Group 10 First Meeting Summary

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First Team Meeting

Tuesday September 24th

During Team 10's first meeting, we introduced ourselves, shared our background, and talked a little bit about why we chose to major in computer science and our interests.

Communication: We created a Google chat group as our main communication medium. We shared a WHEN 2 MEET, to learn about each other's availability to meet once every week. We also planned to set up Trello to divide up tasks after our product is decided.

Then we reviewed the individual ideas generated for the *Ideas 1* homework assignment. We approached each concept thoughtfully, challenging the assumptions behind them, and sought to refine the ideas in light of the principles discussed during the *Challenging Opportunities* class.

Each team member presented their proposal, but after in-depth discussion, we gravitated toward a concept that would effectively address a common and frustrating issue faced by motorists: dead car batteries. The team focused on a product idea proposed by Jameer, which was further refined into the development of a mobile app called *Jumpstart*.

We discussed a lot and made sure everyone was on the same page about *Jumpstart*, the mobile roadside assistance app. We discussed what everyone likes about the idea and how they envision the app being presented and also talked about the problem it solves and the benefits it offers.

Conclusion: The team concluded that *Jumpstart* was the most viable product idea for Stage 1 of our project. This app would offer roadside assistance services, primarily focused on jump starting dead batteries, with a model similar to ridesharing platforms like Uber. We discussed how existing services such as AAA have long wait times, and how *Jumpstart* could fill this gap with quicker, more accessible solutions using a fleet of registered users.

New Ideas:

- We proposed that, beyond jumpstarts, the app could include simple additional services, such as fuel delivery or lockout assistance.
- The app could have a dual feature, allowing users to access regular rideshare services as well.

- To differentiate from traditional roadside assistance like AAA, we discussed pricing models, suggesting that users pay only for services when needed, rather than subscribing to a monthly fee. This aligns with the target market of drivers seeking more flexibility.
- We heavily discussed whether this problem is significant enough and concluded that a large portion of the population would indeed benefit from quicker and more affordable roadside assistance, particularly for common issues like battery failure.

Link:

https://www.thezebra.com/auto-insurance/coverage/roadside-assistance-comparison/

https://www.experian.com/blogs/ask-experian/what-does-roadside-assistance-cover/

- For the viability of the business model we think people would be willing to pay for this service as it aims for competitive pricing compared to AAA.

More brainstorming for hypothesis and mvps, main customers

- Problems to Solve:
    - Long wait times for roadside assistance.
    - High cost of subscription services like AAA.
    - Lack of flexibility in current roadside assistance models.
- Customers:
    - Primary: Motorists who want affordable, on-demand roadside assistance without a subscription.
    - Secondary: Ride-share drivers who want to earn extra income providing jumpstart services.
- Hypotheses:
    - People will prefer pay-per-use roadside assistance over subscription services.
    - Motorists will find value in shorter wait times for assistance.
    - Drivers will sign up to provide roadside assistance for extra income.
- MVP Ideas:
    - First, we plan to create a simple website landing page explaining the service and gathering interest through sign-ups.
    - Also, plan on conducting a survey to gauge interest from potential customers.
    - We think we should also run a small-scale test of the service to see the demand.