

Executive Summary, Team 1

For this project we needed to come up with a product idea that could help to increase safety awareness among people who use a motorcycle. First we did some research by interviewing people which helped us to create a persona that would be representing our customer target group. The persona that we created was a middle-aged woman who is new to driving and has limited mechanical knowledge about the motorcycle. Therefore, if she has some problem with the motorcycle during her journey to work or somewhere else, she does not know how to fix this problem and continue her journey. However, we came up with a solution for that.

Our product idea is basically a mobile application that is targeted to people who use motorcycle regularly but who don't necessarily have that much mechanical knowledge about the motorcycle because they might be new to driving. The application would provide helpful instructions and tutorials on how to fix different kind of problems that might occur during a ride. For example if a person is on his or her way to work and gets a flat tire they can quickly just look at the application and fix the problem by following the instructions. The instructions and tutorials would be available offline so no network connection is needed.

The application would also have some other features, such as the location of the nearest repair center and information about the local transportation firm. Sometimes problem can be big and you won't be able to fix it yourself on the spot so in such case, you can look up for nearest local transportation firm, call them and get picked up your motorcycle to nearest repair centre. The application would save people's time and it would be more pleasant to use than reading through a manual and the app will be designed in such a way that when user use it more often it gets more familiar to use it.

With an app development we also had an idea to have a business deal with tool company who produces fixing tools for motorcycle. If customer needs tool, he/she can go through our app and search for a nearest tools shop. He/she can also get a discount- code from our app which will provide some discount on his/her purchase of the tools or any other motorcycle products. When customer buys tools using our

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discount- code provided by our app, in that case company has to share some amount of sales with us as a commission. Such a commission from tools companies and ads we allow to appear in our app will be our major revenue to run the app for a longer run. We will also have a deal with a reparation centres, outsourcing partners and local transportation firm which will benefits all of us through each other co-ordinations and co-operations.