

**School of Computing**

**SRM IST, Kattankulathur – 603 203**

**Product Vision Template**

IndiaRide aims to revolutionize vehicle rentals by providing a secure, scalable, and user-friendly platform that seamlessly connects renters with vehicle owners. Designed for individuals, businesses, and fleet operators, our platform ensures convenience, trust, and sustainability, driving the future of shared mobility with innovative technology and real-time accessibility.

**1. Audience**

**Primary Audience:**

* Individuals seeking short-term and long-term vehicle rentals.
* Travelers and tourists needing flexible transportation.
* Urban commuters looking for cost-effective mobility solutions.

**Secondary Audience:**

* Vehicle owners who want to rent out their cars and bikes for passive income.
* Fleet management companies optimizing their vehicle usage.
* Businesses requiring temporary transportation solutions.

**2. Needs**

**Primary Needs:**

* **Seamless Vehicle Rental Experience:** Users need a platform that allows easy browsing, booking, and renting of vehicles.
* **Real-time Availability Updates:** Renters require up-to-date information on vehicle availability and pricing.
* **Secure Transactions:** Users need safe and reliable payment processing with multiple payment options.

**Secondary Needs:**

* **Rental Management for Owners:** A system for vehicle owners to manage their listings, earnings, and availability.
* **Secure Verification & Trust Mechanisms:** Ensuring safety for both renters and owners through document verification and background checks.
* **Integration with Insurance & Roadside Assistance:** Users need peace of mind with built-in insurance and emergency support services.

**3. Products**

**Core Product:**

**IndiaRide** is a web-based vehicle rental platform that connects vehicle owners with renters, enabling smooth transactions, flexible rental durations, and secure payments.

**Additional Features:**

* Real-time tracking of vehicle availability and status.
* Automated verification system for document validation and security.
* Flexible pricing models, including hourly, daily, and weekly rentals.
* Integration with digital wallets and UPI payments for enhanced convenience.
* User ratings and reviews to ensure transparency and trust.

**4. Values**

**Core Values:**

* **Security & Trust:** Ensuring safe transactions and verified vehicle listings.
* **User-Centric Experience:** Providing a seamless and hassle-free rental process.
* **Sustainability:** Encouraging electric vehicle rentals and shared mobility.
* **Scalability & Innovation:** Adopting microservices and cloud technology for future growth.

**Differentiators:**

* **Microservices-Based Architecture:** Enhanced scalability and flexibility.
* **Event-Driven Real-Time Notifications:** Using Kafka/RabbitMQ for instant updates.
* **Blockchain-Integrated Verification:** Improving security and trust.
* **AI-Based Recommendation System:** Suggesting the best rental options based on user preferences.

**5. Vision Statement**

*"To revolutionize the vehicle rental industry by providing a secure, scalable, and user-friendly platform that connects renters with vehicle owners, enabling seamless transactions, real-time availability, and sustainable mobility solutions across urban and rural areas."*