# Creating a seamless experience for users to adopt water purifier rental services

A LEADING HOME APPLIANCE CLIENT

26 APRIL, 2023

# About client

A top tier Indian consumer goods company known for its wide range of home appliances. The company has a strong distribution network in India. Its water purifiers are the most popular product among households. India is a huge market, and access to purified water is a costly and big challenge for the large population, with a view to provide clean drinking water at affordable cost client introduced water-as-a-service model and decided to provide free installation of electric water purifier with varity of subscription options.

## About project

Design a solution that can reach consumers accross India and let them choose the most affordable pure drinking water services for their loved ones with a click or two.

# Our Approach



### Understand Stakeholder Requirements

Understanding stakeholder requirements is crucial for to develop products that meet the needs and expectations of its customers



### Understand the product goals and outcomes

The company can gather valuable insights into the pain points and preferences of its target audience.

This information has been used to design and refine products that align with customer expectations and provide a superior user experience.



### Research, Conceptualise Ideas and Design

Concept ideation was done based on the data gathered out of secondary research.

The goal is to create designs that are intuitive, user-friendly, and aligned with the needs and preferences of the target audience.



### Design Development and Final Launch

From design to development work. crafting an application for our customers. to handles rentals and services for aqua-guards and other household products seamlessly

The company will monitor its performance and gather feedback from customers to identify areas for improvement.

# Key requirements

- Product information with detailed descriptions, specifications for each rental items with ability to view and compare.
- Online booking system with secure payment gateway
- Inventory management system with real-time availibility
- Rental duration system
- Automated booking confirmation system for notifying consumers
- Order management system
- Service and maintenance booking
- Loyality program and user engagement system
- Search engine optimization
- Design a solution that is easily accesible on various platforms

# Business Goals

- Launch water-as-a-service and acheive over eight lakh subscriptions in next 4 years

- Increase conversation rate from free trial to paid users by 15% withing 12 months

- Seamless service experience throughout rental tenure

# Design Goals

- Design omni-channel experience that adapts seamlessly to different screen sizes and devices.

- Define clear and intiutive navigation with logical information architecture and advance search to ensure users can easily find anything.

- Ensure content organisation and structure to enhance readability

- Visual hierarchy and design consistency to create consistent brand experince across devices.

- Optimize designs for performance and speed to enhance user satisfaction

# Product Ecosystem
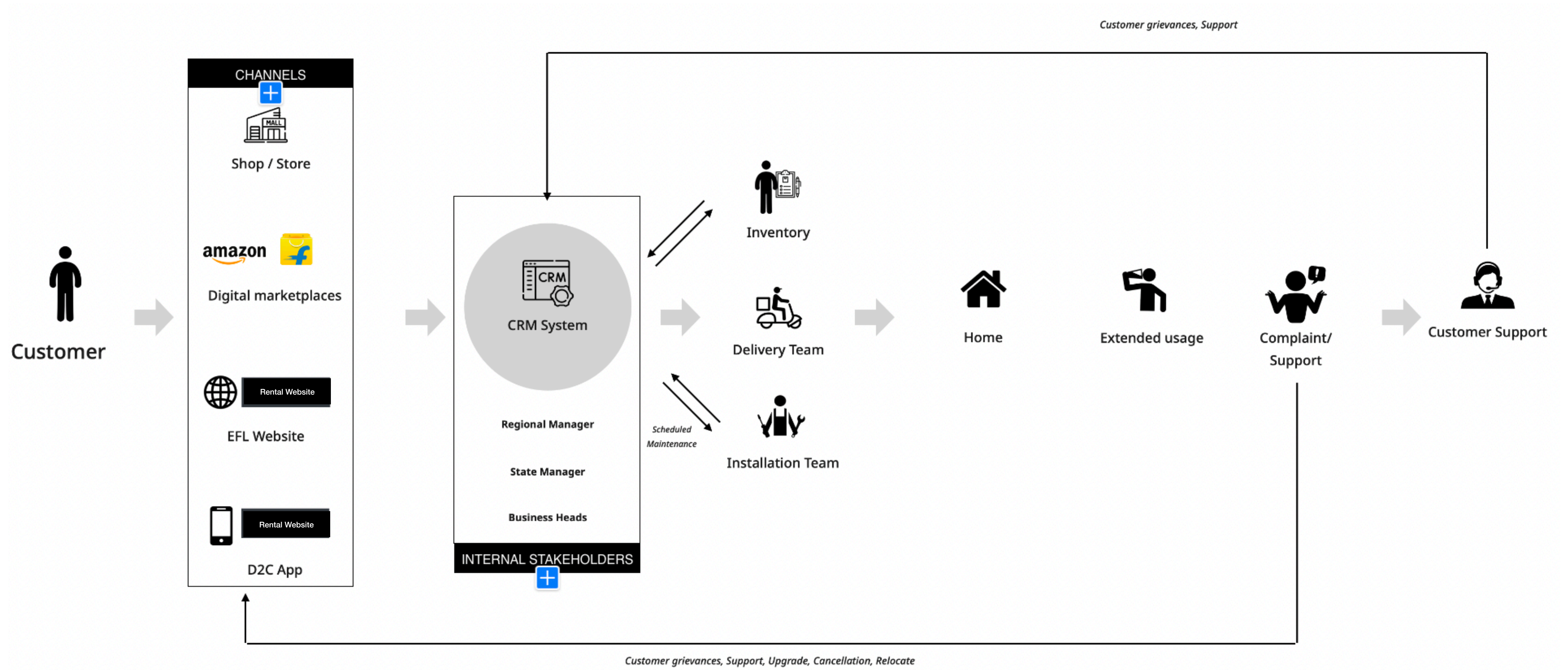
# Competitive Analysis

# DrinkPrime



1. DrinkPrime is **Internet of Things** (IoT)-enabled and is in sync with a subscriber's Drink Prime mobile app, allowing them to monitor water purifier health at all times.
2. Artificial Intelligence (AI) enabled to proactively schedule maintenance checks for its subscribers.
3. Monitor water purifier health in real-time
4. Monitor water quality
5. Tracks water consumption.
6. New technology, a data-driven model

# LivPure



1. Monitor filters quality and purification steps
2. Automatic service alert
3. LivPure smart app provides easy and quick updates
4. Track real-time water consumption
5. Free Lifetime Maintenance
6. Refer and earn
7. Easy recharge

# Lustral Water

# Zun Pure





1. The app automatically places an order with Lustral for a free replacement, as soon as the filtration Quality reduces.
2. The app can be integrated with other smart gadgets in a smart home
3. Refer and get one month free
4. Linked accounts
5. Track water consumption
6. Monitor water quality (PH, TDS, Turbidity and Mineral content level)
7. Monitor water temperature
8. Life time membership & unique subscription model (one price plan)
9. Health care services and insurance listing
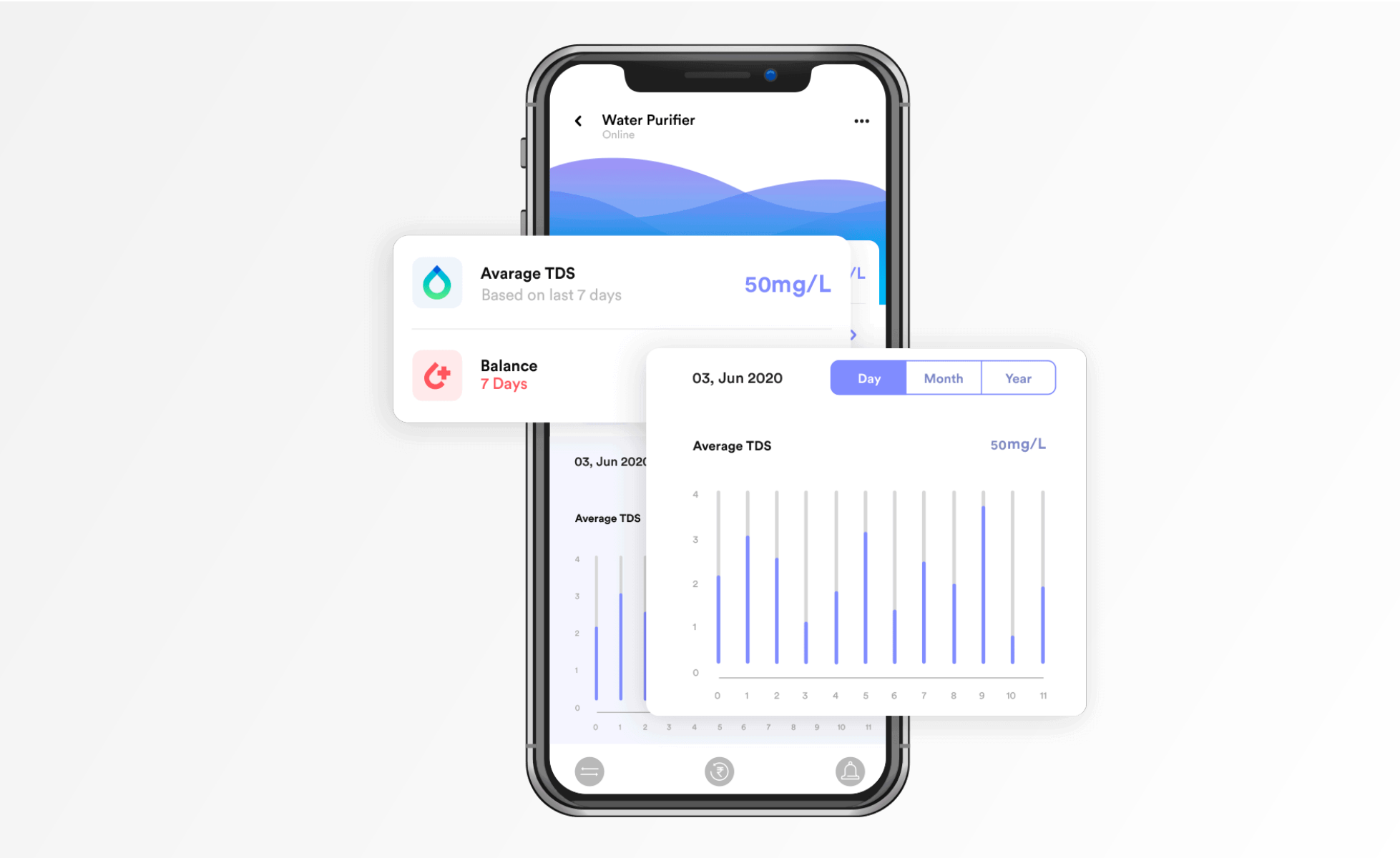
1. Predictive maintenance based on TDS
2. Realtime TDS Monitoring
3. Track water consumption
4. Monitor the water quality

# Oceo Water

1. Water purification as a service (pay per litre model)
2. OCEO Intelligent Sensors are designed to gather meaningful and actionable data on a real time basis
3. Automatic re-ordering and delivery of fresh cartridges whenever required based on individual usage
4. Automatic alert system to notify consumer about water leakage
5. Smart sense technology blended with unique user ownership model.
6. OCEO has introduced the Do It Yourself (DIY) model for filter replacement when the machine is due for maintenance.
7. No maintenance fee, zero product cost

# Functionalities

1. Water consumption tracker
2. IOT based insights
3. Real time TDS monitoring
4. Predictive maintenance based on TDS
5. Recommendation based on
    1. Quality of water in locality/ society
    2. Most purchased/ popular plan in locality/ society
    3. Most
6. Automated maintenance scheduling
7. Auto alert system to notify customer about purifier health
8. Subscription cancellation/ pause prediction
9. Cutting edge technology to provide innovative solutions for safe drinking water
10. Advance analytics

# UX and VX Strategy

1. Technology and Data Driven Approach to provide engaging experience
2. Seamless experience through one touch access to purifier health
3. A personalised ecosystem created between the connected app and the purifier
4. Predictive maintenance and scheduling to help users keep track of timelines
5. Light background with blue colour scheme for UI elements to establish connection with water
6. Use of visualisation across the interface to provide meaningful insights
7. Minimalistic and clean interface

User Personas

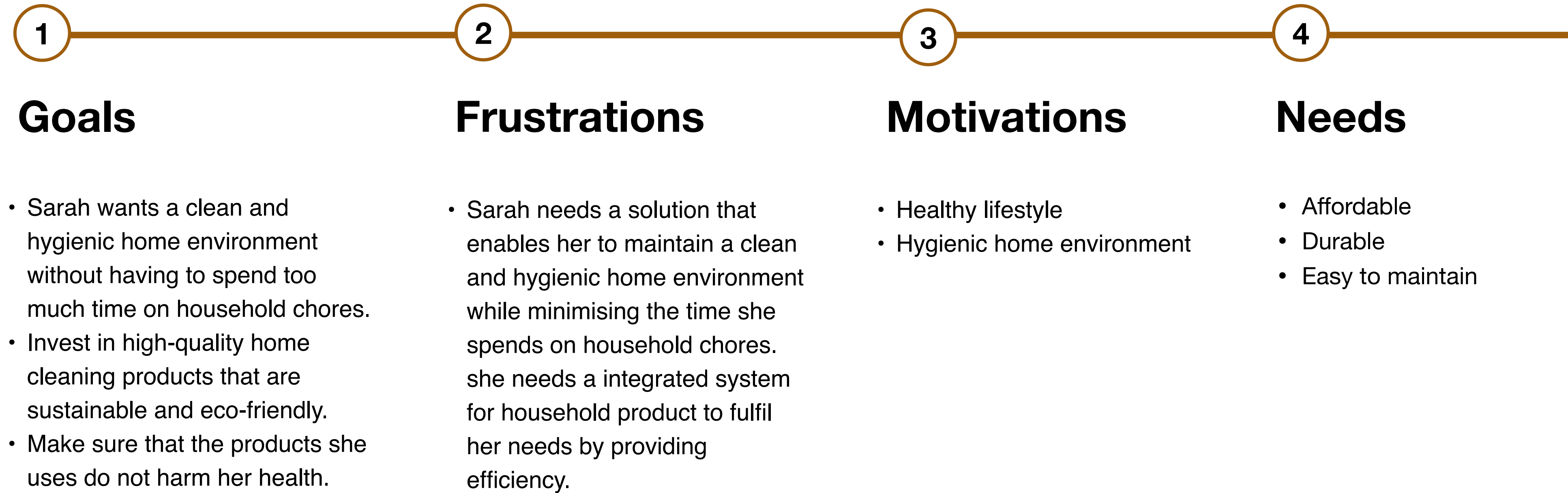# Sarah Patel: Working Professional

## Bio

Sarah is a busy working professional in a mid size company, who values her time and convenience. She is environmentally conscious and prefers using products that are sustainable and eco-friendly. She has a small apartment and likes to keep her home clean and tidy. She is also conscious of her health and tries to maintain a healthy lifestyle.

Health conscious   Hygiene

Age          33
Education    MBA
Location     Chennai
Income       INR 80000/ pm
Status       Single

**1**

## Goals

- Sarah wants a clean and hygienic home environment without having to spend too much time on household chores.
- Invest in high-quality home cleaning products that are sustainable and eco-friendly.
- Make sure that the products she uses do not harm her health.

**2**

## Frustrations

- Sarah needs a solution that enables her to maintain a clean and hygienic home environment while minimising the time she spends on household chores. she needs a integrated system for household product to fulfil her needs by providing efficiency.

**3**

## Motivations

- Healthy lifestyle
- Hygienic home environment

**4**

## Needs

- Affordable
- Durable
- Easy to maintain

# Rohit Mehta: Business Owner

## Bio

Rohit is a creative person who enjoys spending his time on artistic pursuits. He values his freedom and flexibility and lives in a small apartment. He spend his time in house while working and have multiple household products that he use in his daily life. He likes to keep them clean and updated in all aspects like service, cleaning and maintenance.

( Health conscious )  ( Hygiene )

Age           55
Education    MBA
Location     Bangalore
Income      INR 150000/ pm
Status       Married

**1** ———— **2** ———— **3** ———— **4**

## Goals

- Rohit wants to maintain a clean and hygienic home environment without spending too much time.
- He is also concerned about the environmental impact of his lifestyle.
- He wants to use sustainable and eco-friendly products.

