

# AutoFix



# Example Real Issues



# Example Real Issues



**Abdallah Shehata**

Sep 8, 2023 ·

لو سمحتو يا جماعه معايا عربية عطلانه علي طريق اسيوط  
مفيش حد بتاع صيانه يقدر يفدي

...



**Anonymous participant**

Jul 25 ·

السلام عليكم

...



**Almoatasem Ahmed Abdallah**

1d ·

اليوم الاحد والورش قافله، تحتاج كهربائي سيارات ضروري  
في ميدان العباسية

...

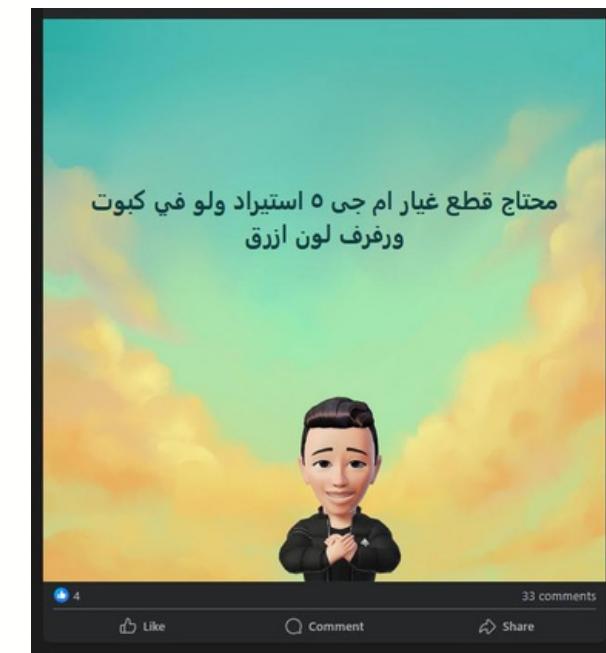


**Omar Hany**

Aug 17 ·

انا عطلان علي طريق السويس قبل بوابات مدینتي الكوبلين  
اتكسر عربیه نوبيرا ٢ حد يعرف اجيب الكوبلين منين النهارده  
الحد والاغلب الي قافل

...



السلام عليكم محتاج ونش سياره يحمل السياره من عند مركز البدرى

10 comments

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**Năsser Židňě**

1d ·

السلام عليكم اسف للازعاج واماكن انا في مصالح الجديد في  
النzechه وبطلت العربيه وبدور موش عارف العيب فين في  
الكهرباء لوحد قريب من المكان ويساعدني له كل الشكر  
والتقدير ولو في كهربائي ويأخذ تعبي على راسي وحده رقمي  
للتواصل 01007050650 عربیه النترا الحمد لله وقف

...

راجل محترم وعمل اللازم ربنا يجزيه خير



1 comment



Like



Comment



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Aug 17 ·

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**Almoatasem Ahmed Abdallah**

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...

# Example Real Issues



**Ahmed Rady**

1h ·



...

السلام عليكم

اخويا عطلان ع طرمبه بنزين

عربيه نوبيرا

محتج مكانيكي يغير طرمبه

الصراوي الغربي

مدخل سمسطا عند كافتيريا ابو عمار كمين سمسطا

الصراوي العربي

الطرمبه معاه محتج حد يركب بس



**Ali Mohamed Abosalim**

4d ·

...

صباح الخير يا شباب اخوكم علي من دمنهور شغال في سيوه  
معايا عربيه دوبل كابينه ديمكس بس معايا عطل في العربيه  
لو حد يفیدني معلش العربيه معايا دورتها الصبح كان في  
صوت حاجه كده ايه في المكنه زي ما تقول صوت المكنه  
عالي فيه تكه عاليه شويه بصيت على الزيت الزيت تمام وكل  
حاجه شد بالعربيه شويه العربيه ما بتسحبش الار بي اخره 2  
والعربيه ماسكه على 60 ما بتتعديش 60 او لاني ثاني ثالث  
60 ما بتتعديش ولمبه الاعطال بتاعه المكنه جاييه العلامه دي



# Project Overview

- Auto The project is a mobile application and website that provides all car services in one platform.
- The main goal is to support car owners by:
  - Purchasing guaranteed spare parts easily.
  - Booking and tracking regular maintenance with certified service centers.
  - Offering 24/7 emergency roadside assistance.
  - Keeping full vehicle maintenance history for better tracking.
- The key advantage is partnering with trusted and certified service centers across all regions to ensure high-quality service and customer satisfaction.

## Problem Statement

- Car owners face difficulties accessing integrated and reliable car services.
- Finding original and guaranteed spare parts is time-consuming and exposes customers to counterfeit products.
- Maintenance services are scattered, making regular car follow-up complex.
- In emergencies, customers often struggle to get fast and reliable assistance.
- There is no centralized system to track and store vehicle maintenance history for better monitoring.
- This results in a frustrating customer experience and a lack of trust in available services.

## AutoFix Solution

AutoFix offers a comprehensive digital platform designed to simplify every aspect of vehicle ownership. The app allows users to access certified service centers, purchase guaranteed spare parts, and manage all car maintenance needs in one place. Users can book and track regular services, receive instant 24/7 roadside assistance, and maintain a complete digital record of their vehicle's maintenance history.

By partnering with trusted and certified service centers across all regions, AutoFix ensures quality, transparency, and reliability. The platform empowers car owners with a seamless experience, giving them confidence in every service and helping them make informed decisions about their vehicle's care and safety.

## Interviews

# Stakeholder

- What is the main goal you expect this project to achieve?
- In your opinion, what is the main customer problem we should solve through this app?
- Should the main priority be spare parts sales, maintenance follow-up, or emergency services?
- What key features do you think customers will expect from the app?
- How can we ensure the app is user-friendly for all types of users (youth, elderly, non-technical)?
- Should the app be open to all service centers, or only selected and certified ones?
- What kind of guarantees or verification do you expect to ensure spare parts and service quality?
- How do you see the communication method between the customer and the service center (live chat, call, online request)?
- Which business model do you consider most suitable (commission per transaction, subscriptions, ads)?
- Do you think the app should start in major cities first and then expand? - Do you envision integrating the project with other companies (insurance, financing, new/used car sales)?
- Do you have a preferred design style or visual direction for the app?
- (e.g., modern, minimalist, professional, youth-oriented) - Are there any existing brand guidelines, such as colors, logos, or visual assets, that we should adhere to?
- Which languages should the app support?
- (Arabic, English, or both) - What are the primary goals of this project?
- Who is the target audience we want to serve?
- What services will the app provide to users?
- In which locations or areas will these services be available?
- What are the essential features users will need most?
- What are the main scenarios or use cases for the app?
- Does the app need to integrate with any external systems or platforms?
- Are there specific accessibility requirements to consider (e.g., for people with disabilities)?
- Who are your main competitors in this field?
- Do you have any reference apps or examples we should review for inspiration?

# Competitors Analysis:

Benefits	Odiggo	Fixawy	Mecanicar	Souq El- Gomaa	Karam El-Baly	EG Car Parts	Helpoo	MyDay	EnQaz
Online Payment	✓	✗	✗	✗	✗	✗	✗	✓	✗
A wide range of services	✓	✓	✗	✗	✗	✗	✗	✗	✗
Trusted for our guaranteed quality	✗	✓	✓	✗	✓	✗	✓	✓	✓
Accessible everywhere	✗	✗	✓	✓	✓	✓	✓	✗	✓
Track your orders easily	✗	✓	✗	✗	✗	✗	✓	✓	✗
Quick response time	✗	✗	✓	✗	✗	✗	✓	✓	✓
Competitive price	✓	✓	✗	✗	✓	✓	✓	✗	✓

# INSIGHTS

01

The goal of the app is to provide car owners with a unified platform that simplifies all aspects of vehicle maintenance and services. It helps users access reliable service centers, track maintenance history, and get immediate support in emergencies.

02

Our target audience includes individual car owners, fleet managers, and small businesses that rely on vehicles for daily operations and need trustworthy, fast, and transparent car service solutions.

03

competitors include various car service booking and roadside assistance platforms. However, most lack full integration – they don't offer guaranteed spare parts, maintenance history tracking, and certified service partnerships all in one place.

04

differentiate our app by partnering only with certified service centers and verified spare part suppliers. In addition, our app provides 24/7 roadside assistance, digital maintenance history, real-time service tracking, and transparent pricing – giving users full confidence and control.

05

We are inspired by successful service and logistics apps such as Uber, Mrsool, and CarSwitch, which have built trust through convenience, reliability, and strong customer support. We aim to replicate this success within the car service industry.

06

Our growth metrics for the next 1–5 years include expanding partnerships with certified centers, increasing user adoption through regional marketing campaigns, integrating payment options, and launching loyalty and referral programs.

07

are focusing on user acquisition, satisfaction, and retention by offering a smooth app experience, transparent service tracking, and fast customer support. Regular updates will add new features like predictive maintenance reminders and AI-based service suggestions.

08

encourage our development and support teams to keep improving user experience, enhance system reliability, and actively collect customer feedback to refine our features and maintain a reputation of trust, quality, and innovation in the car service industry.

# Research Qualitative

## Interview Questions

- We interviewed 8 people to better understand the needs and challenges faced by car owners in managing their vehicle services. Our goal was to gather valuable insights to design a more convenient, reliable, and integrated car service experience.
  - We conducted a survey with 56 participants to gather measurable data about their car service habits, preferences, and pain points. The results helped us identify key priorities such as the need for faster emergency assistance, transparent pricing, and easier access to certified service centers.
- 
- How do you currently purchase spare parts? Do you trust the sources you use?
  - How long does it usually take you to find a reliable service center or trusted provider?
  - Have you ever used automotive service apps or websites before? What did you like or dislike about them?
  - What features do you consider essential in an app that provides car maintenance and spare parts services?
  - How do you usually deal with emergency situations (car breakdown, flat tire, dead battery)?
  - What would make you trust an app or website that offers automotive services?
  - Would you prefer integrated digital payment options within the app?
  - How important are exclusive offers or discounts to you in such a service?
  - Do you have any preferences regarding the app's user interface or design?
  - What are the most common issues you face with your car?
  - Have you ever used a car repair app before?
  - What type of service do you need most?
  - Do you prefer visiting a repair shop or having a mechanic come to your location?
  - How would you prefer to pay for repair services?
  - Would you like to receive updates on the status of your car repair?
  - Would you feel comfortable rating the mechanic or repair shop after service?
  - Would you prefer customer support via live chat or phone calls?
  - Are you interested in purchasing spare parts directly through the app?
  - Would you find it helpful if the app keeps a record of your car's repair history?

