

Understanding Product & Users



MADE BY
SHRAVAN

Uber

Table of contents

01

Flows &
Frictions



02

Company



03

Features



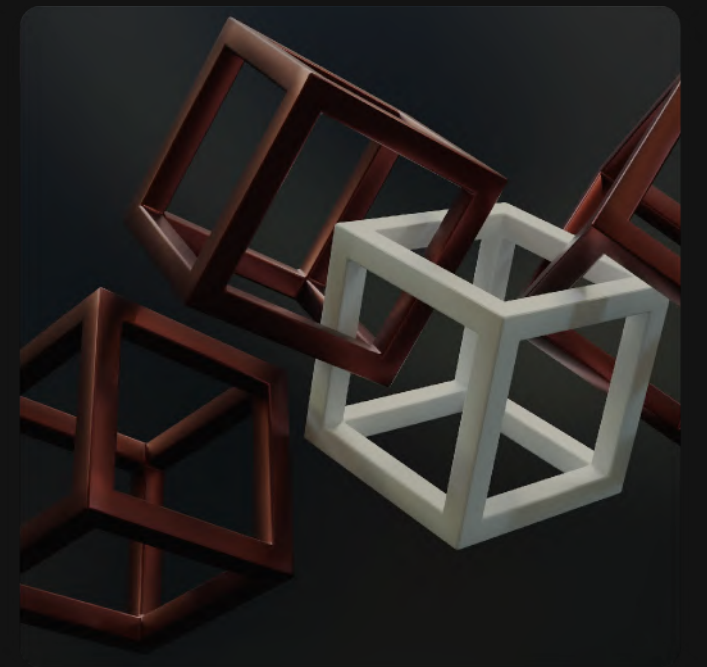
04

User Segment



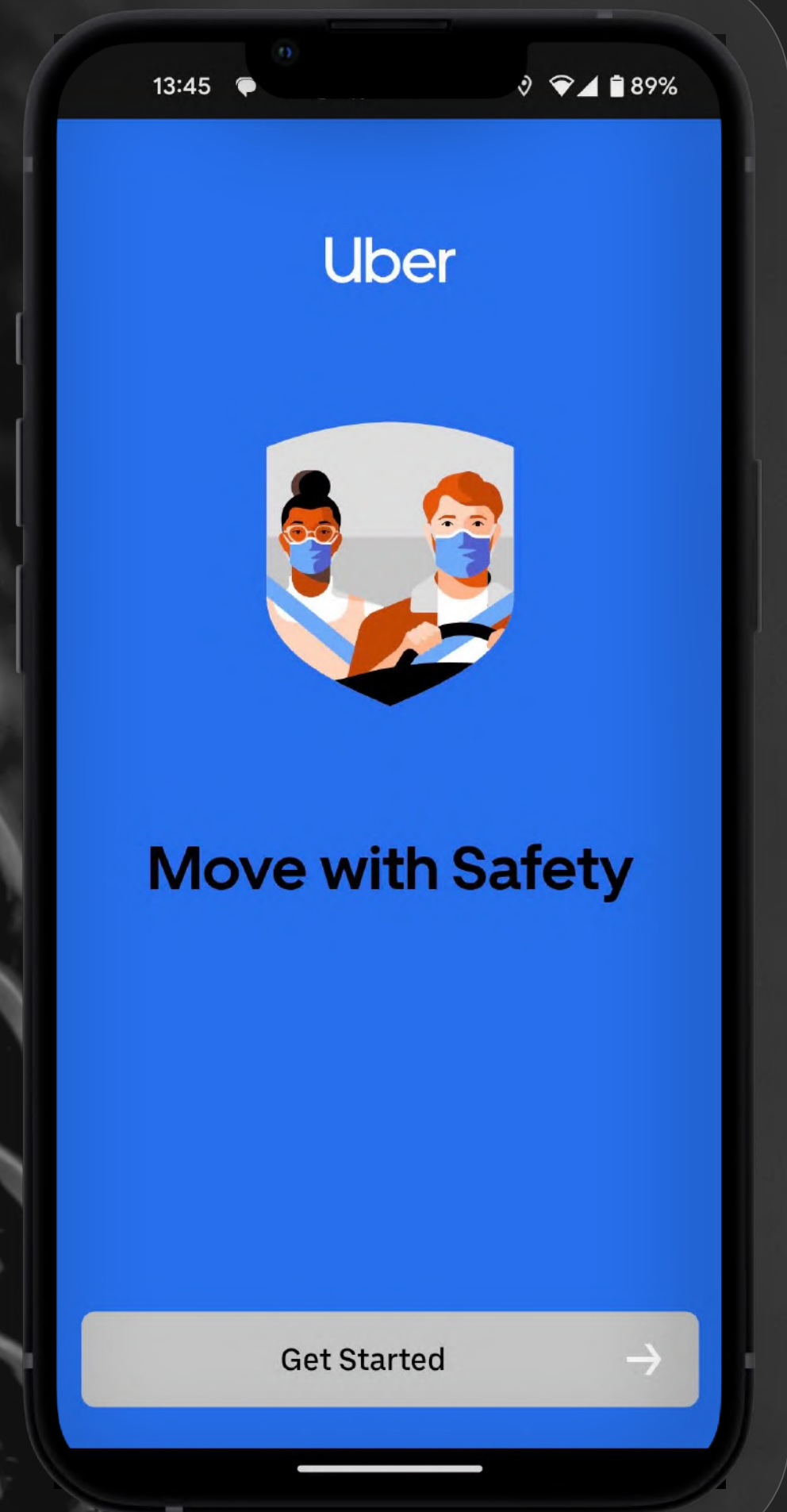
05

Hypotheses

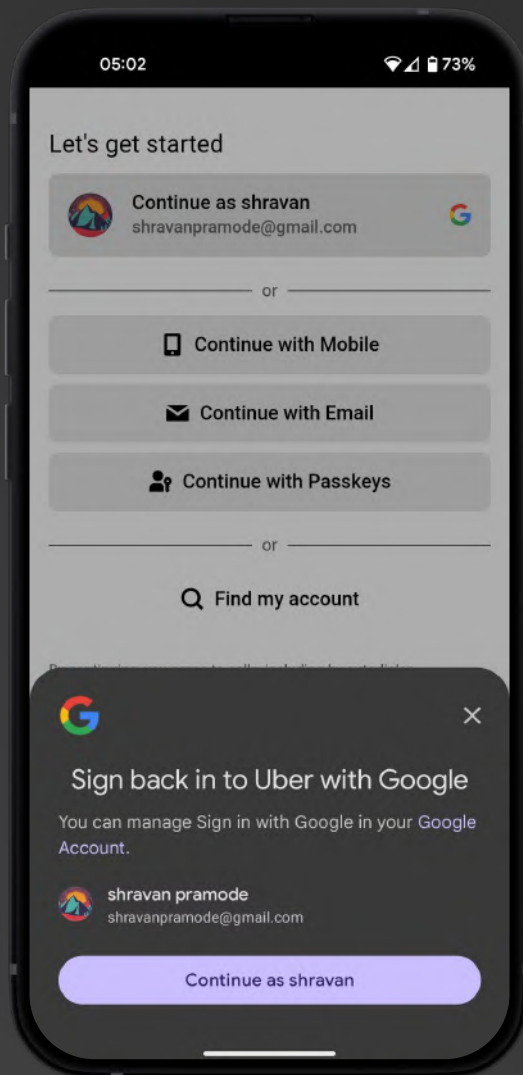


01

