FAIRWEATHER

Pavilion rentals

Your name

Project overview

The Product:

A pavilion rental platform that connects users of large cities who want to rent outdoor spaces for an event.

Project Duration:

8 weeks; July 2023–September 2023

Project overview

The Problem:

People nowadays tend to use online platforms to search for and rent outdoor event spaces, instead of going to the space directly. There are few products online specified in pavilions rental that provide a seamless, efficient and user-friendly solution for finding rental pavilions that met their budget and needs.

The Goal:

Build a digital platform specifically for pavilions search and renting experience, that can be used to connect user with different outdoor spaces available to hold events, while providing exceptional user experience.

Project overview

My Role:

This is an individual project that allowed me to plan and direct each step of the design thinking process as a UX strategic design student with mobile and web UI design experience.

Responsibilities:

- Conduct user research
- Define the problem and provide 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

Understanding the user

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

User research: summary

To understand user frustration, needs, and requirements, I conducted a foundational research through interviews and user surveys for my project. My goal was to gain insights to understand the processes users go through to find and rent outdoor spaces, and acknowledge the importance of the product.

There are two types of user research methodologies: qualitative and quantitative research. I chose qualitative research because I had a time constraint.

User research: pain points

1

Limited online resources

Online products and tools for pavilion rental are limited.

2

Poor contact system

The actual system of contacting the pavilion´s administration does not meet users needs or accommodate their busy schedules.

3

Limited information available

Not enough details, photos, or reviews online for the available pavilions and their facilities.

4

Only one way to pay

Rental fees and payment methods are not limited and cannot be completed online.

Persona: Name

Problem Statement:

Isaiah is a university student and founder of a book club who needs to find an affordable place for rent that also allows dogs to hold their book club event, and maybe an open mic night.

Isaiah Uduike

Isaiah is a university student who loves to read books and write. They are the founder of an off-campus book club which meets bi-weekly near their University. This book club is their way to meet and socialize with like-minded people who share the same interests.
They need to find inexpensive—preferably free!—dog-friendly places to meet with their book club for their end-of-semester event.

Goals

- To find an inexpensive place where their book club can meet for their end-of-semester event.
- To find a location that will allow them to bring their dog—likely an outdoor space.
- To organize an open-mic night that coincides with their book club in the hopes that more people will come to their event.
- To meet more people that share their passion for books and writing.

Frustrations

- Their income is limited because they're a university student who works part-time.
- Not many well-known event spaces allow dogs.
- They are a shy, introverted person and it's difficult for them to meet new people.

"Every story I create is a reflection of myself. When I write, I'm sharing a piece of myself with the world."

Age	22
Education	University student, 4th year
Hometown	University of Göttingen, Germany
Family	Single, one dog
Occupation	Student, part-time server
Pronouns	They/them

User journey map

By creating user journey maps, I wanted to illustrate the process of how Isaiah behaves, feels, and what they think while accomplishing their goals to address pain points or provide moments of delight.

Persona: Isaiah Uduike

Goal: To find an affordable place to rent to hold their book club event, an open mic night, and allows them to bring their dog.

Action	*Look* for walkable event spaces in the University area that also allow dogs	*Rent* an outdoor pavilion to hold an end-of-semester book club event	*Invite* new and existing members to the event	*Hold* the event at the selected venue	*Book* a venue for the next end-of-semester event
Task List	A. Look for booking apps for park spaces in the app store. B. Select and download an app that fits my needs. C. Create an account.	A. Compare available listings and save their favorite places B. Make a decision on a venue that meets event criteria, especially budget C. Determine possible event dates and book a pavilion	A. Collect data about the venue, date, location, fees, and activities. B. Spread the word about the event through different channels, like social media and event flyers	A. Host the event at the selected venue. B. Find last-minute requirements.	A. After onboarding process, it was a learning experience B. Collect feedback from event guests and members to improve next experience C. Book a venue for next event
Feeling Adjective	I'm stressed. There are a lot of options and I don't have a car. I download a pavilion reservation app, make an account, and begin my search.	I'm a bit unsure...I chose three options and discussed it with club members since we all contribute to rental fees. I chose one that's nearby and allows dogs, and reserved it.	I'm apprehensive, but excited! I made flyers, sent emails and posted the book club event, date, and location on social media.	I'm frustrated—the pavilion administrator couldn't find my reservation. It was resolved, but I almost had to cancel the event. So disappointing!	I'm relieved the event is done! The pavilion was too big. To avoid future mishaps I secured the venue for our next event. This could also work for open mic night!
Improvement Opportunities	An accessible app to search city park listings and outdoor pavilions for rent. A search engine with filters and machine learning to simplify user experience. Use tools like maps and park data (location, images, navigation, capacity, reviews, and accommodations)	Compare listings to help users make decisions. Save search and favorites for future bookings. Book a venue anywhere, anytime. Different ways to pay. Ability to make a donation to the city park.	See data about the city park and its venues. Create links for email and social media to invite guests from the app. Send event notifications to host for updates and changes to reservation and reminders to guests.	Share real-time location and points of interest around the park. Link app with companies to move people and obtain discounts or offers for events Match the app with city parks data in real time to avoid double booking.	Send a survey to the hosts and guests to collect feedback about the experience. Ability to book, change, or cancel a venue reservation in advance.

