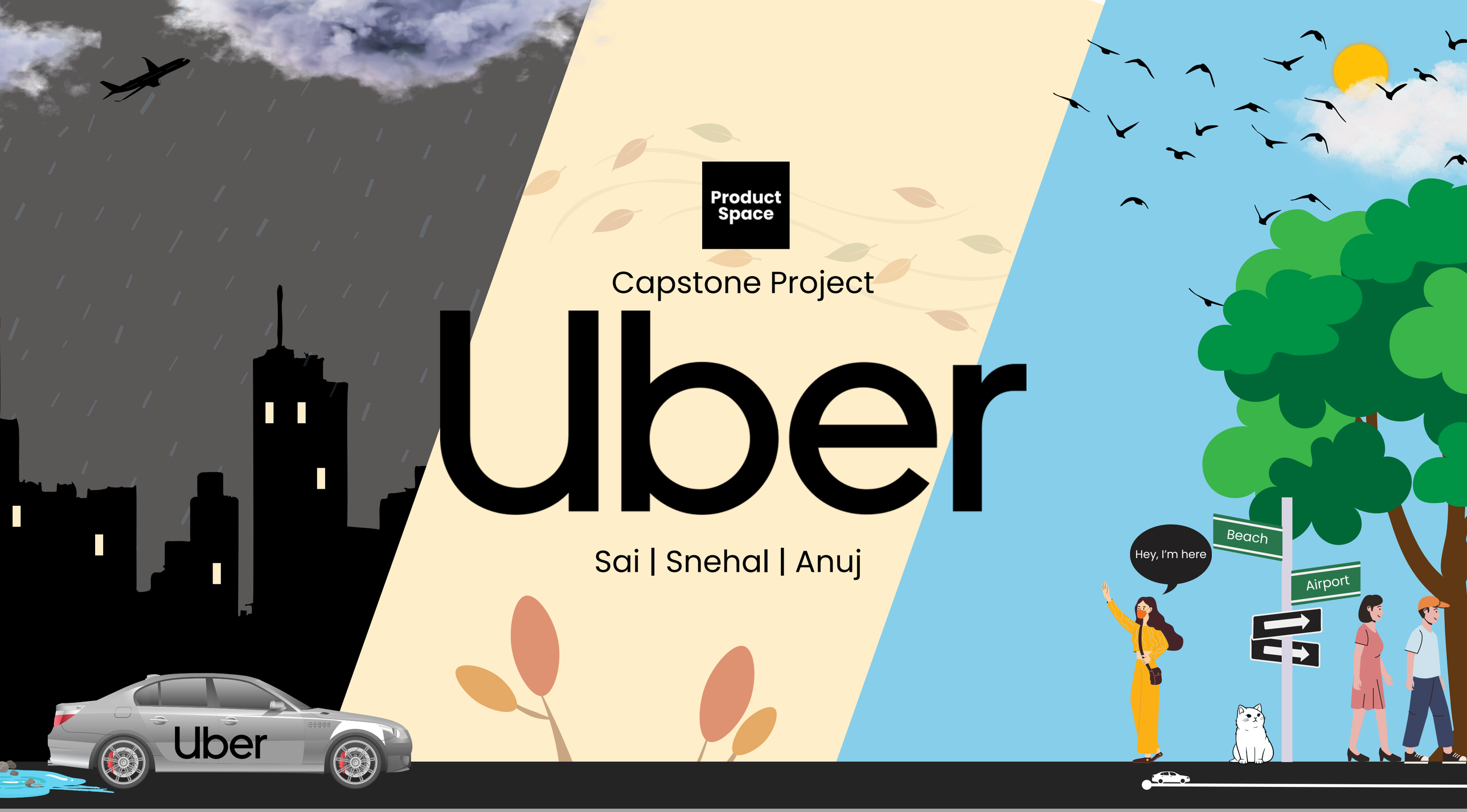

Product Space
Capstone Project
Uber
Sai | Snehal | Anuj
Uber
Hey, I'm here
Beach
Airport

ABOUT UBER

Uber is founded in 2009 by Garrett Camp and it is a revolutionary ride-hailing and transportation network company.

In **India**, Uber was launched in August 2013.

MISSION

To provide transportation as reliable as running water, everywhere, for everyone.

VISION

To ignite opportunity by setting the world in motion.

Competitors

OLA, MERU, rapido, inDrive, BluSmart

CITIES WITH HIGHEST NUMBER OF RIDES


Delhi NCR


Mumbai


Bangalore


Hyderabad


Pune


Kolkata

POPULAR SERVICE


Uber Auto


Uber Go

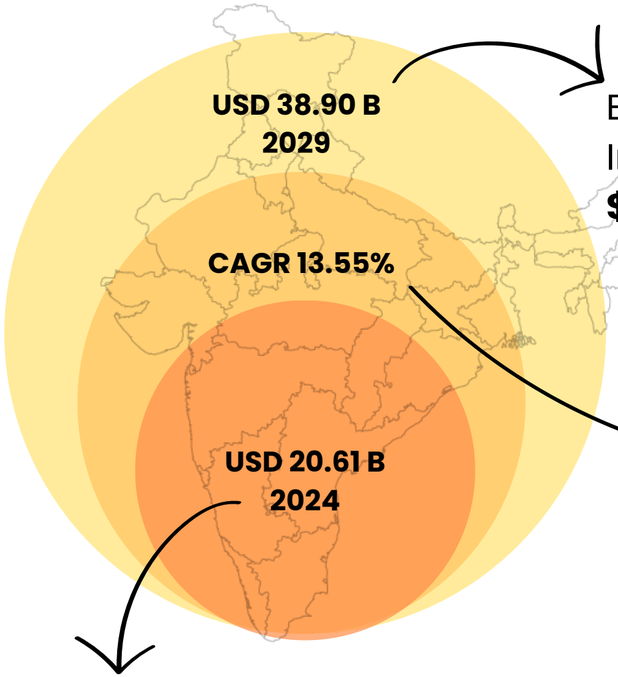
6-7 PM
Most Trips Booked

SATURDAY
Popular Day

SNAPSHOT FY23 (in Cr)

2,666 ↑ Revenue From Operations	**2,078** ↑ Employee Benefit Expenses	**3,146** ↑ Total Expenses	**311** ↑ Net Loss of Uber India
20% ↑ Gross Bookings YOY	**64M km+** ↑ EV Rides in FY23	**21%** ↑ Trips YOY in Q1, 24	**1M+** Drivers Q1,24

MARKET ESTIMATION



By 2029, it is estimated that the India Taxi Market size will reach **$38.9 B**

It is growing by the CAGR of **13.55%** indicating a strong and consistent increase over a period of time

Currently, India Taxi Market size is estimated around **$20.61 B**

VEHICLE SEGMENTS

Cab Rides

Uber India introduced cab ride services in **2013** followed by Ola in 2010 and Rapido in 2020

Auto Rides

Uber India introduced cab ride services in **2016** followed by Ola in 2014 and Rapido in 2020

Bike Rides

Uber India introduced bike ride services in **2017** followed by Ola in 2019 and Rapido in 2015

EV Rides

Uber India introduced the EV ride services in **2023** and aims to switch its entire fleet of vehicles to electric vehicle (EV) by **2040**.

PROBLEM STATEMENT

Uber has been successful in acquiring new riders and offering variety of cab and transportation services, there has been a noticeable decline in rider satisfaction and repeat usage.

WHY DO WE NEED TO SOLVE IT?

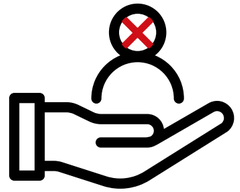
Declining rider satisfaction and repeat usage can lead to a loss of market share and revenue.





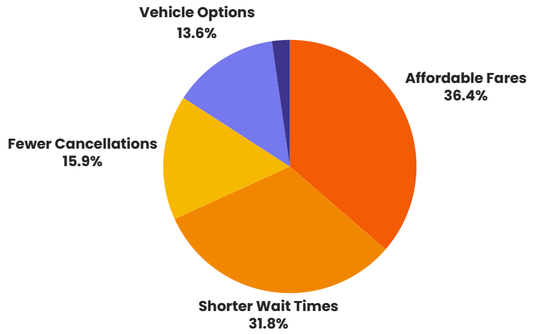
Negative word-of-mouth and reviews can harm the brand's reputation.

Lower customer retention rates can negatively impact the business's bottom line.

