

Design Studio

Upsell Page (Q2 2017)

Ice Ice Baby

1 minute

Agenda

Phase 1: understand and define (10 minutes)

Phase 2: diverse / sketch (35 minutes)

Phase 3: converge / vote (15 minutes)

Understand

What are the user and business needs?

5 minutes



Inspiration

We've gathered inspiration from Pinterest, Google, and other image search websites. We start forming what the wedding will look like in our heads.



Research

We've decided on a city, date, price range, and guest list. We need to find venues that meet these criterias. There are so many choices!



Contact

We found a venue that matches mosts of our needs and messaged the vendor. What if they don't fit our price range? What will be have to give up?



Next Step

What are some other similar vendors? Is there a better deal somewhere else? What do we need to look into next?

"I would definitely be interested in requesting a quote from other people too. It's always a smart idea to compare prices. I like the fact that it's giving me these recommendations."

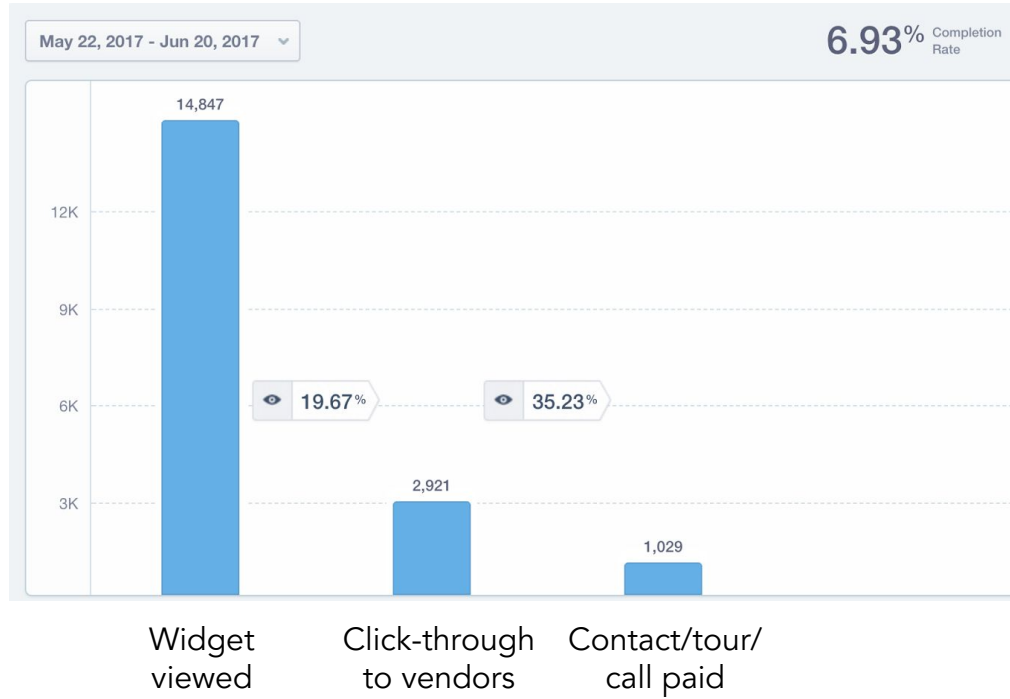
"...I want to look at more pictures and maybe even go to their website. I know it's not necessary but I want to do that. I think that would be the one thing I would change."

Business Strategy

Send more leads to the right places

- Create alternate pathways to getting to a storefront, which are not bound by the Premium Featured Vendors (PFV) promise

Analytics



Success Metric



Define

What's the key strategy and focus?

5 minutes

Current State

Your request has been sent!

Be on the lookout for an email from [Nantucket Inn](#) with the details you asked for.

