PRODUCT REQUIREMENT DOCUMENT

Gift Suggestion Feature in VivaHIT

PROBLEM:

HOST/COUPLE:

- Couples struggle to keep track of the gifts they receive
- Couples don't want the gifts to be repeated or Low-Quality Gifts
- Potential difficulties in expressing gratitude and sharing Return Gifts

GUESTS:
- Guests may face challenges in selecting an appropriate gift as they may not be familiar with the couple's preferences and need some suggestions on it.
- They make face logistic problems like delivery and gift wrapping. Thus, there is a need for a gift repository feature within the VivaHIT wedding planning app to streamline the process for couples and enhance the experience for guests.
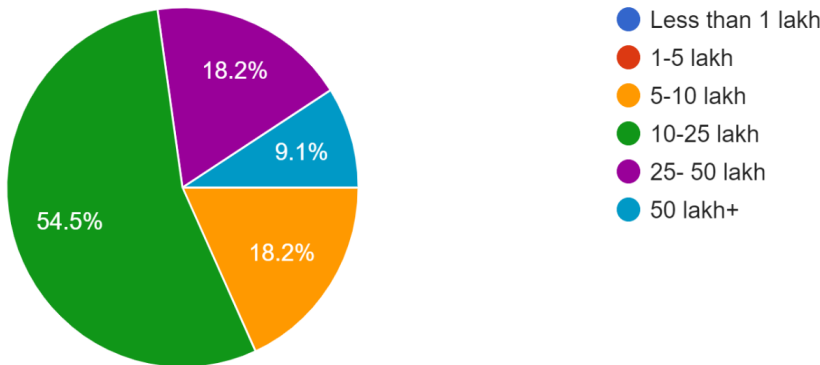
HYPOTHESIS:

USER SURVEY

Already Married
Age: 25-35

1. Wedding Budget:

What was your approx wedding budget? (Kitna Paisa!)
11 responses

- Less than 1 lakh
- 1-5 lakh
- 5-10 lakh
- 10-25 lakh
- 25- 50 lakh
- 50 lakh+
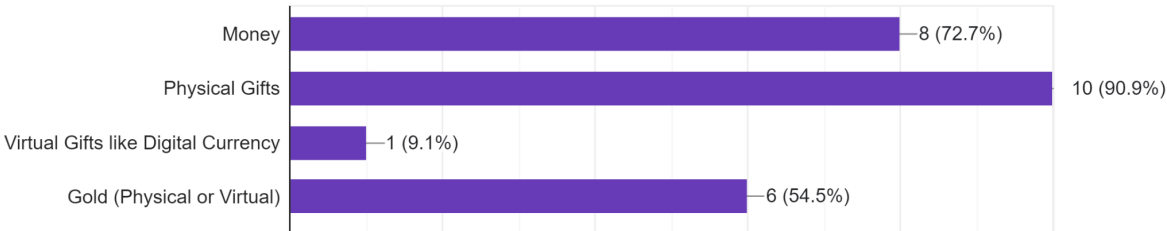
2. Majority Receiveed Gifts in their Wedding (Majority during Reception but also Before and after The wedding) and these were the major types:

What type of Gifts you got in your wedding?
11 responses

|	
Money	8 (72.7%)
Physical Gifts	10 (90.9%)
Virtual Gifts like Digital Currency	1 (9.1%)
Gold (Physical or Virtual)	6 (54.5%)

3. Majority wanted to give Gift Suggestions if they could go back in time but 50-50 on Let Guest Know and Keep it Anonymous.

4. Interestingly People also want to give Customised Gifts and also gifts preferred by Couples Although Money was preferred.

And If you were a guest to another wedding, what type of Gift would you give?

