

PRODUCT REQUIREMENTS DOCUMENT

Title / Initiative	:	Uber Commute Assurance Initiative <i>Assuring Reliable Rides for Daily Urban Commuters</i>
Date & Version :	:	24/10/2025 Version 1.0
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Design POC	:	John Doe
Tech POC	:	John Doe
Marketing POC	:	John Doe

Objective

Urban mobility patterns show that the highest-value, highest-frequency users—professionals and students with tight schedules—are lost when reliability breaks. Industry and platform data (2024-25) reveal that up to 30% of commuters faced cancelled or delayed rides in peak hours, directly leading to churn, poor app ratings, and migration to rivals. Users overwhelmingly report reliability, not just convenience or price, as the decisive factor in trusting a ride-hailing platform for daily commitments. Solving this reliability gap is no longer a “nice to have”—it is the new standard to win, grow, and keep the most valuable segment of urban mobility.

Business :

Work on transforming Uber’s morning commute experience by assuring reliability across all critical urban markets. The initiative aims to drive 30-day rider retention from 70% to over 85% by removing pickup unpredictability, slashing morning cancellation rates to under 15%, and embedding trust through transparent pricing and guaranteed fallback options. This helps Uber to solidify its reputation as the most trustworthy transport platform for daily commuters, high-frequency user base, creating a competitive advantage among mobility platforms.

User :

Make morning pickups predictable, swift, and trustworthy so that daily urban riders like professionals, essential workers and students can reach their destinations on time without stress or anxiety, missed appointments, or ride cancellations, ultimately building confidence and loyalty to Uber for their daily mobility needs. With features like proactive fallback ride options, guaranteed bookings, and real-time driver matching accuracy, urban riders can plan their mornings without fearing late arrivals, last-minute cancellations, or missed meetings. In the long run, this will build a loyal community of frequent commuters who default to Uber for their high-stakes daily journeys, because it consistently delivers reliability, transparency, and trustworthiness when it matters most.

Measuring Success

Goal

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

Success Metrics

North Strat Metric : Day-30 Retention Rate (Daily Commuter Cohort)

Definition : Percentage of new daily commuter users who are still active (≥ 1 ride) 30 days after signup

Why it matters : The primary goal metric which directly measures if reliability improvements create lasting behavior change driving business sustainability.

Secondary Metrics:

Metric Name	Definition	Category	Why it matters
Day-7 Retention Rate	Percentage of users active 7 days after signup	Retention	Early retention predictor. Strong D7 retention highly correlates with D30 retention. Enables early intervention for at-risk cohorts.
Ride Cancellation Rate	% of booked rides cancelled by driver or rider during peak hours (6-10 AM)	Engagement	Core problem indicator. High cancellations = poor reliability = churn. Directly explains retention drops.
Driver Matching Latency (P95)	Time from booking request to driver acceptance at 95th percentile	Engagement	Long wait times increase anxiety and abandonment. Faster matching reduces cancellations and improves retention.
User Activation Rate	% of new users who complete first morning commute ride (6-10 AM) in first week	Activation	Activated users experience reliability value early. Strong D7 activation predicts D30 retention.
Feature Usage Rate (F8 Fallback)	% of delayed rides where users activate the Fallback parallel request feature	Engagement	Measures adoption of key reliability feature. Users who use F8 have higher retention during problem scenarios.
Customer Health Score	Composite score: usage frequency (40%) + CSAT (30%) + support interactions (30%)	Retention	Predictive early warning. Low health scores identify at-risk users before they churn.
Stickiness Ratio (DAU/MAU)	Ratio of daily active users to monthly active users - indicates product stickiness and habit formation for daily commuters	Engagement	Measures product indispensability. Higher ratio = stronger habit. Daily commuters should use the product 4+ days/week. Critical indicator of product-market fit.

Guardrail Metrics:

Metric Name	Definition	Category	Why it matters
Support Ticket Volume (Reliability)	Number of tickets about cancellations, delays, no-shows per month	Retention	Should decrease as reliability improves. Spike indicates new problems introduced. Quality check.
Driver Cancellation Rate (by Reason)	% of driver cancellations broken down by reason (route difficulty, location, etc.)	Engagement	Ensures F5 incentives solve root problems, not mask it. Ensure fallback backup rides stay highly reliable.
Refund & Compensation Rate	% of revenue paid as refunds/compensation due to reliability failures (F5, F12)	Revenue	High rate indicates reliability is still problematic. Directly reduces net revenue and profitability.

Understanding Users:

Persona 1 : Moody Meera

The Daily Commuter - Working Mother

Profile: 33 | Chennai | Software Professional | Working Homemaker

Needs:

- 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

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

Jobs to be Done:

- “I want to secure a ride instantly every morning right after I’m done with family and chores, so that I can be punctual and start my workday without stress.”
- “I want my Uber driver to show up at the promised time, so that I don’t have to worry about being late or constantly tracking on my phone while finishing my morning tasks.”
- “I want reassurance that my confirmed ride won’t suddenly get cancelled, so that I can stop waking up earlier than needed just to buffer against unpredictability.”
- “I want to manage my commute budget efficiently, so that relying on Uber for my everyday commute doesn’t break the bank.”

