

STEP 1:

THE P0 PROBLEM STATEMENT:

DAILY COMMUTERS WHO USE RAPIDO TO REACH OFFICE FACE THE ISSUE OF RIDE CANCELLATION CAUSING SWITCHOVER TO OTHER APPS AND IMPACTING RETENTION

SOLUTION	SHORT DESCRIPTION	KEY ASSUMPTION	CATEGORY
INCENTIVISED DRIVER PROGRAM	DRIVERS ARE TO BE GIVEN WEEKLY INCENTIVES BASED ON NUMBER OF CANCELLATIONS THEY DO	DRIVERS WILL CANCEL LESSER NO OF RIDES OWING TO BETTER INCENTIVES	LOW CONFIDENCE
INCENTIVISED DRIVER PROGRAM 2.0	INCENTIVISING DRIVERS BASED ON ACCEPTING ORDERS IN ODD ROUTES BASED ON HISTORICAL DATA	EXTRA MONEY FOR ODD ROUTES WILL MOTIVATE DRIVERS TO NOT CANCEL RIDES	LOW CONFIDENCE
DRIVER RELIABILITY BADGE	ALLOTING TOP RATED DRIVERS WITH LOW CANCELLATION RATE TO FREQUENT/LOYAL USERS BASED ON HISTORICAL DATA	ALLOTING BETTER DRIVERS TO FREQUENT USERS WILL HELP IN RETENTION AND BOOST USER LOYALTY	HIGH CONFIDENCE
RIDER ALERT MESSAGE	RIDERS ARE SENT AN ALERT MESSAGE BASED ON PAST ACTIVITY TO BOOK RIDES PRIOR WHEN THERE IS PROBABILITY OF TRAFFIC DURING PEAK HOURS	RIDERS WILL TRY PRE PLAN THEIR JOURNEY AND	HIGH CONFIDENCE
RAPIDO COIN EARNBACK	RIDERS GETS INCENTIVISED THROUGH RAPIDO COINS WHICH COULD BE ENCASHED AT THE MONTH END WHEN A RIDE GETS CANCELLED	PLATFORM BACKED INCENTIVE FOR RIDERS TO REDUCE FEAR AND ENCOURAGE ENGAGEMENT	HIGH CONFIDENCE
CANCELLATION CASHBACK GUARANTEE	WHEN A DRIVER CANCELS A RIDE AFTER 2 MINUTES, RIDERS ARE COMPENSATED WITH A CASHBACK WHICH GETS ADJUSTED IN NEXT RIDE	RIDERS FEEL COMPENSATED FOR THE LOSS OF TIME AND EFFORT	HIGH CONFIDENCE

GUARANTEED DRIVER MATCH	WHEN A COMMUTER BOOKS A RIDE, PLATFORM ALLOCATES ONLY HIGH CONFIDENCE DRIVERS WHO HAS LOW CANCELLATION RATE	REDUCED CANCELLATION AND IMPROVEMENT IN USER SATISFACTION	HIGH CONFIDENCE
RAPIDO PREMIUM	SUBSCRIPTION BASED PREMIUMIZED SERVICE WITH NO CANCELLATION GUARANTEE	PEOPLE LOOKING FOR RELIABLE OPTIONS WILL DEFINITELY HOOK ONTO IT	LOW CONFIDENCE
AI BASED DYNAMIC PRICING	PRICING TAKING INTO CONSIDERATION DISTANCE TRAVELLED FOR PICKUP, TIME OF THE DAY, ROUTE TRAFFIC AND DROP LOCATION CUSTOMER POTENTIAL.	DRIVERS WILL LESS LIKELY CANCEL RIDES BECAUSE OF FAIR COMPENSATION	HIGH CONFIDENCE
DRIVER LOCATION ALLOCATOR	PRE ALLOCATING CLUSTERS TO DRIVERS BASED ON HISTORICAL DATA TO REDUCE ETA FROM PICKUP POINT	ETA FOR DRIVERS WILL DECREASE	LOW CONFIDENCE

STEP 2: PRIORITIZATION (USE OF RICE METHOD)

