

Phase 3

Step 1: Brainstorming Solutions

P0 Problem:

Users who handover their car temporarily to unknown 3rd parties whom they don't trust lack visibility into vehicle usage during that period of their car leading to stress and worry about the safety of the car and repeated manual verification behaviour

1. JTBD:

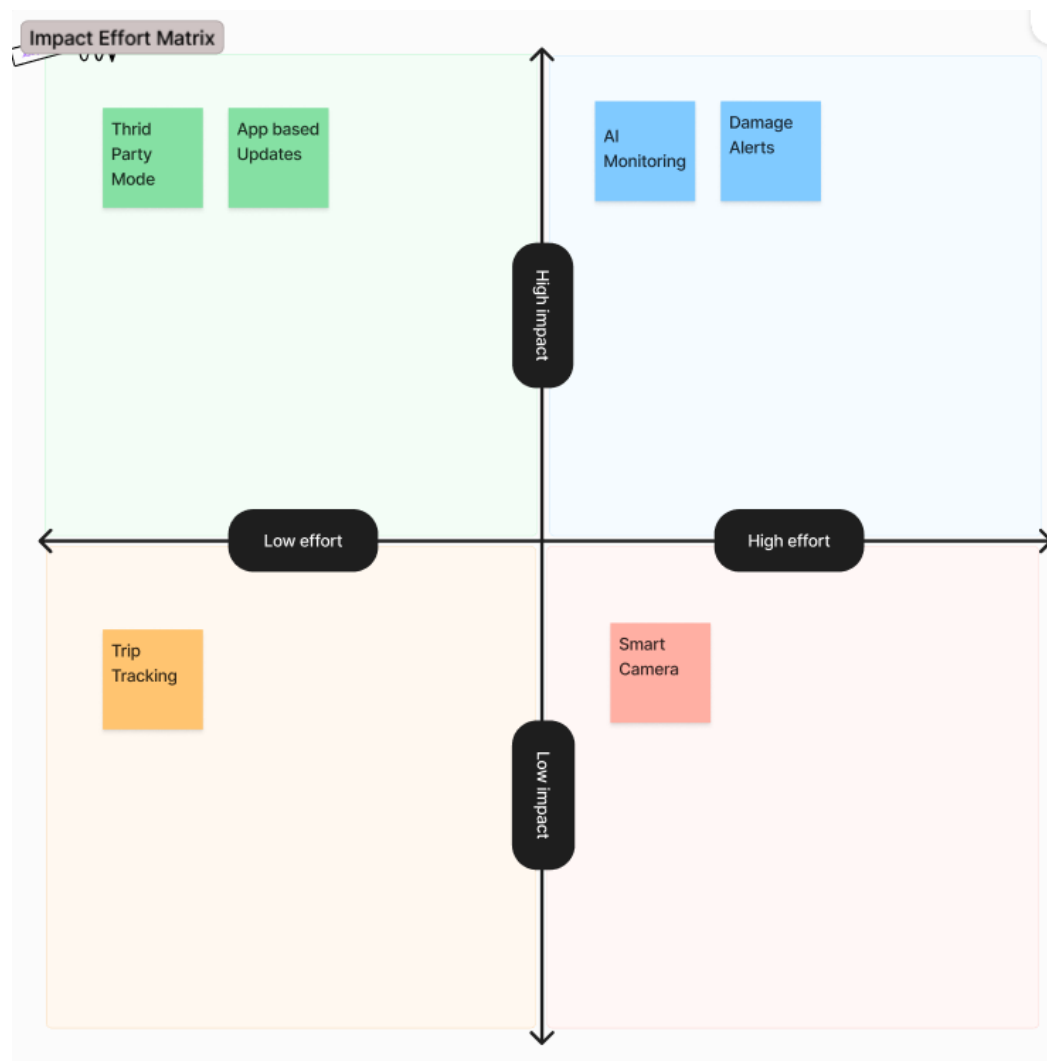
- WHEN I give my car to a valet
I WANT TO BE ABLE to know the location of my car, if any unauthorised usage has been made, or if it has been parked properly
SO I AM assured of its safety and can take action if needed
- WHEN I give my car to a Service executive
I WANT TO BE ABLE to know if all service guidelines have been adhered to and no unauthorised part switch has been made
SO if any unauthorised changes are made to my car, I am aware of it immediately and can take immediate action
- WHEN I give my car to cleaners
I WANT TO BE ABLE to know if my car is driven in an unauthorized manner, or my car has been damaged
So that I can take immediate action

