GAS STATION
RE-IMAGINED

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TO ETISALAT DIGITAL

WHAT IS FILLING UP YOUR CAR LIKE?

MY NAME IS GUIL

AND I'M A CUSTOMER EXPERIENCE DESIGNER

MANTRA: WORK HARD, PLAY HARDER

Nothing better than get things done, customers happy and team too. Achieve and celebrate!

DESIGN IS NEVER DONE

I believe in design thinking and what people can do together. Co-creation, collaboration between humans and machine.

FAIL FAST

Understand, ideate, create, build, test, learn, repeat

FUN FACT
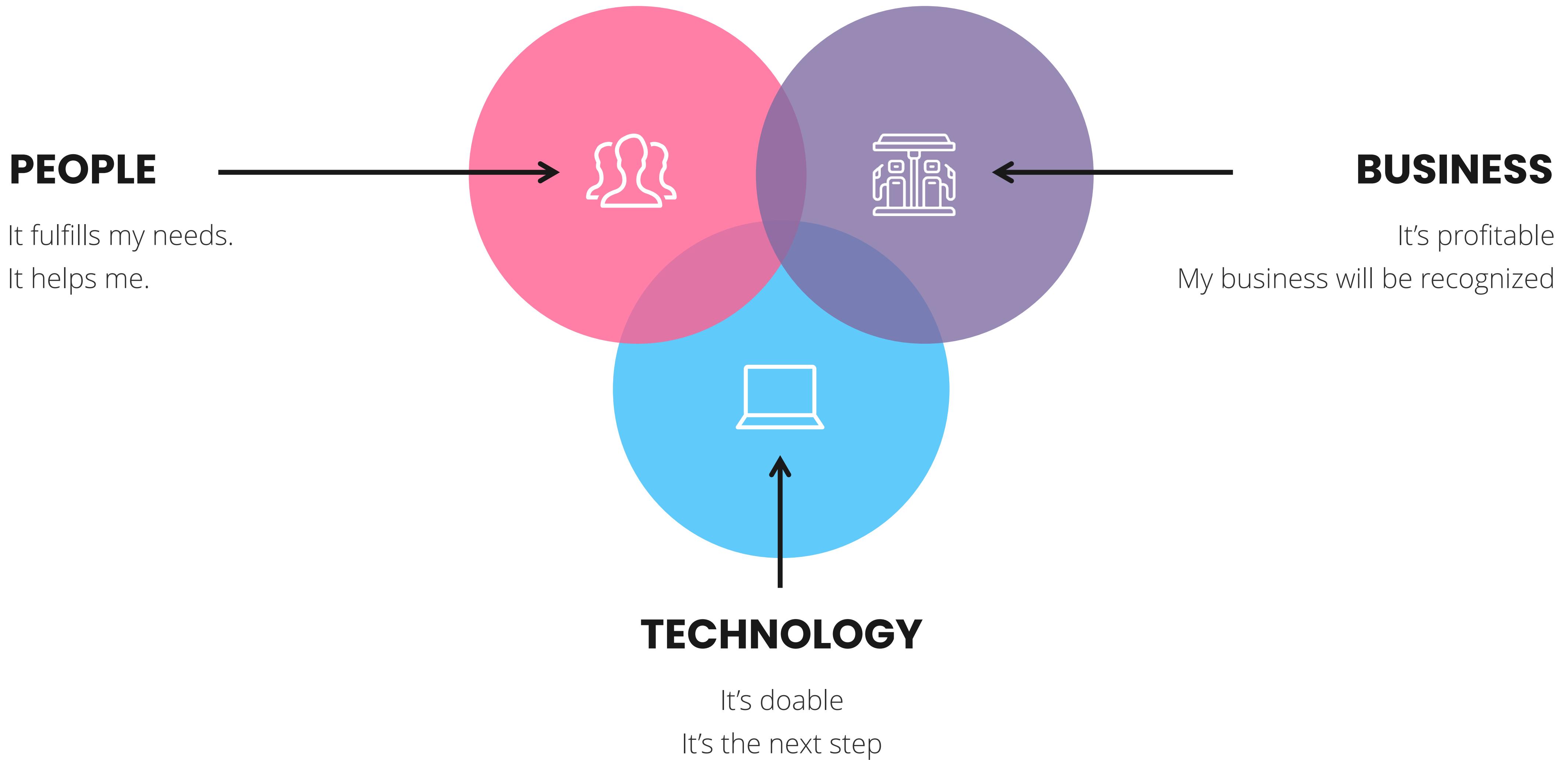
GLOBE
OF DEATH

PROBLEM STATEMENT

