Project Proposal	MotoMoto
Team Name	The New Panelists
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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.

Features

1. Car Builder
2. Part Incompatibility Flagging
3. Specialized Feed
4. Location Based Event Feed
5. Price Graphing
6. Modification Insurance

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

Overall

MotoMoto is a unique application that thus far has only 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

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.

Goals

Main Goals

- Provide a community feed customized for a user's car interests and location.
- Offer part compatibility features to advise user's part selection.
- Display price analyses and community popularity for parts.

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

- **How do I know if a part is compatible with my vehicle?**
  - MotoMoto solves compatibility issues with community interactivity. We take advantage of multiple projects using the same part and user warning flags to label whether a part can be marked as compatible, somewhat compatible, or not compatible.
- **Is there an easier way to share my specific parts and associated market analyses?**
  - MotoMoto allows users to share their car builds with a list of products directly linking to sites where others can purchase them based on market analyses. Such posts are also displayed with product popularity, price graphing trends, and part comparisons and compatibility.
- **Where do I find a central hub for all car events in my area or car builds?**
  - MotoMoto provides a feed for users desiring convenient event discovery based on their specific interests, owned vehicle list, and radial location services.

Vision

Evolution

The evolutionary goal of MotoMoto is to expand on the original product as the application can include other motorized vehicles such as motorcycles, boats, diesel vehicles, and even off-road vehicles. Having many communities come together will help create innovative and unique ideas where new forms of creativity will float around our builds forum. MotoMoto can grow into professional design software as small car manufacturers will use this to design their vehicles and sell complete builds in a grander market. Overall, our goal for an evolutionized product is to create a centralized platform where vehicle enthusiasts are able to share, support, teach, build, and keep up to date information on all parts where we provide links to low prices.

Method of Evolution

The main method of achieving evolution for our application is to receive access to a larger database. Holding new information for different motorized vehicles can get complex and having an API and data source that provides as much information as we seek will be a difficult task. What would make these goals successful will be finding a way to compress our information and being able to hold 3-4 times the amount of information that we will hope to have held in the initial release of our product.

Feature List

Unique Features

1. **Car Builder** - Car builder allows the user to either create a build from scratch or look up their own vehicle using their vehicle's VIN number and select parts they'd like to add to their vehicle. The parts list of these builds will be saved to the user's profile, provide links to where the parts can be purchased and can be shared with other users.

2. **Part Incompatibility Flagging** - Users of this application can flag any vehicle parts they find to be incompatible while working on their vehicle. Other users will be able to see these warning flags when creating their own vehicle builds in the application and decide whether or not to change them.

3. **Specialized Feed** - When you register your account you state which vehicle you have or are interested in. Your main feed of builds will push the builds of your vehicle type and model. Personalizing the user's feed will lead them to be in direct contact with other users in the community of similar interests.

4. **Location Based Event Feed** - In the event feed you can input your location and the app will push events happening in your area. The feed will list all events being hosted locally so you may browse details about events or register for an event to attend. A Google Maps integration will offer specific directions to selected events as well.

5. **Price Graphing** - Each build that a user has created will have a price vs. time graph associated with the total cost of their build so they can visualize the trends of how expensive it would be to build each of their or another user's builds. Features derivative of this include price and part comparisons which will also be displayed.

6. **Modification Insurance** - Allow users to view the estimate of extra insurance rate if the modifications are significant (i.e. engine, suspension, etc.). This feature relies on the user's opt in or out decision before estimating the insurance rate for their specified insurance company.

Alternative Feature

1. **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. Useful for comparing product dimensions in relation to other products.

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

Countering False Warnings

Warning flags will not restrict the user from keeping a potential modified part in their part list. To add credibility to the warning system we include the number of users that flagged a specified part, the type of car the users tried the part with and required links to their project posts, and the ratings of parts can present the level of trust in the product.