## Frustrations

- Rohit needs a solution that enables her to maintain a clean and hygienic home environment while minimising the time as he also spend his time with family.
- He seeks an efficient solution that fulfils his needs effectively, allowing him to enjoy a hassle-free cleaning experience.

## Motivations

- Spend family time
- Hygienic environment

## Needs

Efficient
Durable
Hassel-free system
Easy to maintain

15

# Key Tasks

| AMC |
| :---: |
| **1. View AMC Plans**<br>- Compare plans<br>- Features/Benefits |
| **2. Purchase AMC Plans**<br>- Select plan<br>- Choose payment method |
| **3. Renewal Reminders**<br>- Receive renewal notifications<br>- Renew plan |
| **4. Schedule Service Visits**<br>- Select date/time<br>- Confirm booking details |
| **5. View Service History**<br>- View past services<br>- Download service invoices |

| D2C |
| :---: |
| **1. View Service Requests**<br>- Check request status<br>- View details |
| **2. Create New Request**<br>- Choose service type<br>- Provide details |
| **3. Reschedule Service Visits**<br>- Reschedule appointment<br>- Confirm new date |
| **4. Return a Rental**<br>- Schedule product return<br>- Confirm return date |
| **5.Rate Service Experience**<br>- Provide feedback<br>- Rate satisfaction level |

| RENTAL |
| :---: |
| **1. View Rental Products**<br>- Browse available products<br>- View details |
| **2. Rent a Product**<br>- Select product<br>- Compare plans<br>- Select rental plan<br>- Checkout<br>- Make payment<br>- Book installation |
| **3. Renew a product subscription**<br>- Renew subscription plan |
| **4. Return a Rental**<br>- Schedule product return<br>- Confirm return date |
| **5. Cancellation**<br>Cancel Subscription<br>Cancel order |

# Concept Model & IA

# Concept Model

**Attract**

Homepage banners (dynamic content based on geography, time, business drive)

**Engage**

Explore products, Features, Forms, Feedback, Assistance

**Decide**

Product details, Compare, Share, Value added services

**Converse**

Cart, Checkout, Onboarding

**Contact**

Promotion emails, SMS, WhatsApp

**Retain**

**Offers, Loyalty Programs**

**Support**

FAQ, Customer care

# Information Architecture (Application)



Log in

Home

Side Navigation

Help

- Active Product Card
- Explore Products
- Rent an Aquaguard
- Buy AMC
- Service request

My Account

Explore Products

Service

My Orders

Rent an Aquaguard

Contact Us

Feedback

Sign Out

- Personal Details
- Addresses

- Water Purifiers
- Air Purifiers
- Vaccum Cleaners
- Security solutions

- Book a Service
- Open requests
- Closed requests

Order details

View

- List of plans
- Rent a product
- FAQs

Contact Details

Form

OUR SOLUTION

# Information Architecture (Website)

```
                          ┌─────────────────┐
                          │  Landing page   │
                          └─────────────────┘
```

| Products | Service | login / Profile | Book Demo | Buy AMC | Rent as Aquaguard | Schedule a Service | Help |

**Products**
- Water purifiers
- Vacuum cleaners
- Corona-guard
- Air purifier
- Water solutions

**Service**
- Book a Service
- Buy AMC
- Escalate request
- Buy Accessories
- Buy AMC Kit and Spares
- Ombudsman

**Book Demo**
- Form

**Rent as Aquaguard**
- Plans
- Check out
- Request a call back

- Address
- Payment
- Order details
- Cancellation

# Concept Designs

# DESIGN CONCEPT

# Modular structure (Rental Page)

A modular design approach is used by design every section of the layout as separate and independent part. This helps to shuffles the components as needed and also to reuse in multiple ways

1. **Main navigation** - defines the information structure of a website. This holds the primary, secondary and the tertiary navigation.

2. **Marketing & promotion –**

   A. Displays banner images & videos created to promote products.

   B. Lead capturing form for other costumer for expansion and contact.

3. **Subscription Plans display** – displays of rentals plan for user to get attracted

4. **Product -** Complete and detailed information about the product for subscription.

5. **Comparison** – a section show how water purifies is better then other methods.

6. **How it works** – The section talks how use can apply and steps to follow.

7. **FAQ's** – The section helps user to answer their any question.

8. **Facts about Chennai -** the section helps user to know about quality of local water.

# Concept Designs (Wireframes)

- Clear funnels for customer conversion. Direct them to buy plans for subscription. Attract, Engage and convert

- Help in discovery - Show meaningful and tailor made plans. Pop out the most recommended plan, then show benefits to user and try to make a funnel for user as screen unfolds.

- Quick checkout experience - e.g 3 steps for the user to discover, select and checkout.

- Show the servicing city's upfront- since there are limited cities the service will open up with. If user is from another city , give them a option for notifying them when it's available.

- Clear and simple copy for the screens. Write straight forward sentence like - water purifier for rent, start from Rs 599 only. Aligned with the context.
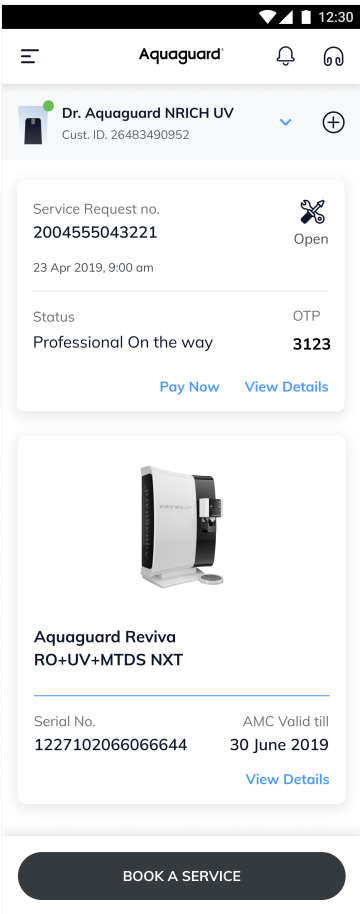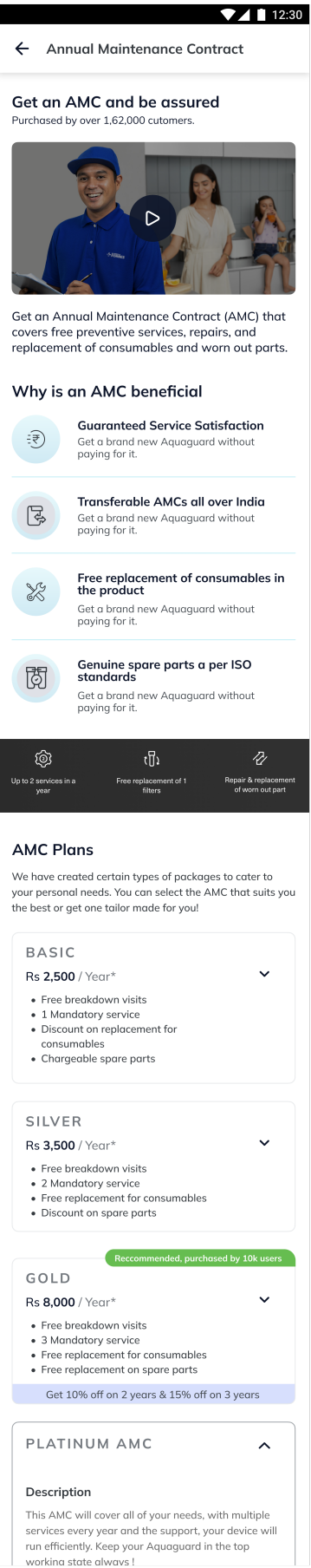
D2C          AMC          Rental Service
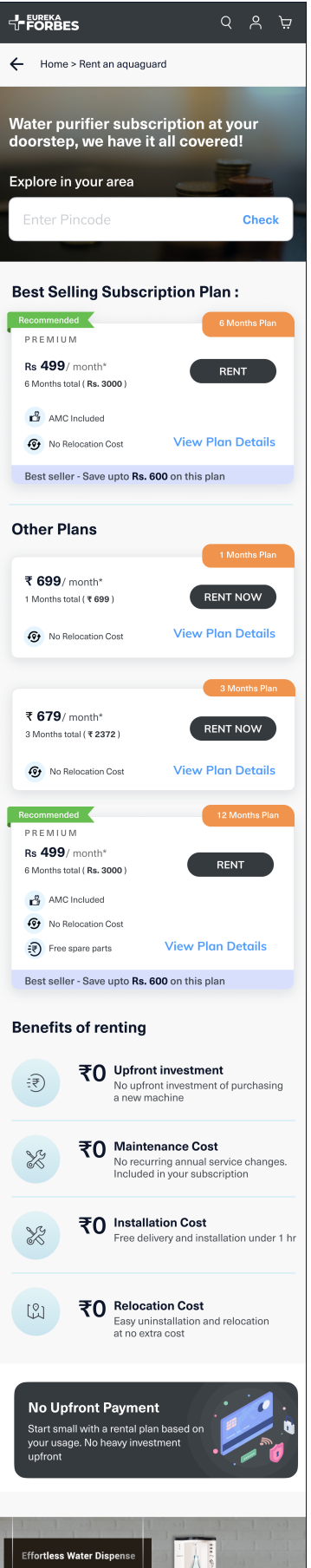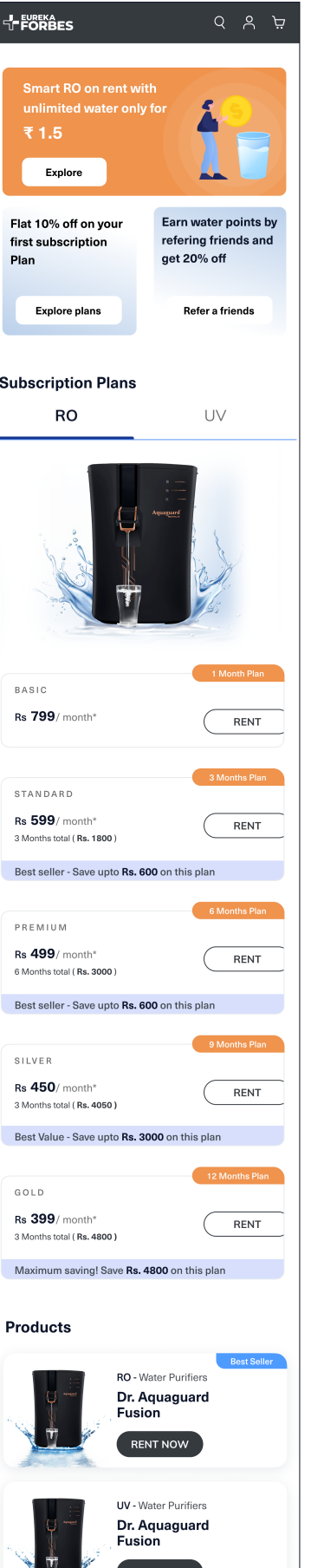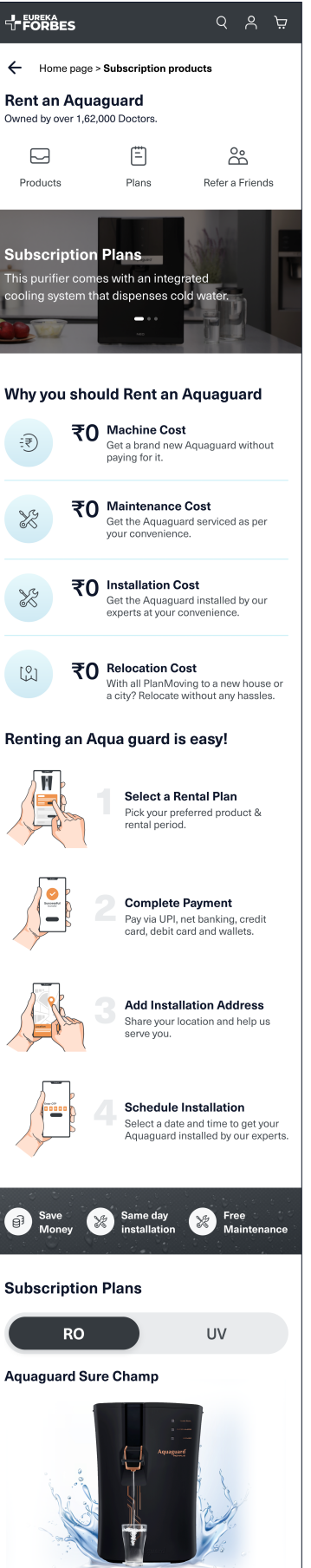
VX Strategy

# Branding

**Primary Colors**

#13348E

#353A3F

#B77333

**Secondary Color**

#4E9BFF

**Tint Colors**

#D7DFFD

#FDFBE5

#E6F5FD

**Accent Colors**

#DD9C60

#D75959

#09A953
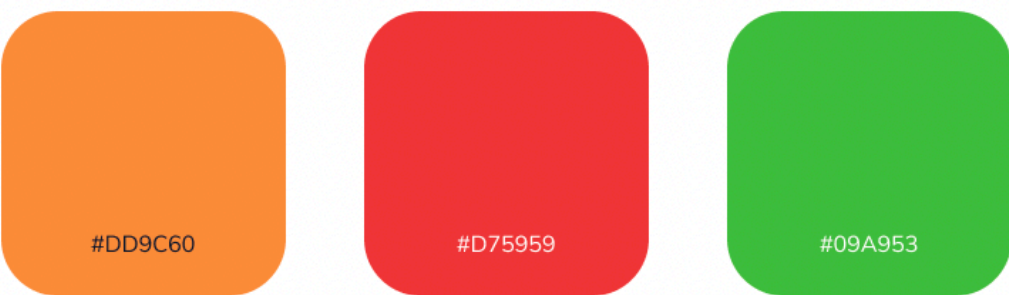
Warning

Error

Success

**Text and BG Colors**

#0D152A

#343B3E

#464C52

#73787E

#9FA4A9

#CACDD2

#E9EBED

#F7F8F9

#FFFFFF

**Gradient**

#5891F8

#012058

#87DEEC

#1296C7

#E6EAFC

#B5C7FC

#353A3F
70%

#000000
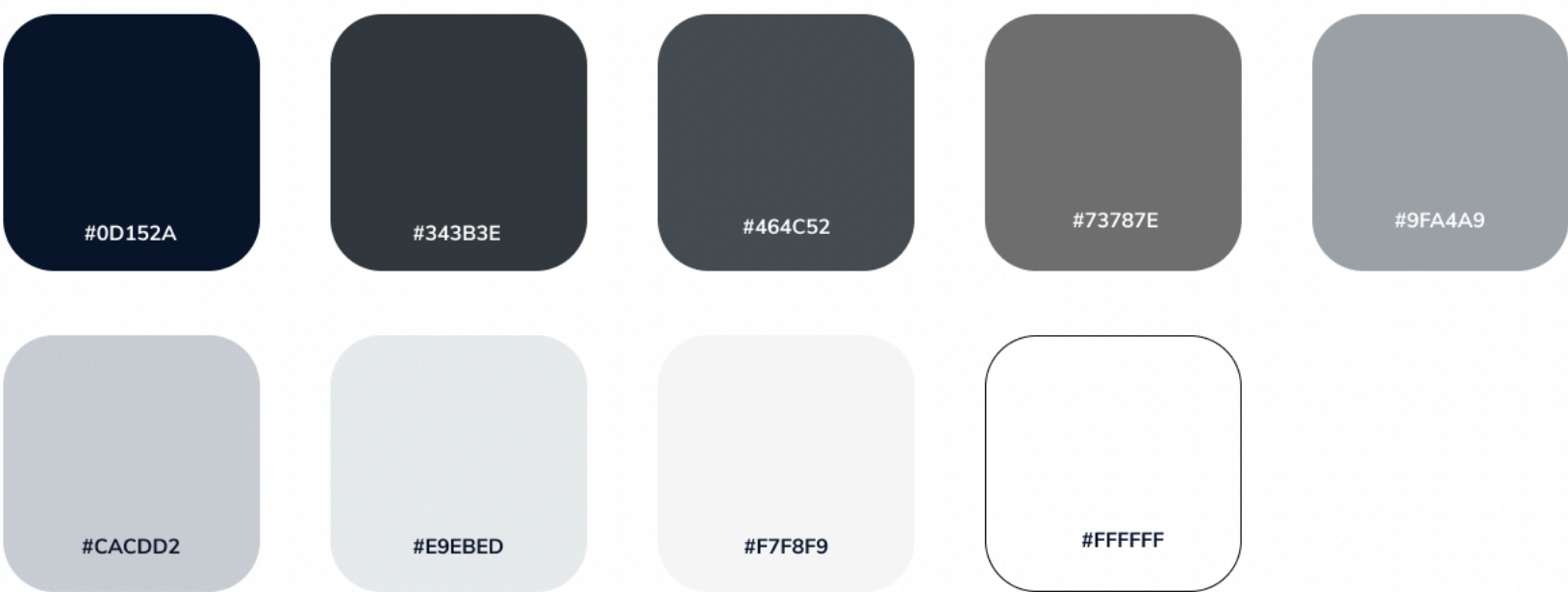
# Typography

## Native application

*Font- Muli*

Muli is a minimalist Sans Serif. Muli is designed mainly for use as a display font but is useable as a text font too. Muli has been designed to be used freely across the internet by web browsers on desktop computers, laptops and mobile devices.