Persona 2 : Guardian Brian

The Business User - Career-Driven Caregiver

Profile: 50 | Bengaluru | Marketing Manager | Juggling Work & Mother's Medical Care

Needs:

- 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

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

Jobs to be Done:

- "I want total confidence that my 9 AM ride will honor the booking, so that my professional reputation isn't at risk because of someone else's no-show or delay."
- "I want immediate alternatives when a driver cancels, so that urgent client meetings or my mother's medical appointments are never put in jeopardy."
- "I want constant, real-time updates about my upcoming ride's ETA and driver reliability, so that I can focus on work instead of micromanaging logistics."

Documentation on User Research

[Ride hailing User Research Survey](#)

[Playstore App Review Analysis & Insights](#)

Solution

Generated 15 thoughtful solutions to address the P0 problem "*Daily urban riders cannot secure reliable, predictable pickups during morning commute windows, causing missed appointments and increased churn.*" using detailed [Issue Tree & Root Cause Analysis](#)

Comprehensively prioritized all 15 features using 3 detailed prioritization methodologies to have a balanced approach ensuring both user value and business strategy are considered. Prepared one holistic view of prioritization considering all factors.

Weighing factors:

- Value they deliver
- Impact they create
- Technical complexity & execution feasibility
- Necessity & Business criticality
- Certainty of resource adoption

Methodologies utilized:

- RICE - Scale (1-5) - Score each on a scale of 1 - 5 in terms of reach, impact, confidence & effort
- Impact - Effort Matrix - To understand quick wins & Best bets and proactively avoid money pits
- MoSCoW - To categorize by necessity & business criticality helping to gauge user adoption

Composite Scoring formula :

Combined Scoring Formula : $RICE(30\%) + Impact-Effort(30\%) + MoSCoW(40\%)$

Key Insights on prioritization:

- Business criticality (MoSCoW) has highest influence (40%)
- All three methodologies contribute meaningfully to final ranking
- Scores are properly normalized and comparable across methods
- Weighting reflects strategic importance of business impact over pure efficiency

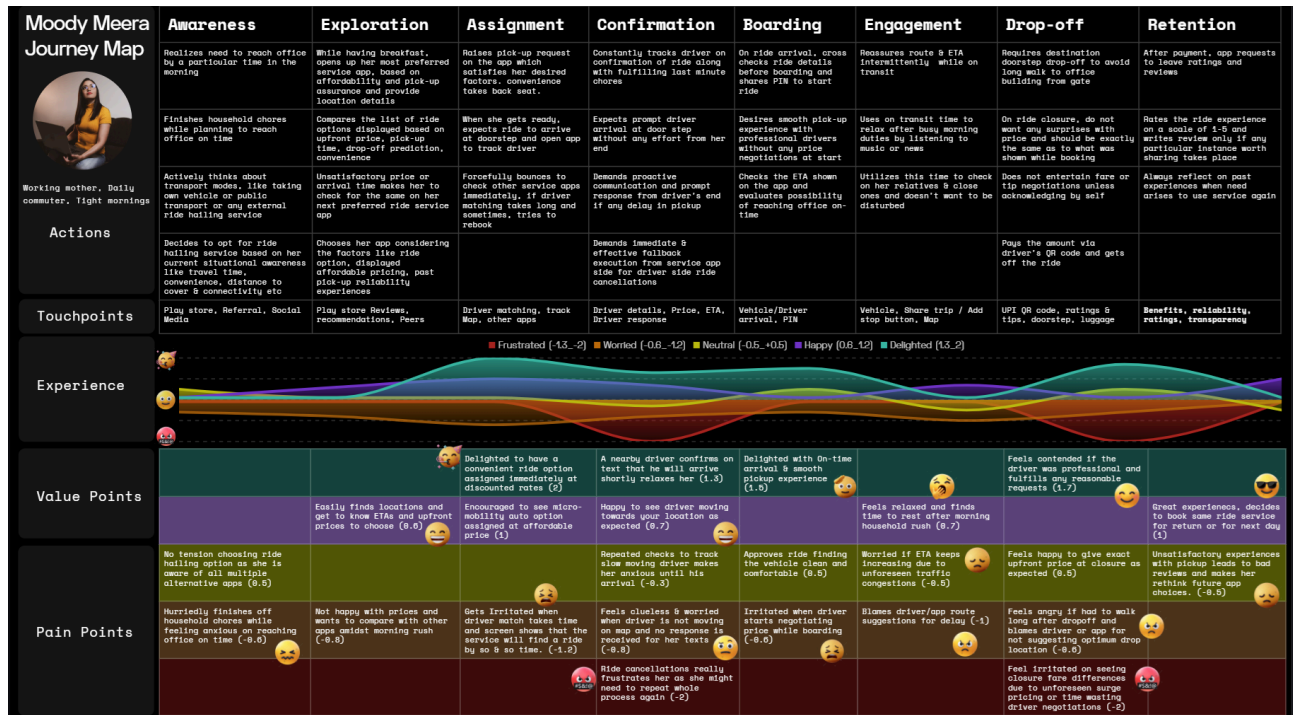
This methodology ensures that features solving the core pickup reliability problem (Must Have features like F2, F8, F5, F12) are prioritized over nice-to-have improvements (like F9's communication enhancement), even when the latter have higher RICE scores due to simplicity.