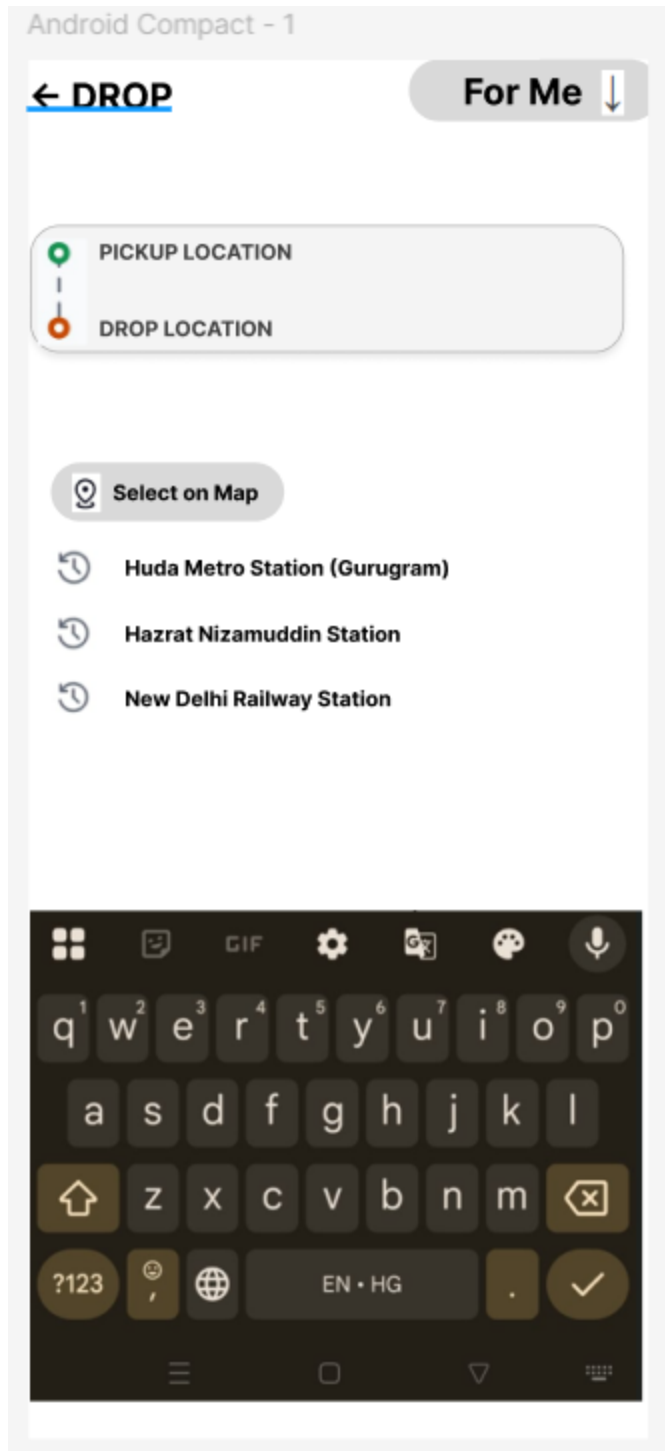
Solution	Reach	Impact	Confidence	Effort	RICE Score	Notes
CANCELLATION CASHBACK GUARANTEE	3	3	3	2.5	10.8	
RAPIDO ALERT MESSAGE	2	2.5	2	1	10	
GUARANTEED MATCH	2.5	3	3	2.5	9	

DRIVER RELIABILITY BADGE	2.5	3	2	1.5	10	
AI BASED DYNAMIC PRICING	3	2.5	2.5	2	9.4	

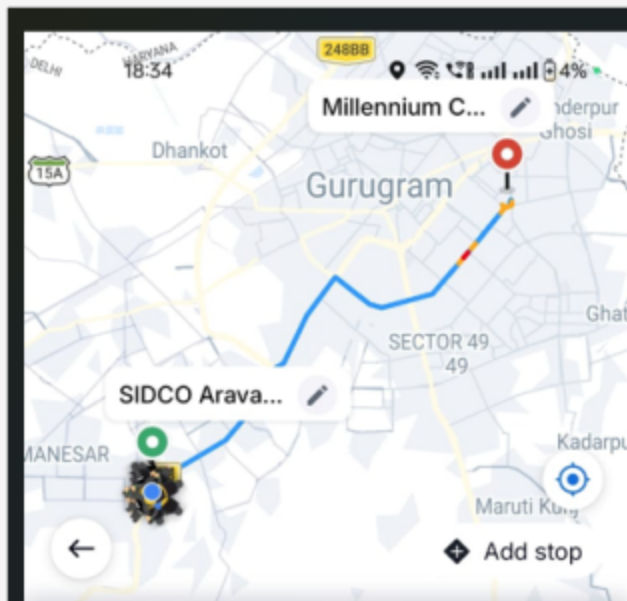
STEP 3:

Wireframing:

1.Guaranteed Match:



User First Goes to select a ride : Puts the drop location



New Rapido Guaranteed Ride Match Assurance

Top rated drivers
95% non cancellation of rides

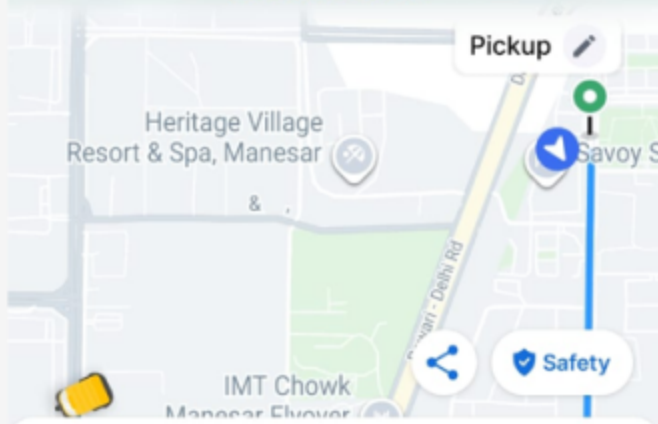
	Bike Metro  1 Pickup & drop at Metros 3 mins away • Drop 7:32 pm	₹202
	Auto 3 mins • Drop 7:26 pm	₹203
	Cab Priority Quickest 3 mins • Drop 7:26 pm	₹500
	Cab Economy  3 mins • Drop 7:26 pm	₹427

When he goes for Ride selection: Message of Guaranteed Ride Match shows along with the advantages.

18:35



Planning your
UPCOMING VACAY?



Walk to your pickup-point

Pickup in 5 mins

Captain 1.8 km away



Start your order with PIN

7 9 0 1

Top Rated Driver

User Rating :4.8

Cancellation Rate: 5%

(Less likely to cancel a ride once booked)



