

Agile Meets Design Thinking

Mackinac Island Ferry – Mainland Car Service

Submitted Assignment

Date: TBD

Tim Castle

Part 1: Positioning Statement

Assignment

Introduce the company whose product you're working on with the positioning statement structured as follows [fill in the brackets]:

For [target customer] who [statement of the need or opportunity], the [product name] is a [product category] that [statement of key benefit – that is, compelling reason to buy]. Unlike [primary competitive alternative], our product [statement of primary differentiation].

For the Enterprise as a Whole (optional)

- For overnight travelers to Mackinac Island who need their vehicles valeted and serviced from the Mackinac Island Ferry mainland docks located in Mackinaw City,
- Mackinac Island Ferry Mainland Car Service (MIF-MCS) in Mackinaw City is a full service valet, vehicle fuel station, car wash, and overnight/seasonal vehicle storage that takes care of any vehicle needs while the traveler stays overnight or resides seasonally on Mackinac Island.
- Unlike other ferry boat companies that provide valet service and overnight parking at their mainland Mackinaw City locations, our commitment to retaining licensed mechanics, qualified valets, and providing secured and guarded storage facilities allows our customers to drop off their vehicles and luggage, board the ferries with minimal delay, and return from their stay on Mackinac Island knowing that their vehicles have been safely guarded and are parked at the Mackinaw City mainland dock ready for loading, washed, fueled and serviced, and prepared for their next destination.

For their Digital Platform

- For dock personnel, ferry boat crewmembers, and front office administration staff who work at Mackinac Island Ferry Mainland Car Service (MIF-MCS),
- MI Car Care Center (CCC) is a proposed proprietary software solution that improves the car valet and service experience for both internal staff and customers.

- Unlike manual and paper check valet solutions used by other ferry boat company competitors, our product will be carefully designed and developed to leverage bar code and point of sale technologies that will simplify, accelerate, and error-proof the customer check-in retrieval service leading to a delightful drop-off and pick-up experience for Mackinac Island travelers, whether they are staying overnight or for an extended period, at America's historic Mackinac Island vacation spot and convention destination.

Part 2: Brainstorm Personas

Assignment Body

1: Free Form Personas List- More is More Here!	2: List in Priority Order	3: Notes (Optional)
<p>[Step 1: Draft as many personas as you can think of in the form [Made up Name] the [Job title or role].]</p> <p>Grant the Grand Hotel overnighiter Carl the cottage owner Donna the dockmaster Peter the porter Val the valet Mike the mechanic Gary the garage attendant Sam the service attendant Vance the van driver Tom the ticket-seller Fran the front-office clerk Percy the purser Mira the mate</p>	<p>[Step 2: Sort them in priority order. If it's hard, just take your best guess. You can always revise it.]</p> <p>Donna the dockmaster Fran the front office clerk Gary the garage attendant Sam the service attendant Grant the Grand Hotel overnighiter Peter the porter Val the valet Carl the cottage owner Mike the mechanic Percy the purser Mira the mate Tom the ticket seller Vance the van driver</p>	<p>I prioritized in first place the employee that has the most impact on the satisfaction of the customer who typically selects premium car valet services. The Mackinac Island Ferry Mainland Car Service employees, who most directly interact with that vehicle at customer check-in and customer return, were prioritized next.</p>

Part 3: Make Your Persona Testable & Actionable with a Screener

Assignment Body

There are 50-75 entry level roles that are filled each season (May – November) at the Mackinac Island Ferry Service. Returning employees are considered for one of the eight dockmaster positions if there are any openings. Entry level roles are paid at minimum wage or slightly higher. Dockmasters are paid minimum wage plus \$2.50 per hour (plus any tips and bonuses that they receive). Many dockmasters work for two or more seasons. Some of the year-round staff members (e.g., office administrative staff and off-season booking specialists) previously worked as dockmasters and were promoted to year-round positions. I composed the following screening questions to validate that the subject has at least one full year's experience working as a dockmaster and is presently working as a dockmaster in the current season.

Persona	Screening Question	Threshold
Donna the dockmaster	How many seasons, including the current year, have you worked as a dockmaster at the Mackinac Island Ferry Service?	At least two seasons including the current year.
	In what other roles have you worked as an employee at the Mackinac Island Ferry Service?	At least one of the entry level employee positions: Porter, deckhand, valet, ticket seller, van driver, parking lot associate.

Part 4: Develop Problem Scenario, Alternatives, Proposition Trios

Assignment

Fill in the table below with your problem scenarios, their current alternatives, and your value proposition.

