
CASE
STUDY

**AN END-TO-END SOLUTION
FOR VODAFONE: LAUNCHING
AND BRANDING MOTOXONE
TO AN UNTAPPED
MOTORCYCLE MARKET**

<epam>





CASE STUDY:

AN END-TO-END SOLUTION FOR VODAFONE: LAUNCHING AND BRANDING MOTOXONE TO AN UNTAPPED MOTORCYCLE MARKET

THE BACKGROUND: FINDXONE HELPS USERS “NEVER LOSE TRACK OF ANYTHING”

Vodafone’s GPS tracking service, findxone, enables users to keep tabs on personal items like bicycles, backpacks, and even pets with a tracking device that syncs with a mobile application, helping owners “never lose track of anything again.” The product was profitable in Italy and Germany, but Vodafone knew there was untapped potential for more specific markets.

THE CHALLENGE: DETERMINE THE RIGHT MARKET FOR A NEW XONE PRODUCT – THEN CREATE IT

Vodafone xone approached EPAM to research, design, and deliver a tracking device and connected application that would be more attractive to different users than the typical GPS consumer market already served by findxone. Existing xone research highlighted an opportunity with European moped users. EPAM tested the research by asking Italian moped drivers to document their experience using the findxone device over seven days. The results proved that a product like findxone would be perfect for the moped and motorcycle market, particularly because the European moped demographic is comprised primarily of young early adopters.

After collaborating with the xone team in the early stages of R&D, the EPAM team moved forward with the project to create a tracker and app with similar functionality to findxone, but with special considerations for motorcyclists. From the research phase, EPAM took a six-week agile approach to concurrently create a full-fledged app and physical device. EPAM’s industrial design and mechanical engineering team worked closely with Vodafone’s internal team, as well as a Chinese OEM hardware vendor, to redesign the tracker as a refined-yet-rugged device that is small enough to fit in the palm of the hand.



CASE STUDY:

AN END-TO-END SOLUTION FOR VODAFONE: LAUNCHING AND BRANDING MOTOXONE TO AN UNTAPPED MOTORCYCLE MARKET

THE SOLUTION: DEVELOP A XONE SPECIFICALLY FOR MOTORCYCLISTS

In the span of three months, EPAM managed the project from initial briefing and research to the development of a thoughtfully branded, fully functional product called motoxone. Based on research showing moped and motorcycle consumers were looking for effective tracking, a SOS function, and a simple value proposition from the product, the EPAM team followed a thorough process to develop the solution:

- Completed a two-day accelerated workshop to help xone understand the wants and needs of the target customer group through user and service mapping
- Created a lo-fi prototype of the application for testing and sketched visuals of the tracking device itself
- Explored user feedback by testing Italian, Spanish, and English motorcycle markets
- Developed the motoxone application and branded it appropriately from design to tone and voice
- Designed, prototyped, and assembled 120 unique, production-ready prototypes of the tracking device
 - Used various prototyping methods: FDM, Objet 3D Printing, CNC machining, SLA, silicone tooling, vacuum casting
- Detailed the product to exacting tolerances for enclosed electronics

RAPID IDEATION & VALIDATION

Over two days, the xone team worked collaboratively with EPAM to leverage user insights, assess the current value proposition, brainstorm ideas and make decisions on the future of findzone.



UI SKETCHES

Android templates were used during the workshop to allow the team to rapidly sketch out ideas as they were being discussed.