## Website and Responsive

*Font- Neue Haas Unica Pro*

Neue Haas Unica is a net-grotesque sans-serif typeface designed by Toshi Omagari and published through Monotype in 2015. It's an expanded, digital revival of the long-lost Haas Unica, a typeface that was designed in the late 1970s but later pulled from the market due to legal disputes.

# Icons

# CTA

## 48 px

## 40 px

## 32 px

## 24 px

## 18px

## 16px
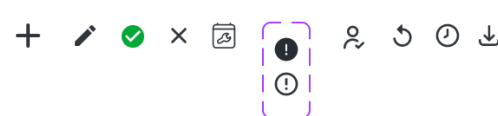
## 12 px
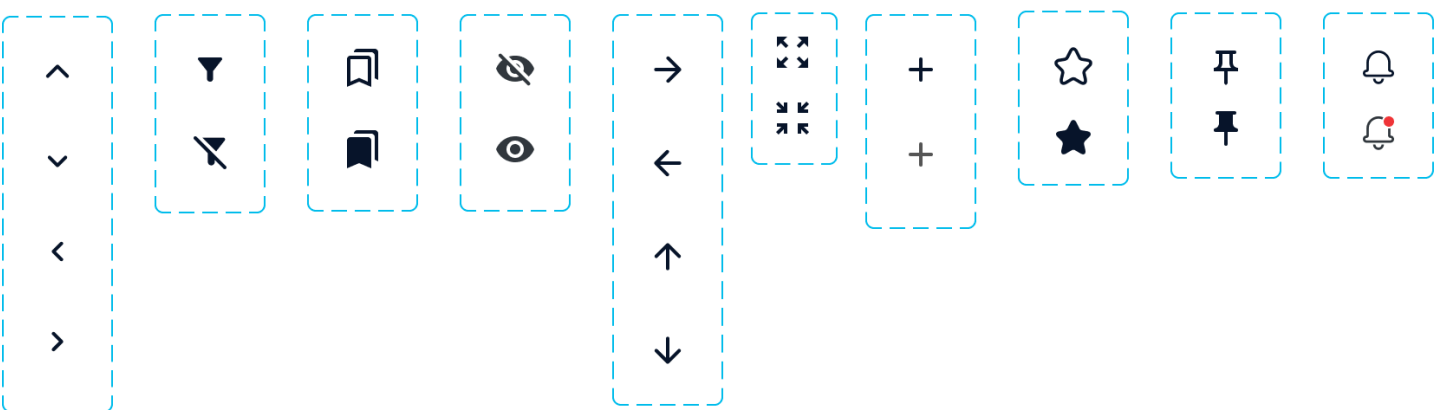
## 32 px illustrative icons
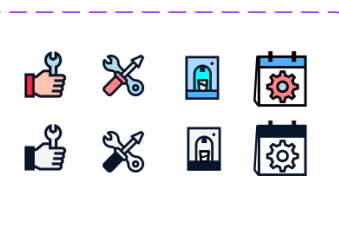
## Primary Large & Small