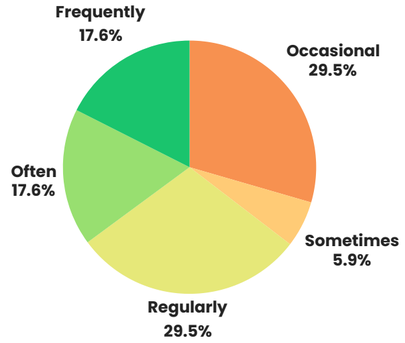


	UBER	OLA	rapido	BluSmart	inDrive
Services	Trip, Intercity, Rentals, Reserve, Package	Daily, Outstation, Rentals, Parcel	Intracity Services, Parcel	Intracity services, Rentals, Airport Rides	Intracity Services, City to City, Freight
Vehicles	Moto, Uber Auto, Uber XS, Uber Go, Go Sedan, Uber Premier, Uber XL, Uber XL Plus, Uber Shuttle, Uber Green	Bike, eBike, Auto, Micro, Mini, Prime Sedan, Prime SUV, Book Any, Prime Plus	Bike. Auto, Cab Economy, Cab Premium	Only Electric cars available (There are no specific categories to choose from in the cars)	Auto, Ride A/C (There are no specific categories to choose from in the cars)
Maps	Google Maps (Search or Navigate using the location pin)	Ola Maps (Search or Navigate using the location pin)	Google Maps (Search or Navigate using the location pin)	Google Maps (Search only Specific location)	Google Maps (Search or Navigate using the location pin)
Fares	Surge Pricing Model / Demand Pricing	Surge Pricing Model / Demand Pricing	Surge Pricing Model / Demand Pricing	Fixed-pricing structure for different times of the day	Fare based on driver and passenger negotiation
Safety	Real-time GPS tracking, ride-sharing details, emergency assistance button, audio recording, RideCheck Notifications	Real-time ride tracking, ride-sharing details, Guardian AI tool for monitoring ride experience	Real-time ride tracking, live location sharing, emergency contacts	Real-time ride tracking, emergency contacts	Real-time ride tracking, emergency contacts
Payments	Cash, Uber Cash, Credit/debit cards, Amazon Pay, Paytm, UPI and Google Pay	Cash, credit/debit cards, Ola Money, PhonePe, Amazon Pay and Paytm	Cash, Rapido Wallet, Amazon Pay, UPI app & Pay at the drop	Credit/debit cards, Blu Wallet & Pay after your ride (Cash or UPI)	Cash or QR Code payment
Zero Driver Cancellations	No	Prime Plus Zero Driver Cancellations	No	Zero Driver Cancellations	No

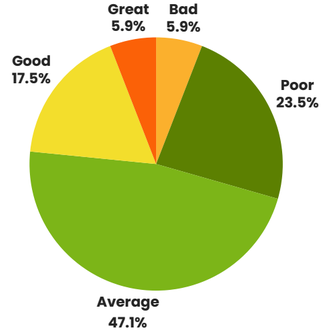
Preferences of users on choosing the app to book a ride



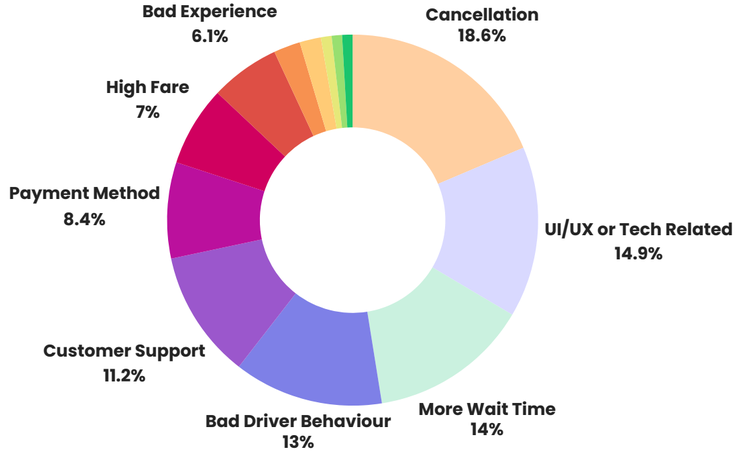
Frequency of Ride Cancellations



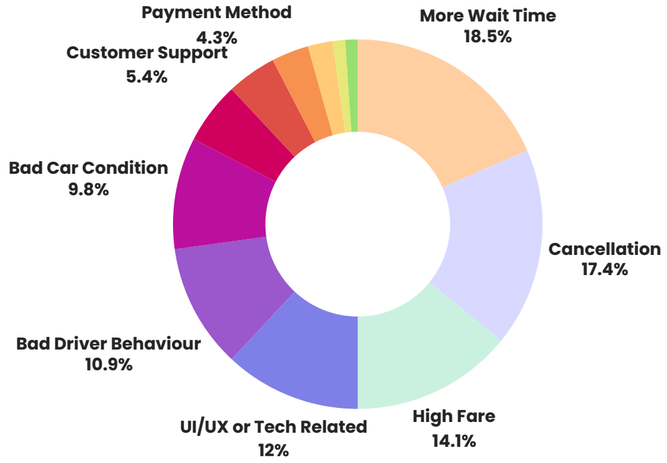
Customer Support Ratings



User Reviews



User Interviews



Data Collection Approach

We gathered data from analyzing over **200+ user reviews** across 1-star, 2-star, and 3-star ratings on the **Google Play Store**, conducted **24 user interviews**, and surveyed **20+ participants** in a structured survey to pinpoint where users are feeling dissatisfied.

Top Insights from Both Analyses

- **Cancellation -** Highlighted as a significant concern across both user reviews and interviews.
- **More Wait Time -** Consistently mentioned as a major issue affecting user experience.
- **UI/UX or Tech Related -** Users express dissatisfaction with app functionality and UI/UX.
- **Bad Driver Behaviour -** Issues related to driver conduct are a consistent source of negative feedback.



About

Name - Rohit
Age - 39
Occupation - CPO
Location - Pune
Income - 30 LPA

Background

Rohit is an experienced Chief Product Officer working at an executive level at a digital marketing firm in Pune. He frequently travels by air for work and holidays and use ride-hailing applications to reach the airport.

Frequency: Once a week

Goals

- Ensure that he reaches the airport on time.
- He values a service that guarantees ride availability, even during peak hours.
- He prefers comfortable and clean vehicles to start his journey smoothly.
- Easy booking, tracking, and payment options to streamline his travel plans.

Needs

- Requires clear and upfront pricing to manage travel expenses effectively.
- Quick and effective customer support
- Needs consistent availability regardless of the time of day or location.

Pain-Points

- Last-minute cancellations leading to missed flights
- Receiving a poor-quality car even after selecting a premium option
- Unprofessional behavior from drivers who request cancellation of the ride and direct payment to them, leading to an unpleasant experience

Preferences

- Premium Services
- Advance Booking
- Comfort
- No Cancellations
- Good Car Condition



About

Name - Priya
Age - 30
Occupation - Engineer
Location - Bangalore
Income - 8 LPA

Background

Priya is a software engineer at a private company in Bangalore.
She owns a vehicle but often uses cabs to avoid parking issues during her office commute and hates driving daily due to the heavy traffic and pollution.

Frequency: 4 times a week

Goals

- Reach the office on time without disturbances or long waits, arriving in a peaceful state of mind.
- Avoid the effort and delays of catching the metro or buses during rush hours.
- Effortlessly schedule daily rides without the need to manually input locations or navigate through the booking process each day, streamlining my commuting experience.

Needs

- Needs comfortable & quick ride for office commute
- Needs a dependable commute option
- Needs user friendly user interface which will help to book daily rides saving time

Pain-Points

- Frequent ride cancellations causing increased wait times.
- Manually selecting daily routes is time-consuming.
- Incorrect pick-up locations and ETAs fetched by the app cause confusion.
- Drivers requesting offline payments & extra money, refusing to turn on the AC, and rude responses leading to an overall unpleasant experience.
- Poor customer support that fails to resolve real grievances, such as refunds, cancellation charges and inappropriate driver's behaviour.

Preferences

- Shorter wait times
- Affordable rides
- No cancellations
- Comfortable and fast commutes
- Reliable transportation options
- User-friendly design for easy and quick booking



About

Name - Suresh
Age - 22
Occupation - Intern
Location - Bangalore
Income - 10K per month

Background

Suresh is a student from Gujarat, currently interning in Bangalore. He commutes to his office using cab pools, bikes, or auto rickshaws.

Frequency: 5 times a week

Goals

- Aims to minimize his travelling costs due to his limited money.
- Needs an economical and quick ride for office commute.
- Avoid being late for his internship.

Needs

- Requires access to budget-friendly transportation options like cab pools, bike and auto rickshaw.
- Prefers simple and quick payment methods.
- Requires efficient customer support to resolve any issues.

Pain-Points

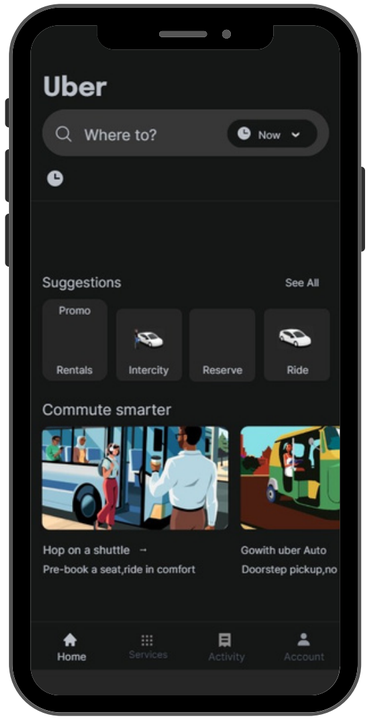
- Occasional ride cancellations resulting in late arrivals at the office
- High fares during peak hours.
- Uber Moto provides an extra helmet, which is often unhygienic
- Language barriers and rude driver behavior

Preferences

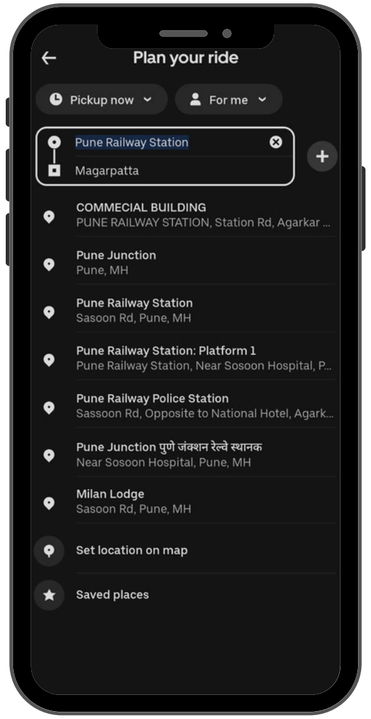
- Ride sharing
- Short wait times
- Discounts & offers
- Avoid traffic
- No Cancellations