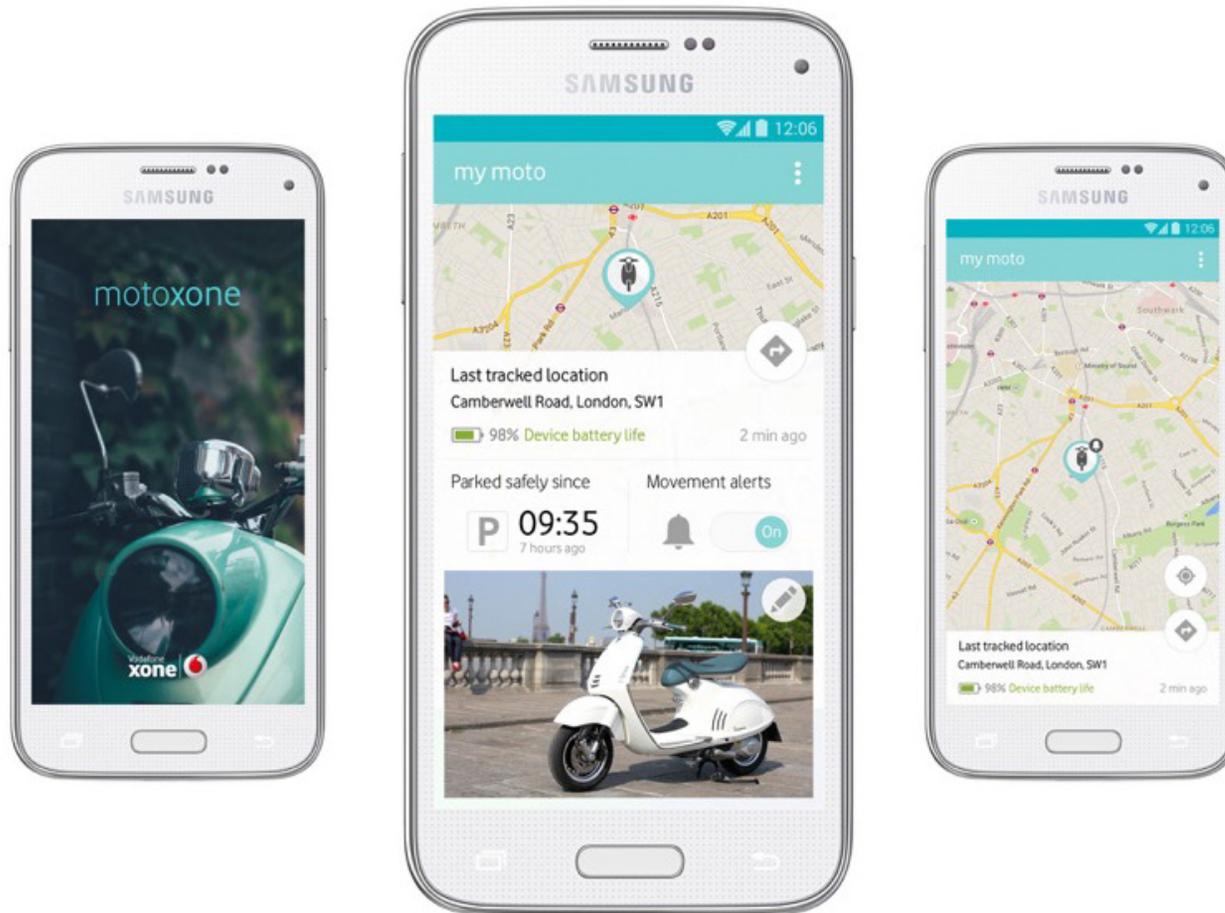


ITERATIVE DESIGN

The team used wall space to encourage collaborative and visual thinking.

