perplexity

Product Requirements Document (PRD)

Wedding Genie – an agentic-AI wedding-planning assistant

This PRD defines scope, UX journeys, data flows, and UI requirements for a full-stack mobile / web experience that Claude (or any front-end team) can implement end-to-end.

1. Purpose & Vision

Couples struggle to juggle vendors, budgets, tasks, and guests across fragmented tools. Wedding Genie uses agentic AI to act as a 24 × 7 co-planner that:

- learns preferences, budget, and style from natural-language chat
- plans and tracks the entire wedding timeline autonomously
- recommends vendors, negotiates quotes, books appointments
- synchronises budgets, checklists, guest RSVPs, and inspiration boards in real time
- supports planners, family, and vendors in the same workspace

2. Target Users

Persona	Pain Points	Success Criteria
DIY Couple (primary)	Overwhelmed by details, limited time, budget conscious	20% less spend variance, 80% task completion by T-30 days
Professional Planner	Needs centralised client data & approvals	30% faster vendor booking cycle
Vendor Partner	Wants qualified leads & seamless payments	25% higher conversion from chat to booking

3. Agentic-AI Core Flows

1. **Knowledge Ingestion** – user chat, venue PDFs, Pinterest boards → vector DB
2. **Planning Loop (ReAct + Reflection)**
    - decide → search tools / calendaring APIs → act → evaluate → update plan
3. **Multi-Agent Collaboration** – Vendor-Sourcing Agent, Budget Agent, Checklist Agent share memory via event bus

System must expose tool endpoints (`/vendors.search`, `/budget.update`, etc.) for Claude's UI calls.

4. Key Features & Functional Requirements

Epic	Must-Have Capabilities
Onboarding & Persona Setup	conversational wizard; capture date, guest count, budget range, style adjectives
Smart Dashboard	countdown, budget pie, task burn-down, vendor status cards
AI Checklist	auto-generated tasks by phase; drag-n-drop; progress analytics
Vendor Marketplace	search/filters; AI ranking; in-chat quote negotiation; contract e-sign
Budget Manager	real-time ledger sync; scenario forecasting; split payments
Guest Suite	import contacts; RSVP microsite; meal & accommodation tracking
Inspiration Hub	AI mood-board creator; pin images/links; match to vendors
Notifications & Collaboration	multi-user comments; push/email; role permissions
Data Security & Compliance	OAuth, GDPR export, PCI-DSS for payments

