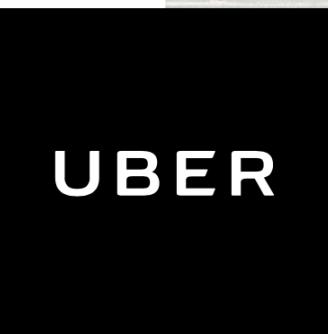
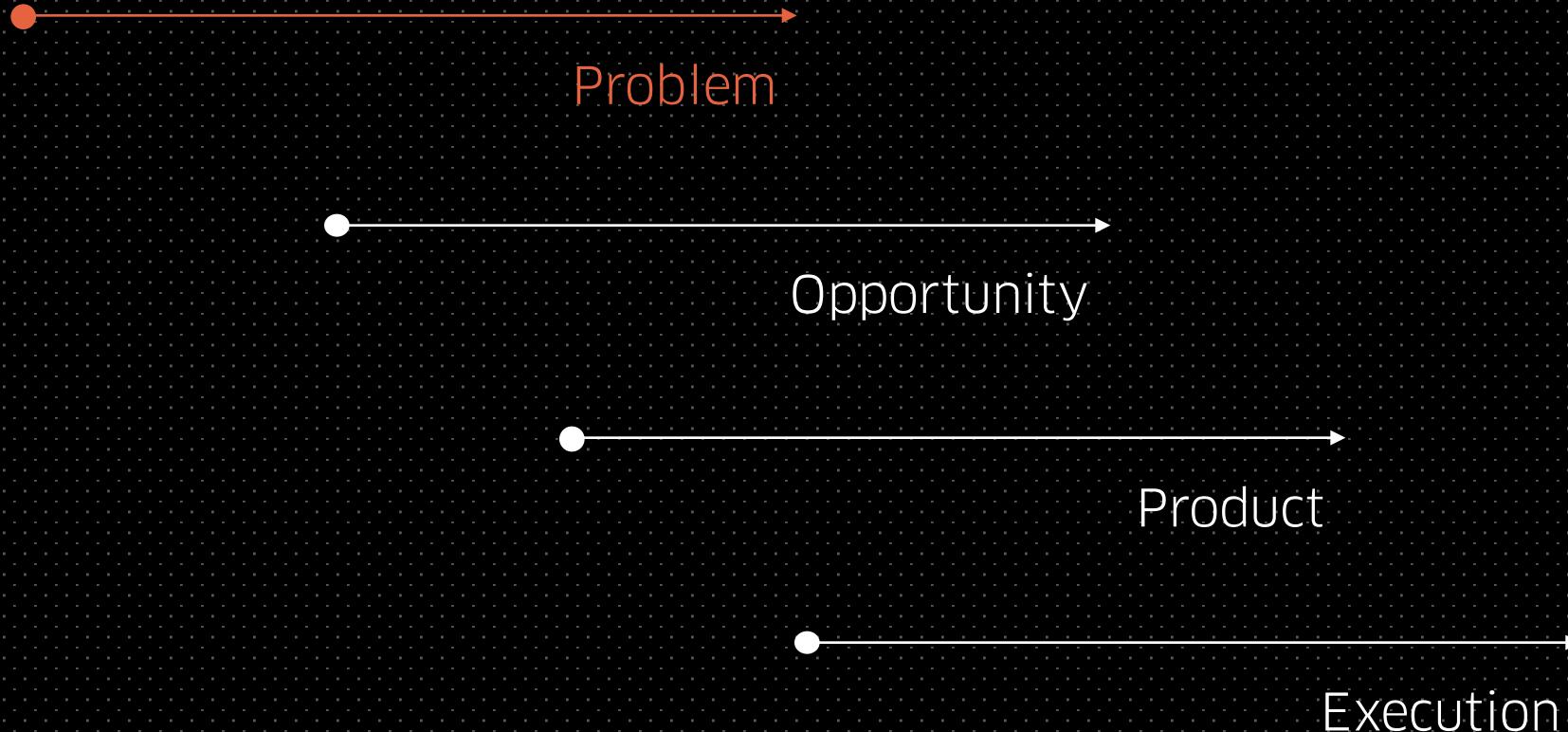


# Increasing Fare Split Engagement through iMessage

Dylan Babbs



# Contents



# The case...

As a user, you're about to ride with a group of friends in an Uber. Two main problems arise when riding with others:

## How do you split the fare?

- Uber native split fare feature
- Pay back with cash or Venmo

## How do you notify passengers not currently with you about the upcoming arrival?

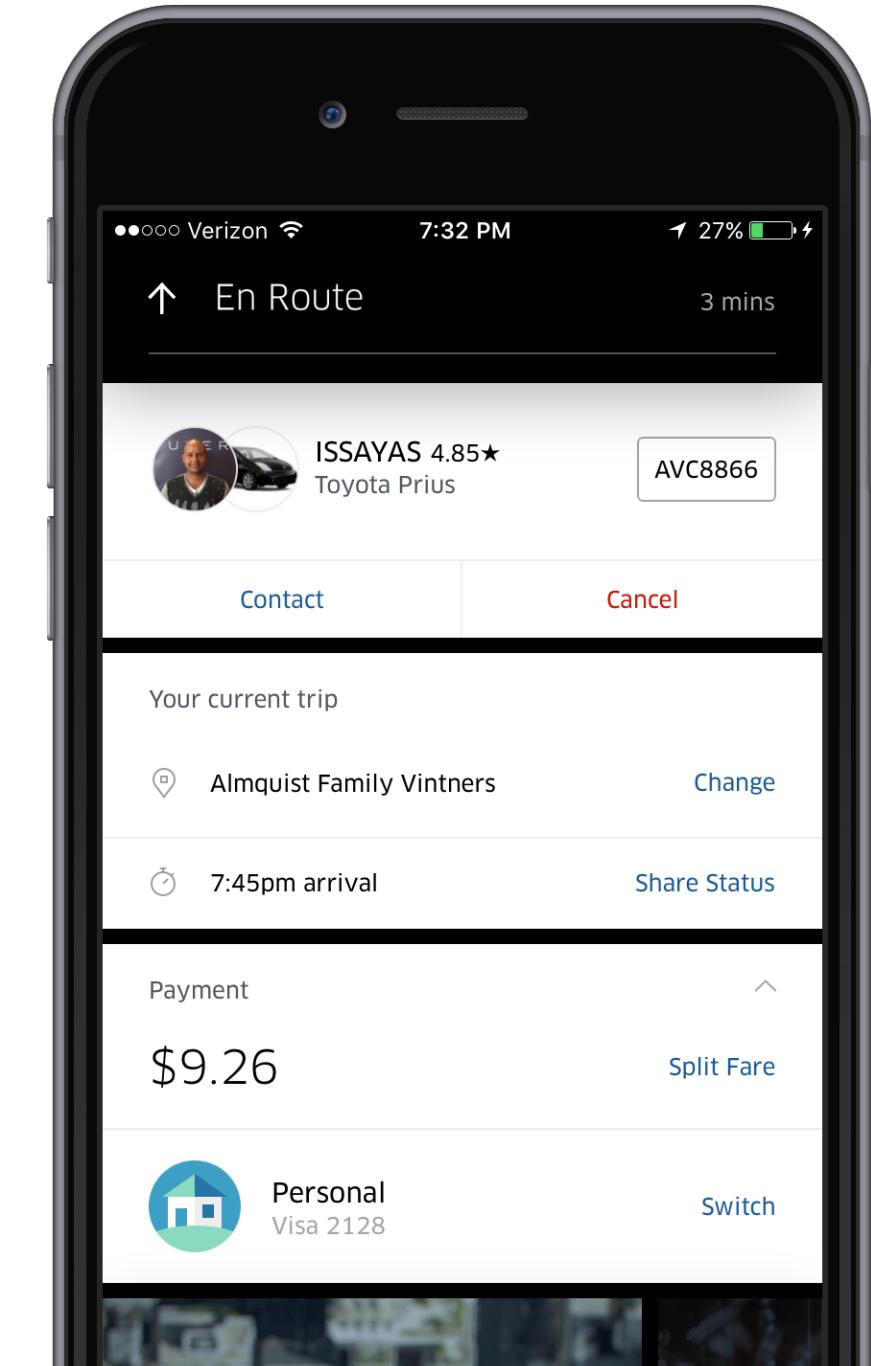
- Share status link via SMS/iMessage from Uber native feature
- Relay information manually (SMS/phone call)
- Screenshot trip view and share

# Current state: split fare

- Difficult to find (especially with newly released rider update) and unused\*
- *Split fare* feature requires two actions to view option from trip view:
  1. Swipe up to *En Route* details
  2. Touch up on *Payment* section

