

Handi-Capable

A shopping experience built for the elderly and handicapped community

Business Plan & Mobile Application Design Document

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Executive Summary

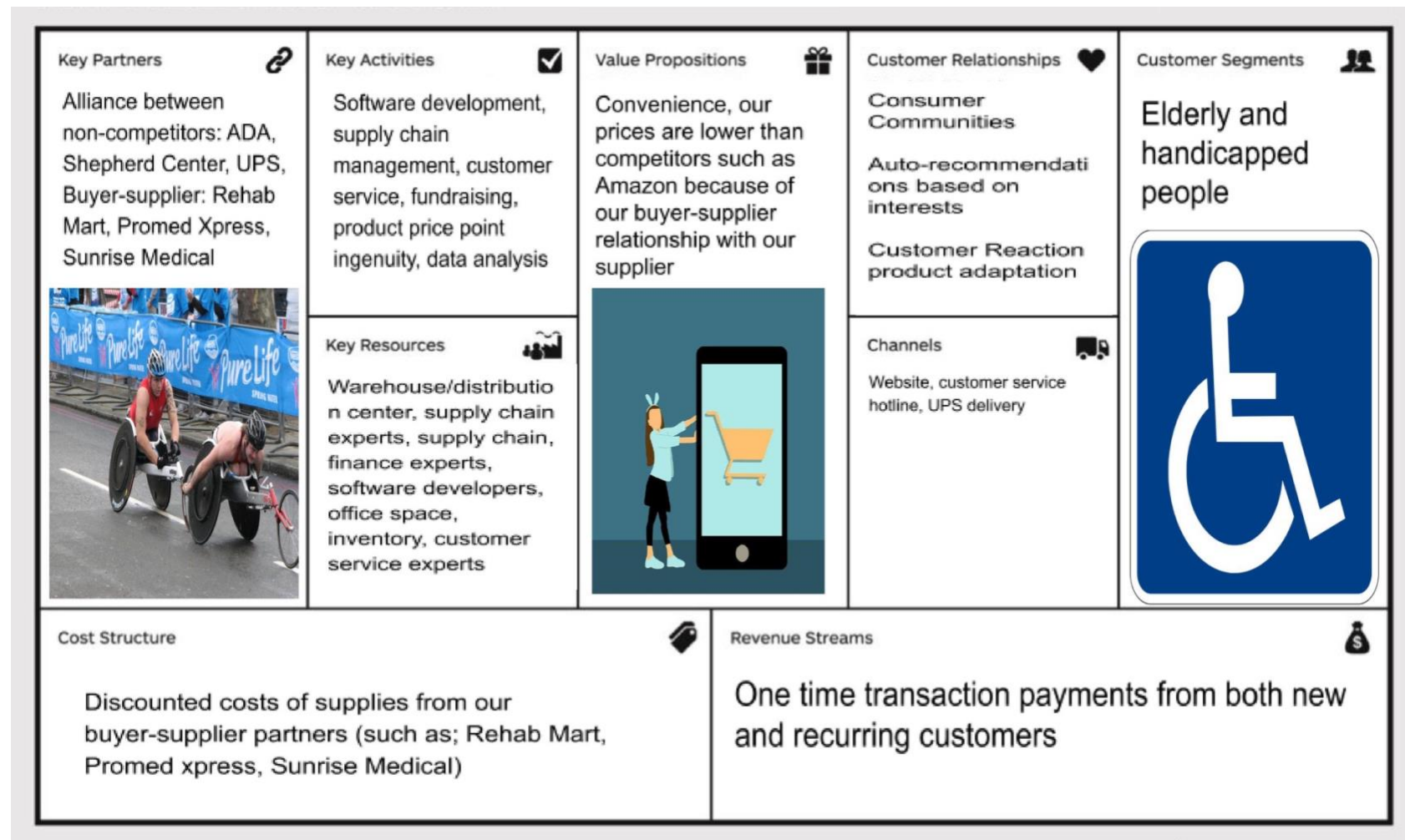
The name of our business is Handicapable, the same as our app. Handicapable shoots to make handicap products more accessible to those who need them at more affordable prices. The app enables a marketplace for users to scroll and search through products similar to amazon. Our app has a key partnership with UPS who picks up our products from warehouses and delivers them to customers across the nation. When products are selected and placed into the cart, our UPS partnership makes for an easy checkout and shipping process.

