



FINSERV*direct*

Brought to you by Team Shippo

AGENDA

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04 | THE SOLUTION

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UNMET NEEDS & OPPORTUNITIES

01

ARI FACES A LACK OF:

INTEGRATED
EXTERNAL AND
INTERNAL PORTAL

PORTAL FOR
PROSPECTIVE
CLIENTELE

AUTOMATIC
CHAT
RESPONSES

ACCESSIBILITY
TO CLIENTS

DECREASE IN
MANUAL UPDATES

AUTOMATION

LIFECYCLE
PROGRESS
BAR

REAL TIME
INFORMATION



OBJECTIVES

02



INTEGRATION

SPEED

ACCESSIBILITY

AUTOMATION



KEY STAKEHOLDERS

03



RICHARD SIMMONS



AMANDA REILLY



CONNOR YOUNG



RICHARD SIMMONS

AGE: 52

OCCUPATION: REPOSSESSION MANAGER

INCOME: \$62,000

EDUCATION: HUMAN RESOURCE MANAGEMENT AT
UNIVERSITY OF DELAWARE

LOCATION: WILMINGTON, DELAWARE

FAMILY: DIVORCED WITH NO KIDS

HOBBIES: GOLFING, READING NOVELS, COOKING FOR ONE



"THIS IS A NEW MARKET FOR US AND I'M NOT THE MOST TECH SAVVY PERSON THERE IS. I NEED SOMETHING THAT IS USER FRIENDLY AND ALLOWS US QUICK ACCESS TO THE COMPANY WE'RE WORKING WITH."



AMANDA REILLY

AGE: 29

OCCUPATION: CREDIT UNION ASSOCIATE

INCOME: \$55,000

EDUCATION: FINANCE AT TEMPLE UNIVERSITY

LOCATION: PHILADELPHIA, PENNSYLVANIA

FAMILY: SINGLE

HOBBIES: VLOGGING, GETTING DRINKS WITH FRIENDS,
SOUL CYCLING, PLAYING WITH HER NEW PUPPY



"I'M ALWAYS SO BUSY WITH BALANCING MY WORK AND SOCIAL LIFE. I NEED SOMETHING THAT IS QUICK AND EASY TO USE TO VIEW THE STATUS OF MY VEHICLE."



CONNOR YOUNG

AGE: 37

OCCUPATION: ARI REMARKETING MANAGER

INCOME: \$80,000

EDUCATION: MARKETING AT RUTGERS UNIVERSITY

LOCATION: CHERRY HILL, NEW JERSEY

FAMILY: MARRIED WITH THREE KIDS

HOBBIES: FISHING, SPENDING TIME WITH FAMILY,
COLLECTING MINIATURE CARS



"I'M TIRED OF SEARCHING ALL OVER A WEBSITE FOR CUSTOMER INFORMATION; IT'S NOT AN EFFICIENT USE OF MY TIME. I NEED A WAY TO VIEW ALL THE INFORMATION ON ONE SCREEN."



THE SOLUTION

04

The screenshot displays a user interface for vehicle lifecycle management. At the top left, a small image of a silver SUV is shown next to its details: 'Toyota', 'Highlander', '2018', 'Status: Sale', and 'VIN: 4T4B2711177002'. Below this is a 'Vehicle Lifecycle' progress bar with six stages: 'Vehicle Added Into System', 'Auction Location', 'Transportation', 'Pre-Sale', 'Sale', and 'Post-Sale'. The 'Pre-Sale' and 'Sale' stages are highlighted in green. Below the progress bar are two buttons: 'Download Documents?' and 'Pictures of Vehicle'. The 'Pictures of Vehicle' button is active, showing a gallery of images of the SUV. In the bottom left corner, there is a circular profile picture of a woman. In the bottom right corner, there is a button that says 'Need help? Talk to us!'. The background of the interface is a light blue sky with a blurred image of a car lot.

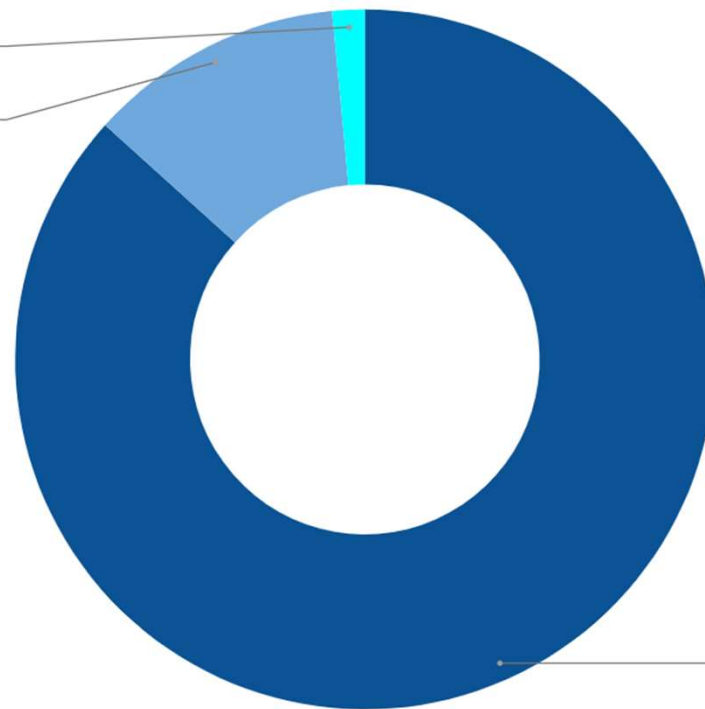


BUDGET BREAKDOWN

05

Storage & Maintenance
1.5%

Project Manager
11.8%



- DURATION: 4 MONTHS
- DEVELOPERS (3)
 - \$90,240
- PM
 - \$12,320
- STORAGE/MAINTENANCE
 - ORACLE
 - \$520

Developers
86.7%



BUDGET BREAKDOWN

	Month One	Month Two	Month Three	Month Four	Total
Developer Salary (3 developers @ \$47/hour for 40hrs/week)	\$ 22,560.00	\$ 22,560.00	\$ 22,560.00	\$ 22,560.00	\$ 90,240.00
PM Salary (@\$77/hours for 10 hrs/week)	\$ 3,080.00	\$ 3,080.00	\$ 3,080.00	\$ 3,080.00	\$ 12,320.00
Storage and Maintenance Costs (\$30/month of storage & \$100/month of maintenance)	\$ 130.00	\$ 130.00	\$ 130.00	\$ 130.00	\$ 520.00
Final Cost:					\$103,080.00



BENEFITS



CUSTOMER
SATISFACTION



MEANS OF
COMMUNICATION



TIME AND
MONEY



EFFECTIVE
COMMUNICATION



THANK YOU FOR YOUR TIME.

ANY QUESTIONS?

