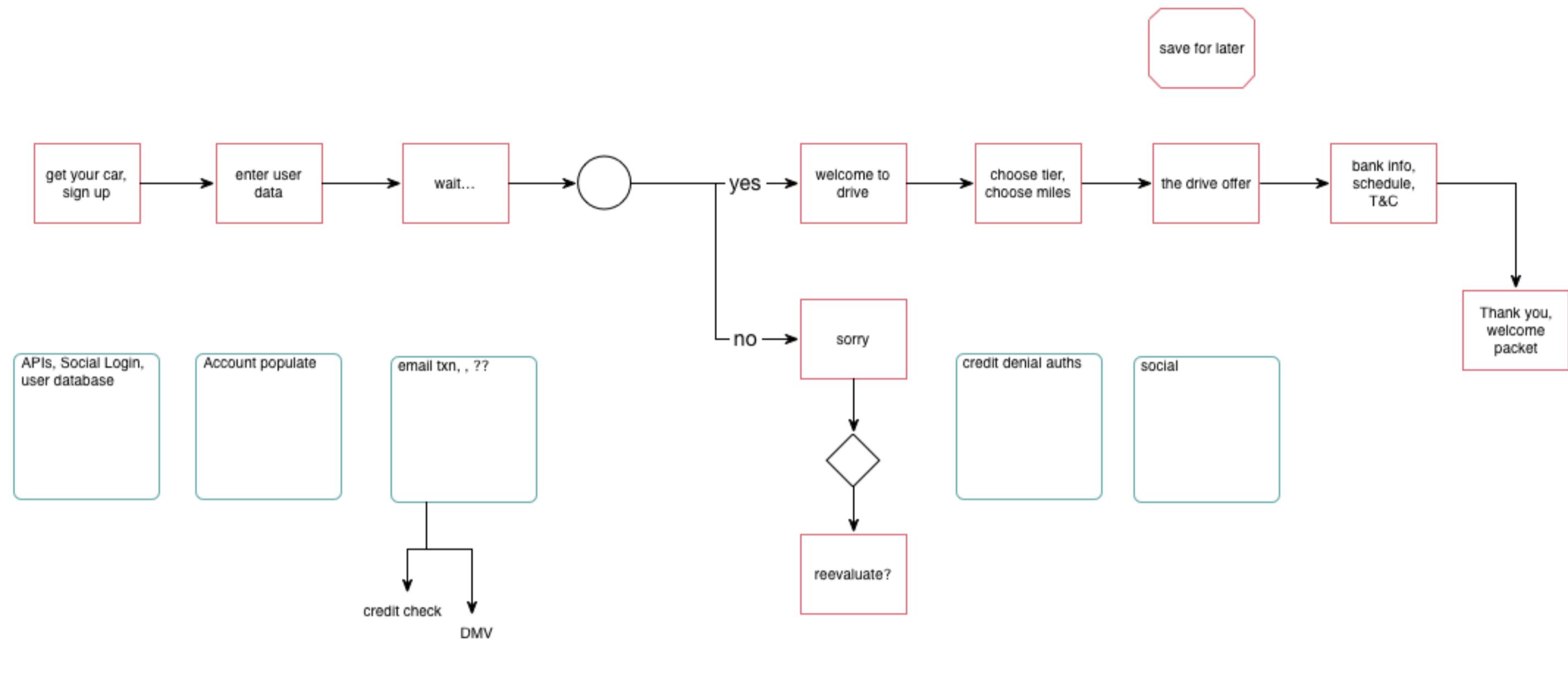


## white board transcription



database

## Persona 1: Jake Prully



**Jake Prully**

**34 years old**

Age

**2000**

Mileage per month

**Lafayette, CA**

Residence

**Toyota Camry (daily), Toyota Sequoia (trips), Mustang Convertible (business trips)**

Vehicles in "My Rides"

