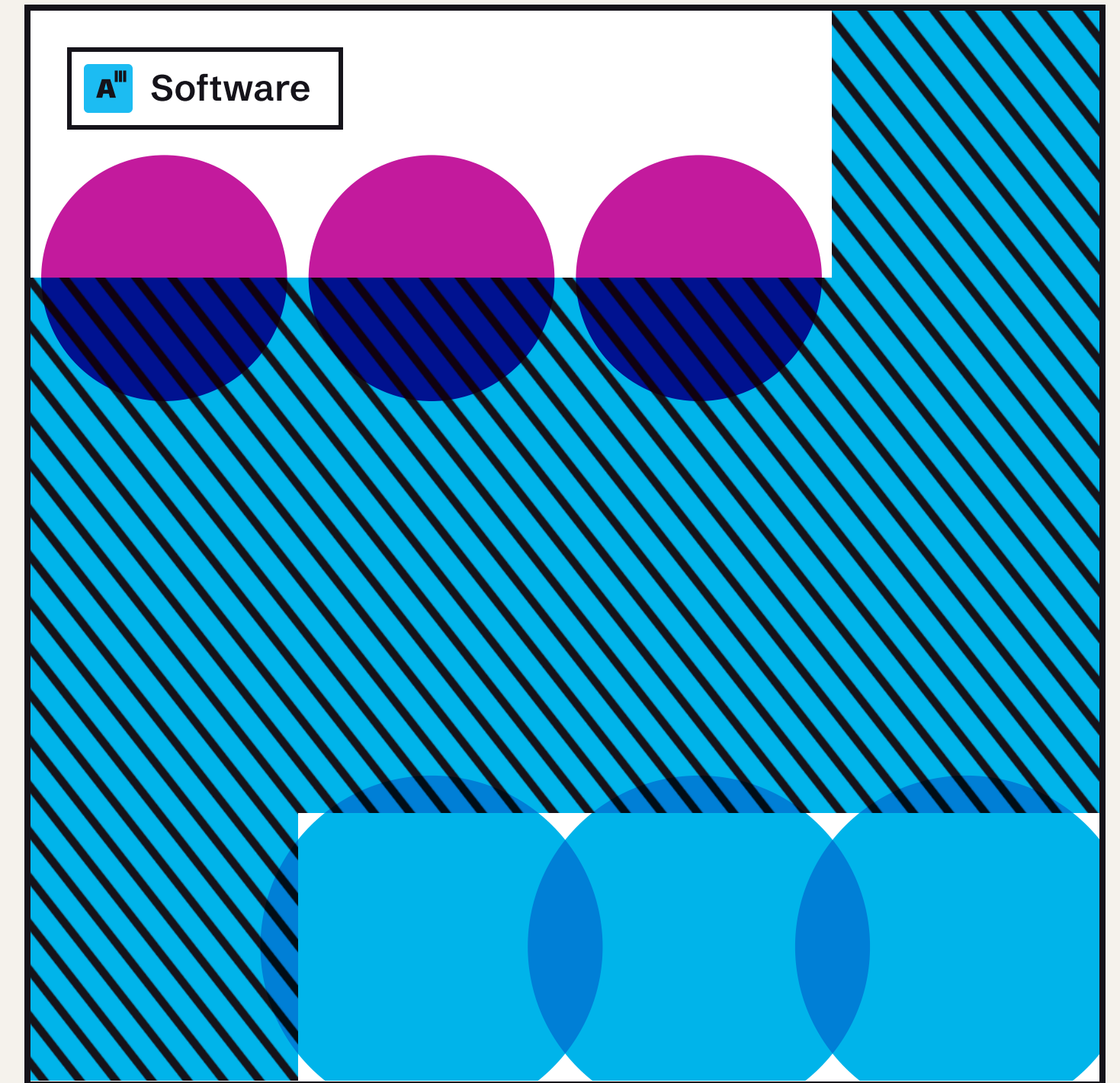


A booking app for Pebblepath

No. 7



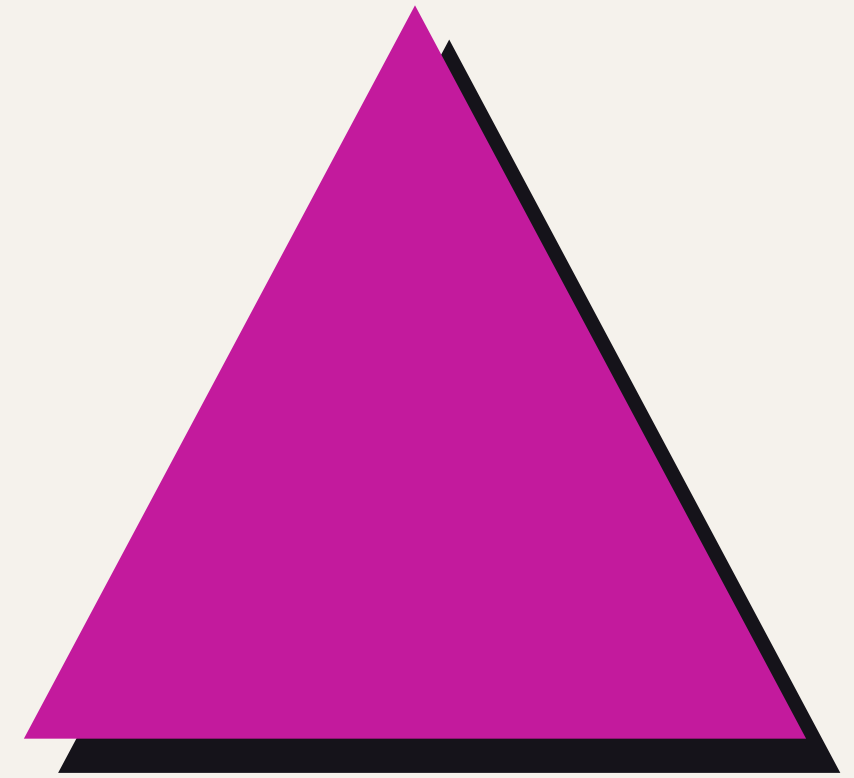
01

— Part 1

**where
the day
breaks**

Eleven crews, one whiteboard

Every morning Mei rebuilds the day by hand.
A job that changes at nine reaches the crew
by ten, if someone reads the group chat.



What a week looks like now

crews on one board

11

Source: Pebblepath roster, October 2026

jobs moved after 8 am

38