Solution	Description	Key Assumption	Category
Smart Camera	AI Camera that detects 3rd party driving, sends updates to user and records all actions in and outside the car	User will be willing to pay an additional premium to set-up a Camera to detect 3rd person and auto record	Moonshot
Trip Tracking	User will be able to track current trip live on a map. This will give user constant access to location of their car	User will be willing to pay a premium to be able to track their car realtime on a map	Low confidence
Damage Alerts	If the car crashes, or a significant damage is caused, user will be immediately notified. All ADAS cameras turn on and send pictures of immediate surroundings. While this may not alleviate a users fear, this will give user information if the car was being	Users will pay subscription to renew adrenox so they get immediate reports of crash if any	Low Confidence

	misused		
App based updates	App will send all updates to user. When the car starts, the user will be notified If a car moves, the a trip tracking will start. If car overspeeds a notification will be sent A user can customize notifications. This will also track car health	Users willing to pay a premium to have the ability to track car	High Confidence
AI monitoring	Since Adrenox already provides assistant based support, i.e AI will recognise where you are and rational accordingly Eg: You are near a restaurant, and the AI detects the vehicle moving away from the phone that has adrenox, then an alert will be sent and the trip will be Auto tracked. Or If the user is at home, and the car detects an unauthorised breakin the car will not start unless the owner approves	User will be willing to pay a premium	Moonshot
Create a 3rd Party mode	When a user activates this mode, the car will speed lock at 60 kmph. User can set their preferred geo-fence distance, if 3rd party goes beyond that user gets alerts and gps tracking. This will also enable ADAS assisted driving, this will turn-on Auto braking and lane keep assist, so ADAS will prevent unruly behaviour.	User will be willing to pay a premium	High Confidence