Prioritized list of Solutions:

ID	Name	RICE Score	Impact/ Effort Quadrant	MoSCoW	Final Score	Notes
F2	Predict future demand areas efficiently	25	Big Bets	Must Have	0.865	Transformative system wide improvement, needs real-time data processing, proven AI/ML approaches available
F8	Fallback ride option - Parallel request	21.3	Big Bets	Must Have	0.845	Logical solution with strong user research support, Moderate technical complexity
F5	Driver Incentives for Difficult Rides	12	Big Bets	Must Have	0.825	Moderate risk, requires incentive system, partner integration, need to ensure sustainable cost structure
F13	Clear surge multiplier display	50	Fill-ins	Should Have	0.75	Universal, Very low risk, transparency improvement to increase trust
F12	Guaranteed advance booking system	9	Big Bets	Must Have	0.745	High business value, operational complexity, need guarantee & compensation system
F9	Driver delay reason notifications	40	Fill-ins	Should Have	0.73	Universal, Very low risk, easy UI notification system, address communication gap

F14	Transparent fare breakdown	37.5	Fill-ins	Should Have	0.71	Universal, Very low risk, proven transparency benefits
F1	High Capacity Shuttle Expansion	9.6	Big Bets	Should Have	0.705	High regulatory and operational risk, long term phased implementation, proven pilot concept
F6	Driver stickiness gamification	9	Big Bets	Should Have	0.685	Indirect user benefits, Moderate risk, gamification success depends on driver psychology
F7	Driver expense reduction perks	9	Big Bets	Should Have	0.665	Indirect user benefits, High effort for partnership development, moderate business risk
F15	Golden Windows - AI booking optimization	6.4	Big Bets	Could Have	0.525	Complex AI system and user adoption risk, moonshot category
F11	Special needs rider profile system	6	Fill-ins	Could Have	0.43	Very small user percentage reach but significant impact, Low risk, strong social responsibility value
F3	Auto light mode activation	3	Fill-ins	Could Have	0.41	Very small user percentage reach, Low risk, simple implementation user prompting
F10	First mile split assistance	3	Money Pits	Won't Have	0.215	High user experience risk, Unproven multi-modal approach, integration challenges,
F4	Biometric Stress Response System	1.6	Money Pits	Won't Have	0.195	Very high privacy and technical risk, wearable biometric integration, uncertain user adoption, Moonshot