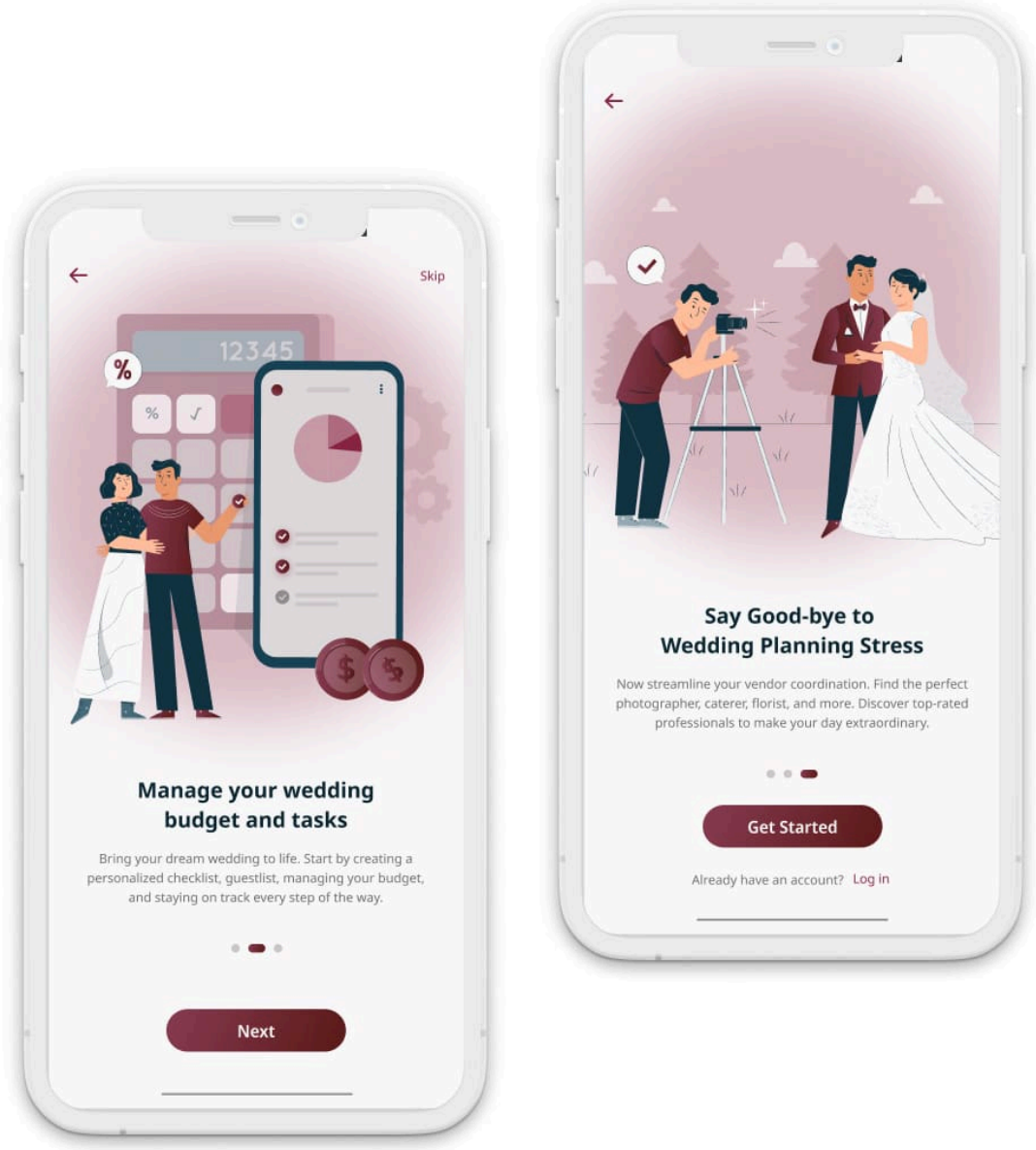
5. Non-Functional Requirements

- PWA first; responsive ≥ 360 px
- 95 + Lighthouse performance
- Serverless micro-frontends on Next.js + edge functions for AI calls
- Real-time sync via WebSockets
- WCAG 2.2 AA accessibility

