



Product Management Case Study

PARK+

Team: **Samaritan**

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Situation

Buying car is one of the biggest milestone in India & it brings joy in family.

But owning a car brings burden to car owner in various forms and that hampers the joy of ownership.

Product → Park+

A mobile application for car owner to address problems that comes with car ownership & help users in getting all sort of services related to car

Goal

Monetization- Expand monetization vertical & unlock new revenue streams

Problem Statement

- Suggest new features that would improve car owning experience & ultimately lead to revenue generation
- Wireframes and product roadmap
- Success metrics & Pitfalls
- Propose a way to monetize the product
- Estimate the market that we are targeting
- GTM strategy

User Persona

Vehicle Manufacturer X

Manufacturing firms which require to collaborate with 3rd parties get more potential customers

All Stakeholder

Vehicle Owner ✓

People or companies who own vehicles for their personal or commercial purposes

Partners / Service Provider X

Partners who provide various services like insurance, accessories, parking spaces, servicing center, etc.

Vehicle Owner

Personal purpose usage

People who own vehicle and use it for personal purposes

Commercial purpose uses

People/company who own vehicles for commercial reason

Ultra rich families X

who owns multiple cars and have drivers to drive and take care of their cars. It is a small segment.

Upper, middle class ✓

who own 1-2 vehicle/family and generally drive by themselves. This segment is very large

Lower class X

rarely owns a car and less likely to look for online service booking. It is relatively small segment

Give others to drive ✓

who hire drivers or gives their vehicle on rent to be used in transportation (mainly intercity) of goods

Drive themselves X

to transport good (intracity) to earn their livelihood. Less likely to look for online services for vehicle

Rationale

As the major proportion of vehicles belong to selected personas, tapping them would lead to gain **higher % of market share**. It would help to achieve the goal of **steady revenue**. **Exponential growth** can be seen by **addressing pain-points** of these personas.

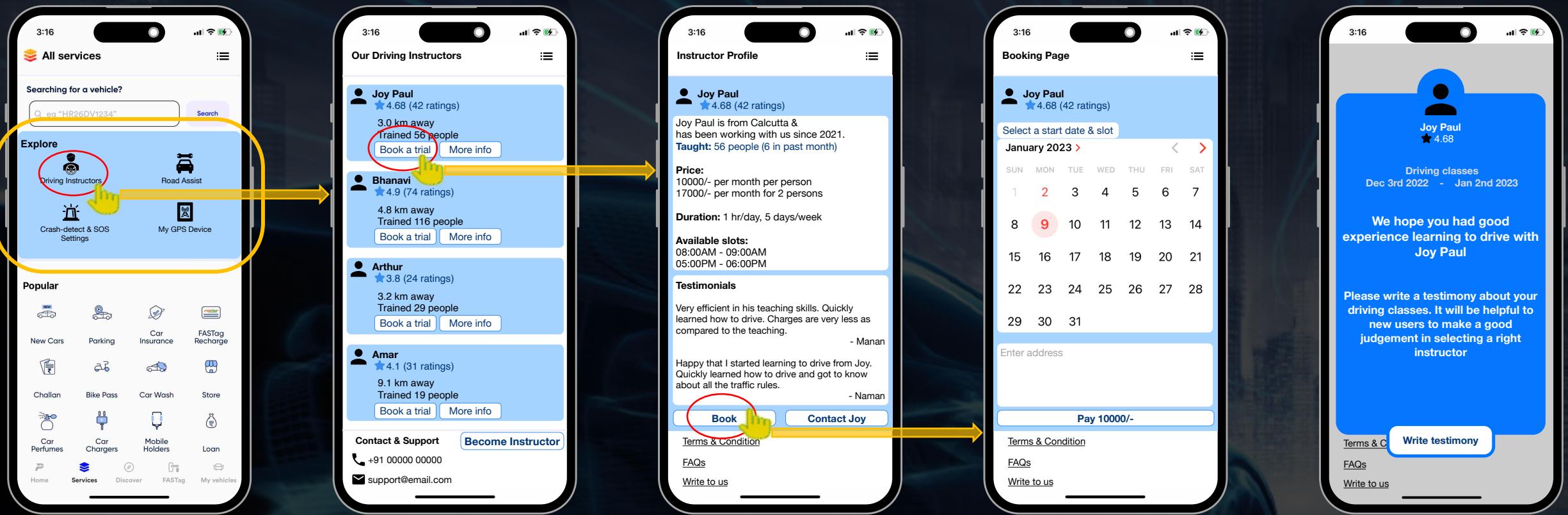
User needs & Prioritization

No	User requirements and pain-point	Severity (0-10)	Reach (0-10)	Desirability (0-10)	Projected Business growth (0-10)	Overall Score (0-40)
1.	Teach their family member driving	6	8	7	9	30 
2.	Need someone to pickup & drop them/their car	5	3	4	4	16 
3.	Locate vehicle (Live tracking of commercial vehicle taking goods from one city to another or tracking of vehicle when it goes missing)	8	6	7	9	30 
4.	Need roadside assistance (during flat tire, engine breakdown, fuel shortage)	8	7	8	8	31 
5.	Give car for rental to extra income	3	4	6	7	20 
6.	Need to know about route's quality & condition	4	5	6	3	18 
7.	Accident support, SOS call	10	7	9	7	33 
8.	Early diagnose of any upcoming issue with car	6	4	8	6	24 
9.	Priority refueling	3	5	6	5	18 
10.	Easy redressal of service complain	6	4	6	4	20 

