

Advisory Report | Partout CBR

By Sakura Creative

- Advisory Report | Partout CBR..... 1
 - Executive Summary..... 2
 - App Overview 2
 - Key Features and Implementations 3
 - Recommendations for Implementation 4
 - Conclusion..... 5

Executive Summary

This advisory report presents the implementation plan for a study app designed to reduce anxiety among driving students and improve their passing rates. Developed by our team, this app offers interactive features to enhance theoretical and practical driving preparation. Figma has been the tool used to design user-friendly interactive prototypes. The following recommendations outline how Partout can effectively use and implement the app.

App Overview

The app aims to:

Reduce anxiety through features like daily tips, learning with AR and progress tracking.

Improve passing rates by providing quizzes, instructional guides, and instructor's virtual control.

Foster engagement through gamification and tailored learning pathways.

Key Features and Implementations

- **Interactive theory/practice lessons**

Functionality: Preparation for the theoretical exam through quizzes and explanations.

Implementation: Integrate dynamic visuals to keep the user engaged in the lesson and at the end of it have a Quiz/True or False questions to test if the student has memorized key information.

- **AR car parts learning**

Functionality: Using augmented reality by displaying the car in front of you with your phone and being able to explore and learn different car parts and their functions.

Implementation: Collaborate with companies/teams that could develop an interactive car model that would have clickable and zoomable parts.

- **Progress Tracking and Insights**

Functionality: Progress tracking, performance analysis, and areas for improvement features that can be accessed from instructor's screen.

Implementation: Have instructors fill in feedback and students' progress to provide personalized recommendations and clear expectations.

- **App availability**

Functionality: The instructors' and students' view of the app are connected for easy access to the progress a student makes and direct online feedback.

Implementation: Partner with driving schools so that they can purchase the app for their instructors. Students will receive the app for free from their driving school. This would help students prepare better; Instructors to have direct access to their progress and results; Improve the passing rates and boost the reputation of the driving school, thus making it more successful.

- **User-Centric Design**

Functionality: Intuitive navigation, visually engaging elements and easy access to key features.

Implementation: Finalize the app's Figma prototype and proceed with development based on usability testing feedback.

Recommendations for Implementation

Collaborate with Key Stakeholders

Engage with driving schools, driving exam boards, and CBR itself to validate and enhance the app's content.

Pilot Launch and Feedback Loop

Conduct a pilot program with selected driving schools in the Netherlands to gather user feedback and refine the app before a full-scale launch.

Marketing and Adoption Strategy

Highlight benefits like anxiety reduction and higher passing rates.

Use testimonials, social media campaigns, and partnerships with educational platforms.

Ongoing Updates and Maintenance

Ensure the app evolves with updated driving regulations, user feedback, and technological advancements.

Conclusion

By implementing the above recommendations, the company can effectively adopt the driving study app to address the challenges of driving anxiety and low passing rates.

Our Figma prototype serves as a starting foundation, and the app's innovative approach can make a measurable impact on driving education in the Netherlands.

Prepared by: Sakura Creative

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