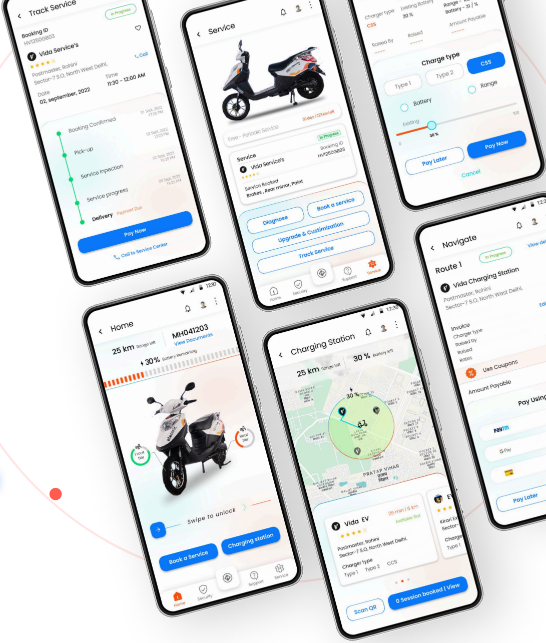
E-connect

A Connected Vehicle Experience


Track Service
In Progress
Booking ID
HV1250GB03
Vida Service's
Postmaster, Rohini Sector-7 S.O, North West Delhi.
Call
Date
02, september, 2022
Time
11:30 - 12:00 AM
Booking Confirmed
Pick-up
Service Inpection
Service progress
Delivery
Payment Due
Pay Now
Call to Service Center
Service
Free - Periodic Service
30 days / 225 km Left
Vida Service's
Service Booked
Brakes , Rear mirror, Paint
Diagnose
Book a service
Upgrade & Custimization
Track Service
Home
Security
Support
Service
Charge type
Type 1
Type 2
CSS
Battery
Range
Existing
30 %
Pay Later
Pay Now
Cancel
Home
25 km Range left
MH041203
View Documents
30 % Battery Remaining
Front tier
Rear tier
Swipe to unlock
Book a Service
Charging station
Charging Station
25 km Range left
30 % Battery left
PRATAP VIHAR
Vida EV
26 min | 6 km
Available Slot
Postmaster, Rohini Sector-7 S.O, North West Delhi.
Charger type
Type 1
Type 2
CCS
Scan QR
0 Session booked | View
Navigate
Route 1
In Progress
Vida Charging Station
Postmaster, Rohini Sector-7 S.O, North West Delhi.
Invoice
Charger type
Raised by
Raised
Rates
Use Coupons
Amount Payable
Pay Using
Paytm
G Pay
Pay Later

Duration

3 Months

Role

UX/UI Designer

Tool Used

Figma, Miro, Photoshop

Problem Statement

How might we **design** a **digital Platform** for **EV Bike users** to ensure their **experience is Simplified and engaging** while **interacting with after sales activities**

Objective

- To Provide **hands-on information about the journey**, vehicle, and services to the user.
- To **enhance the end-to-end experience** of all after-sales services the EV user uses.
- Filling the gap between **company and user** by making the process transparent.
- To create a **simplified Interaction between EV bike and their user** at any stage after owning the EV.

Design Process

1
Research
- After sales service's
- Competition analysis

2
Define
- User persona
- Empathy Maping
- User Needs
- Key Task's

3
Ideate
- Information Architecture
- Design System
- Components

4
Design
- Wire frames
- Visual Design
- Prototype Link

Research

- After sale service
- Competition Analysis

After sales Services

Free service and Maintenance

- Under a certain period, the user gets a free service and Maintenance for vehicle.
- Any fault part in the vehicle also gets replaced during this period.

What user Wants from each service

- Notification of coming service.
- Booking a free service till time period.
- Visible of date for free service's.
- Cost effective for services.

Periodic Service and Maintenance

- A regular service that bikes need after every specific month or day.
- It is required after some specific km of the ride from the vehicle.

- Tracking of periodic services.
- Advice for ride to maintaining a performance of parts
- Past services history

Parts and upgrade services

- Replacement of parts that the user does not require.
- Upgrade part as personal customization.
- Upgrade to new parts and features available in the market..

