

# **Product and Feature Development**

**Epics and User Stories**

## Pros

### Internal Origin

#### Strengths

Positive tangible and intangible attributes, internal to an organisation and within the organisation's control.

Strong focus on voice AI to achieve users' sense of control and comfort

**Strong brand**

High retention of customers through life-cycle

High referral rate through social engineering (Dropbox expansion method)

## Cons

### External Origin

#### Weaknesses

Internal factors within an organisation's control that detract from the organisation's ability to attain the desired goal. Which areas might the organisation improve?

Dependency on physical AV developed by other suppliers

Dependency on vehicle partner apps

#### Opportunities

External attractive factors that represent the reason for an organisation to exist and develop. What opportunities exist in the environment, which will propel the organisation and facilitate identified learning outcomes?

**Strong push for EV**

Openness to AV technology from young people

**High Maturity of AI technology**

#### Threats

External factors beyond the organisation's control which could place the organisation mission or operation at risk. The organisation may benefit by having contingency plans to address them should they occur. Try to identify their severity and probability of occurrence.

Government regulations and support for/against AV

Data acquisition and consumer privacy laws

Dependency on Public transport infrastructure development (availability of roads for AV etc.)

Taxes and other on-road related legislation could drive costs up

Road conditions e.g., congestion and weather can impact the experience

# Value Proposition Canvas

## Value Proposition

An equitable and sustainable transport model customised to users and relieving them of the hassles of traveling.

## Customer Segment

- European Millennials
  - Students
  - Workers on hybrid working arrangements
  - Low economic spending

### Gain Creators

- Subscription model
- Adaptable vehicle types
- Point to point travel

### Gains

- Independence
- Freedom
- Convenience
- Expression/Individuality

Products & Services

- Subscription based
- Point to point Autonomous vehicle hailing service
- Customised AI interaction



- Point to point user-based scheduled travel
- Personal vehicle
- No service disruptions (strikes, breakdowns)

