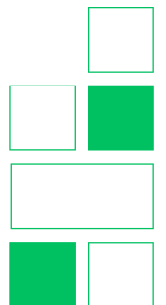




Windows Phone application concept prepared for
Fast Track to the Mobile App contest

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car-pal+ app overview

the ultimate application for any car anywhere. Helps car owners track fuel efficiency, find the nearest gas station, monitor road alerts, and log reminders and maintenance history

simple application anyone can enjoy and can't leave home without



track the mpg

mpg (miles-per-gallon), average days per fill-up, and cost per gallon is right there on the application home screen. Tracking fuel consumption is easy and can provide early warning signs of car malfunction.

it is strongly recommended that the gas tank be empty and filled completely full in order for the application data to be effective.



• custom image

background image is swappable to user preference

• live tiles

these buttons can be "pinned" to the home screen so that users can directly jump to the application section

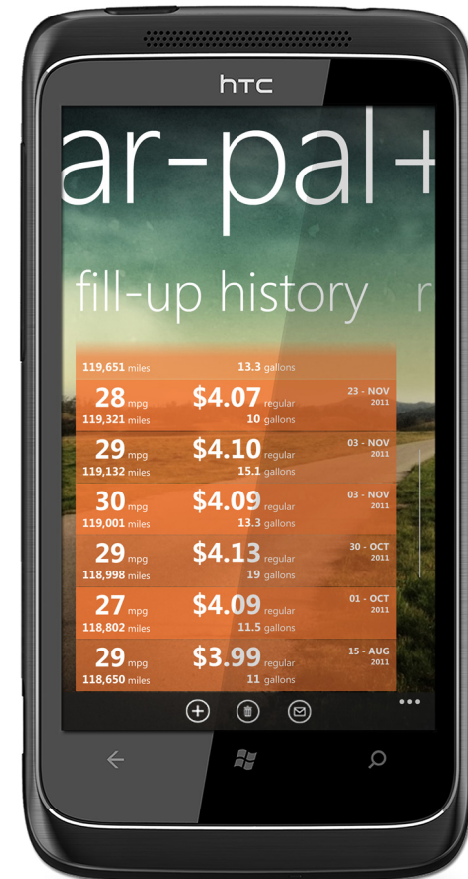
fill-up history

view all recorded fill-ups. Content can be edited, deleted, and emailed

e-mail data •

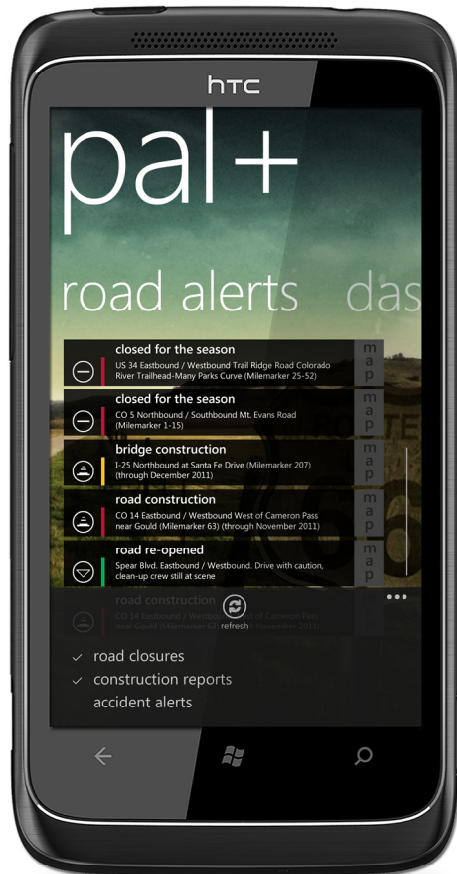
social network integration •

share your results with your friends on Facebook, Twitter, Google+, etc...



