

VELO AutoCare

AUTOMOBILE SERVICE APP

A Complete UX Report • BLR UX Team



Project Overview

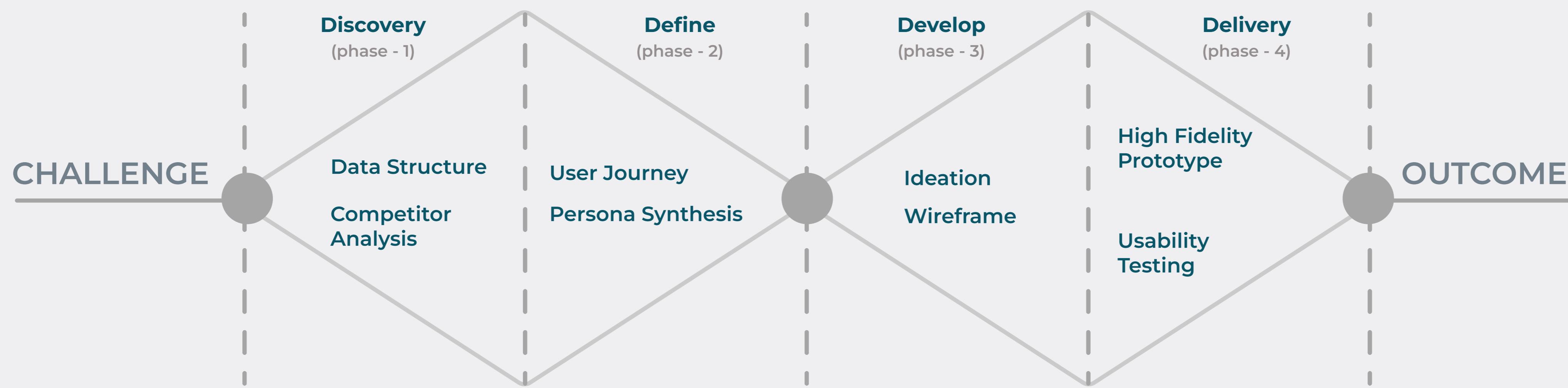
The Problem

An online service booking platform for an automobile company that engages with the consumers requesting the service, technician and dealers providing regular servicing on time.

Team's Goal

Create an application helping vehicle owners and service providers to be more organised and to prevent them from postponing regular servicing. It should motivates and rewards for doing tasks.

