

# A Collaboration Tool that Saves Time and Improves Results

RIDECCELL USES PLECTICA TO DESIGN  
BETTER SERVICES FASTER

“Any organization that has a design team should be using Plectica to get stakeholders on the same page. It’s simply a faster way to design a service.”  
 – Matthew Anderson



#### Customer Summary

Ridecell provides an intelligent software platform that runs new mobility services such as carsharing, ridesharing, and autonomous fleet management. Founded in 2009, Ridecell has processed over 20 million rides and rentals. Website: [ridecell.com](http://ridecell.com)  
 Size: **100+ employees** in the US, Europe, Asia and Australia

**Problem** Fast way to capture multiple perspectives and build consensus

**Solution** Collaborative Plectica mapping sessions reach consensus and replace sticky notes and whiteboards

**Benefits** Faster problem-solving collaborations that lead to well-defined solutions

#### Problem

Rideshare and Carshare services are complex, and include everything from the end-user application to the backend hardware. Ridecell delivers these services for companies that want to “become the next Uber.” The design team, headed by Matthew Anderson, conceptualizes these services for Ridecell’s sales and products teams.

Prior to integrating Plectica into their design process, Ridecell’s design team met with client-stakeholders and internal staff to develop user stories and problem-solve design issues, but “this process was far too inefficient in a fast paced startup environment.” Like many organizations, the Ridecell team used whiteboards and sticky notes to capture the group’s thinking. But the sticky notes weren’t easily modified and became “static ideas on the wall,” instead of living ideas to be questioned and evolved. In addition, it was reported that this sticky-notes-approach lacked context, as individual or clusters of sticky notes were not related in a way that made them embedded in the “bigger picture” of the service being designed; while stakeholders were focused on the trees, they often missed the forest. Stakeholders “lacked a collective understanding.” As a result, the facilitator needed to follow-up with various stakeholders to develop clarity on aspects of the design, which further slowed the process.

It was reported that participants were not engaged by this approach to collectively think through user stories and they did not achieve a deep understanding of the service design issues. Ridecell explained that this service design process took multiple meetings and far too many documents. Ridecell’s design team needed a faster way to build understanding and agreement from stakeholders on a service’s design.

“What was a two week process to develop user stories now takes product managers four hours.”  
 – Matthew Anderson

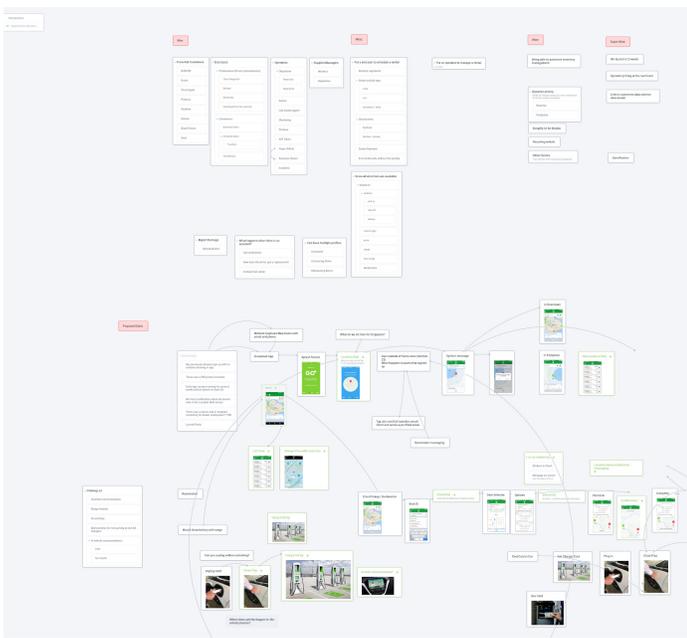
## Solution

Ridecell integrated Plectica into their service design process as a “digital whiteboard” for “group ideation and problem solving” that could replace whiteboard and sticky notes. The design team uses Plectica to collaborate with internal (e.g., C-suite, operations, marketing and project managers) and external client-stakeholders to communicate about, and ideate on, service design decisions.

