



Knowledge
Officer



CHECKPOINT (2)

FACEBOOK - NEWS FEED

BACKGROUND & INITIAL FOCUS (1)

WHY ARE WE HERE AND WHERE ARE WE STARTING?

- What are BLUE ORIGIN used for?
- What are the characteristics of the users that leverage them?
- What are existing pain points with BLUE ORIGIN?
- What are the existing pain points with digital ride-sharing services?

- **BLUE ORIGIN** are used for commuting from one place to other for the purpose of visiting a friend/relative, shopping, going to office/college or enjoying a trip to tourist destinations.
- **People aged between 15- 75** (more females than males), midlevel income group (**\$40000-\$200000**), primarily from neighbourhoods in midtown(>50%).
- **City traffic is the primary pain** point which costs the users time and money. They feel exhausted and frustrated when stuck in traffic.
- Existing digital ridesharing service optimize the path based on the travel in similar direction. It aligns the new request to the existing BLUE ORIGINS that are currently on similar routes.
- **Multiple pick-up** and **drop points** can cause the route to get extended unnecessarily which sometime can cause more travel time for fellow travellers. It result in customer dissatisfaction and wastage of time & money. Too many vehicle stuck in roads is not good for environment either.

SUCCESS METRICS

GOALS & SUCCESS

	Happiness	Engagement	Adoption	Retention	Task success
Goals	Progress towards networking goals Reduction in overall response rate	Users enjoy's the service features and open it regularly Users spends more time communication and go-to rooms.	Bring more Active or Passive Users Better Adoption rate and Inbound Marketing	Users keep opening the interaction circle and click on summary message of #No read contacts Users click on their calendar through email to access to scheduled room of interaction circle	The interface is easy-to-understand for the core audience
Signals	Responding to more messages organically Customer response to Net promote score (NPS)	#No user who go through goal set (Events) on Google Analytics Average usage time on Interaction circle overall + messaging hovering over contacts.	Increase of referrals Number of users go for BLUE ORIGIN	Recurring subscription Progress tracked on goals and active users across devices (ex: smartwatches)	Completing tasks fast
Metrics	% of users visiting messaging platform daily/ total number of users coming to LinkedIn NPS	Session length (Conversation) Organically % of users responding to messaging in 30 minutes of reading/% of users reading a message in a day	Download rate (smartwatches) & overall The average response time of a message per user	Subscription renewal rate	Search exit rate

BACKGROUND & INITIAL FOCUS (2)

WHAT IMPROVEMENTS DO YOU HYPOTHESIZE?

- What user improvements do you hypothesize a BLUE ORIGIN service would have over the existing state of traditional taxis today?
- What market improvements do you hypothesize a BLUE ORIGIN service would have the existing taxi service industry & physical road infrastructure today?

- **BLUE ORIGIN service would be point to point pick-up and drop facility** without have to worry about the traffic congestion or route diversion. It would not have the uncertainty of travel time unlike existing state of taxis has today which would save a lot of time & money and keep the users delighted. Users can plan their travel and work better as the travel time can be accurately anticipated.
- **BLUE ORIGIN service would help taking cars out** of the currently congested routes which in turn will make the traffic relatively smoother in those routes.
- **The cars can be deployed to other places to pick/drop the people** from flying pick-up/drop points for onwards journey which will help equally distribute the traffic amongst city roads.
- **Less congestion in road will save energy and money** which can be utilized in other areas. Furthermore, the state taxi service will invest in road infrastructure and better route planning in order to compete with flying taxi services. To make price competitive they may explore low cost clean energy solutions like electric taxis.

BACKGROUND & INITIAL FOCUS (3)

HOW IS SCOPE AND DISTRIBUTION VARIOUS DIMENSIONS?

- To enable users for a safe transportation in New York City to quickly travel from one place to other place across the city without having to worry about the uncertainties of travel time due to heavy traffic conditions.
- User retention and profitability can be focused later when we have a relatively matured product and good user base.