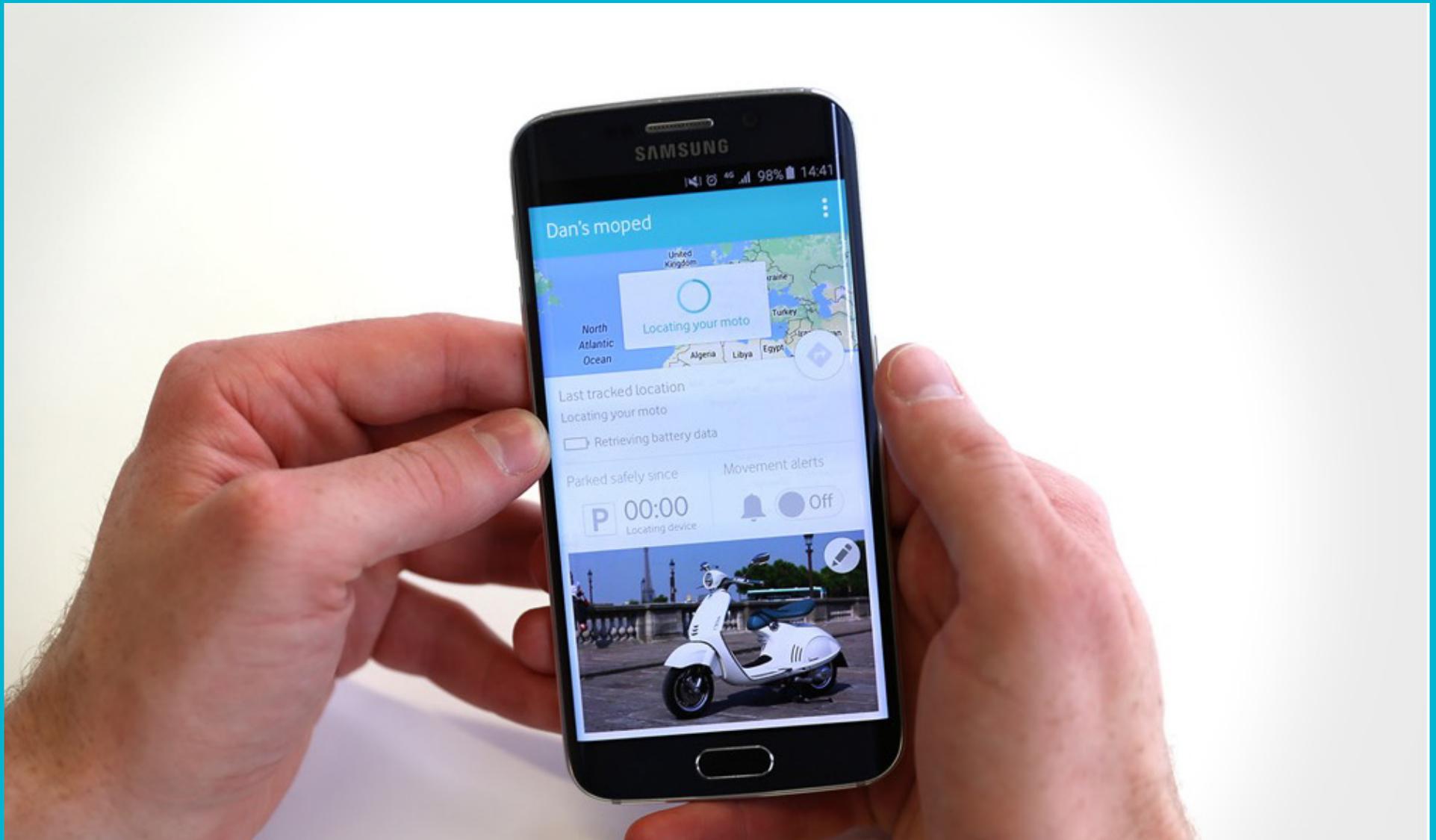


FINALIZING THE DESIGN OF MOTOXONE



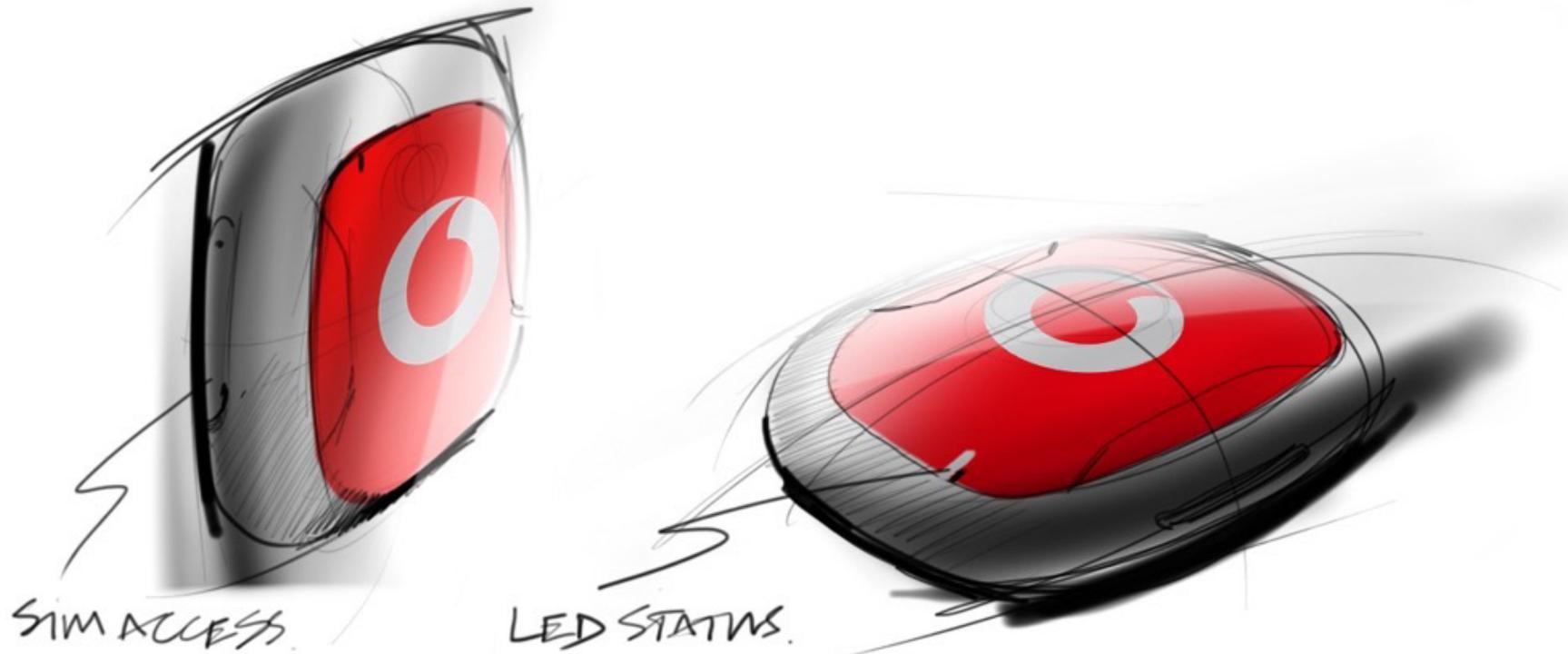
RAPID PROTOTYPING WITH INVISION

Interactive mockups allowed EPAM to quickly and easily test the functionality of the app during the design process.