LABEL

LABEL

LABEL

LABEL

LABEL
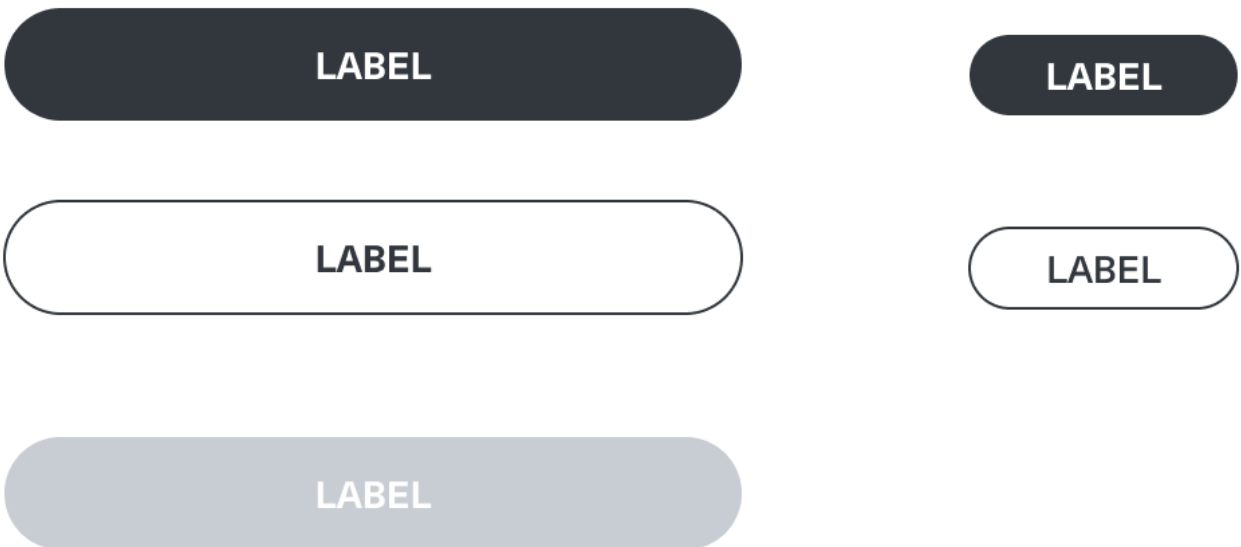
## Tertiary - Large & Small

View Details

View Details

View Details

View Details

**Final Design: Website**

# Subscription home

Rental Page
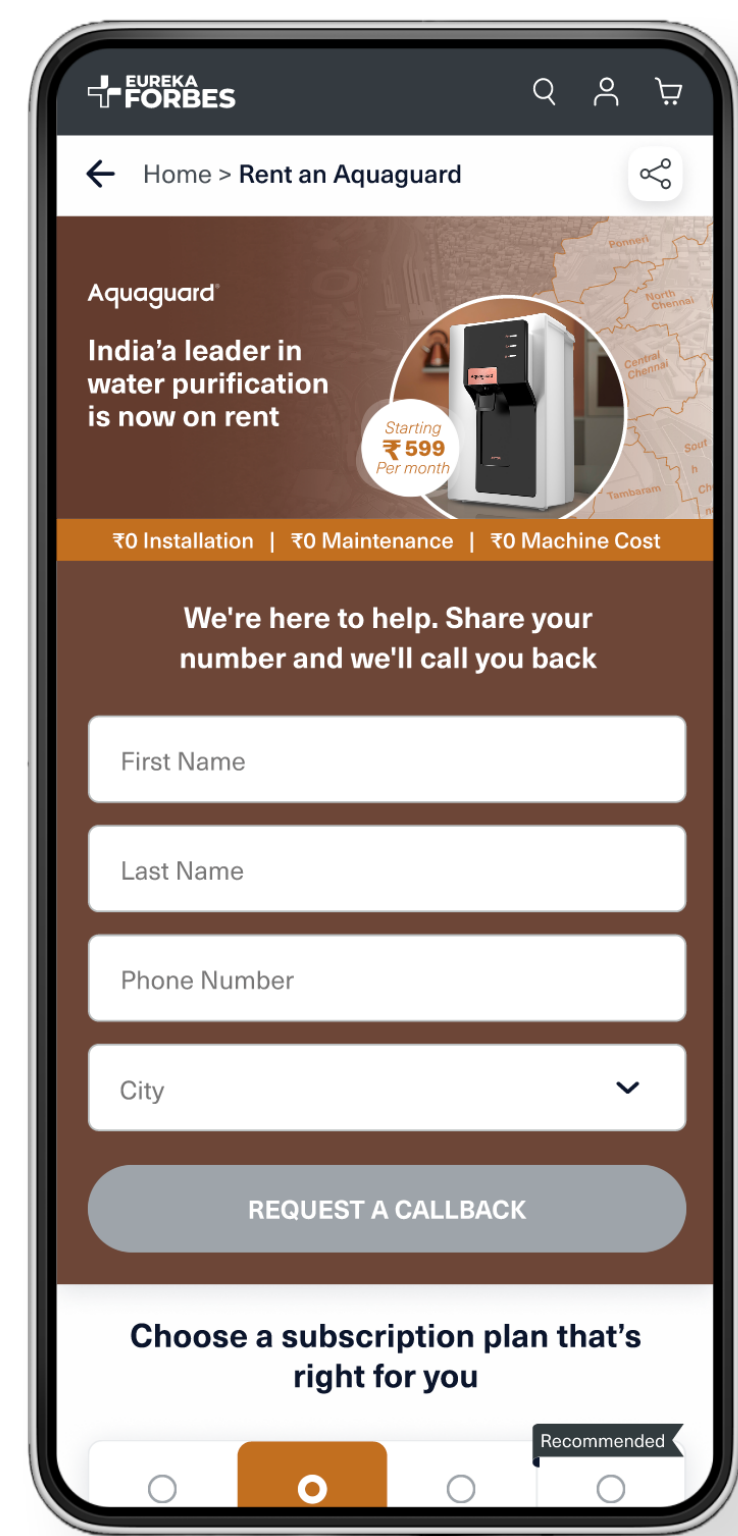
Rental Plans
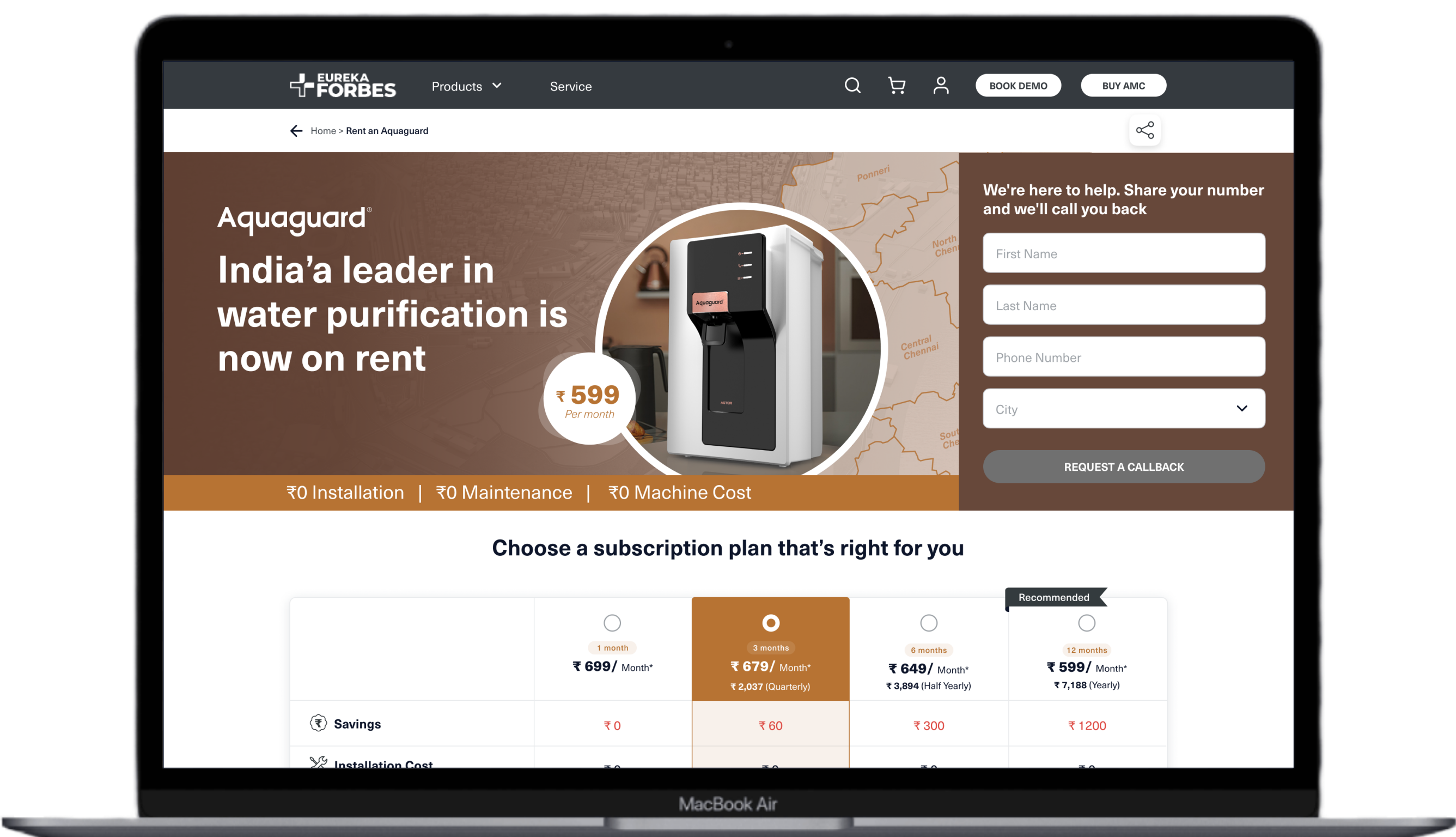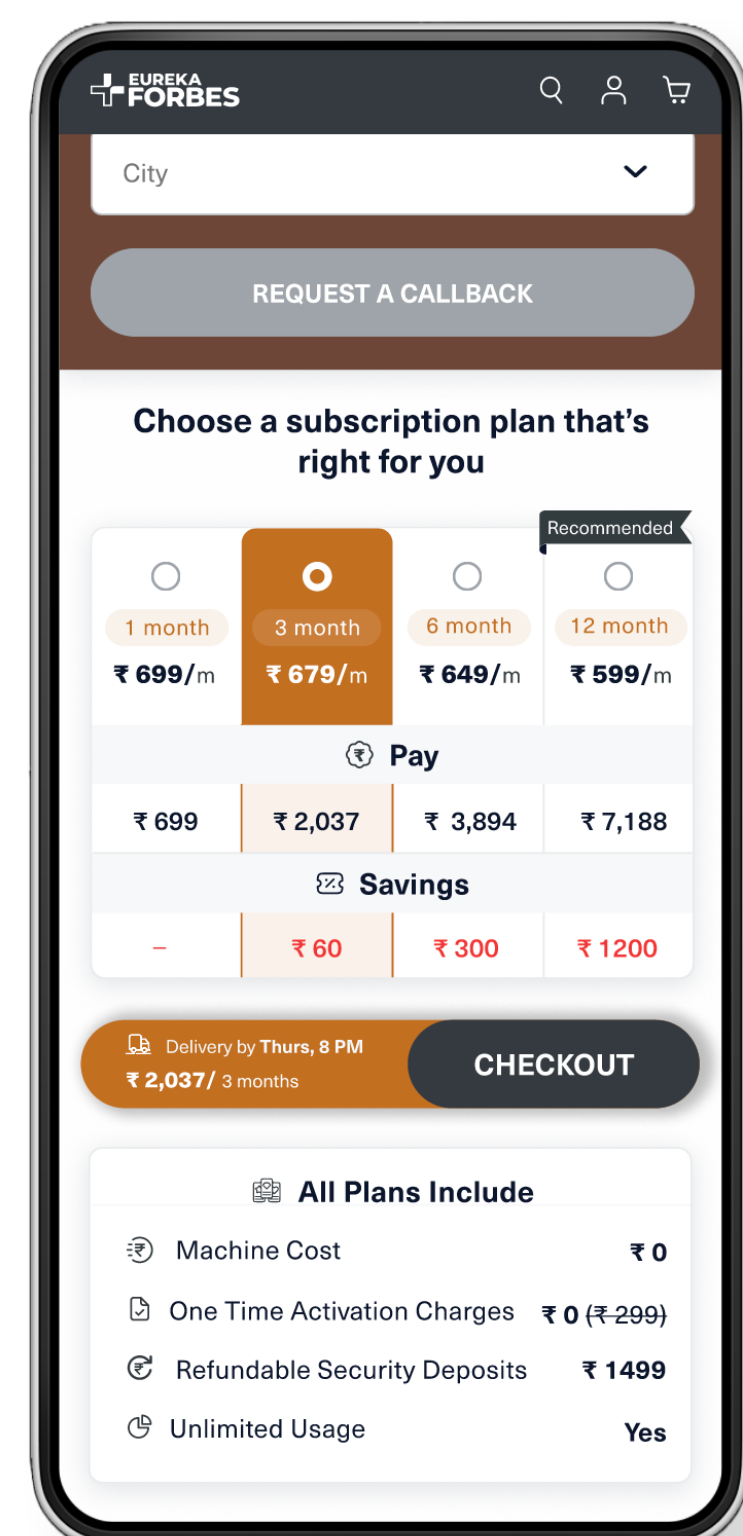
# Subscription: Cart
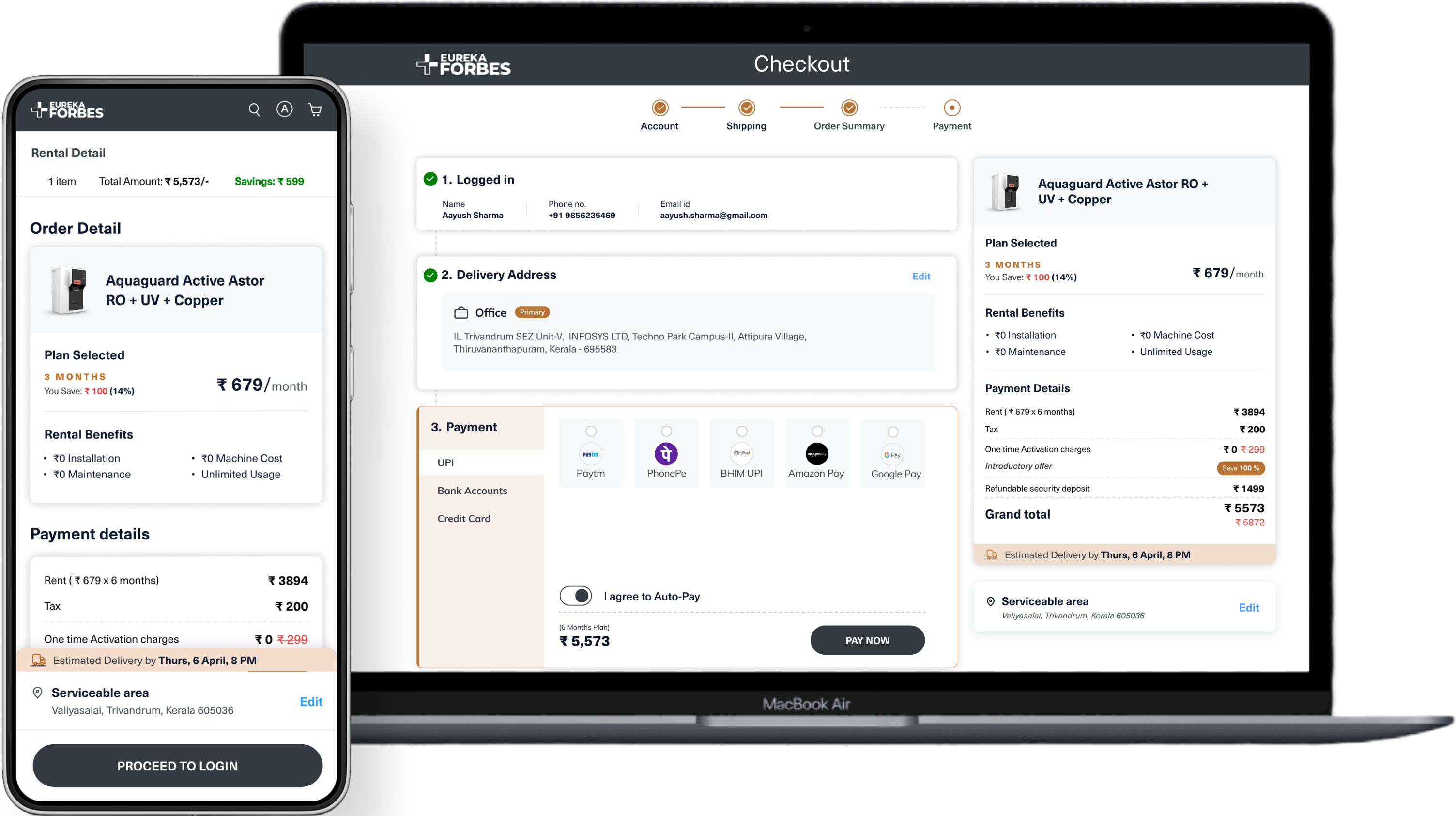
# Subscriptions: User Dashboard
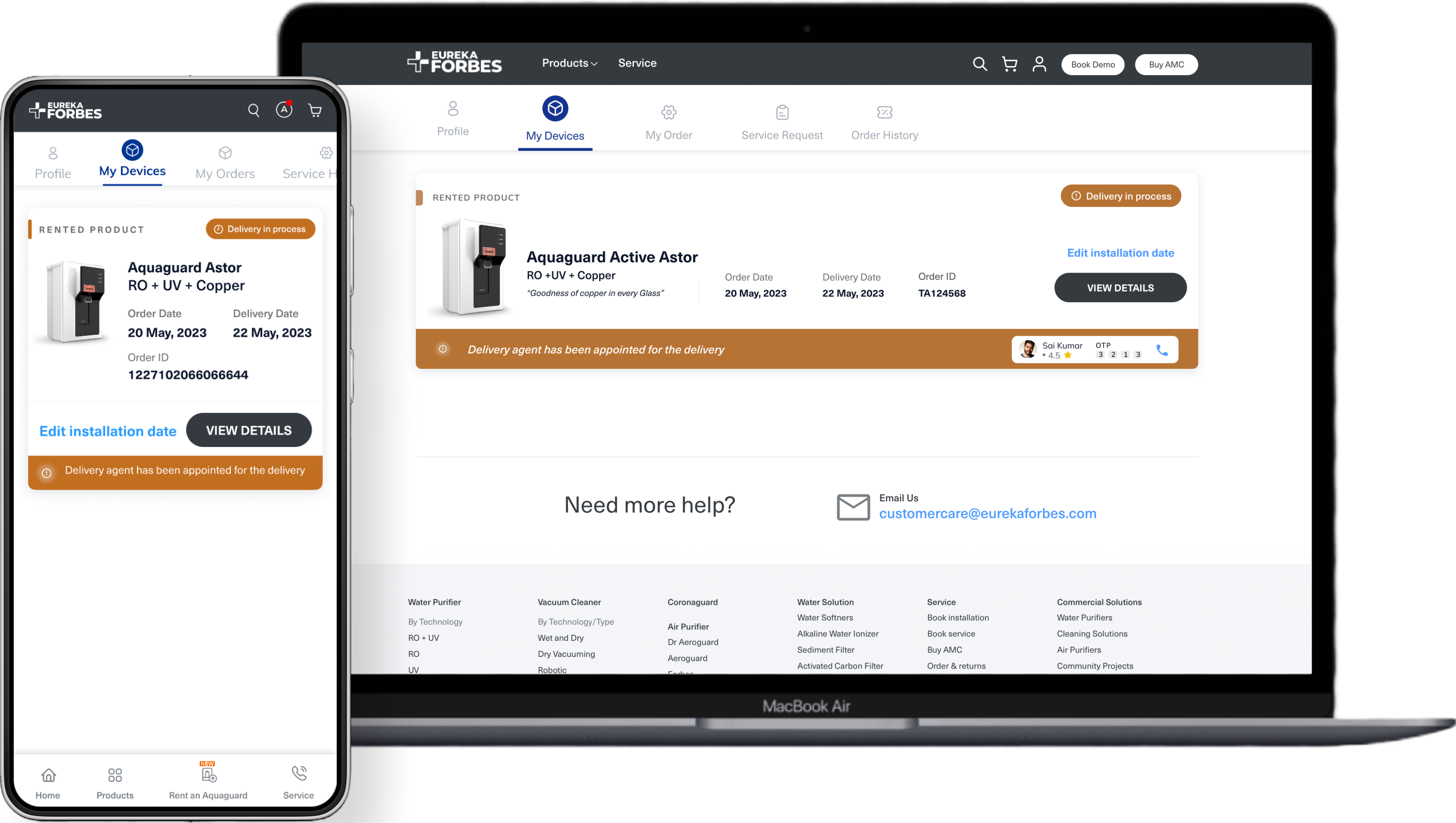
# Subscription: Order Details
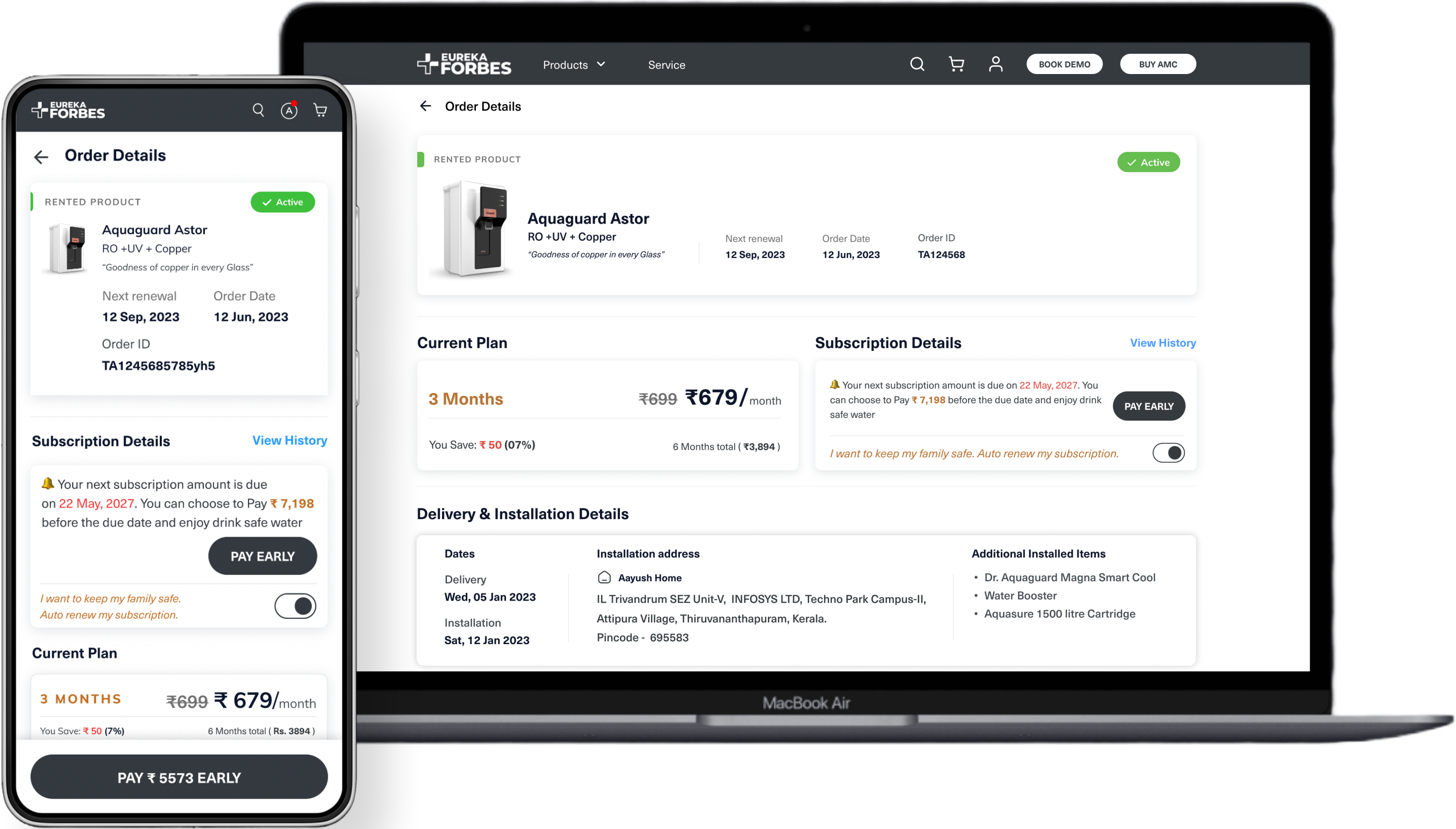
# WEB RESPONSIVE

