2017 Nov. 20 presentation notes

Ezra — "Problem statement"

All too often, it's necessary for people to have to scroll through complicated Web sites, or call lots of numbers from business cards to find a snow plowing professional to hire.

Elliot — "Solution"

To solve this challenge, we propose an on-demand snow plowing service app! This app allows people who want to hire snow plowing professionals to request service easily and efficiently.

Ezra — "User interviews"

Multiple plow drivers we interviewed supported this proposal. They concluded that having an app like this would make *their* jobs easier and more efficient, too!

Elliot — "Details of app" (2 slides)

Slide 1: The app would allow clients to schedule snow plowing service regularly based on conditions such as the day of the week and the snowfall, or to request it as soon as possible or at next snowfall.

Slide 2: The app provides automatic regular payment service for clients, and automatic payouts for plowing professionals likewise. By providing a range of options for how clients can be billed for the service and how plowing professionals can be paid — per-plowing, monthly, or seasonally — this app can provide its users stress-free flexibility in their finances.

Both — "Persona Example"

Ezra: Elliot is a ski instructor and needs to get to their class at 6am. Instead of having to find a professional nearby through advertisements and business card handouts, or having to jump through hoops online to find a snow plowing professional, they can request for a driver, and then the app will automatically find the closest one available.

Elliot: I wish it were easier to find a snow plowing professional to hire... it is so hard to find one by hand!

Ezra: *(to Elliot)* Hey, Elliot! I have this great new app you can try out that should make that easier for you! It's called AutoPlow.

Elliot: Oh, yay! I'm so happy to hear it. Let me try out this cool interactive demo!
unplug slide show, and switch to app demo — Elliot should already have it open in their computer.