Mover

Find your local truck

Spec Status: Finalized
Team Name: Mover
Team Members: Anam Zaheer
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Summary

A freight broker company that connects people and businesses with local pickup trucks, minivans, and cargo vans for moving large items, with same day service and upfront pricing.

Problem Space

Problem Background

Currently, there are two points of sale: retailers that have delivery options (direct or third-party), and resellers such as Facebook Marketplace, Kijiji or Karrot that don't have delivery services.

Customers can wait a few days to get large items delivered for the former or contact a friend or find movers' quotes online for the latter. However, **60%** of survey respondents preferred not having to wait for a delivery and rather, getting their items immediately.

From those surveyed, **100%** tried fitting large items in their car. Of those, **80%** mentioned it was difficult to fit items, and when it did "fit", **70%** reported a driving risk with either the trunk remaining open, doors not fully closing, items loaded on top of cars, or items too close to windows. This poses a serious risk to the mover and surrounding drivers.

Additionally, an interviewee **expressed fear of "getting home safely without being pulled over"** due to moving a 12 ft construction beam extending out of their passenger window. No red flags, as legally required, were attached and instead, a Home Depot bag was covering it.

Other drivers have tried fitting: an Ikea bed, camera cranes, a wardrobe, a dresser, a stove, and a piano. With access to larger vehicles, we can stop such dangerous transports on our roads.

Lastly, for those who were unable to fit items in their car, **40%** chose U-Haul or a Home Depot truck rental as the next option. However, **30%** customers also reported being "somewhat comfortable" with driving large rental vehicles with **20%** being "somewhat uncomfortable". If shipping isn't available in some cases (i.e., Facebook Marketplace or Kijiji) what options do we have for safer transports?

Goals

- Allow customers to search for local drivers with large vehicles (pickup trucks, large minivans, SUV's, cargo vans)
- Provide one platform for professional movers
- Have drivers that are reliable and careful with items

User Stories

- As a Mover user, I want to search for a same-day shipping provider
- As a Mover user, I want a simple interface with quick and easy bookings
- As a Mover user, I want to know how much I will be charged before booking a service
- As a Mover user, I want to be able to pick a vehicle according to my item size so I don't have to pay extra for a larger vehicle

Solution Space

Proposed Solution

Allow users to book large vehicles from local drivers with trucks or minivans, and list professional movers for bigger service requirements.

Scenarios and Acceptance Criteria

- User story: I want to search for a same-day shipping provider
    - *Scenario #1*
        - Local drivers in the area with large vehicles and professional movers registered in one place
    - *Acceptance Criteria*
        - Users can open the app to view two types of services: Local Movers or Professional Movers
        - Once selected, users can view available vehicles based on their current location, and filter criteria (vehicle type, availability, assisted/unassisted loading)

- User story: I want a simple interface with quick and easy bookings
    - *Scenario #2*
        - Location detection, and available vehicles already showing on the app map
    - *Acceptance Criteria*
        - Quick Book button: Enter a drop off location and the first available driver will accept your pickup
        - Payment will always show up before confirming a booking

- User story: I want to know how much I will be charged before booking a service
    - *Scenario #4*
        - Show upfront pricing before each booking
    - *Acceptance Criteria*
        - Users can be selective and pick by driver rating, number of trips completed, driver profile

        - Users can contact professional movers who will have their own quotes listed

- User story: I want to be able to pick a vehicle according to my item size so I don't have to pay extra for a larger vehicle
    - *Scenario #6*
        - Have different vehicle sizes and filtering options
    - *Acceptance criteria*
        - Allow users to filter search by vehicle type: pickup truck, minivan, SUV, cargo van
        - Prices will vary depending on vehicle size (and additional services provided: loading/unloading assistance)

Measuring Success

- Obtain 50 registered drivers under local and professional movers, each, with cleared background checks and user profiles
- Professional Movers: set up a buyer/seller marketplace to exchange services: search, message, book, block, rate, report
- Have 30 active/ongoing bookings per month

Open Questions

- Should there be different price points based on the qualifications of a driver? i.e. a driver with a higher rating and more trips completed charges more?
- Two approaches?
    - Local Movers: Enter a pickup/dropoff location, select vehicle type then book
    - Professional Movers: Marketplace style
        - Can schedule a future move, or search by immediate pickup

Appendix/Links

Survey:

Survey: https://www.surveymonkey.com/r/YPDJFVD

Survey results:
https://www.surveymonkey.com/results/SM-mSf9duSBtgpnQxlhdMrT1A_3D_3D/

A previous Toronto start-up:

1. Someone just created an Uber for truck rentals in Toronto
2. Hire a truck and driver to deliver or move with Toronto company Fetchit

User stories:

1. Uber but for moving?
2. What's a good UHAUL Alternative
3. A good furniture delivery company