# Book A Demo

# WEB RESPONSIVE

# Customer Care
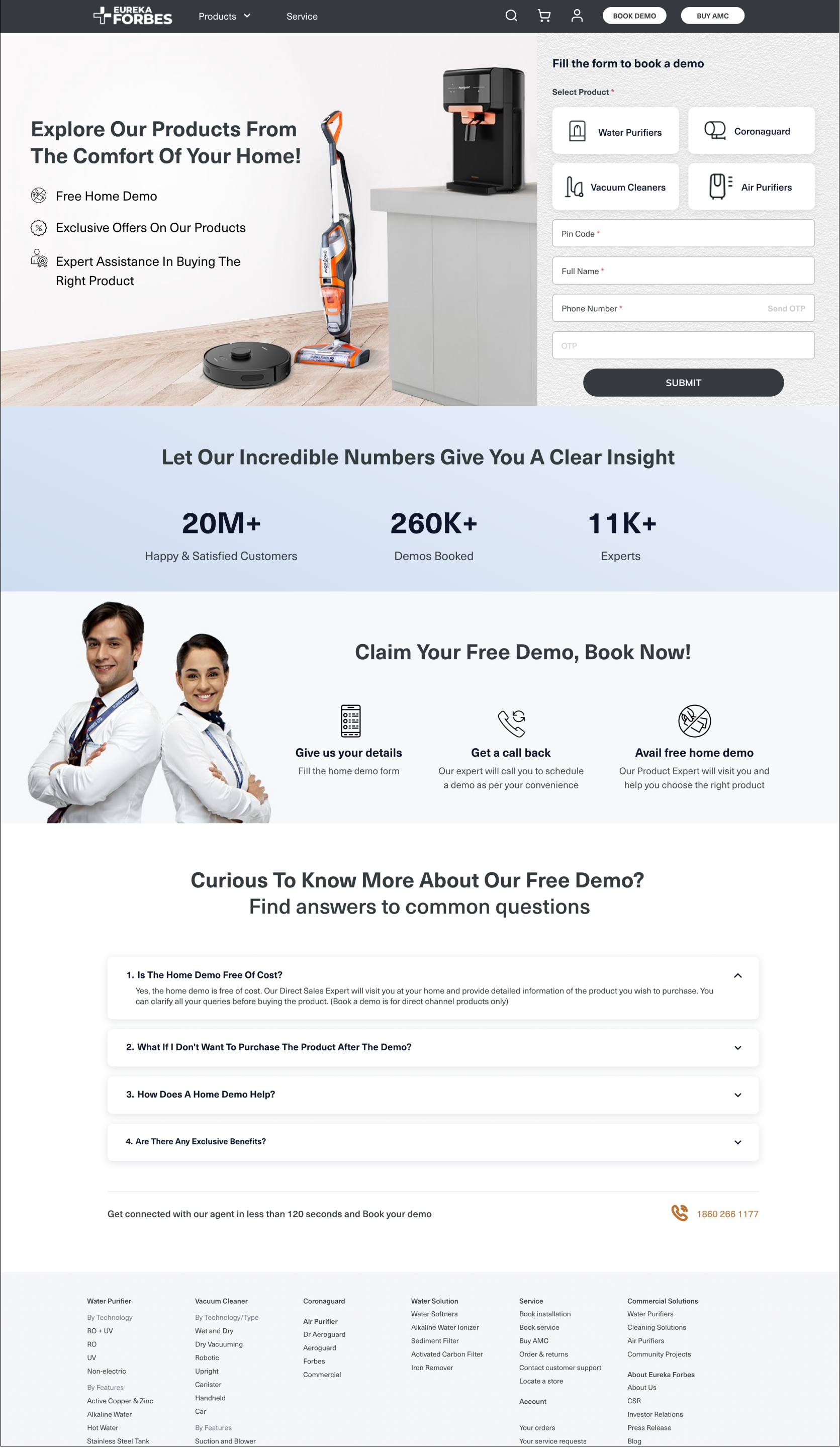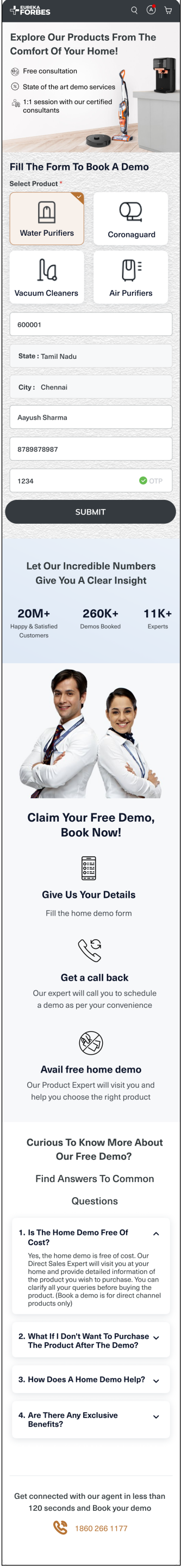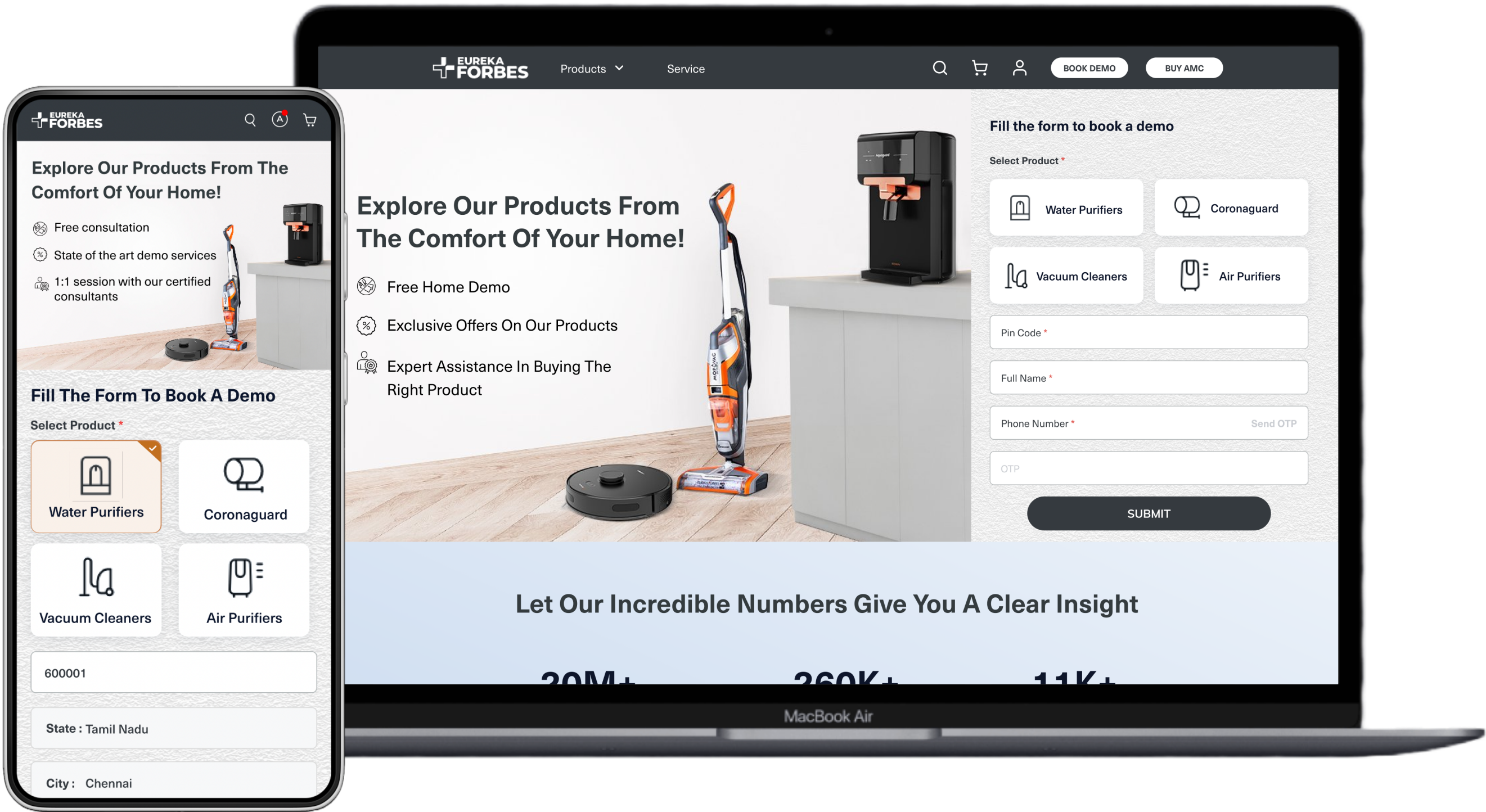
# WEB RESPONSIVE

# Fake Filters



## Congrats you are safe but...Beware

Fraudsters like Sureka Forbes are posing as Eureka Forbes to sell Fake Water Purifier Filters

**Contact us to buy genuine parts**

Full Name *

Phone Number *    Send OTP

OTP

☑ By signing up you agree to being contacted by Eureka Forbes.

SUBMIT
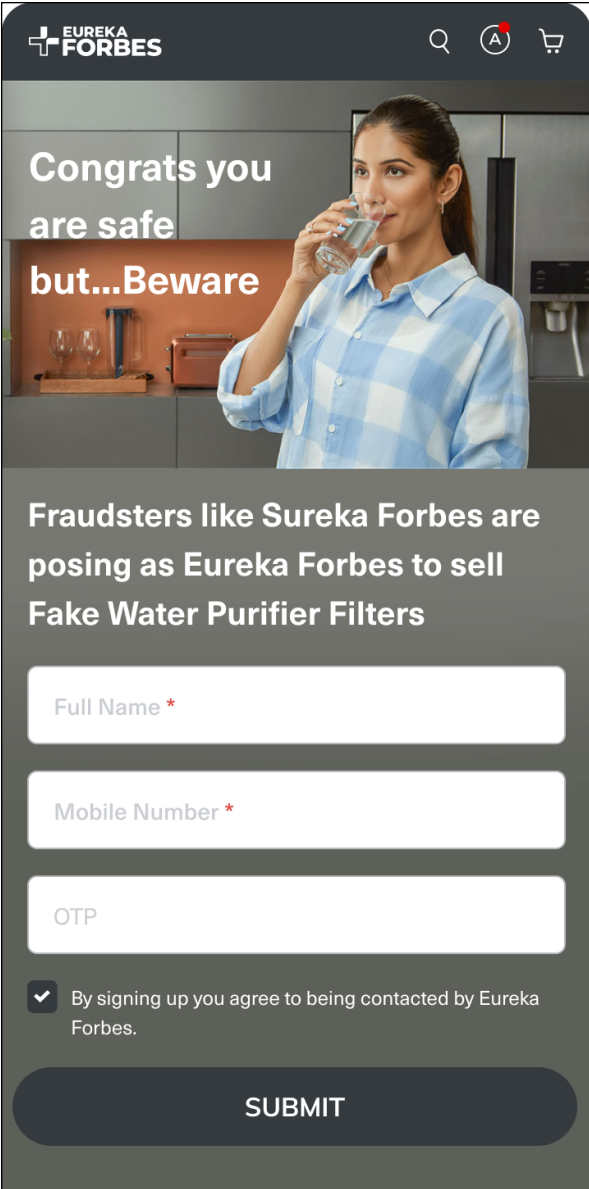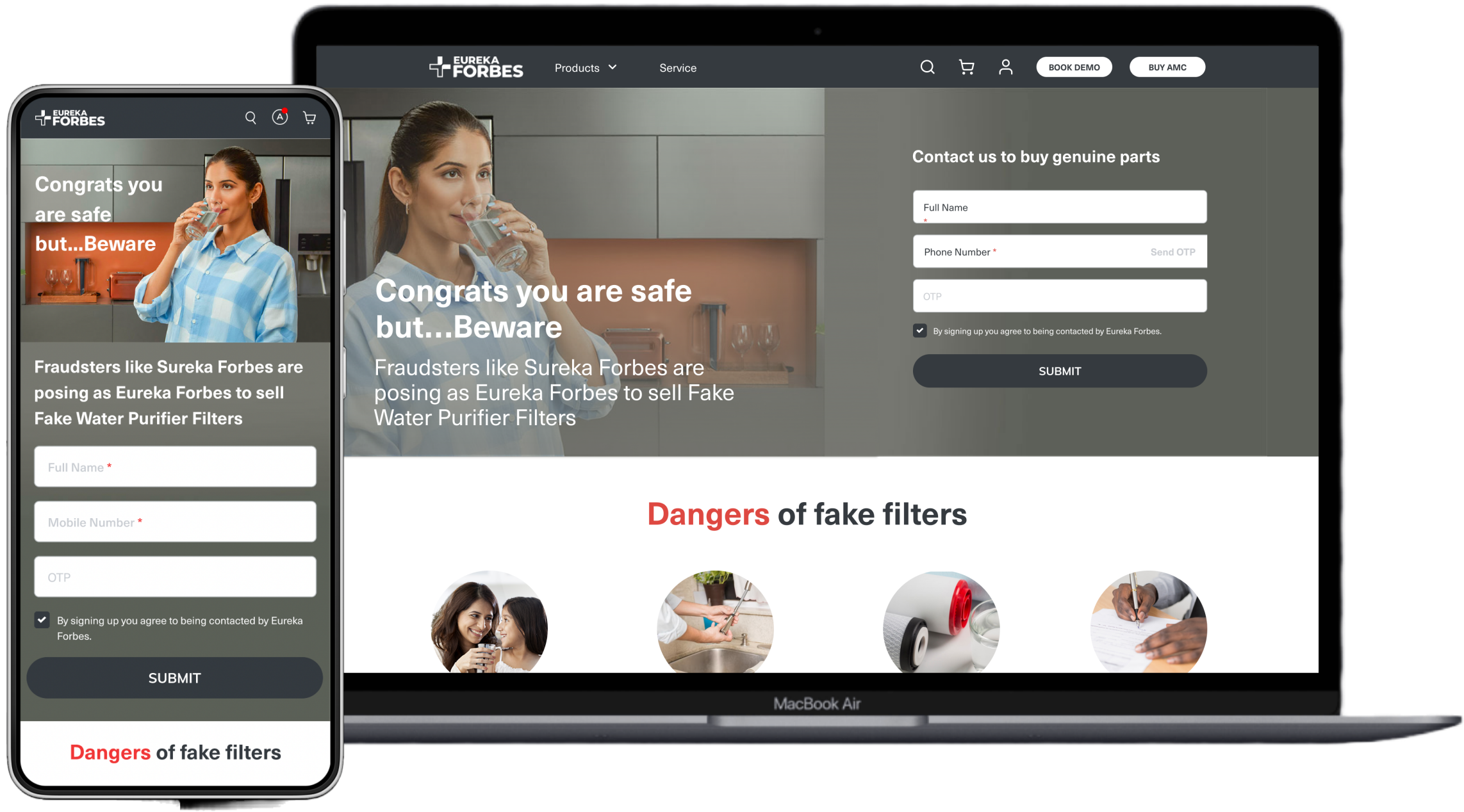
### Dangers of fake filters



**No Guarantee of Pure water**
Microbial contamination

**Water Leakage & Purifier Damage**
Unskilled technicians

**Low Quality Spares**
Substandard manufacturing

**Lose Original Company**
Warranty

## Get 100% peace of mind purchase only Genuine Products

Book Now & Save Upto ₹1800

Click below to Book Aquaguard genuine AMC NOW

BUY AMC

**Need more help?**

Email Us
customercare@eurekaforbes.com

# AMC

## Aquaguard Astor
RO +UV + Copper
Goodness of copper in every glass

### How does AMC benefit you ?

Guaranteed Service Satisfaction

Genuine Eureka Forbes Spare Parts

Unlimited Breakdown Visits

Transferable AMC All Over India

Exclusive Discount On Online AMC Purchase

Get Technicians With Ratings Above 4.5 ★

### AMC Plans                    Compare plans

Showcasing AMC plans available for your selected device, **Aquaguard Astor RO + UV + Copper**

Recommended

GOLD                    CHOOSE PLAN

## How does AMC benefit you ?

**Guaranteed Service Satisfaction**

**Genuine EFL Spare Parts As Per ISO Standards**

**Unlimited Breakdown Visits**

**Transferable AMC All Over India**

**Exclusive Discount On Online AMC Purchase**

**Get Service Technicians With 4.5 Stars Rating**

## Showcasing AMC plans available for your selected device

| GOLD | PLATINUM | SILVER | BASIC |
|------|----------|--------|-------|
| ₹ **4,461** / Year* | ₹ **5,341** / Year* | ₹ **3,559** / Year* | ₹ **699** / Year* |

