Juan Camilo Lopez – 202122845

Marco España – 202124714

Juan Felipe Puig –
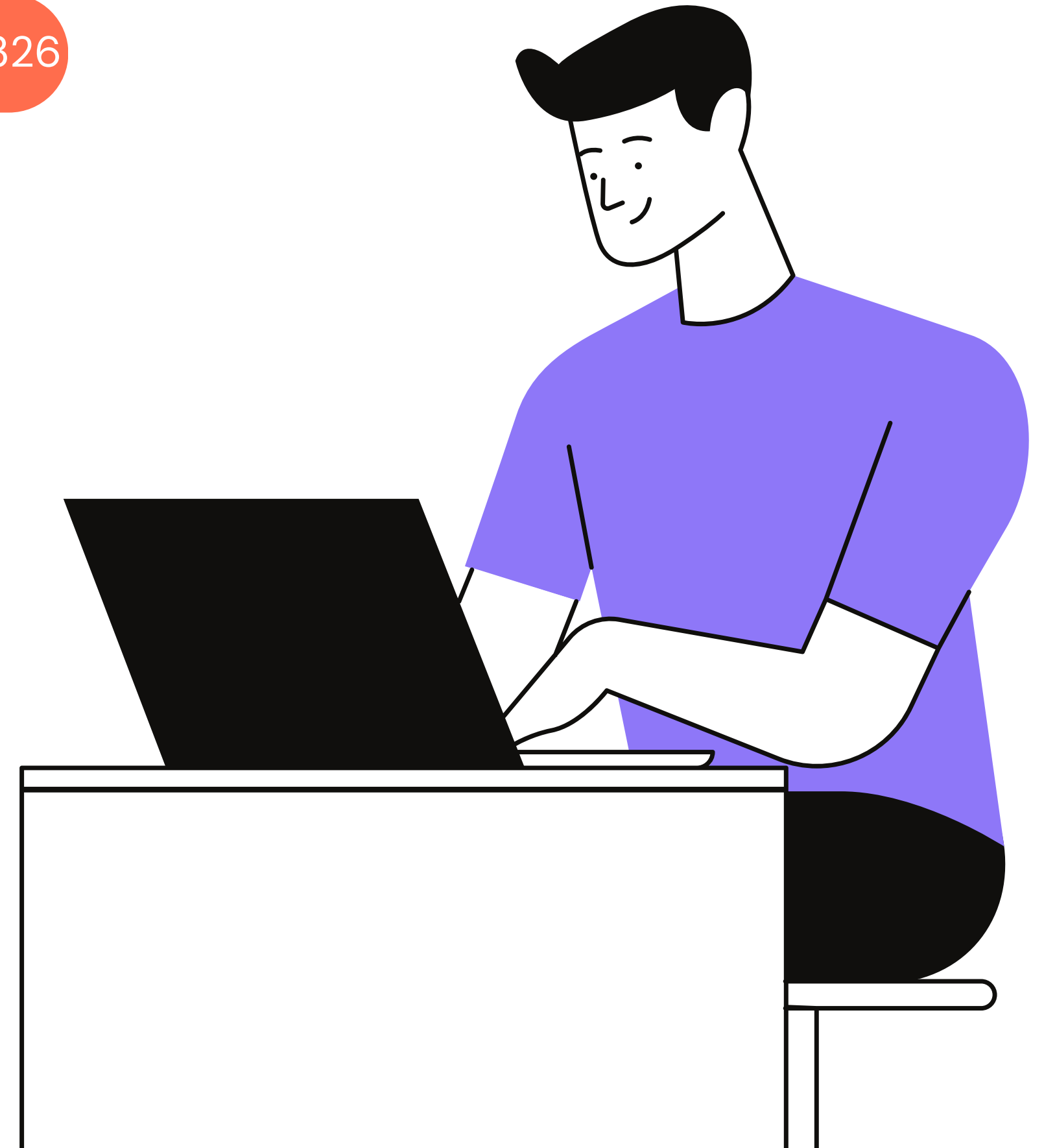
Jairo Fierro – 202226326

