Clickable Prototype Scope Document V2

Languages: Dutch and English

Device focus: Desktop

Objective

Design and develop a dual-sided clickable prototype using **Figma and Framer**, showcasing:

- A traveler booking website similar to existing camper rental platforms.

- A fleet-owner management platform combining marketplace booking with professional management tools.

The prototype will be used for market validation, fleet-owner recruitment, and investor presentations. It is not a functional MVP.

Platform Overview

A hybrid marketplace offering:

For Travelers	For Fleet Owners
Search and book campervans	Manage bookings, pricing, fleets, service, and revenue
Secure check-in/out	Central calendar sync across platforms
AI support center	Business tools + fleet-level analytics

Innovation Focus (Must Be Demonstrated)

The prototype must visually communicate the strategic technological advantages being developed.

1) Smart Dynamic Pricing

Automatically adjusts rental pricing using:

- Seasonal demand

- Competitive pricing across connected platforms

- Vehicle type performance

- Regional occupancy trends

Prototype Elements:

- Graphical pricing suggestions

- Earnings impact preview when applying changes

2) Cross-Platform Calendar Sync Hub

Two-way sync connections with:

- Goboony

- Yescapa

- PaulCamper

- Camplify

- Airbnb-style platforms

Prototype Elements:

- Sync onboarding

- Status of connected platforms

- Conflict warning preview

3) Automated Lead Response Tools

Semi-automated communication for fleet owners to reduce workload and boost conversion.

Prototype Elements:

- Message window with automated templates

- Instant availability response

4) Fleet Profit Optimization Suite

Forecast vehicle performance and fleet expansion ROI.

Prototype Elements:

- Occupancy prediction

- Vehicle performance ranking

- Fleet expansion suggestion preview

5) Service & Maintenance Automation

Automated reminders based on:

- Odometer readings from check-in/out

- Booking volume

- Custom service intervals

Prototype Elements:

- Vehicle service calendar

- Smart reminders

6) AI Support Center for Travelers

Instant guidance and issue resolution, reducing owner support tasks. Covers:

- Booking questions

- Policy and insurance clarity

- Vehicle operation support (how to use heater, induction, water pump, etc.)

- Troubleshooting (electrics, gasless models, battery use, etc.)

Prototype Elements:

- Traveler help chat preview

- AI knowledge base suggestions during booking

- Support prompt during checkout and trip days

This **reduces support calls for fleet owners**, and **makes travelers feel safer and more confident**, especially first-time renters.

Prototype Features Breakdown

1) Traveler Homepage

- Search-first design

- Destination and vehicle discovery sections

- Trust-focused messaging supported by AI trip assistance

- Secondary CTA for fleet owners to request professional access

2) Traveler Booking Flow

- Search results with map and filters

- Vehicle listing with:

  - Availability calendar

  - Total trip cost breakdown

○ Standardized quality ratings and policies

● Booking confirmation and payment flow

3) Traveler AI Support Center (New Required Screen)

● Live help widget preview inside booking page

● Support topics: insurance, deposits, pick-up times, how equipment works

● "Help while on your trip" mock-up screen with how-to videos and step-by-step troubleshooting

4) Unified Messaging

● Messaging window for travelers and fleet owners

● Automated response suggestions for owners

● Lead conversion insight sidebar

5) Fleet Owner Dashboard

Modules represented visually:

Module	Description
Overview	Key metrics: occupancy, revenue, forecast, alerts
Calendar Hub	Sync control, conflict notices, manual block, pricing sync
Smart Pricing	Suggested pricing with forecast impact
Fleet Manager	Vehicle-level analytics and maintenance alerts
Messaging	Central inbox with automation
Maintenance	Service tasks auto-generated

Tools and Requirements

Tool	Purpose
Figma	UI design system, layouts, branding
Framer	Interactive experience, presentation-ready prototype

Requirements:

- High-fidelity UI

- Desktop-first with mobile examples

- Realistic transitions for calendar, booking, messaging, pricing, and AI support guidance

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Timeline?