looking ahead

knowing what's ahead, users can plan accordingly



- view map

see where on the map the alert is focused

- color-coded alert severity

- filter by alert type



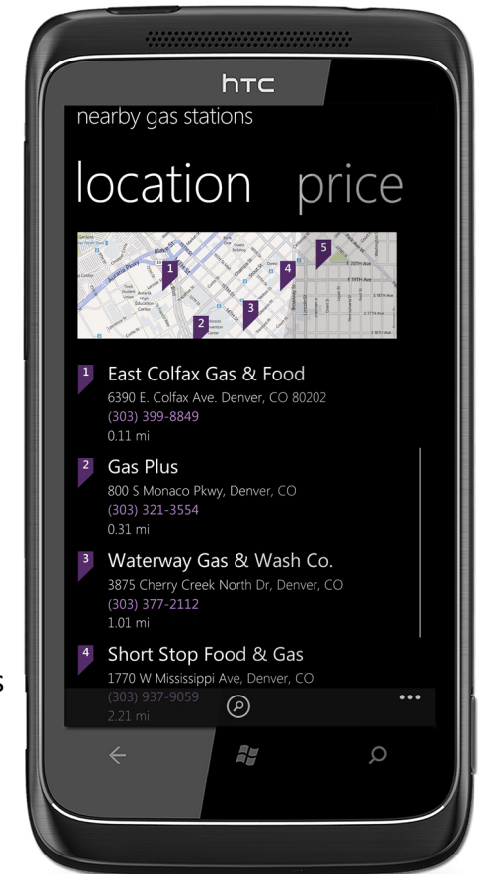
category search

search by gas price or location

full map view

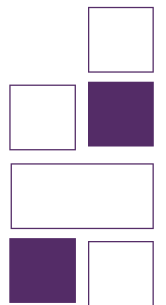
add to favorites

users may have a preference for specific gas stations



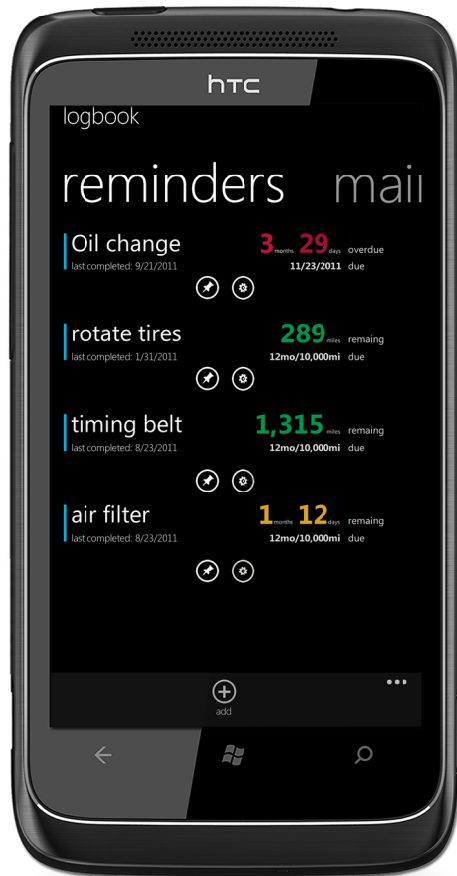
gas station locator

with one click of the button users can find the nearest gas station



logbook

keep up with car maintenance and history



- reminders and maintenance history

- custom rules and notifications

mileage or date can be applied to a reminder depending, on the task

- color-coded numbers

as the due date or mileage approaches, the color indicates if the user is on target for maintenance

- pin to home screen

a specific reminder can be "pinned" to the home screen

what's next?

thinking forward will prolongue application
staleness and will breed new ideas

global reach

because of the flexible design,
users around the world can
enjoy this application

phased development

features can be rolled out in multiple phases

modular design

application features can be omitted or
modified without impacting user
experience



company partnerships

partner with various service/data providers to cut
costs, equal sponsorship, and deliver fresh data

monetization

vendors have the opportunity to suggest their
business for services: oil change, tire rotation, etc...

car facts

great opportunity to educate the users, hear from the
experts and automated suggested alerts