# Group 15 MS2

Juan Pablo Baron – 202210502

Juan Esteban Diaz Castro – 202121646

# Los Andes Parking App

**Stress in rush hours**

Long waits cause anxiety and frustation

**Payment frsutration**

Paying more even with monthly suscription

**Fatigue from waiting**

10-15 min delays before class

**Real-time availability**

Data to plan an arrival

**Fast and prioritized access**

Priority for special users and reduced entry lines

**Safety and flexibility**

Secure parking

**Predicitve guidance**

Best times/places to park

# ShareCarCo

**Rare use**
Prefers Tube, walking, or cycling to avoid traffic

**Low awareness**
Unsure about service existance

**Trust and cleanliness**
Worries about care, safety, and responsibility

**Guarantees needed**
Clean and easy return, goof conditions, renter verification

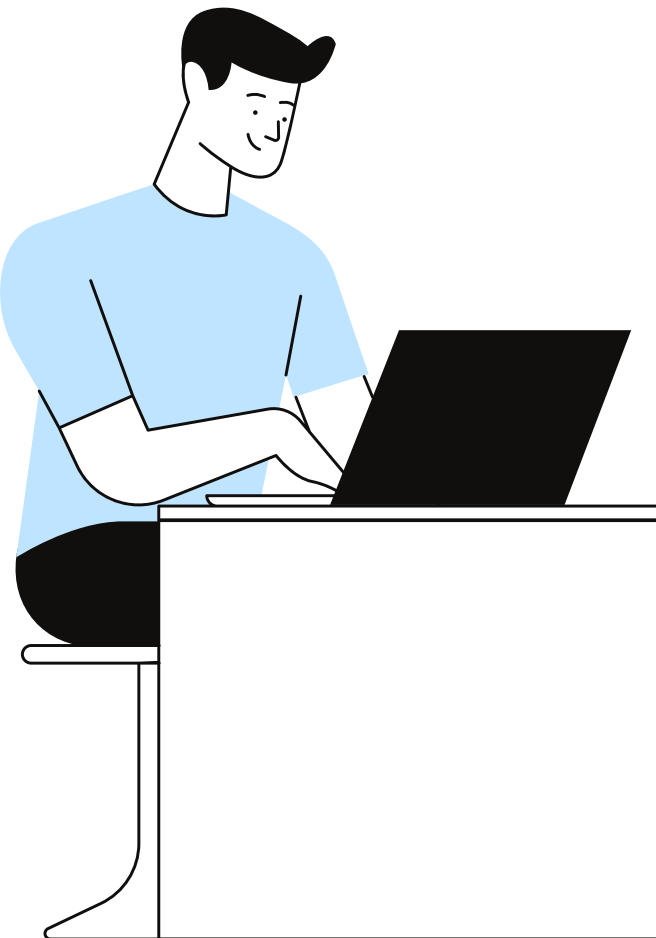**Longer trips**
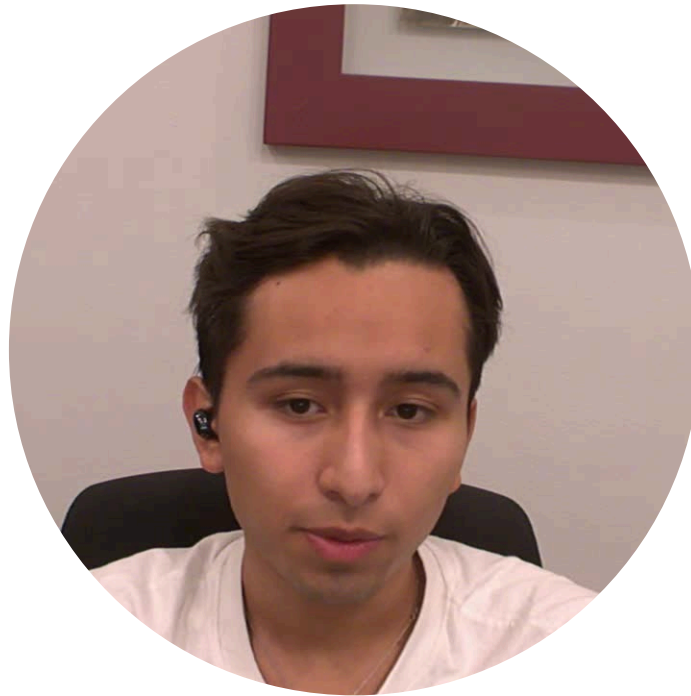Rentals for longer trips

