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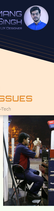
Fuel Station Payment Issues

Customer Experience In Pre-Fastag

The payment process at fuel stations takes more than actual fuelling because customers have to perform multiple transactions sanctioning fearing the COVID pandemic is a big risk, more the time spent at the station more the chances of getting infected. Hence, an alternative cashless method is needed to fuel stations. The cashless process can be continuous physical handling of cash.

Design Strategy



Current Scenario

Research

Observations

Field Survey Report

Vehicle Type	Fuelling Time (in min)	Pre-Payment Time (in min)	Post-Payment Time (in min)	Total Time (in min)
Car	3	0.5	0.5	4
Bike	1.5	0.5	0.5	2.5
Auto	2.5	0.5	0.5	3.5
Average Time	2.5	0.5	0.5	3.5

Online Survey

Problem Statement

The current payment process at fuel station is both time consuming and involves the risks attached with physical exchange of paper / plastic / cashing.

User Insights

To understand the situation, we conducted online survey and interviews with people who fuel their vehicles at regular intervals.

- The time they spend on fuelling the vehicle
- The effort put into it
- The payment process they follow
- The number of stations they frequent the visit

Interviews revealed the following:

- They have to stand and wait and their cashes for fuel / cash payment, which is time consuming and tiring process.
- They fear of COVID and avoid touching machines, cash notes and coins.
- Cashless payment is preferred but not widely used because of connectivity issues, lack of awareness, and fear of fraud.
- Cashless payments were dependent with the card owners and not the actual owners of the vehicle.

User Persona

User Journey

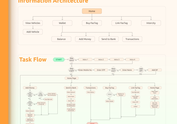
Persona - Fuel Station Owner

Concept Ideation

Fastag

Concept

To Be Scenario



Conceptual Fuel Station

Strategic Benefits

To Customer

- Faster fuelling with no overstanding
- Contact-free, instant payment system
- Hassle free payment process
- No issues of Transaction Failure or Processing
- Payment processed automatically on refueling
- Contactless and cashless payment process flow
- Faster overall process

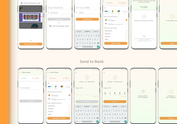
To Fuel Station Owner

- Entire operation managed remotely
- Automated payment system
- Increased Customer Footfall
- No issues of Transaction Failure or Processing
- Complete elimination of payment process time
- Increased Customer Footfall due to faster refueling
- Results in increased revenue and profits

Mobile Application

Information Architecture

Task Flow


Start
Home
Pay FasTag
Select Pump
Select Pump
Select Pump
Pump
Pump