Source: Dispatch log, week of 12 October

online bookings

0

Source: Pebblepath site, October 2026

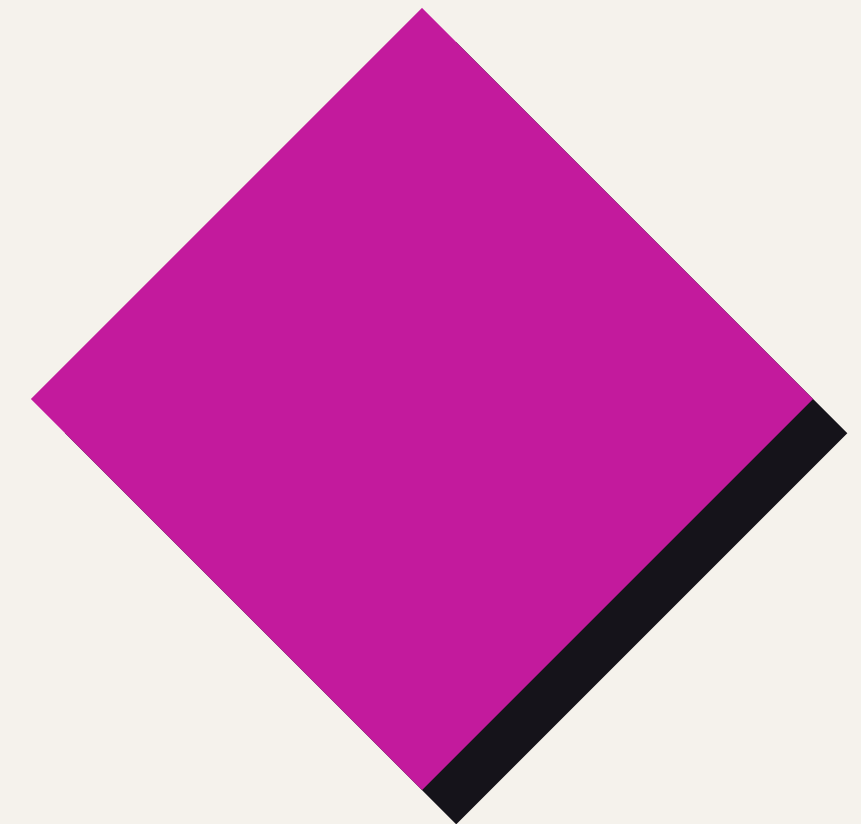
02

— Part 2

**what I
will build**

One board everyone can see

- Every job, crew and van on one timeline
- Drag a job and the crew's phone updates in seconds
- Clients book the slots the board says are open
- A text to each client the evening before





IF THE BOARD HAD EXISTED
ON TUESDAY, NOBODY WOULD
HAVE WAITED FOR THE VAN.

