



A booking app for Pebblepath

Prepared for
Pebblepath, Mei Tanaka

Date
23 October 2026

Timeline
16 weeks



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01 Where Pebblepath is today

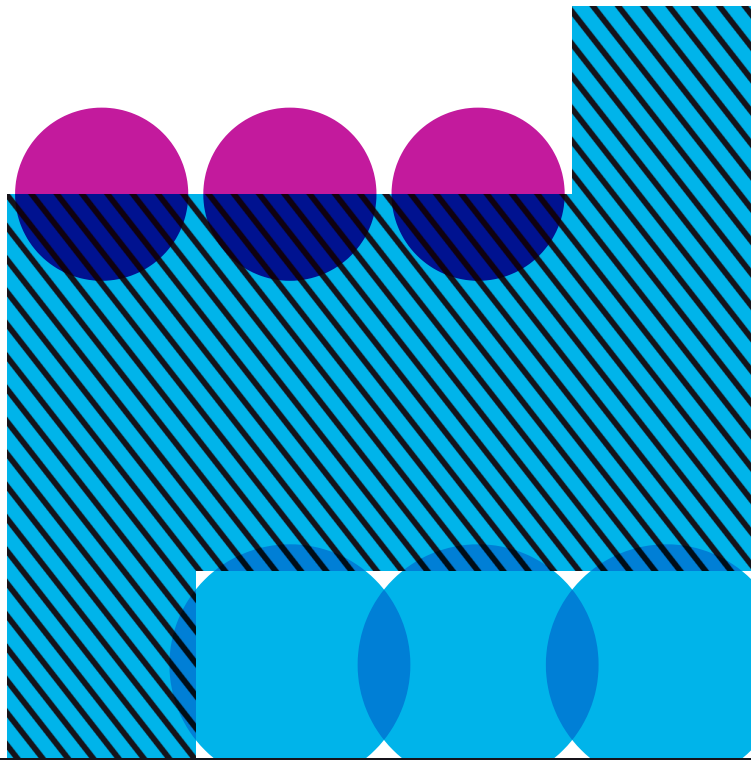
Pebblepath runs eleven field crews from a laptop, a whiteboard and a group chat. Every morning Mei rebuilds the day by hand: which crew goes where, who has the van, which client moved their slot. A job that changes at nine reaches the crew by ten, if someone reads the chat.

The whiteboard works because Mei is in the room. When Mei is on a site, nobody can see the day, and clients book by phone because there is no other way to book.

02 What I will build

One shared board where every job, crew and van sits on a timeline that updates for everyone the moment it changes. Dispatchers drag a job; the crew's phone shows it in seconds.

Clients book online into the slots the board says are open, and they get a text the evening before. The first version covers booking, the board, crew check-ins and the morning text. Reports and invoicing come after the crews have used it for a month.



From the case study at makrlabs.dev/work/pebblepath-board

03 How we work together

I build in two-week rounds. At the end of each round you get a working build on your own phones and a short call to decide what changes. Nothing waits for a big reveal.

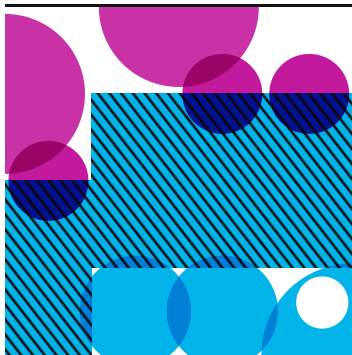
You need one person who can answer questions within a day; that is usually Mei. I handle the design, the code, the hosting and the app store listings.

04 What you get at the end

A web app for dispatch, a phone app for the crews on iPhone and Android, the source code in your own account, and a short guide for adding crews and services. You own all of it once the final invoice is paid.



05 Timeline



16 weeks in all

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

06 The price

Prices in CAD

No.	Description	Quantity	Unit price	Amount
1	Discovery and service map with the dispatch team	1	CAD 1,800.00	CAD 1,800.00
2	Design: the board, booking and the crew app	1	CAD 6,400.00	CAD 6,400.00
3	Build: the dispatch board and online booking	1	CAD 14,500.00	CAD 14,500.00
4	Build: the crew app for iPhone and Android	1	CAD 9,800.00	CAD 9,800.00
5	Morning texts and check-ins	1	CAD 2,600.00	CAD 2,600.00
6	Launch: app store listings, data import and training	1	CAD 2,200.00	CAD 2,200.00

Subtotal CAD 37,300.00

HST 13 % (123456789 RT0001) CAD 4,849.00

Total CAD 42,149.00

Deposit to start, 30 % CAD 12,644.70

07 Next steps

- 1 Read this through and send me your questions by email.
- 2 We book a one-hour call to go over the scope with the dispatch team.
- 3 I send the quote for signature and the deposit invoice.



4 Discovery starts the Monday after the deposit lands.

Your crews spend enough time in vans. Let's give them a little of it back.