

PRODUCT TEARDOWN (1/6)

**NEW USER
ONBOARDING**

Garvit Chhugani



What to Expect

- *Overview*
- *User Persona*
- *Product Offerings*
- *Customer Journey Map*
- *User Experience*
- *Friction Points & Improvements*
- *Success Metrics*
- *Go to Market Strategy*



Overview

Yulu is a micro-mobility platform that offers a sustainable and eco-friendly way of commuting across public and private modes of transport, driven by three guiding principles of urban mobility – Accessibility, Availability, and Affordability.



Amit Gupta



Naveen Dachuri



RK Misra



Anuj Tewari

Competitors



Key Statistics

1.5 Mn+
Registered users

18000+
Vehicles

10 Mn+ KG
Carbon emissions
saved

25MN+
Rides
completed

User Persona



Sagar, a 20-year-old college student, is a curious explorer on his university campus and nearby areas, seeking convenience and digital solutions that enrich his student life and foster personal growth.

- Regularly uses a smartphone and mobile apps for various activities, including transportation.
- Seeks affordable and flexible travel solutions for short trips.
- Enjoys exploring new places and attractions within the city.
- Values eco-friendly and sustainable transportation options.

Goals

- Access convenient transportation for short trips around the campus and nearby locations.
- Save time and effort in walking long distances between classes and facilities.
- Explore the city and its attractions during leisure time.

Pain Points

- Limited budget for daily transportation needs.
- Difficulty finding affordable and reliable transportation options within the campus area.
- Time constraints between classes and extracurricular activities.



Harshita, a 30-year-old working professional in a metropolitan city, values efficient urban mobility solutions that seamlessly integrate into her busy lifestyle, ensuring a smooth and timely commute.

- Uses a smartphone and mobile apps for various daily tasks, including transportation.
- Prefers cost-effective and efficient travel solutions for daily commutes.
- Tech-savvy and comfortable with using mobile apps for renting and unlocking vehicles.
- Values time and convenience when choosing transportation modes.

Goals

- Convenient and affordable mode of transportation for short-distance travel.
- Reduce daily commute time and avoid traffic congestion.
- Improve last-mile connectivity to access public transportation and reach destinations efficiently.

Pain Points

- Frustrated with traffic congestion and long commute times in urban areas.
- Difficulty finding affordable and reliable transportation options for daily commutes.
- Inconvenience of using public transport for last-mile connectivity to reach specific destinations.

Product Offerings



Wynn XP

- India's first EV with Family Sharing feature.
- 1-minute battery swaps at reliable & wide Yuma network.



DeX NV

- Ergonomically designed goods carrier that can hold up to 15 kg.
- Comes with a bright head and tail light for safer late-night deliveries.



Miracle GR

- Designed for urban traffic conditions with a maximum speed of 25 Km/h.
- Light Weight, lighter than a scooter, faster than a bicycle.



