

Design a musician booking app for a wedding venue in your favorite city

September 2021

Team

UX: Elaine

Table of Contents

Section 1 Study Details

Section 2 Themes

Section 3 Insights & Recommendations

Study Details

Project Background

We're designing a musician booking app for a wedding venue. We need to find out how we can book a musician in correspondence to our venue in a destination city.

Study Details

Research Questions

1. What are the venues in multiple cities that are approved for musicians?
2. What are the cities approved for this app?

Participants

2 participants

2 Female participants, ages 20-45

Methodology

10 of minutes

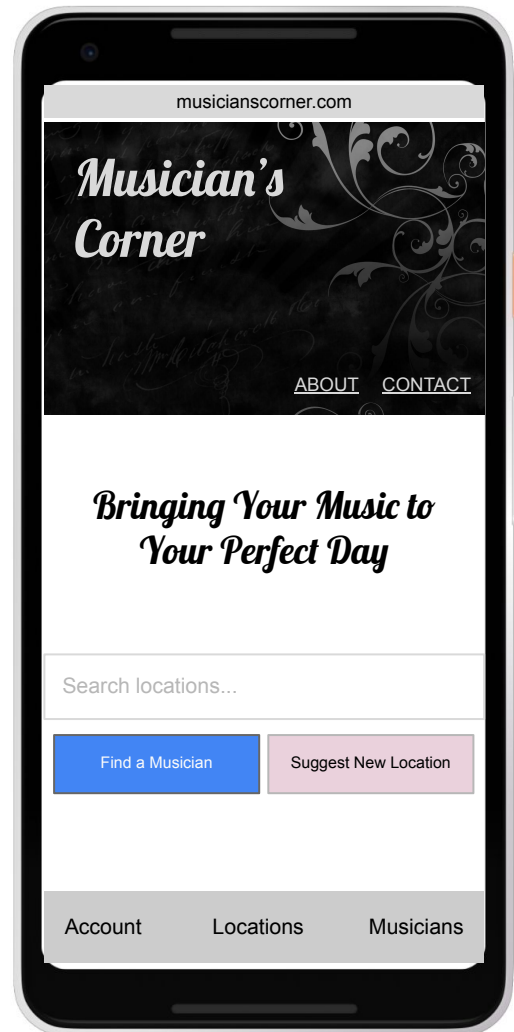
United States

unmoderated

Users were asked to look at a low-fidelity prototype

Prototype / Design Tested

Show a screenshot and include a link to the prototype (if applicable)

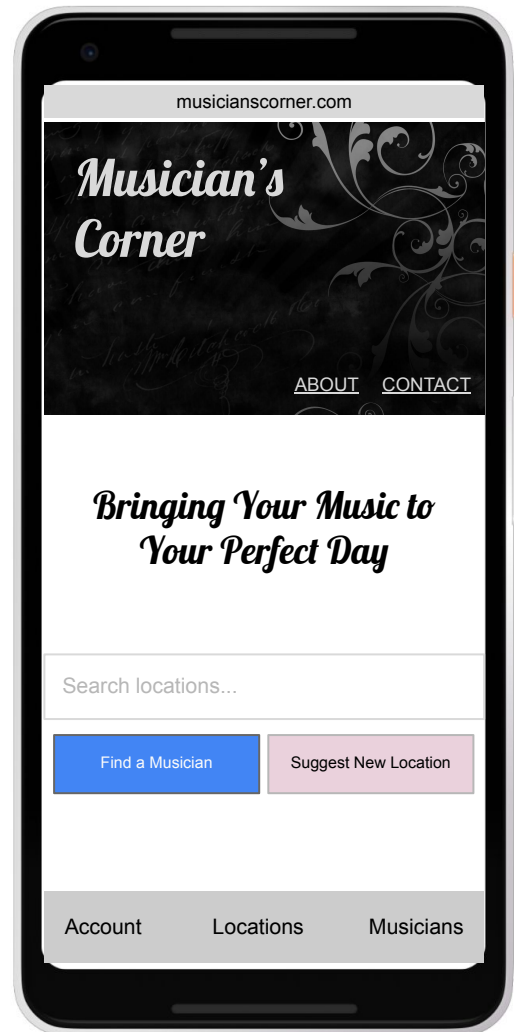


Themes

Each Bride and Groom want a perfect day with their favorite music.

- 3 out of 10 people wanted to suggest a new location
- Most users were thrilled with the musicians available for their day

“I have always wanted to have the Piano Guys play at my wedding!” (Participant 2)



Insights & Recommendations

Research insights

Unable to
schedule musician

In general, users want to select dates that work for them to see what musicians are available.

Suggest Locations

Most users, after suggesting a location, would like to receive a confirmation or notification about their submittal.

Payment

Most users base their choice of musician off of the price, but unable to see this until they are going to confirm booking

Recommendations

- Have a system for suggested locations. Maybe have someone verify a new location once a week or something to make that feature worth keeping
- Have price per hour listed beside each musician as a point of reference for the user.
- Show a calendar or something to be able to see what musicians are available for our “Save the Date”

Thank you!