# Survey

## أستبيان احتياجات العملاء لخدمات الصيانة والمساعدة على الطريق

يهدف هذا الاستبيان إلى التعرف على احتياجات العملاء وتجاربهم مع صيانة السيارات والأعطال المفاجئة أثناء الطريق أو السفر. إجاباتكم ستساعدنا على

تطوير تطبيق  
**(AutoFix)**

لتقديم خدمات متكاملة تشمل الحجز، الصيانة، المساعدة الطارئة، والدفع  
الإلكتروني بطريقة أسهل وأكثر أماناً.

[Sign in to Google](#) to save your progress. [Learn more](#)

\* Indicates required question

السن \*

Age

Your answer

المحافظة \*

City

Your answer



# Survey Responses

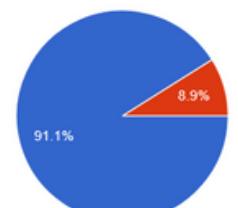
هل ترغب أن يضاف خيار تقييم مركز الصيانة أو الميكانيكي بعد الخدمة؟  
Would you like to have an option to rate the service center or mechanic after the service?

56 responses

[Copy chart](#)

هل تفضل أن تجذب سيارتك عبر تطبيق أو موقع الكتروني؟  
Do you prefer to book your car service through an app or a website?

56 responses

[Copy chart](#)

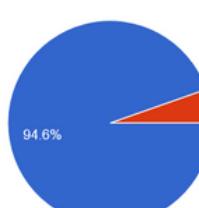
هل ترغب أن يوفر التطبيق إمكانية حجز صيانة سريعة قبل رحلة سفر؟  
Would you like the app to let you book quick maintenance before a trip?

56 responses

[Copy chart](#)

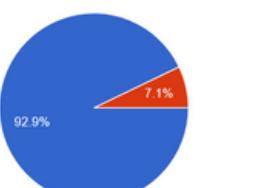
هل تعتبر وجود تطبيق على الهواتف أسهل من استخدام الموقع الإلكتروني؟  
Do you think having an app on your phone is easier than using the website?

56 responses

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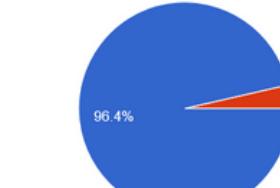
هل تعتبر متابعة حالة السيارة (زيت - فرامل - إطارات) عبر التطبيق مهمة؟  
Do you think tracking your car's condition (oil - brakes - tires) through the app is important?

56 responses

[Copy chart](#)

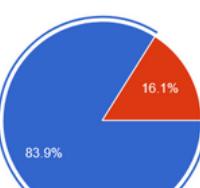
هل يهمك وجود خدمةدفع الكتروني آمن داخل التطبيق؟  
Is it important for you to have a secure online payment service in the app?

56 responses

[Copy chart](#)

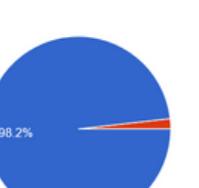
هل ترى أن اللغة العربية في التطبيق ضرورية بالنسبة لك؟  
Do you think having Arabic in the app is necessary for you?

56 responses

[Copy chart](#)

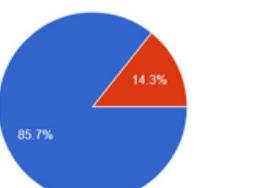
هل تفضل وجود خريطة داخل التطبيق تعرض محطات الوقود ومرافق الخدمة؟  
Do you prefer having a map in the app that shows fuel stations and service centers?

56 responses

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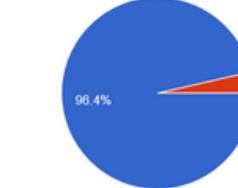
هل تحتاج إلى إشعارات عن العروض أو التخفيضات على الخدمات وقطع الغيار؟  
Do you need notifications about offers or discounts on services and spare parts?

56 responses

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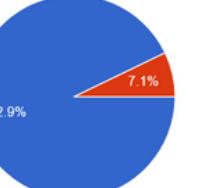
هل ترى أن إضافة خدمة المساعدة على الطريق مهمة؟  
Do you think adding roadside assistance is important?

56 responses

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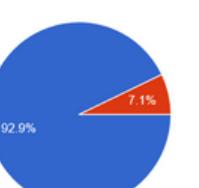
هل ترى أن وجود إشعارات للتذكير بمواعيد الصيانة مهم بالنسبة لك؟  
Do you think having reminders for service appointments is important for you?

56 responses

[Copy chart](#)

هل تحتاج إلى إشعارات لتذيبهك بانتهاء التأمين أو اللحسن الدوري للسيارة؟  
Do you need notifications to remind you when your insurance or car inspection is about to expire?

56 responses

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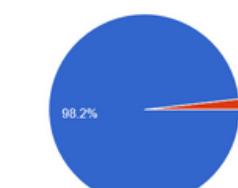
هل ترى أن وجود دعم فني على مدار 24 ساعة في حال العطل أمر ضروري؟  
Do you think having 24/7 support in case of a breakdown is necessary?

56 responses

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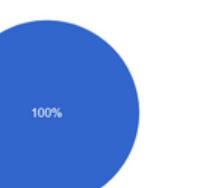
هل يهمك أن يتوفر سائق أو نشل سيارتك في حالة العطل المفاجئ؟  
Is it important for you to have a driver or tow truck available if your car breaks down?

56 responses

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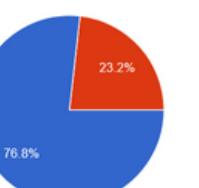
هل ترغب في معرفة أقرب مركز صيانة أو ميكانيكي أثناء وجودك على الطريق؟  
Would you like to know the nearest service center or mechanic while you are on the road?

56 responses

[Copy chart](#)

هل تعرضت من قبل إلى عطل مفاجئ في الطريق؟  
Have you ever had a sudden breakdown on the road?

56 responses

[Copy chart](#)

# SWOT Analysis

## S STRENGTH

- Comprehensive services (spare parts purchase, service booking, maintenance tracking)
- Partnerships with certified and trusted service centers.
- 24/7 customer support anytime, anywhere.
- Complete vehicle data history for easy follow-up.
- Seamless user experience (Mobile + Web).

## O OPPORTUNITIES

- Rapid digital transformation in the automotive sector.
- Growing awareness of digital maintenance services.
- Potential partnerships with insurance and car finance companies.
- Geographic expansion across all governorates.
- Future service add-ons (vehicle tracking, roadside assistance, e-payments).

## W WEAKNESS

- Continuous need to update spare parts and service center databases.
- High initial cost for integration with all service centers.
- Reliance on constant internet availability for users.
- Initial lack of trust from new customers

## T THREATS

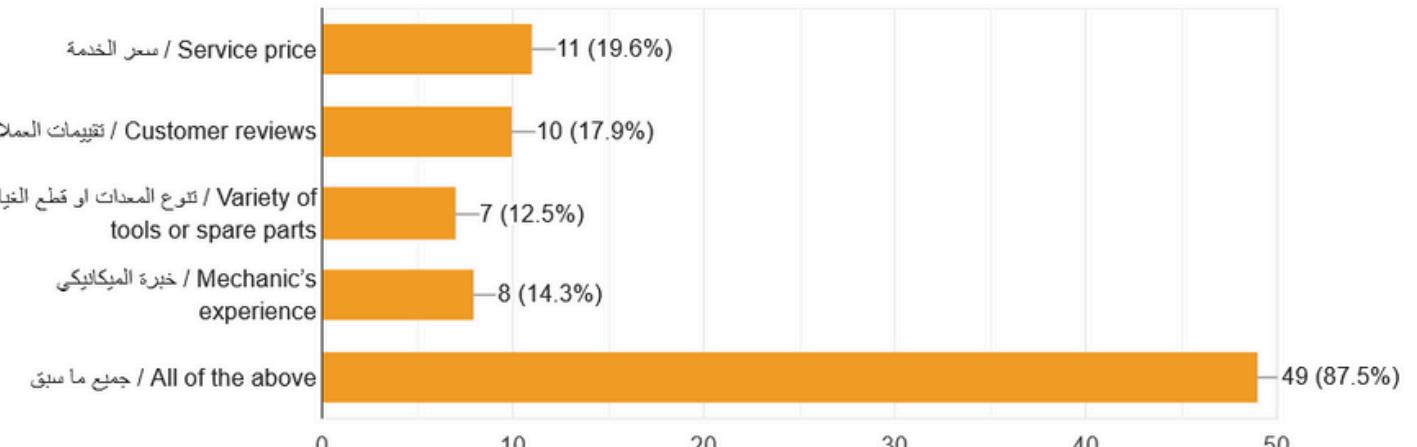
- Competition from similar automotive service apps.
- Possible resistance from traditional service centers.
- Economic fluctuations and rising spare part costs.
- Heavy reliance on partner quality (service centers, suppliers).
- Data security risks and customer trust issues

# Survey Responses

ما نوع المعلومات التي تبحث عنها قبل أن تقرر صيانة سيارتك؟

What kind of information do you look for before deciding to service your car?