Existing User Flow on the App - To Book the Ride

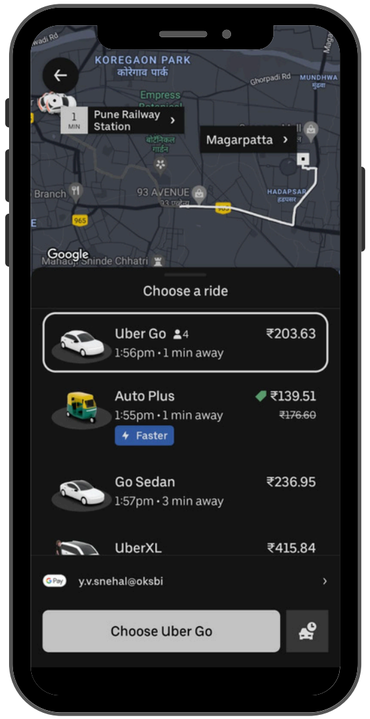
Home Screen



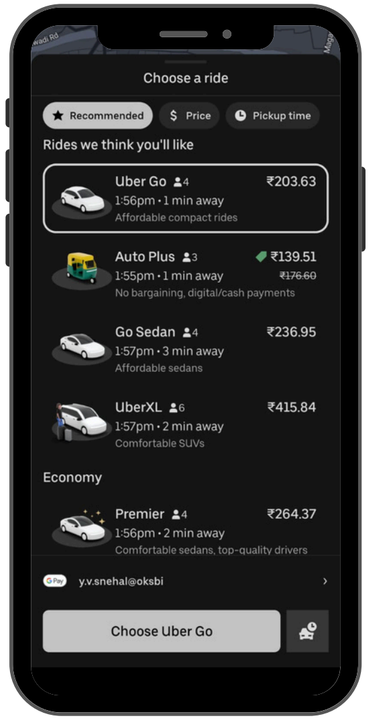
Select the Destination



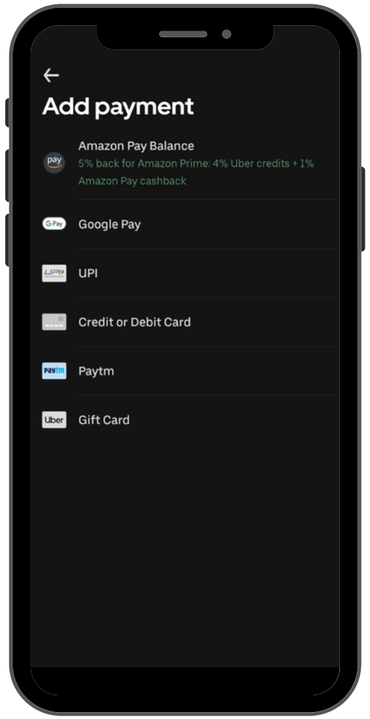
Choose the Ride



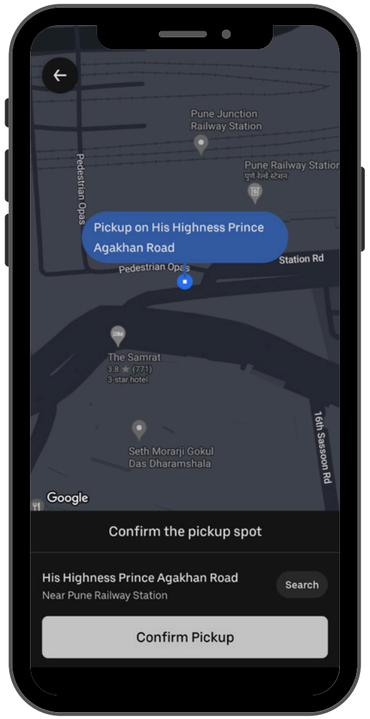
Exploring the Ride Options



Select Payment Method

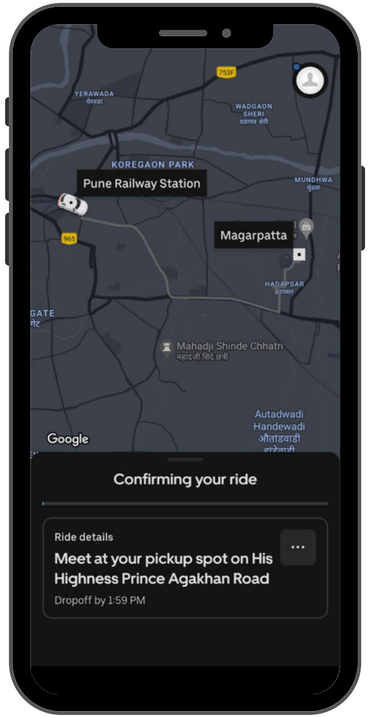


Confirm the Pickup location

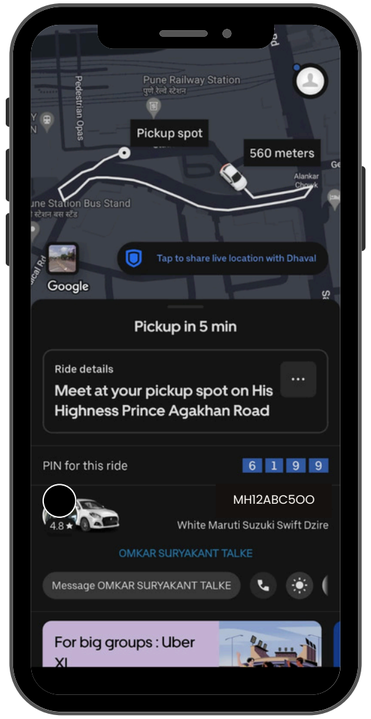


Existing User Flow on the App - After Booking Confirmation to the Destination

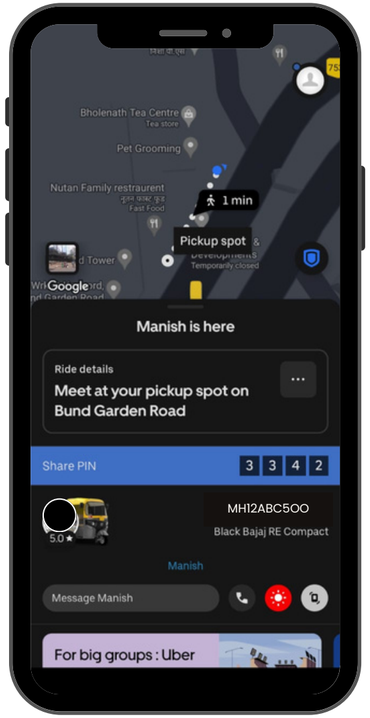
Wait Time



Ride Confirmed



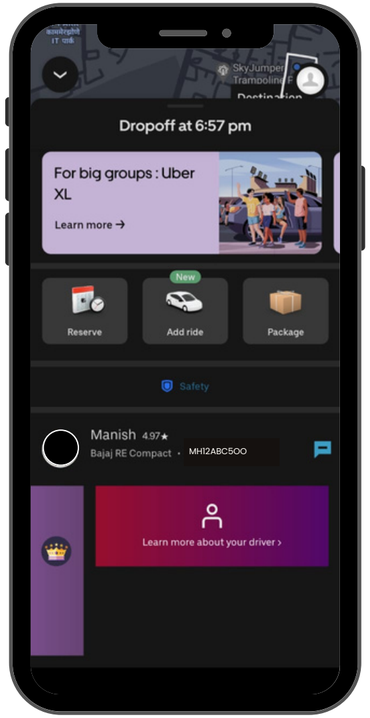
Ride Arrived



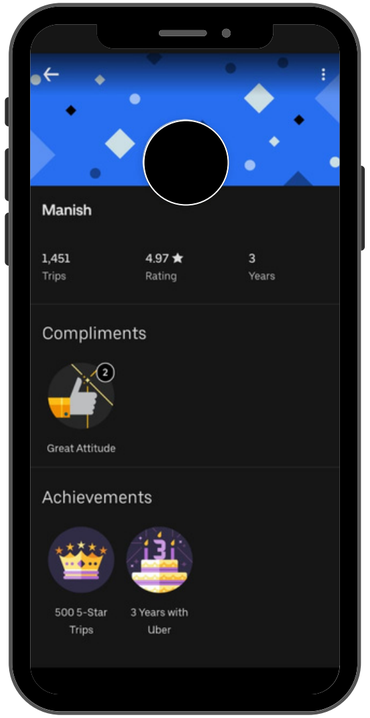
During the Journey - Map



During the Journey - Explore page

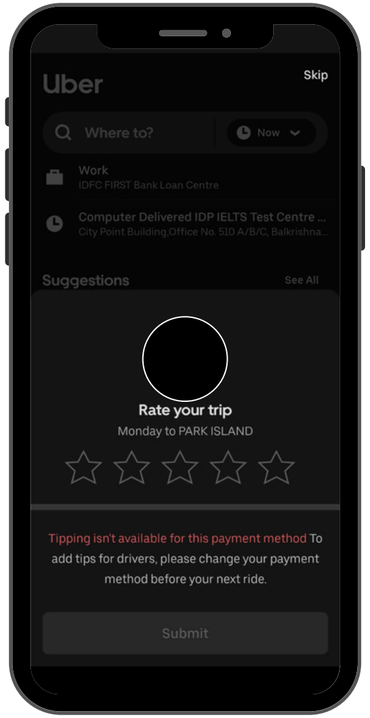


Driver Profile

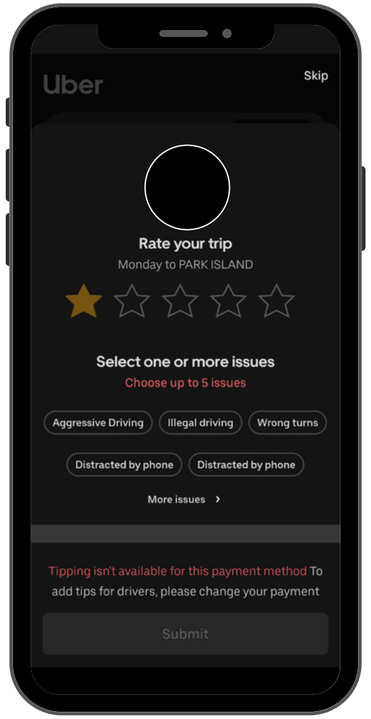


Existing User Flow on the App - After Reaching the Destination

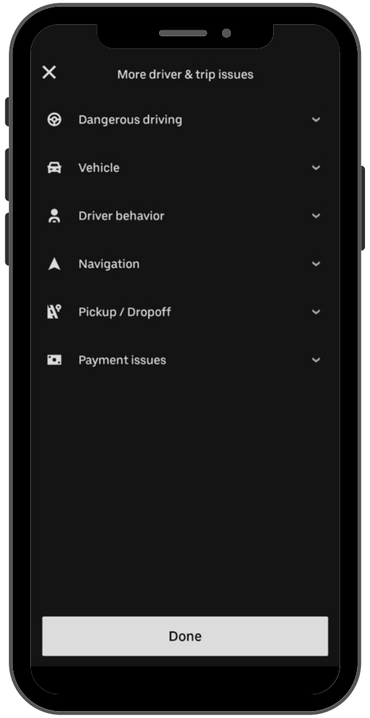
Reached the Destination



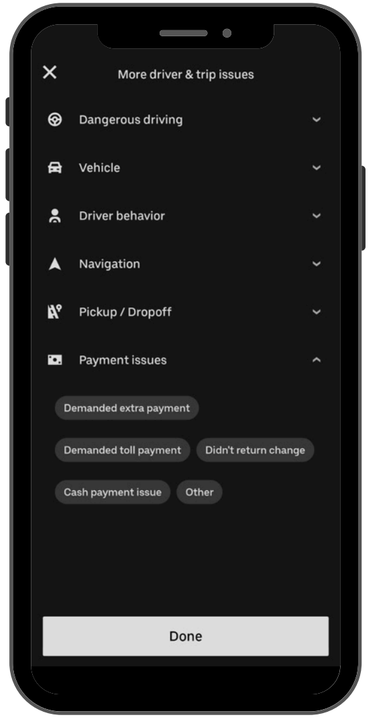
Driver Feedback



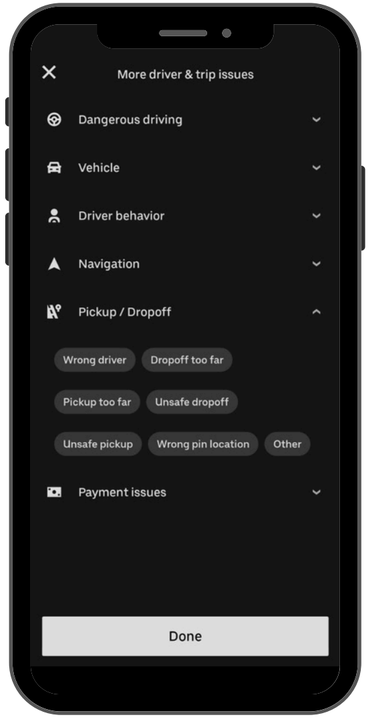
Categories



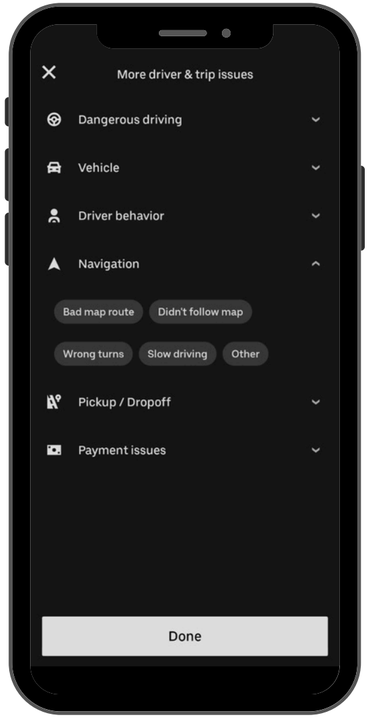
Categories - Factors



Categories - Factors

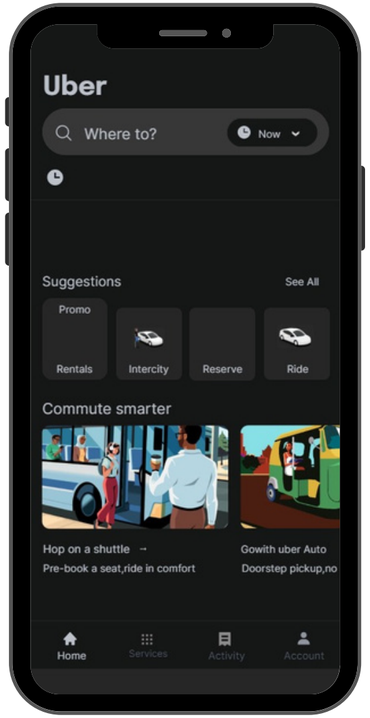


Categories - Factors

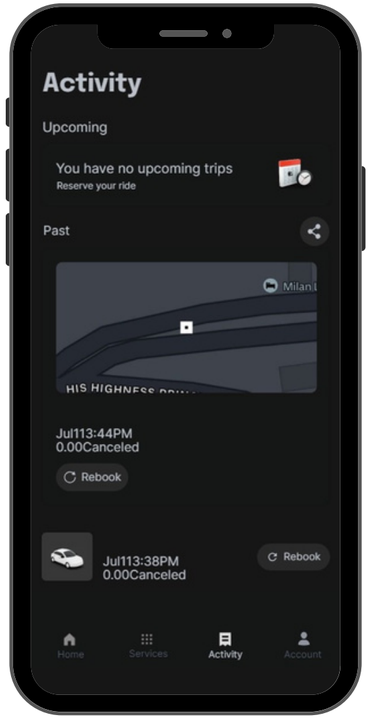


Existing User Flow on the App - Reaching to Customer Support

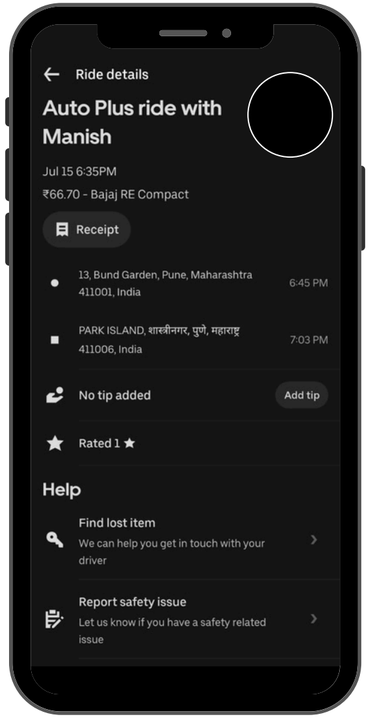
Home Page



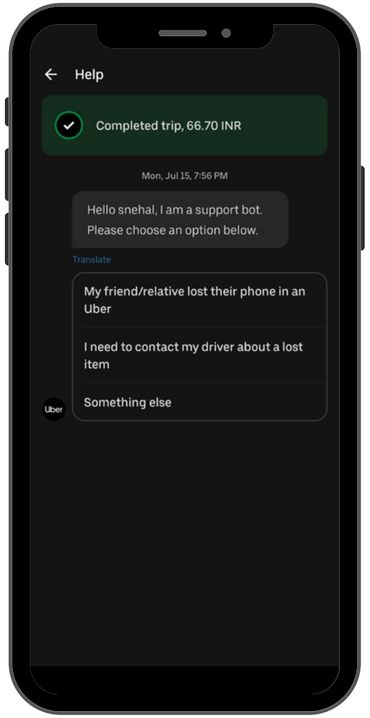
Activity Page