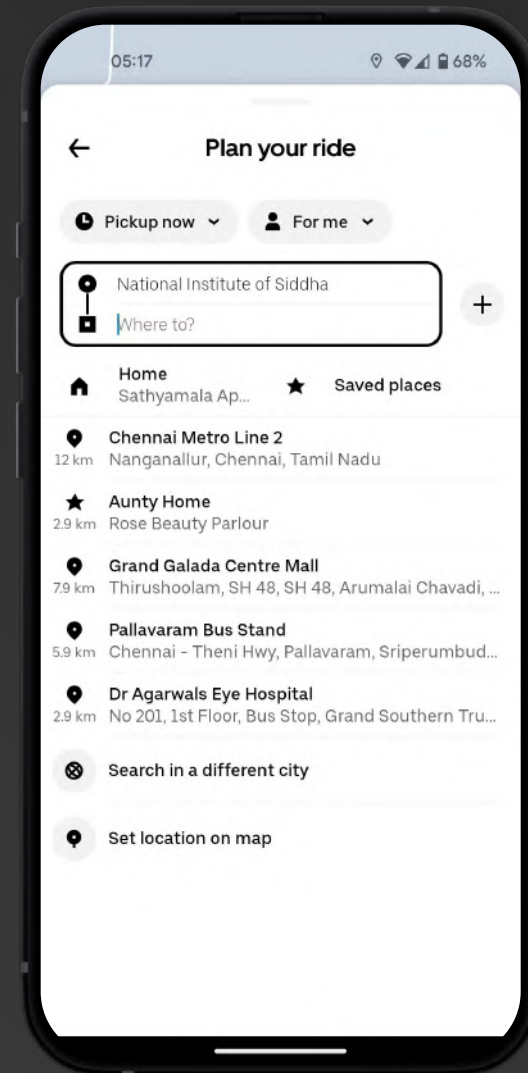
Flows & Frictions



Onboarding to First booking

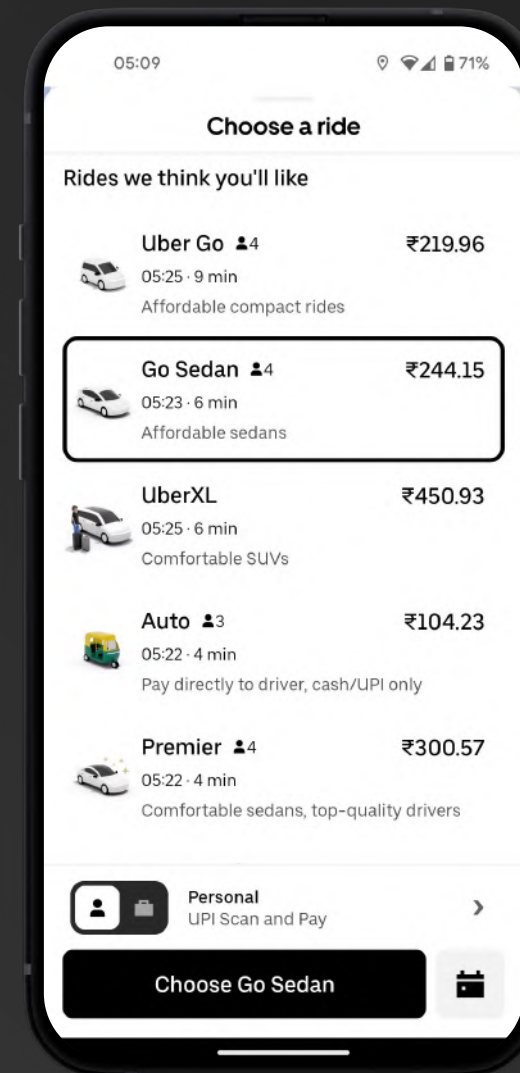


Effortless login process by auto detecting Google or Apple account sign-ins



Highly customizable ride planning across different parameters like location, time & rider with different city search option