**Twitter**

Employer

**1 Wife, 2 Kids**

Household

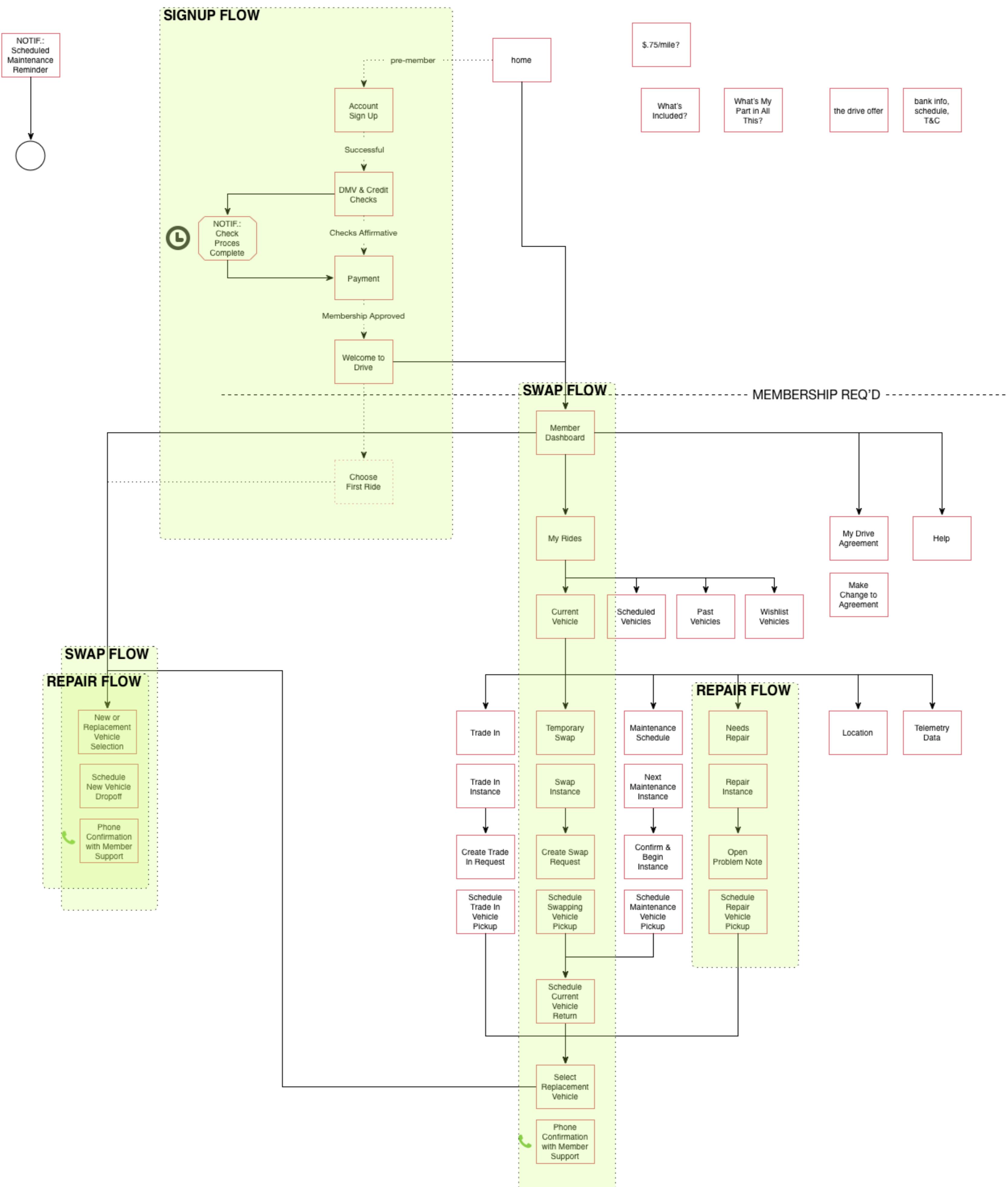
**Skiing, rec league sports**

Evenings/weekends

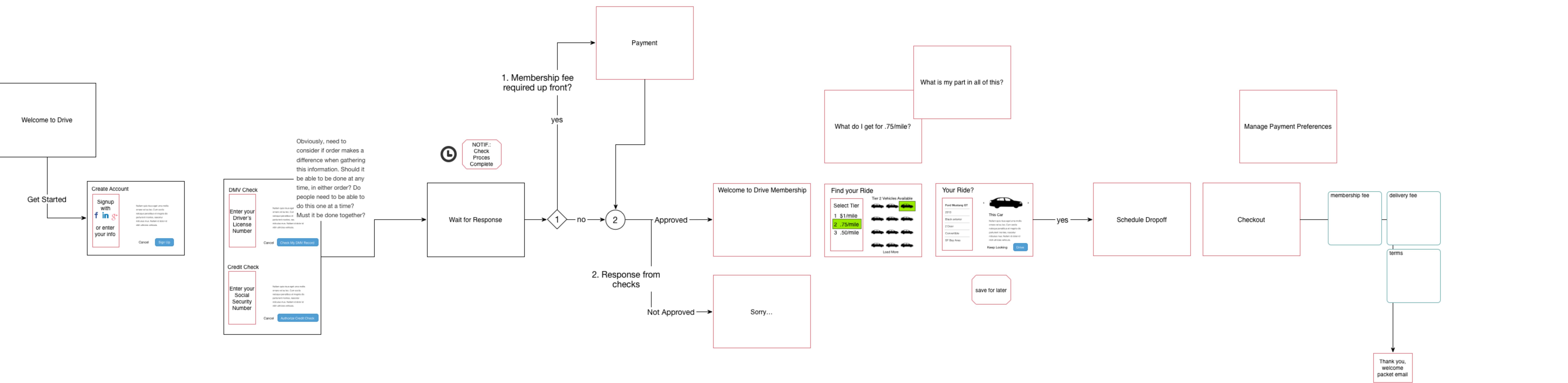
**Save money, enjoy life, be good to the environment**

