



DASH.

LAUNCH
STRATEGY .

ABOUT DASH .

Everyday there are over 600 reported vehicle accidents, yet only 27% of drivers in the UK use dashcams. Research indicates 72% of people believe a dashcam would be beneficial. My product – Dash, a smartphone-based dashcam and black box recorder – gives customers the benefits of a dashcam without the need for new hardware, making it more accessible to wider audiences and saving them money.

Dash aims to encourage better driving as studies show people drive in a safer manner when they know their journeys are being recorded.



PRICING .

SUBSCRIPTION BASED .

	BASIC	ADVANCED	PREMIUM
Dash Cam	●	●	●
Cloud Storage	●	●	Custom
Insurance Offers	●	●	●
Black Box		●	●
Driving Review		7 days	30 days
Free Dash Button		●	●
Free Phone Mount			●
Multi-Device			●

The subscription model provides three tiers for users to choose from, each offering unique features. The model is designed to funnel people towards the advanced plan.

Each new user will have access to a 30 day are trial. This allows enough time to test the app and see how it works for them. It will give access to the features in the premium plan to give an idea of the full features available. At the end of the trial users will not be signed up to any subscription plan automatically and Dash will not collect payment details to make use f the trial month.

BASIC.
£4.99pm

ADVANCED.
£11.99pm

PREMIUM.
£16.99pm

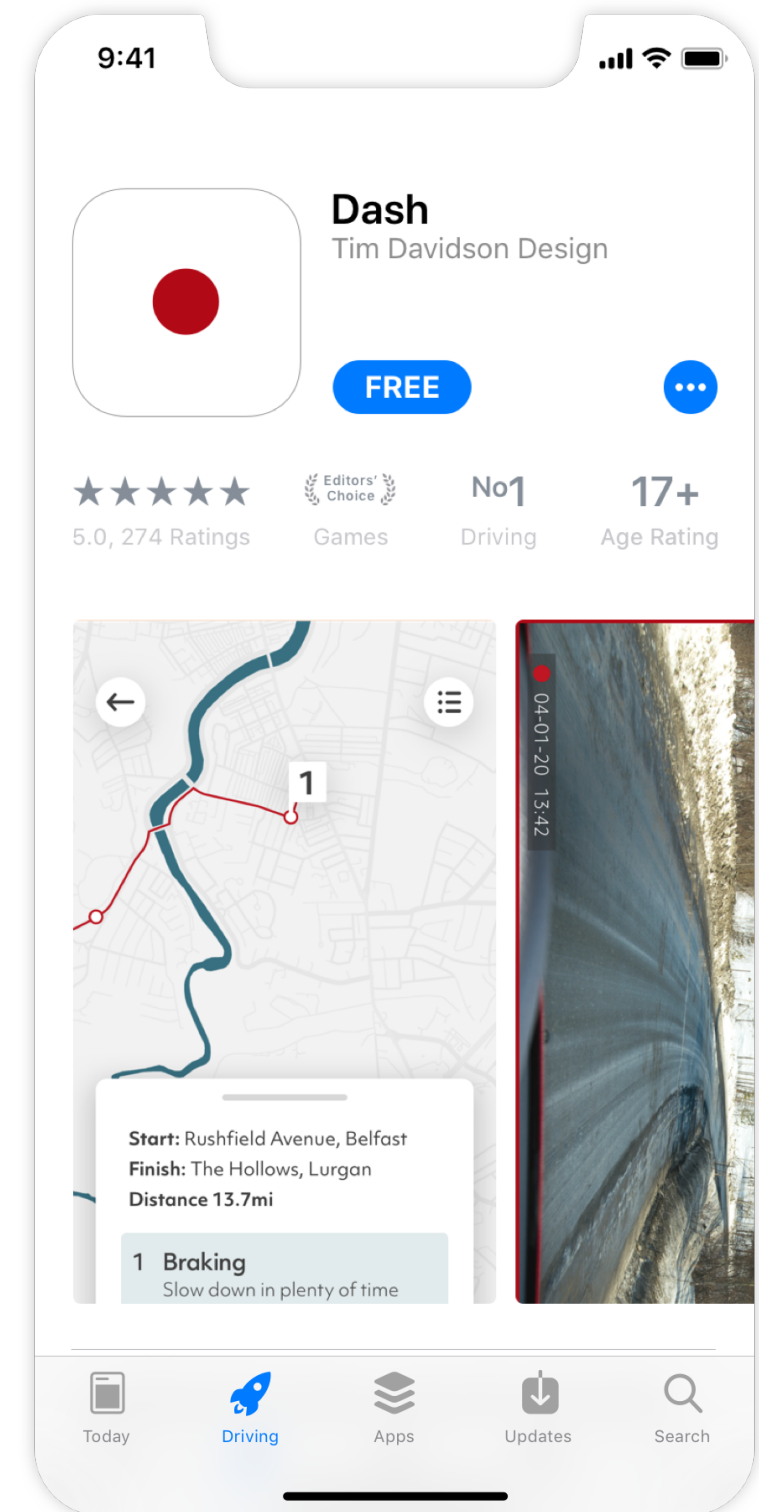
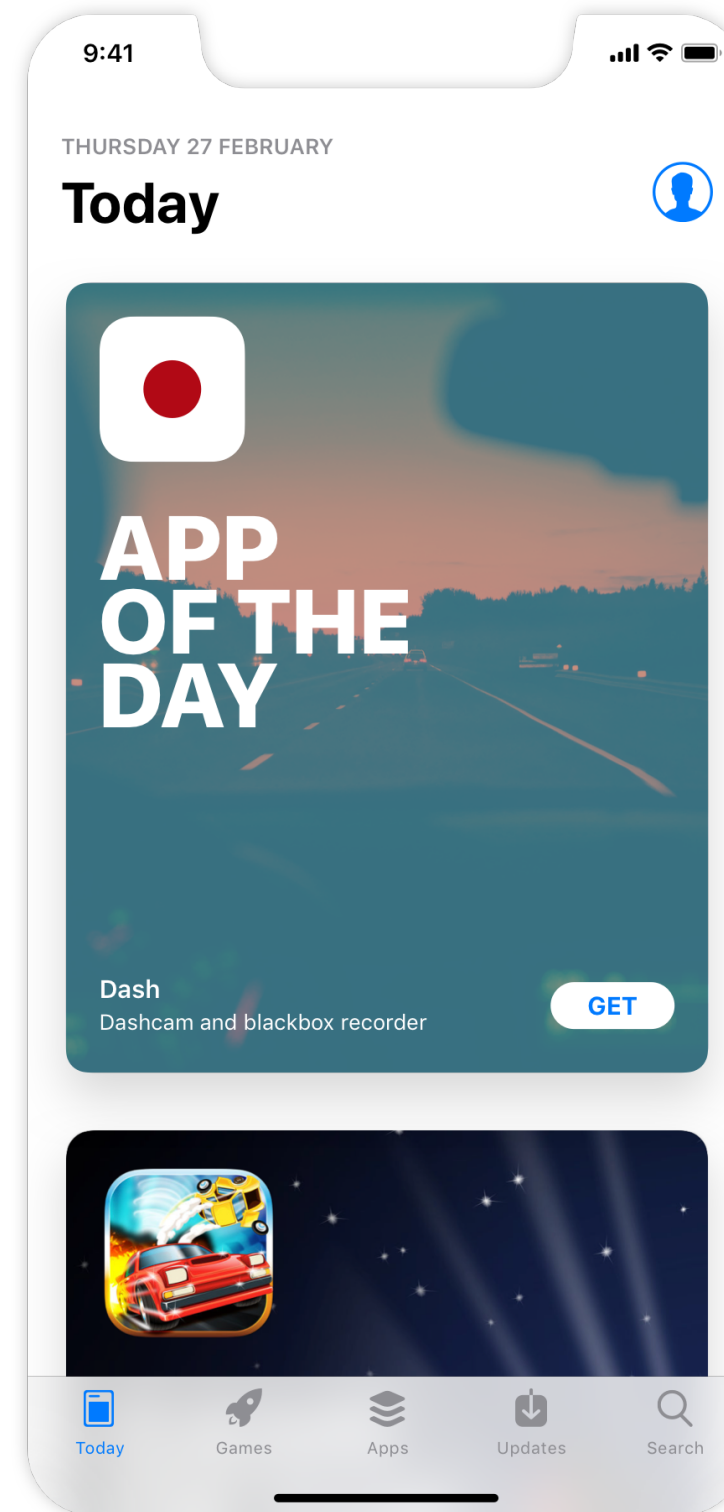


APP STORES .

Due to the nature of Dash, it will feature on app stored for smart phones. This is a great opportunity to push the app to a wide audience if featured on the homepage of the store.

The app will be free to download due to it's subscription-based model.

Here we can see how the pages for Dash may look if developed and accepted onto the iOS App Store





SOCIAL .

