

Morent A Car Rental Marketplace

Day 1

Marketplace Type: Rental E-Commerce

Primary Purpose: Morent is a car rental platform aimed at providing users with affordable, flexible, and convenient access to vehicles without the need for ownership. The platform stands out by offering:

- A seamless booking experience.
- A diverse fleet of vehicles, including eco-friendly options.
- Competitive pricing.
- Real-time availability and instant booking confirmations.

Morent enables individuals to rent cars for short-term use, catering to various needs such as business trips, vacations, and local commuting.

Business Goals

Problem to Solve: Address the inconvenience of car ownership by offering an accessible, cost-effective, and sustainable alternative for temporary vehicle needs.

Key pain points include:

- **High ownership costs:** Studies show that cars are parked 95% of the time.
- **Urban challenges:** Parking shortages and maintenance expenses.

Key Goals:

- Enable seamless car bookings for any duration, from a few hours to several weeks.
- Provide a diverse fleet of vehicles to meet different customer needs.
- Offer transparent pricing and affordable rental options.

Target Audience:

- **Urban Professionals:** Short-term rentals for business and leisure.
- **Tourists and Business Travelers:** Reliable transportation for trips and vacations.
- **Students and Budget-conscious Individuals:** Affordable options for occasional needs.

Products/Services Offered:

- **Vehicle Options:** Economy cars, luxury models, and eco-friendly vehicles.

- **Flexible Durations:** Daily or weekly rentals.

Unique Selling Points:

- Affordable pricing with no hidden fees.
- A wide variety of vehicles to suit every need.
- Easy booking through a user-friendly and website.
- Real-time availability and instant confirmations.

Data Schema

Cars:

ID: Unique identifier for each car.

Name: Car name (e.g., make and model).

Brand: Brand of the car (e.g., Nissan, Tesla, etc.).

Car Type: Type of the car (e.g., Sedan, SUV, Coupe).

Fuel Capacity: Fuel capacity or battery capacity (e.g., 90L, 100kWh).

Transmission: Type of transmission (e.g., Manual, Automatic).

Seating Capacity: Number of seats in the car (e.g., 2 People, 4 seats).

Price Per Day: Rental price per day.

Original Price: Original price before discount (if applicable).

Location: Current location (reference to location document).

Car Status: Status of the car (Available, Rented, Maintenance).

Tags: Tags for categorization (e.g., popular, recommended).

Car Image: Image of the car (with alternative text).

Reviews: References to review documents associated with the car.

Bookings:

Booking ID: Unique identifier for each booking.

Car: Reference to the car being booked.

Customer: Reference to the customer making the booking.

Start Date: Start date and time of the booking.

End Date: End date and time of the booking.

Total Amount: Total cost of the booking.

Booking Status: Current status of the booking (Pending, Confirmed, Completed, Cancelled).

Payment Status: Status of the payment for the booking (Pending, Paid, Refunded).

Customers:

Full Name: Customer's full name.

Email: Customer's email address.

Phone Number: Customer's phone number.

Address: Customer's address, including:

- Street: Street address.
- City: City of residence.
- State: State of residence.
- ZIP Code: ZIP code of the address.

Bookings: Array of references to the bookings made by the customer.

Role: Role of the customer (e.g., Customer, Admin).

Reviews:

Rating: Rating given by the customer (1 to 5 stars).

Comment: Customer's comment or feedback about the car or service.

Customer: Reference to the customer who wrote the review.

Car: Reference to the car that the review is about.

Booking: Reference to the booking associated with the review.

Created At: Date and time when the review was created.

Location:

Location Name: Name of the location (e.g., City, Branch Name).

Address: Address details for the location, including:

Street: Street address of the location.

- City: City of the location.
- State: State of the location.
- ZIP Code: ZIP code of the location.

Available Cars: Array of references to the cars available at this location.

Entity Relationships:

- Cars → Bookings: Each car can have multiple bookings.
- Bookings → Customers: Each booking is linked to a specific customer.
- Customer → Reviews: Customers are associated with reviews and booking.

Why Choose Morent?

- Flexible options tailored to your needs.
- Transparent pricing with no hidden costs.
- A hassle-free experience from booking to return.

Let's drive into the future, together!