Design Challenge

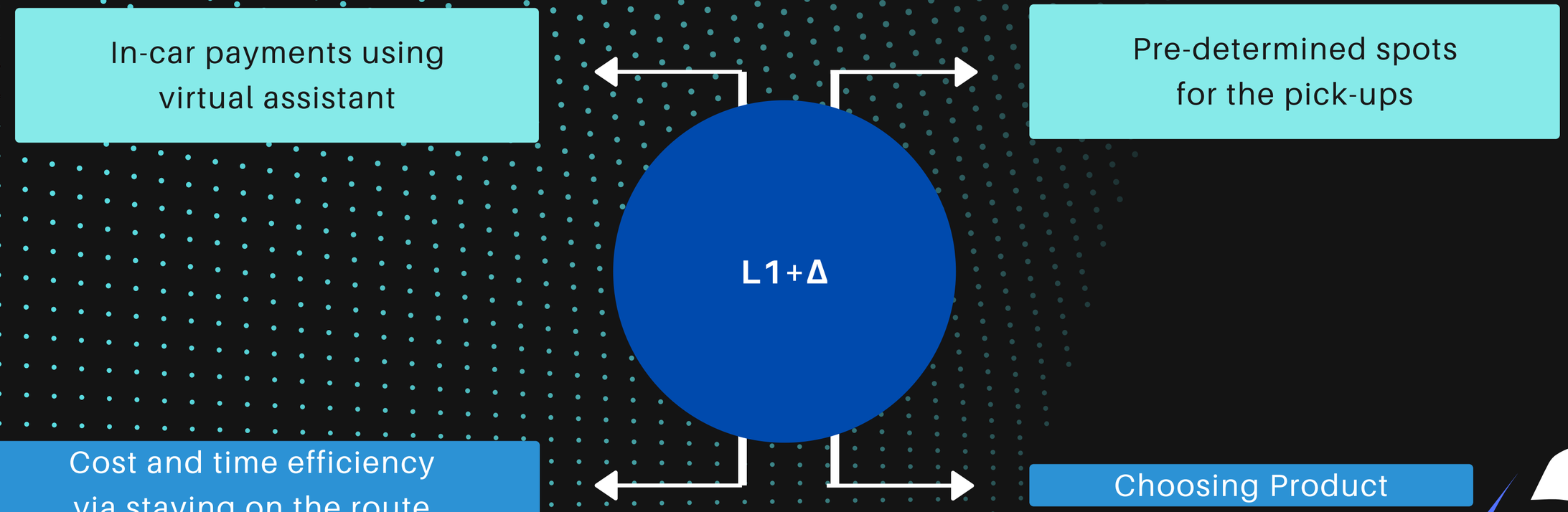
It is hard for the driver to order and pick up the goods while driving the car. Also existing delivery methods are not efficient enough.

How might we offer an in-car online purchasing program?