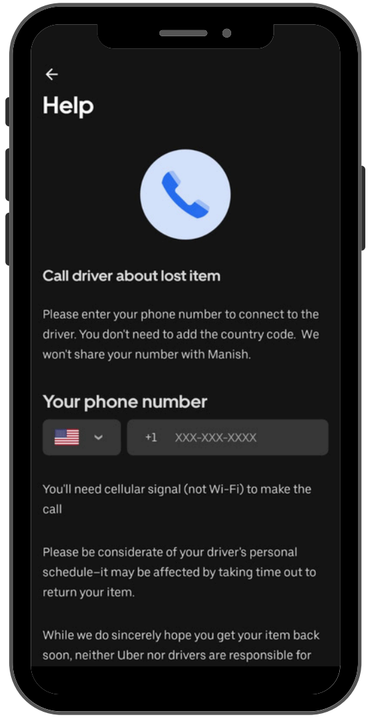
Ride Details



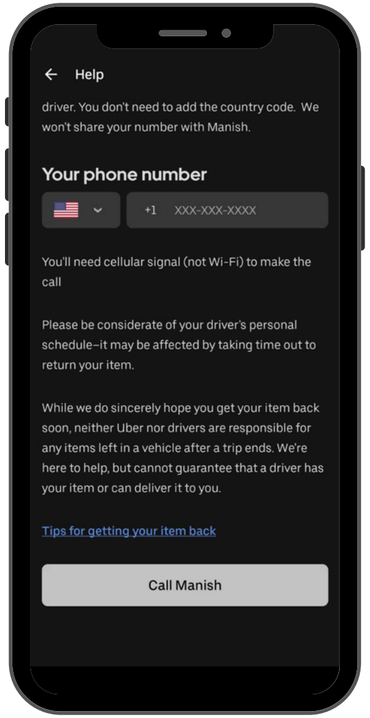
Customer Support Bot



Help Section



Call to Driver



User Journey Map - Booking a ride

Process	Opening the App	Entering the destination	Choosing the ride	Selecting the ride	Selecting the payment method	Confirming pick up location
User Action	The user opens the app & navigates through Home Page to book a ride for office commute	The user sees the ‘where to’ tab and types the office location manually	The User sees multiple ride options with fare estimates appear. She navigates through few of the options before choosing a ride	The user selects Uber Go, a compact ride basis price & speed	The user selects the payment method	The user selects the pick up location again
Thoughts	“Looking forward to a hassle-free trip with reliable service!”	“If i get the ride right now, I will reach on time for office meeting”	“There are many ride options; let's explore the faster one.”	"Great, this should be a quick and affordable ride."	"Is my preferred payment method selected, and is it secure?"	‘why is it asking me to enter the pick up location again when it had already captured my location”
Emotions						
Pain points	No personalized home page & personal preferences for quick decision	No intuitive prompt for daily rides for faster action	Too many generalized options leading to delayed decision to select a ride			Double checking the pick up is again time consuming