Step 2: Prioritizing Solutions

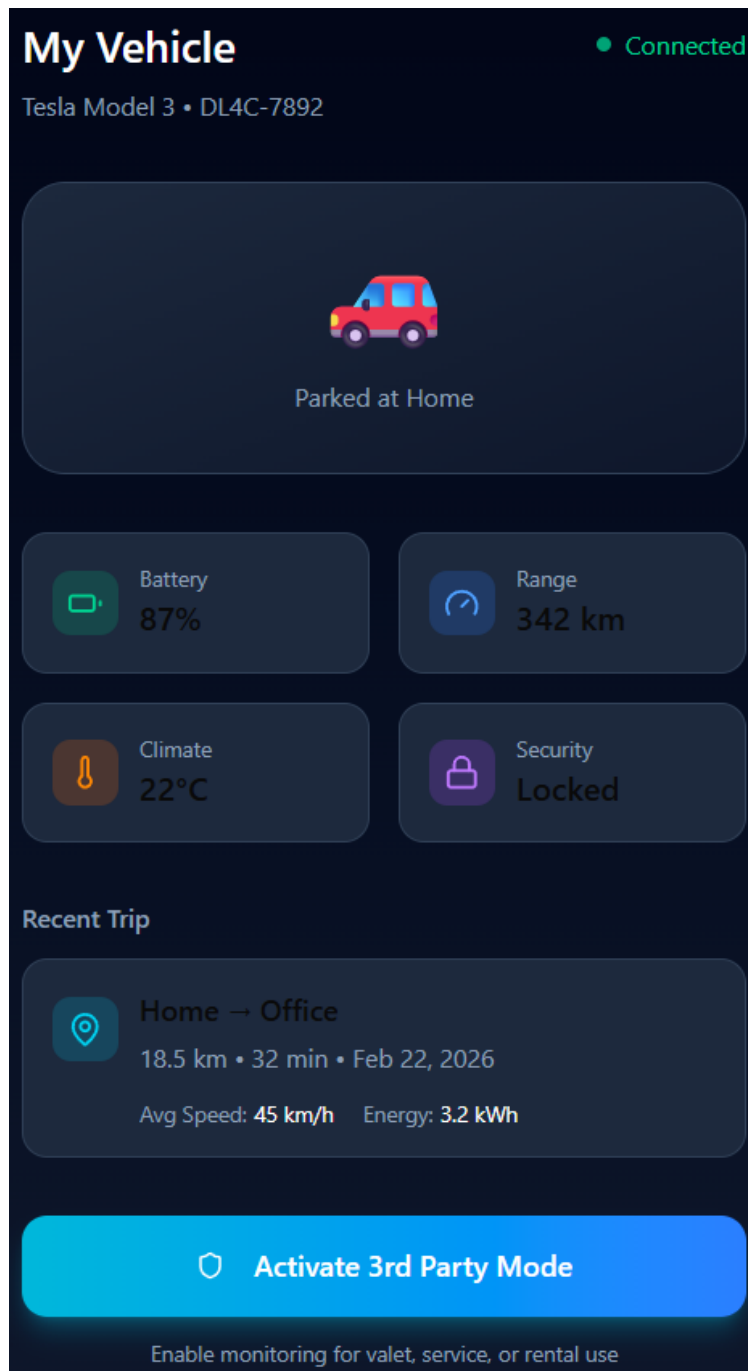
Solution	Impact	Confidence	Efforts	ICE Score
Smart Camera	3	1	3	1
Trip Tracking	1	2	2	1
Damage Alerts	3	2	3	2
App based Updates	2	3	1	6
AI monitoring	3	3	3	3
3rd Party Mode	3	3	1	9



Step 3: Wireframing

Solution 1: Third Party Mode

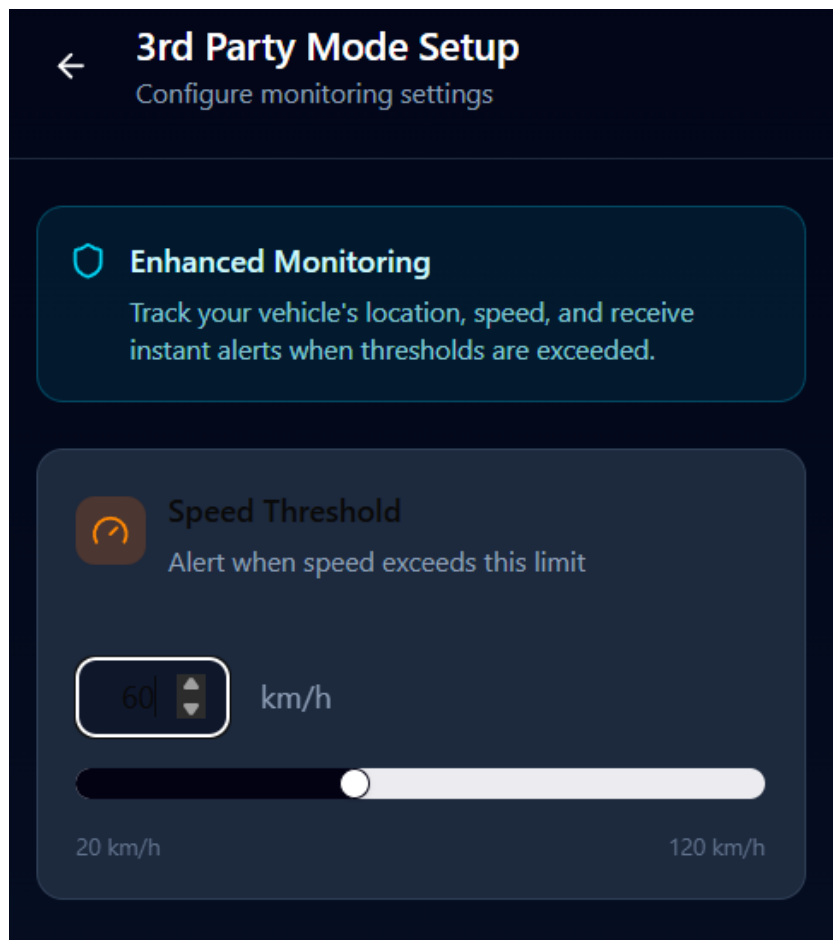
WHEN a user has handed their car over to a Third Party
THEN a user can activate Third Party mode on their connected app



