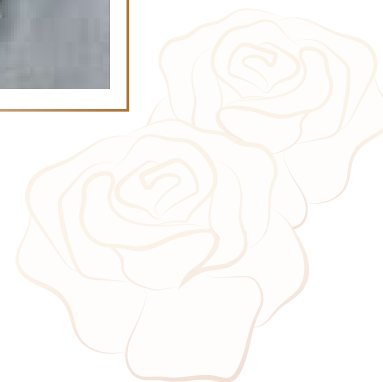




Chris Konen

2024/2/26

Wedding Pro Japan



Crystal Wedding Rebranding

Crystal Wedding - A New Horizon in Wedding Planning:

We're excited to introduce 'Crystal Wedding,' a transformative evolution from 'Wedding Pro Japan.' This rebranding reflects our unwavering commitment to inclusivity, diversity, and celebrating every form of love. 'Crystal Wedding' symbolizes our promise of clarity, elegance, and unforgettable experiences, ensuring every couple's journey is cherished. This name change is a testament to our mission: to welcome all, to celebrate the uniqueness of each relationship, and to set a new standard in the wedding planning industry."

Visualizing User Groups

Diverse Dreams, Unified Destination

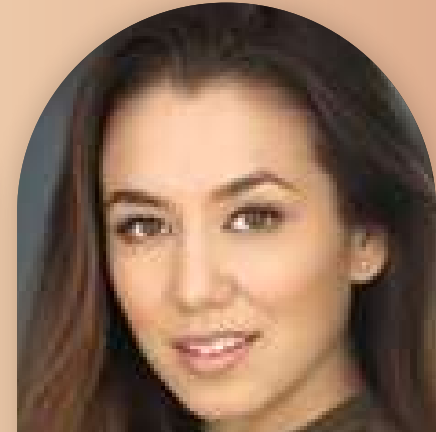
Meet Our Personas



EMILY
DIY Planner



DAVID
Busy Professional



SOFIA
Destination Dreamer

'Crystal Wedding' embraces their varied aspirations—from Emily's desire for a budget-friendly, personalized celebration, through David's need for an efficient, quality-centric planning process, to Sofia's dream of an adventurous destination wedding. Our platform is designed to cater to these diverse needs, ensuring every couple finds their perfect expression of love and celebration.

Use Case Scenarios

Innovative Features for Every Couple:

Explore our tailored use case scenarios that address our users' specific needs:

1. Use Case for Exploring Wedding Venues:

- I am a soon-to-be-married couple looking to explore and compare wedding venues without visiting them in person.
- **Innovative Feature:** Virtual Venue Exploration Tool - A 360-degree virtual tour feature allowing users to explore wedding venues from their homes. This tool includes interactive elements such as clickable hotspots for more details about specific areas of the venue, real-time availability calendars, and the option to book a venue directly or schedule a live virtual walkthrough with a venue coordinator.



Virtual Venue Exploration

Immerse yourself in 360-degree venue tours, simplifying the selection process.

2. Use Case for Wedding Planning Assistance:

- I am a busy professional looking to plan my wedding efficiently with minimal stress.
- **Innovative Feature:** AI Wedding Planner Assistant - An AI-powered chatbot that helps users navigate the planning process by offering personalized vendor recommendations based on the user's style, budget, and location preferences. This assistant can also remind users of upcoming tasks and deadlines and manage a personalized wedding checklist and budget tracker.



AI Wedding Planner Assistant

Experience personalized planning with AI-driven recommendations.

3. Use Case for Vendor Communication and Coordination:

- I am a wedding planner looking to streamline communication and coordination with multiple vendors for upcoming weddings.
- **Innovative Feature:** Integrated Vendor Management Dashboard - A comprehensive dashboard that allows users (couples or wedding planners) to communicate with vendors, schedule appointments, and manage contracts and payments all in one place. This feature supports real-time updates and notifications to ensure smooth coordination between all parties.



Integrated Vendor Management Dashboard

Enjoy seamless coordination with vendors, all in one place.

These scenarios highlight 'Crystal Wedding's' innovative approach, making wedding planning intuitive and enjoyable."

Competitive Analysis

Setting 'Crystal Wedding' Apart:

In a landscape crowded with options, 'Crystal Wedding' carves out its niche by filling the white space left by competitors. Our emphasis on AI for personalized planning, collaborative inspiration boards, and VR venue tours differentiates us. This strategic positioning not only meets the modern couple's needs but also anticipates the future of wedding planning."

C1: Comprehensive Wedding Planning Tools

C2: Inspiration and Idea Organizing Platforms

C3: Niche or Specialty Services

Wedding Pro



The white space in the wedding planning market, based on this analysis, revolves around leveraging technology to enhance personalization, collaboration, and immersive experiences:

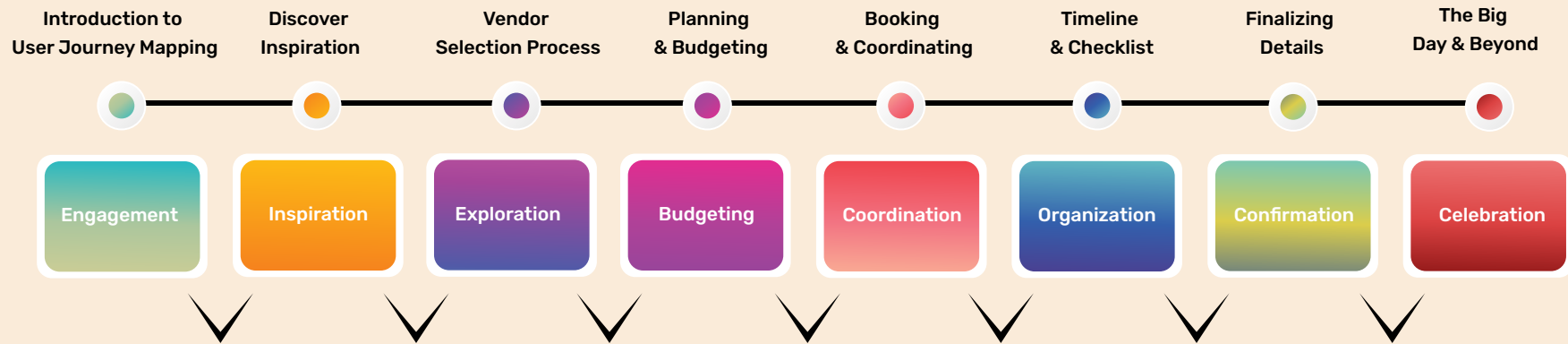
1. Ai Planning Assistant

2. Collaborative Inspiration Boards

3. Virtual Reality Venue Tours

User Journey Mapping

From Inspiration to Celebration:



Reflection On the Journey

Seamless

'Crystal Wedding' meticulously maps the user journey, ensuring a seamless, supportive experience from the first touchpoint to the last. Our journey mapping showcases how we accompany users through every phase—Inspiration, Exploration, Budgeting, Coordination, and Celebration. This user-centric approach underpins the 'Crystal Wedding' experience, reinforcing our commitment to making wedding planning as joyful and stress-free as the celebration itself."

This revised structure places the rebranding initiative at the forefront, setting the stage for a narrative that flows from the introduction of "Crystal Wedding" through the detailed exploration of user groups, innovative use case scenarios, competitive advantages, and comprehensive user journey mapping. Each section builds upon the last, weaving together a compelling story of transformation, innovation, and inclusivity.