Improvement possible: Yes

\*Based on data conducted from survey; see later slides

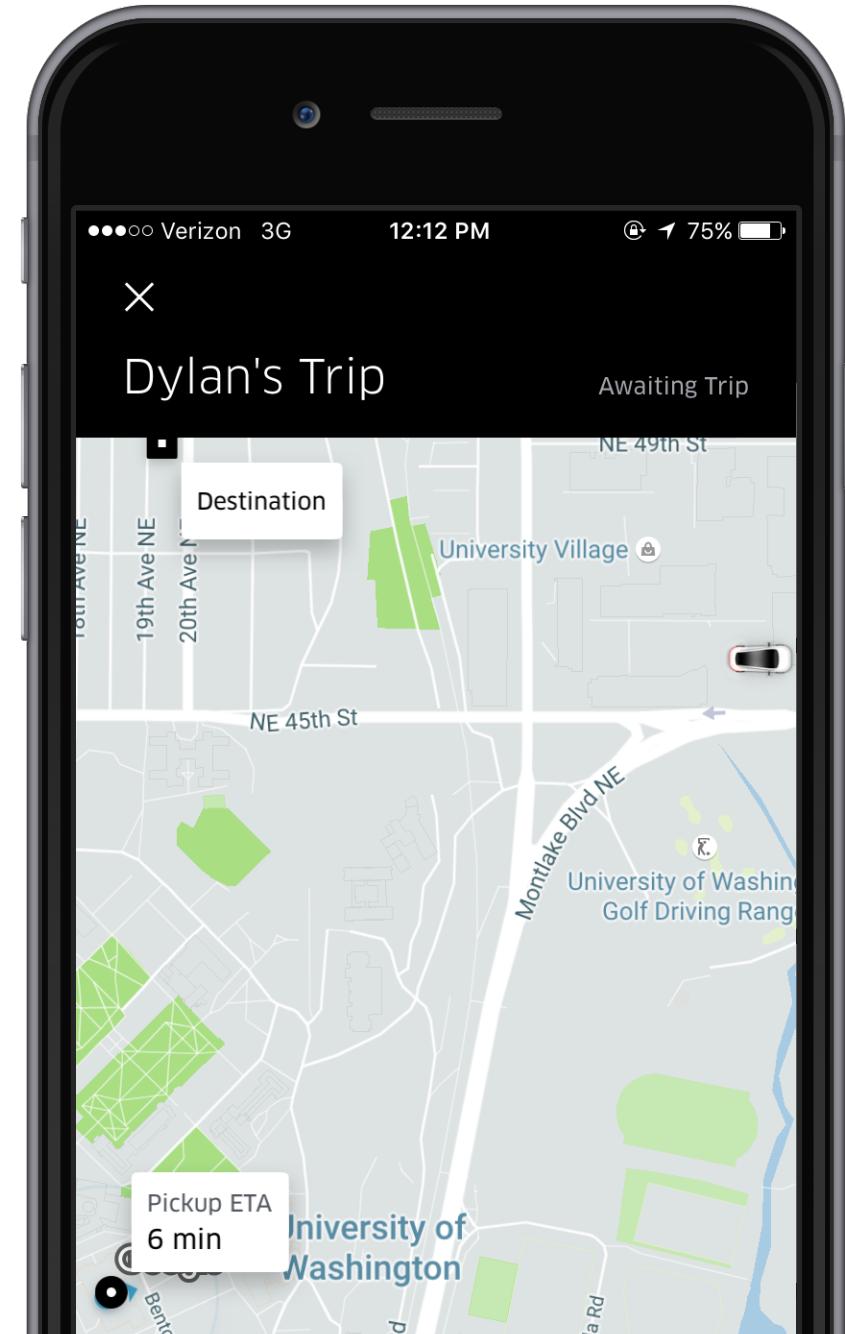


# Current state: share status

Current process:

- User selects Share Status in *En Route* screen
- Next, user selects address book contacts
- Notification via Uber app is delivered to recipient
- Recipient follows live view of trip within Uber application

**Improvement possible:** Slight

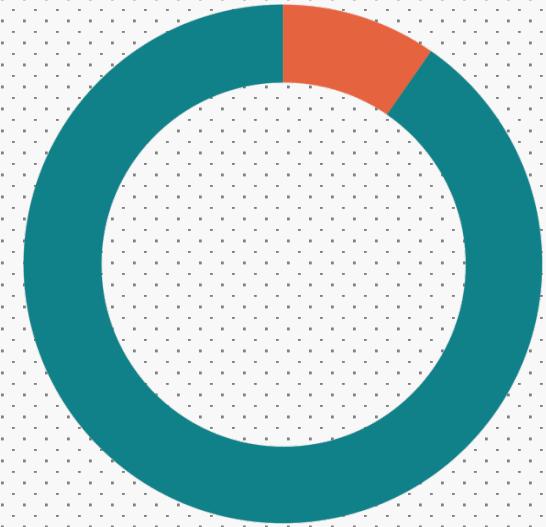


# Split Fare: a powerful but unmet feature

- 90% of respondents surveyed stated they pay manually to Uber ride initiator to split the fare

When riding with friends,  
how do you split the  
fare?\*

**10%**



**90%**

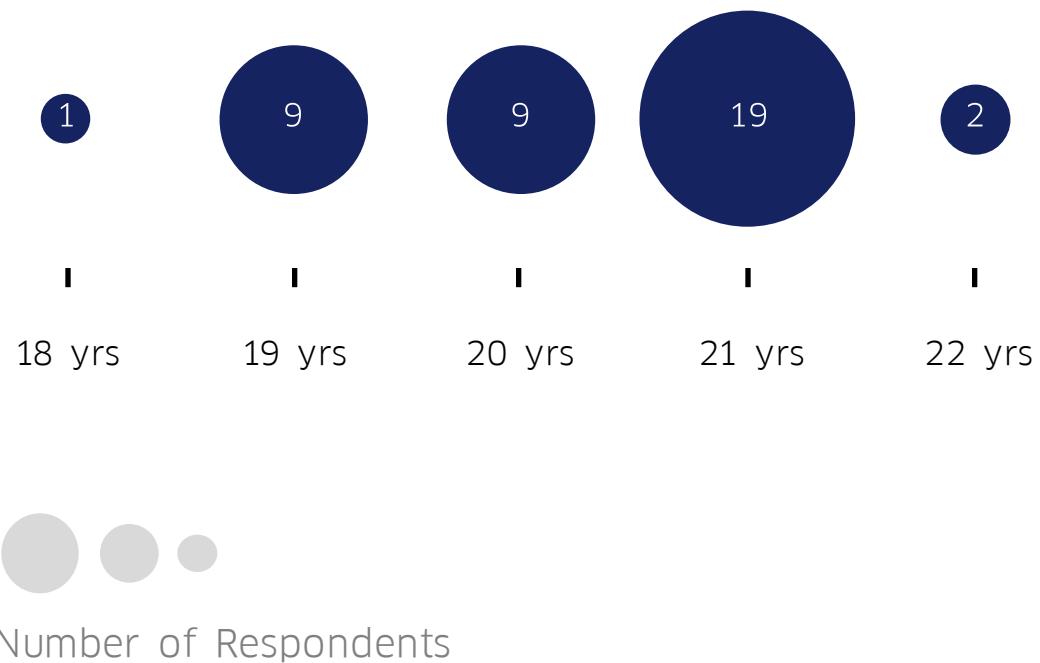
- Pay friend with cash or Venmo
- Pay with Uber Split Fare feature

\*Results derived from a survey among University of Washington students with a sample size of n=40

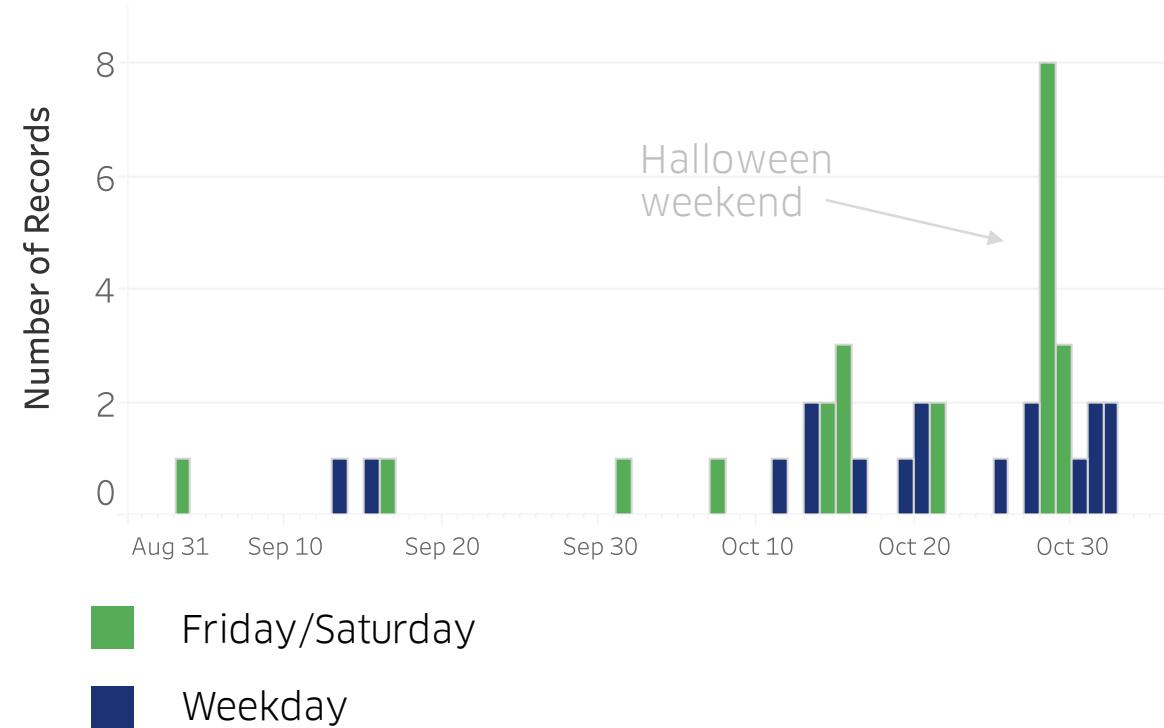
# Exploring the target demographic

University of Washington undergraduate survey with a sample size of n=40

What is your age?



When was the last time you took an Uber?



