Project Inception

CSE 3311-001

Team 3

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Github Repo

Description

Our goal is to create a mobile app that allows for users to search for mobile detailers in their area and schedule a car wash. We will also give the option for detailers to register their businesses so they show up in user's searches and increase their customer reach. The businesses will register, define the services they provide as well as the prices attached to those services, and set the locations in which their services are offered. The user first begins by setting their location to begin the process of filtering out those businesses which don't offer service in their area, then start selecting from a list of all the services they would like (e.g interior detail, exterior detail, clay bar, etc.) and then get the results, which show up as a list of businesses with their prices for the selected services. Through this list of results, users will have the option to sort by prices, and add or remove the services they would like and have prices update as well.

Once the user finds a business they like, they can tap on the card result and get more information about the business, including how to contact them to schedule an appointment. We are not trying to create an app through which to create an appointment, as we don't want to limit the businesses to only use this app to schedule all their appointments.

Users should also be given the option to review the businesses to give other users an idea of what to expect, as well as add the capability of sorting by rating in the result.

Features

Technical Features
- Built with React Native to support as many devices as possible
- User authentication with {okta}

User Features
- Businesses are able to register and add contact information
- Businesses can define which services they offer and their prices.
- Businesses can define their service area
- Customers can search based on area and service needed
- Customers can sort by price or rating
- Customers are able to see business contact information, services offered, and reviews

Competitors

Google

As far as competitors, we are aiming for a niche market so there is currently not a lot of competition. Right now one of the best options that exist to find local detailers is to go on google and search for "Mobile Detailers near me". However, Google searches may only yield results

from companies with websites who have properly set up SEO, so smaller, independent detailers are already at a disadvantage. It may also display those businesses who have listed their location on Google Maps, which mobile detailers may not have a permanent location on the map due to being mobile. The first results that will appear on google are going to be from well-established businesses who have a website, but we have no way of knowing if the first result I get (in this case a business based in Dallas) offers their service all the way in Arlington.

Classified Ad Services

Another option is to search on online classified ad websites such as Craigslist or Facebook Marketplace, as well as mobile applications such as OfferUp. However, due to the nature of these classified websites, they are mainly meant for individuals to buy and sell items, not offer services. The only one of these competitors which offer a Services section is Craigslist, and if you have ever used Craigslist, then you know the pain of having to scroll through pages of repetitive ads or spam ads, mainly due to the fact that anyone can post any ad, any number of times as there is no account required to post ads on craigslist.
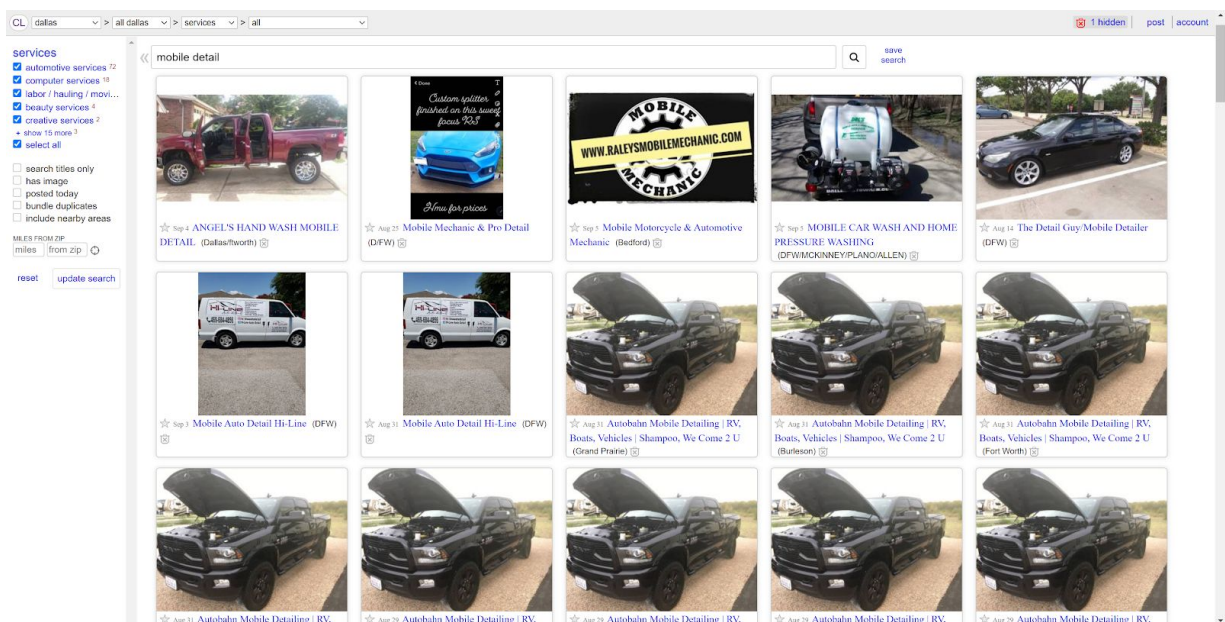
Screenshot of Craiglist. The first page of results when searching for "Mobile Detail" within the Services category includes a total of 15 results with a total of 7 unique results. 1 of the results is irrelevant. So 6 out of 15 results are for mobile detailers, 40% of results on the first page are relevant.

