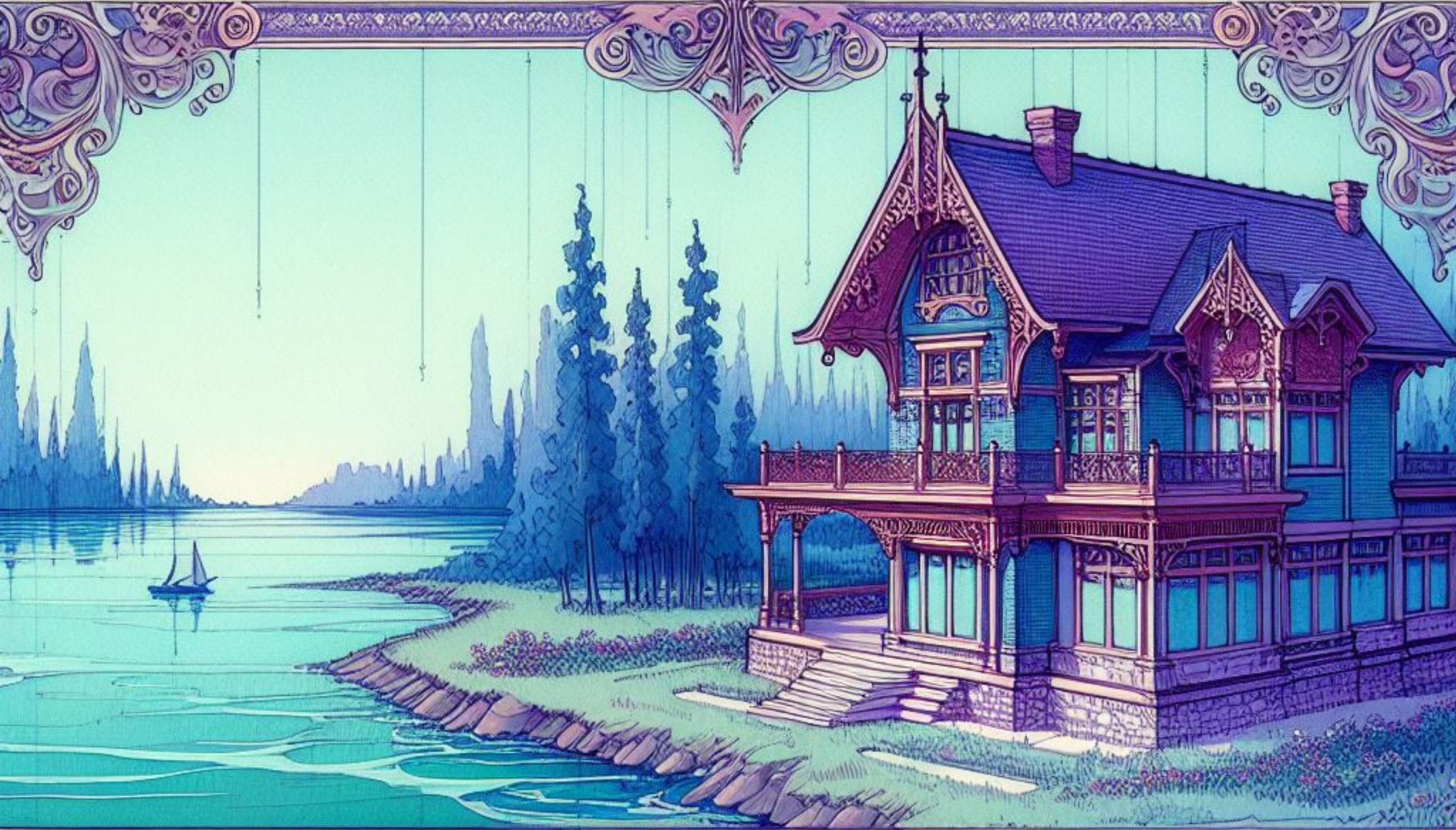




DIY HOMEBUILDER

BUSINESS REQUIREMENTS DOCUMENT

by Vince Wallace

Section 01

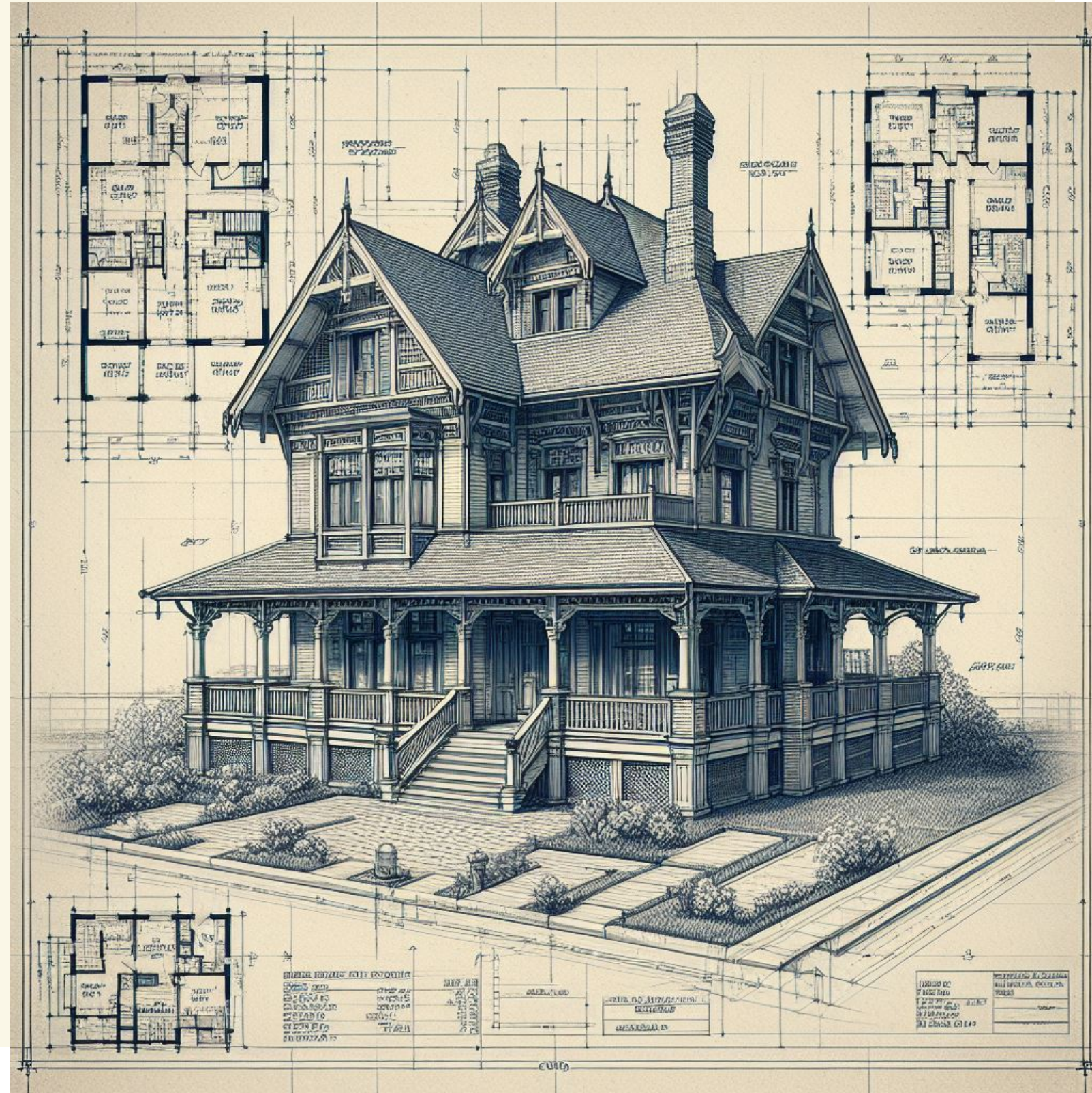
Executive Summary

01 WHAT Is This App and WHO Is It For?

An app for those with the New Pioneer Spirit

the DIY HOMEBUILDER APP is a web-responsive app that serves as a detailed start-to-finish guide for