**Zapier**

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**Statement of Purpose:**

ARI Fleet Management was founded in 1948 by the Holman Automotive Group and has grown into the largest privately held vehicle fleet management company in the world and the market leader in North America. ARI provides sustainable fleet practices, best in class service and high powered technology to drive vehicle fleet efficiency up and keep costs down. Their primary customers include delivery and supply chain management companies. ARI’s mission is to offer great customer service and uncover as much value as the customer’s fleet can deliver.

ARI is currently looking to expand into the remarketing market where it will compete with large banks who control most of the market. This process involves “rebranding” and selling vehicles for clients. Most of the vehicles will be sold in an auction. Their current system is small, manual, and difficult to scale. ARI identified an opportunity to capitalize on their resources to provide a new service in this marketplace.

We will build ARI an external-facing portal that will provide clients transparency throughout the remarketing process. This portal will be available in both a desktop and a mobile environment. We will work with ARI to create a real-time system for the clients and we will include an interactive chatbot to provide support for the users. Our team will gather requirements by having 3 interviews with ARI stakeholders. After the interviews, we will gather any additional information by looking through the provided documents and sending additional questions to ARI stakeholders via email. We will ensure that the user experience of the portal will be up to par with client expectations so that ARI can become a leader in the rebranding marketplace.

**Objectives: (Specific, Measurable, Actionable, Realistic, Time-bound)**

* We will deliver a prototype of the external portal to ARI by December 20th, 2019
* ARI will increase its market share of the rebranding marketplace by 10% within 6 months of the release of this portal.
* ARI will increase customer satisfaction levels by 15% by 6 months after the release of the portal.
* We will have an interactive chatbot on the portal by December 20th, 2016

**Risks:**

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| --- | --- | --- | --- |
| **Project Risk** | **Probability** | **Risk Response** | **Impact** |
| We will run out of time to complete the prototype. | Low | We will schedule out the time needed to complete the prototype by the deadline. | High |
| The solution will not meet ARI’s requirements | Low | We will ask the necessary questions and be in contact with ARI throughout the process | Medium |

|  |  |  |  |
| --- | --- | --- | --- |
| **Business Risk** | **Probability** | **Risk Response** | **Impact** |
| Client Dissatisfaction | Low | We will follow industry standards and best practices for similar projects | High |

**Assumptions:**

* ARI’s project team will remain the same throughout the project.
* ARI will give us the necessary documentation and resources to complete the project, including an ERD.
* ARI will remain in contact with us throughout the project.

**Constraints:**

* The portal prototype must be completed before December 20th, 2018.
* Prototype must be done with Justinmind.
* Portal interface cannot be complicated to use.