



IGNITION

Be in control

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PROBLEM STATEMENT

Current diagnostic system implementations are usually overwhelming to the average user and don't include tools that motivate them to fix their cars themselves. General interest in solving problems themselves but lack of resources.



IGNITION

Fun / Confident / Educational

An app that helps car owners get the tools and parts they need to fix their car on their own

Who

Users who are curious about cars or want to become experienced working with cars. They have the “authority” to work on their car.

Why

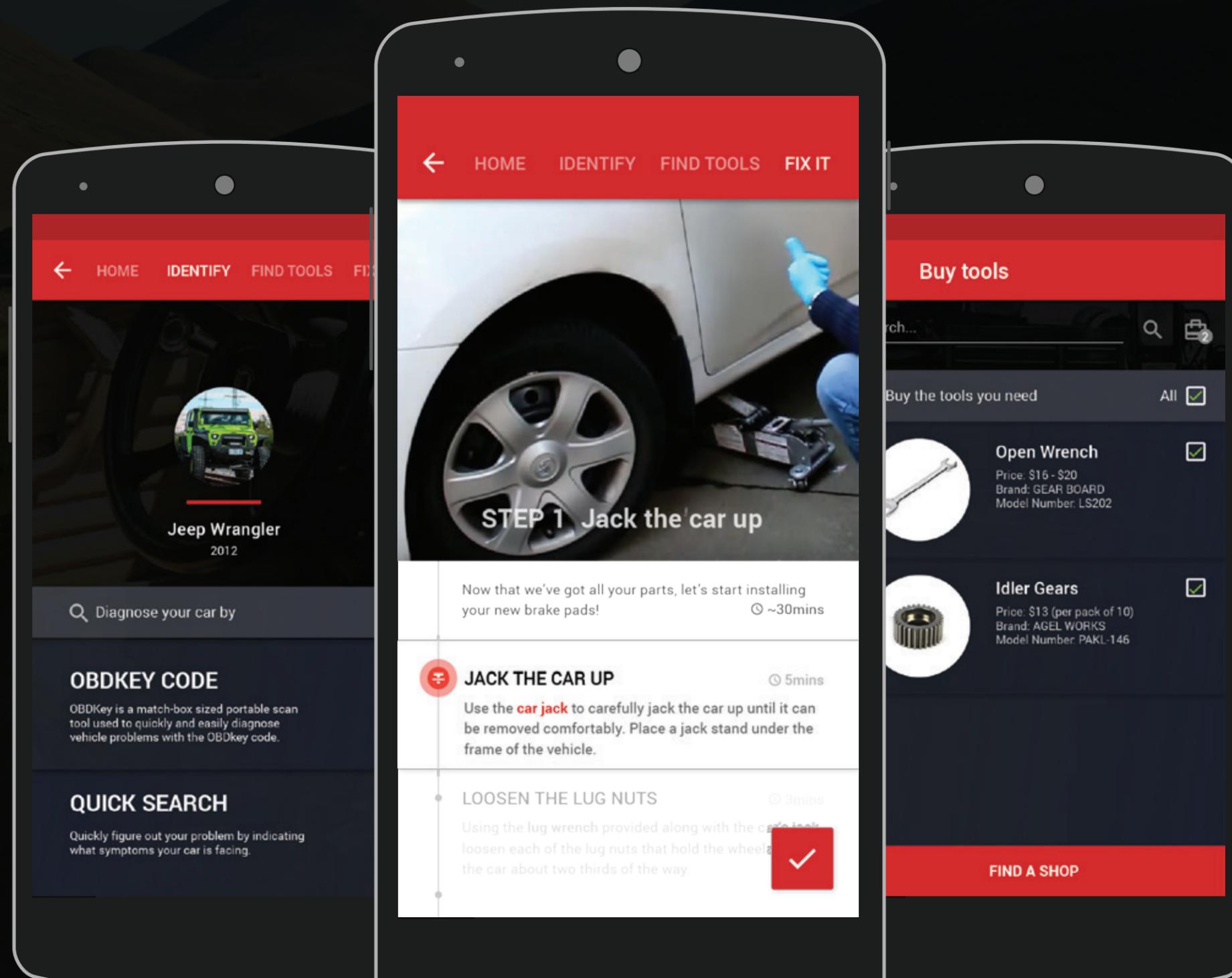
Current diagnostic system implementations are usually overwhelming to the average user and don't include tools that motivate them to fix their cars themselves. General interest in solving problems themselves but lack of resources.

