

Kekkonmi

Plan for the wedding you want

Spec Status: **Draft** / Peer Review / Mentor Review / Complete

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Last Updated:

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I want to move forward to build this product with a cross-functional team in the Co.Lab Program

Yes

No

Summary

An all in one product to help couples plan for their weddings and execute the plan by reducing the planning time, expenses and stress.

Problem Background

Who is the customer, and what is the need or problem we're addressing? Why should we address this problem now? What are all of the things we know? How do we know this is a problem?

Weddings are a time of celebration and love, a joyous occasion that we all enjoy, but the planning process is often daunting, overwhelming and hard to navigate. Particularly for newly engaged couples under the age of 30, working with a relatively smaller budget of \$25000 or less. Kekkonmi is a tool for anyone planning their ideal wedding in Japan for the first time and looking to do so efficiently and on a budget.

According to a 2022 (12,000 couples surveyed) research conducted by The Knot Research and Insights team, couples' top challenges while planning for their big day were 47% planning with a budget, and 36% determining guest list. 73% of respondents relied on family/friends to help with the planning or on wedding planning websites.

In America alone there were 2.6M weddings in 2022, average of about 5000 weddings a day, there is a need for a solution that focuses on solving the core issues couples face during wedding planning.

In my own research I found that 47% of couples had a wedding budget of less than

25,000\$, 50% of weddings planned managed to stay within budget but 42% reported feeling stressed during wedding planning. Although budget is important, ensuring guests enjoyed the wedding ranked 1st in their priorities.

The main problem is that there are multiple tools that address different aspects of the wedding planning process, which means couples have to find and utilize multiple different tools. This adds to the complexity of the process, making wedding planning more difficult and time consuming, taking up to 6 months for almost 38% of couples but most importantly difficult to plan and manage the wedding planning process and do so within the budget they set.

Goals

By providing a singular solution that allows for smoother communication and collaboration in preparation and coordination of the wedding planning process with a focus on maximizing whatever budget the couples have. This will reduce stress and ambiguity of the planning process and allow couples to have their dream weddings.

- Couples to manage their wedding budget
- Couples to find venues/vendors for their wedding
- Couples communicate, collaborate with each other, vendors, family and friends with ease.
- Couples to have happy weddings of their dreams regardless of budget
- Reduce time, stress, money spent for weddings
- Couples to enjoy the wedding planning process

User Stories

Put 3-5 user stories here. Keep it high level. As a <type of user>, I want to <goal to be accomplished>, so that <reason for the goal>.

Kana, a 22 year old, unsure about what kind of wedding she can afford on a \$25000 budget wants to review venues/vendors' services and costs, so that she can choose the right ones for her wedding.

Kenta 30 and Mina 23 want a memorable wedding for their guests but are worried about their plans exceeding their means, and want to monitor and track their wedding spending, so that they do not exceed their wedding budget.

Miki, a 27 year old Japanese woman getting married for the first time, unable to hire a wedding planner, and unsure about where to start, wants to receive venue recommendations and their services or products within her budget, so that she can save time and have more inspiration or options to consider.

Newly engaged Japanese couple Nao (29) and Miki (27), overwhelmed by the wedding preparations, want to assign and monitor wedding tasks to family, friends and vendors, so that they can track progress and complete tasks faster.

Sora 24 and Kari 20, are planning a traditional Japanese wedding in less than 3 months. They need a way to efficiently communicate and share details with all their

guests and want to create a wedding website, so that they can share wedding invitations, assign seating and collect monetary wedding gifts.

Proposed Solution

What are you proposing is the solution to the problem being tackled? Keep this to a few sentences, again focusing on the WHAT, not the HOW.

Problem statement :

How can we make it easier for newly engaged couples in Japan to plan for their dream wedding within their target timeline and budget, reducing the planning time, expenses and stress?

There are numerous wedding planning tools that address different parts of the wedding planning. This is both a tedious and ineffective way of preparing for the big day and can lead to unnecessary anxiety, fatigue, overspend and extended planning time. A possible solution will give users the ability to review their preferences and options of venues/vendors and products available to them, benchmark a budget, region and timeline for the planning. They can either pick a combination of services or receive recommendations of all they need for their wedding including venue, wedding dress, photographer etc all within their stipulated budget. They will have the ability to mix and match, add or remove different products or services. According to research I conducted, couples planning their wedding would also like to involve their guests or family in the process, so the solution would allow them to assign tasks, share progress and elicit opinions, or support from family or friends.

This solution overall will allow users access to a singular tool to manage the entire wedding planning process focussing on budget and ensuring smoother communication and collaboration.

Scenarios

What are your key scenarios (based off your user stories)? What is the definition of done (or acceptance criterion) for each of them? Note: This should be finalized as a team.

User 1: As a user, I want to review venues/vendors' services and costs, so that I can choose the right ones for my wedding.

Scenario #1: Choose the right venue/vendors services

Acceptance Criteria:

- *User can type venue name/service/ location in to search bar*
- *User can review search results which will show venue features, services, products and costs*
- *User can see highly rated wedding resources*

User 2: As a user, I want to monitor and track my wedding spending, so that I do not exceed my wedding budget.