MacBook Air

# Final Designs: Mobile App

# Subscription

**Home page**
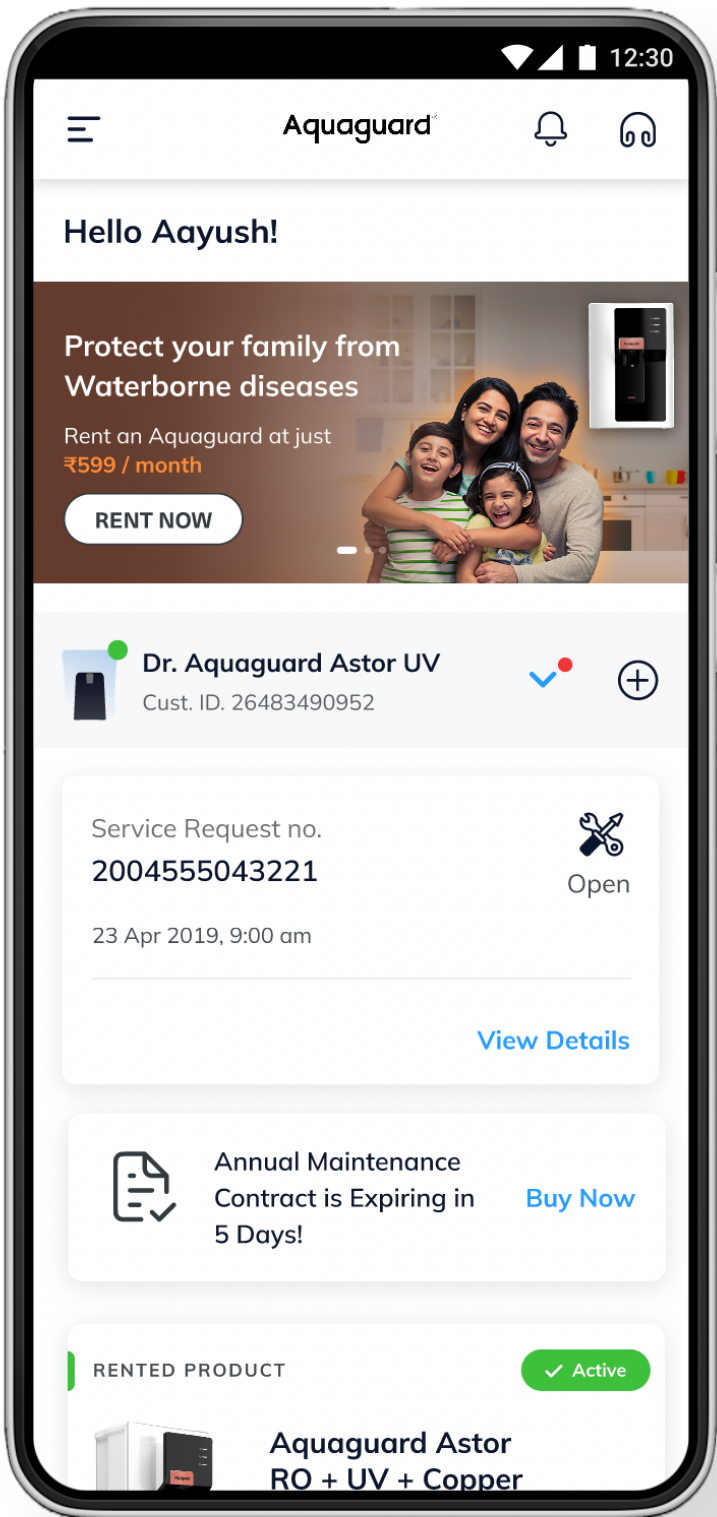


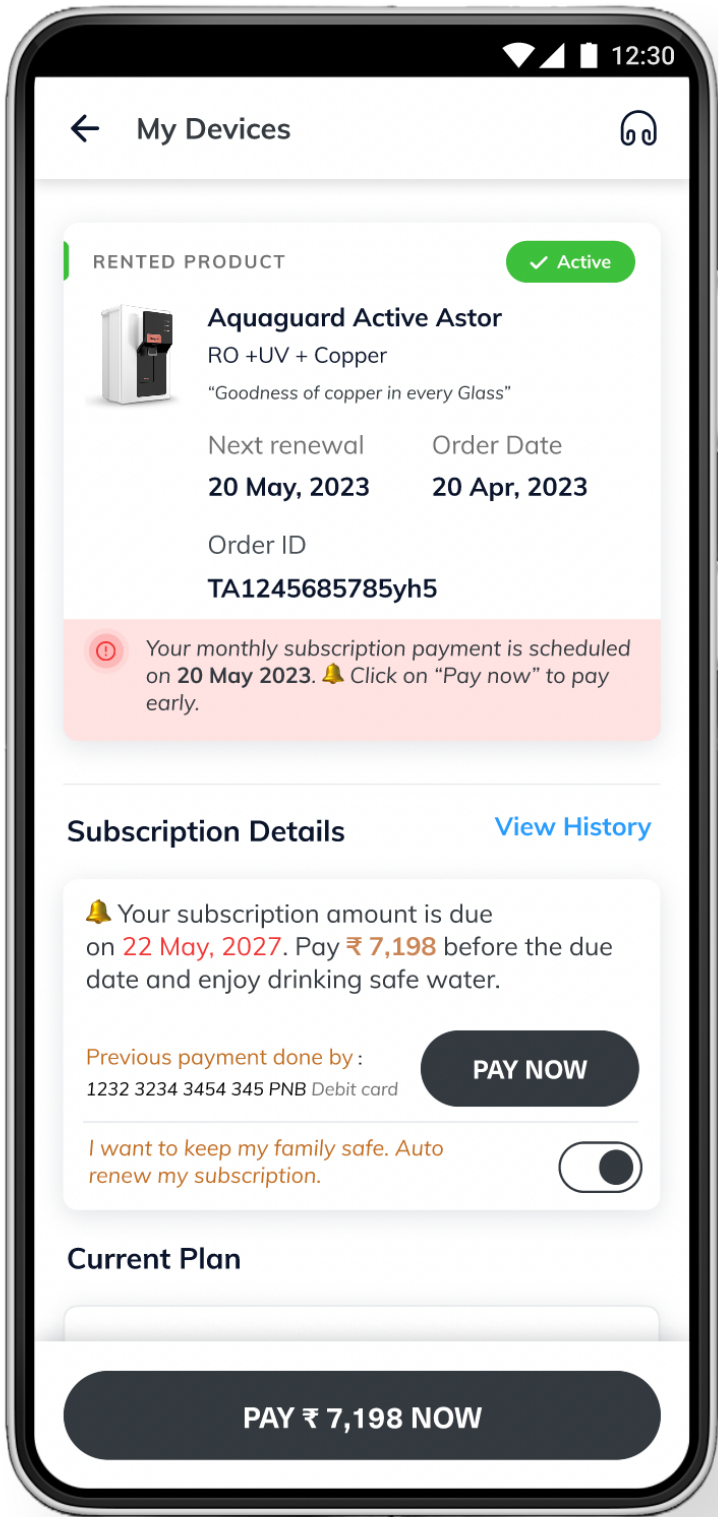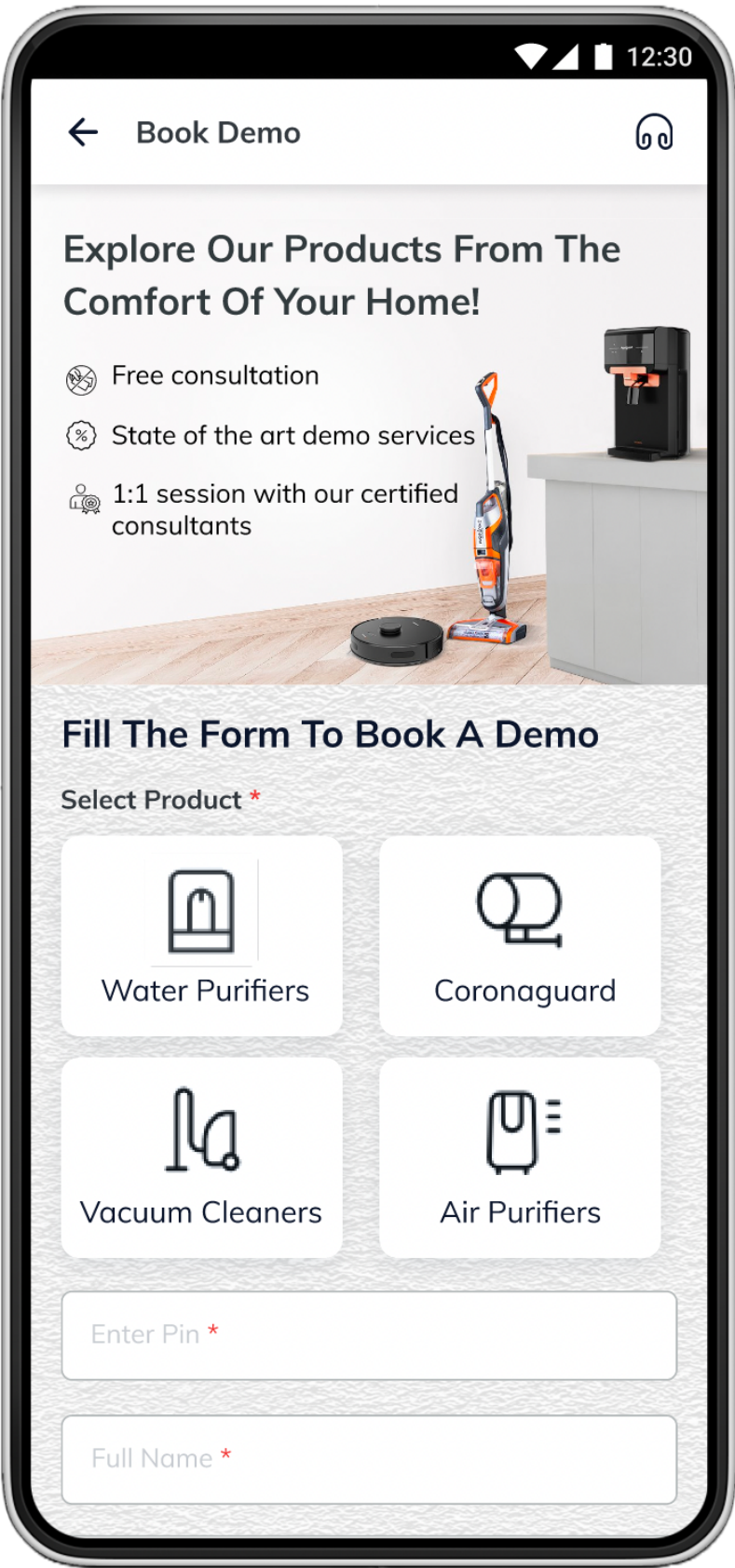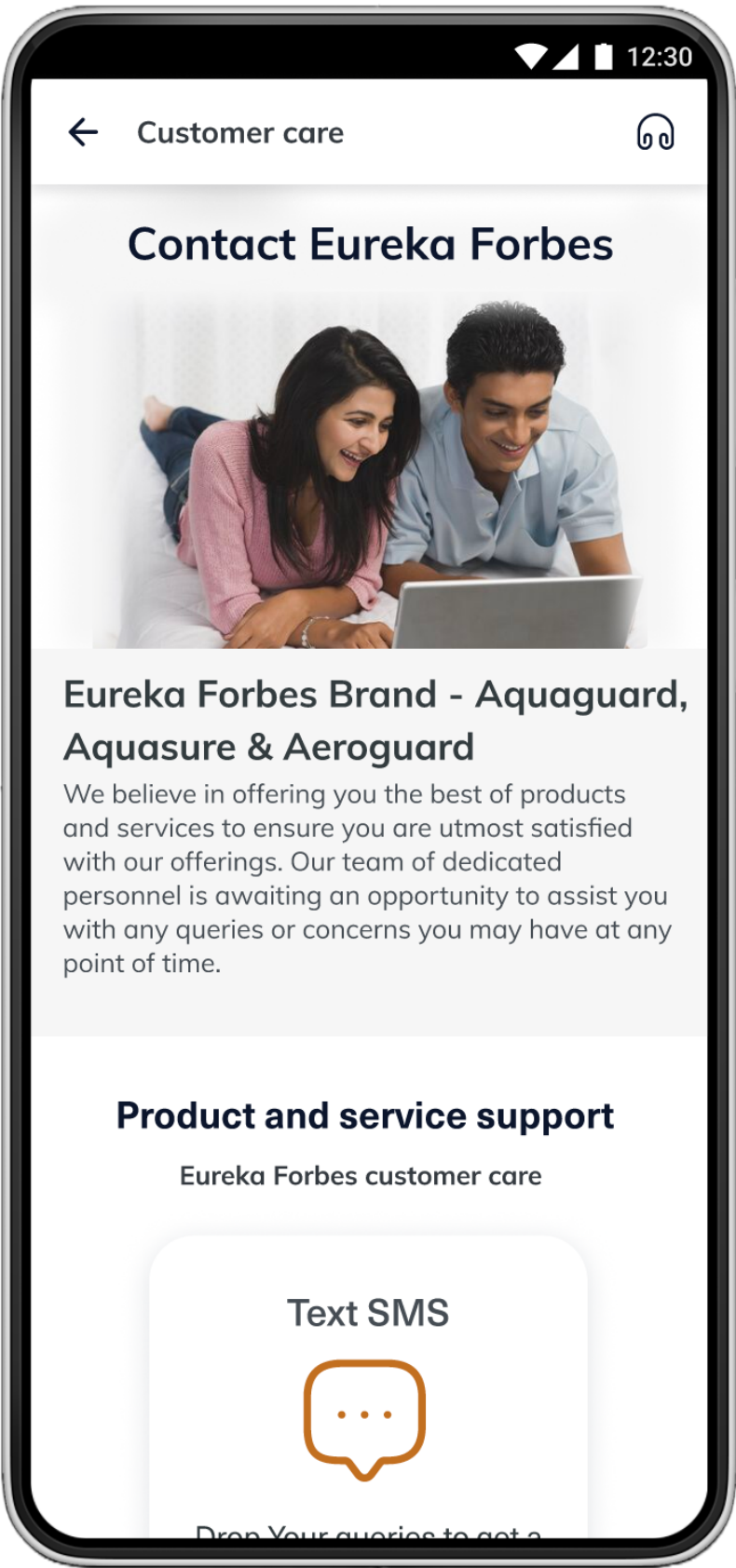**Rental page**
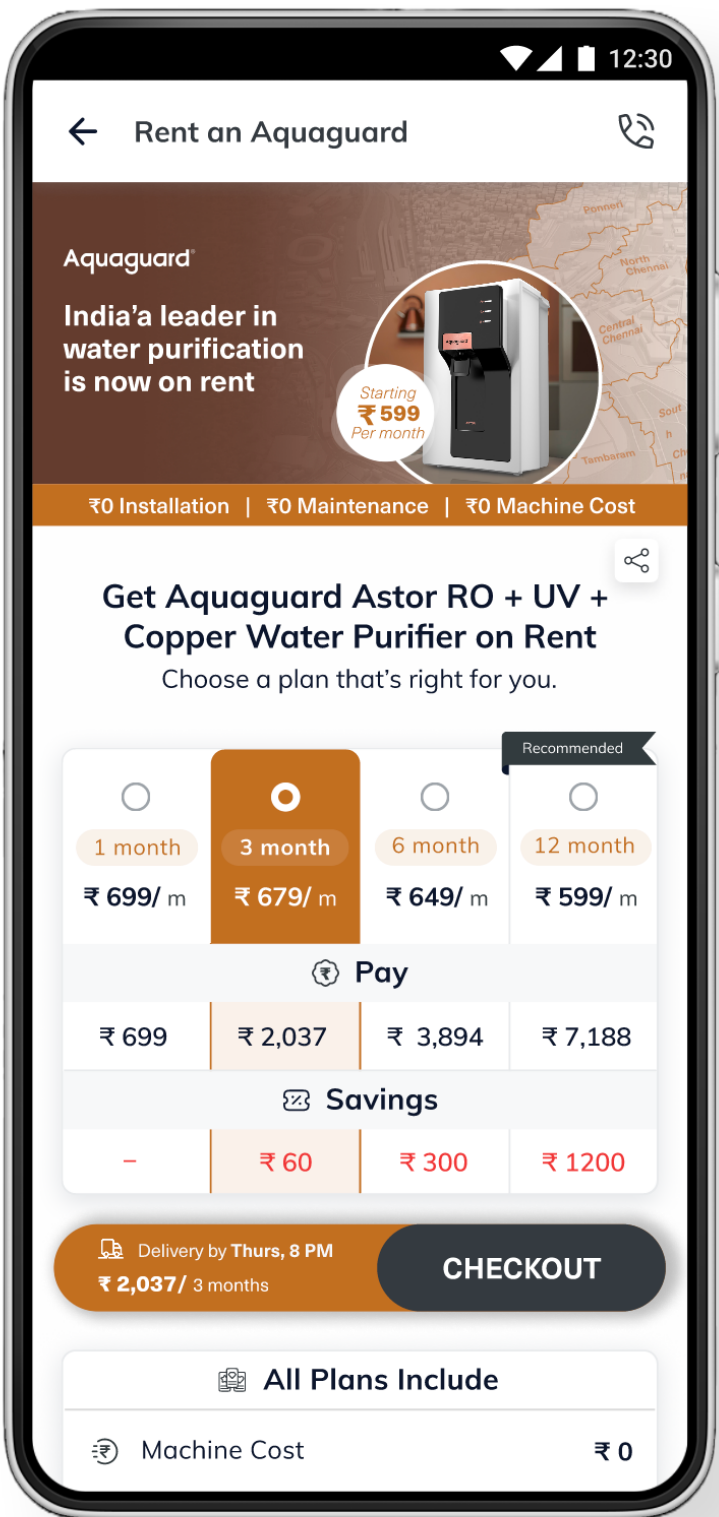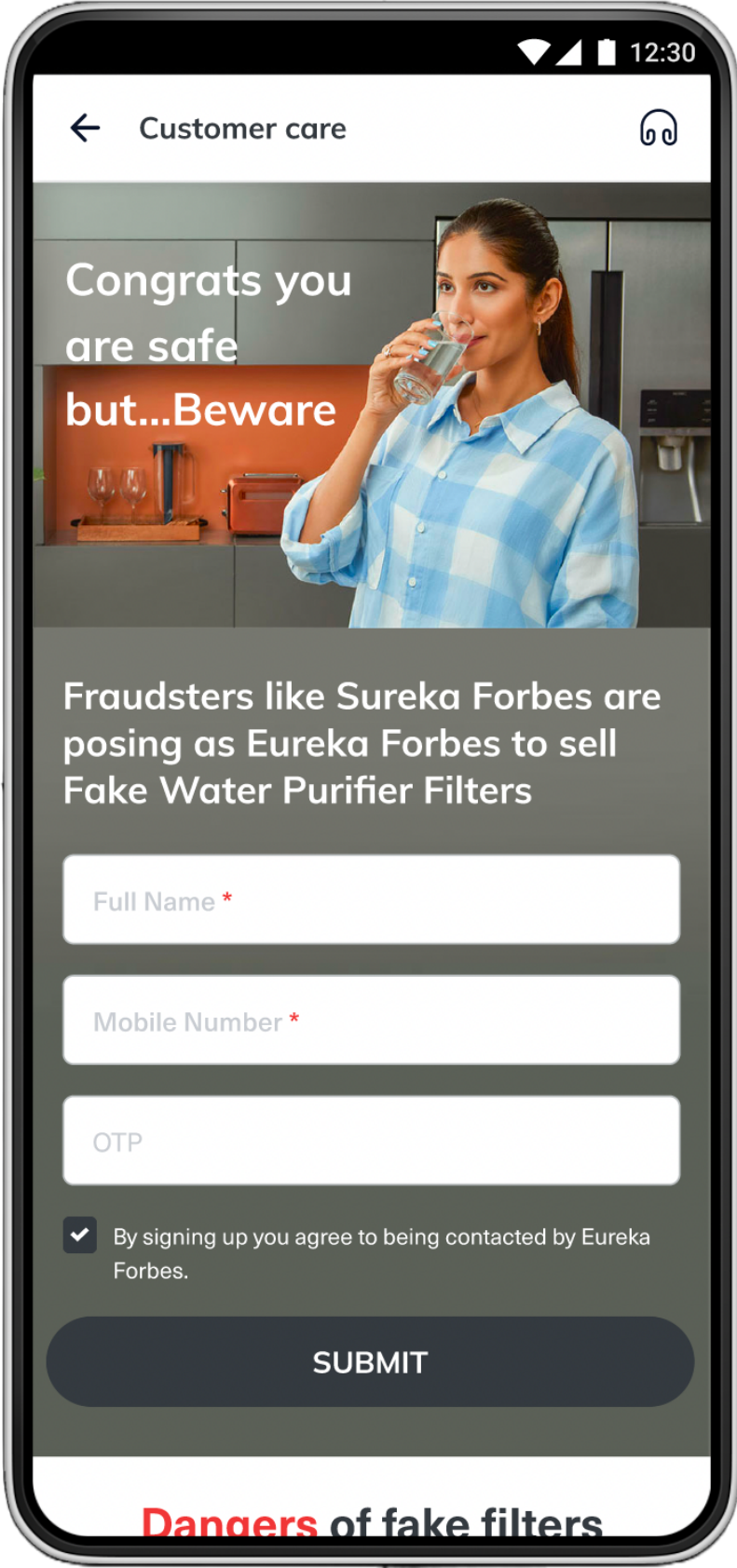


