
Vision and Scope Document

for

Carkila

Version 1.0 approved

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January 25, 2018

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Revision History

Name	Date	Reason For Changes	Version
CARKILA	01/31/2018	Initial Draft	1.0

1. Business Requirements

1.1. Background

CARKILA is a vehicle rental application that is designed to be peer-to-peer. The target audience of the project are vacationers, DIY travelers and families that need to rent a vehicle and for those that have a vehicle and would like to have it rented. These are the two users: the vehicle renter as the former and the vehicle owner being the latter these users are the target audience of CARKILA.

The intention of the proponents is to create a platform for vehicle owners to find clients (being the vehicle renters) through a mobile application. The mobile application is cloud based and must have the following features: chat and geo-location (to find which users are closest to each other). The difference of this project compared to competitors is that the mobile application is designed to be peer to peer, meaning, the entity CARKILA will not own nor maintain a fleet of vehicle, rather will maintain and operate the mobile platform that the stakeholders will use

A survey was conducted by the proponents which defined the situation of the stakeholders. Currently vacationers, DIY travelers, and families rely on social media, friends and word of mouth to rent the vehicle that they need. Similarly, vehicle owners use the same platforms to find their clients.

To make it easier for people to find rentable vehicles, the proponents proposed to develop an Android-based mobile application called Carkila. This mobile application will allow users –vehicle owners and renters – to either list a vehicle for rent or rent one.

1.2. Business Opportunity

The target audience of the proposed project are the vacationers, DIY travelers, and families. However, it is not limited to tourism purposes only. The proponents are extending the use of the application to any entity that may require a vehicle for transportation like small or medium production teams. Existing vehicle rental systems in the market are Viking Car Rental, Hertz, Avis, and Manila Rent-a-Car. These car rental companies own a fleet of vehicles to have rented by the customers, but what will set Carkila apart is that it is a peer-to-peer business. Carkila will cater to the Filipino way of “arkila” (rent in English) wherein anyone who is a vehicle owner can have their vehicle rented. This app will also eliminate al

1.3. Business Objectives and Success Criteria

The value proposition of Carkila is to provide convenience of having a mobile platform for our stakeholders. Unlike traditional vehicle rentals, Carkila does not own a fleet of vehicles to be rented. It only connects the vehicle owners to their prospective clients - the vehicle renters. The mobile application must have the following features; geolocation, chat and a rating system that allows feedback to both users and vice versa. Once these features have been implemented it will be sufficient to say that the mobile application has been completed.

1.4. Customer or Market Needs

As aforementioned, we will have two users, the vacationers, DIY travelers and families, these are the vehicle renters and then we have the vehicle owners that would like to have their vehicles rented, both are the stakeholders. Currently the market has traditional car rental services – car rental services that provide a fleet to rent to their customers. However, this only caters to the vehicle renters. Moreover, it is much more expensive due to additional fees for insurances. The aim of Carkila is to cater to both vehicle renters and vehicle owners, meaning it is not just the vacationers, DIY travelers, and families that will benefit, but also the vehicle owners. What Carkila has in mind is the “arkila” culture that our target market has. The app will allow the vehicle renters to rent a vehicle of their choice. As for the vehicle owners, the app will serve as a platform wherein they can rent out their vehicles when it's not in use. There will be a private chat that will allow them to further discuss important details. Furthermore, there will be a geolocation feature that will enable them to find the nearest vehicle available to them.

1.5. Business Risks

There are three key business risks that the proponents have identified namely the initial cost, maintenance cost and early users' unfamiliarity. The initial cost is the investment of the developers, the investment of time, and resources. In order to allow any business to thrive, entrepreneurs must allot resources overhead. Any business will have an initial cost to operate, a buffer until the business becomes self-sufficient then profitable. What is next is the maintenance cost coming from the cloud subscription, the revisions, and version updates. With that in mind, it is best to adopt the "lean startup" approach where basic functionalities will be implemented. The focus is to have agility; and as time goes on, revisions will be made in the form of added functionalities that will suit the diversity and changing needs of the stakeholders. For any business, there will always be the risk of finding the first and right customers. Thus, the mobile application must be attractive to early adopters as these stakeholders are a determining factor to the success of *Carkila*. Therefore, the proponents must make use of all possible resources to reach out to many users.

