

# Dual-Sided Camper Marketplace & Fleet Management Prototype

# Executive Summary

We will design and develop a clickable, investor-ready prototype that visualizes the "Innovation Focus" of your new platform. Unlike a standard MVP, this prototype focuses on high-fidelity simulation of complex features—specifically Smart Dynamic Pricing , AI Support , and Cross-Platform Sync —to demonstrate strategic technological advantages to prospective fleet owners and investors.

## Development Strategy

To balance cost with high-end visual fidelity, we will utilize **Figma** for UI structure and **Framer** for advanced interactivity. This approach allows us to create "realistic transitions" and complex animations without the high cost of React engineering.

## Base Estimate Breakdown

This estimate covers the "Happy Path" (ideal user flow) for the Traveler and Fleet Owner experiences. It includes design, logic definition, and interactive development.

Feature Module	Scope of Work	Est. Hours	Cost (@ \$45/hr)
01. Core Platform Foundation	<b>The Essentials:</b> Setup of Design System (Typography, Colors), Multi-language variable setup (Dutch/Eng), Traveler Homepage, Search Results, Booking Flow, and Payment Simulation.	55 h	\$2,475
02. Smart Pricing Suite	<b>Investor Logic:</b> Designing the "Earnings impact preview". Includes defining the visual logic for seasonal demand curves and developing the interactive slider animation in Framer.	25 h	\$1,125

<b>03. Calendar Sync Hub</b>	<b>Connectivity Demo:</b> Visualizing the "Sync Onboarding" status. Simulating a "Conflict Warning" flow for <b>one</b> representative platform (e.g., Airbnb) .	<b>18 h</b>	<b>\$810</b>
<b>04. AI Support Center</b>	<b>Trust &amp; Automation:</b> Designing the live help widget and scripting a linear troubleshooting conversation (e.g., "How to use the heater") with realistic "typing" animations .	<b>18 h</b>	<b>\$810</b>
<b>05. Fleet Ops &amp; Messaging</b>	<b>Retention Tools:</b> Fleet expansion ROI tables, Service & Maintenance calendar, and Unified Messaging Inbox with automated templates.	<b>24 h</b>	<b>\$1,080</b>
<b>06. Project Management &amp; Workshops</b>	<b>Collaboration:</b> Includes Kickoff, Weekly Progress Reviews, and critical " <b>Logic Workshops</b> " to co-define the business rules for Pricing and AI before design begins.	<b>15 h</b>	<b>\$675</b>
<b>TOTAL BASE ESTIMATE</b>	<b>(Approx. 6 Weeks)</b>	<b>~155 Hours</b>	<b>\$6,975</b>

## Project Roadmap And Timeline

### Phase 1: Logic & Definition (Weeks 1-2)

- **Focus:** "The Brainstorming." Turning vague requirements into concrete rules.
- **Key Activities:**
  - Kickoff Workshop.
  - Defining the "Math" behind the Smart Pricing graphs (Visual only).

- Scripting the AI Chat conversation.
  - Wireframing the "Golden Path" user flows.
- *Client Deliverable:* Approval of Wireframes and Logic Rules.

## Phase 2: High-Fidelity Design (Weeks 3-4)

- **Focus:** "The Look & Feel."
- **Key Activities:**
  - Design System finalization.
  - UI Design of all Core and Dashboard screens in Figma.
  - Creation of static assets for graphs and calendars.
- *Client Deliverable:* Review of static high-fidelity screens.

## Phase 3: Interactive Development (Weeks 5-6)

- **Focus:** "The Magic."
- **Key Activities:**
  - Importing assets to Framer.
  - Building the "Earnings Impact" slider animation.
  - Scripting the AI "Typing" and message sequencing.
  - Linking pages for the clickable demo.
- *Client Deliverable:* Final Presentation & File Handover.

# Engagement Protocols & Scope Boundaries

To ensure the project remains efficient and budget-friendly, the following boundaries apply to the Base Estimate:

1. **Happy Path Only:** The prototype will demonstrate the ideal success scenario (e.g., a successful booking). Error states (e.g., "Card Declined," "No Internet") are excluded unless critical to the flow.
2. **Static Data:** All graphs, calendars, and analytics (e.g., "Regional occupancy trends") will use hard-coded, dummy data. No real-time calculation logic or backend databases will be developed.
3. **Single-Instance Sync:** The "Cross-Platform Calendar Sync" will demonstrate the connection flow for **one** platform (e.g., Airbnb) as a representative example, not all connected platforms listed in the scope .
4. **AI Simulation:** The AI Support Center will use a pre-scripted linear conversation. It will not be a functional chatbot capable of answering random free-text questions.
5. **Device Focus:** The primary design focus is **Desktop**..
6. **Billable Meetings:** All scheduled workshops, reviews, and ad-hoc calls are billable hours.
7. **The "75% Alert":** We will provide a weekly burn report. When 75% of the estimated hours (approx. 115 hours) have been utilized, we will conduct a scope review to prioritize remaining tasks.