



iDEALiZE 2025

# TEAM PROPOSAL

Organized by  
AIESEC in University of Moratuwa



# IDEALIZE 2025 - Team Proposal



<b>Team Name</b>	RideSync
<b>Category (web/app)</b>	Web
<b>School / open</b>	Open Category
<b>Name of the web / app</b>	RideSync
<b>Field of the web / app</b>	Motor Servicing and Repair

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## Problem Definition, Background & Motivation and Proposed Solution

### Problem Definition

State the problem you have identified in the current field you choose.

### Background & Motivation

State what drives you in identifying the above-mentioned problem.

### Solution

Explain how your app will solve the above-mentioned problem.

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## App / Web Overview , Uniqueness of Web / App

### App/Web overview

State a detailed explanation about the app/web you are going to introduce to the market. You may use illustrations to interpret your app.

### Uniqueness

State what differentiates your app/web from the other similar competitive apps/websites that already exist in the market.



### Implementation and Market Plan

#### Implementation

State how you are going to implement the App/Web. Describe about the promotional strategies you would adopt for your app/web; how would you further develop your App/Web relevant to your solution while attracting the subscribers. State the development plan of the app/web highlighting necessary stages in brief.

#### Marketing Plan

State how you are going to enter the app/web market and advertising goals. It is important since ideally it proves you have a solid plan for reaching new customers, and whether you can attain new customers in the long run.

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## Team Details



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## Problem Definition

Motor servicing and repair workflows in most local workshops are still manual and inefficient, leading to multiple issues for both vehicle owners and Motor servicing and repair centers.

### **Motor Servicing and Repair Centers (Workshops) Problems**

- No centralized system for:
  - Scheduling and managing customer bookings.
  - Assigning and tracking labor/mechanics' tasks.
  - Difficulty viewing the vehicle's past service records and getting an idea of what has been done previously.
- Struggle with manual stock and inventory management (Example: spare parts running out unexpectedly).
- Cannot serve multiple customers efficiently during peak times.
- Poor customer retention is due to a lack of reminders and engagement with customers.
- Lack of tools to provide transparency and trust (e.g., explain services and repairs that have been done)
- No marketing tools to inform existing customers about offers or follow-up services.

## Vehicle Owners' Problems

- Difficult to track service dates and receive timely reminders.
- No clear way to understand what services or repairs were done previously.
- Lack of awareness about:
  - Changed parts
  - Service details
  - Breakdown of the bill (labor vs parts)
- No ability to view service history across workshops.
- Cannot easily compare workshops based on:
  - Services offered
  - Ratings/reviews
  - Pricing
- Missed scheduled services due to forgetting or a lack of communication from service centers.



### Background & Motivation

- Observed real-life cases where,
  - Vehicle owners are confused about what exactly has been done to their vehicle. Due to a lack of timely reminders and transparency, many of them miss regular servicing, which leads to poor vehicle performance or damage.
  - Service centers repeatedly ask the same vehicle questions due to a lack of past records. Workshops also struggle with manual record keeping, poor customer retention, and inefficient scheduling.
- Motivation stems from,
  - Need to improve transparency, communication, and convenience in the motor servicing industry.
  - Provide digital transformation to small/local workshops that cannot afford complex systems.
  - Help workshops retain customers, reduce manual workload, and improve professionalism.
  - Empower vehicle owners to take control of their service data, similar to medical or financial records.

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## Solution

We propose a web-based platform that connects vehicle owners with Motor Servicing and Repair Centers (Workshops). The system ensures smoother operations, better customer retention, and an overall efficient ecosystem. This web-based platform provides both key stakeholders with many more solutions to their daily struggles.

### **For Vehicle Owners,**

- Register and manage multiple vehicles.
- Book service appointments at workshops of their choice.
- Get detailed, easy-to-understand service reports (with breakdowns, part changes, and billing).
- Receive AI-based reminders based on odometer readings or time intervals.
- View full service history for each vehicle across different workshops.
- Get SMS and push notifications before their next service is due.