Starting the design

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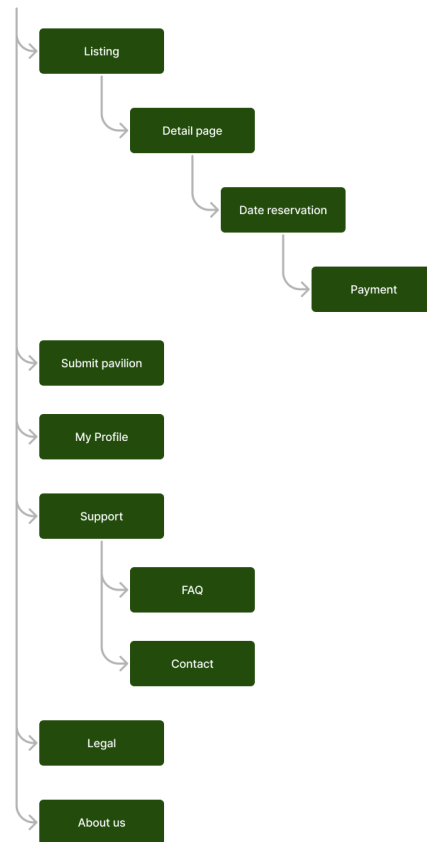- Usability studies

Sitemap

I built user-focused flows to ensure that my personas can successfully complete their key objectives while reducing the existing pain points.

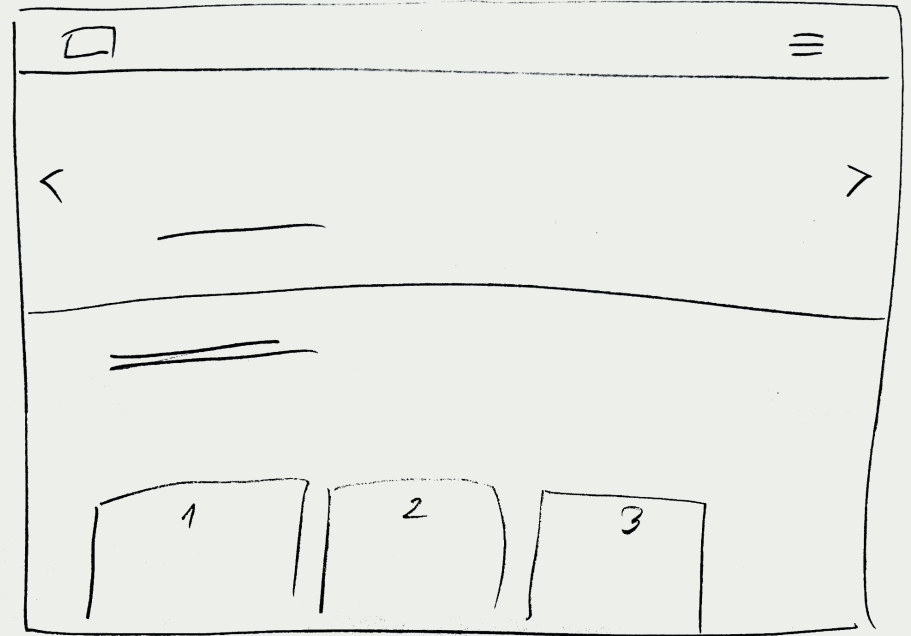To view a larger version of this sitemap, follow the link here.

Paper wireframes

Focusing on the core features identified during user research, I sketched the first wireframes using pen and paper.

