

# **Crane Intelligence Platform**

## **Developer Refinement Package — Comprehensive Spec & Wireframes**

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## **Mission & Product Vision**

Build a Bloomberg-style deal intelligence engine for cranes. For any crane (even without a price), the platform must output FMV valuations, depreciation analysis, wear scoring, market insights, financing options, freight estimates, cross-OEM comps, and a unified Deal Score. Additional modules include a Portfolio Manager for fleet uploads and a Try an Evaluation funnel for lead capture.

# Core Components

- FMV Engine (works with no price input)
- Depreciation Curves + Wear Score
- Market Insights (inventory trends, auction spreads, heat scores)
- Financing & Utilization Layer
- Freight Calculator
- Cross-OEM Alternatives
- Deal Score (0–100)
- Portfolio Manager (fleet upload & insights)
- Try an Evaluation Funnel (lead capture for demos)

## Deal Score Formula (0–100)

Deal Score combines five weighted pillars: - Valuation vs Market: 30% - Wear Score: 20% - Market Heat: 20% - Finance/Utilization: 20% - Freight Factor: 10% Categories: - Hot Buy: 80–100 - Fair Deal: 60–79 - Cold: <60

## Portfolio Manager

Fleet upload module allowing customers to drag-and-drop CSV/Excel of cranes. Generates instant valuations for each unit, aggregates fleet KPIs (total value, average wear, class exposure), and exports full fleet reports.

## Try an Evaluation Funnel

Lead generation tool offering a free instant valuation with limited output. Users provide make, model, year, hours, and location. To unlock results, contact info is required. System stores leads in CRM and pushes demo outreach.

# Wireframe Mockups

## Valuation Output (Dashboard)

Crane Title (GMK5250L, 2015, 4,200 hrs) [HOT]
FMV: \$1.35M (Band \$1.26M–\$1.44M) [Confidence: Medium]
Deal Score Gauge (HOT/FAIR/COLD)
Market Snapshot   Depreciation & Wear   Finance & Utilization
(sparkline + heat chip)   (curve + bar chart)   (bars + table)
Freight (map + cost)
Comps Table (sortable)   Alternatives (cards)

Portfolio Manager (Fleet Tab)

Upload Fleet File (CSV/Excel) [Drag & Drop]
Fleet Table: Unit   FMV   Wear   Residual   Class
Grove GMK5250L   \$1.35M   72   57%   AT
Link-Belt ATC3275   \$1.28M   69   55%   AT
Fleet KPIs: Total \$18.5M   Avg Wear 74   AT 65%
Graph: Value by Class   Residual Curve Overlay
Export Fleet Report [PDF] [Excel]



# Try an Evaluation Funnel

Try an Evaluation — Free Instant Crane Valuation
Form: Make   Model   Year   Hours   Location
Output: FMV Range: \$1.2M–\$1.4M (Confidence: Low)
Unlock full insights with demo [Book Demo CTA]
Lead Capture Modal: Email   Phone   Submit