There are many people in which could use my application one of and in my opinion the largest market is home owners. Home owners are the ones that want their driveways plowed in the first place and most home owners are using smart phones today and have most likely used an app like Uber before. For targeting to this market you have to remember that maybe not all of them are that tech savvy because they grew up with the absence of technologies to the interface needs to be extremely simple. My designs show that its very simple with the click of a couple buttons you can have a plow coming to your house in seconds. Another task we needed to figure out was notifications having the user be notified when there is an incoming snowstorm allowing the user to secure their spot in the plows route.

Another demographic we are looking at is the kids of those home owners. Why? Because the parents can easily ask them to request a plow or what if they are in a situation where their parents are making them shovel the driveway, easy use our app and you don’t need to worry about shoveling whatsoever. When thinking about these two demographics you need to design for simplicity you don’t want them tapping a million buttons you just want there to be a few touches and be done. The younger generation is impatient and wants everything fast whereas the older generation isn’t as tech savvy so you need to make thig big and in your face I believe I have accomplished those tasks within my wire frames.

The third user in which we have thought of would be the elderly they can’t do their driveways themselves so they need a plow so there for they ask maybe their kids or they use the app or website themselves. Like explained above the app displays minimal reading and large colorful self-explanatory buttons so the ease of use is perfect for the elderly demographic as well.