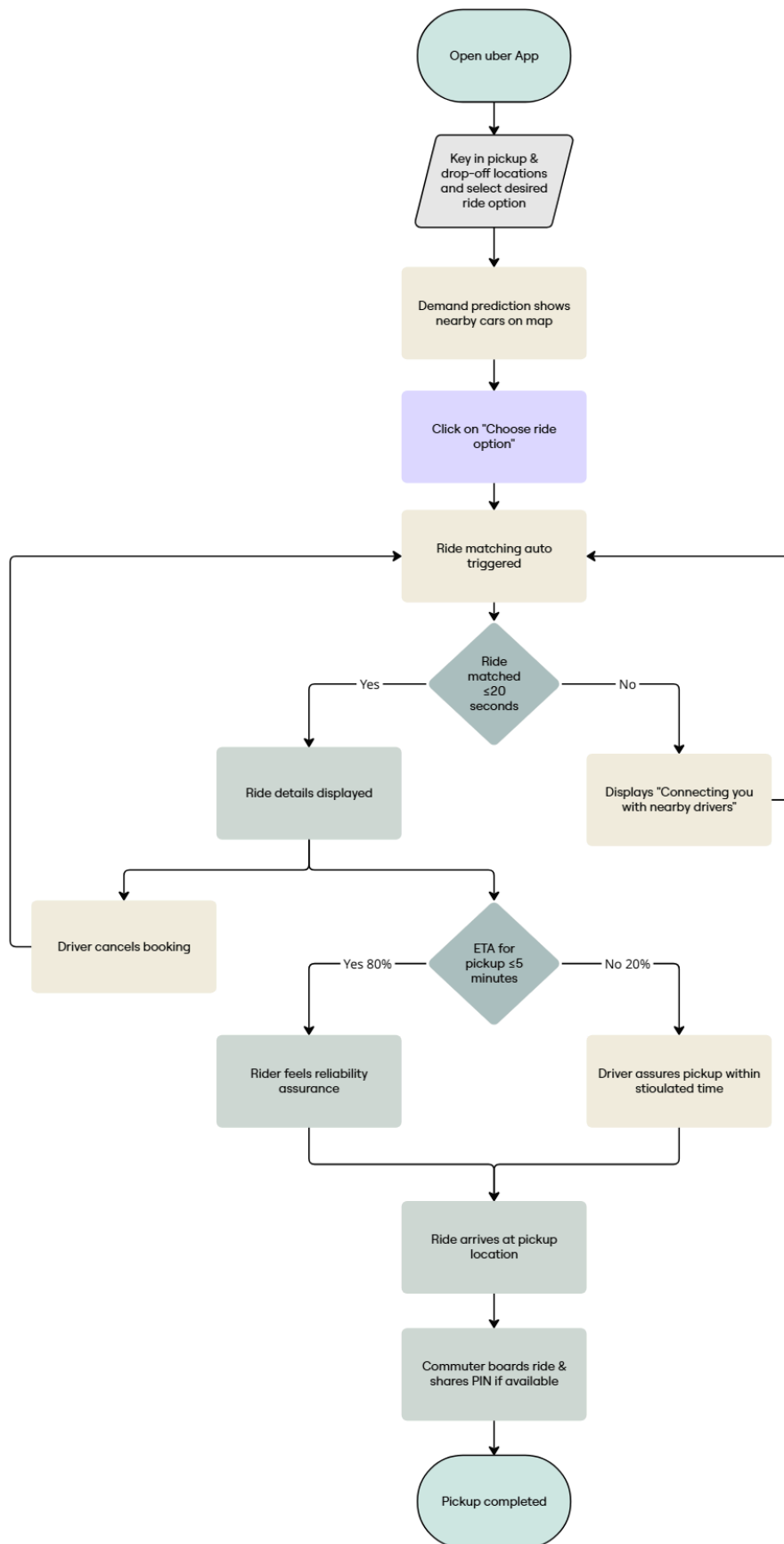
Customer Journey



Feature 1 : Predict Future Demand Areas (AI Demand Prediction System)

Description : Demand prediction system is a backend AI system that predicts where demand will spike (e.g., residential areas at 8-9 AM) and pre-position drivers proactively through existing heatmaps. Focus is on improving supply reliability through backend intelligence. Riders only experience the outcomes like faster driver matching, shorter ETAs, and fewer "no drivers available" scenarios. The current system only displays realtime heatmaps to drivers for them to position by themselves.

Flow Diagram



User Stories:

As a daily commuter booking a ride during morning rush hour, I want to be matched with a nearby driver within 20 seconds, so that I don't waste time waiting anxiously or face "no drivers available" errors..

Acceptance Criteria :

- When I open the Uber app during peak hours (6-10 AM), driver availability density indicators (the car icons on the map) should show 2-3 drivers realtime within 1 km radius.
- Average time from "Confirm Pickup" to "Driver Assigned" should be ≤ 20 seconds (down from current 45 seconds).
- If driver matching takes > 30 seconds, the app displays a progress message: "Connecting you with nearby drivers..."
- ETA displayed after the match should be ≤ 5 minutes for 80% of bookings in metro areas.
- Zero "No drivers available" error during predicted high-demand windows when prediction is active.

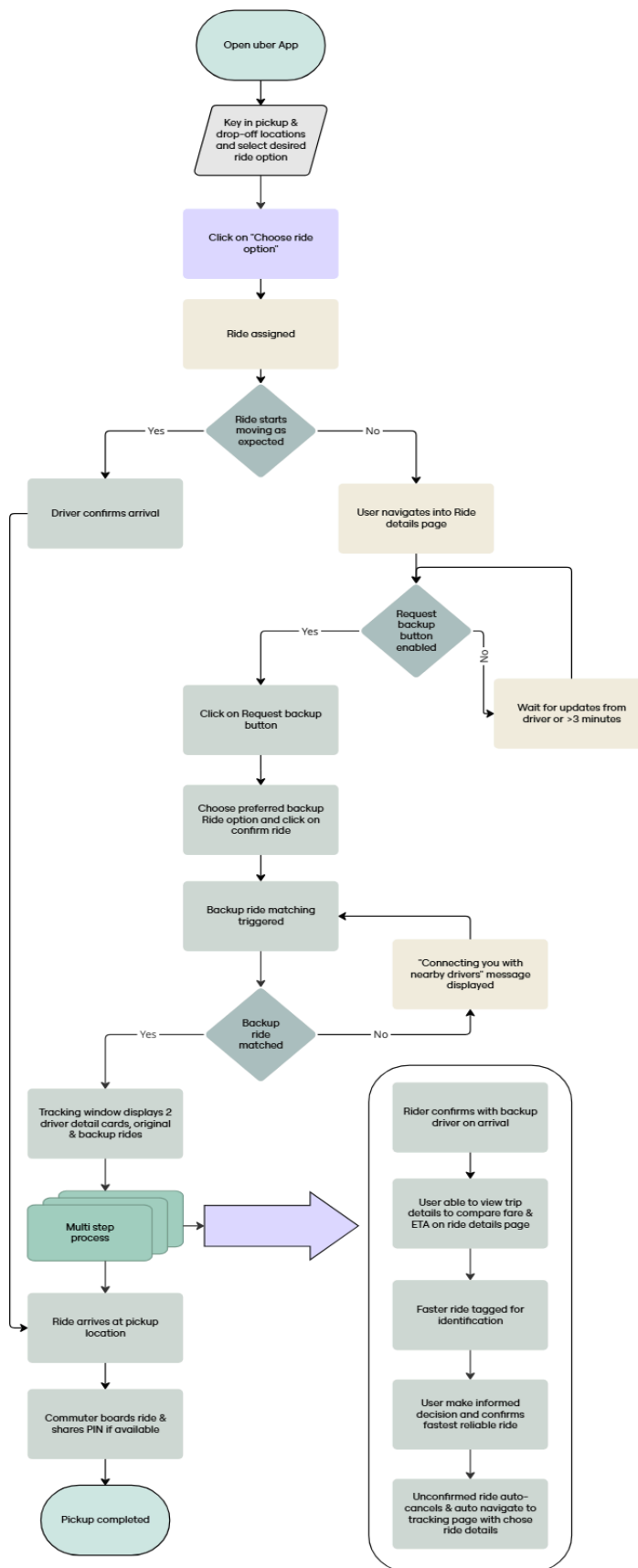
Edge Cases:

