

ABSTRACT

The number of motor vehicles continues to increase every year in Indonesia with a significant increase of 5.31% by 2020. On the other hand, accidents also continued to increase every year during the 2017-2019 period. The rise in accidents is an Indonesian concern given that human lives are at stake. One of the causes of the accident is the negligence of vehicle users such as the case of brakes problem, broken chain, slip, broken shock breaker and others, while small scale workshops in Indonesia have been spread throughout the area but less utilized by the community. This poor condition of the vehicle should be able to be the target customer of small-scale workshops. However, the existing conditions show data that are reversed compared to the declining incomes of small-scale workshops. At present, there is no connection between the drivers and the small-scale workshops. One alternative solution to address this problem is to develop an application that becomes a means of connecting drivers with small-scale workshops. The research is aimed at designing a business model for Bengkelin, an application to connect drivers who want to perform vehicle maintenance with small-scale workshops, by using lean canvas. Lean canvas business model planning begins with secondary data collection for subsequent lean canvas design and then carried out the lean canvas design. The result of lean canvas design were verified to ensure that the logical outcome of the plan was sufficient. The next step is mock-up planning of the Bengkelin application. Next, validation is carried out by conducting interviews with early adopters regarding problems and solutions that have been identified. Early adopters in this business model are drivers who are Telkom University students and workshops located around Antapani area, Bandung. The unique value proposition designed is “the most efficient way to care for your motorbike” for drivers and “work on your own schedule, capabilities and price” for workshops. The solution provided is to offer InServis, InHelp, InMarket, InConsul, InNews, and service reminder notifications.

Keyword: *Bengkelin, lean canvas, vehicles, drivers, workshop*