Ability to save places for faster selection makes experience personalized



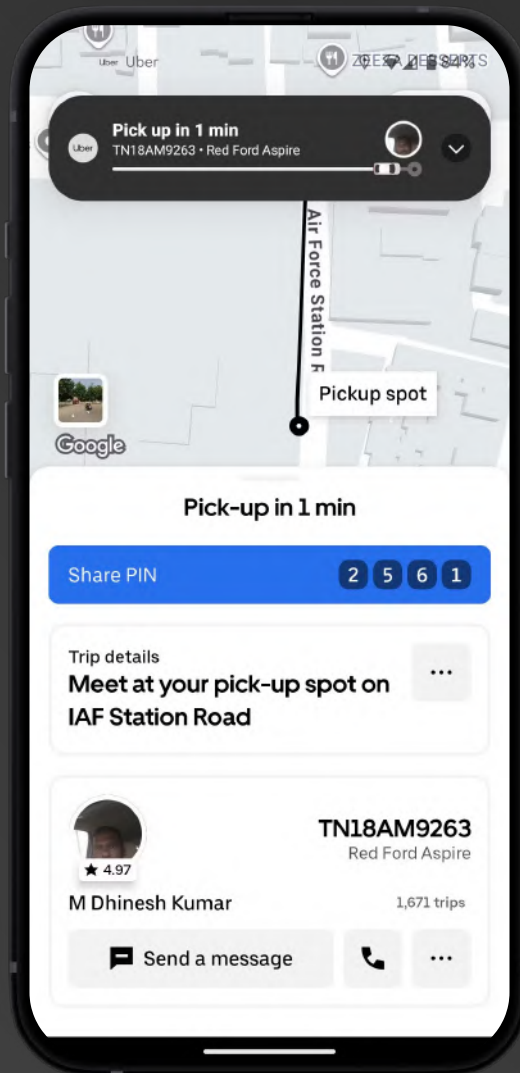
Wide list of ride options ranging from most affordable to most eco-friendly to most premium & comfortable

Frictions

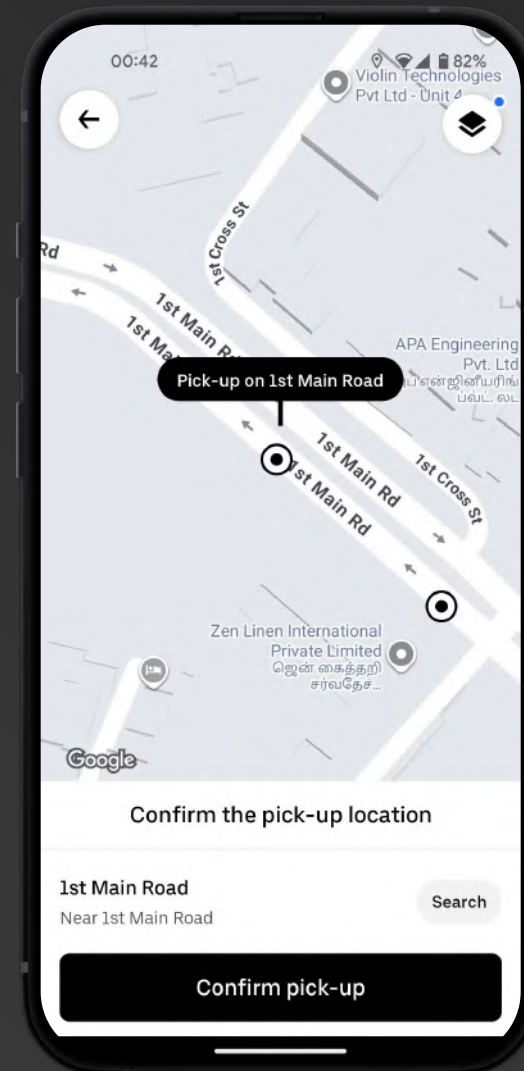
- Option to login via Passkeys is buggy showing a get started screen leading to same log in screen
- Does not have a way to find the fastest ride option based on availability, driver quality & transit time which can help users who are in a hurry to reach destination faster
- Overwhelming UI for less tech savvy / Senior users confusing app navigation

