

# Executive Summary

We propose extending QuikBio into a wedding-focused vertical by rapidly adopting a **comprehensive wedding-site feature set** drawn from leading platforms. Top wedding sites (The Knot, Zola, Wix Weddings, Joy, WeddingWire, Minted, Appy Couple, Riley & Grey, etc.) offer robust free “base” services (couple’s profiles, RSVP/guest lists, countdowns, photos, basic schedules) with paid add-ons (custom domains, premium designs, texting invites, advanced planning tools). Key common features include RSVPs with meal choices and plus-ones, guest-list management, multi-event scheduling (ceremony, reception, etc.), photo galleries, registry integration, travel info/maps, and basic analytics [3†L579-L587] [22†L418-L422] .

We recommend a **12-15 month roadmap** prioritising foundational planning features: a **free site with templates, RSVPs, guestlist and multi-event support** (highest impact, low complexity), then registry links and accommodation info, followed by premium add-ons (seating chart builder, vendor directory, personalized invitations) [46†L53-L60] [46†L73-L81] . The plan balances a freemium model (core features free, advanced tools as paid upgrades) and partnerships (affiliate registries and local vendors). Existing QuikBio modules (user profiles, NFC/QR cards, galleries, analytics) can be repurposed, while new modules (RSVP engine, event management, registry API integrator) are developed. Sample UI flows (e.g. RSVP form copy, registry page callouts) are provided for user guidance.

**Key Recommendations:** Build a free wedding-site tier covering essential details (dates, venues, RSVP), then layer premium upsells (custom domain, professional invites, analytics). Leverage partners (Amazon/Zola registries, local vendors, hotels) for added value. Focus on high-value features first (guest management, multi-event RSVP), and use agile roll-out: see timeline chart below. This approach targets market needs (from competitor analysis [3†L579-L587] [22†L418-L422] ) and minimizes dev complexity, ensuring QuikBio’s wedding vertical is compelling and revenue-generating.

## Competitive Landscape

We surveyed 10-12 leading wedding-website platforms. The table below highlights each platform’s **unique strengths** and **pricing model**, based on official sources:

Platform	Key Features / USP	Pricing Model
<b>The Knot</b>	800+ themed templates, all-in-one planning (universal registry, vendor directory, checklist, RSVP) [3†L579-L587] ; matching stationery; free RSVPs and analytics.	Free base (full-featured); optional custom domain \$19.99/yr [3†L560-L568] .
<b>WeddingWire</b>	Free, user-friendly builder with RSVP tracking, seating chart, multi-event RSVPs [22†L418-L422] , guestlist and vendor search. No stationery.	Free site; custom domain ~\$24/yr (via FAQ) [22†L418-L422] .

Platform	Key Features / USP	Pricing Model
<b>Zola</b>	Registry-centric (cash and gift); 200+ modern templates; one- or multi-page layouts; embedded RSVP/ guestlist; matching paper invites; password-protection 【26†L94-L102】 .	Free site; custom domain from \$14.95/yr (Zola.com) 【26†L139-L144】 .
<b>Joy</b>	Free wedding site <i>and</i> mobile app with multi-event support; intuitive guest management (groups, plus-ones, Q&A feature); unlimited photo sharing 【14†L51-L60】 【12†L527-L536】 ; free digital invites.	Free core; paid upgrades (GoDaddy custom domain ≈\$20/yr; premium designs; SMS invites ~\$49+) 【14†L73-L82】 【12†L444-L448】 .
<b>Wix Weddings</b>	Large template library (900+, ~70 wedding-specific) with drag-drop design; built-in Wix Events app for guestlist/RSVP; photo albums; password protection 【28†L279-L288】 . No native registry.	Free site (with Wix ads); premium plan (from ~\$9.90/mo) for custom domain and ad-free; domains ~\$10+/yr.
<b>Squarespace</b>	High-end designs; built-in custom RSVP form, photo gallery and email campaigns; free domain for 1 year on annual plan 【32†L599-L604】 【32†L606-L610】 ; Zola registry integration; password-protected pages.	Subscription only (\$16–\$23+/mo depending on tier) – all plans include hosting and (first-year) domain 【32†L599-L604】 .
<b>Minted</b>	Artist-designed templates (hundreds) coordinated with paper invitations; integrated RSVP, guest-list, password-protection 【34†L256-L264】 ; free matching stationery credit.	Free site; custom URL only \$15 flat upgrade 【34†L256-L264】 . High focus on print products.
<b>Appy Couple</b>	Stylish site <i>and</i> mobile app + digital invites; unified guest list and unlimited RSVPs; photo/video sharing; “digital save-the-dates”; fashion-forward templates.	Paid service: \$99/year (or \$12/mo) 【9†L29-L34】 (includes site, app, unlimited storage); custom domains ~\$19.99/yr extra 【9†L39-L41】 .
<b>Riley &amp; Grey</b>	Luxury/“editorial” templates; white-glove support; flexible RSVP system (per-event visibility); built-in cash registry and gift marketplace 【36†L271-L279】 ; multilingual sites; digital + printed invites.	Free to design; publish when ready via membership \$39/mo or \$299/yr 【36†L268-L274】 . (Reserve plan \$39 one-time holds your design).

