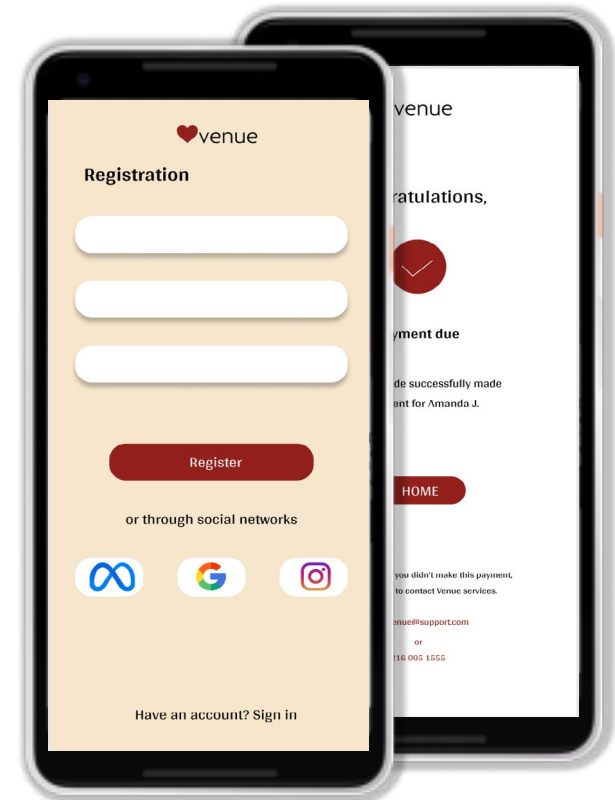# LOVE VENUE APP DESIGN

SAPNA BADHAN

The product:

The Love Venue is designed for every sex and religion. Anyone can use this matrimonial app to make their marriage memorable. Venue app offers catering, makeup artists, hotels and much more, saving time and money.

Project duration:

May 2022 to August 2022

PROJECT OVERVIEW

The problem:

Many people cannot find a proper marriage venue because they're expensive or already booked.
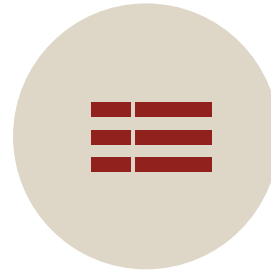
The goal:

The goal is to find a marriage venue which flexible rates so that users can make their marriage live time memorial.

PROJECT OVERVIEW

My role:

As a UX designer, an app for Love Venue should work properly and function properly.

Responsibilities:

Researching, designing paper and digital wireframes, low and high fidelity prototyping, conducting interviews, making changes, designing case studies, designing the final layout, and then submitting those to developers.

UNDERSTANDING THE USER

- User research

- Personas

- Problem statements

- User journey maps

USER RESEARCH: SUMMARY

I conducted interviews and created empathy maps to understand the ease of users' criteri. A primary users user group was adults who wanted to get settled out with their life partner, but the problem was how to make their marriage memorial with a flexible rate.

The group ensured that the Love Venue customers were busy the entire day. They didn't have much time to research, but they wanted instant results without any issues and obligations; plus, they were looking for catering services and perfect hospitality for their guest too.

USER RESEARCH: PAIN POINTS

1

TIME

Adults are not able to find perfect marriage venue

2

ACCESSIBILITY

They are designing technologies that people book anytime so that they don't have any issues booking at a time.

3

IA

Research any venue organizer anytime without facing too many conflicts.

PERSONA: **MANISHA**

Problem statement:

Manisha is a busy working woman; she is looking for a venue organizer because she is a foodie and wants the best catering organizer for her sister's wedding.

Manisha

Age:	27
Education:	BCOM
Hometown:	Chandigarh, India
Family:	Single
Occupation:	Banker

"I am a foodie person, but I love a clean and healthy environment. "

Goals

- Is to reduce weight before her sister's marriage.
- Keep my workflow accessible and maintain my activity all day.

Frustrations

- What is their food stalls are not hygienic, and they provide catering service
- Are they follow Covid rules and regulars while settling marriage venue.

Manisha is a Banker BOF, India. She typically handles phone calls and accounts on her desk. Meanwhile is a foodie person. Her sister is getting married this year, and Manisha is worried about her weight. She wants to manage her lifestyle. So that she can wear desire dresses at her sister's wedding, and she is also concerned about Covid's situation and how the marriage venue people handle it.

