

Wedding Planner Wendy

" I want to alleviate the stress of planning a wedding and let the bride and groom enjoy their day and create lasting memories. "

Bio

Wendy is 30 years old and runs her own small business planning and coordinating medium to large events. Weddings make up the bulk of her business year-round. Wendy takes care of the entire planning process for her clients to help them enjoy their day instead of stressing out about whether or not there is enough food or if the decorations were delivered and set up on time.

She works with multiple different vendors for each event and enjoys finding local companies to provide the supplies for the parties. Part of her appeal, especially for brides, is that she creates albums and slideshows using content from the guests at the event by encouraging guests to post on social media using a hashtag for the event so the client does not have to hunt down the personal memories after the event is over.



Needs

- An easy way to invite guests across various different platforms
- One place for all of the planning for an event
- Recommendations for local vendors
- Create and track hashtags across social media
- Post and view all photos from the event in one place

Goals

- Manage multiple events simultaneously
- Connect with guests over various forms of social media and communication methods such as text or email
- Update clients on the plans for the event
- Create a social media presence for the event

Behaviors

- Posts about events on social media
- Sends messages to clients and to guests about event details
- Checks RSVPs to maintain an up-to-date number of attendees
- Writes to-do lists and calendars to keep on top of tasks

Frustrations

- Too many ways to invite attendees and receive RSVPs
- Takes too much time to look up local vendors for each event
- Switching between multiple applications for calendars, lists, RSVPs, etc.
- Too many sources for photos, status updates for "blurbs", opinions on event

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Does the client know what's planned?
Do we have enough food?
Does this venue provide a unique, local experience?
How are they going to get all of the photos together?

Thinks

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Is that ready yet?
How many people have responded?
How do we find the photos and videos?
Can we make a hashtag for that?

Clients struggling to gather all RSVPs
Local vendors being overlooked for events
Clients missing photos posted on social media

Does

Talks to all of the vendors to make sure they have all the supplies
Creates a hashtag to track social media
Manages lists of RSVPs, supplies, vendors, etc.