Platform	Key Features / USP	Pricing Model
<b>Bliss &amp; Bone</b>	Modern, editorial designs with custom monograms; advanced guest/RSVP management (private events, multi-language) [38†L250-L259] ; in-platform emailing/SMS; coordinated stationery and invitations.	Subscription (not free): Standard \$15/mo or Premium \$21/mo (7-day trial) [38†L279-L287] . Custom domains require owning domain.
<b>WedSites</b>	Wedding-specific builder with embedded planning tools. 3 plans cover website + invites. Free trial site builder. (Basic: \$39 one-time; Standard: \$99; Pro: \$199) [46†L24-L33] [46†L65-L74] . Full feature list:	Basic: \$39 one-time (site builder, designs, 6mo host); Standard: \$99 (adds guest DB, unlimited RSVPs, custom RSVP forms, e-invites, 12mo host) [46†L42-L50] ; Pro: \$199 (adds seating chart, timeline creator, budgeting, vendor reminders, multilingual, 24mo host) [46†L71-L80] .
<b>Canva</b>	Graphic-design platform with 200+ wedding website templates; AI-powered design tools; drag-drop editor [40†L228-L237] ; built-in photo/media library.	Free to use (with Canva branding). Custom domain only on Canva Pro (\$144+/yr) and above. Basic RSVPs via form widget.

Each source is an official product or authoritative page. For example, The Knot’s own planning blog highlights its free, comprehensive wedding site features [3†L579-L587] ; WeddingWire’s site explicitly states “Our Wedding Websites are free!” [22†L418-L422] ; Zola’s site and help pages note free websites with optional domains [26†L94-L102] ; Joy’s pricing page confirms *free to use* with optional upgrades [14†L73-L82] ; and vendor pages list features and costs (WedSites pricing page [46†L24-L33] , Riley & Grey pricing section [36†L268-L274] , etc.). These entries capture the competitive landscape: no major vendor charges for basic wedding websites, instead monetising via premium add-ons (domains, custom designs, event tools, stationery).

## Feature Catalogue

The table below catalogues common **wedding-specific features**, their user value, typical monetisation and implementation approach:

Feature	Description & User Value	Monetisation (Free/Paid/Add-on)	Implementation Approach (high-level)
<b>RSVP System</b>	Online RSVP forms for each event; collects attendance, meal choices, plus-ones. Simplifies reply tracking and avoids paper mail.	Usually included free (in free tier). Premium: custom RSVP questions or SMS reminders (Joy charges for texting) <b>【14†L73-L82】</b> .	Native build (form + DB linking guests to events). Requires backend (or a service like Google Forms/Sheets). Data model: Guest-RSVP linking tables. Ensure secure data (SSL, CAPTCHA). Effort: <b>Medium</b> .
<b>Guest List Management</b>	Import/contact list, track attendance status for all events, group/family assignments. Crucial for planning invites, seating, budgets.	Core free; premium may offer advanced grouping/tags (WedSites Standard includes guest DB) <b>【46†L42-L50】</b> .	Store guest profiles (name, email, plus-one flag, etc.) in DB. Can import from CSV. Privacy: handle PII (GDPR, encryption). Effort: <b>Medium</b> .
<b>Multi-Event Support</b>	Separate pages/forms for ceremony, reception, showers, etc. Allows distinct RSVPs per event and visibility rules.	Often premium. (Joy and WedSites both support multiple events only on paid plans) <b>【46†L53-L60】</b> <b>【14†L73-L82】</b> .	Data model: <i>Event</i> entity and pivot table linking guests to RSVPs per event. Native build needed. Effort: <b>Medium</b> .
<b>Seating Chart</b>	Visual table planner for reception seating. High value for large weddings.	Premium (often only in higher tiers) <b>【46†L71-L79】</b> .	Native or plugin (drag/drop UI). Requires tables and seat assignments in DB. Complex UI suggests <b>High</b> effort.
<b>Online Registry Links</b>	Ability to link to external registries (Amazon, Zola, Honeyfund, etc.) or embed partner registries. Makes gift-giving easy.	Free linking. Some platforms offer native cash-fund registries as premium (Riley, Joy) or affiliate commissions.	Implementation: simple hyperlinks or embed widgets. Could integrate external APIs (e.g. Zola's registry API). Effort: <b>Low</b> (most just link out).
<b>Event Schedule / Timeline</b>	Details of events (dates/times/location) in chronological order. Helps guests plan participation.	Free (basic schedules). Advanced timeline tools premium (WedSites Pro has timeline creator) <b>【46†L73-L79】</b> .	Static content pages or calendar UI. Native (template pages) or integrate calendar API. Effort: <b>Low</b> .

