**Namma Yatri**

Problem Statement 2: Booking Without App

**Problem Statement**: The ability to book a Namma Yatri auto could open up more demand. Build innovative tech solutions to let customers book an auto without installing the app - E.g. website, WhatsApp, SMS, Phone etc. This will cater to users who are uncomfortable or unwilling to use Apps.

**Solution Scope & Deliverables:** Namma Yatri is a community-led platform and has a decentralized operations model. Therefore, setting up a large call center for accepting bookings is unviable. All the Namma Yatri drivers use an open/backend tech platform that can interoperate with any customer-side request. Tech has to solve the booking experience on the user side.

Broad solution themes:

1. Web-App / Website based booking

2. Simplified booking using WhatsApp or SMS

3. Direct phone call/contact the nearest driver

4. Any other innovative means for direct booking

**Solution** :

Web-App / Website Based Booking:

Namma Yatri can create a web-app or website that enables customers to book a ride using their mobile or desktop browsers. The web-app or website can be optimized for mobile devices and provide a simple and intuitive user interface for booking autos. Customers can enter their pickup and drop-off locations, select the type of auto they want, and pay for the ride using online payment options. Namma Yatri can integrate the web-app or website with its existing backend tech platform to ensure seamless ride booking and dispatch.

Simplified Booking Using WhatsApp or SMS:

Another solution could be to enable customers to book a ride using WhatsApp or SMS. Customers can send a message to a designated Namma Yatri phone number with their pickup and drop-off locations, type of auto required, and payment method. Namma Yatri can then use its backend tech platform to match the customer with the nearest available driver and send confirmation details back to the customer via WhatsApp or SMS. This solution would cater to customers who prefer a simple and familiar messaging interface.

Direct Phone Call/Contact the Nearest Driver:

Customers can also book a ride by directly calling the nearest Namma Yatri driver. Namma Yatri can provide a phone number that customers can call to connect with the nearest driver. The driver can then confirm the booking and provide pickup details to the customer. This solution would cater to customers who prefer a more personal and direct booking experience.

Any Other Innovative Means for Direct Booking:

Namma Yatri can explore other innovative means for enabling direct booking of autos. For example, customers could use a voice assistant like Alexa or Google Assistant to book a ride by speaking their pickup and drop-off locations. Or, customers could use a QR code scanner to scan a code on the side of a Namma Yatri auto to initiate a ride booking. These solutions would cater to customers who prefer a more futuristic and tech-driven booking experience