**Cart**
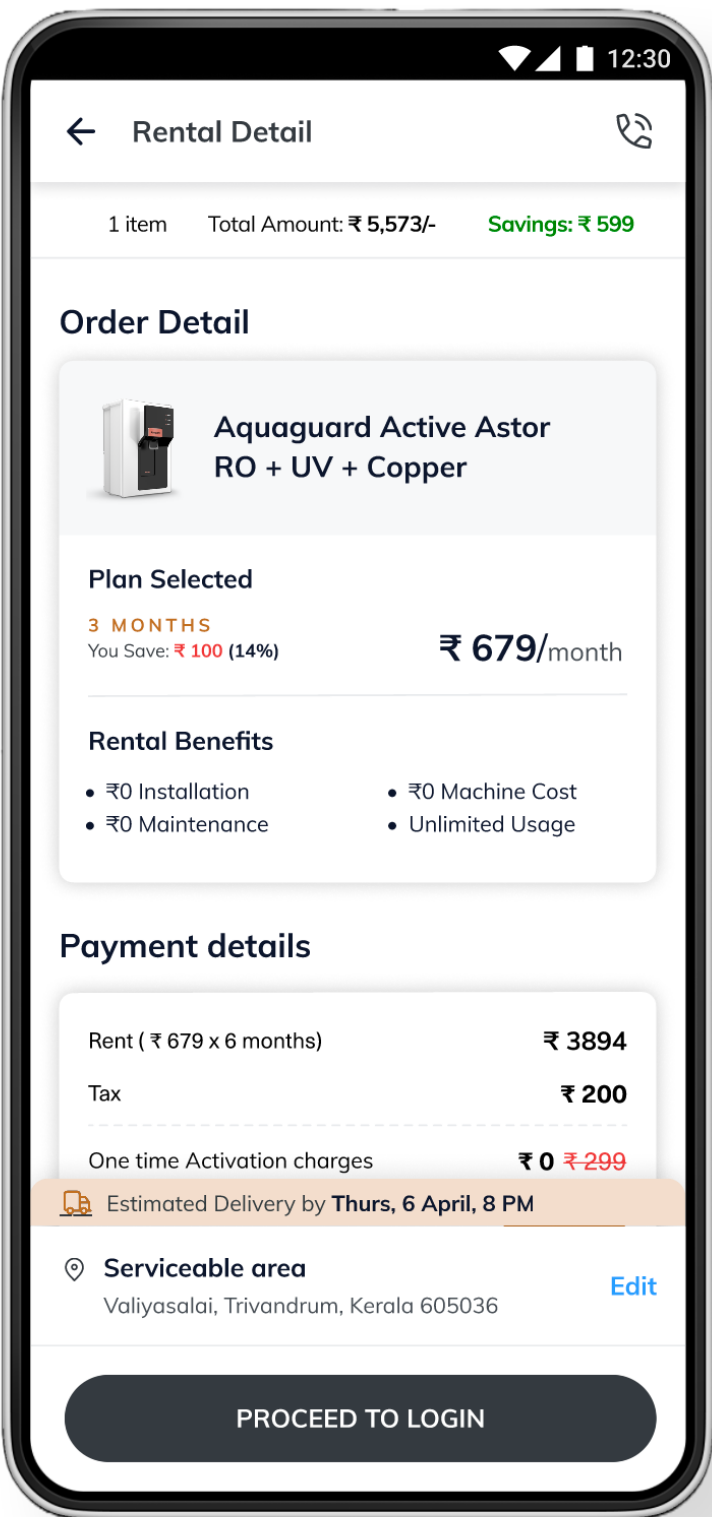


**Address**
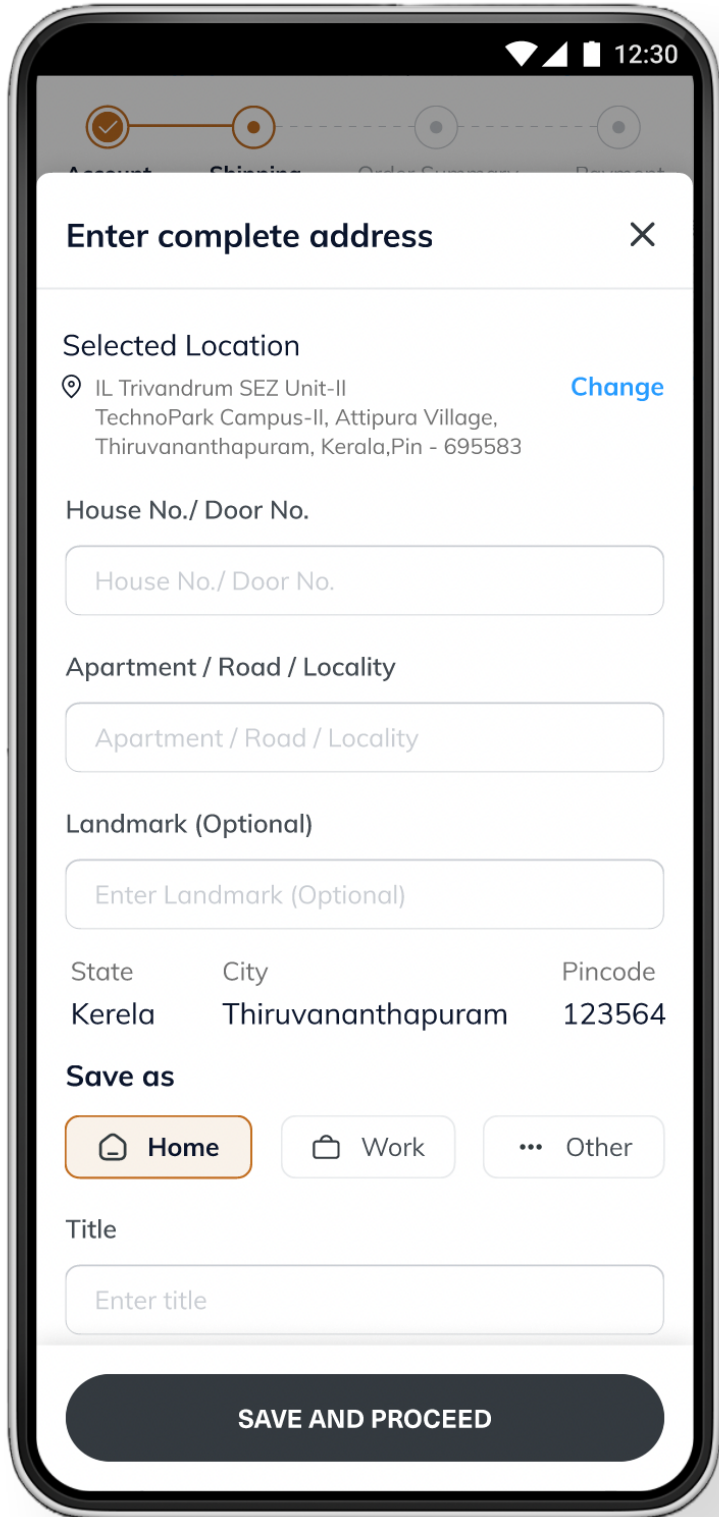


**Device Details**

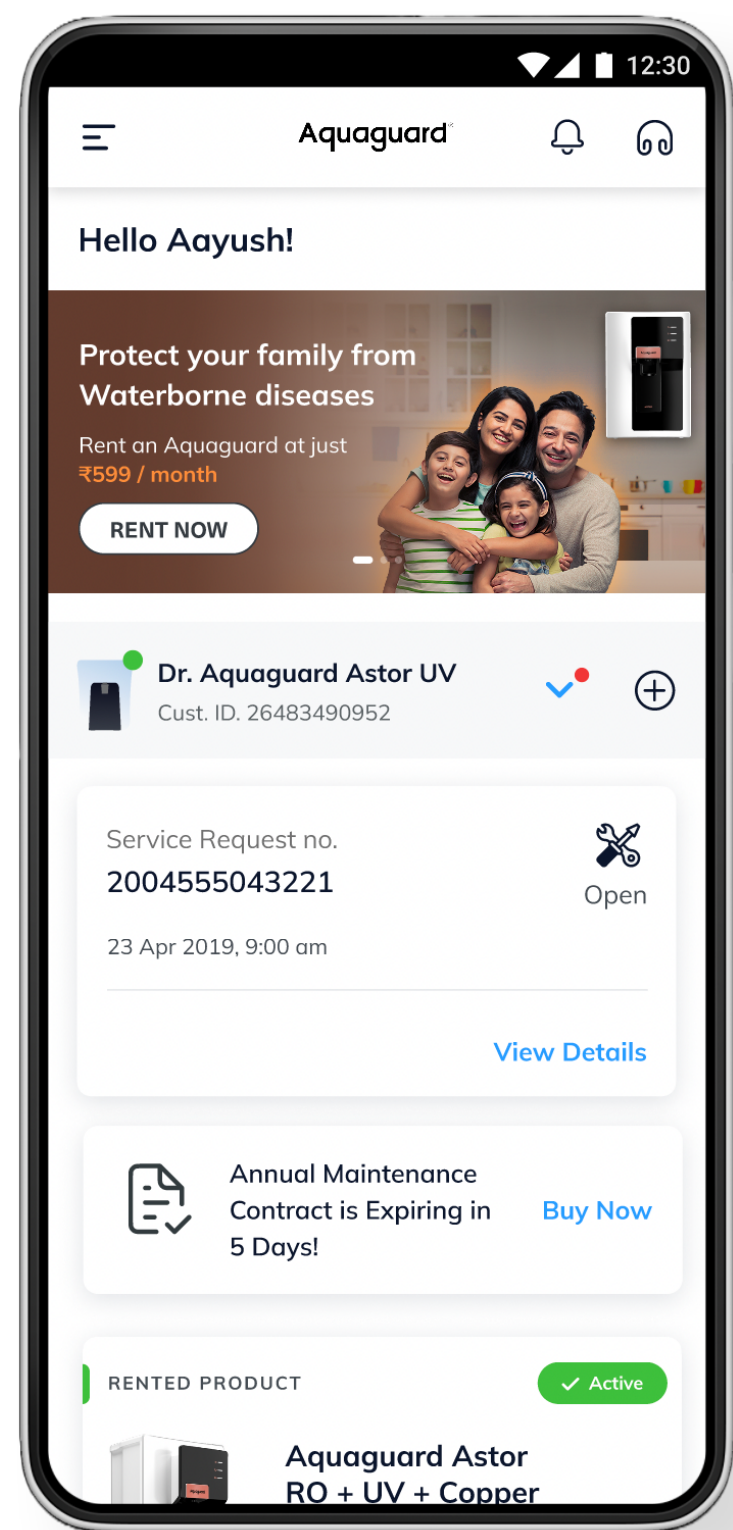# Book A Demo, Customer Care, Fake Filters
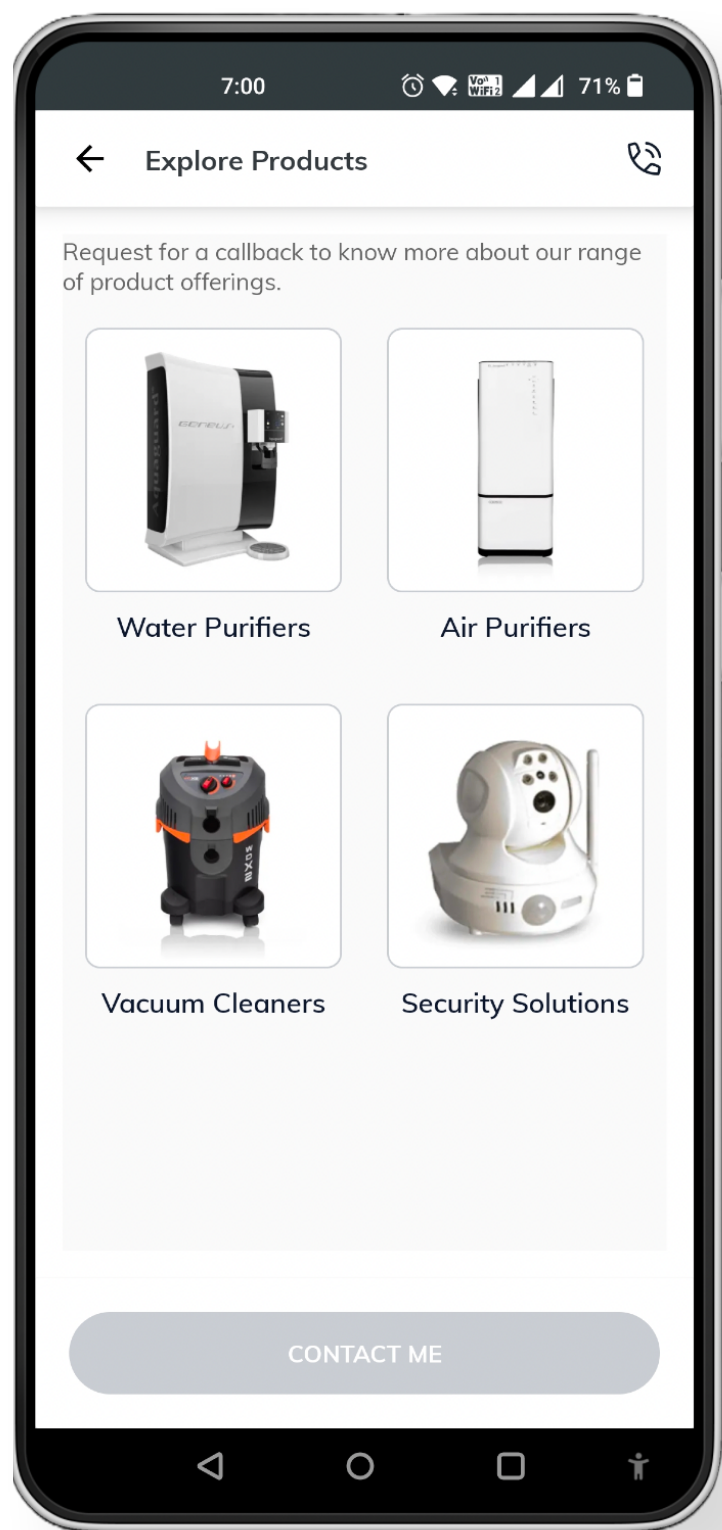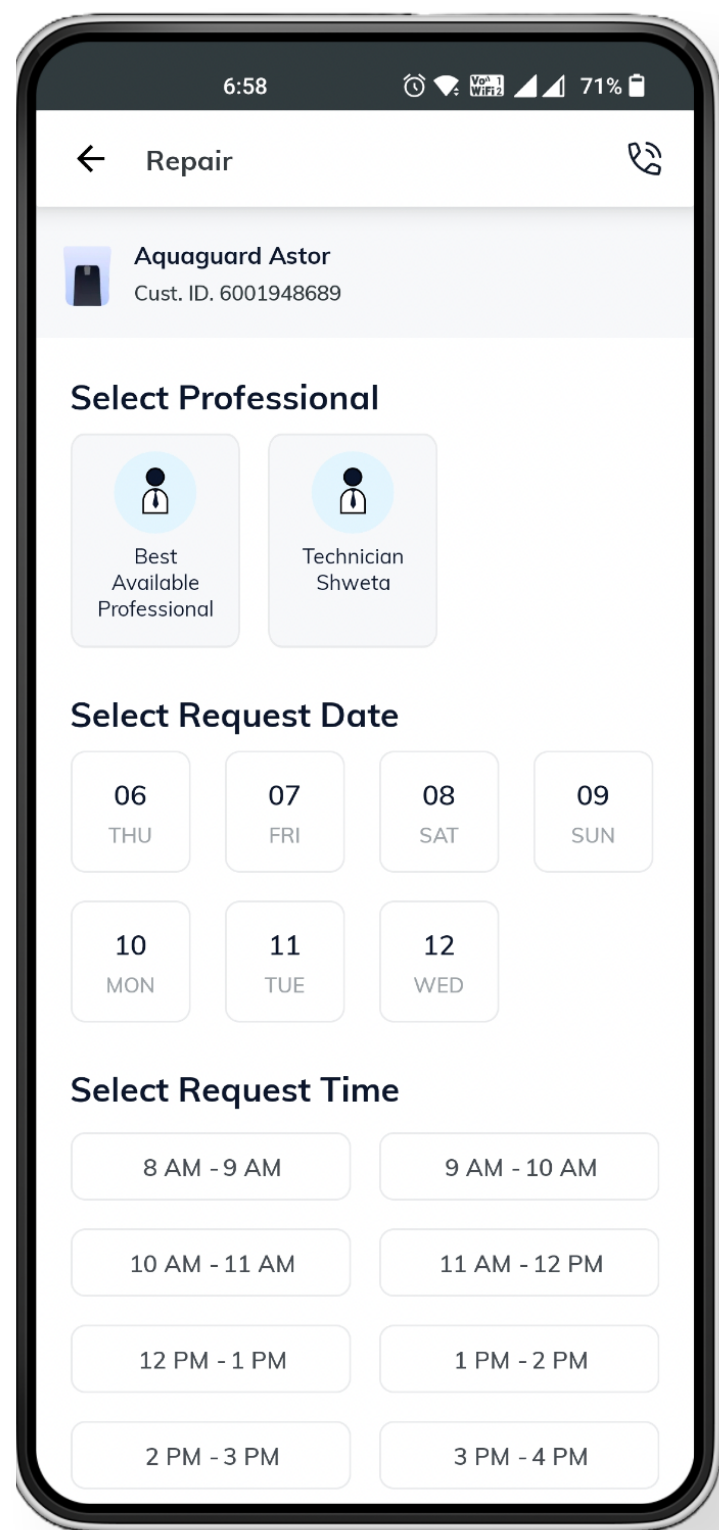
Book Demo

Customer Care

Fake Filters

# MOBILE NATIVE APP

# D2C

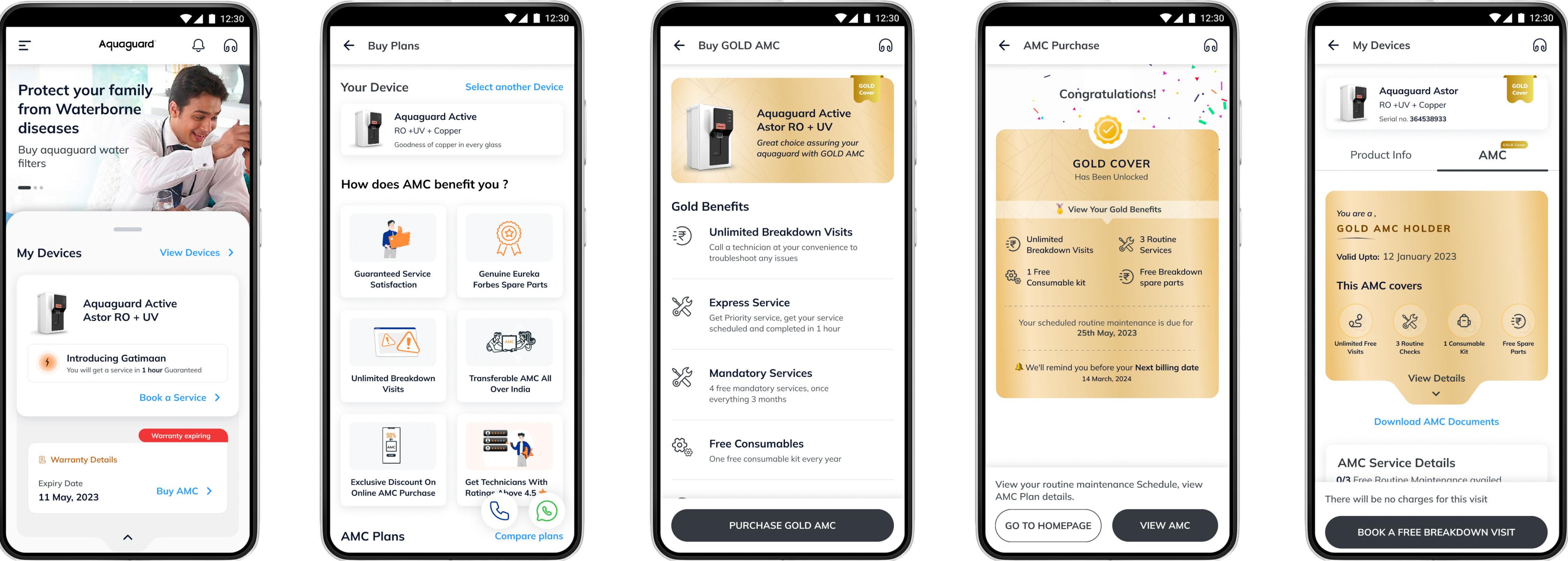| Home page | Explore Products | Service Request | Service Tracking | Device Details |
|---|---|---|---|---|
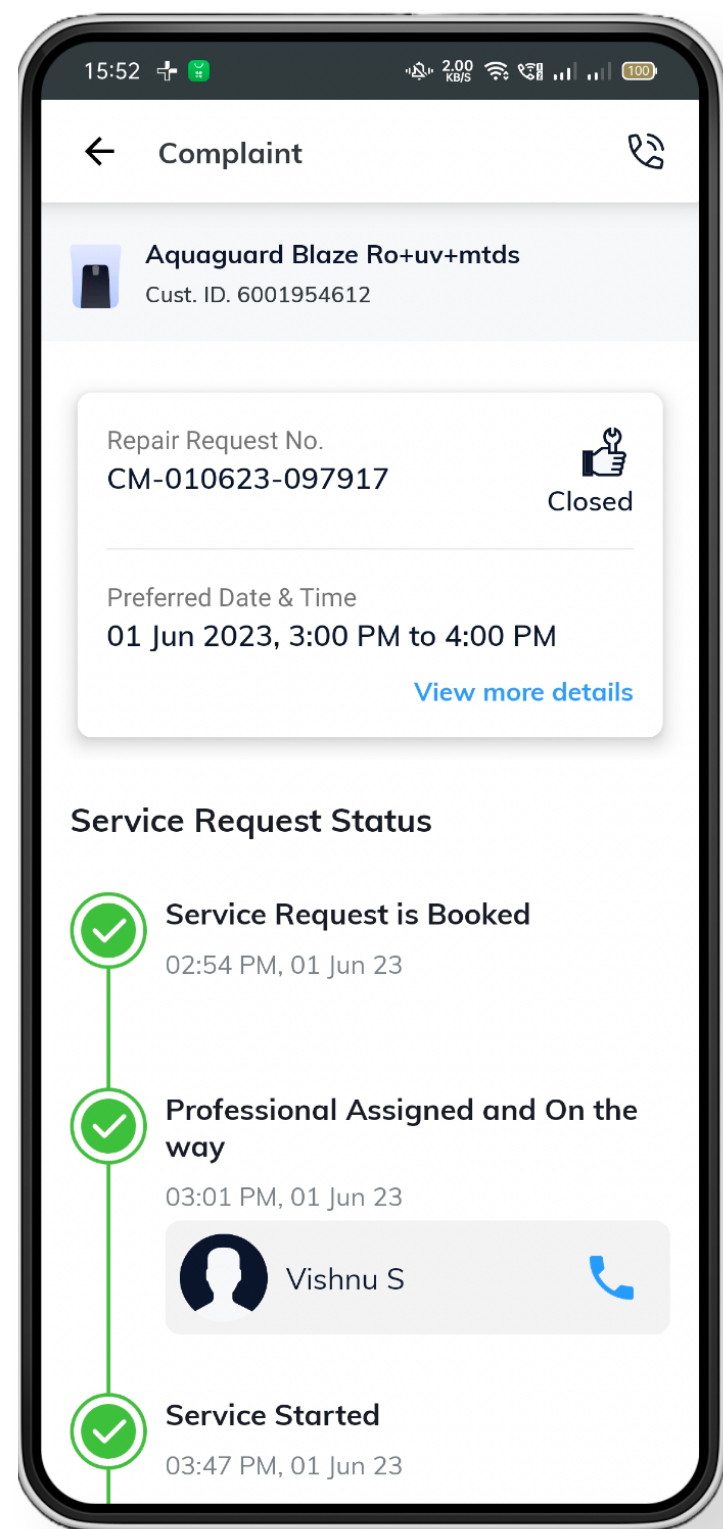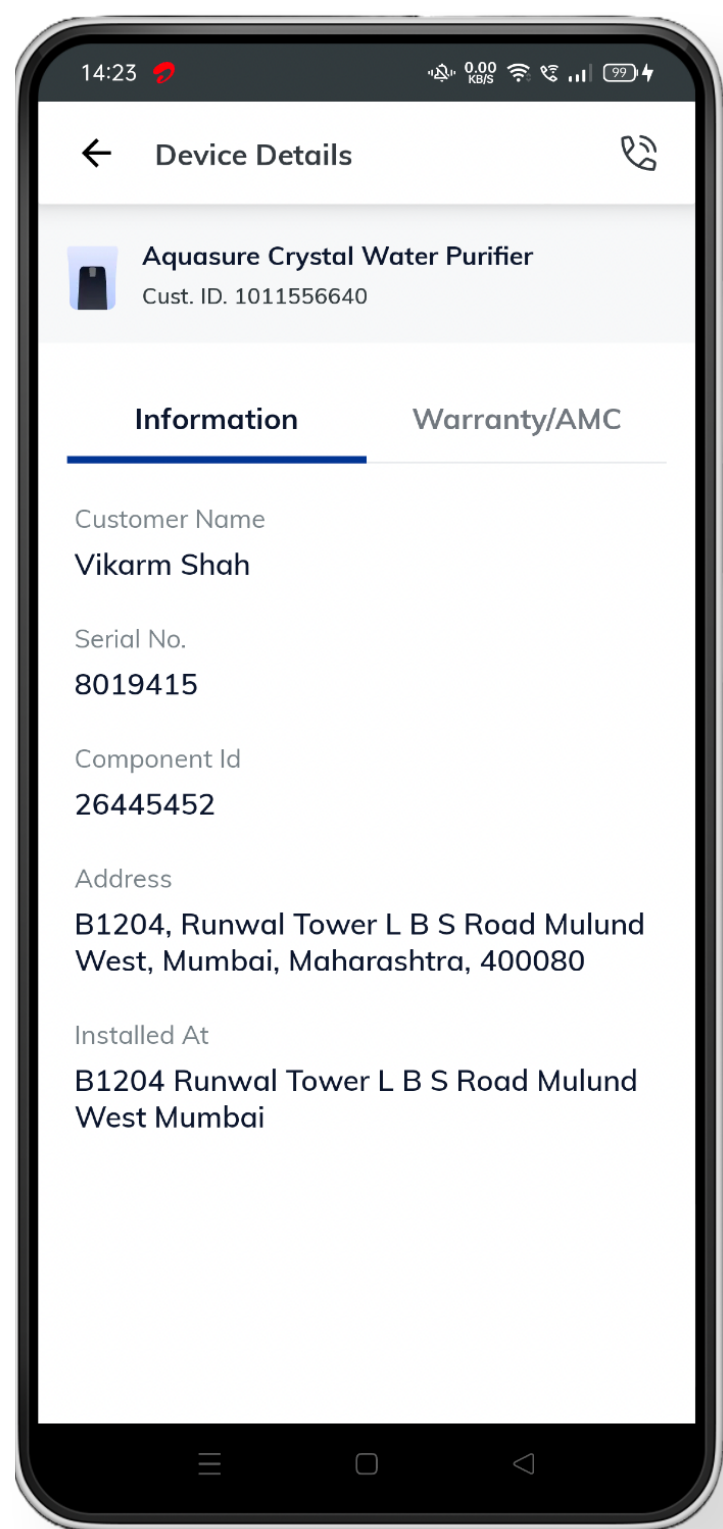
# MOBILE NATIVE APP

# AMC

Design Impact

# Outcome/ UX impact

- Design concept and strategy established for new user experience
- Live site A/B testing was done to test user engagement

**Seamless navigation**

Users are able to find product and services easily and effortlessly

**Minimum transaction time**

Users are able to complete the transaction in less time due to easy checkout process

**Fast decision making**

Users felt informed throughout the product and service exploration journey

**Improved conversion rate**

Users loved the mobile experience as the content is now easily accessible with minimum clicks