- Wants to buy customized / personalized part
- Tracking of ordered parts and information
- Look on ongoing trends to apply for to buy upgrade parts.
- Advice to user for upgrades for better mobility

Guarantee and warranty

- To assure the reliability and durability of certain parts of the product.
- Accidental warranty of the vehicle.

- Part details about warranty / guarantee on their hands.
- Ease to apply for warranty / Guarantee.
- Fast feed back from hero/Vida team.

Competition Analysis

	ATHER	OLA
Different	Ride Assistance Incognito Mode Guide me light Tire diagnose Park Assist Feature	Ignite from App Geofencing
Common	Lock / Unlock Vehicle Service Range of Vehicle Navigation Vehicle Information Theft Alarm Charging Information Calling	
Insightes	• Safety must to implemented for both the application. • Ola application is not much engaging in terms of experience. • Both do not help with file work in the respective government authority. This can be a good experience for user to engage with. • As per user review's key less feature using login with code/password takes more time start the ignition than key.	

Define

- User persona
- Empathy Maping
- User Needs
- Key Task’s

User Persona’s

Name: Anoushka Saha

Age: 29 Years

Profession: Designer

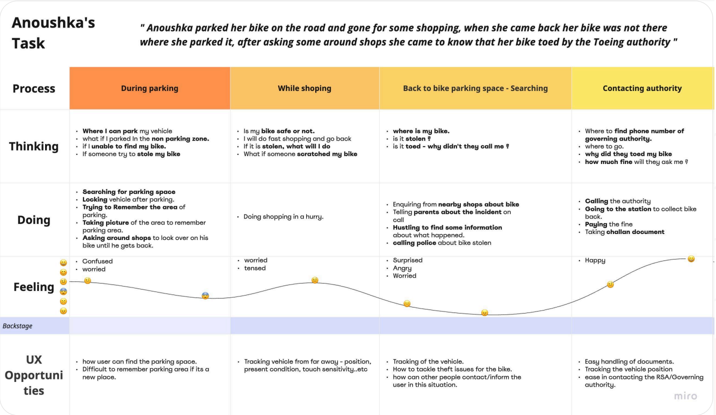
"Anoushka is a working professional in Emphase energy. she likes to ride the bike and owns an EV bike. She uses her bike to go shopping and roam around with friends "

Goals

- Satisfaction from service and maintenance.
- Simplified way to connect with bike
- Cost affordability.

Pain Points

- Forget to charge the bike after a ride.
- Getting a slot for charging.
- Fear of theft

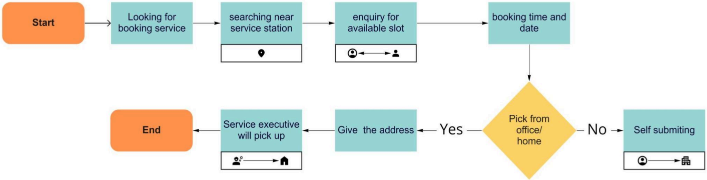


Anoushka's Task

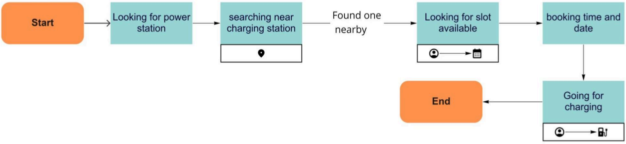
" Anoushka parked her bike on the road and gone for some shopping, when she came back her bike was not there where she parked it, after asking some around shops she came to know that her bike toed by the Toeing authority "

Process	**During parking**	**While shoping**	**Back to bike parking space - Searching**	**Contacting authority**
Thinking	**Where I can park** my vehicle what if I parked In the **non parking zone.** if I **unable to find my bike.** If someone try to **stole my bike**	Is my **bike safe or not.** I will do fast shopping and go back If it is **stolen, what will I do** What if someone **scratched my bike**	**where is my bike.** is it **stolen ?** is it **toed - why didn't they call me ?**	Where to **find phone number of governing authority.** where to go. **why did they toed my bike** **how much fine** will they ask me ?
Doing	**Searching for parking space** **Locking** vehicle after parking. **Trying to Remember the area** of parking. **Taking picture** of the area to remember parking area. **Asking around shops** to look over on his bike until he gets back.	Doing shopping in a hurry.	Enquiring from **nearby shops about bike** Telling **parents about the incident** on call **Hustling to find some information** about what happened. **calling police** about bike stolen	**Calling** the authority **Going to the station** to collect bike back. **Paying** the fine Taking **challan document**
Feeling	Confused worried	worried tensed	Surprised Angry Worried	Happy
Backstage				
UX Opportunities	how user can find the parking space. Difficult to remember parking area if its a new place.	Tracking vehicle from far away - position, present condition, touch sensitivity..etc	Tracking of the vehicle. How to tackle theft issues for the bike. how can other people contact/inform the user in this situation.	Easy handling of documents. Tracking the vehicle position ease in contacting the RSA/Governing authority.