While our app may seem replaceable by amazon, our business alliance between non-competitors such as the shepherd center and Americans with disabilities act give us the upper hand. Instead of operating to profit off of the customer, our goal is to help them and make their lives easier, giving them the lowest prices on the market without making them travel the country for handicap assistance products.

We create our products in our warehouses across the country with expertise and guidance from places like Rehab Mart, Sunrise Medical and Promed Xpress. With this help we provide state of the art wheelchairs, prosthetics and tools for the handicap community keeping us on the level of Hospitals around the globe. Handicapable would be a priceless tool to anyone with Handicap needs, never leaving anyone out to dry.

H Business Model

Business Model Canvas Design



Business Model Canvas Explanation

Our business model focuses on a more niche market for those with disabilities, the elderly, and those who have dealt with physical trauma. We provide an all-in-one site that conveniently connects customers directly with top market manufacturers and allows for customers to have a direct link to them and their production sites. With everything easily attainable through our website from braces to wheelchairs to exo-skeletons, we provide easy access to any and all needed resources. Along with that, our key partnerships with the top market manufacturers allows us to provide lower prices than all competitors in the market.

Our revenue model is based on a one-time transaction payment from both new and recurring customers through the website. Our cost structure is centered on discounted prices of supplies due to our buyer-supplier partnerships. Outside of supplies we also have costs included with website maintenance, warehouse rent and repair, and shipping costs.

The key resources needed for our business include a warehouse/distribution center, supply chain and supply chain experts, finance experts, software developers, office space, inventory, and customer service experts.

