JOLLYDISPATCH ⮕ ⮕
Safe and Reliable

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Simple, Safe and Reliable

Basic Product Requirements Outline

for Jolly Dispatch (auto hauling platform / dispatch App) Web and App

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Jolly Trucking LLC. DBA / Jolly dispatch
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1   Product Overview:

1.1   Name of the app: JOLLY DISPATCH. Simple, safe and reliable delivery. Transparency in transactions

1.2   Website: www.jollydispatch.com

1.3   **Description**: A website and mobile application that facilitates the transportation of vehicles across different locations, connecting customers with auto haulers for safe and reliable delivery. The idea is to make it easier and more secure for shippers to meet and hire truckers to move their cars from point A to point B, improve the transparency in transactions and eliminate scams

2   Value Proposition:

2.1   Make it easier for car shippers to ship their cars with peace of mind, eliminate scams and provide tracking and updates for peace of mind.

2.2   Make it easier for truckers to find car transportation loads and payment guarantee.

2.3   Portable, easy to use, simple, no cut from driver load pay.

2.4   Affordable subscriptions and pay as you go model.

2.5   Import & manage all your booked orders

2.6   Book orders instantly

2.7   Express interest in an order with one click

2.8   Get notices and Track new listings on your designated routes / zip code / states

2.9   Portable, available on phone and tablet

2.10 24/7 Load positing and booking

2.11 Negotiate pay and dates within the app, no more exposing your phone number

2.12 Auto inspection within app

2.13 Reduced time posting and accepting loads

3   Target Platform:

3.1   The app will be developed for web/ Android and iOS platforms.

4   User (Subscriber Profile):

4.1   Shipper: Individuals and businesses looking to transport vehicles:

4.1.1   Transportation company owner operator

4.1.2   Casual Car buyer needing to ship a car

4.1.3   Freight forwards and Brokers servicing their clients

4.1.4   Car dealer manager needing to move cars

4.1.5   Car Auctions managers needing to move cars

4.1.6   Insurance companies needing to move accident damaged cars to auctions

4.2 Truckers / Multicar Haulers

4.2.1   Auto Haulers: Registered carriers and drivers providing transportation services

4.2.2   Owner operators looking for loads

4.2.3   Truck fleet managers looking to fill their trucks

4.2.4   TWIC card holders that can deliver to the ports

4.2.5   Local towing services with auto storage.

5   User Roles

5.1   Guest user: Cannot use but can see features to see if they want to subscribe

5.2   Causal user subscriber: Pay as you go limitations apply

5.3   Regular user subscriber / paying user subscription (Shippers / Haulers-Truckers)

5.4   30 day Trial User (limited access; Shipper can only post one vehicle per day, Trucker can only pick one vehicle per day) Can upgrade to regular user immediately upon request

6   User Device Types

6.1   Smartphones, Tablets, Desktop web browser

6.2   App should be able to synchronize with smart watches

7   Monetization mode

7.1   Freemium subscription for 30/60 day free trial

7.2   Premium subscription for regular users ($45 per month for 40 listings after exhaustion of quota it goes to "pay as you go" for $2.00 per listing, till the next billing circle.

7.3   Causal user / pay as you go subscriber: $4 charge per posting

7.4   Paid advertising (This is taken under advisory, it's not the main revenue model but should be investigated as a supplemental revenue channel.

8   Key Features:

8.1   User Registration and Login: Secure and user-friendly login/signup process for both customers and auto haulers.

8.2   Vehicle Booking: Customers can request vehicle transportation by providing necessary details.

8.3   Load Matching: Efficient load-matching algorithm to match customer requests with available auto haulers.

8.4   Real-time Tracking: GPS-based real-time tracking for customers to monitor their vehicles during transportation.

8.5 Price Estimation: Provide customers with an estimated cost based on distance, vehicle type, and other relevant factors.

8.6 Secure Payments: Integrated payment gateway for hassle-free and secure payment transactions for subscriptions only. Payment to drivers will be directly to them.

8.7 Reviews and Ratings: Allow customers to rate and review the auto haulers, ensuring transparency and service quality.

8.8 Notifications: Real-time notifications for customers and haulers regarding booking status, pickup, and delivery updates.