11 responses
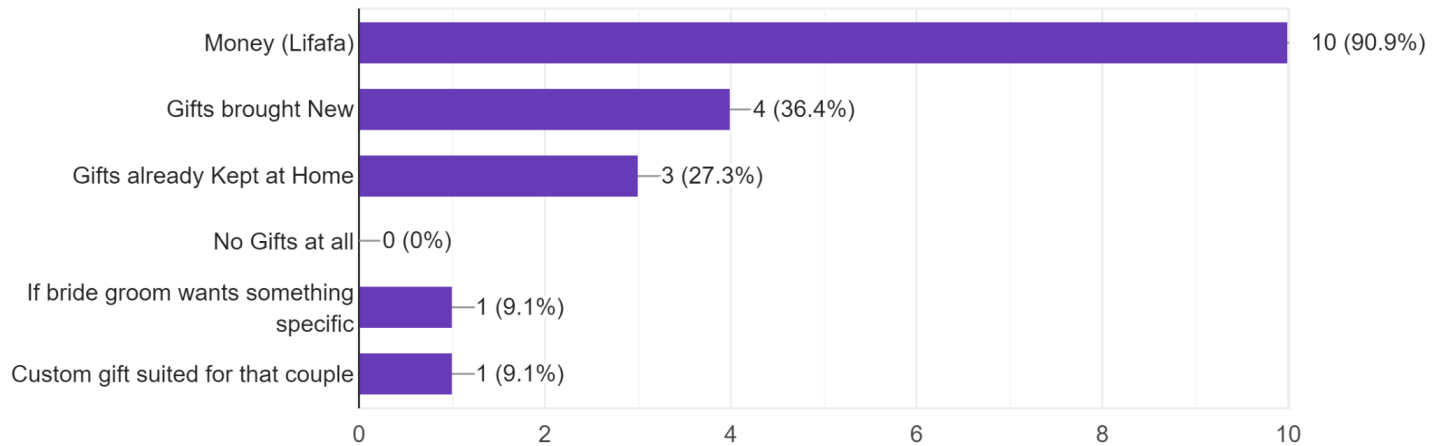
5. Mostly Gifted Friends/Family and Colleagues
For Friends: 1,000-10,000
For Family: 1,000-50,000 (Mostly people of this age group gifted to their close family and spend lavishly)
Colleagues/ Acquaintances: 0-5,000
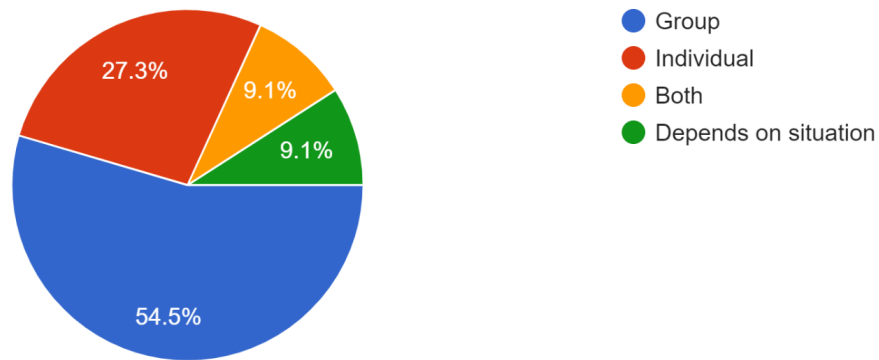
6. What would you give as a guest?
Electronic Gadgets, **Jewellery,** Crockery Sets, Kitchen Appliances
Clothing and Accessories. Home Decor/Furniture,
Frames and Showpiece Items and Gold Biscuits or Coin

Do you gift in Group or Individually?

11 responses

- ● Group
- ● Individual
- ● Both
- ● Depends on situation

27.3%

9.1%

9.1%

54.5%

What apps do you often visit incase you want to buy a Gift.

