

# MaaS and Whim Service Design Process

Roope Kolu  
Andreas Benker



<https://youtu.be/iDlbj9xcZ58>

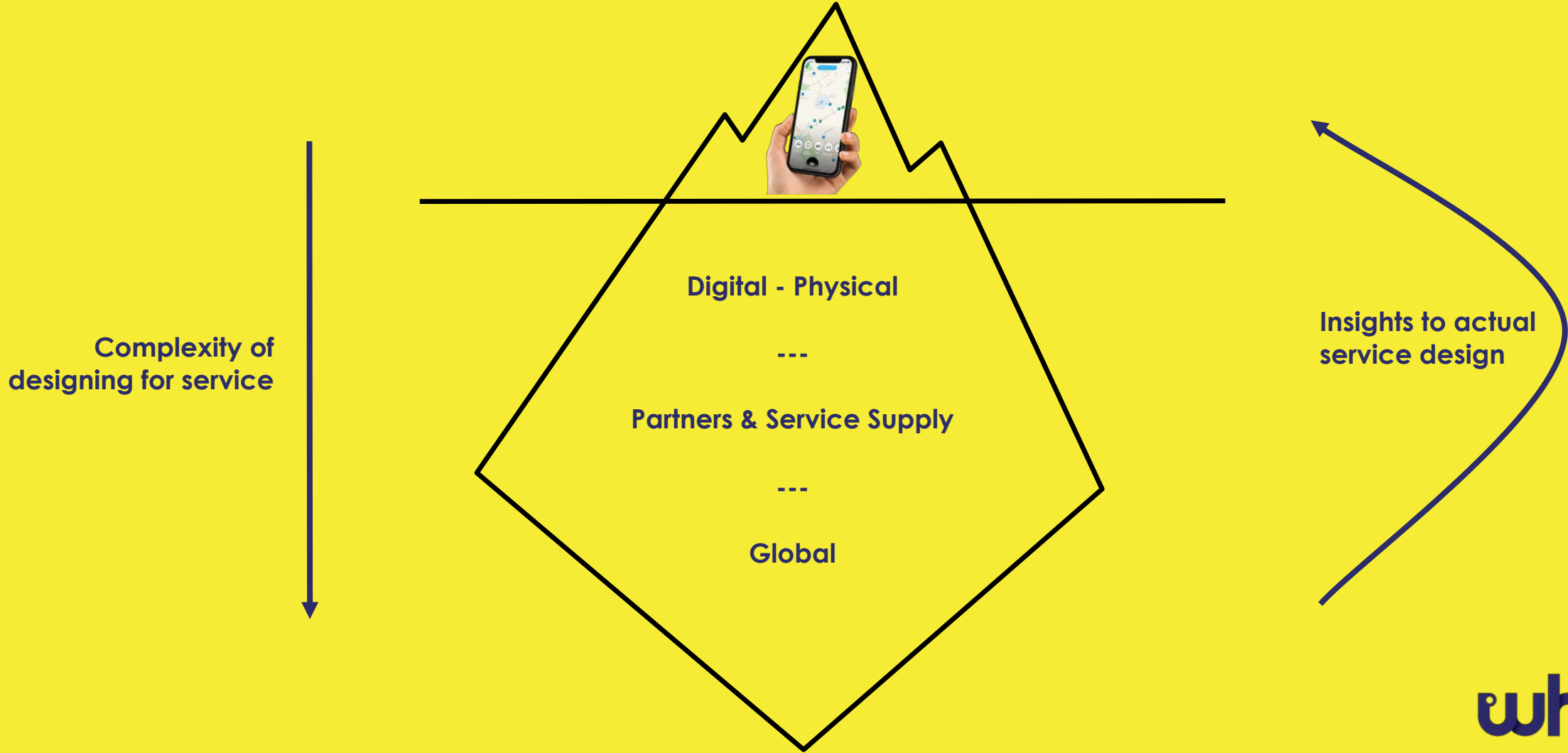
**whim.**

# Customer deserves

- Everything from one-stop-shop
- Choice of travel mode
- Preference of operators
- Alternative subscription plans
- Roaming subscriptions



# Tip of the iceberg



# User-facing service aspects

Digital user-facing service value..

