



# Her Ride

For woman by woman

By  
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# Her Ride: Empowering Women on the Move

Her Ride is a visionary initiative designed to provide safe, reliable, and empowering transportation solutions specifically for women. Our goal is to create a community where women feel secure and respected during their commutes, fostering independence and mobility across India. This presentation outlines our journey from identifying a critical need to developing a robust, user-centric solution.





# Problem Statement: Addressing Safety Concerns in Women's Transportation

In India, women frequently face significant safety concerns while using public and private transportation. These issues range from harassment and discomfort to more severe threats, leading to anxiety and limiting their mobility, particularly during late hours. The lack of secure options restricts opportunities for education, employment, and social engagement, impacting women's overall empowerment and economic participation. Existing solutions often fall short in providing a truly safe and trusted environment.

# Unveiling the Needs: Customer Interviews

To truly understand the challenges and aspirations of our target users, we conducted extensive customer interviews with women across various demographics in India. These conversations were pivotal in shaping Her Ride's value proposition, helping us identify critical pain points and unmet needs in their daily transportation experiences. Our structured approach focused on key areas to gather actionable insights.

## Safety Perceptions & Incidents

What specific situations make you feel unsafe during travel? Have you experienced any negative incidents while using public or private transport?

## Current Commuting Habits

How do you currently travel? What are the biggest frustrations or inconveniences you face with these options, especially regarding reliability and comfort?

## Desired Features & Expectations

What features or services would significantly improve your travel experience? What would a 'safe and empowering' transportation service look like to you?

## Trust & Willingness to Pay

What factors influence your trust in a transportation service? How much would you be willing to pay for a premium service that guarantees safety and reliability?





# Unveiling the Needs: Insights from Customer Interviews

To truly understand the challenges, we conducted extensive interviews with women across various demographics. The feedback was clear and consistent:

- Safety is paramount: Women prioritise feeling secure above all else.
- Trust in drivers: A significant concern revolved around the trustworthiness of male drivers.
- Cleanliness and comfort: Many desired clean, well-maintained vehicles.
- Emergency support: The need for quick, accessible emergency features was frequently highlighted.
- Empowerment: The idea of supporting other women drivers resonated strongly.



# The 5S Model for Women-Focused Ride-Sharing

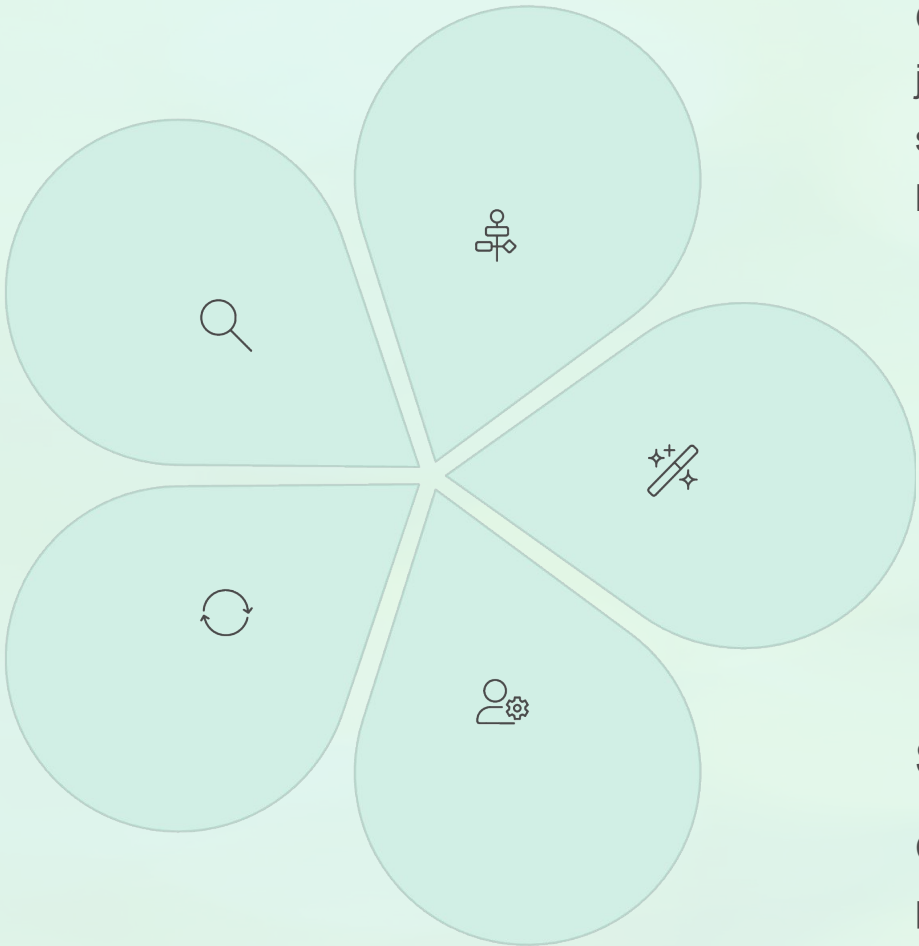
This model adapts the traditional 5S framework to design and operate a ride-sharing platform specifically tailored to enhance safety, trust, and convenience for women. It outlines essential elements for building a successful and reliable service.