11 responses

Amazon	10 (90.9%)
Flipkart	5 (45.5%)
Myntra	4 (36.4%)
Ajio	2 (18.2%)
I prefer Offline Stores	6 (54.5%)
I just Google Search, do not visit any particular site	2 (18.2%)
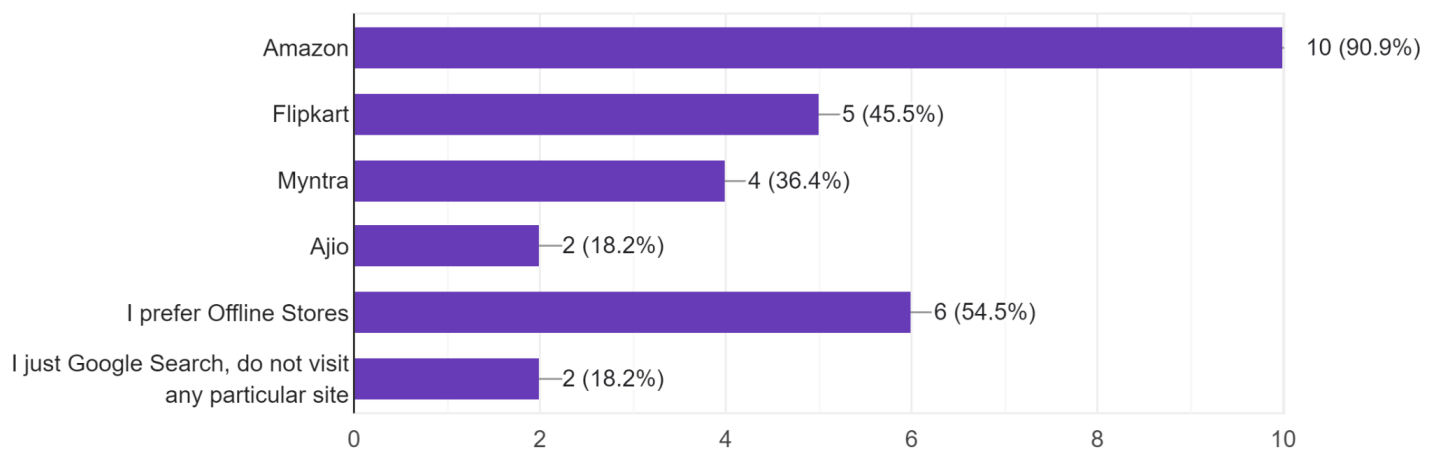
About to get Married

Age: 25-35

Budget: 25-50 lakh

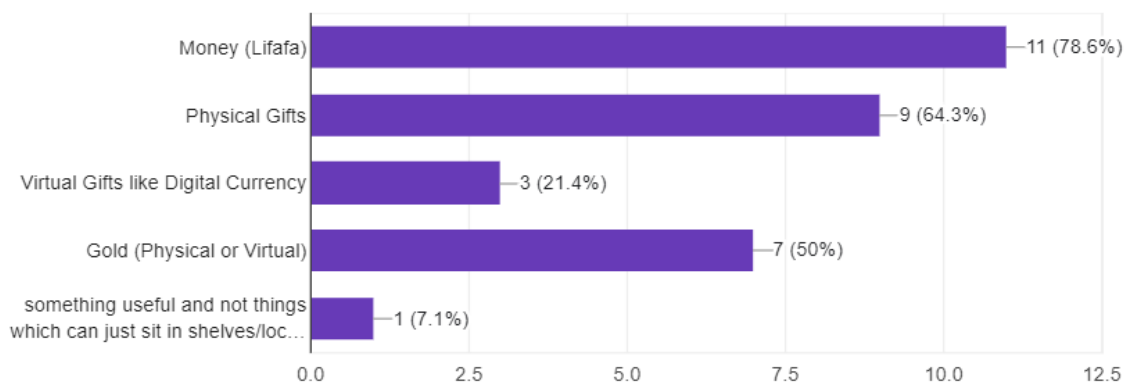1. The majority want to give Wedding Suggestions but 50-50 on **Let Guest Know or Keep it Anonymous**

2. Wedding Gifts Type: Money(Lifafa), Physical Gifts, Gold(Physical/ Virtual)

Would you prefer receiving money or physical gifts from wedding guests? Please Specify if any other.   Copy

14 responses

Money (Lifafa)	11 (78.6%)
Physical Gifts	9 (64.3%)
Virtual Gifts like Digital Currency	3 (21.4%)
Gold (Physical or Virtual)	7 (50%)
something useful and not things which can just sit in shelves/loc...	1 (7.1%)