HOW THE GAS STATION OF THE FUTURE LOOKS LIKE?

MY PROCESS

FAIL FAST

**UNDERSTAND – IDEATE – BUILD – TEST – LEARN**
REPEAT

USER JOURNEY

UNDERSTAND

1. Need to fill up

2. Find a gas station

3. Find a pump

4. Fill up

5. Pay

6. Done
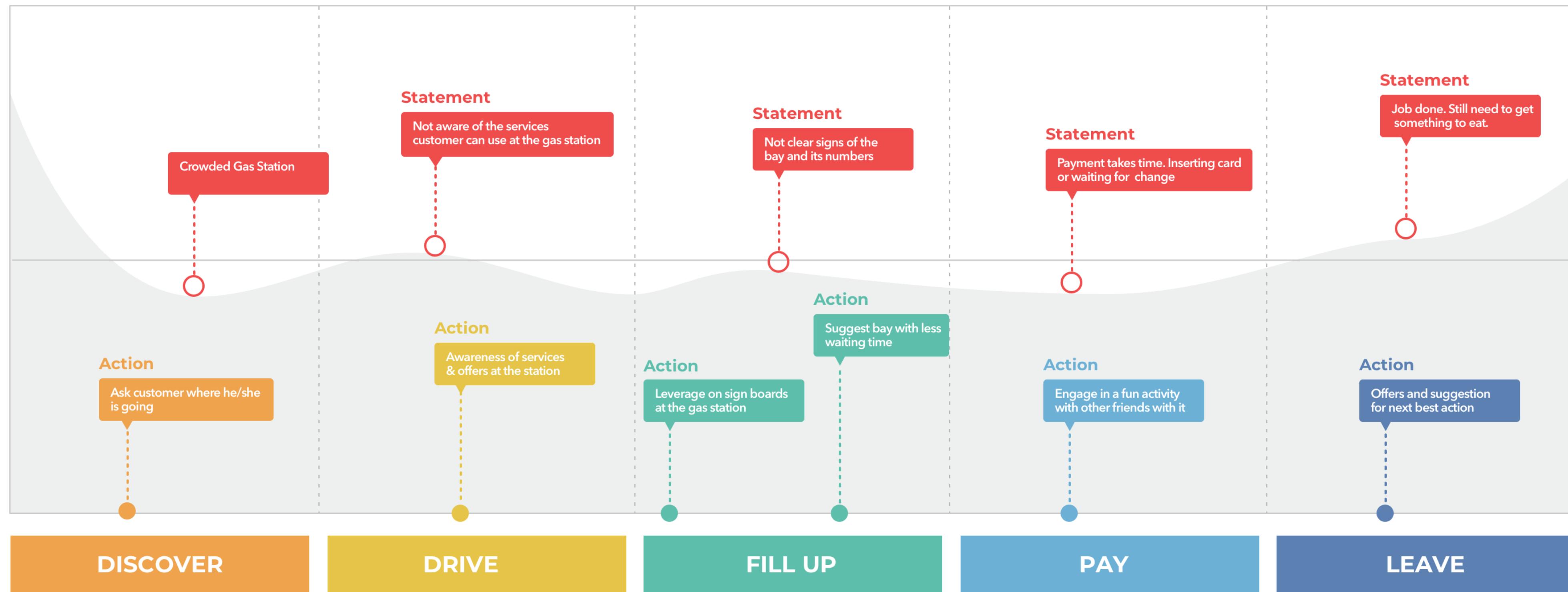
Considering a simple and happy path user journey

HAPPY

SAD

Statement
Crowded Gas Station

Statement
Not aware of the services customer can use at the gas station

Statement
Not clear signs of the bay and its numbers

Statement
Payment takes time. Inserting card or waiting for change

Statement
Job done. Still need to get something to eat.