6. User Journeys

6.1 First-Time Couple Journey

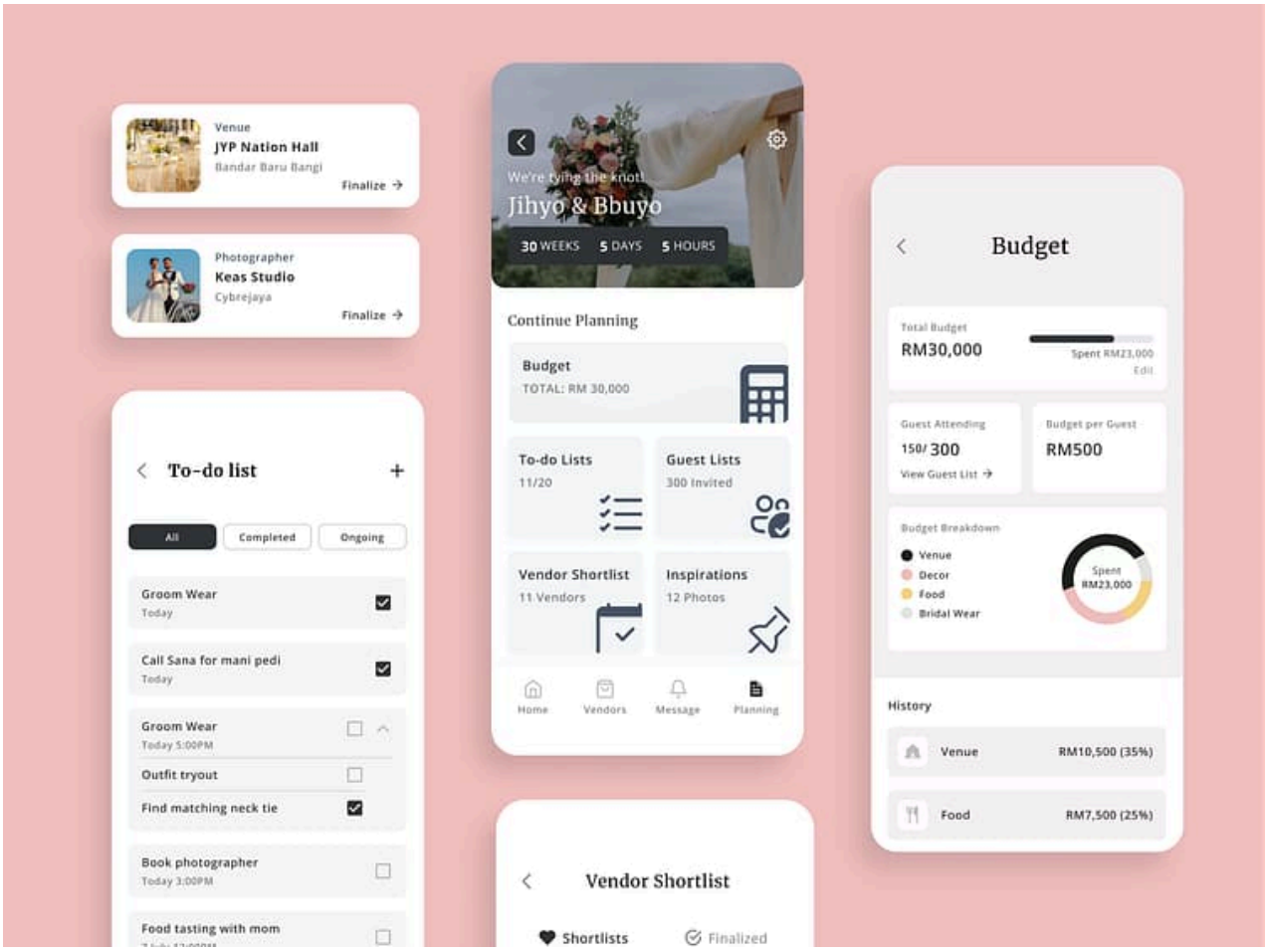
1. Open app → playful onboarding screens introduce benefits
2. Chat prompt: “When and where are you tying the knot?”
3. System proposes initial budget & timeline → user confirms
4. Dashboard shows countdown, empty checklist, and vendor suggestions
5. User taps **Venue card** → AI lists 5 venues, offers virtual tour slots
6. User books site visit; Budget Agent reserves ₹50 k placeholder
7. Checklist auto-adds “Send invites” 120 days out



Mobile app UI mockups showcasing onboarding screens for wedding budget management and vendor coordination.

