

# 'InstaCar': launching a responsive car-sharing app

## Users

1. **Stella Mohindra:** 25 F, a nurse practitioner, works in the San Francisco, married with no kids, has 4 cars.
2. **Adrian Foley:** 30 M, a pharmacist, works at Kaiser in the Tri Valley, married with two kids, has 3 cars.
3. **Preetam Prasad:** 28 M, an IT professional, works in the South Bay, married with two kids, has 2 cars.
4. **Sylvia Capeluto:** 30 F, user support manager, works in the East Bay, married with no kids, has 2 cars.
5. **Steven Grover:** 35 M, owns his business, based in East Bay, not married, has 1 car.

- All of the users have at least 1 Tesla in their household
- Age 25 to 35, with minimum 4-year college degree, technology savvy

## Quotes from Users

- *"What it allows me to do is truly afford maybe a more expensive vehicle because ... this vehicle is going to make money for me"*
- *"If you want to have access to your car, you have access to your car. So, I believe this is just expanding the possibility for me to make an extra buck if I choose to"*
- *"I think a lot of people are interested in making cash off their car"*
- *"Who will pay if my car got damaged? Who is responsible?"*
- *"What if the guest did not return my car on time? How do I find my car?"*
- *"I do not want to meet any one in person. It would be great if I can give access remotely and keep a tab of what is happening with my car"*

## Deterrents for renting your car

- Trust / Operation of their vehicle
- Liability and Insurance / Vehicle damage
- Access Logistics (meeting the vehicle guest, physical key transfer, etc.)
- Vehicle cleanliness
- Additional vehicle maintenance expense
- Aversion toward personal interaction
- Occasional lack of access to their own vehicle while it was being used
- Upfront costs if not a smart car (e.g. car kit installation)

## Incentives for renting your car

- Extra income (reduce their vehicle-ownership costs and monetize idle asset)
- Flexible fee/pricing structure
- Flexible scheduling (according to my convenience)
- Perceived value of participating in the broader sharing economy
- Helping with vehicle access for people who do not have cars
- Sharing luxury vehicles with others
- Contributing to better environment
- Referred by a friend

### **Considerations for renting your car**

- Primarily grant access during the weekends and when on vacation
- Would like to share only one vehicle (will rent anytime if two or more vehicles in the household and one is not in use)
- Would share their premium car if the pricing was right (more profitable)

### **Guest selection considerations**

- Guest rating (in any)
- Guest screening by P2P carsharing company
- Trip destination and length
- Convenience / Location of the guest
- Pick-up and return times
- All were willing to share their cars with new / first time users

### **Your wish list for renting your car (Mitigate host/owner concerns)**

- More convenient mechanism for car exchange (ability to give remote access to the vehicles without in-person physical key swap)
- Publicize the insurance policy to all P2P carsharing hosts to increase uptake
- Provide details of insurance coverage including extent of coverage and deductibles
- In depth profile of the guests including information such as place of work
- Provide greater background information on users and their trip purposes
- P2P carsharing organizations to perform guest screening
- Possibility to provide introductions for other hosts/guests
- Host / Guest Reviews
- Scheduling mechanism (should be easy and convenient)
- Pricing mechanism (provide a “suggested price” in pricing the car but ultimately leave the final pricing decision to the host)
- Communication mechanism (should be easy to accept or decline a guest request to rent my car)
- Instant booking option for 5-Star users depending on my schedule
- Ability to respond to reviews (mechanism to respond to negative reviews / mandatory two-day period of dialogue before the reviews are posted)
- Ability to schedule price changes based on different seasons and special weekends/holidays
- Ability to keep a tab on my car when not returned on time (track the car)
- Rewards and incentives for introductions to new hosts