# Product Concept Document

**1. Product Name**

**Cam Car** – A smart, compact, battery-powered car with built-in AI features designed for urban drivers and new learners.

**2. Product Description**

Cam Car is an eco-friendly, AI-powered vehicle that helps new drivers navigate safely while offering smart parking assistance, real-time traffic alerts, and intuitive driving feedback. With a compact design ideal for urban environments, Cam Car targets tech-savvy consumers seeking affordable and sustainable transportation.

**3. Target Market**

* Urban dwellers aged 18–40
* Students and first-time drivers
* Environmentally conscious consumers
* Tech-savvy users

**4. Customer Needs Addressed**

* Safe driving assistance for new drivers
* Easy parking in tight city spaces
* Cost-effective and battery-powered for sustainability
* Real-time updates and app-based control for modern connectivity

**5. Key Features**

* AI-driven driving feedback and obstacle detection
* Compact design for urban maneuverability
* Mobile app with smart connectivity
* Rechargeable battery with 250-mile range
* Built-in cameras for 360° visibility
* Auto-parking and lane assistance

**6. Benefits**

* Reduces risk for inexperienced drivers
* Saves space and energy in crowded cities
* Enhance driver confidence with smart tech
* Appeals to eco-conscious and tech-savvy markets

**7. Differentiators / Unique Selling Proposition (USP)**

* Focused on **safety and simplicity for first-time drivers**
* **AI features** like voice-controlled driving tips
* Cheaper alternative to larger EVs like Tesla, with a **compact focus**

**8. High-Level Requirements**

* Compliance with EV safety and emissions regulations
* Mobile app compatibility for iOS/Android
* Integration with traffic data APIs
* Manufacturing materials must be sustainable and recyclable

**9. Risks / Challenges**

* Competing with established EV brands
* Gaining trust as a new entrant in automotive space
* Ensuring battery performance and safety
* Addressing customer concerns around data security with AI features

**10. Success Metrics**

* Sell 10,000 units in first 12 months
* 4.5+ rating on major review platforms
* 75%+ customer satisfaction on safety and usability
* App adoption rate of 90% among car owners