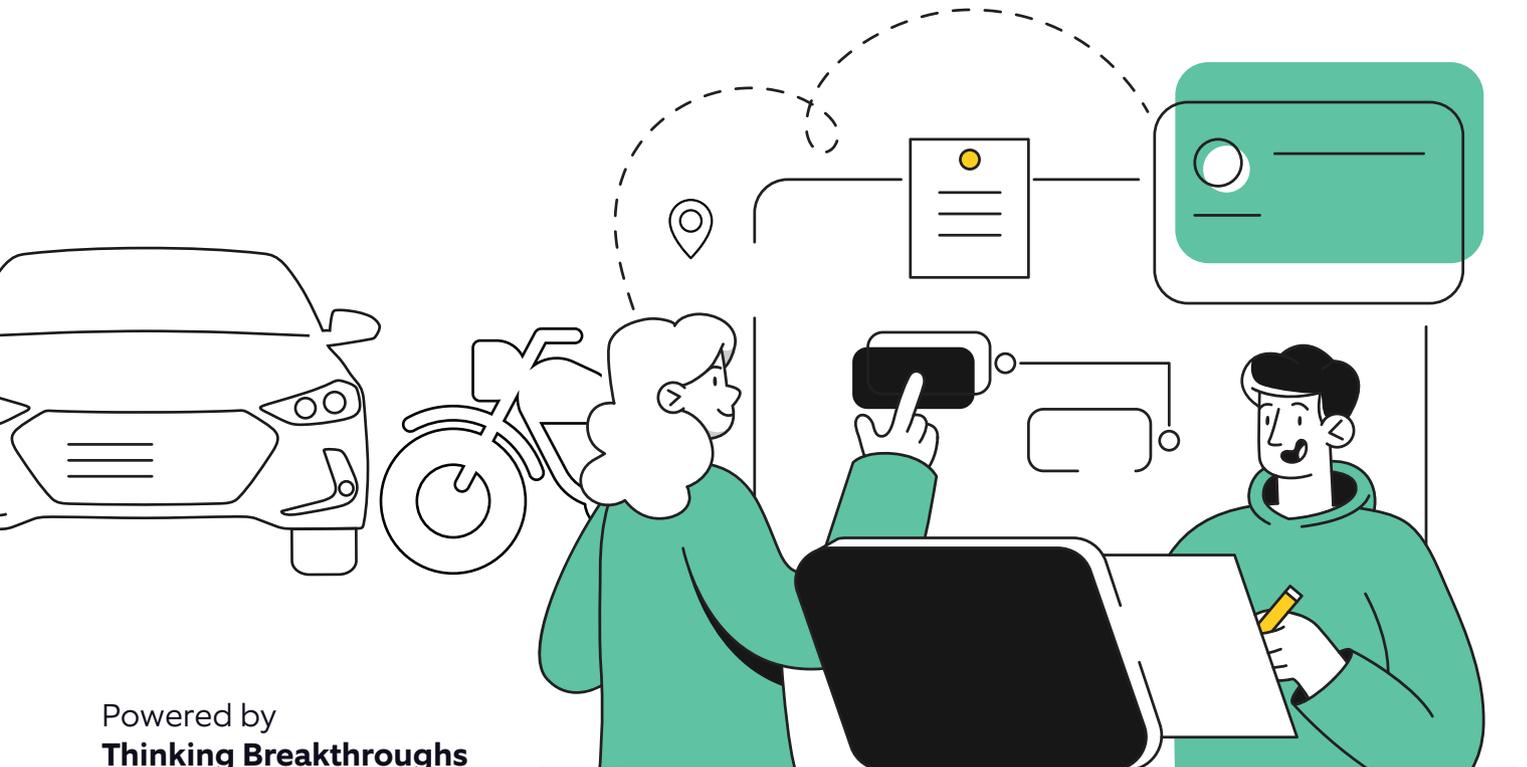


# SHARED MOBILITY TOOLKIT



nagarro

Co-creating solutions for  
future mobility



Powered by  
**Thinking Breakthroughs**

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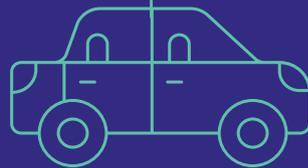
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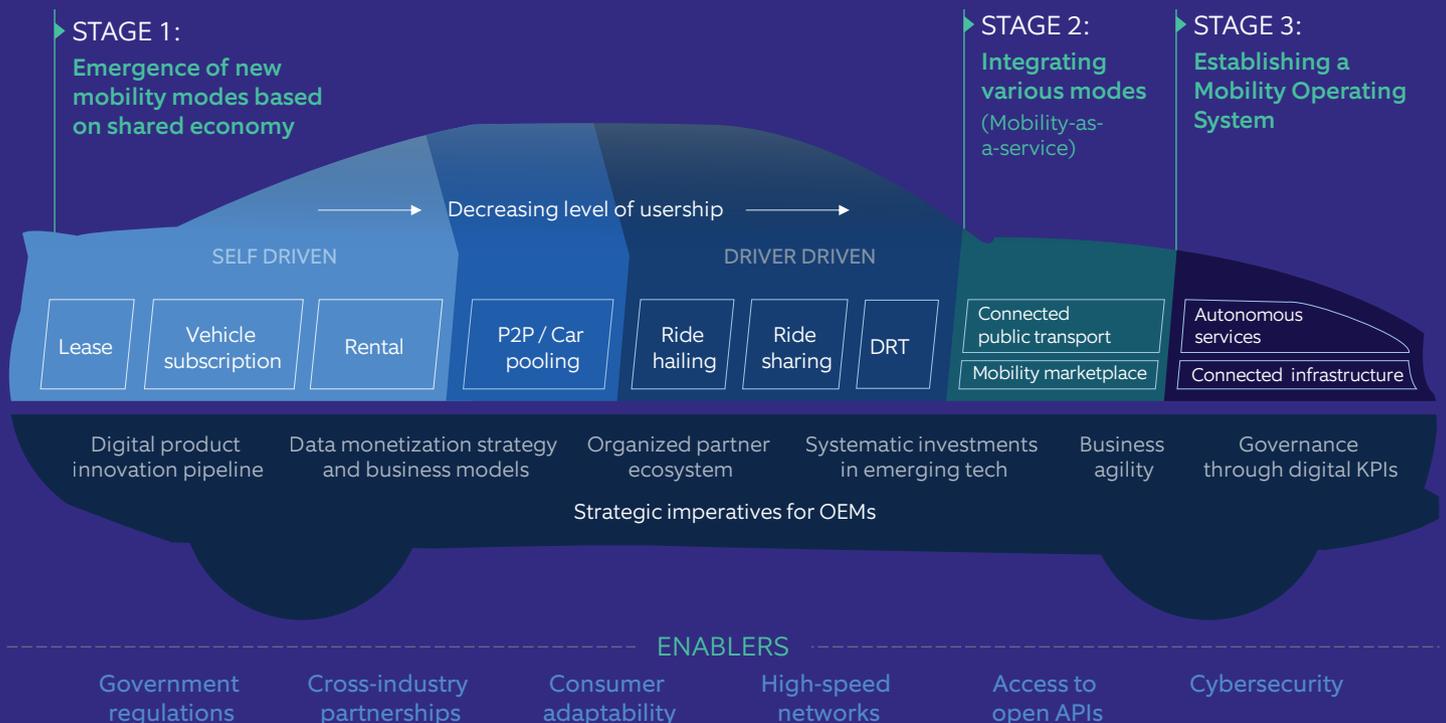
With the emergence of newer modes of mobility such as ride-sharing, pooling, and micro-transit, a transition from a model of ownership of private assets to usership of shared assets has begun. This shift enables efficient asset utilization and unlocks a transportation future that is more affordable, efficient, and sustainable.

Our Shared Mobility Toolkit is for automakers who are looking to conceptualize, create, and scale innovative shared mobility products and platforms - whether revamping an existing solution or building one from scratch. This toolkit takes a human-centric approach by highlighting the common pitfalls in developing shared mobility solutions and provides a framework to craft an intuitive mobility product for the future.

