

MOBILE PRODUCT DESIGN

Booking a kids' party in under a minute

PartyPal turns an afternoon of phone calls and unclear quotes into a few taps — transparent pricing, simple add-ons, and an instant confirmation for parents and play-space staff alike.

Role Product Designer

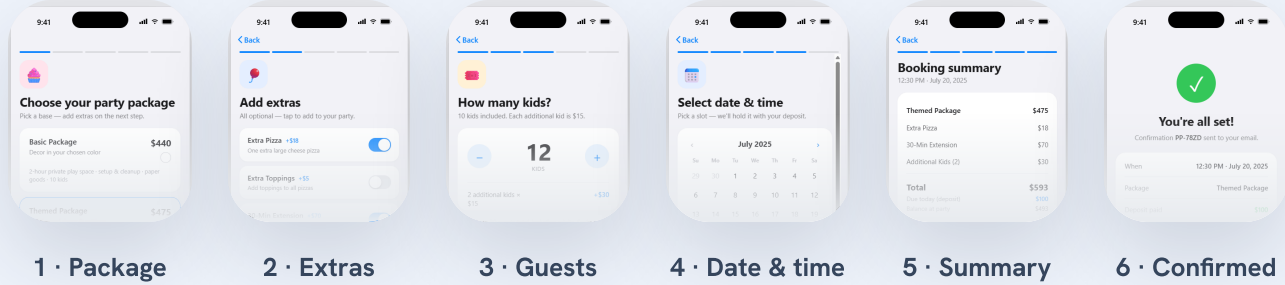
Scope UX · UI · Prototype

Platform iOS, mobile-first

Type End-to-end concept

[Try the interactive prototype →](#)

THE FULL FLOW · SIX STEPS



THE PROBLEM

Booking a party shouldn't take a phone tree

Parents planning a birthday for kids under five run into unclear packages, confusing policies, and a string of back-and-forth phone calls just to lock in a date. It's stressful for families — and it's a constant interruption for the play-space staff fielding those calls.

- ✗ **Opaque pricing.** Add-ons and per-kid costs aren't visible until you ask.
- ✗ **Policy confusion.** Socks, waivers, arrival times and cancellation terms surface too late.
- ✗ **Manual booking.** Every reservation is a call, tying up staff who'd rather be running parties.

THE GOAL

Make booking transparent and self-serve — so families book in minutes and staff stop answering the phone.

01

Transparency over surprises

Every price is on screen before commitment.

02

Tap, don't call

The whole booking happens in the app.

03

Lighten the staff load

Self-serve bookings free up the team.

WHO IT'S FOR

Busy parents booking on their phone, between everything else



Parents of kids ≤ 5

Planning a birthday and juggling work,



Mobile-first & quick

They want a straightforward booking they can finish in one sitting.



Clarity-seekers

They need clear pricing, customization, and the rules up front.

naps, and a dozen
other tabs.

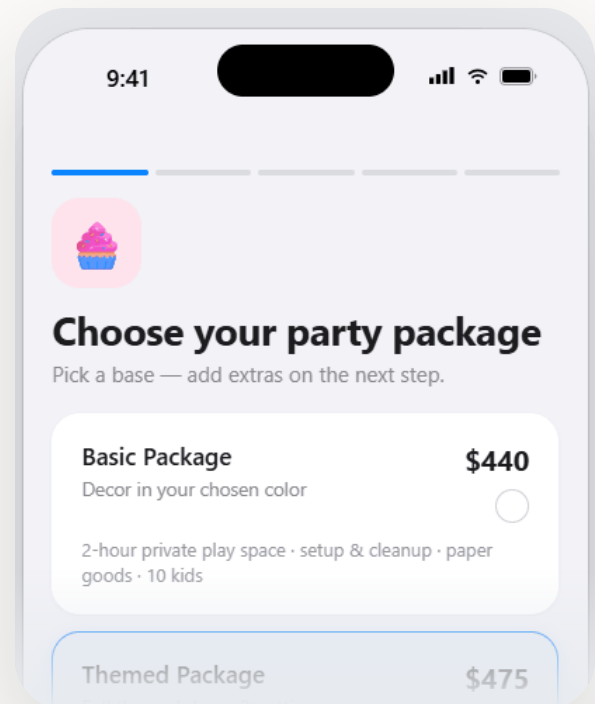
THE SOLUTION

A guided flow where the price is never a surprise

Step 01

Two clear packages, full price shown

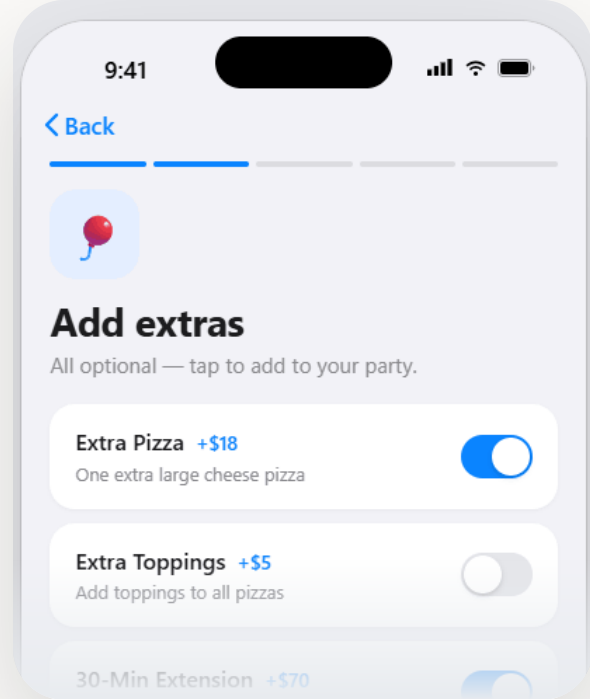
Basic (\$440) or Themed (\$475) — the total is on the card, not hidden behind a quote. One decision, no ambiguity, then straight to customizing.