[VIEW CONVERSATIONS](#)

[VIEW MORE WEDDING RECEPTION VENUES](#)

Couples in your area also love:



Arctic Club Hotel
★★★★★ (17) 貴
Seattle, WA



Crystal Mountain Resort
★★★★★ (6)
Crystal Mountain, WA



Lynnwood Convention Center
★★★★★ (1)
Lynnwood, WA

Follow Us



Problem Statements

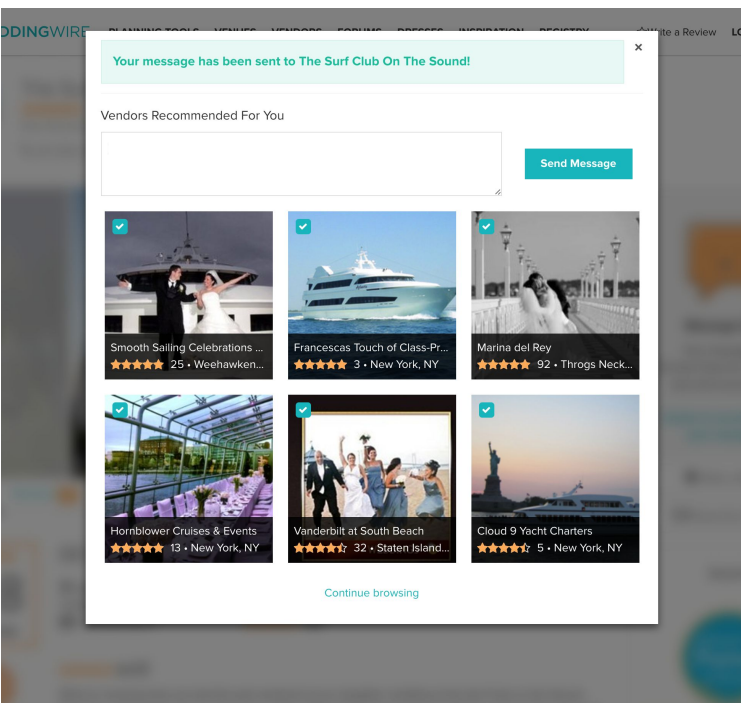
- **Clarity**

- Why do couples love these vendors?
- This vendor only has one, 4 star rating, why are they being recommended?
- What does “View Conversation” mean?
- Where’s the pricing and capacity information on these cards?

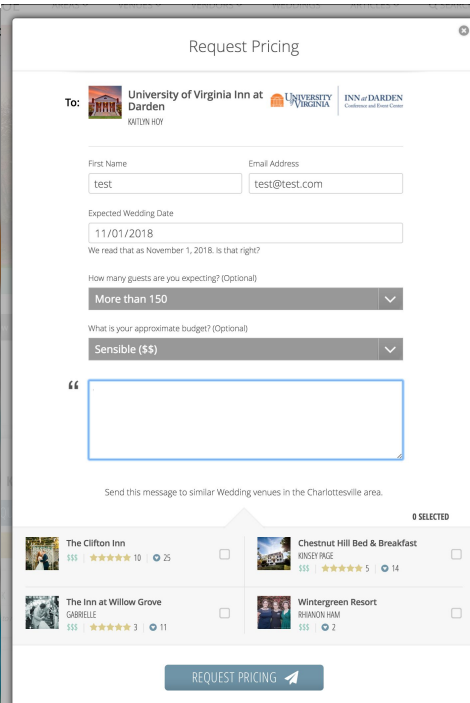
- **Usability**

- Why does “View more wedding reception venues” take me back to storefront, and not the results page?
- Why are all the vendors that are being recommended so far from the vendor I just requested a quote from?
- Why am I being recommended vendors that cost more than the one I just requested a quote from?