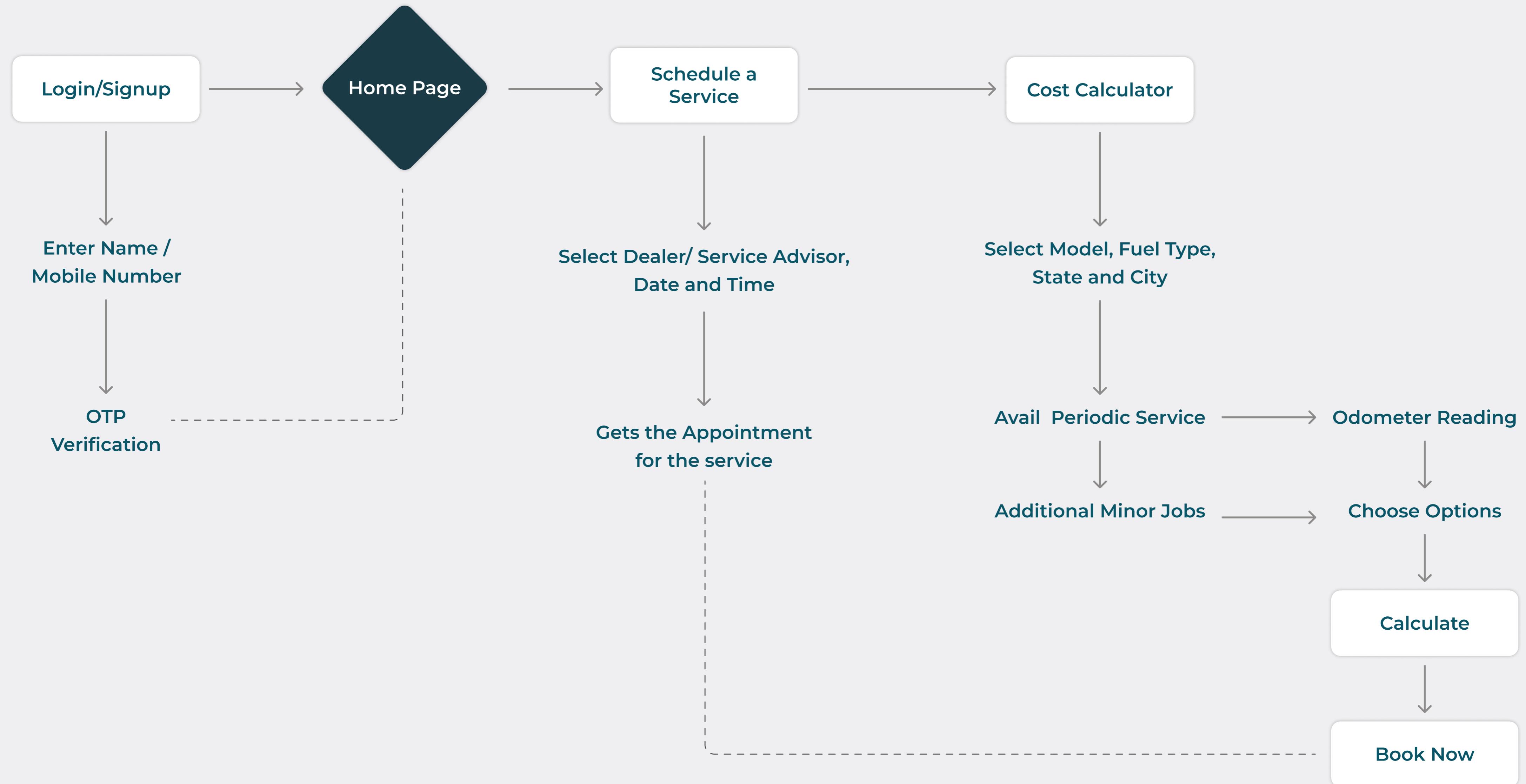
Our Process



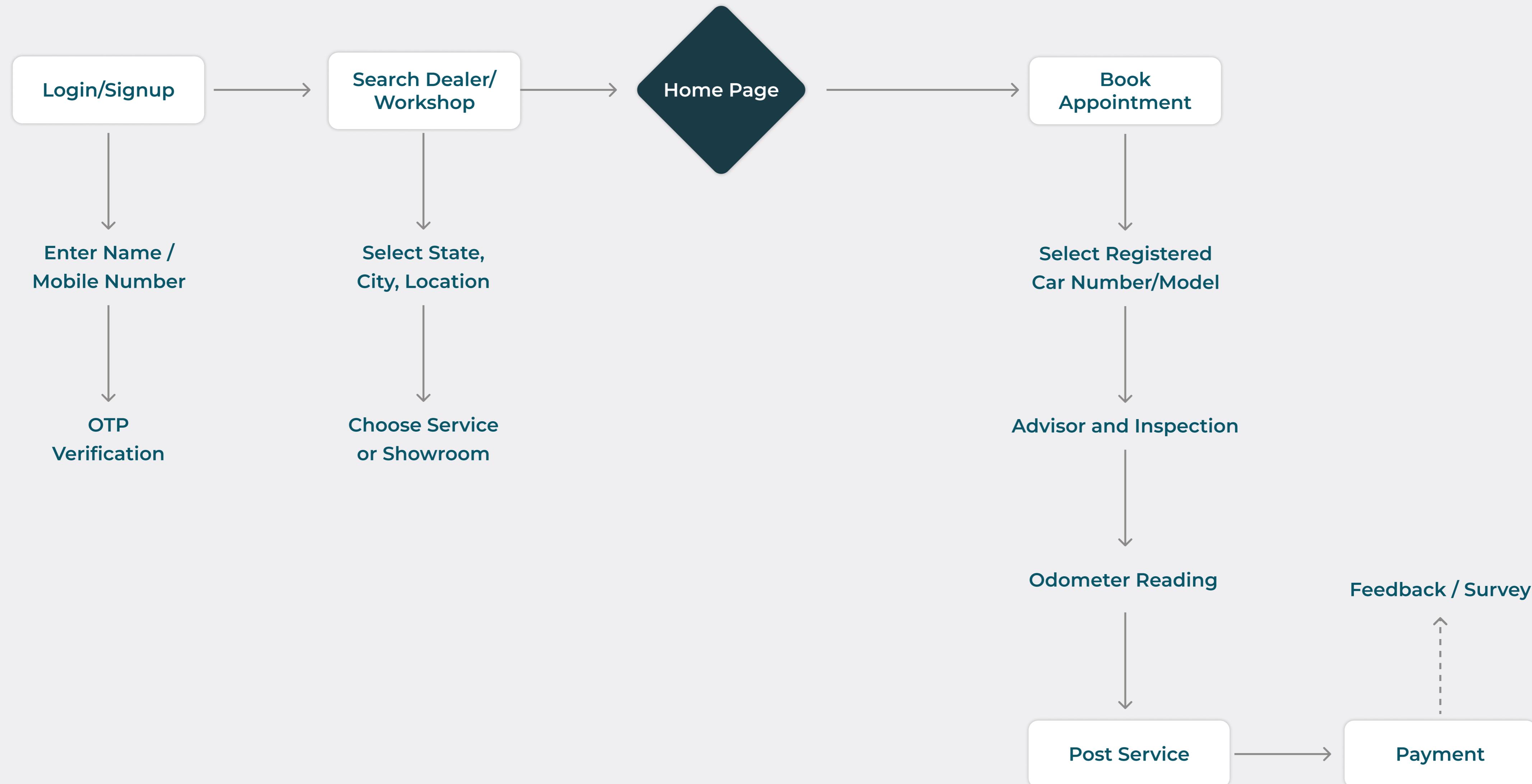
Competitor Attributes

List of Attributes	Maruti	Tata	Pitstop	Fixigo
• Pickup & Drop -----	✓	✗	✓	✓
• Doorstep Service -----	✓	✓	✓	✓
• Quality & transparency -----	✗	✗	✓	✗
• Real time tracking -----	✗	✗	✓	✗
• Appointment flexibility -----	✓	✓	✗	✗
• Predictive reminder -----	✗	✓	✗	✓
• Emergency assistance -----	✓	✓	✗	✗
• Document vault -----	✓	✓	✓	✗
• Payment methods -----	✓	✓	✓	✓
• Time commitment -----	✓	✓	✓	✓

