

## Case Study

# Design Thinking Approach for a Startup

### About Client

A start-up working on developing an app that connects vehicle owners with nearby garages.

### Objective

The goal of the program is to develop and market an app that provides vehicle owners with the opportunity to connect with nearby garages for service at their convenience, both in terms of time and place. Additionally, its use gives nearby garage owners the chance to raise their earning potential by cutting down on idle time. Once developed, both parties, users and garage owners will benefit from using this app.



### Challenges

According to an estimate, owners of small and medium-sized cars spend approximately Rs 10,000-20,000 a year on vehicle maintenance, and owners of bikes with engines smaller than 200 cc spend approximately Rs 4,000-5,000 annually. Local garages currently control a majority of the market in this niche since they are more feasible for owners without OEM subscriptions. After an initial exercise in data collection about issues facing the vehicle repair and service sector, the following challenges emerged:

- Who should be onboard first? Vehicle owners or Local garages
- Who should be considered their customer and their consumer?
- What should be a sustainable yet competitive revenue model?
- Is the acquisition strategy enough to counter existing offerings and make a sustainable impact?

# Design Clinic Methodology

The Design Clinic Approach was applied to identify the sector's pain points and problems. A research project was conducted with both local garages and car owners.

The focus of the study was on Tier 1 cities like Bengaluru and Gurgaon. As a result, the true pain points at Ground Zero were understood. After careful consideration, the team determined that the most important issue facing owners of vehicles is waiting times, followed by capacity utilisation in the case of garage owners. The team members were able to construct the company idea and value proposition thanks to the gap discovered through this activity.

To gauge the desirability quotient, this idea was presented to garage owners and car owners, and the answers were recorded. The team made some small tweaks and was persuaded to put this theory to the test on the ground after receiving feedback from the stakeholders. The garage owners were enthused to be active members of the app as they will benefit the most from the app. With the help of the app, they can provide them a more precise timeline and give customers an expected quick turnaround. As an added benefit to them, the garage owners were shown the benefits of higher utilisation of idle labour available to them.

Customers who are unaware of the range of prices for various items of preventive maintenance may feel that they are being overcharged and challenge the invoice. Customers were informed that the invoice problem will be handled by the app. We explained to them that you don't start any work unless the customer has been informed and given a cost estimate in order to avoid these types of disputes.

## Conclusion:

The main value proposition is the elimination of waiting time and the overall reduction of the time cost involved for vehicle owners.

The app intends to enter this industry as a local garage aggregator where vehicle owners (of both two-wheelers and four-wheelers) may come and select garages based on their rating and category. The app will offer quality criteria and a visual proof interface, which increases transparency in the services provided by the neighbourhood garages and fosters confidence. It also offers flexibility because the services may be arranged at the car owners' convenience.

The app will connect car owners with garage owners. The benefit offered to the local garage owner is an increase in earning potential through the acquisition of new clients and customer retention via the app. They will be able to better manage their capacity and cut down on idle time as a result. Due to this, the listed garage owners are now able to operate on a larger scale than they could under the old paradigm.

This case exemplifies that Design Thinking Approach is not just for large organisations and corporates. Even the smallest of businesses and organisations can benefit through implementation of a systematic Design Thinking Approach in designing their business models, processes and stakeholder interfaces.

