Virtual Wedding Planning Concierge

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Wedding planning

15 vendors

13-18 months

$1,500-$10,000

80%
of couples

All-in-one virtual wedding planning platform

Features

- ❏ **Customizable checklists**
- ❏ **Vendor collaboration**
- ❏ **Budget management**
- ❏ **Guest management**
- ❏ **AI-powered recommendations**

Market Justification

Competitor Analysis

Feature	Zola	The Knot	WeddingWire
Vendor Inventories	Medium	Largest	Large
Website	Fully customizable	Customizable	Limited templates
Budget Management	Basic tool	Comprehensive focus on large wedding	Comprehensive
Registry	Support physical gifts, cash, group gifting, with 2.5%fee	Support physical gifts and cash funds with 2.5% fee	Physical gifts only
Real-person Help	Free Planner	Customer support only	Community engagement

Target Audience

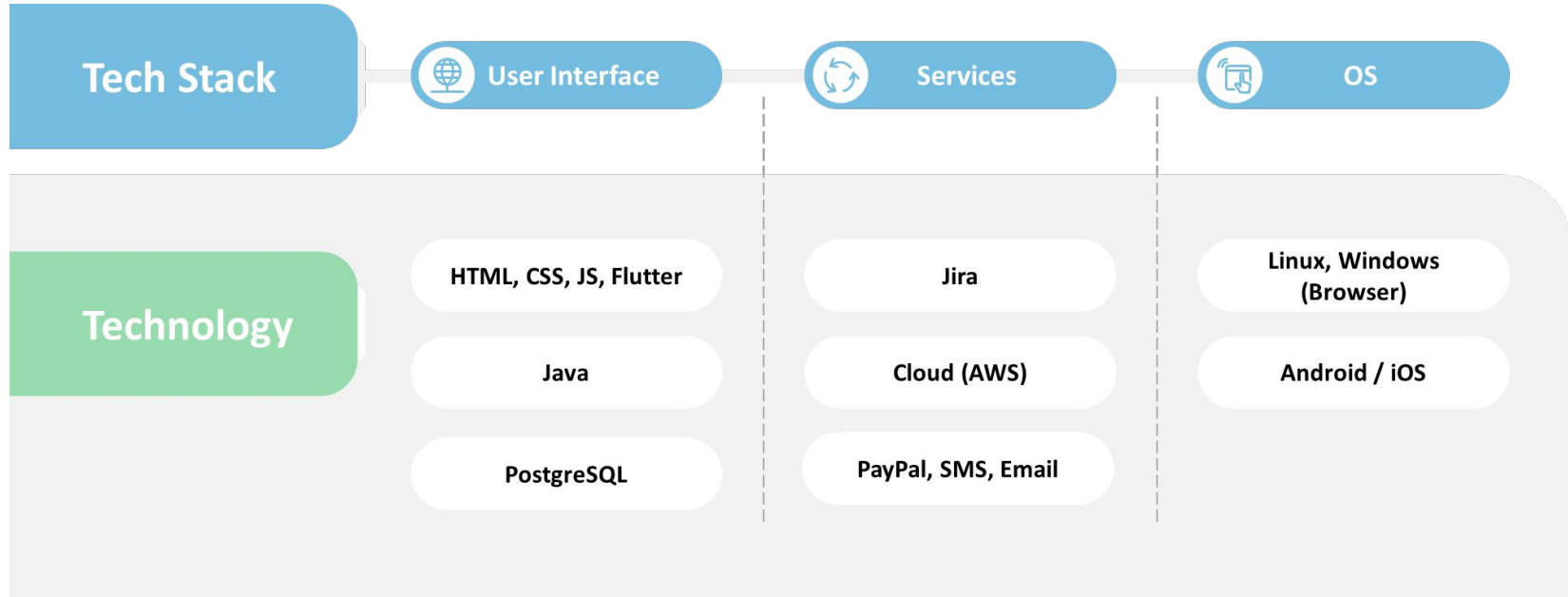| Target Audience	Demographic	Needs
Engaged Couples	Professionals, 25-35, diverse backgrounds	Simplified planning, budget tracking, privacy
Wedding Planners	Creative professionals, 20-40+, experienced organizers	Workflow streamlining, guest management tools
Vendors	Service providers (e.g., florists, caterers)	Visibility, collaboration tools, fair fees