8.9 Support and Help Center: Provide customer support and a help center for assistance and issue resolution.

8.10 eBOL: (Electronic Bill of Lading) Allow trucker to generate a bill of lading based on entered information, client, car, pickup location and drop location

8.11 ePOD (Electronic Proof of Delivery): Allow truckers to generate ePOD after delivery has been made. Geo tagged eBOL at drop off. With picture

8.12 Car inspection if required: Allow truckers to access the device camera to take pictures of the car and document any damages to the car.

8.13 Geofencing pickup and delivery. App will capture the GPS coordinates of the pick-up location and drop off location to avoid scams as driver is picking up and dropping off.

8.14 For remote Port delivery allow shipper to upload Dock Receipts for Driver and ability to print same by Driver

8.15 The App must be able to verify through NTHSA any VIN number entered into the App

8.16 The App must be able to verify through USPS any and all addresses entered into the App. If no verification is possible, provide a check box for shipper to acknowledge that the address is not found and any difficulty in delivery or picking up the car will rest on the shipper.

8.17 App should be able to send email and voice msgs (voice texting, using the one in the hand held)

8.18 App should be able to use camera and access pictures. App should be able to take and store pictures/documents, record video and audio

8.19 API ready

8.20 Users should be able to search for listed loads, booked loads and past deliveries and postings (Usage History for 3 years)

8.21 Ability to cancel a listing and relist with corrected information

8.22 designed to use a nominal amount of battery power by limiting the app's GPS usage without compromising tracking visibility.

8.23 Ability of shipper to rate the driver and vice versa via a rating scale 50% -100%. Ability to refute rating and also leave free form explanation for rating

8.24 Ability for users to provide feedback to us (Jolly Trucking LLC.

9   UI requirements

9.1   Clean look with lots of white space

9.2   Reliable performances, and secure and safe

9.3   Idiot proof navigation, easy to use, intuitive.

9.4   Other related quality attributes

9.5   White back ground, ability to switch to darker background at night

9.6   Color scheme, darker baby blue (Turquoise) and white background.

9.7   Other suggestions: Trustworthy Teal Tones via N26:#2b6777 #c8d8e4 #ffffff #f2f2f2 #52ab98

9.8   Colors: blue, rust, white, black, etc, match the logo color scheme

10 Business Requirements:

10.1 Ability to generate pick up authorization and valid shipping contract between shipper and trucker

10.2 Every customer must have a unique customer ID number, and a user name to log into the app and website. Every customer must register / user or guest (temporary one day pass)

10.3 Every Trucker must have a valid DOT/MC number, and cargo insurance

10.4 Shipping contract is between shipper and trucker, not with Jolly Trucking LLC, we are just providing the platform to transact. (App will automatically generate contract based on boiler plate language in the app.

10.5 Ability to accepts payment from subscribers, ability to draft their credit card monthly or annually, ability to accept ACH payments

10.6 Ability for app to generate a unique customer ID for each subscriber

11 User Interface (UI) and User Experience (UX):

11.1 Intuitive and user-friendly interface for easy navigation.

11.2 Consistent design and branding to create a seamless user experience.

11.3 Responsive design to ensure compatibility with various screen sizes and devices.

11.4 Desktop, smart phone, tablet.

12 Technology Stack:

12.1 Programming Languages: [e.g., Java/Kotlin for Android, Swift/Objective-C for iOS]

12.2 Frameworks: [e.g., React Native, Flutter]

12.3 GPS and Location Services Integration

12.4 Payment Gateway Integration for collecting monthly subscription fees and also payment guarantees

13 Security and Privacy:

13.1 Robust security measures to protect user data and payment transactions.

13.2 Compliance with data protection regulations.

14 Admin Panel:

14.1 A web-based admin panel for managing user accounts, bookings, and resolving issues.

15 Performance and Scalability:

15.1 Optimize app performance to ensure fast loading times and smooth user experience.

15.2 Design for scalability to accommodate increased user demand and future growth.

15.3 Designed for 99.9% uptime.

16 Testing and Quality Assurance:

16.1 Comprehensive testing, including functionality, usability, security, and performance testing.

16.2 Conduct beta testing with a select group of users to gather feedback before full release.

17 Localization:

17.1 Currency support options to cater to Canada

17.2 Language Support for multiple languages (English, French and Spanish) to cater to a diverse user base. (**To be added later**)