Action
Ask customer where he/she is going

Action
Awareness of services & offers at the station

Action
Leverage on sign boards at the gas station

Action
Suggest bay with less waiting time

Action
Engage in a fun activity with other friends with it

Action
Offers and suggestion for next best action

DISCOVER	DRIVE	FILL UP	PAY	LEAVE

THINKING

Find out the nearest gas station available. Not that crowded and not that far too.	All the way to the gas station. Do I need to do something else?	Finding out a free pump. I don't like to way for too long!	I usually don't carry cash.	I still have some time and I'm hungry!

OPPORTUNITIES

Tell the customer upfront the waiting time on each of the next gas stations of the way.	On the way, tell the customer other services that are available at the gas station. Offers might be interesting too.	Suggest the customer which pump is available that the waiting time is shorter. Leverage on the signs for the pumps so customer can easily identify the bay suggested	Pre-registration with the preferred method of payment. Integration with major payment platforms to provide seamless integration and payment	Gamification. Start engaging customer and reward him/her upon visits and fill up. I case the customer stops for grabbing a coffee or food (convenience store), give a reward.
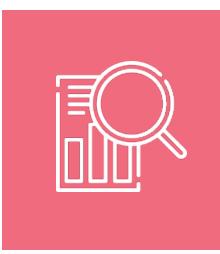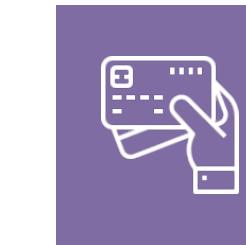
IDEATE

OPPORTUNITIES BREAKDOWN

ANALYTICS

Enable the environment to read data and therefore provide support to strategical decisions and business expansion.

CONVENIENCE

Not only fill up your car, but also a place where you belong to. A place to serves people's needs, to connect and discover.

SEAMLESS PAYMENT

Concentrate on the main goal. All other tasks needed, like payment should be seamless.

NEXT-GEN GAS STATION

Ready for the future. Accepting connected vehicles that will provide data to enhance services offered by the gas station.

BUILD

WHAT IS FILLING UP
YOUR CAR LIKE?

Driver: Guil Rodrigues
Status: Filling up - AED 100
Last visit: 31/05/2019
Visited SeaShop: Yes
Payment: Credit card
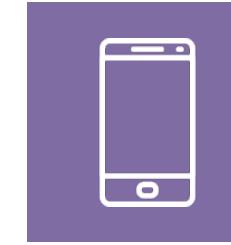
SEAMLESS PAYMENT

Cameras reading your car plate number and identifying your payment method previously configured.