User Flow - Giving bike for service and maintenance


Start
Looking for booking service
searching near service station
enquiry for available slot
booking time and date
Pick from office/ home
Yes
No
Self submiting
Give the address
Service executive will pick up
End

User Flow - Finding charging station


Start
Looking for power station
searching near charging station
Found one nearby
Looking for slot available
booking time and date
Going for charging
End

Name: Shubhanshu Singh

Age: 29 Years

Profession: Designer

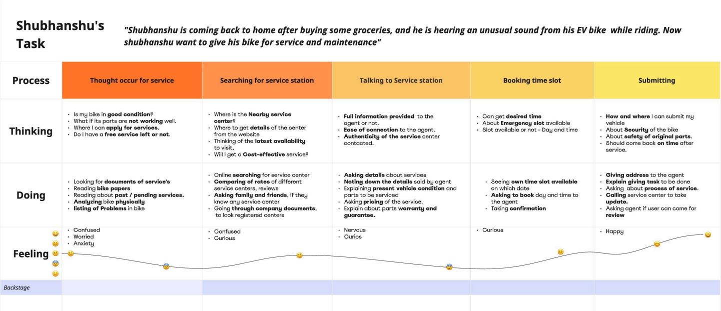
"Shubhanshu is a Working professional in IBM. he likes to ride city around. He is also self-motivated in using the latest technology "

Goals

- Helps Ease in finding service and maintenance.
- Allows Ease vehicle-related document handling.

Pain Points

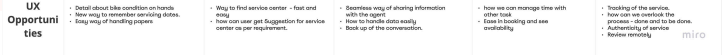
- Power station location doesn't know if there is any in his locality.
- Maintenance of EV is a challenging task for him.



Shubhanshu's Task

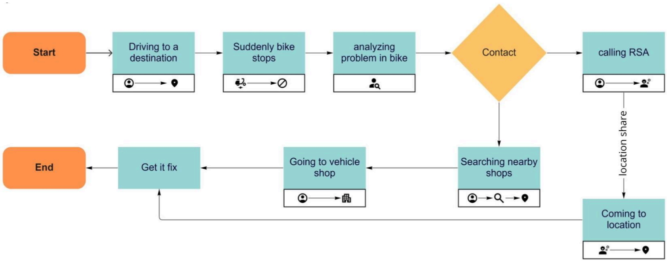
"Shubhanshu is coming back to home after buying some groceries, and he is hearing an unusual sound from his EV bike while riding. Now shubhanshu want to give his bike for service and maintenance"

Process	**Thought occur for service**	**Searching for service station**	**Talking to Service station**	**Booking time slot**	**Submitting**
Thinking	• Is my bike in **good condition**? • What if its parts are **not working** well. • Where I can **apply for services.** • Do I have a **free service left or not.**	• Where is the **Nearby service center**? • Where to get **details** of the center from the website • Thinking of the **latest availability** to visit, • Will I get a **Cost-effective** service?	• **Full information provided** to the agent or not. • **Ease of connection** to the agent. • **Authenticity of the service** center contacted.	• Can get **desired time** • About **Emergency slot** available • Slot available or not - Day and time	• **How and where** I can submit my vehicle • About **Security** of the bike • About **safety of original parts.** • Should come back **on time** after service.
Doing	• Looking for **documents of service's** • Reading **bike papers** • Reading about **past / pending services.** • **Analyzing** bike **physically** • **listing of Problems** in bike	• Online **searching** for service center • **Comparing of rates** of different service centers, reviews • **Asking family and friends**, if they know any service center • Going **through company documents**, to look registered centers	• **Asking details** about services • **Noting down the details** said by agent • Explaining **present vehicle condition** and parts to be serviced • Asking **pricing** of the service. • Explain about parts **warranty and guarantee.**	• Seeing **own time slot available** on which date • **Asking to book** day and time to the agent • Taking **confirmation**	• **Giving address** to the agent • **Explain giving task** to be done • Asking about **process of service.** • **Calling** service center to take **update.** • Asking agent if user can come for **review**
Feeling	• Confused • Worried • Anxiety	• Confused • Curious	• Nervous • Curios	• Curious	• Happy
Backstage					