Project Management

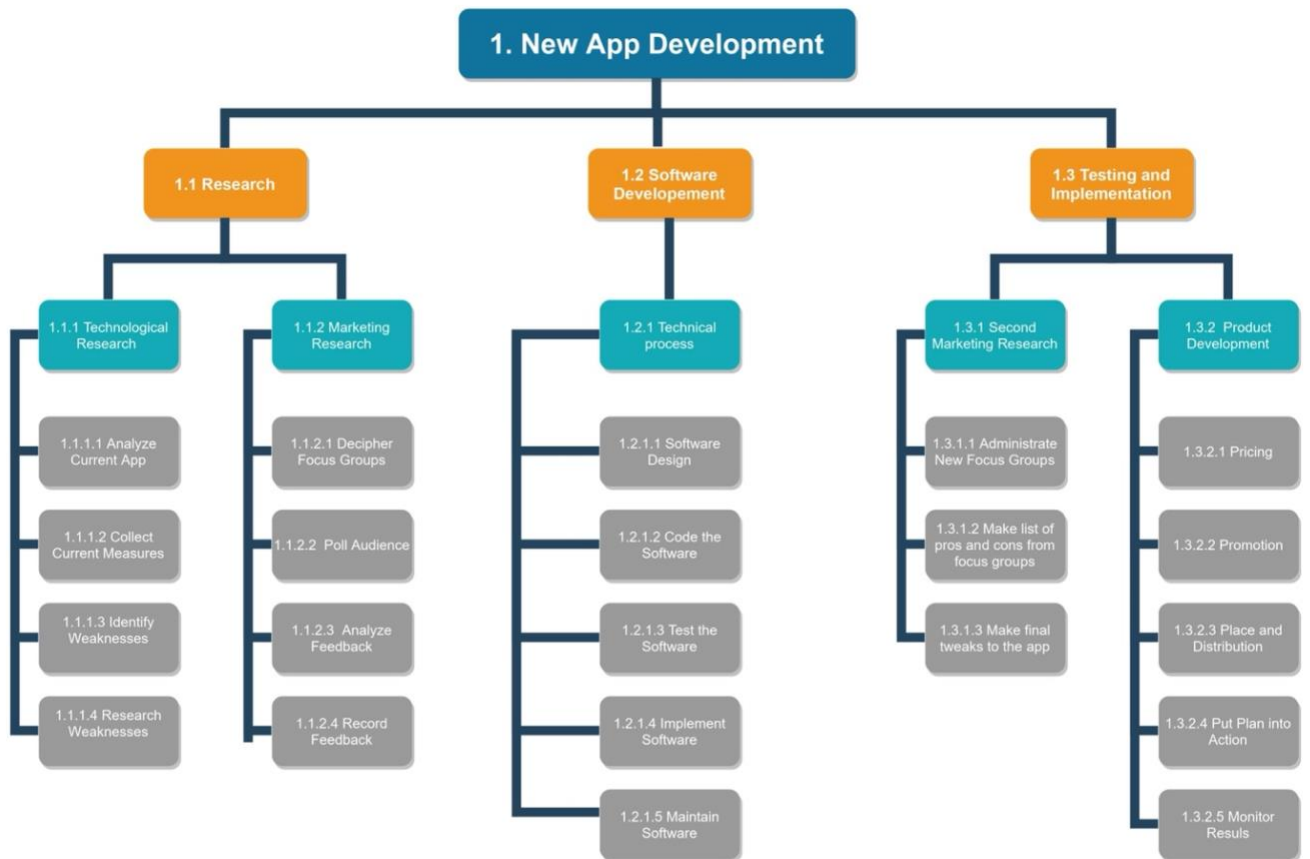
Written description of project steps

Research is the first step in our app's development. We had a beta version of the app that was released to the public, so our research is based on ways to better this first app to create a new one. Research here includes identifying our weaknesses in the first app and polling audiences about new ideas we have to fix these weaknesses.