How

By providing meaningful information to motivate users to solve car issues and suggested parts and tools, as well as instructions to fix the issue step by step with interactive diagrams.

IDENTIFY. FIND TOOLS. FIX IT.

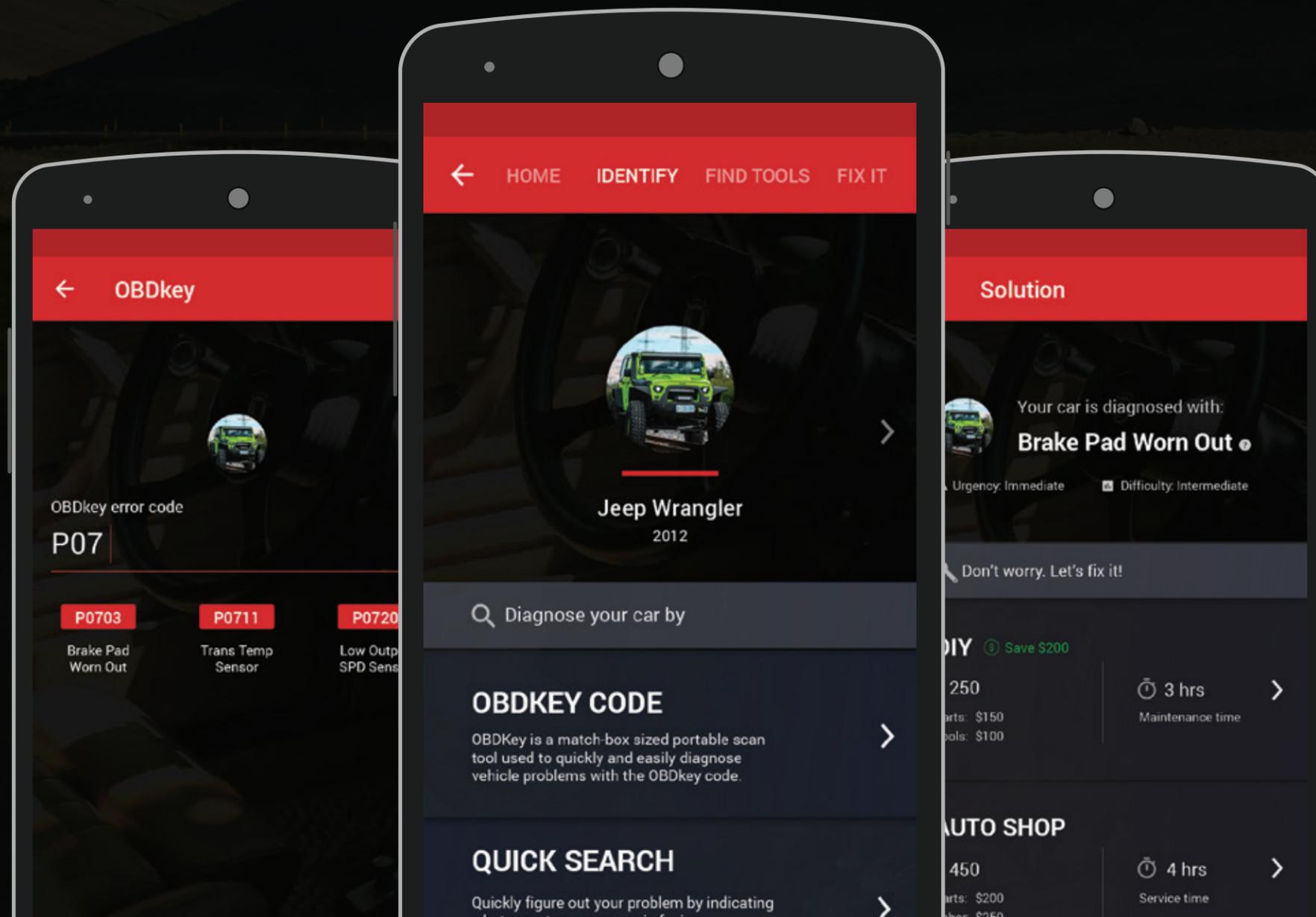
Ignition provides concise instructions and encouragement to provide car owners with a learning experience that is not overwhelming.