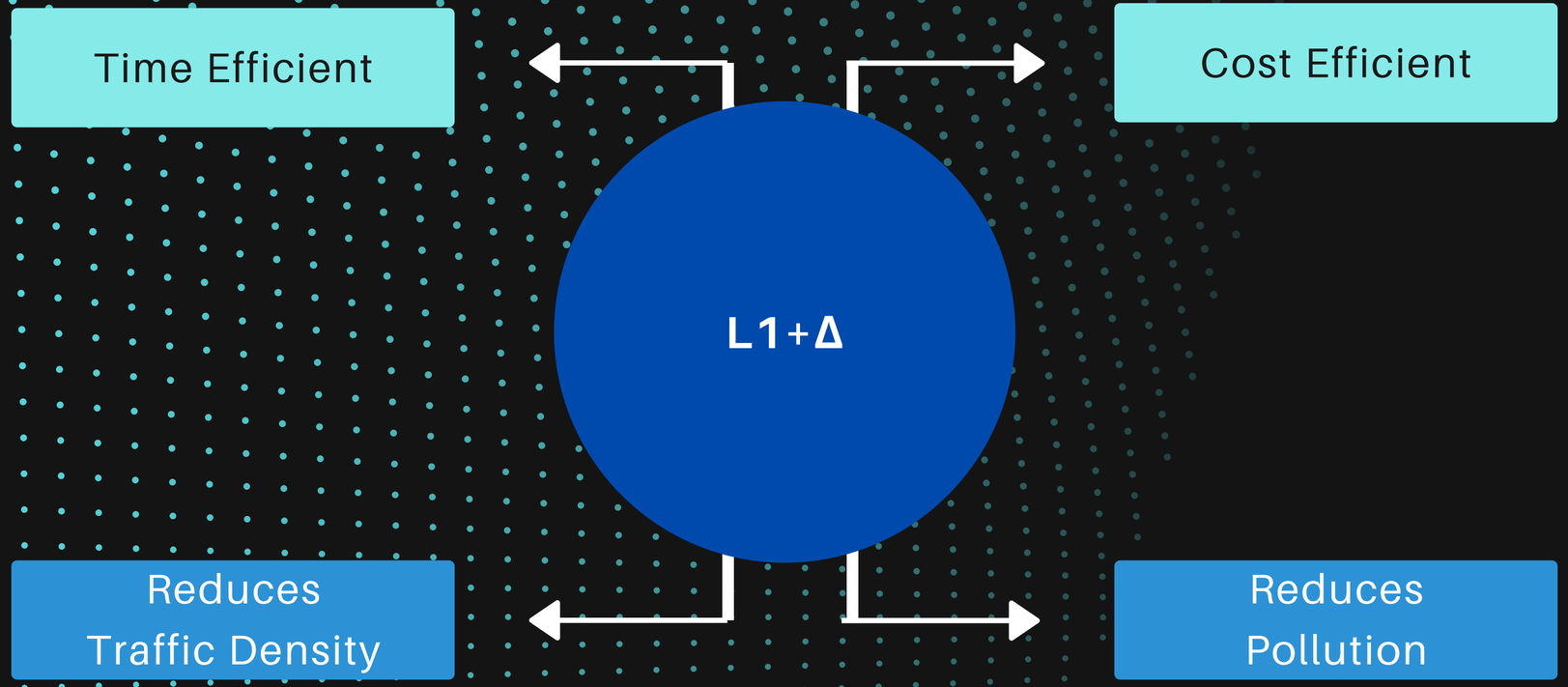
A new delivery system using pre-determined spots for pick-ups.

Staying on route for time and cost-efficiency.

L1+Δ's Mind Mapping



L1+Δ's Value Mapping



L1+Δ

The difference for in-car purchase.

A NEW ERA FOR IN-CAR SHOPPING

CUSTOMER PROCESS

1. CUSTOMER ACTIVATES THE VIRTUAL ASSISTANT
2. CUSTOMER PLACES ORDER THROUGH VIRTUAL ASSISTANT
3. CUSTOMER PAYS BY IN-CAR PAYMENT
4. CUSTOMER LEARNS WHERE S/HE WILL PICK UP THE GOODS
5. CUSTOMER GATHERS THE GOODS PURCHASED.

PERSONA

Needs and Expectations:

They expect a better system which doesn’t waste their time and money.

Pain Points:

Time Waste, Money Waste,Environmental Pollution, Traffic Jam.

BUSINESS MODEL CANVAS

Customers

Our project aims to make shopping easier for all Mercedes drivers.

Value Propositions

While ordering the goods, our project affects driver's driving experience at minimum. We aim to improve existing delivery methods since they are not efficient enough.

Revenue Streams

Our revenue models are: Royalty of our customers to us, regular service payment and new potential customers.

Channels

You can access this service by Mercedes's in car computer (especially new Mercedes HyperScreens).

Customer Relations

They expect us to give them stabile in car payment experiences.

Key Activities

We always try to avoid aggrieving our customers by checking our systems' situation 24/7.

Key Resources

Announcing benefits of the goods and financial agreements with other firms.

Key Partners

The partners who supply the goods. Also the carrier companies.