

IMP Presentation (Group 1)

Aaron, Eli, Fabian,
Branson, Syaamim



Team Presentation



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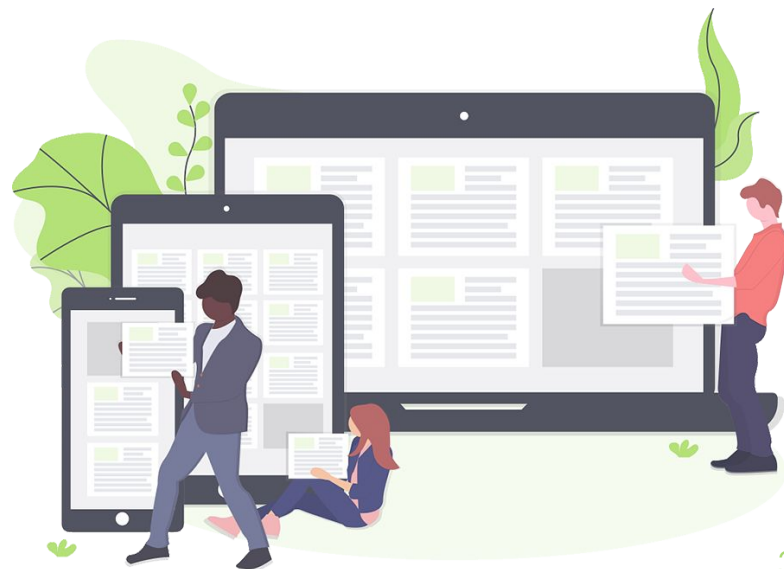
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(ICT/IT)



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(DE/HLFM)

Agenda:

- Introduction (Aaron)
- P = Pain Points (Fabian)
- A = Antidote (Eliezer)
- L = Luminate (Branson)
- Conclusion (Syaamim)



1. Introduction

What have we done?



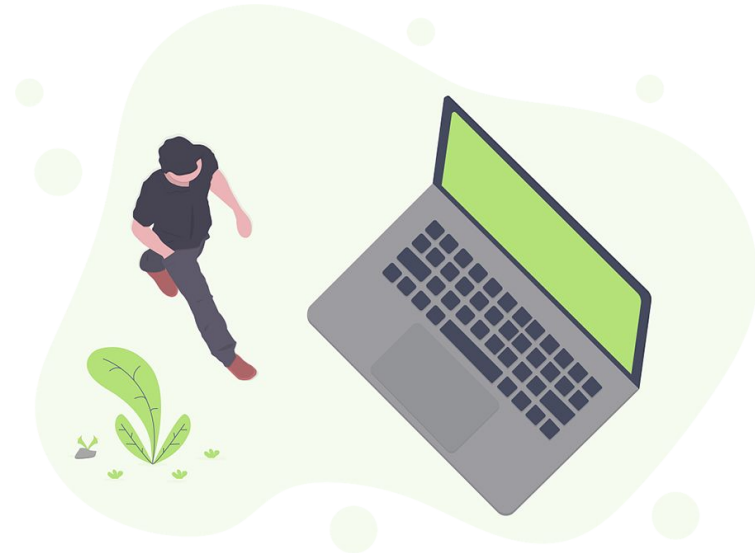
1. Introduction

Topic (Transport)

- 5 stakeholders

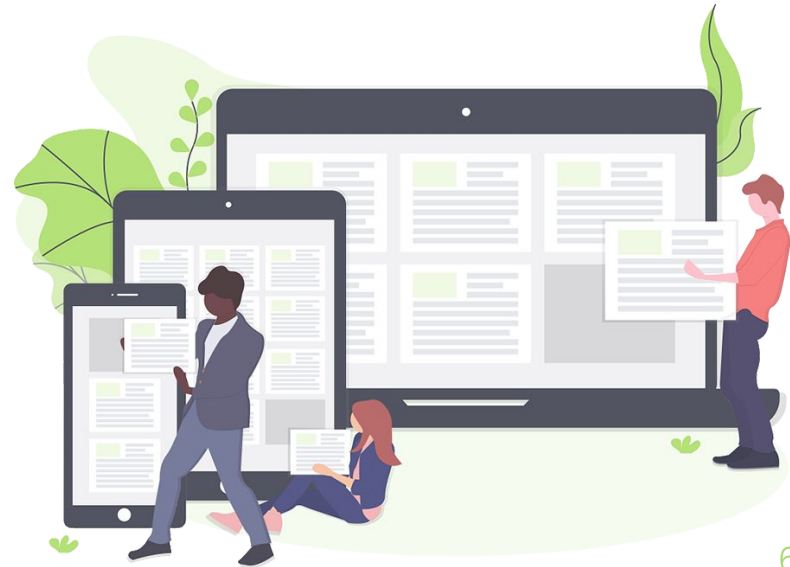
Stakeholders' opinion

- Grab is convenient
- Grab is comfortable
- Grab is clean
- Grab is fast



Opportunity Statement

- *How might we make grab more beneficial for consumers?*



2. P = Prototype Feedback

What are the problems
we are here to solve?



