

**CAPSTONE PROJECT REPORT**

**Report 1 – Project Introduction**

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**All-in-One Wedding Services Platform**

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# I. Record of Changes

| **Date** | **A\* M, D** | **In charge** | **Change Description** |
| --- | --- | --- | --- |
| 13/5/2024 | A | Lý Hiếu Duy | II.2, II.4, II.5 |
| 15/5/2024 | M | Đỗ Ngọc Tuấn | All |
| 18/05/2024 | A | Hoàng Minh An | I |
| 19/05/2024 | M | Văn Công Tú | II.5, II.6 |
| 20/05/2024 | M | Lê Tiến Anh | II.3 |
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\*A - Added M - Modified D - Deleted

# II. Project Introduction

## 1. Overview

### 1.1 Project Information

* Project name: All-in-One Wedding Services Platform
* Project code: AWSP
* Group name: GSU24SE46
* Software type: Web App

### 1.2 Project Team

### 1.2.1. Team supervisor

| **Full Name** | **Role** | **Email** | **Mobile** |
| --- | --- | --- | --- |
| Lê Thị Quỳnh Chi | Lecturer | chiltq6@fe.edu.vn |  |

### 1.2.2. Team members

| **Full Name** | **Role** | **Email** | **Mobile** |
| --- | --- | --- | --- |
| Đỗ Ngọc Tuấn | Leader | tuandnse62052@fpt.edu.vn | 0979367761 |
| Lý Hiếu Duy | Member | duylhse140625@fpt.edu.vn | 0979477952 |
| Lê Tiến Anh | Member | anhltse140720@fpt.edu.vn | 0967452575 |
| Văn Công Tú | Member | tuvcse140314@fpt.edu.vn | 0792808687 |
| Hoàng Minh An | Member | anhmse161138@fpt.edu.vn | 0969174515 |

## 2. Product Background

* The wedding industry is evolving rapidly with couples increasingly seeking customized and unique experiences that reflect their styles and visions. However, the reality is that customers tend to spend days researching and contacting suppliers from different fields contributing to the wedding day. Even when an organization covers everything, there is still a need for lengthy discussions that can last for weeks or months.
* The All-in-One Wedding Services Platform aims to cater to this need by providing an integrative solution that simplifies the complexity of wedding planning. This platform will be a central hub connecting couples with reputable vendors and tailored services, ensuring a seamless, personalized wedding planning journey.

## 3. Existing Systems

* <https://www.theknot.com/>
* <https://www.weddingwire.com/>

### 3.1. System Wedding Wire

* Description: WeddingWire is a comprehensive wedding planning platform offering tools and resources for couples to plan every aspect of their wedding, from finding vendors to managing guest lists and budgets. It provides a wide range of features including vendor directories, budget trackers, guest list managers, and wedding website creation tools.
* Link:<https://www.weddingwire.com/>
* System actors:
* Couples: Engaged individuals or partners planning their wedding. They use the platform to find vendors, track their budgets, manage guest lists, and follow checklists.
* Vendors: Service providers such as photographers, caterers, venues, florists, and other wedding-related professionals who list their services on the platform to connect with potential clients.
* Guests: Individuals invited to the wedding who may interact with the wedding website, RSVP to events, and access wedding details.
* Pros:
* User-friendly interface with clear navigation.
* Extensive vendor directory with reviews.
* Offers free and premium plans with varying features.
* Cons:
* Focus primarily on connecting couples with vendors, not a complete all-in-one solution.
* Limited communication tools between couples and vendors within the platform (may require external communication).
* Some features require a premium subscription.

### 3.2. System The Knot

* Description: The Knot is another popular wedding planning platform that offers a range of tools and resources for couples to plan their weddings. It provides features such as vendor directories, budget trackers, guest list managers, and wedding checklist templates.
* Link:<https://www.theknot.com/>
* System actors:
* Couples: Engaged individuals or partners planning their wedding. They use the platform to find vendors, manage their budgets, create guest lists, and build wedding websites.
* Vendors: Service providers such as photographers, florists, venues, caterers, DJs, and other wedding-related professionals who list their services on the platform to reach potential clients.
* Guests: Individuals invited to the wedding who may interact with the wedding website created by the couple, RSVP to events, and access wedding details.
* Pros:
* Established a platform with a large user base.
* Wide variety of planning tools and resources.
* Strong vendor directory.
* Cons:
* Focus primarily on connecting couples with vendors, not a complete all-in-one solution.
* Features can be overwhelming for some users.
* Free features are limited; premium features require a subscription.

## 4. Business Opportunity

### 4.1. Overview

## The wedding industry is vast and encompasses a wide range of services, including wedding presents, venue rental, catering, photography, event planning, and more.

## An all-in-one wedding services platform aims to streamline the planning process by providing a single destination for all wedding-related needs. This business opportunity leverages the convenience and efficiency of technology to address pain points experienced by couples planning their weddings.

### 4.2. Market Potential

* The global wedding market is estimated to be worth billions, with significant spending in regions like North America, Europe, and Asia. The increasing use of technology in wedding planning, coupled with the demand for personalized and convenient services, presents a substantial opportunity for an all-in-one platform.

### 4.3. Revenue Streams

* **Vendor Listings**: Subscription fees from vendors for listing their services on the platform.
* **Commission Fees:** Percentage of transaction fees from bookings between the couples and vendors made through the platform.
* **Premium Features**: Subscription fees for access to premium planning tools, personalized consultations, and exclusive discounts.
* **Advertising**: Revenue from targeted advertising and sponsored listings.

