

# PRODUCT STUDY



## OVER VIEW

Carsimple is a mobile app that helps customers to build their own garages, car registration tags, car Registration renewals.

Seamless notifications will help customers to check annual renewal payment reminders.

This application can be downloaded to your smartphone and/or device will give you the power of the DMV in the palm of your hands



## THE HITCH:

*"The major targeted area is vehicle registration renewals and which requires more technology enablement and car simple is one such solution to solve many problems. Vehicle as a service market is valued at USD 5 Billion and it is expected to grow by 20% CAGR from 2022.*

*Growth in motor vehicle registrations stalled to just 0.6% in 2008 before falling by 0.7% to 254.2 million in 2009. The number of vehicle registrations fell further in 2010 before rebounding in 2011. conversely, in 2021 the number of vehicle registrations increased by 4.1% as businesses reopen.*

*Due to these factors, the number of vehicle registrations is set to grow by 0.5% in 2023.*



*A futuristic mobile application that will help customers to have an easy car-related renewals, registrations, and fee check services.*



## THE CONCLUSION:

**“** This application is a time saver and costs saver for car registrations and storing all the car-related information in one place, there are many options for the users as a part of adding own garages, etc.



## THE STORY THAT LED TO INNOVATION:

A vision of two co founders Mr. Yonatan Salazar & Mr. Ismael Chavez who has over all 15 years of experience in automobile industry led a innovate idea of solving the car registration renewal problem with a mobile application.

Their vision is to expand to different parts of United states and create a hassle free and car paperless services.

Their tenacity and intuitive spirit have propelled him into co-creating a company of the future for the people all alongside one of the most creative amigos in the auto industry.

## TECHNOLOGIES AND TOOLS:



## THE CATCHY:

- Mobile App- Authentication
- Mobile App- My Garage
- Mobile App- Add New Car
- Mobile App- Car Profile
- Mobile App- Vehicle Registration
- Mobile App- Payment/My Payments
- Mobile App- Drawer Menu
- Mobile App- My Profile
- Mobile App- Support/Help
- Mobile App- Terms & Conditions.
- DMV integration