

# Liberty Mutual: Mobile App Proposal

## “Mechanical Soulmate”

Robert Reinold  
ClearBlade Inc.  
24 March 2016

### Summary

The proposal is aimed at launching a new mobile app under Liberty Mutual’s Digital Strategic Services Group.

Primarily, this app will serve as a lean project with which to gain actionable experience with cutting-edge, trending technologies.

Secondarily, we will be able to develop an empirical approach to improve the user experience and app store ratings via behavioral analytics.

### App Functionality

Firstly, the app will empower users to make more educated, independent decisions through concise, curated car education material in layman's terms. Users can create ‘evaluations’ and store their in-person evaluations of used cars.

Secondly, we will fetch, store, organize and compare vehicle candidates pulled from platforms such as CarGurus, Cars.com, AutoTrader, and Edmunds.

### Market

The app's target market is buyers of used cars, who have insufficient automotive knowledge to identify issues, and evaluate the life and condition of the car's various and expensive components.

## Technologies

- Ionic Hybrid Mobile App Framework
  - Users demand a more native feel, Ionic delivers on this criteria
- ClearBlade Platform
  - Minimize loading times with ClearBlade's high-performance backend server
  - Start small, scale as needed, with node clustering enabling horizontally scalability at any time
  - Customizable microservices take weight off front end logic
- Crashlytics
  - Behavioral analytics
    - Iterate over user experience flow using empirical data
  - Crash reporting system
    - Provide more details crash reports as they occur

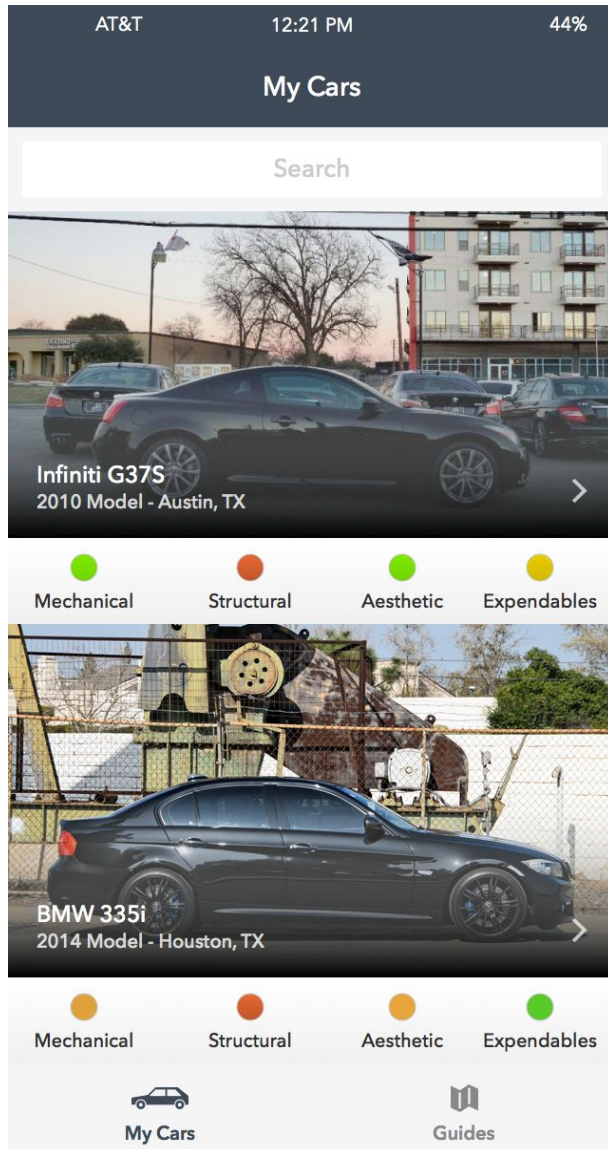
## ROI

- Freemium Approach
  - Offer free tier alongside a premium tier, as app becomes more full-featured
- Access to exclusive crowd-sourced used car evaluations
  - Identify actionable patterns in used car reliability, or lack thereof
  - First-to-market approach to higher accuracy used car insurance quotes
- User can get a Liberty Mutual quote from within the app
  - Link to prepopulated insurance application
  - Measure conversions via Crashlytics