	Avg	Median	StDev	2 StDev
duration (seconds)	906.8	662	2469.2	4938.36
distance (mile)	3.42	2.11	3.85	7.7
passenger count	1.67	1	1.31	2.62
Distance to duration ratio (seconds per mile)	372.4	280.59	2106.7	4213.44
price (\$)	\$19.66	14.61	24.49	48.98

PROPOSAL | SOLUTION ALIGNMENT

KPIS & ROI

- **Daily active users (>500)**- There should be at least 500 user login on daily basis to start with. Considering the trend for enthusiasm and high duration travel pick-up/drop density in Manhattan area this should be a good indicator to measure success of the product.
- **Trips completed daily (>12)**- There should be at least 12 trips a day across the city to start with depending upon the customer requests. Higher is the better.
- **Passengers served daily (>24)**- There should be two passengers on average served in each trip to be cost effective.
- **NPS score (>90%)**- Consumer satisfaction is extremely important in initial days for more traction and brand building so it should be no less than 90%. Daily conversion rate (>5%)
- **Daily conversion rate** is at least 5% due to limited number of routes and information available to the users initially. It is likely to go up on daily basis.

Conservative Case: \$75 mio in savings vs. \$35 mio total cost = 214% - Assuming 25% of our customers use it

- Assuming 25% of our customers use it
- 50% of estimated savings ~\$175 per customer
- \$10 mio total fixed cost - \$50 per customer in rewards = \$25 mio for all customers who successfully complete plan.

PROPOSAL | TARGET POPULATION

PROPOSAL CONTAINING CLAIM, EVIDENCE, ESTIMATED IMPACT, AND RISKS

- There are more than 314000 travel events (30%) for which the time taken to travel 1 mile is more than 6 mins. which means the speed of 10 mile an hour.
- The existing city taxi travel is frustrating, time consuming and costs unnecessary higher amount of taxi bill to the users.
- User insight data clearly shows that more than 80% of the population is using existing mode of transportation and looking to replace it with an alternate mode of transportation which is convenient and secure.



PROPOSAL

PROPOSAL CONTAINING CLAIM, EVIDENCE, ESTIMATED IMPACT, AND RISKS

User Impact:

- Users will have delighted experience of quickly travelling from one place to other. People can come to BLUE ORIGIN to have a new experience and visit nearby tourist destinations. The hassle free travels saves user time, energy and keep the user happy. .

Market Impact:

- As the flying taxi capture more and more users, the number of taxies on road will reduce. This will make the traffic condition better and users (car driver/ traveler) will have a better experience travelling to city roads. To compete with BLUE ORIGIN, the taxi vendor will explore the low cost electric fuel and launch competitive prices.



PROPOSAL

PROPOSAL CONTAINING CLAIM, EVIDENCE, ESTIMATED IMPACT, AND RISKS

Business Impact:

- With the maturity of MVP, as the product expands to more and more destinations, more and more users will be adopting the flying taxi services resulting in more and more revenue for the company. Delighted customer will refer more customers and help increasing company's brand value.

Solution:

- BLUE ORIGIN will be providing a flying taxi service for two of the most densely populated pick-up/drop locations having highest 'distance to duration' ratio.



PROPOSAL | TARGET POPULATION

PROPOSAL CONTAINING CLAIM, EVIDENCE, ESTIMATED IMPACT, AND RISKS

Risk & assumptions:

- Risk - There can be a risk of getting environmental clearance as the product matures and number of flying taxies increased in the sky. Assumption – BLUE ORIGIN taxi not only will help the daily travelers travel to their destination but will also act as a tourist destination where people come to gain a new experience and use services.

Roll out and launch strategy:

- The roll out will be for the selected population having point to point route between the two travel points initially and based on the feedback it can be extended for the general public. Also, the travel points will be increased across the city based on the demand and feedback received.

State cross-functional stakeholders:

- Police department, Environmental clearance department, Disaster management department, Local authority/government to approve location/structure and plan.



PROPOSAL

DATA CUSTOMERS & NEEDS + INTERNAL STAKEHOLDERS AND THEIR USE-CASES

BLUE ORIGIN is a two-sided platform.