User Journey Map -After Booking Confirmation to the Destination

Process	Waiting for the ride	Ride is booked & Cancelled	Ride is arrived	Checking driver profile	During the journey	Completion of the ride
User Action	The app starts searching for nearby rides. It takes longer than usual to find a ride.	Ride is confirmed & The ETA shows 5 minutes, but the car isn't moving & later gets cancelled. App starts searching another ride & same is booked	User shares the OTP with driver and the ride starts	User starts to explore the live ride page & sees driver profile	User sees the drop off time which is more compared to the distance	Once the user arrives at the destination, the driver marks the trip as completed
Thoughts	"Why is this taking so long when the app showed multiple cabs nearby at the time of booking?"	“Why isn't the driver moving towards me? Why did he accept the ride just to cancel? Will he really reach in 5 min now?”	“This has taken a lot of time but at least driver has arrived”	“The driver ratings are great, I wish could see the ratings of cab condition as well”	The distance is hardly 4 km which takes not more than 15 min, why is it showing 25 min late?	Oh no I'm late for office meeting
Emotions	😟	😟	😔	😔	😡	😡
Pain points	Inconsistent ETA with timer resetting	Ride cancellation, Inaccurate wait time & No live tracking of the driver	Uncertainty of driver reaching at the pick up location	Unawareness of car condition leads to disappointment	Lack of real time traffic condition	Overall unpleasant experience even after arriving at the destination

User Journey Map - After Reaching the Destination

Process	Driver rating	Giving feedback	Selecting through categories	Selecting through sub-categories	Submitting feedback
User Action	User is prompted with star ratings	User selects one star and sees the multiple options	User sees option of ‘more issues’ & navigates through multiple ride related categories	User wants to report inaccurate drop off time, but unable to find this specific option	The user selects the ‘other’ option and submits. The page disappears without any prompt
Thoughts	"Did I have a good experience with this ride?"	These issues are not related to my problem.	"I need to report a specific problem or issue with my ride."	My issue doesn't seem to fit into any available category	I don't trust this will address & resolve my issue
Emotions					
Pain points	Lack of clarity if rating is going to resolve specific issue	Uncertainty regarding satisfactory complaint solution	Hassling through multiple similar looking options	Multiple options not addressing user's unique query	Lack of confidence in the driver rating system

User Journey Map - Reaching to Customer Support

Process	Raising official complaint	Deciding on type of complaint	Choosing options given by support bot	Submission of complaint
User Action	User goes to ‘Activity’ from the Home page , opens the latest trip and navigates to 'Help' section	Unable to locate direct helpline number, user navigates to the option of "provide driver feedback"	Not finding the options provided by the support bot satisfactory, the user chooses the "something else" option, only to encounter another set of predefined choices	The user ultimately chooses the closest available complaint option and submits it
Thoughts	I am optimistic about receiving a resolution for my complaint	Can't find a direct helpline number; I'll use 'provide driver feedback' instead. Hopefully, it helps with my issue.	Why isn't there an option to freely raise my specific question or concern?	I don't trust this will address & resolve my issue
Emotions	😟	😭	😭	😔
Pain points	Uncertainty regarding satisfactory complaint solution	No direct helpline number	Endless loop of multiple options not addressing user's unique query	Lack of confidence in the customer support



Pain points	MoScow	Description	Reason to solve
Lack of personalized & faster booking experience	Must	Users has to manually enters the data again for the previous rides	Personalizing the homepage and saving user preferences improves convenience and speeds up the booking process.
No automated process for recurring rides	Should	Users have to manually book their everyday rides without an automated process.	Automating daily ride bookings saves time and effort, ensuring a seamless commuting experience.
No real-time traffic congestion information	Must	After entering the destination, users do not receive updates on traffic conditions.	Providing real-time traffic updates allows users to make informed decisions and choose the best routes, improving travel efficiency.
No option to select the preferred route	Could	Users cannot choose their preferred route to their destination.	Offering route options enhances user control and satisfaction, ensuring a comfortable and secure journey.
Lack of luggage space in CNG vehicles	Could	User doesn't have prior knowledge about the vehicle type (CNG, Petrol or Diesel)	Allowing users to choose between the type of vehicles provides flexibility for those with more luggage, ensuring they have sufficient space during their ride.
Unawareness of car conditions	Should	Users are unaware of the car conditions until the ride arrives.	Informing users about car conditions beforehand increases transparency and trust, improving the overall experience.
Inconsistent ETA with timer resetting	Should	The estimated time of arrival (ETA) varies, and the timer resets if it runs out.	Providing a reliable and accurate ETA improves planning and reduces uncertainty for users.
Complicated process to report issues	Must	The process to raise customer queries and report issues is long and involves a complex chat process to connect with customer care.	Simplifying the issue reporting process ensures users can quickly and easily communicate problems, leading to faster resolutions and improved service quality.
No rewards & discounts	Should	There is no much rewards and discounts for the active users which makes them unmotivated.	Implementing a gamification system to motivate the users and improve the user engagement.
Frequent Ride Cancellations	Must	User felt there is no option or service there to solve the cancellation problem	Implementing the zero cancellation service motivates the user to use the app more.
Boredom on long rides	Could	Users find long rides boring without any form of entertainment.	Introducing entertainment options or suggesting activities enhances user comfort and satisfaction during long journeys.

User Satisfaction

1 Personalisation & Booking Experience

Pain Points:
1. Lack of personalized & faster booking experience
2. No automated process for recurring rides

Solution 1 :
- Personalized Ride Suggestions

Solution 2 :
- Automated Recurring Rides

2 Real Time Traffic & ETA Updates

Pain Points:
1. No real-time traffic congestion information
2. Inconsistent ETA with timer resetting

Solution 1 :
- Real-Time Traffic Updates

Solutions 2 :
- Consistent ETA with Traffic Integration.

3 Ride Cancellations

Pain Points:
Frequent Ride Cancellations.

Solution :
- Premium & Subscription Plans for no cancellation

4 Feedback & Rating Systems

Pain Points:
1. Unawareness of car conditions
2. Complicated process to report issues

Solution 1 :
- Vehicle Rating System

Solution 2 :
- Simplified Feedback Reporting

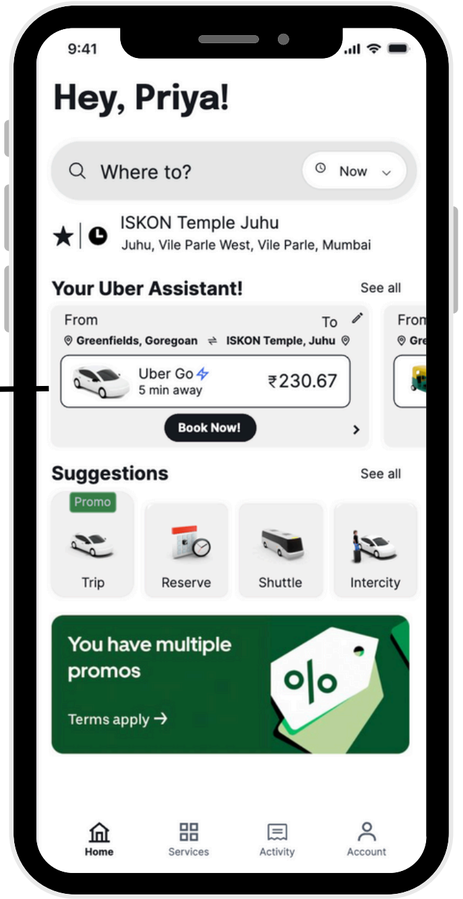
5 Rewards System

Pain Points:
1. No rewards & discounts

Solution 1 :
- Introducing Uber Coins to increase the user engagement.

SOLUTION – PERSONALIZED RIDE SUGGESTIONS

Solves - Lack of personalized & faster booking experience



Your **uber assistant** is a feature where it recommends the **ride to book** on just a **one click**

EXISTING BEHAVIOUR & PAIN POINT

- Users **manually enter their ride details** every time they book a ride.
- **Lack of personalized suggestions** based on past ride history.
- The booking process is **time-consuming and repetitive**.

