

PIER X7

Car registration in Africa



Our goal

- + Mussa's story
- + Other problems
- + Our solution





2 aspects

→ **Technological**

Create a user centric and simple solution,
that can be integrated with other systems

→ **Social/Human**

Ensure that our users know about the
solution, use it and adopt it.



Technological solution

- Online application
- Chatbot



Online Application

Mussa
ID : 9557059

My Plates Transfare Register Payments

My License Plates

Plate Number	Origin Country
IT43168012	Guine Bissau
EE22130812	Guine Bissau

Database

#	Plate Number	Owner ID	Debt	Origin Country	#	VIN	Make	Model	Model Year	Color	Cap	Engine num	Chassis num	Plate ID
1	IT43168012	9557059	0	Guine Bissau	1	OPK651G5GULBP559	KIA	Sepia	2000	White	5	B5-DE	KNM4BX13H4GE485075	IT43168012
2	EE22130812	9557059	20	Guine Bissau	2	9WRC2HJ46JLCC21860	BMW	320	1995	Black	2	M57D30	WBAF43076953622007	EE22130812
3	AA1268E				3	FD3TCTC0766GGJAL5Z0	SEAT	Léon	2005					
4	RC3322AA				4	2T70R9K192M9L6L	VW	Polo II	1993					
5	RC3321FF				5	QVAD8B1FTKX05H9K								
6					6	WPH3K3FF8P62N5E								

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Mussa

ID : 9557059

My Plates Transfare Register Payments

Payments

Select the licence plate number

EE22130812
IT43168012
EE22130812

Tickets:

20

Pay !

Insurarse Expire Date :

2020

Renew !

Technical test Expire Date :

2025

Book a visit !!!

Mussa

ID : 9557059

My Plates Transfare Register Payments

Sell a car

Select the licence plate number

Buyer ID

Generate a
transfer code

TransferCode
000000

Buy a car

Mussa

ID : 9557059

My Plates Transfare Register Payments

Unregistered VCs

#	Details	Transfer Code

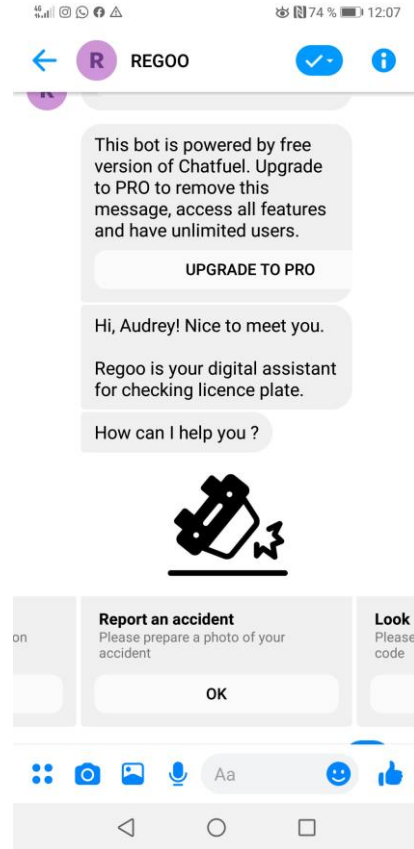
Use Car Details

Only The Plate Number

Plate Number

Origin Country

Chatbot



Social/Human dimension

- **Stakeholders management:** defining the key messages for the key players to ensure the creation and the implementation of the solution
- **Change management:** to ensure that our users know about the solution, use it and adopt it



Our change approach

Awareness: I know there is a need to change

Desire: I want to change

Knowledge: I know how to change

Ability: I have the means to change

Reinforcement: I am encouraged after the change



Communication based on the ADKAR model

Awareness and
Desire

Communication campaign

Knowledge and
Ability

Chatbot, video tutorial

A

D

K

A

R

Reinforcement

A reward system?





Thank you for your attention!

Any feedback or question?