Motivations

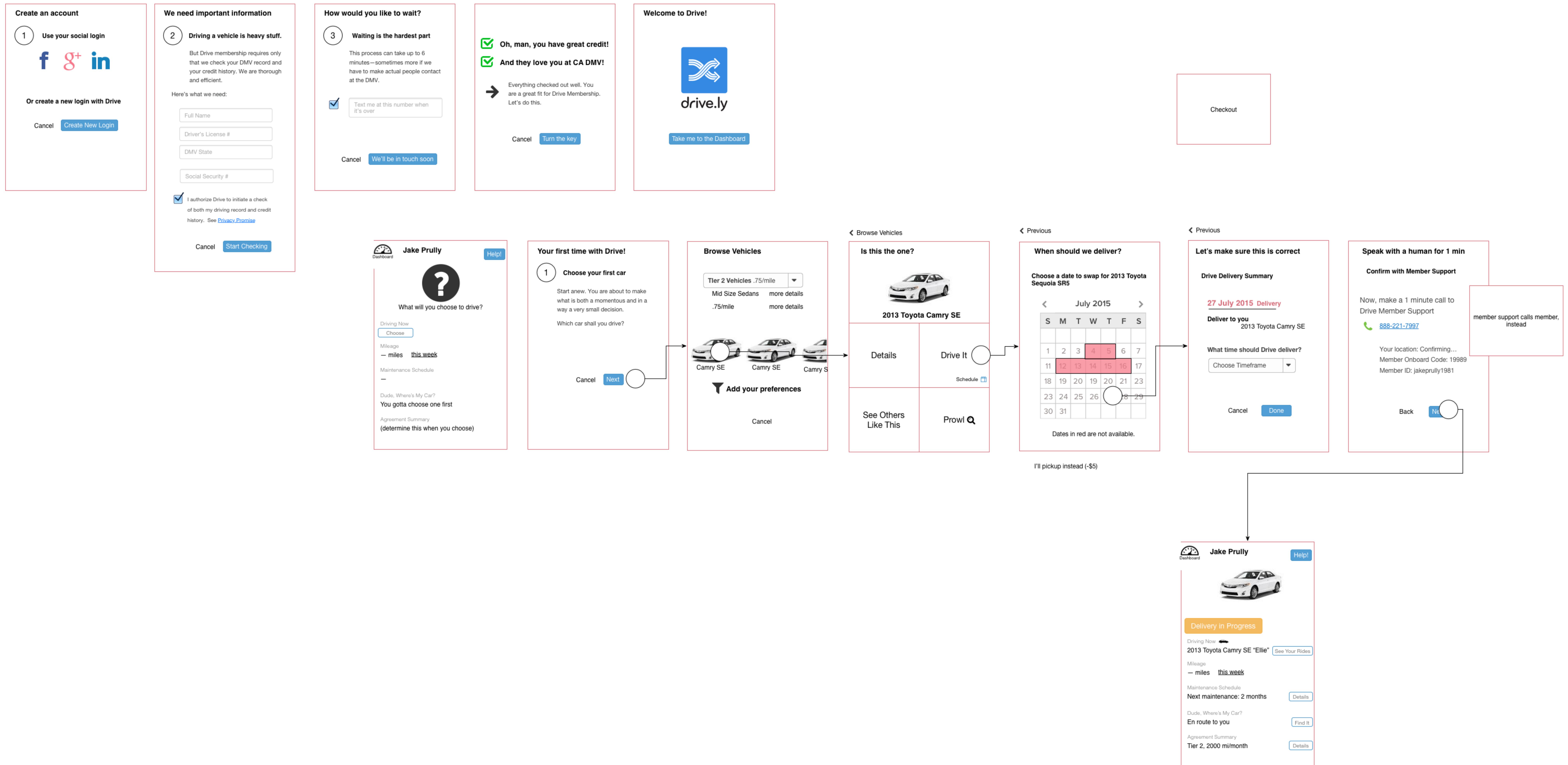
## Flows Overview



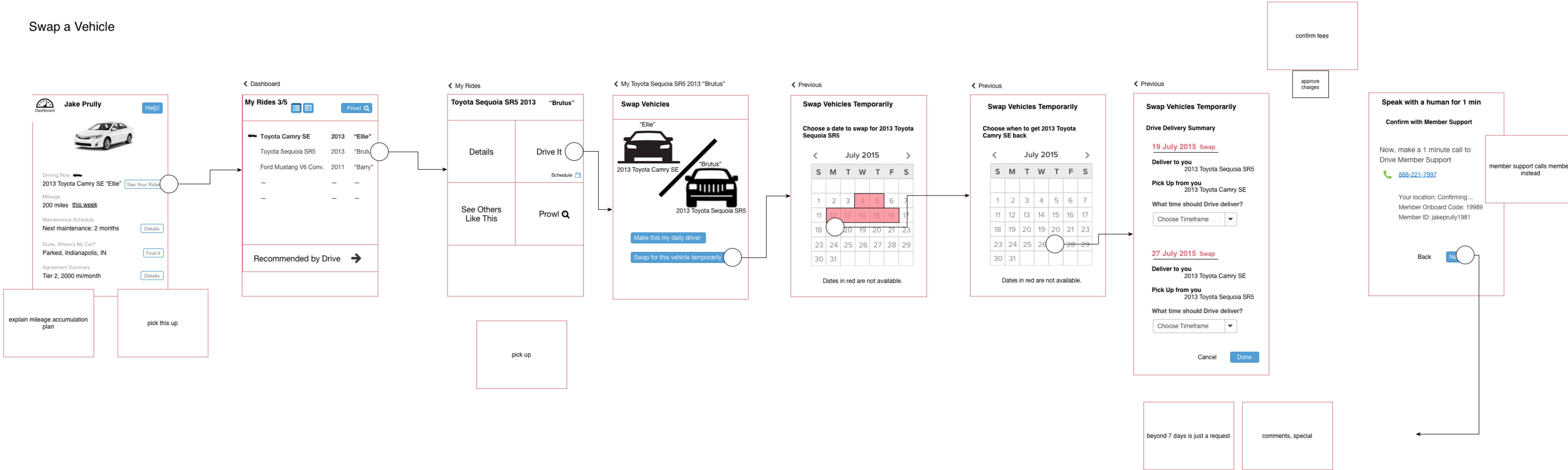
## Sign Up Flow



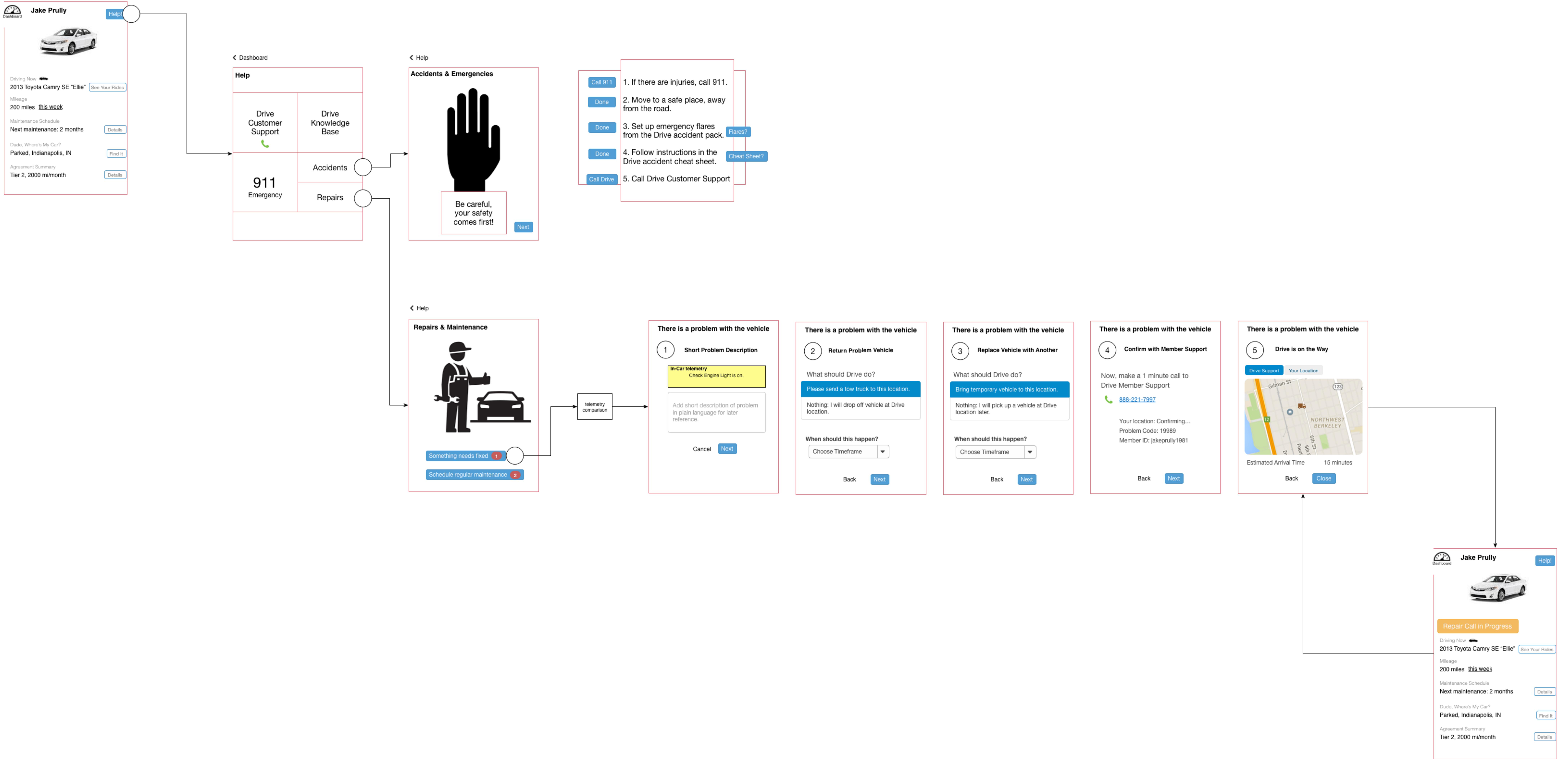