DeX GR

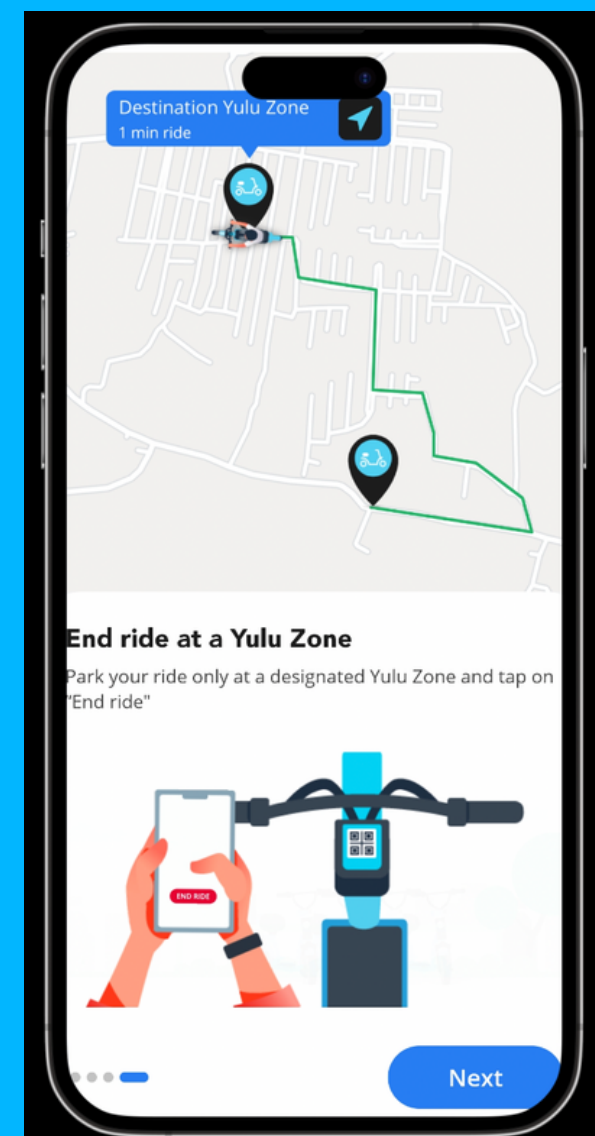
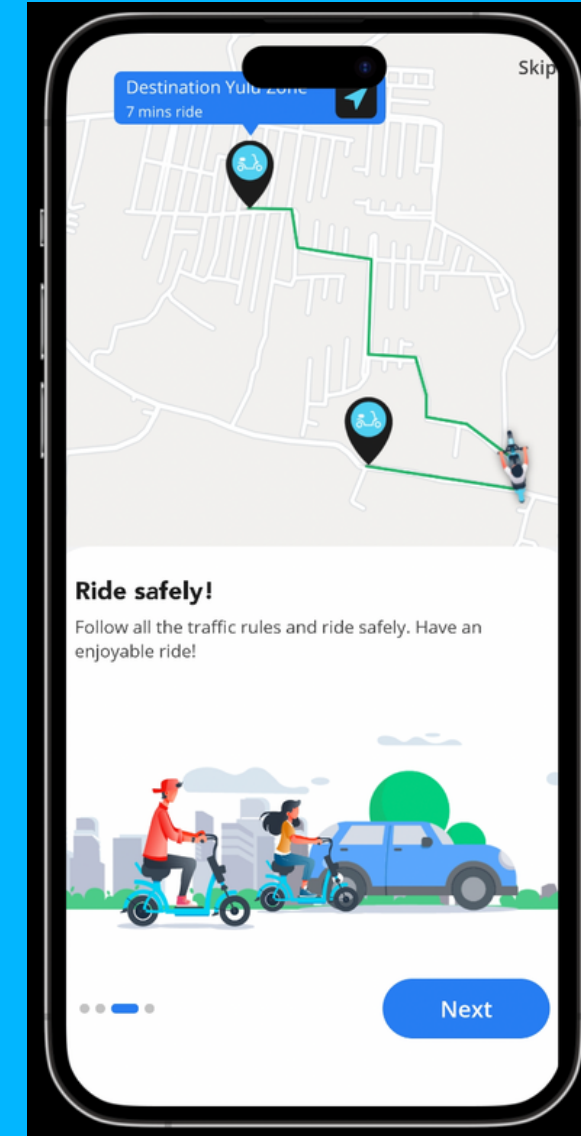
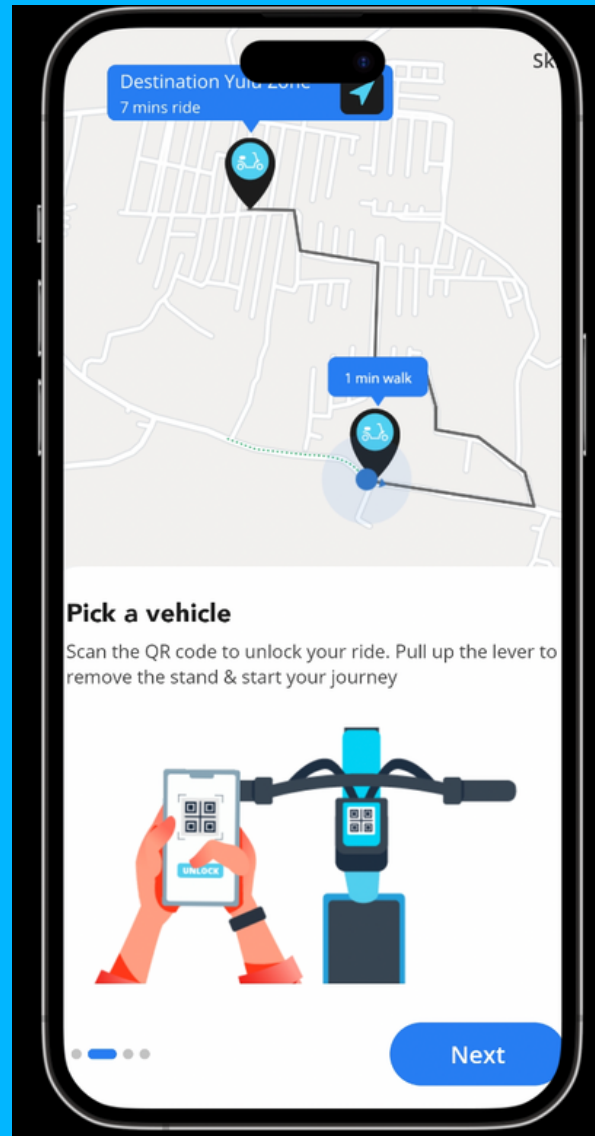