- You have customers who are riders, and you have partners who are drivers/pilots (think Uber: riders and drivers).
- For the Minimum Viable Product, you will be focusing on the Riders side of the business. To build an end to end data pipeline the very first step is to understand who needs data and why they need that data.
- Within BLUE ORIGIN, identify who your primary data customers/stakeholders are, why they are your primary data stakeholders and how they want to use the data (primary use-cases).

Ops teams

1. They manage and optimize the details that keep its organization running.
2. Improve operational efficiency
 - Identify congested areas
 - Reports around every Flyber stop and how many rides are being taken at every moment
 - BI tools for insights, and visualization tools for trends.

Marketing/commercial teams

1. The focus on getting new customers and retaining old
2. Understand the customers more effectively in order to get new customers and retaining all.
 - Create targeted advertising.
 - Identify customer profiles along with preferences.
 - Help customers with virtual assistants. content



3-Month Roadmap to acquire 10% of organic +20 million customers

PRODUCT (DESIGN THE RIGHT SOFTWARE)

User Experience -
Design/UI - Testing/ QA

OPERATIONS

Financial and Accounting -
Facilities - HR/LinkedIn
Happiness

ENGINEERING

Natural Language Processing
engineers - Data Scientists -
Front End / Web App - Android
and Apple developers for
smartwatches.

MARKETING (BRING IN CUSTOMERS)

Content/Media/Research -
Community Management -
Paid Acquisition

RETENTION (KEEP PRO MEMBERS PRO)

Quant + Cohort Analysis
Email + On-Site Messaging
Q&A Assistantance.

APARTMENT BUILDINGS

Presentations are
communication tools that
can be demonstrations.

PROPOSAL | TEAM

DATA CUSTOMERS & NEEDS

Product management

1. They focus on improving the product.
 - Identifying customer pain points
 - Analyze customer interaction data on site and app.
 - BI and visualization tools to tell stories about how customers use the app and their needs

Engineering

1. They build and maintain the BLUE ORIGIN's app.
 - Monitoring app availability

Finance teams

1. They focus the company economy, predicting P&L growth
 - Public reporting of operating and financial data
 - Monitor current P&L.
 - Accounting reports generated with details such as daily, weekly, monthly expenses and earnings.
 - Integrate these reports with their finance tool, that provides them insights and visualizations.
 - ML engine to help them make future financial predictions.

PROPOSAL | TEAM

DATA COLLECTION AND DATA MODELLING

Ops teams

- Drivers information (Available Drivers, waiting times, average rating)
- Rides information (Distance, duration, pick up point, drop off point, time between user ordered the ride and driver arrival, reported incidents, time of pickup, time of drop off)
- Vehicles data (incidents, last checkup, details)
- Because we need to identify where are the best areas in the city to locate BLUE ORIGIN's vehicles in order to maximize its use.

Engineering

- User log data (event type, event count, device type)
- BLUE ORIGIN's main product is the app, so it's crucial that it's maintained and available at all times.

Marketing/ commercial teams

- Customer information (- age, location, payment method, device type)
- User log data (event type, event count, device type)
- BLUE ORIGIN is a new company and must focus on acquiring new customers and keep them using our service afterwards.

Finance teams

- Rides information (date of ride, Payment method, amount charged, amount paid, discounts applied).
- As every company, BLUE ORIGIN needs to attain to accounting norms and also monitor its revenue and expenses to make better decisions that will maintain the company afloat.

PROPOSAL | TEAM

MINIMUM VIABLE PRODUCT PLAN VISION & JUSTIFICATIONS

Product Vision

- To enable users all globally to get real-time updates about virus-cases, deaths and have proximity mapping activated. All real-time updates can be accessed via mobile phones (Apple & Android) and also via website.

Roadmap Pillars

- Build an easy to use LinkedIn Spaces application with interaction circle and rooms features across smartphones - smartwatches (UX - Frontend team)
- Setting up Big data of easy to log in any contact or room and Allow for users additions and feedback in real-time to their interaction circle into fields.
- Provide baseline goals that are easy to track for a networking goal.
- Apply AI integration to generate daily curated contacts into fields based on their interest update to user interests update added-on consideration for user adjustments



PROPOSAL | STRATEGY

MINIMUM VIABLE PRODUCT PLAN VISION & JUSTIFICATIONS

Phase 1

Feature: Initial Architecture/Database Setup & Design

- Data has always been a very strong foundation; given importance to databases because this is the part where ALL OUR DATA would be stored.
- This is where we query, analyze and do all advanced forms of analytics.
- Putting this at Phase 1 would also gauge the amount of data load that can be handled by our system.