UX Opportunities	• Detail about bike condition on hands • New way to remember servicing dates. • Easy way of handling papers	• Way to find service center - fast and easy • how can user get Suggestion for service center as per requirement.	• Seamless way of sharing information with the agent • How to handle data easily • Back up of the conversation.	• how we can manage time with other task • Ease in booking and see availability	• Tracking of the service. • how can we overlook the process - done and to be done. • Authenticity of service • Review remotely

User Flow - Technical problem occure in bike


Start
Driving to a destination
Suddenly bike stops
analyzing problem in bike
Contact
calling RSA
location share
Coming to location
Searching nearby shops
Going to vehicle shop
Get it fix
End

User needs

- End to end service booking.
- Connected experience with bike
- Battery charging service information
- Self-diagnose of the vehicle
- Information of trips that user make
- Remote commands for lock/unlock
- History of services taken by user.
- Security of the vehicle

Key Task

Search charging stations

Service Booking

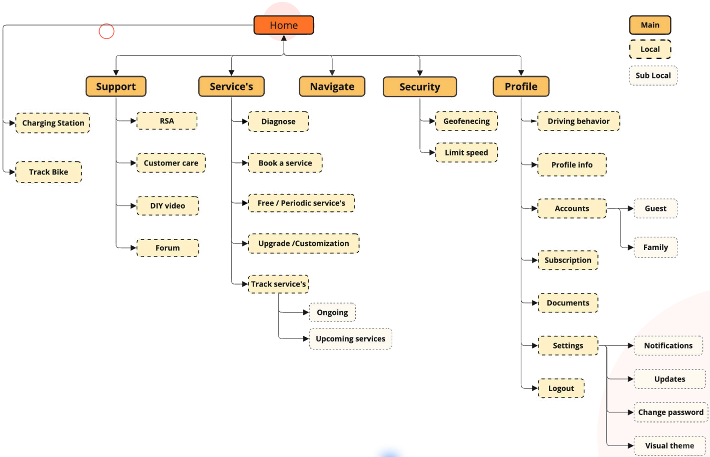
Geofencing

Navigation

Ideate

- Information Architecture
- Design System
- Components

Information Architecture



- Home
  - Charging Station
  - Track Bike
  - Support
    - RSA
    - Customer care
    - DIY video
    - Forum
  - Service's
    - Diagnose
    - Book a service
    - Free / Periodic service's
    - Upgrade /Customization
    - Track service's
      - Ongoing
      - Upcoming services
  - Navigate
  - Security
    - Geofenecing
    - Limit speed
  - Profile
    - Driving behavior
    - Profile info
    - Accounts
      - Guest
      - Family
    - Subscription
    - Documents
    - Settings
      - Notifications
      - Updates
      - Change password
      - Visual theme
    - Logout

Main
Local
Sub Local

Design System

Ag

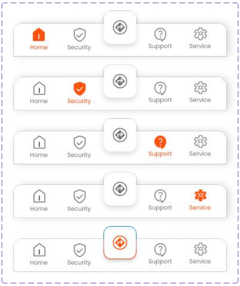
Poppins

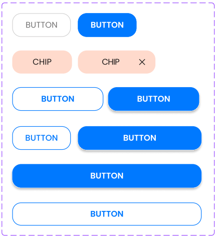
Medium Semi Bold

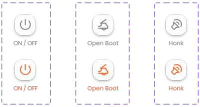
H1	Poppins Regular	20/20
H2	Poppins Medium	16/20
body 1	Poppins Regular	14/24
body 2	Poppins Light	12/12
body 3	Poppins Light	10/12
button	Poppins Semibold	14/14