Mei Tanaka

Dispatch lead, Pebblepath

In writing, 14 October 2026

● K Websites



Fernlight Bakery

98

Lighthouse

0.7 s

First paint on 4G

6

Weeks to launch

K Websites

Fernlight Bakery

Pre-orders until noon, sold out by Saturday

Lighthouse

98

First paint on 4G

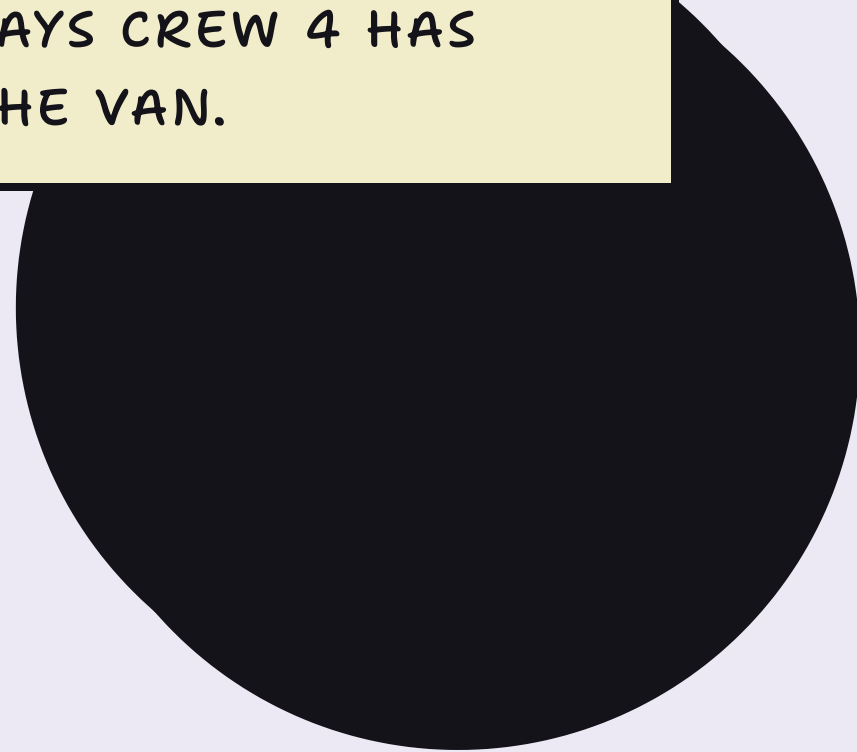
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Weeks to launch