IDENTIFY

Quickly diagnose the problem by OBDKey code or by inputting the symptom

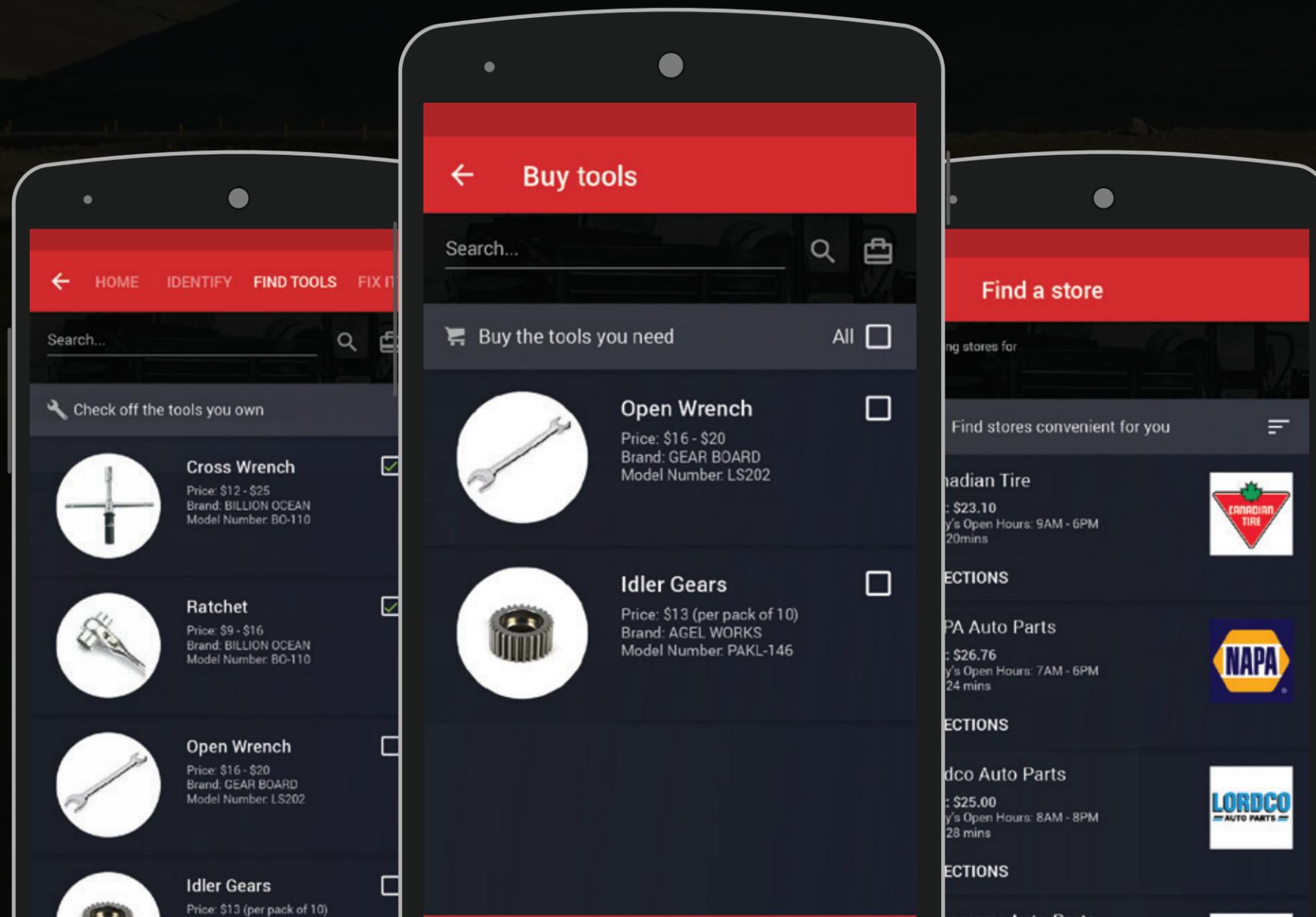
We help you identify the urgency, difficulty, pricing, and service time to allow users to make informed decisions.