- Prediction algorithm fails (data unavailable) - Fallback to standard driver allocation; rider sees normal ETAs, no error messages shown.
- Rider books from unpredicted location (new/unusual pickup point) - Standard matching applies; slightly longer wait acceptable.
- Too many drivers pre-positioned (oversupply) - Riders benefit from lower ETAs; surge pricing less likely.
- Rider cancels after quick match - No penalty since fast matching doesn't indicate commitment issues.

Feature 2 : Parallel Request Fallback system

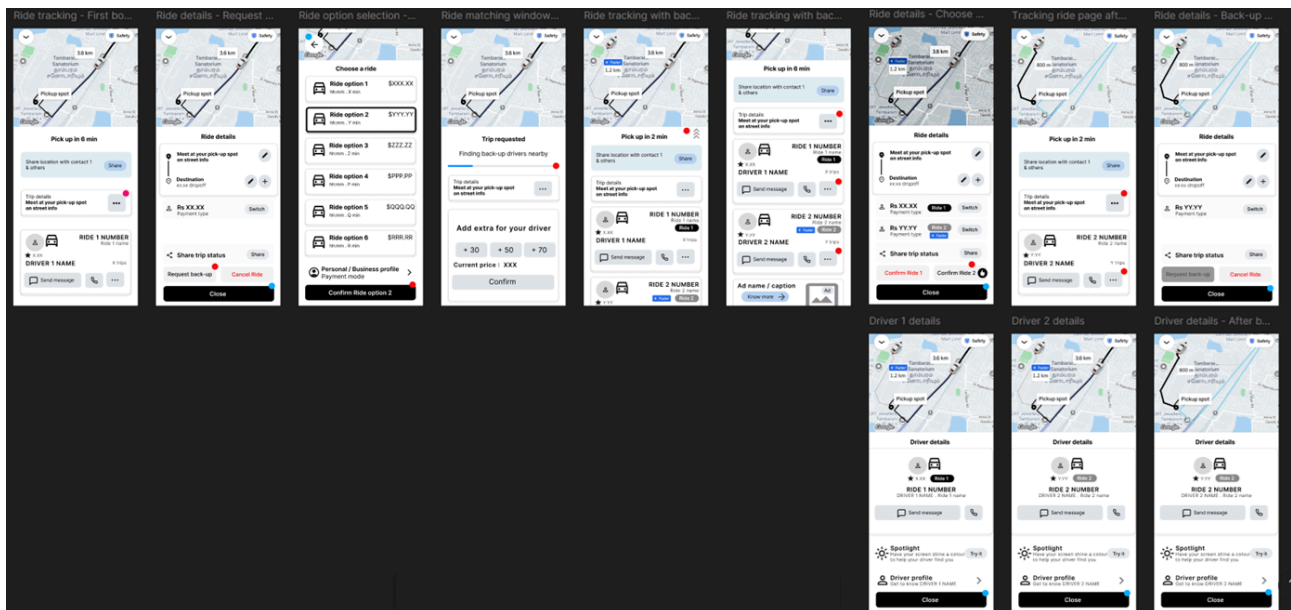
Description : Enable backup driver search while maintaining original request, allowing users to choose faster options when delays occur.

Flow Diagram



Wireframes:

[Click here to experience clickable Prototype](#)



User Stories:

As a rider depending on Uber to reach work or meetings, I should be able to book a backup ride when my current ride gets delayed, so that I never feel stranded or anxious about missing my commitment.

Acceptance Criteria :

- When my confirmed driver delays pickup beyond 3 minutes, the Request backup button gets enabled to search for a nearby backup driver.
- I see a comparison card between current and backup ride (delay vs pickup time vs fare).
- If I confirm the backup, the old ride stays active with both on one window to make informed choice of the ride
- ETA of backup & original rides appear instantly on map and updates when driver en route.
- If no backup found in 2 minutes, the app alerts "Connecting you with nearby drivers."

Edge Cases:

- Original and backup arrive simultaneously - app asks me to confirm one, with the other auto-cancelled.
- Rider in low-network zone - fallback request continues on server and syncs when connection restores.
- Backup found but surge fare higher - user prompted for consent before reassignment.
- Both rides cancel - app immediately notifies me so that I can search for a new ride without wasted time

Feature 3 : Driver Incentives for Difficult Rides

Description : Compensate drivers with fuel coupons, assured future rides, and gift cards for accepting frequently-cancelled difficult routes.

