Strategy Plane

For the MyCaraOne App

The aim of this project to build a webapp for a motorhome rental and seller company.

They have an existing website, but it is not responsive and does not have the features they require to add more value and ways to communicate and provide their services.

At the moment they have a static website and their customer and vehicle database held separately. In this way they need to update regularly the site to show the current availability and there is no user database to the site.

As their customers are mostly over their 55s, the communication channels mostly been used are emails and phone calls, however, they would like to increase their customers and would like to give more value to keep their existing ones.

Customers can view the motorhomes, but they are unable to rent it easily through the app and sometimes the availability is not updated on time causing confusion or cost more to satisfy customers with a better vehicle then what they asked for.

Customer needs:

* Responsive design
* User database and authentication system
* Vehicle database
* A booking system for the vehicles
* Checkout and payment processing system to handle rentals
* To be able to contact the company through the site
* To handle multiple languages

Business objectives:

* Increase visitors to the site by offering a responsive design
* Increase customers by giving the option to book a vehicle through the site
* Reduce loss due to outdated information the site

Future plans:

If the project goes well, the company would like to have an online web shop to offer accessories for motorhomes.

An option for the users to create a blog-like page about their journeys and to be able to plan routes.

An option to share their routes and communicate to other users on through the app.

Who is this for?

The app would help customers who would like to rent motorhomes in an easy and fast way. Due to the product being motorhomes, the target audience is the people in their late 50s.

Is the content relevant?

The design and content are simplified and only contains information about the motorhomes, the process for booking and to be able to contact the rental company.

Is the technology appropriate?

As this is a simple application, there is no need to bring in more technologies then required to achieve all required functionalities while developing the first release.

HTML, CSS, JavaScript, Bootstrap is required to enhance the front-end, while Python and Django helps to develop the backend.

As using Django this gives the ability to enhance and if needed use further plug-ins and packages as both Django and Python has an extensive support and community.

Business goals?

* Increase visitors by offering a flawless responsive experience on desktop and mobile devices
* Increase customers by offering a convenient way to rent motorhomes
* Increase returning customers by offering a fast and easy process on the site

Future business goals:

* Create a community by offering ways to review and share user and customer experience on the site

Why would a user want this?

* The process to find and book a motorhome is fast and straightforward, saving time on searching for the relevant information.

What would be a good UX?

* Easy to read and easy to find content
* Relevant content with the most important information
* All processes need to be done in the least steps and need to be clear on the options to the user