



AI-Based Preferred Ride Suggestions

Transforming the rider experience through intelligent, personalized ride matching that learns and adapts to individual preferences.



The Challenge We're Solving

Current State

As Rapido expands into autos and cabs, riders have elevated expectations around comfort, safety, and quality. However, our current booking flow doesn't automatically consider individual preferences unless manually applied each time.

This creates friction: riders must repeatedly filter for the same preferences, leading to booking fatigue and suboptimal matches.

The Impact

- Frequent preference mismatches (no AC, wrong language, poor vehicle condition)
- Lower satisfaction scores from avoidable issues
- Higher cancellation rates when expectations aren't met
- Reduced rider retention and platform trust

Our Solution: Intelligent Preference Matching

We're introducing an AI-powered system that learns rider preferences and automatically suggests rides that best match their needs—without requiring manual filtering every time.



One-Time Setup

Riders select up to 5 key preferences, auto-ranked by selection order



AI Learning

System learns patterns from choices, ratings, and behavior over time



Smart Matching

Calculates match scores and suggests best-fit rides automatically



Better Experience

Riders get personalized suggestions that match their comfort and quality needs

The Five Key Preference Categories

We've identified the most valuable and universally applicable attributes that drive rider satisfaction and booking decisions.



Amenities

Working AC, phone charger, air purifier—comfort features that enhance the ride experience



Driver Rating

Minimum rating thresholds (4.5+, 4.8+) and "Polite & Professional" behavior badges



Language

Driver fluency in English, Hindi, or local languages for seamless communication



Vehicle Condition

Overall vehicle rating and seat condition (Clean/High-Comfort) based on verified audits



Driver Profile

Gender preference and special qualifications like basic first-aid training

How the AI Learning Works



Observes Behavior

Tracks which suggested rides users accept or ignore, along with their ratings and cancellation reasons



Identifies Patterns

Detects time-of-day preferences, recurring choices, and contextual booking behaviors