Paper wireframe screen size variation(s)

I drafted iterations of each screen on paper.
I also started to work on designs for additional screen sizes to make sure the site would be fully responsive.
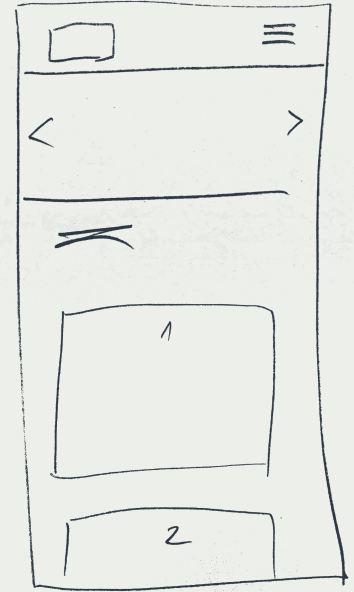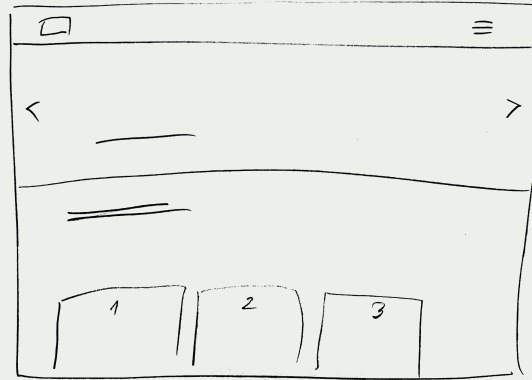
Digital wireframes

Using wireframes, I put my ideas on paper first and then started to make high-fidelity wireframes. After dozens of iterations, these are the wireframes that best represented user flow and met user needs.

Instructions of how the process works for renting a pavilion

List view of the spaces with info of the pavilions available

Digital wireframe screen size variation(s)

I also started to work on digital wireframes for additional screen sizes to make sure the site would be fully responsive.
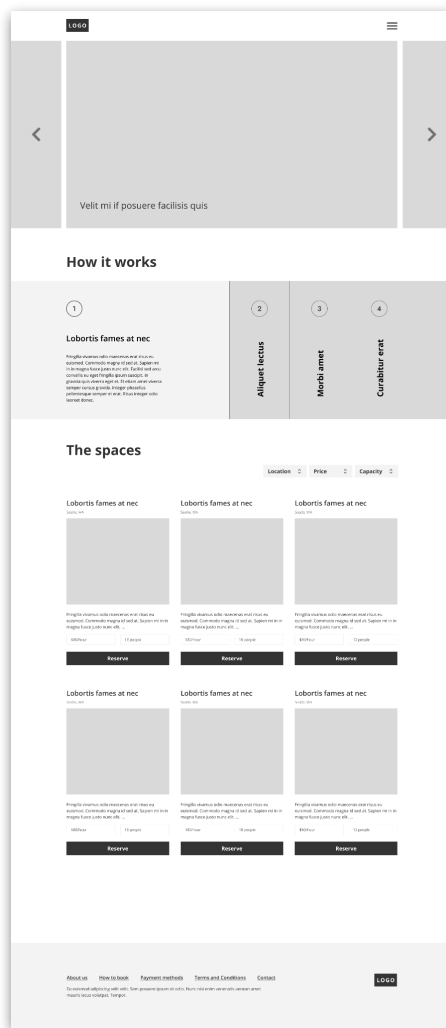
Low-fidelity prototype

I created a low-fidelity prototype from the user flow diagram and wireframes to test functionality before incorporating it into the final design and ensure accessibility for end-users.

