Vision and Scope Document

for

Carkila

Version 1.0 approved

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Revision History

1. Business Requirements

1.1. Background

Carkila is a vehicle rental application that is designed to be peer-to-peer. The target audience of the project are vacationers, DIY travelers and families that need to rent a vehicle and for those that have a vehicle and would like to have it rented. These are the two users: the vehicle renter as the former and the vehicle owner being the latter these users are the target audience of CARKILA. The intention of the proponents is to create a platform for vehicle owners to find clients (being the vehicle renters) through a mobile application. The mobile is application is cloud based and must have the following features: chat and geo-location (to find which users are closest to each other). The difference of this project compared to competitors is that the mobile application is designed to be peer to peer, meaning, the entity CARKILA will not own nor maintain a fleet of vehicle, but rather it will maintain and operate the mobile platform that the stakeholders will use.

1.2. Business Opportunity

The proposed project is a kind of consumer-to-consumer rental mobile application where both end-users are meant to benefit from each other. In order to determine the business process and techniques of car renting, the proponents researched about two different traditional car rental that exist today like Hertz and Viking Car Rental. Each system has different policies, techniques and features. The differences between the existing car rental systems and proposed project is that, firstly, Carkila will locate the nearest available vehicle to the user; therefore, making it more accessible and easier for users to get a vehicle wherever they are. In Hertz and Viking, there is a limitation to its branches. In Hertz, there are only 7 available pickup location; 5 which are airports, while the other two are offices located in Cebu and Makati only. Second, in Viking Car Rental, the process is still manual as you would still have to contact them for the rates. In Carkila, the rental rates are displayed in the app and the vehicles can be rented instantly. Also, the driver information can also be checked upon renting a vehicle. Uploading of valid IDs in the app will also be required for the renters for security purposes. The application aims to provide a safe, convenient, and reliable system.

1.3. Business Objectives and Success Criteria

The value proposition of Carkila is to provide convenience of having a mobile platform for our stakeholders. Unlike traditional vehicle rentals, Carkila does not own fleet of vehicles to be rented. It only connects the vehicle owners to their prospective clients - the vehicle renters. Since it is a peer-to-peer type, the application would be beneficial not only to vehicle renters, but also for vehicle owners as this could also be a platform for them to earn extra income.

1.4. Customer or Market Needs

As aforementioned, we will have two users, the vacationers, DIY travelers and families, these are the vehicle renters and then we have the vehicle owners that would like to have their vehicles rented, both are the stakeholders. Currently the market has traditional car rental services – car rental services that provide a fleet to rent to their customers. However, this only caters to the vehicle renters. Moreover, it is much more expensive due to additional fees for insurances. The aim of Carkila is to cater to both vehicle renters and vehicle owners, meaning it is not just the vacationers, DIY travelers, and families that will benefit, but also the vehicle owners. What Carkila has in mind is the "arkila" culture that our target market has. The app will allow the vehicle renters to rent a vehicle of their choice. As for the vehicle owners, the app will serve as a platform wherein they can rent out their vehicles when it's not in use. There will be a private chat that will allow them to further discuss important details. Furthermore, there will be a geolocation feature that will enable them to find the nearest vehicle available to them.

1.5. Business Risks

Basically, anyone can access the features of the mobile application. One risk is that there may be a limitation to its accessibility. The application requires internet connection in order to use the mobile application. Also, the startup of the mobile application might be slow due as there may be a limitation of vehicles as it will also come from end-users.

2. Vision of the Solution

2.1. Vision Statement

Carkila aims to become the mobile application of choice for peer-to-peer vehicle rentals by both vehicle renters and vehicle owners by continually developing better implementations in the mobile and application that caters to the needs of its users and to deliver a system that is user friendly and convenient.

2.2. Major Features

Carkila is an Android-based mobile application that connects people who need to find rentable vehicles and people who want their vehicles to be rented. It will have the following features:

1) Rent Vehicle
2) List Vehicle
3) Geolocation feature
4) Private chat

2.3. Assumptions and Dependencies

The mobile application will have dependencies on technologies that are needed to make the project a success, technologies such as geolocation to find users that are closest to each other. Cloud service is also needed. Since the mobile application must be accessible to users in a wide area, the application and its data must be hosted on a cloud to make it accessible to all users. The users must have a phone that uses android with the version being KitKat 4.4 and above to be able to use the different API's that the application may require. The app will be built using Android Studio and MYSQL.

3. Scope and Limitations

3.1. Scope of Initial Release

The scope of the initial release of the app would include the major features which are the following:

- Rent Vehicle – this will allow vehicle renters to rent a vehicle with a driver according to their preferences such as seating capacity, location, and availability.
- List Vehicle – this will allow vehicle owners to showcase their vehicles in the app and earn extra income when their vehicle is not in use.
- Geolocation feature – this will enable the renters to find the nearest available vehicle.
- Private chat – this will allow the users to further discuss important details or clarifications with the transaction.

3.2. Scope of Subsequent Releases

The proponents plan to integrate a matchmaking AI in the app in the succeeding release in order to enhance the user experience.

4. Business Context

4.1. Stakeholder Profiles

Stakeholder	Major Value	Attitudes	Major Interests	Constraints
Vehicle owners	users of the app; extra income	see product as a way to earn extra income	richer feature set than competitors; time to market	maximum budget = $1.4M
Vehicle renters	easy access to rentable vehicles	expecting	automatic error correction; ease of use; high reliability	must run on low-end workstations
Administrator	quick access to data	resistant unless product is keystroke-compatible with current system	ability to handle much larger database than current system; easy to learn	no budget for retraining

4.2. Project Priorities

Dimension	Driver (state objective)	Constraint (state limits)	Degree of Freedom (state allowable range)
Schedule	finish 1.0 before the end of April 2018		
Features			80% of features must be included in the 1.0 version
Quality		Must pass accessibility and acceptance test	
Staff		The maximum team size is 4. It consists of 1 project manager, and 3 developers	
Cost	Must be on budget		

4.3. Operating Environment

- *The mobile app features can be accessed by anyone with the use of internet connection.*
- *The data would come from the users – vehicle renters and owners.*
- *The app must be accessible 24/7.*