# THE WAY PEOPLE MOVE IS CHANGING

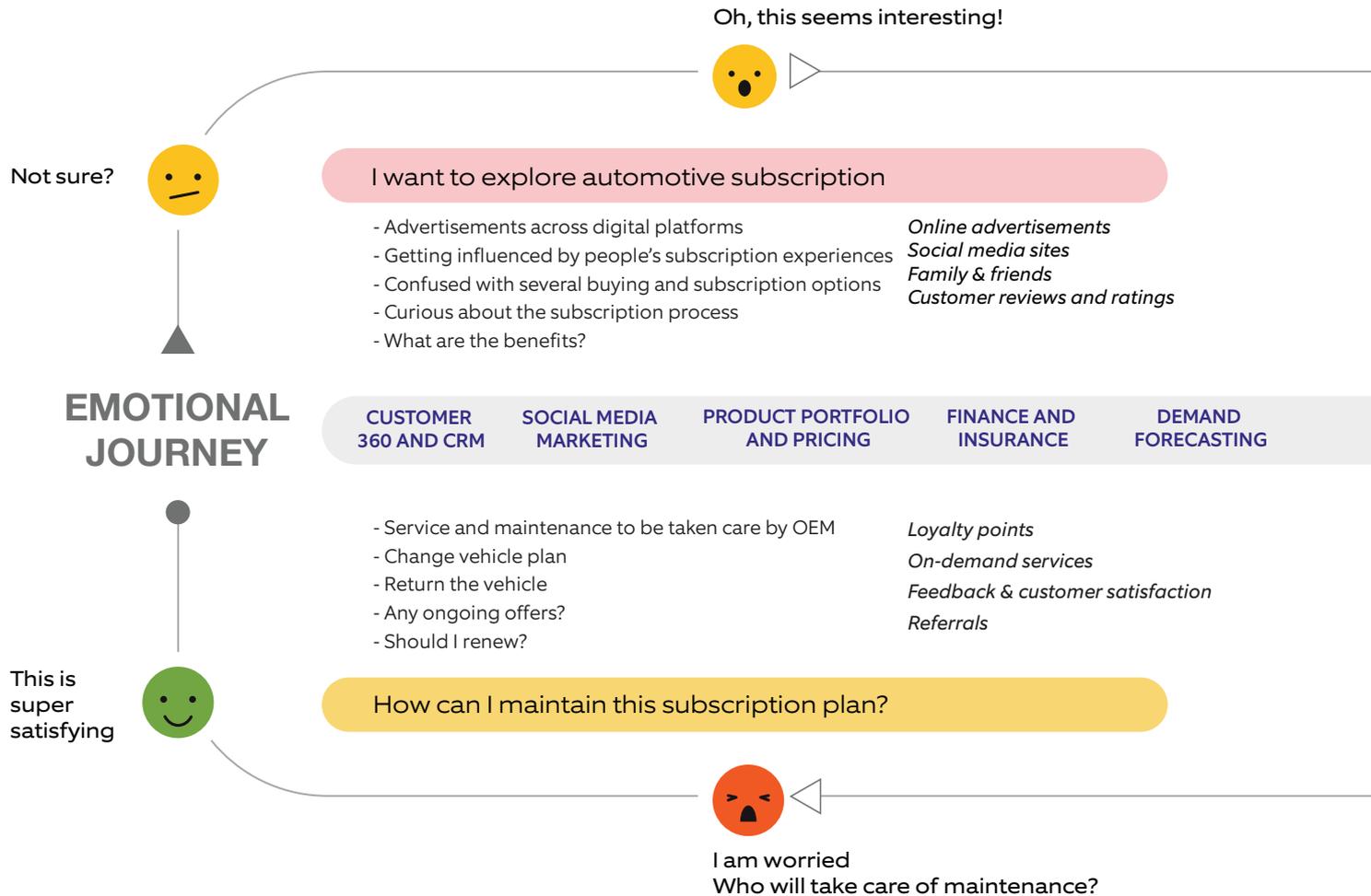


With that, the options to move must change too. OEMs are gradually shifting from being vehicle manufacturers to becoming end-to-end mobility solution providers.