## 5. Software Product Vision

### 5.1. Value Proposition

* An all-in-one wedding services platform offers several key benefits:
* **Convenience**: Couples can find and book all necessary services from one platform.
* **Efficiency**: Streamlined planning process reduces time and stress.
* **Cost Savings**: Bundling services can offer discounts and package deals as different providers compete.
* **Customization**: Personalized recommendations and customizable packages based on user preferences.
* **Transparency**: User reviews and ratings help in making informed decisions.

### 5.2. Key Features

* **Service Aggregation**: A comprehensive directory of wedding vendors, including venues, caterers, photographers, florists, and more.
* **Booking System**: Integrated booking and scheduling tools for reserving services and managing appointments.
* **Budget Management**: Tools for setting and tracking budgets, with cost estimates and expense tracking.
* **Planning Tools**: Checklists, timelines, and reminders to keep the planning process on track.
* **Personalized Recommendations**: AI-driven suggestions based on user preferences, budget, and style.
* **User Reviews and Ratings**: Authentic reviews from other couples to help in selecting vendors.

## 6. Project Scope & Limitations

* Our All-in-One Wedding Services Platform aims to streamline the wedding planning process by offering a comprehensive suite of services and tools to both couples and vendors. The scope of this project encompasses the development of a user-friendly platform accessible via the web, designed to facilitate every aspect of the wedding planning journey.

### 6.1 Major Features

| Role | Feature code | Feature Name | Description |
| --- | --- | --- | --- |
| Service Provider | FE-01 | Manage Services | Enable service providers to list their offerings on the platform, including detailed descriptions, pricing options, and multimedia (photos/videos) showcasing their services. |
| FE-02 | Manage Package | Vendors can not only list but also update their existing packages. This includes the ability to modify package details, adjust pricing, and add or remove services based on current offerings and customer feedback. |
| FE-03 | Review Booking | Allow vendors can view upcoming bookings, adjust their schedules, confirm new appointments, and manage cancellations or rescheduling. |
| FE-04 | Update Real-Time Status | Implement a feature for providers to update the availability and status of their services in real time, helping to prevent double bookings and ensuring accurate scheduling. |
| Couple | FE-05 | Search and Filtering | Allows users to search for venues by location, capacity, style, and other criteria. The system provides filtering tools to easily find suitable locations. |
| FE-06 | Booking and Payment System | The feature allows users to book and pay online safely and conveniently. The system integrates a calendar to check available dates and make reservations. |
| FE-07 | Compare Services | Enable couples to compare different wedding service providers based on criteria like price, reviews, and available packages, using a user-friendly interface. |
| FE-08 | Customize Package | Allow couples to personalize wedding packages by adding or removing services, adjusting guest numbers, or changing service details, ensuring their needs are precisely met. |
| FE-09 | Book consulting session | Facilitate the booking of consultations directly with service providers via the platform, providing a calendar view of available slots to streamline the scheduling process. |
| FE-10 | Review Service | Allows the couple to evaluate the services that have been performed. They can generate reports about experiences, prices, etc |
| FE-11 | View Checklist Status | Allows couples to see a status list of the services they booked |
| Admin | FE-12 | Monitor  Platform | Equip administrators with tools to monitor overall platform activity, including user interactions and transaction completeness. |
| FE-13 | Manage Account | Provide capabilities for managing user accounts (both couples and service providers), including activation, suspension, and rights assignment. |
| FE-14 | Manage Dashboard | Allows admins to manage all services and features on the platform. They can view reports on couple services, revenue, etc |
| Staff | FE-15 | Manage Feedback | Develop a system for collecting and reviewing user feedback, enabling admins to address issues proactively and maintain service quality. |
| FE-16 | Monitor  Request | Provide on-site support for troubleshooting and assisting with any issues that arise during the event. Additionally, they supervise the counselling session between the provider and the couple. |
| FE-17 | Oversee Party | Facilitates communication and coordination between staff and vendors to ensure timely delivery and setup of services and products. |
| FE-18 | Solve Problem | Promptly addressing any issues that arise during the organisation process to ensure the wedding runs smoothly. |
| FE-19 | Capture Insight | Gathering feedback from customers and vendors to improve services for future events. |

### 6.2 Limitations & Exclusions

### 6.2.1. Limitations

| Limitations Code | Description |
| --- | --- |
| LI-01 | The platform aims to provide budget management tools, but actual costs can vary due to hidden fees or last-minute changes from vendors. |
| LI-02 | The platform might not offer on-site support or coordination on the wedding day, relying instead on third-party vendors. |
| LI-03 | The platform can offer a range of packages and options, and highly customized or unique wedding requirements may not be fully accommodated |
| LI-04 | Miscommunications or delays in communication between the platform, vendors, and users can lead to planning mishaps. |

### 6.2.2. **Exclusions**

| Exclusions Code | Description |
| --- | --- |
| EX-01 | While the platform can offer a range of packages and options, highly customized or unique wedding requirements may not be fully accommodated. |
| EX-02 | Excludes financial planning, loans, and insurance services related to weddings or future married life. |
| EX-03 | The platform does not offer on-site event management or coordination services on the wedding day itself. |
| EX-04 | The platform may list vendors for wedding attire but does not handle custom tailoring, fittings, or alterations directly. |
| EX-05 | The platform lists caterers and menu options but does not manage catering staff or kitchen operations. |
| EX-06 | Does not include emergency planning or backup vendor arrangements for cancellations or unforeseen problems on the wedding day. |