6

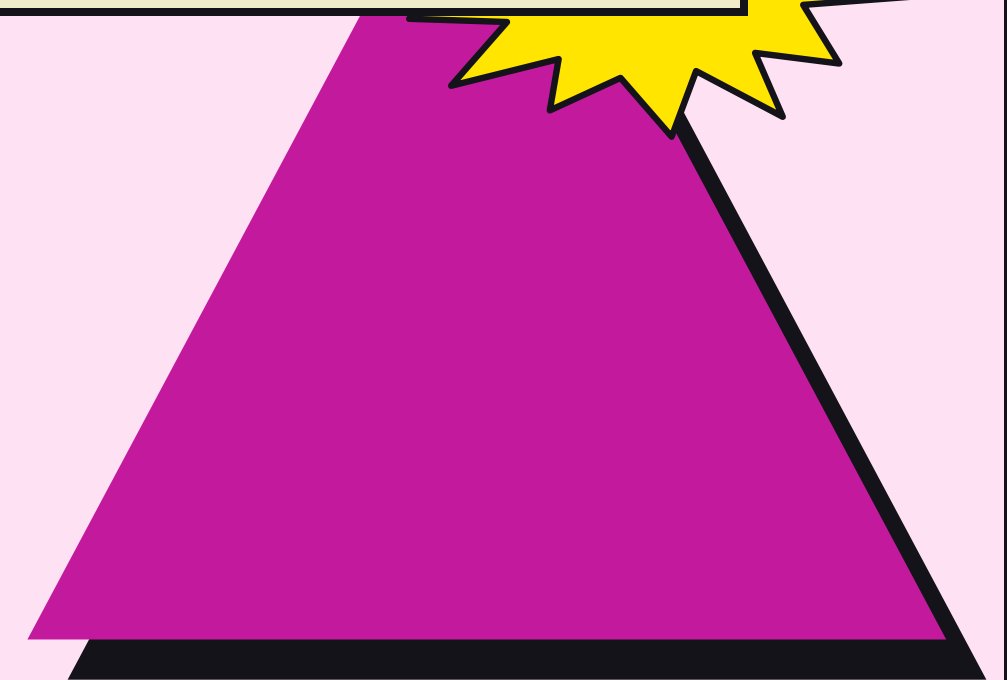
makrlabs.dev/work/fernlight

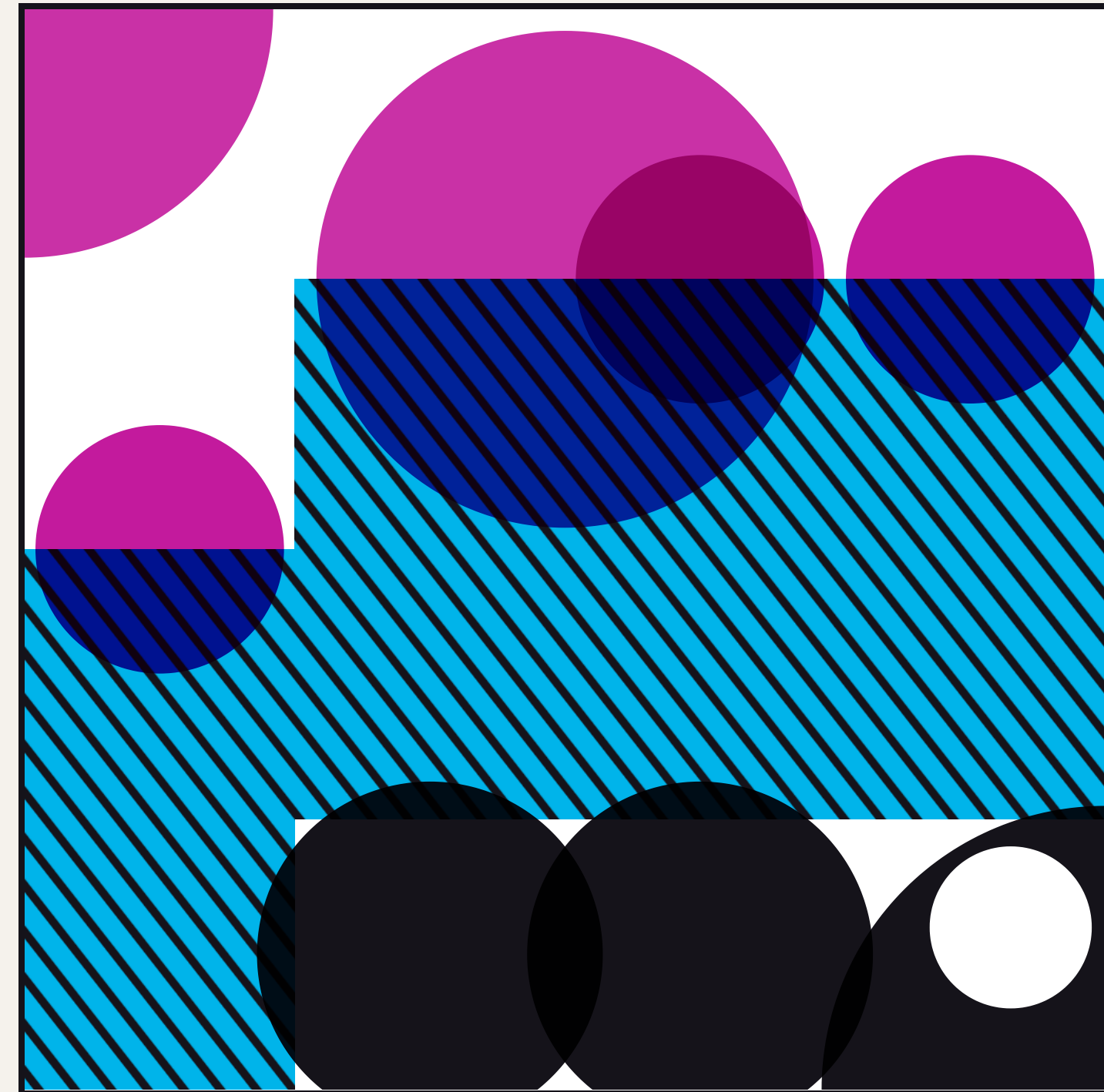
MONDAY, 7:58 AM.
THE WHITEBOARD
SAYS CREW 4 HAS
THE VAN.



I THOUGHT CREW
2 HAD IT TODAY?

WITH THE BOARD,
BOTH CREWS SEE THE
CHANGE AT 7:59.





Sixteen weeks to launch

Phase	When	Length
Discovery	Weeks 1 to 2	2 weeks
Design	Weeks 3 to 5	3 weeks
Build	Weeks 6 to 13	8 weeks
Review	Weeks 14 to 15	2 weeks
Launch	Week 16	1 week
In all		16 weeks

The price

What	Price
Discovery and design	CAD 8 , 200 . 00
Dispatch board and online booking	CAD 14 , 500 . 00
Crew app for iPhone and Android	CAD 9 , 800 . 00
Texts, check-ins and launch	CAD 4 , 800 . 00
Total	CAD 37 , 300 . 00

Before HST. 30 % to start, the rest in three payments as the rounds land.



Book a call

makrlabs.dev/contact

Jordan Reyes

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