

1. Overview

We're building a web platform that allows couples to create personalized QR invitations for their wedding guests. The couple can choose a color theme, upload a guest list with unique messages for each person, and automatically generate QR codes that link to a personal web page for every guest. These QR codes can be downloaded collectively in a single PDF format (containing all QR codes) for printing or digital sharing.

The process is seamless, but it requires a card payment before customization can begin.

2. User Journey & Page Flow

Step 1 – Landing Page

- Clean, modern design that instantly communicates the purpose: “Create Personalized Wedding QR Invitations.”
 - Main call-to-action buttons:
 - **Sign Up**
 - **Sign In**
 - Short visual demo (small graphic/animation) showing QR codes leading to personalized messages.
-

Step 2 – Authentication Pages

- **Sign Up Page**
 - Fields: Name, Email, Password, Confirm Password.
 - Soft, elegant form layout.
- **Sign In Page**
 - Fields: Email, Password.

- “Forgot Password?” link.
 - Consistent branding with soft background elements related to weddings (flowers, rings, etc.).
-

Step 3 – Payment Gateway

- **Card payment form** (Stripe or similar).
 - Description of what they’re paying for:
“Generate personalized QR invitations for all your guests.”
 - Once payment is confirmed, redirect the user to the customization page.
-

Step 4 – Customization Page

(This is the main functional hub for the couple)

Section A – Color Preset Selection

- Display **color swatches or themed presets**
- Preview mockup showing how QR codes and guest pages will look with the selected theme.

Section B – CSV Upload

- Upload field with clear instructions:
 - CSV must have columns: **Guest Name, Unique Message.**
 - Drag-and-drop option + file picker.
 - Once uploaded, a table preview of guests and messages is shown.
-

Step 5 – QR Code Generation

- After the CSV and color preset are confirmed, the system automatically:
 1. Generates a **unique QR code** for each guest.
 2. Links each QR code to a **unique web page** dynamically generated with:
 - Guest's name
 - Couple's message for that guest
 - Wedding date & optional couple's photo (based on theme)
 - Guest web pages should be responsive and styled according to the chosen color preset.
-

Step 6 – QR Code Download

- Show a **preview gallery** of all generated QR codes.
- Option to **download PDF** containing all QR codes:
 - Each page of the PDF: Guest Name, QR code, and possibly a small note.
 - The PDF layout should be **print-ready** for easy distribution.
- Optional **ZIP download** of individual PNG/JPG QR codes.

3. Designer Notes

- **Style:** Minimal yet elegant, leaning into soft wedding aesthetics. Think gold accents, pastel colors, subtle floral details.
- **Typography:** A mix of modern sans-serif for UI text and script/calligraphy style for headings.
- **Icons & Graphics:** Use soft-line wedding icons (rings, flowers, envelopes, etc.) subtly as accents.
- **Responsive Design:** Must look equally beautiful on desktop, tablet, and mobile.
- **Animations:** Smooth, subtle transitions — e.g., color swatch selection, CSV upload confirmation, QR preview loading.

4. Deliverables Needed from Designer

1. **UI mockups** for:

- Landing page
- Sign up / Sign in pages
- Payment page
- Customization page (color selection + CSV upload)
- QR code preview page
- Guest message page (what guests see when scanning QR)

2. **PDF layout design** for the bulk QR code download.

3. **Responsive design guidelines** (mobile, tablet, desktop).

4. **Theme color palettes** and style guide.