



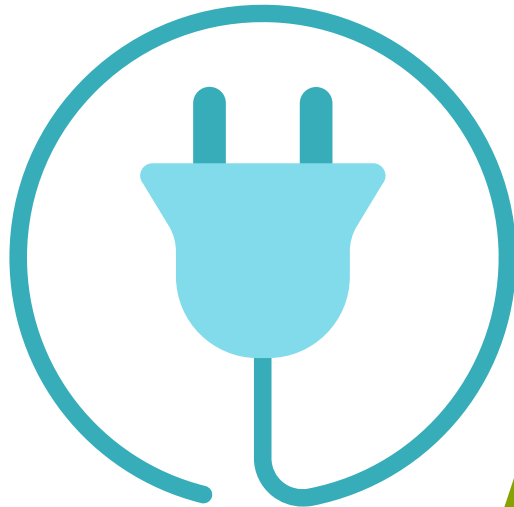
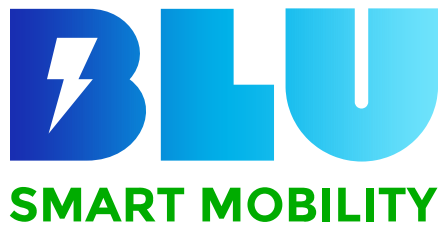
JOURNEY DESIGN

User Acquisition for BluSmart

Participant:

Aaryan

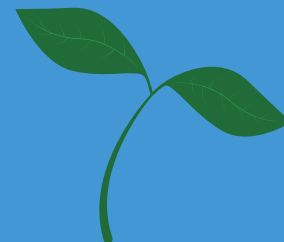
IIT(ISM) DHANBAD





BluSmart, an Indian all-electric ride-hailing mobility service, was founded in January 2019 and quickly partnered with Mahindra & Mahindra to introduce electric vehicles (EVs) to its platform. In 2022, on World Environment Day, BluSmart signed a memorandum of understanding (MoU) with Tata Motors to add 10,000 more EVs to its fleet. Currently, BluSmart operates a fleet of 3,500 EVs in Delhi-NCR and Bengaluru, with plans to expand to 10,000 EVs by FY24

