



Market Research

PRESENTED BY BANDIE OUCH

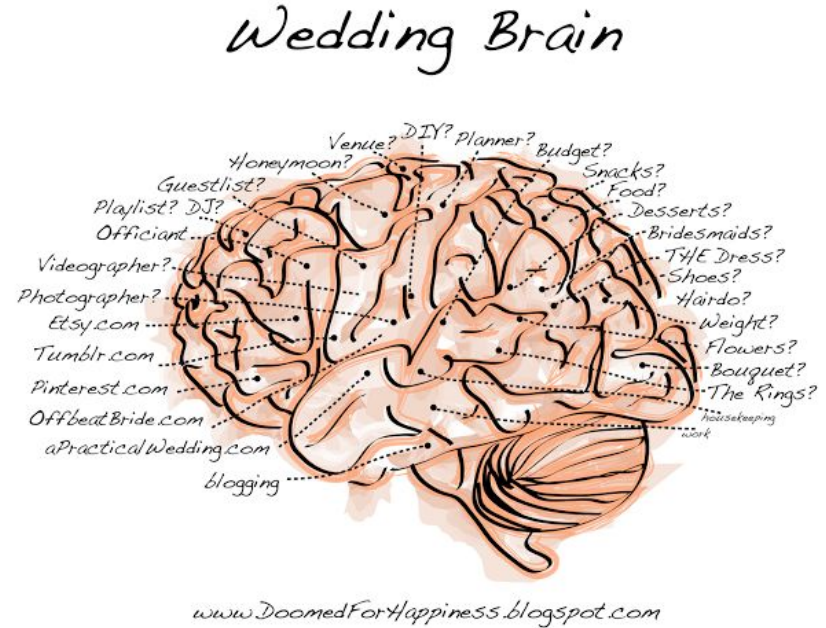
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Background

- **96% report that wedding planning is stressful**
(Hensley, 2019)
- **88% report to use an online source to research wedding vendors**
(WeddingWire, 2020)
- **15 different vendors are hired on average**
(WeddingWire, 2020)
- **The #1 most stressful task is organizing the moving parts in a timely manner**
(Hensley, 2019)



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Research Objectives



Analyze Consumer Reviews



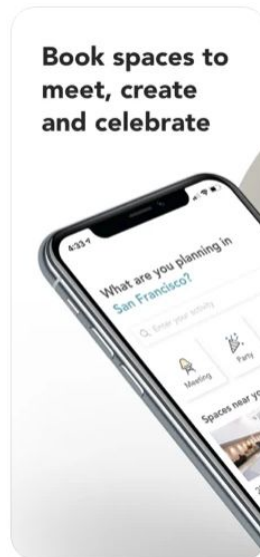
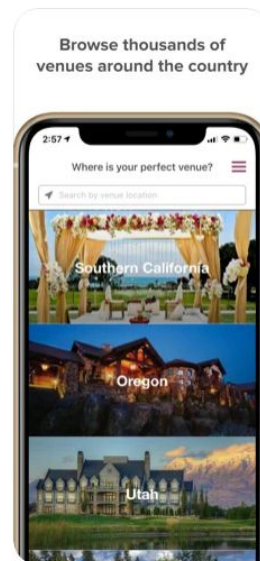
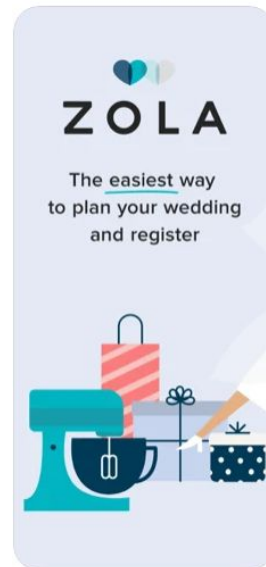
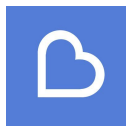
Compare Competitors