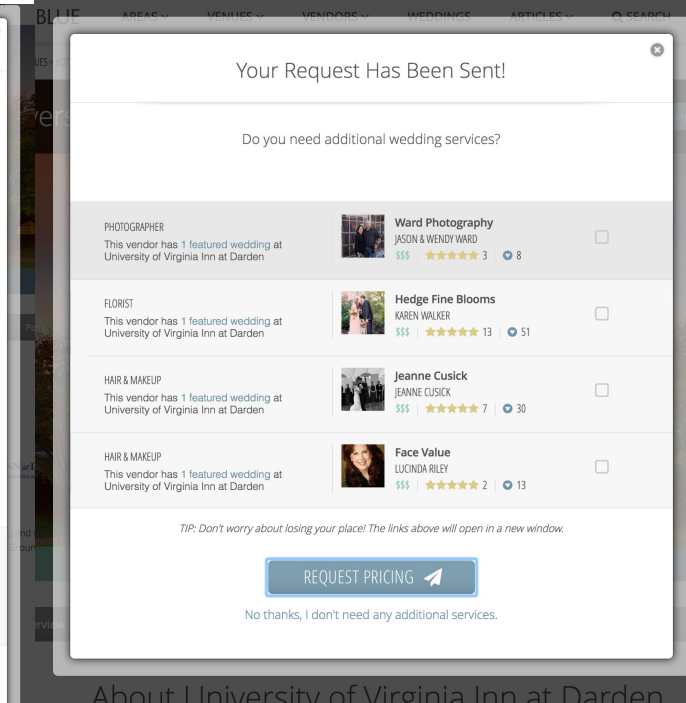
The Competition



Wedding Wire



Borrowed and Blue



About University of Virginia Inn at Darden

Design Statement

How can we design a helpful and joyful post-RFQ experience that encourages couples to connect with other vendors?

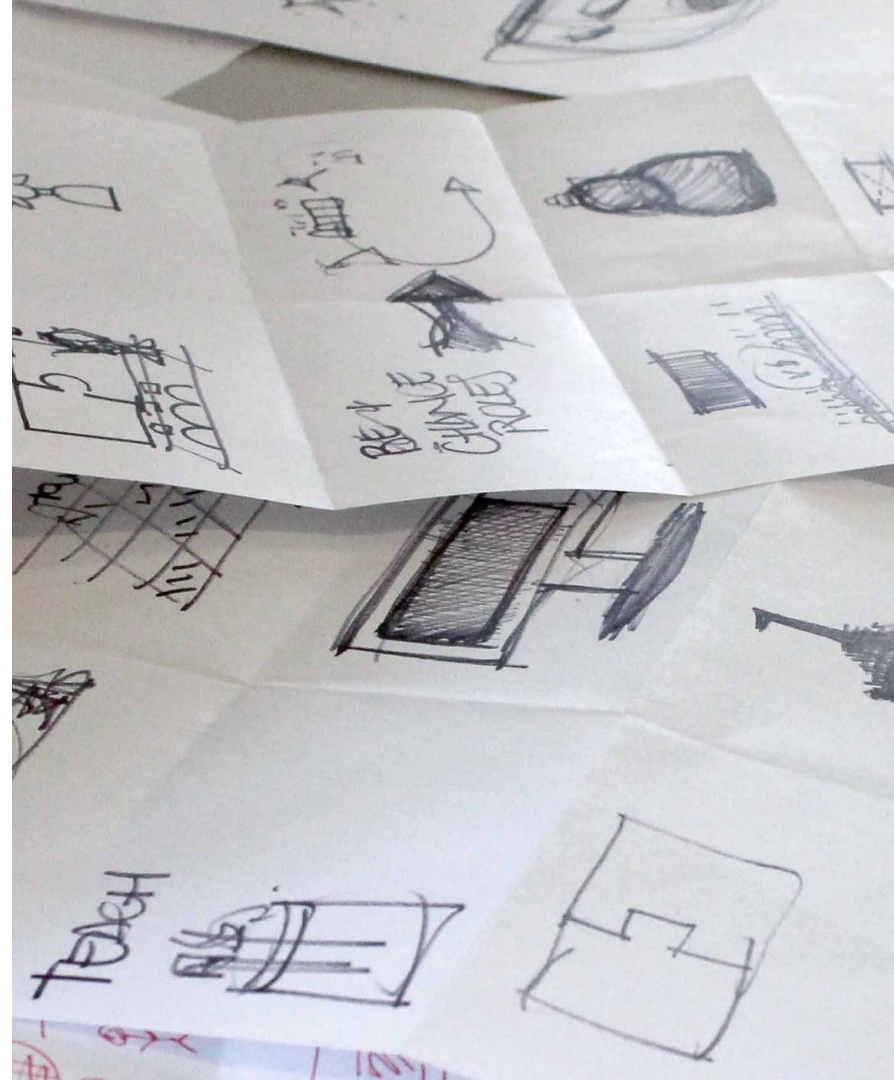
Ideate: Diverge

Explore all the ideas

35 minutes

Crazy Eights

- Fold a sheet of paper 3 times, creating 8 squares
- Sketch 8 ideas in 5 minutes individually
- Don't overthink it, crazy ideas are encouraged
- Get as many ideas out as possible