The Dash website will give users an idea of what the app is and its capabilities. It will help to initially spread the word about the brand to users.

The website will provide a single location for which to drove users to from other digital channels. This will tramline all users to one single source of truth regarding Dash. From the site users can explore the pricing and links to download the app to their own devices.

dash-app.io



A NEW INNOVATIVE DASH-CAM APP FOR SMART PHONES INCLUDING BLACK BOX FEATURES AND A WIRELESS RECORD BUTTON .

The majority of people have a mobile device mounted in their car whilst they drive so why not make use of the camera on the device. Through an app, the user will be able to use their device as a dash-cam and record a buffered recording that can detect hard impacts or be triggered manually by the user through a wireless button placed in the vehicle.

The footage would be uploaded directly to cloud storage when an impact or accident has been triggered to avoid losing evidence where the device becomes compromised.

On top of recording footage, the device would act similar to that of a black box in recording data such as speed, location, force of impact. This could help reduce insurance premiums for young drivers as well as take away the need for a black box being fitted to the car.



in 2018 over 220,000 reported accidents in vehicles



only 27% of drivers have a dash cam

Research indicates 72% of people believe that a dashcam would be beneficial. Dash hopes to bridge the awareness gap that currently exists across different audiences. Being device based, this product makes dashcams more accessible to users. It aims to encourage better driving as studies have shown that people drive in a safer manner when they know they are on camera. This can result in lower insurance premiums especially for young drivers who often struggle to find reasonably priced insurance particularly after being involved in an accident hence the black box features.

USER GROUPS .

The two user groups focused on are young drivers aged between 17-24, and everyday drivers who travel regularly, commuting to and from work. I have feedback from both groups through initial surveys, posted across relevant channels, giving me further understanding around dashcams and insurance. From these surveys, a number of users expressed interest in further interviews and testing



JENNIFER HIGGINS

20 YEARS OLD

"I want to lower the cost of my insurance but the only way is to be on my parents insurance"

Currently studying at university and travels in each day for her course. She has been involved in an accident after one year of driving which has caused her insurance costs to increase. She is now on her parents insurance to try and reduce this cost.

GOALS

- Wants:
- Would minimum



LEWIS

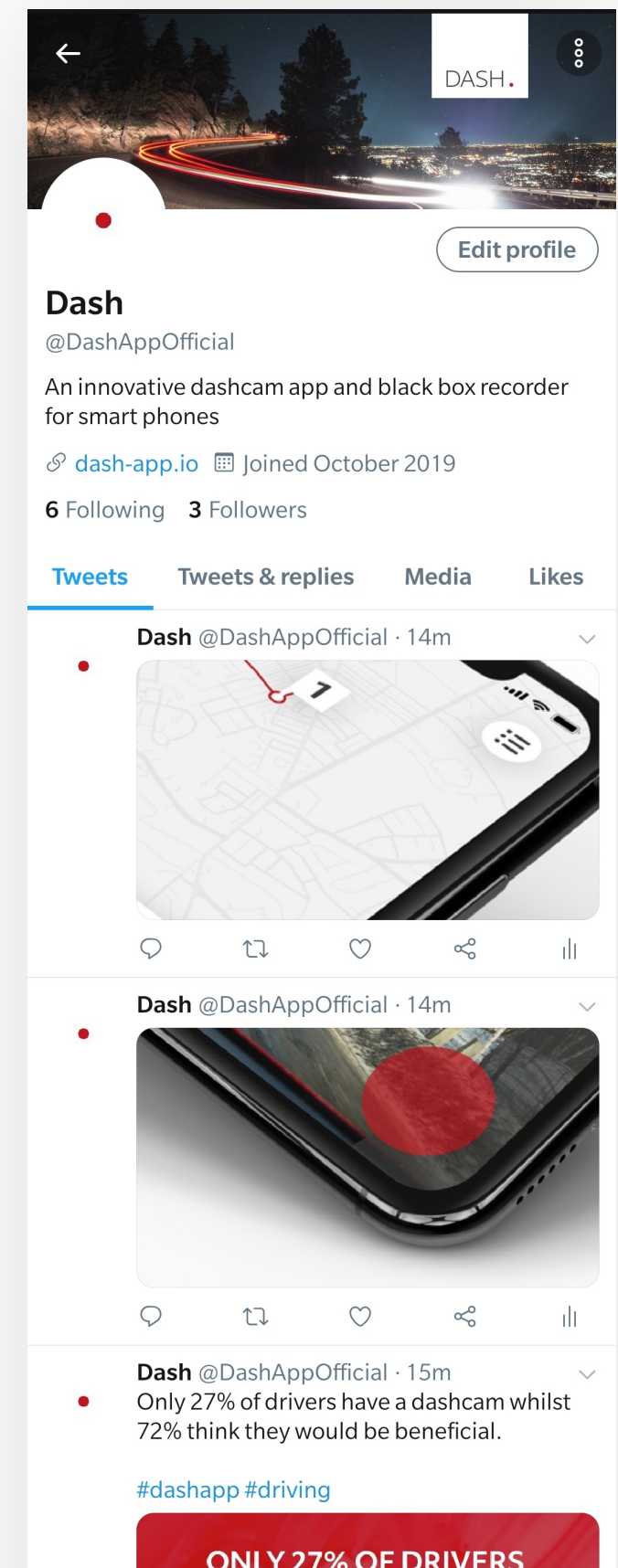
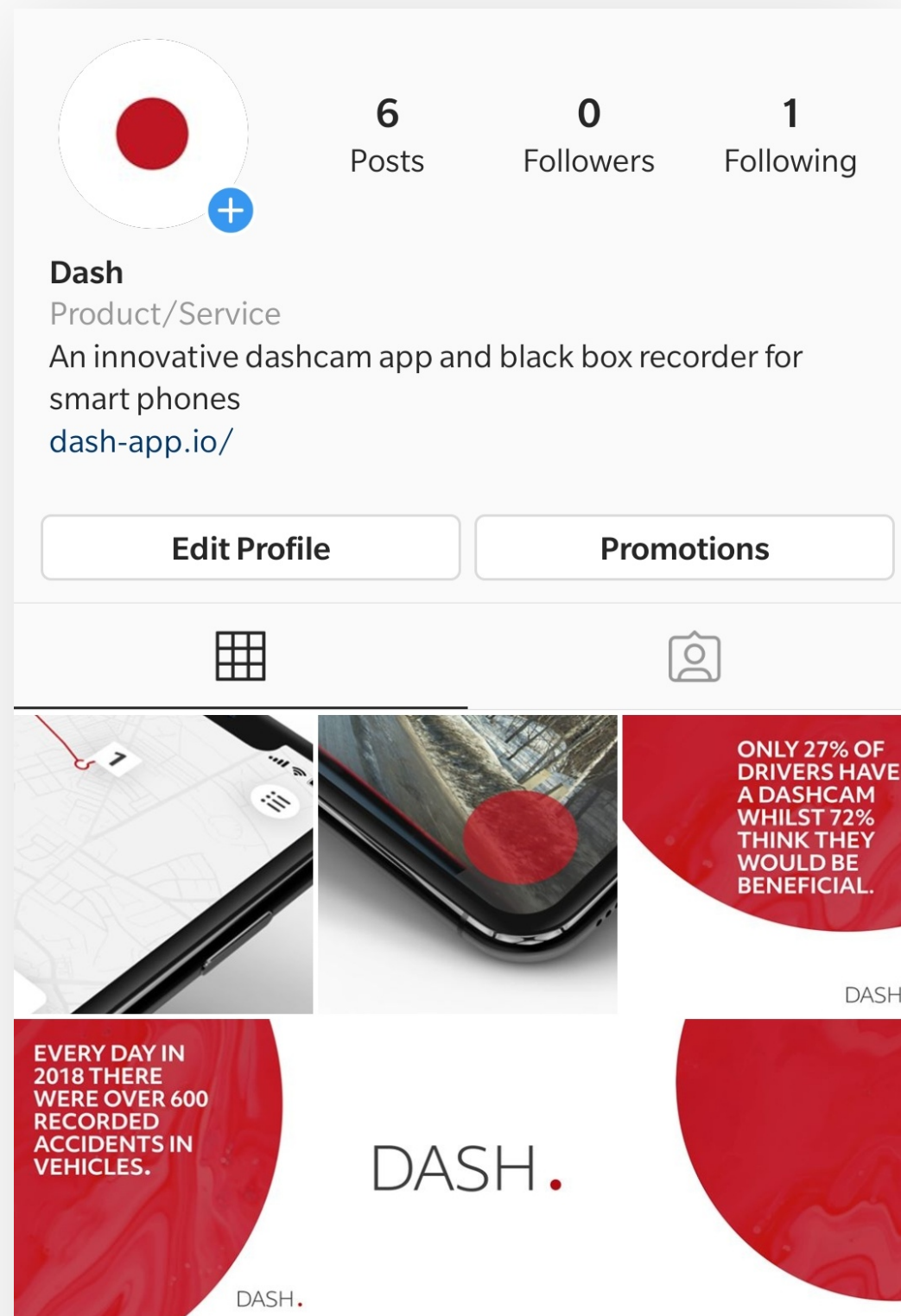
DASH.

Dash will be present and active on social channels as well. This will allow a community to be built up and encourage social sharing of the app.

The channels selected are Twitter and Instagram as these are the most relevant channels to push the app on.

Instagram provides an opportunity to create more visual connections with users, especially due to the driving aspect of Dash. In the future I want to look at the use of photography with Dash so this gives a platform on which to explore that relationship.

@DashAppOfficial





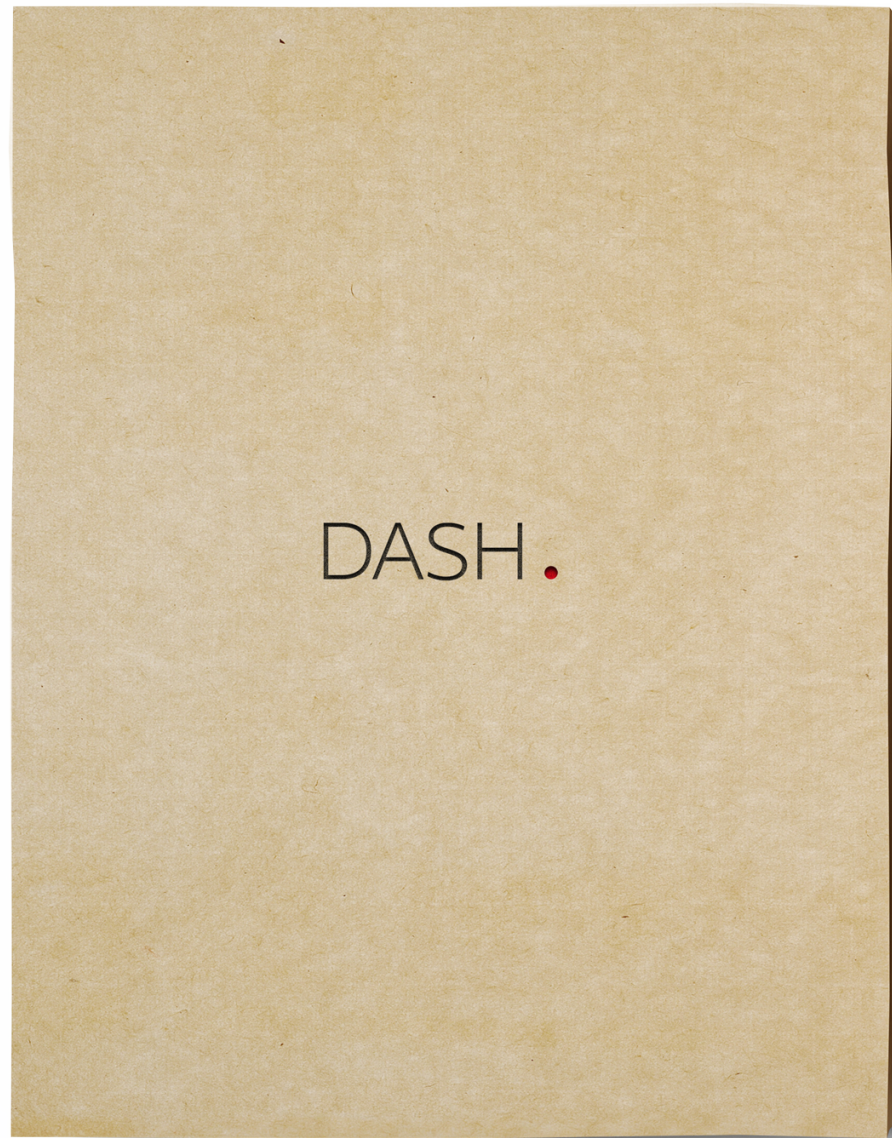
MERCH .

A range of merchandise will be produced to create brand awareness. This will mostly be made up of clothing due to the popularity of custom clothing among consumers.

I have produced a range of tops showing how the brand could be used in different and interesting ways.