P2P: Peer-to-peer, DRT: Demand Responsive Transit

# CUSTOMER EMPATHY IS AT THE HEART OF BUILDING NEW-AGE MOBILITY SOLUTIONS



To begin with, we discover the mobility seeker’s emotional journey that captures the interactions between the customer, the OEM, and the mobility ecosystem.

This toolkit is designed to ideate and develop various shared mobility products. As an example, we demonstrate how it can be used for a vehicle subscription use-case.

Not sure, If this can fulfil my requirements



Let me see what options suit me best

- Information about deposits and EMI plans
- Details of how subscription works
- What plans can I avail with my credit-score?
- Available vehicle options
- What are my EV charging options?

*Variety of vehicles*

*Various plans*

*Deals & offers*

*Colour, model, EV range, budget*

**INVENTORY  
MANAGEMENT**

**DEALER AND 3RD  
PARTY INTEGRATIONS**

**CONNECTED  
VEHICLE SERVICES**

**PARTS AND  
ACCESSORIES**

**REPAIR AND  
MAINTENANCE**

- Online query forms
- Do I need to visit dealership?
- Minimal paperwork
- Upload documents through website or mobile
- Transparent and frequent updates

*Speedy process*

*Concierge services*

*Real-time updates*

*Payment options*

I like this plan. Tell me how to proceed!



I am excited



Oh, I found what I need. Almost done!



# Developing a new-age mobility experience must take a human-centric product design approach



## **A. CONSUMER**

At the core is a deep understanding of all key stakeholders: consumers, decision makers, business owners, product managers.

## **B. PRODUCT EXPERIENCE**

Create a clear product vision and use OKRs to monitor and manage. Leverage agility to reduce complexity and time-to-market.