5570 tonnes
CO2 saved



622.6 kL
Fuel avoided



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Aaryan



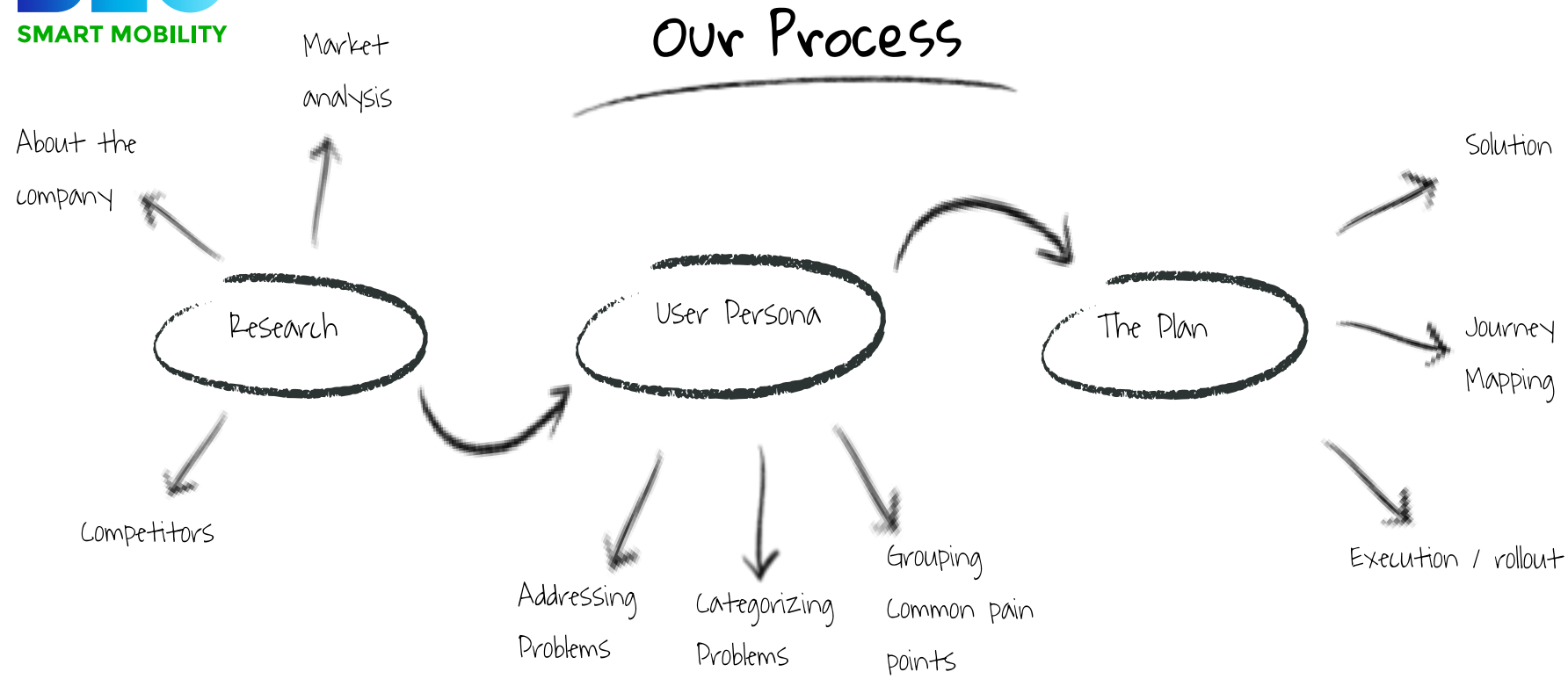
THE CHALLENGE

The challenge for BluSmart as an all-electric ride-hailing service is to establish itself as the preferred choice for users in the face of strong competition from Uber and Ola. Currently, users perceive BluSmart as an alternative but not their first choice for ride-hailing.

PROBLEM STATEMENT

The problem statement is to identify and address the pain points of regular users and differentiate BluSmart by offering new features that set it apart from its competitors. Additionally, BluSmart needs to develop a go-to-market (GTM) plan for expansion into other cities.





MARKET ANALYSIS

- The EV vehicle industry is witnessing significant growth and transformation driven by government support, technological advancements, and shifting consumer preferences. As more automakers invest in EV development and charging infrastructure expands, the market is expected to continue its upward trajectory in the coming years.
- Increasing consumer demand for sustainable transportation and government initiatives promoting clean energy. The global EV market is projected to grow at a substantial rate, with estimates suggesting a compound annual growth rate (CAGR) of over 20% in the coming years.
- The growing concern over climate change and environmental sustainability has fueled the demand for EVs.



COMPETITOR ANALYSIS



	OLA	BLUSMART	UBER
PRICES	Average	Bit high	Above Average
SURGE	Yes	No Surge	Yes
SCHEDULING	No	Yes	NO
Users	Highest	Least among them	Lower than ola
MULTIPLE STOPS	No	Yes	No



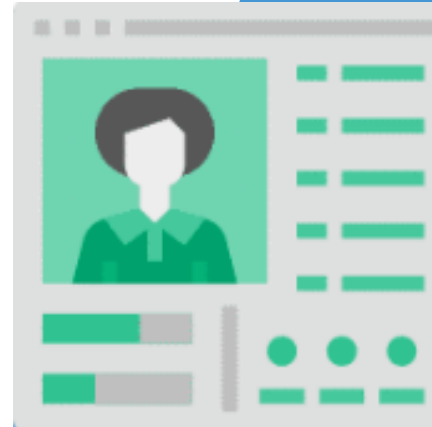
COMPETITOR ANALYSIS

As of 2021, Ola had over 150 million users in country, Uber reported having around 93 million monthly active users worldwide. BluSmart likely to have a smaller user base compared to Ola and Uber.



BluSmart offers a feature of pickup notes as well for user and driver convenience while other apps don't.

USER PERSONAS



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GOALS

Monthly package for daily office route.

More safety while travelling at night

PAIN POINTS

Book daily leading to inconvenience

Feel insecure while travelling in a new city



Nisha

Age: 24

Occupation: Software Engineer

About:
Introvert who newly joined the company and new in the city. Her hobbies are cooking and reading books.



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GOALS

More discounts and offers for other services as well.

Variety in vehicles like Auto

Prefer cab sharing

Earn coins after every ride

PAIN POINTS

Negligible offers generally for first ride only.

No EV Autos on BluSmart

Cab sharing option not available and also inconvenience to others.

No such features.



Rishi

Age: 40

Occupation: Bank Manager

About:

Fun loving person who has a big family to feed. His hobbies are investing and reading.



GOALS

Want an environment-friendly ride

In-app better experience or an alternative.

PAIN POINTS

Don't know much about Blusmart

Finds using the app bit complex.



Raj

Age: 62

Occupation: Retired

About:

An old person who is not handy with technology.
His hobbies are travelling and gardening.



PROBLEMS

Why people prefer Ola and Uber over BluSmart

Reason 1:

Brand Recognition and Trust:

Blusmart is still a new brand and hasn't reached much people and being a new player in ride hailing market, there is lesser trust than Ola.



Reason 2:

Non- integration with other services

It is not integrated with local food delivery services and transportation like other to reach a wider customer base.



Reason 3:

Variety in Vehicles

Vehicles are limited to 4- wheelers making it difficult for middle class public to afford on daily basis.



SOLUTIONS

Increase brand visibility and awareness by social media engagement, collaborations with local businesses, more advertisements and highlight the trust shown by Mahindra & Mahindra and Tata.

