

Step 1 - Getting started with the Product Analysis - Flows & Frictions

Flows / Touchpoints	What works well	Confusion / Friction
Onboarding → Request a ride	• Easy access with just a phone number	• Irrelevant ads distract first-time users
Request a ride → Pickup → Dropoff	• Showing the availability of cars and the charge amount under the service category (start, comfort, business) even before the request helps make an informed decision. • ETA and driver tracking reduce uncertainty • Announcement of the driver's arrival and free wait time helps the user to be ready not to forget key items (docs, keys, money, and IDs), which are usually left in a rush	Pickup/Dropoff spot falls in a different location, which confuses both the driver and the user
Pickup → changing routes → dropoff	• The user can change the destination and add several stops during the ride	• Searching and adding stop locations is quite challenging if the user doesn't know the exact address • The user cannot change the sequence of the stops • The final price is only visible after the ride is over
Adding a card	• Users can add as many cards as they wish	• Charges around \$1 - 2 every time a new card is added or turned on again
Payment method → request a ride	• Users can select the payment method for the ride (cash, card, or bonuses only in the card option)	• The payment option can also be changed by drivers, which makes the user uncomfortable (selected the card option due to a low amount of cash, but the driver changed to the cash)

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		option again)

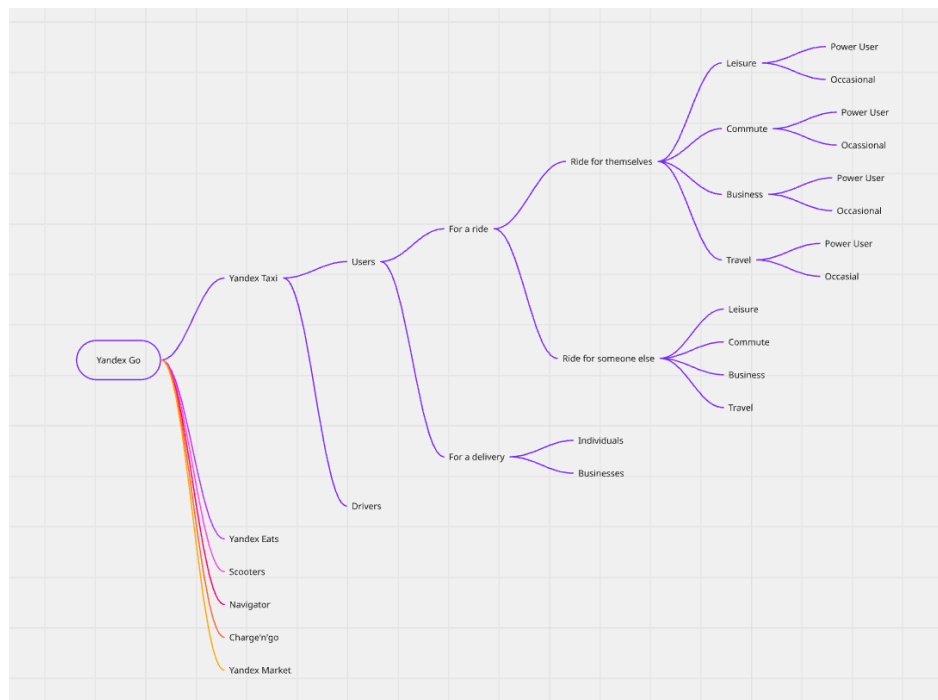
Step 2 - Company Context (Mission, Revenue & Differentiators)

Field	
Mission	The mission of Yandex Go is to simplify and improve the daily lives of urban residents by consolidating a wide range of services into one "super-app". The app combines services for transport, delivery, and groceries to help users navigate and manage their everyday tasks more efficiently.
Revenue Streams	Transaction-based (user pays per ride usage and Yandex takes its share from the driver), Subscription-based (user pays a monthly fee for the Yandex Plus service - loyalty program to earn cashbacks), Delivery + Order Fees (when the user requests a food delivery) Commission Fees (From Restaurants) Advertisement (Promoting restaurants for better search ranking and placement ads)
User Value	This helps you to get a ride anywhere, anytime, which reduces worries about the headaches of commuting
Business Value	Higher number of ride requests → more transaction-based revenue.
Key Differentiators vs Top-3 Competitors	Fasten: Emphasise the affordability of rides Yandex Go offers comfortable rides with more class options Uklon: Rides around the world - more connectivity Yandex Go differentiates with faster ride requests & driver matching. My Taxi: Safe rides Yandex Go focuses on the credibility of user reviews and a higher presence of its services all around the country