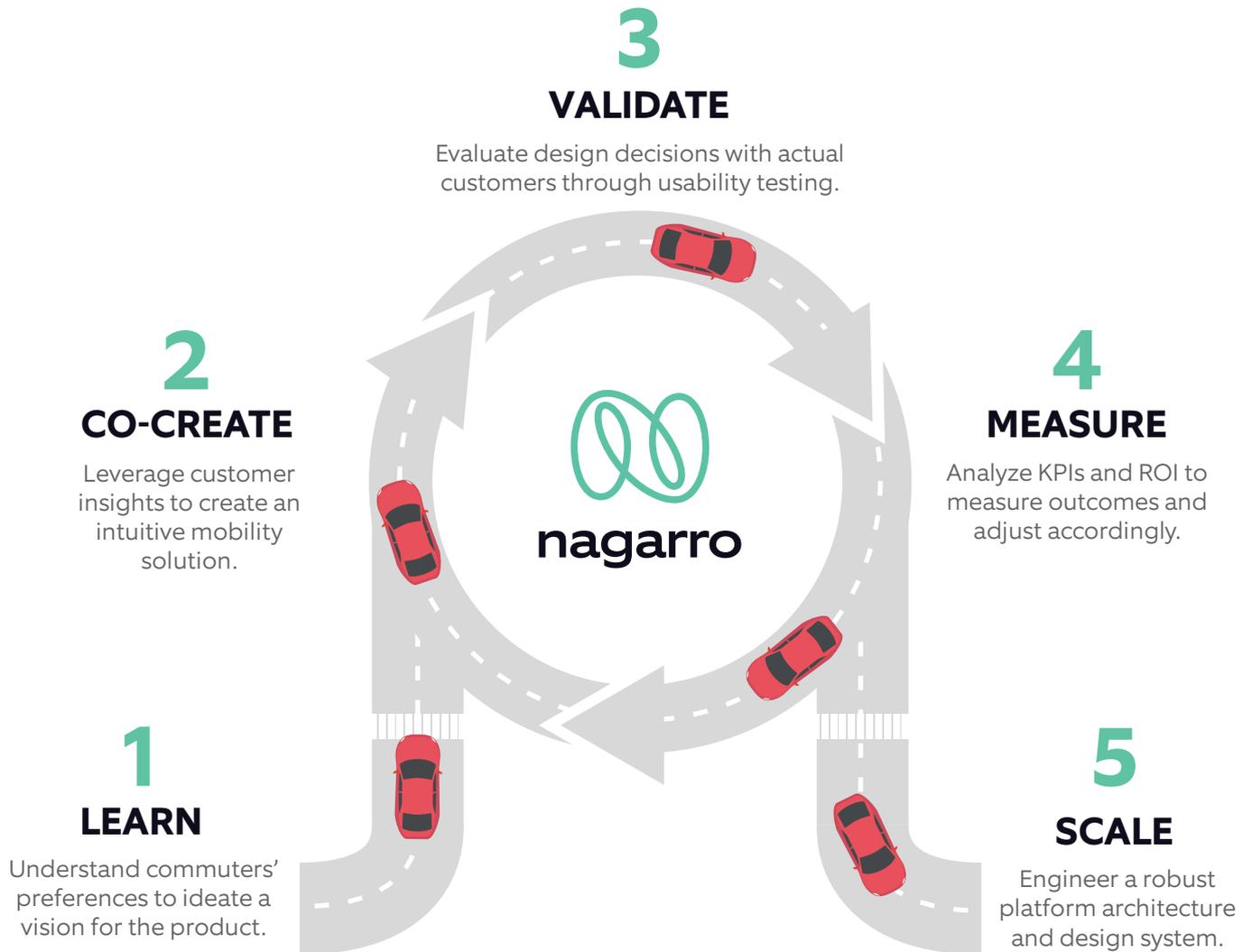
## **C. SMOOTH SUBSCRIPTION OR RENTAL EXPERIENCE**

Strategize implementation based on business outcomes and ensure consistent experience.

## **D. UNIQUE BRAND EXPERIENCE**

Generate economies of scope by cross-leveraging existing products.

# MOBILITY EXPERIENCE FRAMEWORK



# Learn

about your target customers

## Empathize with customers...

Understand customer goals, challenges, expectations, behaviors, mindset, and parameters considered for vehicle subscription.

- Are the customers subscribing the vehicle for daily commutes or for occasional travels?
- What are their significant criteria for a subscription? Is it duration, price, vehicle type, or something else?
- What inclusions do they want in the subscription bundle?
- How do your customers compare different vehicles?

## ...and extract insights...

Synthesize customer research and categorize knowledge in one place to capture the customer's thought process, actions, and emotional state.

- Are the customers confused about the subscription process?
- Do reviews/ratings influence their decision-making?
- Do they browse different sources before making the final purchase? If yes, which ones?
- Do they think that documentation verification process is tiresome?

...so as to



Understand needs and motivations of target commuters



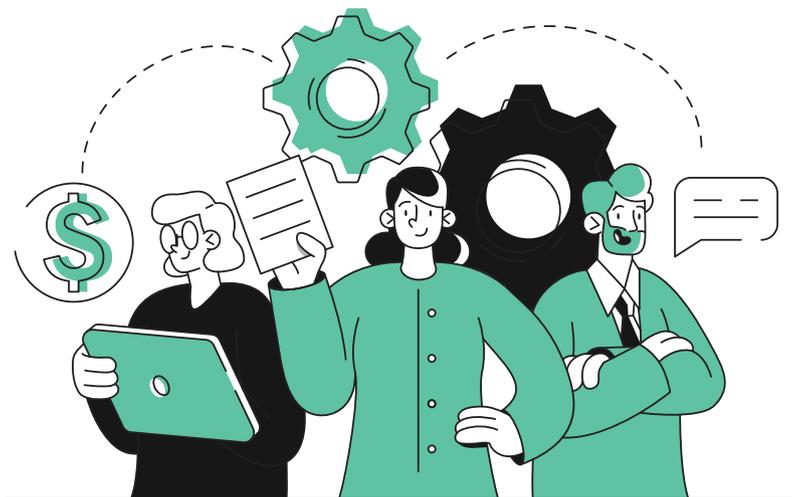
Establish a shared understanding of their mobility preferences



Recognize their operating behavior



Identify regular and occasional customers of car-subscription



# Co-create

together with all stakeholders

## Ideate features that WOW them...

Brainstorm and prioritize features after mapping the voice of customers with the voice of the enterprise.

