

How can Drivezy increase its conversion rate?

Drivezy's Tagline

Own the experience, not the ride.

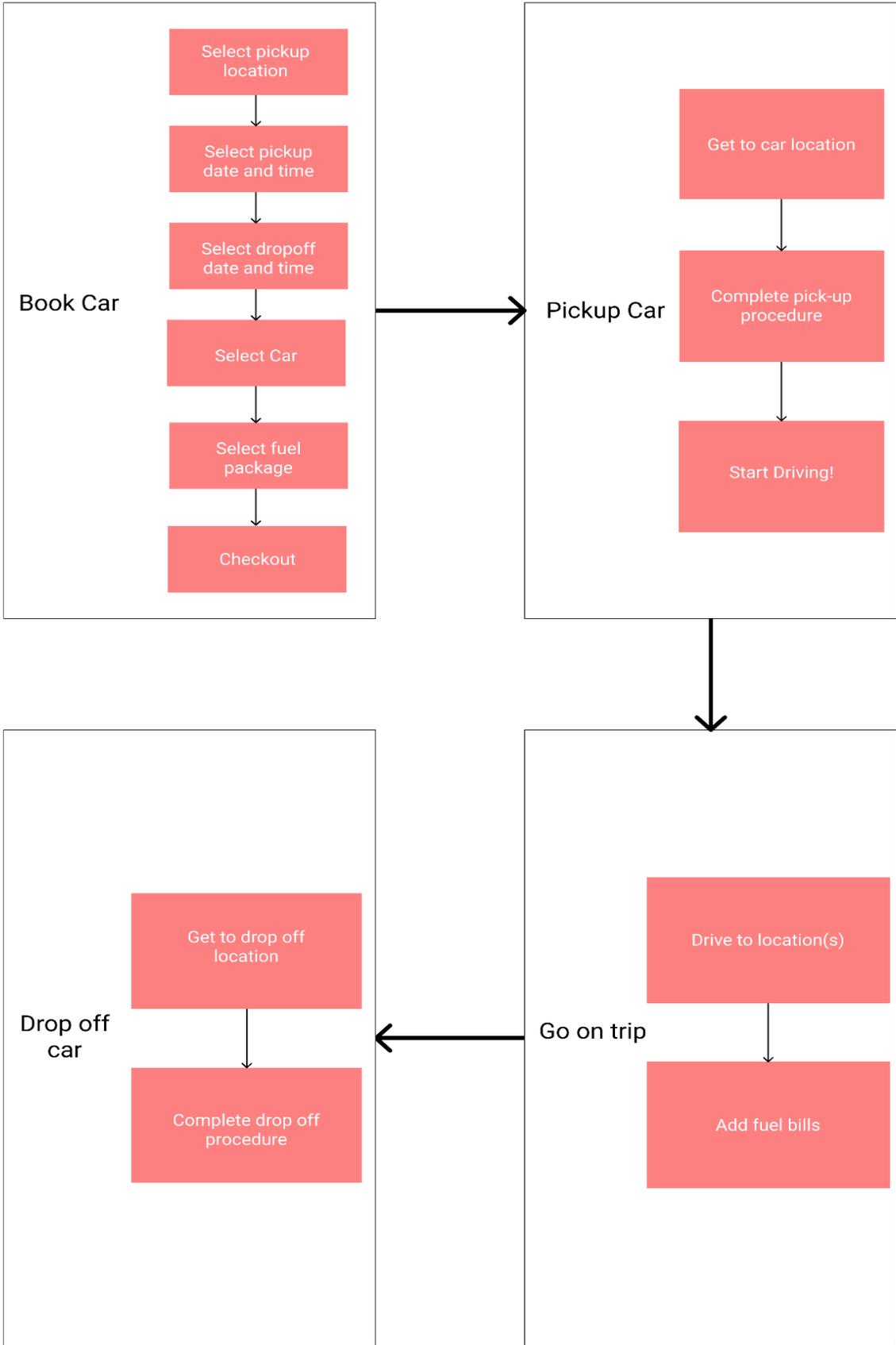
About Drivezy

[Drivezy](#) provides rent-a-vehicle solutions in 17 cities across India. They have cars, scooters and bikes as part of their fleet ensuring that users will have their choice of vehicle on the platform. The primary mode of interaction with Drivezy is through the mobile app.

User Flow

The user flow for Drivezy is as shown below.

The top of the funnel activity of booking vehicles is the most critical to drive revenues for Drivezy as this is where Drivezy needs to get buy-in from its users. This is also the part of the user journey that has the most scope for diversification from competitors using technology. Drivezy should attempt to maximize the conversion rate of people visiting the service to booking a vehicle by providing a **frictionless experience** and **motivating users** to go on trips.



