# Transporters

## Deliveries you can trust

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## Aim

The aim for this specification is to build a website to provide cheap but reliable transport to customers for goods on one place to another. The rationale for this is that currently my husband transport cars and uses websites such as the competitors listed below, however the cost for transporters is quite a lot, but if I was able to create a website similar to this and make it cheaper than the competitors I would give transport providers more scope to make profit.

## Introduction

Transporters is an online portal, which allows customers to list their vehicles or goods which they wish to be transported. Once the vehicles or goods have been listed, the transporters (who are vetted and passed) are able to bid on the deliveries. They are able to give a price outbidding others. Once the customer is happy with the price they can accept the bid and pay a deposit to secure the transport service. Once deposit is paid the details of the transporter are released to the customer to decide a time amongst themselves. Although there are a few similar companies which exist, the aim for this is to stand out by promoting exceptional customer service and have the most suitable transporters. The website will also contain feedback from users on each individual transporter and their service, making it more efficient f users using the services.

## Competitor’s overview

Some of the local competitors are:

* Shiply <https://www.shiply.com/>
* uShip <https://www.uship.com/>
* Anyvan <https://www.anyvan.com>

## Approach

Transporters is a simple but effective, user friendly and mobile friendly website. The website will contain information about how the services are provided, information on each individual transporter including indemnity and transport insurances, menu, opening hours and contact information.

## Future innovation examples

* TheAA <https://www.theaa.com/>
* Rac <https://www.rac.co.uk/>

Once the website is up and running I would like to improve it further by adding live tracking for users such as they do with the breakdown services above. This would put customers at ease knowing when to expect the deliveries and will also save time for the transporters as it would ensure the user is at delivery location ready for the delivery.

## Business and Technical Requirements

* Web design is visually appealing and reflects Transporter’s identity and differentiating features
* Website is built using: HTML/CSS, jQuery, PHP/MySQL
* Website layout is responsive, mobile-friendly and works with all modern browsers and devices
* Template page is developed and styled which contains all commonly used HTML elements
* Print stylesheet is developed so that the webpages look good on paper
* Social media accounts are set up
* Online booking and payment system
* Website code adheres to W3C Web Accessibility Level AAA requirements <https://www.w3.org/TR/WCAG21/>
* Website code passes The W3C Markup Validation Service <https://validator.w3.org/>

## Scope of Work

1. Proposed website structure:
   * Home: short welcoming paragraph, opening hours, contact details, navigation links.
   * Navigation links: Search deliveries, login (user/transporter), sign up (user/transporter)
   * Online booking and payment system
   * Gallery: images of recently completed deliveries.
   * Help
   * How it works.
2. Web design: one design mock-up.
3. Web development: information webpages will be coded using HTML/CSS and jQuery.

## Out of scope

The following services are out of scope at this time.

* Hosting and domain name

The hosting and domain would be necessary once the website is live, however there are cost to this and different hosting and domain providers will be considered.

* Any print materials such as business cards, leaflets, signage etc

I will be using services such as Vistaprint to get business cards and other related business material

* Website maintenance: updates, changes, modifications of content

As it is predicted to be of high use the website will be maintained and updated regularly as any issues could cause a lot of chaos and financial loss to both the user, transporter and the company itself.

## Timeframe

The work outlined in this proposal is estimated to take 10 weeks.

* Web Design - *<N weeks>*
* Web Development: static brochureware pages - *<N weeks>*
* Web Development: online booking system - *<N weeks>*
* Testing - *<N weeks>*
* Final approval and corrections - *<N weeks>*