Offer catchy promotional discounts, referral rewards, loyalty programs



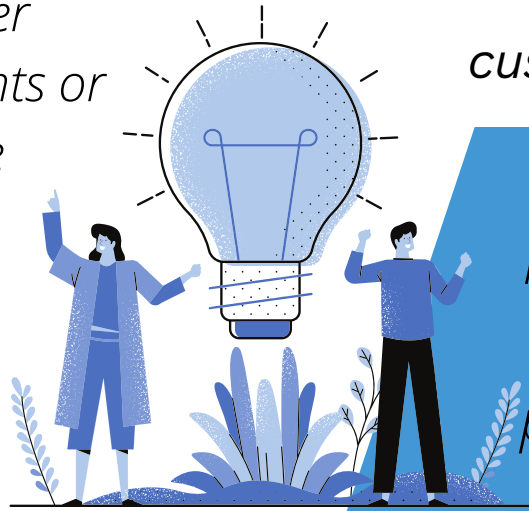
Enhance the overall experience over the app by providing features like in-app messaging, gaming, reading, real time updates and responsive customer support.

Introduce 3- wheeler EVs also to reach more public.



SOLUTIONS

Establishing partnerships with local businesses, hotels, or popular venues can help increase BluSmart's visibility and attract a wider user base. Offering exclusive discounts or incentives for users who choose BluSmart when visiting partner locations can create a win-win situation and encourage more people to try the service.



Improve the driver customer in-app chats through a standard procedure leading to professional and polite interaction. It would provide customer satisfaction and retention expecting premium service.

Inform the user why the ride has been cancelled with a proper reason. It would help user retention and build trust.



NEW FEATURES

- Offer a **monthly package** in which cab will be booked in advance for a month for fixed timings. This would be helpful for daily office goers to avoid daily bookings rush.
- **RENTAL BLU**
A facility to rent a car from their service center for a particular period of time and a specified area.(drive yourself)
- Allow booking through **whatsapp** as well



NEW FEATURES

- **Voice feature**

In built voice assist by **B-bot** for bookings, tracking, playing other functions etc which would make it easier for non-tech people to use the app.

- **In app messaging feature**, for easy conversation between the driver and user; as well as between users.

- Ensuring female **safety** at nights by providing female drivers or continuous tracking. Insurance for any happening.



BLU-WALLET



Enable payments with a wallet of their own. Also feature for paying other bills like electricity bill as well.



Blu-Coins



Feature of earning coins as reward after every ride.

Number of coins earned= Distance of the ride in kms



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BLU-PREMIUM



Offer a membership called Blu-Premium that contains salient features like

- Preference in acceptance over non-members
- Pay later
- always a promocode or additional blucoins
- no cancellation fee at all
- offer a monthly package for daily office workers.



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BLU-SHARE



- Cab sharing feature .
- This would give profit margins and more resource utilization.
- also Special prices for the users who are sharing.
- customer can choose this option and then act accordingly.
- Luggage details can be provided in advance to avoid inconvenience

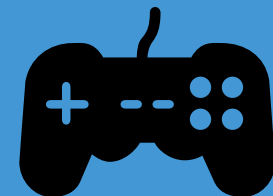


BLU-PLAY



Introduction of Blu-Play within the app that provides daily updates like Newspaper, TV Shows, Live streams during the rides. This would generate revenue as well as be a great mode of entertainment for users during boring rides. Hence leading to customer satisfaction.

Even while waiting for the ride, they can play the self-developed racing game meanwhile within the app, not any outside app.



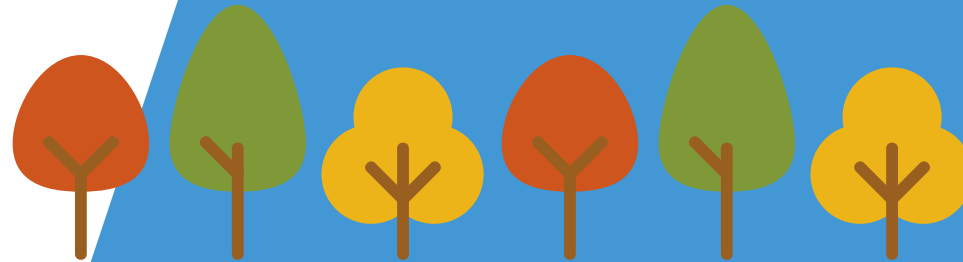
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BLU-REVOLUTION

- Start a Campaign that the number of tonnes of CO2 saved , hundred times that number of trees will be planted by the company.
- This will give huge popularity to the company and attract customers.
- Highlight how environment is being saved by avoiding fuel.
- The word of mouth will instill brand recognition and trust.



HOW TO REACH OTHER CITIES

- Currently only in Bangalore, parts of Delhi and Delhi NCR ; and at the IGI Airport.
- First of all installation of the charging stations is required in whichever city we target.
- First becoming the leading player in current scenario and them expanding would help alot in scaling higher.



SUCCESS METRICES



Satisfaction score

Taking feedback and reviews of new proposed features at the end of each ride.

Customers buying premium
No. of new customers + no. of existing customers who bought premium



Monthly booking package buyers

No. of users referred by referral codes



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GTM STRATEGY

- **Designing** of features suggested and applying them.
- **Developing** the desired features and getting them approved by testing.
- Limited invite-only rollout to selected customers.
- **Monitor** customer feedback and relevant metrics and *improve* accordingly.
- Finally **promotion** through social media platforms etc.



THANK YOU