FIND PARTS AND TOOLS

Search for tools and parts needed to fix your car yourself

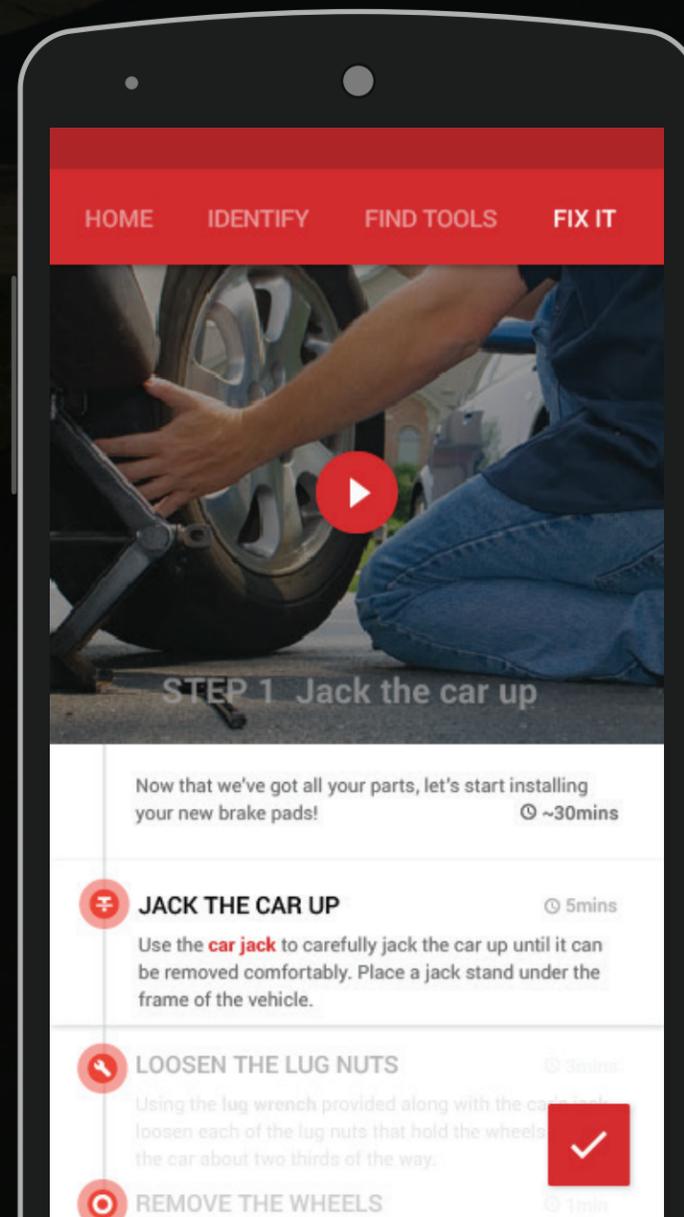
Want to know the closest stores that carry the tools you need? Ignition helps find stores closest to you at the most affordable prices.