Facebook Marketplace does a better job at mitigating the issue of spam ads, but has its own unique issues. Mainly, Facebook Marketplace has no real option to offer up services, instead what its users have to do is create listings for their services as products. While this works as seen below, we get many different ads which we have to individually click through to get more information. Marketplace also requires that a price be set for the products listed on it. This adds a layer of confusion when trying to shop around for someone in your budget as some, we can

assume, set the price of a basic exterior detail on a normal-sized car as their price, while others seem to be setting random numbers or free as the prices.
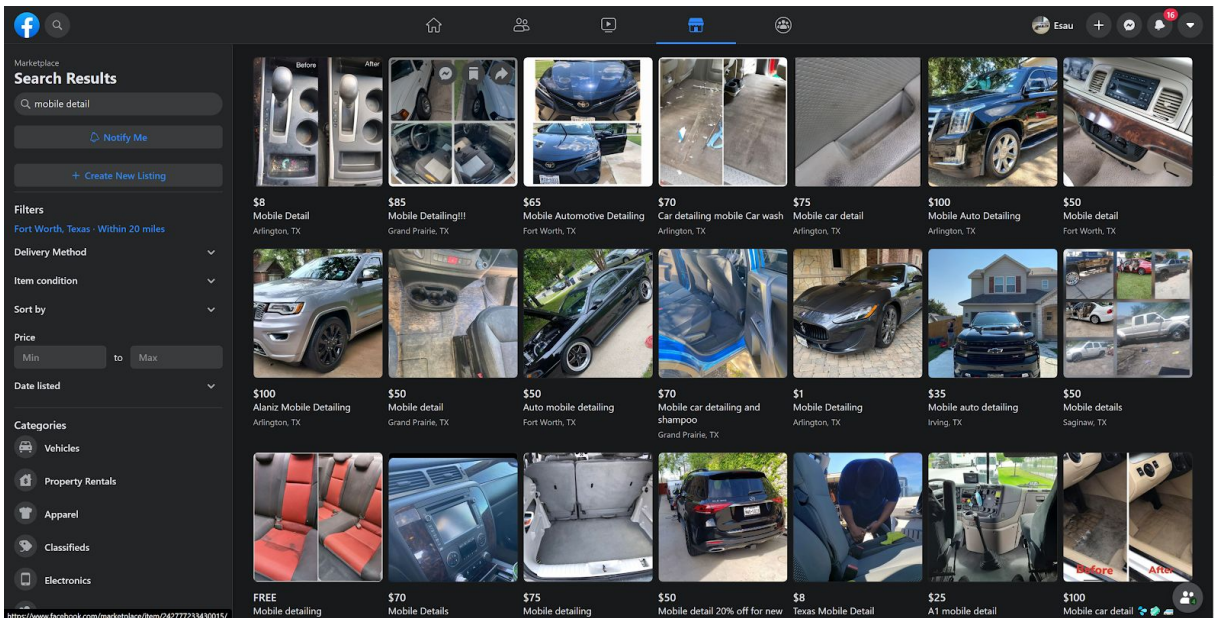
Screenshot of Facebook Marketplace. Overall a better result than Craigslist as far as spam ads are less prevalent. However, we do run into a few issues. Titles are non-descriptive, prices seem to either be their set price for just an exterior detail in some cases, and a completely random number in others.

Risks

Not all group members have done programming with React native so there will be some learning to do there.

Starting off we may face the issue of not having enough businesses registered, users would try to use the app and no matter the search criteria, no results will pop up. This risk could be mitigated through marketing and cooperation with local businesses through the development process. Another risk is the handling of payments, banking information is sensitive data so this could be passed on to an outside service such as PayPal. We would also need to find a way to make sure the businesses that register are legitimate through some verification process (user reviews could help with this as well.

Users

- Car Owners
- Dealerships
- Small and Large Detailing Businesses

UI Prototype

Initial

Start by entering your location

Address

Services

What services do you need?

Skip

Interior Detail

Exterior Detail

Disinfect Interior

Matches

Matches

Business A $$$

Business B $$$

Business C $$$

Address Entered

Start by entering your location

500 UTA Blvd, Arlington, TX 76010

Services Selected

What services do you need?

Interior Detail

Exterior Detail

Disinfect Interior