## Sort

Identify & Prioritize What Matters Most. Focus only on features and processes that directly enhance women's safety, trust, and convenience. Prioritize: women-only drivers, live tracking, SOS, verified onboarding. Remove: non-essential features from MVP.

## Sustain

Maintain & Improve Continuously. Ensure long-term reliability and trust. Continuous feedback loops, monthly safety audits, performance dashboards, and regular app updates.



## Set in Order

Organize for Seamless Use. Make the customer journey intuitive with minimal friction. Clear home screen: Book Ride / Become Driver. Streamlined ride-booking flow and simplified driver onboarding.

## Shine

Deliver a Safe, Clean, High-Standard Experience. Ensure the experience is polished, safe, and consistent. Verified drivers with background checks + training. Uniform safety UI and transparent pricing.

## Standardize

Create Repeatable Processes. Build consistent procedures for operations & product experience. Standard onboarding, ride flow, safety protocols, and driver quality scoring.



# Understanding Our Users: Rider and Driver Personas



## Rider Persona: Aisha Sharma

Aisha, a vibrant 28-year-old marketing professional in Mumbai, often dedicates long hours to her ambitious career. However, her evenings are frequently shadowed by the persistent worry of finding safe and reliable transport home. She prioritizes her personal safety above all else, craving a service that not only offers convenience and dependability but also grants her profound peace of mind, allowing her to fully immerse herself in her professional aspirations without a moment's fear.

### Goals

- Achieve career ambitions and professional growth.
- Maintain independence and control over her schedule.
- Enjoy peace of mind knowing her commute is safe and reliable.

### Pain Points

- Constant worry about personal safety during commutes, especially at night.
- Frustration with unreliable and unpredictable transportation services.
- Wasted time waiting for rides, impacting work-life balance.



## Driver Persona: Priya Devi

Priya, a resilient 45-year-old mother of two from Delhi, is an experienced driver driven by the desire to provide for her family. She actively seeks a flexible income source that offers not just fair pay, but also genuine respect and a safe, empowering working environment. Her dedication and reliability are unwavering, as she eagerly contributes to her family's well-being, all while feeling secure and supported on every journey. She yearns for a community that values her skill and dedication.

### Goals

- Ensure financial stability and provide for her family's needs.
- Gain respect and recognition for her professional driving skills.
- Work in a safe, supportive, and empowering environment.

### Pain Points

- Income instability and unpredictable earnings from current opportunities.
- Exposure to unsafe working conditions and lack of security.
- Lack of respect and fair treatment in male-dominated transportation sectors.



## User Flow: Rider



### Open Her Ride App

Launch the app to a clean, intuitive interface designed for effortless navigation. Enjoy a seamless start to every journey, prioritizing ease and peace of mind.