Flows

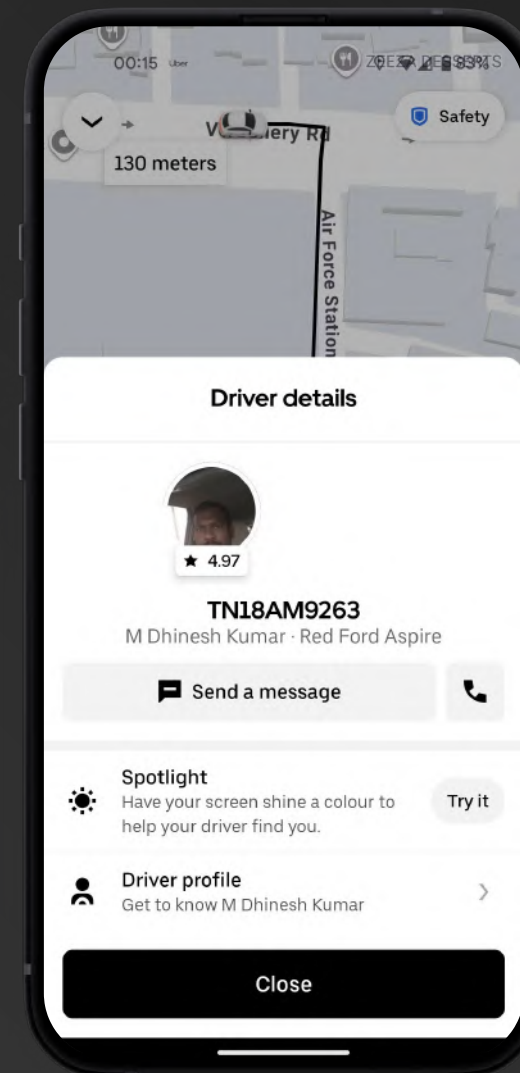
Request a Ride to Pick-up



ETA for driver arrival and driver tracking reduce uncertainty



Accurate location precision to reach riders location helps timely pick-up



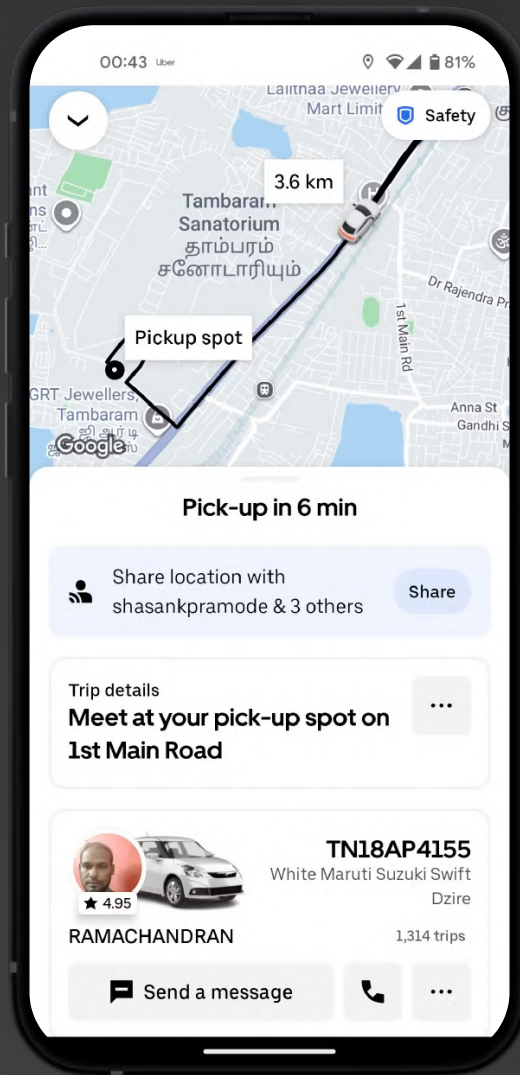
Ride cancellations quickly honored with alternate drivers or ride options

Frictions

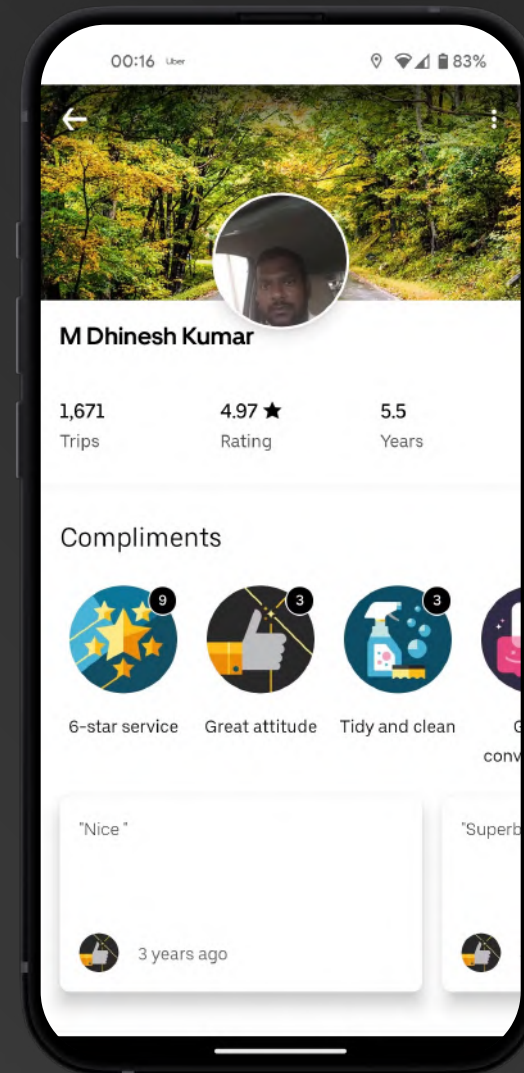
- Surge pricing is visible but explanation of cause and refund policy unclear
- Abrupt ride cancellations by drivers based on selected destination/cost affects ride reliability
- Long waiting window for ride confirmations during peak-time hours leave users frustrated

