THE DRIVING SCHOOL CHALLENGE

How we invented a new business idea for DRIBO.

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Project 8

1 group member has limited spanish skills

31° I August in Barcelona

All driving schools are on holiday.

Who is Dribo?

The new way of learning how to drive.

Dribo offers an app that **substitute** a physical driving school. You can learn for your **theoretical exam** **via app** and **schedule** your driving lessons with self-employed Dribo teachers from your mobile phone.

Leading question

DRIBO's challenge for us.

What can **DRIBO,** as a start-up who disrupts the current driving school market, provide to **small driving schools** to help them **staying/being competitive** on the market but also integrate them in the **DRIBO platform.**

?

![dribo - Drive with ♥]

Research Overview

Get everyone's perspective.

3
Interviews
DRIBO founders and employees

2
Interviews
Former driving school owners

1
Interview
Big driving school company

1
Observation
Small driving school

4
Competitive Analysis

ClickClickDrive
Ornikar
Lepermislibre
On Voiture Simone

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Bossy Bernardo
Owner Autoescuela Bernardo
4 employees

"12 years ago I took the risk and opened my own driving school but after the DGT strike I have less clients, less teachers I can afford - it's a doom loop"

Personality
- Family man
- Likes to have comfort and relaxing

Frustrations
- He has no money for marketing activities.
- He has low revenues because he has to pay salaries, rent...
- He has a lack of technology know-how.

Needs
- He wants to stay independent and flexible.
- He wants to be his own boss and have people who work for him
- He wants to work less hours and earn more

Organized Olga
Office Manager

"I like my job but I can see that our methods are oldschool - I do everything on paper and students ask for modernization, e.g. e-learning."

Personality
- Independent
- Enjoys her job
- Likes to help people

Frustrations
- It's difficult to keep track of all the paperwork
- Organize teachers and students calendar manually.
- Putting students on a 2 month waiting list for driving lessons

Needs
- Keep her job
- Feel she's contributing to the company

Driving David
Student

"When I'm searching for a driving school I care about the raiting of the driving instructure and it's approval range"

Personality
- Fun
- Classic learning
- Mistrusted on Apps

Main Frustration
- Has to wait too long to start driving lessons after he approves theorethical
- Information of Driving Schools on Google Maps is not updated.
- It's difficult to decide which driving school is the best

Need
- Get his driving license fast and not spending too much
- Be sure that the money he's paying will worth it

Our Challenge

Fulfill everyone's needs.

dribo Drive with ♥	Driving Schools	Driving Students
*"We want to digitalize small driving schools to **integrate** them in our platform."*	*"We want to stay flexible, independent and like things as they are – but also want to **survive** on the market."*	*"When we search for driving schools we just want to know the **pass rate** and the teacher **ratings**."*
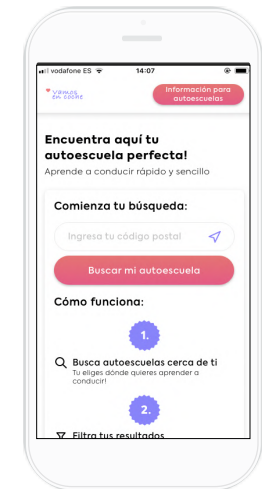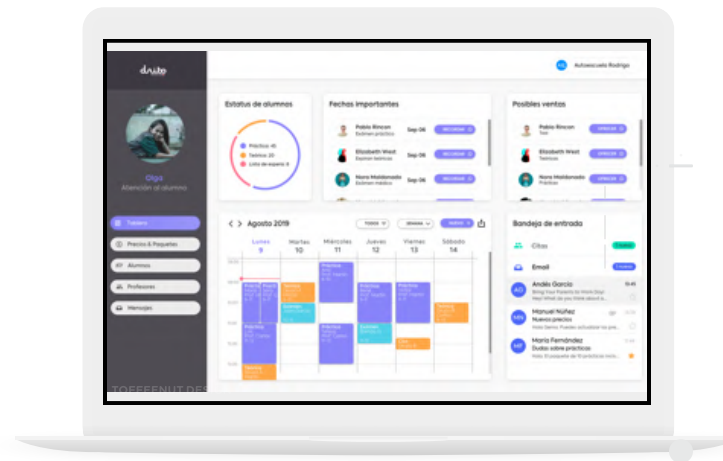
How does DRIBO's new business model work?

Well, let us tell you a story...