18 Integration with Auto Haulers:

18.1 Facilitate auto hauler registration and verification process.

18.2 Provide necessary tools for auto haulers to manage bookings and track deliveries.

19 Marketing and Launch:

19.1 Plan marketing strategies and promotional campaigns for the app's launch.

19.2 Monitor app performance and gather user feedback for continuous improvement.

20 Timeline / Milestones

20.1 **WEBSITE: (1 week)**

20.1.1 Domain Registration (Done), Hosting, Web Design

20.1.2 Responsive web Landing pages

20.1.3 E-commerce capability (accepting credit cards)

20.1.4 Blogs

20.1.5 Portfolio?

20.2 **Design Phase (Prototype, Wireframe) (1.5 week)**

20.3 **Frontend development phase (React JS, Html, CSS, Bootstrap) (2 weeks)**

20.4 **Backend Development phase (Python, Django) (3 weeks)**

20.5 **Deployment and security (AWS) (1 week)**

20.6 **Total time frame: 8 Weeks and another 4 weeks overage time for rework etc**

21 Budget and Timeline:

21.1 Defined budget and development timeline for the project.

21.2 Web app for all platforms and mobile app for iOS and Android will be done completely in 7.5 – 8 weeks. Maximum extra time 4 months to completion.

21.3 **BUDGET: $15,000.00**

21.3.1 PAYMENT TRANCHES

21.3.2 **Payment 1 $5,000.00**

21.3.2.1 *Milestone: Website and design phase(rework)*

21.3.3 **Payment 2 $5,000.00**

21.3.3.1 *Milestones; Front end development (rework)*

21.3.3.2 ***PAYMENT 3 $5,000.00***

21.3.3.3 *Milestones: backend development, deployment and security (rework)and go-live support for 90 days.*

21.3.3.4 *IT Consulting and ongoing support and monthly maintenance cost to be mutually agreed to after go-live*

22 Supplementary Information (Appendix A)

22.1 *User Experience (UX): Design the app with a user-friendly interface and intuitive navigation. The* app should be easy to use for both drivers and customers, with clear instructions and accessible features.

22.2 Real-Time Tracking: Incorporate GPS and real-time tracking functionalities to enable users to track their vehicles and shipments accurately. This feature enhances transparency and builds trust with customers.

22.3 Route Optimization: Implement route optimization algorithms to help drivers find the most efficient and cost-effective routes for transportation between different states.

22.4 Load Matching: Include a load matching feature that connects shippers with available carriers to optimize transportation capacity and improve efficiency.

22.5 Secure Payments: Ensure that the app includes a secure payment gateway for seamless and safe transactions between customers and carriers.

22.6 Insurance and Legal Compliance: Address insurance requirements and legal compliance for interstate transportation. This includes adhering to federal and state regulations for transporting vehicles.

22.7 Notifications and Alerts: Provide real-time notifications and alerts to keep customers and carriers informed about order status, pickup and delivery schedules, and any updates or changes.

22.8 Customer Support: Offer responsive customer support channels to assist users in case of any issues or concerns during the transportation process.

22.9 Multi-Platform Compatibility: Develop the app to be compatible with both Android and iOS devices to reach a broader user base.

22.10 Backend Infrastructure: Build a robust backend infrastructure capable of handling large volumes of data, user accounts, and transactions.

22.11 Data Security and Privacy: Implement robust security measures to protect user data and ensure privacy compliance.

22.12 Reviews and Ratings: Integrate a review and rating system to allow customers to provide feedback and help improve service quality.

22.13 Scalability: Design the app to accommodate future growth and increasing demand for services.

22.14 Integration with Auto Transportation Companies: Consider integrating with existing auto transportation companies to expand the app's reach and access to resources.

23 Supplementary Information (Appendix B)

A. Direct and Indirect competitors

Apps

Central Dispatch, is the main competitor online app based. Old with many short comings. But still the leader.

Super Dispatch: (App store 4.5 out of 5 rating) (50K downloads on Google Play) Nice App used very well in the industry rated #1 app for auto hauling

MOVECAR hauler: app store. (500+ downloads on the Google Play) Bad reviews, very unstable app
 Uber Freight: 100k downloads on the Google play. Not specific for auto hauling but can present good competition. Name recognition

SmartHaul App by Ship.Cars: 10k downloads on the Google play. 3.6 out of 5 rating

Ship car x Auto transport app. 4.2 rating app store. Very bad review
Uship: 500K downloads on the google play. Not specific for auto hauling, different business model
Auto transport plus: 100k downloads on google play. Not a meeting platform. Auto transport aid for drivers and fleet managers.

