in the morning, and needs to get ready for the day. She is recently engaged, but started planning for the wedding immediately. She picks up her phone and opens up Tied to see if there are any new notifications for her to see.

Sarah notices that there are a few unread messages in her bridal party channel and clicks to open the chat. This channel provides a way for the entire bridal party (mother, mother-in-law, and bridesmaids) to communicate and share ideas, as well as RSVP for wedding-based events.

She sees that the bridal party are discussing what date the bridal shower should happen on and who will take what responsibilities. They all seem a little confused on when it should be and want the bride's opinion. She immediately chimes in and puts up a vote for the two best dates for her that the bridesmaids can choose from for the bridal shower, and posts a form for people to sign up for specific responsibilities. She also sends a save the date for each of the bridal party members to save the date in the app's calendar.

She puts her phone down, and continues to get ready. When she comes back to her phone, the bridal have all signed up for responsibilities and RSVP'd to the shower in the calendar. She is relieved that all of the responsibilities for the shower are being taken care of so easily.

The group continues to talk even while they are all working at different jobs or in different places, through their phones or computers. They enjoy sharing ideas and planning intermittently to provide a fun distraction throughout the day, and also feel like they are accomplishing big wedding plans in an easy way.

Sarah posts in the group that she needs to find a vendor to provide the flowers for their wedding, so they all need to be on the lookout. She wants a cheap florist in the area, that is reliable and provide some similar looking flowers to pictures she has shared from Instagram into their chat.

All of the bridal party look in the "explore" page based on the location of the wedding and send options in the group for who provides florist services. There are a lot of options, but they can be filtered based on price or distance from location.

Sarah finds the two that she likes best, and send it into the private discussion channel between her and her future husband.

They both decide the vendor that they want the best, and book them through Tied for their wedding.

Task: Sarah and Eric both need to collect information from their guests, for wedding invitations.

- As the creator of the wedding chat, Sarah can send a message to all channels that will remain pinned. A link can be followed within the message that lets users fill out their address information, which will be listed in a database only administrators can access.
- Eric needs address information from guests who don't need to be involved in wedding communication.
 - He opens the extended menu from the icon on the home screen, and clicks on the link to 'Wedding Invitations'.
 - He types a message that invites guests to share their addresses with him, and then fills out a list before sending.
 - When choosing contacts for the first time, he's presented with a list of social media options, his email, and his phone contacts. He chooses which to view, and quickly selects the contacts he wants to message.
 - He reviews his message and sends it.

Task: Sarah and Eric need to quickly and easily set a reminder for something they've scheduled through the application.

- Sarah sees a notification someone has sent her for a florist. She wants to set a time for her partner and her to go visit them, and chooses to set the date in her calendar. The application, with permission from Sarah, fills out the information in the native calendar app on her phone.
- Eric sees a similar notification, but he doesn't use his calendar app. He decides to have Tied send him a notification instead, and can view his scheduled notifications in a tab in the extended menu.

Task: Sarah and Eric both need to find suitable vendors for their wedding.

- Eric is informed that he needs to find a specific style of catering for the wedding. He chooses to refine his search with cuisine keywords like, "Korean" or "French". Furthermore, Eric has a budget limit. He refines his search with an estimated price range to select exactly what he needs.
- Sarah lives far from her chosen venue. To find the most suitable caterers, she wants a reputable caterer close to her chosen venue.
 - Sarah presses the "Vendors" button. She is shown a single column list of vendors, complete with their name, distance from her phone (if access to gps data is allowed), and images that the vendor has chosen to advertise.
 - She is presented with a series options to refine her search, and changes her location to the address of the venue. The list is updated to reflect vendors close to her venues location.
- Eric is still looking for a vendor in his price range. He can't find one through the search feature that suits his needs, so he posts a pinned message to a channel of friends and family that are helping him plan the wedding.

Task: Eric needs help managing his budget, keeping track of what he has already spent and how much funding he still has available.

- Eric opens a tab for the first time titled, "Budget".
 - He is shown an onboarding prompt to input his budget total, which he can edit at any time.
 - The total is displayed at the top, and an empty list is shown beneath.
 - Eric presses a button to add an item to the list, filling out the name of the item, a price, and any information he wishes to add about the expenditure.
 - The list is updated to reflect how much he has spent out of his budget: "XXX/\$12,000"

Storyboarding

Framework