### Pain Relievers

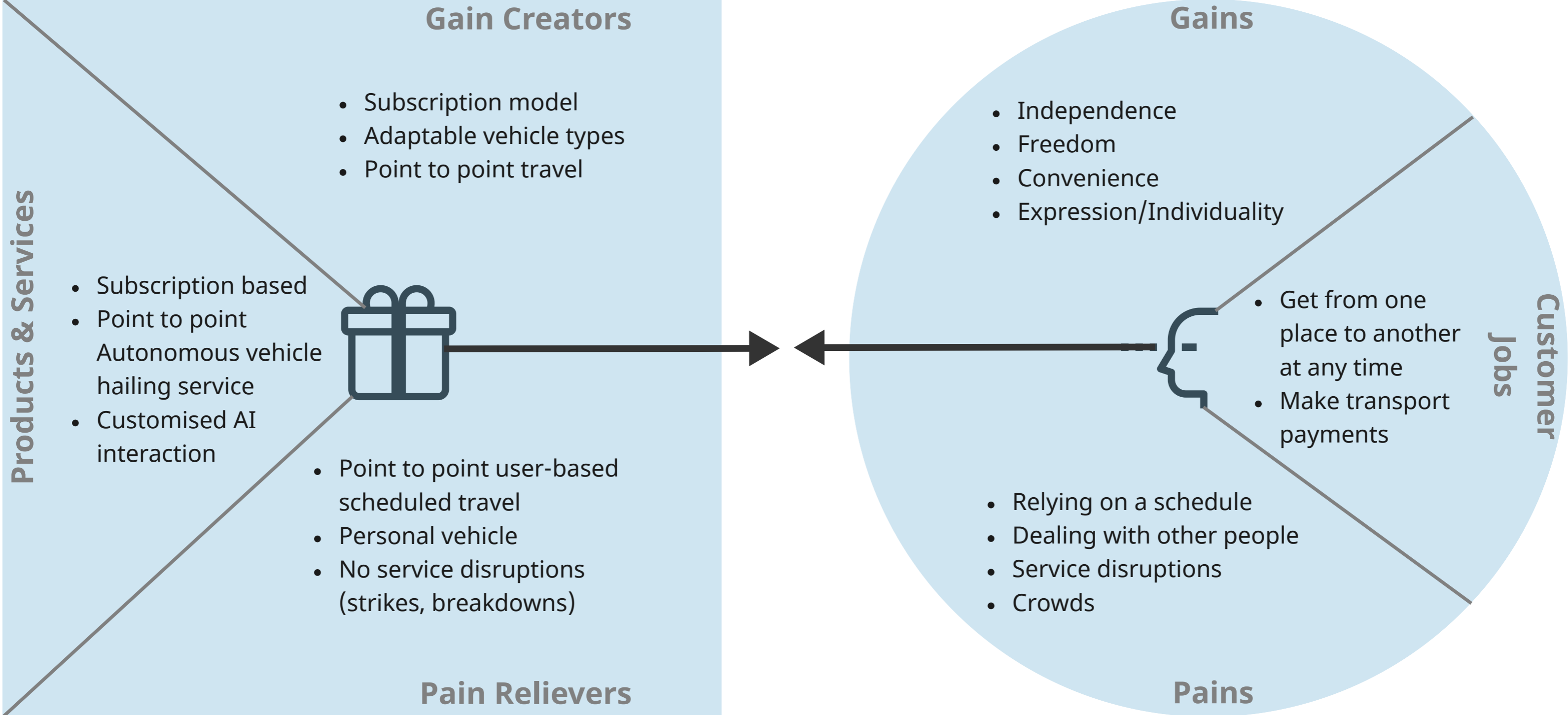


- Get from one place to another at any time
- Make transport payments

Customer Jobs

- Relying on a schedule
- Dealing with other people
- Service disruptions
- Crowds

### Pains



# Product Vision Board



## Vision

What is your motivation / purpose for creating the product?  
Which positive change should it bring about?

Our vision is to Enable the young people where it comes to mobility. Giving young people the mobility tools will help achieve their life needs, improve their quality of life (mental health, reduce pains of privacy intrusions and travel disruptions - e.g., lockdown / strikes)



## Target Group

Which market or market segment does the product address?  
Who are the target customers and users?

European Young People

- Students
- Workers on hybrid working arrangements
- Low economic spending



## Needs

Which problem does the product solve?  
What benefit does it provide?

Young people are currently disadvantaged where it comes to mobility (lack of economic resources, heavy reliance on public transportation and infrastructure).

Young people need

1. Transport that gets them from place to place without unnecessary stresses (disruption, privacy intrusions, harassment etc.)
2. Transport that allows them to connect to others (friends etc.), without which, it can cause a mental breakdown - During Covid, lack of such transport has traumatised Millennials when they could not meet with others.
3. Transport that allows young people to be self-reliant, not on public systems



## Product

What product is it?  
What makes it stand out?  
Is it feasible to develop the product?

Autonomous vehicle that operates via a hailing service

Features:

- AI that understands customers preferences so it can customise the vehicle provided (through past driving patterns)
- holographic projection of friends during the journey for social experience
- voice input to interact with AI
- AI voice designed to provide comfort and reassurance
- Option to purchase vehicle with their personalised AI
- Voice recognition to link to users subscription

Payment

- Subscription model with option to purchase



## Business Goals

How is the product going to benefit the company?  
What are the business goals?

To increase number of subscribers

Develop deep connection with customers leading to recurring subscription and referrals

Strengthen brand. Build a strong brand image by investing in marketing campaigns and collaborations

Use of relevant data to show relevant customisations. This data derives from purchase history, rating systems, search history, favourites, time of day, satellite search of specific traffic conditions

# User Story Map

Maria is a Masters student at a university at Amsterdam. She is getting to her first class lecture in the morning. She **wants to get a transport** to her school and **wishes to know the relevant information** for her journey.