..and evaluation



# User-facing service aspects

**Physical** user-facing  
service value..

..and evaluation



<https://www.myhelsinki.fi/en/info/quick-guide-city-bikes>

**whim.**



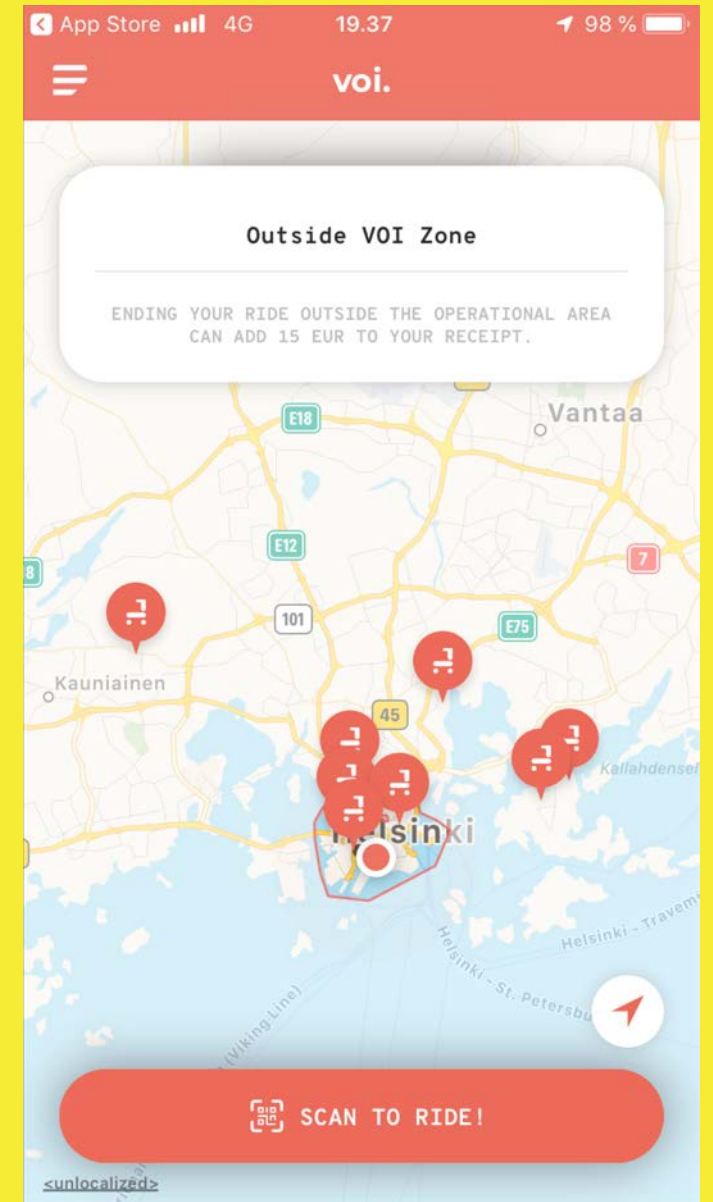
# Partners & service supply

Have you heard about voi.?

Have you seen them on the streets?

What do you think of them?

Would you pay for them? In what occasions?



# Partners & service supply

Willingness  
Capabilities  
Coverage  
Reputation

					
					
					
					More to come.



