TRANSPORTSIMPLE®

ROAD TO SIMPLICITY

About TransportSimple

TransportSimple is a cloud-based fleet management platform founded in 2018 in India. It helps transport businesses and vehicle owners manage their operations efficiently through features like trip planning, maintenance scheduling, fuel tracking, employee management, and business . The software also supports integrations with tools like **Tally Prime and Zoho,** aiming to simplify logistics, reduce costs, and improve visibility across transport operations.analytics

🗒️ Key Features

1. **Custom Client Quotations:** Quickly generate and send tailored quotations to clients via email, WhatsApp, or PDF. Approved quotations can seamlessly convert into trips with a single click.

2. **Work Order Tracking:** Monitor net profit and loss at the work-order level with real-time updates, enhancing understanding of business performance.

3. **Expense Management:** Record all trip and third-party expenses from a single interface, facilitate driver payments, and receive variance reports for all operations.

4. **Reporting and Analytics:** Access multiple reports, including debtor/creditor balances, vehicle reports, trip summaries, and business reports, for complete fleet visibility

5. **Document Management:** Maintain a centralized database for all essential vehicle and employee documents, with timely renewal reminders to ensure compliance

6. **Business Analytics:** Utilize data-driven insights to monitor third-party outstanding balances, individual vehicle health reports, and pre-built business reports, facilitating informed decision-making.

7. **API Integration:** Reduce manual data entry by syncing multiple data points and tracking key business events, such as pending work orders and fleet utilization, directly into your main software.

Operational Challenges in Transport Management

1. Inefficient Trip Planning & Coordination

- Limited real-time tracking
- Manual routing = delays & high fuel use
- Underutilized vehicles

2. Disorganized Maintenance & Compliance

- Missed service dates
- Lost or expired permits/insurance
- Penalties due to non-compliance

3. Fragmented Expense & Invoicing

- Disconnected trip & driver expense logs
- Invoicing errors/delays
- Weak cash flow tracking

🙌 User Persona

👤 Persona	🧑 Pain Points	🎯 Goals
Aryan (Ops Manager)	Routing delays, underused vehicles	Optimize trips, real-time tracking
Shashi(Maintenance Lead)	Missed service dates, lost permits	Stay compliant, reduce breakdowns
Pranjan(Finance Lead)	Misplaced vehicle insurance papers, delayed renewals	Wants centralized records, timely alerts, and peace of mind

🏋️ Challenge: Managing Service and Compliance Without a System

❌ Problem

Fleet managers often lose track of routine service schedules and document renewals due to:

- **Manual tracking** via paper logs or spreadsheets

- **No centralized system** for service records

- **No real-time alerts** for upcoming or overdue tasks

This leads to:

- Vehicle breakdowns → delivery delays

- Expired insurance/permits → legal penalties

- Unplanned costs → disrupted cash flow

💡 Solution: TransportSimple's Maintenance Alert System

Features:

- **Smart Reminder Engine**: Notifies users before service due dates, insurance expiries, permit renewals

- **Vehicle Health Dashboard**: Shows overdue tasks in red, upcoming tasks in amber

- **Digital Vault**: Upload and store compliance documents (insurance, PUC, etc.)

- **Service Log History**: Access past service records per vehicle

📇 Design for Smart Reminder feature

Service Due Soon
Service for vehicle #A123 is due in 3 days.