Analysis of the book vehicle user flow

| Data Point | Description | Pain Points |
|-----------------|---|---|
| Pickup location | Drivezy operates vehicle lots and the user has to select a lot to pick up the vehicle from. | <ol style="list-style-type: none"> 1) Users travelling to a new city will find it hard to identify the ideal lot. 2) Lots can be hard to find 3) Selected lot might not have the desired vehicle available. |
| Duration | Users have to input the date and time of pickup and drop off. | <ol style="list-style-type: none"> 1) External factors can cause delays when travelling, making it difficult to select an exact time of pick-up or drop-off. |
| Fuel Package | Users have the option to select a fuel package that is paid for up-front. This fuel package is presented to the user in kilometers that they intend to ride. Drivezy suggests kilometer packages based on duration selected. They can also choose the no-fuel option. | <ol style="list-style-type: none"> 1) Users have to leave the app to find the distance from pickup to destination. 2) Hard to imagine experiences possible with a number of kilometers. |
| Vehicle | Pick the vehicle of choice from the list. Extra information such as number of seats and features are available to the user. | <ol style="list-style-type: none"> 1) Vehicle condition is unknown. 2) Availability is limited. 3) Users may find it difficult to match use cases to vehicles. [SUVs might be needed if destination is off-road] |

User Personas

- 1) Manisha is a 27-year old Data Analyst working in Mumbai. She has been working from home for the last year and a half. As COVID-19 restrictions are lifting and vacation options are opening, she decides to plan a weekend getaway with a few of her friends to Lonavala. She has booked her stay at a resort there and all she needs is a vehicle to get her and her friends there. She installs Drivezy to book the vehicle.
- 2) Ritesh is a 35-year old Architect who is a father of 2 young kids living in Bangalore. They do not own a vehicle due to the horrible traffic in the city. As the kids have an upcoming free weekend, he thinks it would be an ideal time to go for a road trip. He prefers to rent a vehicle over hiring a taxi as leaving on schedule is a nightmare with kids as well as having a driver intrude into family space. He opens Drivezy to see if there are cars available for that weekend.

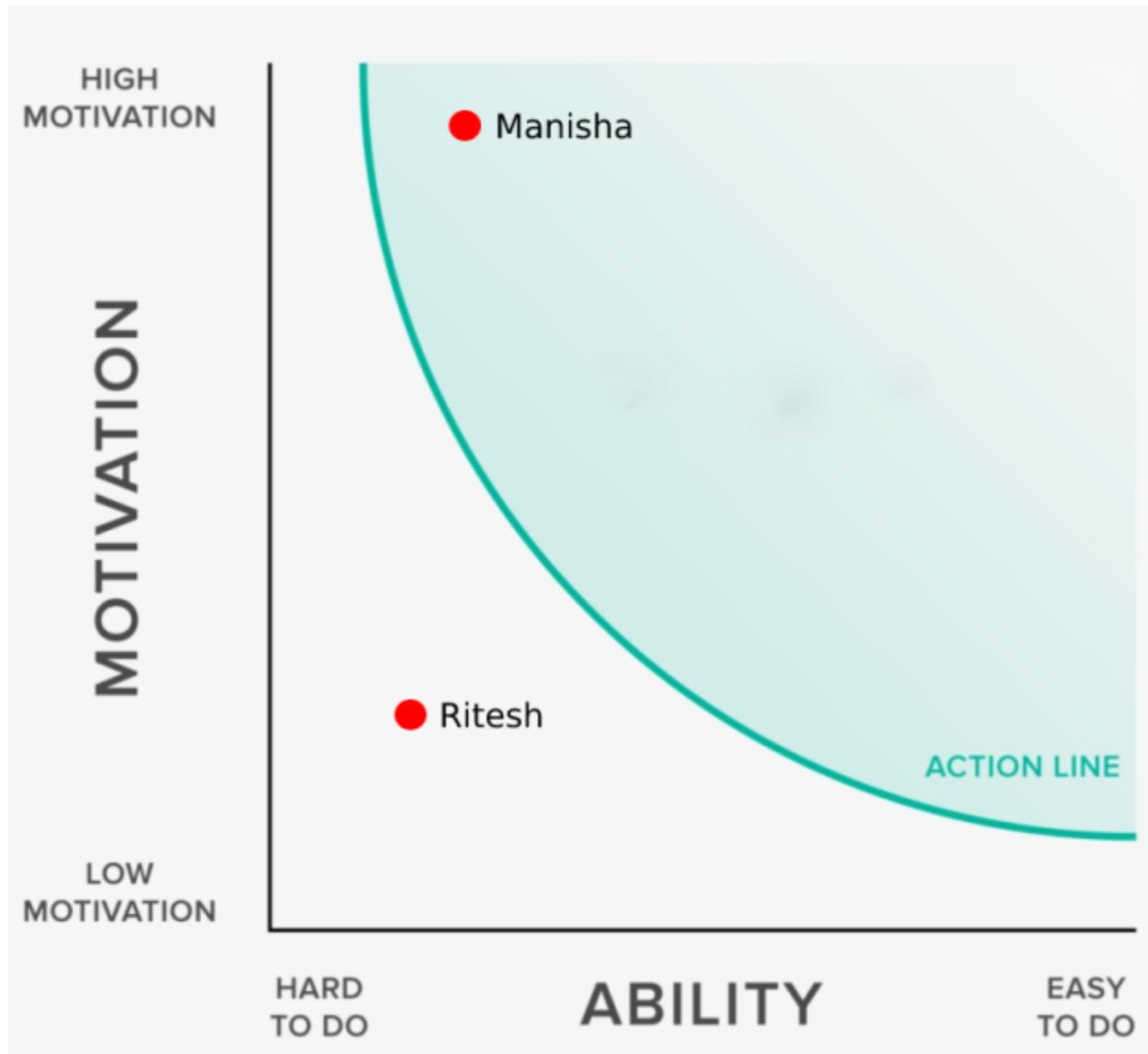
Let's take a look at how Manisha and Ritesh would go through the booking user flow