### Choose Ride Type

Select from diverse ride options tailored for your comfort and safety, whether it's a swift city trip or a relaxed long-distance journey. Each choice ensures an optimal travel experience.



### Track Ride in Real-Time

Monitor your ride's progress live on a map and share your journey with trusted contacts. Travel with confidence, knowing your route and arrival are tracked for added security.

### Enter Destination

Quickly input your destination with smart suggestions and transparent fare estimates. Built-in safety features, like journey sharing, are always within reach.



### Get Driver Details

View comprehensive details about your female driver, including her name, photo, and vehicle information, before your ride begins. This transparency builds trust and empowers your journey.



### Rate & Pay

Complete your payment securely in-app upon arrival and easily rate your driver. Your valuable feedback is vital for upholding our high standards of safety and service quality.



# User Flow: Driver



## Register & Verify

Female drivers undergo a stringent registration process, including background checks and document verification, ensuring a trustworthy and professional fleet.



## Go Online

Once verified, drivers can easily switch to "online" status, making themselves available for ride requests in their preferred operating areas.



## Accept Ride Request

Drivers receive ride requests with clear pick-up and drop-off locations. They can accept or decline based on their availability, promoting flexibility.



## Navigate to Rider

The in-app navigation system provides optimal routes to the rider's pick-up location, ensuring timely and efficient service.



## Complete Ride

After safely dropping off the rider, drivers mark the ride as complete. The fare is processed securely, and the driver is prompted to rate the rider.



## View Earnings & Feedback

Drivers can track their daily and weekly earnings, view rider feedback, and access support resources, fostering a supportive community.



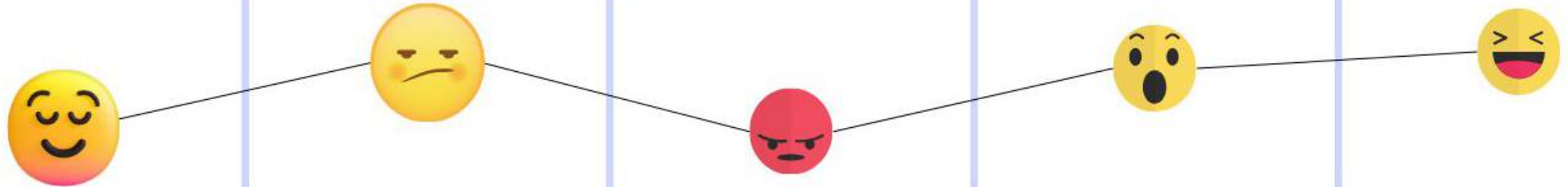


# User Centered Design Canvas

<b>3. PROBLEMS</b> <ul style="list-style-type: none"><li>• fear of harassment or unsafe behaviour</li><li>• anxiety during rides with unknown male drivers</li><li>• frequent ride cancellations</li><li>• lack of real time monitoring by family</li><li>• no guarantee of women drivers in current ride apps</li></ul>	<b>4. MOTIVES</b> <ul style="list-style-type: none"><li>• feel safe and confident while travelling</li><li>• transparency and control throughout journey</li><li>• quick and reliable pickup/ drop</li><li>• support services available instantly</li><li>• contribute to other women's safety and employment</li></ul>	<b>1. BUSINESS</b> <p>safe women- focused mobility service providing trusted transportation and empowering female drivers through livelihood opportunities</p>	<b>8. COMPETITIVE ADVANTAGES</b> <ul style="list-style-type: none"><li>• guaranteed female drivers</li><li>• enhanced safety technology</li><li>• stronger trust, empathy driven experience</li><li>• a community focused brand for women empowerment</li></ul>	<b>6. SOLUTIONS</b> <ul style="list-style-type: none"><li>• women only verified drivers</li><li>• SOS with instant alerts to trusted contacts</li><li>• live ride tracking visible to guardians</li><li>• scheduled secure night rides</li><li>• audio/ video safety monitoring options</li><li>• emergency support line</li></ul>
	<b>5. FEARS</b> <ul style="list-style-type: none"><li>• physical or verbal harassment</li><li>• route deviations without supervision</li><li>• family worried and calling repeatedly</li><li>• being stranded if ride gets cancelled</li></ul>	<b>2. USERS</b> <ul style="list-style-type: none"><li>• women travelling alone ( college, office, events)</li><li>• women commuting late evenings/ early mornings</li><li>• working mothers with kids</li><li>• families booking for daughters/ wives</li><li>• female job seekers ( drivers)</li></ul>	<b>7. ALTERNATIVES</b> <ul style="list-style-type: none"><li>• ola, uber</li><li>• local taxi</li><li>• family pickup</li><li>• carpooling with friends</li></ul>	
		<b>9. UNIQUE VALUE PROPOSITION</b> <p>a safe trusted ride exclusively for women- built with safety by default , powered by a community of empowered drivers</p>		