Insurance Expiry
Insurance for vehicle #B456 expires in 7 days

Permit Renewal
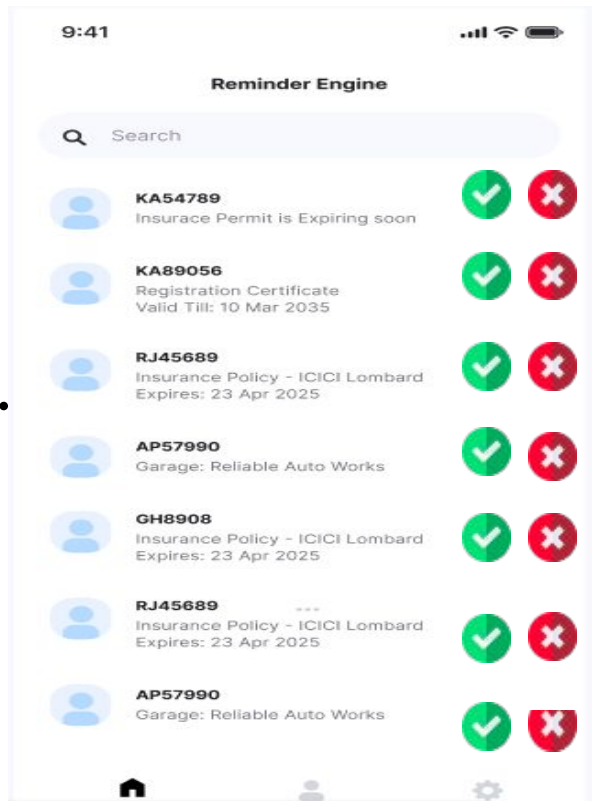Permit for vehicle #C789 needs renewal in 14 days

Insurance Expiry
Insurance for vehicle #D012 expires in 30 days

Reminder Notification send to mobile application

On clicking of notification it will open the reminder tab. Where they will mark if they want to dismiss the reminder or mark as complete

9:41

Reminder Engine

🔍 Search

KA54789
Insurace Permit is Expiring soon

KA89056
Registration Certificate
Valid Till: 10 Mar 2035

RJ45689
Insurance Policy - ICICI Lombard
Expires: 23 Apr 2025

AP57990
Garage: Reliable Auto Works

GH8908
Insurance Policy - ICICI Lombard
Expires: 23 Apr 2025

RJ45689
Insurance Policy - ICICI Lombard
Expires: 23 Apr 2025

AP57990
Garage: Reliable Auto Works

Digital Vault: Centralized Document Storage

Digital Vault

Drop files here or click to upload

Insurance_Doc_2025.pdf

Stores all documents related to a specific vehicle in one place
Includes permits, insurance, service history, and compliance records
Makes it easy to retrieve documents during audits or inspections

Reduces the risk of lost or misplaced paperwork

Simplifies maintenance tracking and renewals

Ensures teams stay organized and compliant

9:41

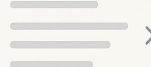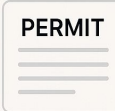Digital Vault

Insurance

INSURANCE

Permit

PERMIT

Outcomes / Impact

KPI	Before	After
Missed service tasks	2–3 per month	0
Insurance/permit fines	₹20,000–₹50,000/year	₹0
Vehicle downtime (avg/month)	6–8 hours	<1 hour
Time spent on tracking	5+ hours/week	<30 mins/week

RICE Scoring for Maintenance Alert

Metric	Score	Reasoning
Reach	800	Affects all vehicles across all customers using TransportSimple
Impact	9 (High)	Prevents breakdowns, avoids legal fines, improves uptime
Confidence	85%	Strong user interviews + prior user requests for reminders
Effort	2 person-months	Requires backend logic, dashboard UI, notifications
RICE Score	**(800 × 9 × 0.85) / 2 = 3,060**	High-priority feature

Digital Vehicle Vault: North Star Metric

A vehicle is **'Compliance Ready'** when it's vault contains specific, essential documents (e.g., current Registration, Insurance, Last Inspection) uploaded and marked as current. *(Specific documents to be finalized internally).*

Why This Metric?

- **Reflects Core Value:** Directly measures success in achieving effortless compliance & audit readiness.
- **Leading Indicator:** High number suggests deep user reliance, predicting retention & growth.
- **Actionable:** Guides product development, onboarding, and success efforts towards increasing document completeness and validity.
- **Aligns Company:** Provides a clear, shared goal focused on customer success.

Key Supporting Metric: Number of actively managed vehicle (vehicles with recent document activity).

Focus: Tracking 'Compliance Ready' Vehicles guides us in maximizing the core value delivered, ensuring our customers' fleets are consistently organized, accessible, and compliant.

Pratiksha Gupta

pratiksha.gupta15@gmail.com

https://www.linkedin.com/in/pratiksha-/