

Product Analysis Flow & Friction

Uber (Ride Booking Platform)

1. Search for ride

- Flow: Search destination-> View Ride option->Select ride ->Get Driver details arrival time->Pickup
- What Works Well: Ride Category, Ride Fair for each ride category, Driver details, Arrival Time, Driver Rating all this build trust and reduce uncertainty.
- Friction – Share Category will not tell ETA if selected, No Co-rider Details, No Information if any rider is present or not present in the car, No proper drop priority

2. Car Rental

- Flow: Click Rental-> Select Find Car ->Compare car prices from vendors-> select car -> depending on the vendor delivery/pickup option available for user.
- What Works Well: Car details mentioned, Car Rating Mentioned, Car price is mentioned, Car pictures are available, Reservation policy mentioned, Easy search Filters.
- Friction: Reservation date selection section is complex to understand, No option to edit the dates on the screen, Exact location of car missing when booking with Vendor Turo, Ask to exist the app and go on vendor booking site to complete the booking, Rental Info page landing page is complex to understand.

3. Group Ride

- Flow: Click Group ride-> Enter Pickup location ->Enter Destination-
- Works: Low fair, Splits fair among the group, Max 4 only, no unknow people, create a group with people on the common route.
- Friction: missing learning tutorial as this is recently launched feature.

Company Context

Mission: To Reimagine the way the world moves for better,

Revenue:

1. Uber Rides
2. Uber Eats
3. Logistics
4. Additional Revenue
 - Advertising
 - Car rentals, Scooters, Transit integration

User Value: When I need to go from Point A to Point B I want a ride arrives on time that will be reliable, safe, cost effective, and easy booking experience, So that I can reach my destination without stress and uncertainty.

Business Value: By delivering safe, reliable, and frictionless transportation, Uber increases user trust and becomes the default choice for more trip types, driving higher trip frequency, stronger retention.

Differentiator:

1. Competitor Lyft: Ride, Available in US/Canada
Uber has bigger presence in 70+ countries and have other features like food delivery, Logistics
2. Competitor DoorDash: Focus on food delivery
Uber eats has more geographical coverage, The uber pass has both ride and food delivery coverage whereas DoorDash pass only covers delivery charge.

Feature Reverse Engineering

1. Top Banner for Uber Cross Platforms

- Problem It solves – User can easily navigate to different uber services (Rides, Eats, Courier, Shop)
- How it works - Each day when user comes on the application they can seamlessly navigate within different windows on the application as they need.
- Why it works:
 - For users: Feels easy to access the application less complexity to move from one section to another, all in one application

- For Business: Increase Retention, more likely increase user engagement as people can easily navigate between rides and uber eat.

2. Ride Suggestion Feature.

- Problem It solves – Easy selection of destination, Also show real time fare indicator for the destination when it is low.
- How it works – When user wants to search a ride, Application provides the suggestions of destinations that user have frequently traveled in the past, this suggestion comes up in real by understanding user behavior. Along with this application also shows the fare rate if they are low for the destination.
- Why it works:
 - For User: As it predicts user behaviour it becomes easy for user to select its destination, make destination selection process easy and stress free as they don't need to entry drop point's address again. Along with this It helps user to track the real time fair prices for the drop off point.
 - For Business: Search process is enhanced user's time to search destination becomes stress free that increase in booking rate, that will in return generate revenue.