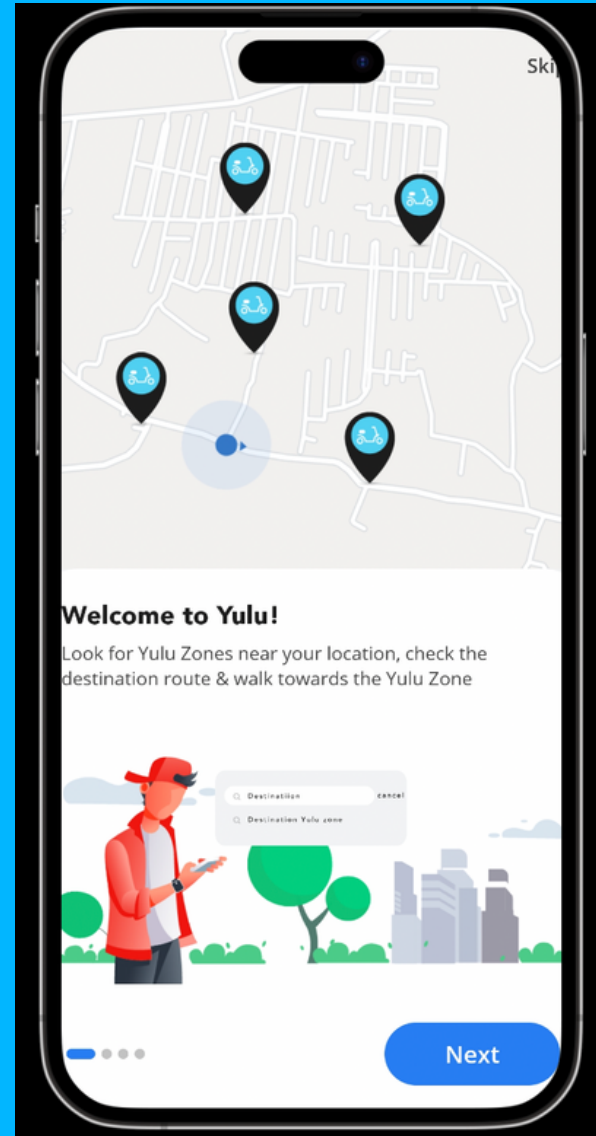
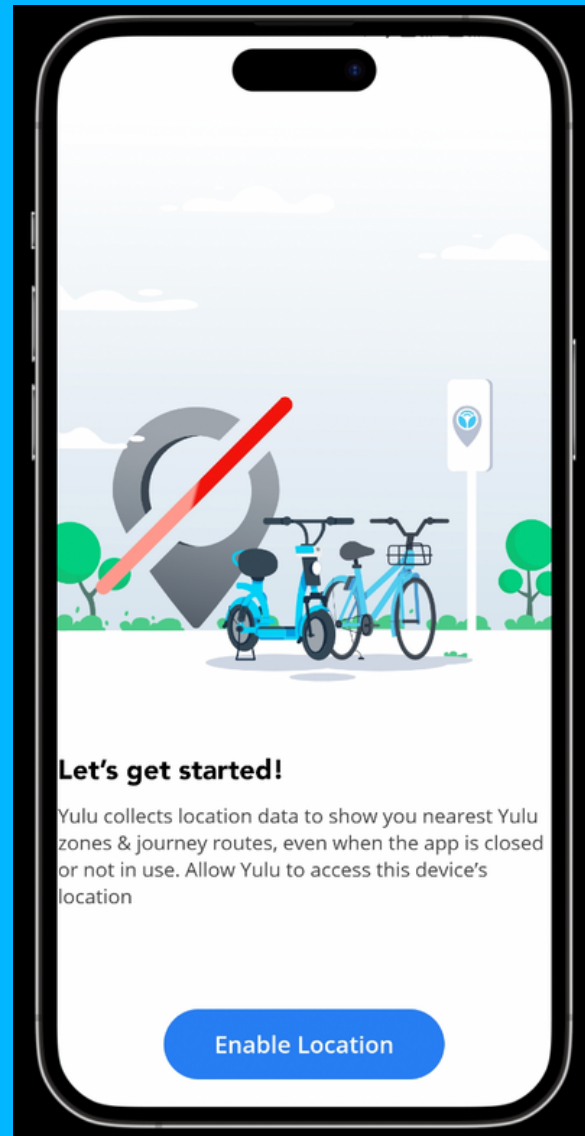
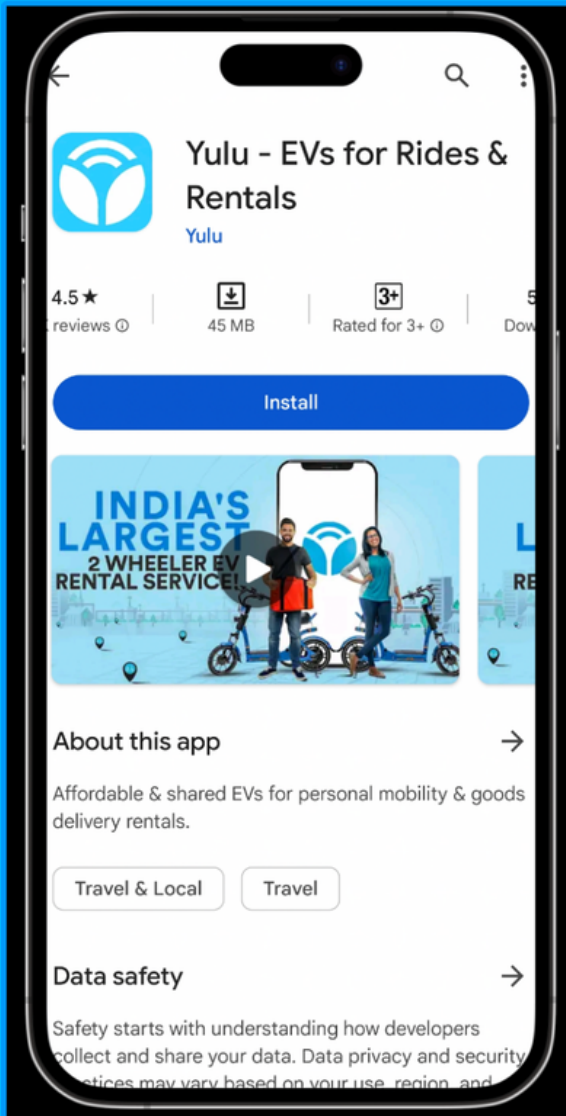
- A smart dockless EV powered by state-of-the-art IoT technology
- Devised to offer high productivity without compromising comfort

