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http://www.washu.club

S0 - Review of Related Products and Projects

Similar services

Cherry

http://techcrunch.com/2013/01/13/iterations-lessons-we-can-draw-from-cherry/

Cherry was a Bay Area company that offered a similar car wash service. It was founded in 2011 but eventually ceased operations at the end of 2012. Though seemingly successful in having washed thousands of cars in its short lifespan, we can consider some of its shortcomings that contributed to its failure. Cherry had poor transaction volume by only offering basic carwashes which customers do not require at high frequency.

GreenSteaM

http://www.greensteamgcc.com/

GreenSteaM is a car wash application that offers services in Dubai. It cleans vehicles by using steam and uses environmentally friendly, all natural cleaners. This cleaning method uses less water than a normal car wash and ensures removal of mites, parasites, and all other allergens. GreenSteaM takes payment by cash or credit and offers three service options, including a membership program. GreenSteaM has different pricing according to size of vehicle (sedan or SUV).

Wype

https://wype.com/

Wype is based in Santa Monica. This competitor differentiates itself by not using any water for cleaning; the company instead uses eco-friendly lubricants, surfactants, and ph builders. Wype offers many cleaning services, including a standard exterior and interior clean, a clean with hand wax, leather cleaning, and air freshening. Wype's mission words are Convenience, Conservation and Charity. Wype's charitable mission includes donating 1 gallon of water to charity for every car washed. It is a new company with a beta launched in spring 2015 with plans to expand based on demand.

Spiffy

http://getspiffy.com/

Spiffy is another car wash service that is based in Durham, North Carolina. It offers the most service options of our competitors, having 5 in total. The services are for an exterior wash, an exterior and interior wash, the former plus wax, the former plus interior reconditioning, and a complete exterior and interior reconditioning. All services are done by hand, and have sedan or non-sedan pricing. Spiffy uses professional grade cleaning solutions. Spiffy is set apart by also including a technician app for its employees. Payment is done through the consumer application.

Squeegy

https://www.squeegyapp.com/

Squeegy is our geographically closest competitor, being based in and offering its services in Los Angeles. It is also company that uses a waterless wash, and instead uses high quality eco-friendly and biodegradable wash and wax solutions. Their app offers status updates on the wash, and a photo of the newly washed vehicle is sent to the customer. After the service, the customer can leave a rating of their wash.

Advantages over similar services

While there are already products on the market that attempt to solve similar problems to Washu, we intend to differentiate Washu from the competition in several ways. No similar services currently exist in Canada, so Washu will be the first such service in the Country. As a result, Washu will have a significant advantage as the first such product on the market. In addition, Washu will be the first service to wash the customer's car while the customer shops at a mall. Washu workers will be able to position themselves around targeted malls, allowing them to reach customers' cars faster than the competition, resulting in a more efficient service from the customer's point of view. Furthermore, the other similar service that offers mobile payment - GreenSteaM - operates exclusively in Dubai, UAE. As such, Washu will be the first car washing service in North America to offer mobile payment processing. Mobile payment processing avoids the possible social requirement for tipping, which is an activity that most customers may not enjoy. Washu will have several features that will give the product a competitive advantage.

Required technologies

We have decided to create a native mobile app, and for our platform we have chosen Google's Android. We plan to optimize the user experience and the Washu developers feel the app will operate more quickly because it is designed specifically for that platform. For the development of the Washu app, we have decided to make use of the Android Software Development Kit (SDK) and the Android Studio as our IDE. The Washu team would adhere strictly to the Android design guidelines, this way our app will not only work well but it will also look good. Due to the amount of features that we plan to include in the Washu app, there would be a lot of files to manage and we would need a way to keep track of all changes made during the development process. GitHub is one of the most commonly used protocols to manage new versions or changes made to existing software. It's flexible enough to allow us manage different branches of our as well as pull from older versions if something goes wrong. The last part is the main reason why we have decided to use GitHub. It can also be directly integrated into Android Studio (our IDE).