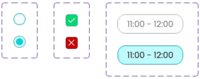
#00DDEF #00D5E5 #C2FBFF #FF5310
#FFDACC #1D1BB #1D1BB #1D1BB
#1D1BB #1D1BB #00D5E5

components

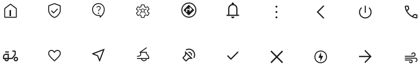

Home
Security
Support
Service


BUTTON
CHIP
CHIP


ON / OFF
Open Boot
Honk



Iconography

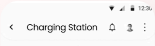


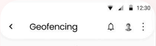
Design

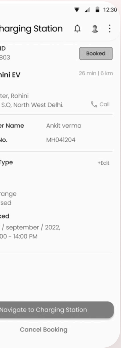
- Wire Frames
- Visual Designs

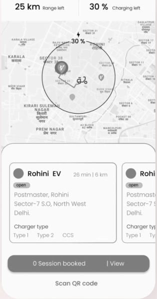
Wireframes

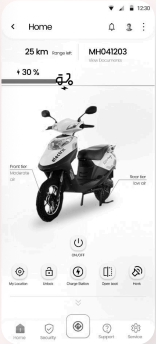
Based on the research conducted at the UX stage, we started developing wireframes. It was important to conveniently arrange the elements on the screens and provide an intuitive structure of the application.

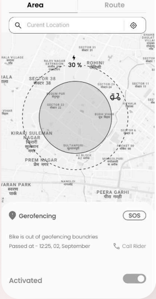

12:30
Charging Station


12:30
Geofencing

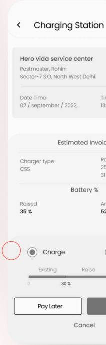

12:30
harging Station
ID
303
Booked
hini EV
26 min | 6 km
ter, Rohini
S.O, North West Delhi.
Call
er Name
Ankit verma
No.
MH041204
ype
+Edit
ange
sed
ted
/ september / 2022,
00 - 14:00 PM
Navigate to Charging Station
Cancel Booking


25 km Range left
30 % Charging left
30 %
Rohini EV
26 min | 6 km
open
Postmaster, Rohini
Sector-7 S.O, North West
Delhi.
Charger type
Type I
Type 2
CCS
Rohi
open
Postmaste
Sector-7 S
Delhi.
Charger typ
Type I
Ty
0 Session booked
| View
Scan QR code


12:30
Home
25 km Range left
MH041203
View Documents
30 %
Front tier
Moderate
air
Rear tier
low air
ON /OFF
My Location
Unlock
Charge Station
Open boot
Honk
Home
Security
Support
Service


Area
Route
Curent Location
30 %
Gerofencing
SOS
Call Rider
Activated

Bike is out of geofencing boundries
Passed at - 12:25, 02, September


Charging Station
Hero vida service center
Postmaster, Rohini
Sector-7 S.O, North West Delhi.
Date Time
02 / september / 2022,
Ti
13
Estimated Invoic
Charger type
CSS
Battery %
Raised
35 %
Charge
Existing
Raise
30 %
Pay Later
Cancel

Visual Design

1.

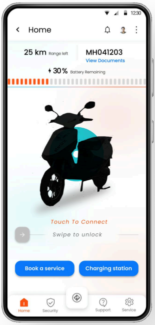
Connect and Unlock

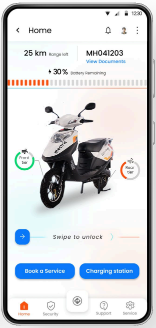
User will tab the bike to connect again, if it is disconnected.

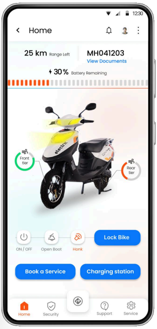
User will swipe the button to unlock the bike.

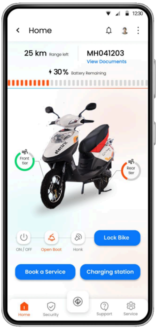
When user will tab on honk, they will see the bike reaction of blinking head light

When user will tab on open boot , then bike tab will open on the application.


