

## Assignment # 2 – POVs

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### **Problem Domain**

Today's life is pretty busy. In this busy routine, we sometimes hardly find time even for our food. We barely find time for extra-curricular activities. We keep on working from morning till late night. For our work, we need to travel from our work place to home or from home to our work place. During our travel to work for any kind of visit we keep riding our bike. We often ride our bike but we cannot find time for the maintenance purpose of our bike which ultimately leads to severe bike issues during travel on road.

E-mechanic is highlighting these issues and bringing solutions to these issues by using present technologies, and by bringing ease and comfort in the lives of bike riders so called two wheelers.

### **Additional Need Finding Results**

This time we narrowed our idea of bike problem identification and from general issues to specific issues like oil changing and bike tuning, time shortage and affordable charges for service provision.

We kept our interviews open-ended and broadened our spectrum of interviewers. Firstly, our interviewers included class B and class C in our spectrum. Secondly, we included aged people as well along with youngsters.

### **Revised POVs**

#### **➤ POV # 1**

**We met:** an average worker who has to work from morning till evening and only has to travel on his bike from his home to office and office to home.

**We were amazed:** that he did not had any issue with his bike maintenance neither he was willing to use our service, because: Firstly, he had his own fixed old mechanic and he always takes his bike to that mechanic. If that mechanic is not free he then waits for him to get free. Secondly, his house was very far from center of Lahore. He was of the view that it is difficult for others/us to give him service and send mechanic to far flung areas. Lastly, he had a routine of taking his bike to mechanic for maintenance and had very short time. Therefore he thinks we cannot give him service on time as he require.

**It would be game changing if:** we could create comfortable time slot for him for his bike maintenance.

**Sample HMWs:**

1. **HMW** convince him for using our service?
2. **HMW** allot him best time slot required by him?
3. **HMW** send our mechanic to far flung area for service provision?
4. **HMW** use a cost effective method for sending our mechanic to him?
5. **HMW** convince him to switch his mechanic (status Quo)?
6. **HMW** develop promotions/ discounts to create his interest?
7. **HMW** ensure him that our mechanic is experienced and good worker?

➤ **POV # 2**

**We met:** a well-travelled and very young office worker whose job was not too tough and lived in central Lahore but has to ride his bike for about 40 Kilometers per day.

**We were amazed:** to know that he also wanted a service which could provide him ease and he comfortably gets his bike maintained because he too had shortage of time and couldn't take his bike for maintenance to mechanic. Besides this, he also wanted that service to affordable with 30-50 extra charges and not more than that. Moreover, he was of the view that we should do something for on-road service provision for those riders who often get stuck in way due to sudden bike issues.

**It would be game changing if:** we could come up with a service that meets these challenges and provide him that service.

**Sample HMWs:**

1. **HMW** make his time manageable for his bike maintenance?
2. **HMW** provide him with service of bike maintenance?
3. **HMW** charge costs to him which meet his costs requirements?
4. **HMW** provide on-road services for the passengers who faces problems of bike during travel?
5. **HMW** make our service available on a call or on a click?

➤ **POV # 3**

**We met:** a middle aged man who runs his own textile business and administrate his subordinates and has to a lot of meetings for his business and also has to projects deals

either on his own business place or has to move from one corner of city to another. We actually pitched our full idea to this interviewer.

**We were amazed:** to see that he liked our idea because he has a lot of issues regarding bike maintenance. On the other hand, he was of the view that he would not be trusting on other mechanic because he has his own fixed mechanic. Besides this, he was concerned about the cleanliness at his home during the service. Moreover, he was of the view that there should be job specific people. For example, if a person wants tuning service or any other service besides this, there should be job specified people for these services.

**It would be game changing if:** firstly, if we are able to accomplish all these challenges highlighted by him. Secondly, if we could make our service comfortable enough for him during his busy routine life.

**Sample HMWs:**

1. **HMW** make him trust on other mechanics especially on our mechanics?
2. **HMW** maintain cleanliness at his house during the service?
3. **HMW** change his status from Status Quo (i.e.; fixed mechanic)?
4. **HMW** ensure him about clean work at his home?
5. **HMW** provide him with extra services which he wants?
6. **HMW** provide him job specified mechanics?
7. **HMW** ensure him that we'll be sending job specific mechanics at his home?

## **HMWs**

	<b>POVs</b>	<b>HMWs</b>
<b>1</b>	People are status Quo, they have their fixed mechanics.	We change their mindset so that we may convince them to use our service.
<b>2</b>	People can't afford extra charges but only 30 or less than 50 rupees per service.	Create costs effective method for charging them which meet their cost requirements.
<b>3</b>	If we come up with a bike maintenance service and make our service comfortable enough for people during their busy routine life.	We come up with a service that meet different challenges highlighted by people.

## **Solutions**

- **HMW # 1:** “We change their mindset so that we may convince them to use our service.”

**Solution:**

1. We'll provide them experienced and well trained mechanics for their bike services.
  2. We'll convince them by showing our users feedback.
  3. We'll give every customer the first service free.
  4. We'll provide them with the service exact on time as they want instead of making them wait or delaying them.
  5. We can provide them on-road service.
  6. We'll charge them less money.
  7. We'll give them service at their doorstep.
  8. We'll provide all the services as they require because outside mechanics do work of their own choice.
- **HMW # 2:** “Create costs effective method for charging them which meet their cost requirements.”