USER JOURNEY MAP

Mapping Manisha's user journey how helpful for her to get the best organizer for her sister's wedding.

Persona: Manisha

Goal: Weight loss and Hygienic food.

ACTION	Searching best hygienic Catering venue	Stalls are hygienic and healthy	Variety of foods	Welcoming Guest	Proper seating plans
TASK LIST	A. find the best catering venue organizer B. Follow Covid rules and regulars	A. Use the app to check food stations B. Proper sanitizing facilities	A. Add items on app menu B. Use scan barcode for Online food booking	A. Maintained the social distancing B. Proper Decoration and comfortable seats are available	A. Best arrangement to seat B. Special arrangements for disabled people C. Sanitizing arrangements
FEELING ADJECTIVE	• Confused • Worried	• Worried	• Excited • Satisfied • Confused	• Excited • Satisfied • Worried	• Glad • worried
IMPROVEMENT OPPORTUNITIES	• Better services	• Better services • Easily available	• Variety of food accepting	• Variety of setting arrangements • Signs mentions on App for the setting arrangements	• More cleaners are available.

STARTING THE DESIGN

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

PAPER WIREFRAMES

Now it's time to design paper wireframes to iterate each screen which can be later designed into high-fidelity wireframes or digital ones. I will focus on the users' pain points so that they would quickly feel confortable while using the Venue app design.
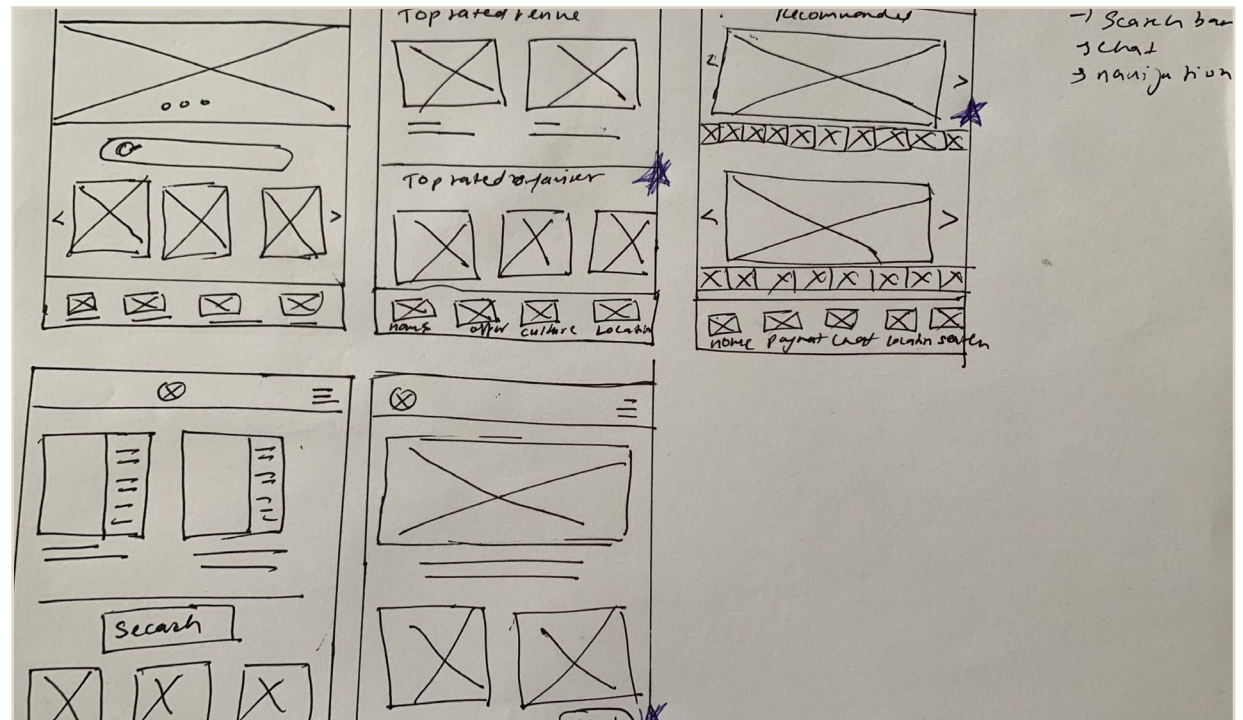
DIGITAL WIREFRAMES

