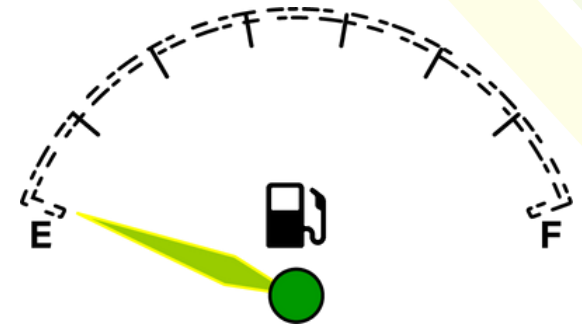


DESN3002 Service Design



British Petroleum

Improved BPme App &
Brand New Safety Check Service



Design Concept

Develop better **Online Service** & Add **Safety Check Service** into the **Petrol Station Service System**



With the development of the times, online services have become an indispensable part. For petrol stations with complete offline service systems, they need to **unify offline and online (BPme) services** to provide customers with a better experience. Also, most drivers mentioned that they would like petrol stations to provide basic **safety checking services** to help them deal with emergencies and prepare for long-distance travel.

At the same time, no petrol station company in the market provides complete safety inspection services. For British Petroleum (BP), if BP can set better online services into its BPme app and align them with offline safety checking services, BP gets excellent chance to open up a new market and formulate market rules.



Vision Statement

Provide fuel and safety all over Australia with consistent online and offline services

Project Aims & Model

"Refuel your Safety" ----- BP



1 Add **Safety Check Service** into the Petrol Station

The combination of **Safety Check Service** and **Petrol Station Service System** can attract more users to use our services.

The **Safety Check Service** works for improving the **word of mouth** of BP petrol station service but not earning more money.

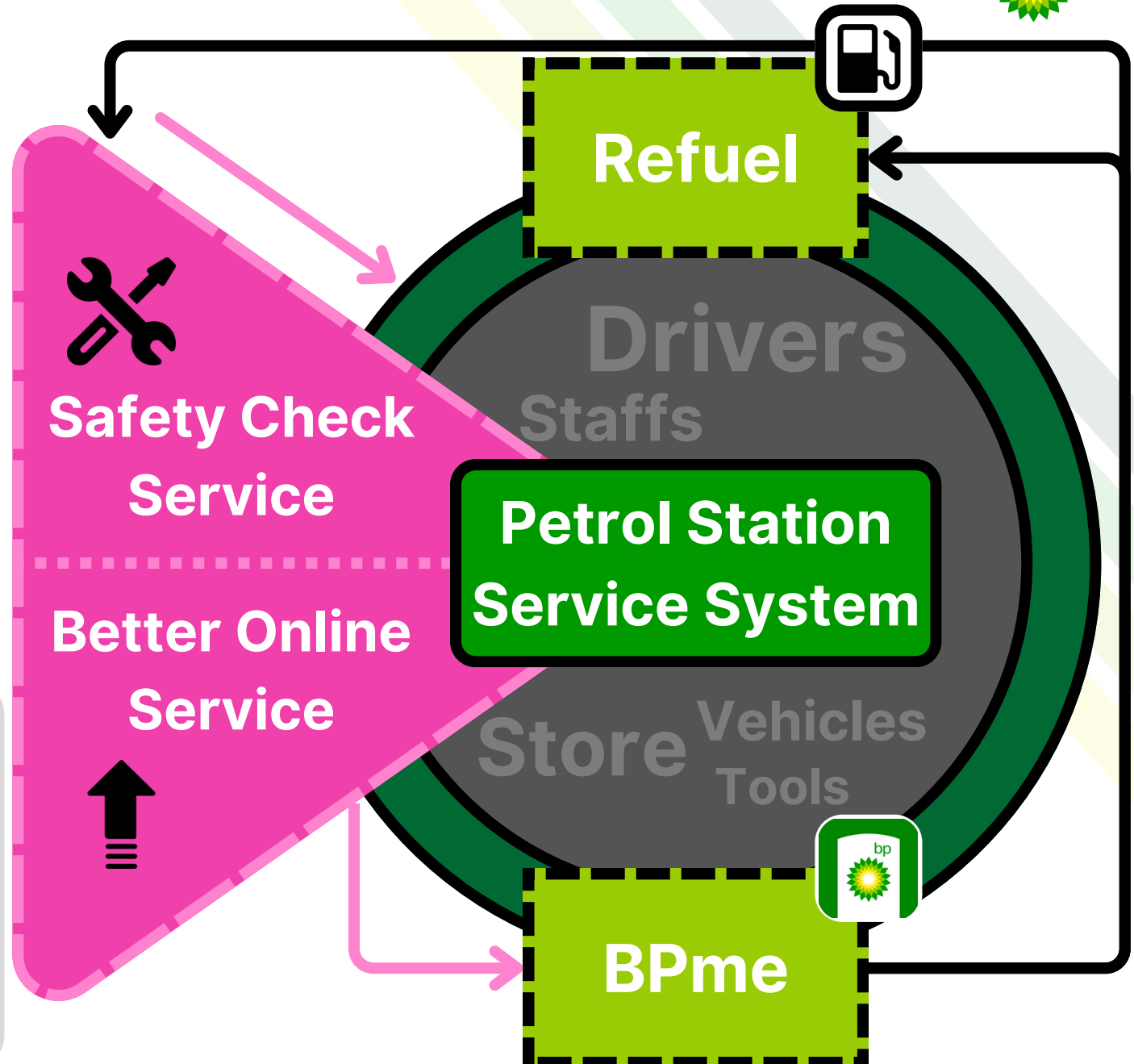
2 Improve our Online Service: **BPme app**

Improving the usage rate and practicality of **BPme app** can make more and more customers to use our online service, then their **brand loyalties also improve** because they keep using our services.