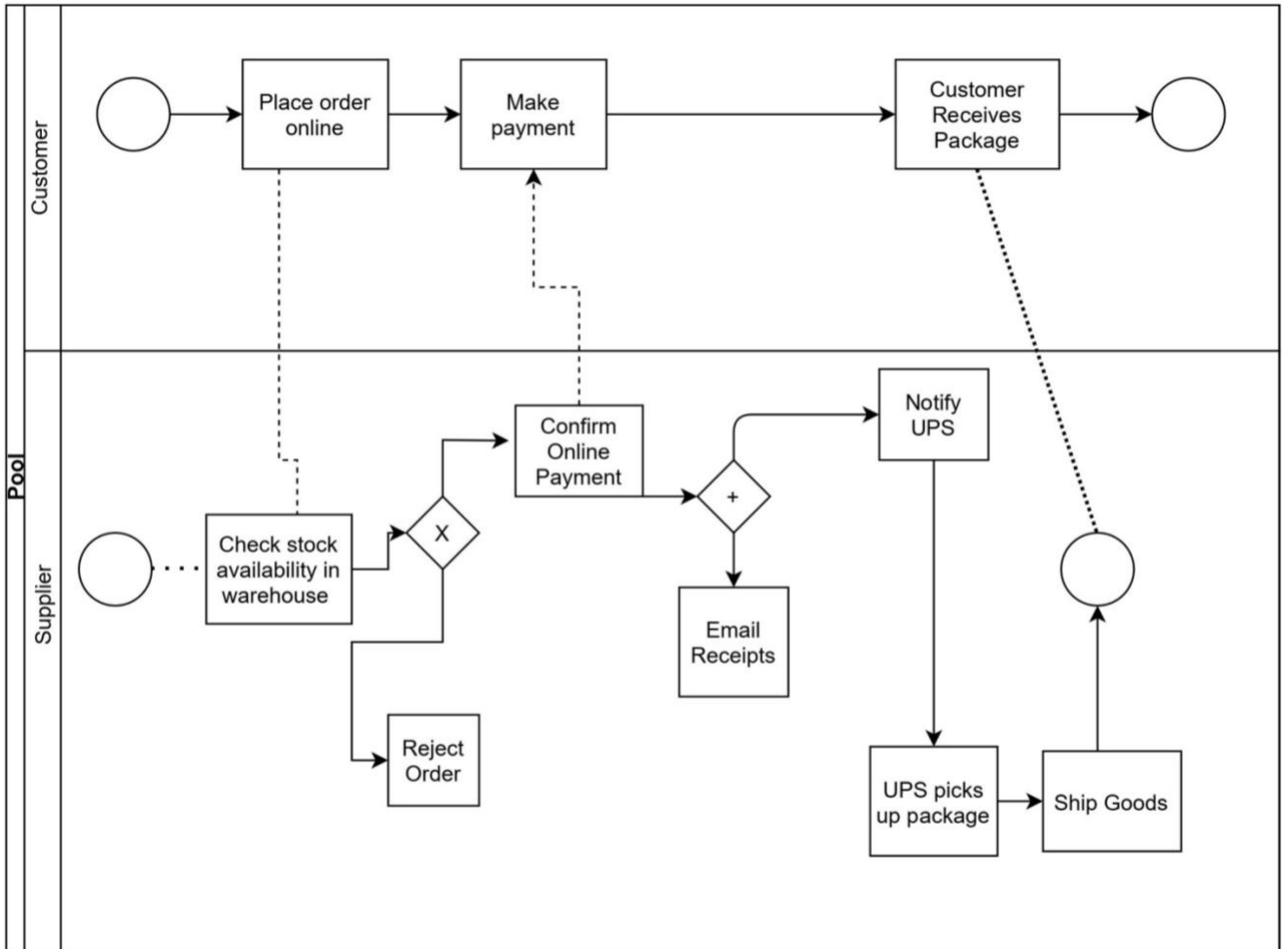
Secondly, software development comes into play. As we take this new research base from our polled audience, we must code new software to implement a better user experience and better overall app. This also includes being able to maintain this new software with tons of storage and maintenance updates when the website would be least in use (such as 1am to 5am).