Feasibility and Viability
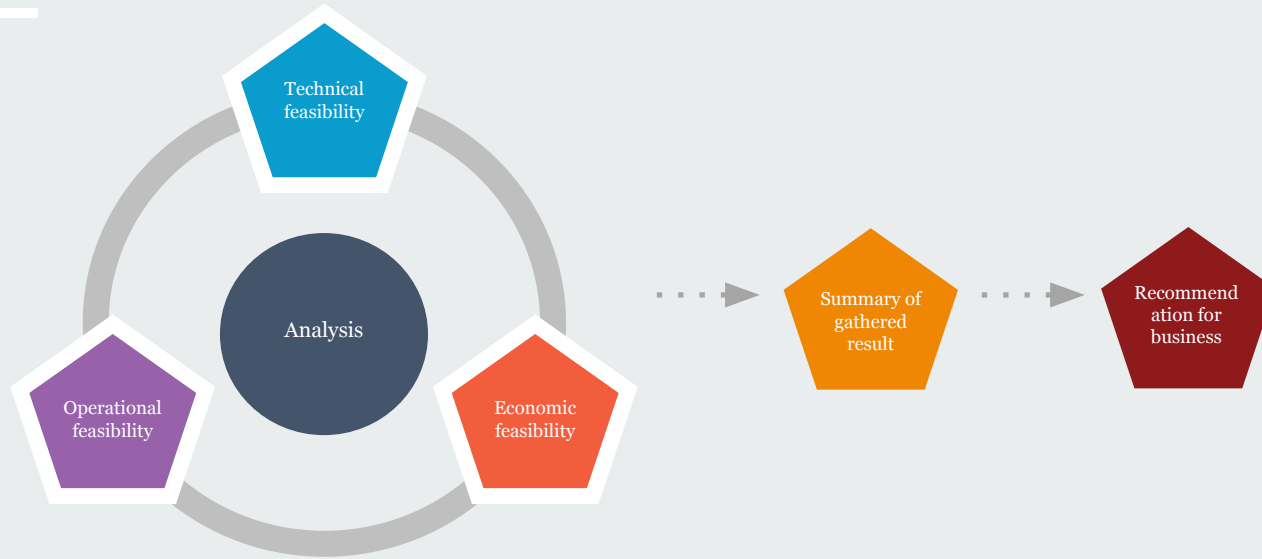
Feasibility study flow diagram

Operational Feasibility

➔ **Streamlined Workflow**: Guest, budget, and vendor management on one platform.

➔ **Improved Productivity**: Real-time updates, automation, and reduced errors.

➔ **Adoption Strategy**: Phased rollout with training and user feedback.

Technical Feasibility

Tech Stack	User Interface	Services	OS
Technology	HTML, CSS, JS, Flutter	Jira	Linux, Windows (Browser)
	Java	Cloud (AWS)	Android / iOS
	PostgreSQL	PayPal, SMS, Email	

Economic Feasibility

➔ **Revenue Streams**: Subscriptions, vendor fees, transaction fees.

➔ **Short-term Costs**: Development and marketing.

➔ **ROI**: Payback period ~10 months, positive long-term returns.

Conclusion

➔ Technically and economically feasible with scalable, secure solutions.