Extra Improvement to Offline Service

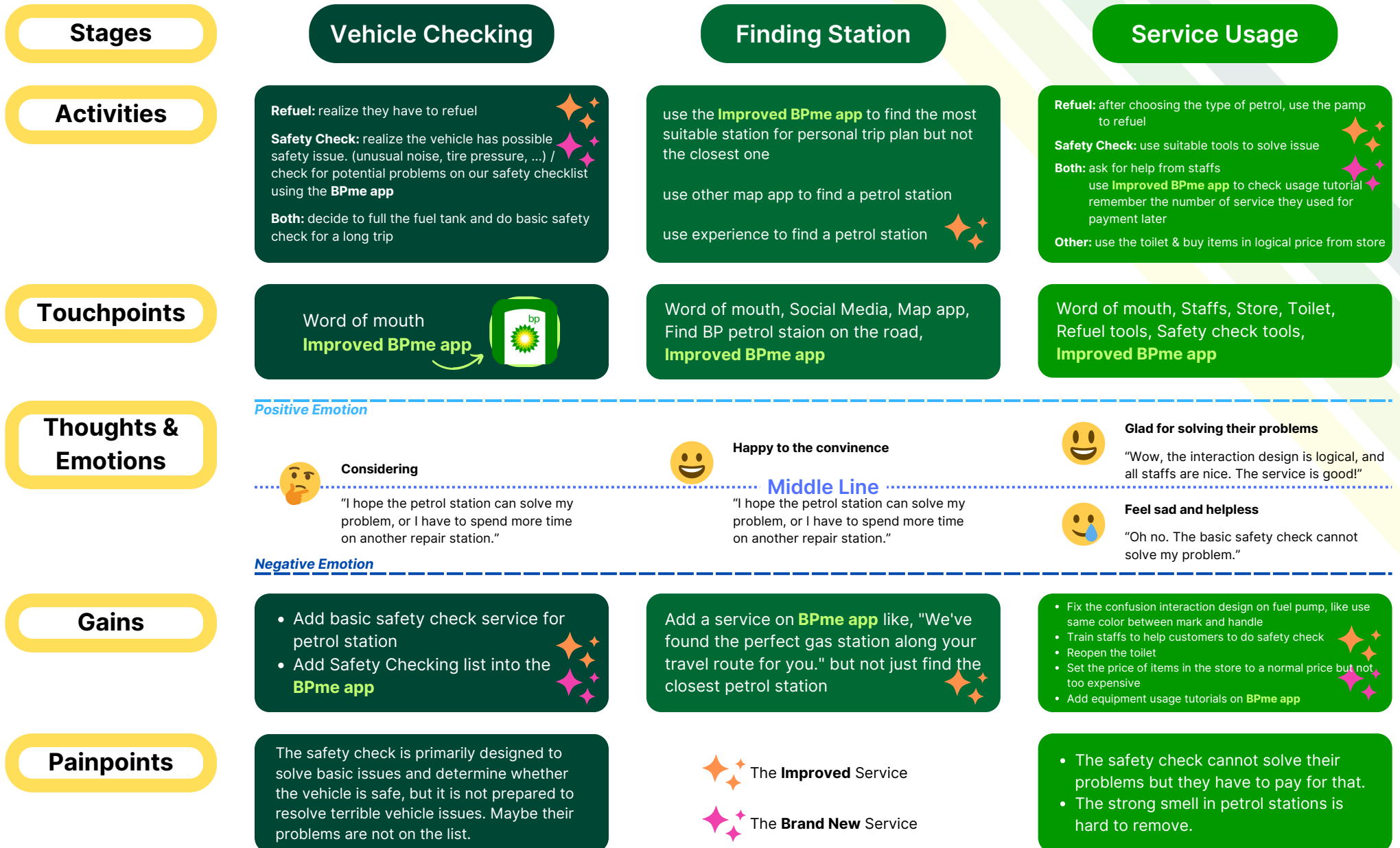
- Reopen the toilet
- Change the price of items in store to normal level
- Train staffs more about using BPme to make sure they won't embarrass customers, like stop customers who already paid online but not in store

These behaviours can improve the word of mouth of our petrol station service.



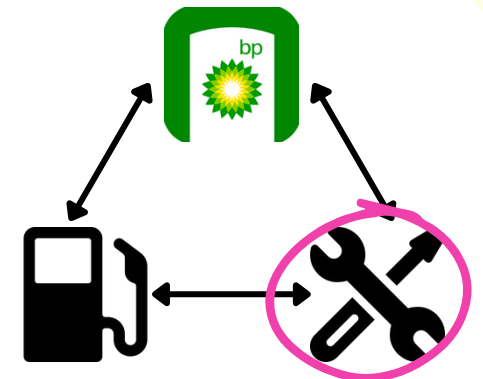
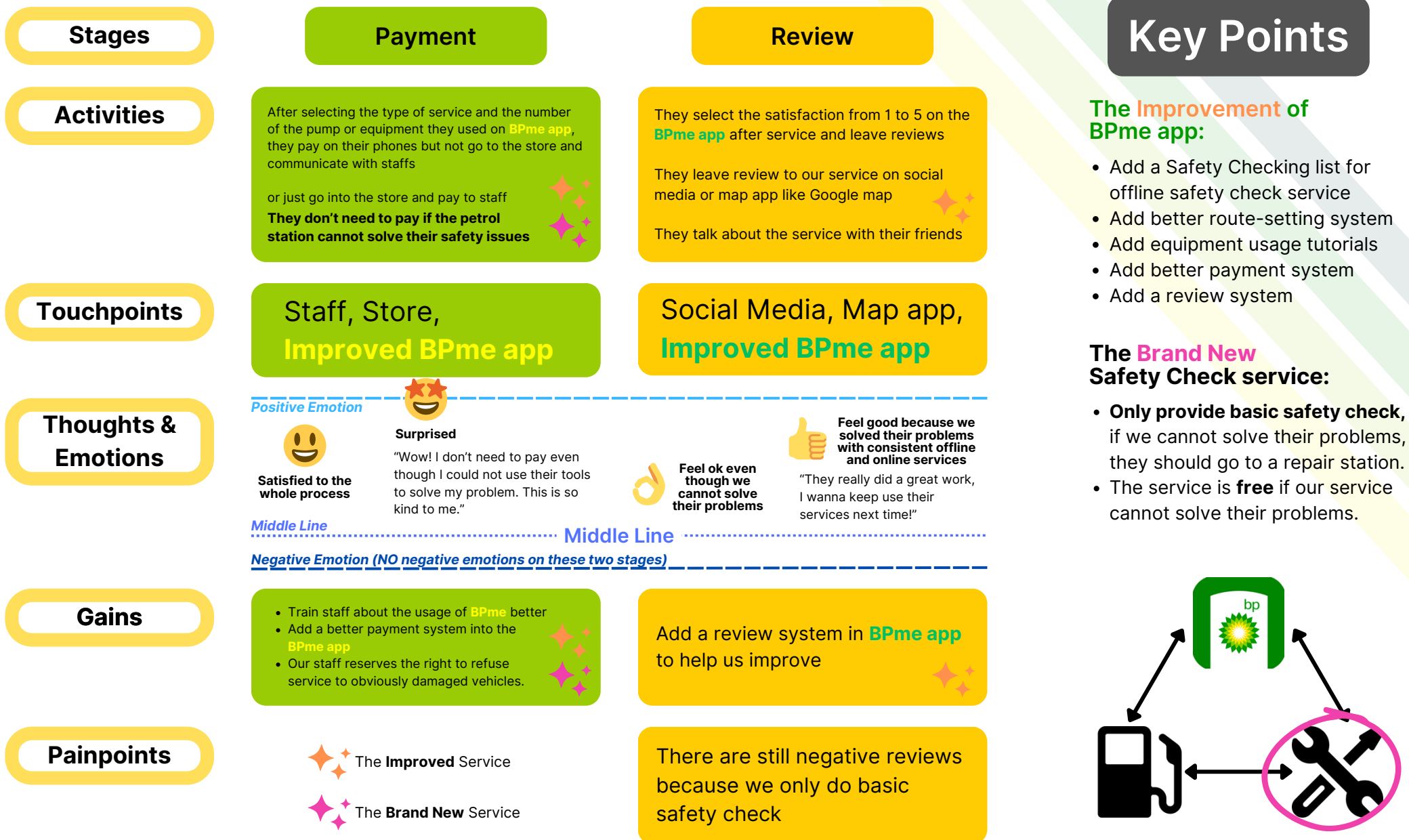
User Journey Map: Refuel your Safety