Flows

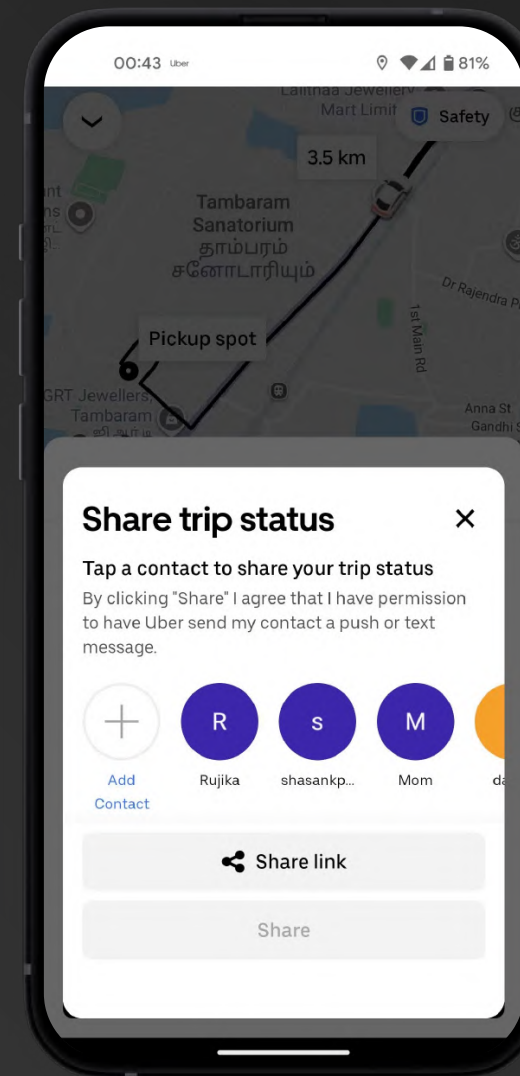
On-Transit to Drop



ETA prediction to destination avoids user anxiety due to delay and plan further engagements



High ride quality with top rated drivers & cars ensures customer safety and satisfaction



Ability of real time ride tracking by authorized trusted contacts fosters safe environment, transparency & greater control

Frictions

- Reduced accuracy of ETAs during peak time hours affects user plans & engagements
- Unavailability of changing payment option from UPI handles to cash while on transit leads to confusions & duplicate payment requests
- After drop customer support & escalations, that plays out in a chatbot loop with no human connection, leaves users feel disrespected

Flows

02

Company



Mission

We reimagine the way the world moves for the better

Revenue Streams (Uber Marketplace)

- **Ride-Hailing Commissions** - 20-25% per ride (Primary Revenue Driver)
- **Uber One Subscriptions** - 25M+ subscribers, recurring revenue
- **Premium service fees** - Uber Black & Uber Premier
- **Surge Pricing** - (1.2×–2.5×) 15-25% of total mobility revenue
- **Subscription fees from drivers** - (Region specific - under transition)
- **Advertising and fintech** (Uber Ads + Wallet/BNPL) (High revenue driver)

User Value

Users able to reach their travel destinations with least effort enabling them to focus on actual engagements instead of transit

Business Value

Significant rise in Monthly Active Platform Consumers (MAPC) driving increasing number of trips (in millions) contributes to hailing commissions revenue

Key Differentiators vs Top-3 Competitors

01

Bolt

Europe & Africa focused, super-app experience, Lower commissions, Women for women only feature, Bolt scooters for micro mobility

Uber differs primarily with its global presence, diverse ride service offerings including bikes & auto, more appealing UI, Electric scooters with partnership with Lime in US market

02

lyft

North America-focused, Community-first brand - Second-largest in the U.S after uber, Price lock feature for routine routes, loyalty rewards program for drivers & riders, cause-driven features & innovative advertising revenue

Uber differs with its more professional focused design, US & global market dominance, Driver exclusive reward program, Market focused diversified services and plans of introducing price lock feature in Indian market

03

 **DiDi**

China dominated, No surge pricing

Uber differs from its global presence outside China, Dynamic pricing model, Uber sold operations in 2016 to Didi in China in exchange of 18% stake

01

OLA

India's Flagship competitor, concentrates in Tier 2/3 cities, wider city presence, own in-house Ola Maps system for tracking

Uber differs with its global footprint, worldwide accepted google map system less clutter free UI, standardized experience across markets, global uniform and customizable safety toolkit

02

 **rapido**
BIKE TAXI

Focus Bengaluru & Tier 1 metros, built for India's urban mobility patterns, Bike-taxi & auto segment leader, lower competitive fares optimized for quick, low-cost hops

Uber differs with its wide spread reach, multi-vehicle portfolio with premium options, mature safety suite

03

 **inDrive**

Fare negotiation model, user control over price

Uber differs by having a mature centralized platform, fast ride-matching across many regions, diverse range of ride options, minimize negotiation friction with automated matching and upfront dynamic pricing

03

Features



Problem it Solves

- I often feel anxious as to know where my ride is, either before or after pick-up?
- Will I have time to tend to last minute chores before leaving my home?

How it works

Once a cab is booked, the map UI gets into a real time tracking mode which stays functional until the trip is completed

You will be able to see,

- whether you are at the pick up location and if not how long will it take for you to reach there
- How far away is the driver from your location and the route he will most likely take to reach you
- currently where your ride is and the route taken to reach destination. while on the ride, with clear continuously optimized ETAs calculated using 'DeepETA', Uber's deep learning model