# Partners & service supply

**Where** are our partners located?

**What** is the geographical supply?

**How** fast is the temporal supply?



# From Local Ecosystems to Global Roaming





**TAXI**

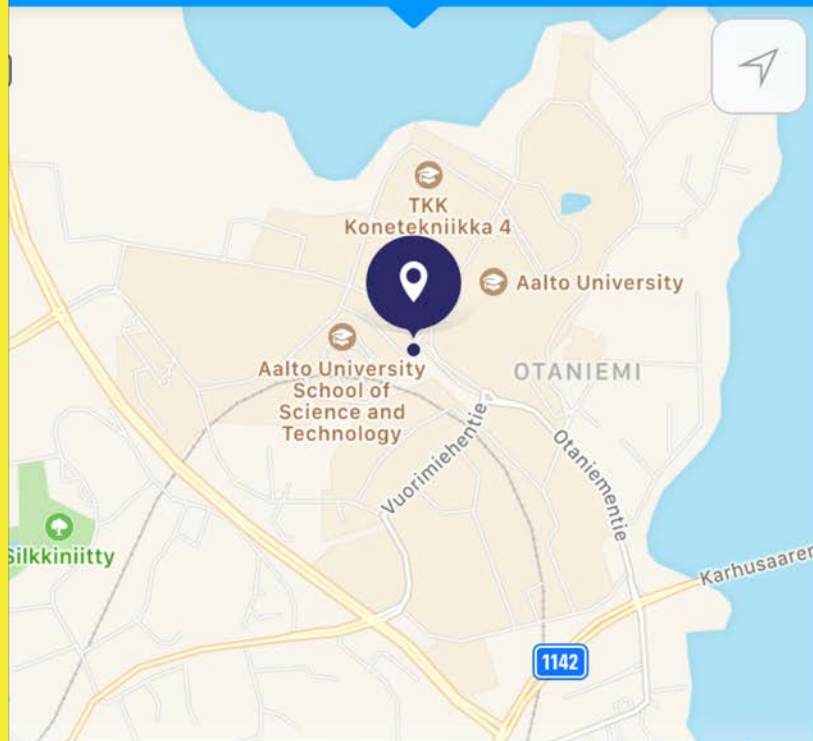
○ Lönnrotinkatu 18, Helsinki, Suomi

📍 Otaniementie 12, Espoo, Suomi

🕒 Right now

🚗 Taksi Helsinki

Select a street address



Set drop off location

# Design process - Two sides

## Product evolution

(harder to see the value)

- Thinking of the next Whim
- Working with users
- Benchmarking, Research
- New features
  - prototyping
  - testing

## Product development

(easier to see the value)

- New Transport Service Provider
  - mapping the existing service
  - starting the Whim experience
- New UI / Updating the UI
- Reviewing the Dev work
- Working with QA team
- Helping other teams

# Design process - Two sides



*"Could you add this new stuff  
with no changes to old  
design... that would be great"*

Product management

# Design process

## Pure design tools

- Sketch
- Invision + Invision Studio
- Adobe Creative Cloud
- Design wall
- Paper prototypes and drawing!