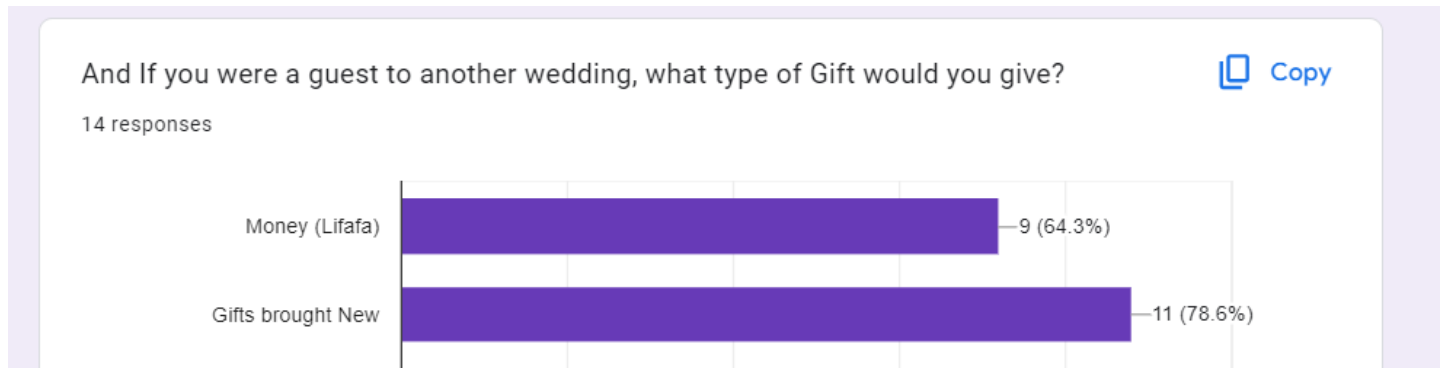0.0   2.5   5.0   7.5   10.0   12.5

3. Some Couples want to track.
Some want to give Gift Suggestions but do not want to Track. Although want to send Thankyou notes!! (Interesting)
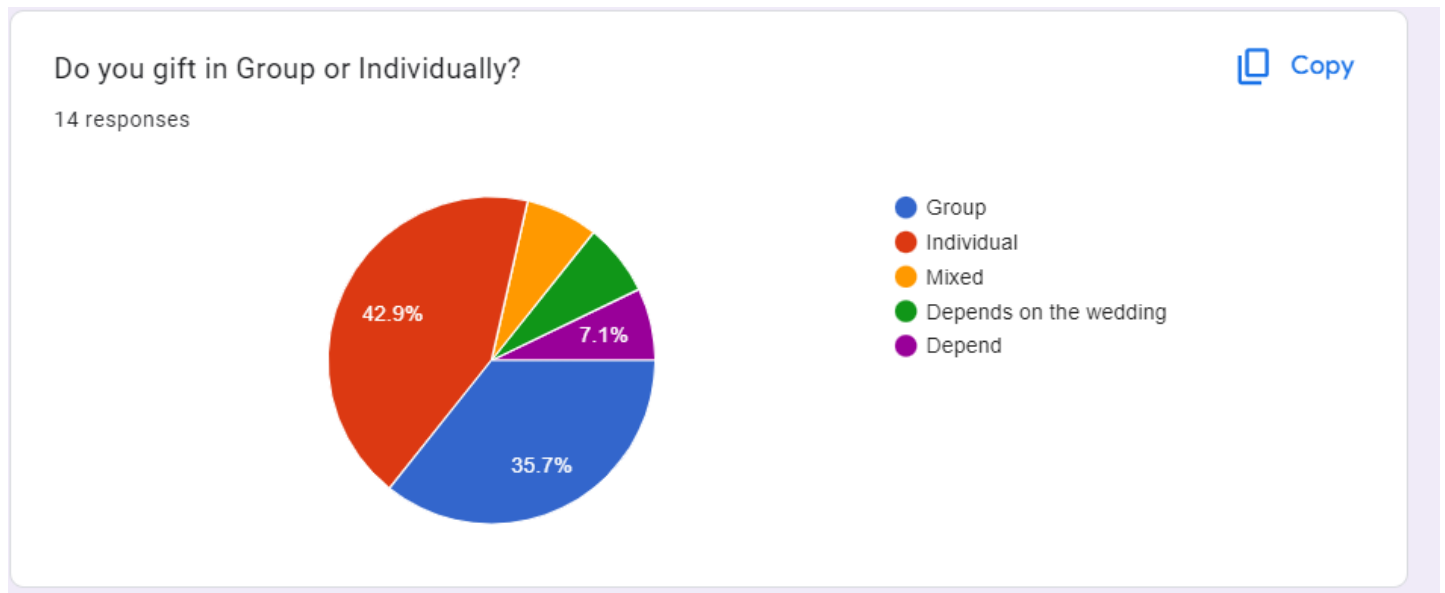
4. Everyone wants to send Return Gifts:
Useful gifts: water bottles, clothes, etc. & Precious Gift: Silver coins, etc.