Scenario #2: Monitor and track wedding spending

Acceptance Criteria:

- *User can input overall wedding budget*
- *User can select wedding priorities*
- *User can input individual budget for each wedding priority example wedding dress, venue etc*
- *User can compile all wedding costs*
- *User can review and adjust wedding costs*
- *User can make payment for resources*
- *User can set spending threshold and be notified when spending is close to or over budget*
- *User can view their current total spend and remaining budget*
- *User can adjust budget*

User 3: As a user, I want to receive recommendations of services and products within my budget, so that I can save time and have more options to consider.

Scenario #3: Review budget friendly service and product recommendations

Acceptance Criteria:

- *User can complete wedding planning survey*
- *User can receive wedding recommendations based on planning survey*
- *User can select different recommendations*
- *User can edit or adjust recommendation criteria*
- *User can save, share recommendations with collaborators*

User 4: As a user, I want to assign and monitor wedding tasks to family, friends and vendors, so that I can track progress and complete tasks faster.

Scenario #4: Assign and monitor wedding tasks

Acceptance Criteria:

- *User can create list of tasks*
- *User can assign tasks to family, friends and vendors*
- *User can set dates, deadlines, costs for tasks*
- *User can request help from family, friends and vendors*
- *User can update progress for all*
- *User can set reminders for tasks*

User 5: As a user, I want to create a wedding website, so that I can share wedding invitations, assign seating and collect monetary wedding gifts.

Scenario #5: Share wedding details and progress

Acceptance Criteria:

- *User can create wedding website/landing page*

- User can create wedding invitations or Thank you notes
- User can create or add guest list
- User can share information with guests including invitations, updates/details,
- User can assign wedding day seats
- User can set wedding registry
- User can highlight gifts desired
- User can request monetary assistance for wedding
- User can receive monetary wedding gifts

Measuring Success

Co.Lab Success Metrics

What would you consider success to look like by Demo Day for your team? What would be the definition of done for your product by that point? Note: This should be finalized as a team.

Success and meeting expectations would be the completion of User story 1 and 2 by demo day as the two combined serve as foundation for our product. But exceeding expectations would be completion of User story 3 which is a key differentiator of our product.

Product Success Metrics

Consider metrics you'd want to measure to consider the product a success. How would we know if we've solved the problem? What are the things we'd want to measure?

- Net Income generated/ revenue
- Money/payments made via platform
- Number of weekly/monthly users
- Number of downloads
- Number of Weddings planned using product
- Number of vendors
- Net Promoter Score(Likelihood customers are to recommend the product)
- Number of support requests created and response time to them, satisfaction of the response and process.
- Customer lifetime value (average total revenue customer brings to the organization from first purchase to end of their use of the platform.)
- Customer acquisition cost
- Customer retention rate

These metrics will serve as a guide for how well our product is working, how useful it is for weddings planned. Ultimately with the monthly number of weddings of 5000 in the US, the ultimate metric would be customer lifetime value and the number of weddings successfully planned using our service.

Milestones & Timeline

What are the milestones and project stages within Co.Lab? How will you consider your roll-out plan? What about extending beyond?

<i>Timeline</i>	<i>Milestones</i>
<i>Week 1</i>	<i>Design</i> <i>Dev</i>
<i>Week 2</i>	<i>Design</i> <i>Dev</i>
<i>Week 3</i>	<i>Design</i> <i>Dev</i>
<i>Week 4</i>	<i>Design</i> <i>Dev</i>
<i>Week 5</i>	<i>Design</i> <i>Dev</i>
<i>Week 6</i>	<i>Design</i> <i>Dev</i>

Open Questions / Appendix

- *Not sure how to refer to the user. (Wedding planner, engaged couple?, couple planning a wedding? Any ideas or suggestions?*
- *Left Milestones and Timelines empty not sure how to set those without speaking to Dev, or designer.*
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Useful Resources

- [Research Synthesis-Kekkonmi](#)
- [The Knot 2022 Real Weddings Study](#)
- [Study on time to plan wedding](#)
- [UX Research: A system for wedding planning](#)
- [Research on weddings](#)
- [Wedding planning survey](#)
- [Wedding planning survey 2](#)
- [Wedding planning questionnaire](#)

Wedding Planners/ resources:

- <http://hautecouturedesign.wedding/en/#work>
- <https://www.destinationweddingjapan.com/weddings-in-japan>
- <https://www.watabe-wedding.co.jp/company/en/about/>
- <https://www.brides.com/traditional-japanese-wedding-5091632>
- <https://www.nytimes.com/wirecutter/blog/best-wedding-planning-apps/>
- <https://www.brides.com/story/top-apps-and-sites-for-brides>
- <https://www.planningpod.com/wedding-event-planning-software.cfm>
- <https://planning.wedding/>
- <https://www.weddingwire.com/>
- <https://www.wedmegood.com/>
- <https://thebigday.app/>
- <https://www.novarese.co.jp/>
- <https://hana-yume.net/>
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