DRIBO's New Business Modell

Increase Brand Awareness and enter a new market segment

Powerful SaaS Tool
Easily manage and organize your business

Access to book DRIBO Teachers
No capacity? Transfer your students via tool to DRIBO and earn a commission.

Income from driving lessons
Dribo gets part of the driving lessons selled on Dribo Network

E-learning platform
Provide students flexibility and use DRIBOs learning platform in class/App

Monthly fee from SaaS
Dribo receives a monthly income from schools using the software

Increase clients base
As part of DRIBO's Driving School Search you can reach more clients without extra expenses

Our Design Iteration Process

How we got to our final products:

1.

Low-fi Prototype

– Office Manager Driving School
– Former owner Driving School

2.

Low-fi Prototype

– Feedback Group with 9 UX Designers

3.

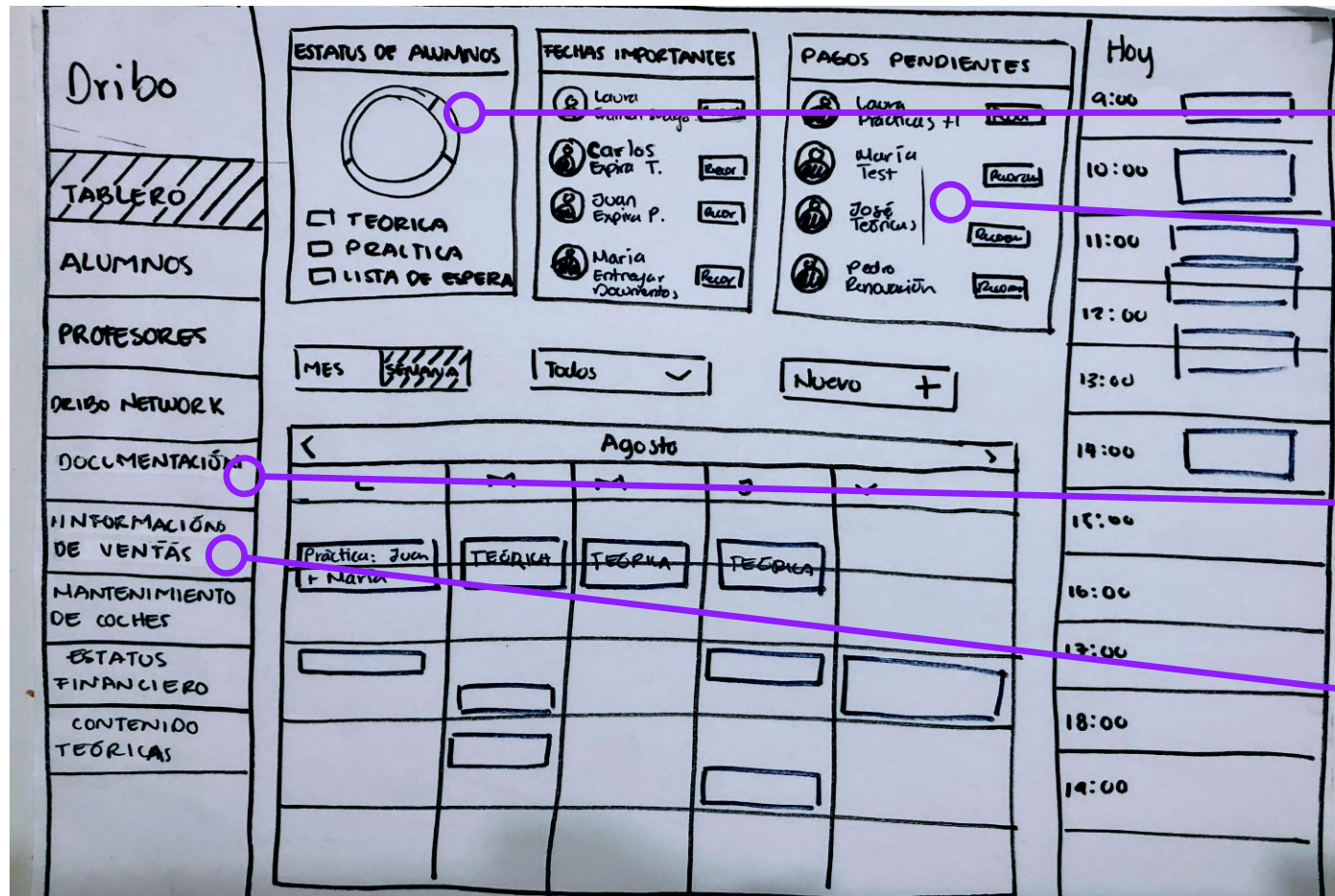### High-Fidelity Prototype

– 2 UX Designer

First low-fi prototype

Helps Olga to make desicions. Many students on waiting list? She can send them do Dribo.

