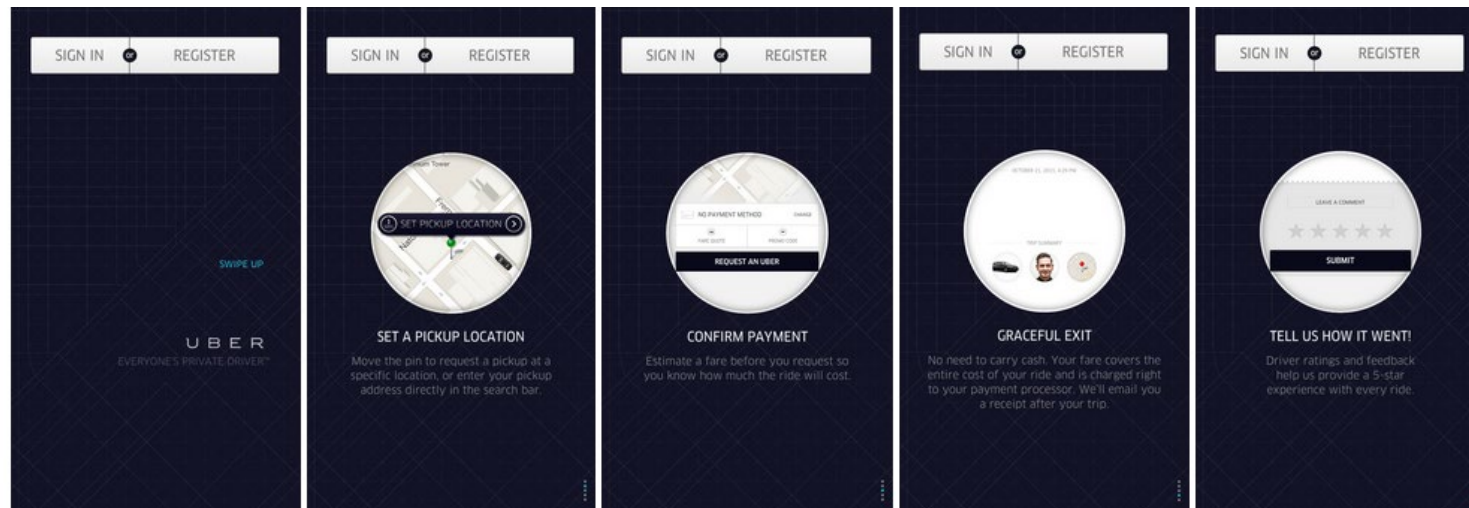


FEATURES SUMMARY CARRINGTON APP





FEATURES

- Allows users to check in and pay before sessions
- Allows users to rate drivers (rating is essential)
- Displays maps with drivers in the nearby
- Reliable
- Convenient
- Easy to use

LIMITATIONS

- Limited to the urban crowds and cities where taxis are not part of the routine. In cities like NY, where the yellow-cab market is robust, Uber is seen as a good app, but not a life-changing one
- Some still see it as an app for young people with disposable income

QUOTE: “In ten years, we might be scratching our heads: Wait, Uber used to be a car service?”



FEATURES SUMMARY

Prepared on 9/9/14 for Carrie Trabue

EXAMPLES

VAGARO: FEATURES & LIMITATIONS



FEATURES

- Offers Facebook scheduling app
- Offers customizable website for businesses with templates to setting up a store, shipping, etc
- Sends clients emails and SMS notifications
- On the business side, color-codes appointments (confirmed x non-confirmed)

LIMITATIONS

- Definitely not the prettiest UI experience
- Scheduling appointments on facebook is a feature that depends on businesses to set it up
- Name is not “catchy” and can not be used as a verb

QUOTE: “Vagaro.com is a search engine as well for everyone who is looking for salons and spas in their area.”

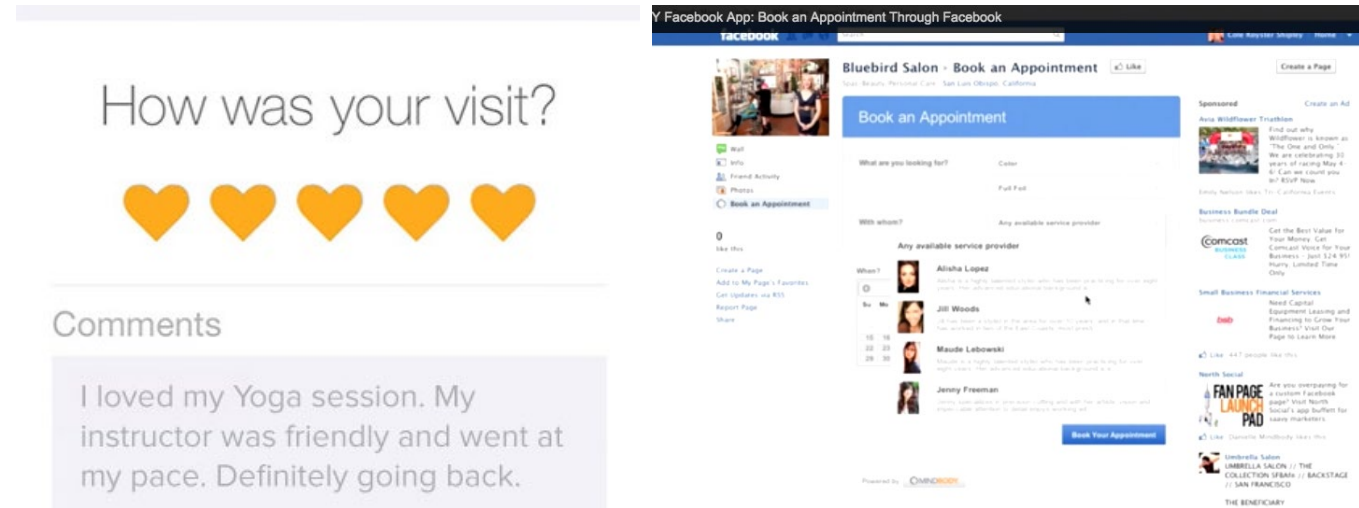
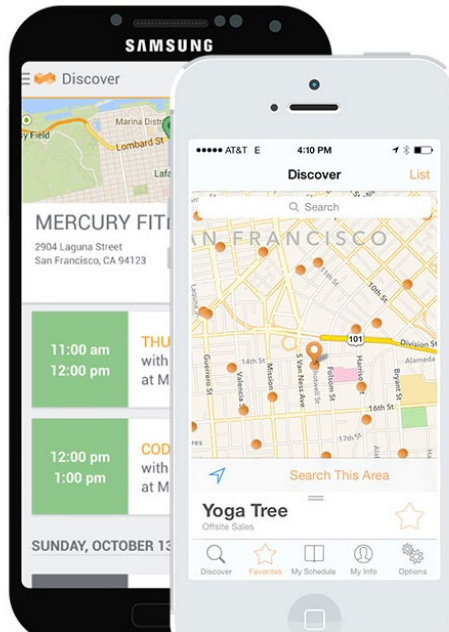