### **For Motor Servicing and Repair Centers (Workshops),**

- Create and manage a digital profile with services, prices, and customer reviews.
- View past service records of vehicles to ensure consistency.
- Maintain booking calendar to reduce overbooking or missed appointments.

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- Assign tasks to specific staff/labor and track their work contributions.
- Manage inventory and stock alerts for spare parts.
- Send personalized offers/reminders to existing customers to increase retention.
- Generate automated invoices with a breakdown of labor and parts.
- Access analytics and performance insights.

## App/Web Overview

Our web-based platform will feature two role-based dashboards,

- **Vehicle Owner Portal:** Register vehicles, Explore Motor Servicing and Repair Centers based on location, reviews, and services, book services and time slots, view service history and service or repair information, track next service date, and receive reminders.
- **Motor Servicing and Repair Center Portal:** Manage bookings, input services performed, monitor inventory, track income and labor, send reminders/offers, and maintain a profile for greater customer retention.

**Key technologies:** Firebase for real-time sync, AI for service reminders, web push notifications & SMS, and a clean, responsive UI for mobile and desktop users.

## Uniqueness

- AI-based service reminders using Km count and vehicle model (Each vehicle model has a specific number of kilometers to receive the service upon completion).
- Transparent service summaries for users without automotive knowledge.
- Complete digital solution tailored for local Motor Servicing and Repair Center, not just big service chains.
- Integrated marketing tools for workshops (offers, messages).
- Real-time booking and live service tracking — features often missing in typical auto-service platforms.

## Implementation

### **Development Stages**

1. Requirement Analysis & Planning
  - Identify key modules for vehicle owners and service centers.
  - Define user flows and data structures.
2. UI/UX Design
  - Design clean, responsive interface using Figma.
  - Focus on simplicity and visual clarity for non-tech users.



3. Frontend Development (Web)
  - Use Flutter Web or React.js for building the UI.
  - Enable user registration, login, dashboard, booking, and notifications.
4. Backend & Database
  - Set up Firebase/Firestore for:
    - Real-time database sync.
    - Authentication.
    - Storage (invoices, service reports, etc.).
5. AI-based Reminder System
  - Implement logic based on:
    - Odometer updates
    - Average KM/day tracking
    - Previous service data
6. Push Notifications & SMS Alerts
  - Integrate Firebase Cloud Messaging (FCM) and third-party SMS APIs.
  - Notify users of upcoming services, promotions, etc.
7. Testing & Bug Fixing
  - Conduct unit tests, integration tests, and real-world testing with pilot users.
8. Deployment
  - Host using Firebase Hosting or Vercel.
  - Use a custom domain with SEO optimization.

## Marketing Plan

Our initial target market is local workshops in urban and semi-urban areas.

### **Launch & Promotion Strategy,**

#### ➤ **Pilot Launch**

- Partner with 3–5 local workshops for initial trial.
- Offer free onboarding and promotions for early adopters.

#### ➤ **Social Media Marketing**

- Create Instagram, Facebook, and YouTube pages.
- Social media campaigns focused on “never miss your service again”.
- Post real use cases, success stories, and offers.

#### ➤ **Referral Program**

- Offer discounts to users who invite others (both vehicle owners and workshops).
- Example - 10% off for referring a friend.

#### ➤ **Google Business & Maps Integration**

- Help workshops get listed and increase digital visibility.

#### ➤ **Local Campaigns**

- Distribute flyers, visit workshops, and demo the app.
- Attend motor expos and vehicle events for direct promotion.

## Growth & Expansion Strategy

- Add premium features (subscription model for workshops):
  - Advanced analytics
  - Inventory forecasting
  - Multi-branch management
- Introduce a mobile app later for more accessibility.
- Expand to B2B partnerships (e.g., with spare part suppliers).
- Continuous feedback collection via in-app forms.

# THANK YOU



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