Lastly, we have a second marketing research polling. This is where we test the new app and finalize pros and cons, making the proper minor tweaks. After this is done, we work on marketing the app to the public and monitor the results.

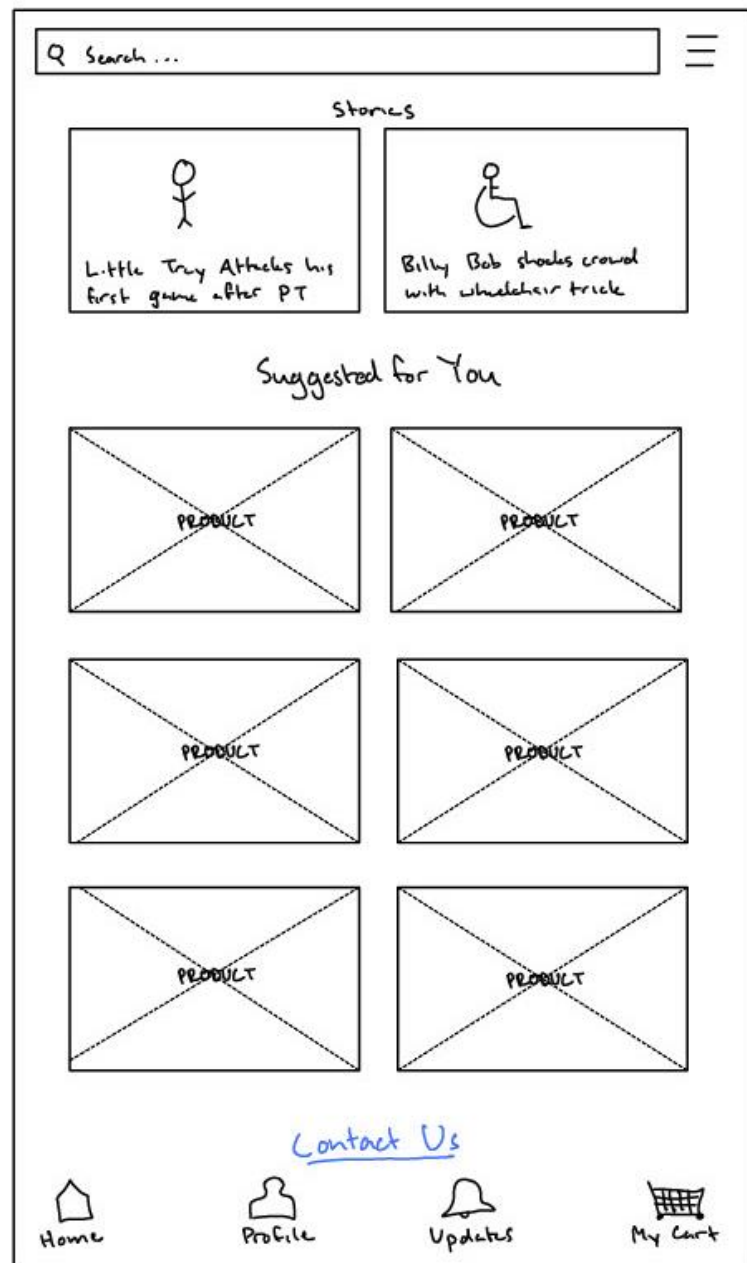
Work Breakdown Structure Diagram



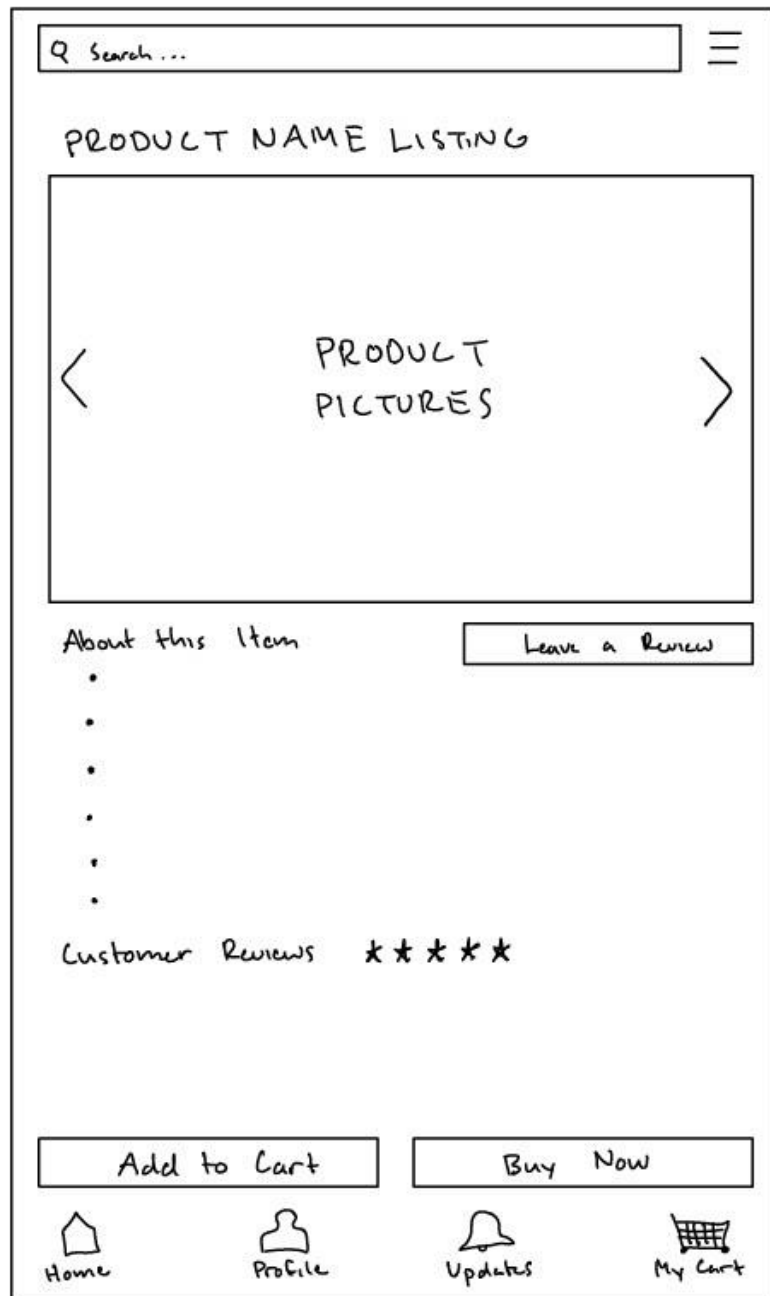
Business Process Model



Application Wireframe Models



The homepage includes a search option at the top of the page, along with a settings menu to the right of the search bar, below there are customer stories, and suggested products. There is a second menu option located at the bottom that include home, profile, updates, and my cart.