**“Plectica maps are a very quick way to get a broad understanding of the impact of something new.”**  
 – Matthew Anderson

Whenever Ridecell is developing a new service or feature they schedule a Plectica collaboration session, gathering all the key perspectives in the room. The session is run by a facilitator from the design team who manages changes in the map.

**“Plectica is a living, visual map that speeds up a group’s ability to ideate and problem solve, making it a way more powerful tool than whiteboards or sticky notes.”**  
 – Matthew Anderson



Ridecell maps the entire service being designed during Plectica collaboration sessions

Ridecell uses Plectica to map the service being designed. In Plectica, the facilitator quickly (1) adds or edits cards as they are discussed, (2) nests cards within each other to show how parts of the process break-down, and (3) relates cards to show how one idea is connected to another. The facilitator takes advantage of Plectica’s agile canvas and perspective-features by moving, adding, nesting, or relating cards based on the different perspectives of stakeholders. The facilitator maps out each stage of the design process—the initial grounding questions, the current state and future state—on the Plectica canvas (which is unlimited in size). They refer back to the prior stages in the process to be sure they continue to work in context, which in turn expedites the problem-solving process and improves results.

**“I can copy an image out of Sketch and just paste it straight into a card. That may seem like a very fundamental thing, but the way that it works is almost flawless.”**  
 – Matthew Anderson

During the session, the Ridecell facilitator copies and pastes graphic designs from their design program (Sketch) onto the Plectica canvas to share the designs with client-stakeholders. The facilitator adds relationship lines with one click to visualize logical flows in the service. They also use Plectica’s card color and perspective-taking functionality to represent areas of opportunity, and to prioritize parts of the service design plan. After the collaboration session, the product manager then goes into the map and uses it as a basis for user stories.

**“Plectica does a really good job at communicating your intent and getting people to ask questions about what they’re looking at. This is the essence of design.”**  
 – Matthew Anderson

The Ridecell design team has tried other “digital whiteboarding software with sticky notes” but found they couldn’t easily communicate their intent or get everyone on the same page. While these other programs may do a passable job of porting the whiteboard to the digital domain, they lack a cognitive architecture that mimics the human thinking process and is informed by scientific research. Plectica has a patented cognitive architecture that is based on decades of research in the cognitive sciences and mimics how the human brain thinks through problems and situations. This architecture (which is often implicit to the user), makes capturing and communicating ideas on the canvas feel intuitive to both users and viewers. The net result is that understanding is increased and occurs faster. In short, when Ridecell designers structure their ideas in Plectica, “everyone just gets it.” In Plectica collaboration sessions, Ridecell staff easily understand the logical flow of the service and how its parts break down. And, because Plectica’s cognitive structure is intuitive, people are able to use their prior knowledge to visually identify gaps or unintended consequences the team needs to address. Plectica’s ease of use, intuitive cognitive architecture, functionality and infinite adaptability makes it possible for the facilitator to visually represent any process design or operational issue or challenge. Because everyone is on the same page, the group is able to ideate and execute faster.

## Benefits

Ridecell has seen faster and better results after integrating Plectica into their service design process. After a short Plectica collaboration session, Ridecell achieves a collective understanding of a service design problem from diverse perspectives. It’s simply a faster way for them to design a better product.

During Plectica collaboration sessions participants are engaged and listen more deeply. Everyone at the organization—from the CEO and CTO to the product managers—as well as Ridecell client-stakeholders, want to use Plectica to collaborate. In fact, they often specifically request Plectica collaboration sessions to work through a problem.

**“Whenever I use Plectica people get delighted by it and are willing to engage. Because of this, you can really understand people’s thinking and their interpretation of the problem.”**

**– Matthew Anderson**

**For more information, contact: [support@plectica.com](mailto:support@plectica.com)**