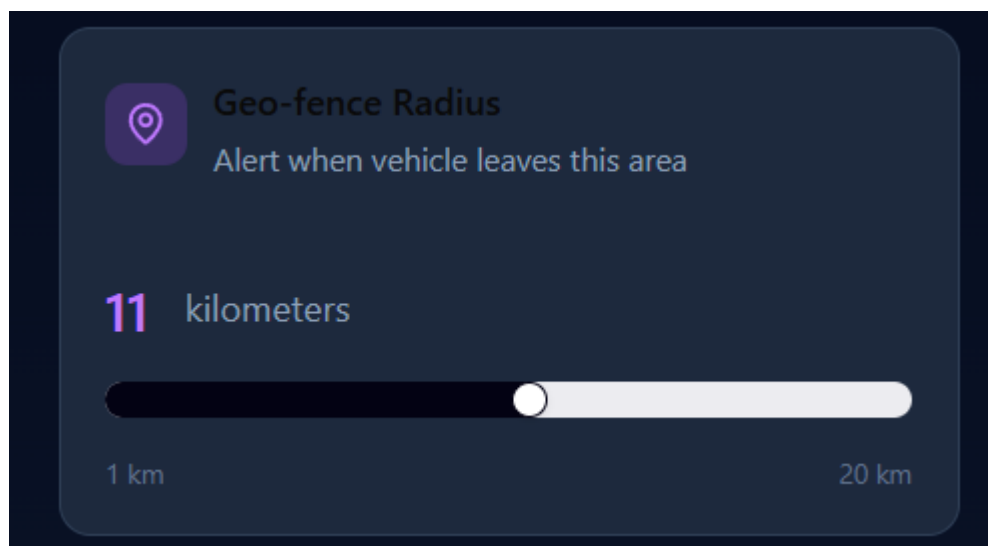
WHEN user clicks on the Activate 3rd Party mode button
THEN navigate user to the 3rd Party screen