# There is a need to improve the split fare UX

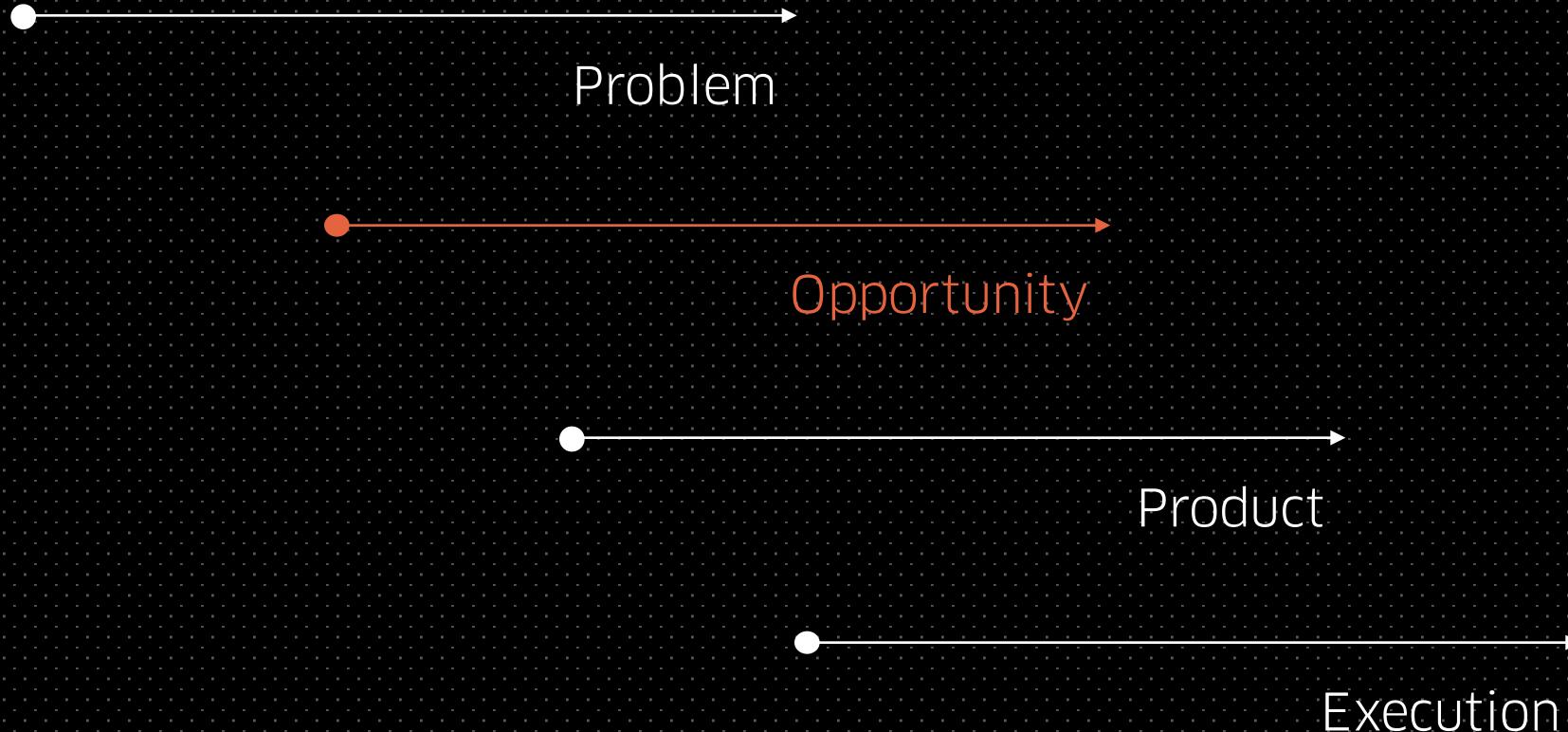
Current process seems to work fine? Don't reinvent the wheel?

Paying manually with friends is a tedious and unnecessarily difficult process

- Manual payments don't come out to be exact (usually don't account for remainder cents) = extra money lost from either sender or recipient

Streamlining fare split payments within the Uber app creates a simpler experience for the users; there is no need to involve a separate outside process to deal with payments

# Contents



# Uber application within iMessage



App Store for iMessage

- WWDC 2016: Apple announces App Store for iMessage within iOS 10
- Introduces new powerful core functionality within iMessage, allowing users to interact with extension of an application directly within the iMessage interface; no need to leave the application
- September 13<sup>th</sup>: iOS 10 released to iPhone users; 1,650+ iMessage apps available at launch date

# Product mission

Utilize Apple's native iOS 10 features to provide an intuitive experience for users to request fare splits directly within iMessage.



## Jaclyn

**Age:** 21

**Location:** Seattle, WA

**Education:** B.S.

**Occupation:** Student

**Mobile:** iPhone 7

**Hobbies:** Running  
Bird watching

# Persona 1: the “social butterfly”

- University of Washington Mechanical Engineer undergraduate
- Goes out to local bars on weekends; uses Uber for a safe trip
- Jaclyn has been trying to adopt the Split Fare feature, but has had trouble with her friends (all iOS users) accepting the payment requests. She often has to remind them to pay the requests
- Jaclyn’s friends may see the Split Fare request and indirectly ignore the Uber notification as they find it irrelevant because they haven’t opened the app recently
- The friend group is constantly communicating through iMessage. On average, they send and receive over 75 messages a day. When they see a message notification, one can be sure it has their attention



## Michael

**Age:** 22

**Location:** San Diego, CA

**Education:** B.A.

**Occupation:** Student

**Mobile:** iPhone 6s

**Hobbies:** Surfing  
Carpentry

## Persona 2: the “accountant”

- Recent University of Southern California Business Administration graduate
- Ubers to local bars with 2-3 friends; occasionally carools with coworker to workplace in Uber
- Finds Split Fare feature difficult to use; doesn't bother setting it up
- To split the fare, friends reconcile payments the next day by dividing the Uber fee
- Michael doesn't prefer this method because he feels he is getting short changed on his money
- Michael prefers a streamlined, easily accessible, automatic payment method within the Uber app requiring no further action with cash, Venmo, etc.

# Example: three friends Uber to a bar...

- Jaclyn, Michael, and Dylan all meet up in San Francisco for a night out on Chestnut Street. Dylan calls the Uber ride
- Michael and Jaclyn both repay Dylan with cash and Venmo, respectively
- Dylan is short changed by \$1.67 from cash rounding
- \$1.67 is not a large amount—until this occurrence becomes a frequent problem

Uber fee

Trip fare \$38.5

Split 3 ways \$12.83 each

Repayment

Dylan pays \$(38.5)

Michael pays Dylan  
with cash \$12

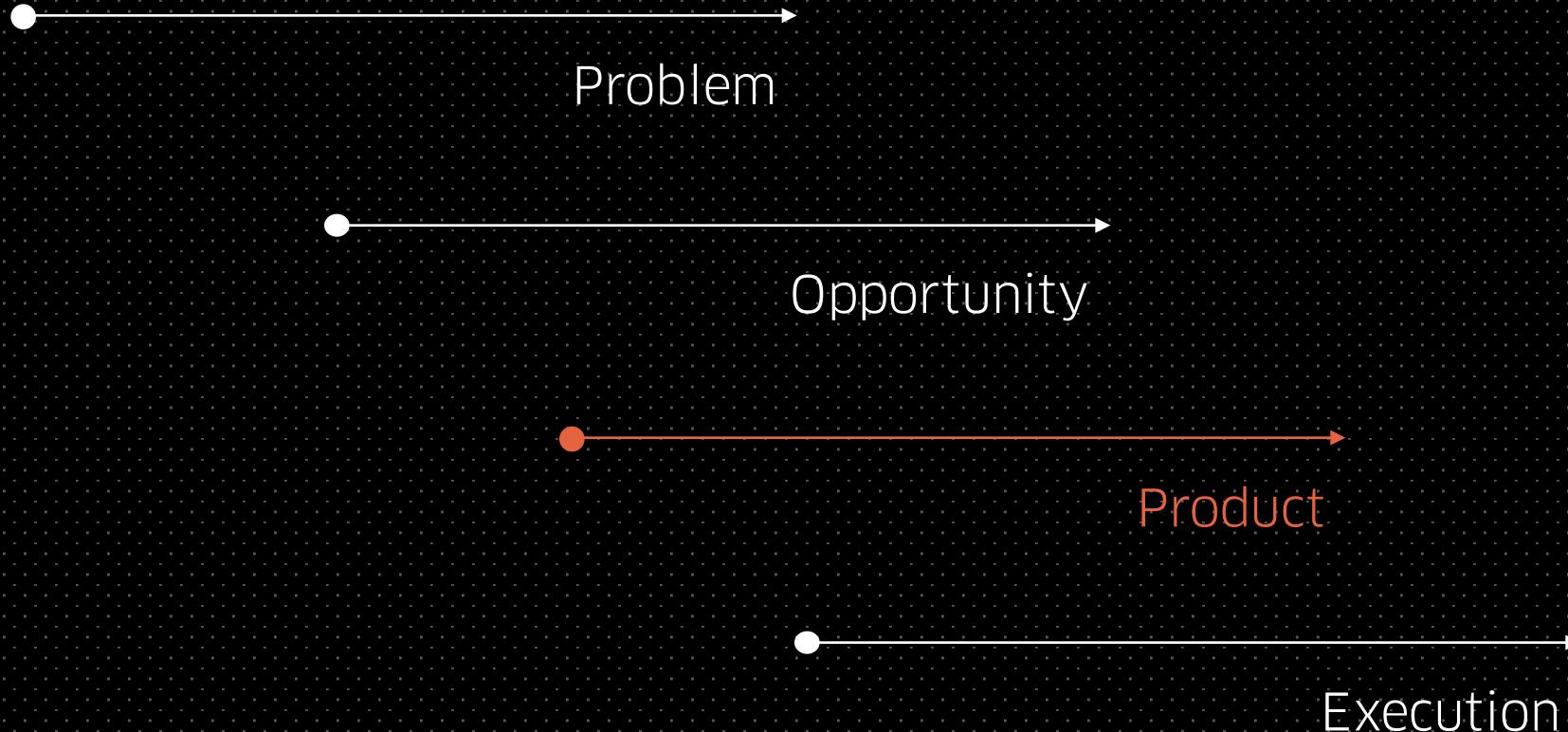
Jaclyn pays Dylan  
with Venmo \$12

Dylan fee = \$(14.5)

- 12.83

Dylan's loss from  
fronting the Uber \$1.67

# Contents



# Feature triggering

User has two options to enable iMessage fare split:



1. Uber app initiation via user action (pg. 18)

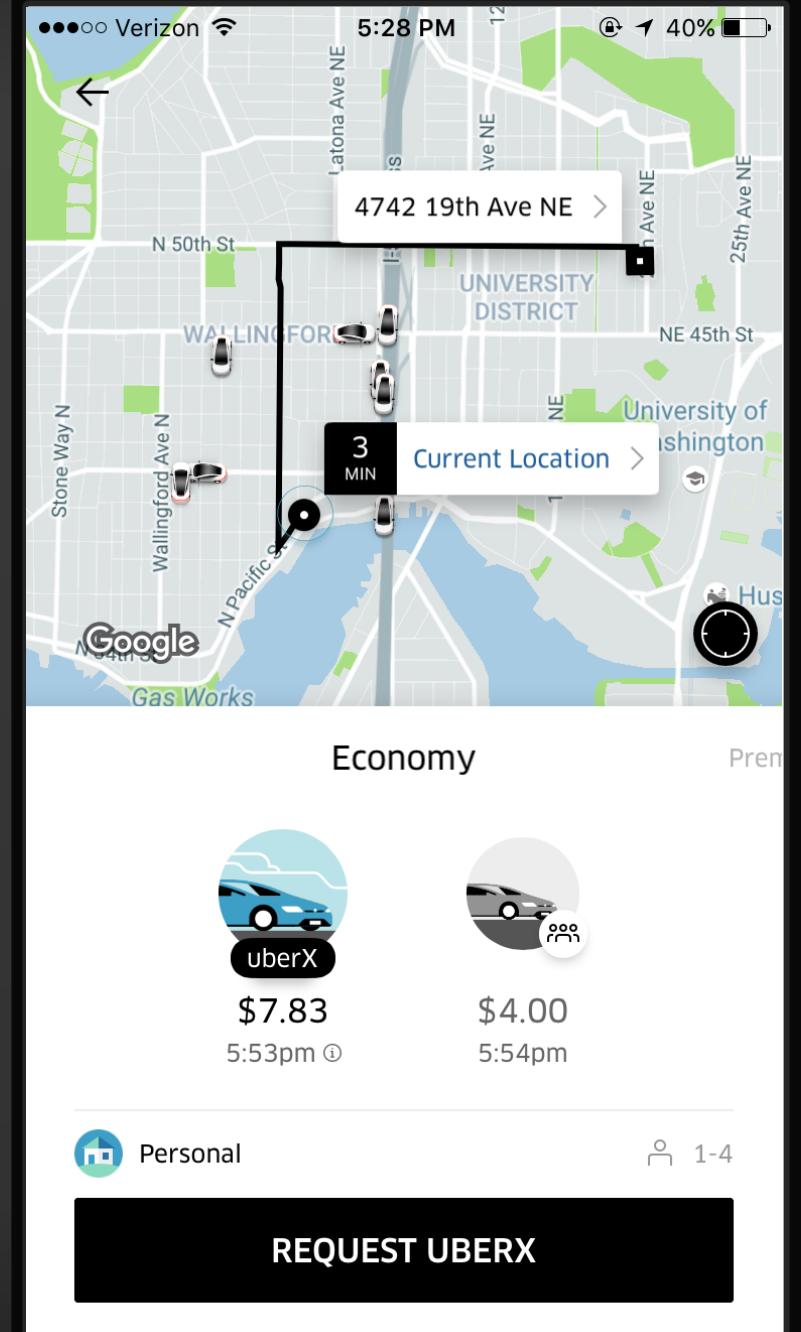
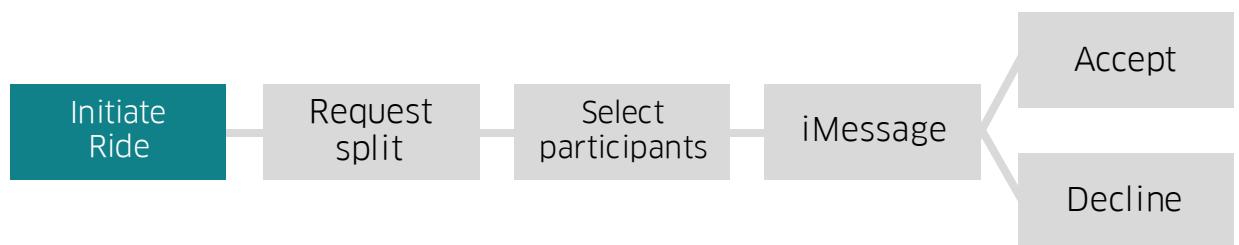


2. iMessage initiation via message composition (pg. 23)

## Option 1: Uber initiation via user action

### 1. Initiate Uber ride

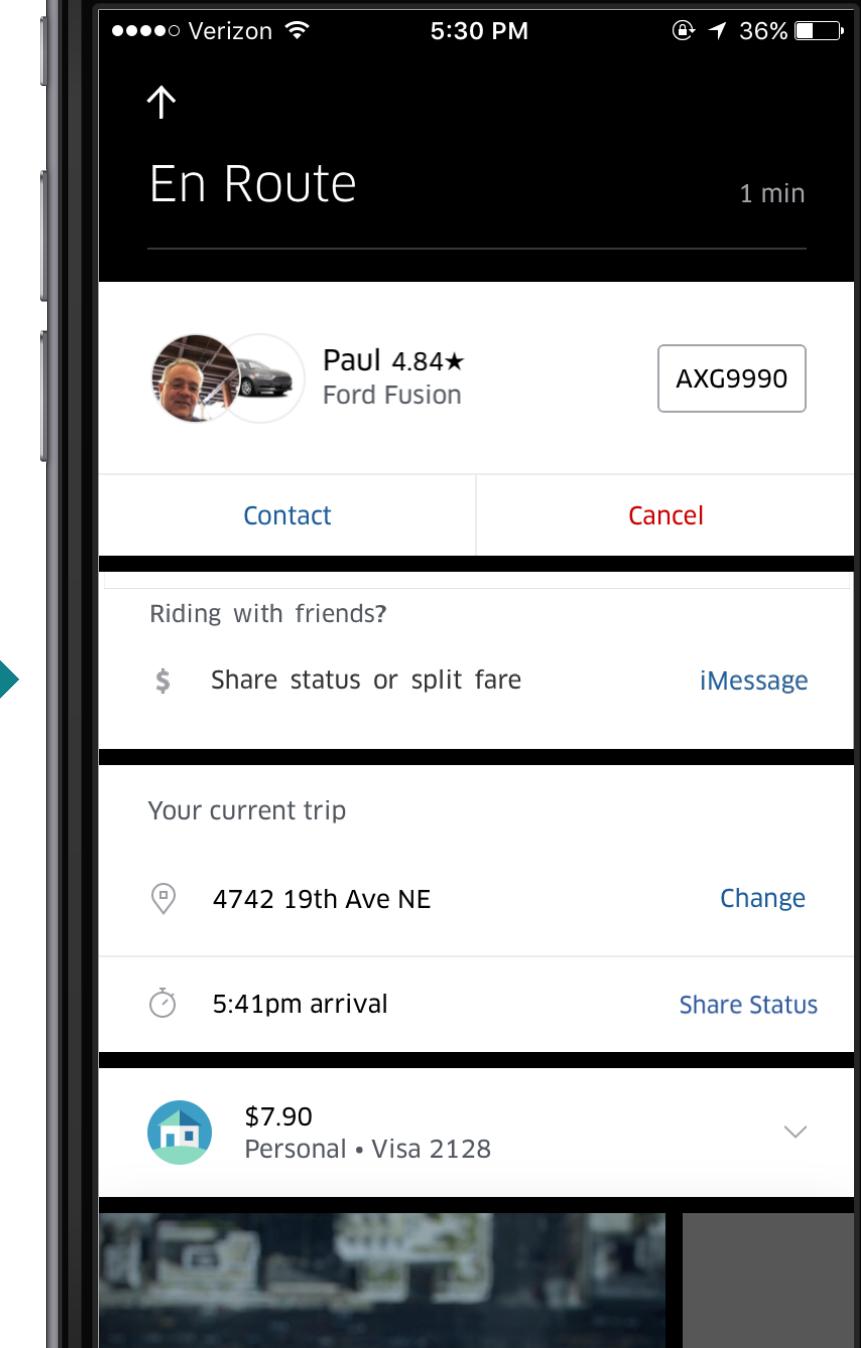
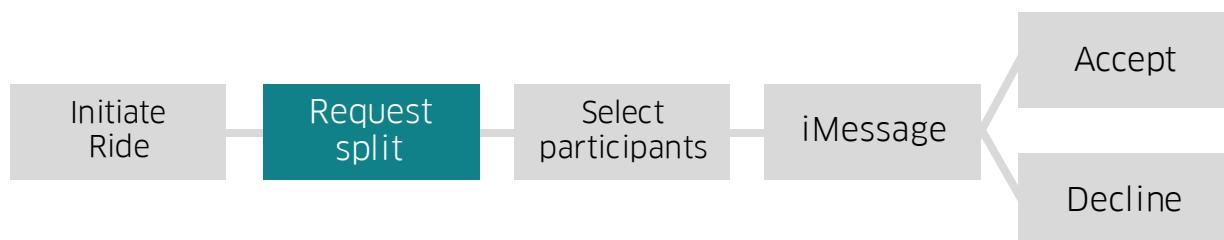
- Standard Uber ride initiation process. iMessage feature has not yet come into play



## Option 1: Uber initiation via user action

### 2. Request split

- User swipes up to view *En Route* screen
- *Riding with friends* section added in *En Route* screen
- View is only available to iOS builds of the Uber app



