

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.

Write your app's name and tagline.

Enthusiast - "Connect with your crew!"

Write a short paragraph describing your app. Make sure to mention what the app does and what problem it solves.

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.

Describe four specific functions that your app will do. List these ideas in order of importance, with the first idea being the most important.

- Profile
- Blog
- Event Schedule
- Stores, Shops, etc
- "Crews"

List 4 potential roles that are a part of your initial user target group. Then, expand on one of the roles with a detailed profile description of one of these potential users.

- User Profiles - This will be basic user profiles for sharing content and profile information.
- Content creators
- Stores / mechanics
- advertisers

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.

Come up with 4 client/designer goals for your app design. You don't have to assign these to a category (political, social, etc). List your goals in order of importance, with the first goal being the most important.

Social Crews - car clubs

Content / information Repository

Scheduling / collaboration

Profile and content sharing

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.

Name and briefly describe 3 existing apps that are similar to your app idea.

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.

