



UX VISION

A detailed report and analysis
from the User research.

UNDERSTANDING BASED ON INTERVIEW

Interviews conducted on call

MARKETING (DSA/OEM)

- 01 Have word of mouth publicity for marketing

- 02 Get customers based on reference from CA firms

- 03 Generates leads from the website

- 04 DSAs market themselves by sending bulk Email, SMS also they conduct seminars

- 05 For showcasing lease, DSAs shows brochures, catalogues, and handouts

We have found that there's no specific way of marketing, majorly are exposed through word of mouth publicity. Customers also consider recommendations from family and friends.

As people consider recommendation we can come up with the idea of Share with friends and earn points. We can also showcase testimonial and success stories of existing customers which help to build trust.

OPERATIONS (DSA/OEM)

- 01 Suggest leasing for upgradations

- 02 Suggest leasing based on balance sheet of the customer

- 03 Customers have a basic requirement of machine before buying

- 04 Customers look for expertise in leasing

- 05 Customers compare rental cost while taking a lease

- 06 Customers knowledge is rated 2 out-of 5

- 07 Loan is more profitable for DSAs

We have found that DSA have less understanding of lease as a product and it is less profitable for their business. Customers who look forward to take a lease, look for expertise in leasing.

We need to create a portal where the customer can incorporate their business needs. Using these insights we need to build a portal intelligent enough to provide information based on customer inputs. We should also have room for on-the-go help e.g.: “Live chat”

MANAGING (DSA)

01 Tracks their daily sales and meetings on excel sheet

02 Collects documents offline or via Email

03 Prefers having online system for managing documents and sales tracking

04 Provides service post loan disbursement

05 Some DSAs have online system for invoice tracking

We have found that DSAs manages all their things online there is no integrated application to do so. It's majority done via Excel, Docs etc., which is tedious because there is a lot of back and forth.

We need to build a portal for DSAs where they can manage their work online at one place and can also track their daily sales meet, documentation, Invoices etc.

SERVICE / MAINTENANCE

- 01 Customers ask for demo before buying a machine

- 02 Companies have a tracking team for scheduled services

- 03 Customers' call for Service on call centre number

- 04 Have stand by motors in case of emergency breakdown

- 05 Prefer having AMC for large machine

- 06 Contact AMC providers once the AMC gets over

- 07 Have a predefined time for services

- 08 Some machines have services tracking option

Customers have a traditional way of contacting the company for service which is done via call. Companies also have a service team which coordinates with the customers for all their service related issues.

We need to build an automated system for all service related queries, where customers and companies can communicate with each other. We should also build an experience for an emergency breakdown. Overall a dashboard should be created for customers and companies to manage services and maintenance.

KNOWLEDGE

01 Customers don't know where and whom to approach for Lease in market

02 Customers has less knowledge about leasing

We have found that there are very few people know about leasing and people who know about leasing but don't know whom to approach. There is no place where people can educate themselves about leasing.

We need to educate the user through our site and highlight the benefits of leasing by comparing Lease and loan. We can build an online calculator where customers can calculate their profits by choosing lease or loans.

FACTORS

01 Price is the major factor customers look before buying machinery

02 Second is Quality and maintenance

03 Third is life cycle

04 Brand is least important factor

We have found that price is the major factor for the customer before buying the machine.

As price is the major factor for customers we have to highlight benefits of leasing which will help them to take decision based on other factors.

MANAGING (CUSTOMER)

01 Keep a stock of accessories, like paint, spray guns etc.

02 Have a stock checklist to keep a track

03 Order stocks from nearby dealers once it gets over

04 Order stocks from nearby dealers via call or email

Post purchase of the machine, customer needs a lot of things like accessories, attachments etc. for which they keep a stock of it. Customers keep a checklist for all the stocks. Customers order stocks on call from nearby distributors.

Our target is to build a all-in-one place for the customers where we can serve post purchase service. For instance, for stocks ordering, we can have contact details of the dealers, stock managing module where they can keep a track of their stocks.