| | Pickup location | Duration | Vehicle | Fuel Package | Booking status |
|---------|---------------------------------------|---------------------------------------|---|---|--|
| Manisha | Picks the lot closest to her location | Puts in the dates for her booking | Picks a hatchback as it can seat her and her friends and hold their luggage | Closes the app, consults Google Maps, finds total distance from the lot to Lonavala, and from there to all the popular spots around there and estimates a number. | Books the vehicle |
| Ritesh | Picks the lot closest to his location | Puts in the free weekend for his kids | Picks an SUV as he wants the extra space for his kids and their luggage | As he doesn't have a destination in mind, drops off the app here. | Doesn't complete the booking. Ends up staying in Bangalore and goes out to a restaurant with the kids. |

Problem: What problem are we trying to solve?

According to [B J Fogg's Behavior Model](#) for a user to complete an action, three elements need to converge at the same moment. The three elements being: Motivation, Ability and Prompts.

We can use this model to analyze what happened with Manisha and Ritesh.



For Manisha, as she had a concrete plan and booking a vehicle was the final step, she powered through the process to complete the booking. She experienced significant friction at the 'Select Fuel Package' step but overcame the 'Hard to Do' nature of the task with her motivation to

complete the task. This was an exhausting experience and one that she would not be looking to do again.

Ritesh, however, did not complete the booking and dropped off at the last step as his motivations were not strong enough. He was in the planning phase for the vacation but decided not to pull the trigger.

The problems here are that:

1. The 'Select Fuel Package' introduces friction making the task hard to do. The root cause of this is that users are unlikely to know the required amount of kilometers innately and hence will need to switch apps to find the appropriate package.
2. Drivezy doesn't help users dream of the experiences they could be having if they complete the booking. They are on their own to think up what places to go and what things to do. This makes it hard for users to gain motivation to complete the booking in order to access the value that these experiences will bring.

The metrics that are being impacted by these problems are:

1. Conversion rate.
2. Number of sessions or Time per booking.
3. Time spent on the platform for users not looking to book vehicles.

Proposed Solutions

1) Popular Drives

Description: Add a section in the 'Select Fuel Package' step which would allow users to select from popular destinations around the pickup location.

Goal: Make selecting a fuel package intuitive.

Value Proposition: - Reduces friction for users who are trying to book cars with specific destinations in mind.

- Allows users to make choices on the places they want to visit.

Assumptions: - Users will trust the plans offered by Drivezy.

- Users will travel along the major routes to the destination.
- Users will not get confused by options.

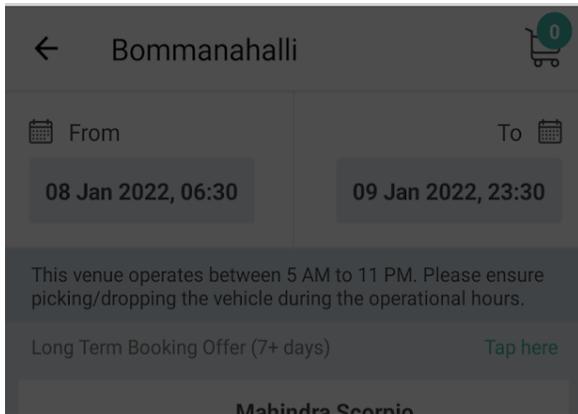
MVP: - Offer fuel packages for upto 5 popular destinations to drive to around each location serviced.