Goal Oriented Roadmap



GOAL







Activities



FEATURES

	Booking	Hailing	Approach	Boarding	Travelling	Emergency	Arrival	Payment	Exit
GOAL									
Activities	<ul style="list-style-type: none"> <li>Home Page</li> <li>Booking Page                             <ul style="list-style-type: none"> <li>- Input for Start and End Destination</li> </ul> </li> <li>Option Selection for Vehicle Type and selection of overall preferences                             <ul style="list-style-type: none"> <li>- Information on Travel Duration (Weather Condition)</li> <li>- Vehicle Status</li> </ul> </li> <li>Select payment method (now or with a subscription plan)</li> <li>Booking Confirmation</li> </ul>	<ul style="list-style-type: none"> <li>User is prompted to scan the QR code for the vehicle to identify as the passenger.</li> <li>Successful confirmation is sent to the user to acknowledge the vehicle pairing.</li> </ul>	<ul style="list-style-type: none"> <li>Vehicle lights flash to notify passenger and door opens</li> <li>Notification of status of vehicle approach is sent to app</li> </ul>	<ul style="list-style-type: none"> <li>User establishes contact with AI assistant by talking</li> </ul>	<ul style="list-style-type: none"> <li>User poses requests and queries to AI assistant                             <ul style="list-style-type: none"> <li>• Temperature Control</li> <li>• Seating Preference</li> </ul> </li> <li>AI assistant provides suggestions for a better travel</li> <li>User initiates VR/hologram interactions with friends or family who are also travelling</li> </ul>	<ul style="list-style-type: none"> <li>AI Scans the face of the user to see if the user is ok all the time</li> <li>AI detect any danger coming from the external vehicle and let know to the passenger</li> </ul>	<ul style="list-style-type: none"> <li>AI notifies they have arrived to the destination</li> </ul>	<ul style="list-style-type: none"> <li>User pay according to the payment method selected</li> </ul>	<ul style="list-style-type: none"> <li>User get out the car</li> <li>User is prompted to rate the service and leave comments</li> </ul>
FEATURES	<p>On-demand Booking System</p> <p>Customisable Vehicle Configurations</p> <p>Personalised travel Setting</p>	<p>Vehicle-Passenger Pairing</p> <p>Automatic Emailing</p>	<p>Ride Progress Notification</p>	<p>Voice Assistant</p>	<p>AI-Enabled Smart Routing</p> <p>Voice Assistant</p> <p>Personalised travel Setting</p> <p>Social Connection</p>	<p>AI Face scanner</p> <p>Voice Assistant</p> <p>Personalised travel Setting for emergency cases</p>	<p>Voice Assistant</p>	<p>Shopping cart</p> <p>Bank connection</p>	<p>Feedback</p>

# Feature Themes / Epics

	THEME/EPIC 1	THEME/EPIC 2	THEME/EPIC 3	THEME/EPIC 4
 <b>Name</b>	<b>Set Up On-Demand Booking System</b>	<b>Pair Vehicle to Passengers</b>	<b>Set Up AI Service</b>	<b>Set Up Social Connection Service</b>
 <b>Description</b>	<p>Design the On-Demand Booking System in a mobile app and smartwatch.</p> <p>Goal is to capture market share of riders of Robotaxis.</p> <p>Epic relates to the OKR Create a seamless booking experience</p>	<p>Optimise the matching service of vehicle to passenger based on customer preference and geographical distance.</p> <p><b>Goal:</b> Reduce the time between time of booking and starting the journey.</p> <p>Epic relates to OKR Create an optimised vehicle matching service</p>	<p>Create an AI system that enables the user's preferences to be enabled through voice recognition</p> <p>Goal is to create a personalised riding experience based on voice recognition</p> <p>Epic relates to OKR Personalised riding experiences</p>	<p>Create a holographic service where users can have a near real life experience of travelling with friends and family</p> <p>Goal is to create an immersive experience where the user feels the connection of travelling with their friends and family</p> <p>Epic relates to OKR of Creating social connections</p>
 <b>Success Metric</b>	<p>Increase # of users booking vehicles to x by EOY 2023</p>	<p>Keep waiting time within 5 minutes within cities</p>	<p>Increase # of services that can be personalised to 10</p>	<p>Increase # of connections initiated to x per 15 mins ride Duration of each connection to x</p>
 <b>Big User Story</b>	<p>As a user, I should be able to place a booking for a vehicle to bring me to my intended destination anytime</p>	<p>As a user, I should be provided with a vehicle upon sending a booking request.</p>	<p>As a user, I should be able to enjoy my rides with services that are tailored to my preferences.</p>	<p>As a user, I should be able to interact with my contacts during my journey.</p>