Understand App Needs

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Identify Competitors



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Methods

01

Identify Competitors

Specifically wedding apps on app store

02

Scrub Data

Extract customer reviews from online sources

03

Analyze Data

Qualitatively Code & Upload to SPSS

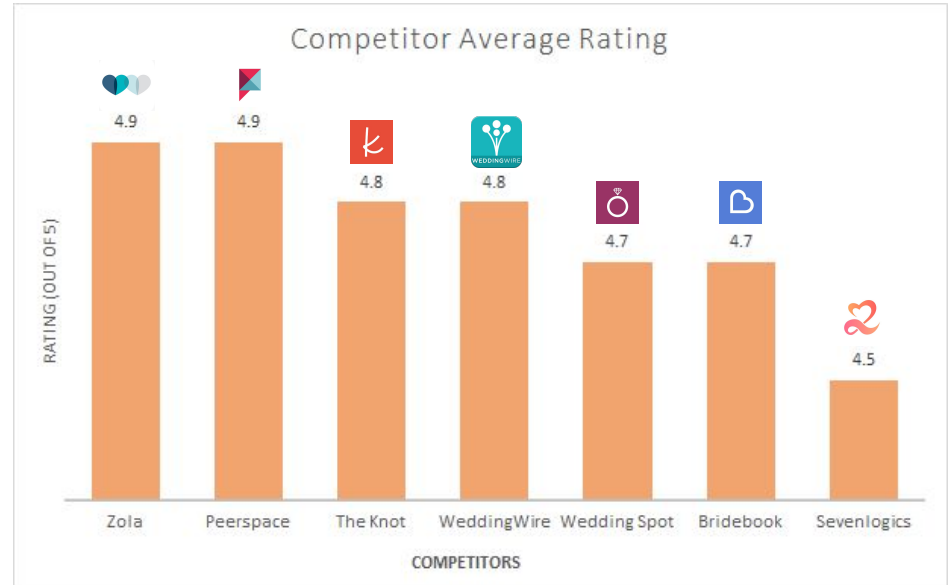
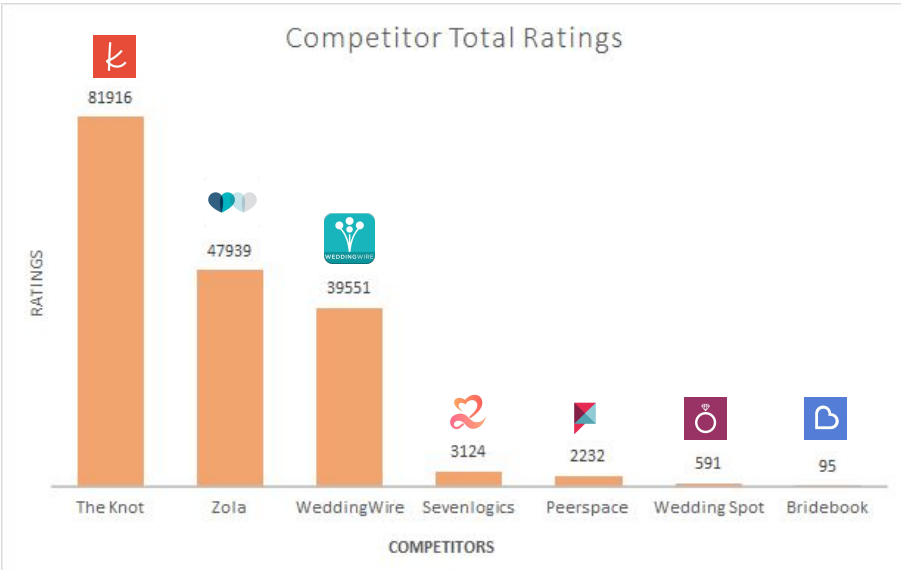
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Implications for Interview