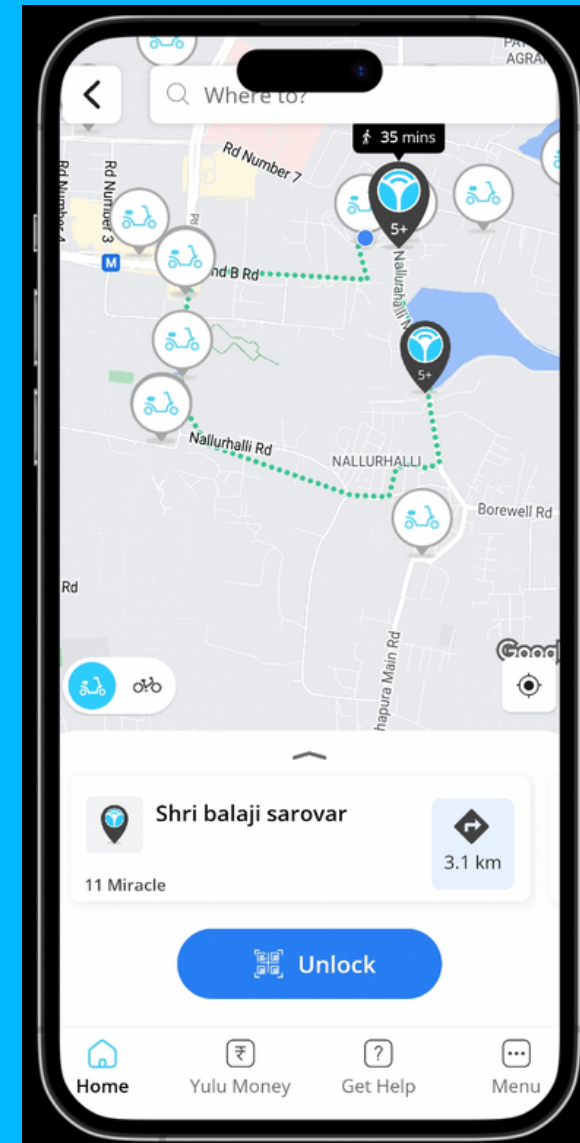
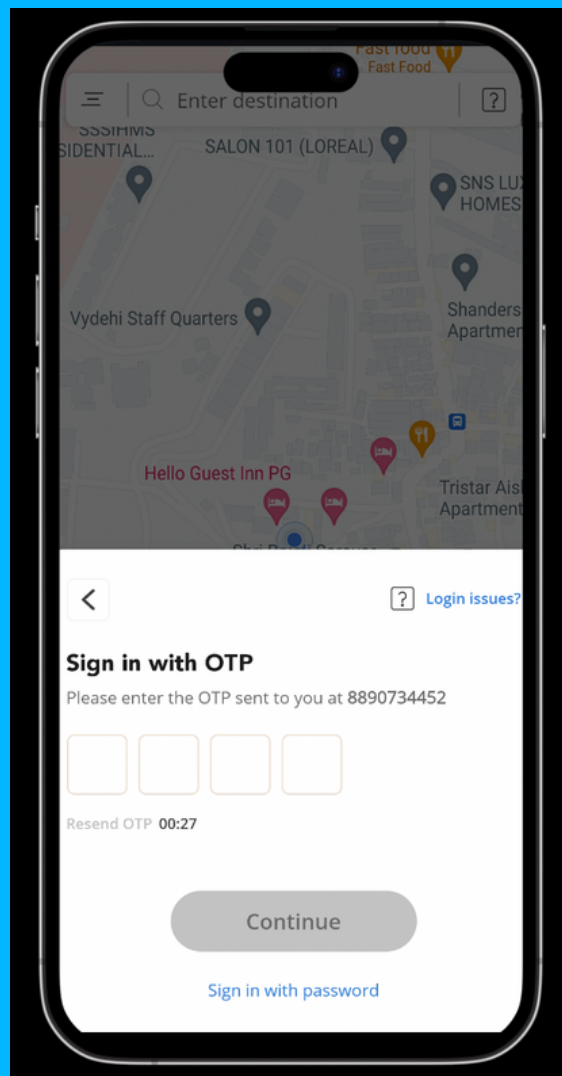
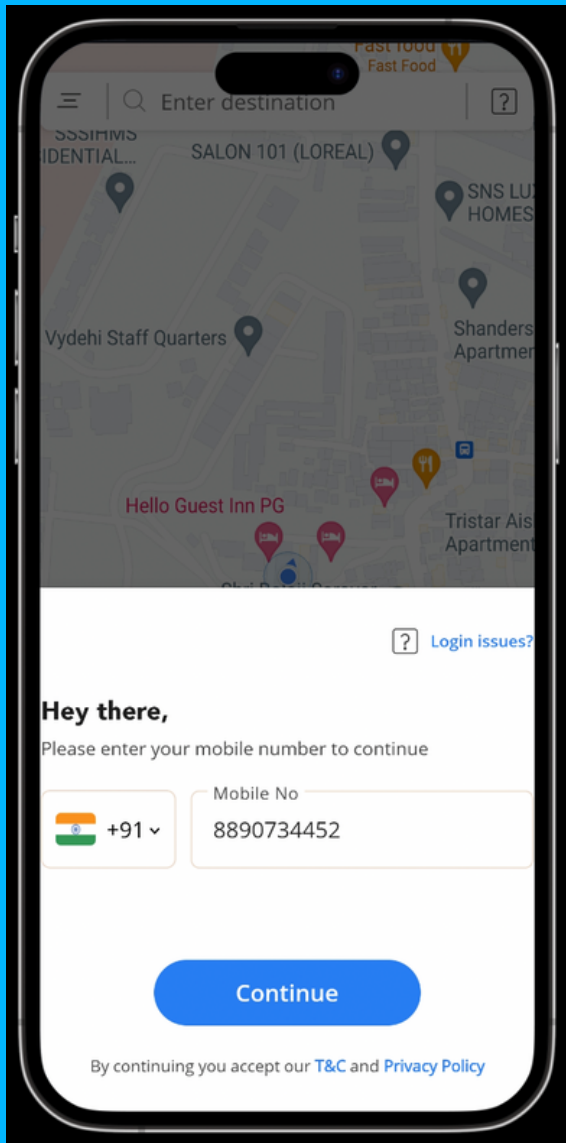