## Project management and communication

- Abstract
- Jira + Confluence
- Google Products
- Slack



# Design process

## Workflow for new TSP/Service

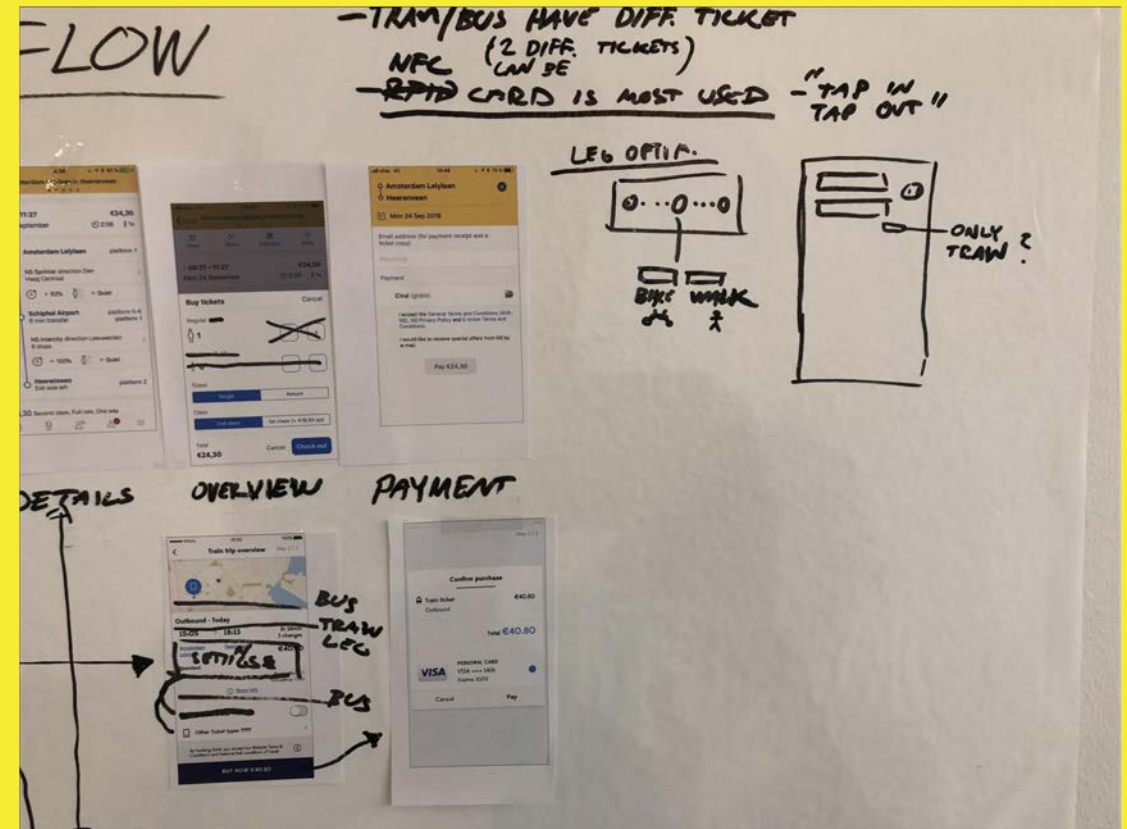
- Benchmarking
- Service Blueprint (includes Dev team)
- Whim UX: Journey mapping, prototypes
- Whim UI: Making the real flow in Sketch
- Iteration work (Design reviews, User testing etc.)
- Handover to Dev team (Abstract, Wall)
- Review of the coded flow in test environment
- Helping QA team with their app testing