Step 02

Extras as simple toggles

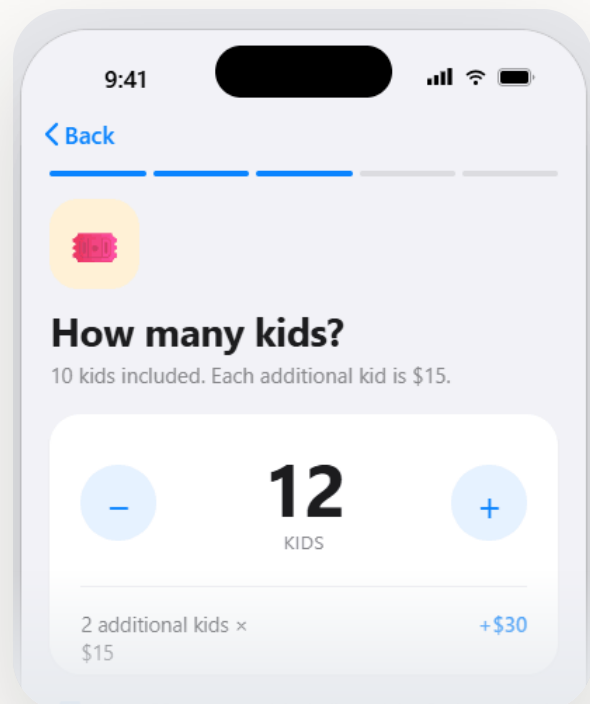
Extra pizza (+\$18), toppings (+\$5), a 30-minute extension (+\$70), or a custom cake. Each price sits right next to the switch, so the running total is always understood.



Step 03

One number for guests

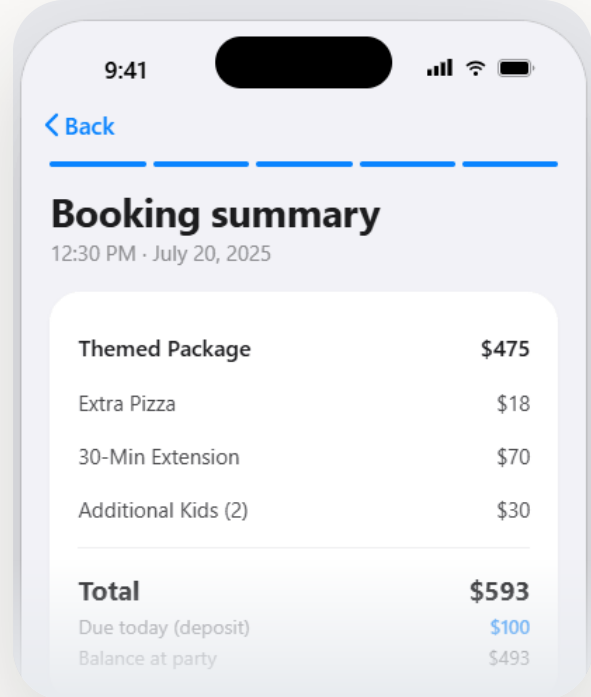
The original concept had "additional kids" as a separate add-on *and* a guest count — confusing overlap. I folded them into a single stepper: 10 kids included, \$15 each after, capped at 30.



Step 04 — 05

Itemized summary, deposit checkout

After picking a real available slot, every line is itemized into a single total. A \$100 deposit holds the date — full payment isn't due until the party — and key policies show up right here as chips, not buried in an FAQ.



KEY DECISIONS

Four choices that reduce friction



Show the total, always

A persistent running total removes the "how much will this actually be?" anxiety that drives the phone calls.



Collapse the duplicate

Merging "additional kids" into the guest stepper killed a confusing overlap and made pricing predictable.



Deposit, not full payment

A \$100 deposit lowers commitment friction for parents while protecting the venue's calendar.



Policies in context

Socks, arrival window and waivers appear at summary and confirmation — where they matter, not hidden away.

PROCESS

From business need to booked party

01

Define scope

Grounded the MVP in real business needs and pain points.

02

Prioritize

Used user empathy to decide what made the first cut.

03

Map the flow

Sequenced the steps to keep momentum toward checkout.

04

Visualize

Built the screens and a tappable prototype to tell the story.

WHAT I LEARNED

Defining MVP scope is easiest when it's anchored to a concrete business need.

NEXT STEPS

- 1 Usability-test the flow with 3-5 parents and play-space staff.
- 2 Wire up real calendar availability, payment, and confirmation emails.

User empathy is the fastest way to prioritize what ships first.

3 Design the staff-side view for managing bookings and capacity.

Visuals and story communicate a flow far better than a spec.

Good design can cut operational burden, not just look nice.

See it in motion

Tap through the full booking flow — package to paid deposit — in the interactive prototype.

[Open the prototype →](#)