

Topic: Borrow* a car

Author: Eduardo Pineiro

Date: 1/28/2022

Problem Background

- With there being 661 cars per 1000 people in Puerto Rico there is a high chance of there being multiple cars per household. As result some may not be given use after some time.
- Due to there not being much public transport, if your car fails or goes into the shop for a set amount of time, you may need to find an alternative to get to your next destination.
- Taking into consideration renting a car is not that simple, and you must go pick it up, it can cause inconveniences.

Target

The goal is for users to be able to rent cars when needed for a set amount of time and have the vehicle be dropped off at a set location, either by the vehicle owner or the renter’s choice if available. Additionally, users will also be able to list their own cars to be rented by other users, generating income, and starting a form of entrepreneurship.

Causes

- Other platforms (Zipcar, Carshare) don’t allow other users to list their cars to rent out.
- Its more difficult to rent the exact car that you want on other platforms, with the renters being other users, there will be a wider range of cars and prices.
- Other platforms don’t have exotic, luxury, or convertibles as options to rent. One day you may want to live the high life and it’s not possible with current rental options.
- Not many renters locally around the island, most being in the big cities such as San Juan, Aguadilla, Mayaguez, and Ponce. Leaving out most of the inner part of the island

Countermeasures

- Create a platform for users to be able to list their cars out for rent.
- Allow sorting by category and car brand helping the user find the type of car they are looking for
- Include luxury, exotic, and convertibles as categories in case the user is feeling fancy.
- Allow the app to be island wide, allowing users anywhere across Puerto Rico to rent out cars and list their cars out for rent.

Check/Evaluate

- People can rent any car from any were allowing them to easily have access to a fleet of different cars.
- Due to other users renting the cars out, they can start a form of entrepreneurship as well as getting an extra influx of cash.
- The users listing the cars are safe and sound knowing that the built-in insurance into the platform will keep their property safe.

Act/Standardize

- Encourage more users to add their *extra* cars to the fleet.
- Additionally add reviews per customer and lister, that way both users know what type of person the owner / driver will be.
-