

User Research

A blurred background image showing a person in a white shirt and dark trousers sitting in a blue armchair, holding a clipboard and pen. Another person's hands are visible in the foreground, holding a small white object. The scene is set in a modern, brightly lit interior with a patterned wall and a striped rug.

Made by
Shravan

Agenda

01

Insights



02

S W O T



03

G O A L



04

Personas



05

P0 Problem



01

Insights

Turning
Conversations
Into
Evidence

**“MY MANAGER CALLED ME OUT IN A
CLIENT MEETING BECAUSE I WAS
LATE - I FELT HUMILIATED.”**

Adhi Raman, IT Analyst

Context: Adhi didn't notice his confirmed ride got cancelled and new ride fallback did not go through

**“I WAS EMBARRASSED AND
ANXIOUS THE ENTIRE DAY.”**

Shasank Bhushan, Assistant Manager

Context: Slow matching turned a predictable commute into a reputation-risking absence

Hypothesis

#1

Supply side reliability is the root cause for cancellations

Why: Multiple interview quotes and 9 of 10 survey responses support this hypothesis

#2

High capacity transit option helps shift drivers focus to serve available less demand

Why: Helps reduce demand of daily work commuters thereby large pool of servicing drivers left with lesser pool of unserved riders

#3

Surge pricing affect price of high frequency segment

Why: Users observed, when comparing prices on uber & its competitors, bike/auto is cheaper for short rides but costlier for long distance.

02

SWOT



Putting
Research
Into
Strategic
Context

STRENGTHS



- Uber is positioned as a highly reputed global brand with its reach across 70 countries worldwide having the largest active user base in the global market and highest market share in Indian market
- Multifaceted mobility service verticals beyond ride-hailing offering food and package delivery, corporate transport solutions and Freight establishes uber as a comprehensive transportation & logistics ecosystem
- Price sensitive features pilots like price lock, multimodal insights, Higher-capacity daily commute option (Uber shuttle) scales accessibility, affordability and enterprise focused expansion at many levels

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WEAKNESS

- Competition forced replacement of commission model with subscription model, increased off-app payments and weakened leverage & control over monetization
- Low dominance in micro-mobility segment compared to Rapido, the segment leader, translates to weak first-mile & last-mile connectivity
- Varying state policies in the micro mobility segment causes uncertainty in operations and service availability

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OPPORTUNITIES



- With BluSmart's sudden shutdown in EV premium offerings, promising opportunity to scale up in uber green four-wheeler space by sealing multiple EV fleet partnerships
- As tier 1 cities digitize transit, open network integrations like ONDC strategically positions uber for multimodal transportation ecosystem, leveraging public transport services to increase first-mile last-mile engagements through attractive discounts
- Scaling up uber shuttle services in metro cities, uber can reinforce its position as a comprehensive urban mobility provider capturing daily commute market by showcasing it as a comfortable alternative to inconvenient traditional buses

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THREAT

- Zero-commission models & low take rates of emerging competition (Rapido, Namma Yatri) threaten micro-mobility & high-frequency segment dominance and increase driver churn rates
- Uncertainty with policy regulations for bike taxis and varying state-level aggregator rules can force abrupt service changes and compliance costs in micro-mobility segment

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03

Solve pickup reliability concerns to improve 30-day rider retention for daily urban riders

Goal

04

Personas

Meet Moody Meera

Goals

- Arrive at work on time everyday without anxiety of the transit part of her mornings
- Feel in control of her schedule with guaranteed rides without cancellations or driver match waiting
- Access to cost-efficient daily ride option that fits her budget

Behaviours

- After morning chores, opens app and books ride for the same slot everyday
- Prioritizes reliability over convenience and so switch easily for alternate modes / app
- Immediate confirmation & less confirmation to arrival time increases repeated usage

Pain points

- Waiting for confirmation makes me anxious to keep checking constantly for confirmations & ETAs which eats into the little time I have after chores
- Difficult to trust scheduled rides when drivers still cancel and have to wait longer
- Unpredictable pickup windows force me to build huge buffers into my morning
- Delay in actually getting on a ride force me to take inconvenient public transport



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Chennai



Software professional



Working homemaker

"I'm a working mother who commutes daily. With tight mornings, I need an immediate guaranteed ride to work, the moment I get ready"

Meet Guardian Brian

Goals

- Need recurring, dependable rides to balance care duties and workplace accountability
- Zero disruptions like cancellations & rebooking with scheduled rides which will cascade into lost work hours
- Preserve professional reliability free from guilt and stress by avoiding unforeseen absences

Behaviours

- Books recurring rides for scheduled days and uses on demand services for ad-hoc needs
- Prefers reliability even at a premium if it promises no rescheduling and work disruption
- Continuous reassurance needed on ETAs or will switch immediately to other providers as stakes for missing an obligation is high

