BRIDEBOOK

DIGITAL BITES

Less admin, *more imagination*

aka, how I vibecoded myself more time to do the fun stuff

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01 · THE PROBLEM

Admin is boring

All my time was getting eaten up in approving things and checking up on processes

Checking

Is it on tone? Is it on brand? Every piece of copy, every time.

Chasing

Budgets, invoices and freelancers, tracked across markets.

Reporting

Pulling insight together by hand, or waiting for someone else to.

That’s exactly where I'll let AI in

OUR PRINCIPLE

We automate the checking, not the *creating.*

AI does the boring stuff, we do the fun stuff.



02 · HOW WE BUILD

Vibecoding: from *annoyance* to tool

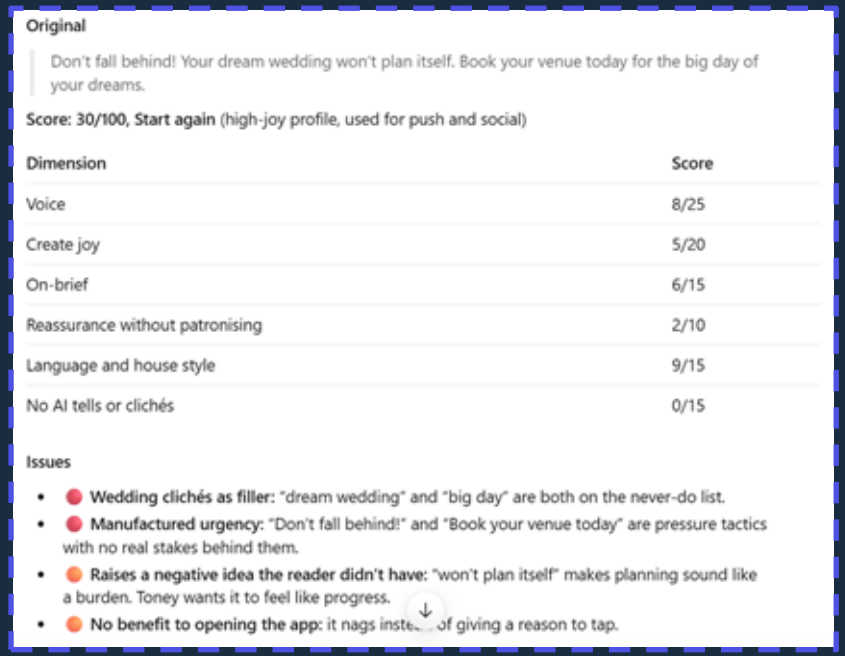
01 **Spot the friction**
A task that's repetitive, slow or waiting on someone else.

02 **Describe it in plain English**
Brief the AI like you'd brief a colleague. No code required.

03 **Build, test, tweak**
Get a rough version working, then improve it with real use.

04 **Share it with the team**
If it helps one person, it can help everyone.





03 · TOOL ONE

Toney

Our tone of voice, on tap

- Scores copy against our tone of voice rubric
- Hard-fails banned phrases like “dream wedding” and “big day”
- Rewrites in our “brilliant friend” voice, for anyone

A person still signs off every word

04 · TOOL TWO

Review *dashboard*

What couples and suppliers are telling us, without reading every review by hand.

Our lead AI Champions pilot

Every review, one place

App Store, Google Play and Google reviews together.

Sentiment at a glance

See how people feel, and when that shifts.

Themes that repeat

Common themes surfaced for product, brand and content.

B2B and B2C split

Filter by couples or suppliers in one click.

05 · WHAT'S NEXT

The pipeline: more admin to *retire*

Bulk image tool	Content	Compress, rename and alt-text in one go
Social reporting dashboard	Social	Reporting without external tools
Budget & invoice tracker	Ops	Budgets and freelancers across markets
Competitor change alerts	Insight	Hear about changes as they happen
Freelancer copy review	Brand	Toney checks copy, scores it and suggests changes
Insights data bank	Insight	Surveys, research and key stats, self-serve

06 · TAKE IT AWAY

Three ways to *start*

You don’t need to be a developer. You just need to be annoyed at something.

Pick one annoying task

Start with something repetitive that you already dislike doing.

Keep a human in the loop

AI checks and drafts. People decide and sign off.

Share what you build

A tool the whole team uses beats a clever trick on your laptop.

Less admin, more imagination

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Thanks