If a student forgets his exam date you are not offering a good customer experience.

Easily scheduling driving lessons and theorethical classes and offering options to the students
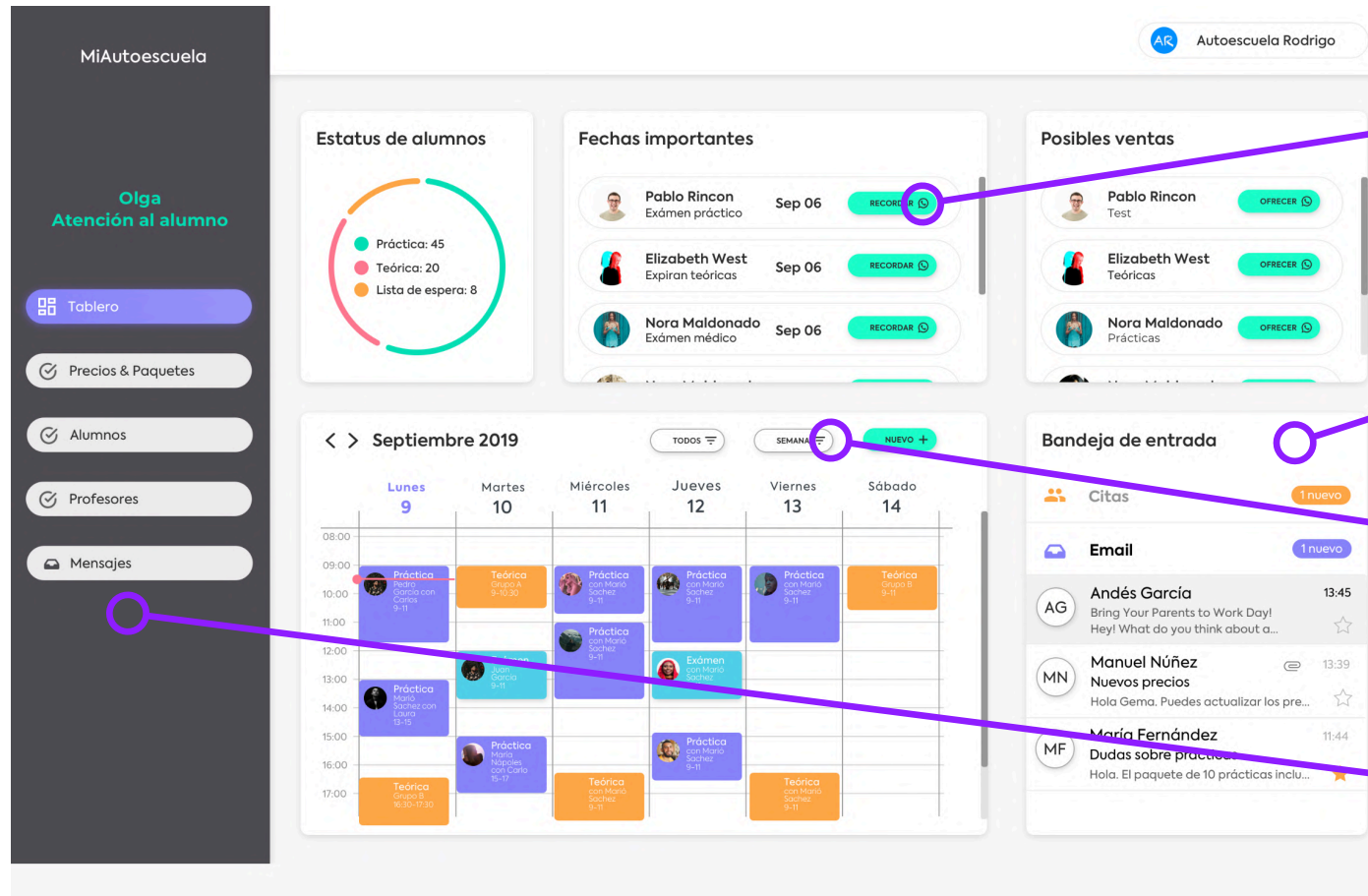
Second low-fi prototype