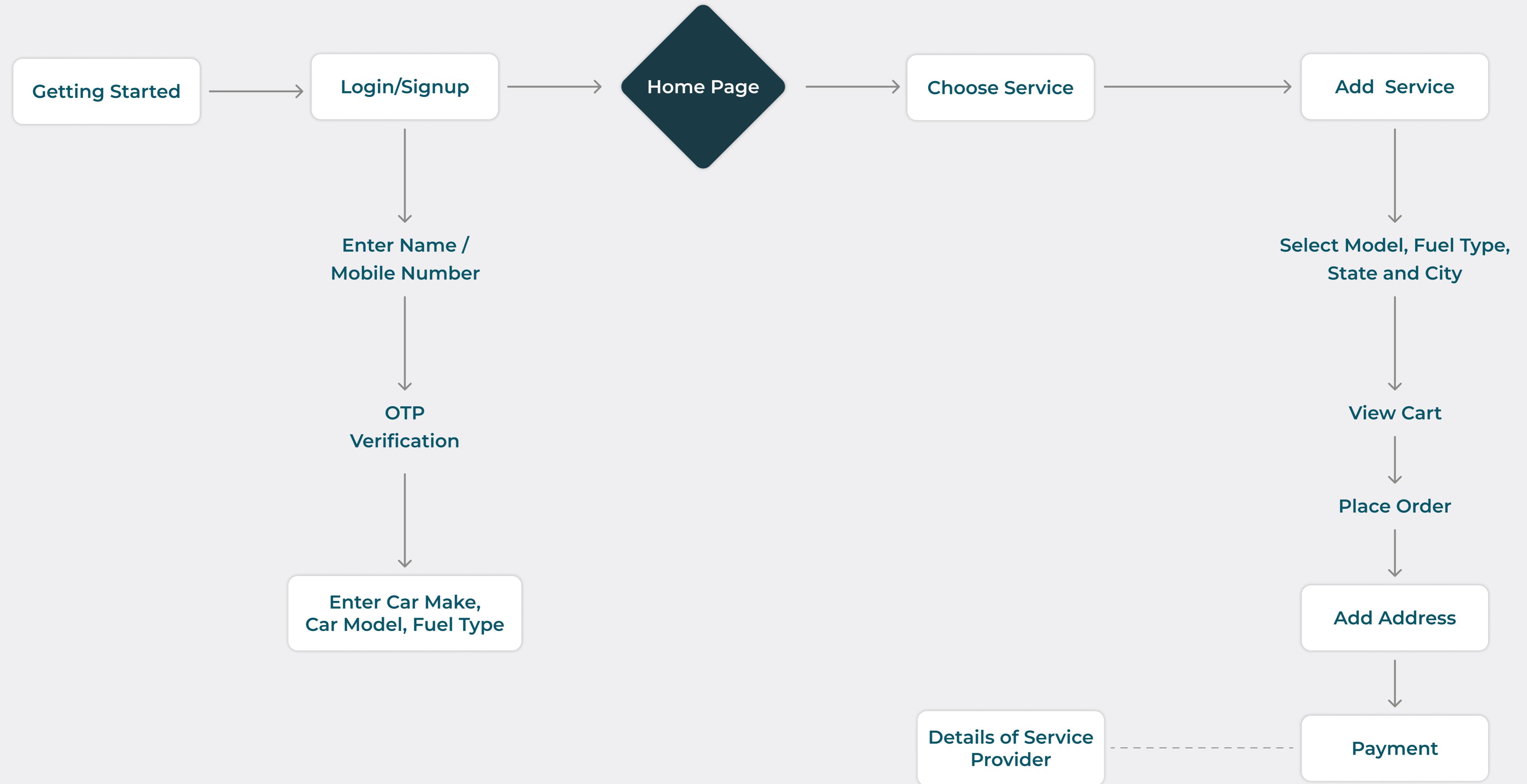
Flow Analysis (Maruti)