The screen will have toggles to set

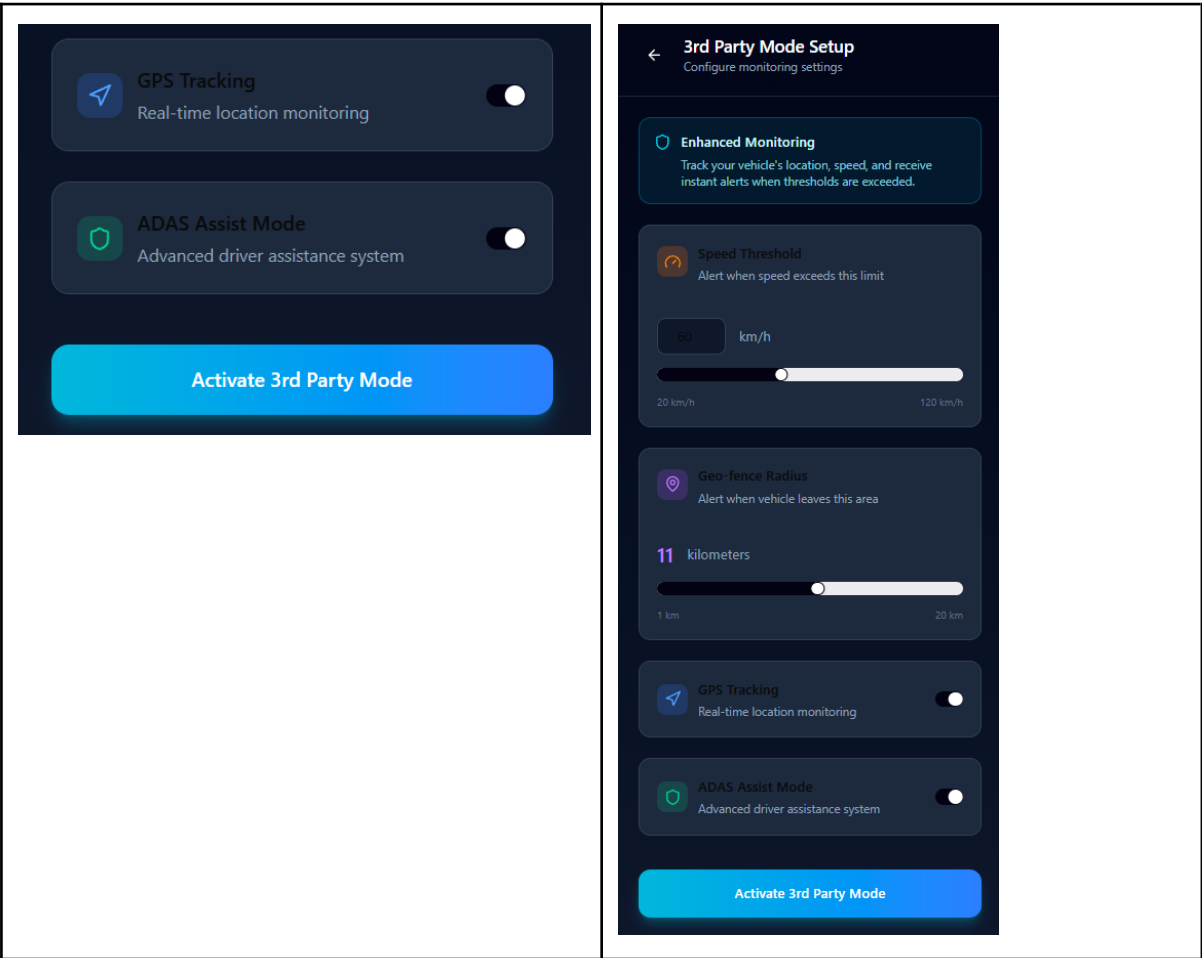
1. Speed Threshold



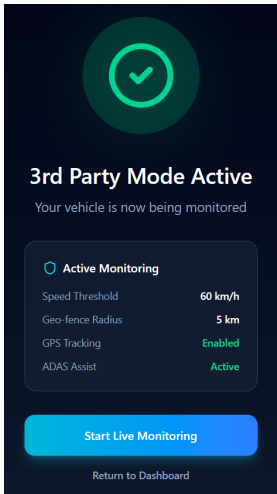
2. Geo-fence



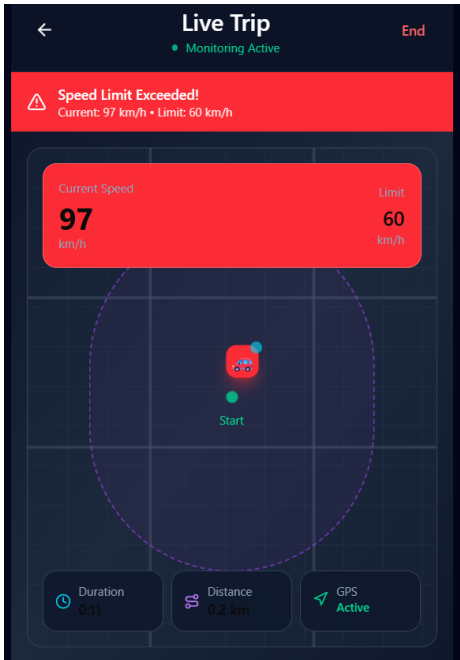
3.Gps tracking and Adas assist mode



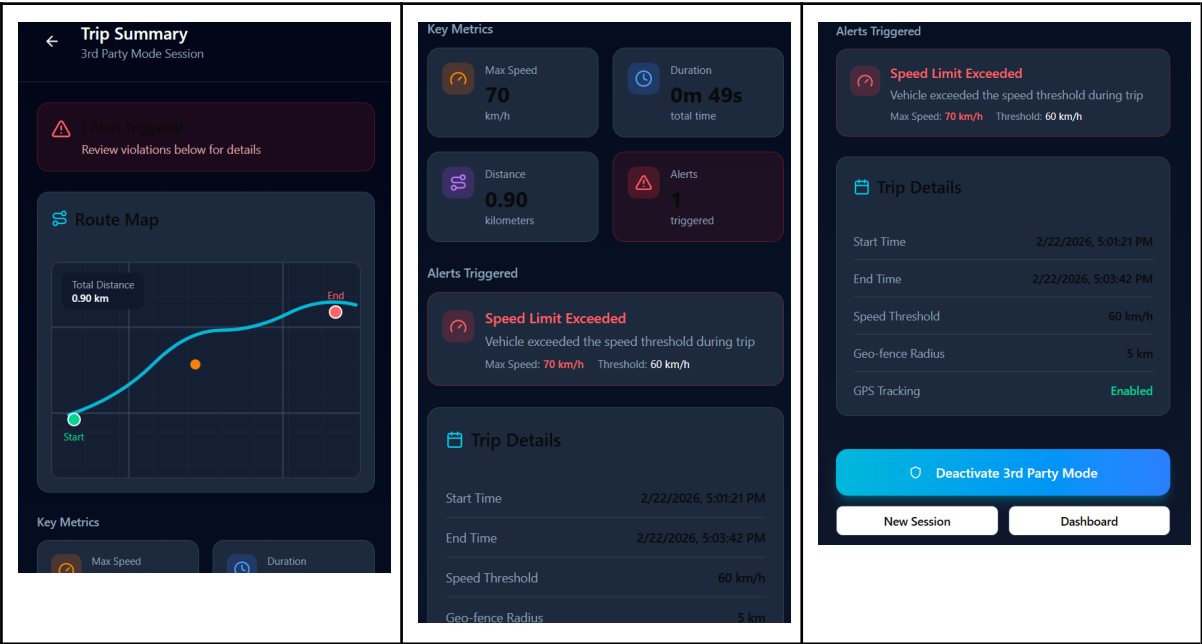
4. User Activates 3rd Party Mode