The product:

As a designer, I will make sure, buttons works correctly, and their should be hierarchy on the designs
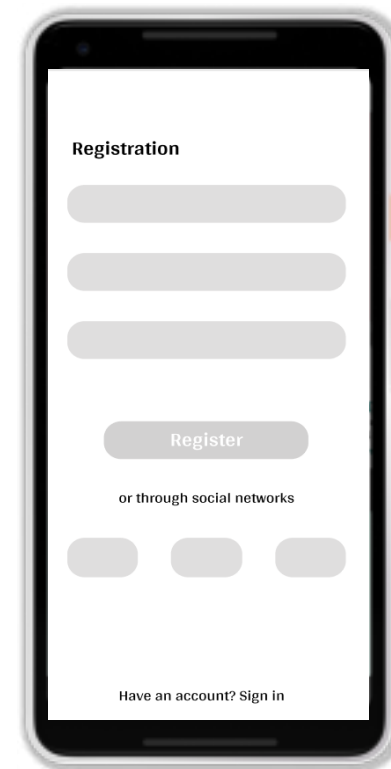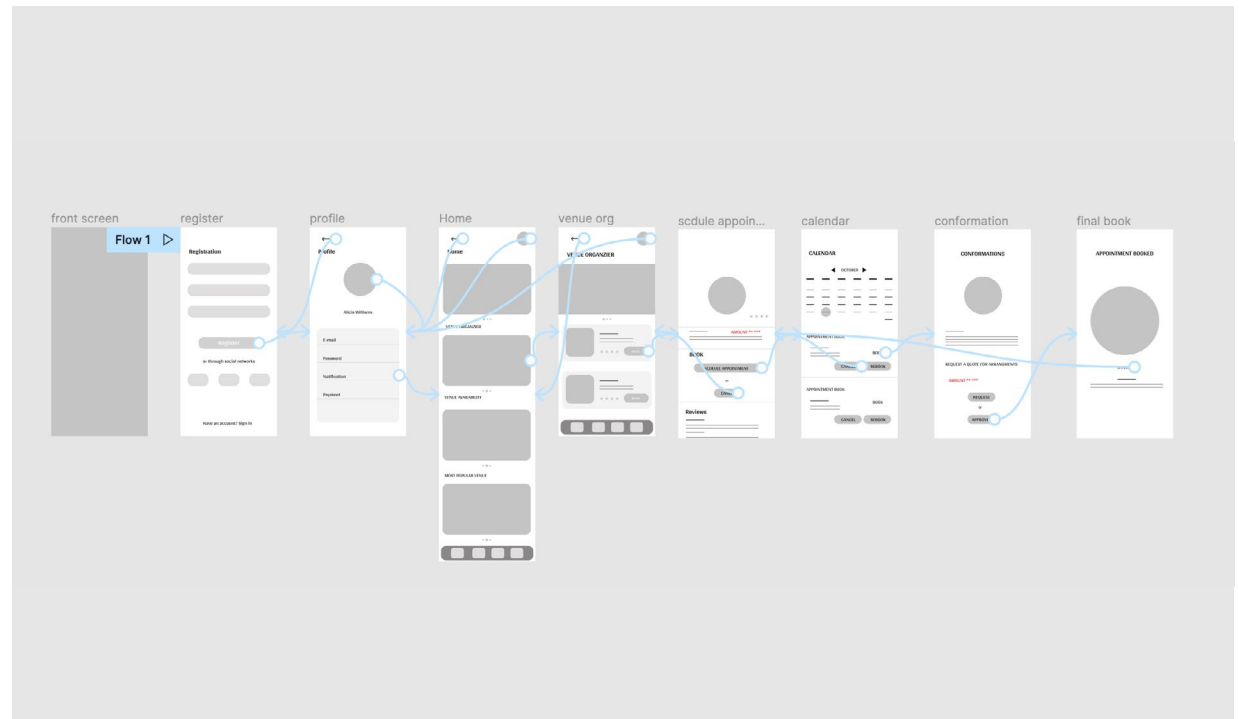
LOW-FIDELITY PROTOTYPE

Using the complete draft of digital wireframes, It's time to create a low-fidelity prototype for testing. Connecting with venue organizer to schedule and make payment online.