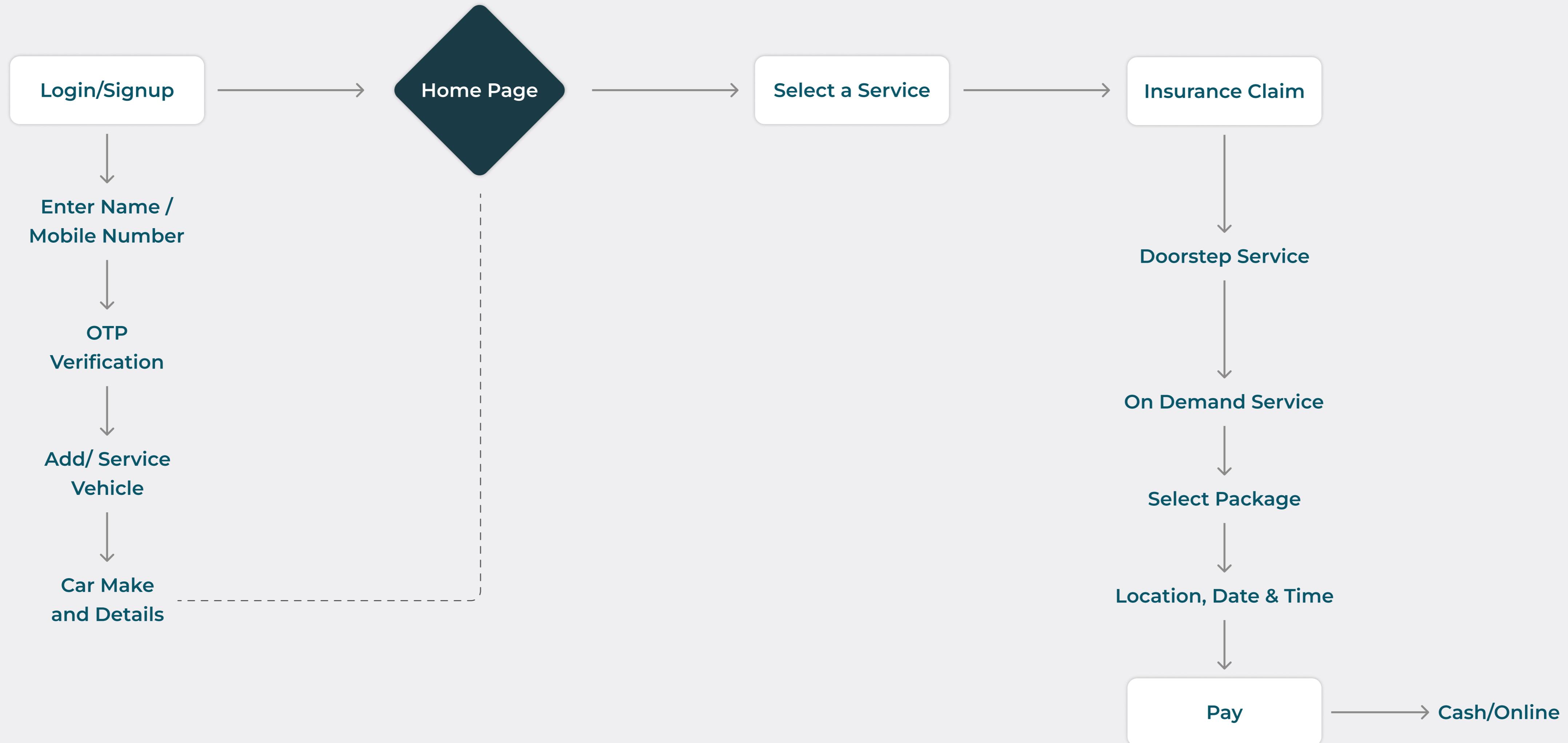
Flow Analysis (Tata)



Flow Analysis (Pitstop)



Flow Analysis (Fixigo)



Persona Mapping

	Name: Riya Suri	Age: 25 Years	Occupation: Professional	User Category: Consumer
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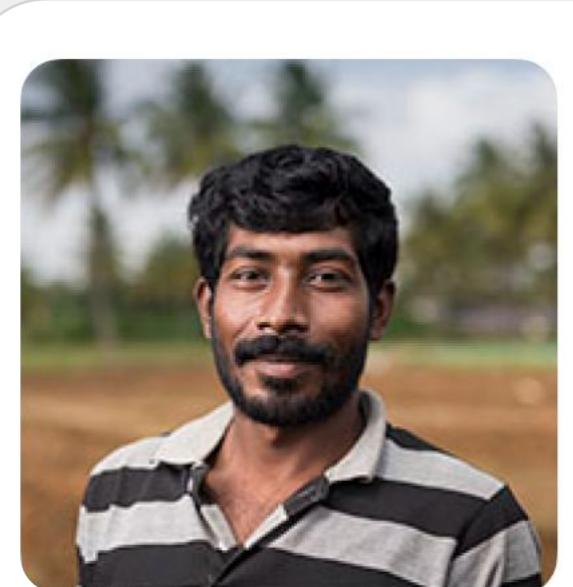
Description:
Book lover, Techie
Punctual, Hardworking

Goals:
Work recognition
Wants to spend mindfully
Discovering new books

Frustrations:
Careless
Unorganised
Forget to keep track

Expectations:
Someone to remind
Consumer representative

Persona Mapping



Name:
Ratan Giri

Age:
32 Years

Occupation:
Mechanic

User Category:
Technician

Description:
Enthusiastic
Reads about market trends

Goals:
Consumer retention
Needs schedule & reminders
Expect better ratings

Frustrations:
Unable expected outcome
Unorganised

Expectations:
Prior info about altered appointments
Easy Communication

Persona Mapping

	Name: Ujwal Dubey	Age: 63 Years	Occupation: Garage Owner	User Category: Dealer
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Description:

Focused
Empathetic

Goals:

Regular business updates
Order expansion
Increase in profit

Frustrations:

Technician not productive
Overdue payments
Consumer complaints

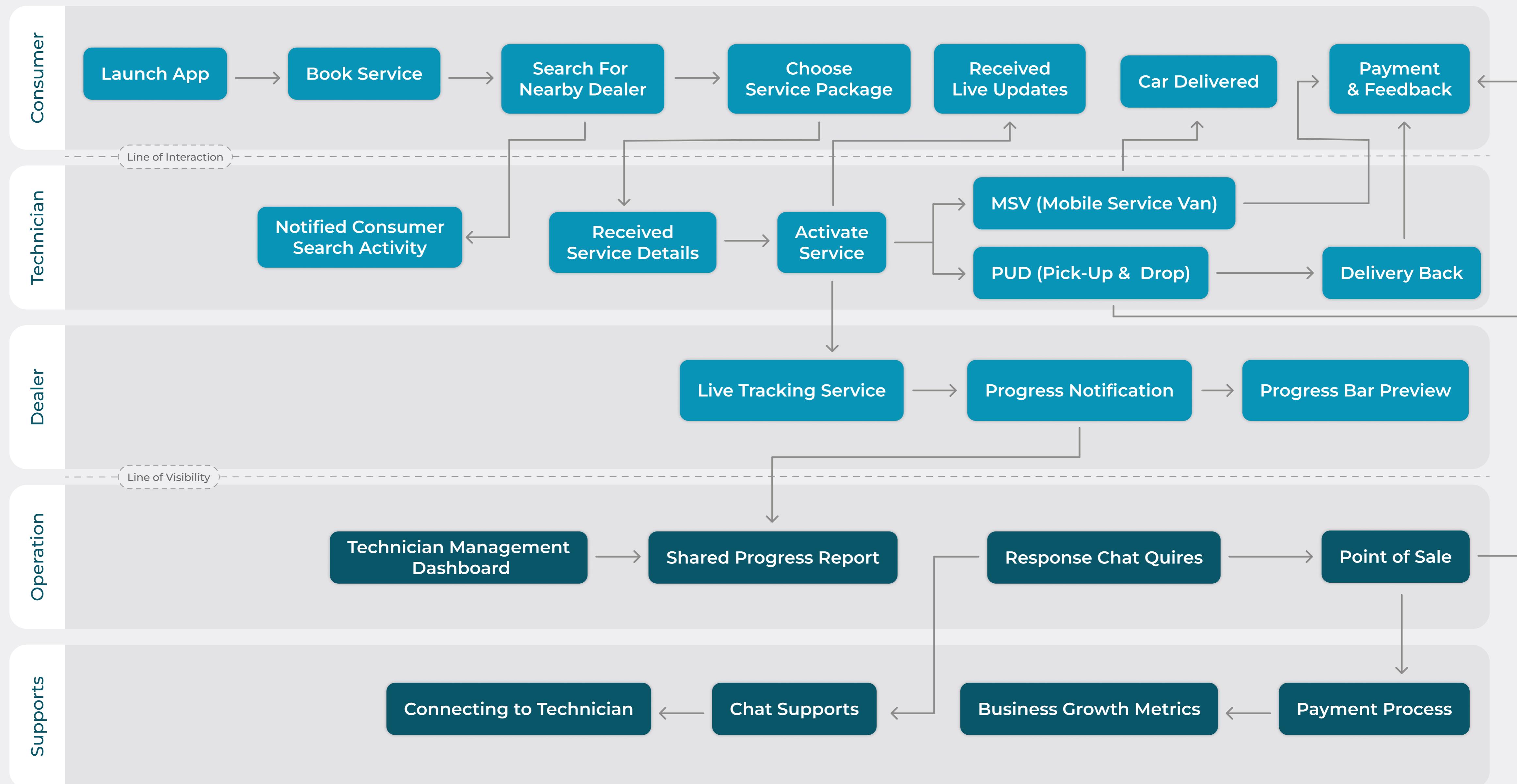
Expectations:

Accurate tracking
Streamlined payments
Excellent Business KPI

Pathway Touch Points

	Search Nearby Mechanic	Decision and Booking task	Waiting and Coordination	Diagnosis and Updates	Repair and Delivery	After-Service Follow up
User Actions	<p>Searches nearby mechanic shop through online</p> <p>Asks friends and family for familiar shops</p> <p>Enquire multiple shops to confirm availability</p> <p>Contacts service centre</p>	<p>Asks about approximate cost and negotiates</p> <p>Enquire if pickup service is available</p> <p>Shares location over call</p> <p>Shares location over text message</p>	<p>Wait for the mechanic to arrive</p> <p>Calls mechanic multiple times for work done</p> <p>Calls family members and update the status</p>	<p>Mechanic analyses the fault</p> <p>Lets the mechanic to take the vehicle to garage</p> <p>Repeatedly checks on the progress of repair</p>	<p>Mechanic delivers the car at home</p> <p>Maybe he/she goes for pickup</p> <p>Checks if all the repairs are completed</p> <p>Pays the amount, struggles for change</p>	<p>Call, chat and email</p> <p>Direct interaction with the dealer</p>
Link Channels	<p>Google Webpage</p> <p>Phone Contacts</p> <p>Company Visiting Card</p> <p>Toll-free Number</p>	<p>Calculator</p> <p>Text Message</p> <p>Google Maps</p> <p>Whatsapp Location</p>	<p>Vehicle</p> <p>Mobile Phone</p> <p>Calculator</p> <p>Google Webpage</p>	<p>Mobile Phone</p> <p>Physical Interaction</p>	<p>Public Transport</p> <p>Wallet</p> <p>Cards: Credit/Debit</p>	<p>Mailbox</p> <p>Phone Call</p> <p>Chatbot</p> <p>Notifications</p>
Feel	 <p>Confused / Unhappy</p>	 <p>Neutral / Unsure</p>	 <p>Frustrated / Angry</p>	 <p>Worried / Anxious</p>	 <p>Satisfied / Happy</p>	 <p>Delighted / Trusting</p>