User Stories:

As a rider staying in a locality with a very congested narrow stretch of road network, I should be able to board a ride from my doorstep instead of needing to walk a Km to a pickup hub as drivers keep cancelling citing difficulty in reaching and needing to cover extra miles.

Acceptance Criteria :

- Difficult rides are flagged with a tag ("High Effort / Incentive ₹X expected") before acceptance.
- Incentives/Vouchers should be visible upfront for attracting reliable drivers
- Incentives should automatically credit to weekly earnings once the ride completes without cancellation.
- Drivers must receive incentive summary in the Earnings tab with breakdown per ride.
- Daily incentive must be capped and notifications alert drivers when nearing the limit.
- System must prevent user gaming (e.g. toggling availability to repeatedly trigger incentive zones)

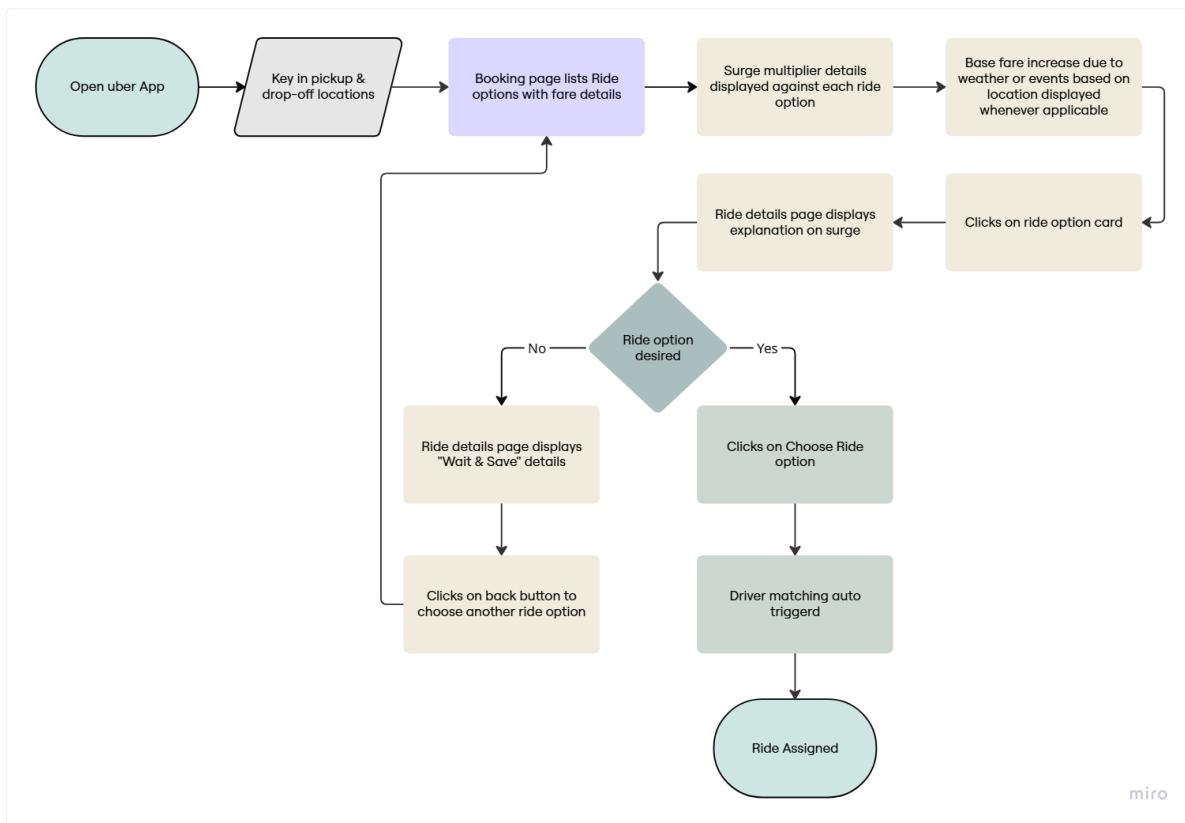
Edge Cases:

- Delay in triggering flag for Incentive after ride acceptance - must still reward eligible trips if criteria met.
- The driver cancels after pickup but before the trip ends - no incentive payout without ride completion
- The rider cancels last-minute before boarding - Release half-incentive + priority placement in the queue for next booking.
- Errors in incentive computation - flagged automatically and resolved via automated support ticket