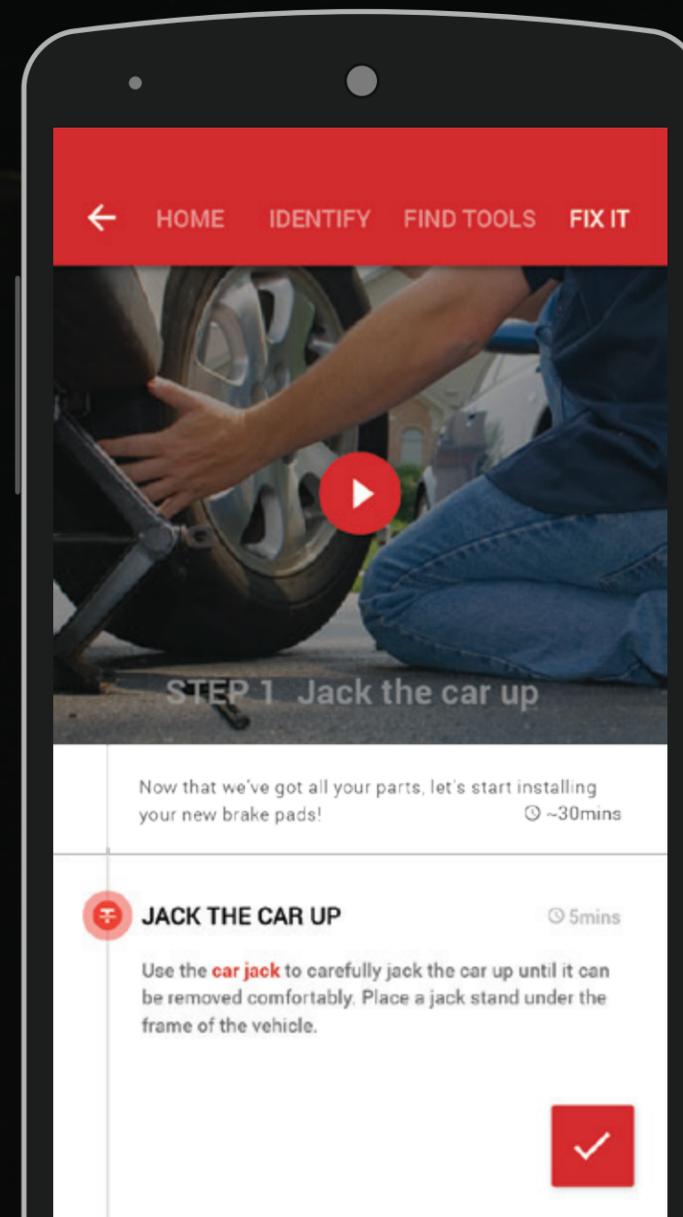
FIX IT YOURSELF

Whether you are a curious beginner or a seasoned expert, we adapt the experience to your skill level.

We keep instructions concise and understandable, accompanied with videos for every step. Intermediate and expert users can skip steps, whereas we make sure beginners can't skip crucial steps.