# 01

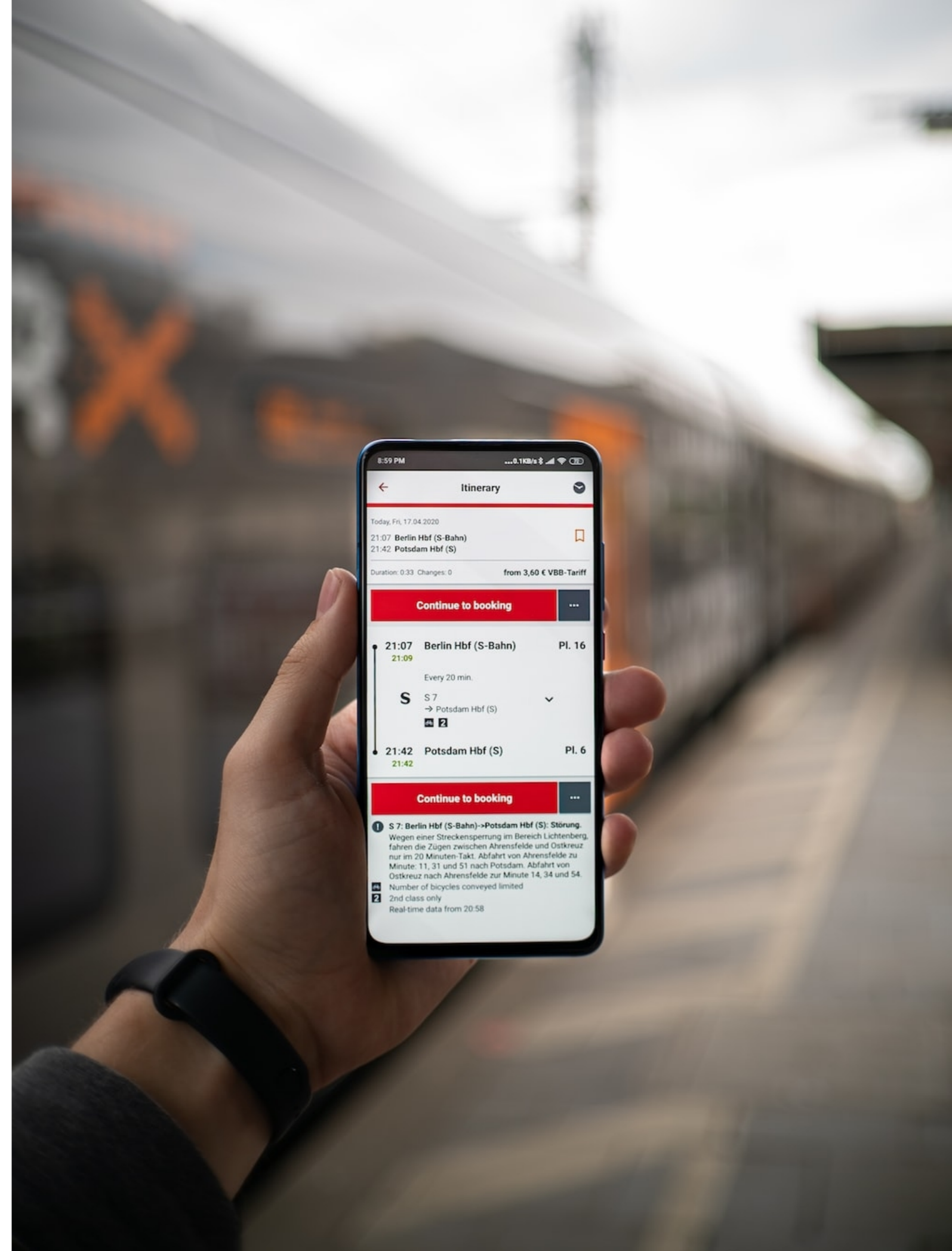
## Set Up On-Demand Booking System

*Story 1:*

1. As a user, I should be able to easily search for available vehicles that cover my wants so I can book for my immediate transportation needs.