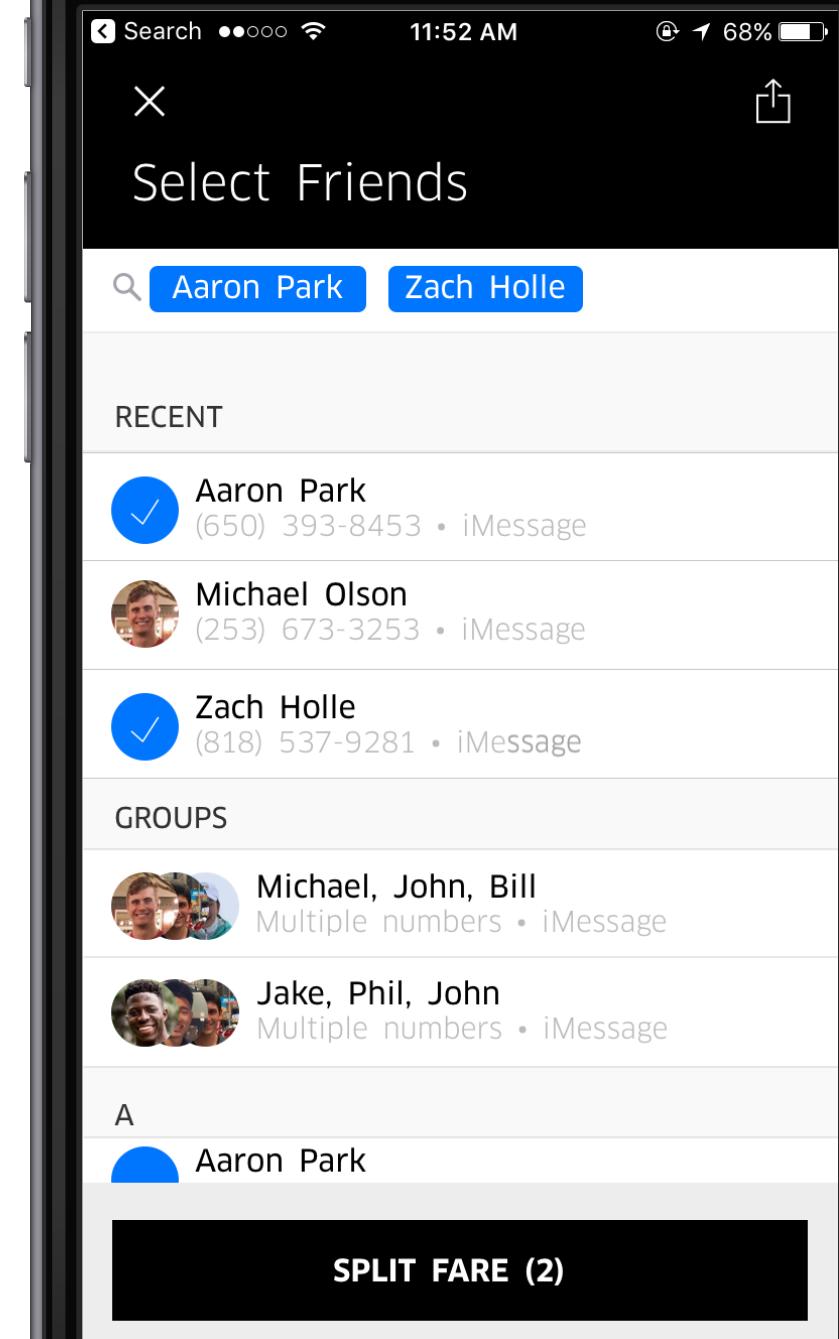
## Option 1: Uber initiation via user action

### 3. Select participants

User is prompted to select contacts to include in the fare split. Contact categories include:

- **Recent:** recent contacts based upon previous rides
- **Groups:** recent and popular groups of contacts to the user
- **Alphabetical:** complete list of remaining contacts

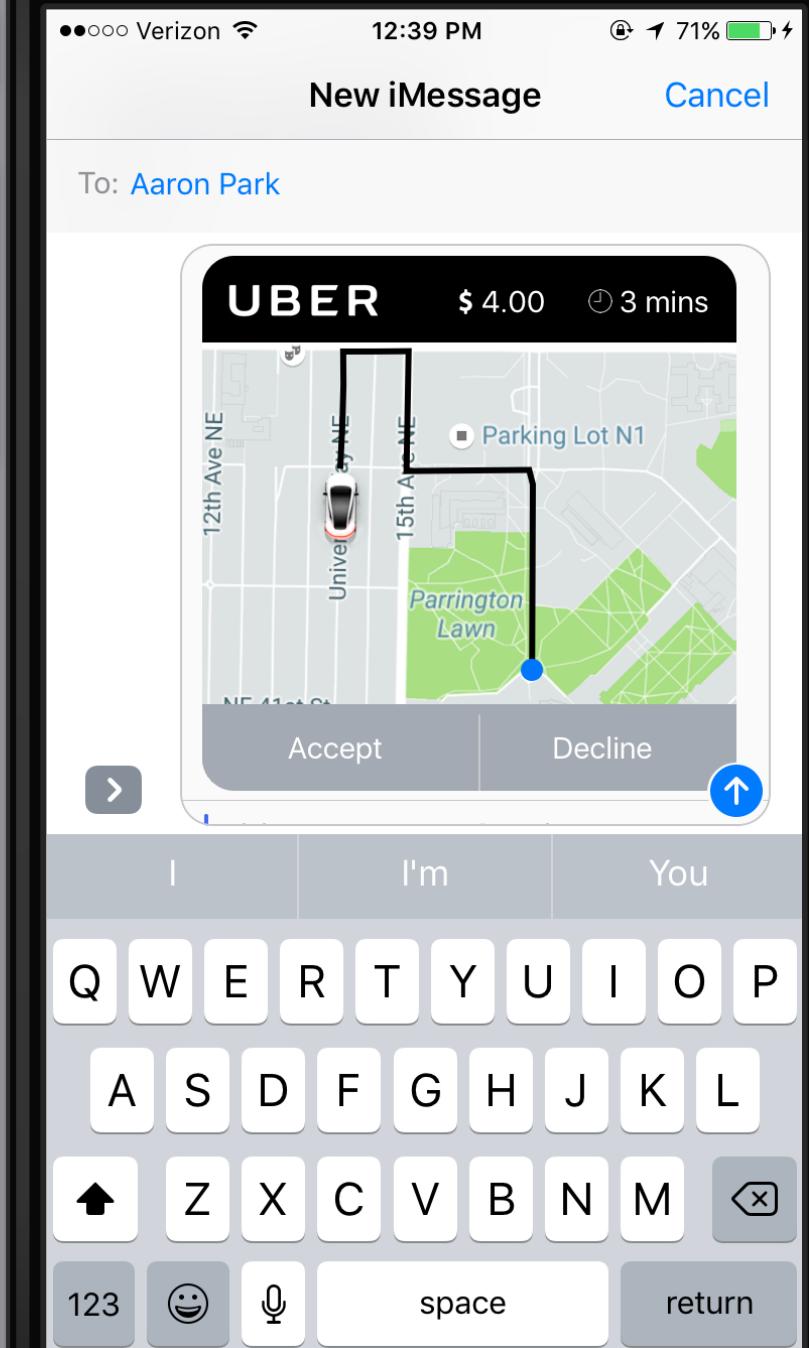
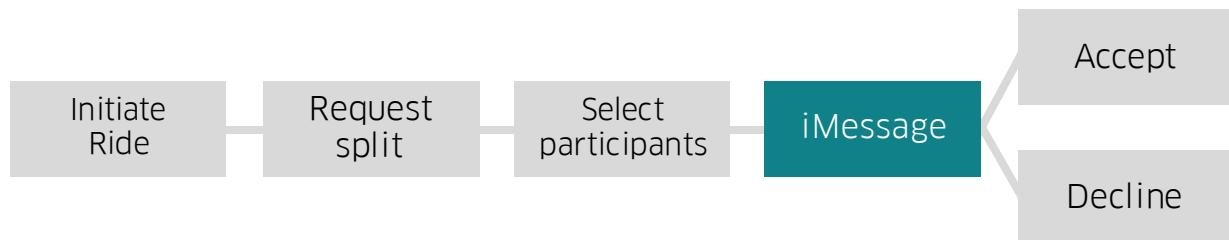
iMessage contacts prioritized



## Option 1: Uber initiation via user action

### 4. Initiate iMessage and send

- iOS *MFMessageComposeViewController* is activated with Uber iMessage fare split module
- User sends to desired recipient. Recipient name is prefilled from previous view
- In the event of multiple recipients, repeat until all selected contacts have been notified