SOLUTION

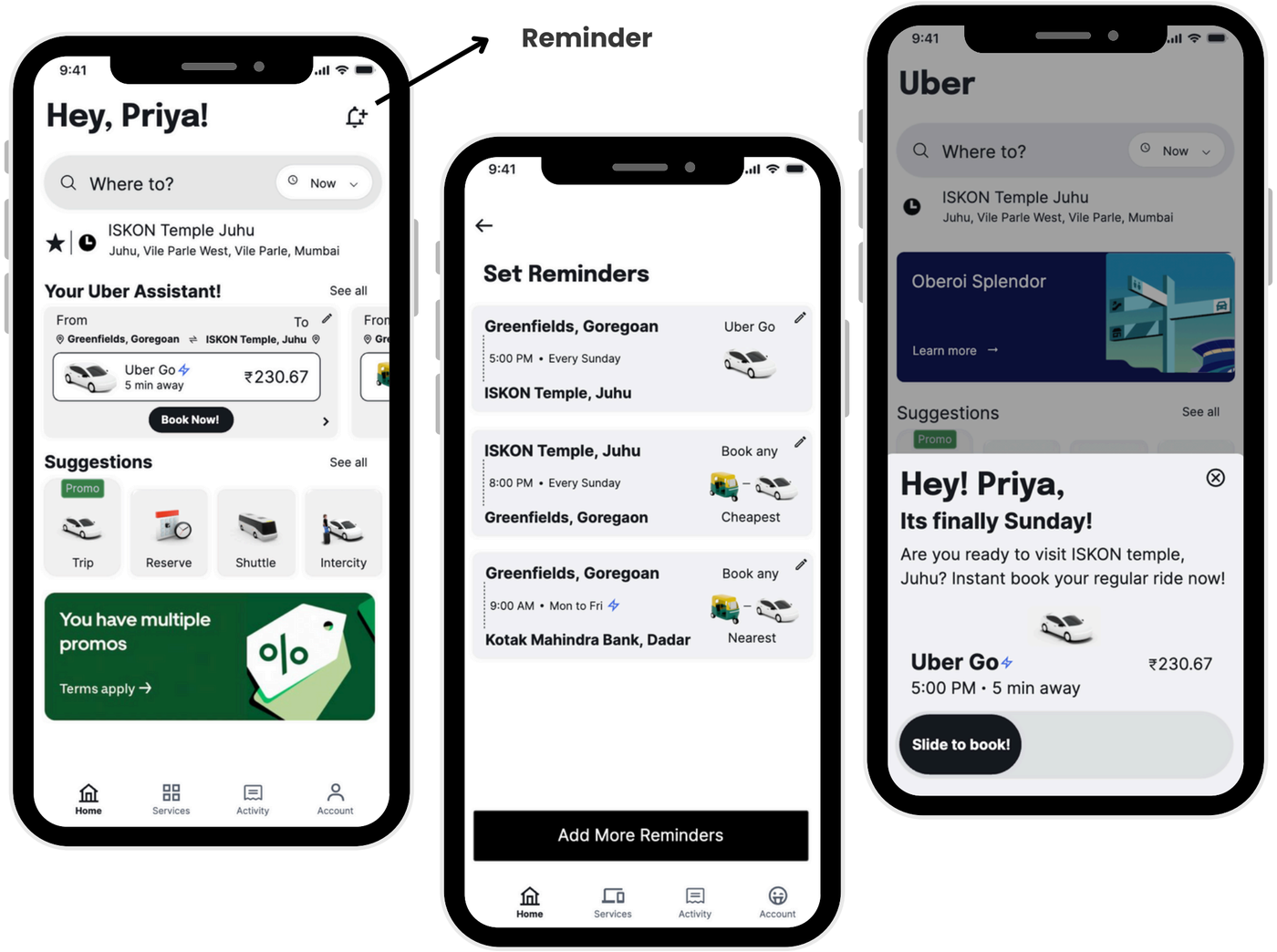
- **Uber Assistant analyzes ride history** to identify frequently visited places on specific days and **suggests rides with vehicle options and current fares** as soon as the user opens the app.
- Allows users to **book with a single tap** or make adjustments as needed.

IMPACT ON EXPERIENCE

- Provides a **personalized and faster booking** experience.
- Saves **users time and effort** by offering tailored ride options on the homepage.
- Enhances convenience and makes the **app more intuitive to use**.

SOLUTION – AUTOMATED RECURRING RIDES

Solves - No automated process for recurring rides



EXISTING BEHAVIOUR & PAIN POINT

- Users manually book their daily commute or regular trips each time.
- **No automation for recurring bookings**, making the process repetitive and time-consuming.

SOLUTION

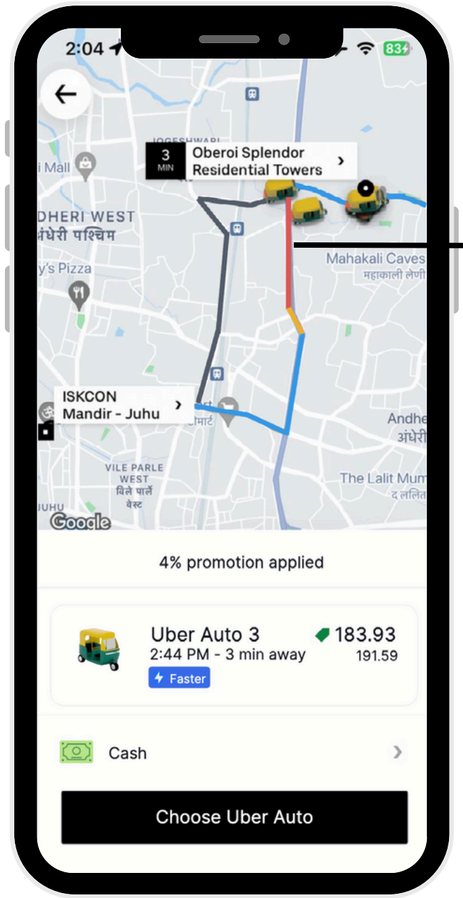
- Introduce a **reminders feature** where users can enter details for all their rides, specifying when they should be reminded about booking, with **reminders set to loop and repeat the selection of days continuously**.
- At the set reminder time, a pop-up appears prompting the user to confirm the ride booking.

IMPACT ON EXPERIENCE

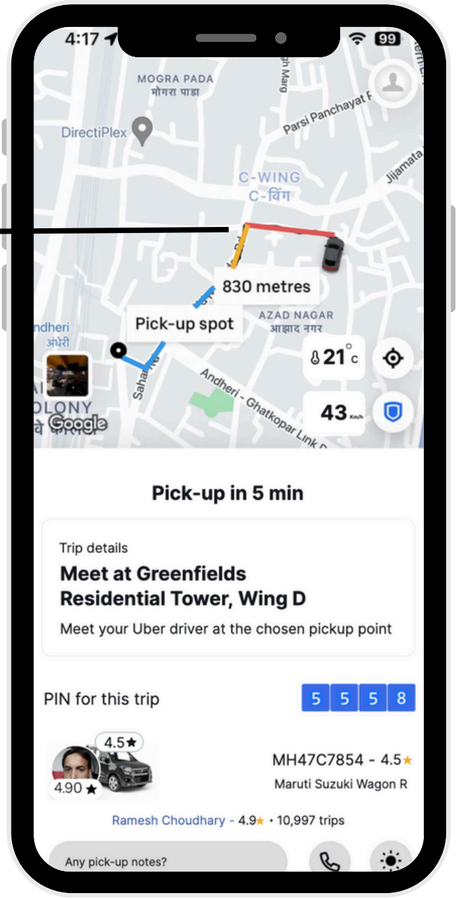
- **Simplifies the daily commute** by automating the reminder and booking process.
- Reduces the need for manual booking, providing peace of mind and making daily travel hassle-free.

SOLUTION - REAL TIME TRAFFIC & ETA UPDATES

Solves - No real-time traffic congestion information leads to inconsistent ETA



Adding **real-time traffic updates** in the map ensures **better route selection** and **accurate ETA.**



EXISTING BEHAVIOUR & PAIN POINT

- Users do **not receive real-time traffic updates** during ride booking.
- **Estimated time of arrival (ETA)** is inconsistent due to lack of traffic integration.

SOLUTION

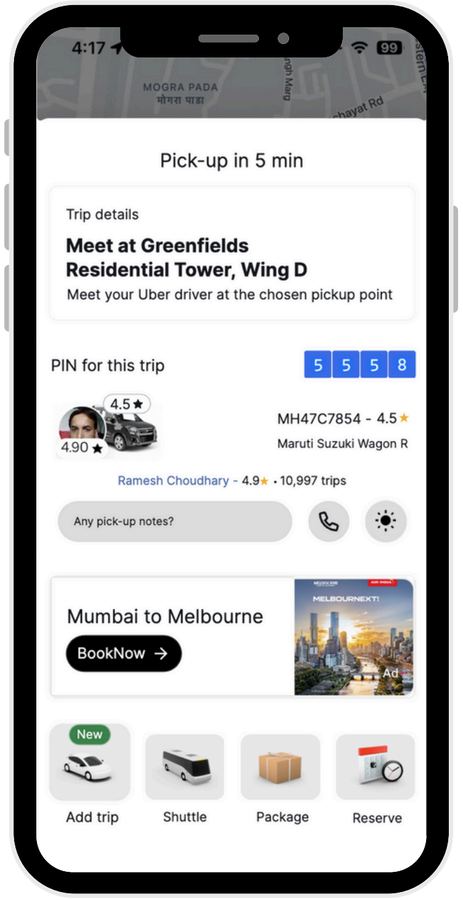
- Introduce **Live Traffic Insights** where users receive real-time traffic information for their selected route while booking a ride, facilitating better route selection and choice of vehicle type.
- Implement Accurate ETA - The app integrates **real-time traffic** data to provide users with a **more precise ETA**, matching them with drivers facing fewer traffic challenges and shorter distances.

