03 AUTOSERVE INNOVATIONS

SET TASK BRIEF

PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for AutoServe Innovations, a company specialising in car maintenance and servicing reminders. The client has conducted market research with existing customers to identify features that could be included in the digital solution.

COMPANY PROVIDES

- Scheduled car maintenance reminders via SMS and email
- Online booking for car servicing
- Maintenance tips and advice for car owners

OBJECTIVES

- Enhance customer engagement with a dedicated mobile app
- Provide more personalised and timely car maintenance reminders
- Offer value-added services to improve customer retention

KEY FEATURES

- **Customisable Maintenance Schedule:** Allows users to set and receive reminders tailored to their car's model and their driving habits.
- **Service Centre Locator:** Uses GPS integration to recommend nearby authorised service centres and allows users to book appointments directly through the app.
- **Digital Service Logbook:** Provides a digital record of all services and maintenance performed, accessible anytime for reference.