56 responses

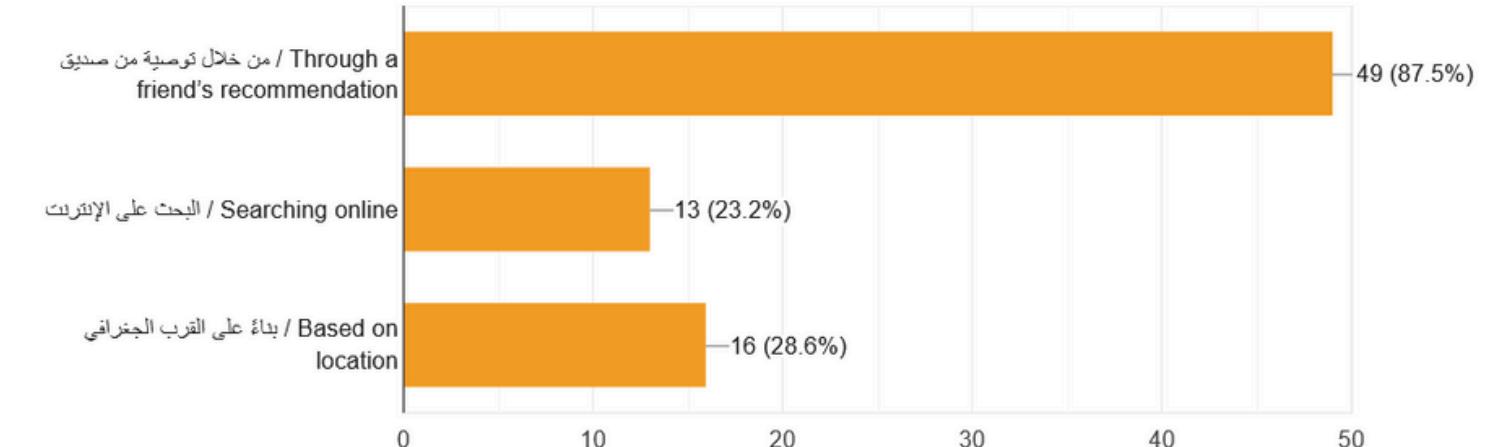


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كيف تختار ورشة الصيانة أو الميكانيكي الذي تتعامل معه عادةً؟

How do you usually choose the workshop or mechanic you deal with?

56 responses

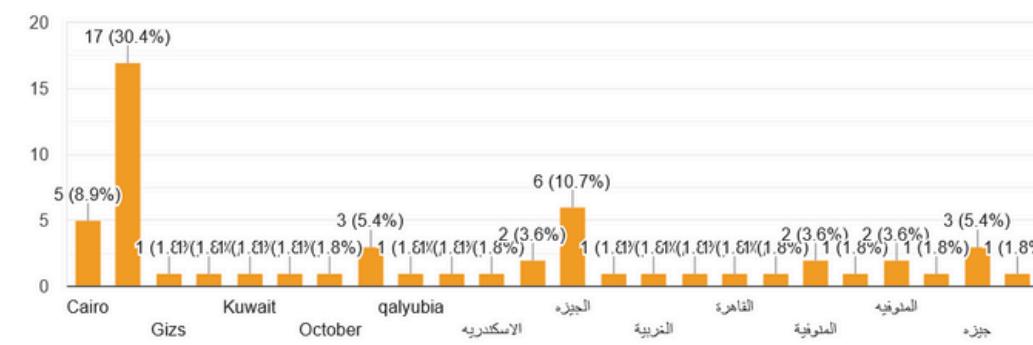


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المحافظة

City

56 responses

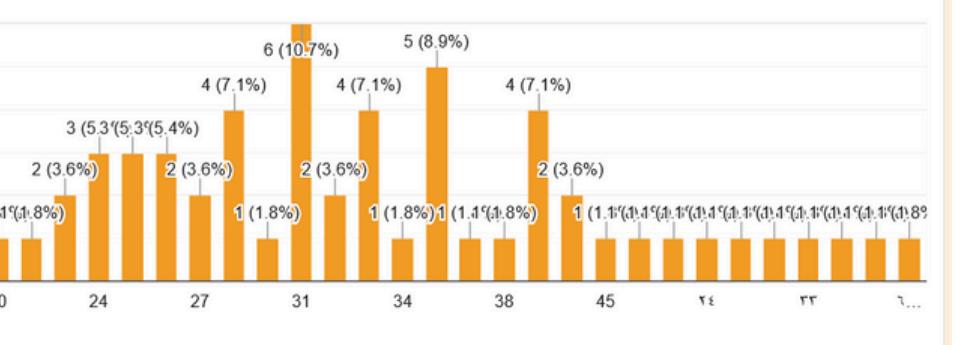


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السن

Age

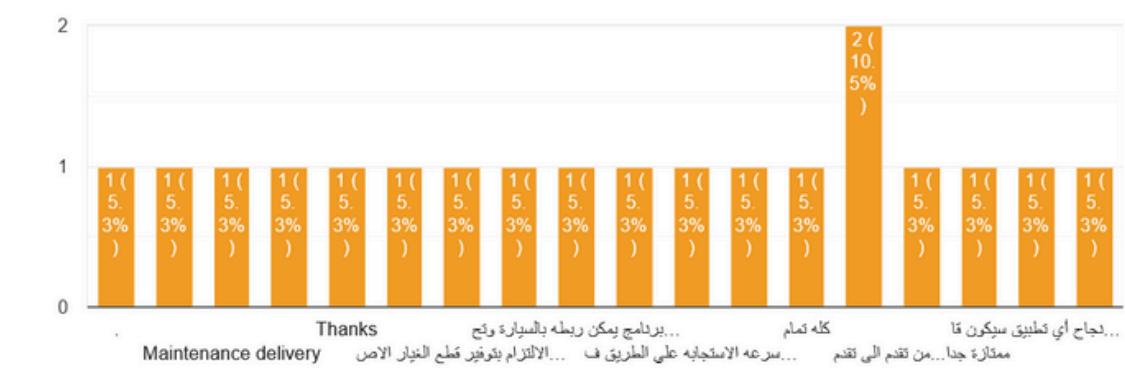
56 responses



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هل يمكنك تقديماقتراح أو خدمة تردد توفرها

19 responses



[Copy chart](#)



## KARIM

- 33 years old
- Married
- Bank Employee
- Senior Level

Always busy, needs time-saving services.  
Books services online, prefers reminders.

## OVERVIEW

A car owner who values reliability, convenience, and time efficiency. He wants a trusted digital solution to manage all his vehicle needs – from booking maintenance and purchasing genuine spare parts to getting 24/7 roadside assistance – all in one place. He seeks transparency, certified service centers, and real-time updates to ensure his car is always in safe hands.

## GOALS

- Keep his car always in excellent condition
- Save time while managing work
- Use emergency roadside assistance when needed

## NEEDS

- Reliable service
- Organized scheduling
- Reminders for maintenance

## FRUSTRATIONS

- Loss of time in traffic and workshops
- Fear of unexpected breakdowns
- Difficulty in managing busy schedule

## MOTIVATIONS

- Well-maintained car
- Professional service
- Peace of mind about car safety



## SARA

- 29 years old
- Single
- Graphic Designer
- Senior Level

Many apps but too complex..  
Prefers modern stylish  
apps with smooth UI.

## OVERVIEW

She relies on her car to commute to work, meet clients, and travel frequently. She prefers using digital platforms that are modern, simple, and trustworthy. She wants a seamless way to book car maintenance, track service progress, and receive transparent cost estimates – all without needing to visit multiple service centers or make endless calls.

## GOALS

- Use modern and stylish services
- Enjoy smooth UI/UX
- Flexible payment methods