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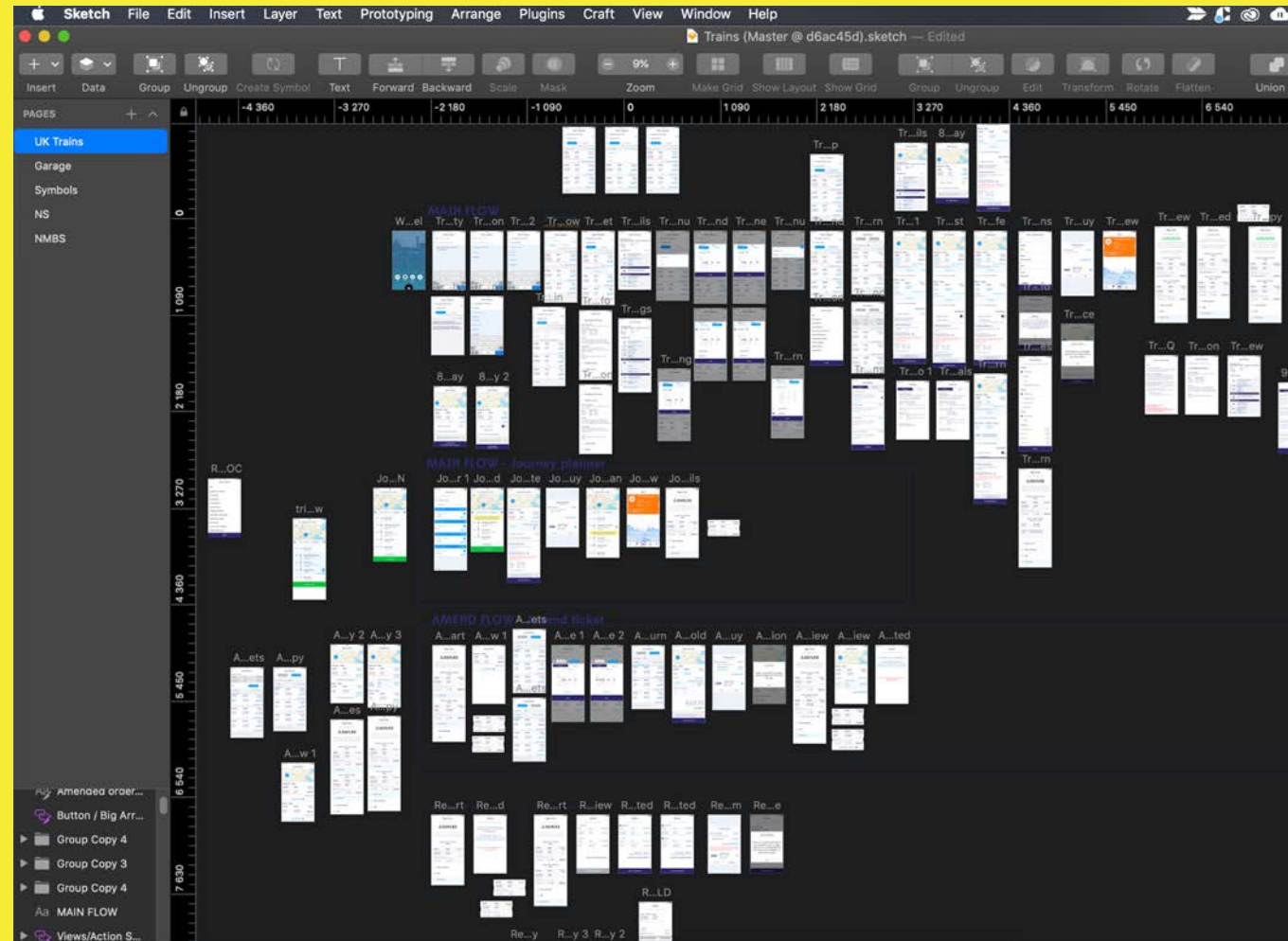
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