

Product Vision

Car rental service

Problem statement:

People without access to a personal car (or tourists) face difficulties when they need temporary transport for long trips or moving belongings.

Target audience:

Our product is generally designed for everybody, as we try to offer solutions for every need. This includes

- Individuals, Families, Businesses, New drivers

Value proposition:

Our rental service provides flexible, inclusive and affordable vehicle rentals for all clientele. We have a wide range of options, from normal cars to heavy-duty lorries. We try to compete with the lowest possible market prices, so everybody could have the best deal possible. Our mission is to have a one-stop solution for every client possible.

Key Features and Functionality:

Client side:

- Renting cars based on date and time
- Changing reservations
- Payment

Business side:

- Manage stock
- Rental history

General features:

- User registration
- Authentication

Vision statement:

Our vision is to redefine the vehicle rental industry. We aim to break down barriers for new drivers, expand options beyond cars, and set a new standard for fairness, flexibility and accessibility in transport.