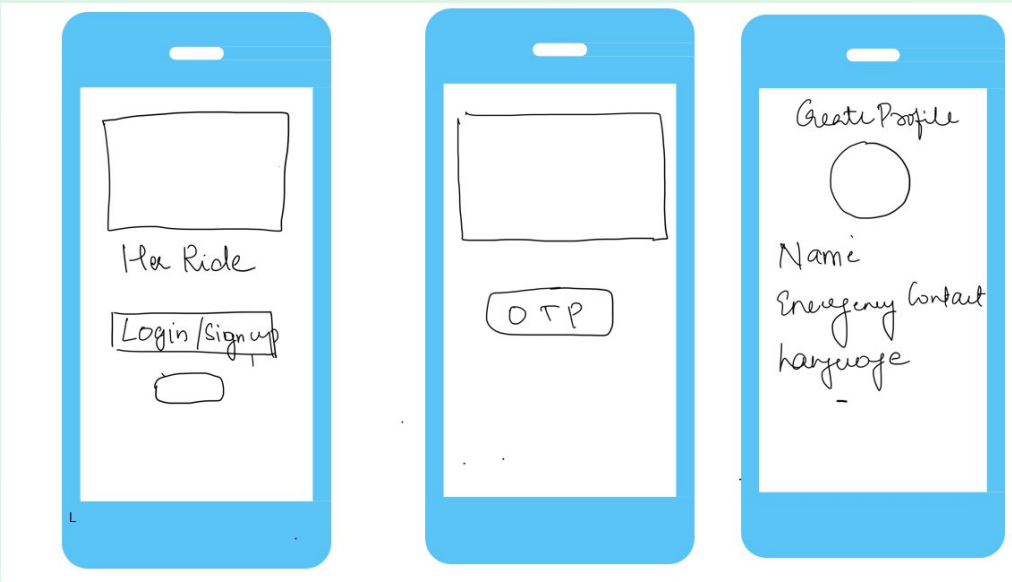


# Customer journey map

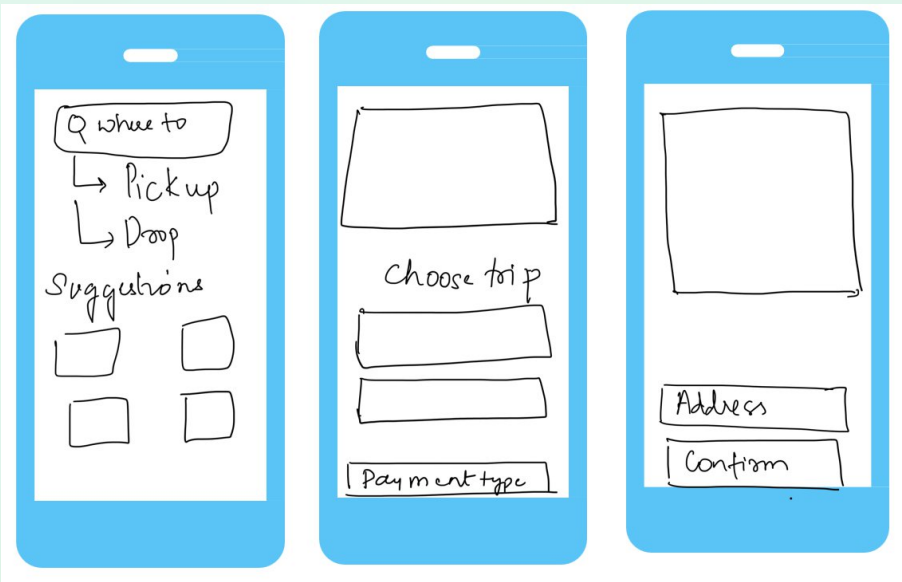
	AWARENESS	CONSIDERATION	PURCHASE	SERVICE	LOYALTY
CUSTOMER ACTIONS	Sees ads / hears from friends / social media	downloads app, checks pricing , compares to other apps	books ride, verifies driver details	takes the ride, uses safety features	rates driver, shares referral, repeats bookings
TOUCHPOINTS	social media ads( safety and trust messaging) app store and word of mout	app UI, reviews, pricing and availability , customer support	in-app button features: SOS button, driver verification , live tracking	driver behaviour, cleanliness, navigation, in ride support	rewerd program, push notifications, loyalty perks
CUSTOMER EXPERIENCE					
PAIN POINTS	not aware such a solution exists	price concerns, trust issues, unclear safety credentials	fewer drivers, long ETA, payment issues	driver professionalism, consistenvy	;limited rewards, needs more convenience features