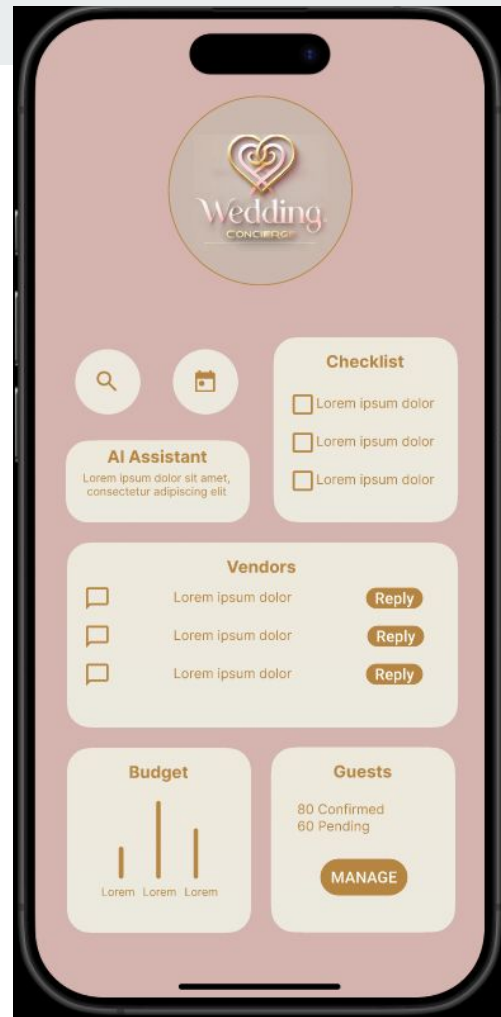➔ Operational changes enhance planning efficiency and collaboration.

Solution Highlights

Solution Overview

All-in-One platform:

- Vendor Management
- Budget Management
- RSVP and Gift Management

Avoid fragmented planning and switching apps
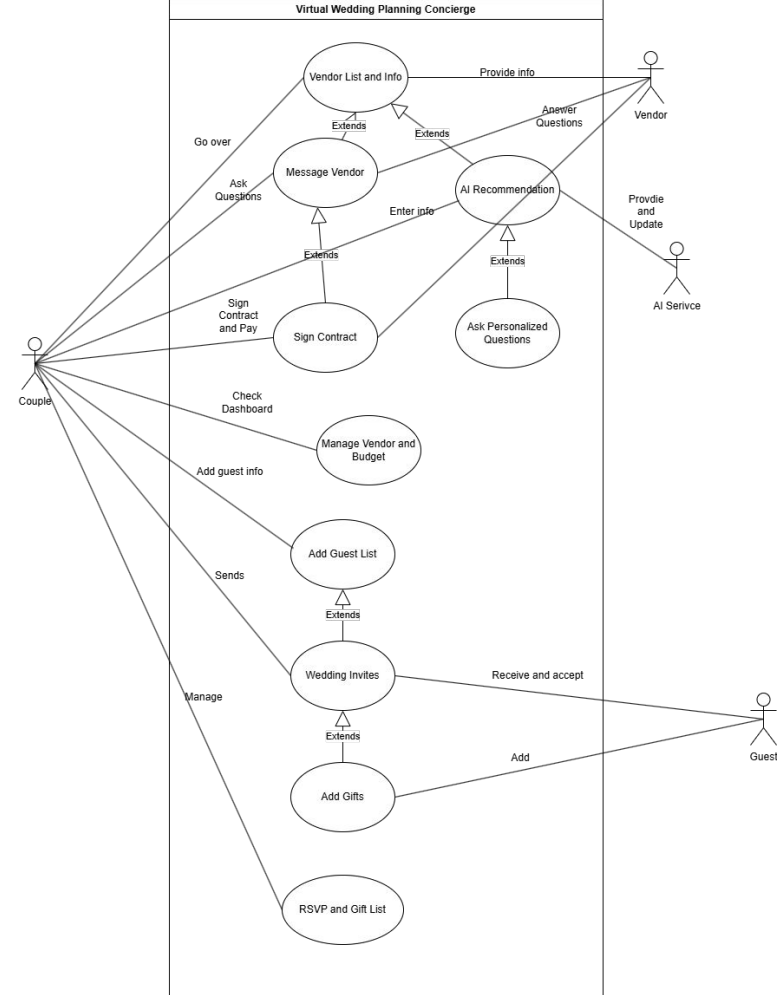
AI Integration for all Stages