## NEEDS

- Trendy and simple design
- Convenient service
- High-quality user experience

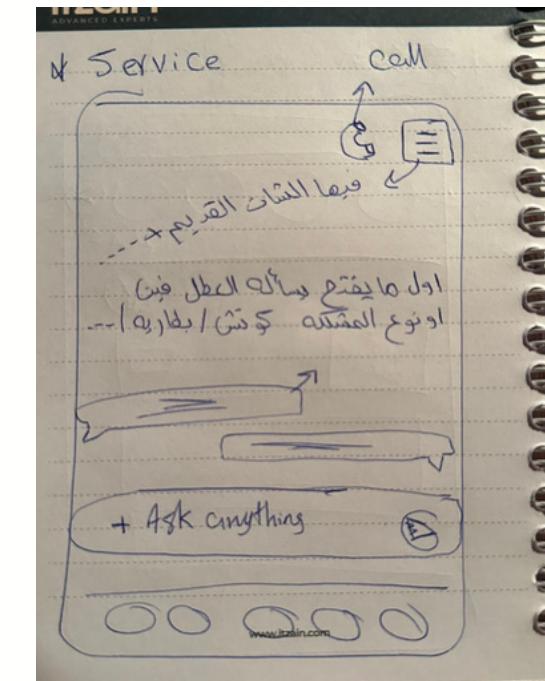
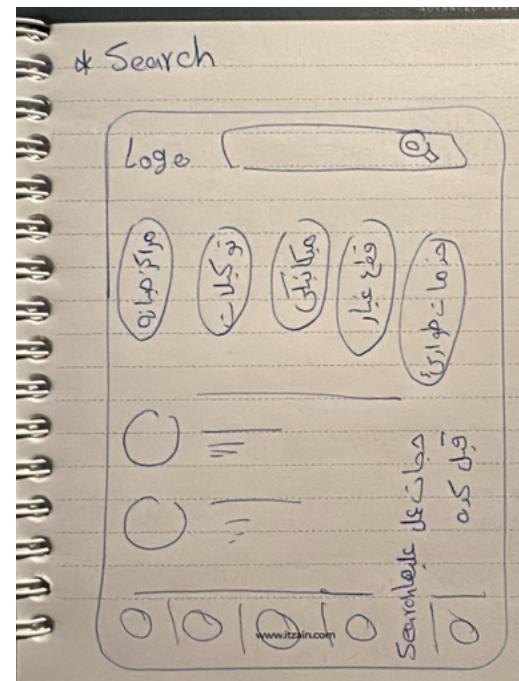
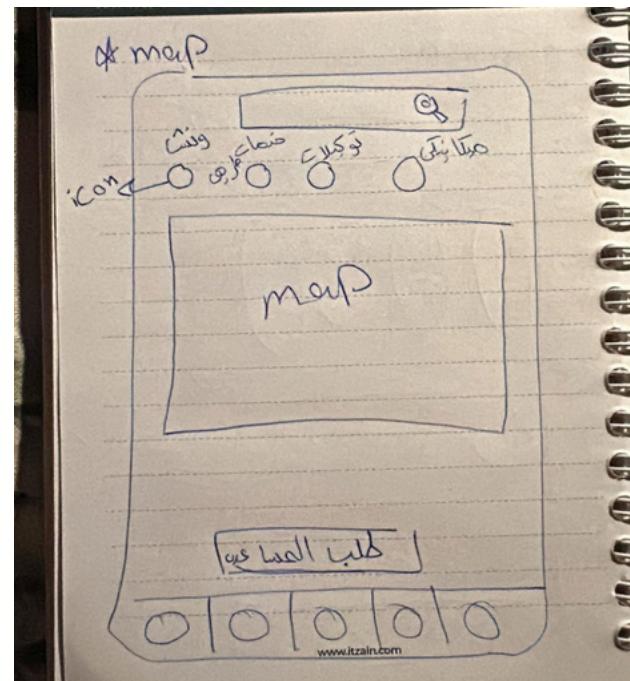
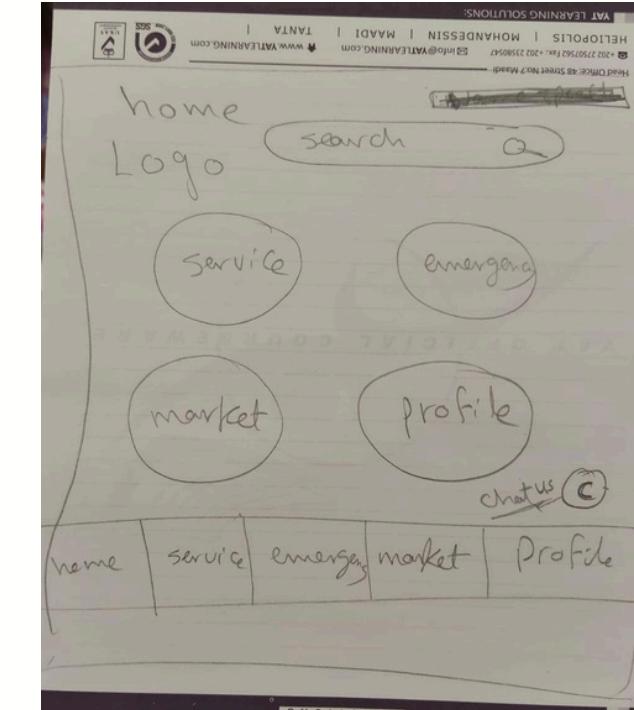
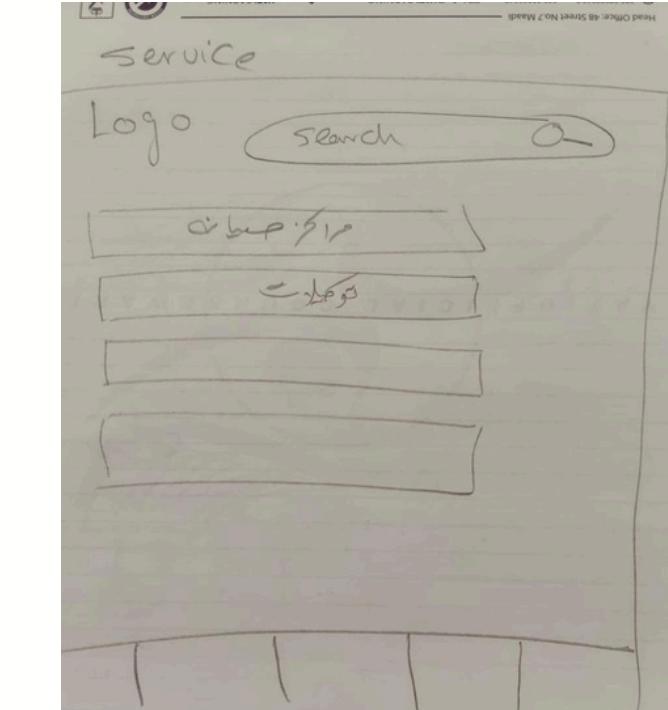
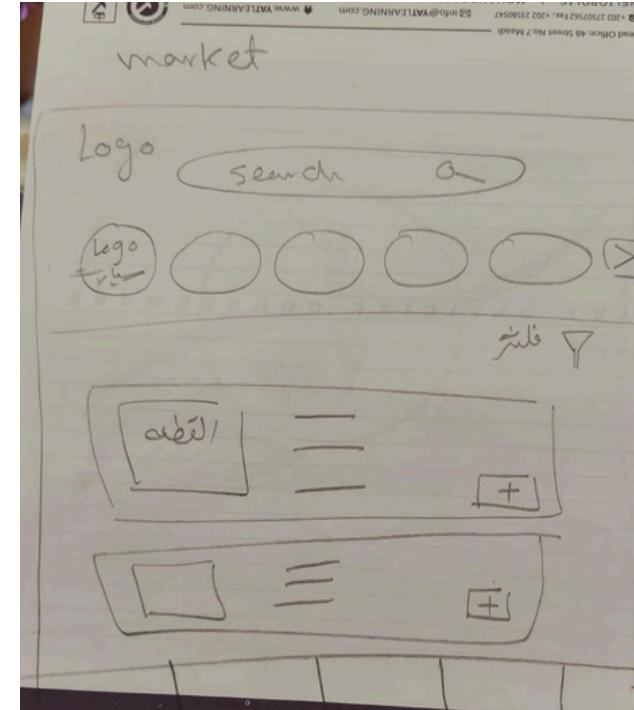
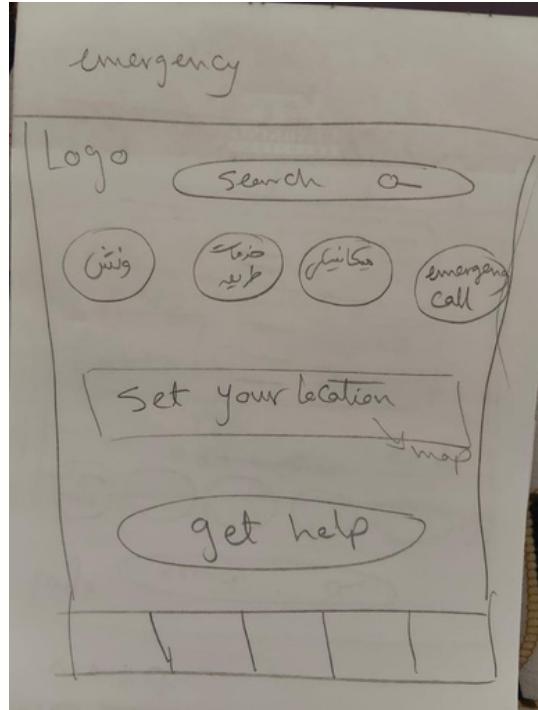
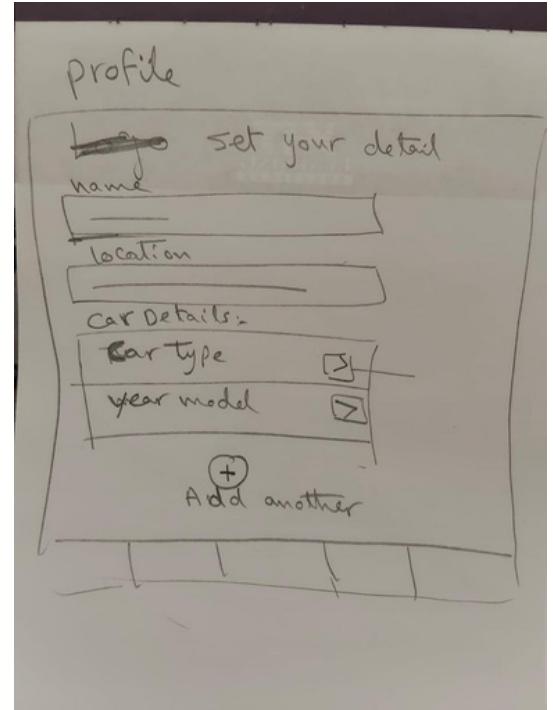
## FRUSTRATIONS

- Confusing and old-fashioned apps
- Time wasted in searching for services
- Complicated payment systems