View the low-fidelity prototype

https://www.figma.com/proto/zxVlez1BqPwEF-pHw8CyE6B/Venue-App?node-id=115%3A128&scaling=scale-down&page-id=0%3A1&starting-point-node-id=3%3A5&show-proto-sidebar=1

USABILITY STUDY: FINDINGS

I conducted two rounds of usability studies. The first study was to help and guide the design. The second study was on the outcomes of the mockups, which were refined.

ROUND 1

1 A user wants to find a Venue organizer quickly.

2 Users want the logout button and go to the main menu or home page.

ROUND 1

1 All steps were precise and easily functional.
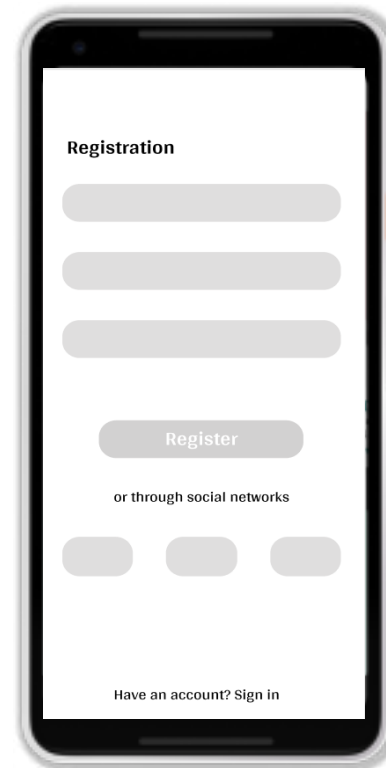
REFINING THE DESIGN

- **Mockups**

- **High-fidelity prototype**
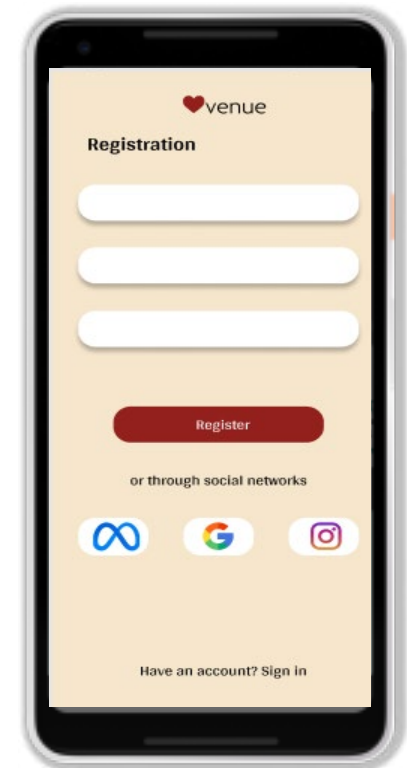
- **Accessibility**

MOCKUPS

The product:

After the usabilities studies, I have added light colors that can match the entire design structure of social media icons for those who want to join with social media when they show a second screen.
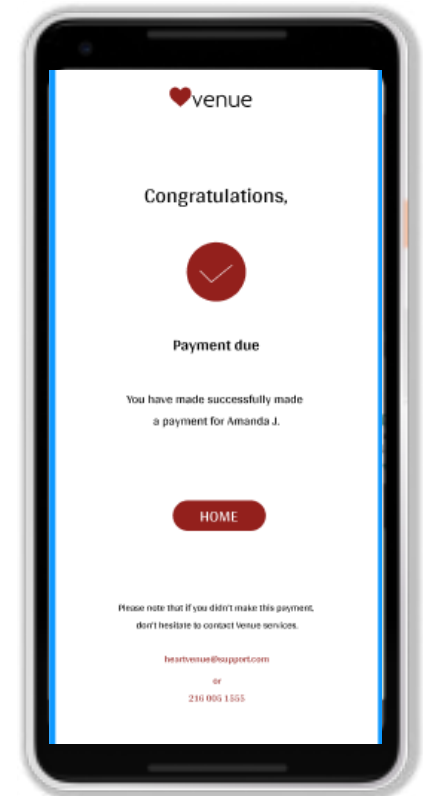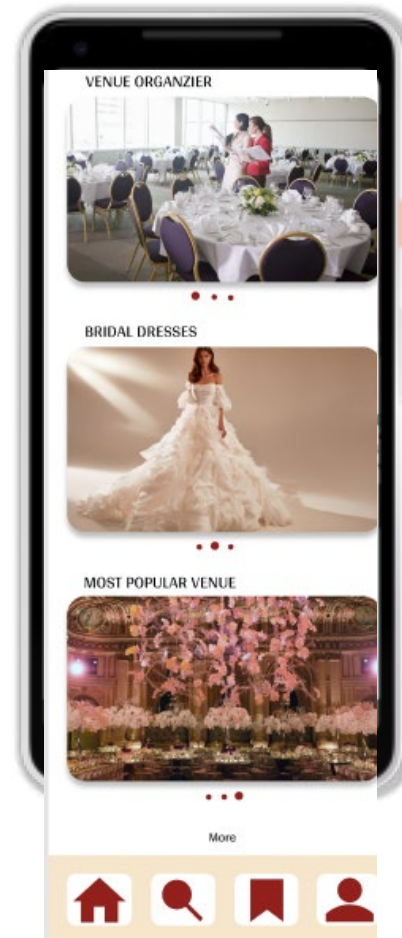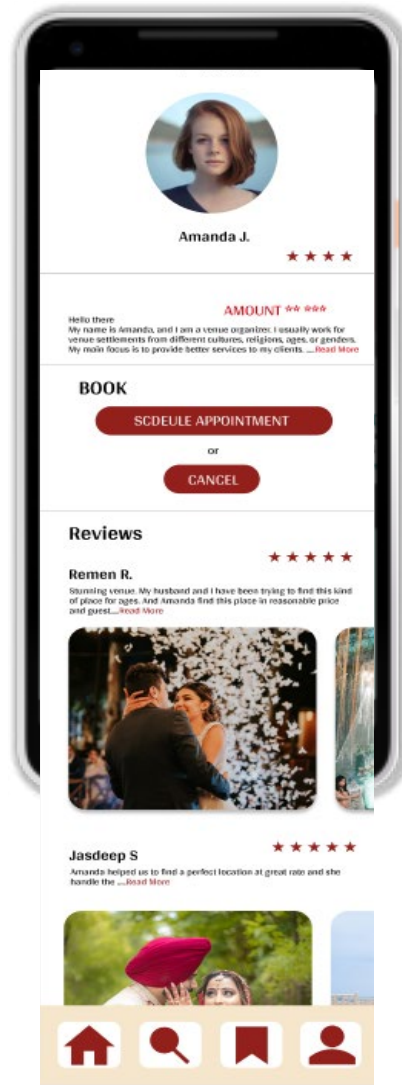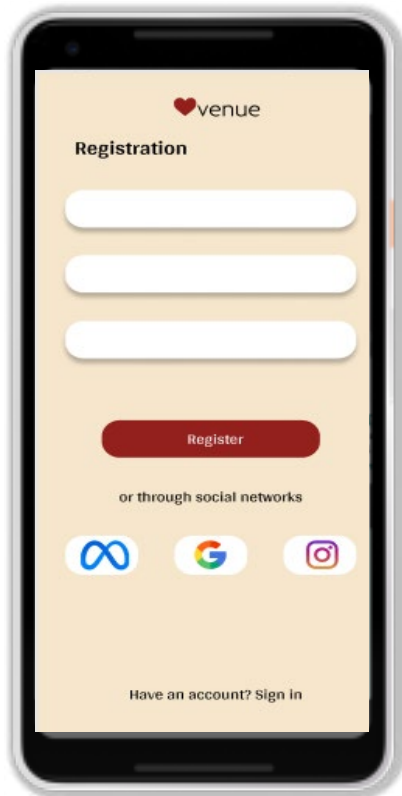
BEFORE USABILITY STUDY