2. P = Prototype

Feedback

Pain Point 1

- **Low cost efficiency**
(ITE student, Adult, Elderly,
NS Men)
(Common Point)

Pain Point 2

- **People not wearing their mask properly, especially when it is crowded, this is disrespectful and very inconsiderate.**
(ITE Student)
(Unique Point)

Pain Point 3

- **Risk of dangerous drivers or drivers that don't meet consumer standards**
(Elderly)
(Unique Point)

3. A = Antidote

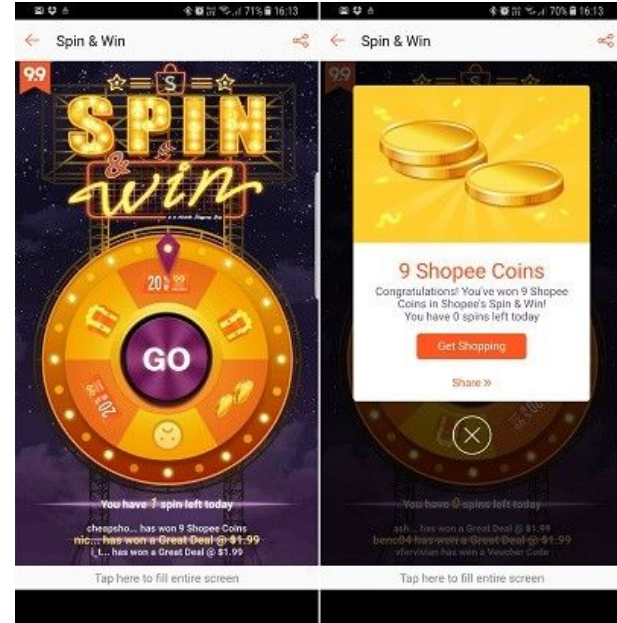
What are
the initial ideas we came
up with?



3. A = Antidote (Idea 2)

Mini Games

- Minimum amount spent on rides of \$25 within a day
- Grab can develop a minigame for the consumers to play where the consumers can earn a certain number of points.
- It allows the grab users to gain more lucky ticket to participate in their monthly lucky draw.



Example from Shopee Games

4. L = Luminate

Cover the final ideas that we decided on in which we believe would improve the experience of our stakeholders.



4. L = Luminate (Chosen IDEA)

IDEA 2, Mini Games

Why did we choose this idea?

- It is something new and unique that grab does not have.
- Win-win for grab and the consumer (grab-more-drive)
- Providing a fun point to paying for rides
- It helps to pull consumers to grab instead of public transport.



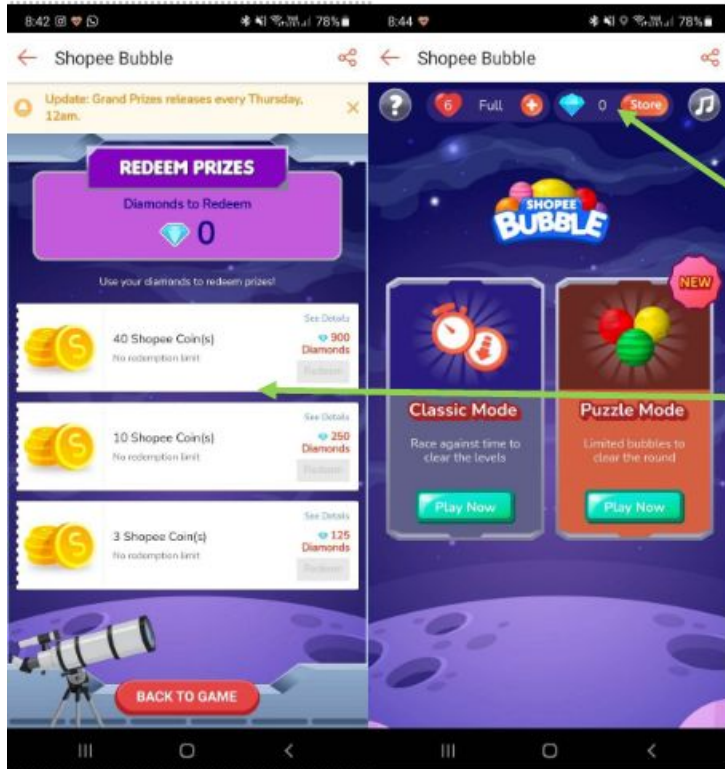
4. L = Luminate (Chosen IDEA)

Information about the adjustments to the existing app and how it works etc.

- Firstly, the minimum amount spent within a day must be above \$25.
- Secondly, Minigames point can be used to exchange for prizes.
- They may also have a chance to get a Lucky Tickets which can be used in a draw where the user can earn a big prize annually.
- This would attract more consumers to use grab as their main form of transport.



Reference



Attainable in-game currency.

Can be exchanged for using said in-game currency.