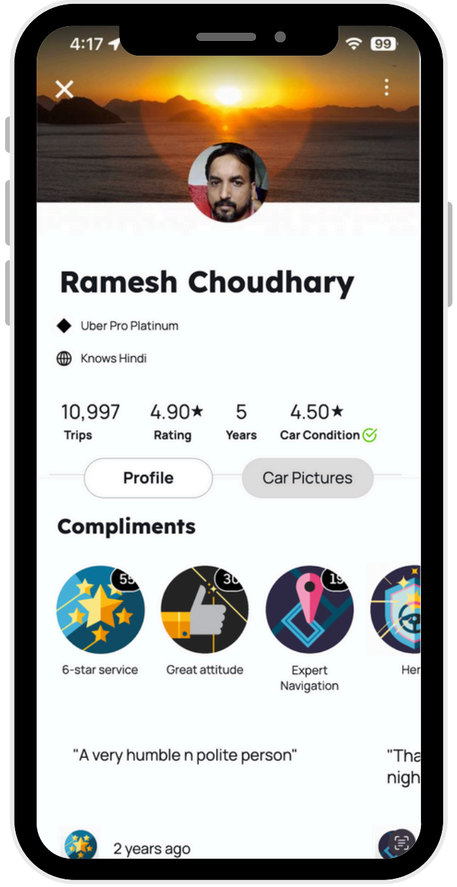
IMPACT ON EXPERIENCE

- Provides real-time traffic updates, enabling informed travel decisions and more effective journey planning.
- **Ensures consistent ETAs,** reducing waiting times and improving overall service reliability.

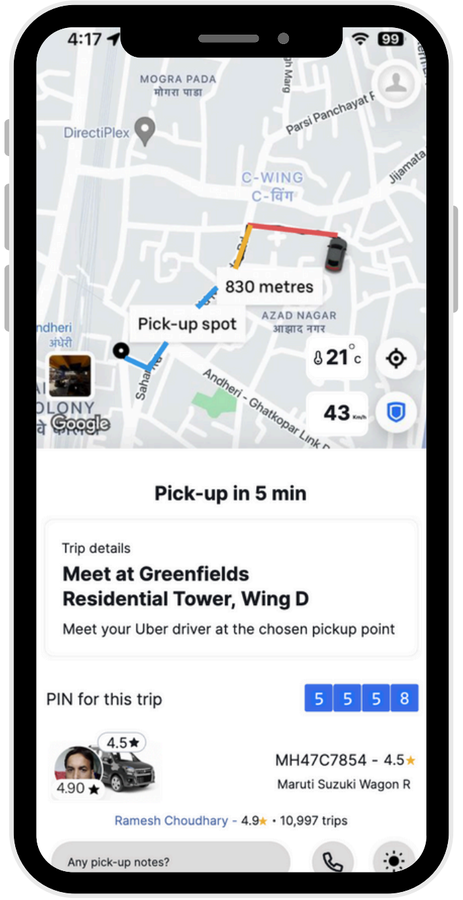
SOLUTION – VEHICLE RATING SYSTEM

Solves - Unawareness of Vehicle conditions & Hygiene





Adding **car ratings, pictures & temperature** can be useful for users to understand the **car's condition** and hygiene **standards.**



EXISTING BEHAVIOUR & PAIN POINT

- Users have **no visibility into the condition and cleanliness** of vehicles until the ride arrives.
- There is no option for users to see the feedback on vehicle conditions before booking.

SOLUTION

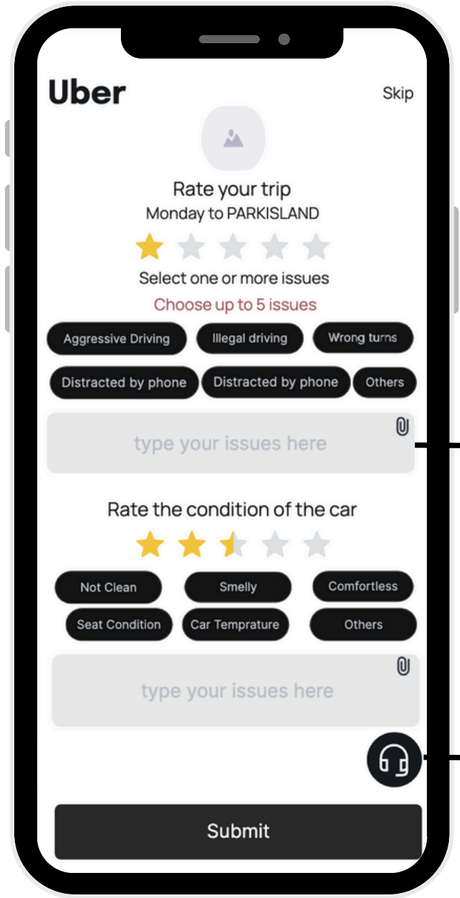
- **Introduce Vehicle Rating System:** Users can rate the condition of vehicles they travel in and optionally upload photos before booking.
- **Display Ratings, Photos, Car Temperature & Speed:** The app shows recent ratings and photos to future passengers, offering transparency regarding vehicle conditions. And shows AC temperature & Car Speed.

IMPACT ON EXPERIENCE

- **Increases Transparency**: Users can make informed decisions by viewing ratings and photos, enhancing confidence in service quality.
- **Encourages Accountability:** Promotes better vehicle maintenance and cleanliness as drivers and operators aim for higher ratings.

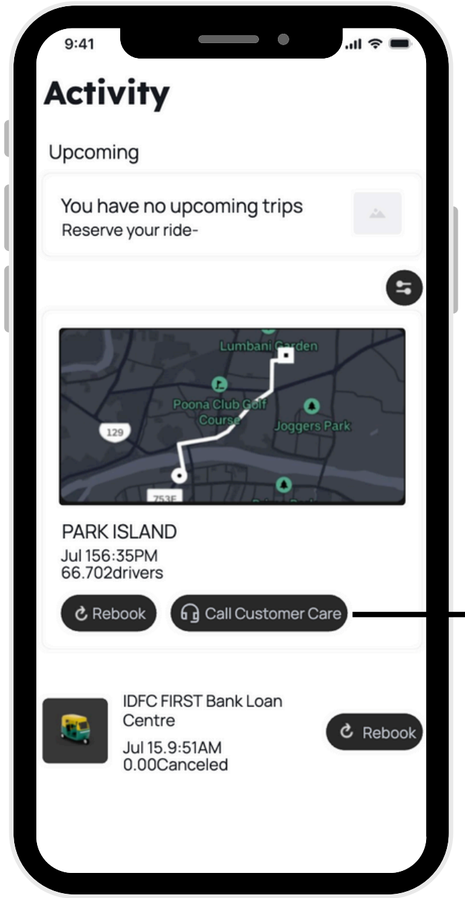
SOLUTION – SIMPLIFIED FEEDBACK REPORTING

Solves - Complicated Process to Report the Issues



Users can describe their **issues** here and can able to **attach pictures**

Quick access to connect with customer care



Single-tap access to direct helpline

EXISTING BEHAVIOUR & PAIN POINT

- Users currently face a **lengthy and complicated process to report issues**, involving multiple steps and a cumbersome chat system.

SOLUTION

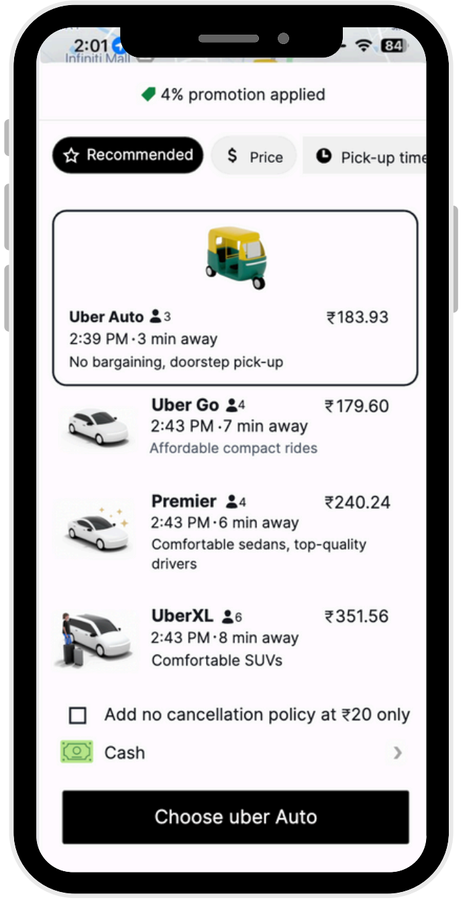
- Introduce an Easy Issue Reporting feature that allows **users to quickly reach customer support with a single tap**, connecting them to either a support bot or direct human assistance.

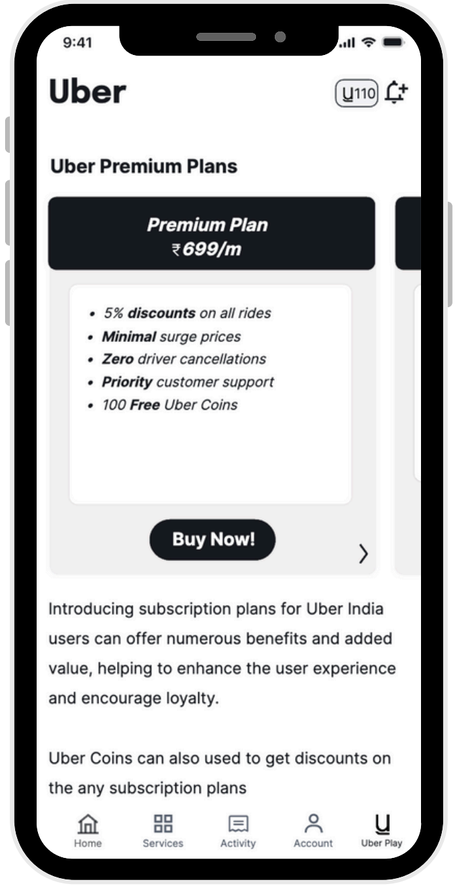
IMPACT ON EXPERIENCE

- **Simplifying the issue reporting process** ensures that users can get help quickly and easily. This improves **customer satisfaction** by providing prompt support and **faster resolutions to problems**.

