Driver’s Logbook as an asset rather than a liability

Story
Summary
Driver with a company car needs a solution for friendly tax logbook to record business and private usage on his car.

Storyline
Our Driver has tested various solutions form paper logbook, excel sheets towards apps, but any these solutions meet his needs and expectations. The demanded solution would be a driver's logbook with minimal interaction with the driver. The solution should generate and store the trip information safe from any kind of data manipulation. Useful reporting is necessary to submit all the data to the local tax office at the end of the year.

Solution
The car BMW is connected via ConnectedDrive and IFTTT widget into the private cloud. The events carStarted and carParked will be sent into the cloud. The parameters are GPS coordinates, Timestamp, Mileage and Range. From these information combined with the calendar of the driver and learned trips from the history the driver’s mileage book will be generated. The driver communicate with the service via messenger. The whole overview, statistics and export for a tax office is possible via a website.
**Persona template**

Name: Patrick  
Age: 35  
Occupation: sales representative  
Status: Single  
Location: Prag, Czech Republic  

**Bio:**  
Patrick is focused on the business and the customers. He travels frequently by company car (BMW) and has a problem to keep his trip book up-to-date. Honestly, he hates any administrative tasks and this is one of them.

**Goals**  
- responsible for major Key Accounts in the region of Europe  
- Expanding the market  
- Creating additional value for the investors

**Frustration**  
- The need to maintain his driver’s logbook subsequently  
- Forgotten trips in the logbook  
- Time consuming activities regarding his logbook  
- Ongoing discussions with the local tax office about the correctness of the logbook data

**Needs**  
- Minimizing activities need for the maintenance of the trip logbook  
- Access Anywhere on any device  
- Protocol all his trips, without any action of the driver  
- Autonomous detection of the trip purpose  
- Providing appropriate data to the tax office
## Technology

| IT and Internet | **| | | | | |
| Software        | **| | | | | |
| Mobile Apps     | **| | | | | |
| Social Networks | **| | | | | |

## Motivations

| Incentives   | **| | | | | |
| Fear         | **| | | | | |
| Achievement  | **| | | | | |
| Growth       | **| | | | | |
| Power        | **| | | | | |
| Social       | **| | | | | |

## Personality

| Extrovert     | | | | | | |
| Sensing       | | | | | | |
| Thinking      | | | | | | |
| Judging       | | | | | | |

| Introvert     | | | | | | |
| Intuition     | | | | | | |
| Feeling       | | | | | | |
| Perceiving    | | | | | | |

## Point of View

*As a driver of a company car*
*I need a way to lead a trip logbook*
*So that it is complete and recognized by tax authorities.*
## User Experience Journey

### ACTIONS
- Get into the car
- Destination into the navigation system
- Write the details of the trip into the logbook
  - Loosing time
- start driving
  - Enjoying my BMW
- Finish the current trip
- of the trip into the logbook
  - Loosing time
- Get out of the car
- Add missing entries

### MINDSET
| Let’s do business! | Oh no, at least I didn’t forget... | Finally, a lost some time, so I hope the traffic is light. | Great! The trip was quite ok, so let's do business! | Oh no, I have to write the trip down. Loosing time with such... | Let’s see how it goes today. | Oh no, last week I forget some entries. Lost time again. I have no idea, where I was 5 days ago! |

### FEELING

### TOUCH POINTS
- Cockpit
  - Touch screen
- logbook
  - Booklet or App
- Car
- logbook
  - Booklet or App
- Car
  - Customer Business partner
- logbook
  - Booklet or App Calendar
Triggering of events by Car as an information for the driver
CHATBOT:

**Owner's Logbook But:***

**Hi Patrick,**
The current destination is unknown to me.
Is it a private trip?

**Patrick:**
Yes

**Owner's Logbook But:**

**Hi Patrick,**
The current destination is unknown to me.
Is it a private trip?

**Patrick:**
No

**Owner's Logbook But:**

**OK, a business trip.**
Unfortunately, I cannot find any details in
your calendar for this trip.
What is the reason for your journey?

**Patrick:**
Visiting company BayM66
Interested in our product.

**Owner's Logbook But:**

**OK, get it. I wish you success!**

**Owner's Logbook But:**

**Visiting company BayM66**
**Interested in our product.**

**Patrick:**

**Show trip details.**

**Owner's Logbook But:**

**Shawn: 03.02.2018 19:54:39**
**Address: Toronto, Canada**
**Phone: 908-908-999**

**Time spent:**

**Travelled: 306 km in 3:14 hours**
**Reason:**

**Visiting company BayM66 interested in our product.**

**Show map.**

Backup Images for the build.me Project:
https://standard.build.me/api/projects/8137e4162b1a65e0cc54e57/prototype/snapshot/latest/index.html#/14765576795465931_S0