2. Vision of the Solution

CARKILA aims adopt the lean process of development to create a system that is user friendly and driven by its stakeholders.

2.1. Vision Statement

CARKILA aims to become the mobile application of choice for peer-to-peer vehicle rentals by both vehicle renters and vehicle owners by continually developing better implementations in the mobile and application that caters to the needs of its users. adopting the lean process of development, that creates a system that is user friendly and driven by its stakeholders.

2.2. Major Features

Carkila is an Android-based mobile application that connects people who need to find rentable vehicles and people who want their vehicles to be rented. It will have the following features:

- 1) Rent Vehicle
- 2) List Vehicle
- 3) Geolocation feature
- 4) Private chat
- 5) Negotiation feature

2.3. Assumptions and Dependencies

The mobile application will have dependencies on technologies that are needed to make the project a success, technologies such as geolocation to find users that are closest to each other. Cloud service is also needed. Since the mobile application must be accessible to users in a wide area, the application and its data must be hosted on a cloud to make it accessible to all users. The users must have a phone that uses android with the version being KitKat 4.4 and above to be able to use the different API's that the application may require. The app will be built using Android Studio and SQLite.

3. Scope and Limitations

3.1. Scope of Initial Release

The scope of the initial release of the app would include the major features which are the following:

- Rent Vehicle – this will allow vehicle renters to rent a vehicle with a driver according to their preferences such as seating capacity, location, and availability.
- List Vehicle – this will allow vehicle owners to showcase their vehicles in the app and earn extra income when their vehicle is not in use.
- Geolocation feature – this will enable the renters to find the nearest available vehicle.
- Private chat – this will allow the users to further discuss important details or clarifications with the transaction.
- Negotiation feature – this will allow the users to make an offer or negotiate the renting price set which can be either accepted or rejected by the vehicle owner.

3.2. Scope of Subsequent Releases

The mobile application will be complete when the features have been implemented. By the first preliminary defense the developers must at least complete 70% of the mobile application, it must be functional with the following major features (reference 2.2):

1.) rent vehicle 2.) list vehicle 3.) private chat. Before the final defense the mobile application must be completed with all major features included.

The group intends to implement an AI matchmaking in the later releases for a more enhanced user experience. Furthermore, self-drive initially is not a feature of the application but may be an option in subsequent releases.

3.3. Limitations and Exclusions

Currently, the scope of the application is limited to Luzon only.

4. Business Context

4.1. Stakeholder Profiles

Stakeholder	Major Value	Attitudes	Major Interests	Constraints
<i>Vehicle renters</i>	<i>Accessibilit y and convenienc e</i>	<i>To be assessed further in release</i>	<i>platform that allows them to discover rentable vehicles</i>	
<i>Vehicle owners</i>	<i>Accessibilit y and convenienc e</i>	<i>To be assessed further in release</i>	<i>platform that allows their vehicles to be rented</i>	
<i>Administrator</i>	<i>Information and statistical reports of transactions</i>		<i>Analysis of reports and statistics generated by the transactions will help shape the application to better suit its users</i>	

4.2. Project Priorities

<i>Dimension</i>	<i>Driver (state objective)</i>	<i>Constraint (state limits)</i>	<i>Degree of Freedom (state allowable range)</i>
<i>Schedule</i>	<i>finish 1.0 before the end of April 2018</i>		
<i>Features</i>			<i>80% of high priority features must be included in the 1.0 version</i>
<i>Quality</i>		<i>Must pass accessibility and acceptance test</i>	
<i>Staff</i>		<i>The maximum team size is 4. It consists of 1 project manager, and 3 developers</i>	
<i>Cost</i>			<i>Will be further discussed</i>

4.3. Operating Environment

- *The mobile app features can be accessed by anyone with the use of internet connection.*
- *The data would come from the users – vehicle renters and owners.*
- *Generated reports would be based from the user data, preferences, and the transactions made.*