Feature 4 : Clear surge multiplier display

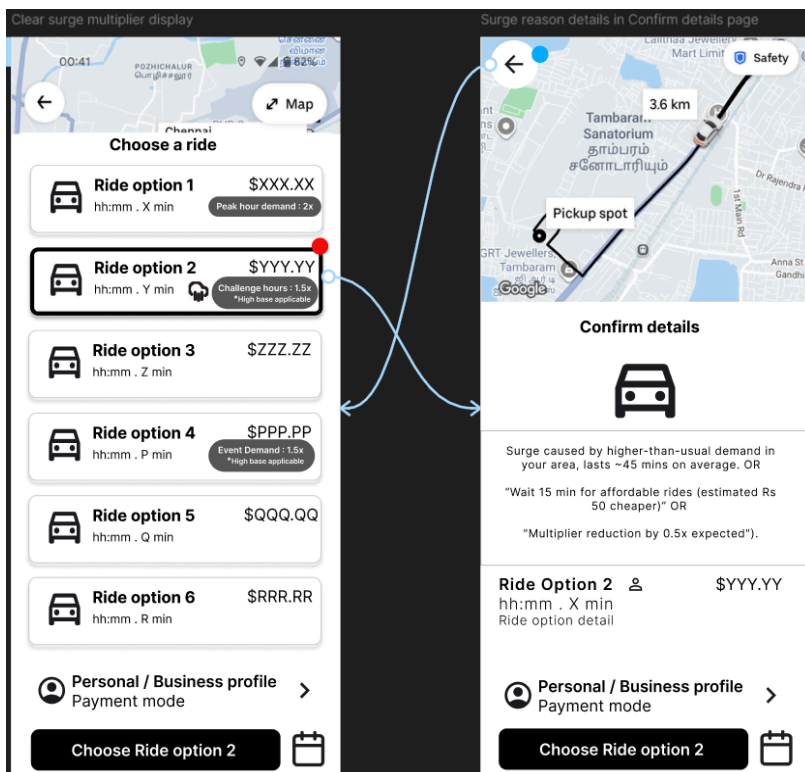
Description : Show transparent surge multipliers (1.2x, 1.5x) alongside upfront pricing for informed booking decisions.

Flow Diagram



Wireframes:

[Click here to experience clickable Prototype](#)



User Stories:

As a rider, I want to know how much more I am paying from baseline during peak hours, so that I can make informed choices without feeling exploited.

Acceptance Criteria :

- Surge multiplier must appear clearly on the booking screen (e.g. "High demand: 1.6x").
- Confirm details page available on tap displaying surge details like "Surge caused by higher-than-usual demand in your area, lasts ~15 mins on average."
- Display "Wait & Save" option showing predicted price drop timeframe (e.g. Wait 10 min (estimated Rs 50 cheaper) or "Multiplier reduction by 0.5x expected").
- Surge must recalculate and refresh every 2 minutes or on ride query refresh.
- If surge disappears, UI instantly normalizes to standard fare.

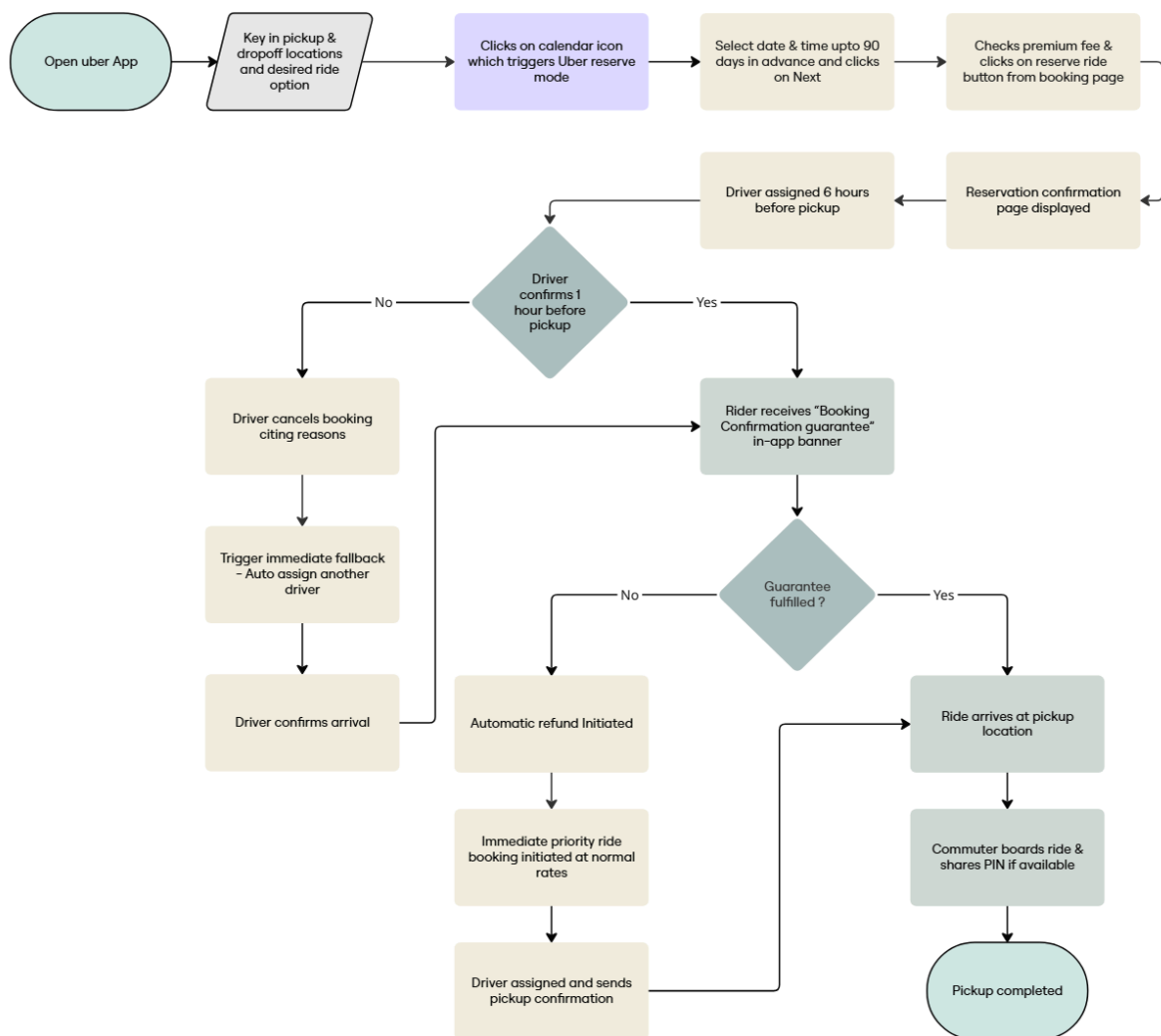
Edge Cases:

- Surge data unavailable from backend - temporarily show "Standard Demand" instead of wrong number.
- Surge > 2.0x - show empathetic message ("Demand extremely high, fares capped to stay fair").
- Rider switches location - auto-refresh pricing tier

Feature 5 : Guaranteed Advance Booking System

Description : Guaranteed advance bookings with early driver assignment and automatic discounted compensation for cancellations.

Flow Diagram



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User Stories:

As a rider, I want to pre-book guaranteed rides for critical trips (e.g., flights, office meetings) so that I can have complete peace of mind with assured pickup, even during peak hours.

Acceptance Criteria :

- Users should be able to book ride in advance with early driver allocation and not as per queue system, acknowledging the premium fares
- The system must assign a driver at least 6 hours before pickup (priority queue before regular requests).

- Rider receives email + in-app banner 1 hour before start.
- If the driver cancels before pickup, immediate fallback option should trigger with 100% guarantee coverage.
- Failure to fulfill guarantee = automatic refund + immediate ride booking at discounted rates
- Premium fee clearly visible during booking (“₹75 Guarantee Fee”).
- Riders can modify trip details until 1 hour before pickup.

Edge Cases:

- User changes pickup time within 30 minutes of original → new driver reassignment required, guarantee only valid if rebooked ≥1 hour before.
- Driver cancels last-minute (<15 minutes to pickup) → fallback triggers, but compensation applied even if replacement succeeds to compensate delayed start

Timelines

Task	Parallel backup ride feature
Leadership approval	7/11/2025
Design ready	21/11/2025
Prototype testing	24/11/2025
Development starts	27/11/2025
Beta Launch	15/1/2026

Open Questions

Assumption at risk	Failure mode	Impact (H/M/L)	Likelihood (H/M/L)	Mitigation (practical)	Detection signal (metric)	Containment / rollback
Users prefer backup options over cancellation	Users find parallel requests overwhelming and prefer to cancel and rebook manually without activating backup ride	High - Low adoption undermines entire feature value prop.	Medium - Behavioral changes needed	In-app tutorial: First-time user walkthrough Enable 'Request backup' button with clear notification to opt-in only after delays >3 mins Incentivize first activation with discounts	Feature Usage Rate (Backup ride)	Monitor activation rate during peak hours and push in notifications if less

Non-monetary incentives sufficiently motivate drivers, sustainable cost structure	Drivers don't value coupons/perks enough to accept difficult rides Cost of incentives increases beyond budget limits Drivers selecting all rides as difficult affecting difficulty assessment of route	High - Feature fails if drivers still reject difficult routes	Medium - Non-cash incentives less proven than monetary payment	Incentivization by tiers based on difficulty Control partnerships based on quality Driver feedback surveys to understand solution value	Difficult Route Acceptance Rate Incentive cost baseline	Daily monitor acceptance rate by zone Flexibility with defining difficulty criteria by cost and flag drivers who frequently mark ride as difficult Suspend partners which drivers have no interest Closely track ROI and suspend program when cost increases
Price transparency increases user trust, reduces disputes and abandonment Comparison booking increases with users abandoning during surge	Rise in tickets on fare breakdown & surge multiplier being unreasonable value	Medium - Disputes could reduce Low bookings during high demand if users reject surge	Low - Research shows transparency generally builds trust Surge already exists;	Fare breakdown being self explanatory, Immediate issue resolution by reasoning with realtime situational data insights Implement simpler version of "F15 Golden windows" feature like Time-based comparison to encourage waiting for reduced cost "Wait 10 min (estimated Rs 50 cheaper) or "Multiplier reduction by 0.5x expected" Phased rollout showing transparency only to top 20% of users with high stickiness score	Booking page Bounce Rate Customer Health Score, Surge Ticket Rate	Educate users on subscription benefits (Uber One) Add more contextual explanations if Customer health score reduces Update FAQ page with justification on surge consideration