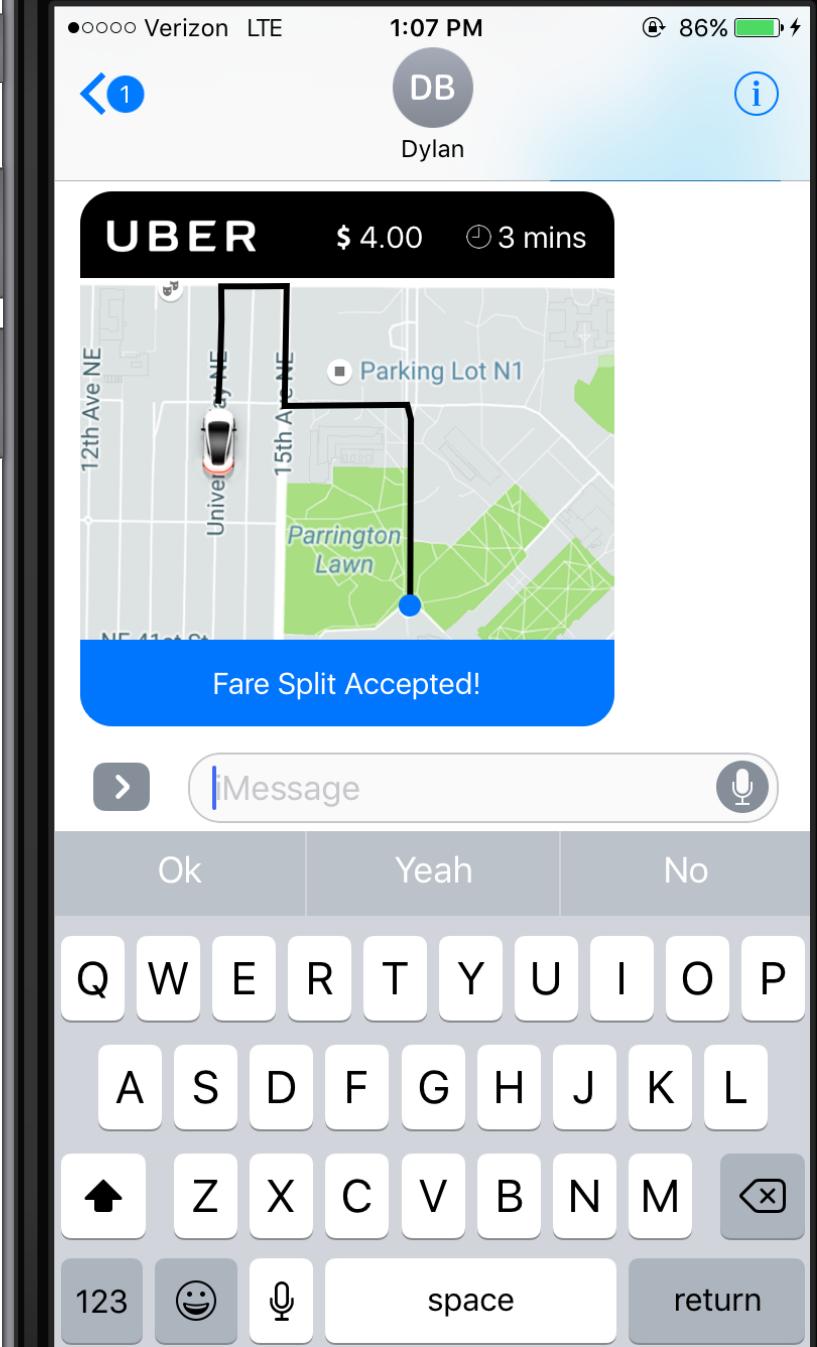
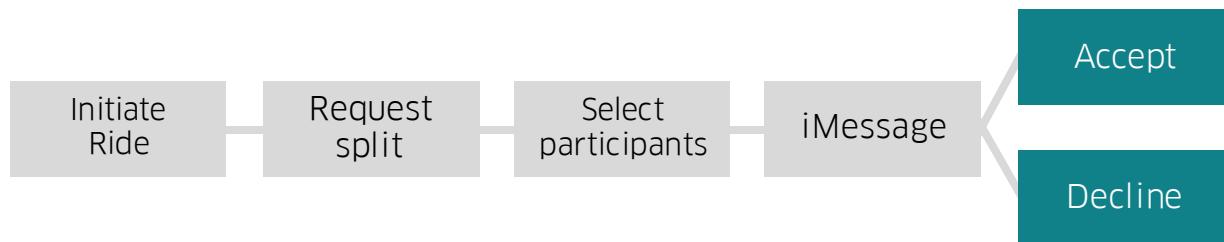
## Option 1: Uber initiation via user action

### 5. Recipient accepts/declines

- Fare split request is delivered to recipient
- Recipient has option to accept or decline fare split. User still has not left iMessage window



[Recipient view after fare split accepted]



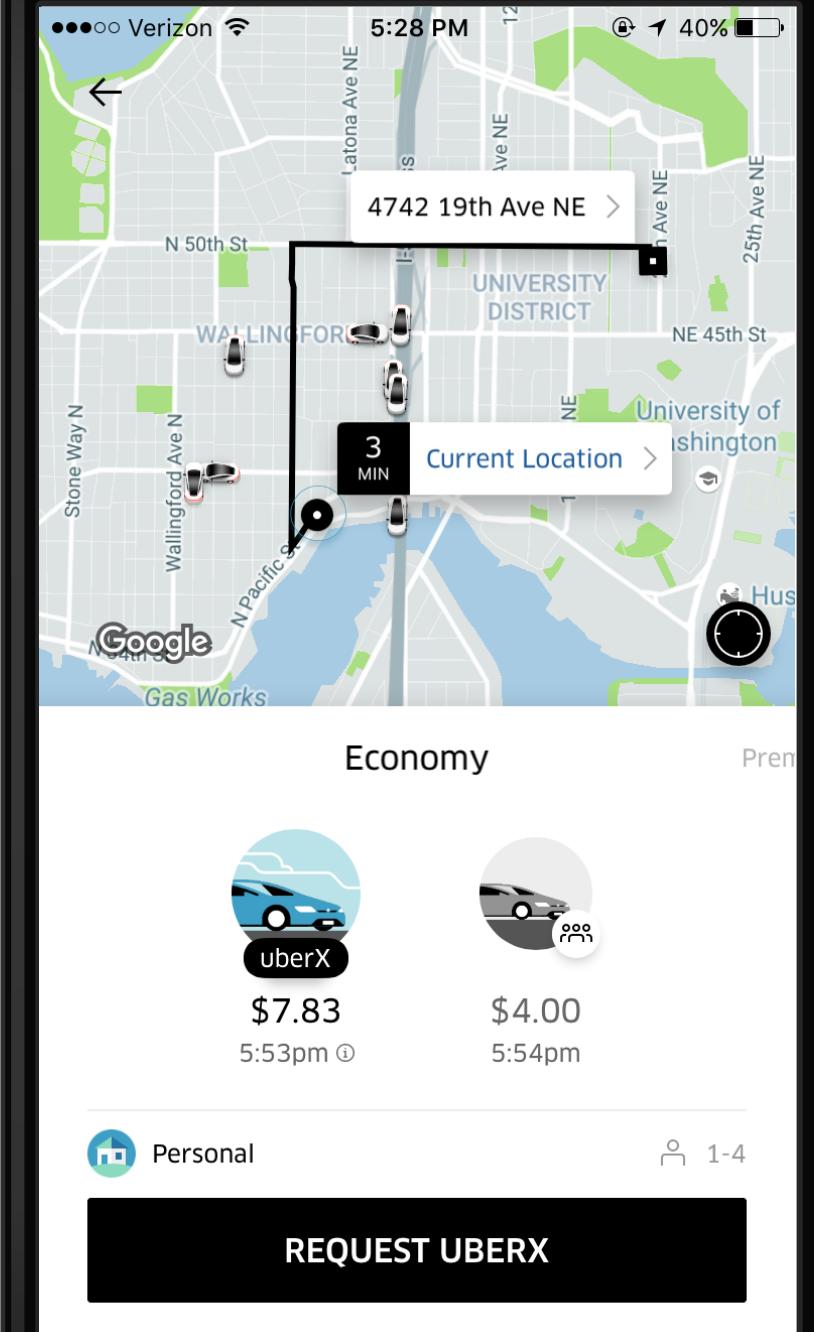
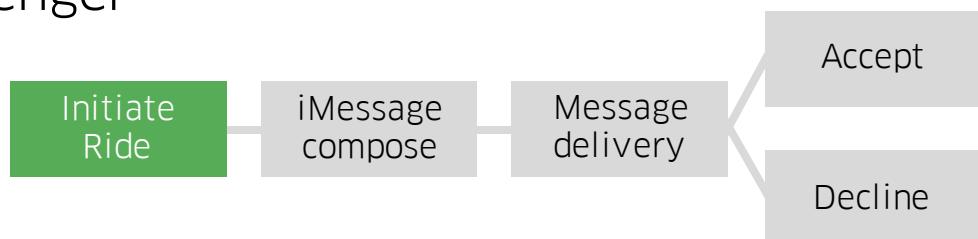
## Option 2: iMessage initiation

### 1. Initiate Uber ride in app

- Same as option 1; user initiates Uber ride through standard process
- User exits Uber and proceeds to iMessage app to request fare split

This option is designed for users who:

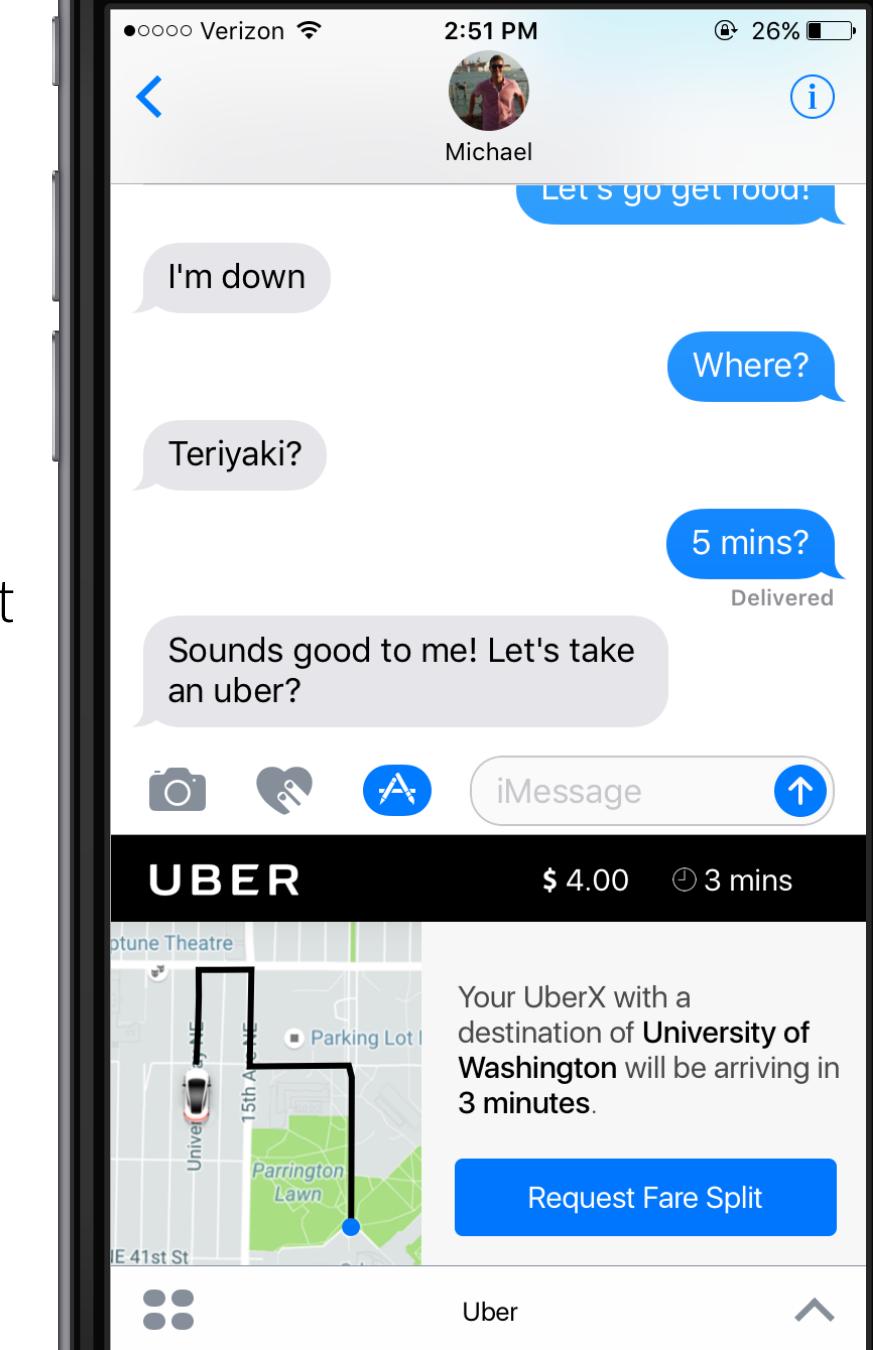
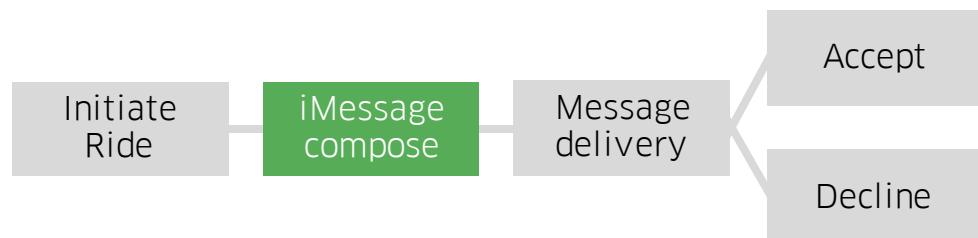
1. Add a last-minute rider prior to trip commencement
2. Have exited the Uber app and have begun composing an iMessage to the second passenger