5. As a Guest their Prefered Gift

And If you were a guest to another wedding, what type of Gift would you give?   Copy

14 responses

| Money (Lifafa) | 9 (64.3%) |
| Gifts brought New | 11 (78.6%) |

6. Mostly they Gift Friends/Family/Acquaintances/Colleagues and a Budget is 1,000-10,000 (if Gifting)

7. Many People Gift in Groups

Do you gift in Group or Individually?   Copy

14 responses

- Group
- Individual
- Mixed
- Depends on the wedding
- Depend

42.9%
35.7%
7.1%

8. What they give: (*Highlighted was the common choice)
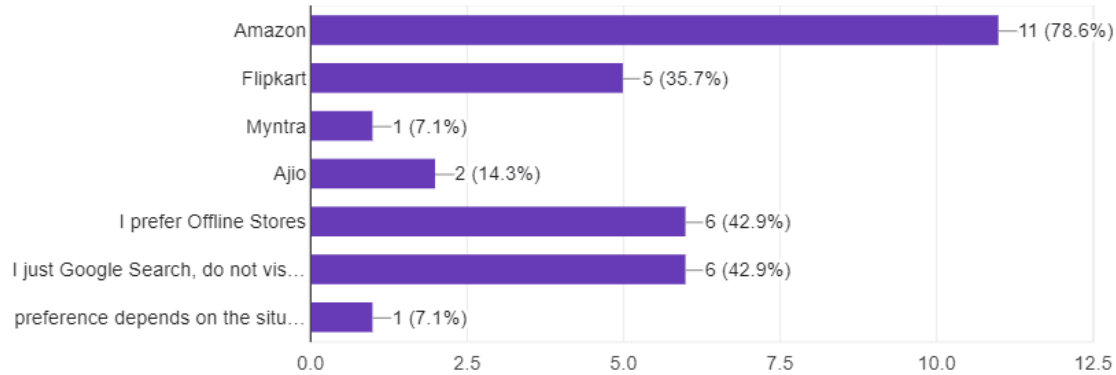**Jewellery, Electronic Gadgets**, **Kitchen Appliances**, Gold Biscuits or Coin, Home Decor/Furniture, Frames and Showpiece Items

9. Amazon was the top Choice

What apps do you often visit incase you want to buy a Gift.

14 responses

Amazon — 11 (78.6%)
Flipkart — 5 (35.7%)
Myntra — 1 (7.1%)
Ajio — 2 (14.3%)
I prefer Offline Stores — 6 (42.9%)
I just Google Search, do not vis… — 6 (42.9%)
preference depends on the situ… — 1 (7.1%)

Guests

SOLUTION: GIFT SUGGESTION FEATURE

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Iteration 1: Digital Gifts
Next Features: Gifting in Groups

VIVAHIT FREE APP

- The first iteration of the feature will be a simple Gift Suggestions feature where we can display Customised Gifts by our Gift Business partners and Affiliated Stores/Website. It will be available on Vivahit free app and Vivahit Customised App (Guest View).

Goal: Increase Engagement on the App and track the Gifting pattern of guests at Indian Weddings.

VIVAHIT BUSINESS APP
- Onboard small businesses that sell Homemade/Customised Wedding Gifts.