PROS AND CONS OF LEASING

PROS OF LEASING

01 Lease is Tax efficient option

02 There is no collateral requirement

03 Easy upgradations

04 Access to best technology

CONS OF LEASING

01 Very less people know about lease

02 People don't know where to gain information about leasing



UX APPROACH

What

How

To build an online portal with end to end service that provides

Why

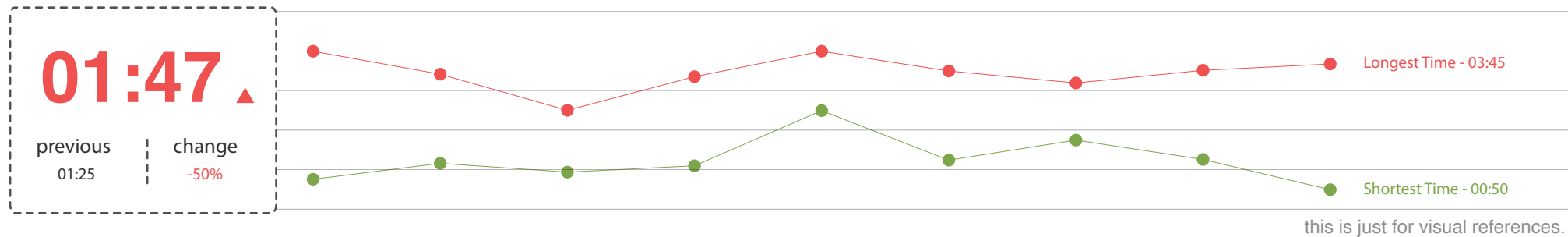
life cycle management to help growth oriented business owners who needs

Whom

machinery or finance to empower their business.

MEASURING IT | EASE OF USE

Time On Task



Similarly, other factors will also be tested for the objectives set in the UX vision.