- Searching with AI

- Switching between AI and traditional filters

- AI assistant for all stages

AI Integration

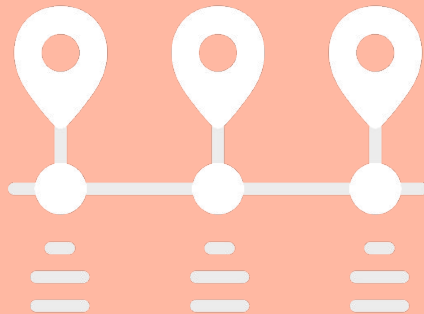Cloud Based Solution: improve stability and performance

For couples: fully personalized without planner
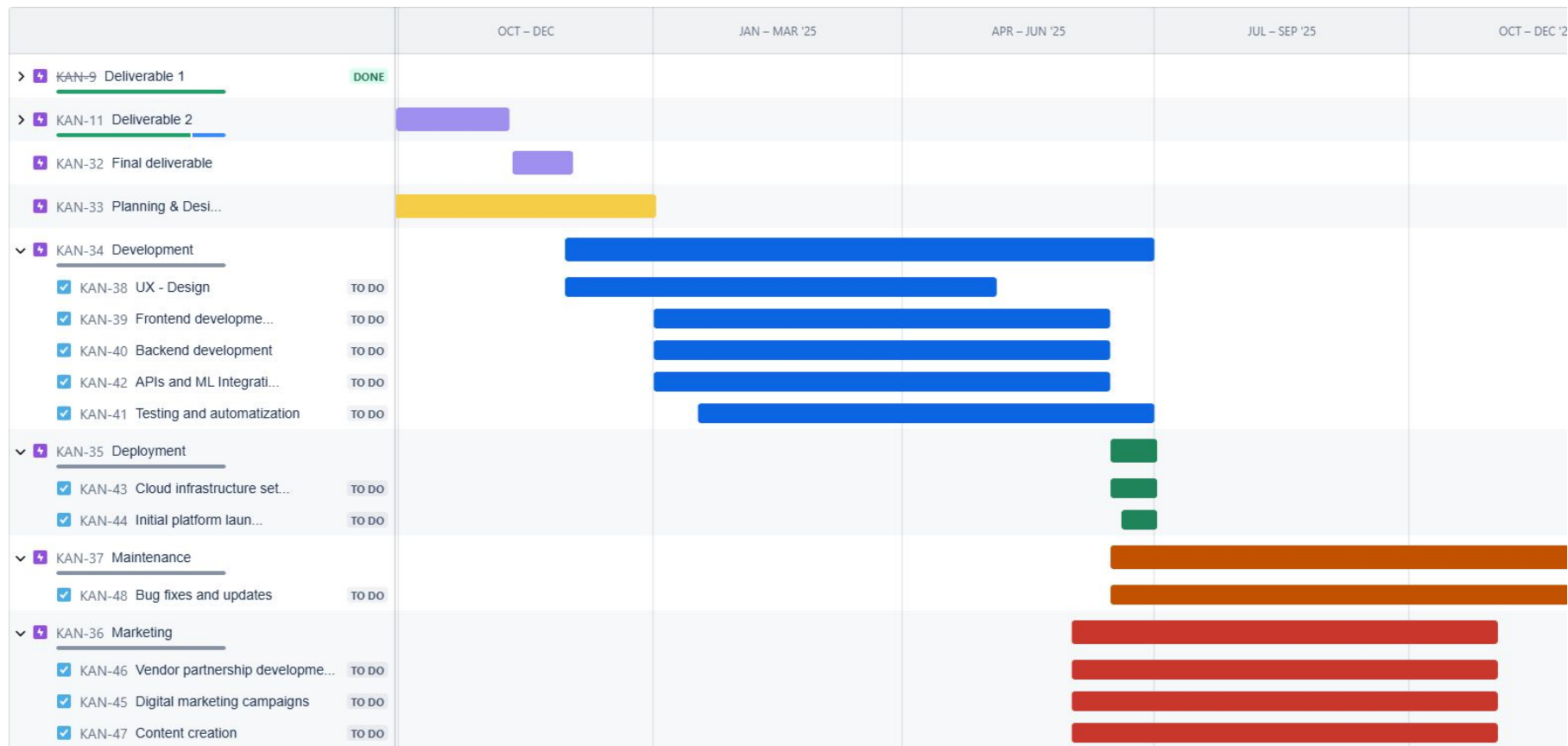
For guests: easy to use and access for RSVP and gifts

