

# Product Vision- RozKa

## **1. Audience:**

### Primary Audience:

- Daily commuters, including office workers, students, and anyone who travels regularly along predefined routes.

### Secondary Audience:

- Occasional travellers who need reliable and cost-effective transportation for specific days or times.
- Environmentally conscious individuals looking to reduce their carbon footprint through shared rides.

## **2. Needs:**

### Primary Needs:

- Reliable and timely transportation.
- Cost-effective travel solutions.
- Easy booking and scheduling process.

### Secondary Needs:

- Safety and security during travel.
- Comfort and convenience.
- Flexibility in changing or canceling time slots.

### **3. Products:**

Core Product:

- Monthly subscription service for cab transportation along predefined routes with scheduled pick-up times.

Additional Features:

- Mobile app/Website for booking and managing subscriptions.
- Real-time tracking of cab location.
- Customer support for handling inquiries and issues.

### **4. Values:**

Core Values:

- Empowerment: Providing customers with control over their travel schedule and the convenience of doorstep pick-up.
- Community: Promoting shared rides to build a sense of community among passengers and reduce traffic congestion.

Differentiators:

- Integration Excellence: Seamlessly integrating with customers' daily routines through a user-friendly app and reliable service.
- Personalization: Allowing customers to choose their preferred time slots and providing personalized travel experiences.