# WORK ORDER

TRUCKSIDE · TEXT-BACK FOR LOCAL SERVICE SHOPS

| | |
|---|---|
| TICKET NO. | TS-0001 (sample) |
| DATE | 2026-11-12 |
| TRADE | Local service shops |
| STATUS | Prototype |

## 01 PROBLEM

**The phone rings. The owner is under a sink. Nobody answers, and the caller dials the next shop.**

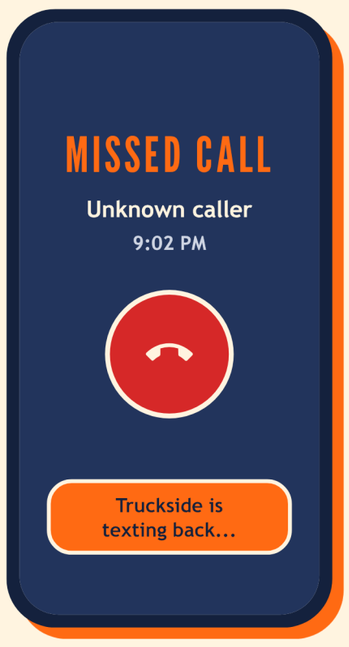
- ☐ Caller leaves no voicemail
- ☐ Owner calls back hours later
- ☐ The same four questions, every time
- ☐ No ticket until someone writes one

## 02 THE 10-SECOND FLOW

1. **CALL GOES UNANSWERED** — The owner is on a job. The caller waits.
2. **TEXT GOES OUT** — Truckside texts the caller back.
3. **FOUR QUESTIONS** — What, how bad, where, when.
4. **OWNER APPROVES** — Approve, adjust, or take over.
5. **BOOKED + TICKET** — A slot, and a ready job ticket.

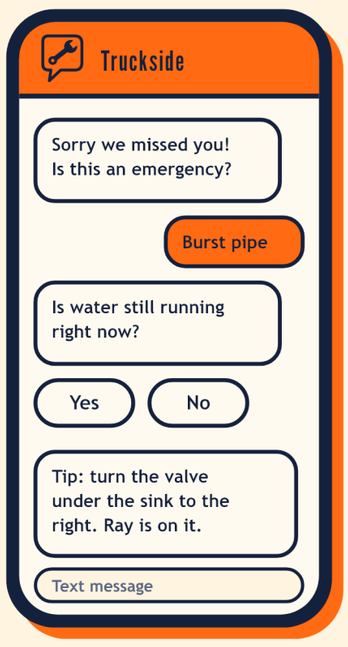
Design goal: first text in under 10 seconds. Not measured. The prototype runs on a simulated clock.

## 03 KEY SCREENS



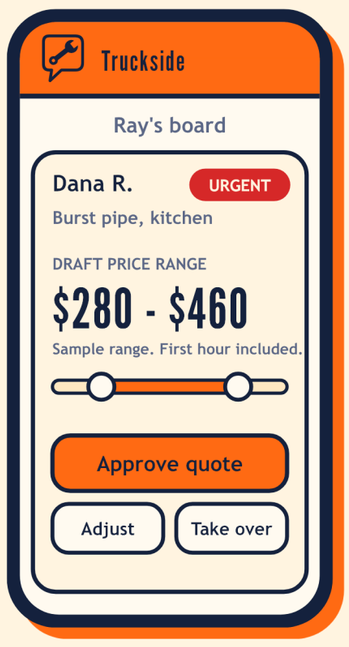

### 1 MISSED CALL

**The caller sees nothing. Truckside starts to text.**




### 2 TEXT BACK

**Plain words. An urgent job jumps the line, with a shutoff tip.**



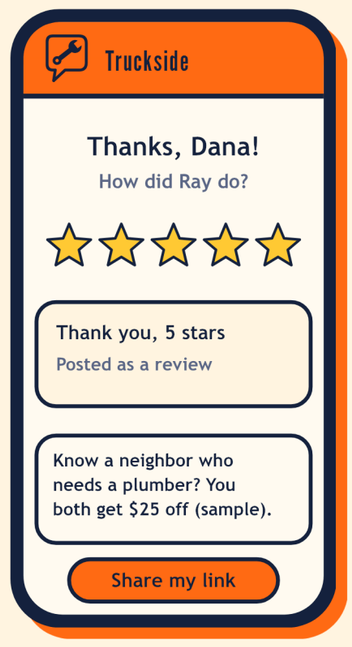

### 3 OWNER APPROVES

**Draft range on one card. Approve, adjust or take over.**




### 4 JOB TICKET

**Job, where, parts to bring, slot and price. Ready to drive.**




### 5 AFTER THE JOB

**A review ask and a referral link.**

## 04 COSTING (ALL NUMBERS SAMPLE)

| LINE ITEM | SAMPLE |
|---|---|
| Missed calls a week | 10 |
| Callers who book by text | 30% |
| Booked jobs a month | 13 |
| Plan per month | $149 |
| **Cost per booked job** | **$11** |

### SAME JOBS, TWO WAYS (SAMPLE)




Sample inputs: $45 a lead, 20% of leads become jobs. Truckside answers calls you already got. A marketplace sells new strangers. They do different jobs.

OWNER APPROVES PRICE

ASSISTANT: ASKS, SORTS, DRAFTS

Try it: `prototype/index.html`. Names, prices and numbers are made up.