Focus on drivers who want to refuel their vehicles or do basic safety check for their vehicles



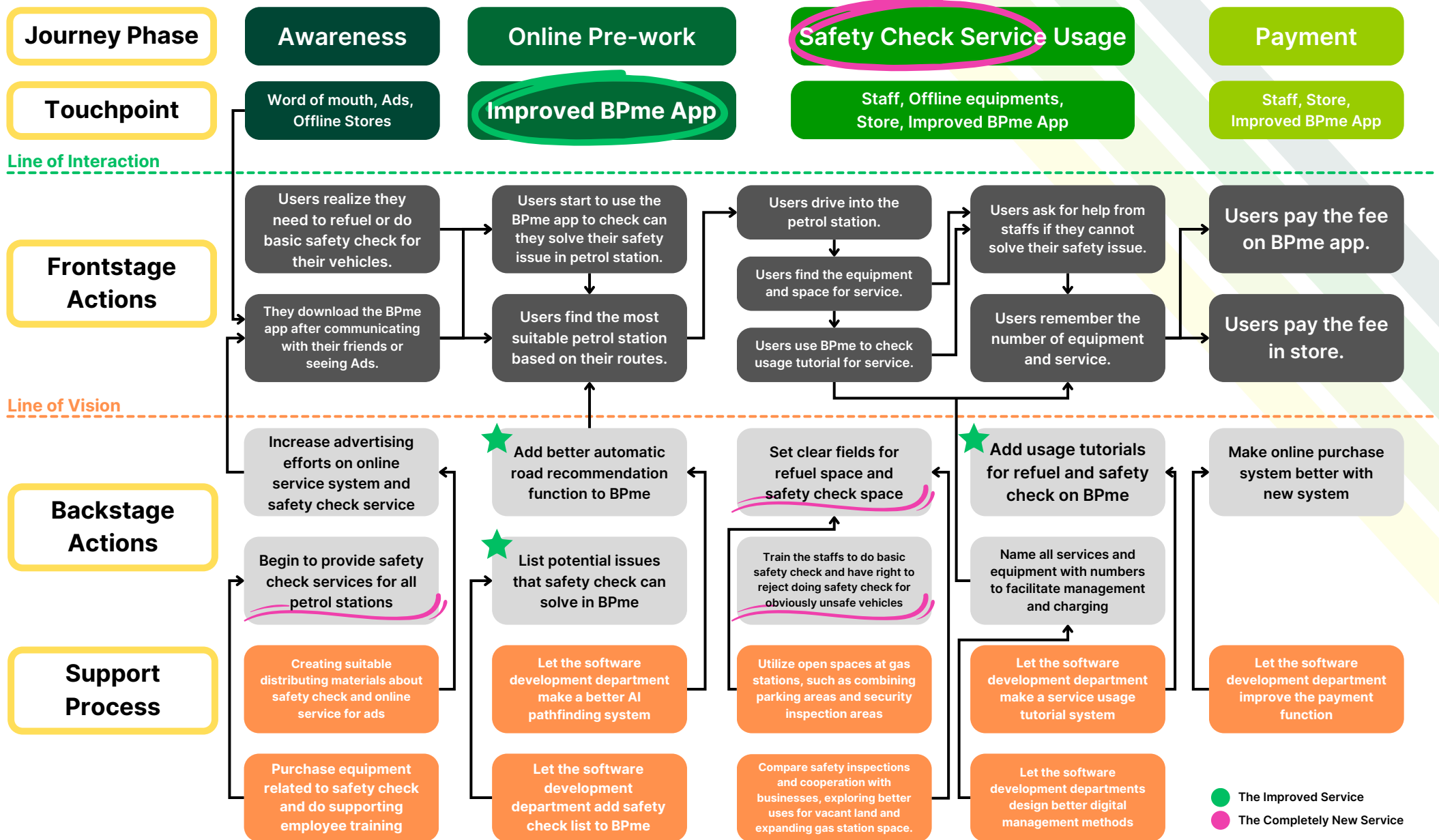
User Journey Map: Refuel your Safety

Focus on drivers who want to refuel their vehicles or do basic safety check for their vehicles



