

“On the Road” Story

Summary

Even with the best planning, long distance car drivers face unexpected problems: car trouble, getting lost, road construction, traffic, road closures, weather conditions, finding rest areas, and more. Travelers also have a hard time staying connected with work, family and friends awaiting their arrival. While there are several mobile apps (e.g. Waze, Yelp, etc.) and car accident services available, there are fewer solutions that offer the robust features of connected data.

An IoT app solution that combines real-time traffic information, GPS features, vehicle diagnostics, car maintenance records, emergency roadside assistance, insurance, medical information, and messaging functions to help travelers handle challenges. The target audience for this product includes end consumers, business travelers and truck drivers.

Story

Frank is looking forward to a scenic seven-hour drive with his wife, to visit their friends in Florida. After driving for three hours, unexpectedly, disaster strikes. Police and animal control tried to capture a frightened stray dog without success for nearly an hour. Frank sees the police car and animal control van on the shoulder of the highway. He’s traveling at 65 mph. Suddenly and unexpectedly, the dog darts out into the road, Frank slams on the brakes, he manages to maneuver around the people and vehicles but he hits the dog. Frank and his wife, both dog lovers are heartbroken and shaken, but not injured. Police describe the accident as unavoidable with minor car damage. With at least four hours of driving ahead, Frank and his wife decide to have the car inspected for damage. They find a repair shop. Tires were damaged with the sudden stop, so they need to be replaced. After some minor repairs, they continue their trip.

1. On the road



2. Accident Occurs

Nearby drivers automatically alerted.



3. Emergency Alerts

Assist with calls and diagnostics.



4. Find auto service nearby

Assist with driving directions
Send vehicle information to repair shop.



5. Notify contacts

Let friends know what's happening.



6. On the road again



Persona



Frank

Family Traveler

"There's no better way to really experience an area than by taking a road trip. You can stop and sightsee along the way."

About

- Married, 38 years old
- IT Project Manager for 10+ years
- Interested in history, visiting small towns, and off the beaten path places.
- Always looking for new mobile apps to make his life easier.

Main Goals

- Traveling safely.
- Cost effective car maintenance.
- Staying connected with friends and family while travel.
- Getting assistance when emergencies arise.

Responsibilities

- Takes the lead in maintaining his family's car
- Follows recommended maintenance suggestions from manufacturer.
- Gets involved in planning and researching for vacations.
- Shares driving with others.

Pain Points

- Car accidents
- Unexpected auto breakdowns
- Bad weather
- Getting lost

Needs

- I need to know about car repair issues proactively so that I can avoid problems on the road.
- I need to know about road or weather conditions so that I can adjust travels to avoid problems.
- I need help if I have an accident away from home.

Point of View

As a driver on a road trip, I need a way to manage problems like car breakdowns, road conditions and accidents, so that I can enjoy my trip safely and economically.

User Experience Journey

ACTIONS	<ul style="list-style-type: none"> • Pre-trip planning • Research where to go • Packing, Vehicle check 	<ul style="list-style-type: none"> • Starting the trip • Check travel conditions, fuel • Get ETA 	<ul style="list-style-type: none"> • Rest stop • Refuel and eat • Switch drivers 	<ul style="list-style-type: none"> • Accident • Making phone calls • Talking to police 	<ul style="list-style-type: none"> • Find car repair shop • Wait for repairs • Call friends 	<ul style="list-style-type: none"> • Continue the trip • Call friends with new ETA 
MINDSET	<ul style="list-style-type: none"> • How long will the drive take? • How much time do we have? • What are some places to see along the way? • Let's call our friends. 	<ul style="list-style-type: none"> • Looks like we have great weather. • I hope I didn't forget anything. • Can't wait to see our friends 	<ul style="list-style-type: none"> • I hope the restrooms are clean. • We should buy gas, it's cheaper here. • I'm hungry. 	<ul style="list-style-type: none"> • Horrible • Lucky, we aren't hurt. • Better check the car for damage. 	<ul style="list-style-type: none"> • This is an added expense. • Glad we're getting it repaired. • Will insurance cover this? 	<ul style="list-style-type: none"> • Glad that's behind us. • Can't wait to get there.
FEELING	 Anticipation	Excited	Bored, refreshed	Shaken, sad	Relieved	Happy
TOUCH POINTS	Maps Visitor guides	GPS	GPS Visitor guides Road sign	Phone Vehicle inspection	Phone Car maintenance information	Phone GPS

Prototype

Link to Build prototype is [here](#).

