



SPINNY

My Car Segment for Spinny

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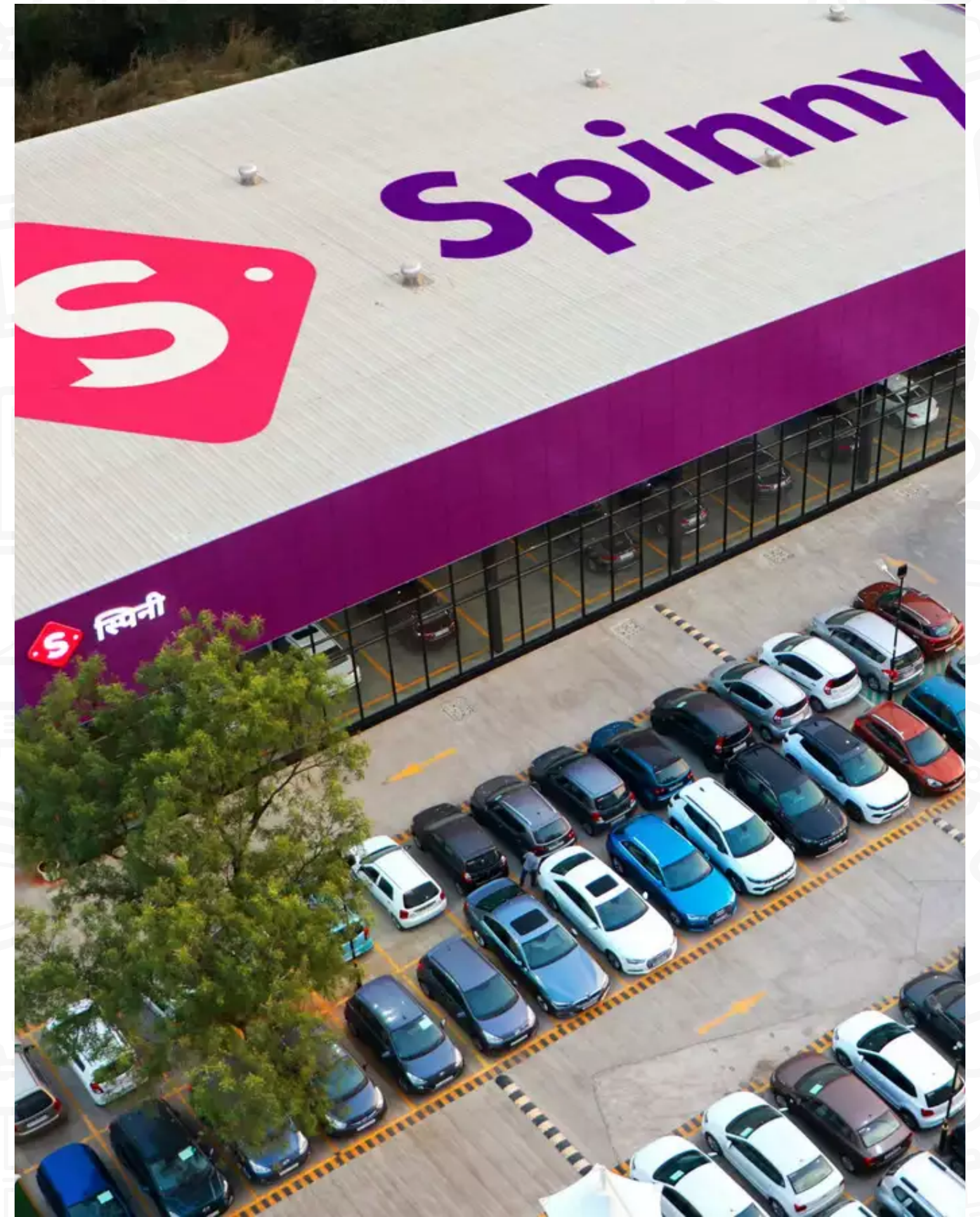
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Agenda

Problem Statement

Gaps in the Current Spinny App

- LIMITED USER RETENTION POST-TRANSACTION.
- LACK OF TOOLS FOR MANAGING ONGOING CAR OWNERSHIP NEEDS.



Opportunity

Introduce the "My Car" Segment



- Engage users throughout the car ownership lifecycle.
- Build Spinny as a one-stop solution for car management.
- Tap into new revenue streams via partnerships and premium features.

