

HONDA CARS APPLICATION

IDEAL OUTCOME

One Stop Application for Honda

One stop application from before sales to after sales service.

Safe Driving Experience

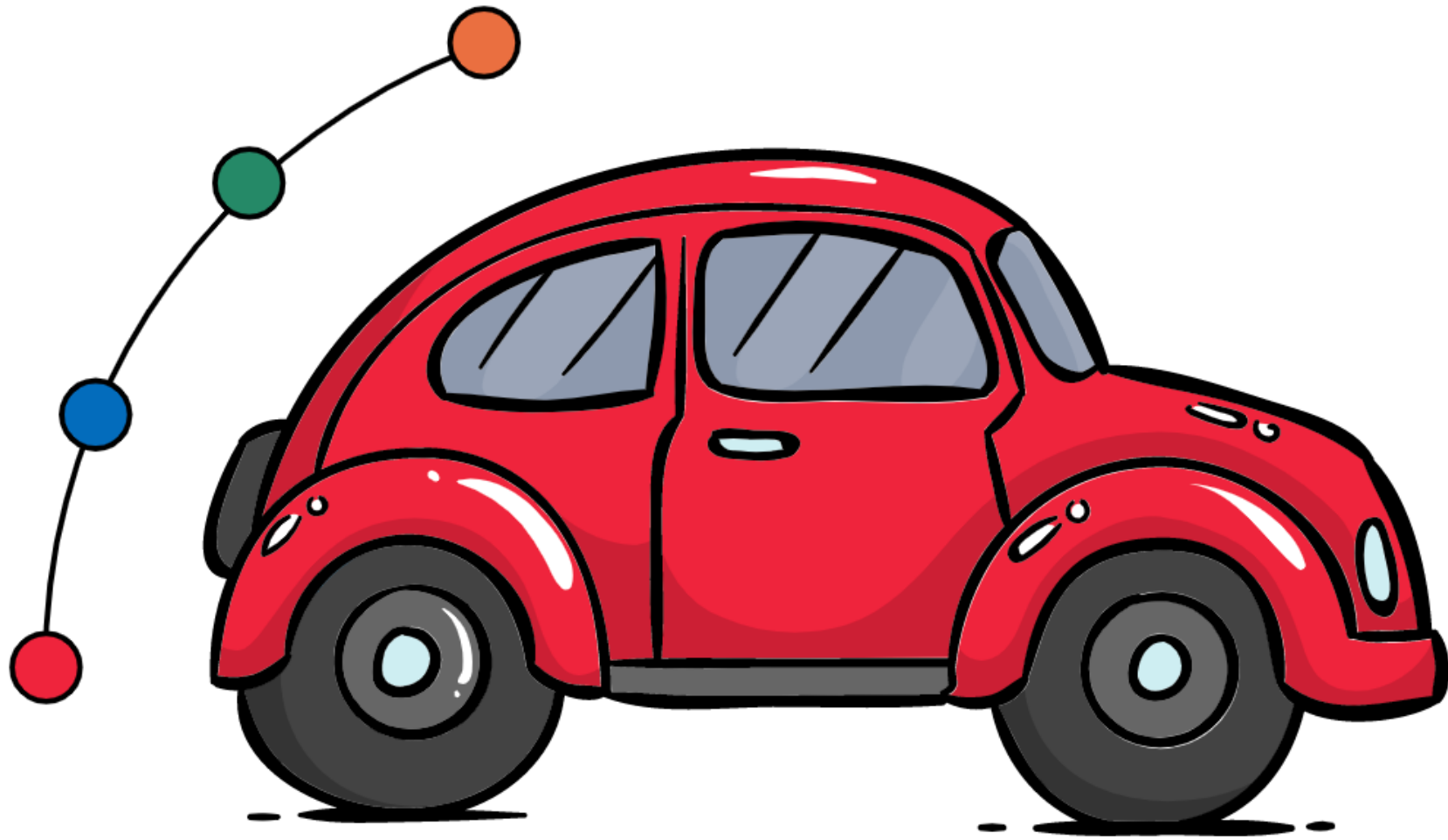
GPS speed tracking aims to provide an added layer of safety to its user.

