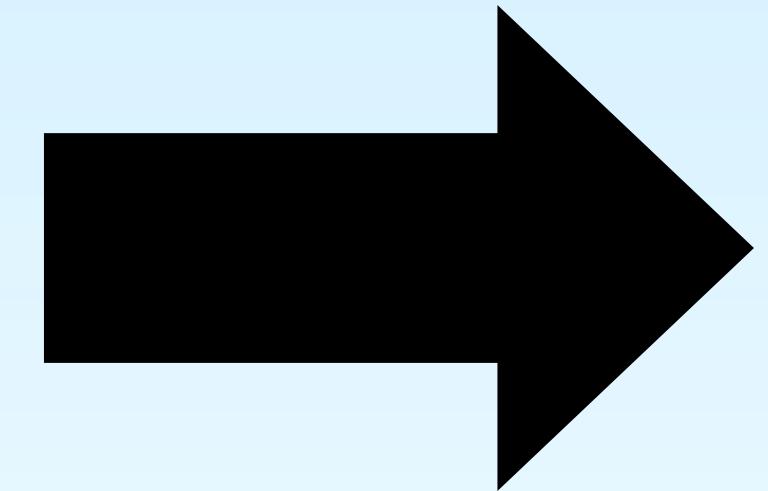


Drive U



Growth Hacking Project
by **Group A**

(Poornima, Renusree, Rohan & Rahbar)

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- 4 Growth Equation
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DriveU

DriveU is one of India's latest popular on-demand driver service provider.



Through this app, one can book a temporary driver for their car based on need.

The booking has to be done atleast 45 mins before the trip. One can book a 1-way or 2-way trip, outstation trip etc.



The trip is charged for the number of hours spent by the driver from the time of starting the vehicle till the end of trip.

Customers in need of driver can download the **DriveU App**.

PARTNER

Drivers wanting to be part of DriveU can download **DriveU Partner App**.

Drive U

Company
Website

How DriveU
works





The Process recap

01

Book A
Driver for
a time slot
& location.

02

Driver will
be assigned
based on
availability.

03

Driver's
details &
location will
be shared
real-time on
the App.

04

As soon as
driver arrives,
the trip starts.
Driver drives
the customer
to his
destination.

05

After trip ends,
fare is calculated
and intimated.
Customer pays
the fare & Driver
goes back to his
location.