DESIGNING THE TRACKER

Underlying factors such as ruggedness, ergonomics and internal electronics configuration were key drivers in the early conceptual product sketches.

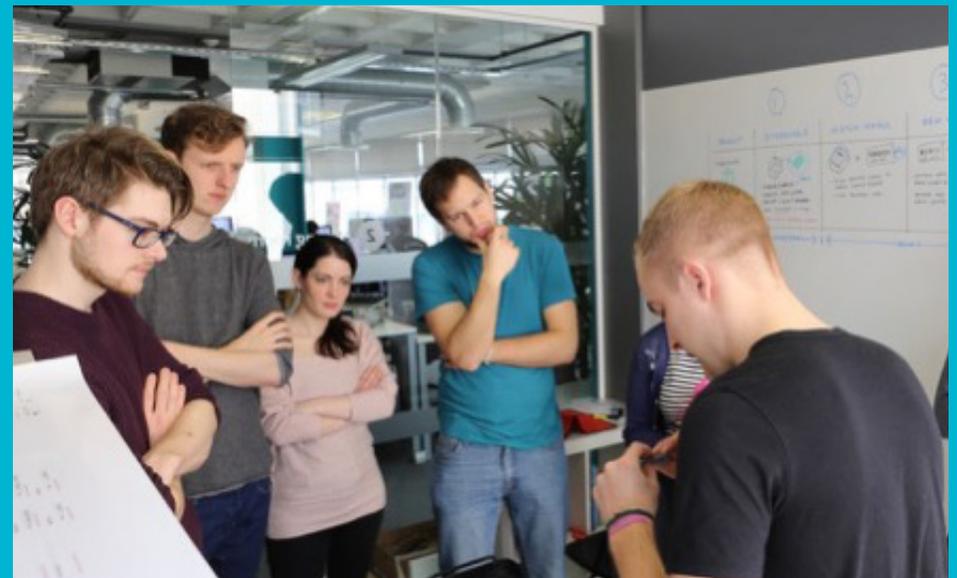
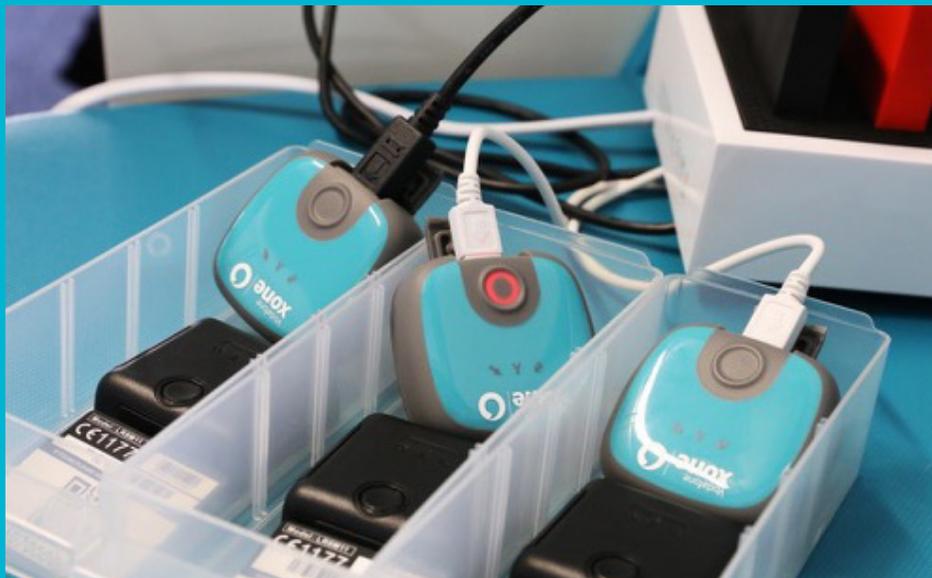


