



BluSmart is an all-electric mobility product, which helps the users to commute from one place to another via an Electric Vehicle as Cab. Being electric it curbs the air pollution via carbon emission making and delivers on the proper sanitization making commutes for the users safe.

Till today, The Product has –

- Made over 175,000 zero-emission Total Trips
- Saved over 325 tons of CO2

Which makes an avg of 1.80 Kg of CO2 saved per trip., which when compares to a Fueled engine emits approx. 2.5 Kgs of CO2 per liter of fuel burnt.

Goal

The Vision of BluSmart is to curb the air-pollution and carbon emissions and also to have a sustainable business model. The goal I want to achieve with my features is to better the **Retention** and **Customer Experience**.

User Personas

Below are listed user-groups/personas that I can think off who uses our product -

- Commuters
 - o Professional Workers
 - o Just-in-Time Commuters
- Drivers

I would like to focus on the **Commuters** user-persona

User-Stories

Below are the user-stories (Grouped by the features), I have in mind for the **Commuters** user-group -

- **BluPoints**
 - o As a Commuter I want a rewards system, where I can be rewarded for saving carbon emissions per trip which can be used to book BluSmart cabs
 - o As a Commuter I want to share my saved carbon emissions on my social media accounts so that I can share my contribution for curbing the air-pollution
- **BluMedia**
 - o As a commuter, I want to view I want to view educational collection of content so that It I can stay entertained in my trips



- BluShare

- As a commuter, I should be able to pick up any contact which has a registered account with BluSmart in my trip so that I can do my business in my trip