Service Blueprint

Focus on the usage of Improved **BPme app** and **safety check service**

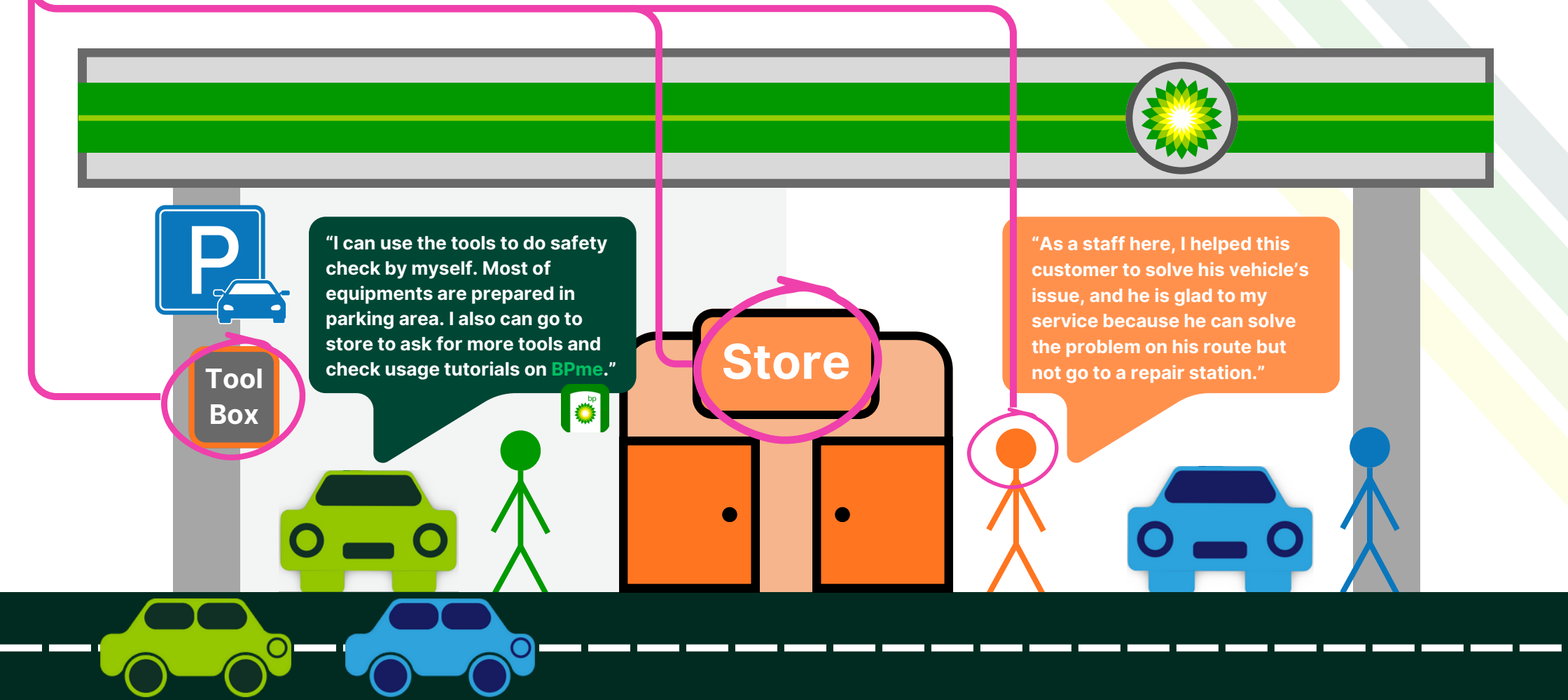


Touchpoints in Safety Check Service



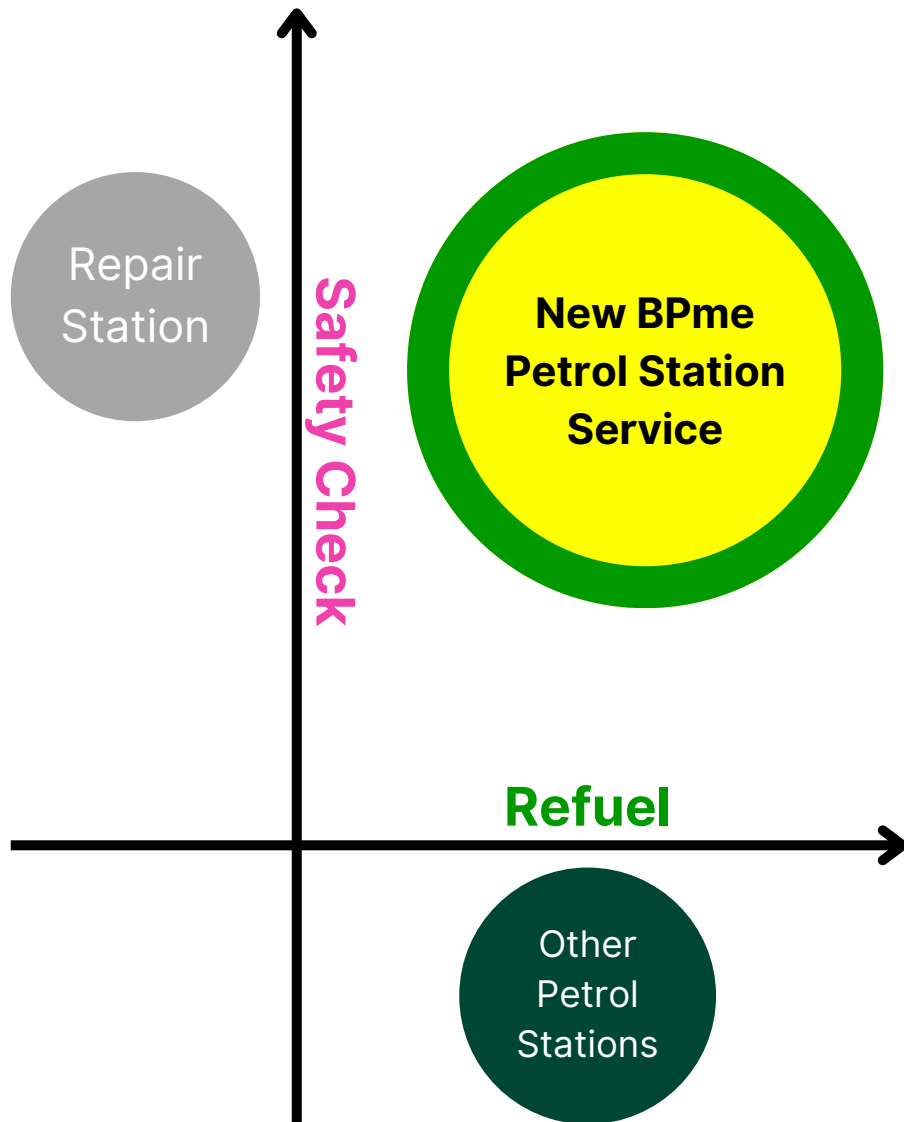
→ Safety Check Equipments & Store & Staff & BPme app

To the safety check service, there are **3 main touchpoints: tools, store, and staffs**. At the same time, users also can use **BPme** to enjoy consistent online and offline services to help them understand the usage of tools, preorder services, and do payment after using the whole service.



