

Phase 3 – Features and Prioritization

Step 1 - Brainstorm Solutions (Diverge)

#	Solution	Short Description	Key Assumption	Category
1	Smart Goods Assessment Quiz	Before selecting vehicle, 5-question flow: "What are you moving?" (furniture/electronics/clothes/etc.), "Most valuable item?", "Anything fragile?", "Need help loading?". App recommends vehicle + shows protection options + gives prep tips based on answers.	Contextual questions help ad hoc users make better decisions; personalized recommendations prevent vehicle mismatch and set expectations.	High Confidence
2	AR Item Scanner + Auto Vehicle Recommendation	User opens AR mode, scans room/items with phone camera. AI recognizes objects (sofa, fridge, boxes), calculates volume, and automatically recommends perfect vehicle. "Your items need: Tata Ace (82% capacity utilization)."	Computer vision eliminates guesswork; ad hoc users get accurate recommendations without logistics knowledge.	Moonshot
3	Porter Packaging Kit Delivery	Users can pre-order packaging materials (bubble wrap, tape, boxes, fragile stickers) delivered 1 day before move at cost price. Partner with local packaging suppliers.	Proper packaging dramatically reduces damage, and users lack access to materials last-minute.	Medium Confidence
4	Vehicle Quality Standards & Inspection	Implement minimum vehicle quality standards (working suspension, clean cargo area, no sharp edges). Periodic vehicle inspections with "Quality Verified" badge for compliant vehicles.	Poor vehicle condition contributes to damage; users will prefer verified vehicles.	Medium Confidence
5	Driver Damage Score & Incentive System	Track damage incidents per driver. Drivers with zero damage for 50 trips get bonus + "Zero Damage Expert" badge + priority booking access. Gamifies careful handling.	Positive reinforcement will be more effective than punishment in improving driver behavior.	Low Confidence
6	Real-Time Loading	If user can't be present during pickup, they can watch loading	First-timers feel anxious when not	Medium Confidence

	Supervision (Live Video Stream)	process via driver's phone camera (live stream). Provides peace of mind and allows them to give instructions remotely.	present; visibility builds trust and allows them to ensure proper handling from anywhere.	
7	Pre-Trip Photo (AI enabled camera with time stamp)	Replace basic photo capture with an AI-guided 360° documentation system that creates a complete digital twin of each item, making damage detection instant and claims bulletproof. System timestamps and stores these. Creates accountability baseline.	Photo evidence will deter careless handling and speed up claim resolution.	High Confidence
8	In-App Packing Tutorial Library	Short 30-60 second videos showing how to prepare common items: "How to pack a TV," "Securing a fridge," "Protecting glass items," "Tying mattress properly." Accessible pre-booking and during prep phase.	Ad hoc users lack packing knowledge; bite-sized visual tutorials are more actionable than text guides.	High Confidence

Step 2 - Prioritization

Solutions Prioritized with ICE

Rank #	Solution	Impact	Confidence	Effort	ICE Score	Reasoning
1	Smart Goods Assessment Quiz	3	3	1	9.0	High Impact: Prevents vehicle mismatch + sets loading expectations + surfaces protection options - addresses 3 root causes at once. High Confidence: Validated by Neha's interview ("confusion about vehicle," "loading/unloading unclear"). Simple quiz patterns proven in e-commerce. Low Effort: Just UI flow with conditional logic, no new infrastructure.

Rank	Solution	Impact	Confidence	Effort	ICE Score	Reasoning
2	Pre-Trip Photo (AI enabled camera with time stamp)	3	3	1	9.0	High Impact: Creates accountability baseline, deters careless handling, speeds claim resolution - directly prevents and resolves damage. High Confidence: Photo evidence is industry standard (Amazon, delivery apps). Multiple users mentioned claim/refund issues. Low Effort: Camera integration + cloud storage already exist in Porter app.
3	In-App Packing Tutorial Library	2	3	1	6.0	Moderate Impact: Improves preparation quality, reduces damage from poor packing. Doesn't solve all issues but addresses root cause #1. High Confidence: Users explicitly said they lack knowledge ("I had to guide them"). Video tutorials proven effective (YouTube, cooking apps). Low Effort: Content creation + video hosting, minimal dev work.
4	Porter Packaging Kit Delivery	2	2	2	2.0	Moderate Impact: Solves last-minute material shortage, improves packing quality. Medium Confidence: Logical solution but needs validation (will users order 1 day ahead? pricing sensitivity?). Medium Effort: Requires supplier partnerships, inventory management, logistics for delivery.
5	Vehicle Quality Standards & Inspection	2	2	2	2.0	Moderate Impact: Poor vehicle condition contributes to damage (suspension, cargo area). Quality badge builds