Review results to understand implications

Competitors

Ratings & Reviews



Competitors Overlook

1st

Most Mentioned Characteristic amongst Reviewers
Ease of Use

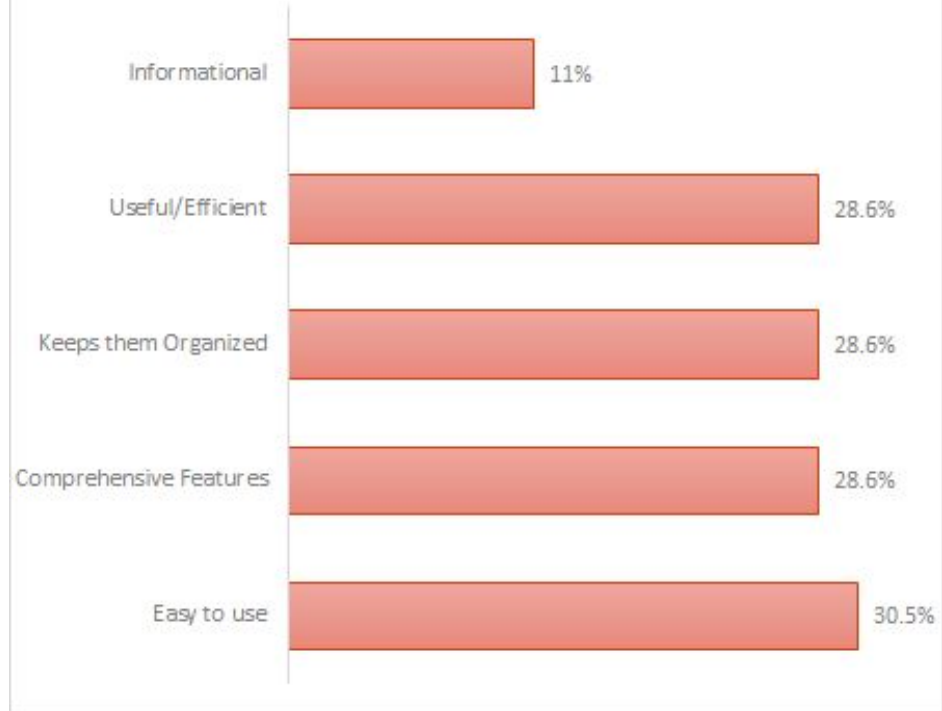
2nd

Most Mentioned Characteristic amongst Reviewers
Keeping Organized, Comprehensive Features, Useful

*"It's extremely **user friendly** and gives the largest selection of vendor suggestions I've seen. It's also very **simple** to request more info from each vendor through the app." - The Knot User*

*"Also a great way to startup a wedding website and so much more overall a great app to **stay organized** and on top of everything!" - WeddingWire User*