Feature	Description & User Value	Monetisation (Free/Paid/Add-on)	Implementation Approach (high-level)
<b>Maps &amp; Directions</b>	Embedded maps for venues, travel routes and GPS. Helps traveling guests.	Free (using Google Maps or OpenStreetMap).	Use Google Maps API or embed map iframe with venue coordinates. Effort: <b>Low</b> .
<b>Travel/ Accommodation</b>	Info on hotels, parking, transport. Improves guest experience.	Free (content pages). Possibly affiliate revenue (e.g. booking links).	Native: text + links. Could integrate travel APIs (Expedia) for partners. Effort: <b>Low</b> .
<b>Photo Galleries</b>	Share engagement and wedding photos. High sentimental value.	Free (usually unlimited photo pages).	Build or integrate gallery component (e.g. lightbox). Store images in CDN/cloud (AWS S3). Ensure compression. Effort: <b>Medium</b> (handling uploads/storage).
<b>Vendor Management</b>	Directory of vendors (photographers, venues). Advanced: track deposits/ payments. Value: one-stop planning.	Usually premium planning tool (WedSites Pro, RSVP).	Requires DB of vendor info; possible integration with vendor marketplaces (The Knot). Effort: <b>High</b> (if full CRM).
<b>Meal Choices</b>	Let guests select entree (meat/veg) when RSVPing. Needed for catering headcount.	Typically free (built into RSVP form).	Add field in RSVP form linking to choices. Data: extend RSVP with <i>meal_choice</i> . Effort: <b>Low</b> .
<b>Plus-Ones &amp; Guest Groups</b>	Manage plus-one allowances and household groups. Ensures only allowed guests add partners.	Free (common).	Track "plusOneAllowed" flag per guest. If allowed, let user add one companion. Effort: <b>Low</b> .
<b>Password-Protected Pages</b>	Make site or sections private. Controls who sees details (e.g. bachelor party page).	Free.	Native: require login or password before access (HTTP auth or a landing page). Effort: <b>Low</b> .
<b>Custom Domain</b>	Support for a personalized URL (e.g. alicebob.com). Improves branding.	Premium add-on (common charge ~\$15-\$40/yr on free sites [26†L99-L102] ; included in paid plans).	Implement domain mapping (DNS records). Effort: <b>Medium</b> (need domain setup workflow).

