Bradley Quinn

Sample Project Proposal : Washscape

A. Executive Summary

The average adult outsources their landscaping and housekeeping needs to local landscaping businesses. The creation of a "landscaping" app that could be used by such companies would greatly increase the convience of ordering such services. Users would be able to check pricing, make payments, and order services such as pressure washing.

Our target clients would be adults (usually) who own homes in urban areas, with landscaping companies in or around their area.

Current competitors include websites such as craigslist, or Facebook marketplace, but both these services are not specialized for landscaping needs.

This application aims to create a specialized enviroment in which landscaping services can be-provided

B. Gap in the Market

This application aims to save customers time by providing a direct application for all landscaping needs. Instead of having to wade through other applications like craigslist.

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C. Implementation

Development:
- **Frontend**: The user interface will be developed using Visual Studio and Swift
- **Backend**: The backend will bt developed by
  - hosting our application on the iTunes App Store. Python and MySQL will manage our databases.

Management: Washscape will be managed by its sole contributor, Bradley Quinn

Marketing/Monetization: Our app will be marketed as a test app for a trial period to analyze the market and customer reactions to it The app will be monetized by allowing landscaping companies to pay memberships to be hosted as option on the app.

D. The Problem and Our Solution

The current problem is that no lawncare/landscaping applications current exist to help busy homeowners keep up with the integrity of there house. Our solution is Washscape, an application which, based on location, would provide a user with landscaping companies with in there immediate area. Along with pricing, and ratings of service quality.

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E. Critical Risks

A critical risk that presents itself is that landscaping companies may not want to pay to be recognized by the application.

This would be solved by having a trial period in which application viewing rates are analyzed and proof of profit could be presented to these companies.

F. Interviews

1) Middle-ayed male, homeowner

Q. Where do you go for your landscaping needs?

A. If I'm too busy to do something like cut my grass I'll usually ask around to my friends in the community with teenagers who need a job.

Q. Is this reliable?

A. No, I work alot and so it usually takes some time

Q. How often are you on your smartphone?

A. often enough, I use it for news and

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<u>F. Interviews (continued)</u>

2) 20yr old college student, Renting a home

Q. Where do you go for your landscaping needs?

A. I'll usually google local companies online
   but its not really efficent, its a mess

Q. Is this reliable?

A. Not at all, the service quality ranges
   from terrible to great and its usually
   lone contractors so there is no company
   structure to get in contact with.

Q. How often are you on your smartphone?

A. Regretably way too much