those who dream of a hands-on experience designing and building their own home, but

1. don't have any construction experience, or
2. have some experience in hands-on construction, crafts or DIY handy work but want some detailed guidance in the imagine/design/build process for their home.



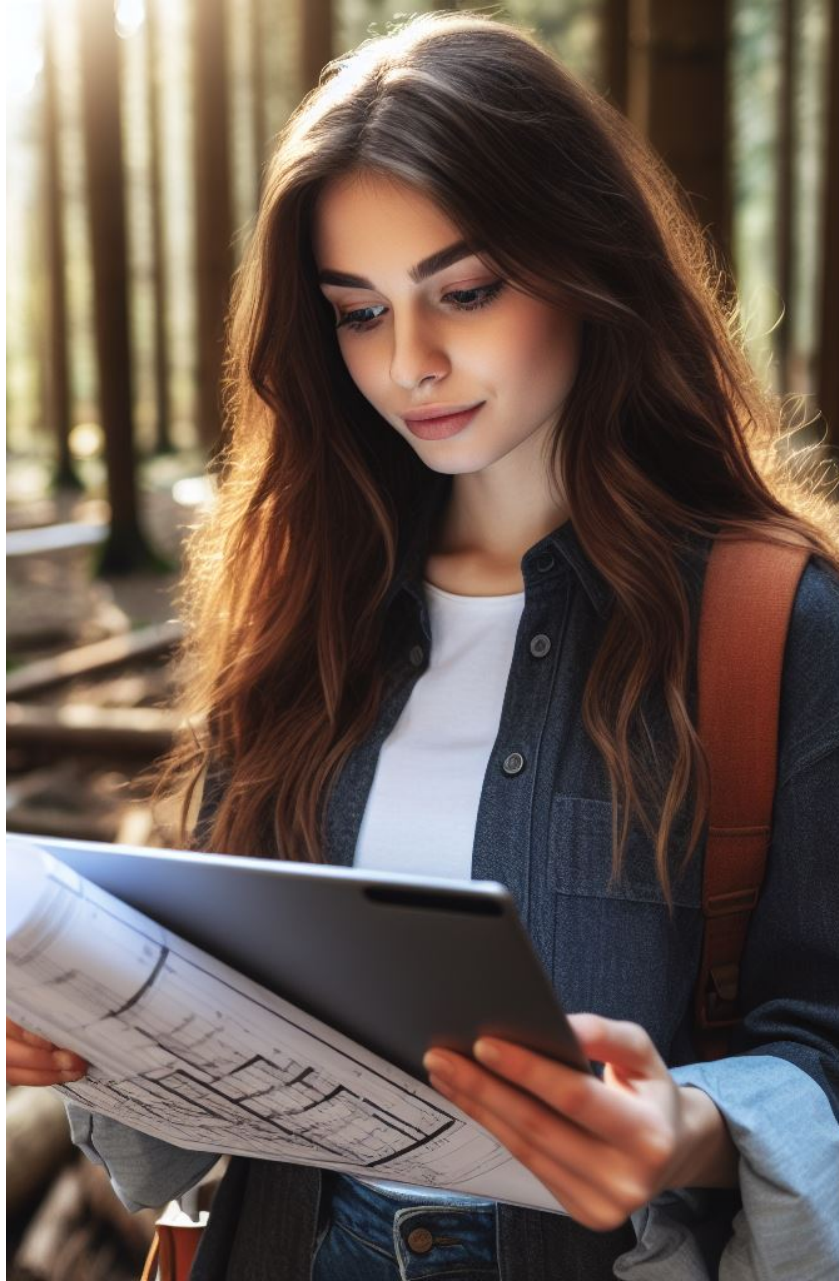
01 What Are the Core App FEATURES?