Removed useless categories: "aptos" and "new students"

Adding "Pendent payments": Olga can offer new services to students if they need it

Add a navigation item for documents of the student

Add a navigation item for the information Olga needs when a new client shows up
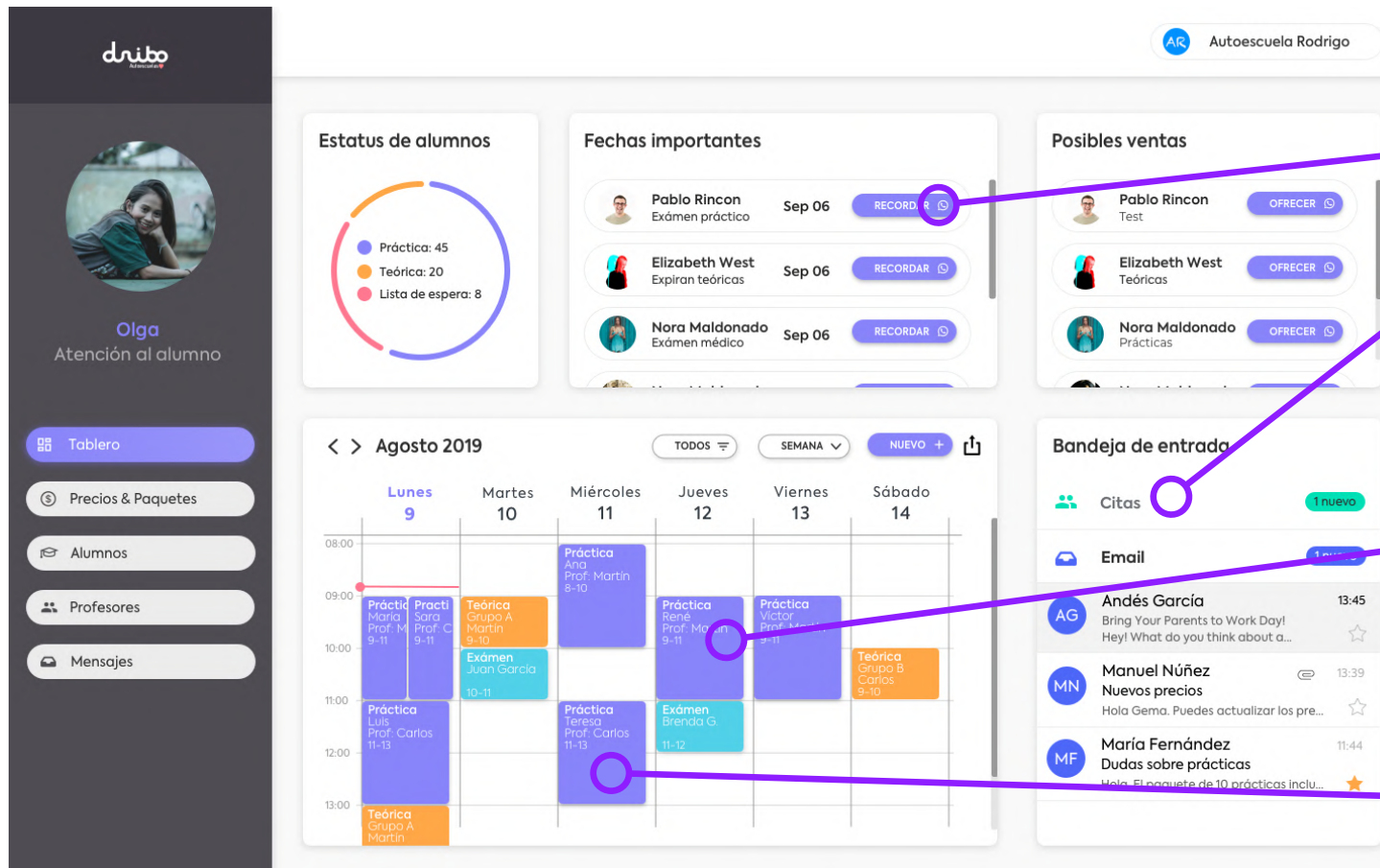
Third high-fi prototype

Adding a WhatsApp icon on the "remind" and "offer" buttons

Removed "Today's agenda and add an inbox section for emails and appointments requested on "Vamos en coche"