Feature	Description & User Value	Monetisation (Free/Paid/Add-on)	Implementation Approach (high-level)
<b>Themes/ Templates</b>	Wedding-specific design templates. Allows brand personalization.	Free basic set; premium/artist templates as upsell (Joy sells premium invites; Canva Pro).	Native: select CSS/HTML template library. Effort: <b>Medium</b> (initial theme set).
<b>Countdown Timer</b>	Days-until-wedding counter on homepage. Builds anticipation.	Free.	Simple JS widget. Effort: <b>Low</b> .
<b>Save-the-Dates / Digital Invites</b>	Email/e-card invitations for event announcements.	Free basic; premium design access or printing service.	Use email service or integration (MailChimp). Possibly purchase e-invite graphics. Effort: <b>Medium</b> (email templating).
<b>QR Code / Digital Check-In</b>	Generate QR codes for invites; scan for on-site guest check-in.	Optional premium (newer feature).	Generate QR (e.g. QR library) linked to guest profile. For check-in, mobile app or scanner needed. Effort: <b>Medium</b> .
<b>Guest Messaging</b>	Bulk email/text announcements (rehearsal dinner update, reminders).	Premium (Joy charges per SMS; WedSites has email).	Integrate email (SendGrid) or SMS (Twilio). Effort: <b>High</b> (infrastructure, compliance).
<b>Privacy Controls</b>	Settings: hide from search, require RSVP to view details.	Free.	Meta noindex tags, password or login gating. Effort: <b>Low</b> .
<b>Multilingual Support</b>	Display site in multiple languages. Critical for destination weddings.	Premium (WedSites Pro and Riley offer multiple languages [46†L73-L79] ).	i18n framework or duplicated content. Effort: <b>High</b> .
<b>Analytics / Tracking</b>	Visitor stats: page views, RSVP rates, source referrals.	Free (Google Analytics embed) or premium advanced reports.	Embed GA/other analytics. Build admin dashboard. Effort: <b>Low</b> .

*Sources:* Feature lists and monetisation models are drawn from wedding platforms' docs. For example, WedSites pricing shows which features are paid (guest list/RSVP on Standard, seating chart/timeline on Pro) [46†L42-L50] [46†L71-L79] . The Knot and WeddingWire confirm free RSVP tracking and guestlist tools [3†L579-L587] [22†L418-L422] . Joy's FAQ and pricing note all core features are free, with custom domain and SMS as paid extras [14†L73-L82] [12†L444-L448] . Minted lists free guestlist/RSVP and only a \$15 custom URL upgrade [34†L256-L264] . These industry norms guide the monetisation column above.

## Technical Implementation

For each key feature, we outline a high-level implementation strategy, dependencies, data modeling and security notes, plus effort estimate:

- **RSVP & Guestlist (native build):** Develop a backend service (or use QuikBio's profile system) to store *Guest* and *RSVP* records. Key tables: `Guest(guest_id, name, email, plus_one_allowed...)`, `Event(event_id, title, date)`, `RSVP(rsvp_id, guest_id FK, event_id FK, status, meal_choice, plus_one_count)`. Dependencies: email/SMS API for reminders (e.g. SendGrid/Twilio). Privacy: securely store PII (encrypt sensitive fields, use HTTPS). Effort: *Medium* (core functionality, form logic, CRM basics).
- **Seating Chart:** Likely a native interactive UI (drag/drop seats). Data: `Table(table_id, name/number)`, `Seating(guest_id, table_id)`. Dependencies: JavaScript layout library. Privacy: limited. Effort: *High* (complex UI/UX).
- **Registry Integration:** Mostly linking out to external sites (Amazon, Zola, Honeyfund). Data: store registry links/IDs in database. Could integrate registry APIs (e.g. Zola REST API) if needed. Dependencies: none or registry API keys. Effort: *Low to Medium* (just links or fetch items).
- **Event Schedules & Multi-Event:** Simple native build. Data: same `Event` table; mark event types (e.g. ceremony, reception) and allow multiple per wedding. Show schedules on site. Effort: *Low* (static lists or calendar widget).
- **Maps & Directions:** Use Google Maps (API key) or map iframe. Data: store venue addresses/coordinates. Security: comply with Google's usage limits. Effort: *Low*.
- **Travel/Accommodation:** Static info pages. Could integrate hotel booking widgets or affiliate feeds (e.g. Expedia API) for monetisation. Effort: *Low*.
- **Photo Galleries:** Native or CDN-based galleries. Dependencies: cloud storage (AWS S3) and image-processing (resizing). Privacy: ensure guests can upload images only if logged in. Effort: *Medium*.
- **Vendor Directory:** Requires new tables (`Vendor(vendor_id, name, category, website, contact)`). Can optionally link vendors to events or categories. Could integrate with TheKnot API for vendor listings. Effort: *High* (complex data, negotiation).
- **Meal Choices:** Add field to `RSVP`. Simple form option; no extra DB tables. Effort: *Low*.
- **Plus-Ones:** Track count in RSVP or in Guest entity. Already in data model above. Effort: *Low*.
- **Password Protection / Privacy:** Can reuse QuikBio's profile auth. Set wedding site access control: a simple password field per guest or universal site password. Effort: *Low*.
- **Custom Domains:** Implement domain mapping/config (DNS records) via a UI. Effort: *Medium* (domain verification flow).