Step 3 - Feature Reverse-Engineering (3 features only)

Feature	Problem it solves (user words)	How it works	Why it works (User behavior → Business outcome)
GPS Tracking	I don't know the exact address of my location, and finding it from the map or searching for it is time-consuming	When you open the app, it checks whether your location detection is allowed on your device. If it's already allowed, the app detects your current location as a pickup destination If not, it requests to allow your location while using the app	For Users: simplifies a ride request; increases the confidence of the user that they can request a ride from anywhere For Business: reduces activation time for new users, increases retention → transactional revenue
Most Used Destination from pickup location	I need to search for my destination location with exact names and address, and double-check whether I selected the intended drop-off location from the map view	When accessing the main screen of the app, under the search bar, the top 3 most frequently used destinations are highlighted. When you select the search bar, the list is also extended to include other frequently used destinations. After selecting the destination option, you can select the service class for a ride	For Users: simplifies a ride request by cutting the time for a request → users feel safe that they will go to the right destination For Business: reduces time for a ride request; increases retention → transactional revenue
Closest (when selecting class)	I don't want to wait for a long period of time for driver matching & pickup	Once both pickup and drop-off destinations are provided, the user can find the closest option first among service classes. The user should select at least two service classes for the closest option to request a ride. When requested, the app searches the closest car options among those provided classes.	For Users: Saves time for driving matching & pickup → raises trust in the app For Business: more trust → more requests → more revenue

Step 4: User Segmentation



Primary Segment (Role)	Sub-segments (Goal)	Key Needs/Use Case	Hypothesized User Problem
Users	Ride For Themselves (Commute)	- Affordable and visible pricing - Most Used Route - EAT and Driver Tracking - Multiple Payment Options - Faster driver matching & pickup	Ads that don't match user intent confuse riders and hurt the overall experience Inaccurate navigation instructions increase travel time and costs. Users often receive incorrect car arrival time estimates, reducing trust.
	Ride For Themselves (Travel)	- Affordable and visible pricing - Adding Multiple Stops - Quick ride request - GPS tracking	Users only see the final fare after the ride ends if they change the destination post-pickup. Drivers mark themselves as "arrived" before reaching the pickup spot, triggering paid wait time early and causing unfair

			extra charges Pickup and drop-off points are often inaccurate, leading to confusion and delays.
	Ride For Themselves (Business)	• Faster Pickup • Clean and Business Setting Cars • Trained Driver	
	Ride For Someone Else (Commute)	• Safe Ride • Driver Tracking • Card Payment • Communication with Driver	Users cannot send messages, creating concerns about passenger safety.
	Ride For Someone Else (Business)	• Business Setting Cars • Wifi • Booking a car • Safe and fast ride	

Step 5 - Select the Top 2-3 Problem Hypotheses to focus on

Priority	Problem Hypothesis	Why I Picked It	Gut Confidence
P1	Users who request a ride for themselves experience frustration when drivers mark themselves as "arrived" before reaching the pickup spot, because it starts paid wait time early and leads to unfair extra charges. This distorts the user experience and may increase the likelihood of users switching to competitors	This issue has been experienced several times personally and reported by other users as well	High
P2	Users who request a ride themselves often struggle with inaccurate pickup & dropoff spots that cost them time and delay, and sometimes argue with the driver	From app reviews and asked from other users	Medium

P3	Users who request a ride for commuting might sometimes struggle with incorrect routes suggested by Yandex, and drivers blindly follow them	By Reviews	Medium
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