View Prototype:
Desktop
Mobile
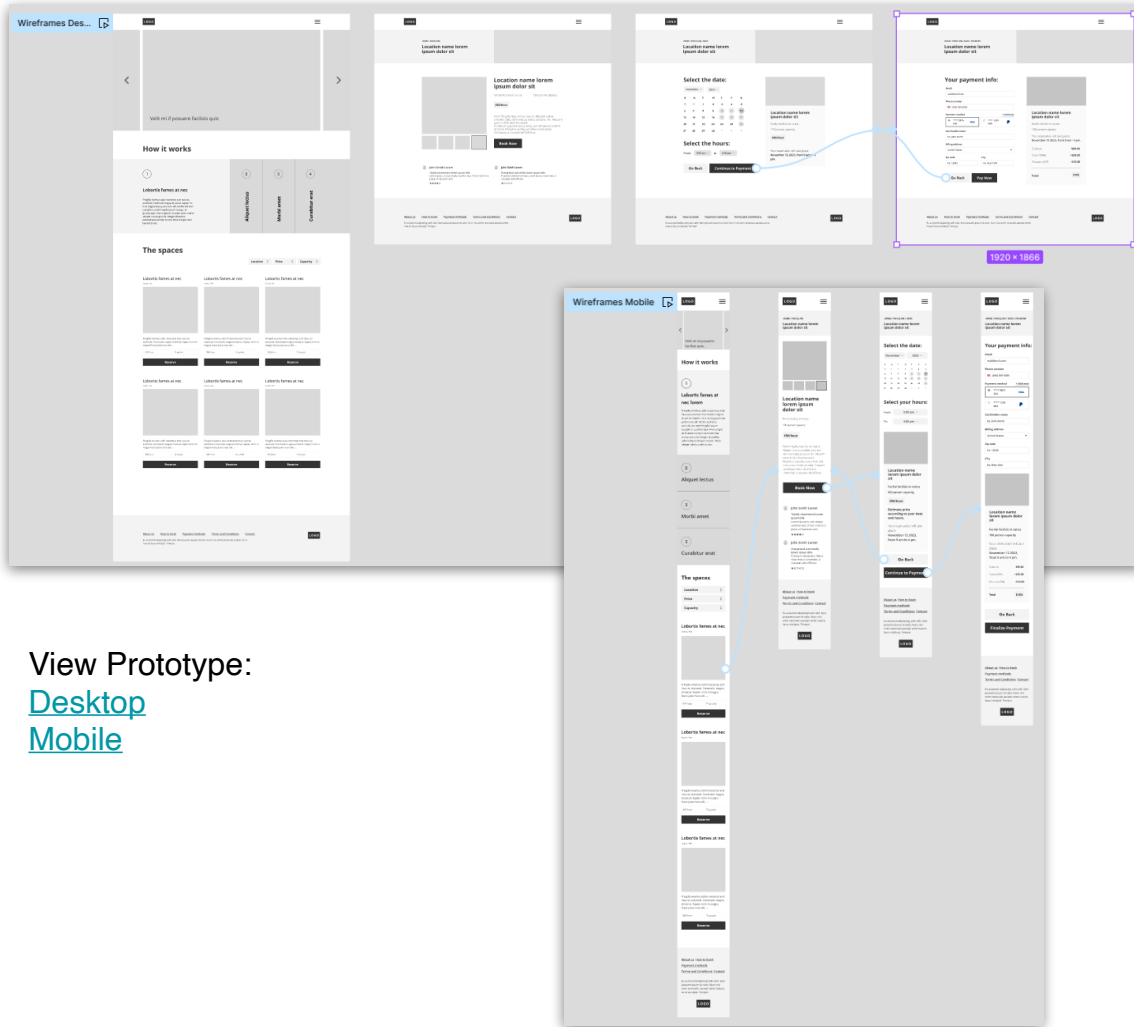
Usability study: parameters

Study Type:

Unmoderated usability study

Location:

University of Göttingen, Germany

Participants:

5 participants

Length:

20-30 minutes

Usability study: findings

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

1

Finding

A very large amount of information has to be displayed on the results page. I have to find the right balance so that the user isn't overwhelmed with too much information on a page.

2

Finding

Most users were missing the "Search" feature because it is not over the fold. This confirmed that the search feature isn't accessible or obvious enough. Generally, the hierarchy over the website could be improved in order to clearly state the purpose of each page.