Goal: Earn extra Commission with each product sold through VivaHIT

VIVAHIT CUSTOMISED APP FOR COUPLES

- Couples can create a Gift registry with their preferred items. They can optimize the Quality and Quantity according to their choice
- Affiliate with Amazon, Flipkart, and other partners for Gift ordering and Delivery.
- Guests can access the registry and wishlist their liked gifts and order directly from the app.
- Gift Tracking: Couples can track the gifts they receive from their guests. They will receive notifications when a gift has been reserved or purchased a Gift.
- There would be a dashboard for Couples to easily track the gifts.
- Later they can send personalized notes or thank-you messages along with Return Gifts.

FLOW

For Guests:
1. ADD TO HONEYMOON FUNDS:
- Choose Amount
- Choose Payment Mode and Pay
- Send a sweet Personalised message for the couple
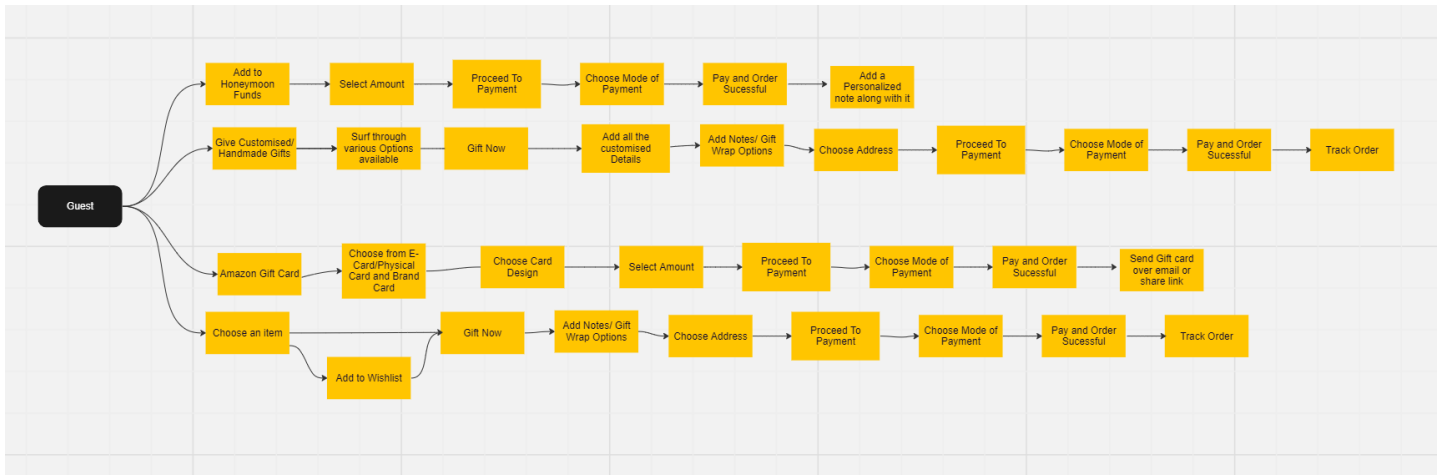
2. AMAZON GIFT CARDS:
- Click Amazon Gift Card Option
- Choose the card type - E-card/Brand Card/ Physical Card
- Choose the card design and amount
- Choose Payment Mode and Pay
- Share card

3. CUSTOMISED GIFTS
- Choose from the given options
- Add Customsied Details/Images etc about couples
- Choose Payment Method and Pay

4- WEDDING GIFT LIST
- Chose the Gifts and add them to Wishlist
- Later Add it to cart or Click on Gift Now Option
- They can add Gift Wrapping, Customised letters, etc along with the gift.
- Choose Address: Gift can be delivered to Guest's Address, Couple's Address, or any desired location.
- Choose Payment Method and Pay
- Order complete and Track