EXPERT

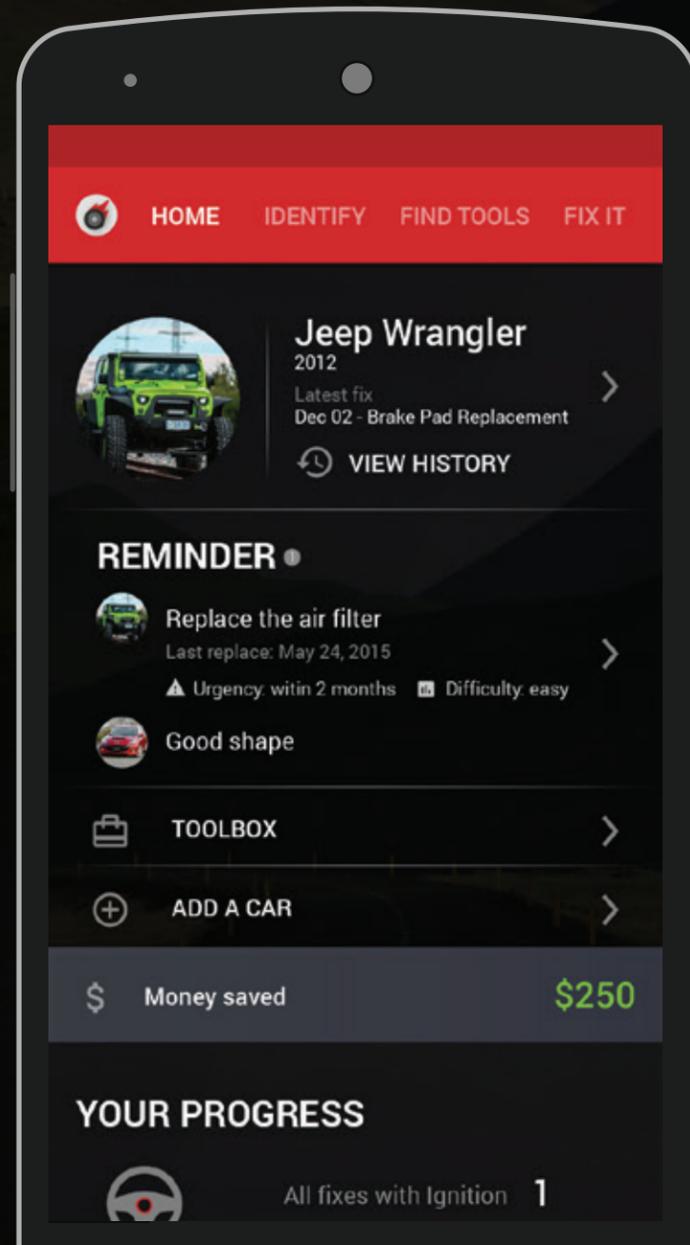


BEGINNER

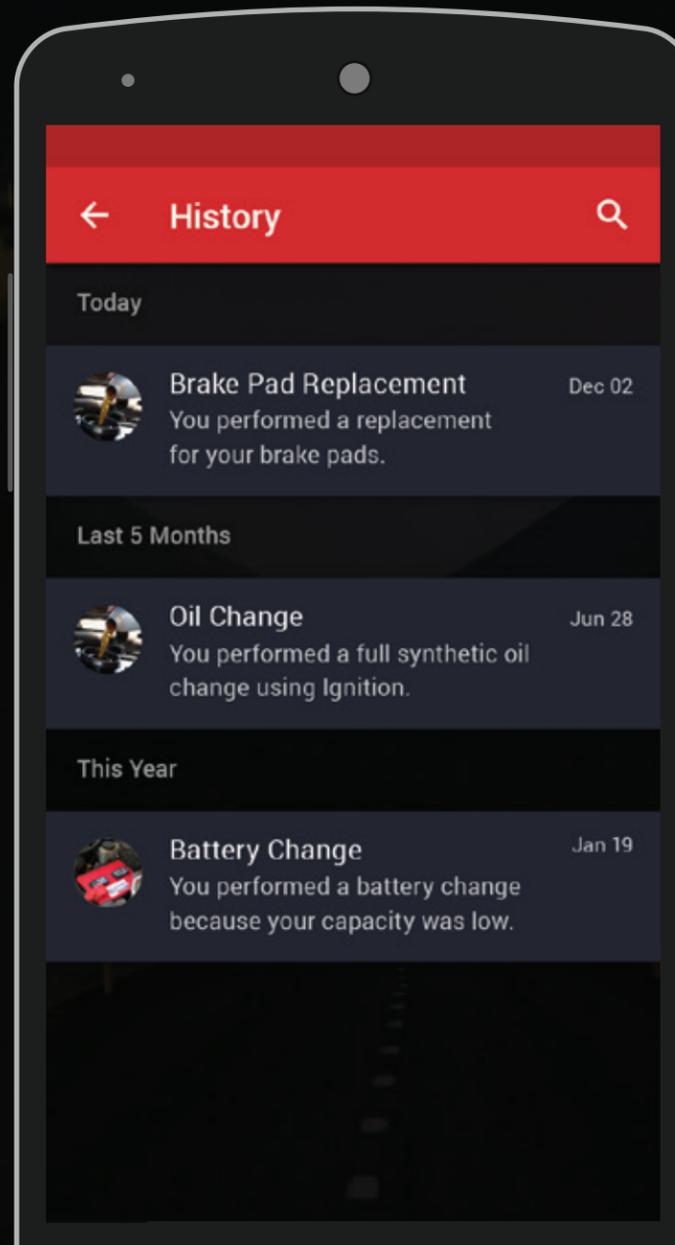
SECONDARY FEATURES

Get a quick summary of your latest fixes and money saved ever since using Ignition. Keep track of the