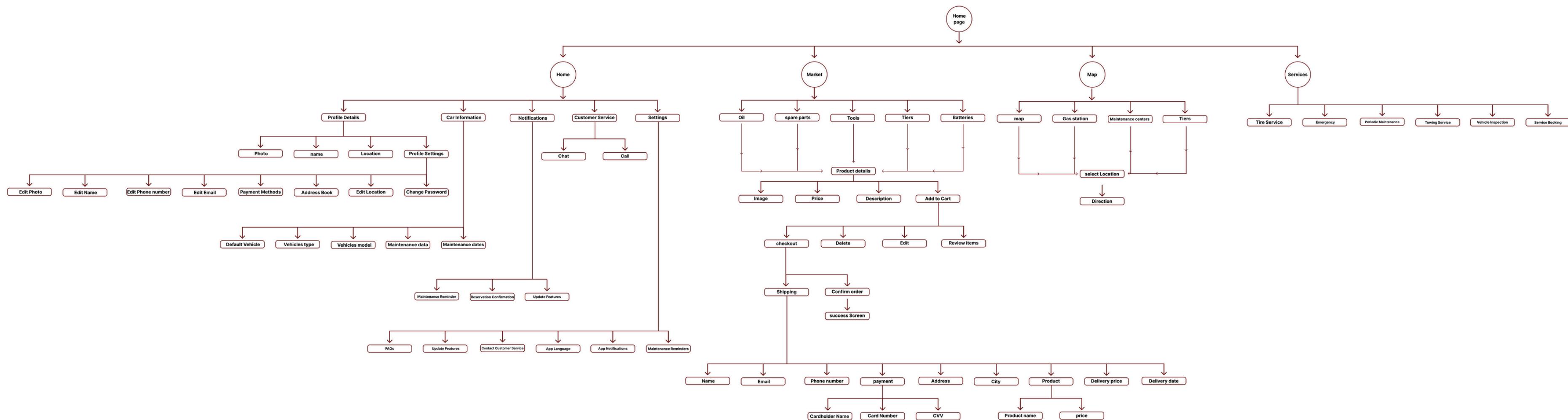
## MOTIVATIONS

- Premium lifestyle
- Easy process
- Feels comfortable with modern services

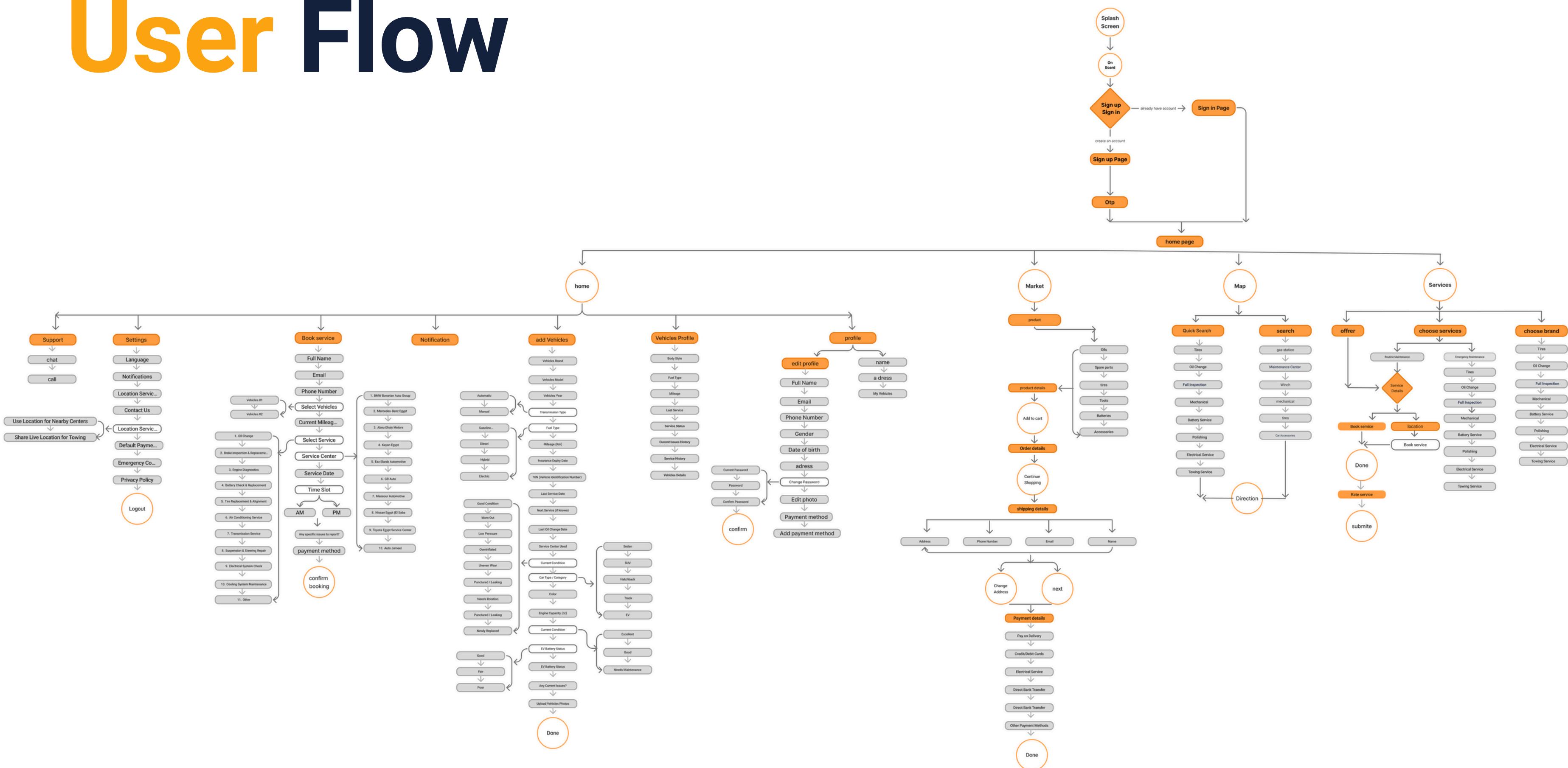
# Low Fidelity



# Information Architecture



# User Flow



# Design System

default

-3

-6



FDFDFD



E5E5E5

EDEDED

F3F3F3



FCA311

FDBF59

FED38B



13213C

565F72

8D8598

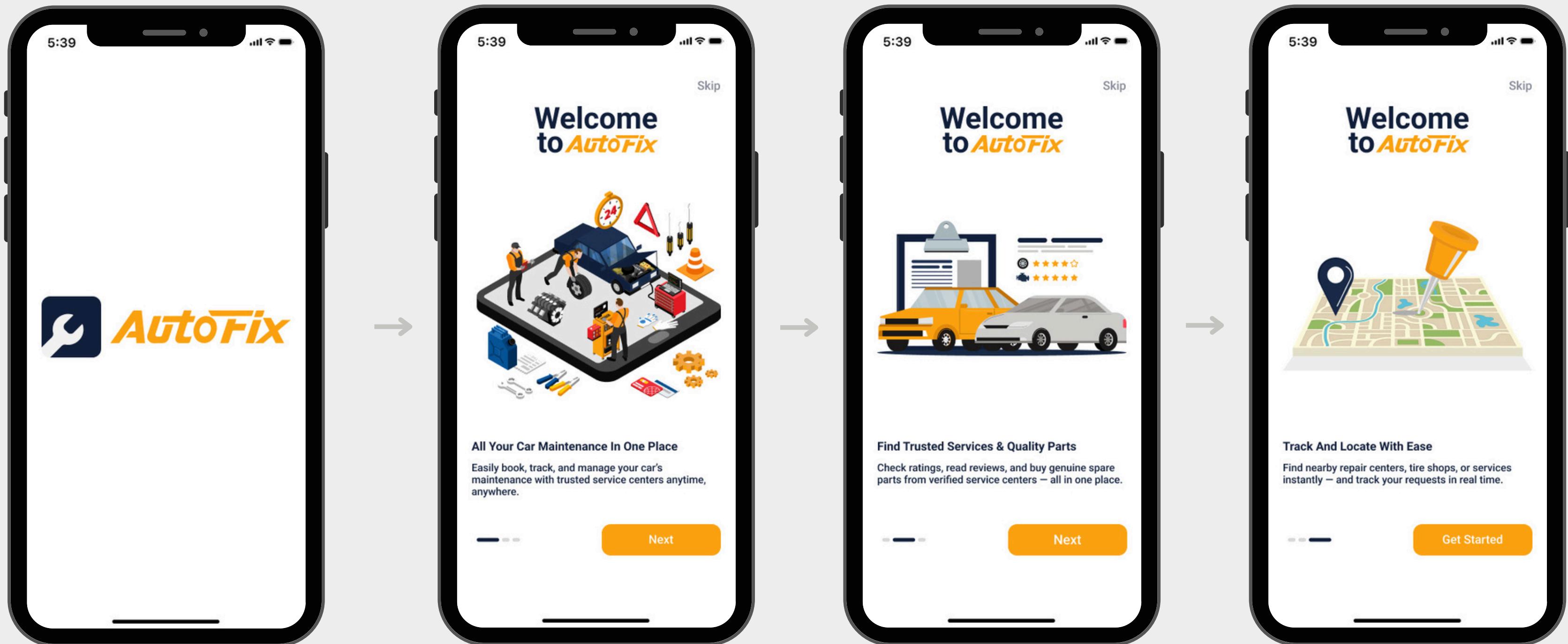


030303

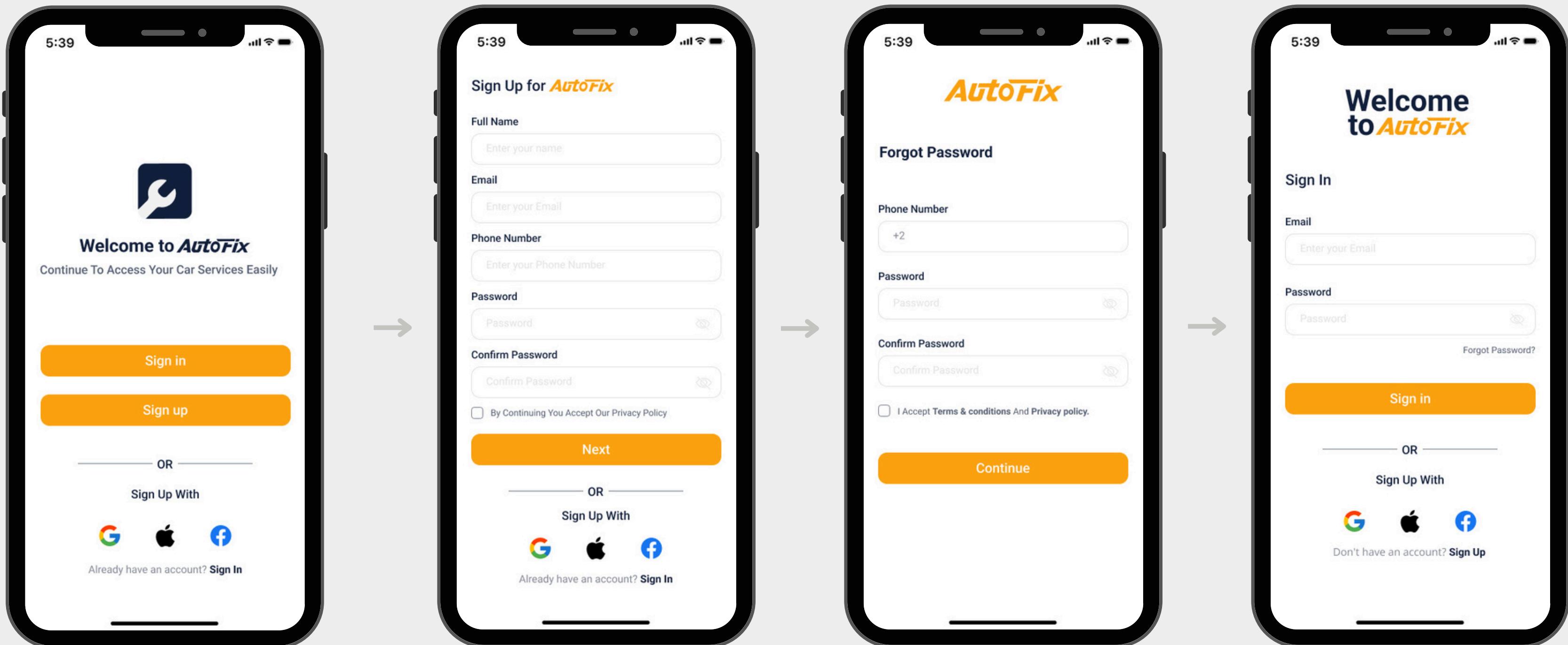
848484



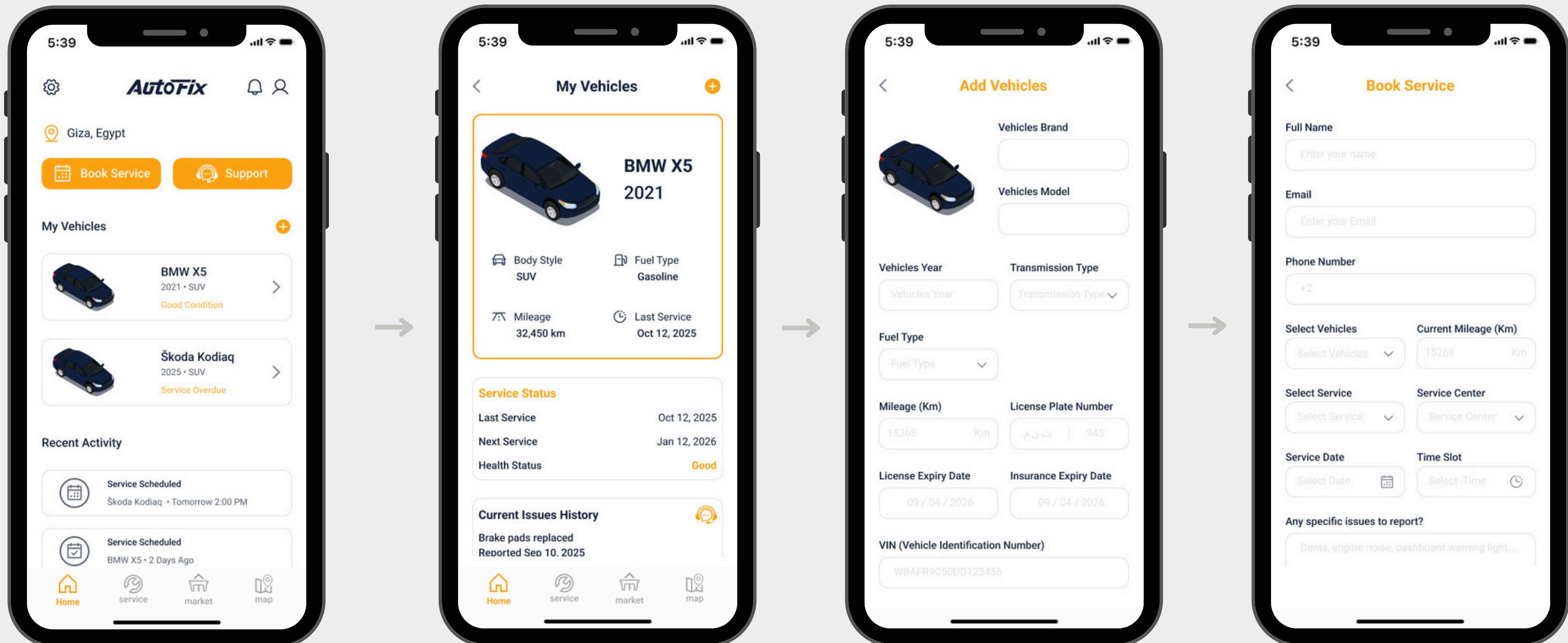
# Splash Screen



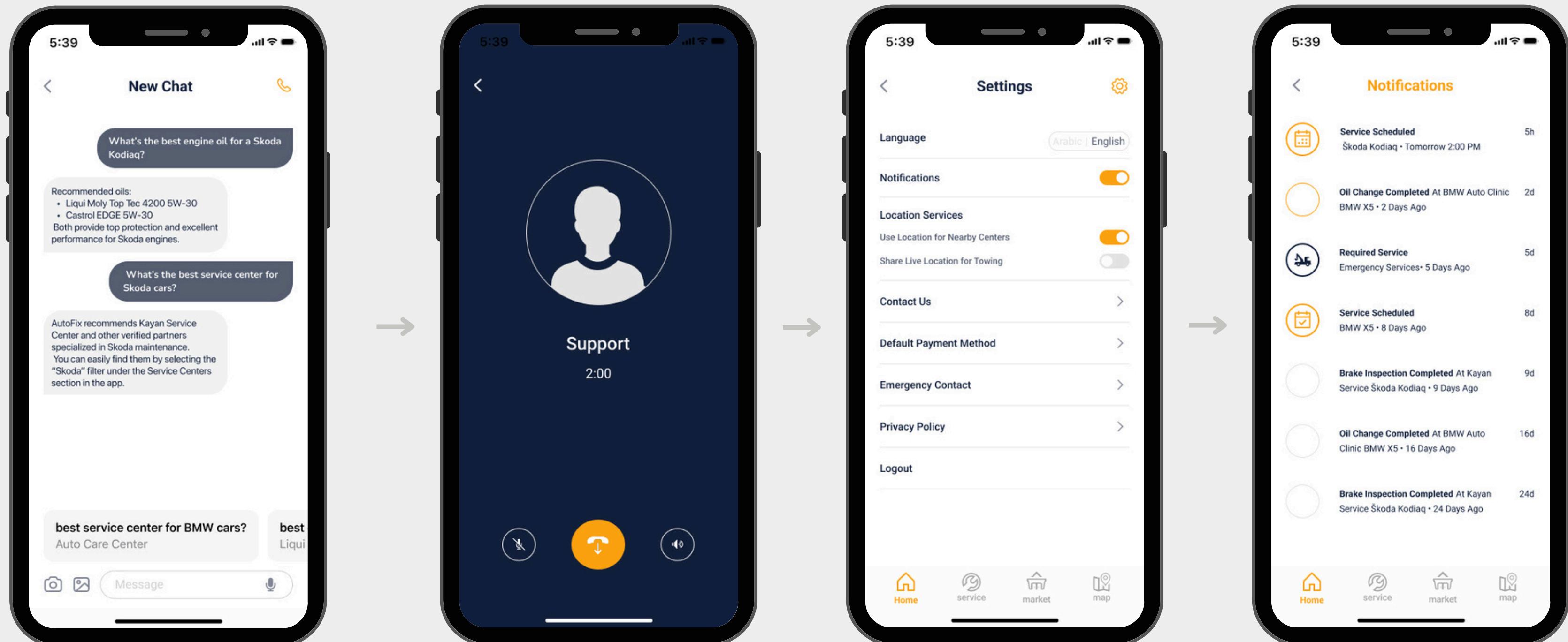
# Sing in Screen



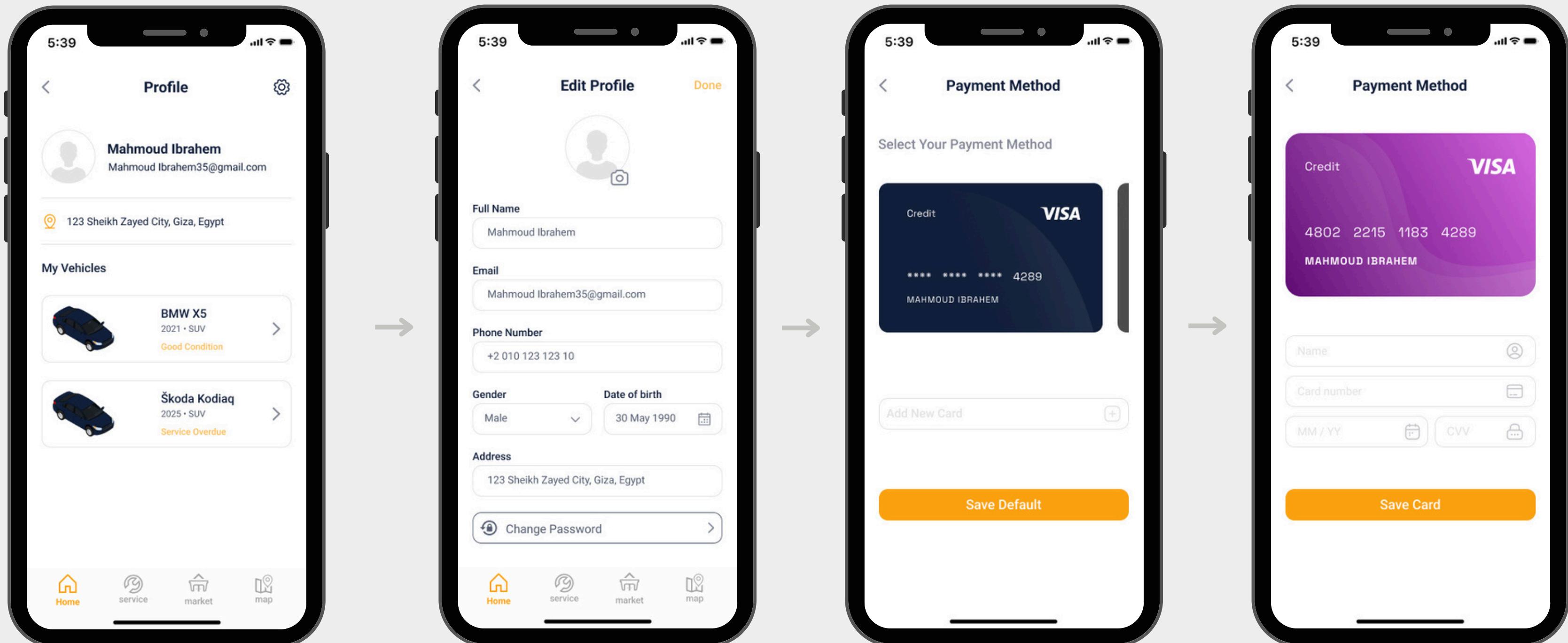
# Home Screen



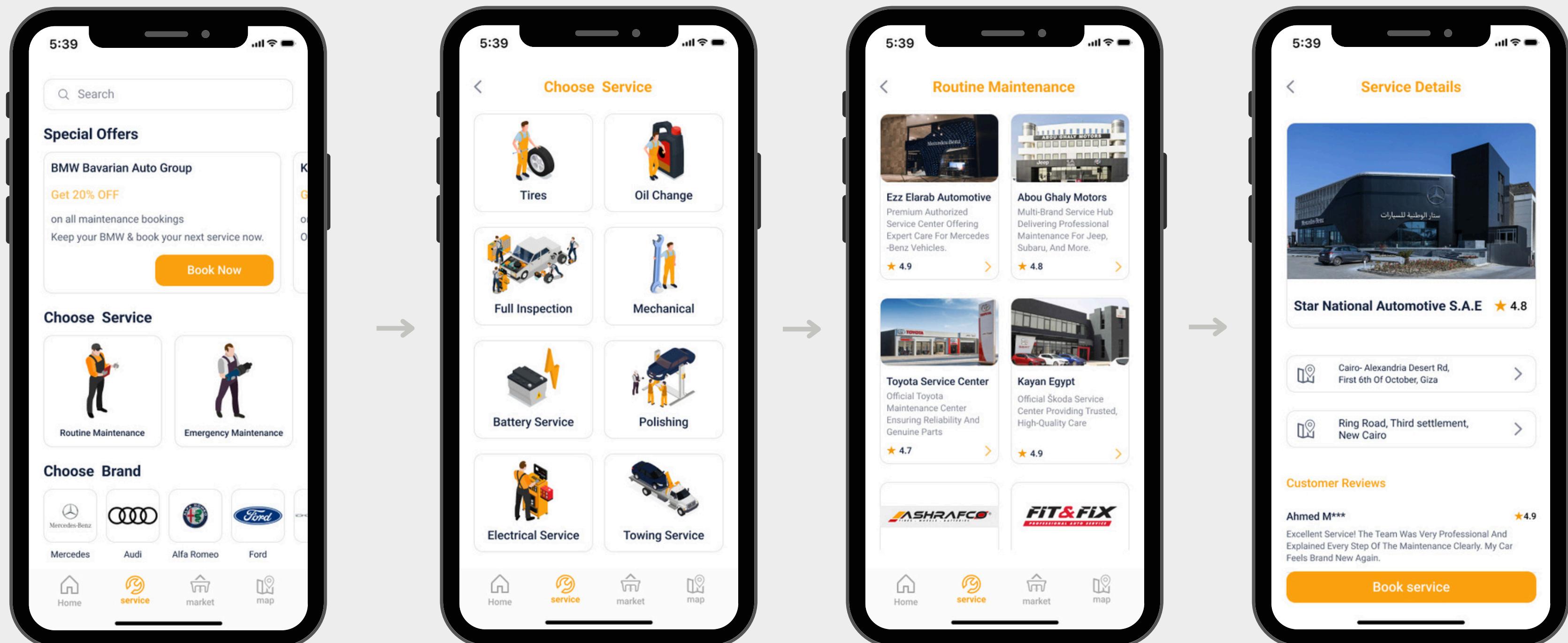
