

Assignment 1- Phase 3 Features, Prioritization + PRD

P0 problem

New riders hesitate to book rides with new or low-rated drivers due to lack of trust - leading to low booking conversion for first-time drivers.

Step 1: Brainstorm Solutions (Diverge)

1. Lack of visible trust signals
2. No strong safety assurance
3. Unclear driver history
4. Fear of last-minute cancellations

Solution	Key Assumption	Category
Verified Driver+ Badge (ID + car + background check)	Strong verification	High Confidence
First Ride Guarantee (refund if unsafe experience)	Platform-backed safety reduces fear	High Confidence
Cancellation Reliability Score	Riders value punctual drivers	High Confidence
AI Risk Flagging	System can detect risky behavior	Next Level
Live Car Tracking Preview	Visibility increases control	Next Level

STEP 2: Prioritize (Using RICE)

Scale: 1–3

Formula: $(\text{Reach} \times \text{Impact} \times \text{Confidence}) \div \text{Effort}$

Solution	R	I	C	E	Score	Why
Trust Score	3	3	3	2	13.5	Impacts most users, strong trust lever
Verified Driver	3	3	2	2	9	Strong but operational effort

Solution	R	I	C	E	Score	Why
Cancellation Reliability	3	2	3	1	18	Quick win, low effort
Live Car Tracking Preview	2	2	1	3	1.33	Heavy build, low certainty
AI Risk Flagging	2	3	1	3	2	Complex moonshot

Top 3 Ideas to Proceed With:

1. **Cancellation Reliability Score (Quick Win)**
2. **Trust Score (Core Solution)**
3. **Verified Driver+ Badge**

STEP 3: Wireframe (What to Show in OPAL)

You will design 3 flows:

Trust Score in Search Results

Flow:

User searches “Paris → Lyon”

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Search results page shows:

- Driver photo
- Rating
- NEW: Trust Score (92/100) badge
- Cancellation reliability (98%)

↓

User clicks listing

↓

Trust breakdown page:

- ID verified
- 50 completed trips
- 4.8 rating
- 0 cancellations last 30 days

2 Verified Driver+ Flow

Driver on boarding:

- Upload ID
- Upload car registration
- Background check
- ↓
- Badge awarded
- ↓
- Badge visible on profile + search

3 Cancellation Reliability Indicator

Profile shows:
On-time record: 97%
Last-minute cancellations: 0 in last 20 rides

This directly solves uncertainty.

Step 4: Success metrics

Phase 2 Goal:

Increase booking conversion for new/low-rated drivers.

Metric Type	Metric	Definition	Why
Key Metric	Booking Conversion Rate (New Drivers)	% users booking after viewing new driver profile	Direct success indicator
Secondary	Profile Click-through Rate	% clicks from search	Shows trust signal attraction
Secondary	Message Initiation Rate	% users contacting driver	Indicates comfort level
Guardrail	Cancellation Rate	% ride cancellations	Ensures trust signals aren't misleading
Guardrail	Rider Complaint Rate	% reported unsafe rides	Protects platform safety

STEP 5: Pitfalls & Mitigation

Assumption	Failure Mode	Impact	Likelihood	Mitigation	Detection	Rollback
Trust Score reflects real quality	Users book but experience is poor	High	Medium	Manual audits for early drivers	Complaint rate	Disable score for flagged drivers
Drivers don't game system	Fake compliance	High	Medium	Multi-factor verification	Badge revocation rate	Suspend accounts
Badge doesn't create inequality	Only few drivers get bookings	Medium	Medium	Rotate new driver exposure	Booking share concentration	Adjust ranking

STEP 6: PRD STRUCTURE

Product: BlaBlaCar

Feature: Rider Trust & Safety Layer

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1.Executive Summary

To increase booking conversion for new and low-rated drivers, we will introduce a structured **Trust & Safety Layer** that makes reliability, verification, and safety signals visible and digestible during the booking journey.

This will reduce rider hesitation, improve marketplace liquidity, and create a safer perception of the platform.

