

Product Requirements Document

Executive Summary

Users are dropping off because scheduling feels too rigid. Flexible Scheduling Mode reduces friction by allowing departure time windows instead of exact times. The goal is to improve retention while maintaining reliability.

Problem Statement

Strict departure timing creates coordination stress, lowers match success, and increases cancellations. This leads to inconsistent weekly usage and churn.

Goal

Increase consistent weekly usage and improve 4-week retention without negatively impacting ride reliability or driver satisfaction.

Solution Overview

1. Flexible Time Window – Users select a 15–30-minute departure range.
2. Recurring Commute Option – Users can save and repeat successful rides.
3. Smart Pickup Optimization – App suggests optimized pickup points to improve matching.

Success Metrics

Key Metric:

- 4-Week Retention Rate

Supporting Metrics:

- Weekly Active Riders
- Time-Based Cancellation Rate

Guardrail Metrics:

- On-Time Arrival Rate
- Driver Drop-off Rate

Rollout Plan

Start with a 20% user pilot. Monitor retention and reliability metrics. Expand gradually if guardrails remain stable.

Risks & Mitigation

Risk: Flexibility may reduce perceived reliability.

Mitigation: Limit window size and monitor on-time rate.

Risk: Driver dissatisfaction.

Mitigation: Monitor driver churn and feedback closely.