**Fair compensation**
100/trip up to four times a month.

**Adoption**
Lower fares, faster service, strong return guarantees

# Journey Map – ShareCarCo

**1** **Discovering ShareCarCo**
Create trust with reviews and stories

**2** **Listing the car**
Use streamlines tools, market-based pricing, and full insurance information

**3** **Receive rental requests**
Improve confidence by showing rental history, ratings, and verification badges

**4** **Car handover and usage**
Use pre/post rental photos, cleaning and damage deposits to ensure protection
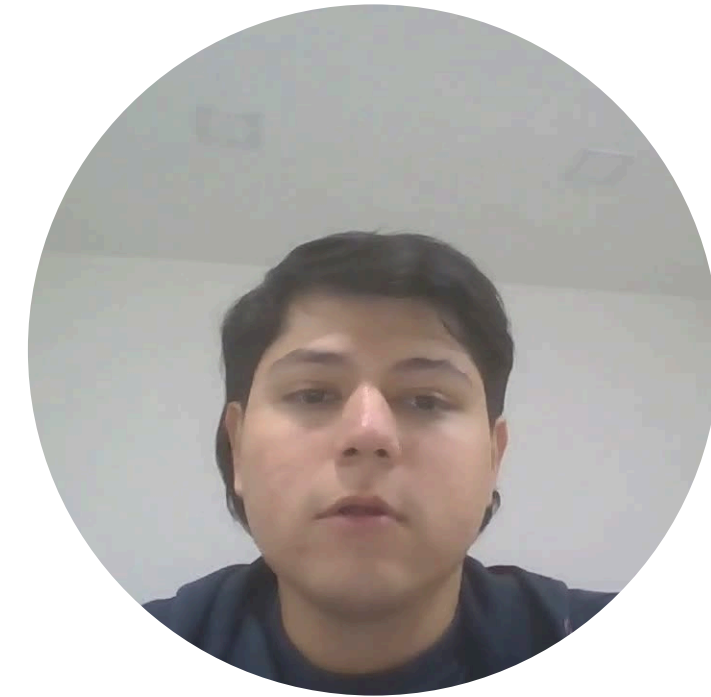
**5** **Car return and payment**
Instant payout, clear policies, and rating options

# Aula Sonora

Aula Sonora is an interactive audio platform that allows students to record and share fragments of university classes and debates, creating a collaborative auditory knowledge library.

Key Features:
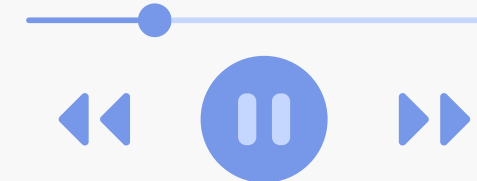- Record class audio with the professor's permission.
- Use AI to segment and tag key moments by topic.
- Share audio snippets so other students can access important explanations.
- Add "sound notes" or text notes at specific points in the recording.
- Participate in mini audio debates as a form of group study

Visual preference

Conditional acceptance

Interview Insights

Occasional recording use

Potential added value

# Turn Machine



- Queues waste time — from minutes to hours — and frustrate customers
- Businesses lose user satisfaction and lack insight into queue performance
- Reservations/delivery help in some cases, but spontaneous queues still happen daily
- Common examples: restaurants, pharmacies, ticket counters
- Existing queue systems are often slow or not user-friendly
- Opportunity: Mobile app to virtualize queues
  - Let users wait remotely and get real-time updates
  - Provide businesses with live data to improve service efficiency

# Journey Map – Turn Machine

**Need arises:**
- **Realizes they need to go (pick up medicine)**
- **Pain: No info on queue length or wait time**
- **Solution: Show live wait times before arrival**

**Arrival:**
- **Reaches location and sees the line**
- **Pain: Must physically wait**
- **Solution: Join queue remotely**

**Waiting:**
- **Stays in line doing nothing**
- **Pain: Time wasted, discomfort**
- **Solution: Wait elsewhere and get notifications**

**Service:**
- **Finally gets attended**
- **Pain: Long wait overshadows service**
- **Solution: Reduce queue length, track performance**

**Exit:**
- **Leaves after service**
- **Pain: Poor overall experience**
- **Solution: Gather feedback to improve process**

Car localization

Fees for tolls, pick-up and drop-off

Alliances (parking)

Assistance 24/7

Alliances (insurance, tolls)

Commision-based model

Real-time notifications

Photos to check damage

Live chat with owner

Vehicle status

Identity verification

**High Impact**

Special services

Alliances (small businesses)

Fees for extra services

Gas/charge fee

**Low Effort** ← Alliances (hotels) → **High Effort**

Late drop-off fee

Mileage fees

Toll invoices

Vehicle categories

**Low Impact**