

Who are the users?

Every local and expat that has not advance knowledge in bike mechanics and owns a motorbike (mostly second hand bike) and that drive it with regularity.

What is the problem?

The main problem is find the street mechanic when is need it or when something happens to the bike, as a sub problem there is the fact that not all the instrument in all motorbike works then it drive to have problems like get out of gas in the route.

What is the solution?

A crowd-feed app that provide live information about the location of the street mechanics and how far are from the current position of the user, in any case the user can contribute to the app setting the location of a street mechanics just taping one button

Is any solution there?

There is a solution created previously in Vietnam, but I wasn't able to find it

Core features

- Set the location of a street mechanic
 - As a bike owner that is using the app I WANT TO be able to set the location of street mechanic with a few taps and information SO THAT I can contribute to the community locating a new street mechanic
- Get the location of the street mechanic surround me
 - As a bike owner that is using the app and has problems with the bike I WANT TO be able to see in the screen all the street mechanic that are close to my current location SO THAT I can locate the closest one and go there
- Search the surround street mechanic in a specific location
 - As a bike owner that using the app I WANT TO be able to set other location and see all the street mechanic in that ne location SO THAT I can locate the street mechanics in a different area
- Share my current location and the problem
 - As a bike Owner that is using the app I WANT TO be able to Share my current location in my social network SO THAT my friends knows that I have a problem and that I'm looking for a street mechanic
- An user account

- As a Bike owner that is using the app I WANT TO be able to create an account using mail or social network SO THAT I can keep a record of my usage and share in the social network

Mobile feature used

- Camera (Optional),
- Location
- Maps

Personas

Thao

21 years old

single

she owns a vespa bike given by her parents who live in other city, she doesn't have any knowledge in mechanics, she thinks that the vespa bike is heavy for her

income: 100.000 per day including food, and university things

Thao was going to meet her friends in District 1 and suddenly her vespa start to behave weird, when she stops to check discover that her bike has a flat tire, she is alone and is 7 pm, she need somebody that can fix the tire, she call her friends but they didn't pick up the phone.

How we solve it: she needs a street mechanic, and she need one close because the bike is to heavy to carry it for to long and is to investable to drive it, we provide to her a way to found a street mechanic close to her location.

How she did it before: call her friends and as for help, or try to remember where is the latest street mechanic

Nguyen

26 years old

Hipster style

Engage

He owns a old Honda 67, it doesn't have functional instruments

Income 13'000.000 dong per month

Nguyen is in the route to visit her girlfriend and suddenly the bike stop, there is anything wrong with the tire but when Nguyen decide to take a look to the tank discover that there is no gasoline, he looks around and he doesn't see any gas station close, he try to look for one in google maps but is around 25 minute walking, he needs a gas boost

How we solve it: Nguyen can use the app to see where is the closest street mechanic with a boost of gasoline that allow him to get to the closer station and later go to her girlfriend's house.

How she did it before: he carries the bike all the way to the gas station, taking time to find it and to arrived there

Jhon Doe

27 years old

English teacher

He owns a second hand Air Blade

Income: 20'000.000

It is the first time he owns and drive a motorbike, he has no knowledge of mechanics, one day his bike just didn't start and he has no idea what is wrong, he need to go to work in couple hours, and use uber/grab will be expensive since he needs to go to several schools

How we solve it: Jhon Doe, can go to the app and look for the closes mechanic that is in a walkable distance and can get his bike fix

How she did it before: he needs to find a garage an later pull the bike to the garage to get it fixed.

User case (Value proposition)

- With this app Thao can see where is the closest mechanics then she doesn't need to carry her heavy bike meanwhile she looks around for somebody that can help her.
- Nguyen can find a place to get a Gasoline Boost that help him to arrived to the station and later to her final destination
- Jhon Doe can get her bike fix without need to go out to look in the alley and streets for a garage to get her bike fix

There is not a habit-forming app in all since of the word, but the target audience is big enough and the interest domain is a common giving the possibility of get a Wight enough target