Can be exchanged for using said in-game currency. That can then be used for discounts or be exchanged for tickets to spin the lucky wheel.



5. Conclusion

To sum it up, Short & Sweet



Sources:

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<https://www.dreamcruiseline.com/File/UploadFile/2021/01/14/2493/offerpage-en-800.png>



Thanks!

Any questions?



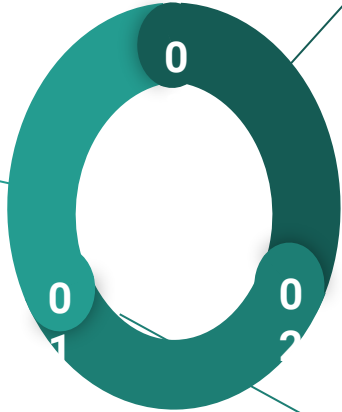
Process

How did we improve and make our final prototype?



Feedback we chose to improve our idea

Grab has perked that link to grab food and grab insurance etc. There's connection between all these packages.



Grab has a lot of offers going on, we should thoroughly look up on the current offers that grab has.

Thoroughly study what are the services that Grab currently provide so we can give a better edge over what their current system is providing.

Color of wheel to be brighter

Grand ticket color does not match. (Use yellow to indicate)



Change the prizes by adding it or adapting it to the user consumer's preferences. .

Having an attractive poster, the first thing I come into the grab is to inform when it starts and reminds him that he wants to take part in it, to get and try the spin the wheel.

Pain, Antidote, & Luminate

Pain

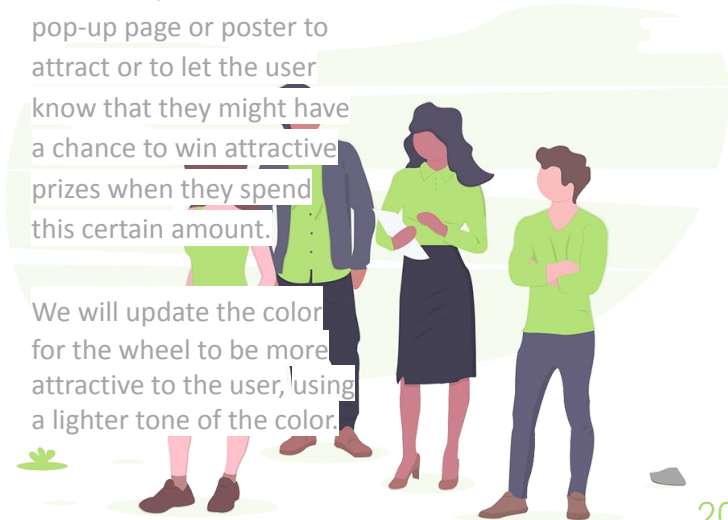
- Change the prizes by adding it or adapting it to the user consumer's preferences.
- Having an attractive poster, the first thing I come into the grab is to inform when it starts and reminds him that he wants to take part in it, to get and try the spin the wheel.
- Color of wheel to be brighter

Antidote

- Adding more prizes that we felt was suitable for customers preferences.
- Designing a poster that pop ups when the user clicks an "eye" icon at the spin the wheel page
- Changed a few of the colour for a vibrant and brighter look

Luminate

- Adapt to the demands of the people and add or change rewards accordingly
- We will implement a pop-up page or poster to attract or to let the user know that they might have a chance to win attractive prizes when they spend this certain amount.
- We will update the color for the wheel to be more attractive to the user, using a lighter tone of the color.



Initial Prototype



Pop up shows confetti and
“ congratulations “



Spin the wheel page looks like
this, simple but plain

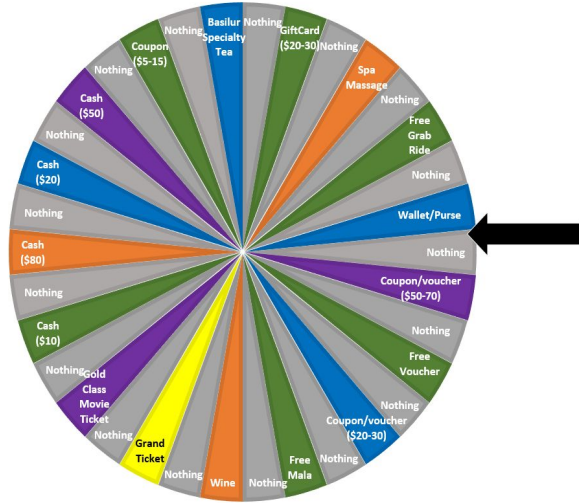
Final Prototype

The finished product.



Final Prototype

NORMAL DRAW (VERY RARE WHEEL)



Very Rare wheel includes the Common, Uncommon, Rare and Very Rare prizes, Colours are bright and vibrant. Grand ticket slot has been highlighted with yellow to show the unique prize.

Lucky Draw Wheel works by user spinning the wheel and receiving the prize in the slot that is on the arrow.

NORMAL DRAW (RARE WHEEL)

