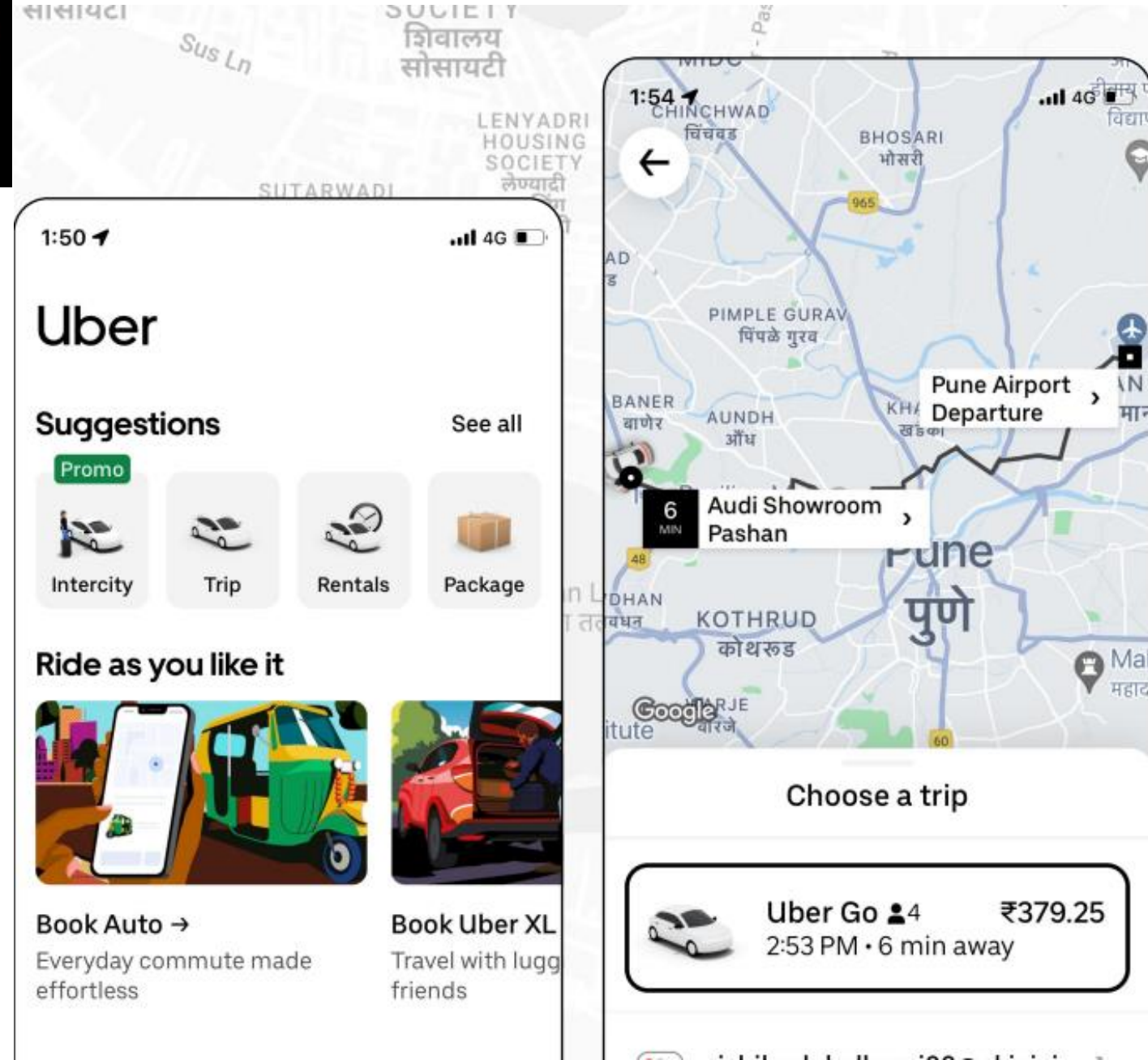




The
Product
Sprints

Uber for 50+ Users – Enhancing Accessibility and Ease of Use

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Problem Statement

users aged 50 years and above. Many in this demographic find it difficult to book rides independently, often due to UI complexity, unclear flow, or lack of digital familiarity.

User Persona

- Meena (63, Homemaker)
- Digital comfort: Low-to-medium
 - Use cases: Doctor appointments, errands, family visits, social events

Pain points:

- Overwhelming app interface (too many options, pop-ups, surge, maps)

Problem Areas in Current Uber Experience

- App Home**- Too many icons (Uber Moto, Reserve, Rent, etc.)- Cognitive overload
- Payment** - Multiple wallets, UPI prompts - Anxiety over payment method



Proposed Solution: “Uber Easy”

Simplified Interface Big buttons, high contrast text Only **main options**: “Book a Ride”, “Go Again”, “Help” Auto-suggested destinations

Voice & Assisted Booking Tap & Talk” mic: Users can simply say -Book a ride to the Temple”

User Journey Flow

- 1) Open app
- 2) Sign UP as a elder?
If NO then app will show the current interface .
If YES then it will open as **Uber Easy** mode
- 3)Choose "Book a Ride"
 Select/Speak Destination
 Voice + Visual Confirmation
 Driver Assigned
 Ride Updates + ETA Voice Alerts
 Auto Payment Prompt
 Simple Feedback → End

Impact of “Uber Easy”

Phase	Implementation	Effort	Dimension	Before	After
Phase 1	UI toggle: “Sign in an an elder”	Low	Booking Steps	7–8	3
Phase 2	Voice assistant & contact integration	Medium	UI Readability	Medium	High
Phase 3	Live agent support integration	Medium-High	User Confidence	Low	High
			Ease and Accessibility	Low	High

solution mockup:

<https://www.figma.com/design/0Angj6QT4qrS327pyiC8uv/Uber-Easy?node-id=0-1&t=rlkgi7UQv2q2UB0k-1>



*Thank
you!*