Personalized help from design to delivery.

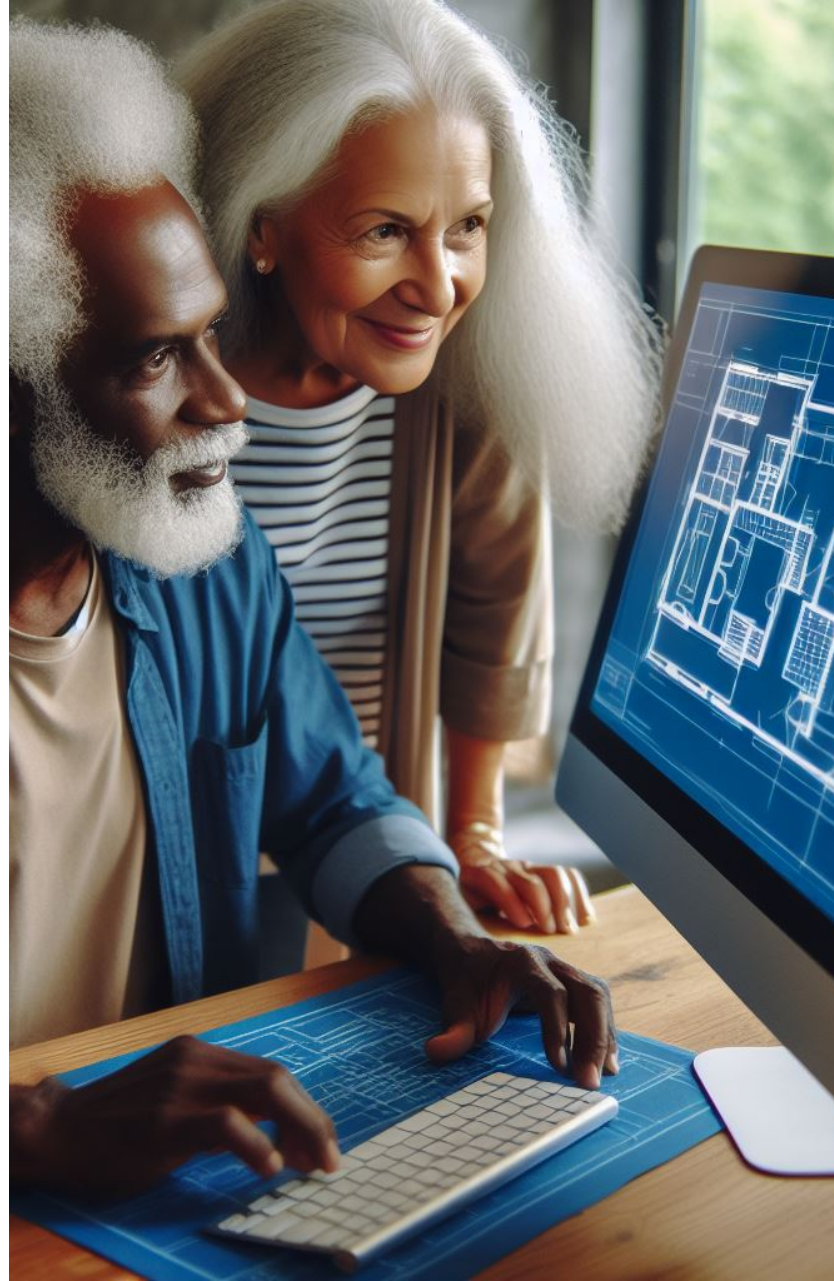
1. Imagine your home with personalized idea books you create with your own uploaded photos or with images tagged on the internet or created by our AI visualizer.
2. Get step-by-step guidance through each phase of the design/build process with the built-in journey map and detailed instructions provided as you go.
3. Consult an expert, by submitting a question either to our free AI guidance or to a human expert on a pay-as-you-go basis.
4. Design blue prints and technical documents with our AI Designer that you can share with whoever needs them.
5. Save all of your important permitting documents, contract, receipts, surveys and any other documents in one place and get contact info. for everyone you need along the way.
6. Cloud based storage and device agnostic app. Offline capable.