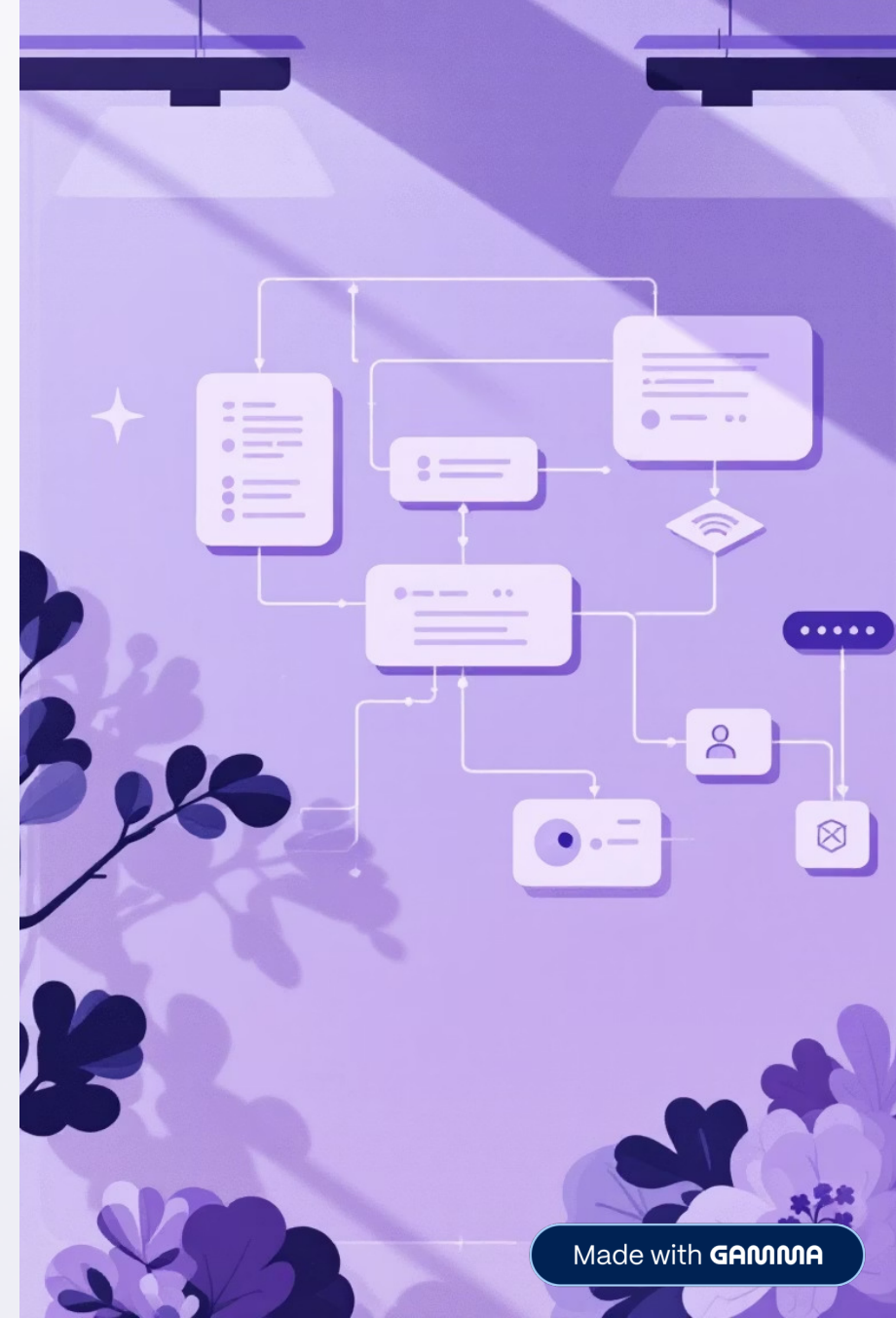
Refines Weights

Progressively adjusts internal preference weights to improve future match accuracy



Personalizes Results

Delivers increasingly accurate suggestions that align with individual rider preferences

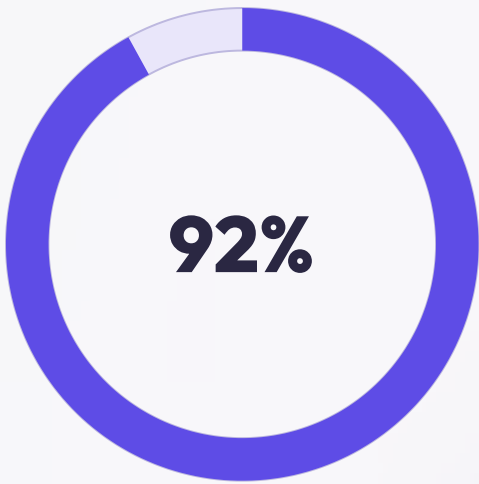


The Match Score System

Intelligent Scoring Logic

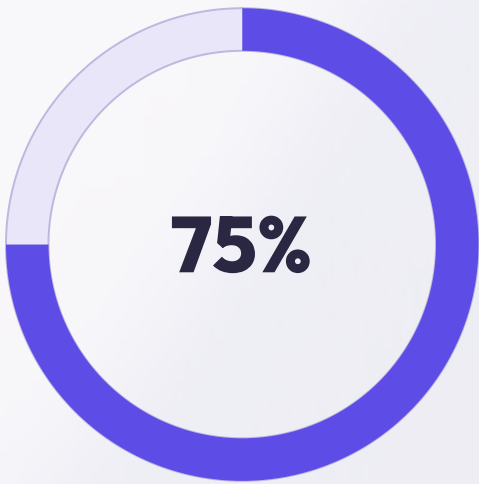
Each available driver receives a match score based on how well they align with rider preferences. The score considers the number of preferences matched, priority weights from selection order, and AI-learned adjustments.

The system displays this as an easy-to-understand percentage: "92% Match", "75% Match", making it simple for riders to identify their best options at a glance.



