

Product Requirements Document (PRD)

1. Problem Statement :

Daily commuters face pricing unpredictability and ride uncertainty due to surge pricing and inconsistent driver acceptance, leading to anxiety, ride abandonment, and churn.

2. Background & Research Insights :

User research highlights surge pricing frustration, driver cancellations, and long wait times as dominant pain points. Emotional need centers on predictable and reliable commute experiences. [Assignment1-Phase2-PallaviNandaC49.pdf](#)

3. Target Users / Personas :

Primary Persona: Peak-hour daily commuters (office / college), characterized by high frequency, time-sensitive travel, and surge sensitivity.

4. Goals & Success Metrics :

North Star Metric: Predictable Commute Completion Rate.

KPIs include pass adoption, ride completion, cancellation reduction, surge exposure reduction, and NPS uplift.

5. Assumptions & Risks :

Assumptions: Users value predictability, subscription model acceptable, surge variability manageable.

Risks: Unit economics strain, driver acceptance issues, surge volatility spikes.

6. Solution Overview :

Launch Commuter Pass providing predictable ride pricing via price caps, priority driver matching, and improved pickup reliability for eligible commute routes.

7. User Stories :

- Predictable pricing for commute
- Reliable pickups
- Clear savings visibility

8. Functional Requirements :

- Weekly/monthly subscriptions
- Configurable price cap
- Priority matching
- Transparent pricing UI

9. Non-Functional Requirements :

High availability, low latency pricing engine, fraud prevention, scalability.

10. User Flow Description :

Reserve Ride → View Pass → Subscribe → Book Ride → Price Cap Applied → Ride Completion

11. MVP Scope :

Subscription + Cap Logic + Eligibility + Priority Matching

12. Eligibility Rules :

Valid routes, time bands, ride limits, surge thresholds.

13. Pricing Logic :

Base fare normal, surge capped, hybrid absorption, partial protection for extreme surge.

14. Future Considerations :

Employer-sponsored plans, adaptive surge protection.

15. Open Questions :

Pricing strategy, surge absorption thresholds, driver incentives.

Wireframes / Prototype :

<https://comma-stroke-61152536.figma.site>