

# BandBaaja Hub-Wedding Management System

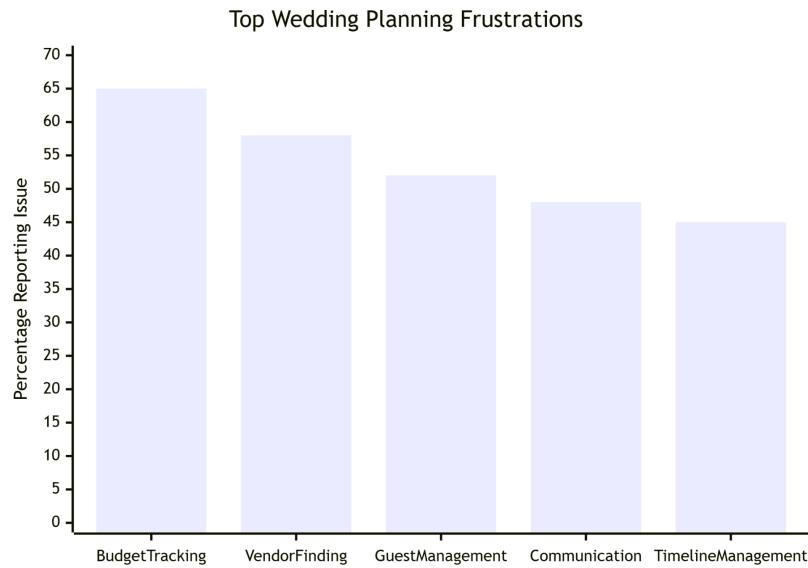
## Project Overview

BandBaaja Hub is a comprehensive digital platform designed to revolutionize wedding planning by connecting couples with verified vendors while providing integrated planning tools. This report documents the business analysis process, requirements gathering, and market validation that led to the development of this solution.

## Business Need Identified

The traditional wedding planning process is fragmented, time-consuming, and stressful for couples, while vendors struggle with inconsistent lead generation and inefficient booking management.

## 1. Market Problem Analysis



## **2. Requirements Gathering Methodology**

### **2.2 Data Collection Methods**

Quantitative Methods:

- Online surveys (350+ respondents)
- Market data analysis
- Competitive benchmarking
- Usage analytics from existing platforms

Qualitative Methods:

- Focus groups (8 sessions)
- One-on-one interviews (45+ participants)
- User journey mapping workshops
- Prototype usability testing