3. Car Rent Feature

- Problem It solves –It solves problem for user(rider) Temporary car available from patterned rental company, weekend gateway, Traveling from intercity or state User(driver) who don't have personal car but want to earn with uber.
- How it works – user will select rental option -> click on find car option -> all cars are displayed for rental from various rental companies like(Avis,Budget, Hertz, Dollar, Turo etc)
- Why it works:
 - For User: User (Rider) Car available at counter, Also delivered at the door, Compare prices from various rental companies and book in single app. For User (Driver) Who want to driver for uber but do not have personal car can rent a car from partnered companies, Customized insurance, Good Cars, Unlimited miles, Minimum Maintenance, Flexibility in car exchange.
 - For Business:
 - More drivers = More booking = more revenue
 - Riders rent cars = commission for uber=more revenue

User Segment

1. Rider (Primary)

- Short-distance commuter (Sub -segment)
- Daily commuter (Sub-segment)
- Price sensitive commuter(sub-segment)
- Safety preferred rider(sub-segment)
- Traveler(sub-segment)

Needs:

- Rider needs affordable price for a ride for the distance he is traveling.
- Rider needs to reach the place on time.
- Rider needs fast match at odd hour time.
- Travelers need large vehicles to carry luggage.

Problem: Uber share

- Share ride feature does not predict right ETA.
- Money saving is uncertain, Discount given only when rider joins.
- Unpredictable passengers drop off logic
- Unpredictable sharing passenger (could have 2 or more people)
- Co-rider pick/drop is not in the same route.
- Not proper Rider matching
- Driver intensives are low; they are frustrated because of detour.

2. Car Renter (Primary)

- Temporary car renter (sub segment)
- Uber Driver with no car (sub segment)

Needs:

- Need car for certain period like 1 day, 1 week, 1 month.
- Need car to be delivered to your doorstep
- Do not want to add extra insurance premium.
- Do not want to be liable for maintenance.
- Want to earn income from uber but don't have car

Problem:

- No edit option for date and time workflow
- Lack of understanding in date and time selection process
- Turo car rental lacks in giving actual car pickup option.
- "Actual picture" tag missing from certain car, lack of trust

- For complete the booking for rental user need to leave uber app.

Problem Hypothesis

1. Rider struggles with Drop off when using ride share feature, which leads to riders' frustration and poor ride experience.
 - Why I chose this: Personally experienced this and interviewed another user also interviewed uber drivers.
 - Priority: 1
 - Gut Confidence: High
2. Rider struggles with price discount when using ride share, which might lead to drop in using ride share option.
 - Why I chose this: Discussed with friends and uber price sensitivity users, commonly discussed issue
 - Priority: 3
 - Gut Confidence: Low
3. Rider struggles with co-rider matching functionality when using ride share, which might cause anxiety using the ride share feature.
 - Why I chose this: My friend personally faced this anxiety and commonly faced problems among ride shares users.
 - Priority: 1
 - Gut Confidence: High

SWOT Analysis

1. Strengths
 - Massive driver and rider network.
 - Brand Recognition in 70+ countries
 - Strong Product Ecosystems (UberX, Uber Share, Comfort, Local Transit, Food Delivery, Scooter ride etc)
 - Good match algorithm.
 - Affordable pricing.
2. Weaknesses

In the user survey, about 70% of respondents reported being concerned about their safety while using Uber Share. Additionally, 41% said they sometimes feel uncomfortable with the co-rider they are matched with, and 35% reported feeling frustrated by the detours they experience during the trip.
3. Opportunities

According to the survey the top user priority for improving Uber Share is setting a minimum detour limit (86%). Other highly requested improvements include more transparency about co-riders, gender-based or same-gender matching, and rewards for using Uber Share (each around 50%). Improved drop-off logic is desired by a smaller but notable group (36%).

4. Threat

- Safety Incidents
- Uber share losing active user.
- Intense Competition from local players and new mobility options threaten market share.

Goal Setting

1. Increasing riders' comfort & safety by 15% in next 4 months for the user who are uncomfortable using Uber Share
2. Improving routing logic by 20% in next 6 months by reducing drop-off inefficiency for the users.