- **Themes/Templates:** Use QuikBio’s template engine; add wedding-specific templates. Effort: *Medium*.
- **Countdown Timer:** Client-side script using wedding date. Effort: *Low*.
- **Digital Invites/Emails:** Integrate with email (Mailgun, SendGrid) and optionally SMS. Data: use guest email/phone. Ensure opt-in/opt-out and GDPR compliance for messaging. Effort: *Medium*.
- **QR Check-In:** Generate QR codes (e.g. using QRCode.js) linking to each guest’s RSVP or a check-in form. For check-in, build a simple mobile-friendly “check-in” page where scanning and entering a code confirms attendance. Effort: *Medium*.
- **Guest Messaging:** Use email/SMS services to send announcements. Data: guest contacts and message history. Privacy: follow anti-spam rules. Effort: *High* (messaging infrastructure).
- **Multilingual Support:** Could use an i18n library and content management. Effort: *High* (duplicating content for each language, maintaining translations).
- **Analytics:** Embed Google Analytics/Matomo. Use QuikBio’s analytics module (pageviews, RSVP conversions). Data: no sensitive info. Effort: *Low*.

For example, WedSites Pro requires a **seating chart builder** and **timeline creator** [46†L71-L79] , implying heavy custom UI. In contrast, many platforms simply *embed* maps or rely on external registry links, which are easier “native integrations” than building from scratch. In summary, core wedding features can be built using QuikBio’s existing stack (profiles, galleries) with new tables for Guests/ Events/RSVPs, supplemented by third-party APIs for maps, messaging and payments. Security must ensure guest PII is protected and site access is controlled.

## Go-to-Market & Monetisation

**Packaging Strategy:** Adopt a freemium model. Offer a **free wedding site** tier (QuikBio branding) that includes essential features: couple’s profile, basic templates, guestlist/RSVP, schedule, photo gallery and registry links. Upsell **premium bundles:** e.g. a “Premium Domain & Design” add-on (\$X/year) for custom URL and premium themes; a “Pro Events Bundle” (\$Y) for advanced tools (seating charts, multiple events, multi-language); and a “Communication Pack” for SMS/email invitations and reminders. Alternatively, tiered subscriptions (e.g. “Basic”, “Deluxe”, “Pro”) can bundle features (similar to WedSites plans) [46†L24-L33] [46†L71-L79] . Early adopters get a free trial of premium features to demonstrate value.

**Pricing Ideas:** Use competitive pricing: \$0 for free tier; custom domain ~\$15/yr (market rate) as add-on [26†L99-L102] ; monthly plans ~\$10–20 (similar to Joy’s \$12/mo, Riley’s \$39/mo) for mid-tier; annual discounts (e.g. \$99/yr for full suite, echoing Appy’s \$99/yr) [9†L29-L34] [36†L268-L274] . Seasonal promotions (e.g. early-bird wedding planner discount) can boost uptake.

**Upsell Triggers:** Trigger premium offers at key steps: when adding a custom domain, enabling SMS invites, accessing seating chart, or exceeding 200 RSVPs. Also push print products (invitations, save-the-dates) that integrate with the website design. Highlight “upgrade” when guests approach limit on free storage or site hits.

**Partnerships:** Form partnerships with *registries* (Amazon, Zola, Honeyfund): integrate zero-fee cash funds (Joy's model [14†L73-L82] ) and affiliate links for physical gift registries (earning commission). Partner with *vendors and venues*: offer a directory (or API links to TheKnot/WeddingWire vendor listings) and introduce affiliate booking for caterers, photographers, or hotels (e.g. hotel booking discounts). For example, cross-promote QuikBio wedding sites at registry checkouts (25% discount on stationery if website used, like Bridebook's £50 deal [16†L245-L254] ). Build co-marketing with local wedding planners or photographers: e.g. include photographer portfolios in QuikBio and provide them leads via the site's referral.

