

Transcript

October 31, 2024, 9:31AM

J **Josif** 0:05

Yeah. OK.

Yeah. So what?

We came up so far, we had a bit of a difficulty with.

With the concepts, because there's already a lot of stuff done, but we we we made a few things.

Yeah, we we set a few concepts that we discussed a bit with teachers and ask people around.

So our current idea goes something along the lines of something along the lines of private.

Private assistant in the form of a web application on app a website.

That functions with things like answering your questions, tracking your progress.

Giving you points to improve in your driving in the form of weekly challenges.

Putting like little leaderboards.

Also we, we spoke with a driving instructor and yeah, he told us that.

He thinks it's gonna really help if we put into the platform video materials from from instructors online on YouTube like.

There are a lot of, yeah, just additional lessons, apparently.

And he said that in his experience, this helped the the drivers a lot.

But with passing the practical exam.

J **Jurian Rokven // Partout d.n.a.** 1:41

Mm hmm.

J **Josif** 1:42

That's all apart from the theory.

He just said that in his opinion, they're very.

Yeah. Helpful.

And yeah, a few other ideas that we have is.

The instructor being able to access the app so they can also track the progress.

There's already a similar app.

It was called like plan go if not mistaken, but this is just a bit different.

Also better.

That's what we're trying to do.

So so setting milestones.

To just encourage proactiveness and.

Also, of course, even though the idea was, I'm not sure if you made it exactly, but there was this app with information about the driving schools with like ratings.

Map and everything but just put it all in once and just give as much.

Additional resources and for the AI assistance just on the on the back end side of things, we're planning to use.

Yeah, add AI powered by open AI by ChatGPT to just train it in a way that it fits their overall instructor.

J **Jurian Rokven // Partout d.n.a.** 3:00

Mm hmm.

J **Josif** 3:00

And.

Yeah, just from what you heard so far, what's your opinion on it about those features, about the usability of that? The concept as a whole?

J **Jurian Rokven // Partout d.n.a.** 3:11

I think there are a lot of small ideas and I think that like a perfect private assistant during your driving journey is pretty nice idea, especially from a brand perspective from CBR that really wants to be a guide you know.

I do sense a lot of small concepts and I'm hoping you guys that's good.

That could be good in a in an app, but I want you to focus on.

Maybe a few things that you really work that out well.

And.

Maybe showing your advice or showing your app that there is a button for something but don't work those out quite yet. 'cause if you try to do everything.

You won't do anything, right?

So first decide which things, which things are the right things to make, and then make them right.

J Josif 4:16

If we send you because you already have experience with working with CVR, if after the meeting we send you like a list of all the features, could you just like give us a check or just your personal out of your experience or opinion? What do you think would?

Be useful just so we get your feedback.

Too, because.

J Jurian Rokven // Partout d.n.a. 4:38

I can.

I can do that right now, 'cause, where I saw the thing that would be the most interesting. And that's especially because you've interviewed driving instructor.

So that that provides a lot of valuable information, right?

And the videos on YouTube could be a very cool thing.

To create an app for maybe not embed the videos from YouTube, but kind of create a content platform for tips.

That people can send in.

And maybe that can come from driving instructors, but maybe it could come from students as well.

Or CBR that you could create something like that and the other things I've found very interesting was.

The the part where driving instructors can also log in as an instructor and kind of create.

Like Dozier, with the driving student, where they can maybe assess each lesson.

See, like you did things right here and you did things.

That's right here.

And then the student can take those tips with with him or her to do some more about theory, or see some videos about it.

So it can be kind of an, yeah, kind of an exchange, not just in the driving lessons, but also.

While the student is not.

In her lessons, but wants to wants to do the next lesson better.

J **Josif** 6:17
Yep.

J **Jurian Rokven // Partout d.n.a.** 6:17
She have to remember a driving lessons.
They were expensive at my time.
I only I think they only.
Became more expensive.

So you kinda wanna put everything into a lesson, and maybe if there's a a A teaching tool that can help outside of the lessons, which is free because CBR is providing it, that can give a lot of value to also get more value out of those driving less.

J **Josif** 6:52
Alright, but overall the idea for.
Yeah, an application sounds good to you as a concept.
The base of the.

J **Jurian Rokven // Partout d.n.a.** 7:02
Yeah, yeah, it could definitely be nice.
The the thing that I.
AM.

Exactly. Worried about but an an app is kind of an easy thing to have as a concept, and I'm talking for you as a student, right?