- Do the current features of your subscription app fulfill commuters' requirements?
- How can we bring transparency in the subscription process?
- Should we develop "AI-based document verification"?
- Customers worry about hidden charges. What can we do to address their pain?

## ... and imagine how the product interacts with customers...

Create a path that customers will navigate through the product to fulfill their objectives: from exploration to managing car subscription.



I want a car-subscription which has quick application approval process.



I do not want to indulge in a lot of paperwork!

...so as to



Innovate, ideate, and assess car-subscription use-cases by pooling knowledge from multiple functions



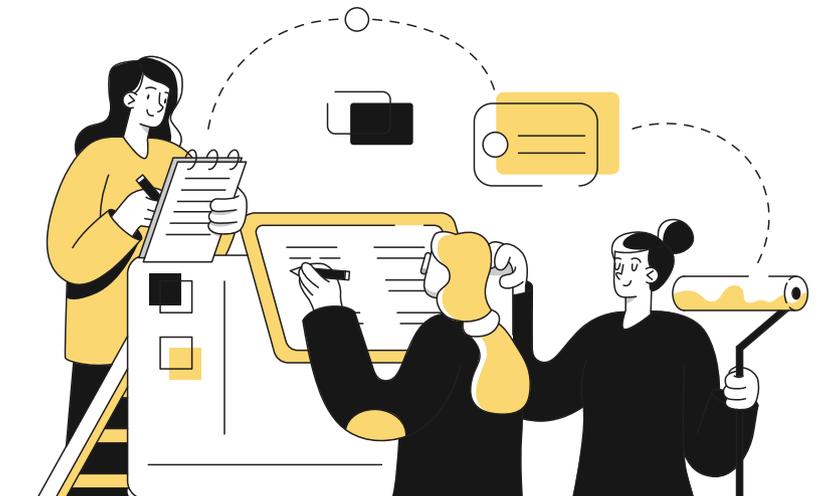
Uncover opportunities to improve the stickiness of existing subscription app



Build rapid prototypes for quick value-verification



Create your subscription product roadmap and define your MVP



# Validate

concepts with customers

## Experience the working prototype and test how customers interact with it...

Recognize any usability issues and assess the level of satisfaction with the product among the participants.

- How much time do customers spend in finding a white colored hybrid SUV?
- How intuitive is the UI design?
- What is the variance in the time taken by the customers to upload documents?
- What is the average number of steps taken by them to book a service?
- Is the time taken to find the "Compare" CTA higher than expected?
- Is the customer feeling frustrated while exploring the subscription homepage?

...so as to



Reveal unforeseen insights about target commuters' behavior



Reduce time-to-market of MVP and subsequent releases



Save resources by reducing costs of correction and failure



Identify changes required to improve the user satisfaction index



# Measure

the product success

## Assess whether the product is meeting your business objectives using class leading frameworks...

Generate valuable insights on whether the product fulfills business objectives by measuring user adoption, engagement, retention, and satisfaction.

- What is the conversion rate of customers from exploring various subscription products to considering a specific vehicle?
- What is the trend of the customers' churn rate?
- How many customers are advocates of our product?
- What is the drop-off rate at the payment step?
- How many support calls per user are we receiving for subscription-process clarification?
- What is the bounce rate of the product?
- Is the “Deals of the day” feature more popular than “Similar deals”?

