

Problem Statement

Initial:

There is no easy to use interface which allows mechanics to share vehicle specific photos/videos demonstrating why a given service is needed.

Observations:

I went out and talked to about 10 different car owners about their experience with automotive service. I also sent emails/messages to 6 dealerships to get their feedback.

- 1) All the people I talked to validated my original problem statement's hypothesis about feeling helpless and taken advantage of. One piece of unexpected feedback I received was a desire to have side by side comparisons of a 'healthy' car and their car. For example, if a rod is bent, people would want to see both a) their car's bent rod and b) the same model of car without a bent rod. Another useful piece of feedback I received was that consumers want to have easily accessible help links which explain in detail the service and why it costs what it does. Rather than just hearing 'damaged serpentine belt,' people wanted to both see how it was damaged (by comparison to undamaged) and detailed explanations of why it is a problem.
- 2) I do very much believe in the original statement. With that said, I would revise the problem statement to be more inclusive of all information about their car, rather than limit the information shared to just photos and videos.
- 3) I was very glad to have my ideas validated by many different consumers. Prior to this activity, I have never gone out of my way to conduct 'market research' to validate a product idea I have had. This process was very helpful for fleshing out my ideas a bit more as I get more feedback from other people. Just because I think something would be good, does not mean everyone else will as well.

Final Problem Statement:

There is no easy to use interface which allows mechanics to take and share information documenting specific problem areas that need to be addressed for a customer's car. Without specific photos/videos which can be verified by a third party, individuals may feel helpless or taken advantage of when faced with expensive repair bills.