6.2 Vendor Booking Journey

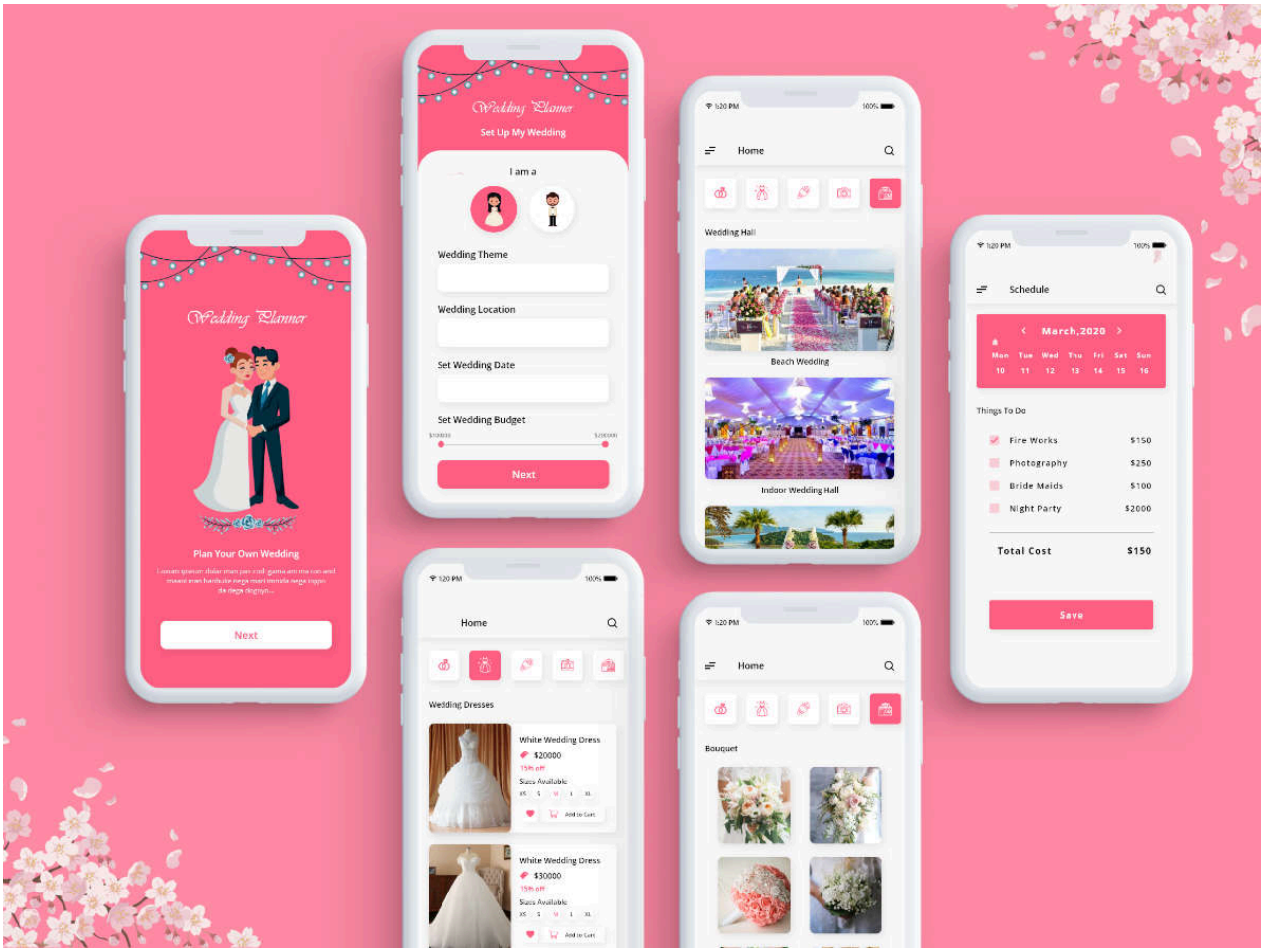
1. From **Marketplace**, user filters “Candid Photographer, Mumbai, ₹80-120 k”
2. Genie scores vendors based on style match & availability
3. In-chat negotiation: AI asks vendor to match ₹100 k, awaits confirmation
4. User e-signs contract, payment splits 30/70
5. Budget Manager moves amount from “Planned” to “Committed”



User interface mockups for a wedding planning application, displaying features such as to-do lists, budget tracking, vendor management, and event countdown.

6.3 Planner Collaboration Journey

1. Planner invites couple → gets Editor rights
2. Planner bulk-uploads preferred vendor list (CSV/API)
3. Genie compares to couple's shortlist, flags overlaps
4. Planner drags tasks across phases; Genie recalculates timeline slack



Multiple mobile screen mockups illustrate various user interfaces and functionalities of a wedding planner application, including setup, venue selection, dress shopping, and schedule management.