Service Blue Print



Core Features

For Consumers

QR Code Verification	Live Notifications
Ratings and Reviews	Document Vaults
Expense Analytics	Service Insurance
Smart Scheduling	Latest Offers/Package
Saved Locations	Rewards and Discounts
Key Status Tracking	Recent Service History
Add Multiple Services	Real-time Chat Box
Help Desk	Checklist Review of Services
Estimated Time to Complete	24*7 Services

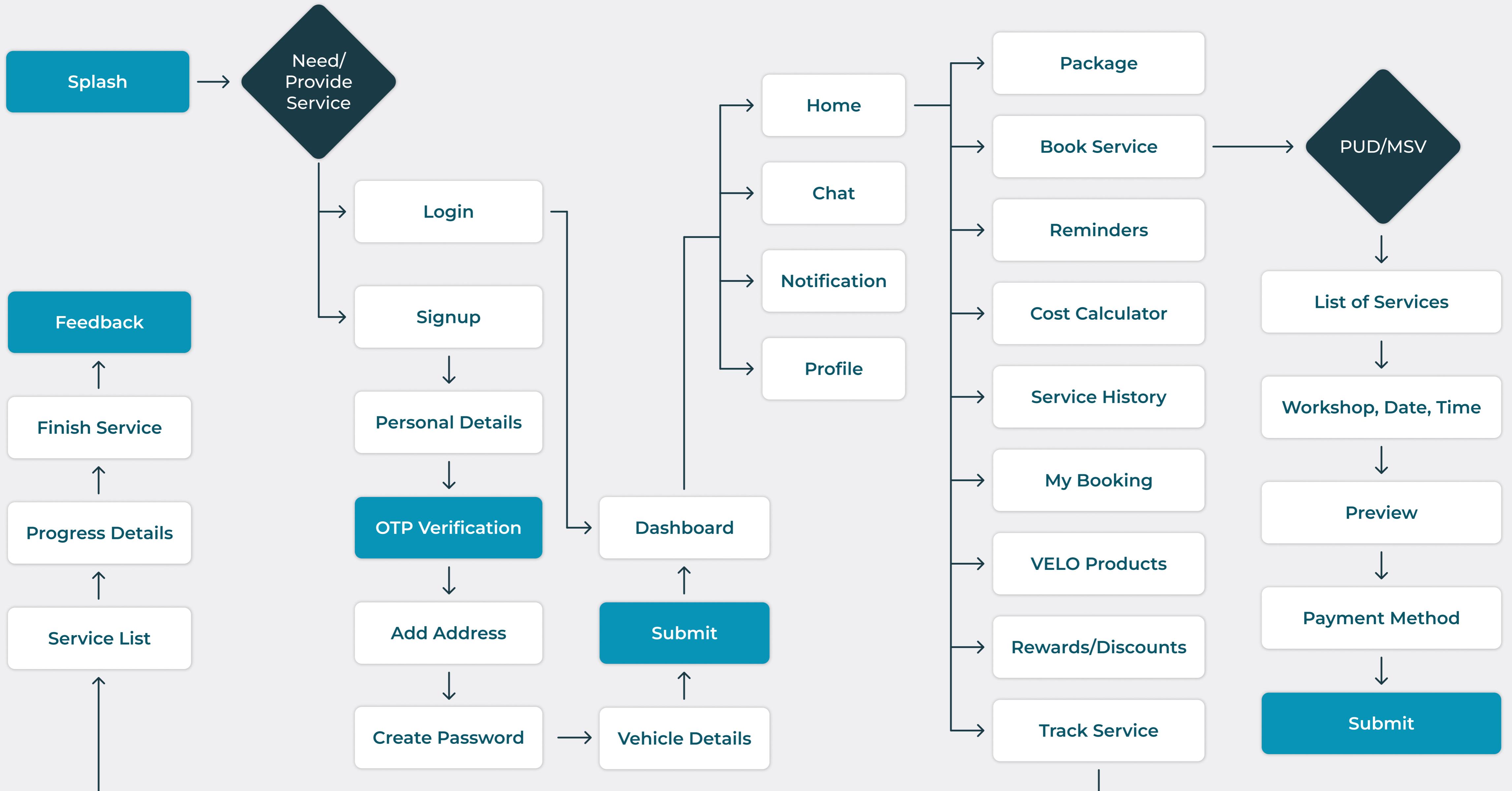
For Technician

Accept Job Request	Pickup Scheduled
Performance Score	Direct Communication
Rewards & Incentives	Performance Score
Time Bound Service Tracker	Chat Support
Vehicle Information	Service and Location
Document Vaults	Real-time Navigation
Alerts	Track Pending / Done / In-progress
Details View of Each Service	Status Update

