

Careem - The Everything App

Week 1 - Assignment 1

Step 1: Pick a Product & Analyze it

- Careem is an app that offers Cab rides, food deliveries, medicines as well as foreign remittance.
- For the purpose of this assignment, I will focus on the Cab Rides offerings of the app.

Flows / Touchpoints	What works well	Confusion / Friction
Careem Website	Website explains all the offerings in detail: - Go Anywhere: - Rides, Taxi, Bike, Car Rental & School Rides. - Eat Anytime: - Food & Dine out. - Get Anything: - Quick Electronics, Supermarket, pharmacy, etc. - Pay Anyone: - Pay, Donations & Send Money	- Careem website is cluttered with a Huge Promotion/advertisement card, detailed offerings, Careem Plus(Paid version details) and additional sections for About Us, Captains(Drivers), Engineering at Careem, Social Impact, Careem Blogs, Careers, Partners, etc. - Careem website only promotes Google Play Store & Android Direct Download - App store(Apple) is missing.
App Download	- App is available on all stores including Google Play Store, & App Store(Apple). 50 Million+ Downloads build trust. - Regular version updates for the app indicate that the company keeps introducing new features, journey optimization and bug fixes	4.2 rating on play store and 4.6 rating on the app store indicate room for improvement. - Huge number of negative reviews for the following reasons: - Customer Support - Delivery Experience - Value for money - Order Accuracy - Refund Policy - Payment Options

		7. App Stability 8. Calculation Accuracy
Sign Up	1. Sign Up not required to explore the app. 2. When an offering is selected like "Rides", a pop-up notification for a quick sign up is displayed. 3. Easy one step Signup flow using mobile number, Google ID or Apple ID 4. Great Sign up offers to increase acquisition rate: - Save 300AED every month - Free Delivery on Food & Groceries - Instant 10% back on riders - Careem Plus free for 60 days	1. Mandatory Permissions required even to explore the app: Location Permission & Notification Permission 2. When user selects "Sign Up with Google" still it is mandatory to go through the Mobile number validation using SMS OTP. 3. App checks if you are an existing customer trying to sign in: - If existing customer - app asks to enter existing password. - If new user - app asks to create a password.
Home Screen - Pick Up Location	Automatically detects the current location.	Location detected is not 100% accurate in internal areas, this creates following frustrations: 1. Captain(Driver) unable to locate the building/spot where the customer is waiting. 2. Unnecessary delays for the customers to get their rides.
Destination Search Bar	1. Destination Search Options: A. Provides a search bar to type the destination that the user would like to go to. B. Provide a Map option where the customer can pick the precise location where he would like to reach. 2. Drop down list showcases: A. Match results for the entered values. B. Distance in Kilometers from Point A to B.	1. Search Bar does not have any validations for input, which allows the customers to enter Alphabets, Number & Symbols. 2. If there is a typo input of a symbol, it will changes the results of the drop down list drastically.

	C. Also showcases if the destination selected will be open/closed at the time of arrival.	
Schedule Ride	1. Customer can book a ride for a future date - UI provides a calendar feature to select a future date. - Also provides a time selector using Hours and Minutes. 2. Customer also has the option to "Book ride for now".	1. For ride that are scheduled for a future date, free cancellation is only available for up to 1 hour before pickup. 2. Customer will be charged with cancellation fees if the ride is cancelled within 1 hour prior to pickup.
Choosing the type of ride	Customer can easily choose type of car depending on their requirement: 1. Comfort - Everyday Use 2. Executive - Premium rides 3. Max - Travel with a group 4. Kids - Kid friendly rides	1. App does not provide the option to showcase which type of cars are currently available for immediate booking in the customers area. 2. Customer chooses the type of car according to his requirement but if that type is not available in the area, customer is made to wait for a long period of time.
Finding a captain (driver assignment)	Automatically assigns a captain(driver)	Multiple cancellations by the driver creates a lot of frustration for the customers.
Ride tracking	Customers can track their rides in real time	No option to share live tracking with friends and family
Pay for the ride	Customers can pay for the ride using the below options: 1. Careem Pay (Digital Wallet) 2. Cash 3. Debit / Credit Card	Samsung Pay integration not available as a payment option. This creates frustration for android, specifically Samsung users.
Rate the captain and ride experience	Customer is prompted with the rate the captain and ride experience every time the customer opens the Careem app (Only if a previous ride was completed)	Rate option is prompted aggressively for the previous ride when the customer opens the app, the customer may not recollect his experience if he is using the app after a long time.