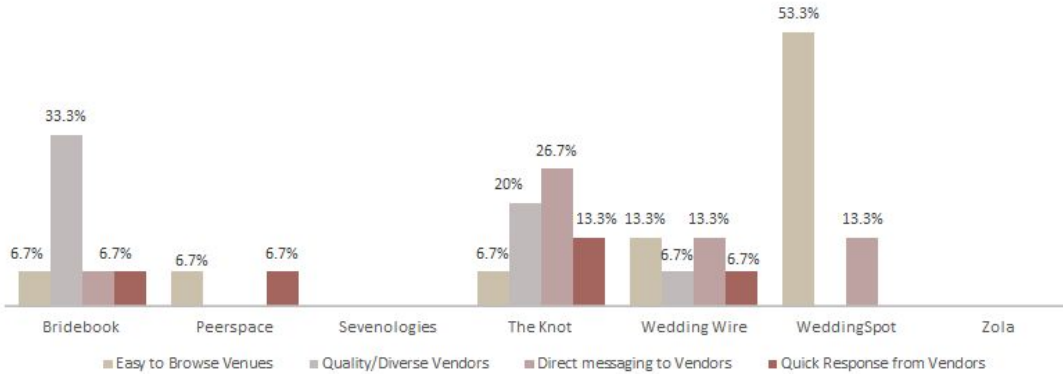
Top 5 Mentioned Characteristics



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Vendor Feature Comparison

Vendor Features



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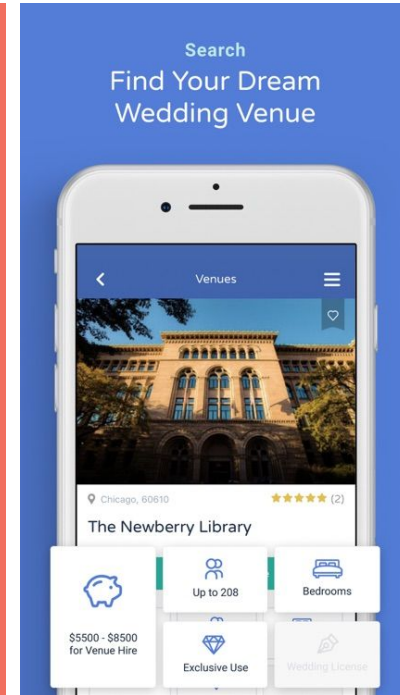
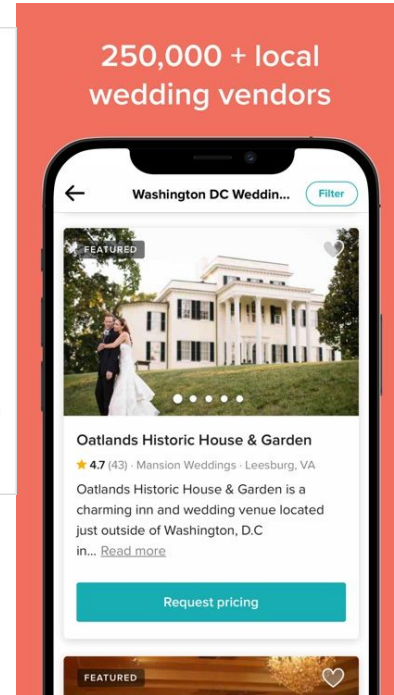
Competitors have ability to browse vendors