12:30
Home
25 km Range left
MH041203
View Documents
30 % Battery Remaining
Touch To Connect
Swipe to unlock
Book a service
Charging station
Home
Security
Support
Service


12:30
Home
25 km Range left
MH041203
View Documents
30 % Battery Remaining
Front tier
Rear tier
Swipe to unlock
Book a Service
Charging station
Home
Security
Support
Service

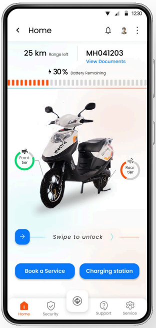

12:30
Home
25 km Range Left
MH041203
View Documents
30 % Battery Remaining
Front tier
Rear tier
ON / OFF
Open Boot
Honk
Lock Bike
Book a Service
Charging station
Home
Security
Support
Service


12:30
Home
25 km Range left
MH041203
View Documents
30 % Battery Remaining
Front tier
Rear tier
ON / OFF
Open Boot
Honk
Lock Bike
Book a Service
Charging station
Home
Security
Support
Service

2.

Finding Charging station

Information about range left with existing charge.



Home

25 km Range left

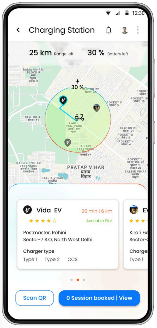
MH041203

View Documents

30 % Battery Remaining

12:30
Front tier
Rear tier
electric
Swipe to unlock
Book a Service
Charging station
Home
Security
Support
Service

Shows alternative stations for Charging station nearby



Charging Station

25 km Range left

30 % Battery left

Vida EV

26 min | 6 km

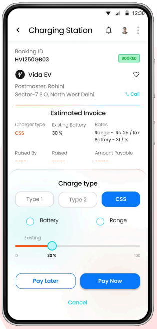
Available Slot

Postmaster, Rohini
Sector-7 S.O, North West Delhi.

Charger type
Type 1 Type 2 CCS

12:30
30 %
PRATAP VIHAR
Scan QR
0 Session booked | View

Charging station nearby



Charging Station

Booking ID
HV1250GB03

BOOKED

Vida EV

Postmaster, Rohini
Sector-7 S.O, North West Delhi.

Estimated Invoice

Charger type	Existing Battery	Rates
CSS	30 %	Range - Rs. 25 / Km Battery - 31 / %

Raised By	Raised	Amount Payable
----	----	-----

Charge type

Type 1 | Type 2 | CSS

○ Battery ○ Range

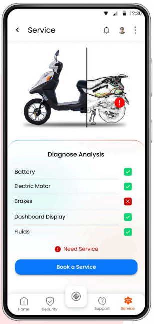
Existing 30 %

12:30
Call
0
100
Pay Later
Pay Now
Cancel

3.

Service of Bike

Instant alert for problems in Electric bike



Service

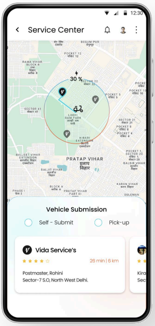
Diagnose Analysis

- Battery ☑
- Electric Motor ☑
- Brakes ☒
- Dashboard Display ☑
- Fluids ☑

Need Service

12:30
Book a Service
Home
Security
Support
Service

Providing information About nearby Service centers



Service Center

Vehicle Submission

○ Self - Submit ○ Pick-up

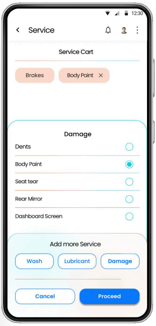
Vida Service's

26 min | 6 km

Postmaster, Rohini
Sector-7 S.O, North West Delhi.

12:30
30 %
PRATAP VIHAR

Making booking service easier in Minimum steps.



Service

Service Cart

Brakes | Body Paint ×

Damage

- Dents ○
- Body Paint ●
- Seat tear ○
- Rear Mirror ○
- Dashboard Screen ○

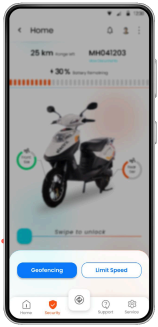
Add more Service

12:30
Wash
Lubricant
Damage
Cancel
Proceed

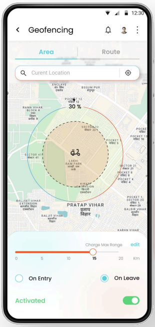
4.