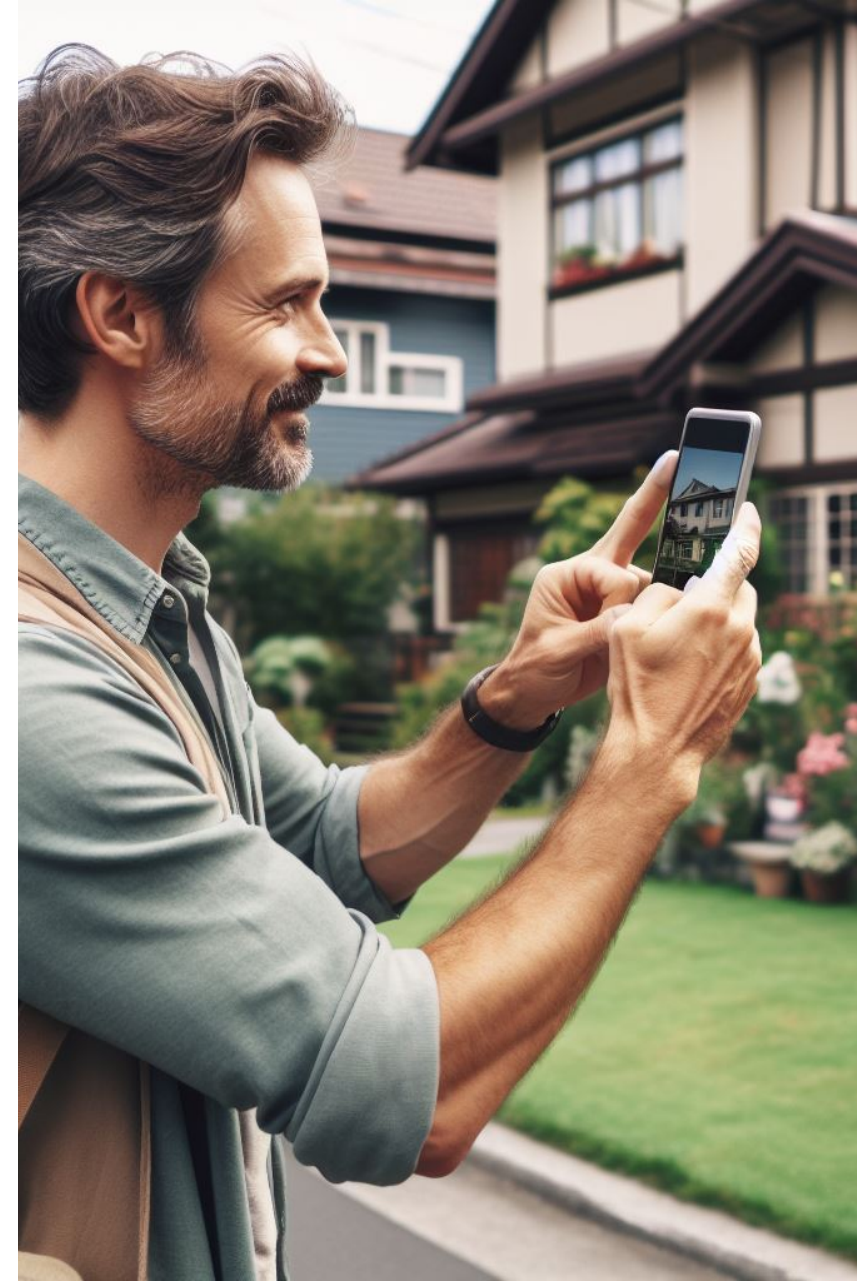
01 | WHERE Will DIY HOMEBUILDER Be Used?



ON SITE OR IN THE FIELD

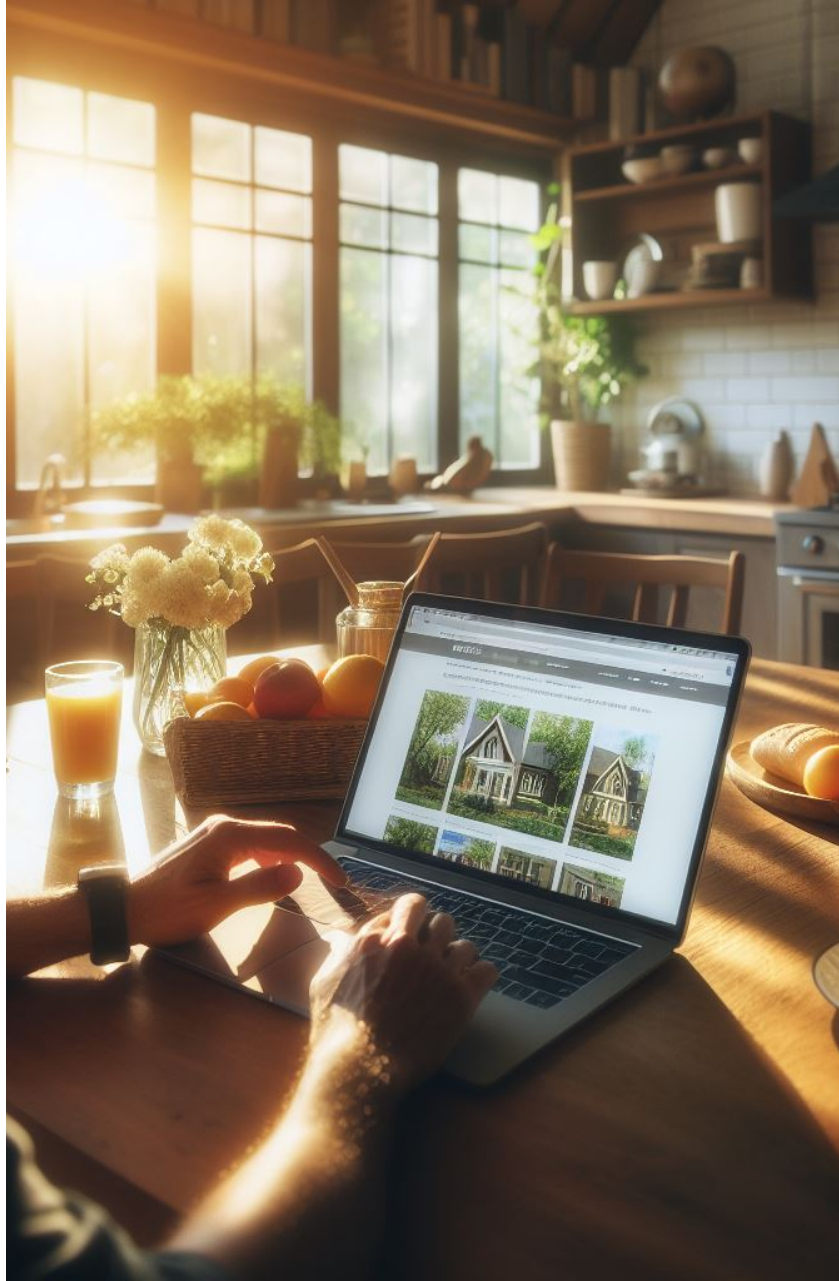


AT HOME OR OFFICE



ON THE RUN

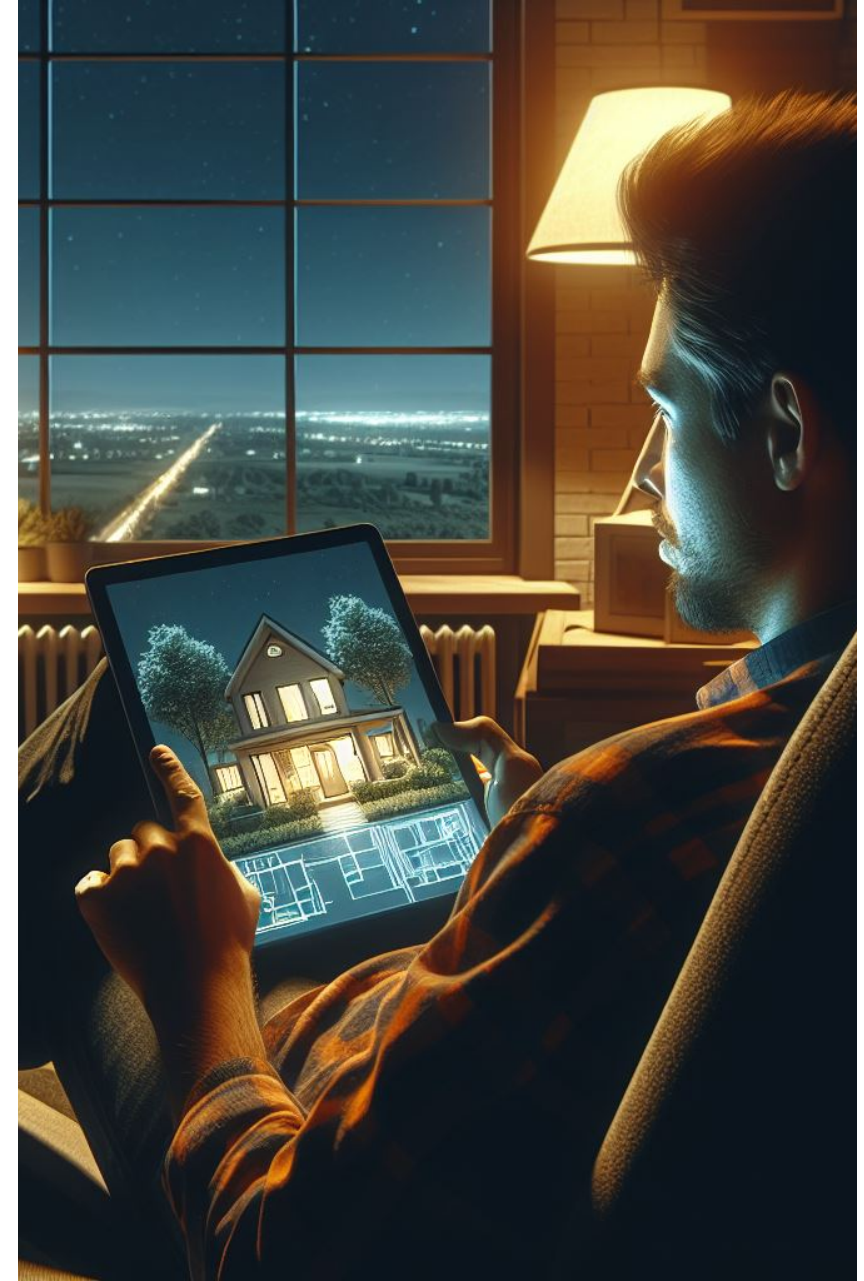
01 WHEN Will DIY HOMEBUILDER Be Used?



MORNING



NOON

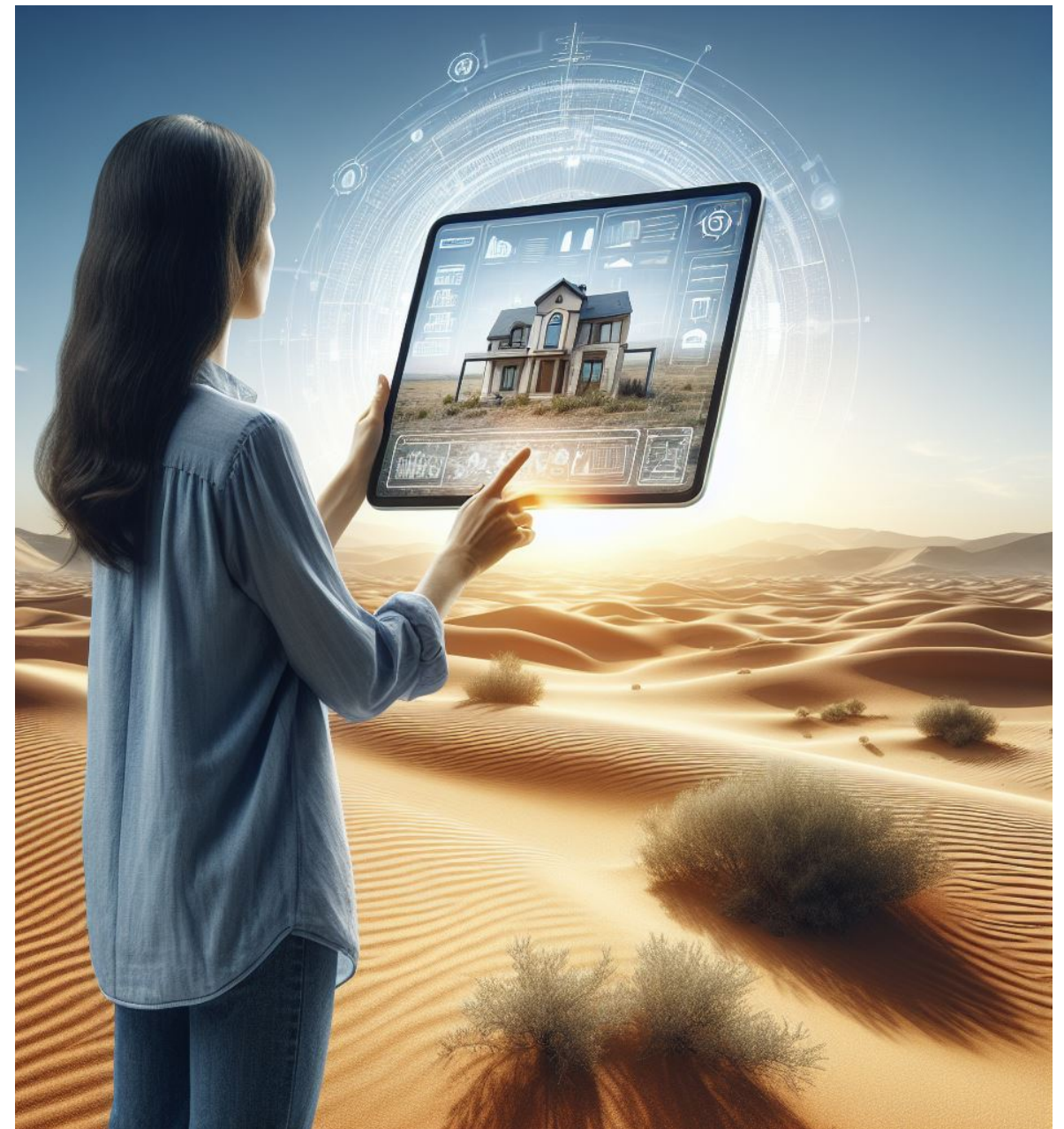


NIGHT

01 HOW WILL DIY HOMEBUILDER Be Accessed?



ONLINE VIA ANY DEVICE THROUGH WEB-BASED APP



OFFLINE VIA ANY DEVICE WITH LIMITED FEATURES

Who already offers this?

1. Houzz probably comes closest. However, they have an “inspiration” app for DIY inspiration that connects to pros, but the app has no design or serious management features. Their other app is geared toward pros who need a business solution that isn’t applicable to DIY homebuilders. Neither offers an intuitive all-in-one beginning to end guide for this purpose.
2. Several other apps offer design solutions, such as AutoCad, SketchUp, RoomSketcher, etc. but none offer that in conjunction with the DIY homebuilder design/build journey in mind.

Risks and Opportunities?

1. The biggest risk is that marketing will be insufficient to get the app in front of the right audience, AND
2. The app will not function well with a web-responsive model that needs internet connectivity to function.
3. The biggest opportunity is that there is **NO APP** that offers a comprehensive homebuilder guide to the DIY homebuilder.



Section 02

Business Objectives

02 | S.M.A.R.T. Work

GOAL: Create a unique, web-responsive, platform agnostic app that becomes the go-to DIY builder app.

1 MONTH: UX

research, App features,
User stories, User flow
charts

1 WEEK: SCRUM with
design/develop teams
for technical QA

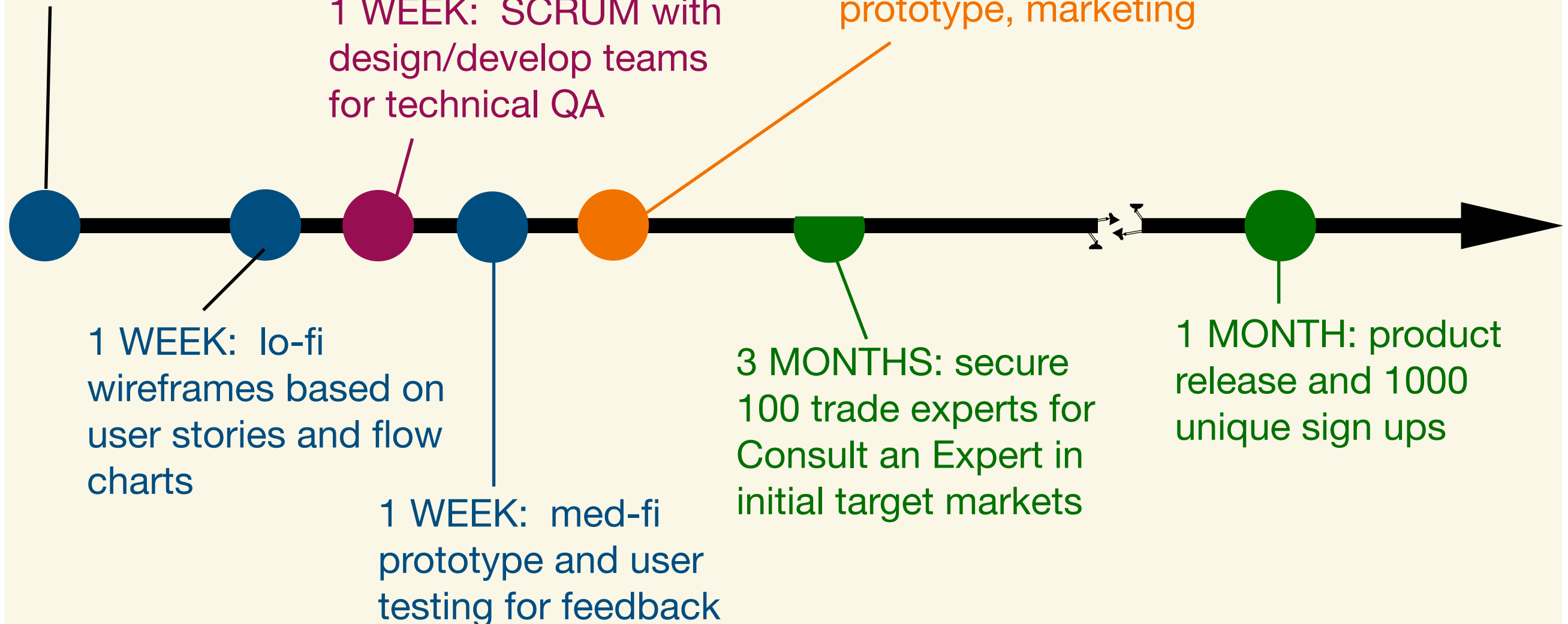
4 MONTHS: back end
development, hi-fi
prototype, marketing

1 WEEK: lo-fi
wireframes based on
user stories and flow
charts

1 WEEK: med-fi
prototype and user
testing for feedback

3 MONTHS: secure
100 trade experts for
Consult an Expert in
initial target markets

1 MONTH: product
release and 1000
unique sign ups



Section 03

Project Scope

MARKETING PLAN - Beginning Several Months Before Launch To Raise Awareness For The New App, Make Connections In The Design/Build Community, And Start Social Media Accounts To Promote User Stories And Teaching Seminars

RESPONSIVE WEB APP - Building The Initial App Website, With Continuing Development Of Separate Ios/Android Specific Apps After Launch.