Proposed Solution

Introducing the
"My Car"
Segment

-
- ▶▶ **Track car value, insurance, challans, and service history.**

 - ▶▶ **Provide actionable insights and AI-driven recommendations.**

 - ▶▶ **Ensure seamless car management, all in one app.**

Key Features

Personalized
Car Dashboard

Insurance
Management

Challan
Tracker

Service Records
& Reminders

Secure
Document Vault

Expense
Tracker

Eco-Driving
Insights

Car Selling
Assistance

Feature Deep Dive

Real-Time Dashboard

AI-powered car health and value score.

Insurance Hub

Compare, renew, and purchase insurance.

Expense Tracking

Budget management for all car-related costs.

Challan Payments

Instant updates and seamless payment options.

Community Engagement

Car Owners' Club with rewards and events.

Marketplace

Accessories and upgrades within the app.

Predictive Analytics

AI-based repair and resale insights.

Green Driving

Carbon footprint tracking and eco-friendly tips.

Innovative Extensions

Beyond Basics: Innovative Additions

MOCKUP SCREEN

Home Screen

BEFORE



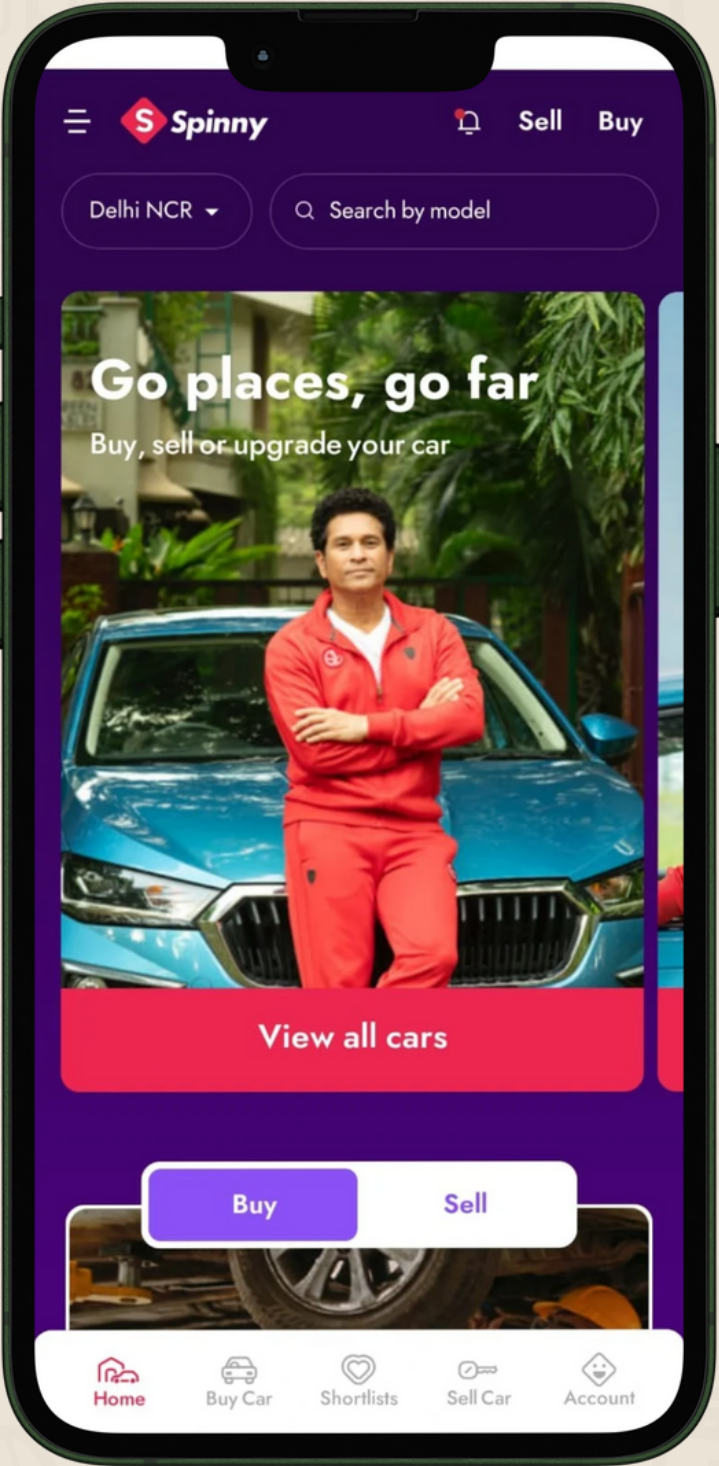
AFTER



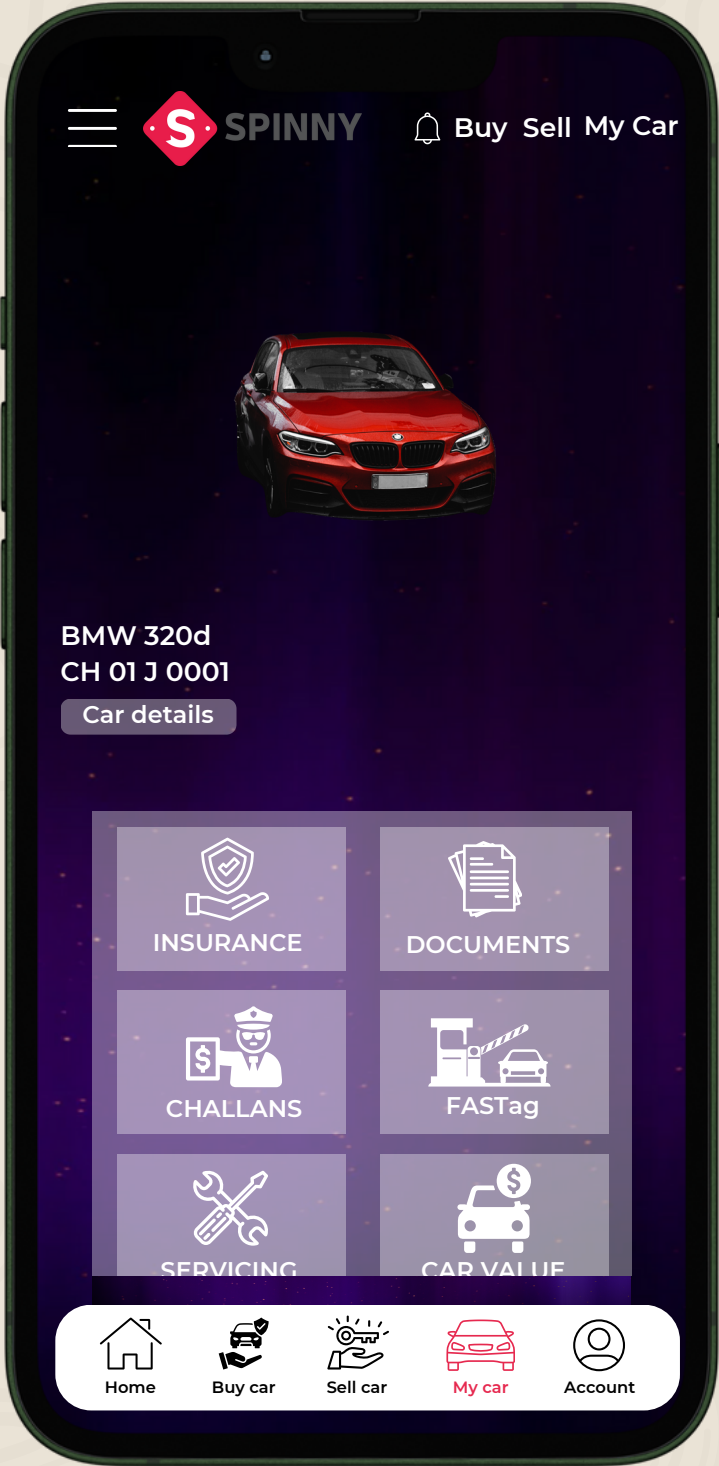
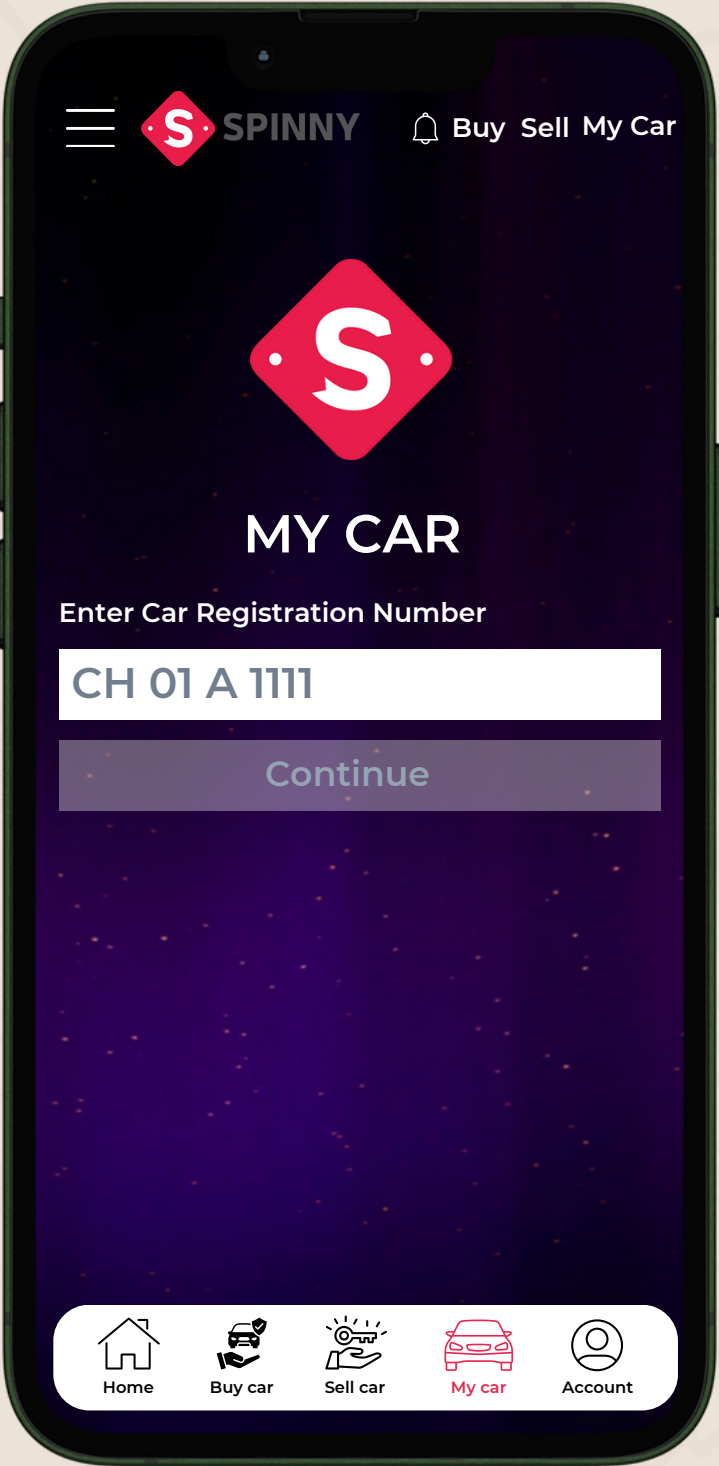
MOCKUP SCREEN