## Sign Up Wireframes



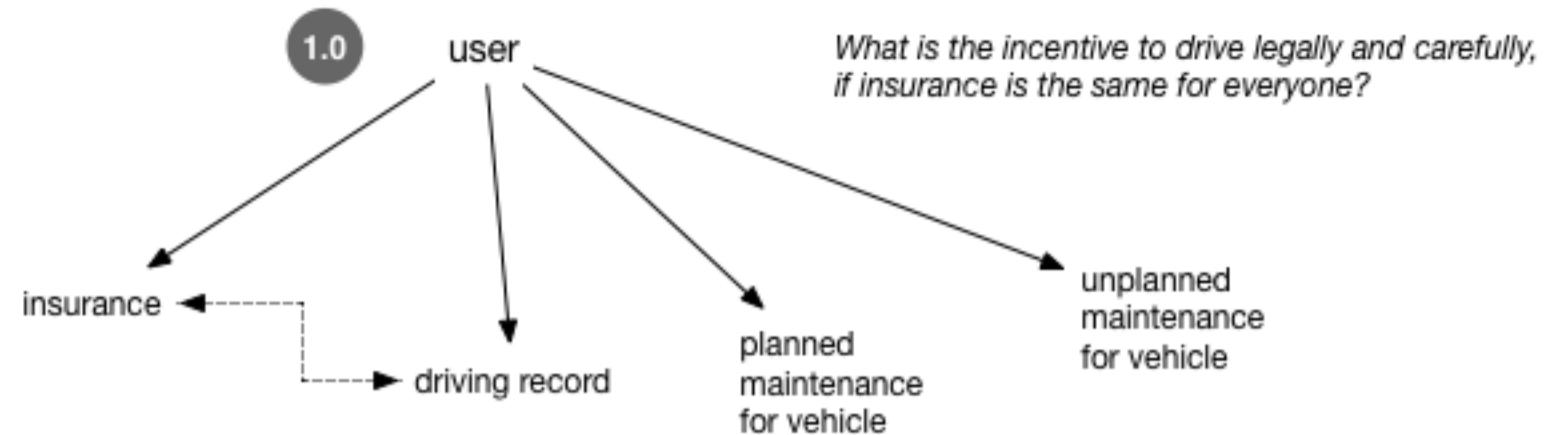
## Swap a Vehicle



## Repair Flow



## Questions



2.0 parking

*Most millennials live in cities where it is difficult to park. ZIPCar addresses this by providing a guaranteed parking space for each car. If one primary reason that millennials don't own cars is that it is difficult to find parking, what is Drive's solution?*

