Mod Market

A product pitch by [Curtis Palmer]

The Problem

Car enthusiasts face two major challenges in the modding world today: no reliable way to track their mods and upgrades, and difficulty finding trusted parts and services.

Modding a car is more than just upgrades, it's a passion and a form of personal expression. But without tracking tools, or trusted sources, that passion can turn frustrating and expensive.

Your Solution

What is your product idea, and how does your website help solve the problem?

Mod market solves these problems by providing the community with the user with ways to track mods on their vehicles and determine their compatibility. Mod market will also allow users to buy and sell parts with a build in marketplace .

Website Type

What type of website are you building?

This website will be a promotional website, this is the best format to support my product because it will attract and engage the target audience to potentially download the app.

Software Development Process

What software development process will you use?

> The developmental process that I will use is agile development. I will use this because it will allow for feedback and adaptation to tailor to the users needs

Target Audience

Who is the site for?

- Include 2–3 fictional visitor personas

- For each visitor, include:
    - Name
    - Gender
    - Age
    - Location
    - Occupation
    - Income
    - Web Use
    - Reasons for coming to your site

- Complete this step manually using a table or with AI tools (ChatGPT)

Key Content & Features

What will visitors find and do on the site?

- What pages are essential?

- What main features should the site offer?

- What key content and features will help users achieve their goals?

Site Map

Insert or sketch your site map.

- Start with the homepage

- Show page groupings and navigation paths

- Complete this step manually on paper, using draw.io or with AI tools (Slickplan, Octopus.do)

Wireframe

Insert a wireframe of your homepage.

- Show layout of header, navigation, content blocks, footer

- Focus on what goes where, not design details

- Complete this step manually on paper, using draw.io or with AI tools (Uizard, Figma with AI plugins)

Pitch Summary

Wrap up your pitch.

- Why is your product needed?

- What are the key benefits of your solution?

- Why is now the right time for it?

Feedback Questions

Include any specific areas where you'd like peer or instructor feedback.

- Is the solution clear?

- Are the features too much/little?

- Is the target audience well-defined?