

# WedKit Bride and Groom Interviews

- 1. What is your name?**
- 2. Did you/are you planning your wedding yourself or did you hire a wedding planner?**
- 3. How did you split the planning of your wedding with your partner?**
- 4. Did you travel to south Asia to purchase items for your wedding?**
- 5. When planning your wedding/engagement or other event what do you use to search for vendors/ suppliers?**
- 6. On a scale of 1-10 how easy is it to use current apps to find vendors/suppliers that suit your needs?**
- 7. Do you feel more inclined to use vendors/suppliers recommended by your family and friends?**
- 8. What were some of the key problems you faced during the planning process of your wedding?**
- 9. Did you use digital apps or services to schedule, budget, invite guests or share photos?**
- 10. When planning your wedding are there any digital services you wish existed that could make the planning process easier?**
- 11. Do you wish there was a single platform/app that allowed you to search through many vendors/suppliers and find the right one easily? Such as airbnb, trivago or expedia, but catered to south asian weddings?**
- 12. Have you used sites such as WeddingWire, The Knot, Bridebook?**
- 13. Do you prefer cash payment or card payment when paying for wedding services?**

**14. Do you enjoy reading blogs and articles about weddings - such as Pinterest, dress styles, tips for bridesmaids' dresses, theme ideas, etc?**

**15. What is the most important thing when choosing a wedding vendor or supplier for your wedding? Order 1 - 4**

- Brand image online (Professional website, active social media, many images and video galleries) -
- Reputation (positive/honest user feedback, google reviews, testimonials, photo or video proof) -
- Communication (not being left in the dark, regular contact, updates) -
- Easy payment methods (secure payment, money back guarantee) -

**16. What do you feel is the most important thing during the planning process of a South Asian Wedding?**

**Please mention any additional notes or comments.**