...so as to



Generate insights on the “health-status” of the product and facilitate the gap discovery



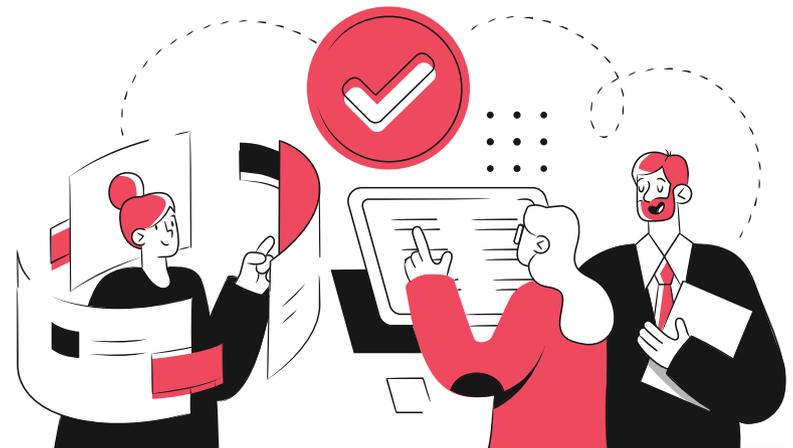
Finetune the product depending upon the subscribers’ requirement



Facilitate communication of UX related issues and associated strategic goals



Validate any key assumptions such as whether the product is being adopted by our target commuters



# Scale

to new heights

## Now that you've gone from Zero to One, build a solid foundation for the One to 100 journey...

Develop a shared understanding of the product's live components to ensure consistent user experience while updating the app regularly.

- How quickly can you roll out subsequent releases, in line with the product roadmap?
- Are the design elements consistent across different channels and devices?
- Is there adequate governance and transparency for all stakeholders?
- Are the technology choices sustainable to continuously enhance and enrich the subscription experience?
- Is the platform architecture future-proof?

...so as to



Provide a single source of truth for building UIs



Ensure consistency and faster time-to-market while scaling up



Save time and money by decreasing maintenance effort and cost



Continuously create, capture, and monitor value



# As you embark on this journey, watch out for some common customer pain-points...

## 1 Researching for subscription

- Complex subscription process
  - Lack of transparency in pricing and feature details
  - Staggered information
  - High monthly pricing
  - Lack of assurance/credibility in subscribing to used-vehicles
- 

## 2 Subscribing

- Mismatch in vehicles shown on the website & availability at dealership
  - Tedious documentation process
  - Inability to customize vehicle
  - Time-consuming document verification
  - Limited payment options
  - Lack of communication and visibility of delivery process
- 

## 3 Using the product

- Inability to check real-time vehicle running condition
  - Lack of visibility of available vehicles for upgrade
  - Range anxiety
  - Difficulty to update subscription tenure
  - No engagement/feedback mechanism in case of breakdown
  - Skepticism about identity theft and unauthorized payments
- 

## 4 Settlement

- Daunting vehicle handover
- Time-consuming vehicle inspection
- Wary of additional charges levied
- Lack of attractive options/offers to renew the subscription