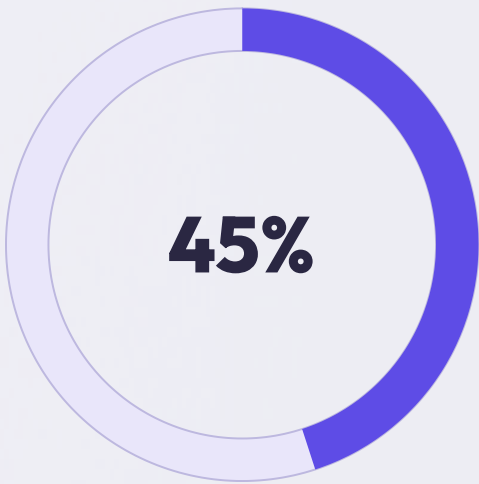
High Match

Suggested at top



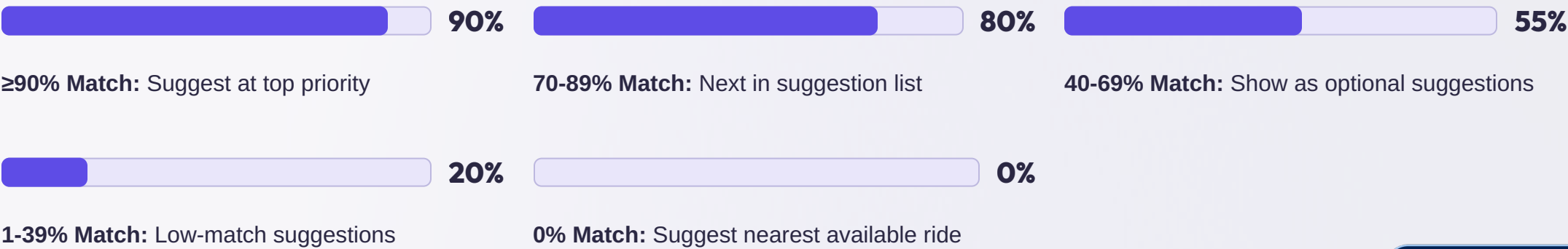
Good Match

Next in list

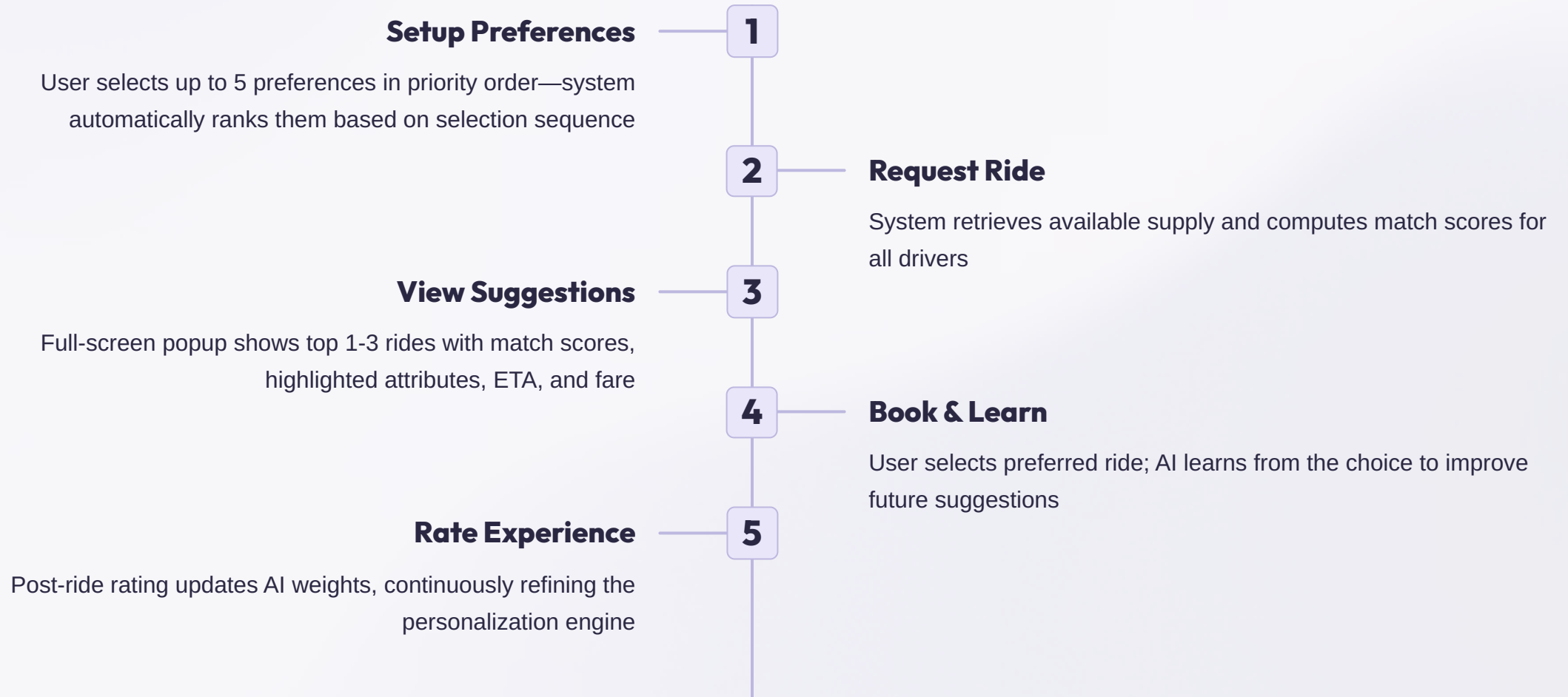


Fair Match

Optional suggestion



The User Experience Flow



Expected Business Impact

This feature is designed to drive measurable improvements across key business metrics while enhancing the overall rider experience and platform competitiveness.

+10%

Booking Relevance

Increase in sessions where riders accept AI suggestions

+8%

Satisfaction Score

Higher average rating for suggested rides vs. standard bookings

-12%

Cancellation Rate

Reduction in cancellations after accepting suggestions

30%

Feature Adoption

Target percentage of active users setting preferences

+6pts

Retention Lift

Increase in monthly returning riders using the platform

Risk Mitigation Strategy

Sparse Supply Scenarios

Risk: Low-match suggestions in areas with limited driver availability

Mitigation: Smart fallback to nearest available ride ensures booking availability is never reduced, maintaining supply reliability even with 0% match

Preference Ranking Confusion

Risk: Users may not understand how auto-priority ranking works

Mitigation: Clear in-app messaging explains "Preferences selected earlier will be treated as higher priority" with visual indicators during setup

Metadata Accuracy Issues

Risk: Inaccurate driver or vehicle data leading to false matches

Mitigation: Use only verified driver profiles and vehicle audit data, with regular quality checks and user feedback loops

Performance Impact

Risk: Match-score calculation could slow down booking flow

Mitigation: Pre-cache driver attributes where possible, optimize algorithm for <2 second processing time, ensure seamless user experience

Why This Option Wins

Strategic Advantages

- **Lightweight Implementation:** V1 uses heuristics + simple learning, not complex ML—faster to market, easier to maintain
- **No Supply Reduction:** Fallback logic ensures ride availability never decreases, protecting core business metric
- **Progressive Enhancement:** AI learns over time without requiring perfect accuracy from day one
- **Clear User Value:** Solves real pain point of manual filtering while respecting user choice with "See All Rides" option

Future Roadmap

- Auto-learning preferences without explicit user input
- Multi-profile modes (Work Mode, Night Mode)
- Premium "Guaranteed Preferred Ride" offering
- Voice-based preference commands
- Context-aware suggestions (weather, trip type)

"This feature positions Rapido as the most personalized ride platform, differentiating us through intelligent matching that competitors can't easily replicate."

