

InstaCar | Collaborative Shared Mobility

As (User)	I want to (Action)	So that I can (Outcome)	Criteria (What is require to complete this action)	Site Map Page (Where can you find the solution/feature)
Adiran	see how much his car can make by renting it out	reduce the cost of car-ownership	Estimator to calculate the possibilities of money that you can make	Main page / List your car page
Adrian	feel safe about listing his car on the marketplace	I have peace of mind	Give details about how hosts and guets are screened	Main page / List your car page
Adiran	know he is covered in case of theft or physical damage	so he can list his car without any aprehensions	Give details about Isurance partner and options	Main page / List your car page
Adrian	how long will it take for him to list his car	know the amount to time I need to spend	Show where he is in the process of listing his car	List pages (show the current stage of the process)
Adiran	be able to easily schedule when he wants host he car	put my car on rent only for the time I would like to	Set preferences of how and when he would like to rent his car	List pages (set car availability preferences during the process of listing the car)
Adrian	know that the company is screening people	list my car with complete confidence	Ask for license information for online screening	List pages (get photo of license for screening)
Adiran	be able to provide details of my car	let the guest know what they are getting	Provide a place to give details of the car along with photos.	List pages (provide details and a place to upload photos of the car)
Adrian	know if I am ready to list my car on the marketplace	start making money immediately	provide confirmation about everything that is needed for the car to be liste	Confirmation page before listing the car

User Goals

- 1 Should be easy, convenient and safe for the owners to list their cars on InstaCar's market place
- 2 Should be able to reduce vehicle-ownership cost by monetizing the idle asset
- 3 Should be able to ontribute to a better environment by participating in the broader sharing economy
- 4 Should be able to feel good about helping people who do not have cars
- 5 Should have access to easy scheduling and 24/7 emergency support
- 6 Should be able to feel safe hosting his car on the P2P carsharing company's marketplace

Company Goals

- 1 The core business idea involves unlocking the value of unused or under-utilized assets
- 2 The company should have a clear values-driven mission and be built on meaningful principles including transparency, humanness, and authenticity
- 3 The providers on the supply-side of the platforms should benefit from the ability to get services in more efficient ways that mean they pay for access instead of ownership
- 4 The business should be built on distributed marketplaces or decentralized networks that create a sense of belonging, collective accountability and mutual benefit through the community they build and operate in
- 5 To provide a accessible and sustainable mobility solutions

Pages for Wireframe

- Login Page
- Main Page for Listing
- Various Listing Pages
- Confirmation Page