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						trust. Medium Confidence: Makes sense but interviews didn't explicitly mention vehicle condition as primary issue for ad hoc users. Medium Effort: Requires inspection system, enforcement mechanism, auditing process.
6	Real-Time Loading Supervision (Live Video)	2	2	2	2.0	Moderate Impact: Reduces anxiety, allows remote instructions, but doesn't prevent damage from driver skills or vehicle issues. Medium Confidence: Solves specific use case (user can't be present) but uncertain adoption rate. Privacy concerns? Medium Effort: Video streaming infrastructure, driver phone compatibility, bandwidth issues.
7	Driver Damage Score & Incentive System	2	2	3	1.33	Moderate Impact: Long-term behavior change through positive reinforcement. Indirect damage reduction. Medium Confidence: Gamification works but 50-trip threshold is long; may not affect near-term ad hoc experiences. High Effort: Requires damage tracking system, incident reporting mechanism, payout infrastructure, algorithm for fair scoring.
8	AR Item Scanner + Auto Vehicle Recommendation	3	1	3	1.0	High Impact: Perfect vehicle matching eliminates root cause, wow factor for retention. Low Confidence: AR/AI accuracy unproven for

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						logistics; user willingness to scan room unclear; moonshot technology. High Effort: Computer vision R&D, 3D scan

Final Recommendation: Top 3 Solutions to Build

Priority	Solution	Why Build This	Success Metric
P0 - Must Have	Smart Goods Assessment Quiz	Prevents problems upstream; highest impact-to-effort ratio	30% reduction in vehicle mismatch complaints; 40% increase in helper add-on attachment
P0 - Must Have	Pre-Trip Photo (AI enabled 3D camera with time stamp, GPS)	Creates accountability + speeds claims; solves trust issue directly	50% reduction in damage-related support tickets; claim resolution time from 2 months → 24 hours
P1 - Should Have	In-App Packing Tutorial Library	Empowers users to prepare better; scales infinitely with zero marginal cost	60% of ad hoc users access at least 1 video; 25% reduction in "improper packing" damage incidents

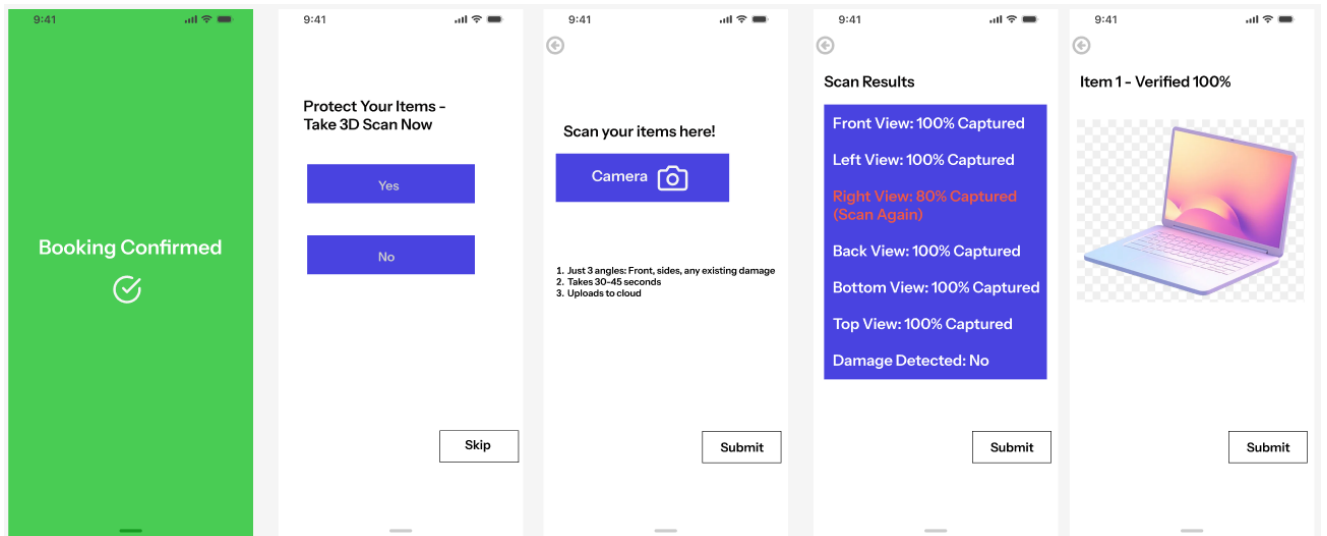
Wireframing

Smart Goods Assessment Quiz

The wireframes show a four-step quiz process:

- What are you moving? (1/4)**: Users select from categories like 'Few Boxes / Bags', 'Furniture Items', 'Electronic Appliances', 'House Shifting', or 'Something Else'.
- Size / Quantity (2/4)**: Users specify the volume of items, choosing from '1-2 Small Items', '3-5 Medium Boxes', 'More than 5 boxes or large items', or 'Enter Exact Count'.
- Fragile Items Check (3/4)**: Users indicate if they have fragile items, selecting 'No, everything is sturdy' or 'Yes, a few fragile items', with an option for 'House Shifting'.
- Loading / Unloading Help (4/4)**: Users decide if they need assistance, choosing 'No, I'll handle myself' or 'Yes, help at pickup' (point only or pickup and delivery).

Pre-Trip Photo (AI enabled camera with time stamp)



In-App Packaging Tutorial