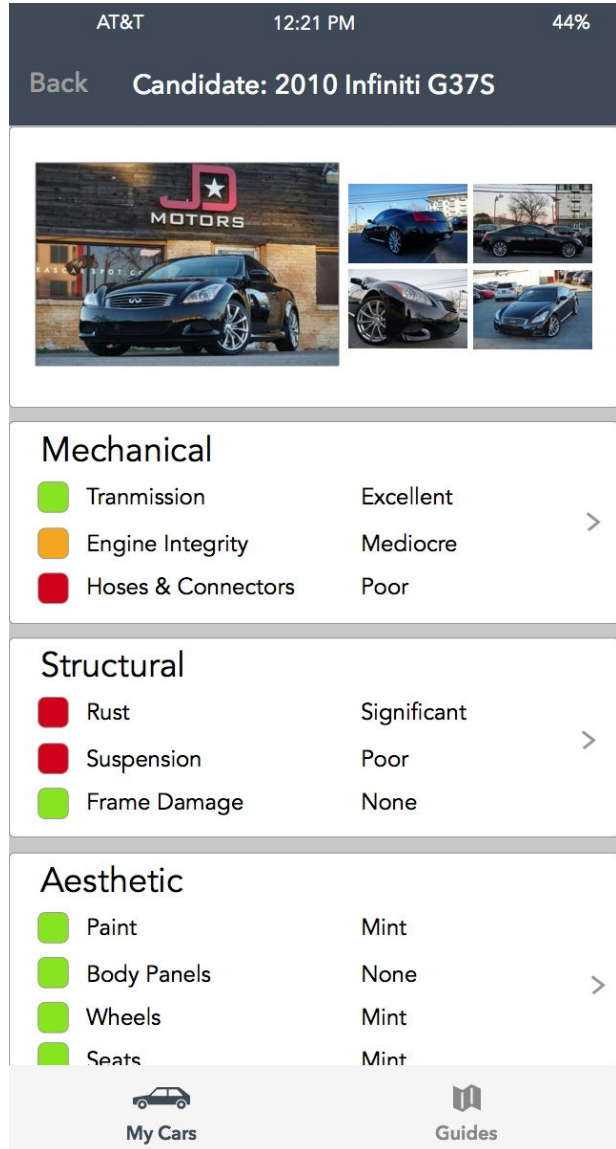
## Demonstration

Visit [mechsoul.robreinold.com](http://mechsoul.robreinold.com) on mobile or desktop for an interactive mockup.

Screenshots are also provided below:

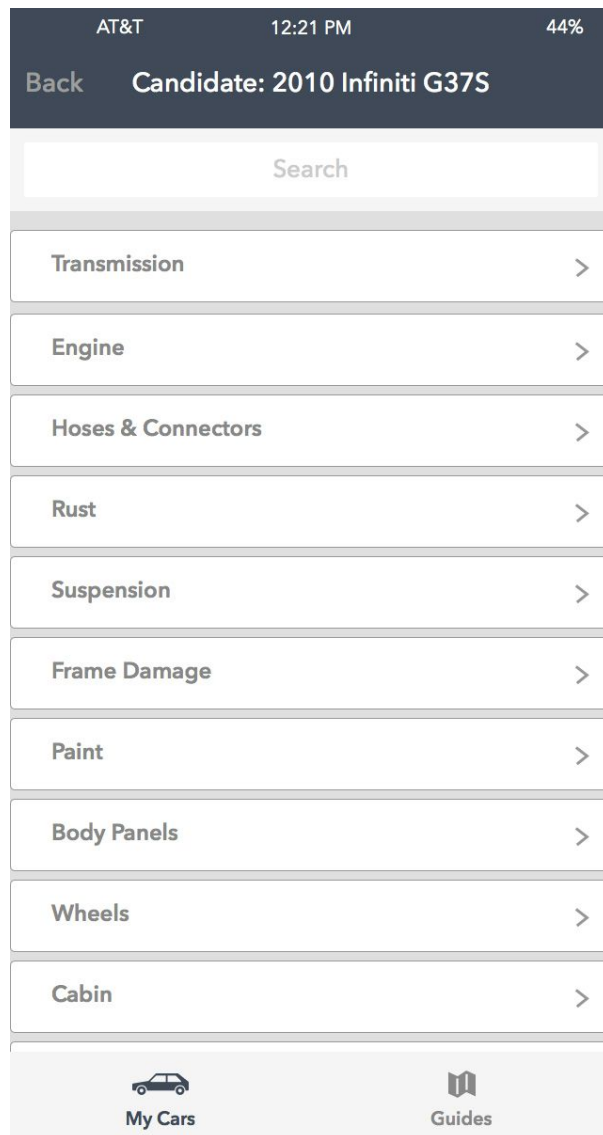


*View #1: A list view of all the car candidates a user has bookmarked*

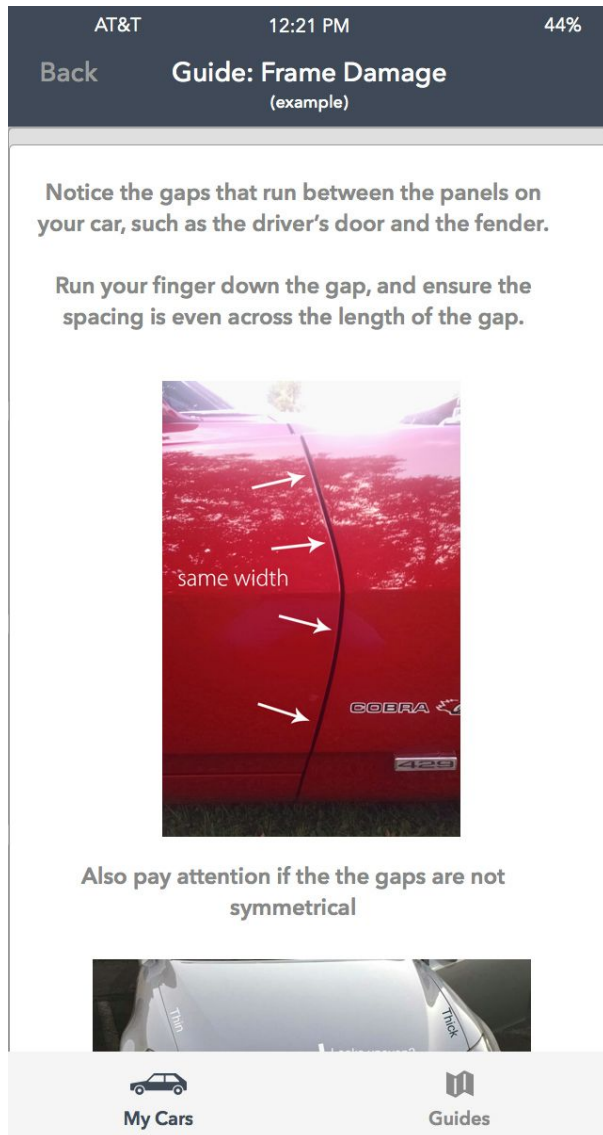


*View #2: A vehicle evaluation that a user filled out for a particular candidate vehicle*

## Demonstration (cont)



*View #3: The list of guides, to help walk the user through the evaluation*



*View #4: A guide teaching the user how to detect frame damage*

## Moving Forward

Let's talk about level of effort, and product roadmap!

*Best,  
Rob Reinold*