The first thing you go to is an app.

Because apps are everywhere.

Apps are, but it's kind of on the nose, so you really have to create an insight like we want to do this and an app is the best way to do this. Instead of we want to create an app and the app could do these things.

You see the the thought switch you have there. I kinda wanted the concept to be more like OK.

This is the problem that we saw.

The problem that that we got back as feedback from driving instructors and students.

To solve that problem, this would be great to do this.

This is the kind of interaction we want to create, or this is kind of lessons we want to give or this is the goal we want to create.

And for that, we need to make an app is the best idea to make it?

Cause yeah it.

It's kind of a. It's for one thing, it's on the nose, right? An app.

Just trying creating an app but also an app is pretty.

Hard to get people to install an app.

I think you know how many apps there are in the world and if you look on your mobile phone, there's not a lot of apps you've installed and use on a weekly, daily basis.

I think it's the social media like Tiktok, Snapchat, maybe Instagram and a few production apps, productivity apps or some some kind of things.

And that's it, right?

So why would the app from CBR, which is?

The government thing.

Why would it be interesting enough for students and for driver instructors to download it and use it on a weekly basis?

You really have to think about that to get a a good concept and think about for yourself, OK, if there was such a thing where I could do this, would it be enough for me to take 5 minutes of my time to download this app?

Create an login and do I have to do this with day?

Everything that comes with it, you know.

J Josif 9:37

Yeah, I I think that's a good point that you mentioned because it it's also the developing part is very time consuming, hard to.

Make it good to make it well.

And maybe if we we just try to implement all the concepts in the most simple, practical way. And yeah, when you mentioned it, I I even now think that.

If it has to be something like an app, it's gonna be better to be a website because people don't have to download anything. They can just put in the URL from any device and go in it.

I'm not saying that it has to be a website, but now when you said that even website sounds way better than an app, just easier to get people to it.

J **Jurian Rokven // Partout d.n.a.** 10:22

It might.

It could be.

I know we usually make we're working on a web application right now and that's going to be an app eventually.

But first, it's going to be an A web application on on a browser.

The and when you want to do a native app, you really have to think about, OK.

What are the pros that a native app has that browser like like web applications don't have one thing that is very obvious into, of course is the notifications.

Imagine that if you have a driver's license and right after that you get a notification like your of your driver instructor gave you some tips and you can go to that and then you can Start learning.

You know, that could be a really great way to get some flow.

Into an app and really try to create.

A feedback loop that makes people.

Use an app.

So there could be.

I'm not saying that an app is not a good choice.

I'm saying, like really be specific about why you want to use an app and how that would be better than other things.

J **Josif** 11:50

Yeah, I I I I got it.

I I do think it makes a lot of sense. Yep.

And do you have any?

Yeah. Well, on the side, I wanted to ask.

Do you have any like specific requirements or just anything specific for the project or the product or?

It's more like you're open to anything.

J **Jurian Rokven // Partout d.n.a.** 12:14

Yeah, I'm open to anything.

Just just treat me as as the client CBR and try to get me really excited about your idea.

J Josif 12:23

Alright. And since we we really wanna whatever we make, we really wanna make it also look good and look in the in the same style as how everything of CBR looks.

Which is, from what I saw, it's basically that blue white.

Kind of yellow orange.

Style.

Since you worked with them, do you have?

Like some sort of brand guide or yes, something we can follow or we we could also just go into their website and just analyze what they have and try to replicate it as close as possible.

Or yeah, if you have any materials, anything.

J Jurian Rokven // Partout d.n.a. 13:05

Yeah, we were.

We're working on the brand guides with CBI right now and the new brand guide.

So we don't have it available yet.

What I would do is we can look at the the core.

Brands elements of CBR like the logo, you have some colors.

And from that I want you to try to maybe just **** ** away with a new visual style that really suits CBR, but also really suits.

As students, I think it could be a great chance to show off your design skills and really show like this is the direction we think CBR should head into, you know.

J Josif 13:54

But you're basically changing the current style by the new brand.

J Jurian Rokven // Partout d.n.a. 14:00

We are, but we are.

But the logo is not gonna change.

At least not by a lot.

It's a really recognizable thing. The brand color will be the same, but it's just different photography. Different, maybe different text style.

Fonts, things like that.

Iconography.

So but but with these.

Institutions like biggest CBRS it takes ages to get.

Brand guide going so maybe be the speed boat here and just really give.

Just say, like, yeah, give me advice.