Registration

Register

or through social networks

Have an account? Sign in

AFTER USABILITY STUDY

♥venue

Registration

Register

or through social networks

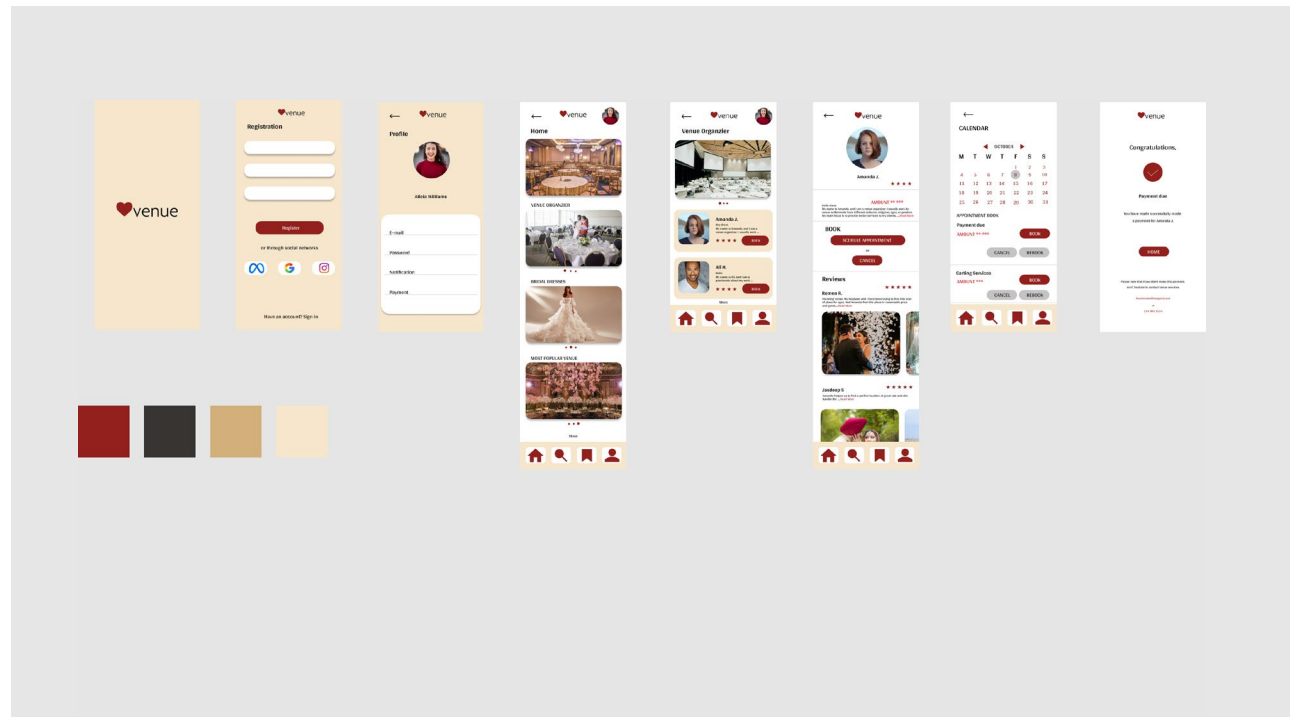Have an account? Sign in

KEY MOCKUPS

HIGH-FIDELITY PROTOTYPE

The final high-fidelity prototype was established for developers to check out the designs and stylized.

View the high-fidelity prototype

https://www.figma.com/proto/bk1hvB9VjPcxaUo-Io2KgzG/Venue-Mockup?node-id=115%3A4&scaling=min-zoom&page-id=0%3A1&starting-point-node-id=115%3A4

ACCESSIBILITY CONSIDERATIONS

1

Easy to read and use for the user.

2

Icons and images would help the users to navigate perfectly.

3

While adding perfect planning on how to use the app and add an amount to the cart would help the user navigate the process.

GOING FORWARD

- **Takeaways**

- **Next steps**

TAKEAWAYS

Impact:

The app is easy, but at the same time, I have to face challenges to make it work, but at the end of the day, the colors, images, and de-signs look similar to what i was assumed.

What I learned:

The takeaways were while designing the app; I think getting peers' and friends' suggestions is necessary to make it work.

NEXT STEPS

1

To conduct the other round of usability studies, whether it is perfect to use or not for the Users.

2

Conduct more research and ideas to work it better ways.

LET'S CONNECT!

Thank you for reviewing my work on the Love Venue App Design

Website: **www.designersapna.com**