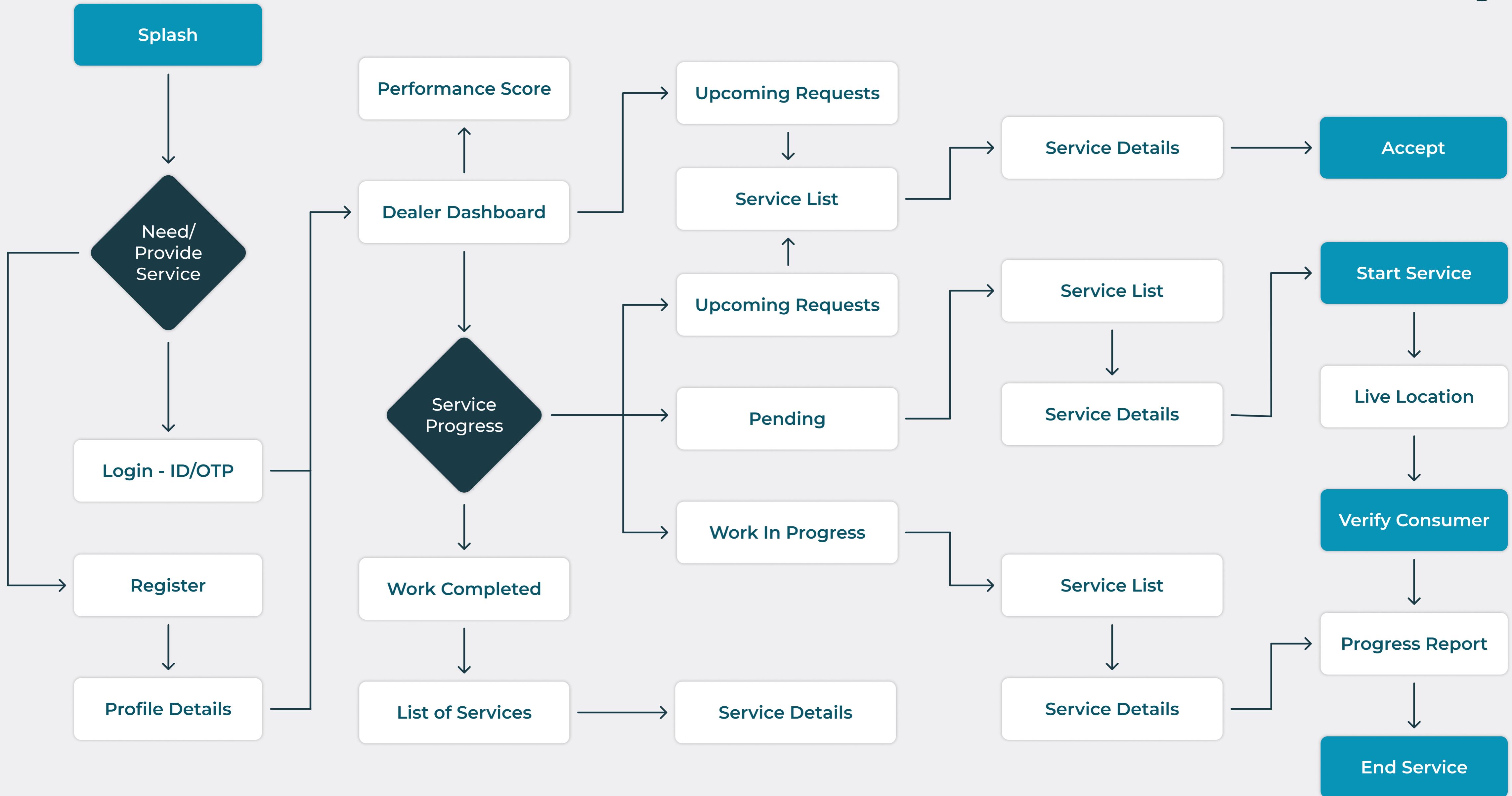
For Dealer

Business Metrics	7 days Provided Services
Performance Snapshot	Revenue Reports
Live Work Tracking	Individual Service Logs
Service Inventory	Unified Service Pipeline
Resolve Consumer Queries	Activity Alerts
Smart Schedule Analytics	Get Notification
Technician Performance Score	Live Chats
Integrity Validation	Automated Invoicing

