Project Proposal	MotoMoto
Team Name	The New Panelists
Submission Date	September 14, 2021
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Goals

Main Goals

- Provide a consolidated platform of car builds, parts, events, and interaction
- Offer part compatibility features to lessen user's time spent
- Assist users in price analyses and finding popular parts
- Help users find other users interested in similar things

Audience

MotoMoto is intended for everyone interested in cars. Users seeking affordable prices, compatible parts, or car build advice will especially find it advantageous.

Pain Points

- **Nowhere to Learn**
  - There are many people who are interested in cars and the car scene but have nowhere to start or no one in their life to help them. Our app provides them a central location to learn and build on their knowledge of cars and car modifications.
- **Not Much Time**
  - Looking for specific car parts that are compatible with your car make/model, made of good quality, for your goal build can be very time consuming. Our app cuts out this tedious task entirely and provides users with suggested parts and content based on their car type.
- **No Money**
  - Not everyone can afford the most expensive build, our app has built-in price comparisons of parts users need for their specific modification. Users can also choose to be notified when prices drop for a part, offering them the best value for their money.
- **No One Around**
  - Not everyone has people they know to share their love for the automotive industry with. Our app builds a sense of community and encourages users to interact with one another by offering meets in your area. Users can also follow other users and interact in comments.

Product Overview

Description

MotoMoto is a motor vehicle-centric application that promotes community, education, and products for every car enthusiast. There is currently no outlet for car building, modification part compatibility warning, or interactive car build descriptions. MotoMoto offers all of this and gives users the chance to virtually build cars from the ground-up and become involved in community features such as: interactive vehicle build posts, meetup events, comments and ratings. Users will learn from other users on how they can start their own build and what parts to use with the ability to browse build lists, check for compatibility, and purchase affordable parts, all in one place.

Use Cases

- Like, Comment, Share car builds
- Learn how to build a car based on interactive parts lists
- Gain inspiration from other users car builds
- Automatic check for car part compatibility
- Find quality parts at an affordable price
- Analyze parts prices and compare parts specs
- Explore in one place for car events based on location and interests

Value

What Users Need

MotoMoto creates a platform for every car enthusiast's needs, something not currently seen in the market. One possible competing website: Wheelwell. Wheelwell is similar in that you are able to look up parts that are compatible to your specific car make and model, however, it largely lacks the community thread we plan to implement into our system. MotoMoto will not be a part supplier website but an application to remove the stress of having to find a link to a compatible car part for the best prices. Compatibility will be tested using our flag system which will allow a user to determine whether parts within their list are incompatible with their build. MotoMoto allows users to build a list of modifications and reviews if they are compatible in relation to each other enabling a ground-up design of a vehicle.

Another item that sets us apart is our community where car enthusiasts are able to post their build with a parts list of items they used and an associated price graph of each individual part and the cost of the build as a whole. Optionally users can list tutorials of how exactly they pieced together each part and community members can like, comment, and share.

Investment Opportunities

MotoMoto gives companies who make and sell car parts an amazing opportunity to advertise their products on an application with paying customers.

Our product has the most room to expand as it can be applied to not only cars but all motor vehicles (i.e. motorcycles, dirtbikes, etc). Allowing for more investment opportunities.