Conclusion

Provide fuel and safety all over Australia with consistent online and offline services



- Optimize existing user painpoints at petrol stations.
- Safety inspection is a potential service that can collect a lot of word of mouth.
- Further improvement of BPme can strengthen users' brand loyalty to BP.
- **Occupying the vacant market can bring higher voice and practical benefits to BP.**

Appendix 1

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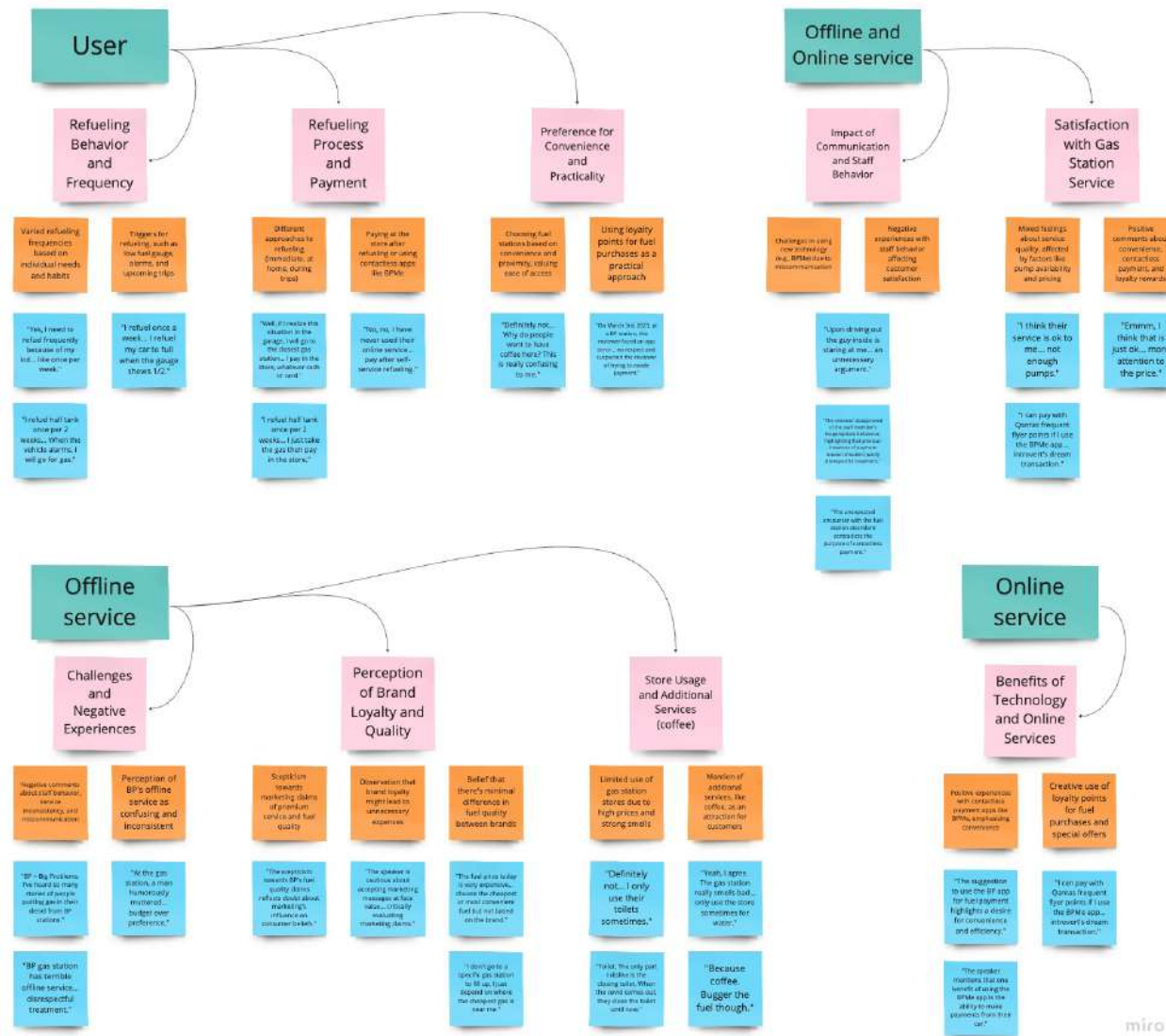
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Affinity Diagram



Appendix 3.1

Interview Transcripts

DESN3002 Interview Transcripts

All participants have **more than 3 years driving experience** and used **British Petroleum gas service**. The purpose of the interview is to understand their whole processes on adding gas and attitude to gas station service.

Question 1: Do you refuel frequently?

Question 2: When do you realize you need to refuel? (depends on response of Q1)

Question 3: Is there a series of steps for you to get you gas?

Question 4: Will you use the store in the gas station?

Question 5: Are you satisfied with gas station service?

Question 6: Are there any stages you like or you think should be improved?

Question 7: How will you improve it? (optional)

Interview 1

Participant 1: Housewife, main driving reason is picking up kids to and from school.

Interviewer: Hello! Thank you for participating in my interview! Now let's begin. First question, do you refuel frequently?

Participant 1: Yes, I need to refuel frequently because of my kid. In the past 10 years, I have needed to pick up my kid every day, and I have needed to go to the shopping mall and my parents' place. I think I refuel so many times, like once per week.

Interviewer: Got it. So when do you realize you need to refuel? Like after picking up your kid or just before leaving your place?

Participant 1: Normally I realize this situation in the garage or on the road. And I only refuel when I find out the tank is empty or I have a long journey.

Interviewer: So, how do you solve this situation? Is there a series of steps for you to get you gas?

Participant 1: Well, if I realize this situation in the garage, I will go to the closest gas station to my home; if I realize on the road, I will still go home today then refuel it in the same gas station tomorrow when I drive out. I just drive into the gas station and refuel my car. After refueling, I pay in the store, whatever cash or card, then leave the station as soon as possible, because the smell is too strong, it makes me feel uncomfortable.

Interviewer: Cool. Sounds like you won't use the store in the gas station right? Won't you enjoy coffee here?

Participant 1: Definitely not. Why do people want to have coffee here? This is really confusing to me. And their commodities are more expensive than a normal store's, I don't want to pay more. I only use their toilets sometimes.

Appendix 3.2

Interview Transcripts

Interviewer: Yeah, I agree. The gas station really smells bad, and gives me a headache. Are you satisfied with their service?

