

Task #6 – Story Boarding

Topic: TATA Nano – An affordable car.

1. **Define the Goal:** To provide an affordable, safe, and weather-protected transportation solution for middle-class families who struggle with two-wheelers in harsh conditions.
2. **Collect and Synthesize Data:** Many middle-class families in India rely on two-wheelers, often exposing them to rain, heat, and road hazards. Existing cars are too expensive for their budget. Safety concerns arise when riding with children, especially during monsoons. An ideal solution should be cost-effective, fuel-efficient, and small enough for urban roads.
3. **Create Persona and Scenario:**

Persona: Rajesh Kumar

Age: 38 | Occupation: Office worker | Income: Middle-class

Family: Wife (homemaker), two kids (ages 6 & 10)

Needs: Safe, affordable transportation for daily commutes

Pain Points: Struggles during rain, unsafe for kids on a scooter

Scenario: Rajesh and his family face travel difficulties on a two-wheeler during monsoons. They need an affordable, reliable car for better safety and comfort.

4. Sketch the Story Steps:

Step 1: The Struggle - Rajesh rides his two-wheeler with his wife and kids. Heavy rain pours down, making it difficult to drive. The kids are shivering, and the family struggles to balance while avoiding potholes.

Step 2: The Need for a Solution - After reaching home drenched, Rajesh discusses with his wife about buying a car. They check prices online but find most models expensive.

Step 3: Discovering the TATA Nano - Rajesh reads about the TATA Nano – India's most affordable car. He learns it offers four-wheel safety, better mileage, and is priced close to a two-wheeler.

Step 4: Visiting the Showroom - The family visits a showroom. They are impressed by its compact design, spacious interior, and low EMI options. The salesperson highlights cost savings and durability.

Step 5: Making the Purchase - Rajesh and his wife decide to buy the Nano, signing up for an easy EMI plan. The kids are excited about their first family car.

Step 6: First Rainy-Day Drive - It rains again, but this time, the family is warm and dry inside their Nano, enjoying the ride with music playing and no more fear of falling.

Step 7: The Transformation - Rajesh feels secure and proud. The car improves their daily commute, safety, and overall happiness while staying within budget.

5. Add Annotations: Each step includes small notes about: Emotional impact (stress, relief, happiness), Pain points & solutions (rain struggles vs. comfort in the car) and Key product features (affordability, safety, mileage)

6. Iterate and Refine: Feedback can be taken from target users (middle-class families), adding more real-life challenges and refining the messaging based on their responses.