## **3. Requirements Gathering Artifacts**

### **3.1 Survey Questionnaire Deployed**

Wedding Planning Experience Survey

#### ***Section A: Current Planning Challenges***

1. How are you currently planning your wedding?

- Spreadsheets  Wedding websites  Physical planner  No system

2. What are your biggest frustrations? (Select top 3)

- Budget tracking  Vendor finding  Guest management

- Timeline coordination  Family coordination  Other: \_\_\_\_\_

3. How much time do you spend weekly on planning?

- <2 hours ○ 2-5 hours ○ 5-10 hours ○ 10+ hours

### ***Section B: Vendor Management***

4. How do you find vendors currently?

- Word of mouth  Wedding websites  Social media
- Google search  Wedding expos

5. What vendor information is most important? (Rank 1-5)

- [ ] Price [ ] Portfolio [ ] Reviews [ ] Availability [ ] Location

6. What would improve vendor coordination?

- Central messaging  Availability calendar
- Contract storage  Payment tracking

### ***Section C: Budget & Planning Tools***

7. How do you track your budget?

- Spreadsheet  App  Paper  Don't track

8. What budget features would help most?

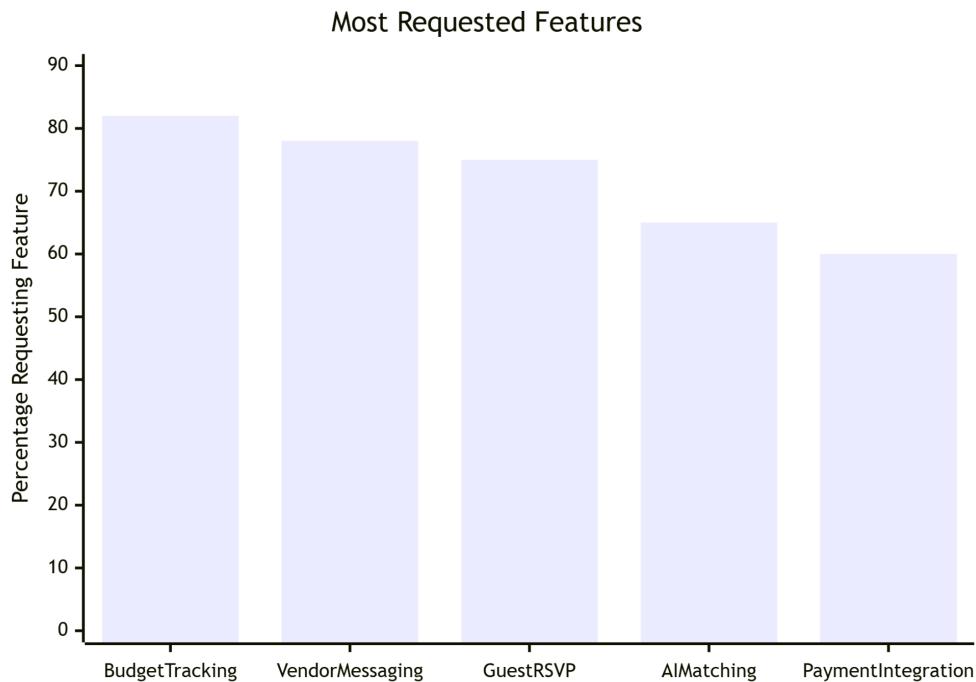
- Real-time alerts  Category tracking
- Cost comparisons  Saving suggestions

9. Willingness to pay for planning tools:

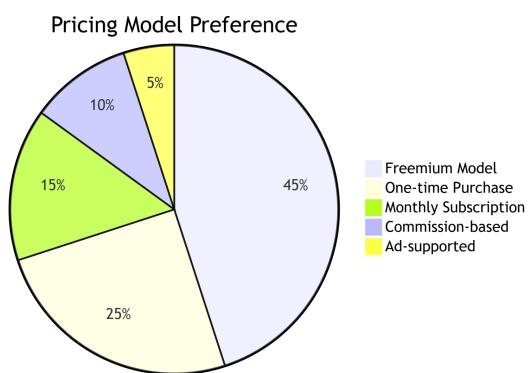
- Free only ○ As per Subscription

## 4. Data Analysis & Findings

### 4.1 User Feature Prioritization



### 4.2 Willingness to Pay Analysis



## 5. Business Requirements Document

### 5.1 Functional Requirements

Must-Have Features (Phase 1):

- User registration and authentication
- Vendor directory with search and filters
- Basic budget tracking with categories
- Booking request system
- Wedding website builder

Should-Have Features (Phase 2):

- Advanced budget analytics
- Guest management with digital RSVP
- Vendor availability calendar
- Integrated messaging system

Could-Have Features (Phase 3):

- AI-powered vendor recommendations
- Payment processing integration
- Advanced analytics dashboard
- Vendor CRM system

## 6. Market Validation

### 6.1 Competitive Analysis

Direct Competitors:

- The Knot: Strong vendor network, weak planning tools
- WeddingWire: Good reviews, complex interface
- Zola: Excellent registry, limited vendor options

BandBaaja Hub Differentiation:

- Integrated budget planning
- Regional vendor focus
- Simplified user experience
- Comprehensive planning toolkit

## 7. Risk Assessment

### 7.1 Identified Risks & Mitigation

Risk	Probability	Impact	Mitigation Strategy
Low Vendor Adoption	Medium	High	Vendor onboarding program, early adopter incentives
User Acquisition Cost	High	Medium	Content marketing, partnership programs
Data Security	Low	Critical	Robust security protocols, compliance certifications
Competitive Response	Medium	Medium	Continuous innovation, niche market focus

### 7.2 Success Probability Assessment

- Technical Feasibility: 90% (proven technology stack)
- Market Acceptance: 85% (validated user demand)
- Financial Viability: 80% (clear revenue model)
- Operational Scalability: 75% (cloud infrastructure)

## **8. Implementation Recommendations**

### **8.2 Key Performance Indicators**

User Metrics:

- Monthly Active Users (MAU)
- User Retention Rate (30/90 day)
- Feature Adoption Rate
- Customer Satisfaction Score (CSAT)

Business Metrics:

- Customer Acquisition Cost (CAC)
- Lifetime Value (LTV)
- Monthly Recurring Revenue (MRR)
- Vendor Conversion Rate

## **9. Conclusion & Recommendations**

### **9.1 Business Case Validation**

The comprehensive requirements analysis confirms:

1. Strong Market Demand: Clear pain points with willingness to pay
2. Viable Solution: Technical feasibility with proven stack
3. Sustainable Business Model: Multiple revenue streams identified
4. Competitive Advantage: Integrated approach vs. fragmented solutions