Claims by DriveU

01

Drivers are background verified and trained

02

500,000+ users and 3,000,000 rides in 8 cities

03

2 Million life hours saved

04

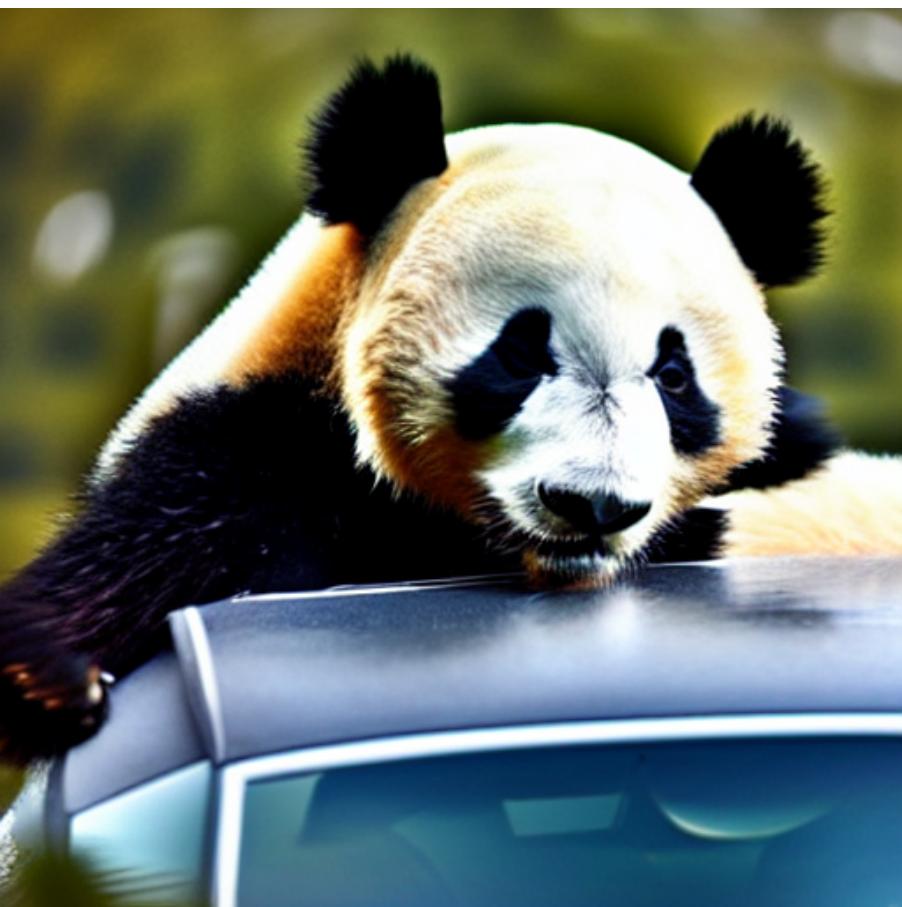
Pay by Minute after the first hour

05

Night time rides ending between 10 PM and 6 AM are charged Rs. 200/- extra



Other DriveU Services



**Spa &
Cleaning**

Maintenance

**Roadside
Assistance**

**FASTag
Recharge**

**Sell Your
Car**

**Motor
Insurance**

Buyer's Persona

**Buyer's Persona
based on interview
with 3 potential
customers**



Demographic details

- Age - 30,
- Homemaker & New mother,
- Bangalore,
- Car-i2o

Personal Goals

- Parenting and manage family
- Vaccination, Shopping, Day-out with baby

PERSONA 1



Commuting Needs

- To visit doctor
- Shopping - Once or Twice a week,

Challenges

- Spouse travels a lot
- Need to manage doctor visits myself
- Can't drive, need a chauffeur
- Prefer own car for Hygiene need (Baby on Board)

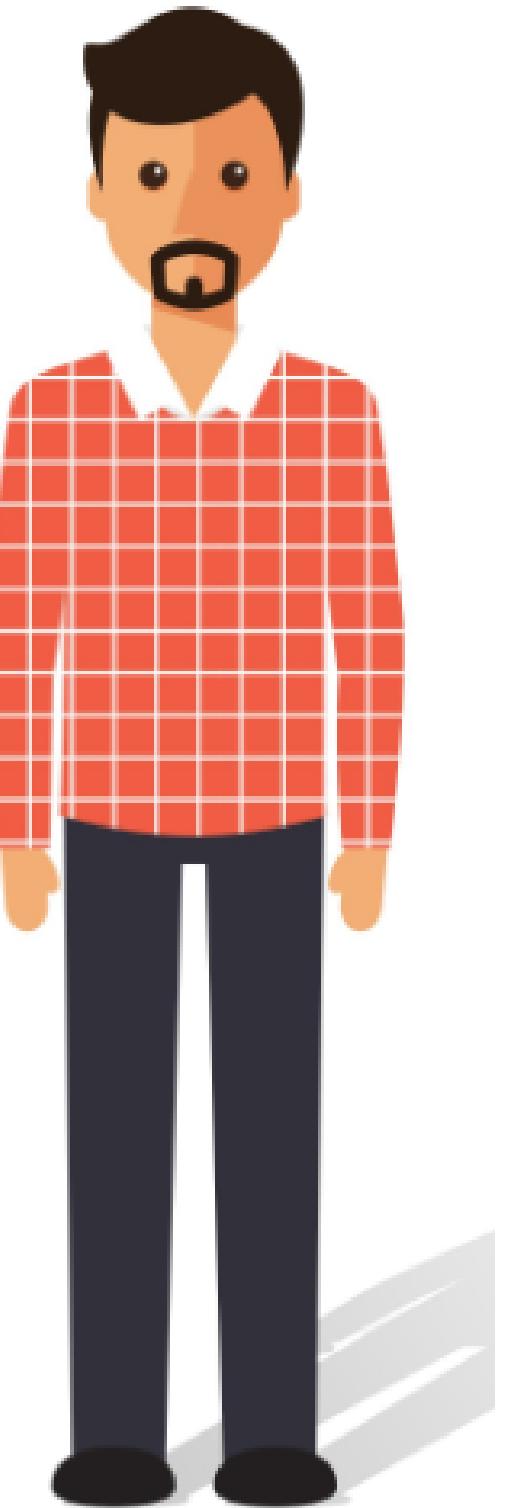
Demographic details

- Age - 45,
- IT Employee,
- Bangalore,
- Cars - S1o,WagonR

Personal Goals

- Leader of the family
- Manage all travel needs
- Ensure children's schooling routine and my office liabilities

PERSONA 2



Commuting Needs

- I drive to work (daily)
- My kids need to be dropped and picked up from school (daily)
- Shopping and Family Outing