Mackinac Island Ferry Service – Donna the Dockmaster

Problem Scenarios/Jobs-to-be-Done	Current Alternatives	Your Value Proposition
<p>While attending to numerous other passenger departure and arrival duties, the Mackinac Island dockmaster must alert the Mackinac Island Ferry Mainland Car Service (MIF-MCS) storage garage that a passenger(s) with a specific car valet number is boarding the next returning ferry boat to Mackinaw City and require delivery of their vehicle(s) to the Mackinaw City dock.</p> <ul style="list-style-type: none"> - Number of valet checks that were transmitted correctly between Mackinac Island and Mainland Car Service. - Number of valet checks that were transmitted prior to customer's departure from Mackinac Island. - Number of vehicles that were valeted to mainland dock on time. 	<p>When they arrive at the Mackinac Island Ferry dock, some customers individually hand their valet tickets to the dockmaster who radios the valet check number to the Mainland Car Service (MIF-MCS) storage garage.</p> <p>As passengers line up to wait to board a Mackinac Island Ferry boat to return to Mackinaw City, the dockmaster announces over the public announcement system that she will "sweep" the line and collect car valet checks from overnight guests who used the car valet service. After collecting car valet checks, the dockmaster radios a batch of tickets to the Mainland Car Service (MIF-MCS) storage garage.</p>	<p>If we can make the car valet check collection process on Mackinac Island more efficient and less prone to transmission errors, we will increase the number of vehicles that are valeted on time to the mainland dock (resulting in satisfied customers) and allow the Mackinac Island dockmaster to focus on passenger boarding and arrival duties. <u>Remove before handing in assignment:</u> <i>We will create a system that utilizes paper and electronic bar code valet checks that can be quickly scanned by the dockmaster on Mackinac Island and transmitted to the Mainland Car Service storage garage in Mackinaw City so cars can be valeted in time for the customer's return to the Mackinaw City ferry docks while allowing the dockmaster more time to prepare travelers for boarding the next ferry boat.</i></p>

<p>The overnight guest must coordinate with their hotel or other lodging location, island taxi service, Mackinac Island dockmaster, and the Mainland Car Service to retrieve items from valeted vehicles and send them to the overnight guest's lodging on Mackinac Island.</p> <ul style="list-style-type: none"> - Number of incidents where the dockmaster had to request retrieval of item from valeted vehicle. - Time from customer request to arrival of retrieved item to Mackinac Island. 	<p>Upon their arrival to Mackinac Island, sometimes customers/passengers of the Mackinac Island Ferry Company will determine that they left a wallet, luggage, or other personal possession in their vehicle that was valeted in Mackinaw City and need it sent to their lodging on Mackinac Island. Customers will engage the dockmaster who must collect information (description of item, location in vehicle, car valet number), make arrangements over the radio with Mainland Car service to ship the item on the next ferry boat, and contact the customer's lodging to deliver or arrange pickup of the item.</p>	<p>If we can give a customer the ability to reference their car valet ticket number, then they can directly request retrieval and delivery of a personal item from their vehicle, allowing quicker delivery with less errors and less involvement of the Mackinac Island dockmaster.</p>
[add as needed]	[add as needed]	[add as needed]

Part 5: Design a Solution for Your PS/JTBD with User Stories

Intro Note

List at one or more epics in the section 'Epic User Stories'. Then, pick one and detail it with a storyboard and child stories in the section Epic 1- Detail. Copy and repeat that section of the template for additional epics.

Example

See [Appendix 1/Part 5](#) for an example.

Assignment

Epic User Stories

[Epic 1 in format "As a [persona], I want to [do something] so that I can [realize a reward]"]

[Epic 2 in same format]

...

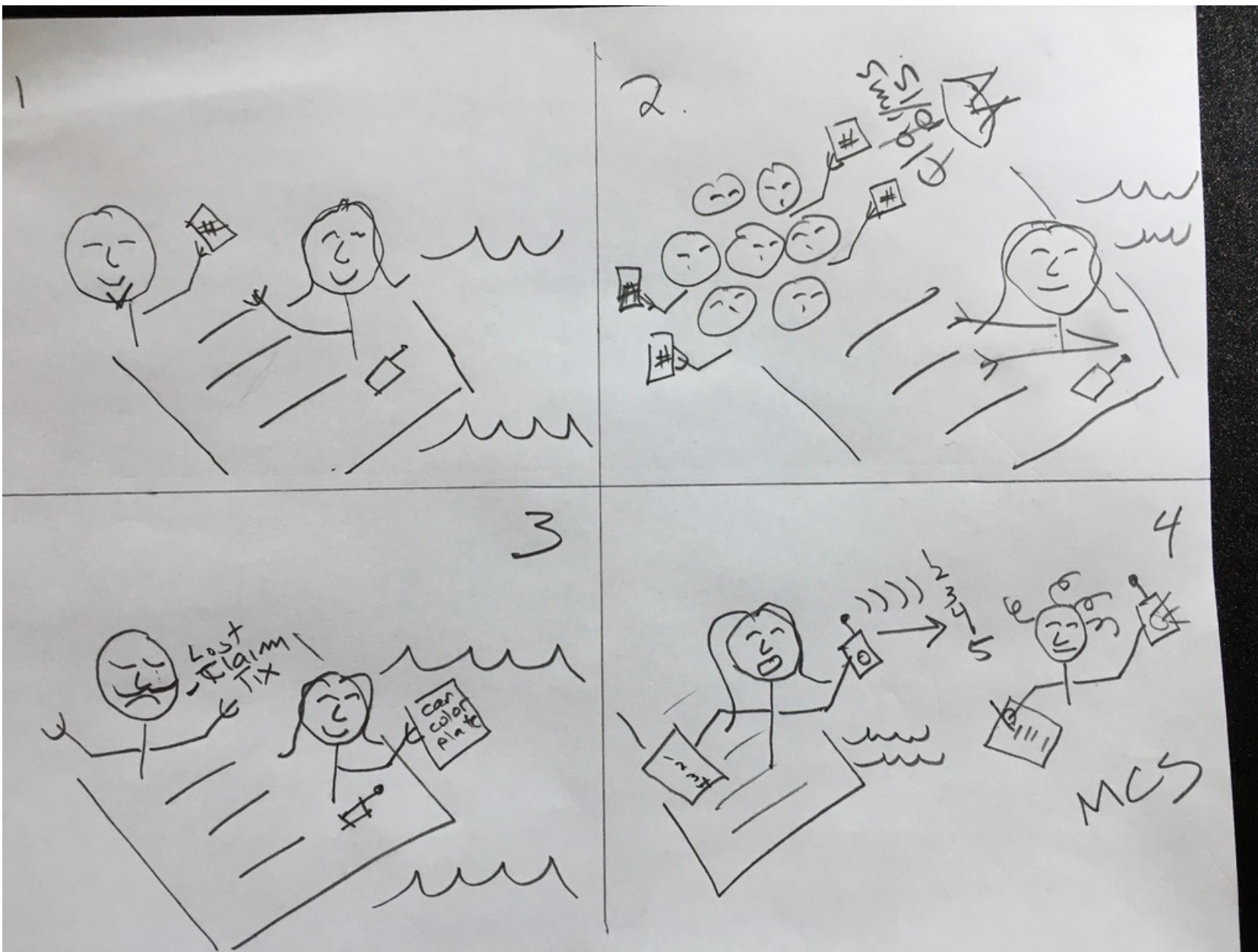
[Epic N in same format]