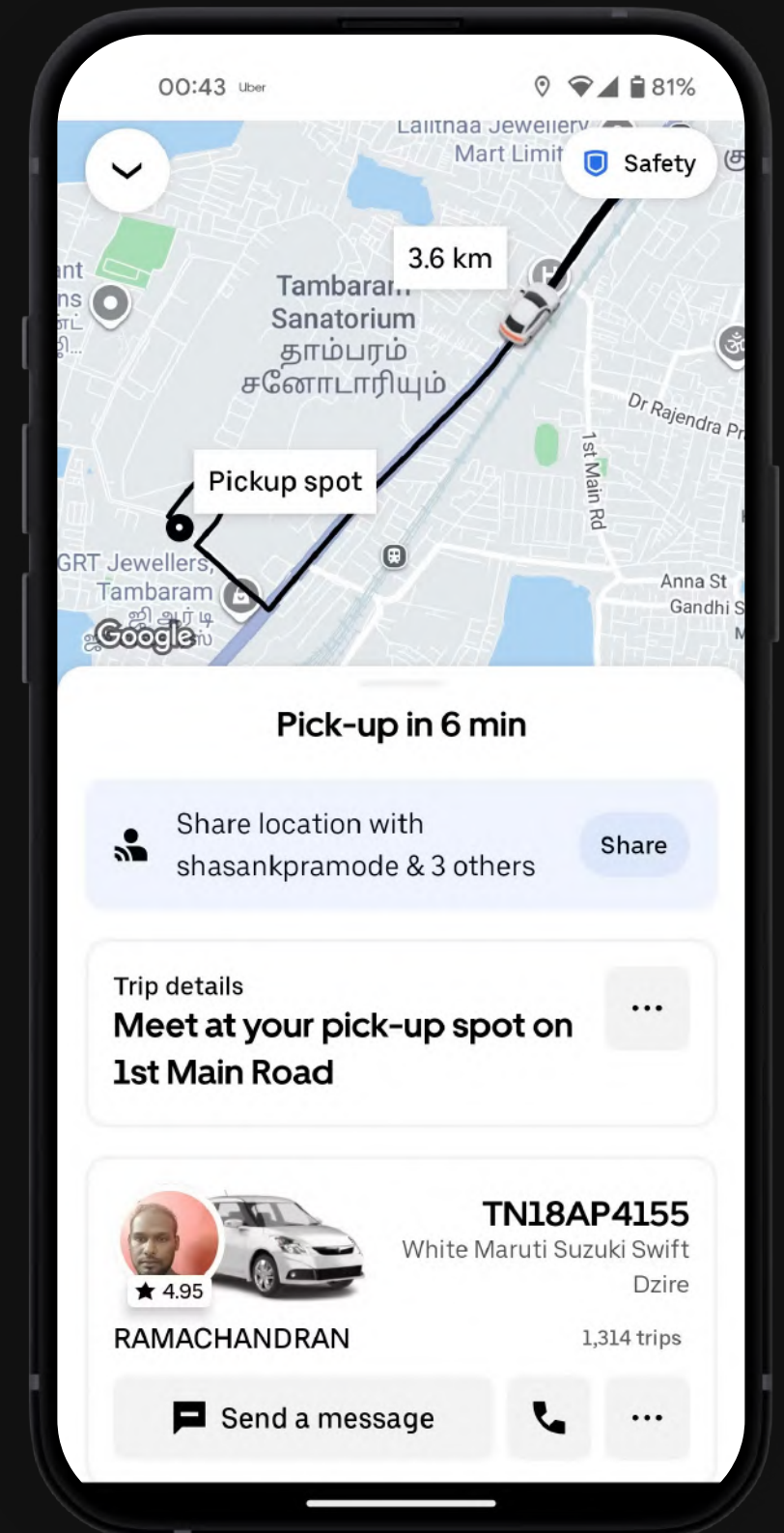
Why it works

For users:

- Helps in reducing anxiety & uncertainty and builds confidence.
- Helps users take informed decisions to finish their last minute chores

For Business:

- Timely pickups & drops fosters possibility of more future driver engagements, increases service reliability which leads to more ride bookings, greater market share, higher commissions, and ultimately sustained revenue growth



Problem it Solves

- I want to book the cheapest ride available
- I prefer taking an Uber Go if the price is similar to an auto

How it works

- The fare estimation feature allows you to find out roughly what your trip will cost before requesting a ride
- After selecting the pick-up and drop location and choosing the ride time, the app lists all the ride options available
- A price quote is displayed against each ride option in local currency calculated based on the estimated length and duration of the trip, demand and real-time traffic conditions