Challenges

- I prefer to send my child in my own car, but cannot drop them everyday because it delays my office timings.
- Difficult to find a trustworthy driver to entrust with kids

Demographic details

- Age - 78,
- Retired Sr Citizen,
- Staying at home
- Car-Alto 800

Personal Goals

- Stay healthy
- Not miss medical check-ups,
- Spend time with son and his family

PERSONA 3



Commuting Needs

- Visit Doctor/Pharmacy
- Temple and Shopping
 - Once or Twice a week

Challenges

- Cannot drive for long hours due to shoulder ache
- Hiring Permanent driver is unnecessary and expensive

PRODUCT MARKET FIT

UNDERSERVED NEEDS

VALUE PROPOSITION

FEATURE SET

USER EXPERIENCE

GROWTH EQUATION

“

UNDERSERVED NEEDS OF THE TARGET SEGMENT

1. Reliable Driver for temporary needs
2. Available as per Customer's Demand
3. Keeping hygiene and safety of the car intact

A/B TESTING (CHANNEL)

Testing identical
Message/Content
between Facebook
and Twitter





DRIVEU

@DriveU.in · Travel & transport

Home Videos Photos About More ▾

DRIVEU

Your Car, Our Driver

DOWNLOAD THE DRIVEU APP

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App Store

GET IT ON
Google Play

Use App

offers.driveu.in

...

15 Following 598 Followers

DRIVEU
1,617 Tweets



DRIVEU

@driveu_in

India's only All-In-One Car Owner's app. Get rewards on every transaction. Book drivers, car care, assistance, FASTag, sell car & get insurance in minutes. 🚗

Automotive ⓘ India ⌂ linktr.ee/driveu.in Joined May 2015

DRIVEU

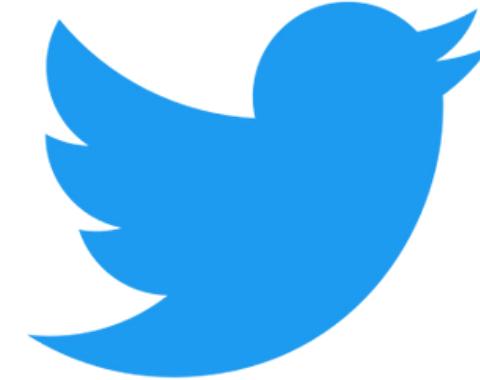
Your Car, Our Driver

DOWNLOAD THE DRIVEU APP

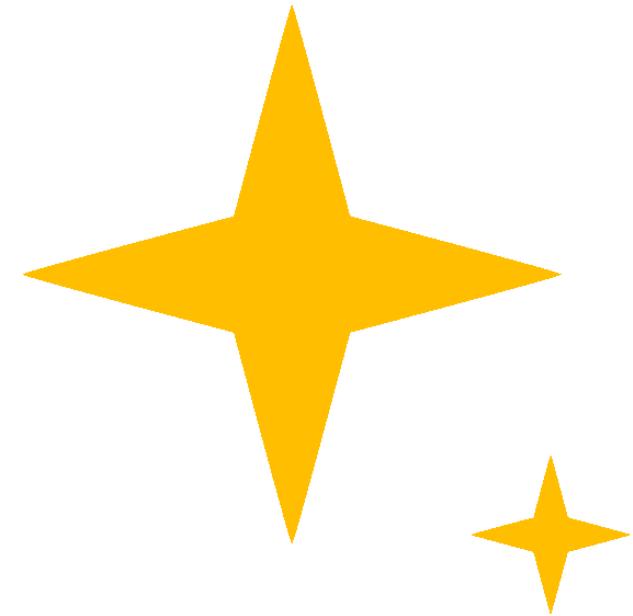
Download on the
App Store

GET IT ON
Google Play

Follow



Proposed Content for Facebook and Twitter





DOWNLOAD THE DRIVEU APP



YOUR CAR, OUR DRIVER

CHEAPER THAN OLA & UBER

Kids, Women or Vulnerable Elders

Want to drive them safe?

Cannot drive?

Tired to drive?

Intoxicated?

Want to drive your pet to the vet?

Whatever the reason, We are here!!!

A/B TESTING (MESSAGE)

Testing different
Message/ Content
within Instagram





Decked up for Party?

Dont want to drive?

Let us DriveU!!!



DOWNLOAD THE DRIVEU APP





Decked up for Party?

Dont want to drive?

Let us DriveU!!!



DOWNLOAD THE DRIVEU APP