Customer Service

The application has various features like chatbot & complain management that aims to provide customer satisfaction

Convenient Scheduling

Using gate pass generator the users can book their visit to Honda Centers.



USER JOURNEY MAP

Task 1 – GPS Speed Tracking	Identifying the speed of the car	Setting the speed limit	Exceeding the speed limit	Getting the notification	Controlling the speed limit
Touch Points	Speedometer, GPS	Speed Tracking Module, Sign Board	GPS, Speed Tracking Module	Alarm Beep	Brakes
Emotions/ Experience	Conscious	Alert	Tensed	Aware	Calmed

Task 2 – Gate Pass Generator	Identifying the visiting date	Checking the availability	Selecting available Date and Time	Booking slot	Getting reservation
Touch Points	Calendar	Gate Pass Module	Gate Pass Module	Gate Pass Module	Email
Emotions/ Experience	Confused	Hopeful	Attentive	Aware	Relaxed

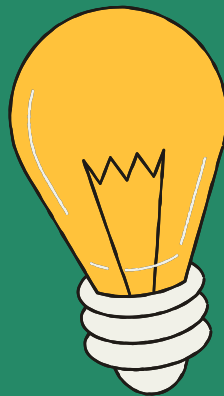
Task 3 – Nearby Service Stations	Identifying our location	Locating nearby service stations	Selecting nearest service station	Checking out way to the service station	Following the map
Touch Points	GPS	Location	Distance	Nearby Service Module	Google maps Route
Emotions/ Experience	Worried	Hopeful	Satisfaction	Curious	Eager

PROBLEM STATEMENT

Provide the customers and prospective buyers with the best possible way to fulfill their pre and post vehicle purchase needs while streamlining various functions like the gate pass generator for safer functioning and features like GPS tracking to promote and ensure safety on our roads.

HOW MIGHT WE?

Provide the most comfortable and user-friendly experience to new users
Let users explore the range of products offered?
Make company center's safer in these times?
Streamline the service center experience?
Offer access to the product line to prospective buyers?
Attract more people into becoming prospective buyers?