Participant 1: I think their service is ok to me. Just sometimes I have to wait for a long time because there are not enough pumps.

Interviewer: Got it. That's all I wanna ask. Thank you so much!

Interview 2

Participant 2: Middle-aged male, main driving reason is picking up kids to and from school, working, shopping and dating.

Interviewer: Hello! Thank you for participating in my interview! Now let's begin. First question, do you refuel frequently?

Participant 2: I refuel once a week. It is actually because of my diving habit, I refuel my car to full when the gauge shows $\frac{1}{2}$, because I don't know how far I will drive next time for work.

Interviewer: I see. So is there any specific step for you to get the fuel, like using an online service or something else?

Participant 2: No, no, I have never used their online service. I don't go to a specific gas station to fill up, I just depend on where the cheapest gas is near me. Then, I will go to the store to pay after self-service refueling.

Interviewer: So do you buy some other things like water in the store when you pay for the fuel fee?

Participant 2: Sometimes, just for need.

Interviewer: Okay, next question: are you satisfied with the gas station service?

Participant 2: Emmm, I think that is just ok. Not too good, not too bad. Actually, I pay more attention to the price, you know? I will be satisfied when the price is low, hahaha. Because all gas stations are similar, I don't know if this is the government's request or not, they have garbage bins, tools to clean windows and tire inflation. I think it is ok.

Interviewer: Are there any of your favorite parts or dislikes?

Participant 2: Toilet. The only part I dislike is the closing toilet. When the covid comes out, they close the toilet until now. I think they are just lazy, this is very terrible to me.

Interviewer: Yeah, I agree with that. So do you have any suggestions for them to improve? Like opening the toilet?

Appendix 3.3

Interview Transcripts

Participant 2: Yeah, definitely. I think opening the toilet is the most important thing. And I think the gas station can set a safety check to check the car and driver, to make sure the vehicles are ok to keep driving and drivers are not too tired. And they can set up a small repair shop in the station.

Interviewer: Thank you so much. This is a very valuable idea. And that's the whole interview. Thanks for joining.

Interview 3

Participant 3: Youth worker, main driving reason is working and dating.

Interviewer: Hello! Thank you for participating in my interview! Now let's begin. First question, do you refuel frequently?

Participant 3: I refuel half tank once per 2 weeks. I think it is not a very high frequency.

Interviewer: So when do you realize you need to refuel?

Participant 3: When the vehicle alarms, I will go for gas.

Interviewer: Are there any other steps for refueling, like using the online service.

Participant 3: Nope. No other steps. I just take the gas then pay in the store.

Interviewer: Do you buy other things in the store?

Participant 3: Sometimes for water.

Interviewer: Cool. Are you satisfied with the gas station service?

Participant 3: Yes. I think they do a great job.

Interviewer: Are there any stages you like or you think should be improved?

Participant 3: Some stations have an unreasonable layout to place the machines, which may waste my time. For the station, it reduces the utilization of machines and customers are waiting due to the unreasonable layout of the limited space of the station.





Interviewer: So how will you improve this phenomenon?

Participant 3: I cannot stand for all customers, I think they should improve the layout from the customer's perspective as much as possible.

Interviewer: Thank you so much! That's the whole interview.