*Story 2:*

1. As a user, I should be able to easily schedule a booking for a specific date and time so I can plan ahead.



02

## Pair Vehicle to Passengers

*Story 1:*

As a user, I should be able to send a request to other passengers to join me during my route so that I can have company while travelling to the same or different places.

*Story 2:*

As a user, I should be able to view a list of close friends, family etc who will be travelling during the hours of my own travel so I can socially connect.





03

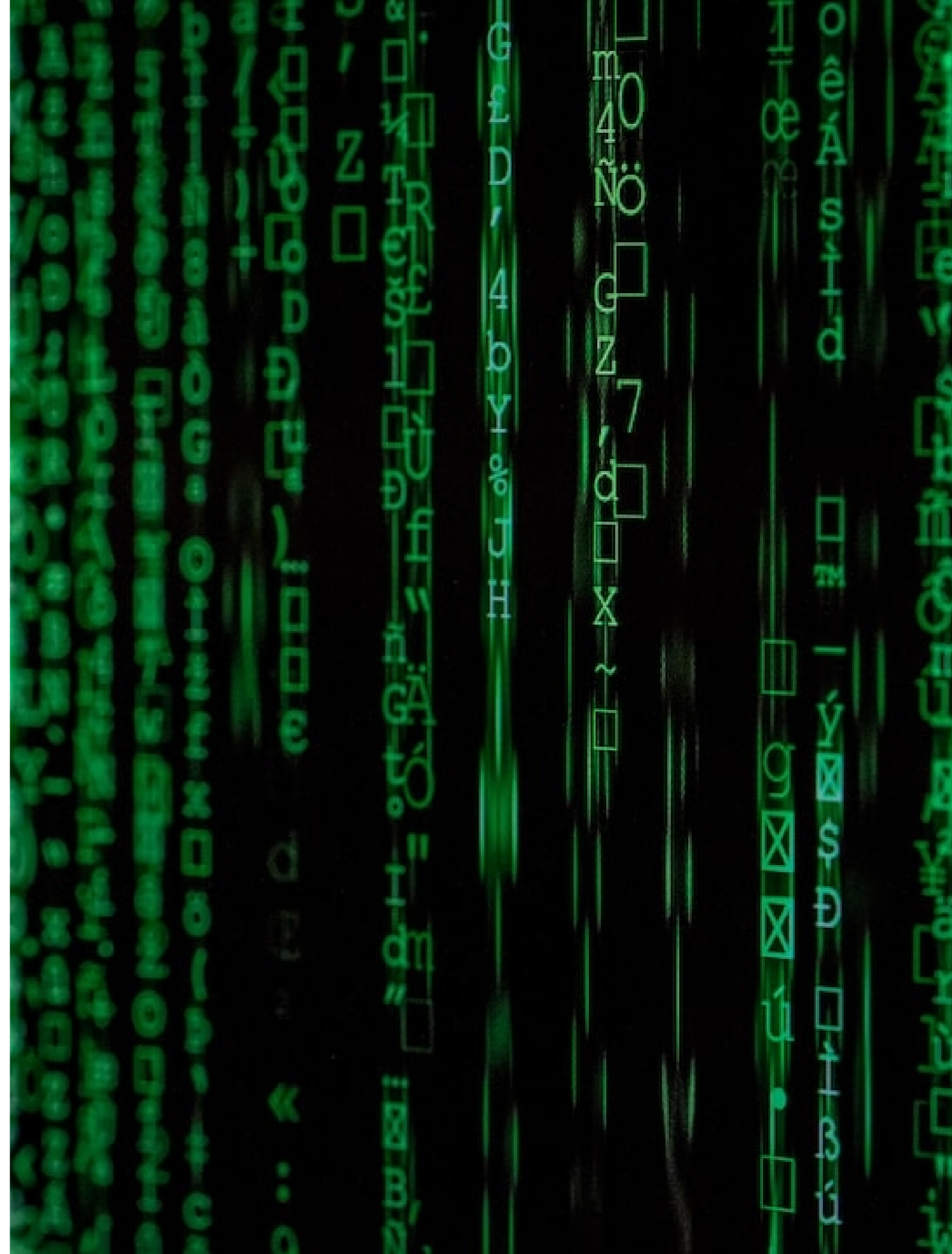
## Set Up AI Service

*Story 1:*

1. As a user, I should be able to connect the vehicle to the AI service from my app so I can receive personalised recommendations for routes, rest stops, fuel stops etc based on my route habits and preferences.

*Story 2:*

As a user, I should be able to configure the AI service to automatically adjust my speed and acceleration based on real-time traffic and weather conditions so I can optimise my travel experience.



# 04

## Set Up Social Connection Service

*Story 1:*

1. As a user, I should be able to connect with friends, family or even other users who have similar travel destinations and interests so I can share experiences with them.

*Story 2:*

1. As a user, I should be able to set privacy preferences and the information that is synced and shared with others so I can ensure my safety and security while using the service.



# Product and Feature Development

**MVP, MLP and Delighters**



## **MVP**

Minimum Viable Product,  
with just enough features to  
satisfy the needs of early  
customers



## **MLP**

Minimum Lovable Product,  
the minimum required for  
customers to adore the  
product



## **Delighters**

Going beyond what a  
customer might imagine and  
ask for

# MVP

## Minimum Viable Product

The product provides the freedom of personalisation and feeling of independence in travelling without the burden of ownership while connecting with others and sharing experiences. The minimum set of features required are:

- Users sign up and create a profile.
- They set up their preferences.
- They can book their desired form of transport now or later.
- They pay now or on a subscription basis.
- They can travel to their intended destination.
- They can connect with friends while en-route.

Account Sign Up	Profile Update
Subscription Page	Subscription Payment
Profile Settings	Save Profile Settings
Email Confirmation	Log In