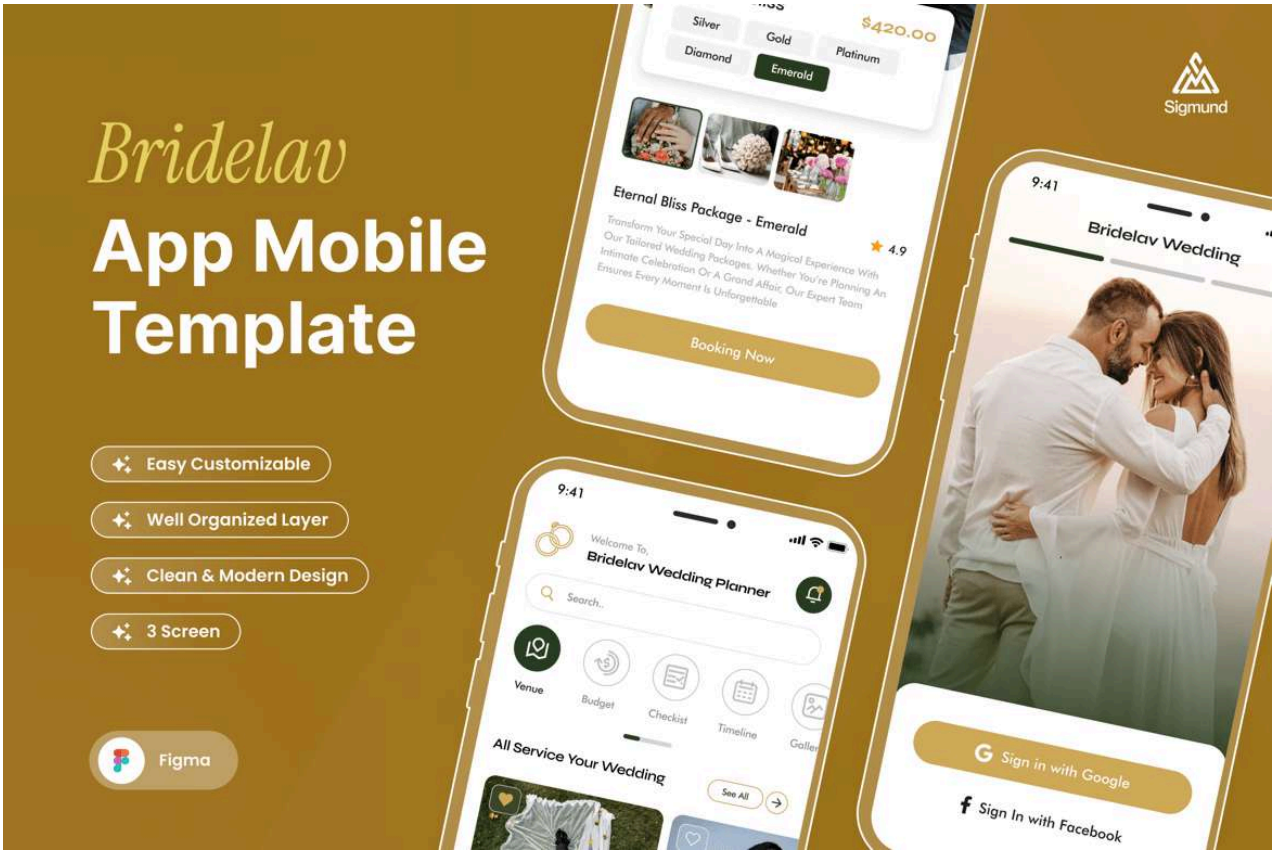
7. Information Architecture

```
Home
  ├─ Dashboard
  ├─ Checklist
  ├─ Vendors
  │     ├─ Search
  │     ├─ Shortlist
  │     └─ Contracts
  ├─ Budget
  ├─ Guests
  ├─ Inspiration
  └─ Settings
```

Navigation: bottom tab bar (mobile) + collapsible sidebar (desktop).

8. UI & Interaction Guidelines

Component	Spec
Dashboard Cards	1 : 1 aspect, soft-shadow, Lottie progress rings
Vendor Tile	3:2 image, rating stars, price chip, CTA “View”
Chat Drawer	slide-up 75% height, markdown + code-style quotes for AI insights
Color Palette	Primary #F4628E, Secondary #FFCEB2, Dark #2B2B2B
Typography	Headings: Poppins 600; Body: Inter 400
Gestures	swipe right to mark task done; long-press to change due date



Mobile UI template showcasing three screens of a "Bridelav" wedding planning app, including login, dashboard, and package selection interfaces.

9. Data Model (simplified ERD)

User ⟷ *Wedding* ⟵ *ChecklistItem*
Wedding ⟵ *BudgetItem*
Wedding ⟵ *VendorContract* ⟷ *Vendor*
Wedding ⟵ *Guest*

BudgetItem includes fields `category`, `plannedAmount`, `committed`, `paid`.

10. API Requirements for Front End

Endpoint	Method	Description
`/ai/chat`	POST	stream AI responses (SSE)
`/vendors/search`	GET	params: type, city, priceMin, priceMax
`/budget`	GET/PUT	get or update ledger
`/tasks`	CRUD	checklist items

Responses must include `etag` for optimistic updates.