5. Live Monitoring



6. Status after End of trip

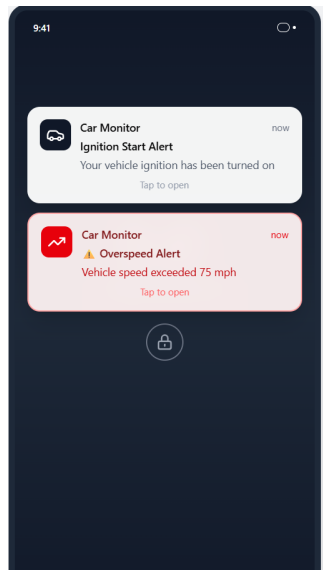


7. User deactivates 3rd party mode
Navigated back to App Dashboard

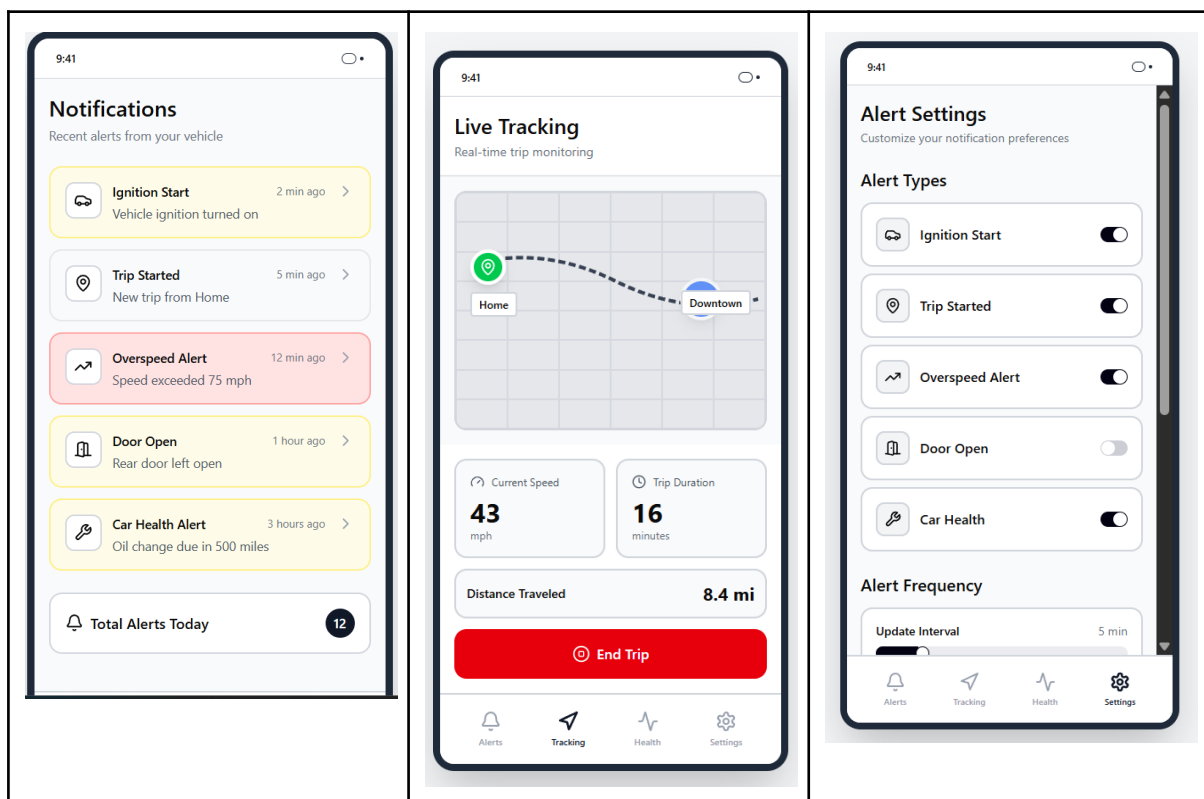
Link to Prototype: <https://toffee-broil-68339224.figma.site>

Solution 2: App based updates