Just show me like we are students.

We are young people. We think CBR should look like this.

J **Josif** 14:51

Yeah, maybe if if we make something good enough you you're gonna like it.

And you could reiterate on it, make it better.

Or yeah, but as long as the colors remain the same and the logo is the same, then yeah, we're just gonna go for it.

J **Jurian Rokven // Partout d.n.a.** 15:06

Yeah, yeah. And and the the colors that we have like the blue, the, the orange, the white, those are just like the the primary colors.

And maybe there's a whole set of secondary colors that really make it pop. Really show some diversity.

And that could be really great for your brand.

So don't be too shy to really show off.

J **Josif** 15:35

OK. Yep.

J **Jurian Rokven // Partout d.n.a.** 15:36

Won't be conservative CB Rs Conservative enough?

We want to get rid of the conservativeness.

J **Josif** 15:42

Yeah. Yeah. OK, wait, we'll try.

We'll try to this creative and innovative as possible to to do something new.

It's just that, yeah, from what we're talking about is that it's a bit. Yeah, it's an institution. It already has a lot of things done.

You've worked with them.

There's also OPS related to it.

So it's just a bit hard to come up with things that don't already exist, but.

J **Jurian Rokven // Partout d.n.a.** 16:10

They just look at what I do is I look at other apps.

I I I'm a total cheat in that regard.

I really look at, OK.

What do I think is really cool?

Really innovative at the moment.

And I try to see for myself as and create a translation from. OK, how could these cool things that I see in the world? How could I bring that into brand CBR?

And if you do that, then you can you create something totally new.

Really innovative, but it's still very much CBR and I'm think.

ING to see that.

J **Josif** 16:51

We'll try our best for sure.

J **Jurian Rokven // Partout d.n.a.** 16:53

Quit.

J **Josif** 16:55

Yeah. And I think so far so.

Going faster.

The list the because the the driving instructor when we said about the AI part the chat bot, he wasn't really optimistic about this.

J **Jurian Rokven // Partout d.n.a.** 17:12

Yeah.

J **Josif** 17:12

He didn't really like, but it was more that when he heard the word AI, he instantly the first question he asked how am I gonna be replaced?

Are you trying to replace him?

So I I don't know if we should take that.

Really deep, but.

From all the things that we mentioned, there wasn't something that you didn't particularly like or think that it won't work.

J **Jurian Rokven // Partout d.n.a.** 17:36

I I think the the portal of the the communication between driver instructors and and students is really interesting and I think the video.

Like the content creation of like.

Your, your instructor or other instructor.

Cbr or other students just seeing that?

It's really I think it's really cool in a new way.

Could be really cool in a new way.

J **Josif** 18:09

Yeah, I think.

So far that's been I wanted to clear if any of my team members have any questions or something to add.

OK, no.

J **Jurian Rokven // Partout d.n.a.** 18:23

OK, great.

J **Josif** 18:24

Yeah, well, yeah.

J **Jurian Rokven // Partout d.n.a.** 18:28

Yeah, good luck I would.

I would add like this, this can be a really cool project for you for your portfolio and I'm giving you like an opportunity to create something really new and cool.

And often I see I do.

A lot of internships, you know, I see a lot of portfolios. I always see the same kind of things in portfolios and also always a bit.

Nowadays it's a bit like.

A bit easy or a bit.

Conservative, you know, is a bit like in the in the in the box. Retry to on the design

point of view and maybe on development point of view really step outside of the box and really create something massively cool that you're really proud of so that this can.

Be into your can become a project in your portfolio and get a great internship as well because these things are really important for like.

People like me, who who? Hire interns.

J **Josif** 19:33

Yeah, I think it's gonna be a very good project if it turns out well, that's yeah. One of the reasons we picked it without it's gonna be a very good opportunity. For our future.

J **Jurian Rokven // Partout d.n.a.** 19:44

Yeah, yeah, good.

J **Josif** 19:45

Work.

J **Jurian Rokven // Partout d.n.a.** 19:47

OK, cool. So I wish you all the best. All the luck. Work hard and I'll see you next time.

J **Josif** 19:57

Thank you.

Thank you for the time and answering our questions. Just everything, OK.

J **Jurian Rokven // Partout d.n.a.** 20:01

People.

J **Josif** 20:03

Thank you and bye bye bye.

J **Jurian Rokven // Partout d.n.a.** 20:06

Bye bye.

- **Latour, Pepijn P.** stopped transcription