

Improving CBR's Driving Exam Passing Rate

Background and Research Insights

1. Survey Findings:

- Students really want more practice exams—they feel unprepared without them.
- Those who spent more time and money on lessons tended to pass faster.
- Anxiety and lack of preparation were the biggest hurdles for most students.

2. Who We're Targeting:

- **Demographics:** Young people aged 18-25 who are on a budget and lead busy lives.
- **Needs:** Affordable resources, simple step-by-step guidance, and an easy-to-use platform for everything.
- **Struggles:** Lessons are pricey, anxiety is high, and finding the right info is a pain.

3. What CBR Wants:

- Be seen as a helpful partner for young drivers.
- Reduce the number of failed exams by giving better support.
- Use digital tools to connect with and engage more students.

4. Market Takeaways:

- **Challenges:** There are delays, digital transformation is tricky, and the aging population has unique needs.
- **Opportunities:** Digital services can grow, and partnerships with driving schools could be a win-win.

Concept Overview

Our brainstorming sessions were super productive. We jotted down ideas, debated them, and came up with these cool features:

- **Gamification:** Think Duolingo for driving! Fun, interactive learning for both theory and practical situations.
- **Progress Tracking:** A personalized dashboard where students can see what they've done, their upcoming tests, and how ready they are.
- **Community Forums:** A space for students, instructors, and experienced drivers to share tips and stories.
- **Lesson Feedback:** A tool for instructors to give detailed feedback, track progress, and suggest helpful resources.
- **Podcasts:** Short audio clips featuring driving tips, real-life scenarios, and relatable stories from students.
- **Videos:** A TikTok-style feed of short, engaging clips from instructors. They'll explain real-world driving situations, making it easier for students to learn in a fun and practical way.

We presented these ideas to the stakeholders, and they gave us some solid feedback. They loved the video concept and suggested focusing on the customer journey—especially since students can't always access a laptop when they're on the go. Mobile-first is the way to go!

So, we're planning a mobile-first website (easy to build with HTML and CSS) and maybe turning it into a Progressive Web App (PWA) so students can install it on their phones.

Features

- **Design:** Stick to CBR's iconic blue, white, and orange, but give it a fresh, student-friendly look.
- **Easy Navigation:** Keep everything simple and straightforward. No confusion here!
- **Videos:** Add a scrolling video feed with instructor clips, like TikTok, but for driving tips.
- **Info at Your Fingertips:** Clear, concise resources students can quickly access.