WHEN a user has handed their car over to a Third Party
THEN they get updates on their phone



A user may be able to click the notification and navigate to the app and monitor trip status from the app

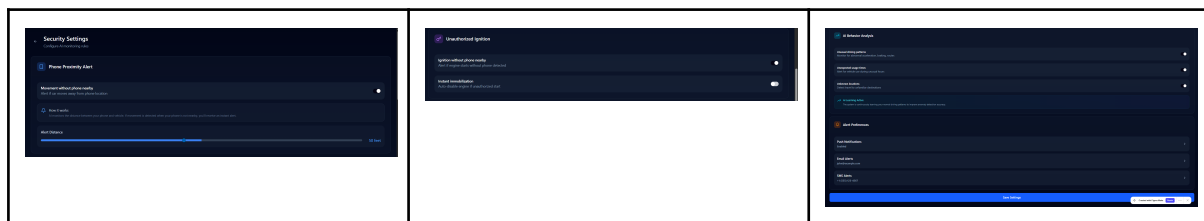
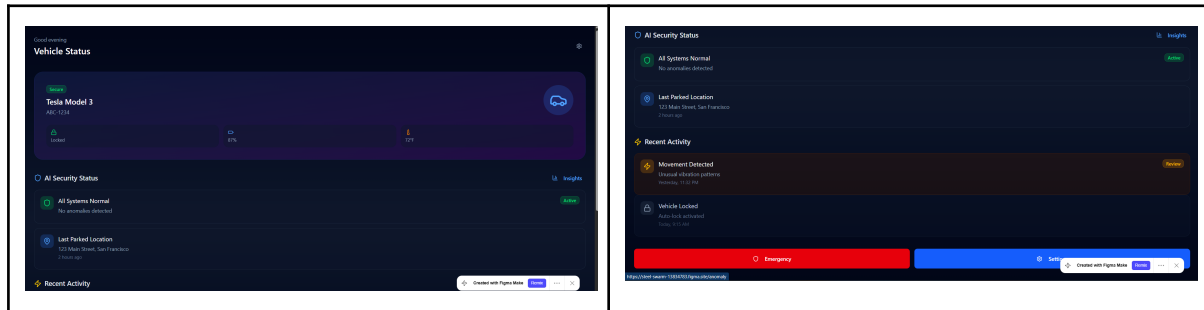


