

## **Wheelz Car Rentals Co.**

**Wheelz** is a new taxi service, started by entrepreneur brothers Sam & Dean Winchester, in the town of Narnia. The town has been steadily growing over the past few years but the only form of public transportation available are buses. This translates to a long journey time with multiple stops, which can be quite irksome to the salaried class, as the majority of offices are located on the outskirts of the town. In addition, they face delays as the buses often run late. The Winchester brothers noticed this gap in the transportation market and realized that a taxi service would be an ideal addition for this growing city.

**Wheelz** has been operating for 6 months now, and has been doing fairly well. They have aggregated a fleet of taxis which are strategically spread out across the city. As customers call to book their service, Wheelz connects them with the nearest available Wheelz driver. To handle the customer calls, Wheelz has a team of 10 operators.

Customers call the **Wheelz** Operators and provide details of the pick-up and drop-off locations, pick-up time and the number of passengers. The Operators then reach out to Wheelz drivers in the proximity of the location and inform them of the details of the trip. The customer is required to pay the driver by cash when his trip ends. At the end of each week, each Wheelz driver pays a certain percentage of their earnings to **Wheelz Car Rentals Co.**

This current mode of operation had been working well when there were just a few customers. As news about their service spread, **Wheelz** saw an increase of around 50% in their customer base over a period of one month. However, Sam and Dean have also noticed a rise in complaints from customers about long waiting times to book a car, the hassle of paying only by cash, the inflexibility of changing trip details once booked and being unable to easily connect with drivers.

Sam and Dean are now looking to automate this system to better their own operational efficiency and improve customer satisfaction, which in turn will help them scale faster. They are looking for a partner to build an IT solution with features for taxi booking, online payment, customer relationship management, loyalty features etc.

With the usage of social media picking up even in smaller towns like Narnia, they look forward to their customers sharing feedback and recommendations through it. While they have lots of plan in place to ensure customer delight, they would want to keep their drivers motivated through rewards and incentives.

Now that they have a better clarity of what they want, Sam and Dean look forward to signing off the contract with the most promising IT partner who would commit to deliver the solution within the next 12 weeks.

**Note to customer to align features to capabilities:**

Our aim is allow every campus mind to pick 1 user story and implement end to end to get an exposure to all layers UI, Business layer, service layer and DB.

Please ensure the following are addressed in the features they implement:

- Ensure CRUD (Create-Retrieve-Update-Delete) operations are covered as a basic minimum.
- Admin and end user operations to be considered throughout.
- Login
- Search
- Personalization
- Time box 1 could be more on MVP and Time box 2 on personalization.