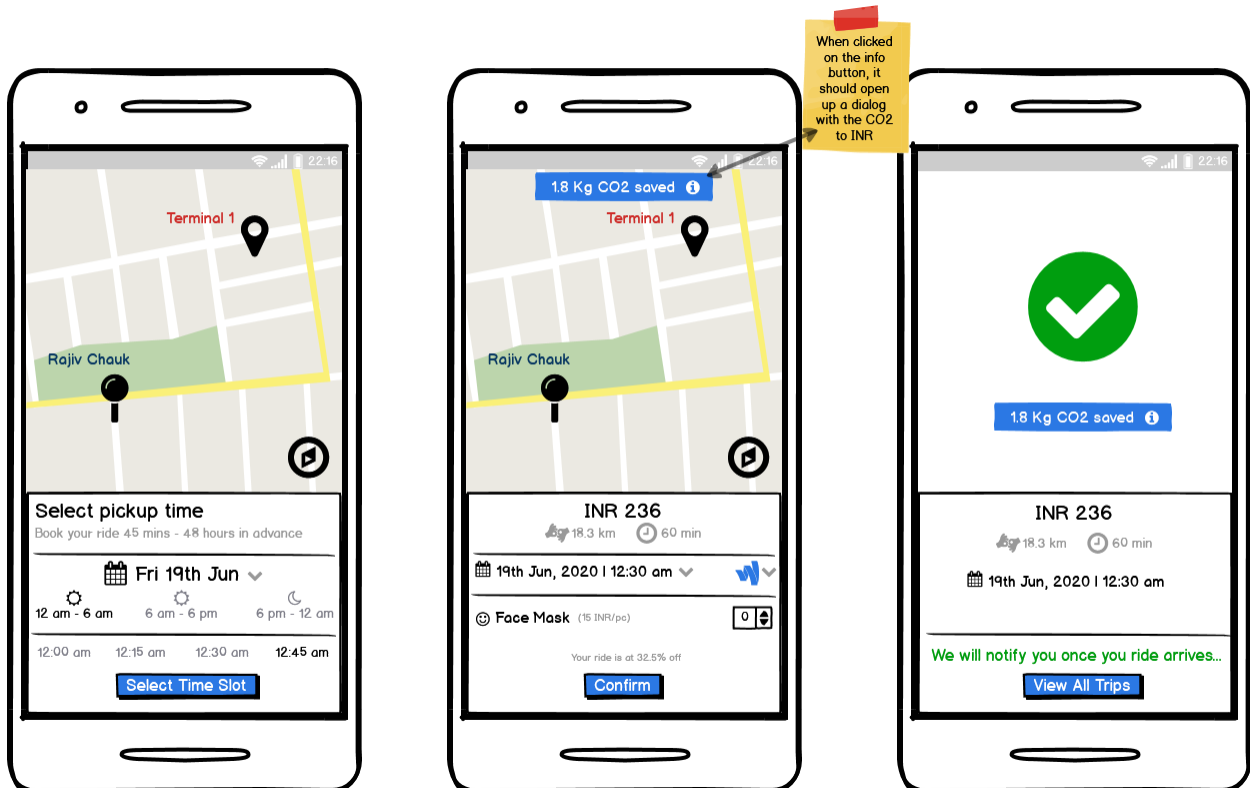
Prioritization Matrix for Features

Feature	Customer WoW	Value	Effort
BluPoints	3	3	3
BluMedia	2	2	3
BluShare	2	2	3

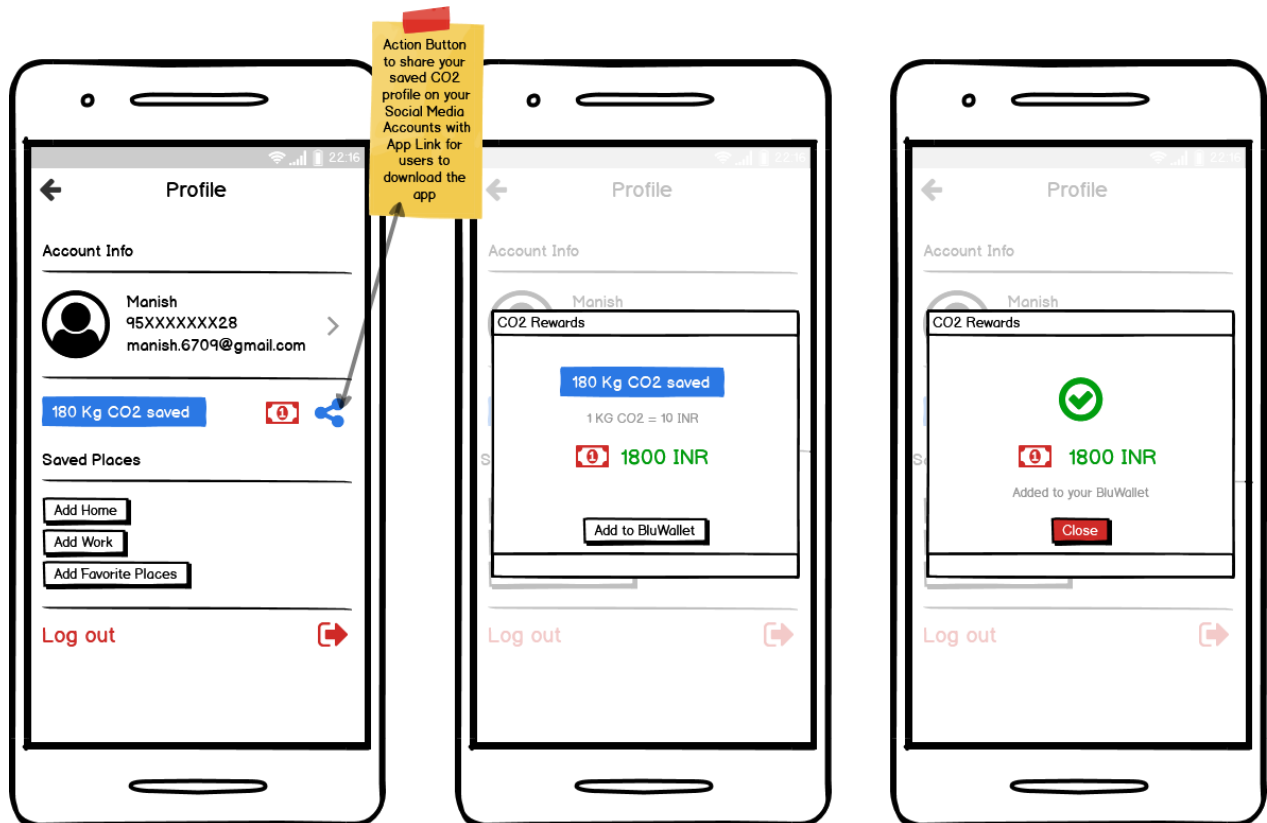
I compared all the features across all the above dimensions from a scale of 1-3. Based on the comparison above I think working BluPoints on a higher priority will proliferate the product and bring more value to the customers.

Mock-Ups

Trip Booking Flow



Profile Flow



Metrics for Evaluating the feature

I would like to explore the below KPIs for evaluating the success the feature –

- Churn Rate
- DAU and MAU
- Avg CLTV (Customer Life Time Value)
- # of New Commuters
- Avg # of Trip Booked in a Week/Month
- Social Media Followers

Tools like Google Analytics, MixPanel and can be helpful in measuring such behavioral and transactional metrics.

My Personal recommendation stands with this feature, as it stands well with the marketing of the product and commuters can engage well with the features. The feature will do well in capturing the customer's back to ride more as it provides continuous motivation for the commuters to ride more often providing the customer experience of feeling good about curbing air pollution with reducing the CO2 emissions.