# ...and consider ideas and digital interventions for a delightful vehicle subscription experience



Search Engine Optimization



Certification rating for used cars



Reviews of vehicles / dealers



Customer success stories



Inventory / deal visibility



Integrated payments



Automated document verification



Real-time delivery status



DMS integration



Digital concierge



Shortest route to nearest charging point



Flexibility to upgrade / extend



Incentivize through telematics



One-touch emergency support



Cyber security and data protection



Predictive maintenance



Real-time car assessment



Referral schemes



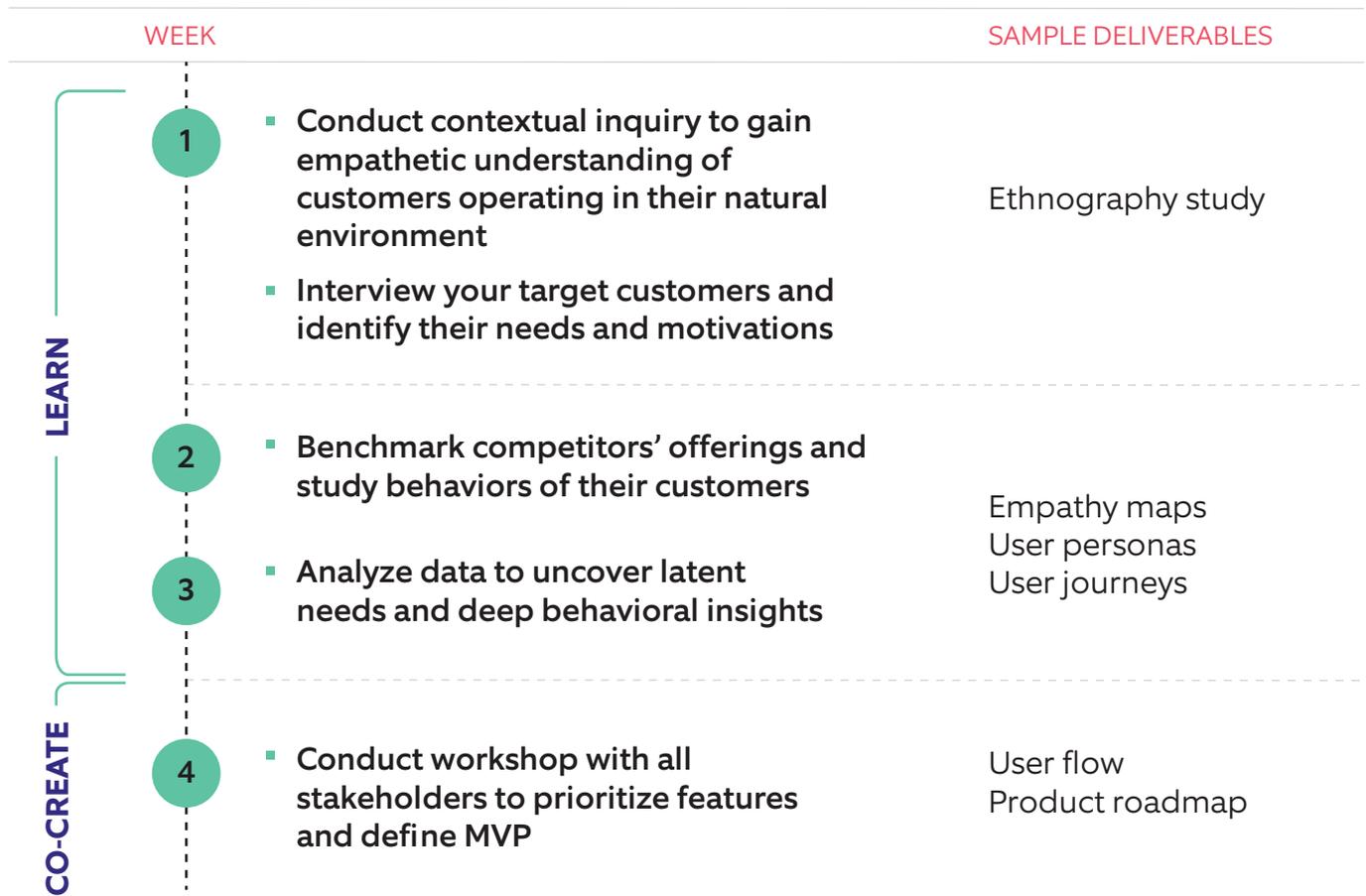
Transparent and data-driven pricing



Buyback option

# Jumpstart your shared mobility journey with Nagarro

Because well begun is half done!





# Carving



## Some of our success stories



### Subscription mobility platform

Partnered with a leading automaker to introduce and scale mobility-as-a-service with a digital car-subscription platform



### Premium motorcycling experience platform

Co-created a smart mobility platform for a premium OEM to offer personalized motorcycling experiences to riders



**nagarro**

Nagarro is a global digital engineering leader with a full-service offering, including digital product engineering, digital commerce, customer experience, AI and ML-based solutions, cloud, immersive technologies, IoT solutions, and consulting on next-generation ERP. We help our clients become innovative, digital-first companies through our entrepreneurial and agile mindset, and we deliver on our promise of *thinking breakthroughs*.

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