INDUSTRY CONSULTATION EXPERTS - Building Connections To Have At Least 100 Experts For Consultation Purposes Before Launch

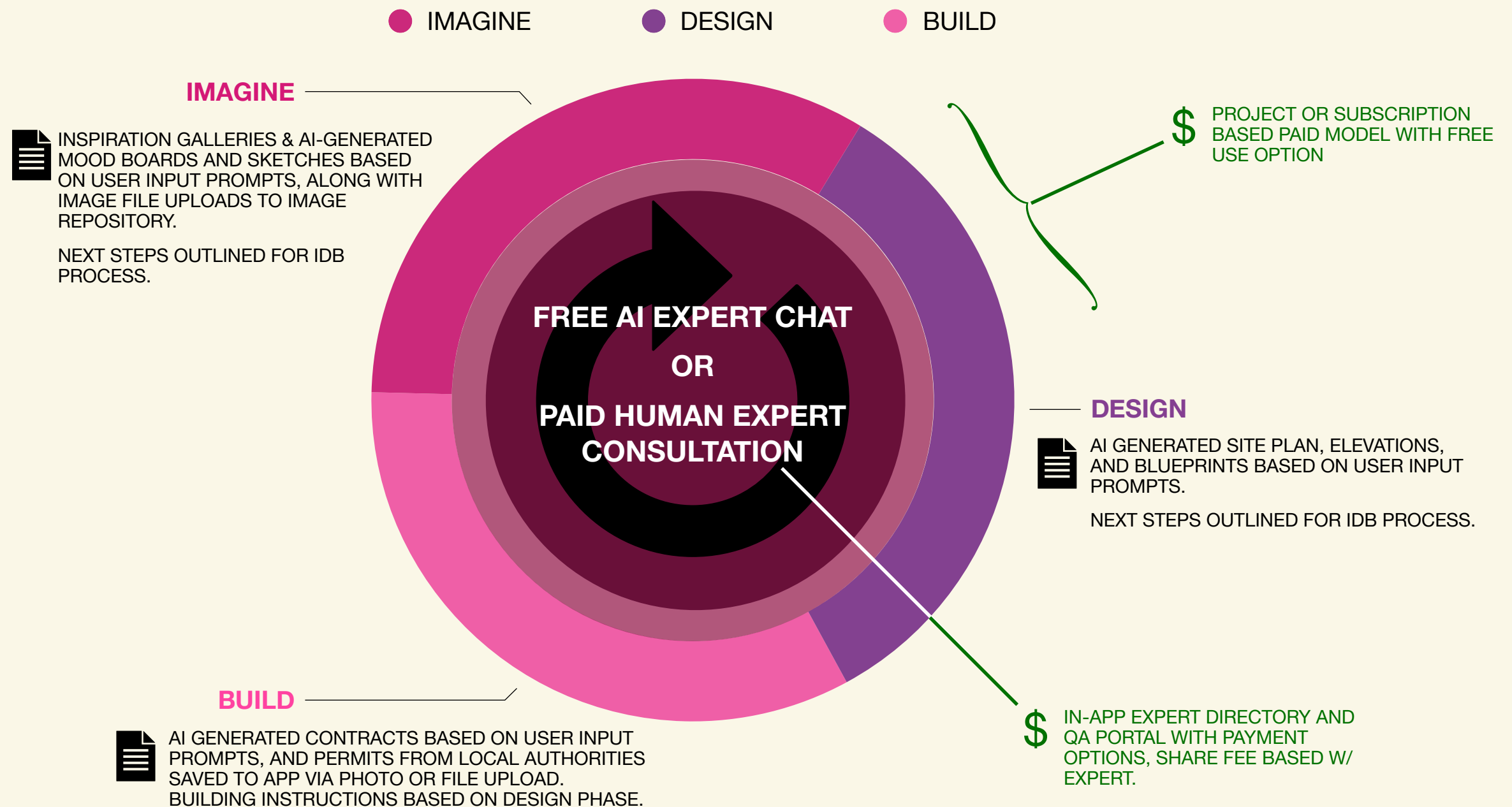
CONTINUED APP DEVELOPMENT - Adding And Tweaking Features As Necessary For Optimal App Performance, Including Development Of An Offline App Product That Will Function Without The Internet.

BRAND AMBASSADOR DEVELOPMENT - Free Teaching Seminars to Develop Brand Ambassador/Teachers For The App Community

Section 04

Functional Requirements

MAIN THROUGH FEATURE: The Imagine/Design/Build user journey map



Conclusion

Are we moving forward?

There is a **great opportunity** to meet the needs of this growing market of **New Pioneer Spirit** individuals, particularly those interested in alternative housing like tiny homes, straw bale or adobe, and sustainable technologies such as solar, wind or hydro power.

But regardless of whether they are **alternate or traditional home enthusiasts**, with a simple, intuitive, AI powered Imagine/Design/Build journey, access to **personalized consultation**, and **aggressive marketing**, this app has the potential to become a **dominant partner to DIY homebuilders** and home remodelers everywhere.

