

# Wedding-Wise AI: Building an Internal Assistant for Bridal Teams

*Digital Marketing*

# Context

The company needed one place to compare AI solutions across key controls.

Audience: *internal teams evaluating AI tools.*

*Goal: Propose and prioritize features that deliver high value, low effort, and strong Responsible AI guard-rails.*

# New Criteria

Criterion	Definition
Business Value	Impact on company objectives (1–5)
User Delight	Ease and clarity for end users (1–5)
Feasibility	Technical effort and cost (1–5)
Brand Alignment	Fits our culture and strategy (1–5)
RAI Safeguards	Fairness, privacy, transparency, monitoring (1–5)

# Research – AI in the Wedding Industry

(Summer 2025)

## KEY TRENDS & STATISTICS

- 48 % of wedding photographers plan to use AI to automate routine editing tasks in the next 12 months [wifitalents.com](https://wifitalents.com)
- 65 % of wedding event planners use AI to analyze past event data for improved planning [wifitalents.com](https://wifitalents.com)
- 40 % of wedding planners use AI-based software to streamline vendor management [zipdo.co](https://zipdo.co)
- Advanced registries now use algorithms to suggest items based on recipients' past behavior and preferences [fastercapital.com](https://fastercapital.com)
- Wedding services market projected to grow at a 12.7 % CAGR from 2025 to 2030 [grandviewresearch.com](https://grandviewresearch.com)

## RESPONSIBLE AI CONSIDERATIONS

- Fairness: Ensure vendor-matching models don't systematically favor large chains over local businesses.
- Privacy: Protect guest lists and couple budgets with end-to-end encryption and SSO access.
- Transparency: Surface "Why this vendor?" explanations so users trust AI suggestions.
- Monitoring: Track chatbot accuracy, recommendation uptake, and drift quarterly.

# Feature Matrix

Feature	Biz Value	User Delight	Feasibility	Brand Align.	RAI Score	*Priority (Value–Effort)
Document Summaries (1-click)	5	5	2	4	4	3
Guard-rail Alerts	5	4	3	5	5	2
Glossary Lookup	4	4	1	4	5	3
Version History	3	3	2	4	5	1
Flow-chart Generation	3	3	4	3	4	1

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# Decision Framework

- **BUILD NOW** IF: PRIORITY  $\geq 2$  **AND** RAI SCORE  $\geq 4$

**SPRINT 1:** SUMMARIES, GUARD-RAILS, GLOSSARY

**SPRINT 2:** VERSIONING

**SPRINT 3:** FLOW CHARTS

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# Next Steps & Career Tie-In

## Next Steps:

- Prototype Phase 1 features.
- User test with two pilot teams.
- Measure sprint velocity and fairness metrics.

## Why This Matters for My PM Role:

- Shows I can define scope, prioritize by impact/effort, and bake in Responsible AI.
- Ties to my resume story: moving from data science into product management.



*Questions?*

*Thank you!*