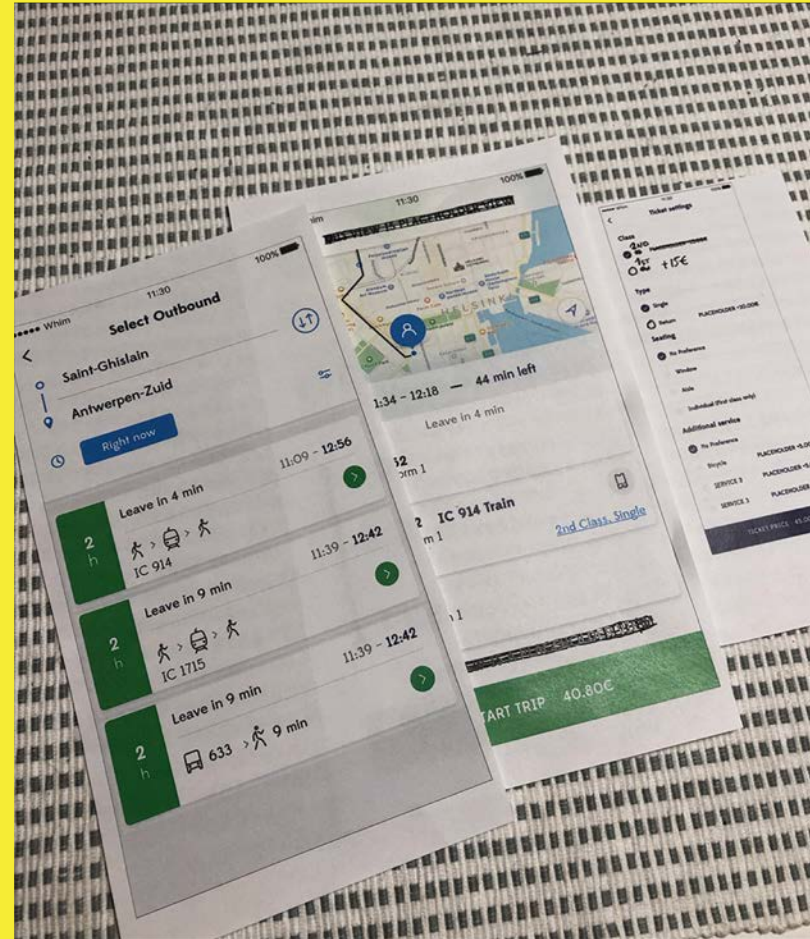
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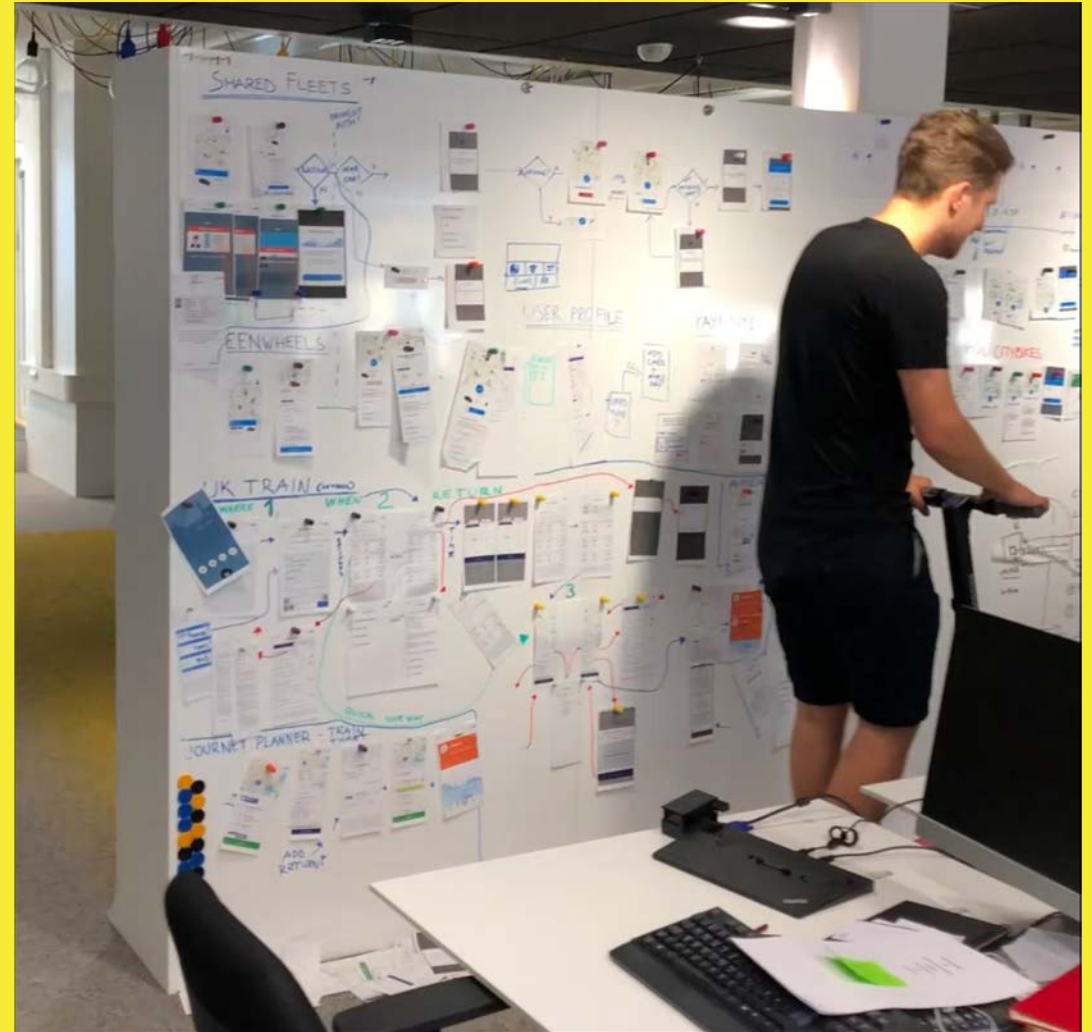