For Host

1. SET UP HONEYMOON FUNDS
- Set the Target Amount and let Guest contribute accordingly. Host can edit this

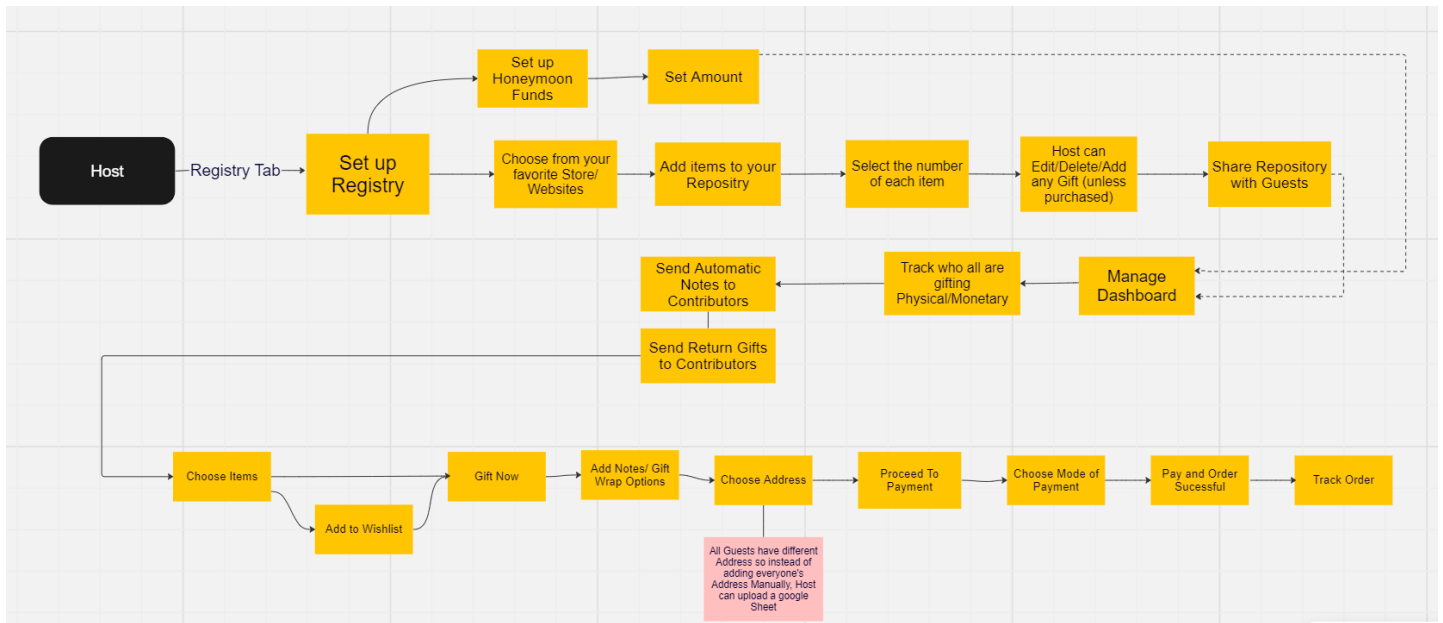2. AMAZON GIFT VOUCHERS/ CUSTOMISED GIFTS/ OTHER PHYSICAL GIFTs
- Select Stores/Brand/Websites to add Items From
- Add Gifts to their Wedding Wishlist. Also select the Number of each item (1 to unlimited)
- Share the Repository with their Guests (or Let us send Anonymously)
- Let the Host Edit and Delete/Add Items from the Wishlist as well

3. TRACKING
- Gets Notified when a Guest marks Gifts as Purchased or Ordered from Vivahit
- Host can manage a Dashboard where they can track the amount added to Honeymoon Fund or the gifts received.

4. SEND RETURN GIFTS
- Couple can send Thankyou Notes (Automatically or Manually)
- Send Return Gifts to all those who gifted them directly
(Egdecase: If the couple wants to send the same gift to all or different gitfs to different groups)
(Edgecase: Address would be put manually or how)

Host —Registry Tab→ **Set up Registry**

Set up Registry → Set up Honeymoon Funds → Set Amount

Set up Registry → Choose from your favorite Store/ Websites → Add items to your Repository → Select the number of each item → Host can Edit/Delete/Add any Gift (unless purchased) → Share Repository with Guests

Manage Dashboard → Track who all are gifting Physical/Monetary → Send Automatic Notes to Contributors

Send Return Gifts to Contributors

Choose Items → Gift Now → Add Notes/ Gift Wrap Options → Choose Address → Proceed To Payment → Choose Mode of Payment → Pay and Order Sucessful → Track Order

Choose Items → Add to Wishlist

All Guests have different Address so instead of adding everyone's Address Manually, Host can upload a google Sheet

Events:

Notifications: