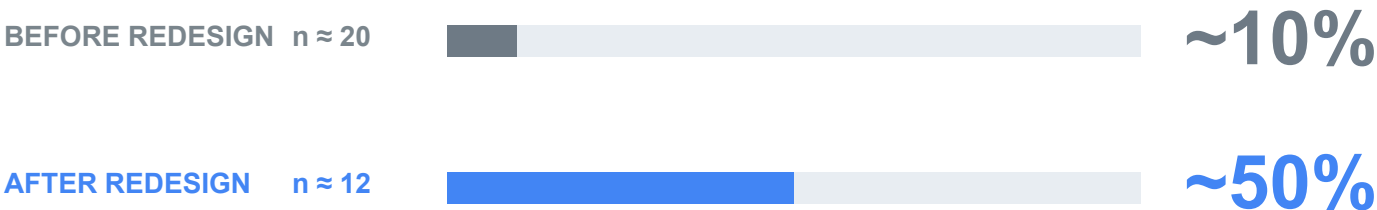


Redesigning transit pilots for procurement

PILOTS ADVANCING TOWARD PROCUREMENT



Redesign also raised revenue per pilot ~3×, with margins maintained.

CHALLENGE

Nine customers initiated procurement after the first 10 paid pilots. We scaled the format, but only ~10% of the next ~20 pilots advanced that far. Customers said the product worked, yet most would not pursue a full-fleet deployment.

DIAGNOSIS

Interviews revealed a recurring concern: consistency. I analyzed Repair Plan frequency and found that small deployments could go weeks between plans. During those gaps, teams disengaged and grew tired of maintaining a separate workflow for only a few vehicles.

REDESIGN

I modelled historical Repair Plan rates and recommended 50 vehicles for six months. The model projected more than two Repair Plans per week on average and a 95% likelihood of at least 40 over the pilot. The commercial team sold the larger pilots.

PILOT FORMAT

BEFORE

20 vehicles / 4 months
\$5k+ / pilot

REDESIGNED

50 vehicles / 6 months
\$15k+ / pilot