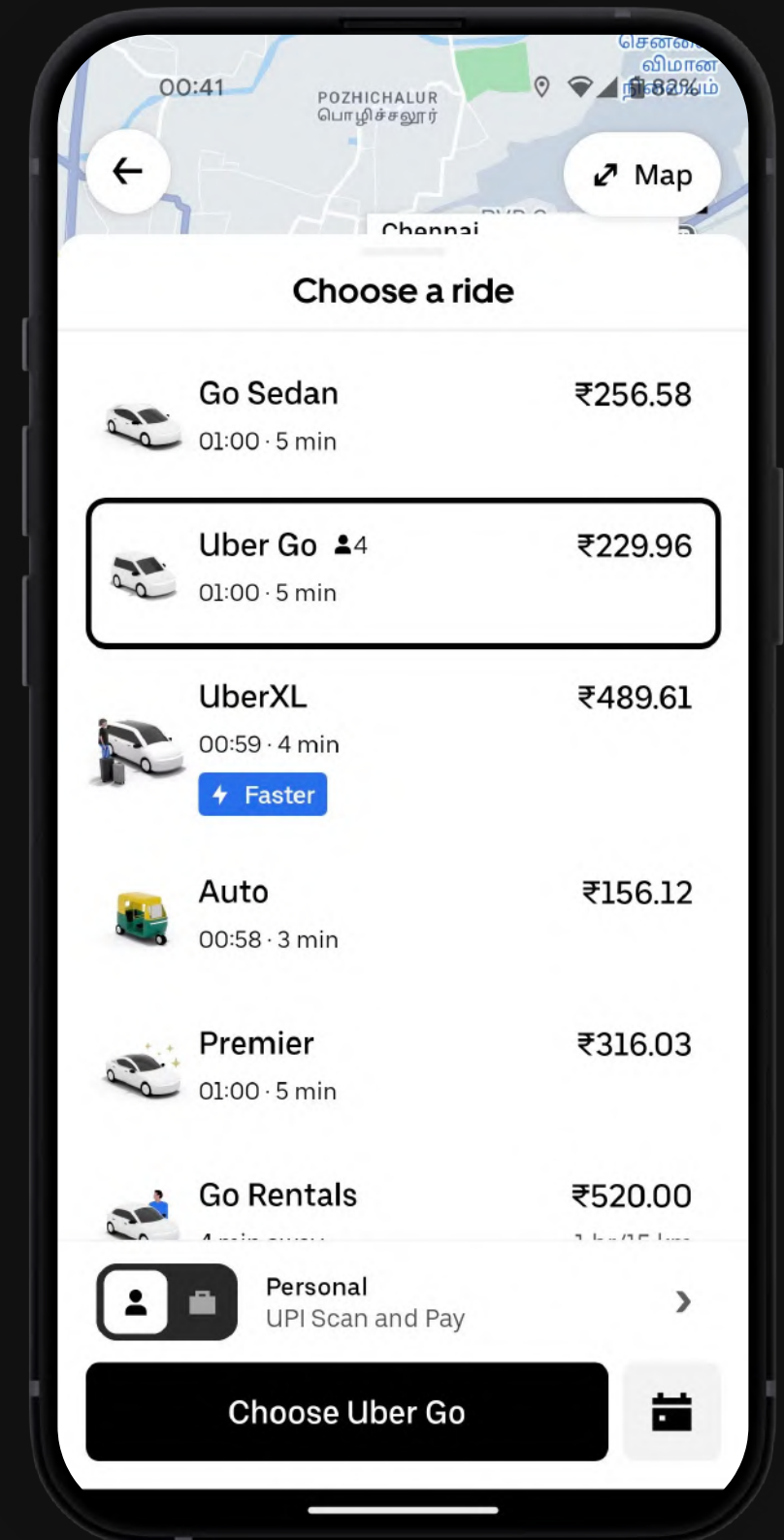
Why it works

For users:

- Helps users set price expectations, feel a sense of control & avoid surprises during completion. Decide earlier if they want to pay or try another option.

For Business:

- Upfront fare estimation helps optimize prices to increase 'take rate' by setting reasonable targets based on number of booking request conversions, thereby increasing its own share on total fare and maximizing profit per ride.
- Helps driver retention rates as they will be able to understand earning opportunities during peak demand



Problem it Solves

- I would feel safe, if my father stays informed of my real time location
- I am worried as my daughter is travelling back alone from office. I need to know her current location and when to expect her
- With Uber's reputation in early stages facing criticism regarding user safety, should I choose uber for my ride home alone?

How it works

- Once ride is requested, swipe up on your app screen and tap Share Trip Status. You can select up to 5 people from your contact list you want to share your ride status with
- Those trusted contacts will receive a text with a link containing your trip details. Opening it displays your driver's first name and vehicle information, plus your map location in real time
- The trusted contact can track passenger's location real time over a mobile browser without the need of uber app