FEATURES SUMMARY

Prepared on 9/9/14 for Carrie Trabue

EXAMPLES

MINDBODY CONNECT: FEATURES & LIMITATIONS



FEATURES

- Allows users to check in and pay before sessions, as they are getting close to the business
- Allows users to rate businesses
- Displays maps with all businesses listed
- Mindbody has another app which allows scheduling through Facebook

LIMITATIONS

- Schedule integration only with Mind Body
- Restricted to Mind Body business users
- Business minimum payment per month to have this feature is \$75 (for one user)

QUOTE: *"I always find yoga studios in obscure places thanks to this app."*

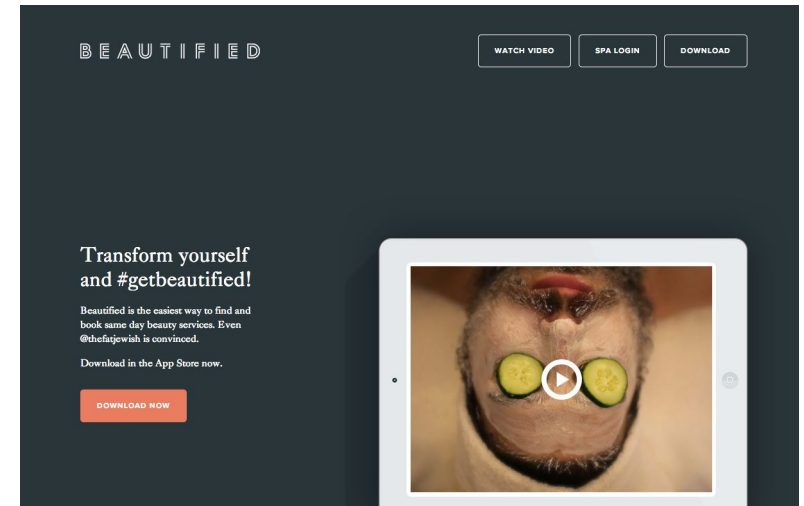
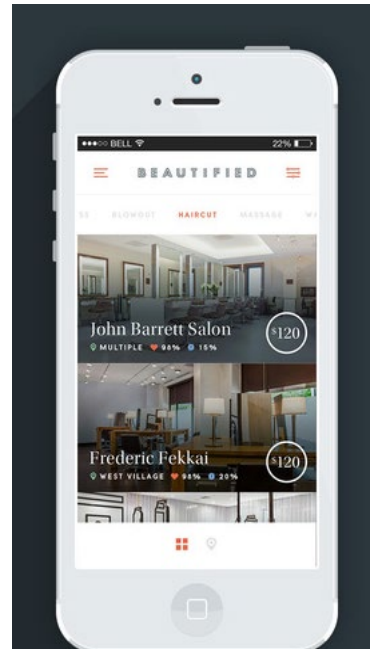
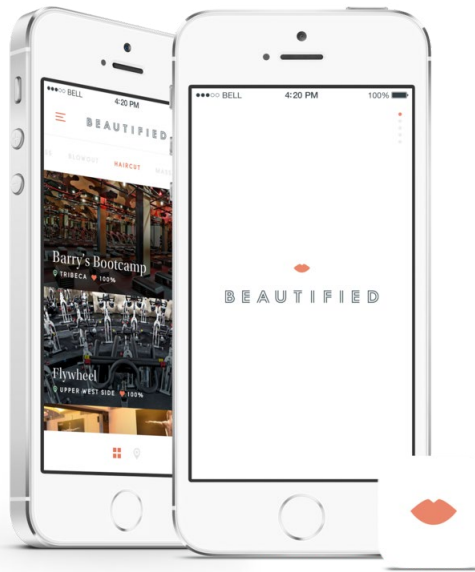


FEATURES SUMMARY

Prepared on 9/9/14 for Carrie Trabue

EXAMPLES

BEAUTIFIED: FEATURES & LIMITATIONS



FEATURES

- Extremely efficient and easy to use app (in many ways similar to Uber)
- Allows users to schedule, pay and rate

LIMITATIONS

- Available only in New York so far
- Business have to go through a screening process to be listed
- Business login is made through an admin portal on the web

QUOTE: “The last minute booking app for last minute hair and beauty appointments in New York.”