DATA AVAILABILITY

- User Location
- Service Center & Dealer
- Pricing
- Models & Availability

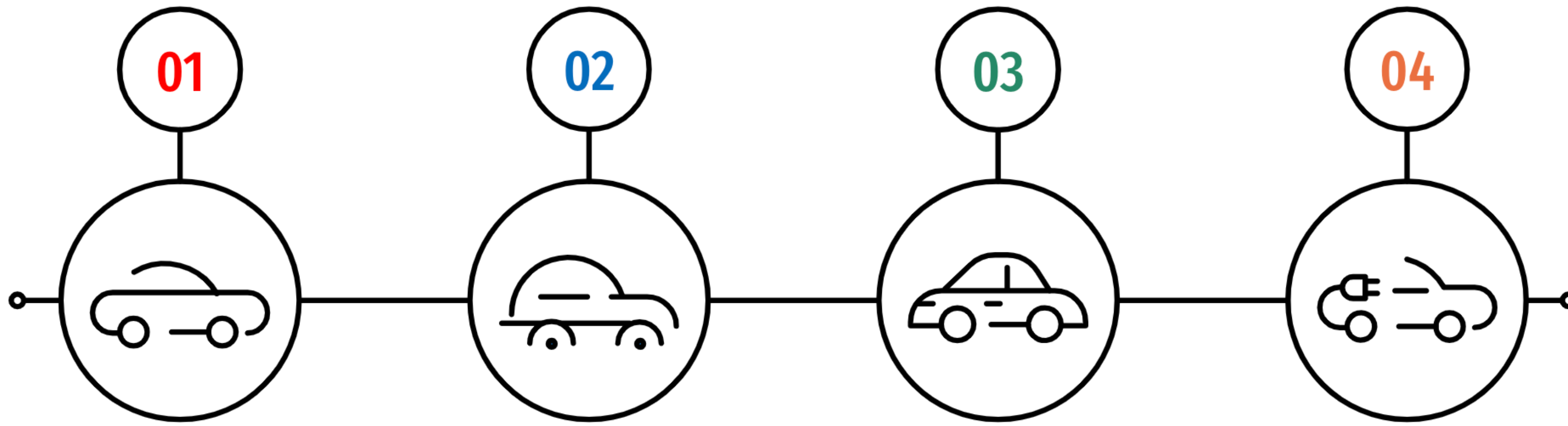
STAKEHOLDER MAP



WHERE DO WE NEED TO BE CAUTIOUS?

- Secured Authentication & Data Storage
- Scheduling Conflict in case of Database Irregularities
- Proper database connectivity to Google Cloud Platform
- Software Quality Assurance and Testing

OVERCOMING THE PROBLEMS



GPS Speed Tracking

Coming up with Module that tracks the speed of the car using GPS

Chatbot

Chatbot that aims to deliver maximum possible queries

Nearby Centers

Track nearby service service stations & dealers using GPS

EMI Calculator

Provide EMI based on down payment and other factors like city, interest rate & so on

EMPATHY MAP

SAYS

- Speed
- Features
- Book a Car
- Calculate EMI
- Nearby Dealers & service

THINKS

- Model to choose?
- Best Deal?
- How much EMI?
- Safe to travel?

DOES

- Calculate EMI
- Searches Nearby Dealers
- Looks for features
- Issue Pass

FEELS

- Happy for buying
- Confused on choice
- Excited for new car
- Unhappy on price

PAIN

- Ensure risk free visit
- Dilemma in choosing right car
- Setting speed limit

GAIN

- Book test drive
- Book car online
- One stop for before & after sales service

FEEDBACK GRID

Like

- Delighted by the flow of application
- Amazed by the responsiveness of the application
- Fluidly navigate between different modules
- Consistency of application
- Colour codes used throughout the application were very catchy
- Navigation options available throughout: Forward & Backward

Wish

- Login Page: Forgot Password Option
- Dealer & Service Centre Page: Search Bar
- Home Page: Search bar Option
- Gate Pass Generator: Shows only available slots
- Signup Page: Reconfirm Password
- GPS Speed Tracker: Current Speed of Car

