**WEBSITE SPECIFICATION/CONTENT:**

**The purpose of the website is as follows;**

* To provide informative and promotional content about apps and the services we offer

**SPECIFICATIONS.**

* The website should be built on the PHP platform with a robust database.
* The website should be built to withstand heavy traffic.
* The website design should be able to accommodate both graphics and videos.
* The design should give room for upgrades and future additions**.**
* The website should be built for upgrade to show information as per location.
* The website should make use of cookies
* The website should have very good capability to handle video and all sorts of graphics.
* The website color scheme should be well mixed .
* **The color scheme should be : Red, Black, grey and white**
* **Red: Hex color: #FF0800 ( Red: 255, Green: 8, Blue: 0)**

**LANDING PAGE:**

**Informational Content**

As an unregistered visitor to the website, I can find out about the app from the site, so that I am well informed prior to registering and joining the network to use the app.

**OVERVIEW OF THE LANDING PAGE**

Landing page of the website should have the following information

* 1. Description of the features and benefits of the app, and an overview of how the app is used

≡this symbol houses the features on the top left corner of the landing page. Listed below are the needed features that forms the drop down

* Ride >
* Drive >
* Safety >
* Location >
* Help >
* News >
* Careers >
* Helping Cities >
* \*sign up box for both riders and drivers on right hand side of home page **(this should be linked to the app store to download the apps and continue the sign up process).**
* On the left hand side, we could have “The newest rideshare service in Washington.” under the “Pullova” text image
* Under this, the next section should have a headline of “Why Pullova?” on left side
* Under headline: “We’re here to save you money. Whether you’re a rider or driver, Pullova is putting more money back into your pockets. We guarantee a ride is cheaper than any of our competitors in the state, and our drivers make a more commission on each ride they make. So, try us out! We’re sure we won’t disappoint.”
* There should be a section that appeals to potential drivers

Headline: “Make your miles count”

“Partner with Pullova”

“Looking to earn some extra money? Sign up to become a driver **here**.” (“Here” links to drive page)

* **Ride Page:**
  + Header picture of driver with a couple riders in car
  + Header: “Get there with Pullova.”
    - “With the Pullova app, it’s easy to get to your destination.”
  + Sign up Box: “Get started!”
    - “Sign up and get a 15% credit on your first ride.”
  + 3 small sections side-by-side:
    - “Riding with Pullova is the best decision for you and your wallet. Pullova costs less than other ride share options so you’ll have more to save.” \*graphic w/ piggy bank above\*

**Safety**

* + - “Your safety is our top priority. That’s why we go through thorough procedures and background checks on our drivers to ensure your trip is safe and stress-free. Learn more about our Safety policies and procedures **here.”** \*graphic related to safety\* (this should be linked to the main safety page)

***Before trip: picture showing riders booking***

* *Safe pick up*
* *Open to everyone*
* *Driver’s profile*

***During trip picture showing riders on board***

* Share your ETA
* Always on map

***After trip picture showing riders getting off the car***

* *Feedback: its help US to serve you better.*

**How it works**

* + - \*graphic of smartphone\* “We’ve made our app extremely user-friendly, so it’s simple to call your ride and get to your destination as quickly as possible. **HOW TO USE THE APP.”** (LINKS TO POP UP SLIDESHOW WITH PICTURES THAT SHOW STEP BY STEP HOW TO USE THE APP W/ DESCRIPTIONS)

**Pullova is easy to use. Here’s how it works: The key points put into slide show (Well Animated)**

* Download Pullova from app store and register
* Open the Pullova App and type in your destination
* The app uses your location information so your driver knows where to pick you
* Your app displays your driver’s picture, vehicle details and can track their arrival on the map
* Payment is made by credit card, debit card, and more.
* After the ride, you can rate your driver and provide feedback to help us improve your Pullova experience. View your receipt in-App.

4 boxes side by side that touch left and right sides of screen

* + - 1st box: Pullova: This is the private ride that comfortably seats up to 4 passengers.
    - 2nd box: Pullova+: Vans and SUVs that comfortably seats a private group of 6 or extra luggage.
    - 3rd box: Pullova Pool (could consider changing name to Pullova or something similar): Pullova Pool matches riders that are going in the same direction, making it the most affordable ride option. This option seats up to 2 riders per pickup, and 4 riders maximum.
    - 4th box: Pullova Courier: This service provides door to door delivery of products. Pullova Courier collaborates with business owners to ensure the smooth and prompt delivery of the business owners’ products to their clients.

