

Assignment 1 - Phase 3

Step 1: Brainstorm Solutions (Diverge)

PO: Riders frequently experience frustration when drivers mark themselves as “arrived” before reaching the pickup location. This prematurely triggers paid wait time, resulting in unfair extra charges. Such experiences erode trust, drive users to competitors offering more transparent pricing, and negatively impact customer retention.

In this step, I applied the Root-Cause & Issue Tree Analysis to break down the main problem into smaller causes, and the combination of the Analogy Thinking and the “How Might We” to tackle those identified root causes.

The process was done in Miro to visualize better:

https://miro.com/app/board/uXjVJ7DDip8=?share_link_id=959719784514

Brainstorming for the main problem highlighted above

Solution	Short Description	Key Assumption	Category
Learning Progress Tracker	Clearly divide the learning resources section/module, adding small quizzes	After getting acquainted with platforms, handling critical situations, and understanding rules, drivers are less likely to misbehave.	High Confidence
Milestone Badges	Provide attachable badges with bonuses for completing milestones	Being recognized and getting rewards, pushes drivers to get more good reviews to unlock new milestones	High Confidence
Ride Booking 1.0	Enable riders to schedule a ride at a specific time	Riders keep a buffer time in mind to be ready while booking a ride → no need to have a wait time	Low Confidence
Wait Time Estimate Optimization	Optimize the wait time estimate calculator according	Wait times don't bother drivers and actually encourage them	Low Confidence

	to the service class, duration of the trip	to support waiting times at the pickup spot.	
Transparent Earned Revenue Structure	Calculate the ride cost, including all factors (driving to the pickup spot, waiting time, traffic, peak hours, travel duration), and make it visible to the driver.	If drivers see the exact cost structure, including the wait time, they are more likely to support waiting at the pickup spot	Low Confidence
Leaderboard (Gamification)	Introduce a gamified driver reward system where every ride, rating, and tip adds points. A live leaderboard ranks drivers — the top drivers level up with higher bonuses, while poor performance can move drivers down a level.	Drivers try to level up to get more rides and maximize their profit by earning bonuses and reducing Yandex commissions per drive. And thus, try not to get low ratings and complaints.	High Confidence
Partnership with Oil&gas Stations	Provide oil & gas at discounts for only Yandex Taxi drivers	Drivers may feel supported and cared for by the brand and contribute to improving the service	Moonshot
Maintenance by Yandex	Provide maintenance services exclusively for Yandex Taxi drivers	Drivers may feel supported and cared for by the brand and contribute to improving the service	Moonshot
AI Intelligence	Inform the driver of all road rules and safety standards, speed limits, and cameras.	This lowers the likelihood of breaking rules and getting fines, which saves drivers money. So that drivers don't turn on the waiting time earlier to push paid wait time earlier	Moonshot
Intelligent Pickup Spot Tracking	Set pickup spots at building entrances for high buildings and show if access is possible. If yes, guide the driver; if not, show the nearest accessible route.	It helps drivers identify the exact pickup spots and entrances to get the rider	High Confidence
Optimize the app for lower network usage	Optimize the app to perform correctly in lower network & older mobile devices.	Drivers won't experience the moving pickup spot on the map when they turn on the waiting time before arriving at	High Confidence

		the correct pickup spot.	
Blocking the Access	Block drivers temporarily for getting consecutive rule-breaking and critical complaints	Knowing that they may get blocked and lose their jobs, drivers comply with driving and service rules.	High Confidence

Step 2: Prioritize

Solution	Reach (1-3)	Impact (1-3)	Confidence (1-3)	Effort (1-3)	RICE Score	Notes
Learning Progress Tracker	2	3	3	2	9	User research supports the impact, moderate build, and higher reach
Milestone Badges	3	2	2	2	6	Have a dependency on the leader board and bonus structure
Ride Booking 1.0	1	2	1	2	1	Lower potential user group and less confidence
Wait Time Estimate Optimization	3	2	1	1	6	Relatively easy but low confidence
Transparent Earned Revenue Structure	3	2	1	2	3	Lower confidence and moderate build
Leaderboard (Gamification)	3	3	3	2	13.5	Higher driver commitment, Faster Result, and moderate build
Partnership with Oil&gas Stations	3	3	2	3	6	Conceptual moonshot; needs more research
Maintenance by Yandex	3	3	2	3	6	Conceptual moonshot; needs more research

AI Intelligence	3	3	2	3	6	Conceptual moonshot; needs more research
Intelligent Pickup Spot Tracking	2	2	3	2	6	High Impact and medium effort
Optimize the app for lower network usage.	1	3	2	2	3	Lower reach
Blocking the Access	2	3	3	2	9	High Confidence and High Impact

Step 3: Wireframe Your Top Ideas

Top Ideas:

- 1. Leaderboard (Gamification) <https://yandex-drive-level-up.lovable.app>
- 2. Learning Progress Tracker <https://yandex-ride-ace.lovable.app>
- 3. Blocking the Access