Persona

Name	Goal/Motivation	Behavior	Frustration
Isha	Transparency about co-rider, Detour Limit, Gender based matching	Frequent User	Safety, Long detour.
Saylee	Minimum Detour, Improved drop off logic	Occasional User	Concerned about Safety
Siddhant	Minimum Detours, Rewards for Uber share	Frequent User	Longer detour, Concerned about safety
Siddesh	Transparency about co-rider, Gender based matching, Detour Limit	Occasional User	Longer detour, Uncomfortable with co-rider at times.

Problem Prioritization

People using uber ride share struggle with safety and comfort while sharing a ride, causing drop offs in users.

Ideas

Solution	Description	Key Assumption	Category
Provide Proper direction (Pickup and Drop) to driver	Improving route logic in uber maps. People who are on the same route or same drop location should share the ride.	If this is solved, User will have minimum detours and will save their travel time and make their ride stress free	
Gender Based Mapping	Ride shared with the preferred gender type as the user selects	If user share ride with their preferred Gender, it are no last min surprise to them.	
Co Rider star rating	Allow rating for riders as well, Corider will rate each other/ Dirver will rate the rider	This makes matching algorithms smart.	
Share Co riders Details like No. of Stars and rating count, name, age	Having transparency with the users in the ride each rider will see co-riders star rating and rating count in the ride with name, age	This will avoid surprise for the ride, build trust to use uber share, improve safety/comfort, Will help in co rider matching.	
Rider Profile Verification	Adding a small blue thick or some sign that will the user is authenticated and verified	Building trust, Increasing Transparency with Co-riders, Assurance that right user is getting in the car	
Rewards for using rideshare	Introducing reward points given to the rider for using ride share feature	More active user on ride share feature, Low cancellation rate.	

Solution Prioritization

Matrix

Ideas	Impact	Effort	Category
Improve direction/ Smart Route (Pickup and Drop)	High	High	
Gender Based Mapping	High	Low	
Co Rider star rating	High	low	
Share Co riders Details like No. of Stars and rating count, name, age	High	Low	
Rider Profile Verification	High	High	
Rewards for using rideshare	High	high	

ICE

Ideas	Impact	Confidence	Efforts	Total(I*C/E)	Priority
Improve direction/ Smart Route (Pickup and Drop)	3	3	3	3	P3
Co-rider Mapping/Matching	3	3	1	9	P1
Share Co riders Details like No. of Stars and rating count, name, age, Rider Profile Verification	2	3	1	6	P2
Rewards for using ride share	2	2	3	1.3	P4

Success Metrics

Metric Type	Metric Name	Definition	Why it matters
Key Metric	Co-rider Match Quality Score	Number % of system generated	If the number is high that means systems

		matches were safe, comfortable and high Quality	is generating safer and more comfortable matches
Secondary Metric	Rider Comfort Score (Survey Based)	Number of People were comfortable with the Co-rider (Gender based opt in rate)	This will tell how many people prefer using gender-based matching.
Guardrail Metric	Poor Match score	Number of failed matches and failure reason (More detour, Low route overlap, Preferred Gender mismatch)	Helps to understand system problems, scope of improvement.

Assumption at Risk	Failure Mode	Impact	Likelihood	Mitigation	Detection signal	Containment/Rollback
Getting Feedback from user	Users might not do the survey after ride is complete	High	Medium	By observing first 100 responses if user clicks on the review button or not, making a ride review compulsory step , Removing skip review option. Adding rewards after the review	User engagement on rider end page Review submission rate	Adding skip review button
High Detour Failure	Detour might exceed the standard detour limit	High	High	Reduce detour Limit	Checking Ride Quality score (What % of bad score was because of	Revert the threshold value. Disable the new logic go to previous logic

					detour) Detour Increase above threshold value after new logic rollout	
Gender Mapping	Matchin g takes longer becaus e of match availabil ity	Mediu m	Medium	Adding gender matching depending on the region Relaxing gender mapping during peak hours; Providing Transparency about the wait time due to gender matching preference	Avg wait time for ride increases.	Disable gender matching in low population area; Disable Gender matching in peak hours