Epic 1- Donna the Dockmaster - Donna the Dockmaster, collecting and transmitting car valet claim tickets

As Donna the dockmaster, I want to collect and transmit all the car valet claim numbers from customers waiting to board the next ferry boat to Mackinaw City, so that I can receive confirmation that vehicles will be return valeted for customers preparing to depart to Mackinaw City.

Epic 1- Detail (Storyboard & Child Stories)

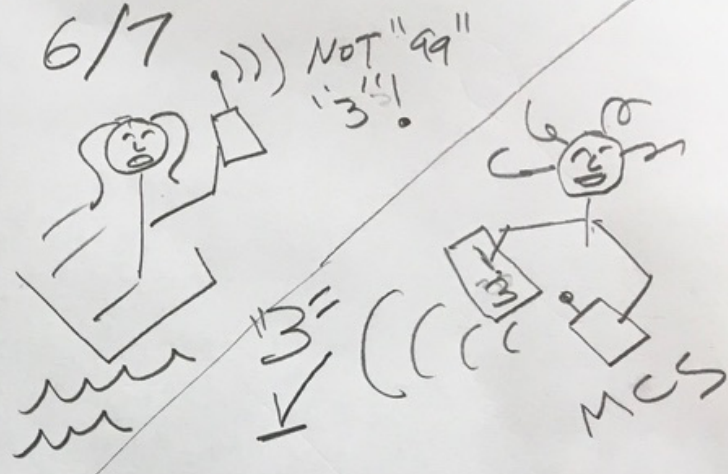
Storyboard for Epic 1



5



6/7



8



9



Child Stories for Epic 1, Donna the Dockmaster, collecting and transmitting car valet claim tickets

Child Stories	General Notes & Analytics
I greet an individual overnight customer who arrives at the Mackinac Island ferry boat dock and provides me with a car valet claim check	Do extended stay guests behave differently from overnight guests?
I sweep the boarding line when a group or crowd of overnight customers and collect car valet claim checks	Are their typical rush (i.e., high traffic/volume) hours or days? Are rush times predictable? What is a typical volume of claim tickets per departure during rush periods? <u>Metric:</u> Number of claim tickets per ferry boat departure <u>Metric:</u> Time to collect claim tickets per ferry boat departure
The customer has lost or misplaced their car valet claim check and I need to collect the relevant information to locate their vehicle (Mackinaw City arrival date, vehicle make-model-year-color, license plate if known, customer name)	Is a misplaced car claim check a common occurrence? How often does it occur? What is the most difficult aspect of handling a misplaced car valet claim ticket? Are there any security concerns that must be addressed with a misplaced claim ticket
I radio in a list of car valet claim check numbers to Mainland Car Service office clerk.	
Office clerk radios back to me the list of car valet claim check numbers	
I radio back to the clerk any corrections	
The clerk confirms my corrections	<u>Metric:</u> Percentage of successfully transmitted car valet claim numbers <u>Metric:</u> Time to transmit car valet claim check including two-way confirmation handshake

I radio to Mainland Car Service office clerk a description of a car whose customer has lost their claim check	
The Mainland Car Service office clerk radios back the car description information	Metric: Number of lost car valet claim tickets per day