



The Product Sprints

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

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1:50 1 4G

Society शिवालय सोसायटी LENYADRI HOUSING SOCIETY लेण्याद्री

SUTARWADI

Uber

Suggestions See all

Promo

Intercity Trip Rentals Package

Ride as you like it

Book Auto → Everyday commute made effortless

Book Uber XL Travel with lugg friends

1:54 CHINCHWAD BHOSARI 965 PIMPLE GURAV BANER AUNDH KHA Audi Showroom Pashan Dhan KOTHRUD HARJE Google 6 MIN Choose a trip

Pune पुणे

Uber Go 4 ₹379.25 2:53 PM • 6 min away

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"

Impact of "Uber Easy"

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

Phase	Implementation	Effort	Dimension	Before	After
Phase 1	UI toggle: "Sign in as 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=rIkgi7UQv2q2UB0k-1>



Thank
you!