Pain points

- Waiting for multiple delayed rides makes my day chaotic affecting my performance
- Missing in-person stakeholder meetings when scheduled rides are not honored, undermines professional credibility and harms my relationships
- Need immediate fallback options so that my commitments are not compromised



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Bengaluru



Marketing Manager

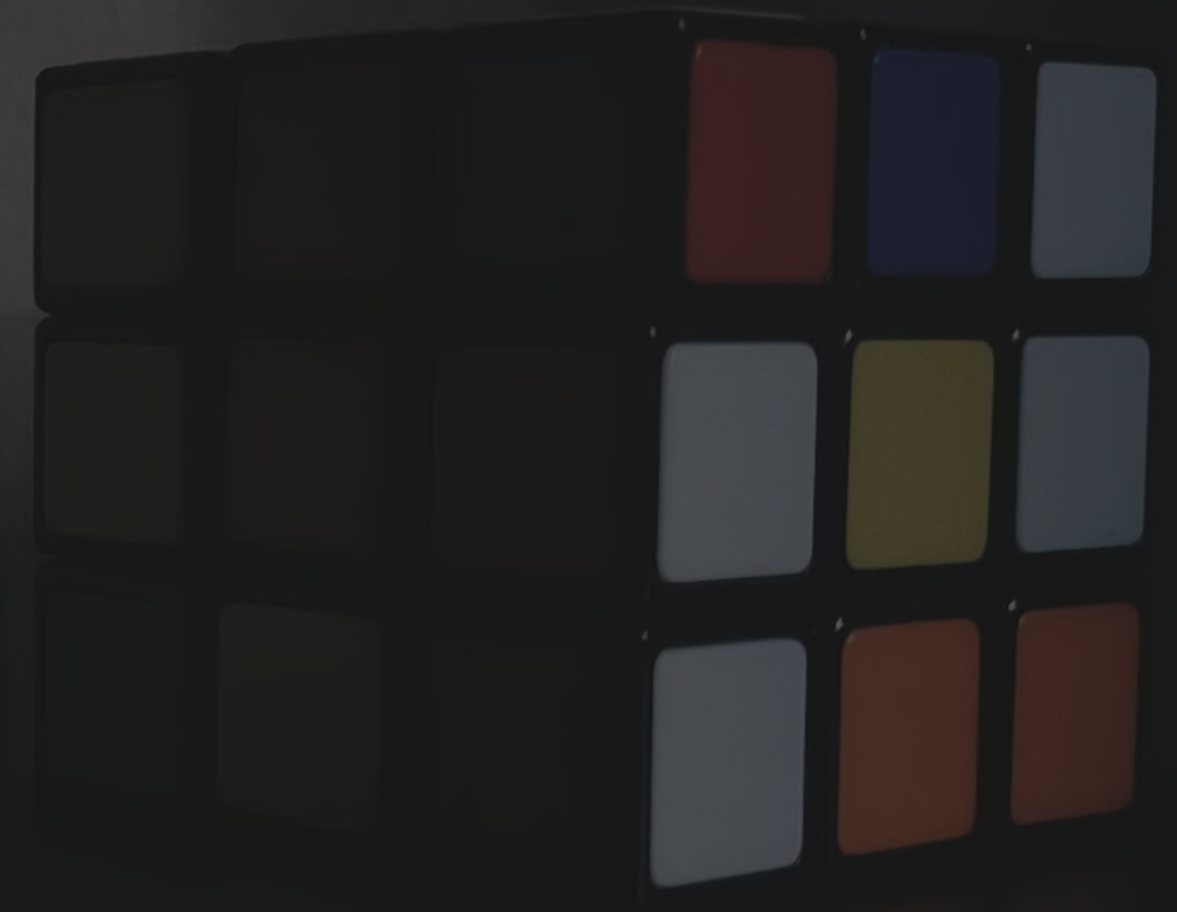


Career-driven caregiver

"I am mostly on the go juggling work travel and my mother's medical care. I can't risk a no-show for my high stake commitments"

05

PO Problem



Problem Prioritization

Problems	PIF Score (P * I * F)	Links to Goal	Aligns with Strengths	Solvable Within Scope
Last-Minute ride cancellations	100	Yes	Yes	Yes
Long wait for driver match	90	Yes	Yes	Yes
Unforeseen surge in prices	80	Yes	Yes	Yes
ETA inaccuracy after booking	80	Yes	Partly	Partly
Unreliable scheduled bookings	76	Yes	Yes	Yes
Expensive first & last-mile connect	70	Yes	Yes	Yes
Fare negotiations before arrival	64	Yes	Partly	Partly

” Daily urban riders cannot secure reliable, predictable pickups during morning commute windows, causing missed appointments and increased churn. ”

PO Problem

Thank you.

Next steps:

Ideation &
Prioritization



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