- Recommended route map with pictures of location.
- Option to add buffer kilometers for the trip.
- Provision to rate the route map as well as package.

- Metrics affected:** - Average time taken to complete booking.
 - Average number of sessions per booking.

Mockups

a) 'Select fuel package' page



With Fuel

Build Your Package

205 kms

410 kms

615 kms

- Get above mentioned free kms with the fuel package.
- After free kms, extra charges will be applicable.

Without Fuel

No-fuel

- Exclusive of fuel cost. Fuel level during vehicle pickup and drop should be the same.
- Nominal per km charges will apply for every km you travel and have to be paid during drop.

Existing 'Select Fuel Package' Page

Select Fuel Package

With fuel

Kilometer based

Popular Drives

Lonavala *i*

Palghar

Nashik

Alibag

Pune

KMs included : 200

Packages are customizable at checkout - additional kms available

After free kms, extra charges will be applicable.

Without fuel

No-fuel

- Exclusive of fuel cost. Fuel level during vehicle pickup and drop should be the same.
- Nominal per km charges will apply for every km you travel and have to be paid during drop.

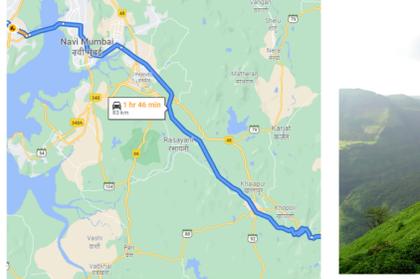
Book Now

Proposed 'Select Fuel Package' Page

[Clickable mockup here](#)

b) More details page

Mumbai To Lonavala



Route Details

Distance (one-way): 85KM
Road-type: Hilly

Best season: Monsoon (June-September)
Activities: Camping, trekking

Popular spots:
Tiger's Leap (10km from Town Center)
Pawna Lake (30km from Town Center)
Imagica Adlabs (30km from Town Center)

Base Package

180 KM

+

Buffer KM

+ 20 -

Total KM: 200

Book Now

Potential Problems Identified

1. Users might not find the desired location in the list - Can use generic KM options

2) Explore Experiences

Description: Offer an 'Drivezy Experiences' section on Drivezy which would have travelogues and write-ups of road-trips. Each of these experiences would have a 'Book this trip' option at the end.

Goal: Increase motivation for users to go on trips; Provide value to users who aren't looking to book right now.

Value Proposition: Users can read up and visualize experiences that are available. Social proof of great experiences scratches the itch to go out and have the same. Drivezy can ask users who have completed trips to share a travelogue of their experience and reward them with discounts on their next trip for doing the same as well as a chance to be featured on the app. Drivezy can also cherry-pick experiences and add them as 'Drivezy Recommended' options.

Mockups

← Drivezy Experiences



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5 Midweek Monsoon Getaways from Pune!

1. Pawna Lake



Information about place

[Book Now](#)

2. Bhor



Information about place

[Book Now](#)

3. Madhe Ghat



[Clickable prototype here](#)

Assumptions: - Users will want to share pictures and write ups with Drivezy.

- Users come to the service before planning trips.

MVP: - Around 4-5 'Experiences' at launch

- Offer recommendations for KMs required, Route maps and time required.

Metrics affected: - Conversion rate

- Site visits

Potential Problems Identified: i) Low quality content - Editor or social media manager will need to review content before it is featured
ii) Instruction may get outdated - Route maps and conditions can change over time - Create a feedback loop for each 'experience' allowing users to comment on changes

Summary

I analyzed ways Drivezy could increase the conversion rate on their website. I looked at the existing user flow through the eyes of two user personas to identify where the booking flow could encounter blockers.

First, I suggest that Drivezy implement a 'Popular Drives' section in the 'Select Fuel Package' section to reduce the friction and app switching for users who want to travel to popular destinations. This can be looked at as an 'easy-win' which can be rolled out in a few weeks with engineering support. It can be rolled out in phases starting with cities who follow the Pareto Rule when it comes to preferred destinations around them. (80% of users visit only 20% of locations)

Secondly, I recommend 'Drivezy Experiences' which would motivate users who are tentative about road trips to become more open to them. This would be a longer-term project (3-4 months) with support required from engineering and the content team.

With the implementation of these two features, I envision that for the user personas mentioned, the behaviour model plot would look like this.