TECHNOLOGY
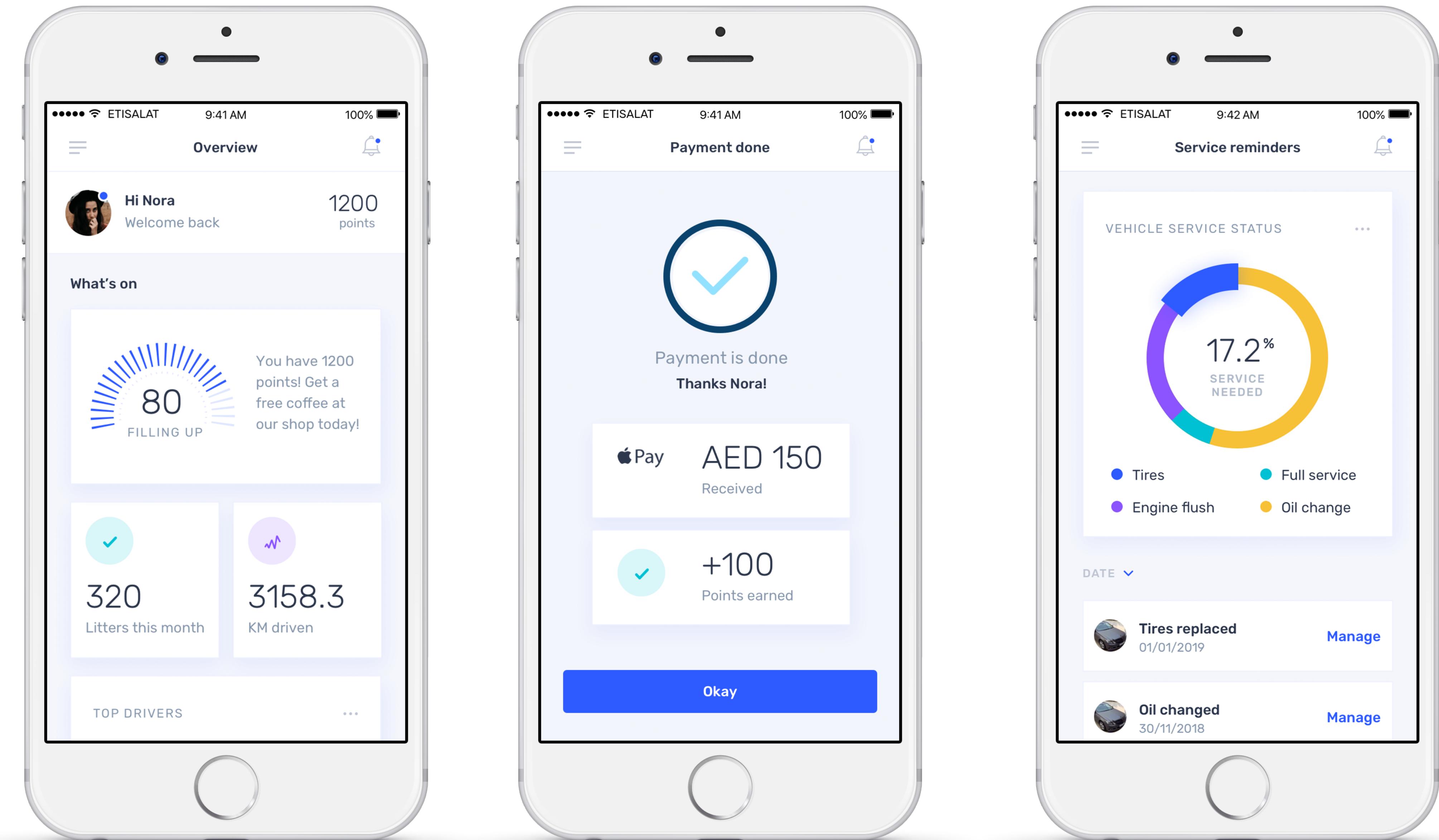
Automatic number plate recognition (ANPR)
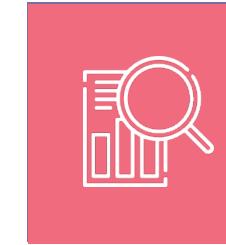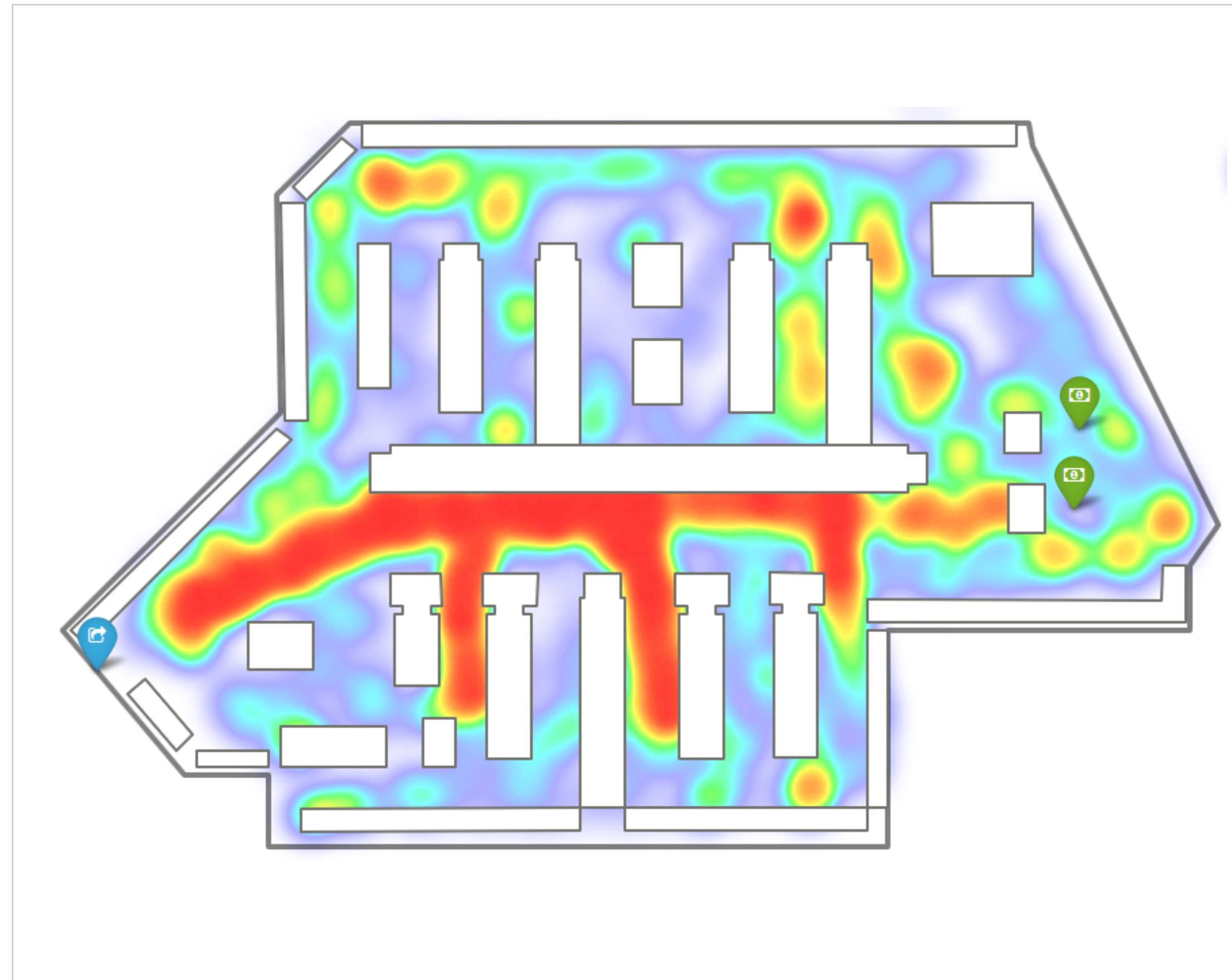
SUPPORTING APP

A mobile app is needed to support on the setup, customer preferences and personalization.

It is also known that, while the car is been filled up, users are usually at their mobile phones. Notifications and relevant alerts during this time can increase awareness and drive more revenue to the other available services at the gas station.

ANALYTICS

Technically enable the store as well as the gas station to identify car and people influx.

TECHNOLOGY

BLE Beacons: Small Bluetooth devices that broadcast their identifier to nearby portable electronic devices (smartphones).

WHAT'S NEXT?

https://www.youtube.com/watch?v=zLs7YOjC2mE

THANKS

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