Step 2 - Company Context (Mission, Revenue & Differentiators)

Careem - The everything app.

Particulars	Description
Mission	To simplify and improve the lives of people in the region and build an awesome organization that inspires.
Revenue streams	List of revenue streams: 1. Careem Plus subscriptions, in-app ads, and potential data monetization. 2. Careem Rides: Ride commissions, Surge pricing, Waiting charges and Cancellation fees. 3. Delivery Services: Delivery commissions and Partnership fees. 4. Careem Pay: Service fees, foreign exchange conversion charges.
User Value	This app helps a user to travel from point A to B without any hassle to achieve positive customer satisfaction and provide a great riding experience.
Business Value	This app offers everything from food, clothing, electronics, medicines and payments, but the most valuable offering is believed to be the cab rides as Careem is technology driven and the most dominant in the MENA region.
Key differentiators VS Top competitors	Careem differentiates itself from its competitors by providing, localized services in the Middle East like Arabic language support, and adherence to local customs and regulations. Top competitors and their key differentiators: 1. UBER - Popular with the higher income group due to its global presence. 2. Bolt - Significantly lower fares compared to competitors, even during busy periods. 3. Blacklane: A premium service providing chauffeur-driven cars, ideal for business travelers.

Step 3 - Feature Reverse-Engineering

Feature	Problem it solves	How it works	Why it works
One step sign up	"I do not want to give too much personal information and fill a	Quick registration using Mobile Number + OTP or Google/Apple ID	For User: UI is customer friendly, customer satisfaction, positive response and

	big application form just to book a cab"		appreciation for quick sign up. For Business: Increased customer acquisition.
Careem Pay	"I do not wish to add my credit/debit card info to the app for payments"	Customer can add a lumpsum amount to the Careem pay wallet	For User: Customer can pay hassle free using the digital wallet for all the app services like cab booking, food delivery, etc. For Business: Increased deposits.
All in one app	"I do not want to use one app for groceries, another for food delivery and 3rd app for sending money back home"	Careem app offers all these services in a single app	For User: Builds trust, Increases convenience for users. For Business: Increases time on app, increased number of daily usage.

Step 4: User Segmentation

Primary Segment	Sub-segments	Key needs / Use Cases	User Problems
Captains (Drivers)	Professional Drivers	I want to do my job to pick up customers and drop them I want to earn money	I always get connect to customers who are far away Before I can reach the customer, they cancel the ride
Daily Users (Locals/Expats)	Office Goers School Rides	Reliable and affordable daily transport	Cab rides are always expensive during office hours due surge pricing. Drivers keep cancelling the ride
Occasional Users (Locals/Expats/Tourists)	Weekend Users Working	Convenient safe rides, Easy booking,	Confused by different pricing for

	Professionals Short-Team Work contracts Short-Term Visits/Vacation	transparent pricing. I want to book a cab as my car is in servicing I am on vacation and want to travel to the most iconic spots	different rides Lack of multiple language support for travelers Difficulty explaining pickup points
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Step 5 - Select the Top 2-3 Problem Hypotheses to focus on

Priority	Problem Hypothesis (Problem-only framing)	Why I picked it	Gut Confidence
P1	We believe the cab drivers struggle with connection to customers outside the area that they are in when there is low demand in that area because the app focuses on quick connection to customer requests, which often leads to ride cancellations.	Repeatedly reported by customers on app/play store reviews.	High
P1	We believe daily cab users struggles with surge pricing problems during office hours because huge number of booking happens at the same time, leading to customer dissatisfaction.	Repeatedly reported by customers on app/play store reviews.	High