After clicking
on *My Car*

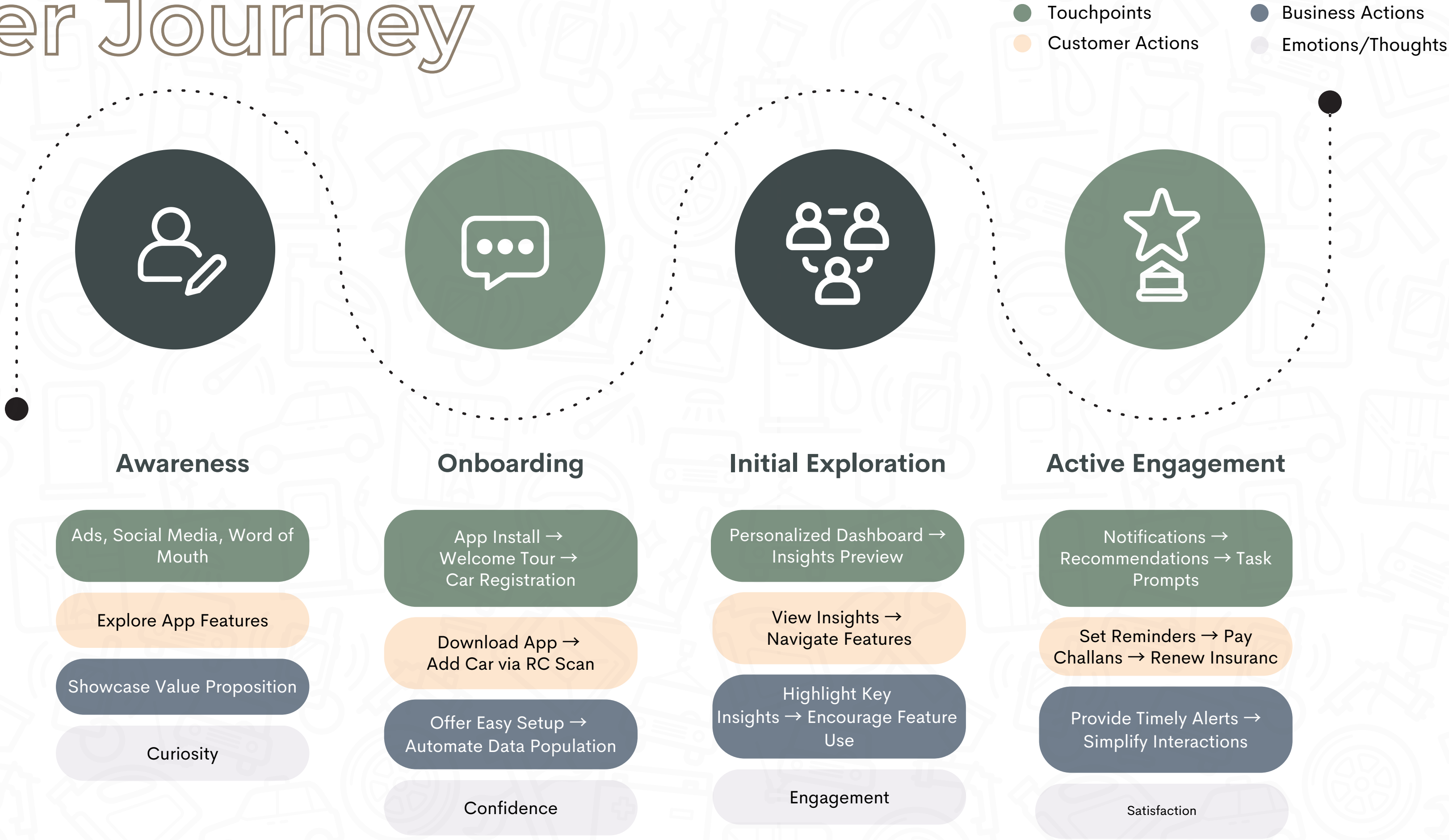
BEFORE



AFTER



User Journey



- Touchpoints
- Business Actions
- Customer Actions
- Emotions/Thoughts



Community Building

My Car Club" → Discussion Forums → Challenges

Join Groups → Participate in Eco Challenges

Foster User Interaction → Incentivize Participation

Belonging

Monetization

Exclusive Deals → Premium Features

Purchase Add-Ons → Upgrade to Premium

Offer Deals → Promote Subscriptions

Rewarded

Advocacy

Feedback Requests → Shareable Achievements

Review App → Share Experience

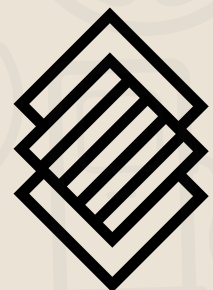
Leverage Testimonials → Amplify Referrals

Pride

KEY INNOVATIONS

- **Community Engagement:** Move beyond transactions to build relationships.
- **Gamification:** Add fun and purpose to tasks like eco-driving or expense tracking.
- **Holistic Value:** Integrate features that anticipate user needs beyond basic management.

Revenue Model



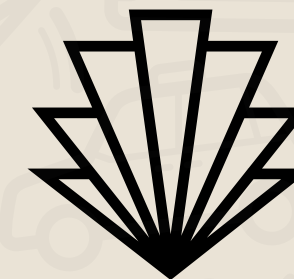
FREEMIUM

Free basic features with a paid premium tier.



PARTNERSHIPS

Revenue from insurance, service centers, and accessories.



RETENTION BOOST

Higher user engagement drives repeat transactions.

Metrics for Success

Adoption

Percentage of users adding cars to "My Car."

Engagement

Monthly interactions per user.

Revenue

Growth from partnerships and premium features.

Retention

Improved app stickiness post-launch.

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Thank
you!