

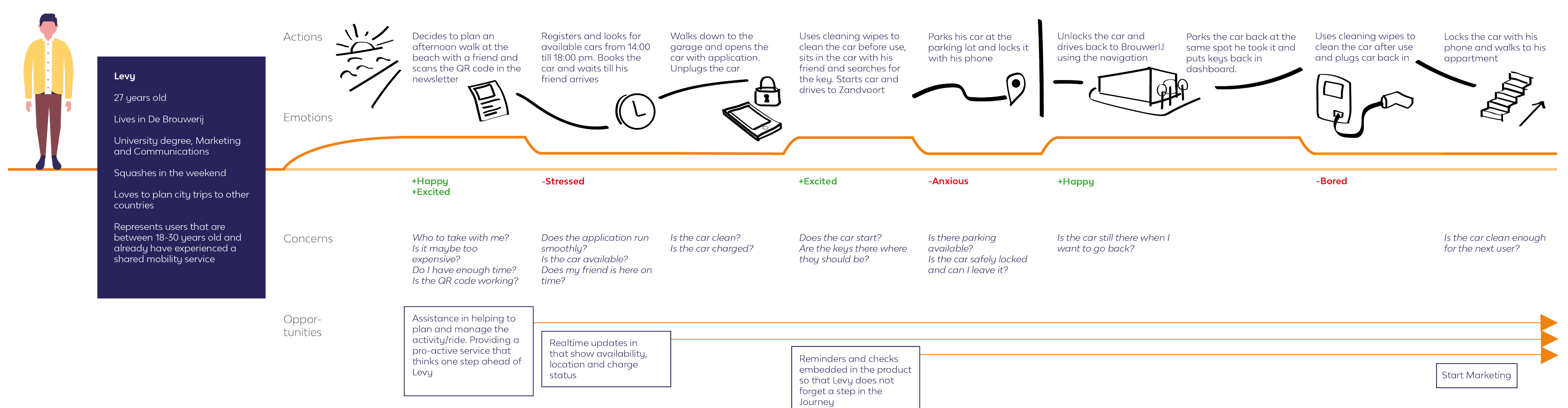
An optimized Design for a shared vehicle Service

Project introduction

LeasePlan Tripp is a new Service proposition from which the pilot went live in February 2021. But how could the Tripp Service be improved and scaled up effectively? Therefore, the assignment was raised: "Design an optimized shared vehicle Service for LeasePlan". The assignment existed out of two components: user and business-oriented, both executed academically and using the corresponding creativity tools.

Customer Journey

Customer Journey Mapping was one of the creative tools that were used during this project. The current LeasePlan Tripp journey was mapped out with four different personas walking through. Below we see one of them, Levy's Customer Journey. Various Service opportunities are identified in the squares, which are taken into account when the improved Service proposition was designed.



A design paradox emerged during the project in where the potential Tripp user does not perceive a shared vehicle equal to a private one. They can be perceived as similar when a shared vehicle is just as flexible and gives you the same feeling of freedom as a private vehicle.

A shared vehicle does not equal a private vehicle.

To answer to the design paradox and the request to optimize the Design of the shared vehicle Service, a future concept was presented. This concept involves a Service that is scaled up towards almost 100 locations and has implemented a dynamic pricing structure, a vehicle exchange platform and an experience-oriented Business Model.

LeasePlan Tripp future concept

A Service application that is scaled up to 100 locations and has implemented a dynamic pricing structure, a vehicle exchange platform and an experience-oriented Business Model.