B. TOP LOAD BOARDS (Where Truckers find Auto loads)

1. Load Board #1) Central Dispatch
Visit centraldispatch.com
Right now, this is absolutely the #1 auto transport best load board in the United States, with the most listed loads nationwide – easily averaging over 40,000 posted loads at any one time. That's a lot of cars!
However, to be a subscriber as a carrier, you're looking at spending over $115 a month for a subscription and an annual price tag closer to $1,500 per year. That's a significant annual expense, and that's just to have access to a list of loads that may or may not be ready for transport. But, Central Dispatch does offer a 30-day free trial and a typical set up only takes 7-10 days.

Booking Loads on Central Dispatch
The "Search Vehicles" feature is easy to use and if you're a new Auto Transport business, you need to sign up with Central Dispatch until you can find your own customers. Unfortunately,

Central Dispatch is the only load board of the top 5 where you cannot book loads online with the click of a button and that can cost you time. Plus, it's the only major load board where the dispatch sheet cannot be directly assigned to a driver's mobile app, which is hard to believe in this modern age of mobile technology. However, no other car hauler load board comes even close to Central Dispatch in terms of volume of cars listed for transport. And that's exactly why you'll find other load boards eventually list most of their loads on Central Dispatch.

2. Load Board #2) Ready Logistics / Ready Auto Transport / 1Dispatch

Visit ratloads.com

Yes, on 1Dispatch you can book loads online without contacting anyone. You can also bid on loads to get more money. This load board is free and you get paid fast by comchecks. On top of that, Ready Logistics has one of the best vehicle inspection mobile apps available – which is connected directly to your dispatch dashboard so there's no duplication of information or lack of efficiency within dispatching. But, there's not nearly enough loads here to be considered the best load board. On top of that, way too many repo lots with Inoperable Vehicles and getting set up oftentimes take far too long (like months). Of course, every new car hauling business should start getting signed up with 1Dispatch right away. Like right now.

3. Load Board #3) CarsArrive Network

Visit carsarrive.com

In terms of use, it's very similar to 1Dispatch. Book online, bid to get more money, it's a free load board, but the default pay is net 20 and if you want a comcheck you'll have to pay the fee – and that's too bad. But it's a better selection of used cars at better pickup locations, mostly auto auctions, and the listed rates are better than average. The biggest problem is getting signed up with CarsArrive. Yes, they require a minimum of 90 days of active MC authority, but it's their cargo insurance minimum requirements that keep many transporters from ever signing up – which can be a good thing if you get approved. And as a dispatcher, I love having CarsArrive Network as a booking option. I use it all the time because it really helps with overall gross revenue.

4. Load Board #4) United Road Logistics

Visit urautoloads.com

You would not know from the look of their simplistic online load board that United Road is not only the nation's largest broker carrier but (among other big contracts) is also in charge of moving the bulk of carmax cars. That equals a lot of volume and regular work

for a new car hauling business – and that's why United Road has a lot of agents you can call and daily email lists of available loads. Unfortunately, many carriers often rely on CentralDispatch.com to see the loads they eventually book on URautoloads.com – and that just doesn't make sense. (Not the best load board). It's a good thing this load board is free, because it needs work, and make sure you understand all the United Road insurance requirements and commitments before you sign up.

5. Load Board #5) MetroGistics

Visit metroloads.com

Make no mistake, MetroGistics is a growing company and is surely here to stay, but you will regularly come across loads that you wished paid better and were better described in the original listing – and I'm talking about "Mix Mix". What is that? Like many other load boards, if you see it on Central, check metroloads.com to make sure it's really still available. Again, it's free to sign up but make sure you have your ducks in a row by checking your company name using the fmcsa safersys website so you don't waste a bunch of time. Also, be ready for lots of incoming phone calls seeking daily status updates and perfect performance on your end of the deal. Go get signed up because you will see their loads.

6. Load Board #6) Ship.Cars

Visit ship.cars – not .com

Best load board? Not yet. But this is the beginning of the future.
For years, the top 5 auto transport load boards I just mentioned have enjoyed a real lack of competition. But that's about to change. Ship.Cars is one of many recent and upcoming load board contenders boasting innovative technology and a large enough volume of listed loads to make carriers and new auto transport businesses pay attention and sign up. And you're going to want to do that, too.

24 Supplementary Information (Appendix C)

Current provisioning profiles in the Apple App Store and/or Google Play Store?

None

25 Supplementary Information (Appendix D)

Decide What Features To Build (Prioritization Matrix)

TBD

Note please treat as confidential