Appendix 4.1

Online Ethnography

Data Record	Recorded Observations	Interpretation	Themes
17 Negative Comments			
Data from Raddit			
<p>There are 3 comments:</p> <p>"BP = Big Problems. I've heard so many stories of people putting gas in their diesel from BP stations."</p> 	<p>BP = Big Problems. I've heard so many stories of people putting gas in their diesel from BP stations.</p> <p>The colours of the diesel pump and gasoline pump aren't consistent with the labels. This situation has already led to bad consequences.</p> <p>People are confused about this design. They feel terrible because of this design. It's like 'BP' stands for a Big Problem.</p>	<p>This is a terrible interaction design without consistency.</p> <p>People don't want to suffer because of this design.</p> <p>People need a more understandable design on the difference between diesel and gasoline.</p> <p>This issue is prevalent through all BP gas stations in Australia.</p>	<p>BP has confusing offline service.</p> <p>BP has prevalent issues in most of its stations.</p>
<p>There are 3 comments:</p> <p>"Whatever's cheapest, I'm too poor to pick a favourite."</p> <p>"Why are oil companies making so much more money if so called inflation is why we are all paying more?"</p> <p>"Ever heard the term 'proffiteering'?"</p> 	<p>At the gas station, a man humorously muttered, "Whatever's cheapest, I'm too poor to pick a favourite," as he filled his car with the least expensive fuel option available.</p> <p>Amid rising gas prices, a man's witty remark, "Whatever's cheapest, I'm too poor to pick a favourite," masked his frustration at having to budget his expenses carefully.</p>	<p>The man's joke about being too poor to choose a favourite fuel reveals his financial struggle and the price of fuel is very expensive, and he uses humour to cope with the situation.</p> <p>Opting for cheaper fuel reflects the man's practical response to rising prices, prioritising budget over preference.</p> <p>The comment subtly critiques the impact of rising gas prices on personal choices and economic challenges.</p>	<p>The fuel price today is very expensive.</p> <p>People choose the cheapest or most convenient fuel but not based on the brand.</p>
<p>There are 2 comments:</p> <p>"It's 20 bucks for a bottle of flavoured water with vitamins, it's not even prime energy which can't be sold in Australia."</p> <p>It's a licence to print money."</p> 	<p>The speaker expresses disbelief at the cost of a flavoured water bottle with added vitamins, which is priced at \$20.</p> <p>The phrase "a licence to print money" is a metaphor that highlights the speaker's perception that the product's high price doesn't align with its actual worth, and gas stations are a high profit service.</p>	<p>The speaker is surprised by the \$20 cost of flavoured water with vitamins. They think it's too expensive for what it offers, showing they value fair prices and practical benefits.</p> <p>When the speaker says "a licence to print money," they're being critical. They feel the product's high price doesn't match its real value. This suggests they're suspicious of the sellers making big profits without giving much in return.</p> <p>This issue is prevalent through all BP gas stations in Australia.</p>	<p>BP sells commodities too expensive in its stores.</p> <p>BP has prevalent issues in most of its stations.</p>
<p>"BP has spent a lot of time and money building a reputation as a 'premium' service station, so people feel justified paying a little extra for their juice. At petrol in Australia has to meet the same standard so anyone who tells you BP is actually providing better fuel is someone who has swallowed the marketing gimmick hook-line-sinker."</p> <p>Petrol is one of those things where brand loyalty will cost you money. Go wherever it's cheapest nearby to you whenever you need it, there's no difference in quality between stations."</p> 	<p>The scepticism towards BP's fuel quality claims reflects doubt about marketing's influence on consumer beliefs. It implies a critical view of how marketing tactics can shape perceptions.</p> <p>"Brand loyalty will cost you money" highlights spending more due to loyalty. This emphasises the financial impact of sticking to a brand, urging practical choices.</p> <p>Choosing the cheapest fuel nearby is a practical approach. It puts cost savings ahead of brand loyalty, favouring economical decisions.</p>	<p>The speaker is cautious about accepting marketing messages at face value and believes that claims of better quality fuel might be driven by marketing rather than objective evidence. This perspective underscores the importance of critically evaluating marketing claims and being aware of potential manipulation.</p> <p>Blindly adhering to a brand might lead to spending more than necessary. The observation encourages practical decision-making by emphasising the financial impact of loyalty-driven choices, ultimately advocating for a more cost-effective approach to purchases.</p> <p>The speaker values cost savings over allegiance to a specific brand. This observation reflects a rational mindset where the primary concern is obtaining the desired product (fuel) at the most reasonable price, regardless of brand affiliations.</p>	<p>The fuel price today is very expensive.</p> <p>People choose the cheapest or most convenient fuel but not based on the brand.</p> <p>Brand loyalty will affect people's decisions.</p> <p>BP has prevalent issues in most of its stations.</p>
<p>"BPme app"</p> <p>So in an effort to minimise contact in the current climate I used the BPme app to pay for my fuel the other day instead of going inside.</p> <p>So I unlock my pump on the app, fill up, get back in the car and wait for confirmation on the app, takes about 30 seconds then yep sweet good to go!</p> <p>Upon driving out the guy inside is staring at me and over the PA in front of a quite busy servo he goes "stop. You need to pay for your fuel."</p> <p>I gesture at my phone to say "yeah I paid on the app" but he doesn't understand.</p> <p>So I park the car, walk inside and explain to the cashier I used the BPme app and I get an "oh sorry mate yeah you can go."</p> <p>What's the point of the app and contactless payment if I'm gonna have to go inside and tell them I paid after also getting accused of stealing in front of everyone at the servo? Anyone else used the app and had similar experiences?"</p>	<p>The speaker's attempt to gesture at their phone to show that they've paid through the app indicates a miscommunication challenge. This suggests that the station attendant wasn't familiar with the app's process or didn't recognize the gesture, leading to confusion.</p> <p>The unexpected encounter with the fuel station attendant contradicts the purpose of contactless payment. The observation underscores the irony that even after using a contactless app, the speaker still had to interact with station staff face-to-face.</p>	<p>The speaker's attempt to signal their payment through the BPme app using a gesture highlights a communication breakdown. This suggests that the station attendant might not have been well-acquainted with the app's procedures or wasn't familiar with the specific gesture used by the speaker. The miscommunication underscores the challenges that can arise when introducing new payment methods, particularly if not all staff members are fully trained or aware of the technology.</p> <p>The unexpected encounter with the fuel station attendant, despite using a contactless payment app, creates a contradiction between the expected and</p>	<p>BP has confusing offline service.</p> <p>BP's offline service and online service are not consistent, the offline employee did not get enough knowledge on online service.</p>


Appendix 4.2

Online Ethnography

Data Record	Recorded Observations	Interpretation	Themes
<p>They used BPme to pay for fuel. Got accused of stealing instead."</p> 		actual experience. The irony lies in the fact that the speaker's intention of using a contactless method to avoid face-to-face interactions wasn't fully realised. This observation highlights that even with technological advancements, there can be instances where traditional, in-person interactions are still necessary due to various factors such as staff familiarity with the technology or procedural misunderstandings.	
<p>"I pretty much exclusively use 7.11 and it's been fine. But I've also used BP and Ampol/Caltex. It is just a matter of convenience to the nearest servo."</p> <p>To be honest it meets standards so there is very little difference between everyone."</p> 	<p>The phrase "It's just a matter of convenience to the nearest servo" signifies that the speaker's choice of fuel station is primarily influenced by proximity and ease of access.</p> <p>The comment "there is very little difference between everyone" conveys the speaker's belief that the variation in fuel quality among different brands is minimal.</p>	<p>The speaker's fuel station choice is heavily influenced by proximity and practicality, reflecting a desire for convenience. Additionally, the speaker's view that fuel quality differences are minor contributes to their perception that choosing based on proximity doesn't compromise the overall quality of the fuel they receive. This pragmatic approach underscores the balance between convenience and perceived quality in the speaker's decision-making process.</p>	<p>Brand loyalty is not useful to someone.</p> <p>People choose the cheapest or most convenient fuel but not based on the brand.</p>
<p>There are 2 comments:</p> <p>"Why do people fill up at expensive petrol station?"</p> <p>"... I fill up at our local station which is 5-10p more than all the others in town but my colleagues will drive to others. The amount of fuel I use to drive there probably takes up 2-3p of that potential cost saving, plus it's going to take extra time out of my day. I just think it's me saving a few pounds (literally only a few pounds) worth the hassle of sitting in traffic for another 15-20mins..."</p>  	<p>The speaker reveals their own approach to choosing a fuel station, explaining that they prefer to fill up at a local station even though it's slightly more expensive compared to others in town.</p> <p>The comment "The amount of fuel I use to drive there probably takes up 2-3p of that potential cost saving" indicates that the speaker acknowledges the extra fuel consumed by driving to cheaper stations.</p> <p>The comment as a whole suggests that the speaker values convenience, time efficiency, and a hassle-free experience when choosing a fuel station.</p>	<p>The speaker places importance on ease of access and the comfort of using a nearby station, even if it means paying a slightly higher price.</p> <p>The speaker's willingness to assess the broader financial impact, including fuel consumed during the journey to a different station.</p> <p>This suggests that the speaker places a premium on making fueling decisions that align with their lifestyle and minimise disruptions, even if it means forgoing minor cost savings.</p>	<p>People choose the most convenient fuel but not based on the brand, even though they have to pay more.</p>
Data from Google Reviews			
<p>There are 3 comments here:</p> <p>1/5: BP gas station has terrible offline service.</p> 	<p>The reviewer notes a discrepancy between the advertised 24-hour operating hours and the actual practice at the store. Despite the claim of being open around the clock, the staff member closed the store early at 11pm.</p> <p>The reviewer's experience with a staff member named Ali involved errors in fulfilling the order and an unpleasant attitude. Despite requesting no sugar in their coffee, the order was made with sugar.</p> <p>The same staff member, Ali, asked the reviewer to wait for 15 minutes for a coffee even though there were no other customers present. This delay seemed unnecessary, and when the reviewer inquired about Ali's name, it resulted in an unnecessary argument.</p>	<p>These observations collectively reveal issues related to service consistency, accuracy in order fulfilment, staff attitude, and time management. The observations underscore how the staff member Ali's actions and behaviour significantly impacted the reviewer's perception of the store's service quality and overall experience. The combination of discrepancies in operating hours, errors in order fulfilment, unnecessary delays, and confrontational interactions contributed to the reviewer's negative assessment of the establishment.</p>	<p>BP has confusing offline service.</p> <p>BP has prevalent issues in most of its stations.</p>
<p>1/5: BP gas station has terrible offline service and is not consistent with the online service.</p> <p>03/3/2023, the night shift staff member was super rude. We were trying to use BP app to unlock the pump and pay. Everything went normal and however the app showed error after fuelled and went back to my car. We were just about to go into the store to pay. The impolite and rude staff came to our car knock the window and did a "👉👉👉👉👉👉" to us. We then followed him to go into the store to pay and explained to him clearly. He showed no respect and still suspected we tried to do a runner. I understand you might experience rumors before but it does not mean you can throw away your respect to people especially using inappropriate gesture. Just a kind reminder here: stop using your preconception and show people respect especially for you customers.</p>	<p>On March 3rd, 2023, at a BP station, the reviewer faced an app error while trying to use the BP app for fuel payment.</p> <p>The night shift staff or owner approached the reviewer's car, knocked on the window, and made a negative hand gesture ("👉👉👉👉👉👉"), displaying impolite behaviour.</p> <p>Despite explaining the situation and intending to pay, the staff member showed no respect and suspected the reviewer of trying to evade payment.</p> <p>The reviewer disapproved of the staff</p>	<p>The comment expresses disapproval of the staff member's disrespectful behaviour, emphasising that previous incidents of payment evasion shouldn't justify such unprofessional treatment of all customers. The reviewer advocates for respectful and courteous customer service, regardless of any past experiences, underscoring the importance of treating customers with dignity and understanding. The incident serves as a reminder of the significance of maintaining professionalism and respectful interactions in customer-facing roles.</p>	<p>BP has confusing offline service.</p> <p>BP has prevalent issues in most of its stations.</p> <p>BP's offline service and online service are not consistent, the offline employee did not get enough knowledge on online service.</p>