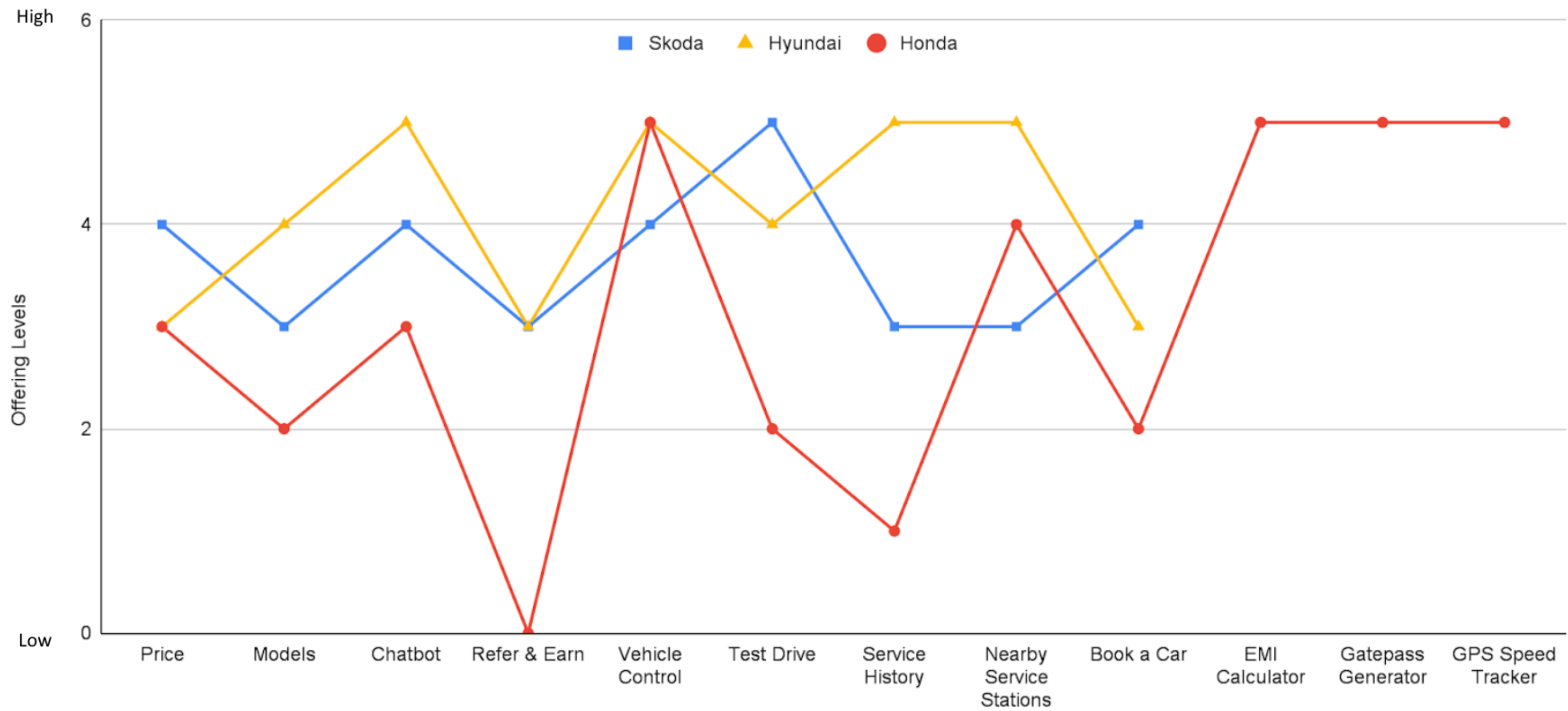
Questions

- Login & Signup Page: Is there an option to view the password that we are typing in?
- EMI Calculator: Will there be an autofill in Loan Amount after filling the Down Payment?
- EMI Calculator: Can there be an option that links banks and autofill's the rate of interest charged by it?
- GPS Speed Tracker: Is there a way by which I can track the current speed even if its not above the set limit?

Ideas

- Model Specification Page: A page that describes various specifications of each of the model
- Test Drive: Add time slots for test drive
- Add current speed viewing option in the Speed Tracker
- Chatbot: Ability to redirect to modules and autofill
- Add service and insurance reminder if possible.
- Improve models page and add less but imp specs.

VALUE CURVE



EXPERIMENT GRID

HYPOTHESIS

We believe that user will find application user friendly and hence would be able to use all the features with ease.

TEST

We will take the prototype to some of the actual users of the Honda Application and ask them to use all the features.

MATRIX

Time taken to complete the task.
No. of error/app crashes.
Given output by chatbot satisfied.
Accuracy of task.

CRITERIA

Response time < 5s
Generation of Gate-pass.
Using gps speed tracker efficiently.
Calculate EMI.
Desired Results.