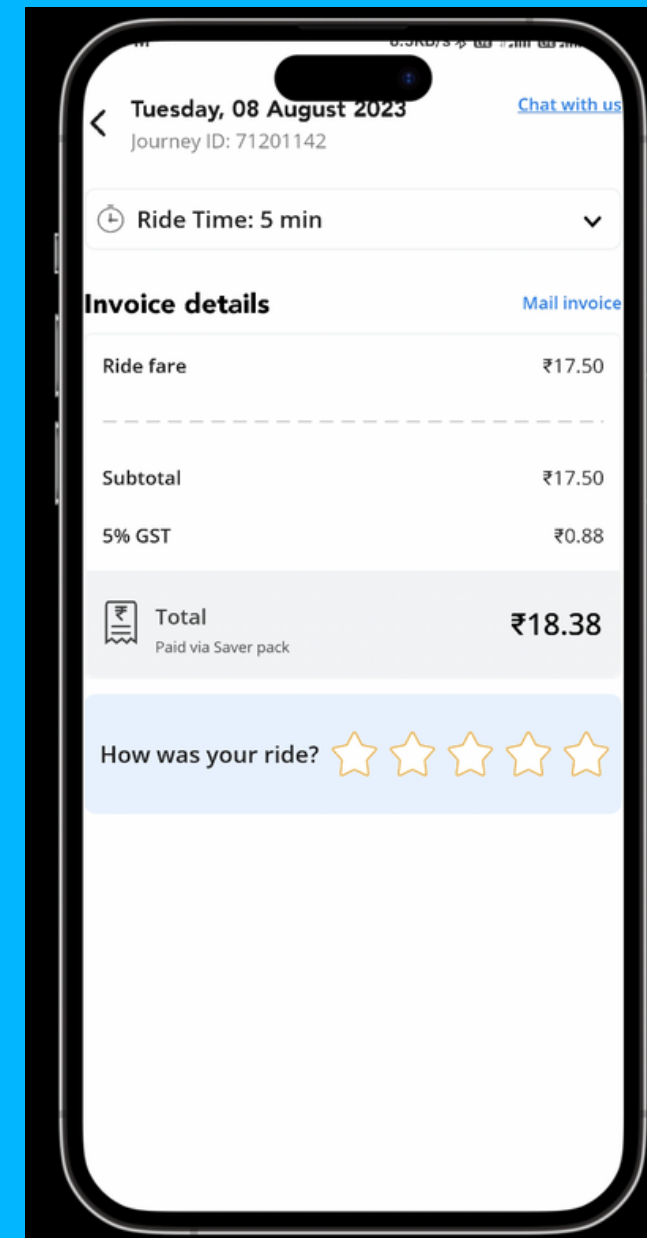
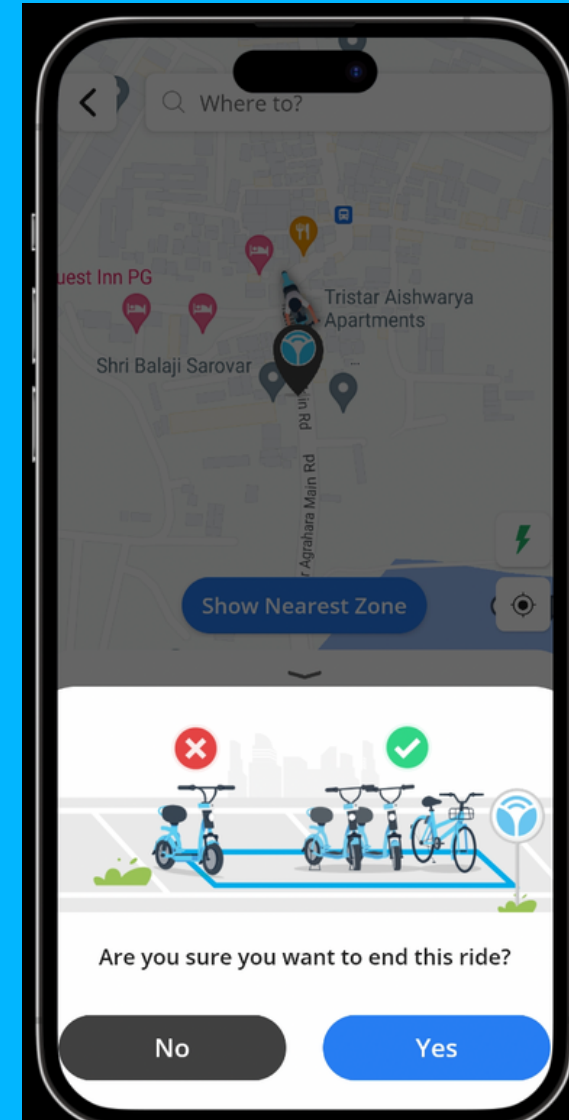
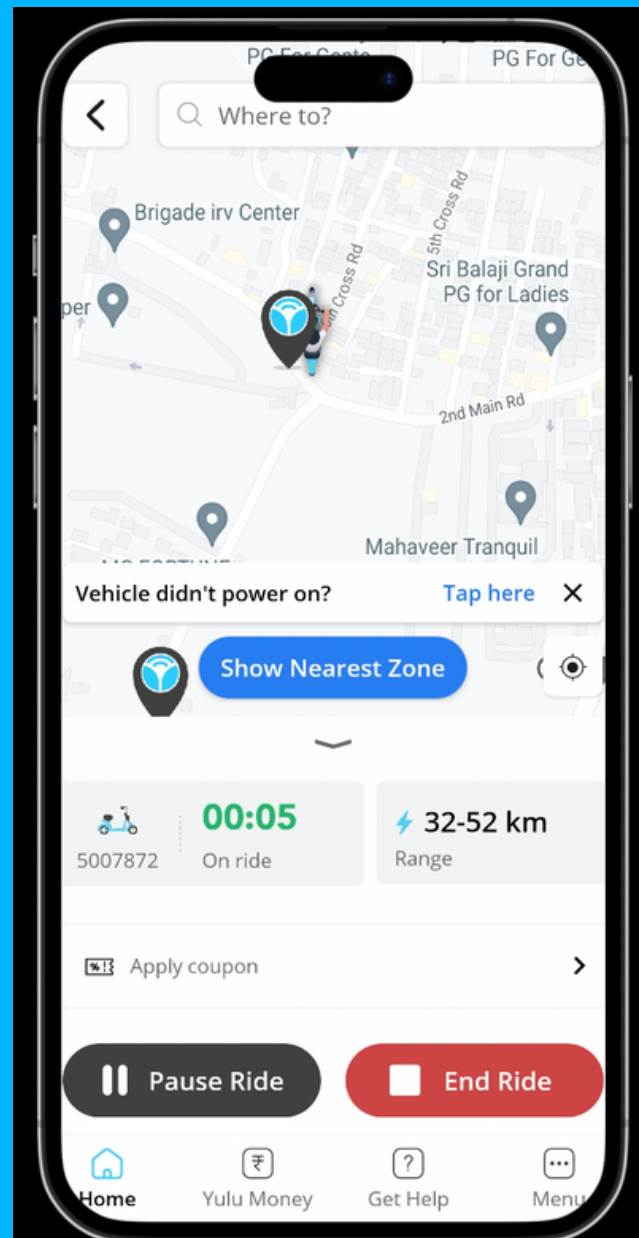