## Option 2: iMessage initiation

### 2. Compose iMessage

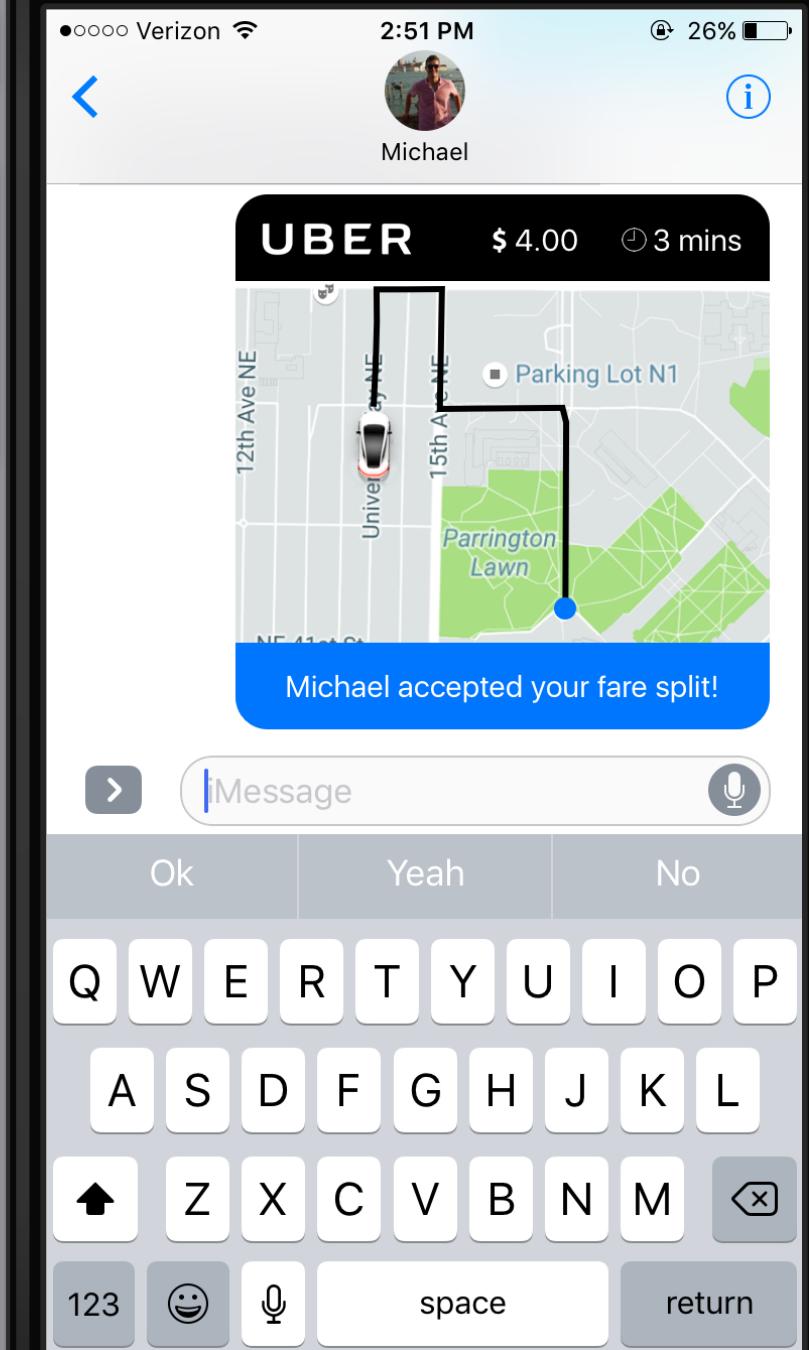
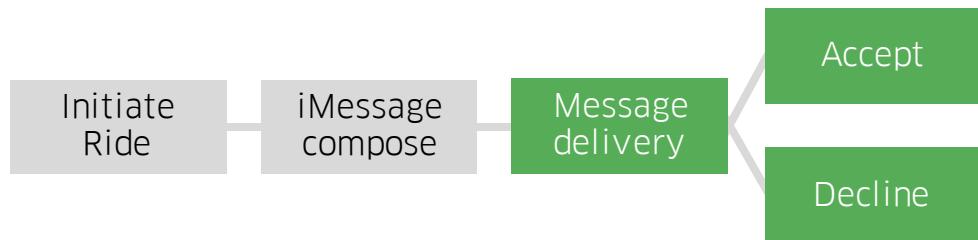
- User selects App Store icon next to message composition field
- User selects Uber icon from available iMessage application choices
- Current trip is shown; option to request fare split with user is shown with blue button



## Option 2: iMessage initiation

### 3. Message delivery

- iMessage module, complete with map and accept/decline buttons, is delivered to recipient
- Confirmation of respondent's choice (accept/decline fare split) is shown to sender



# System Information

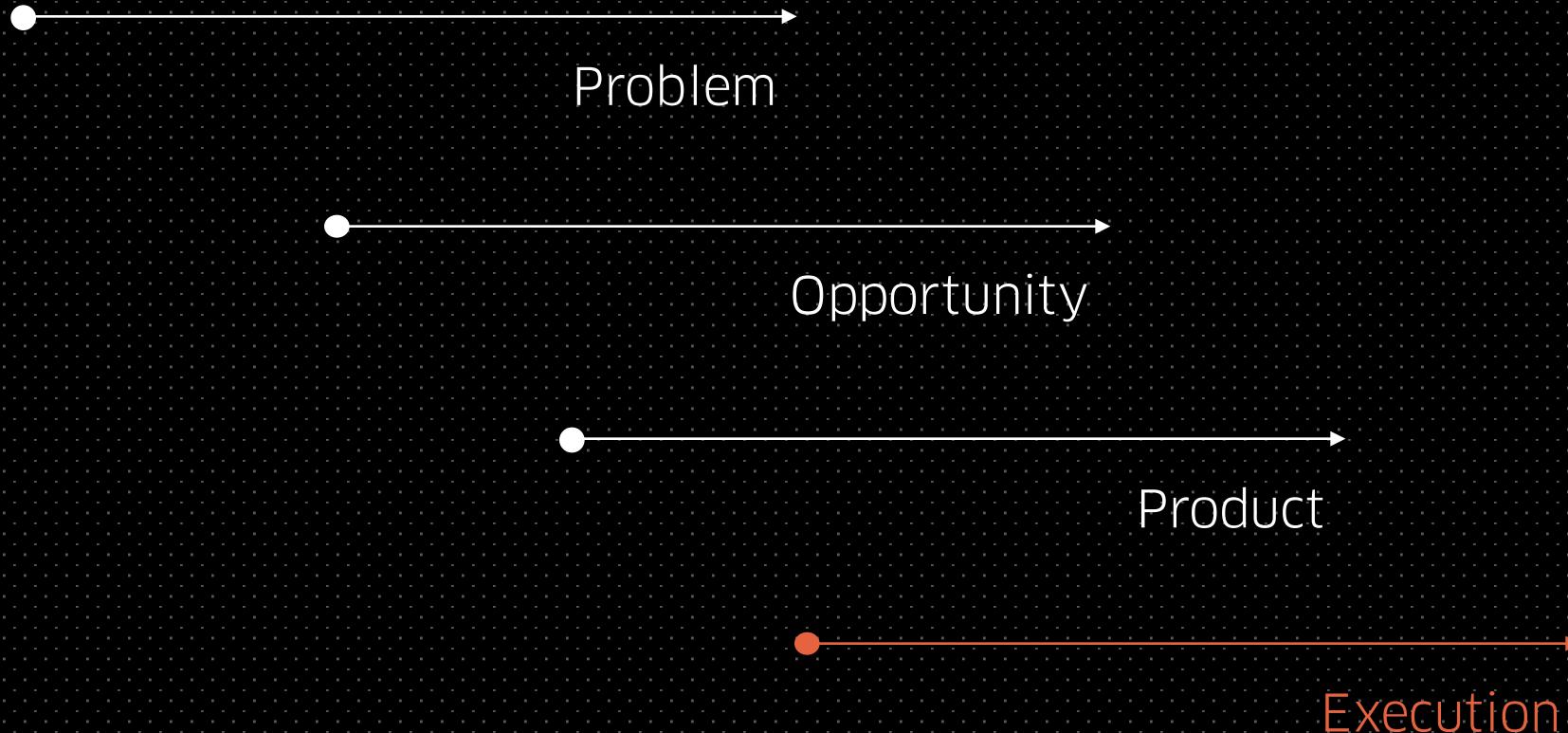
## Requirements

- iOS 10 required for both sender and recipient
- iOS 10: iPhones 5 through 6s, iPads Mini through iPad Pro, iPod Touch 6