3

Finding

The results page should clearly explain how the best rental has been found. Some users expressed that it was more important to them to understand how the "best rental" was calculated more than seeing all the results.
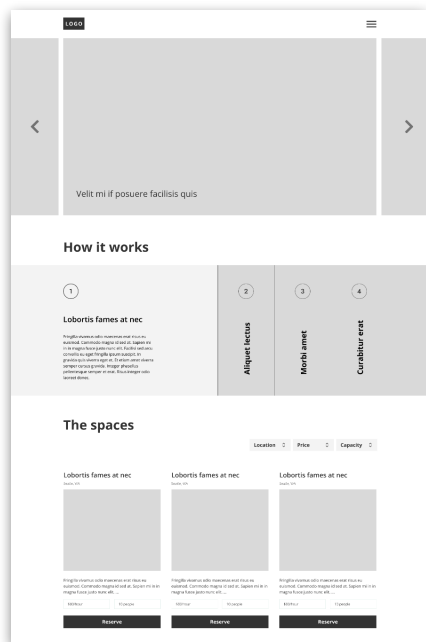
Refining the design
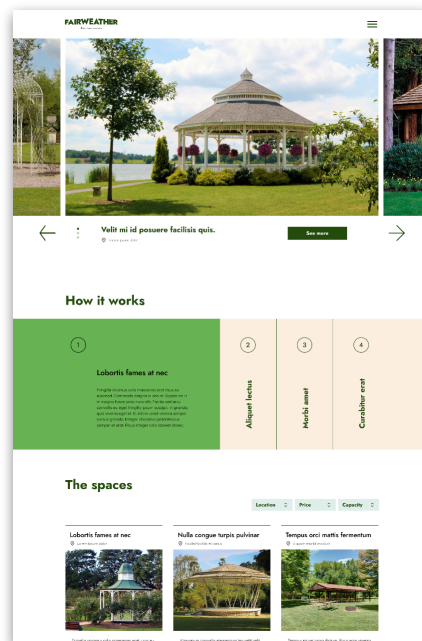
- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Based on the insights from the usability studies, I applied the design changes, including a clear navigation system and search and a more straightforward flow.
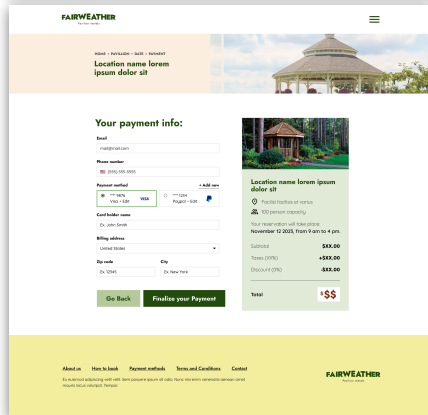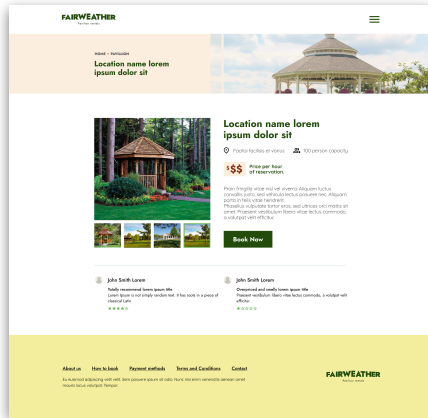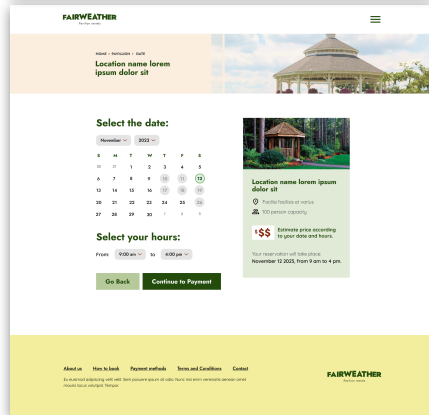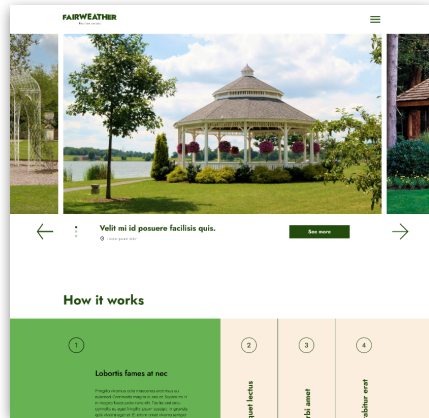
Before usability study

After usability study

Mockups: Original screen size

Mockups: Screen size variations

High-fidelity prototype

After finalizing the low-fidelity prototype, I worked on creating the final designs with the goal of making them more intuitive and navigable. The main color theme I used was earth toned, like greens and tans, because when you think of the environment, you think of greens and browns.