FUTURE SCOPE



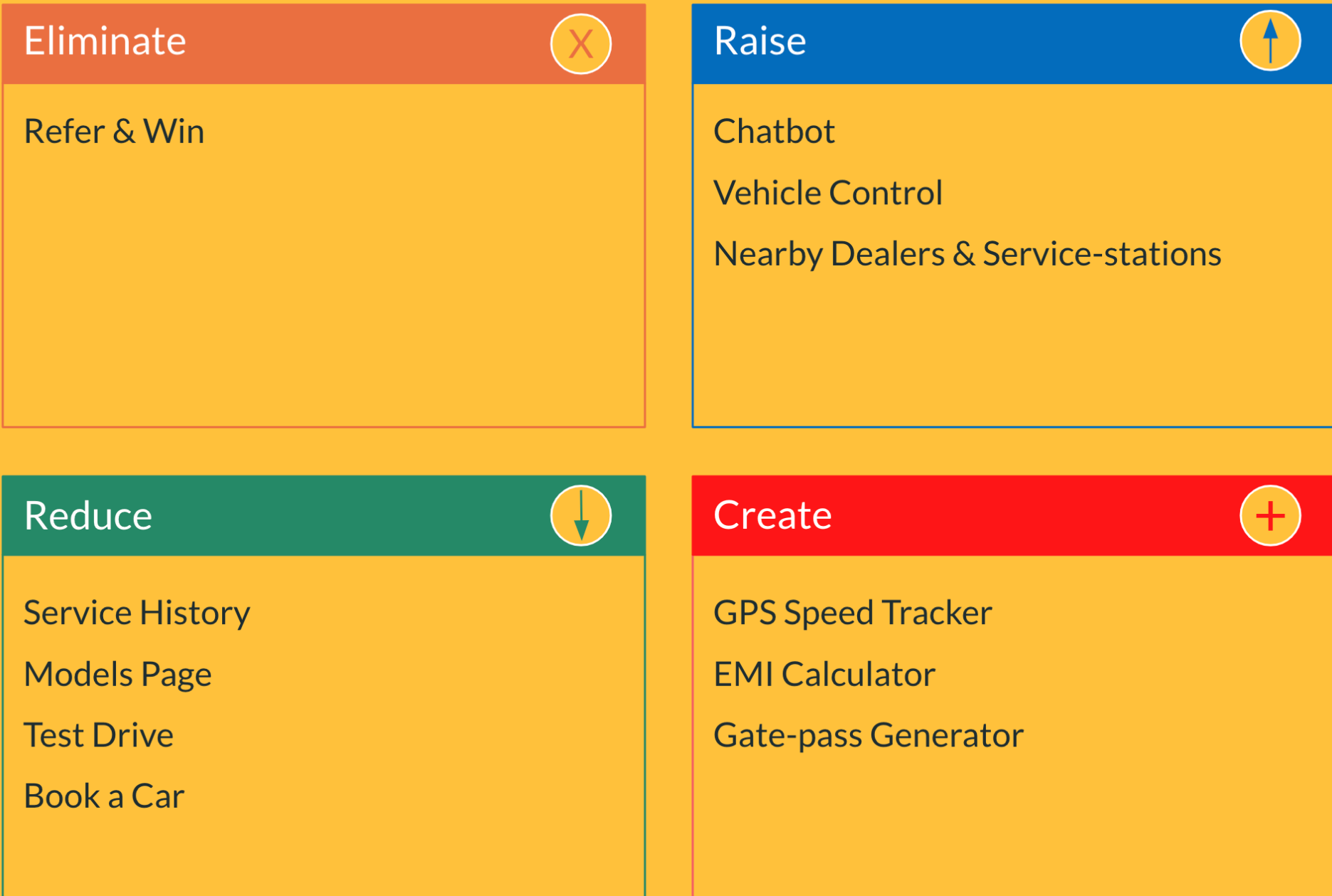
VALUE PROPOSITION

To provide products and services that expand people's dreams and potential. Some of the features include GPS Speed Tracker, Gate Pass Generator, Service reminders and history, and Chatbot with complaint registration .

FOCUS

Focus group is identified based on segmentation of Honda Cars. Segmentation includes Geographic Segmentation, Demographic Segmentation, Physiographic Segmentation and Behavioural segmentation.

FOUR ACTION FRAMEWORK



DIVERGENCE

Divergence can be seen in three major modules on comparison with existing competitors which are - GPS Speed Tracker, Gate-pass Generator and EMI Calculator.

TAGLINE

Aligning with Honda's global vision and recognizing India as the center of global two-wheeler business for the coming times, Honda Cars India limited has adopted Honda's global brand slogan 'The Power of Dreams' in India.