Appendix 4.3

Online Ethnography

Data Record	Recorded Observations	Interpretation	Themes
	<p>member's inappropriate behaviour, highlighting that previous instances of payment evasion shouldn't justify disrespectful treatment.</p> <p>The comment concludes by suggesting staff should treat all customers respectfully and avoid prejudiced behaviour, emphasising the importance of courteous customer service.</p>		
3 Positive Comments			
Data from Reddit			
<p>"I can pay with Qantas frequent flyer points if I use the BPMe app. The bonus of that is I can make payment from the comfort of my car and don't have to go in and queue up or speak to anyone. It's an introvert's dream transaction."</p> 	<p>The speaker mentions that one benefit of using the BPMe app is the ability to make payments from their car.</p> <p>The mention of using frequent flyer points showcases the integration of loyalty programs into everyday transactions, indicating how loyalty rewards can be used in creative ways beyond their traditional applications.</p>	<p>The speaker's mention of the BPMe app's benefit, enabling payments from their car, underscores the convenience and ease that technology brings to the fueling process.</p> <p>The reference to using frequent flyer points with the BPMe app showcases a creative extension of loyalty rewards beyond their typical applications.</p>	<p>BP has good online service.</p> <p>Brand loyalty will affect people's decisions.</p> <p>People like the points for fuel purchases to exchange commodities.</p>
<p>"LPT: Use BP's app to pay for fuel, make your life easier, save \$\$\$</p> <p>During the lockdowns last year when I was trying to avoid face to face contact I discovered a life saver. BP have an app (BPMe) that allows you to pay for fuel directly from your phone so you don't have get your kids out of the car to go inside and pay. Even better, you earn points for every litre of fuel you get and they often have special bonus offers as well. It doesn't take long to build up enough points to save \$5-10 on a fill up. Every little bit counts and I wouldn't usually expect freebies from a fuel company. And if course, if you're in a covid outbreak area you also minimise contact with people. Win win win. But really, I'm just all about not having to wrangle the toddler in & out of the car</p> <p>(In no way sponsored, I just like making my life easier & figured you guys probably would too lol)"</p> 	<p>The comment acknowledges that the app's benefits go beyond mere convenience, extending to unexpected positive aspects like accumulating points and special bonus offers.</p> <p>The suggestion to use BP's app for fuel payment highlights a desire for convenience and efficiency. The app is presented as a way to simplify the fueling process and save time, especially during situations like lockdowns when minimising face-to-face interactions is important.</p> <p>The comment about earning points for fuel purchases through the app introduces an additional incentive.</p>	<p>The comment recognizes that using the BP app offers more than just convenience. It brings about unforeseen benefits like earning points and accessing special bonus offers. This reflects how the app's utility extends beyond its primary purpose, enhancing the user experience and potentially adding financial value.</p> <p>The suggestion to use the BP app reflects a desire for convenience and efficiency in fuel payment. By emphasising the app's ability to simplify the fueling process and save time, especially during situations like lockdowns, the speaker acknowledges the app's role in adapting to changing circumstances and promoting a streamlined experience.</p> <p>The comment about earning points for fuel purchases through the app introduces an incentive for users to remain loyal to BP. By accumulating points with each purchase, users are rewarded for their continued patronage. This not only encourages customer retention but also adds a layer of engagement and potential savings.</p>	<p>BP has good online service.</p> <p>Brand loyalty will affect people's decisions.</p> <p>People like the points for fuel purchases to exchange commodities.</p>
<p>"Why do people use gas stations like BP?"</p> <p>"Because coffee</p> <p>Bugger the fuel though."</p> 	<p>BP gas stations provide coffee for their customers.</p>	<p>People can not only take the gas service but also get a coffee to keep their minds. This is a useful service but I don't think people want to enjoy coffee with the strong smell of gas.</p>	<p>BP provides coffee service.</p>