Geofencing for security

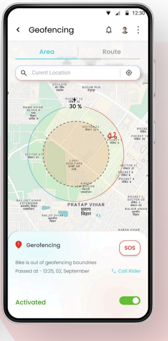
Instant Start geofencing from security


Home
25 km
MH041203
30 %
Swipe to unlock
Geofencing
Limit Speed
Home
Security
Support
Service

Easy way of creating boundary for geofencing


12:30
Geofencing
Area
Route
Curent Location
30 %
PRATAP VIHAR
Charge Max Range
edit
0
5
10
15
20
Km
○ On Entry
● On Leave
Activated

Alert when out of geofencing boundary


12:30
Geofencing
Area
Route
Curent Location
30 %
PRATAP VIHAR
Gerofencing
SOS
Call Rider
Activated

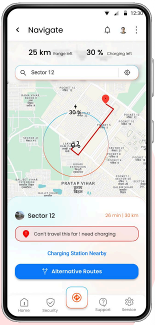
Bike is out of geofencing boundries

Passed at - 12:25, 02, September

5.

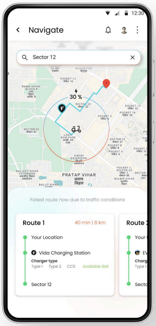
Navigation

On first hand giving Information about whether they can reach their destination or not.


12:30
Navigate
25 km Range left
30 % Charging left
Sector 12
30 %
PRATAP VIHAR
Sector 12
26 min | 30 km
Charging Station Nearby
Alternative Routes
Home
Security
Support
Service

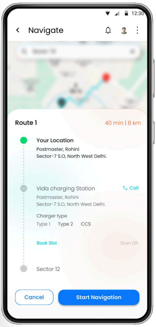
Can't travel this far ! need charging

Alternative routes for reaching destination.


12:30
Navigate
Sector 12
30 %
PRATAP VIHAR
Route 1
40 min | 8 km
Your Location
Vida Charging Station
Charger type
Type 1
Type 2
CCS
Available Slot
Sector 12
Route 2

Fatest route now due to traffic conditions

Easy navigation for the user to follow with


12:30
Navigate
Route 1
40 min | 8 km
Call
Book Slot
Scan QR
Cancel
Start Navigation

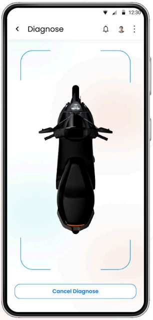
Your Location
Postmaster, Rohini
Sector-7 S.O, North West Delhi.

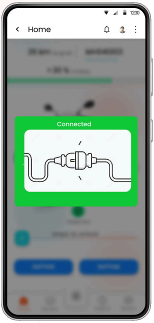
Vida charging Station
Postmaster, Rohini
Sector-7 S.O, North West Delhi.

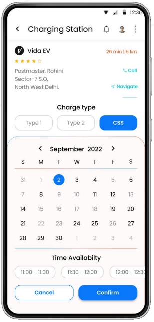
Charger type
Type 1 Type 2 CCS

Sector 12

other Screens


12:30
Diagnose
Cancel Diagnose


1230
Home
Connected


12:30
Charging Station

Vida EV

26 min | 6 km

Postmaster, Rohini
Sector-7 S.O,
North West Delhi.

Call
Navigate

Charge type

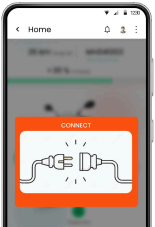
Type 1
Type 2
CSS

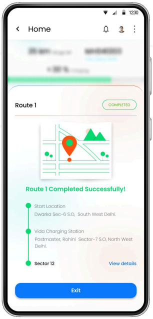
September 2022

S	M	T	W	T	F	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4

Time Availabilty

11:00 - 11:30
11:30 - 12:00
12:00 - 12:3
Cancel
Confirm


1230
Home
CONNECT


1230
Home
Route 1
COMPLETED

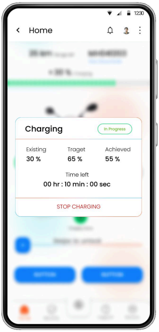
Route 1 Completed Successfully!