Dinesh

Message Dinesh

Optional Tipping : Motivates Driver to cancel less rides

Rs 10

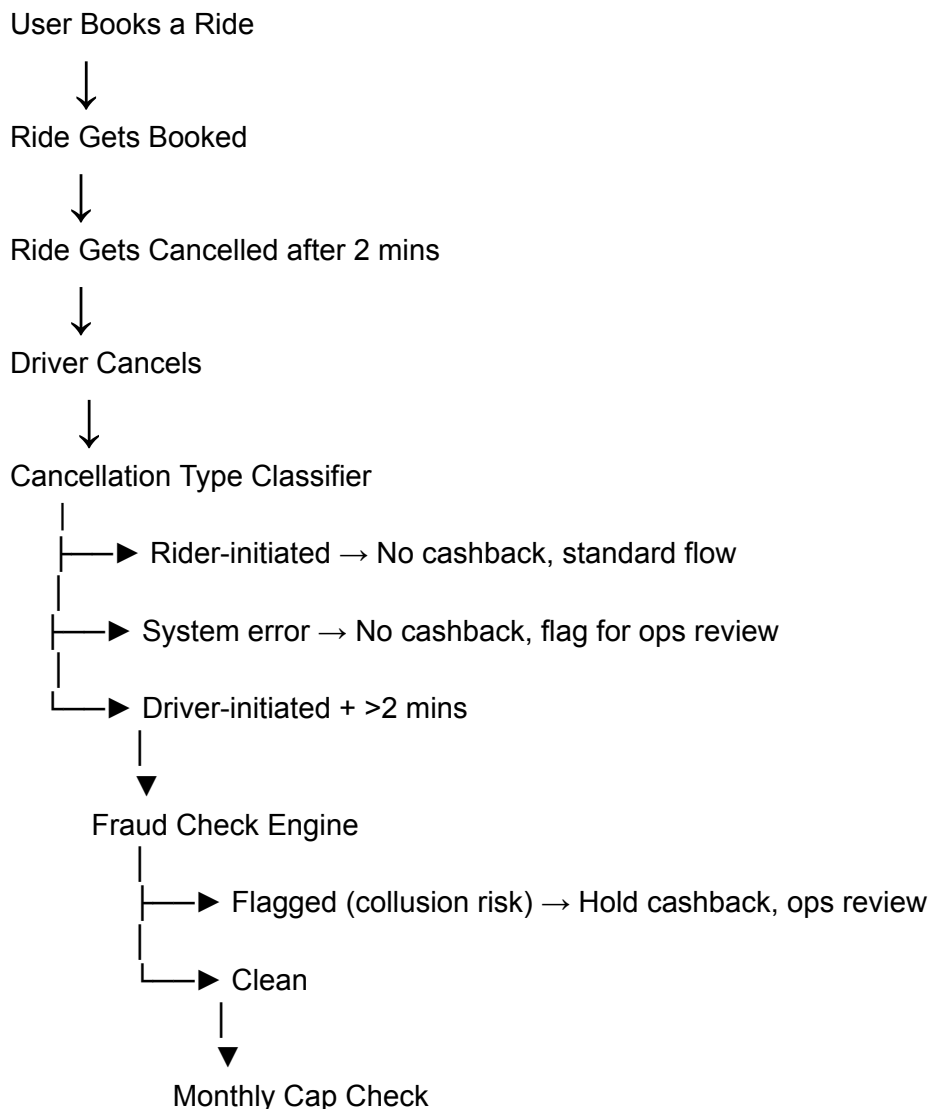
Rs 20

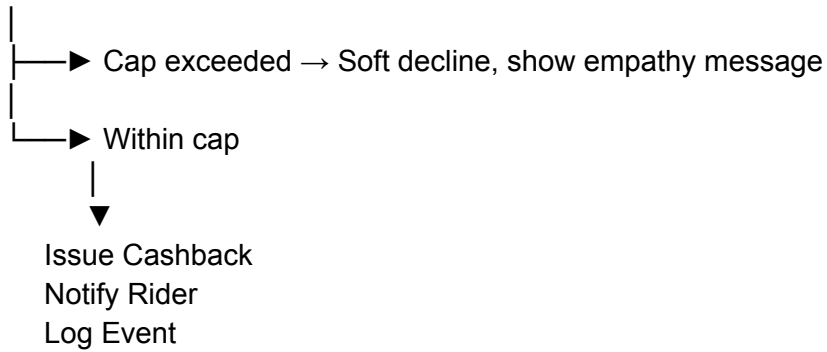
Rs 30

Rs 40

Ride gets selected. The optional tipping option at the bottom also notifies users that in case of an urgent requirement or booking in an odd route, the user can use tip to further negate the chance of cancellation.

System Flow Diagram: (For Cancellation Cashback)





STEP 4:

CANCELLATION CASHBACK GUARANTEE

Metric Type	Metric Name	Definition	Why it matters
KEY METRIC	CASHBACK REDEMPTION RATE	Percentage of Eligible users who actually use cashback in the next ride	Directly measures if users are hooked to this feature and reappearing in the app or not
KEY METRIC	POST CANCELLATION RETENTION RATE	Percentage of Users who book again on Rapido within 24 Hrs after a cancelled Ride	To find if users are actually coming back after a cancelled ride
PRIMARY METRIC	CHURN RATE OF AFFECTED USERS	User % who stopped using Rapido after cancellation	Should significantly increase after introduction of this feature
SECONDARY METRIC	APP STORE RATINGS	Playstore ratings and social platform reviews which is given by users	Indirect signal of whether users are trusting the app or not
SECONDARY METRIC	USER SATISFACTION SCORE	Survey sent after a cancelled ride to find whether the cashback is actually helping in user retention	Shows if a user is satisfied with the cashback or still angry
GUARDRAIL METRIC	PRE VS POST	Should not exceed by	This feature should not encourage

	CANCELLATION RATE	more than 3%	drivers to cancel more
GUARDRAIL METRIC	REVENUE PER RETAINED USER	Are retained users actually using Rapido more	Retained users should show higher ride frequency

STEP 5:

Assumption at Risk	Failure Mode	Impact	Likelihood	Mitigation Practises
Drivers change cancellation behaviour negatively	Drivers start cancellation more frequently because of the feature. Cancellation rate increases	High	Medium	Introduction of driver penalty to prevent drivers from abusing the feature
Collusion between Rider-Driver	This feature of cashback is misused .Rides get booked and after 3 mins, rides are cancelled to get the cashback.	High	High	Capping of cashback to 2-3 times per user. Monitor which drivers are frequently cancelling rides. Geo-Location tracking to find if it is happening from similar locations.
Feature won't hurt profitability	High cancellations along with cashback is actually impacting revenue and profitability. Feature becomes unsustainable	High	Medium	Monitoring of cash per retained user weekly. Cashback can be initiated based on usage i.e for frequent riders or minimum of 4-5 monthly rides. Cashburn threshold to be capped and then feature should be ended.