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Prototype

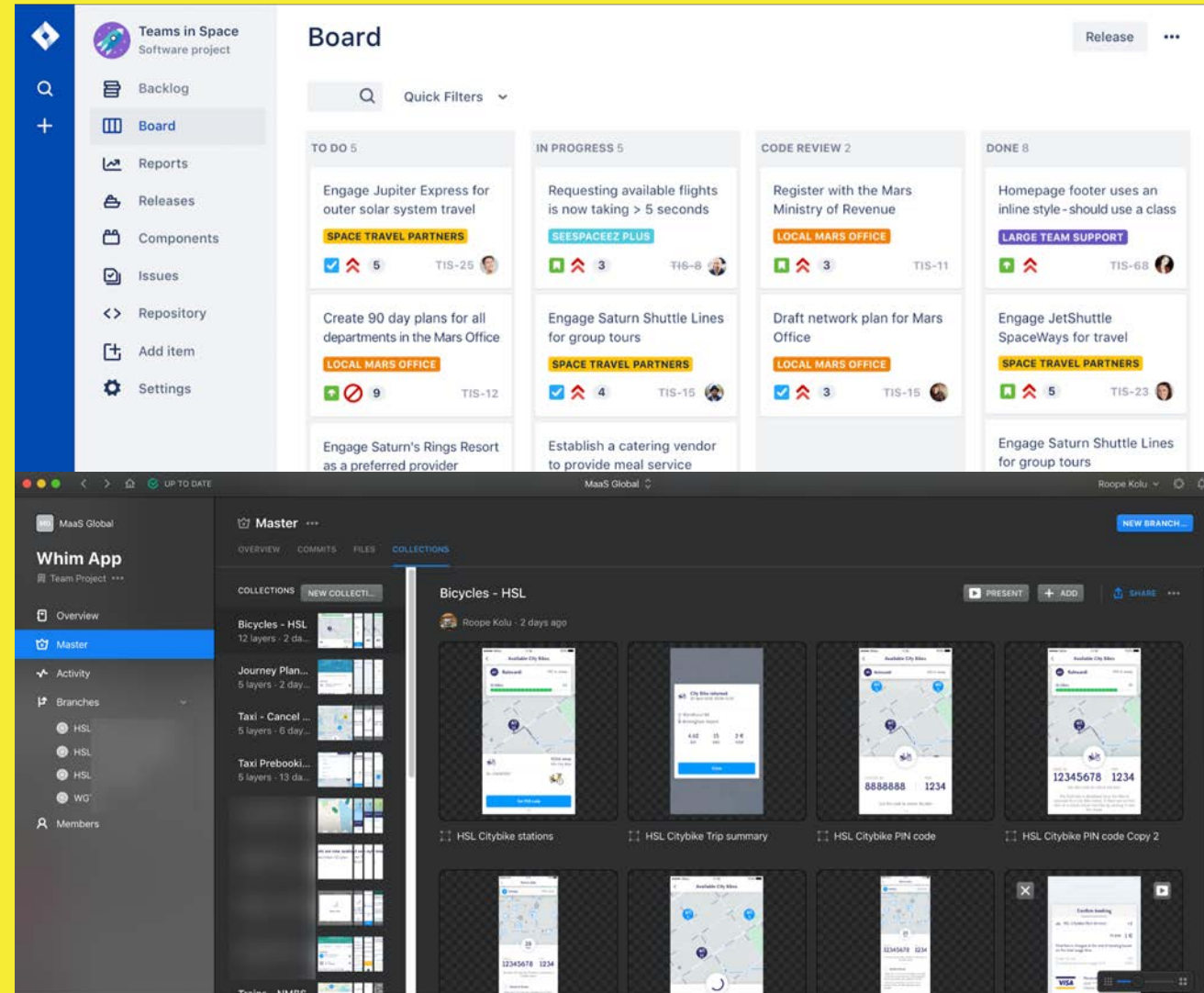
<https://projects.invisionapp.com/prototype/JP-IX-Three-cjq9oosjo00b2850118985cnj>



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**Thank you**

**whim.**