**Business Success Map Write Up**

**By Monocleheads for (Name TBD)**

**Customers**

*What do people want to buy?*

Market Research:

Dave Orndorff of Spokane Fence, LLC says that he needs to have an electronic diagram that is created easily on the Bid site and shared just as easily between Salesman, Potential Customer, and Fence Construction foreman. (A similar Diagram could be used later for any construction site.)

Hypothesis of Product:

Other Businesses will want to pay for this ease of access. They will want to be able to create a complete bid in our software, with the fence customer while at the site. Businesses will value the ability to then send the completed Bid and attached diagram to the Customer instantly via email while at the same time all the information is saved to the company records that can be accessed by said Businesses via both mobile and desktop interfaces by anyone with access. When the customer selects to proceed to do business with these Businesses, the customer and bid information will be easily pulled from company records so that the job can be scheduled in whatever scheduling software that the company uses. On the day of construction, the foreman of the corresponding crew will be able to refer to the bid and diagram via mobile or desktop interfaces. Said foreman will find key information communicated such as material types and quantities, fence placement, fence distances, special requests/information, gate information, gate placement, etc. Businesses will additionally be thrilled that upon completion of any job, payment can be received using existing infrastructure while the complete company records of the job can be exported into any other existing infrastructure as an invoice for tax purposes.

Overview of Benefits:

* Onsite material cost calculation allowing Salesmen to make extremely accurate bids resulting in maximized profit.
* Secure cloud storage of complete company records that can be easily accessed by anyone with access via both mobile and desktop interfaces.
* Easy communication of information across all departments. This includes between Salesman, Management, Customer, and Construction Foreman.
* Easily export records out to existing software for tax purposes, etc.
* Automatic diagram creation technology increases sales conversion rate because of clarity of information, ease of communication, consistency, and professionalism.