**@ The Airport**

* + “Catch your flight with a peace of mind”
    - “When you use Pullova for airport transportation, there’s no need to worry about renting a car or paying expensive parking rates.”
* **Drive Page.**
  + Heading: “Make your miles count”
    - “Drive with Pullova to earn money on your own time”
  + \*Sign up box on right\* “Apply to Drive” **Linked to app Store**
  + 3 small sections side by side (similar to ride page)
    - \*graphic of clock\* “Work how much you want, when you want. With Pullova, your work schedule is created by you.”
    - \*graphic of $ or stack of money\* “Aside from the commission you make per ride, you also take 100% of the tips you earn on top of that.”
    - \*graphic of a trophy\* “Here at Pullova, we wholeheartedly respect and appreciate our drivers. That’s why we have amazing benefits to award our drivers’ hard work. “

**Minimum Requirements**: this topic should be animated with an icon

Anyone can drive with Pullova with the fulfilment of the following;

* You must be 21 years of age
* You must have 1 year driving experience
* Valid US driver’s license
* Use Eligible 4 doors car

**Required Documents**: Animated pictures as icon

Before hitting the road, you need the following;

* Valid driver’s license
* Vehicle Registration
* Vehicle Insurance

**Drivers Screening:** Safety Sign amination

After sign up, take a few minutes to start a screening online

Hit the road…

**Ease of use**

**1 2 3**

Sign Up in Minutes Share Required Documents Get the App & wait for approval

BECOME A DRIVER this links to the App Store for Download and Registration.

**Vehicle Inspection**

Activate your vehicle at any Pullova sites. Inspection requirements vary by city—get the details about Seattle below

## Activate your vehicle

In Seattle, all drivers must pass a vehicle inspection at Pullova approve location before taking their first trip. This is free and takes less than 30 minutes.

FIND A PULLOVA APPROVED SITE. This has a list of approved sites

**ANNUAL VEHICLE INSPECTION**

**1 2 3**

**Visit any Pullova Approved Site Upload your completed form hit the Road**

Vehicle inspection is once you pass your record once you pass, and you have

Free at all Pullova sites. Will be updated all required documents

Uploaded, hit the road

A link to download the app

**INSPECTION CENTERS IN SEATTLE**

**A map showing various addresses of pullova approved inspection sites on it.**

**MORE INFO:**

Seattle Vehicle Requirement

Learn More **(Need Content from Remi)**

**The under listed should be done in slider format.**

**Getting Online**: this should have animated phone showing a driver accessing the app

**Accepting trips**: Pictures of how a driver accepts a ride.

**Follow directions**: this should have a map showing the driver the route

**Monitor your income**: See what you earn at the end of each trip.

**Rating system**: this should be done both ways. (Riders and Driver)

**Earnings**: Get the most sitting behind the wheel.

Cash when you need it

**Safety.**

Pullova! We consider safety first**.**

**\*Our drivers are trained to follow all required safety tips for a safer road.\***

**Safe Driver Safer Rider!**

**Before Trip**

No anonymous pick up: write up stating that whoever you are picking u have pictures of them

**On Trip:**

Getting to Destination

In-App Navigation

Always on map

**After Trip:**

No Change No hassle

Drivers Feedback

**Insurance.**

**How you’re covered**

As a Pullova rideshare driver, you're covered while online. Here’s how insurance works for Pullova Drivers in the U.S. (Further write up might be needed from Remi)

* + Should have FAQs towards bottom of page ( we will feed you with the FAQ)
* **SAFETY PAGE**
  + This page combine the content of rider and driver safety I addition to various safety tips and guides needed. (We will feed you with the guides as separate documents.)
* **Location PAGE**
  + This allows the public to check for pullova in various locations and also change their location. Therefore since we are starting with the State of Washington, it will be our only location other states and cities will be added subsequently. (Create the page with the mindset that every now and then, we can update as soon as we go live in any city.) for cities that are not live with Pullova yet, when they search they should see the message **“ Pullova live soon in your city”**
* **Help Page**
  + Should just have one of those contact forms users could easily fill out to contact support team. Form would just be boxes on Help page that ask basic info like name, email, and a place for user to type what they need help with.
* **News Page**
  + This is a page where Pullova talks about new updates, changes, etc can be uploaded at any time required.
* **Careers Page:**
  + Would just be a list of job openings for Pullova. Remi would need to list job openings, if any, he’d like to fill

**BOTTOM PAGE:**

All pages should have the following at the bottom.

* Social Media link
* Copyright “© 2017 Pullova Technologies Inc.”
* Apple store and Google Store Active Icon
* Privacy (we will provide all the privacy docs when needed.)
* Terms (we will provide all Docs.)
* Disclaimer
* Quick Access to the under listed:

Ride

Drive

Safety

News

How it works (showing the page on how the app works)

Location

Language

Help