**Solution:**

1. We may provide them packages.
  2. We can give packages to them.
  3. We can offer vouchers to them so that they may get discount.
  4. We will charge them amount round about the market price on service provision.
  5. We'll give them good enough service in low price.
- **HMW # 3:** “We come up with a service that meet different challenges highlighted by people.”

**Solution:**

1. Most of the people had time issue for their bike maintenance, we'll maintain their bike in the time they require or they want.
2. Some people mentioned cleanliness issues, we'll ensure clean work at their home.
3. Some people said that they use oil of their own choice. We'll also ask them for their choice in our prototype.
4. People can call mechanic at home if they cannot take their bike to mechanic.
5. People can also call mechanic through a website.

## Best Solutions

	HMWs	Solution
1	We change their mindset so that we may convince them to use our service.	We'll give them service at their doorstep.
2	Create costs effective method for charging them which meet their cost requirements.	We can offer vouchers to them so that they may get discount.
3	We come up with a service that meet different challenges highlighted by people.	Most of the people had time issue for their bike maintenance, we'll maintain their bike in the time they require or they want.

## Experience Prototypes

As per required about the need of the people we found out the solutions and designed the prototype. For each solution a prototype was designed.

### ○ **Prototype # 1 – Make a Call**

In this prototype, we basically focused on providing the service at the doorstep of people who cannot bring their bike to mechanic. The following steps show the process of our prototype.

1. Customer will make a call to our customer support service number.
2. Greetings will be exchanged.
3. Then, we'll enquire about the issues and the services he want.
4. After his answer we'll enlist and then we'll ask him about any additional services.
5. Later on, well ask him about his address and will tell him service charges.
6. On listing the address, his confirmation will be asked
7. Lastly, we'll send our mechanic to his house for service provision.



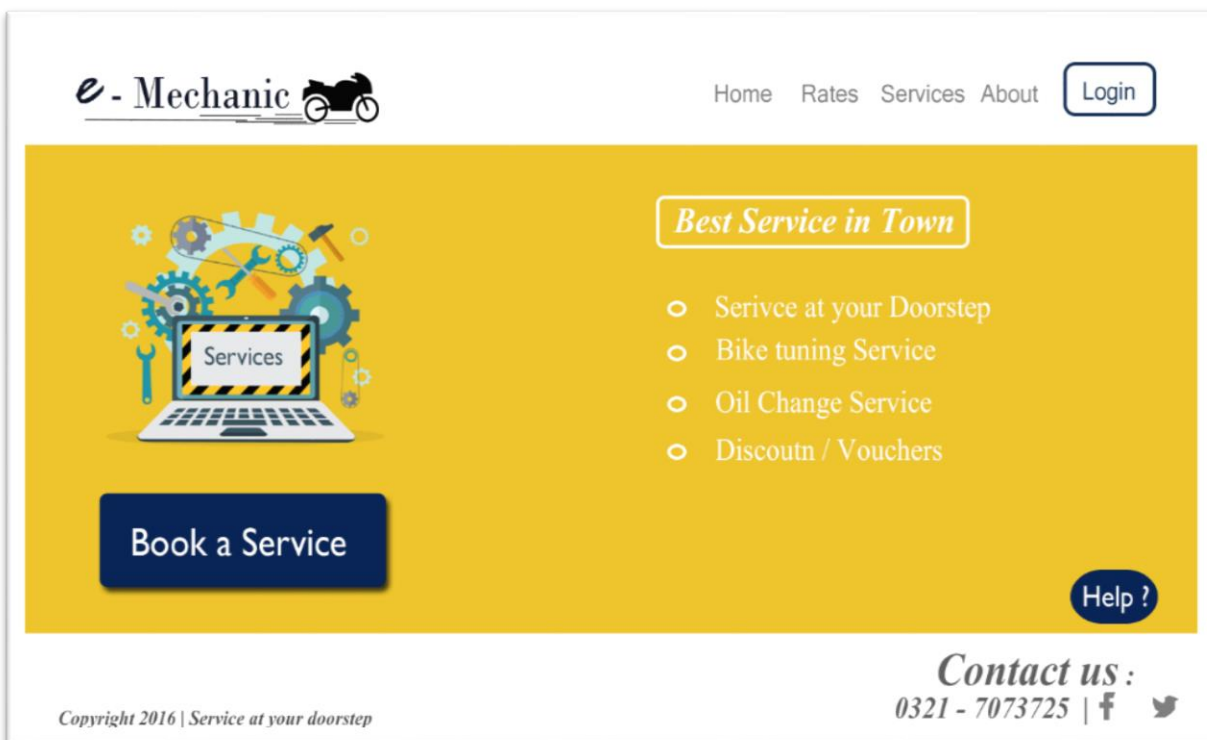
○ **Prototype # 2 – Discount/ Vouchers**

In second prototype our basic focus was on the discount and vouchers. This prototype involves vouchers of different kind. In this prototype, we'll be providing our customers discount to cover up the need of reasonable bike service charges required by the people.



○ **Prototype # 3 – Online Web portal**

Our third prototype involves a web portal in which our user will be availing our service at his doorstep through an online portal. The web layout is shown in the picture.



**Prototype Experience Feedback:** we tested our prototype on different users of different age groups and what we find out is discussed below.

Prototype 1: User said that there should be discount vouchers as well so that we can easily avail the service.

Prototype 2: User were very happy to get the free voucher because next time he could use our service on discount.

Prototype 3: Our web lay out provides an easy interacting solution for those who are at home and our user experienced it and were very satisfied and happy.

All the prototypes are designed to meet the need of user i.e.; they cannot take their bike to mechanic for maintenance purposes on time which ultimately results in serious issues.