history of your fixes and upcoming ones.

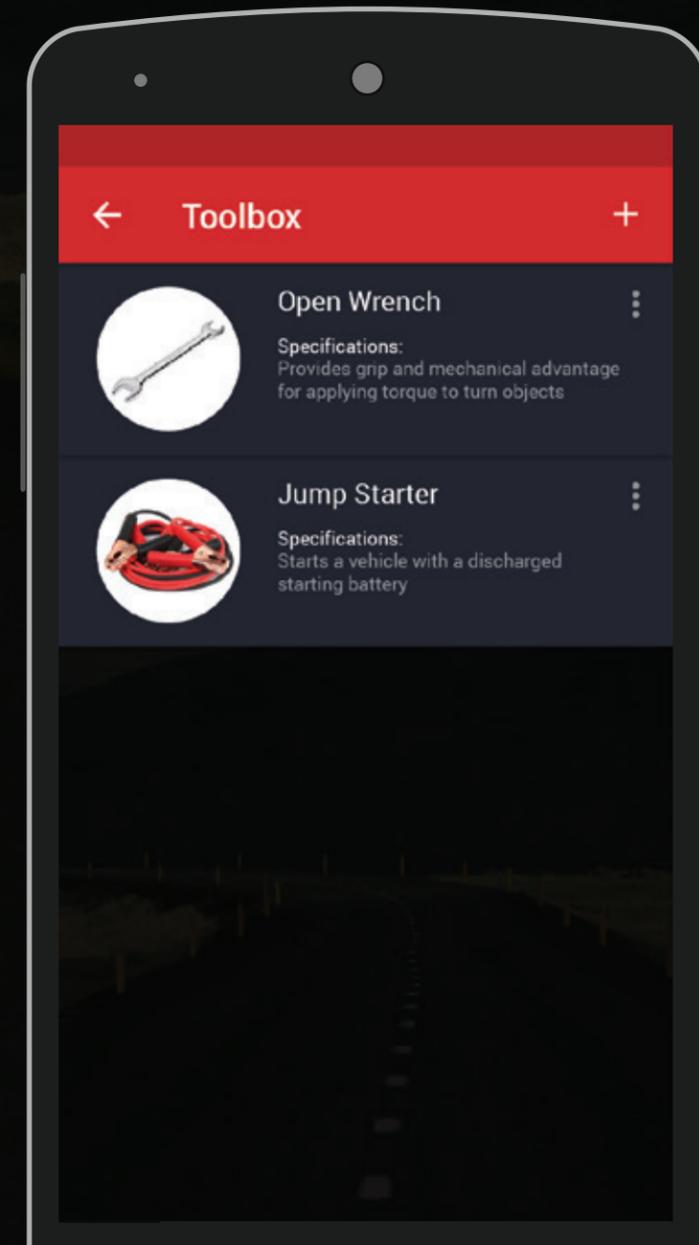
Progress at a glance



History



Toolbox





IGNITION

Prototype: <https://invis.io/4U4ZB3ABS>

Website: <http://ignition.gilfung.com/index.html>