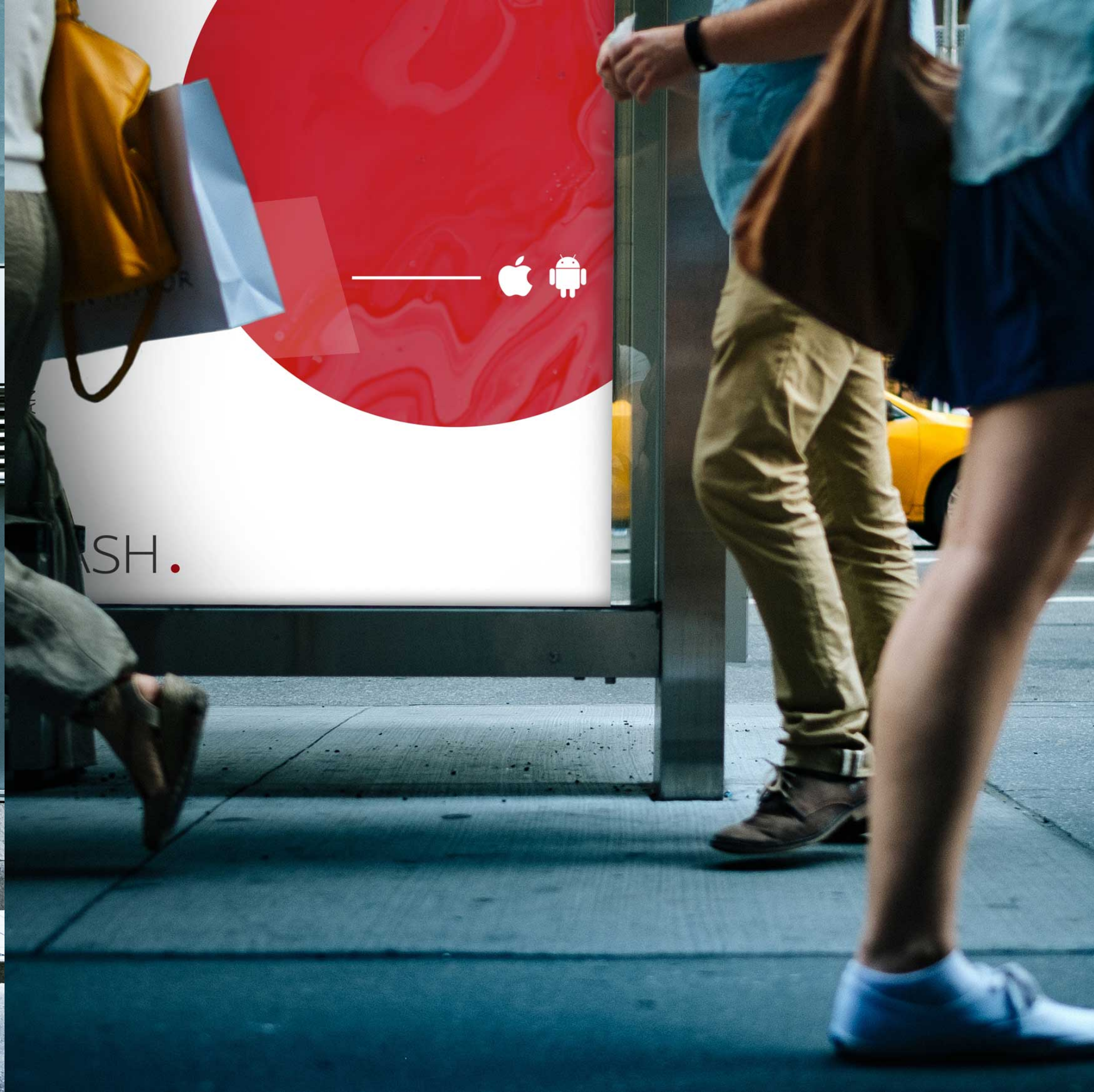
PROMOTION •

Dash could be featured at various car shows and other driving exhibitions. This would be a great opportunity to spread awareness of the app as well as speak to users and gather valuable information.

When attending these shows a stand would be required to showcase the brand and attract attention. This is how the stand could look. A large focus is the ambiguous dot branding in the background. This is extremely eye catching and will help to reinforce the brand as users see the red dot.

To further push the brand and app I designed a couple of billboards that are mainly for brand awareness and to push users to discover more. The style these is very minimalist and therefore puts a lot of focus on the dot branding to, again, reinforce this.





To help push the promotion further I designed a wrapped truck. As Dash is focused on driving, having a vehicle to use at shows and other events could definitely attract attention for the brand.



THANKS
FOR
LISTENING.