PROTOTYPING METHODS

Various prototyping methods were employed during the duration of the development phase ranging from our own in-house FDM (fused deposition modeling) process, Objet 3D printing (shown here), CNC machining, SLA (stereolithography), silicone tooling and vacuum casting.

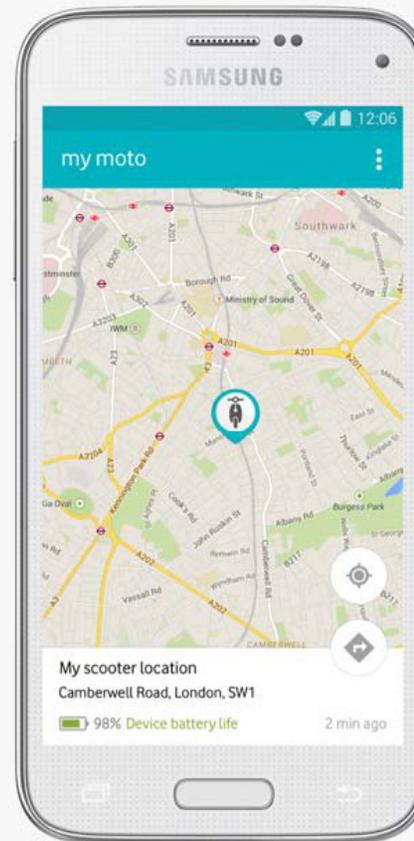


ASSEMBLING 120 WORKING PROTOTYPES



3 MONTHS, 120 WORKING PROTOTYPES, 1 NEW SERVICE

Throughout the project, EPAM followed Agile development best practices, relying on a cross-functional team of strategists, analysts, visual designers, industrial designers, engineers, and service design experts for rapid ideation, market research, and prototyping. As a single entity, EPAM oversaw all aspects of product design and delivery, reflecting its versatility in creating end-to-end solutions.



QUESTIONS?
CONTACT US AT
SALES@EPAM.COM

 For more information,
PLEASE VISIT EPAM.COM

41 University Drive, Suite 202,
Newtown, PA 18940 USA
P: +1 267 759 9000 | F: +1 267 759 8989

© 1993-2016 EPAM. All Rights Reserved.



CASE STUDY:

AN END-TO-END SOLUTION FOR VODAFONE: LAUNCHING AND BRANDING MOTOXONE TO AN UNTAPPED MOTORCYCLE MARKET

THE RESULT: MOTOXONE BRINGS VODAFONE XONE TECHNOLOGY TO A NEW AUDIENCE

Three months and 120 working prototypes later, Vodafone xone selected the go-to-market version of the motoxone tracking device. This version features a high-gloss polycarbonate case and pebble-like shape inspired by the moped's form.

The project expertly met the following objectives for the Vodafone xone brand:

- Delivered xone technology to a new market of consumers
- Rebranded existing findxone brand to motoxone in order to move the technology into the motorcycle market
- Created a comprehensive brand toolkit to support motoxone
- Provided users with the ideal set of features within the motoxone app
- Emphasized ruggedness, ergonomics, and internal electronics to fit with the xone brand

With the motoxone project successfully completed and delivered, EPAM continues to partner with Vodafone on other wide-ranging business initiatives. For more information on our work with Vodafone and capabilities in cross-functional product development, please contact us today!