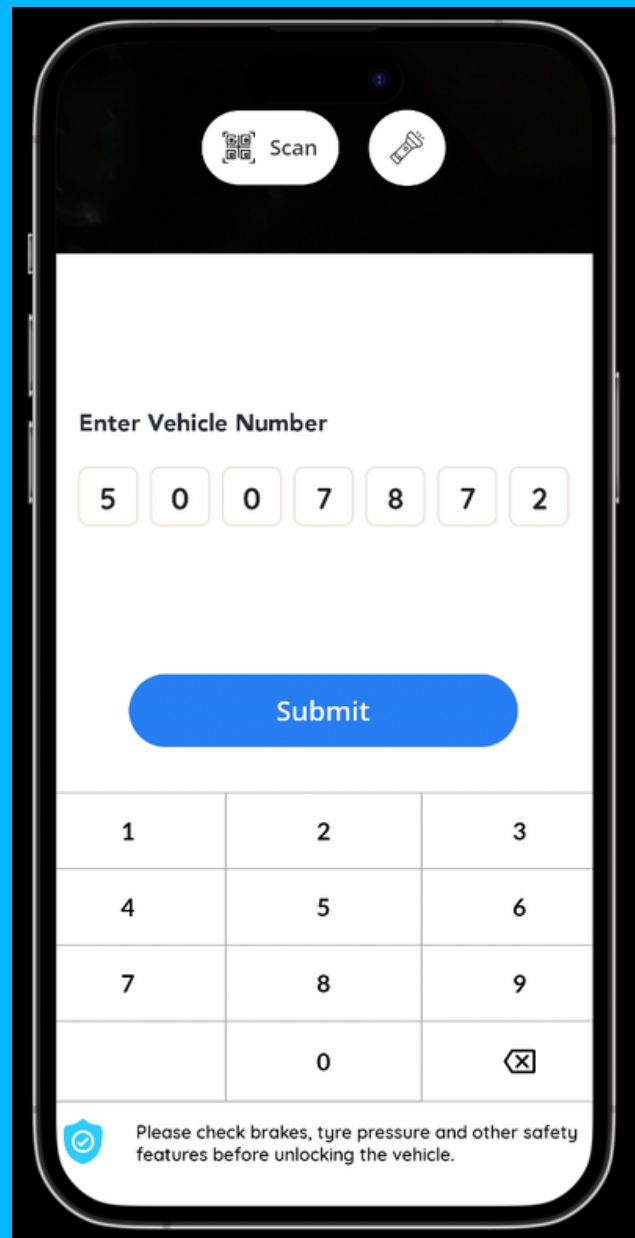
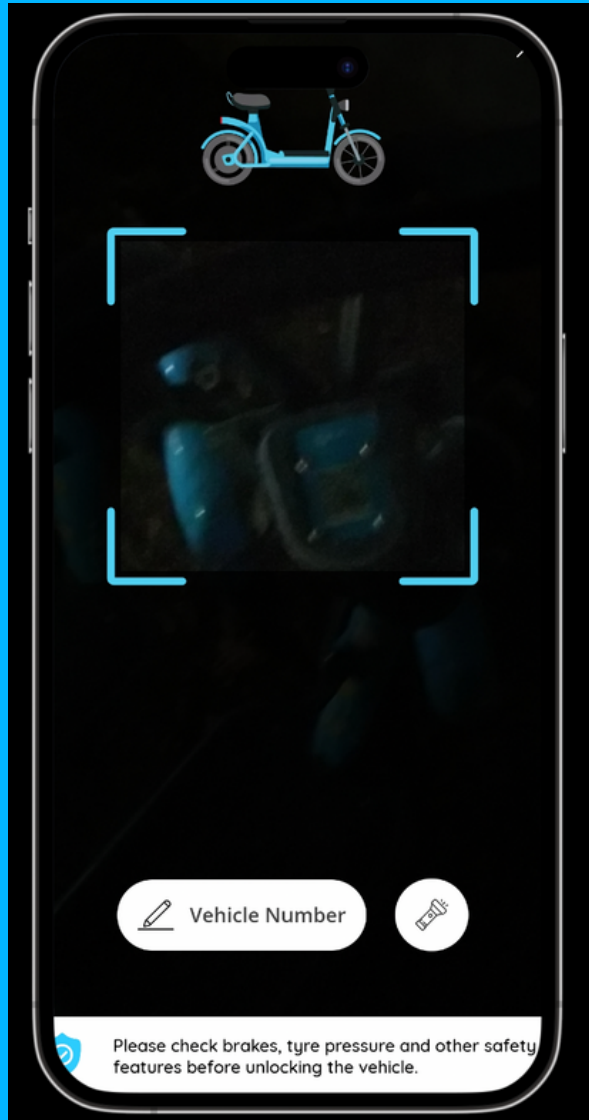
Miracle CT