User Authentication	Notification Settings
Device Settings	Vehicle Settings
Booking Page	Map and Route
Vehicle Selection	Scheduling of Ride
Search for Available Vehicles	Passenger - Vehicle Pairing
Boarding Vehicle	En-route Information Display
En-route Traffic Update	Alighting Vehicle
Add Contact List	Connect with Friends En-Route
Information on Pickup Point	Information on Disembarkation Point

# MLP

## Minimum Lovable Product

The product makes the user feel comfortable throughout the journey to their destination, allowing them to customize the experience to their liking. The minimum set of required features are:

- The service is able to do face verification of every user
- User can use Smartwatch Commands to use the service
- Physical details of the experience can be customized such as: Temperature and humidity inside the vehicle and seats for greater comfort

Link Social Media Accounts

Connecting with Automotive Systems

Voice Assistant

Real-time Traffic Analysis

Offer Re-routing

Smartwatch Commands

Face ID Verification

Car Humidity or Temperature Adjustment

In-car Volume Adjustment

Playlist Command

Augmented Reality Social System

Feedback System

Referral System

# WOW

## Delighters

The product makes the user feel excited to use it because they love the feeling of going from one place to another in a vehicle that provides comfort, technology, entertainment, and connection with family and friends at a higher level. The minimum set of required features are:

- Initiate ride services pre-enabled with favourite vehicle settings
- A real time hologram of the person the user is socialising with during their travel.
- Retain the user with subscription offers

Proactive Ride Scheduling

Allow favourite vehicles for pickup

Ensure desired settings Enabled

Identify Social Connections and Suggest Connection En-route

Real-time Hologram Social Experience

Providing In-Car Refreshments

Provide Subscription Offers based on Ride Frequency and Mileage

## Objectives and Key Results (OKRs)

1. Create a seamless booking experience
  - a. Increase # of users booking vehicles to x by EOY 2023
2. Create an optimised vehicle matching service
  - a. Keep waiting time within 5 minutes within cities
3. Personalised riding experiences
  - a. Increase # of services that can be personalised to 10
4. Creating Social Connections
  - a. Increase # of connections initiated to x per 15 mins ride
  - b. Duration of each connection to x