2. Problem Statement (P0)

Riders hesitate to book rides with new or low-rated drivers due to insufficient visible trust signals, leading to:

1. Low booking conversion for new drivers
2. Supply-demand imbalance
3. Rider anxiety around safety and cancellations
4. Slower marketplace growth

3. Root Causes Identified

1. No quick summary of driver reliability
2. Trust indicators are scattered and hard to interpret
3. No strong safety reassurance before booking
4. New drivers struggle with credibility (cold-start problem)

4. Goal

Increase booking conversion rate for new/low-rated drivers by improving trust perception without increasing safety incidents.

5. Target Users

Primary User

Riders searching and booking rides with unfamiliar drivers.

Secondary User

New drivers (<5 completed trips).

6. Proposed Solution: BlaBlaCar Trust Layer

We will introduce 3 integrated features:

6.1 Trust Score (0–100)

An aggregated score based on:

- ID verification
- Trip completion rate
- Ratings
- Response time
- Profile completeness

Displayed in:

- Search results
- Driver profile header

6.2 Cancellation Reliability Score

Displays:

- % of trips completed
- Last-minute cancellation rate
- On-time departure percentage

Purpose: Reduce uncertainty about punctuality.

6.3 Verified Driver+ Badge

Enhanced verification process:

- Government ID verification
- Vehicle document validation
- Selfie authentication

Drivers passing verification receive:

- “Verified+” badge
- Higher search visibility (controlled weighting)

7. User Experience & Flow

Rider Flow

1. User searches: “Paris → Lyon”
2. Search results show:
 - Driver photo
 - Price
 - Trust Score (e.g., 91/100)
 - Reliability Score (98%)
 - Verified+ badge
3. User taps driver
4. Profile page shows:
 - Trust score breakdown
 - Ride history
 - Insurance coverage
5. User books ride

Driver Flow (Verification)

1. Driver opens profile
2. Sees “Improve Your Trust Score” CTA
3. Uploads required documents
4. Passes verification
5. Badge appears automatically

8. Why This Solution?

- Reduces cognitive load
- Builds immediate credibility
- Supports new drivers fairly
- Improves perceived safety
- Strengthens marketplace liquidity

We are not adding unrelated features. Every feature addresses the root trust gap.

9.Success Metrics

Key Metric

Booking Conversion Rate (New Drivers)

Definition: % of profile views leading to confirmed booking

Why: Directly measures improved rider trust

10. Assumptions

1. Visible trust signals increase booking confidence.
2. Aggregated scores simplify decision-making.
3. Drivers will opt into verification.
4. Score logic accurately reflects reliability.

11. Risks & Mitigation Plan

Assumption at Risk	Failure Mode	Impact	Likelihood	Mitigation	Detection	Rollback
Trust score misrepresents quality	Poor ride experience despite high score	High	Medium	Manual audit first 200 drivers	Complaint rate	Disable score
Drivers game verification	Fake documents	High	Medium	Multi-layer document checks	Revocation rate	Suspend accounts
High-score drivers dominate bookings	New drivers get no exposure	Medium	Medium	Ranking rotation logic	Booking concentration metric	Adjust weighting
Riders misunderstand score	Confusion reduces conversion	Medium	Low	Clear tooltip + breakdown	Tooltip CTR	UX redesign

In Scope

- Trust Score logic (rule-based MVP)
- Reliability percentage display
- Verified+ badge system
- UI updates (search + profile)

Out of Scope

- AI fraud detection engine
- Live ride tracking
- Insurance policy redesign
- Emergency SOS expansion

13. Timeline (High-Level Estimate)

Phase 1 (4 weeks): Reliability Score UI

Phase 2 (6 weeks): Trust Score MVP

Phase 3 (8 weeks): Verified+ Badge Launch

14. Rollout Plan

- Pilot in one region
- Monitor guardrail metrics for 30 days
- Gradual expansion if no negative safety impact

15. Definition of Success

After 3 months:

- % increase in booking conversion (new drivers)
- No increase in cancellation rate
- No increase in complaint rate
- Balanced booking distribution

16. Final Narrative

BlaBlaCar's core value proposition is trust between strangers sharing a ride. New drivers struggle due to insufficient visible credibility signals, which slows marketplace growth.

By introducing a structured Trust Layer — combining reliability metrics, aggregated trust scoring, and enhanced verification — we reduce rider hesitation, increase booking confidence, and build a safer, more balanced marketplace.

This solution directly addresses the validated P0 problem and aligns with BlaBlaCar's long-term trust-first strategy.