

Name:

Enthusiast

Tagline:

“Connect with your crew!”

Description:

This is a social media application that allows automotive enthusiasts to connect, build crews, share information, ask questions, and coordinate events. This application will solve the problem of having a centralized application for automotive enthusiasts to share content, collaborate, and create events. There is also a huge issue with information and content being very disorganized. This will create a central repository of valuable information.

Demographic:

The demographic of this application are any automotive enthusiasts who like cars, motorcycles, or anything with a motor that you can modify or tune! The ideal user group would be people from 17 to 40 years old who are interested in vehicles.

There will also be multiple types of users. People with their own account / page and retailers like stores, shops, mechanics, etc.

How it works Functionality & Designer Goals:

This will work similarly to a Facebook or Instagram, where users create an account / page. There will be sections of the application for posting content, write blog / forum posts.

This will be a great app for getting people together where they can post about local events, set up and schedule car shows, meet-ups, and cars and coffee, etc.

One aspect of this app that will set this apart from others is how I intend to make it a collaborative great app for collaboration. I intend to add a cool feature called: “Crews”, where you can build a crew of friends in your car club.

Similar apps:

A similar application that I have researched are Throtl and I think a lot of the features and layouts would be similar to that of Facebook and Instagram. Other applications that would be valuable to look at are Craigslist, GasBuddy, TrueCar, and RepairPal.