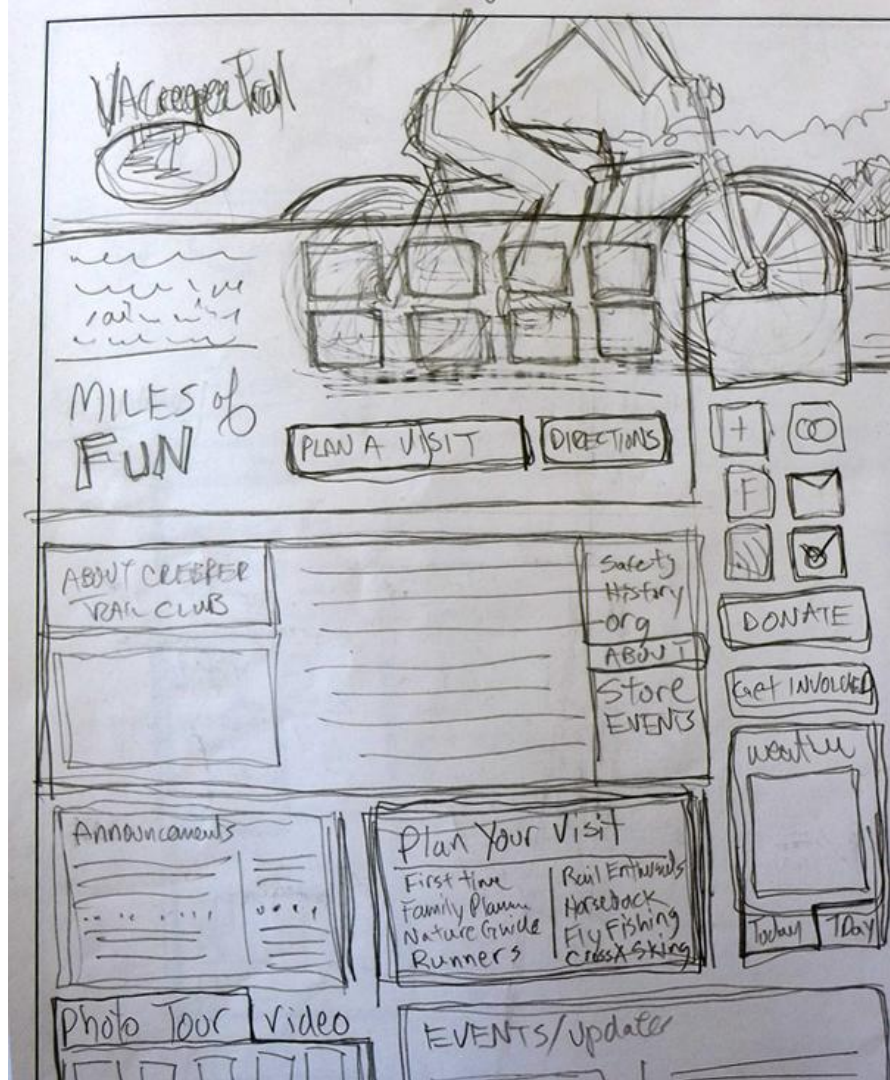


Discussion: 3 Ideas

- Choose 3 ideas and spend 1 minute talking about each

1 Big Idea

- Spend 5 minutes sketching 1 idea
- Go into detail
- Steal, expand, combine on other ideas we saw



Discussion: 1 Idea

- Spend 1 minute talking about your 1 big idea

Ideate: Converge

There can only be one

15 minutes

Zen Voting (5 minutes)

- Each person gets 3 stickers
- Place your stickers on the ideas you think we should prototype and test

Review (10 minutes)

- Review top three ideas
- Voice concerns with tech, design, business, and/or user challenges

Retro (5 minutes)

- What went well?
- What didn't go so well?
- What can be improved?