



ExplorePlates.com

25 September 2020

OVERVIEW

Brief Product Pitch

i Explore Plates is a website for exploring the unique types of license plates available throughout the world.

In-depth Product Pitch

i Explore Plates is a content restricted website that is used for sharing pictures of license plate across the globe. This service will provide the ability to uniquely search for each individual state or region. This website will foster a niche market designed for specifically for users to each type of license plate available at different locations as well content archival purposes. This website will ensure legitimate and high-quality pictures of license plates are available for both current and future generations.

Target Personas

The following service will cater to the following target demographics:

1. The primary target will be a niche group that is interested in the license plates around the world.
 2. The secondary target will be future archivist that may be unable to locate pictures of past license plates.
- Ability to allow both internal and external users to access the application without downloading any software
 - Ability to interface with the existing data warehouse application
 - Ability to incorporate automated routing and notifications based on business rules

Comparable Services

1. [The US50's Website](#)
Our service will be targeting a different niche as rather than targeting the most common license plate of each state, the service will allow multiple plates from a single state with each unique style. In addition, this service will allow international license plates which the US50 lacks.
2. [Ward C2's Fifty States License Plates](#)
Our service will be utilizing a similar design aesthetic as to quickly show each individual state. However, contrary to this website, a small compressed version will be accessible on the index as a preview then a user may click onto the image for a full screen view of the photo captured.
3. [Glenvil Roberts' Plateman Gallery](#)
Our service will introduce a professional tone allowing for easier future viewing and will focus on license plates used in legitimate real-world operations rather than a comedic view on each plate. Additionally, an aspect to taken is that when clicked on for a full view of the image, a description of how this photo was captured will be provided as well.