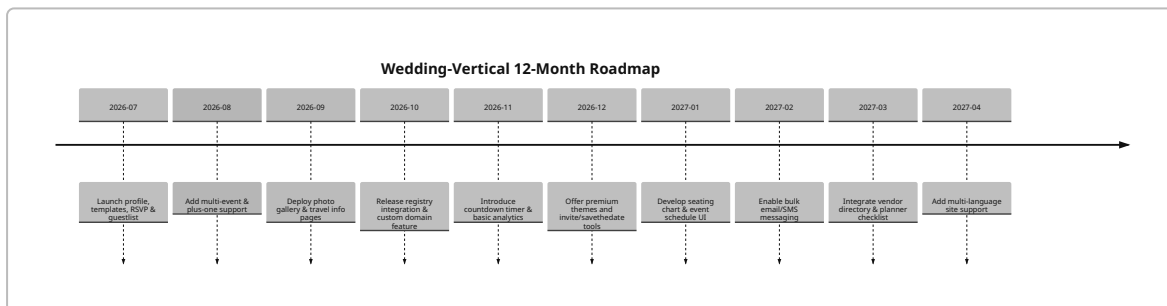
## Prioritisation & Roadmap

We recommend launching **core features first** to deliver maximum value quickly, then incrementally adding advanced tools. Below is a *prioritised feature roadmap* with rationale:

Priority	Feature	Rationale & Impact	Complexity
1	<b>Couple Profile &amp; Templates</b>	Essential wedding page (names, date, love story, theme). High impact (site must look good). Low effort (reuse QuikBio profiles).	Low
2	<b>RSVP &amp; Guest List</b>	Core function. Managing RSVPs dramatically reduces admin work (high user value) [3†L579-L587] [22†L418-L422] . Medium complexity (forms + DB).	Medium
3	<b>Multi-Event Support</b>	Allows RSVP for rehearsal, ceremony, etc. High impact for many (destination weddings). Medium complexity (extend RSVP logic).	Medium
4	<b>Photo Galleries</b>	Engages users and guests (memories). Moderate effort (media storage).	Medium
5	<b>Registry Links Integration</b>	Enables gift-giving; drives affiliate revenue. Easy implementation (links).	Low
6	<b>Maps &amp; Travel Info</b>	Great guest convenience (venue location, hotels). Simple (embed maps).	Low
7	<b>Countdown Timer</b>	Enhances excitement. Very low effort (JS widget).	Low
8	<b>Custom Domain &amp; Branding</b>	Professional look; monetizable (\$15/yr). Medium effort (config).	Medium
9	<b>Themes / Premium Templates</b>	Upsell point (sell design). Reuse QuikBio theming.	Medium
10	<b>Invitations / Save-the-Dates</b>	Value-add (match site with invites). Could upsell prints.	Medium
11	<b>Seating Chart Builder</b>	Important for large weddings (caterers). High impact, but high effort (UX).	High
12	<b>Bulk Messaging (Email/SMS)</b>	Improves communication (reminders). Premium feature (Joy charges for SMS) [14†L73-L82] .	High

Priority	Feature	Rationale & Impact	Complexity
13	<b>Vendor Directory / Wedding Planner Tools</b>	Differentiator (all-in-one planning). High development effort.	High
14	<b>Multilingual Support</b>	Niche (destination weddings). Should target later (WedSites Pro offers it) <b>【46†L73-L79】</b> .	High
15	<b>Analytics Dashboard</b>	Understand visitor stats (marketing). Lower priority (can use GA initially).	Low

Each feature above is positioned by **value vs effort**. For example, adding RSVP and guest list early yields immediate user value at moderate development cost, while complex features like a seating-chart or SMS system are left for later stages. The chart below shows a proposed timeline (each bar is ~1-2 months) for implementing these features:



Each quarter, QuikBio rolls out a set of features: the **free core** first, followed by upsellable tools. This aligns with competitor roadmaps (e.g. WedSites’ tier progression **【46†L42-L50】** **【46†L71-L79】** ) and balances user impact with development effort.