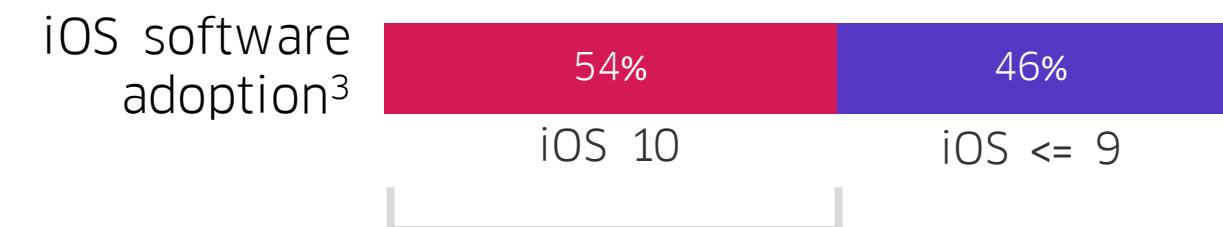
## Limitations

- No macOS iMessage support—message application shows up as image with link on Mac

# Contents



# 3.75M MAU market size



TARGET MARKET

$$15,800,000 \times .439 \times .54 = 3,745,548 \text{ target users}$$

# Machine learning is the future for Uber

**VB** “Uber is rolling out a big redesign powered by machine learning”

M

“Uber's new app will predict where you're going”

- With Uber's new rider app release on November 2<sup>nd</sup>, it is clear the company is continuing to invest in advanced analytics and data science
- iMessage fare splitting integration provides additional data to further expand riders' profile
  - Who does the user frequently ride with?
  - When does a user travel with certain riders?
  - Where does a users travel to with certain riders?

# User acquisition through social integrations

“[Uber] was able to create a growth engine that hinged on the fact that these adopters would show their friends, who would become new users after their first Uber experience” -Growthhackers.com

- Uber has relied on their virality engine to spread the product among social networks
- Uber can continue to acquire new users by acting like a “virus”<sup>1</sup>—further integrating itself into additional applications and services
- For example, Uber has already integrated its platform into numerous popular applications. Uber even offers up to \$5,000 in referral bonuses to 3<sup>rd</sup> party developers
- iMessage is the next clear choice product to synthesize

## Uber Integrations



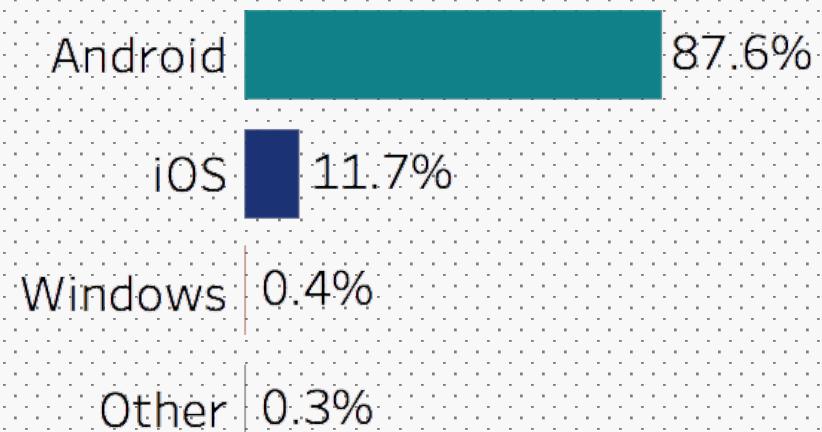
Coming next?

1. <http://www.slideshare.net/faberNovel/uber-the-transportation-virus>

# Execution

- **Availability:** US markets only (largest iOS market share); global markets are difficult to penetrate due to the minimal 11.7% iOS market share
- **Testing:** testing in markets with combined high iOS and Uber adoption such as San Francisco or Seattle
- **Rollout:** feature to be rolled out alongside upcoming updates in newly redesigned Uber app
- **Adoption:** encourage adoption by offering 50% discount on initial rides using fare split via iMessage

Smartphone global market share, Q2 2016<sup>1</sup>



# Competitive intelligence

## Lyft fare splits

- Operates in a similar capacity as Uber feature
- User selects *Split Fare* and chooses address book contacts
- Fare split is delivered through SMS message with deep link
- No Lyft iMessage application currently available



Uber's iMessage feature would further differentiate Uber from its competition in terms of core iPhone app social functionality

# SWOT

## Strengths

- Intuitive user experience. User likely already uses iMessage every day to communicate with friends and family
- Minimizes continuous switching between different apps; recipient can accept/decline fare split and view trip status without leaving iMessage application

## Weaknesses

- Limited to iOS-iOS interaction only. This is a manageable limitation within the US (43.9% iOS market share), but a major barrier to entry in global markets (11.7% iOS market share)

## Opportunities

- Concept can be expanded to additional messaging platforms, i.e.: FB Messenger. Uber chatbot already exists for Messenger. Messenger serves as a method to call rides, not split fare or share ride status

## Threats

- Uber's business models and products greatly differ around the globe—this solution is not adoptable outside major US markets
- SMS does not provide support for interactive messaging = missing out on major target potential (non iOS users)

# Understanding feature success and adoption

Metrics/KPIs employed to track feature success:

## iMessage fare request acceptance rate

How many users accept fares through iMessage requests? Metric determine if feature is being used on recipient's side. Compare to acceptance rate on normal fare split requests.

## Fare split engagement rate following suggestion

Percent of users who participate in iMessage fare splits following a suggestion (to split the fare) prompted to the user based on targeted time periods or locations.

## Fare split engagement rate

Based upon past user data and similar profile data, prompt the user with a survey to determine if fare split with other riders during a targeted time period or location.

# Appendix: product process

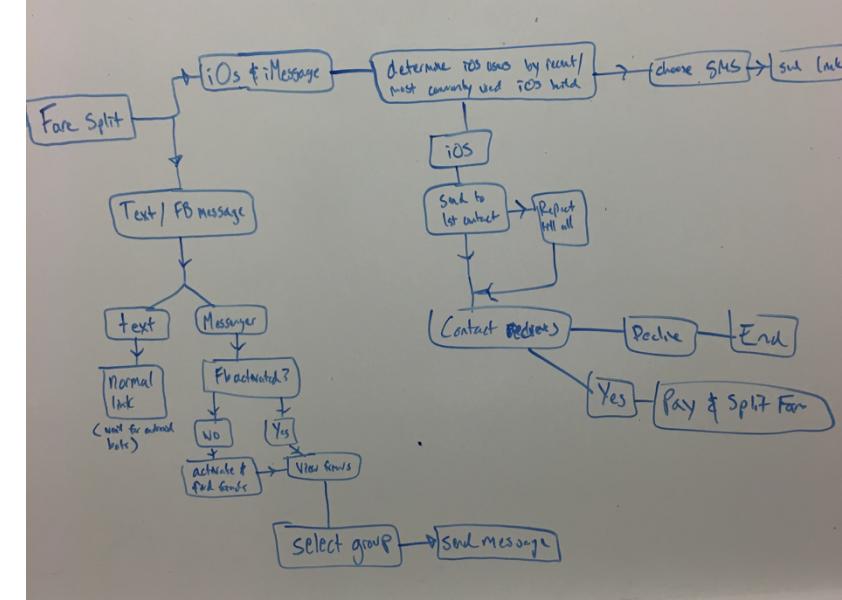
Concept deck created with:

## Methods

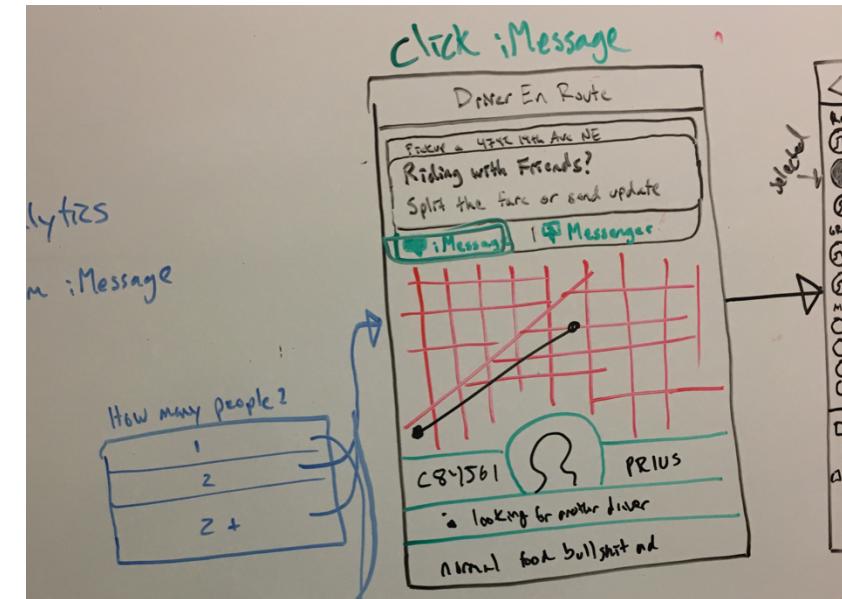
- User interviews
- Design thinking
- Rapid prototyping
- Cost benefit analysis
- Road mapping

## Tools

- Sketch (design)
- Photoshop (graphics)
- Tableau (data visualization)
- Google Sheets (survey)



User experience flow diagram



Prototyping the designs

End

Dylan Babbs

Information School '17  
University of Washington

[dbabbs@uw.edu](mailto:dbabbs@uw.edu)  
650.918.8534