For vendors: easy communication and visibility

Project Plan Overview

		OCT – DEC	JAN – MAR '25	APR – JUN '25	JUL – SEP '25	OCT – DEC '2
> ⚡ ~~KAN-9~~ Deliverable 1	DONE					
> ⚡ KAN-11 Deliverable 2						
⚡ KAN-32 Final deliverable						
⚡ KAN-33 Planning & Desi...						
⌄ ⚡ KAN-34 Development						
☑ KAN-38 UX - Design	TO DO					
☑ KAN-39 Frontend developme...	TO DO					
☑ KAN-40 Backend development	TO DO					
☑ KAN-42 APIs and ML Integrati...	TO DO					
☑ KAN-41 Testing and automatization	TO DO					
⌄ ⚡ KAN-35 Deployment						
☑ KAN-43 Cloud infrastructure set...	TO DO					
☑ KAN-44 Initial platform laun...	TO DO					
⌄ ⚡ KAN-37 Maintenance						
☑ KAN-48 Bug fixes and updates	TO DO					
⌄ ⚡ KAN-36 Marketing						
☑ KAN-46 Vendor partnership developme...	TO DO					
☑ KAN-45 Digital marketing campaigns	TO DO					
☑ KAN-47 Content creation	TO DO					

Phase	Story Points	Estimated Hours	Timeline
Planning & Design	180	1,440	Sep 1 – Dec 31, 2024
Development	930	7,440	Nov 30 – Jun 30, 2025
Deployment	130	1,040	Jun 15 – Jul 1, 2025
Marketing	360	2,880	Jul 1 – Nov 1, 2025
Maintenance (monthly)	170	1,360	Ongoing from Jun 15, 2025

Major Milestones

- December 31, 2024: Completion of Planning and Design Phase.
- March 15, 2025: Midpoint Development Review.
- June 30, 2025: End of Development Phase.
- July 1, 2025: Platform Launch and transition to Maintenance Phase
- November 1, 2025: Completion of Marketing Phase.

Risk Assessments and Mitigation
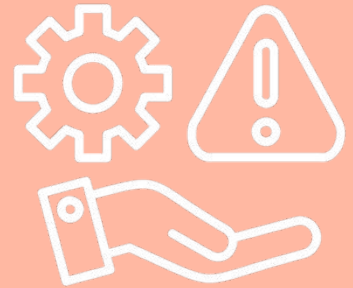
Potential Risks

- Integration fails
- Data and Privacy risks
- Platform Downtime

- Vendor Delays
- Poor Budget Management
- Market Competition

- Changing Preferences
- Dependency on Vendor Quality

Mitigation Strategies

- Extra time

- Encryption

- Service Level Agreements

- User Feedback

Budget Overview

Cost Category	Percentage(%)	Amount(CAD)	Purpose
Development	40	$520,000	Core platform creation, UI/UX design, backend, and integration of features like AI and collaboration tools.
Testing	15	$195,000	Conduct different testing types.
Marketing	20	$260,000	Digital campaigns, SEO, and partnerships.
Maintenance	5	$65,000	Regular updates and addressing user feedback.
Deployment	5	$65,000	Infrastructure setup, cloud hosting, and ensuring platform reliability.
Customer Support	5	$65,000	Dedicated support team to assist users and troubleshoot issues.
Contingency	10	$130,000	Reserved for unforeseen expenses during development or post-launch.

Conclusion

What next?

Planning a wedding is one of the most memorable yet challenging experiences for couples. Our app bridges the gap between traditional wedding planning hurdles and modern, tech-driven solutions.

Join us in the journey of making an amazing experience our users will remember for the rest of their lives!!