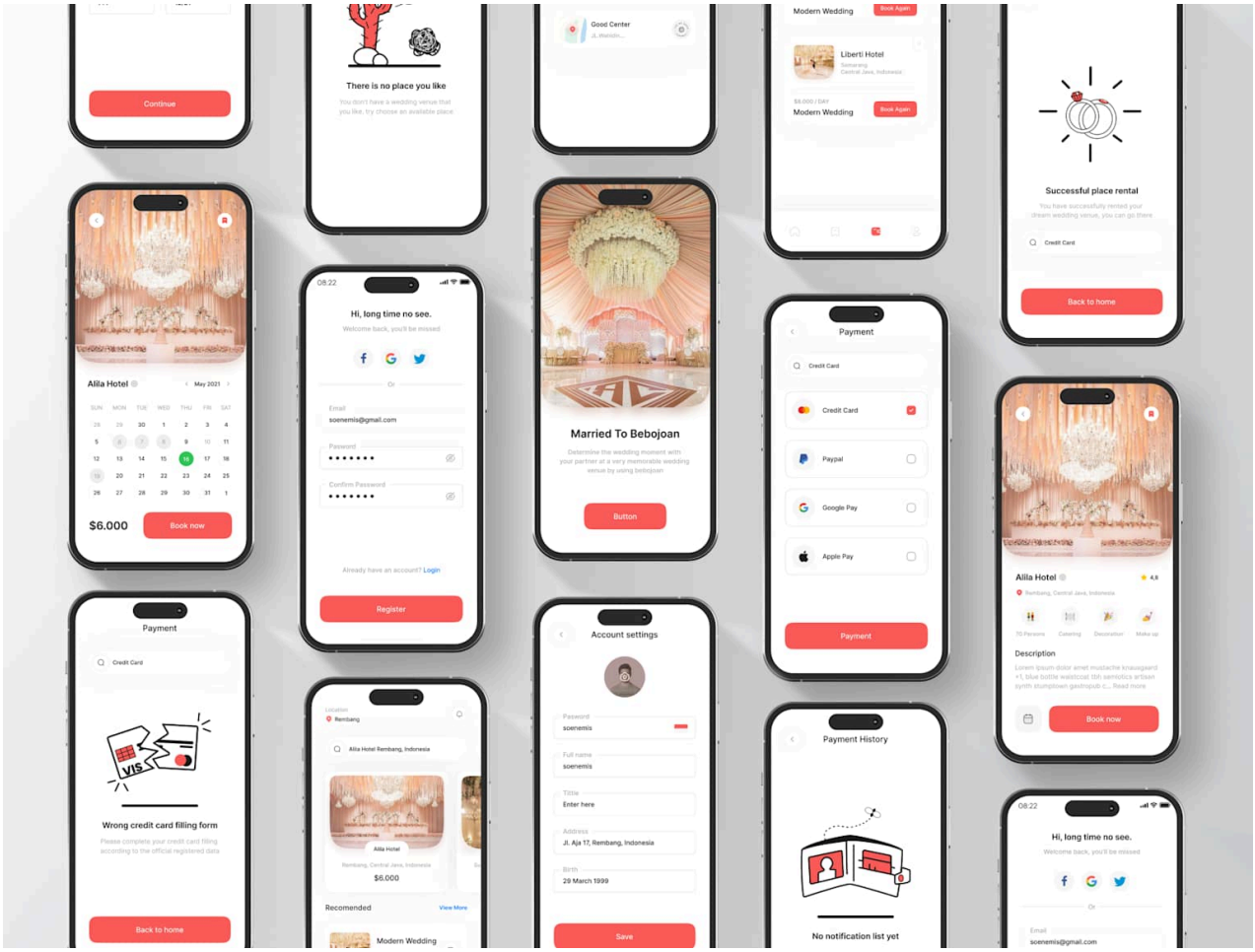
11. Success Metrics

- 90% of tasks auto-generated correctly (manual edits < 10%)
- < 5 s first contentful paint on 3G
- NPS > 60 after 30 days usage
- Vendor booking funnel conversion ≥ 35%

12. Open Issues / Next Steps

1. Payment gateway selection (Stripe vs Razorpay)
2. Multilingual NLP models (EN-IN, Hindi, Tamil)
3. Calendar sync (Google, Outlook)

Appendix – Visual References



Mobile application UI mockups for a wedding planning and venue booking service, illustrating various user journeys and interface elements.

These mock-ups illustrate full journey states (login, calendar, booking, payments) and serve as style inspiration for Claude's UI generation.

End of PRD – ready for front-end implementation.

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