Bridebook, Peerspace, The Knot, Wedding Wire, WeddingSpot

1st

Competitor with most mentions about vendor features

The Knot



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The Knot

Overview

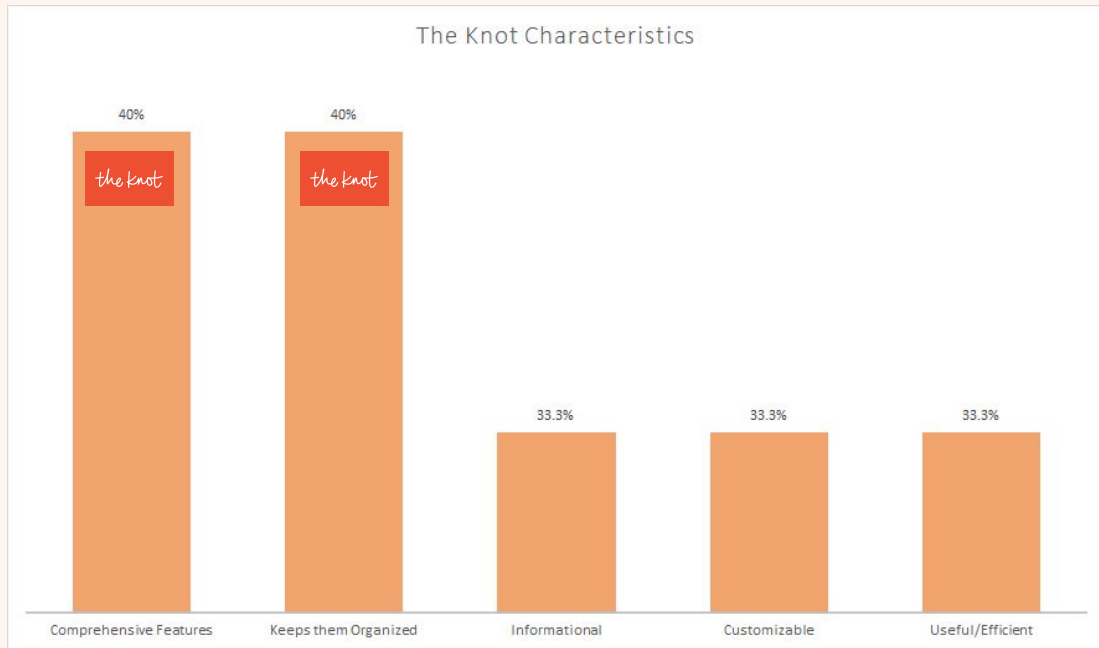


81,916 Reviews:



**Average Rating:
4.8 out of 5.0**

"...The Knot is also wonderful in keeping everything together for styles, websites, registries, vision board and all the essentials of wedding planning." - The Knot User



Bridebook

Overview



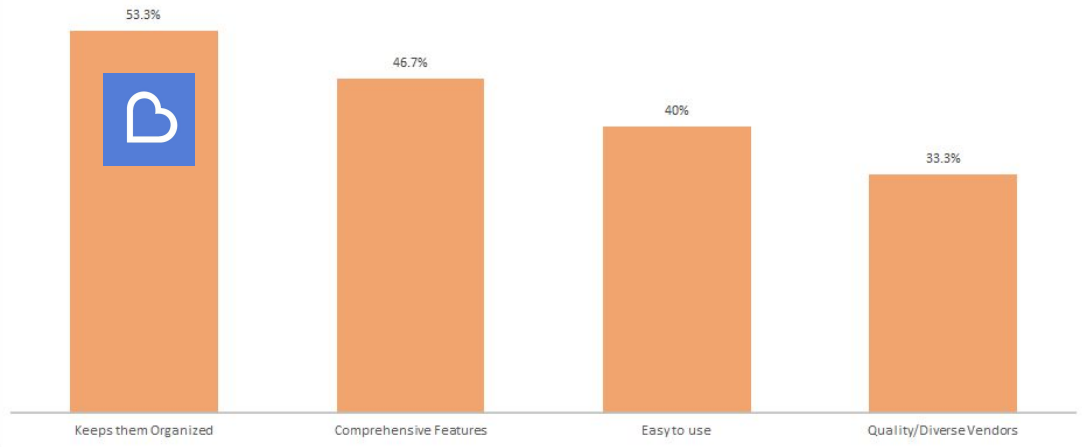
95 Reviews:



Average Rating:
4.7 out of 5.0

"The app is really useful! Really easy to use and navigate, easy to find different venues, photographers etc. Also helps you keep on track with planning and spending! Would 100% recommend!." - Bridebook User

Bridebook Characteristics



WeddingWire

Overview



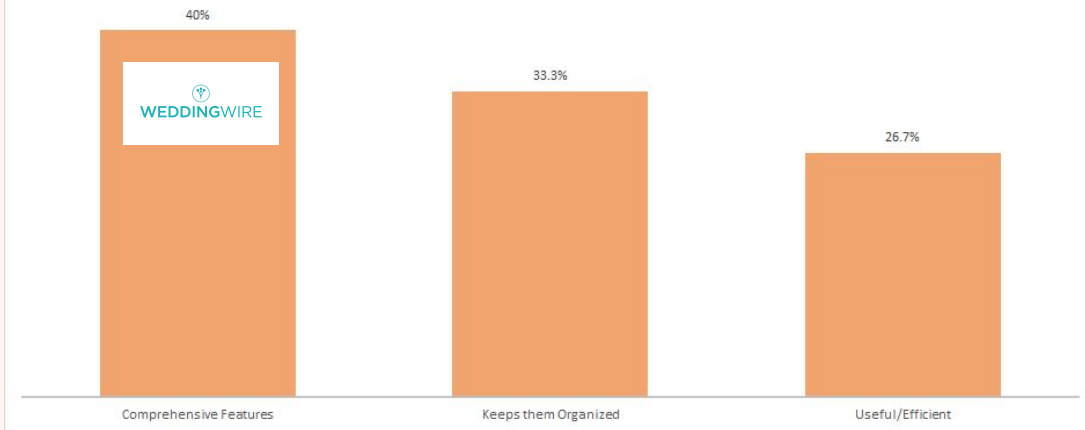
39,551 Reviews:



**Average Rating:
4.8 out of 5.0**

“ WeddingWire allows you to select your venue, catering service, music, officiant, event rentals, favors, decor, invitations, flowers, your hotel, beauty services, cake, dress, tux, travel, photography and videography and even get a photo booth! You won't be disappointed if you download this app..” - WeddingWire User

WeddingWire Characteristics



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Sevenlogics

Overview



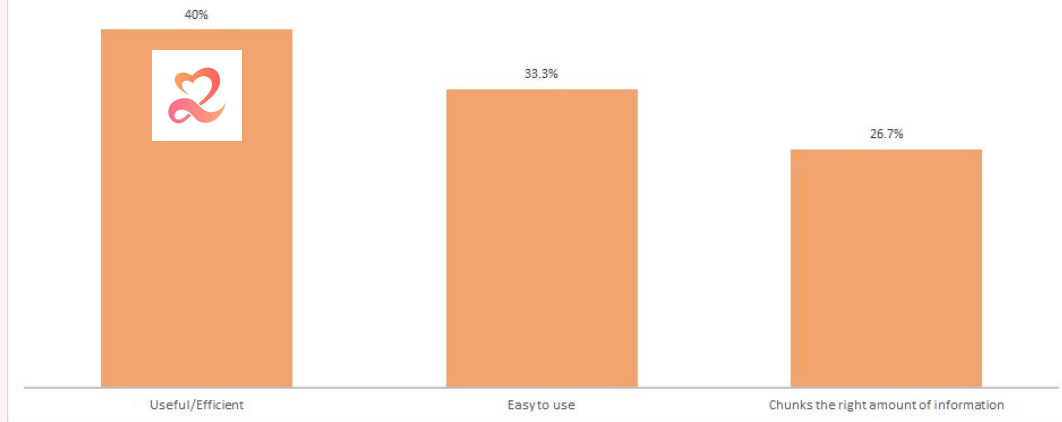
3,124 Reviews:



**Average Rating:
4.5 out of 5.0**

"... I started to think about everything that I need to get done and then would get overwhelmed. This app helped so much...." - Sevenlogics User

Sevenlogics Characteristics



Zola

Overview



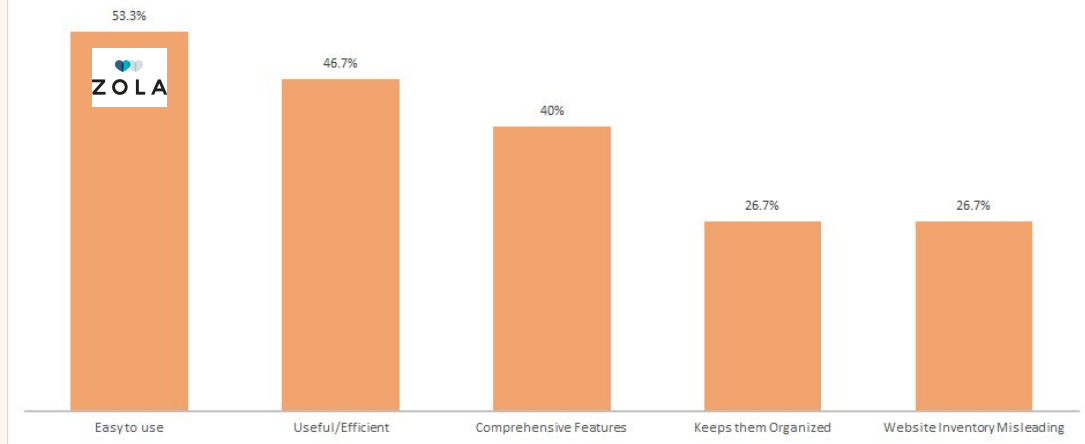
47,939 Reviews:



**Average Rating:
4.9 out of 5.0**

“I really really liked my experience with building a registry at Zola. It has an easy to read layout and design so most people could navigate through it.” - Zola User

Zola Characteristics



WeddingSpot

Overview

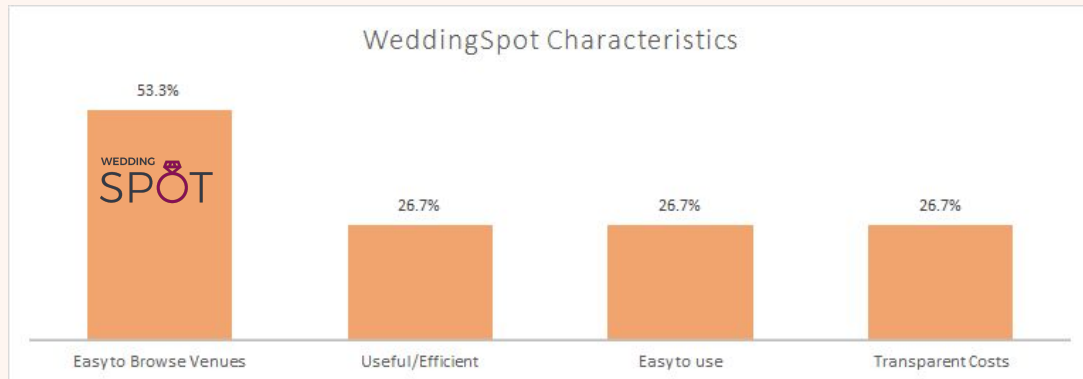


591 Reviews:



**Average Rating:
4.7 out of 5.0**

"This app is amazing I was able to see venues and contact them to set up tour all through the app. It's good to know the prices before you arrive at venue." - WeddingSpot User



Peerspace

Overview



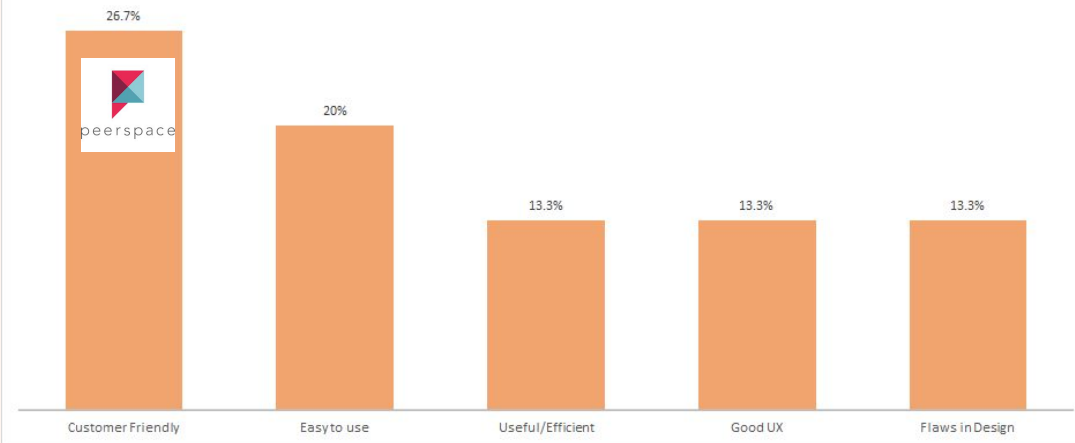
2,232 Reviews:



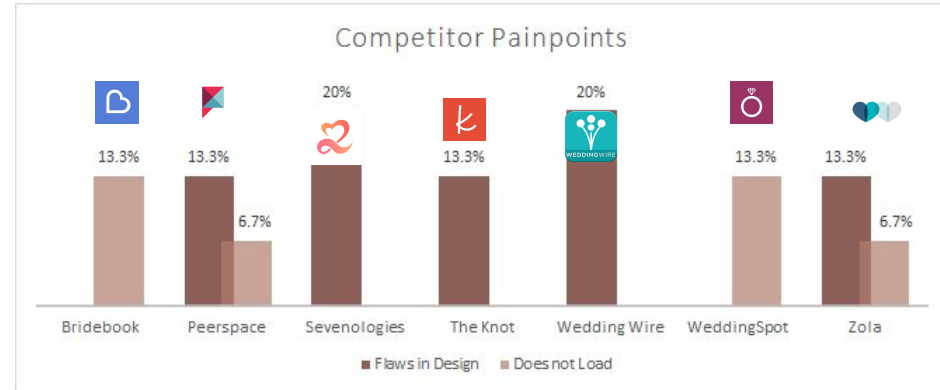
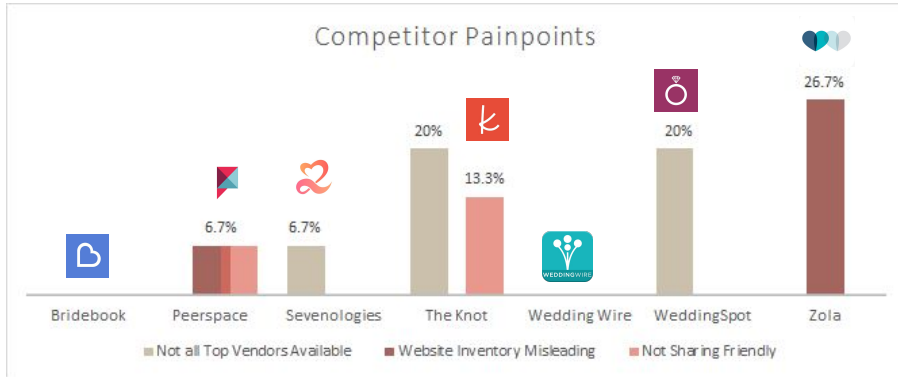
**Average Rating:
4.9 out of 5.0**

“ The team at Peerspace is so nice and works with you to get your space up and running on the site I worked with Matt and he has been absolutely amazing!” - Peerspace User

Peerspace Characteristics

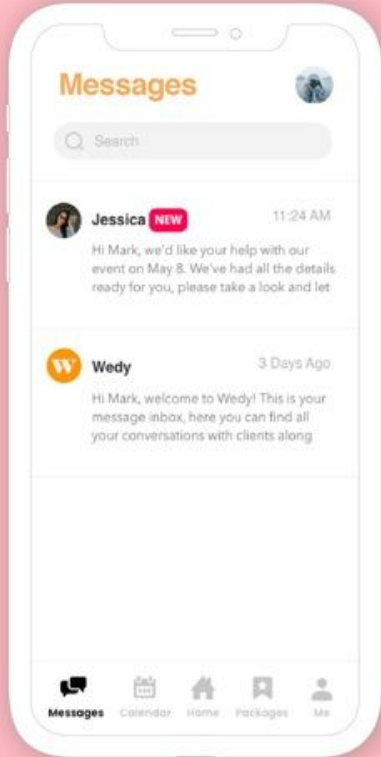


Competitors Pain Points



Message

Build up your clientele with instant responses.



Summary

1

Customers in the Wedding Market want an easy to use app that has many features to keep them organized and efficient.

2

For those categories, Zola, The Knot and Bridebook has been cited to provide that experience to its users

3

More than half of Wedding Spot's reviews mention how easy it is to browse vendors

4

The top pain point across almost all competitors are flaws in design

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Thank you for listening!
Questions?