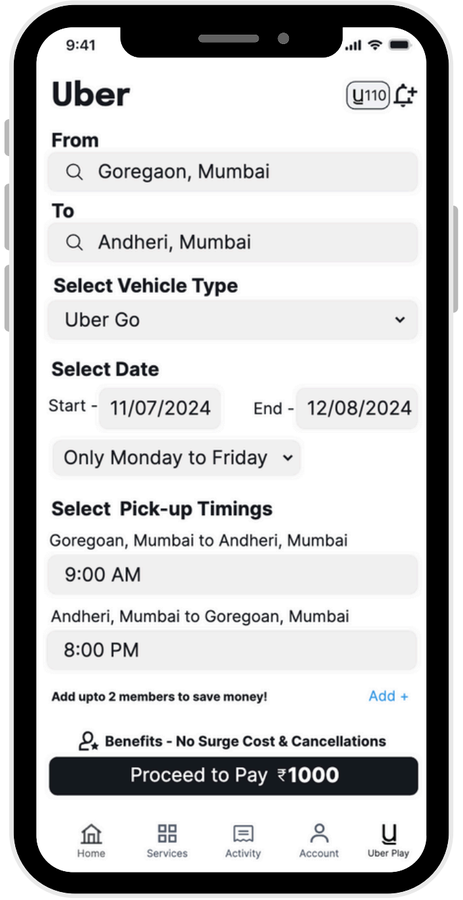
SOLUTION – PREMIUM PLAN, SUBSCRIPTION PLAN & NO CANCELLATION POLICY

Solves - Frequent Ride Cancellations





Introducing a **no-cancellation policy button, Premium Plans, and Ride Subscriptions** to reduce cancellations.



EXISTING BEHAVIOUR & PAIN POINT

- Users frequently face **ride cancellations**, impacting their travel plans and causing inconvenience.

SOLUTION

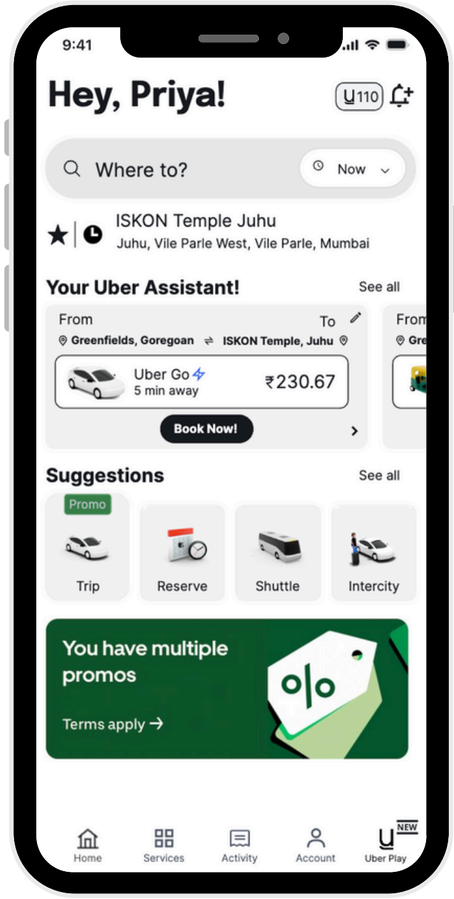
- Users can opt for a **no-cancellation policy** during booking, with an additional charge to discourage last-minute cancellations.
- A **premium plan** for priority booking with guaranteed rides, zero cancellations, and exclusive discounts and perks to enhance loyalty.
- Offers **monthly plans with guaranteed rides** at specified times and locations, featuring fixed pricing and options for cost-saving shared rides among subscribers.

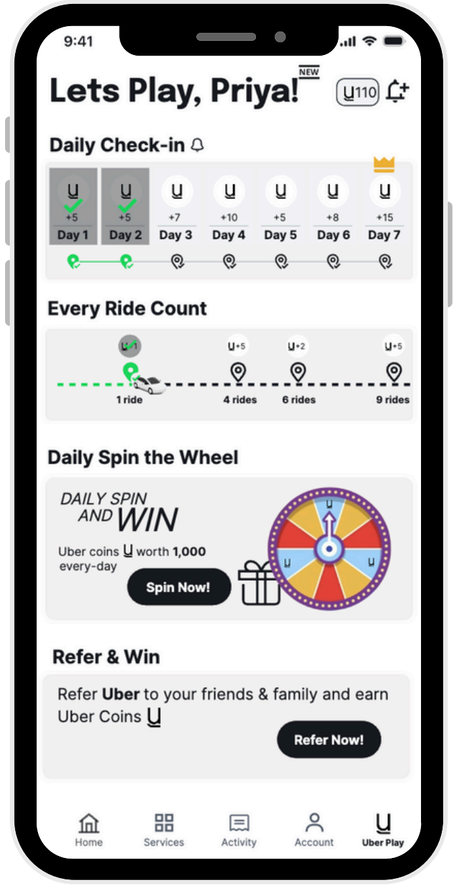
IMPACT ON EXPERIENCE

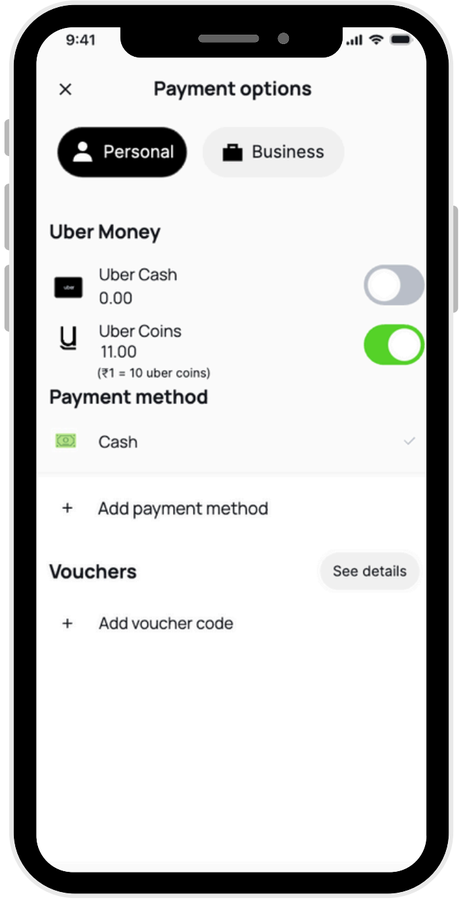
- Enhances **reliability and predictability** of daily commutes.
- Provides **cost savings through fixed pricing** and shared rides on only monthly plans.
- Ensures users get the rides they need without cancellations, improving overall satisfaction and trust in Uber's service reliability.

SOLUTION – INTRODUCING "**UBER COINS**" - GAMIFICATION SYSTEM

Solves - No rewards & discounts







EXISTING BEHAVIOUR & PAIN POINT

- Users may **lack rewards to engage consistently** with the Uber platform beyond regular rides.
- Limited motivation for users to maintain daily usage streaks.
- Few opportunities for **users to earn rewards and benefits from frequent usage.**

SOLUTION

- Introduce **Uber Coins**, awarded for daily streaks and every ride taken.
- Coins can be redeemed at a rate of **10 coins = 1 Rs** for **discounts on rides or purchasing premium plans**.

IMPACT ON EXPERIENCE

- Increases **user engagement** through incentivized behaviors.
- Provides tangible rewards that enhance user loyalty and satisfaction.
- Encourages **frequent usage and interaction** with Uber's services.

Features	Impact	Effort	Ranking
Personalized Ride Suggestions	High	Medium - High	3
Automated Recurring Rides	High	Low - Medium	2
Real Time Traffic & ETA Updates	High	High	4
Vehicle Rating System	Medium	Low	5
Simplified Issue Reporting	Medium	Low	5
Subscription Plan	Medium	Medium - High	7
Premium Plan	Medium	Medium	6
No Cancellation Policy	High	Low	1
Uber Coins	High	High	4

NORTH STAR METRIC OF UBER - NO. OF RIDES COMPLETED/DAY/WEEK/MONTH/YEAR

Features	Metrics	Baseline	How to Calculate
Personalized Ride Suggestions	Usage Rate	30% of users engaging within the first month	(Number of users engaging with suggestions / Total users) * 100
Automated Recurring Rides	Adoption Rate	20% of active users within three months	(Number of users setting up recurring rides / Total active users) * 100
Real Time Traffic & ETA Updates	Accuracy of ETA	90% of ETAs within the fetched time on the app within a month	(Number of rides with ETA within the fetched time on the app / Total rides) * 100
Vehicle Rating System	Rating Submission Rate	40% submission rate within six months	(Number of rides with submitted ratings / Total rides) * 100
Simplified Issue Reporting	User Satisfaction Score	Achieve a satisfaction score of 4.5 out of 5.0 within three months	Average satisfaction score from user feedback
Subscription Plan	Subscription Adoption Rate	15% of active users subscribing within three months	(Number of users subscribing to the plan / Total active users) * 100
Premium Plan	Conversion rate	20% of active users opted for premium plan within 3 months	(Number of premium users / Number of active users) * 100
No Cancellation Policy	Adoption rate	10% of rides done by opting this feature within a month	(Number of rides opted for No cancellation feature/ Number of rides) * 100
Uber Coins	Redemption Rate	30% of users redeemed the uber coins within 2 months	(Number of users redeemed uber coins/ Number of active users)*100

FEEL FREE TO REACH OUT TO US



Snehal Yadav



Anuj Kumar Sharma



Sai Kumar Grandhi

ThankYou



