

Gasstar

A product pitch by Emilienne Vincens

The Problem

Find gas station on your route

→ dangerous to look it up while driving

→ forgot to plan it in advance

→ some gas station more expensive than others



Your Solution

Find gas station (or electric stations) on your route

- plan your gas refill during a road trip
- compare gas price and save money
- see how much time it adds to your route
- choose the best option for you



Website Type

What type of website are you building?

- Examples: Blog, Business, Brochure, Crowdfunding, E-Commerce, Educational, Media/Entertainment, Nonprofit, Personal, Portal, Portfolio

Business website but doesn't sale proper products or services. It gives consumption advice.

Software Development Process

What software development process will you use?

Scrum

Balance between flexibility and structure

The project will probably evolve throughout the semester but I need some checkpoints to keep going

Target Audience

Persona 1

Name: Mark Thompson

Gender: Male

Age: 38

Location: Boston, Massachusetts

Occupation: Sales Representative

Income: \$70,000/year

Web Use: Uses navigation apps daily for work travel, checks gas prices online occasionally, and uses smartphone apps for trip planning.

Reasons for coming to your site: Wants to find the cheapest gas stations along his sales routes without making big detours, saving both time and money.

Persona 2

Name: Emily Carter

Gender: Female

Age: 26

Location: Providence, Rhode Island

Occupation: Graduate Student

Income: \$20,000/year (part-time jobs)

Web Use: Frequently uses mobile apps for commuting and trip planning, budget-conscious, and **compares** prices before purchases.

Reasons for coming to your site: Looking to save money by finding the lowest gas prices on her daily commute to campus while minimizing extra driving time.

Persona 3

Name: John Miller

Gender: Male

Age: 50

Location: Hartford, Connecticut

Occupation: Truck Driver

Income: \$85,000/year

Web Use: Uses web and apps to plan long routes, checks fuel prices, and looks for rest stops or convenient gas stations.

Reasons for coming to your site: Needs to efficiently plan fuel stops that offer competitive prices without adding significant detours to his long-distance routes.

Key Content & Features

What will visitors find and do on the site?

- What pages are essential?

Welcome page

Upload your route

Gas stations offer

GPS to chosen gas station

Rate the gas station

- What main features should the site offer?
- What key content and features will help users achieve their goals?

Site Map

Insert or sketch your site map.

- Start with the homepage
- Show page groupings and navigation paths
- Complete this step manually on paper, using draw.io or with AI tools ([Slickplan](https://Slickplan.com), Octopus.do)

Wireframe

Insert a wireframe of your homepage.

- Show layout of header, navigation, content blocks, footer
- Focus on what goes where, not design details
- Complete this step manually on paper, using draw.io or with AI tools ([Uizard](#), [Figma with AI plugins](#))

Pitch Summary

Balance between price and time detour

Save money and time

Right time? World economic crisis → save money

Sustainable development → reduce useless route.



Feedback Questions

Include any specific areas where you'd like peer or instructor feedback.

- Is the solution clear?
- Are the features too much/little?
- Is the target audience well-defined?