Suggested features & Tradeoff

User Need	Suggested Feature	Feature Description	Customer value	Ease of implementation	Business value	Overall Score (out of 30)
Need roadside assistance	Road Assist	One Click assistance booking during travelling. Just put issue on app feature and nearby quick assistance team will be on the way to help (during flat tire, engine breakdown, fuel shortage, etc.)	8	7	9	24 
	AssistMap	Map that will show all available service and assistance station nearby the user's location and their availability	6	8	6	19 
Teach driving to family members	Video lessons	A catalogue within the application which contains video lessons of driving instruction and traffic rules	4	8	5	17 
	Driving Instructor	In app driving instructor booking via booking page that will show the available instructor & slots with dates, charges	7	8	8	23 
	Driving Station	Computer based driving learning center that provide gamification of driving learning to give exposure to driving	6	6	7	19 
Accident support, SOS call	Crash detection device	Implant device in the car to detect the car crash and make SOS call nearby hospital	7	4	7	18 
	Crash-Detect	Mobile app itself detect the motion of mobile (that is in the car) & detect the crash using inbuilt gyroscope sensor of phone & make SOS call to Emergency contact, nearby hospital	9	6	7	22 
	One touch SOS call	SOS device near steering will be installed that can easily be accessed to make an SOS request	7	5	6	18 
Live tracking	GPS device	Small GPS device installed in the vehicle to provide live tracking of vehicle and notify when it goes off track . It will transfer data using cellular network	8	7	8	23 

Wireframe



All Services Page

New services will be presented on this page in the Explore section. Driving Instructor, Road Assist, SOS settings & GPS device buying option will be presented

Driving Instructor page

User can see all instructors, their ratings, details. They can book trial from this page. New Instructors can register themselves using "become Instructor" feature.

Instructor profile

User can see detailed info of a particular instructor i.e. pricing, available slots, etc. User can see other users' testimonials too. User can contact or book instructor

Booking Page

On this page user can select a date & timing slot of a particular instructor and put her address from where she will begin the driving

Testimonial after completing driving course

User will be prompted to testimonial page once they complete the learning course. They will be able to share their exp and give ratings

Monetization strategy

1. Driving Instructor

Onboard driving instructors who teaches driving to people. Driving classes booking will happen through the app and we'll charge a % commission for facilitating the service

Revenue Estimation

Driving Instructor

Fact:	
No of households in India	= 30 Cr
% Families who own car	= 8%
Total number families	= 8%*30 = 2.4 Cr

Assumption:

Every 10 years one new person learn driving in a family	
Driving classes charges	= 7000/-
Park+ commission on booking	= 10%

Calculation:

If we can tap to 10% of new driving learners	
No. of learner = 10%*2.4Cr	= 24Lacs in 10 year
Per Year new learner	= 24Lacs/10 = 2.4Lacs
Revenue estimation	= 7000*2.4Lac = 168 Cr

Profit/year = 168Cr*10% = 16.8Cr/yr

2. Live Tracking

Users (personal car owners & firms which are commodity transport business who want to track their truck) would buy our product (installable device + in app features) for a price.

Live Track

Fact:	
No of Trucks in India	= 40 Lacs
No of cars in India	= 3 Cr

Assumption:

Market penetration in Truck segment	= 10%
Market penetration in Car segment	= 2%
Cost of device installation + other cost	= 2000
Selling price rice of device	= 1000
	= 5000

Calculation:

Total No of devices	= 40Lacs*10% + 7Cr*2% = 10 Lacs
Total Cost of devices	= 10Lacs*(1000+2000) = 300Cr
Revenue estimation	= 10Lacs*5000 = 500 Cr
Total Profit	= 500-300 = 200 Cr

Product Roadmap & GTM Strategy



Success measurement

Acquisition

- Monthly new registered users
- % increase in no. of users per month
- % increase in no. of partners per month

Engagement

- Monthly or Daily active users
- No. of testimonies written per month
- No. of sessions per user

Monetization

- Monthly revenue generated from service booking on our platform
- % increase in total revenue or profit after launching new feature
- Cost for providing the services

North Star Metric

% increase in service booking

Negative Metrics

- User Churn Rate
- No. of negative reviews
- No. of false SOS call

Feature specific KPIs

Road Assist

- No. of service booking
- % of completed services
- Avg revenue per service

Driving Instructor

- No. Instructor booking
- Conversion rate
- No. of rating, feedback & testimonial written

Crash Detect & SOS

- No. of right SOS calls made
- No. of Lives saved per year
- % of SOS calls made without any emergency

Live Tracking

- Daily active user
- % of vehicles with device

Pitfalls

1. There is a possibility that the SOS feature does not work well. And in case of malfunctioning, it might lead to not getting life support on time.
2. Sudden break or falling of phone might be considered as emergency and the app might make an SOS call. And it will lead to poor customer experience.
3. As per current internet facilities in India, Users will have to buy internet connection (sim card with 4G network) for Live Tracking device. And this will have a recurring cost of recharging for internet access. If they don't recharge the data plan then tracking device will not work. It will be bottleneck in selling the device as we will have to convey that there will be an operating cost of this device.

Reference

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Thankyou