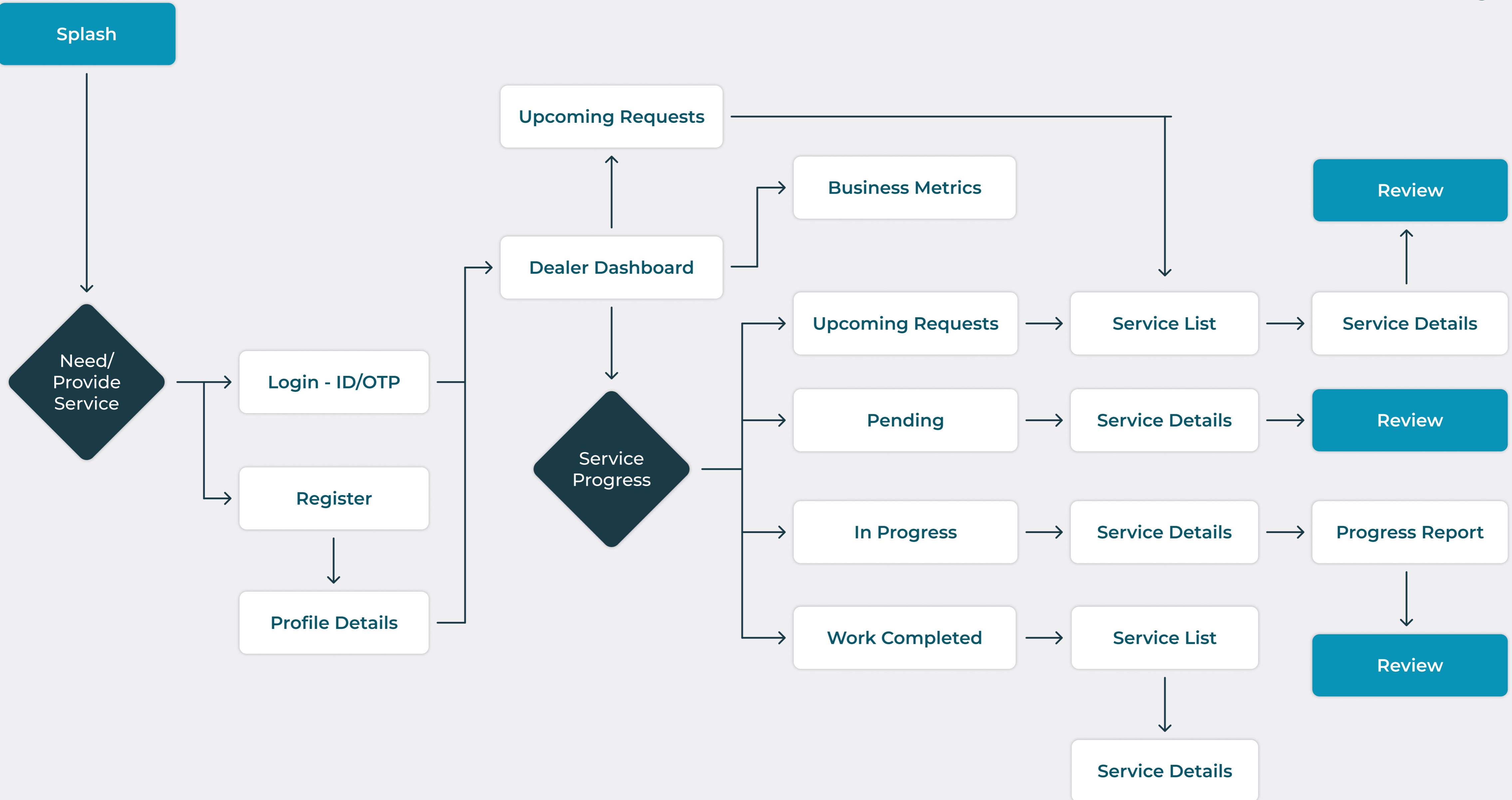
Consumer UX Journey



Technician UX Journey



Dealer UX Journey



Low Fidelity Wireframe

<p>What are you looking for ?</p> <p>I need service</p> <p>I provide service</p>	<p>Enter mobile number</p> <p>Continue</p>	<p>00.40</p> <p>Resend Code</p> <p>Verify</p>	<p>Serach</p> <p>Upcoming Requests</p> <p>Service History</p> <p>Dashboard</p>	<p>Select Package</p> <p>Latest Offers</p>	<p>Registration number</p> <p>Or</p> <p>Model</p> <p>Date Time</p> <p>Done</p>	<p>Pin code</p> <p>Locality</p> <p>City</p> <p>Continue</p> <p>Use current location</p>
<p>Booking Confirmed</p> <p>View Booking Details</p> <p>Back to Home</p>	<p>Vehicle Details</p> <p>Service Schedule</p> <p>Price Breakdown</p> <p>Service Status</p> <p>Send Notification</p>	<p>Map / Tracking Area</p>	<p>Technician Info</p> <p>Work Experience</p> <p>Customer Rating</p> <p>Refer or Assign New Job</p>	<p>Hello, how can I help you today ?</p> <p>11.30 AM</p> <p>My service is delayed.</p> <p>11.32 AM</p> <p>Type message here</p> <p>Send</p> <p>Technician is typing ...</p>	<p>Work Experience</p> <p>Total Amount</p> <p>Payment Method</p> <p>Credit / Debit card</p> <p>UPI</p> <p>Cash</p> <p>Pay Now</p>	<p>First name Last name XXXXX XXXX</p> <p>Rate your experience</p> <p>On time Skilled Polite Mo</p> <p>Write something (Optional)</p> <p>Submit Review</p> <p>Skip for now</p>

High Fidelity Prototype

Copy The Link Below Into Browser Search Bar To Experience Prototype.

<https://xd.adobe.com/view/6f2db149-662e-45cf-9a78-014a693affc7-3a7e/>

Takeaway Learning

Challenges

Learning new techniques and tools, while trying out the Adobe XD.

Distinct individuals with diverse design styles working and reaching a conclusion.

Sharing resources among team members initially delayed the feedback process, but we eventually found a solution by exploring with alternative approaches.

Learnings

Feedback is critical to UX designer. Being able to take and apply constructive criticism was our biggest takeaway with the VELO app.

We stretched ourselves with resources available. We conducted meets via video chat (Teams) for the first time and tried to ideate and iterate.

User persona were a key that allowed us to ensure that we were reaching our goal with the best way possible. All in all, the “VELO” automobile app was a fantastic experience.

Thank You

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