Link to prototype: <https://evict-geek-18473210.figma.site>

Solution 3: AI monitoring

The App dashboard displays Car health, A user can set geo-fence to alert when the distance between the car and the phone surpasses a certain distance.

The user can also set AI supervision for unauthorised ignition, driving pattern or time

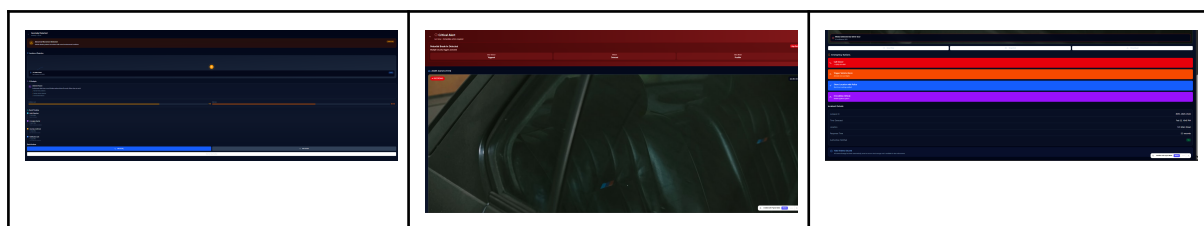


User Journey:

User receives an alert when the AI detects motion

AND the app gives user data

In case of confirmed emergency, the Car cams start recording and the user can share location with police, sound alarms and immobilize vehicle



Link to prototype: <https://steel-swarm-13834783.figma.site>

Step 4: Metrics:

P0 Solution:Third Party Mode

Metric Type	Metric Name	Definition	Why it matters
Key Metric	Adrenox Retention Rate	% of users who use the Third party mode regularly and renew the Adrenox subscription	Measures if users find the feature valuable enough to keep paying for subscription
Secondary Metric	Third Party Dashboard Average use time	% of users spending the average use time on app	Measures if the users are using the Dashboard to get status updates
Secondary Metric	Third Party Dashboard Bounce Rate	% of users leaving the dashboard without monitoring	Measures where the users are leaving from
Guardrail Metric	Users not using the Third Party mode	% of users who donot use the mode	Measures the % of users who do not use this feature

Step 5: Pitfalls and Mitigation

Assumption at Risk	Failure Mode	Impact	Likelihood	Mitigation	Detection Signal	Rollback
Seamless connection at all times user wants to connect to the App due to signal issues	The app does not connect to the car	High	Low	Rigorous tests in low signal conditions and enable failsafes to boost signal	App timeout/Car crash logs	Car boosts signal using antenna
User has not enabled notifications	The car sends notification to app, but os doesnot allow app to display	Medium	High	Prompt user to turn notifications	App does not foreground in spite of having urgent notifications	Send sms to user with app link
User is unaware	The user is not	Low	Medium	Inform user	User never	Detect when a

off 3rd party mode	informed of tech, and never uses this feature			through in-app notifications or text messages	uses this feature	user navigates to a restaurant/cleaning service from map entries and display an onboarding video informing user about this feature
--------------------	---	--	--	---	-------------------	--