View Prototype:
Desktop
Mobile
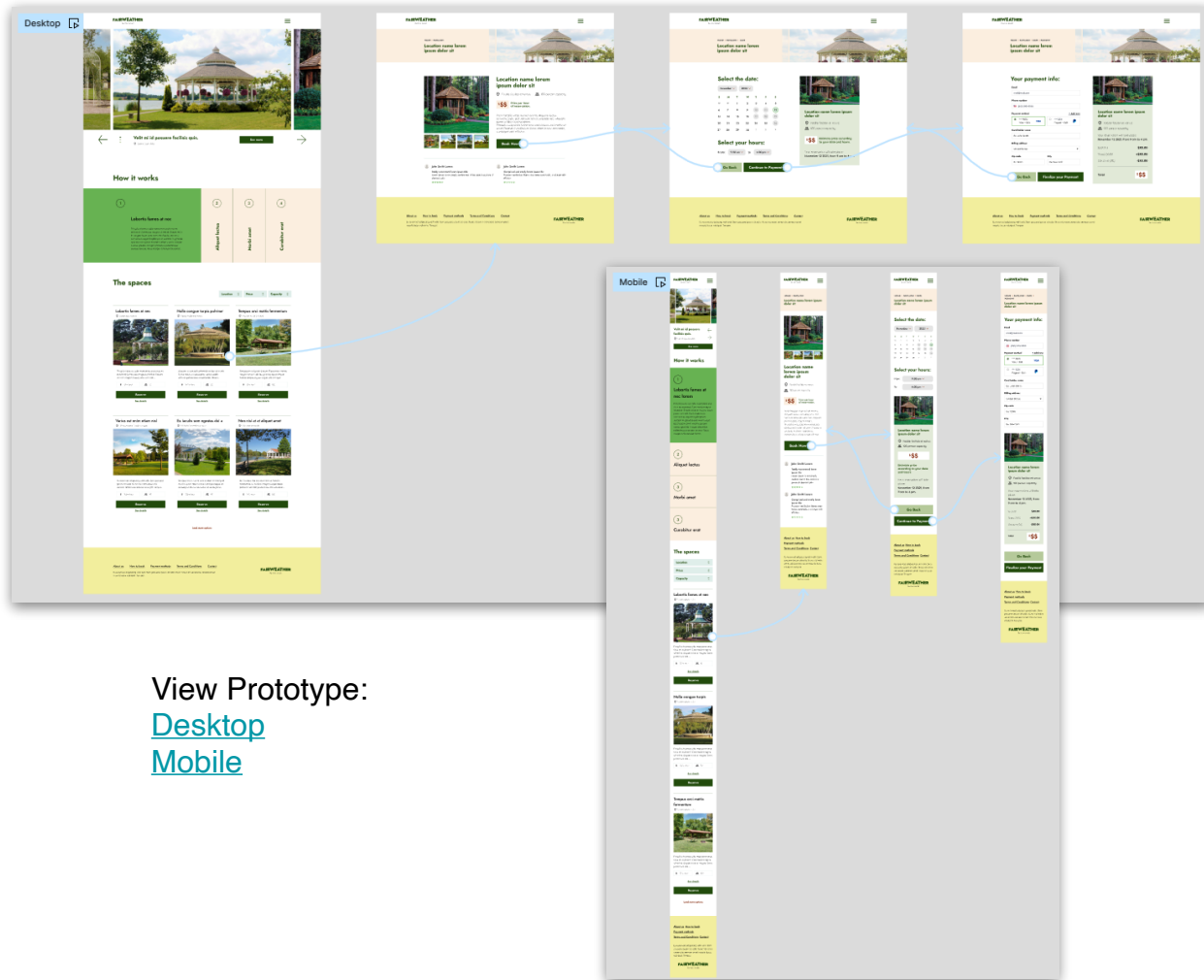
Accessibility considerations

1

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

2

I am using only two typefaces: Jost for headlines and Quicksand for body copy.
Mixing too many different typefaces can make your app seem fragmented and busy.

3

I implemented a text hierarchy throughout the app. This helps users to distinguish the different sections and information on screen.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

In this study, I aimed to address common issues faced by users and evaluate the impact of UX design on their mood and decision-making process. Through conducting this research and design, I gained a deeper understanding of how user experience can significantly influence a user's emotions and choices.

What I Learned:

I have gained valuable insights and knowledge through the design process. Some of the key things I have learned include:

- Understanding user needs
- Importance of simplicity
- Accessibility considerations
- Understanding and implementing user feedback
- Manage information to not overwhelm the user

Next steps

1

Obtain UX/UI feedback from designers with more experience in the field to improve design.

2

When I have documented all feedback that was provided, I will make the necessary design updates in order to improve the app's overall experience.

3

Create a cross-platform responsive design. The goal is to build the same experience for all users, no matter what type of device they are using.

Let's connect!

I would appreciate your thoughts and insights on this topic, as feedback is crucial to further enhancing the findings of this study.

Provide your contact information here. This might include your email address, phone number, and website or link to other professional platforms.