Start Location
Dwarka Sec-6 S.O, South West Delhi.

Vida Charging Station
Postmaster, Rohini Sector-7 S.O, North West Delhi.

Sector 12

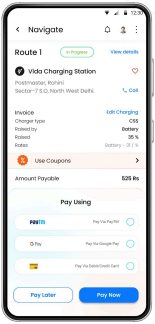
View details
Exit


1230
Home
Charging
In Progress

Existing	Traget	Achieved
30 %	65 %	55 %

Time left
00 hr : 10 min : 00 sec

STOP CHARGING


12:30
Navigate
Route 1
In Progress
View details

Vida Charging Station

Postmaster, Rohini
Sector-7 S.O, North West Delhi.

Call

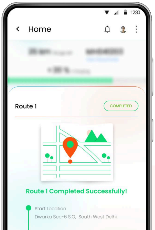
Invoice	Edit Charging
Charger type	CSS
Raised by	Battery
Raised	35 %
Rates	Battery - 31 / %

Use Coupons

Amount Payable 525 Rs

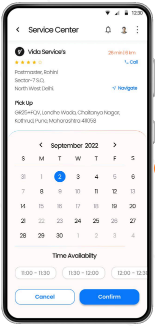
Pay Using

Paytm
Pay Via PayTM
G Pay
Pay Via Google Pay
Pay Via Debit/Credit Card
Pay Later
Pay Now


1230
Home
Route 1
COMPLETED

Route 1 Completed Successfully!

Start Location
Dwarka Sec-6 S.O, South West Delhi.



12:30

Service Center

Vida Service's 26 min | 6 km

Call

Postmaster, Rohini
Sector-7 S.O,
North West Delhi.

Navigate

Pick Up

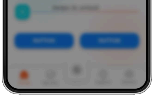
GR25+FQV, Londhe Wada, Chaitanya Nagar, Kothrud, Pune, Maharashtra 411058

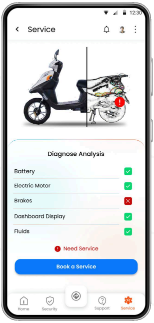
September 2022

S	M	T	W	T	F	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4

Time Availabilty

11:00 - 11:30
11:30 - 12:00
12:00 - 12:30
Cancel
Confirm





12:30

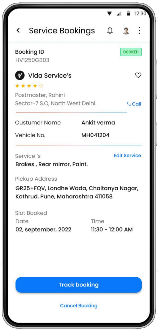
Service

Diagnose Analysis

- Battery ☑
- Electric Motor ☑
- Brakes ☒
- Dashboard Display ☑
- Fluids ☑

Need Service

Book a Service
Home
Security
Support
Service



12:30

Service Bookings

Booking ID
HV1250GB03
BOOKED

Vida Service's

Postmaster, Rohini
Sector-7 S.O, North West Delhi.

Call

Custumer Name Ankit verma
Vehicle No. MH041204

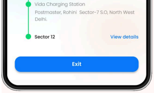
Service 's
Brakes , Rear mirror, Paint.

Edit Service

Pickup Address
GR25+FQV, Londhe Wada, Chaitanya Nagar, Kothrud, Pune, Maharashtra 411058

Slot Booked
Date 02, september, 2022
Time 11:30 - 12:00 AM

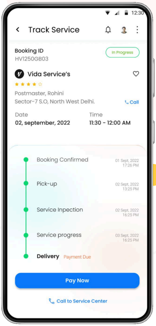
Track booking
Cancel Booking



Vida Charging Station
Postmaster, Rohini Sector-7 S.O, North West Delhi.

Sector 12

View details
Exit



12:30

Track Service

Booking ID
HV1250GB03
In Progress

Vida Service's

Postmaster, Rohini
Sector-7 S.O, North West Delhi.

Call

Date 02, september, 2022
Time 11:30 - 12:00 AM

- Booking Confirmed 01 Sept, 2022 17:26 PM
- Pick-up 02 Sept, 2022 13:25 PM
- Service Inpection 02 Sept, 2022 16:25 PM
- Service progress 03 Sept, 2022 16:25 PM
- **Delivery** Payment Due

Pay Now
Call to Service Center

Prototype Link

Hero Vida Application

Thank you