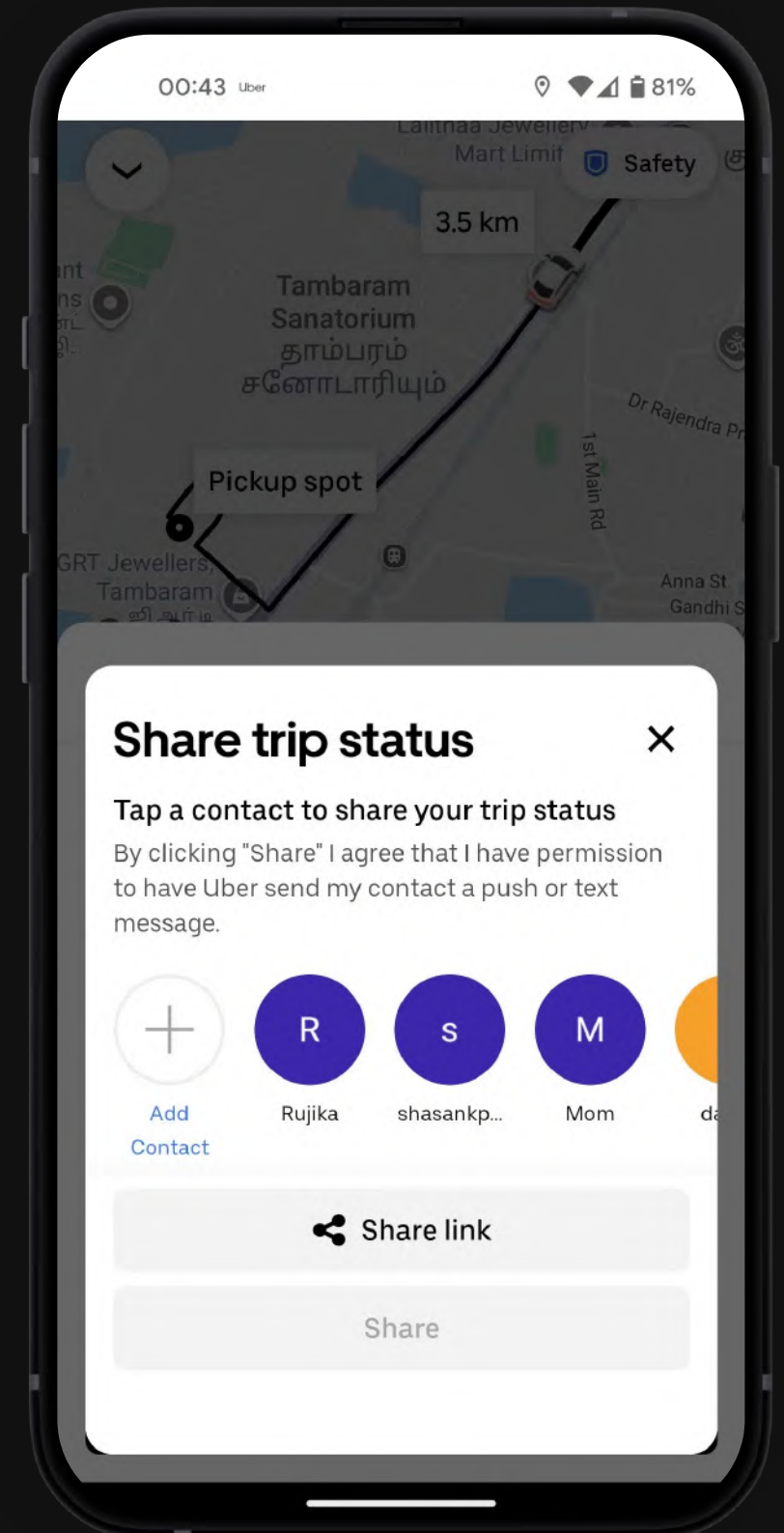
Why it works

For users:

- Users feel increased sense of security and control, holding driver accountable to follow protocols to ensure safe ride, need of manual regular updates to loved ones can be avoided

For Business:

- Share my trip feature builds trust and Increases confidence among public providing a strong leverage in market competetiveness. High safety standards adds value to the brand positively effecting high retention rates



04

Riders



Drivers



User Segments

01 Riders

Sub-segments	Key Needs/ Use cases	User problems
Daily professional commuters	• Daily office & student commuters need affordable and reliable rides with least fluctuations in day to day prices • Commuters with access to public transit hubs like Metro trains & buses need quick first-mile/last-mile connectivity to final destinations • Budget conscious riders need price/surge price decrease alerts as they are willing to wait and save during peak hours	• Upfront pricing not honored by drivers during peak hours demanding extra charges • Abrupt ride cancellations by drivers leave commuters feel disrespected • Drivers avoiding certain payment modes creates post ride friction leading to negative reviews
Business commuters	• Local business contacts need to ensure Premium & maximum comfort ride experience of their clientele & delegates to foster sense of respect & care • Frequent flyers getting to & from airports, need first & last mile commutes planned in advance instead of stressing out while moving (Uber Reserve ride, Elevated)	• Scheduled rides not honored by drivers stating reasons like peak traffic hours and road conditions • Long pick-up times with drivers' unresponsiveness, frustrates users • Low app connectivity & delayed driver matching during peak hours in urban busy networks
Group commuters	• Colleagues travelling to work location from different pickup spots need a reliable stressfree means of transport together • Tourists wanting to see different city attractions need ride always present with them to avoid multiple bookings • Family members wanting to visit another city need to travel with a larger group or have extra luggage	• No clear fare breakdown to understand sudden surges or unreasonable high charge
Riders with special needs	• Seniors & people with disabilities need easy accessible vehicles for assistance with reaching destination • People travelling with pets need understandable drivers & accessible commute • Environment conscious riders need ecofriendly ride options	• Seniors & infrequent commuters face difficulties in app navigation due to overwhelming UI • Less eco friendly ride options forcing environment conscious commuters opt for crowded public transports

02 Drivers

Sub-segments	Key Needs/ Use cases	User problems
Full-time drivers Part-time drivers Drivers owning car Drivers under fleet partner Fleet partners - Non-driving partner	• Drivers need fair pay based on their vehicle & distance to travel with consistent ride volumes to ensure stable income • Drivers need control over their work schedule and proper support from fleet partners • Drivers need to feel safe while on road with passengers and safe routes suggested to pick-up or drop locations • Drivers need transparency with their earnings & incentives and ways to track them efficiently • Drivers need fair working conditions where their contributions are rewarded and not exploited • Fleet partner need verified drivers, real time tracking & status of their vehicle and earnings	• Drivers penalized over trip cancellations even during valid situations like heavy traffic and road closures due to infrastructure work • Ride payments done through ride hailing app not credited immediately to drivers account • Unclear transparency with earnings without proper breakdown of surge time incentives, servicing crowded areas • Tips from riders not getting fully credited

05

Hypotheses

Problem Hypotheses

Priority

Why I Picked It

Gut Confidence



I believe daily commuters struggle to be punctual with commitments when faced with multiple booking cancellations by drivers because of high demand & traffic situations leading to delayed check-ins & disappointed peer relationships.

P2

Multiple mentions in app reviews, purpose of app not met which can highly affect retention

HIGH



I believe frequent commuters sometimes feel cheated when they see final price much higher than at the time of booking may be due to addition of sudden surge price or extra waiting time fee addition causing distrust and reliability concerns among users

P3

This is not frequent but picked it as it affects the trust on brand and retention levels

HIGH



I believe irrespective of the segment, commuters feel displeased when waiting for ride matching doing nothing, during rush hours because of driver unavailability or network strength leading to immediate churn.

P3

This scenario frustrates lot of users across segments as it creates a sense of blind hope directly affecting trust

MEDIUM

Thank you.

Next steps:

User & Market
Research



Want to make a presentation like this one?

Start with a fully customizable template, create a beautiful deck in minutes, then easily share it with anyone.

Create a presentation (It's free)