Task Success : 100%

Error Rate : 0%

Level Of Satisfaction : 100%

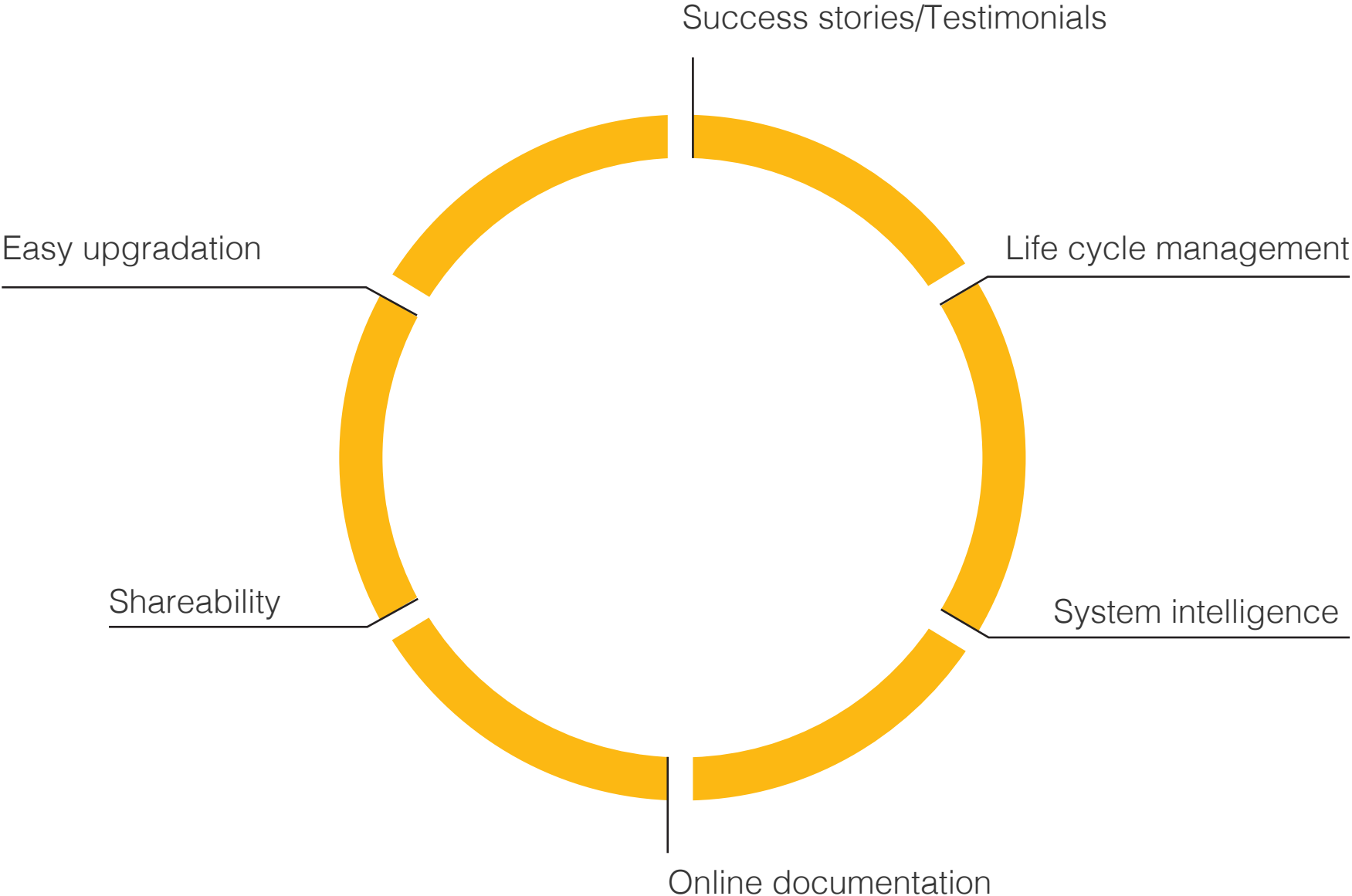
Motion Failure Rate : 0%

Time On Task.

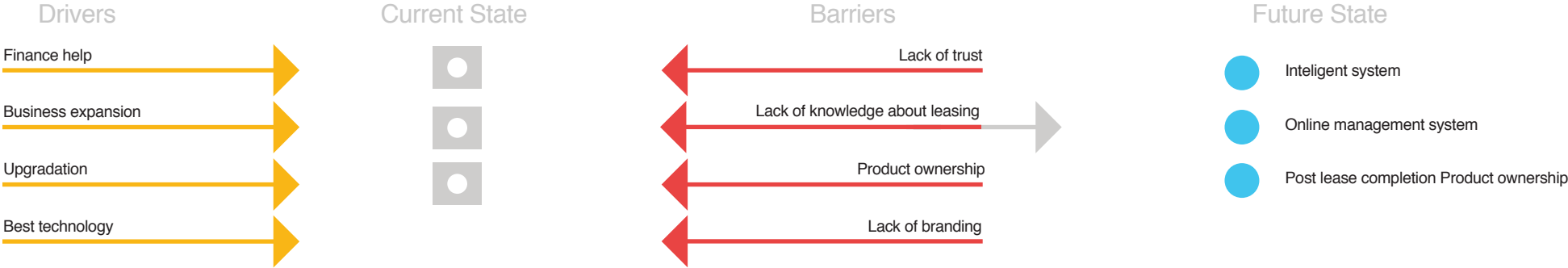
KPI'S

- Online enquiries
- Online application
- Call for emergency breakdown through website
- Call for service online
- Demo requests
- Content sharing
- Request for upgradation
- Lease extension
- AMC extension
- Sign up via Email or Mobile number
- Online documentation





DRIVERS AND FUTURE STATES



<h3>Challenges</h3> <p>We are trying to solve:</p> <ul style="list-style-type: none"> - Educate people about leasing (Online and Offline) - Migration of customers - Lack of branding 		<h3>Research</h3> <p>We have found that there are very fewer people knows about leasing and people who know about lease don't know whom to approach. There is no place where people can educate themselves about leasing.</p> <p>Customers are looking for company which provides life cycle management.</p>	
<h3>Aspirations</h3> <p>The desired outcomes we seek is:</p> <ul style="list-style-type: none"> - To lead finance market - To fulfill customers business and finance need 	<h3>Focus Areas</h3> <p>We will focus on a few things here:</p> <ul style="list-style-type: none"> - Managing maintenance and finance - Notifying customers about services and payments - Keep customers up-to-date about upgradation 	<h3>Guiding Principles</h3> <p>To achieve these results we will provide:</p> <ul style="list-style-type: none"> - A consistent experience across mobile platforms for seamless experience. - Testimonial and success stories of existing customers - Idea of Share with friends and earn points. 	<h3>Activities</h3> <p>To facilitate user journeys we will:</p> <ul style="list-style-type: none"> - Provide information based on given inputs by customers - Online documentation - Fasten the lease approval process

