**Project Proposal**

Fuel Cap

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**Overview**

*This document is submitted in partial fulfillment of the Business Application Development module 2019-2020 delivered by Manuel Tova-Izquierdo.*

# Initial Market Analysis

The market we are intending to reach out to is the market of people who drive a car or ride a motorcycle, this market has a potentially large customer base with users ranging in age from there late teens to elderly people, however the main demographic area will likely be people in their 20s to 50s as the majority of people below this are unable to drive and the majority of people above this will likely not utilize web or mobile technology.

The market appears to be growing with around 120,000 thousand passenger vehicles being registered in 2019 with around 25,000 light commercial vehicle registrations and 5000 heavy commercial vehicle registrations(SIMI | National Vehicle|Statistics-SIMI,2020).  
In 2019, this does not include Motorcycles which there are estimated to be around 35,000 registered on Irish roads. (Transport - CSO - Central Statistics Office, 2020)

So, our target is to build an app for android devices. Nowadays most people have access to internet connection and online services can be easily accessed from any location via android devices. The reason we chose to build an app for Android devices is because the latest research from March 2020 as it can be seen in the graph below show that: in the last year in Ireland 54 percentage of the mobile users are android users.

A screenshot of a social media post

Description generated with very high confidence

# Product Proposal

The project/product we are proposing is an android application which will allow fossil vehicle users the chance to look up based on price of petrol or diesel from a range of forecourts around the country. The prices will be updated regularly by users. We may add a filter to allow for county filtering. We will also have a function to allow electric vehicle drivers to look up where the nearest charge point is in the area they are or are going to. We will make the application available in different languages to allow non-English speaking users to be able to use the application.

**References**

Cso.ie. 2020. *Transport - CSO - Central Statistics Office*. [online] Available at: <https://www.cso.ie/en/releasesandpublications/ep/p-1916/1916irl/economy/tp/#d.en.97852> [Accessed 5 May 2020].

Simi.ie. 2020. *SIMI | National Vehicle Statistics - SIMI*. [online] Available at: <https://www.simi.ie/en/motorstats/national-vehicle-statistics> [Accessed 5 May 2020].

StatCounter Global Stats. 2020. *Mobile & Tablet Operating System Market Share Ireland | Statcounter Global Stats*. [online] Available at: <https://gs.statcounter.com/os-market-share/mobile-tablet/ireland/#monthly-201903-202004> [Accessed 1 May 2020].