- Designed for urban traffic conditions with a maximum speed of 25 Km/h.
- Unisex ultra-comfortable bike for any height and weight.

Customer Journey Map - Onboarding







User Experience



The Good

★★★★★ 2 July 2023

I am extremely interested and happy to have this facility in my locality even the ride is smooth and also the application is easy to use and this is really enjoyed and satisfied with your services.... May God bless you team with your great support and quick replies.... I hope more yulu zone will be available nearby peera garhi or rohini areas also.... Stay blessed

★★★★★ 28 June 2023

I strongly recommend this app, and i request the common people to use yulu ride if it is available in your area, its easy to use, environment friendly as well as pocket friendly, if you don't have your own vehicle, then yulu is there to help you to reach somewhere. If you don't want to get tired of only walking here and there then use yulu ride and make your life easy.thanks yulu for such a nice time

★★★★★ 14 March 2023

Although I am expert car driver but riding this was extremely an adventure. Seriously, gta sanandreas nostalgia came where yellow/blue spot is given and we go there like some mission in gta sanandreas where we get one car awaiting and drive it to desired location and leave it. Same here, I went from Kodathi to Doddakanneli and seriously it was very much amazing experience. Really liked it. It is very much helpful. Please design more bikes 🥰🥰



The Bad

★☆☆☆☆ 29 July 2023

Very slow no battery indicator. When unlocking DEX it shows range 65-71 and doesn't have battery indicator. Range 65-71 gives indication that battery is full but when you start using DeX its speed is very slow like 15kmph. No help provided by support about slow speed only answe was drive till battery goes to 15% then replace battery and if it's still slow then replace it with other bike without any assurance than second bike will work.

★☆☆☆☆ 4 June 2023

There are very few bikes and even fewer zones in the city.. these bikes are available for delivery boys, not for last mile connectivity .. if the bike travels beyond the companies' mapped service area, the bike stops.. the yulu zones are so impractical that these bikes are useless as last mile connectivity.. No yulu bikes near the metro in Bangalore

★☆☆☆☆ 2 May 2023

This is disaster, I didnt expected this from yulu from past 2 days the battery station is closed. And I'm trying to connect with customer care even they also didn't responding properly. They are just saying we will check and respond back and they are not responding also. What is the use of being coustmer care if yulu can't respond coustmer problem properly.



Friction Points & Recommendations (FP&R)

- **FP1:** There are no indicators in any of Yulu EVs, that sometimes lead to a going to happen accident.
- **R1:** Proximity or Audible alerts can be implemented. This will alert the rider when another vehicle or object comes too close, reducing the risk of accidental collisions or providing auditory alerts through built-in speakers or Bluetooth-connected devices, notifying riders of nearby vehicles, pedestrians, or potential collisions.
- **FP2:** Bike Maintenance – Users might encounter bikes in poor condition due to wear and tear, impacting the overall riding experience. Sometimes, it is found in the mud during the rainy season, especially in Bangalore.
- **R2:** Regular maintenance checks and swift replacements of faulty bikes can help maintain bike quality, promoting a positive brand image and user satisfaction.



(FP&R) Continued...

- **FP3: Inaccurate GPS Data – Users may face issues with inaccurate GPS data, resulting in incorrect bike locations or difficulty in finding nearby parking zones.**
- **R3: Regularly calibrate GPS systems and leverage additional location technologies to enhance accuracy and provide reliable bike and parking information.**
- **FP4: The bike with insufficient charge will be turned on during scanning and turned off in the middle of the ride. This can might lead to accidents.**
- **R4: Battery Level Indicators – Implement a clear battery level indicator on each Yulu bike. Users can then make an informed decision about whether to choose a bike with sufficient charge before scanning based on their decided travel distance.**
- **FP5: Sometimes other vehicles present in the road park in the Yulu zones which leads to a reduced area for parking Yulu for any user.**
- **R5: Public Awareness Campaigns – Launch campaigns through social media, local media, and community events to educate the public about the importance of keeping Yulu zones clear.**

Success Metrics



L0

- Number of rides per day
- Number of rides per week
- Number of rides per month



L1

- Number of users taking the 1st ride
- Average ride duration of a user



L2

- Number of users signing-up
- Number of users downloading the app

GTM Strategy

- Yulu's Go-to-Market strategy was based on its IoT-powered bicycle-sharing solution that targeted last-mile connectivity and traffic issues in metro cities.
- After four months of being in stealth mode, Yulu, backed by InMobi's cofounders, was ready to launch. The platform operated through an Android or iOS app where users loaded their wallets and paid for every 30 minutes of bicycle use.
- The focus was on solo, sustainable, and scalable travel. The bicycles were available at major points of interest like residential areas, tech parks, and metro stations, enhancing accessibility.
- By leveraging GPS data and AI, Yulu aimed to rebalance bicycle supply and demand patterns efficiently. Security measures, including alarms and backend intervention, were in place to prevent thefts.
- Through partnerships with key points of interest, targeted marketing campaigns, and an easy-to-use app, Yulu sought to gain user traction rapidly. Social media and influencers could play a significant role in spreading awareness and encouraging adoption.
- By offering competitive pricing and a hassle-free user experience, Yulu aimed to penetrate the market swiftly and establish itself as a convenient, reliable, and sustainable solution for last-mile connectivity.

References

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THANK YOU!

Have a great day ahead.