IDEATION REPORT

# INTRODUCTION

**G K Carriers** is a logistics company which transports goods. I want to make a website for this company through which they can connect with their customers.

Goals

* Connect the company with their customer base digitally through a website.
* Digitalize the small-scale transport company and give them a wider customer base.
* Make transportation easier and accessible to the residents of the town by connecting them to an extremely easy mode of transportation of their goods.

Benefits of the organization

* Digitalization of their business.
* A wider customer base will be provided to them if they get their business converted online.
* Benefit their users and make things more comfortable for the users does adding to their customer satisfaction.
* Expansion of business by reaching to people who aren’t their regular customers and want to transport goods to the areas they provide service for.

## EXPECTED FEATURES

The website is expected to have various features through which users can interact with it and get their items delivered to the specific locations.

List of Features and their Benefit’s Justification

* **Mobile Responsive** The site is expected to be responsive on both a mobile device and a pc.
* **Interactive** The site would be an interactive one and will allow the users to order the company to send their goods and be charged on the basis of weight of their goods accordingly.
* **Contact Information** The site would have a contact information page which will include options to **mail or call** the company and also their contact details.
* **Social Media Connect** The site would let users to connect on various social media platforms or even chat with their team via WhatsApp.
* **Location** The site would display the location of the centres of the company so that they can reach their office through the **Google Maps** provided along with the address.
* **Feedback** The side would also allow a user to rate the services of the company and give them a feedback about their services.

### MARKET SURVEY

There are many websites which give logistics services around the world. In India many companies like **G K Carriers** haven’t yet got their business online so making a website would help them.

Similar Websites

|  |  |
| --- | --- |
| Website Name | Website Link |
| NEW DELHI MOVERS & PACKERS | <https://www.alliedpickfords.co.in/domestic-moving/new-delhi-moving-services?gclid=Cj0KCQjwvIT5BRCqARIsAAwwD-SKbb0RrOaYdKQ98zwQnZzecNNoxycfoou8qb3TDbzb_S89-szsDR4aApLBEALw_wcB> |
| FedEx | <https://www.fedex.com/en-in/home.html> |
| **TruckGuru** | <https://truckguru.co.in/> |
| Trukky | <https://www.trukky.com/> |
| TruckSuvidha | <https://trucksuvidha.com/> |

Comparisons with G K Carriers

|  |  |  |
| --- | --- | --- |
| Website Name | Website Features | G K  Carriers |
| NEW DELHI MOVERS & PACKERS | Packs and transports goods. | Transports goods packed already. |
| FedEx | Door to delivery Service | Goods to be collected from centre. |
| **TruckGuru** | Gives entire truck booking | Partial/Entire/Personal Goods transfer |
| Trukky | Partial/Entire/ Truck Booking | Partial/Entire/ Truck Booking + Personal Goods transfer |
| TruckSuvidha | All India | Only few Cities |

### REFERENCES

Various technologies will be used in the website with the help of which I hope to create this website with the features mentioned.

Technologies Used and Materials

1. HTML w3schools
2. CSS w3schools
3. JavaScript w3schools
4. jQuery w3schools
5. Bootstrap Version 4.0 Bootstrap officials Docs
6. NPM packages
7. Node JS
8. Stack Overflow
9. Coursera Hong Kong University Course on Bootstrap

Relevant Websites Links

1. <https://www.w3schools.com/html/default.asp>
2. <https://www.w3schools.com/css/default.asp>
3. <https://www.w3schools.com/js/default.asp>
4. <https://www.w3schools.com/jquery/default.asp>
5. <https://getbootstrap.com/docs/4.0/getting-started/introduction/>
6. <https://docs.npmjs.com/>
7. <https://nodejs.org/en/>
8. <https://stackoverflow.com/>
9. <https://www.coursera.org/learn/bootstrap-4>