## Prioritymap





# Goal Oriented Roadmap

 PERIOD

 NAME

 GOAL

 FEATURES

 METRICS

	Phase 1	Phase 2	Phase 3	Phase 4
NAME	Set Up Booking Service	Personalising the Ride Experience	Set Up Social Connection Service	Set Up Face Tracking Analytics
GOAL	Acquisition	Activation Retention	Referral	Revenue
FEATURES	On-demand Booking System Vehicle-Passenger Pairing Ride Progress Notification Automatic Emailing Bank connection /Shopping car Feedback Personalised travel Setting for emergency cases	Voice Assistant Personalised travel Setting Customisable Vehicle Configurations AI-Enabled Smart Routing	Social Connection Apply performance improvements. Apply experience improvements.	AI Face scanner Apply performance improvements. Apply experience improvements.
METRICS	Get at least 100 New users users	Increase the number of services that can be personalised to 10 Keep waiting time within 5 minutes within cities	Increase the number of recommendations/referrals to 50% more	Satisfaction level rate above 4/5 Getting a 20% of revenue Getting a 30% more users since launch

# Backlog

## UX/UI TEAM

Account Sign Up

Subscription Page

Profile Settings

Device Settings

Booking Page

Vehicle Selection

Search for Available Vehicles

En-route Traffic Update

Add Contact List

Information on Pickup Point

Profile Update

Save Profile Settings

Log In

Notification Settings

Vehicle Settings

Map and Route

Scheduling of Ride

En-route Information Display

Connect with Friends En-Route

Information on Disembarkation Point

Smartwatch Commands

Playlist Command

## AUTOMOTIVE ENGINEERING TEAM

In-car Volume Adjustment

Passenger - Vehicle Pairing

Alighting Vehicle

Boarding Vehicle

Connecting with Automotive Systems

Car Humidity or Temperature Adjustment

Ensure desired settings Enabled

## APP DEVS TEAM

User Authentication

Email Confirmation

Real-time Traffic Analysis

Link Social Media Accounts

Voice Assistant

Offer Re-routing

Face ID Verification

Identify Social Connections and Suggest  
Connection En-route

Proactive Ride Scheduling

Allow favourite vehicles for pickup

## PAYMENTS TEAM

Subscription Payment

Provide Subscription Offers based on  
Ride Frequency and Mileage

Referral System

## SERVICES

Providing In-Car Refreshments

Real-time Hologram Social Experience

Augmented Reality Social System

Feedback System

## Business Goals

Our company provides a subscription service that offers people the choice of transportation that best helps them to get to their destinations while offering them a private space to connect with their friends and family.


This helps to reduce the problems of overcrowding and anxiety.





# Growth Plan

## STEPS TO ACHIEVING THESE GOALS

Year 10


 **New customers:**  
15k / month


 **Returning customers:**  
80% each year

 **Subscription Revenue:**  
\$50M

Focus on finding additional revenue sources such as through partnerships to broaden expertise, products and service offerings to existing customers as well as reaching new customer base

Year 5


 **New customers:**  
10k / month


 **Returning customers:**  
60% each year


 **Subscription Revenue:**  
\$20M

Focus on streamlining operations, optimising processes and reducing expenses. Enter into new markets with high potential for growth

Year 3


 **New customers:**  
5k / month


 **Returning customers:**  
40% each year


 **Subscription Revenue:**  
\$5M

Focus on building customer relationships with our premium customers - gathering feedback, finding and building on our key strengths, delivering value and encouraging them to return

Year 1

 **New customers:**  
1k / month

 **Returning customers:**  
30% each year

 **Subscription Revenue:**  
\$1M

Focus on creating brand/product awareness and acquiring new customers through quick iterations to test and learn

**Thank You.**