3.0 logistics of car swapping

*How are swapping cars getting to the user?*

*What sort of persistence should user expect re: relationship to one particular vehicle?*

*Following planned or unplanned maintenance*

*Following plane trip and use of another vehicle out of area*

*What expectations are users supposed to have of the immediacy of swapping support?*

*What are the types of swapping?*

*emergency maintenance*

*planned swap for the weekend, or trip*

*last minute swap*

*airport trip swap*

*swap at the hub or spoke*

*swap for planned maintenance*

4.0 membership

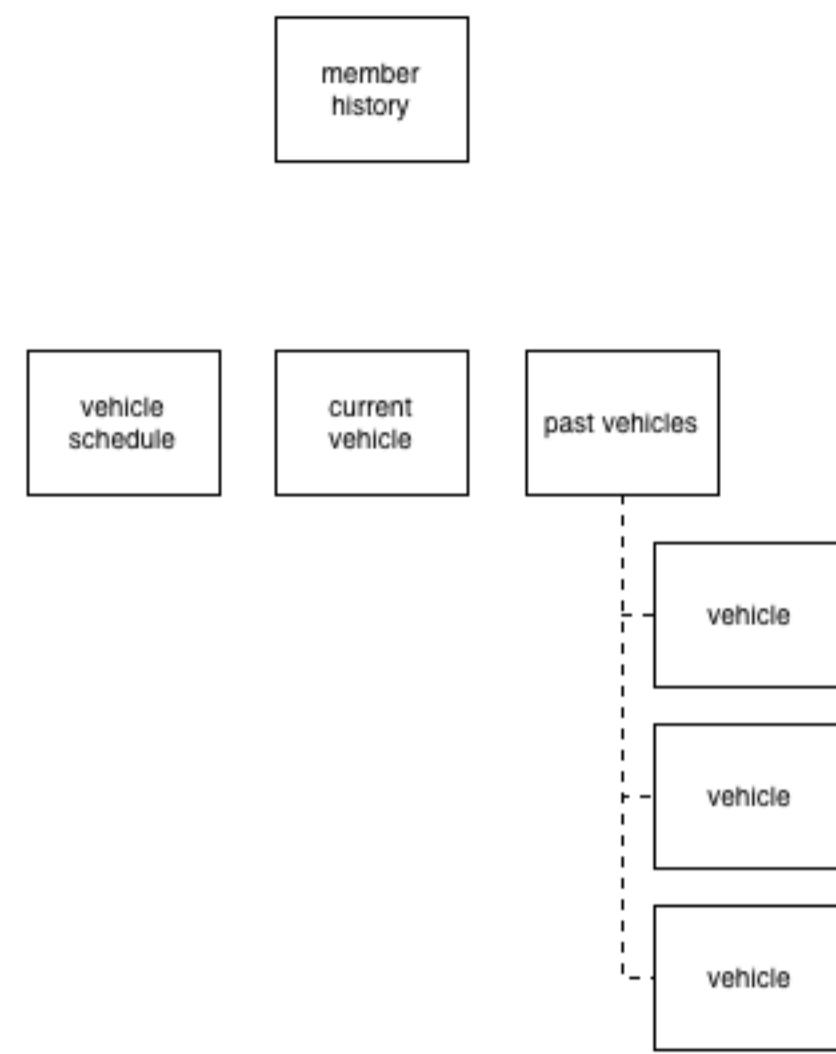
*Multi-vehicle membership?*

5.0 pay per mile

*The story is simplification, not that you're paying only for the miles you drive. EVERYTHING that goes into the cost of driving is included. We've simplified EVERYTHING for you so that you pay one price per mile. It's that easy.*

6.0 security

*What sort of "insurance" does company have re: non-payment, etc of member?*





## Hub Delivery



## Emergency Delivery



## Simple Delivery