The listing page includes the search option, settings menu, and customer options as in the homepage. There is a product name and listing with a picture gallery of the product. Below the gallery there is a description of the item, customer reviews, an option to leave a review, and two options to buy now or add to cart.

Gift Card or Coupon Code

Payment

Billing Address

Mailing Address

PLACE ORDER

Home

Profile

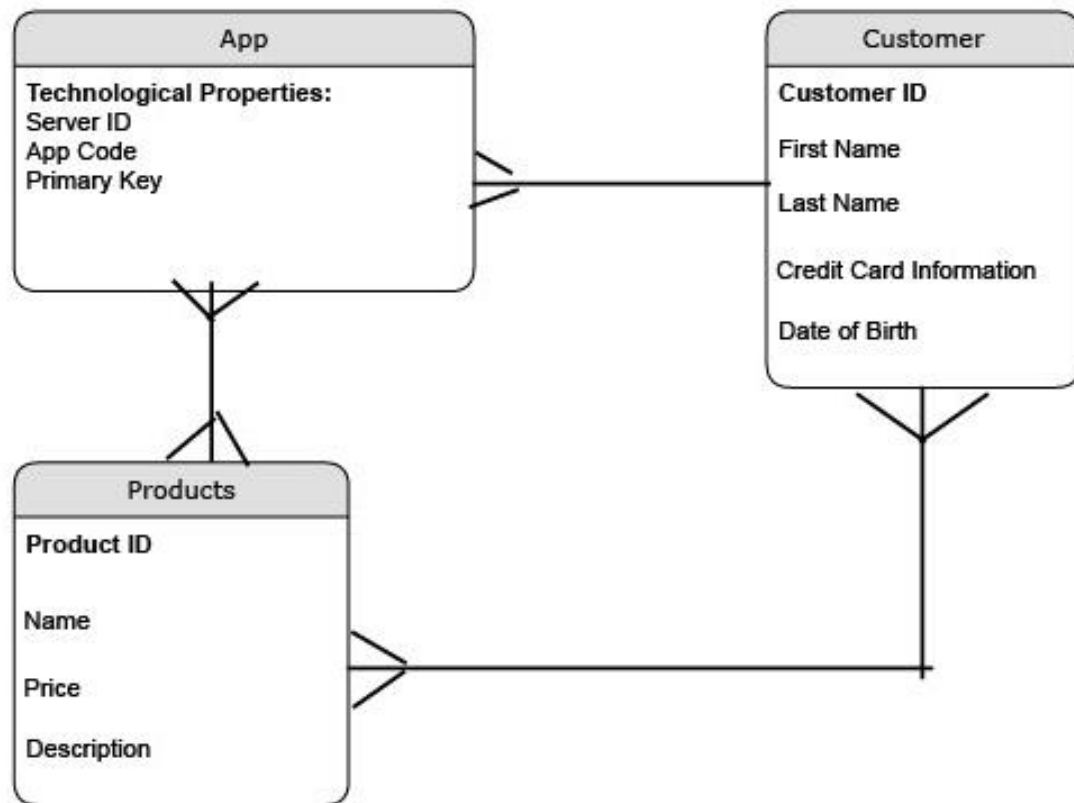
Updates

My Cart

The checkout page includes the search option, settings menu, and the customer options as on the homepage. Includes an option to enter gift card or coupon, a place to put payment information, billing address and mailing address. At the bottom is a place order button to confirm customers order.

Data Management

Data Model



Written Explanation

In order for the app to function technological services are needed such as a server ID so that information can be stored for the app. This information includes customer names, product information, and much more. The customer section allows for us to understand and keep track of each individual customer, providing us with needed insights on past purchases and requests. Our business provides products and product information to those customers so that there is something for the customer to purchase. The product entity with descriptions, price, etc. provides needed information for customers purchase and review of products.

Final Reflections