



Mason APM Role Case Study

Design Ola shuttle (bus service in the city) for tourists?

1. Define the needs and use-cases that the product will solve?
2. 2 features that will help solve these use-cases?

Submission By

Abhishek Soni

180100004

Indian Institute of Technology Bombay

Ola Shuttle

Assumptions:

- Ola shuttle is an integrated offering of Ola Cabs, it will be available as section in OLA App
- Focusing on Indian Geography
- Availability of the current capabilities that Ola cabs have
- Building this product for the first time



About Company:

Ola Cabs is an Indian multinational ridesharing company offering services that include vehicle for hire and food delivery.

- a. Mission & Strategy
 - i. Ola Cabs has revolutionized the cab booking experience and made it more India friendly and providing an affordable as well as experience rides
 - ii. Ola started with cab booking service and has strategically expanded to Food delivery
- b. Product Offering:
 - i. Intercity Cab Booking
 - ii. Ola Rentals
 - iii. Ola card - pre owned booking
 - iv. Ola Foods
- c. Capabilities:
 - i. Ola has the learning & insights for the most of the cities in terms of the
 - ii. Has wide network of drivers and car partners
 - iii. A large userbase along with demographics and
 - iv. Strong data and analytics capabilities
 - v. Inbuilt Payment methods - Ola Money

Goal Setting for the Ola Shuttle:



Ola always try to test different strategies to carry forward its mission of Rental Vehicle Hiring. Considering Ola Shuttle as a new product, the initial goal is more towards improving the experience & value created for the users. While trying for the first time, the goal is more towards understanding how much these value users are getting from the platform.

Goal: Engagement of Tourist using Ola Shuttle

Key Stakeholders

The following key stakeholders plays key role,

1. Bus Drivers
2. Passengers : These could be both International as well Indian Tourist as well
 - a. Group Travellers
 - b. Individual Traveller

Customer Persona	
 <div>Ranjeet 24 Blogger</div>	<p>Ron is originally from Canada but like to his Indian relative stays for months during his India visit, he explore the indian cities for his Blog content and spend time wandering here & there in different indian cities</p> <p>Specific Pain Points:</p> <ol style="list-style-type: none">1. Had difficulty understanding the regional language last time he visited india, difficult to navigate in streets2. Went beyond budget last time paying too much for cabs and autos while exploring the city
 <div>Kanika Agarwal 27 Working Professional</div>	<p>Kanika is working as an Associate at a XYZ, that operates in Small business consulting. She is an explorer and likes to travel along with her friend circle, which is a group of 7. They plan to travel to new city everytime they plan.</p> <p>Pain Points:</p> <ol style="list-style-type: none">1. Want to know detail of the places she visits2. Had previous experience of things getting stolen while travelling in a book

User Stories & Priortization	Prioritization			
	S	F	I	Score
As a user, I want to be assured of safety and security for both myself & my things for my travel	5	4	5	100
As a user, I want to be guided by a local person who knows things better in the city	5	4	4	80
As a user, I want my guide to understanding my language to help me better understand the destination	5	3	5	75
As a user, I want to cover almost all special & popular places present in the city	4	4	4	64
As a user, If traveling with friends, the bus should have seats available for all	5	2	5	50
As a user, I want to know facts & details about famous places of the city	4	3	4	48
As a user, I don't want to wait & waste my time around the arrival points	3	3	4	36

While there's no end to solving the pain points of the users, due to the limitation of resource availability and customer demand, prioritization is important.

Prioritization Criteria:

- Seriousness of the Need (S)
- Impact on customer experience (I)
- Frequency of the occurrence Pain-point to the user group during preparation, (F)

These parameters are measured (comparative) on a scale of 1 to 5 and a score is calculated:

Score is calculated as, **Score = (Seriousness * Frequency * Impact)**

And user stories are prioritized based on the score, **Higher the score, the higher the priority**

Possible Solutions

So besides the features catering to above pain-points, certain features setting the overall process will be required to build, so we can divide features in 2 types:

Must - Haves	Delighthers
<ul style="list-style-type: none">• Pickup and Drop Point, ETA & Map location• The Travel Route and famous places in the city• Seat Availability for travel groups to• Necessity during the travel (Like Wifi, etc)• Pricing Detail and the tour duration• Bus condition should be adequate and appropriate• Schedule Booking, well before or sufficient time before	<ul style="list-style-type: none">• Providing a tour guide for the bus travel, based on user's language to guide them along the journey• Providing an insurance option for the medical and barpacks coverage

Wire-frames