# Settings Screen



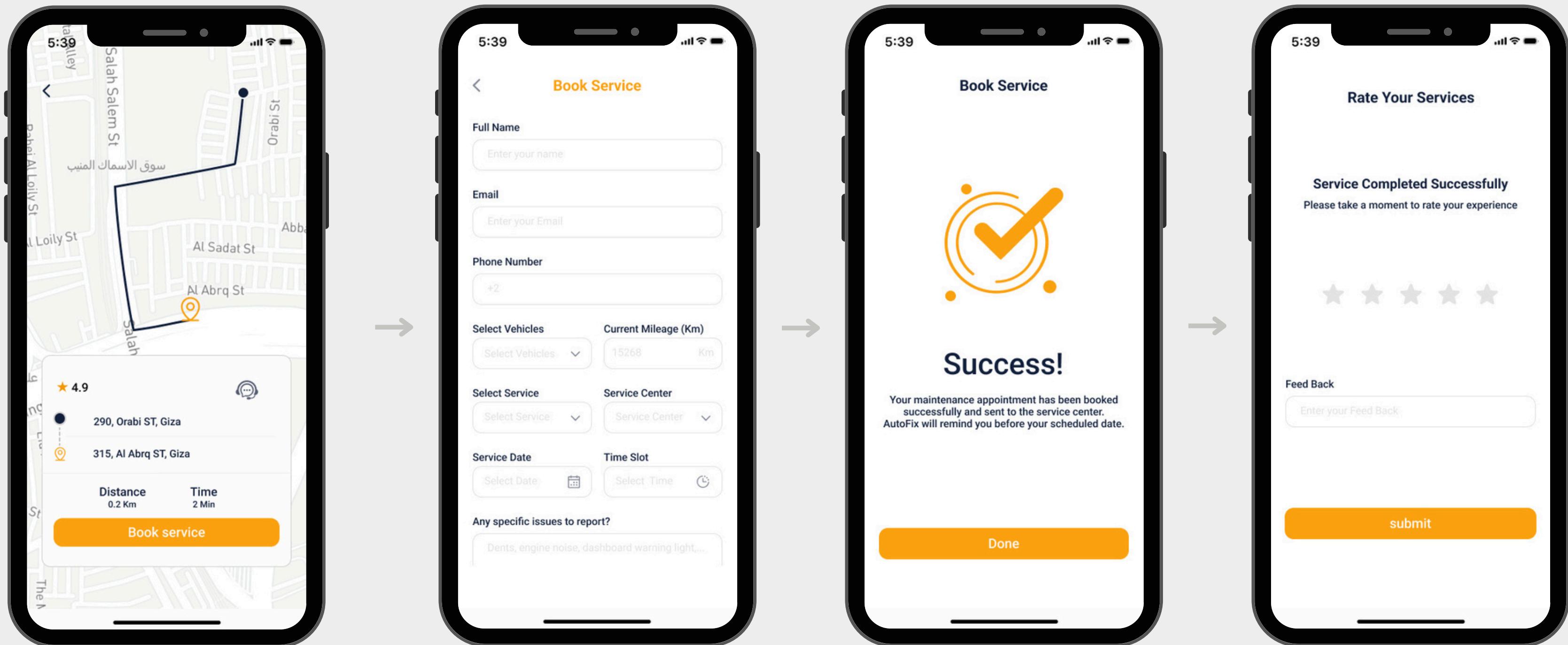
# Profile Screen



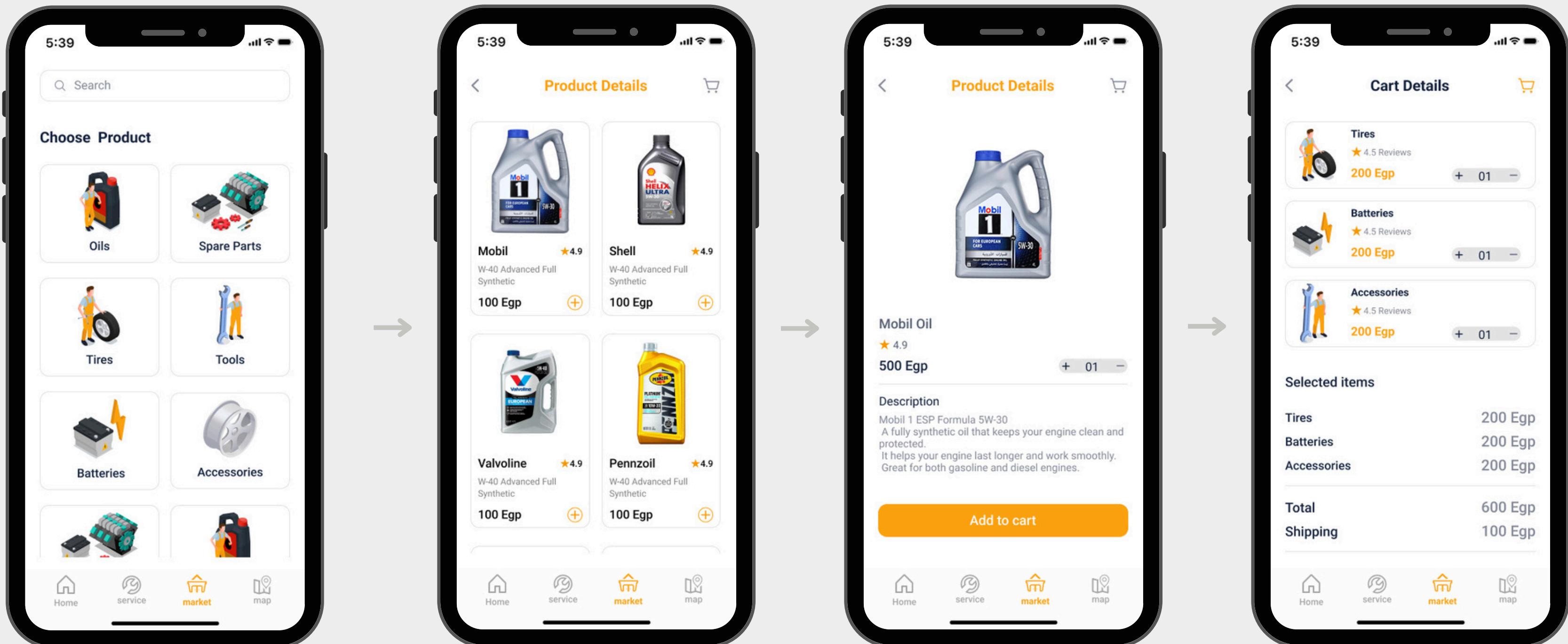
# Service Screen



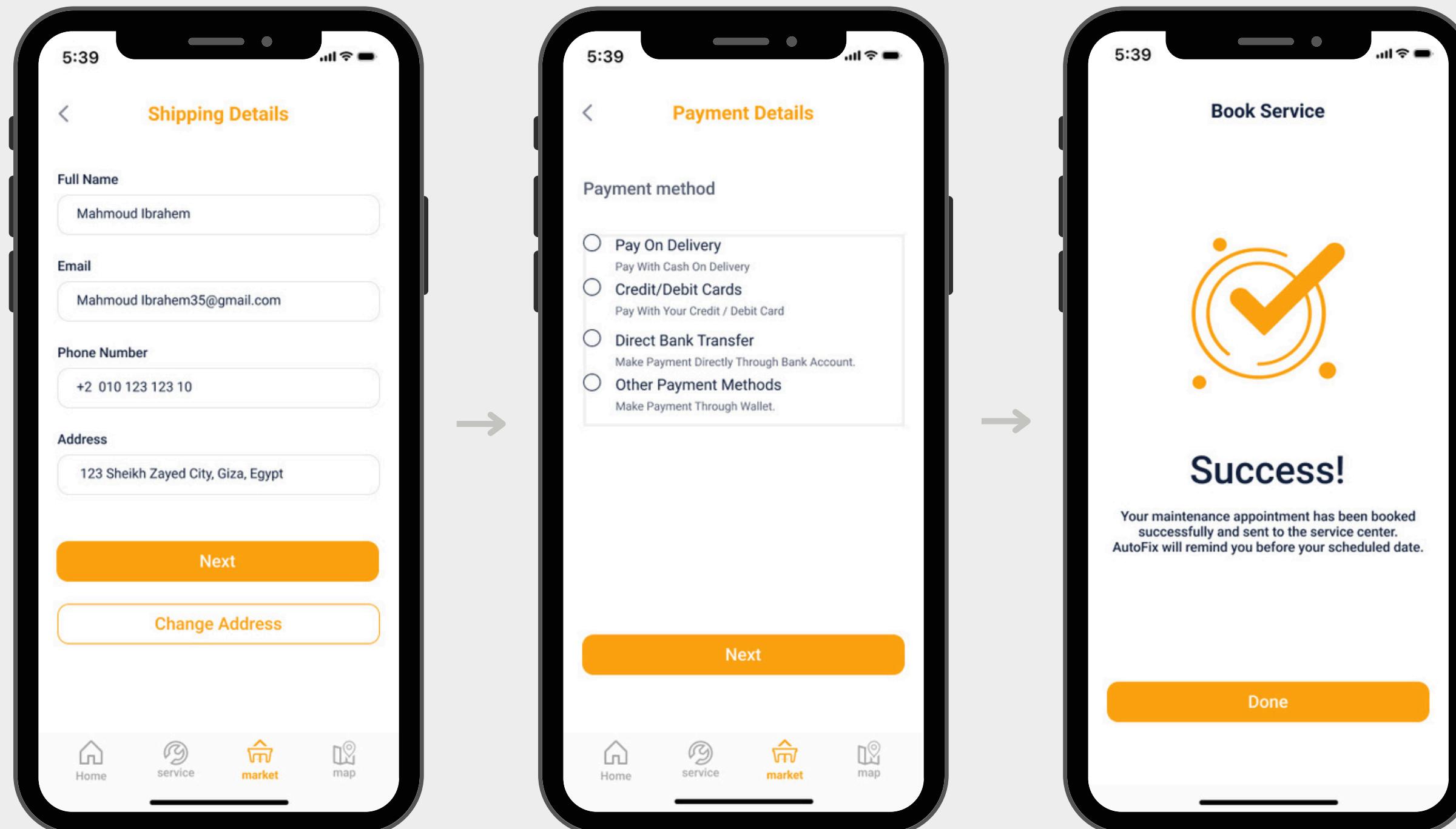
# Service Screen



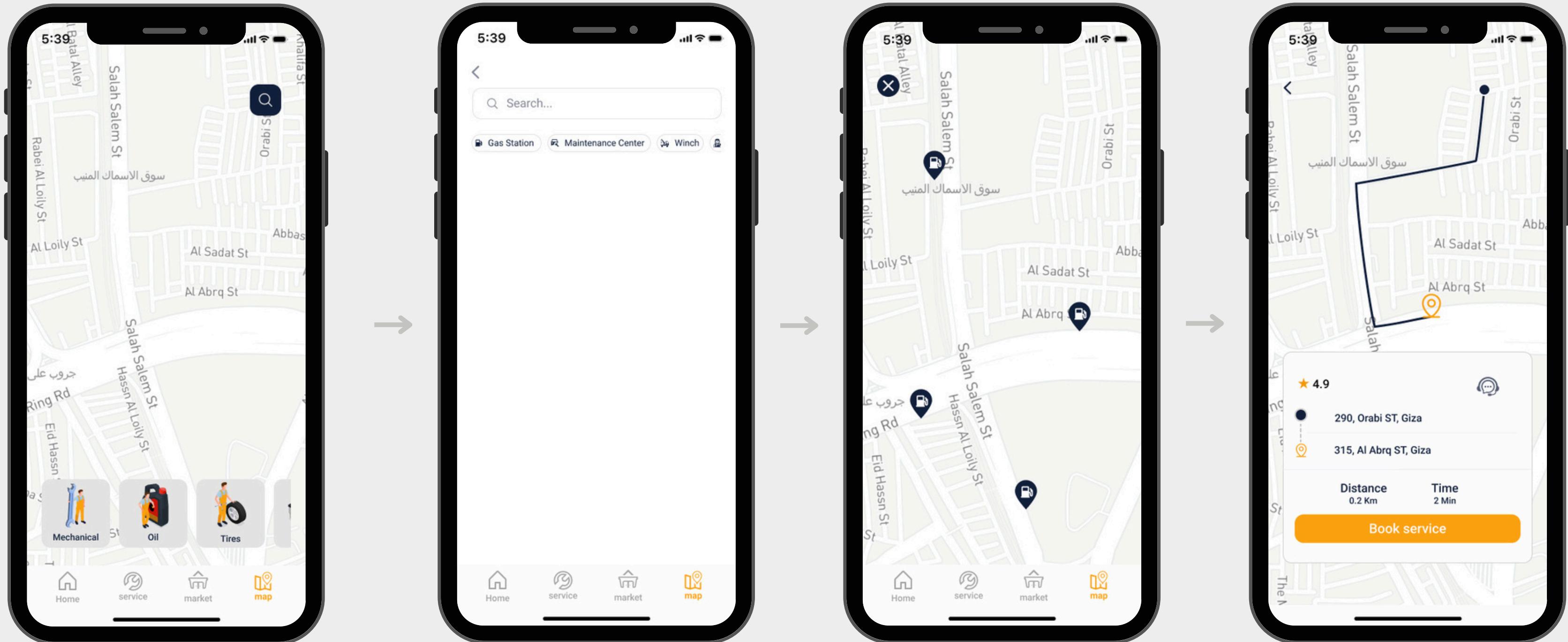
# Market Screen



# Shipping Screen



# Map Screen



# Usability Testing Screen

Task	Try to login to his personal account	Book services	shopping	Change address	
Goal	make sure that he can login to the app easily	check if he can reach services easily	make sure that he can add items easily	make sure that he can edit another address	
Category	Log in	services	shopping	Change address	
Estimated time	27 sec	35 sec	45 sec	45 sec	55 sec
User time	30 sec	36 sec	67 sec	64 sec	61 sec