Phase 2

Feature: Develop iOS Compatible Mobile App

- Although I do believe that having both i-OS & android compatible apps are highly vital to our project, there are other aspects of the service that deserves more 'engineering priority' at first.

PROPOSAL | STRATEGY

MINIMUM VIABLE PRODUCT PLAN VISION & JUSTIFICATIONS

Phase 3

Feature: Export CSV of Reported Data

- Data gathered & processed is based on how robust both the back end database is and also reliability & security of both app & web portal. Therefore exporting of CSV is just proper to be on phase 3.

Phase 4

Feature: Customizable/Interactive Dashboard with heatmaps, bar charts, and zooming capabilities

- Dashboards do contain all the valuable information that are needed by users. The basic dashboard display with heatmaps is an ‘initial introduction’ of the user to our system.
- The over-all ‘manipulation’ and ‘customizing’ of dashboard is certainly not the top most priority.

PROPOSAL | STRATEGY

PHASES IN ACTION

Short-term (3 months)

Improve documentation to improve customer satisfaction

- Review common user feedback / pain points
- Mark articles that need revision
- Hold a team meeting, agree on documentation guidelines.
- Get peer reviews and make revisions
- Deliver and test – get real-world feedback
- Create a maintenance and update schedule
- Roll out the updates globally
- Compare # of support tickets before vs. after the updates

Mid-term (3-6 months)

Increase market share

- Partner with local Meetups or IT groups.
- Distribute free 30-day trial codes at the meeting.
- Tell relatable stories about companies using the product to grow their business.
- Offer incentives for existing customers who refer their contacts. Target customers with special offers
- Review web analytics data to understand the customer behavior for that region.
- Work with marketing to create on-demand webinar and how-to videos.
- Target 6 new customers in 6 months, 2 new customers per month. ~60% in the first 3 month vs. now, 20% in the next 3 months, then 10% onwards.

PROPOSAL | KEY FEATURES

Priority (P0)

Feature: Registration that syncs with existing accounts

- Need to be able to sync information to the application
- Only current subscribers to our plans or customers can use the application.

Priority (P0)

Feature: Initial database

- Initial plans need to be adaptable to at least 5 types of users with some additional flexibility for those who might want to mix & match

Priority (P0)

Feature: Ability to enter progress and track.

- Users should be able to enter their information
- Data should be saved locally and then uploaded to the cloud automatically when possible
- Goals should be tracked based on the progress the user makes which feeds into the reward system

PROPOSAL | KEY FEATURES

Priority (P0)

Feature: Basic reward system

- Users should be able to redeem rewards that are codes delivered straight to the application to use elsewhere

Priority (P1)

Feature: Search for individual plans

- Users can search for the individual components of plans if there is something in particular, they are interested in.

Priority (P1)

Feature: Personalized recommendation system

- Based on some preferences and the patients existing information, the application should be able to recommend

Priority (P2)

Feature: Send recommendation to others

- If users enjoy a particular exercise or recipe, they should be able to share to others using the application

PROPOSAL | STRATEGY

MINIMUM VIABLE PRODUCT PLAN VISION & JUSTIFICATIONS

Launch Checklist

- Discuss with engineering team regarding action plan of potential bugs that come up during first few weeks of launch
- Discuss with legal team about ADA compliance throughout the entire process and rollout of the application
- Discuss with marketing team about how to make sure every single one of our existing subscribers are made aware of this application
- Discuss with customer support team the general questions that they might get asked regarding setting goals and rewards system
- Discuss with sales team to reach out to vendors about promoting our application in exchange for using their rewards



THANK YOU FOR YOUR TIME!

— CHECKPOINT (2)

LOOKING FORWARD TO WORKING WITH YOU.

BASSEL DERAZ

MOHAMED AII

KARIM ABDELAZIZ