Feature List

Unique Features

1. **Car Builder** - Car builder feature allows a user to select OEM or aftermarket parts to customize and modify a stock vehicle which consist of all original manufacturer parts.
   a. Compatibility flags will suggest other parts relative to the stock vehicle chosen. For example, if a large rim fits the stock vehicle dimensions with only a specific size of tire, then tires will be suggested for the right size.
   b. Users can modify multiple stock vehicles, but parts will apply to only one selected vehicle at a time. Parts are not descriptive of all vehicles selected.
   c. Parts will be selected based on explicit list of available modifications for the specified stock vehicle.
2. **Part Incompatibility Flagging** - Registered users can to place new flags on parts that are potentially incompatible, which will be an accessible feature when the users public car build has been posted.
   a. Labels: Compatible, Not Compatible
      i. Indicates if a new part that is modified on a specified vehicle build is missing a part that must coexist with the main part (i.e An added Rim that has different lug nuts than the original can have different size lug nuts). Our system will recommend new parts that complement the newly added part.
   b. Flags are verified by part assembly in vehicle posts, user reviews, and ratings. Warning flags do not prevent users from selecting parts.
   c. When users input incompatible parts into their online build, they are notified with a warning that their part is not compatible with their car make/model.
3. **Specialized Feed** - When users register their account they will input their location and cars they are interested in. Their feed will then push cars of that type and events in that area.
   a. Users will see a variety of mods and parts pushed into their feed that are compatible with their car make/model.
   b. Users main feed will be mostly comprised of modded car posts of the car they have registered on their account.
   c. Based on the location the user registered their account with, their feed will push events in that area.

Feature List continued...

4. **Location Based Event Feed** - In the car event feed you can input your zip code or set filters and be pushed events based on settings. The feed will list all events being hosted so users can view details about events or register for an event to attend.
   a. Filters: most popular based on upvotes, new or old based on time of post, radial distance relative to the zip code, and date intervals.
   b. Only upcoming events, or increasing order of time until the event starts, will be shown in the feed if no filters set.
   c. Search radius limits the events shown. Minimum 5 mile distance and maximum distance can be set by the user.
   d. Feed can be searched for specific events.
5. **Price Graphing** - Each build that a user starts will have a price vs. time graph associated with the total cost of their build so users can visualize the trends of how expensive it would cost to realize their or another user's builds. Features derivative of this include price and part comparisons which will also be displayed.
   a. Past 6 months of data will be shown in the graph.
   b. Price data will be recorded once per week.
   c. Mark the highest/lowest prices within the given timeframe.
6. **Notification System** - Allow individual users to follow each other to share their similar interests and events that they are attending.
   a. Users will be notified of the events their followed users are attending.
   b. Notifications can be activated for upvotes to a user specific vehicle build.
   c. Users also can activate price notifications based on whether an upvoted car part has gone down in price or is low in quantity from all available vendors.
      i. Information presented by notification coincides with the data polled via information gathering API.

Feature List continued...

Alternative Features

1. **Event Pages** - Event hosts are required to have event accounts, optional with your registered account where you post only event information.
   a. Users are able to follow these event pages.
   b. Event pages with the most followers will be most commonly advertised for their area.
2. **3D Modeling** - Allows a user to view 3D version of a vehicle or part to get a realized visualization of possible builds that people want to work with.
   a. Useful for comparing product dimensions in relation to other products.
   b. This feature enables a 3D interactive model of a stock car that a user is planning to build allowing proper visualization of the vehicle itself.
   c. Generic 3D models will be available

Obstacles & Solutions

Information Gathering

Car part data will be automatically imported to this application once a week from the following sources:

- Web Scraping
- CarMD API - https://www.carmd.com/api/
- Amazon Services LLC Associates Program - https://affiliate-program.amazon.com/
- Autozone Affiliate Program - https://www.autozone.com/lp/affiliate-program
- Demon-tweeks Affiliate Program - https://www.demon-tweeks.com/us/affiliates/
- Jegs Affiliate Marketing Program - https://www.jegs.com/AffiliateMarketing

Vision

Expanding the Product

MotoMoto has the potential to expand its core component of community into various vehicle communities. This can be done by supporting more vehicle types such as motorcycles, boats, and planes. MotoMoto would expand into these communities offering an extremely diverse platform that centralizes modification, building inquiries, advice, and parts lists. Consequently, the builder, event, and flagging systems will improve thanks to large community interactivity allowing niche interests and parts to be more prevalent than before. MotoMoto will facilitate a larger network of vehicle enthusiasts to entice more companies to join the moto scene and advertise their products. MotoMoto will unify users of all types for the purpose of teaching, learning, and inspiring in a community.