Adding a daily view of the calendar to replace the "Today's agenda" card

Remove navigation items that we are not including in our MVP

Final version

Changed the color hierarchy: primary color purple; features related to Dribo green

Removed pictures: it was confusing if the picture belongs to the student or the teacher

Increase cards and font size on calendar

A business model where we meet everyone's needs.

dribo
Drive with ♥

Driving Schools

Driving Students

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*"We want to stay flexible, independend and like things as they are but **survive** on the market."*

*"When we search for driving schools we just want to know the **pass rate** and the teacher **ratings**."*

- Market Growth current business model
- New income from SaaS monthly fee
- Enters new market segment
- Increase their Brand Awareness

- Increase their clients base
- Can keep their driving school
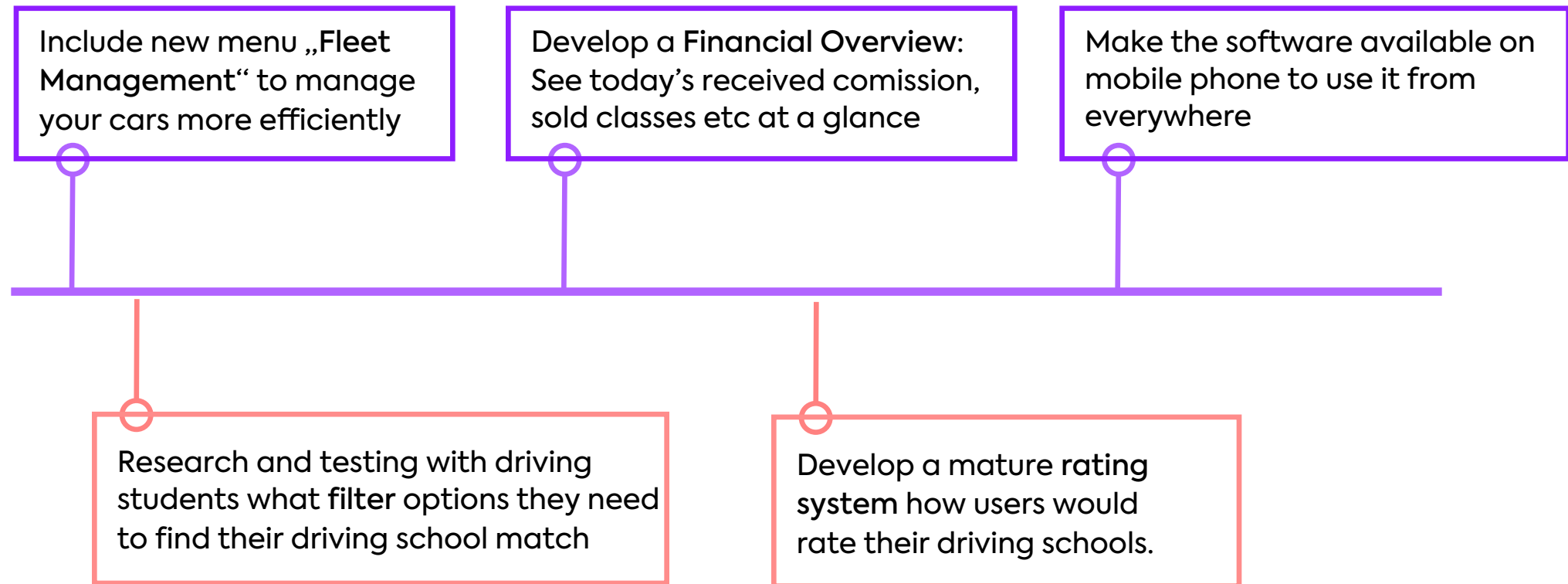- Gain extra income from commission
- Manage their business more efficiently

- Don't have to wait to start driving lessons
- Choose their driving school based on their preferences and ratings.

A lot of work is already waiting for DRIBO..

But where do we want to develop DRIBO Autoescuelas and Vamos en coche further?

Include new menu „**Fleet Management**" to manage your cars more efficiently

Develop a **Financial Overview**: See today's received comission, sold classes etc at a glance

Make the software available on mobile phone to use it from everywhere

Research and testing with driving students what **filter** options they need to find their driving school match

Develop a mature **rating system** how users would rate their driving schools.

THANK YOU FOR LISTENING! QUESTIONS?