SOLUTIONS	strong brand messaging around safety. trust, empowerment	clear pricing, highlight, safety proofs( background checks. cctv, SOS)	incentivise women drivers, better demand= supply planing, promo for first ride	standardised driver training, 24/7 helpline, emergency support	loyalty program, subscription for discounted rides, community- building

# Low-Fidelity Wireframe: Core Functionality at a Glance

The low-fidelity wireframe provides a foundational overview of the Her Ride application's core functionality. This early-stage design focuses on user flow and essential features, ensuring a logical and straightforward interaction from the very first step.



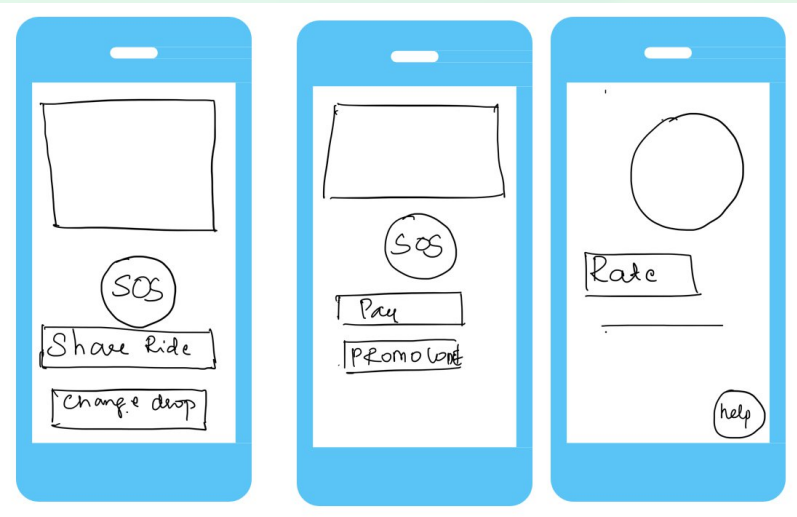
Onboarding



Home screen



Driver matching



Live tracking



# Prototype

<https://www.figma.com/proto/dbjeflgLjlGAQwcg8rScXB/Aber-Taxi-App-UI-Kit--Community-?page-id=0%3A1&node-id=0-2&p=f&viewport=-1372%2C-215%2C0.26&t=rOUmZTWP7jpn1mqG-1&scaling=scale-down&content-scaling=fixed&starting-point-node-id=0%3A2&show-prototype-sidebar=1>

**Thank You**