Success	Success	Success	Success	Success	Success
Success rate	5/5	5/5	3/5	2/5	5/5
Observation	-	-	He were confused after he finish the order where to go	He was confused with how he can edit	-
Problem	-	-	No button to continue shopping	He didn't recognize the edit icon	-
Critical or not	-	-	critical	critical	-
Ux team Recommendations	-	-	Add button continue shopping	Add button change address in shipping details	-
User Recommendations	-	-	Add button continue shopping	Change icon place	-

# Usability Testing Screen

Task	Try to login to his personal account	Book services	shopping	Change address	
Goal	make sure that he can login to the app easily	check if he can reach services easily	make sure that he can add items easily	make sure that he can edit another address	
Category	Log in	services	shopping	Change address	
Estimated time	29 sec	30 sec	38 sec	49 sec	50 sec
User time	31 sec	31 sec	63 sec	60 sec	59 sec
Success	Success	Success	Success	Success	Success
Success rate	5/5	5/5	4/5	3/5	5/5
Observation	-	-	He were confused after he finish the order where to go	He was confused with how he can edit	-
Problem	-	-	No button to continue shopping	He didn't recognize the edit icon	-
Critical or not	-	-	critical	critical	-
Ux team Recommendations	-	-	Add button continue shopping	Add button change address in shipping details	-
User Recommendations	-	-	Add button continue shopping	Change icon place	-

*Auto*Fix

Thank You..