

# QuickRide

# PM School

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LIVE CHALLENGE NO. 156



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# About the Product



## QUICKRIDE

- Quickride is a platform and mobile application designed to facilitate carpooling and ridesharing among commuters. It's primarily aimed at helping people share rides to work or other common destinations to reduce traffic congestion, lower transportation costs, and decrease the environmental impact of commuting
- Users can create profiles on the Quickride app, enter their commute details, and find potential carpool partners who have similar routes
- It also provides features for coordinating pick-up and drop-off points, scheduling rides, and handling payments or reimbursements among riders.

## PROBLEM STATEMENT

FINDINGS

# PROBLEM STATEMENT

## Improving Booking Experience of QuickRide

majority of car poolers make a pact outside Quick Ride to share their vehicle, which results in a drop in retention and hence revenue for Quick Ride

# User Persona



Name:Lee

Age-35

Proffesion:software engineer

Location- Suburban area, commuting to the city for work

## Background

Lee is a tech-savvy professional who works in downtown Boston but lives in a suburban area about 20 miles away. He's concerned about the daily traffic congestion, high fuel costs, and environmental impact of his solo commute. Chris has been using Quick Ride for a few months, but he sometimes arranges rides with coworkers outside the platform due to scheduling convenience

## Pain points

Lee is frustrated with the inconsistent experiences of carpooling, including late arrivals and communication challenges. He's also tempted to arrange rides outside the app because it's sometimes quicker and easier to coordinate.

## Goal

Lee wants to make his daily commute more cost-effective, eco-friendly, and enjoyable. He also wants to connect with like-minded professionals during his rides.

# User Persona ..



Name:Marry

Age:30

Profeesion:Environmental scientist

Location:Urban area, living close to her workplace

## Background

Marry is a passionate environmentalist who is dedicated to reducing her carbon footprint in every aspect of her life. She lives in the same city where she works, and her primary mode of transportation is her bicycle. However, there are occasions when she needs to use a car for longer trips or when public transportation is inconvenient.

Emma has been using Quick Ride for six months and appreciates its potential to reduce emissions.

## Pain Points

Marry occasionally encounters challenges finding other eco-conscious carpoolers and ensuring that her rides are as sustainable as possible.

## Goal

Marry aims to minimize her environmental impact even when using a car. She looks for carpooling options to share rides with others and reduce the number of cars on the road.

# Proposed & Prioritise SOLUTION

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## 1 Rewards and Incentives:

- Create a loyalty program that rewards users for exclusively using Quick Ride for carpooling. For example, users can earn points or discounts for each ride they complete on the platform.
- Offer referral bonuses to users who invite others to join and carpool through the app.

## 2 In-App Messaging and Communication Tools:

- Improve the in-app messaging system to facilitate easy and convenient communication between potential carpoolers.
- Encourage users to use the platform's messaging tools for discussing ride details and coordinating pick-up and drop-off points.
- Consider adding features like group chats or message templates for common carpooling scenarios.

# SOLUTION . . .

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## 3 Exclusive Features:

- Introduce unique features that are only available when using Quick Ride, making it the preferred choice for carpooling. For example, offer real-time traffic updates, carpool-specific discounts at partner businesses, or preferred parking spots for Quick Ride users.
- Implement a ride scheduling feature that allows users to plan their carpool rides in advance, making it more convenient and reliable than arranging rides outside the app.

## 4 Customer Support and Feedback:

- Collect feedback from users and consider their suggestions for improving the platform's carpooling experience.
- Provide excellent customer support to address user concerns and issues promptly.

# SOLUTION . . .

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## 5 Carpool Matching Preferences:

- Allow users to set preferences for their carpool matches, such as gender or music choices. This customization can improve the overall carpooling experience and encourage users to stick with the platform.

## 6 Safety Checkpoints:

- Incorporate safety features like in-app check-ins and real-time location sharing during rides. Users can feel more secure knowing that there are safety checkpoints in place.

## 7 Emergency Assistance Button:

- Include an emergency assistance button within the app that users can press in case of any emergencies during their rides. This feature adds an extra layer of safety and reassurance.

# **GO-TO-MARKET** **STRATEGY**

01

## **Market Research and Segmentation:**

- Conduct thorough market research to understand the demographics, preferences, and pain points of potential users.
- Segment the target audience into different user personas (e.g., Commuter Lee and Eco-Conscious Marry) to tailor marketing and product strategies.

02

## **Branding and Positioning:**

- Develop a strong and memorable brand identity that reflects the app's values, such as sustainability and convenience.
- Clearly position Quick Ride as the go-to platform for eco-friendly and cost-effective commuting.

# **GO-TO-MARKET STRATEGY**

## **03 User Acquisition:**

- Leverage social media marketing, online advertising, and partnerships with relevant organizations to reach a broader audience.
- Focus on channels like Facebook, Instagram, and LinkedIn to target different user segments effectively.

## **04 App Store Optimization (ASO)**

- Optimize the app's presence on app stores (e.g., Apple App Store and Google Play) with compelling descriptions, relevant keywords, and eye-catching visuals.

## **05 Partnerships and Alliances:**

- Collaborate with local businesses, employers, and universities to promote carpooling among their employees and students.
- Establish partnerships with environmental organizations to align with sustainability initiatives.

# SUCCESS METRICS

<b>USER ACQUISITION</b>	User Growth	User Acquisition Cost (CAC)	Conversion Rate	Referral Rate
<b>User Engagement</b>	Ride Frequency	Session Length	Feature Adoption	Retention Rate
<b>Ride-Related</b>	Number of Rides	Average Ride Distance	Ride Rating	Carpooling Efficiency
<b>Revenue and Financial</b>	Total Revenue	Average Revenue per User (ARPU)	Profit Margin	Customer Lifetime Value (CLV)



[www.quickride.com](http://www.quickride.com)



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The background features a complex, abstract geometric pattern composed of numerous thin, light-red lines. These lines form a series of nested, curved shapes that resemble a stylized 'M' or a series of overlapping chevrons. The pattern is densest in the lower-left quadrant and tapers off towards the top-right.

THANK YOU