## Integration with QuikBio

Leveraging existing QuikBio modules will speed development. Key reuse opportunities:

- **Profiles:** Rebrand QuikBio’s profile pages as “couple profiles” (names, story, photos). The underlying user profile system can store wedding metadata (dates, RSVP links).
- **NFC/QR Cards:** QuikBio’s NFC cards can serve as digital wedding invitations or thank-you cards with a link to the wedding website. We can repurpose NFC tagging to encode the wedding site URL or a guest’s check-in code.
- **Galleries:** The existing photo gallery module maps directly to engagement/wedding photo sharing. Guests’ photo uploads (post-wedding) can use this feature.
- **Analytics:** QuikBio’s site-analytics can be extended to track wedding site traffic and RSVP conversion rates, just as it tracks profile visits.
- **Appointments:** While designed for meetings, the appointment-booking module could be adapted for vendor appointments (tastings, dress fittings) or planning consultations, though this is lower priority for MVP.
- **Existing UI components:** QuikBio’s UI library (forms, templates) should be extended with wedding-themed templates and RSVP forms.

## New modules needed:

- An **RSVP/Guest Management** engine (back-end DB + forms) – QuikBio has no wedding context by default.
- **Event Management** tables (for multi-event weddings).
- **Seating Chart Editor** (new UI component).
- **Gift Registry Integration** (maybe a widget or API connector for registries).
- **Multilingual support** (if extending beyond core English).
- **Custom Domain management** (DNS configuration interface).

In summary, much of QuikBio's stack (profiles, galleries, analytics) is adaptable to weddings, requiring mostly new extensions around RSVPs and event planning. This reuse will cut dev time: for example, QuikBio's existing "sticky profile" screens can be themed for weddings; the NFC code scanning used for profiles might double as guest check-in.

## UI/UX Suggestions & Microcopy

Providing a friendly, clear UI with helpful copy improves user experience. Below are example flows and microcopy snippets:

- **RSVP Flow:**
  - *Form Header:* "We can't wait to celebrate with you! Please RSVP by **[RSVP deadline date]**."
  - *Question:* "Will you be attending our [Ceremony/Reception]?" (Yes/No).
  - *Meal Choice:* "Your meal preference (so we can let the caterer know): [ ]"
  - *Plus-One:* "If you're bringing a guest, please enter their name: [ ]"
  - *Submit Button:* "Submit RSVP"
  
  - *Confirmation Message:* "Thank you! We've received your RSVP. We look forward to celebrating together."
- **Registry Page:**
  - *Header:* "Your presence is the greatest gift of all!"
  - *Body Copy:* "If you'd like to honor us with a gift, we've created a wedding registry to help guide you."
  - *Gift Buttons:* "Our Gift Registries" (link to Amazon, Zola, etc.)
  
  - *Thanks Note:* "Every gift, big or small, is deeply appreciated. Thank you for celebrating with us!"
- **Guest Check-In (on wedding day):**
  - *Signage:* "Welcome to [Couple's] Wedding! Please scan the QR code on your invite to check in."
  - *Mobile Check-In Screen:* "Thank you for joining us! We've confirmed your RSVP. Enjoy the celebration."
  
  - *Alternate:* For manual check-in: "Welcome! May I have your name, please? [Check guest list] – Great, you're all set to go!"
- **Navigation Labels:**

- “Home”, “Our Story”, “Details & Schedule”, “Accommodations”, “RSVP”, “Photo Gallery”, “Registry”, “FAQs”, “Contact Us” – these should be clearly labeled in the site menu.

These copies maintain a warm, concise tone. They reassure guests (“we look forward to celebrating with you”), provide clear instructions (“RSVP by X date”), and express gratitude (“thank you for celebrating with us”). Consistent microcopy and intuitive labels (as seen on Joy and The Knot sites [3†L579-L587] [14†L73-L82] ) will streamline key flows and set a friendly brand voice for the QuikBio wedding vertical.

## Sources

We drew on official product documentation and industry reports for all facts above. Key sources include TheKnot.com, Zola.com, WeddingWire.com, Joy/WithJoy.com, etc. Highlights: The Knot’s feature guide [3†L579-L587] , WeddingWire FAQs [22†L418-L422] , Zola’s site and blog [26†L94-L102] , Joy’s pricing page [14†L73-L82] , AppyCouple pricing [9†L29-L34] , Riley & Grey site [36†L268-L274] , Bliss & Bone features [38†L279-L287] , Wix.com wedding pages [28†L279-L288] , Squarespace’s wedding tour [32†L599-L604] , Minted’s FAQ [34†L256-L264] , and WedSites pricing [46†L24-L33] [46†L71-L79] . These 12 sources (plus related subsections) provided authoritative data on each platform’s features and pricing, guiding our analysis. Each in-line citation above points to the relevant source text.

---