

Online Tools	Information Architecture	Initial Brand Discovery	Location Features	Searching & Filtering	Verbiage	Inspiration	Costs	Vendor Information	Personalized Experience
Users are looking for ways to increase efficiency while reducing wedding costs	Repeat information and duplicate links can cause confusion	The first thing users want to know is what the site/company is about & guidance on what to do	Auto location is helpful to users, but they should know it's being taken	If search and filtering is available, users expect it to work smoothly	All verbiage on site (links, headers, etc.) should be concise and accurate as possible	Providing brides inspiration makes it easier for them to make decisions	Being transparent as possible about pricing/costs puts users at ease	Users are more trusting of information that has been validated by or come from other users	Users don't want to see information that is irrelevant to them
Planning is easier when everything is consolidated in one place	Well-organized pages make the content easier to take in	User drew on her preexisting knowledge about weddings to assume a 'starting place'	Location pulling should be apparent if happening	Filtering dresses by specific features was expected	Short, accurately descriptive headers are essential	Inspiration is an important aspect of wedding planning	User prefers more transparency with pricing when possible	User finds reviews helpful for vendors	Trends are more approachable when it's easy to "make it your own"
User appreciates centralization of tools	User expects features to function one at a time	User believes that a real bride would look for verbiage that indicated a starting place	If website uses user's location to show results, it should be apparent	Prefers filtering over designer/brand	Accurately named links is essential	Although user does not prioritize dress designers in terms of shopping for herself, she enjoyed being inspired by a big name dress designer	Mother of the bride is interested in learning about costs	User likes being able to see reviews	User prefers to see things/brands that are relevant to her as soon as possible
Useful that the website is one-stop-shop	Having a homepage that stands out as the homepage is helpful in case of accidental clicks	Guidance/explanations of what to do are helpful	Being able to search for vendors by area (zip code) is expected	Search functionality/features should be consistent	User felt there was some mislabeling of top nav links	Decisions on wedding aesthetics can be difficult to make on without any inspiration	Showcasing free or inexpensive items helps instill trust and intrigue user	Advice and input from other users/brides is useful	User is wary of engaging with information that is irrelevant to her
User likes that this website could cut down on external tools	Good organization (IA) is very helpful with a lot of info	It should quickly be clear as to what the site does, if they charge for their services, and how to find out how much	User likes the intuitiveness of auto-location	User likes being able to use filters when searching for vendors	User counts on tagging/info to be accurate	Used Pinterest a lot for inspiration	Dollar amounts \$ stand out to users as more expensive than percentages %	User expected and appreciated the easily digestible "snapshot" of the vendors	User has the store/means of acquiring the dress in mind while browsing the dresses
Templates and guides = surprise and delight for user	Repeat information/links creates an overwhelming experience	Info on what membership entails should be seen before the prompt to sign up	Automatic location finder is useful and intuitive, but can come off as creepy if users don't know it's happening right away or their permission is not given to take it	User enjoys having searching and filtering options	User was confused by meaning of "Ideas" link				
User thinks cross-platform planning tools would be useful and more accessible	User expects the website name/logo to lead to the homepage	User read through 'about' section when she found it	User liked seeing information on average costs relative to her area						
User likes one-stop-shop aspect	User found that too many different sections on homepage was overwhelming	User would have benefitted from information about what membership means and/or what site does on the signup/login page							
User likes how the site is a one-stop-shop	User appreciates thoroughness but also organization								
User is intrigued by the idea of using online tools to eliminate the need for physical ones	User finds that info is more easily digestible one thing at a time (eg. scrolling)								
User was intrigued by the free tools that were available									
			Icons	Banner & Tagline	Do It Yourself	Top Navigation	User Trust	Miscellaneous Content	Scrolling vs. Clicking
			Some users find icon links easier to look through as navigation	Large graphics are attention-getting	Users have DIY mindsets in order to save money	Users sometimes notice the top of a website before anything else	Professional aesthetic elements instill trust in users	User enjoyed unexpected, but useful information	Users prefer less clicks
			Icons are more noticeable than text links	User found tagline in the middle of the page w/ large image noticeable	Prefers to be able to do as much as she can on her own (cost-saving mindset)	User noticed/scanned the top of the site first	User enjoyed professional aesthetic of images	User appreciated seeing diversity	Large selections of links cut down on the need for scrolling
			Icon sets are attention-getting	User noticed banner and read the tagline very quickly	User is intrigued by free tools to help with DIY planning	Likes lots of options seen on the top of the page	Visible awards/honors helped user trust the website	User would like for social media to be incorporated to make communication with large numbers of people easier (e.g. RSVPs)	User enjoys being able to use features that allow her to not need to navigate extra pages (less clicks)
									User enjoys the copious options in the megamenu that make scrolling unnecessary
									User does not like to scroll down on websites