



# Her Ride

For woman by woman

Capstone project (Product Fundamentals)

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# Her Ride: Empowering Women on the Move

In a bustling world, Her Ride emerges as a beacon of safety and empowerment for women. This innovative app is designed with a singular focus: to provide a secure and reliable transportation solution nationwide, driven by women, for women. Our mission is to foster a community where every journey is undertaken with confidence and peace of mind, enhancing mobility and independence for countless individuals across India.

At its core, [Her Ride](#) addresses the critical need for a trusted travel option. We aim to revolutionize urban commuting by prioritizing safety, comfort, and empowerment for both riders and drivers. Through intuitive design and robust features, we're not just offering rides; we're building a movement towards safer, more inclusive transportation. Join us as we redefine what it means to travel freely and confidently.





# 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.



# Strategic Blueprint: Her Ride Business Model Canvas

## Key Partners

- Safety and law enforcement bodies
- Corporate, nightlife/ event venues
- Women empowerment NGOS
- Payment gateways and mobility tech providers
- CCTV vendors
- Cloud storage partners

## Key Activities

- Recruit and train verified women drivers
- Match riders and drivers using safety first algorithms
- Monitor real time rides and support users
- Manage KYC, background verification
- CCTV hardware integration and maintenance
- Video data storage and compliance

## Key Resources

- Mobile app and tech infrastructure ( SOS, KYC)
- Verified driver network
- Safety verification systems ( police check integration)
- Customer support and training staff
- Partnerships( corporate, NGOs, safety organisations )
- CCTV hardware
- Cloud storage for video logs

## Value Propositions

- Safe , women -only rides
- guardian tracking and SOS protection
- Verifies network ( KYC , background checks)
- Supportive , respectful driver community
- Affordable shared rides ( carpooling)
- CCTV integrated rides which gives real time in car camera feed linked to the app
- Comfort and peace of mind

## Customer Relationships

- 24/7 in app chat and SOS assistance
- Verified profiles and verifies badges
- Driver recognition
- Guardian can view live CCTV
- Feedback based continuous improvement

## Channels

- Mobile apps ( rider and driver )
- Partnerships with companies, coworking spaces and nightlife venues
- Social media campaigns
- Women community groups and NGOs
- Referral programs
- Partnership with CCTV vendors and telecom operators

## Customer Segments

- Working women with late night shifts
- Women attending social events , parties, or travel alone at night
- Female students returning from classes or hostels
- Women drivers seeking flexible and safe income

## Cost Structure

- App development and maintenance
- KYC and verification systems
- Driver commissions
- Customers support
- Driver training programs
- Server and GPS costs
- Marketing and awareness
- CCTV hardware procurement and installation
- Cloud video storage
- CCTV hardware maintenance

## Revenue Streams

- 10-15 % ride commissions
- Subscription - no surge, priority matching
- Corporate partnerships - deals for night shift employee rides
- Event and venue tie ups- commissions from venues promoting safe travel



# 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.

# Crafting the Experience: Value Proposition Canvas for Riders and Drivers

## Rider Value Proposition: Safety & Convenience

**Customer Jobs:** Commuting safely, reliable transport, accessing opportunities.

**Pains:** Unsafe experiences, lack of trust, limited late-night options, anxiety.

**Gains:** Peace of mind, empowerment, convenient booking, secure journey.

- **Pain Relievers:** Verified female drivers, in-app SOS button, real-time tracking, background checks.
- **Gain Creators:** Clean vehicles, supportive community, seamless booking, flexible scheduling.

## Driver Value Proposition: Empowerment & Fair Earning

**Customer Jobs:** Earning income, flexible work, safe driving environment.

**Pains:** Unsafe passengers, unfair commissions, lack of support, harassment.

**Gains:** Respectful work, good income, community support, personal safety.

- **Pain Relievers:** Women-only passengers, fair commission rates, 24/7 support, driver community.
- **Gain Creators:** Training programs, incentives, flexible hours, vehicle maintenance assistance.



# Diving Deep into Emotions: Empathy Map for Riders and Drivers

## Rider Empathy Map

**Says:** "All I ask for is a ride where I don't have to look over my shoulder." "I yearn for a world where I can travel at any hour without a knot in my stomach."

**Thinks:** Is this driver truly vetted? Am I making myself vulnerable just by stepping into this car? Will my family wonder if I'm okay if I don't check in frequently?

**Feels:** Profoundly anxious before and during rides, a palpable sense of vulnerability, an immense wave of relief upon safe arrival, and a quiet sense of empowerment when she feels a modicum of control.

**Does:** Insistently shares her live location with trusted contacts, often engages in phone calls with family or friends throughout the journey, and actively plans her schedule to avoid late-night travel or relies solely on trusted, personal arrangements.

## Driver Empathy Map

**Says:** "This isn't just a job; it's how I put food on the table for my children." "I deserve to earn my living with dignity and respect, like anyone else."

**Thinks:** Will today be enough to cover rent and school fees? Is this passenger going to be abusive or try to shortchange me? I wish there was a clear path to genuine financial stability, not just scraping by.

**Feels:** Fiercely determined to succeed, often battling a sense of being undervalued or exploited, yet deeply proud of her hard-won independence and the vital role she plays for her family.

**Does:** Drives with meticulous caution and adherence to safety protocols, invests time and effort into maintaining her vehicle impeccably, and actively seeks out platforms or opportunities that offer more flexible hours and better earning conditions.

# Building the Foundation: Minimum Viable Product (MVP)



## User-Friendly Mobile App

Intuitive interface for booking, tracking, and payment.



## Verified Female Drivers

Stringent background checks and training for all drivers.



## In-App SOS Feature

One-tap emergency assistance and direct line to support.



## Real-Time Tracking & Sharing

Passengers can share live trip details with trusted contacts.

Our MVP focuses on core safety and booking functionalities, ensuring a secure and reliable experience from day one. This initial release will gather crucial feedback for future enhancements.



# Charting the Future: MVP Roadmap



This roadmap outlines our strategic growth, starting with a strong foundation and progressively building towards a comprehensive ecosystem for women's mobility and empowerment.

# Standing Out: Comparing Her Ride with Other Solutions

	Her Ride	Uber	Ola
Driver Gender	Exclusively Female	Mixed	Mixed
Primary Focus	Women's Safety, Empowerment & Community Building	Convenience, Market Share & General Transportation	Affordability, Localized Convenience & Broad Reach
Safety Features	Advanced (SOS, Vetted Female Drivers, real-time tracking, in-app support)	Standard (GPS tracking, emergency button, share trip, basic driver screening)	Standard (GPS tracking, SOS button, driver verification, some in-car CCTV)
Community Aspect	Strong (Support networks for female drivers, training, community events)	Minimal (Driver ratings, some partnerships, general support)	Minimal (Driver ratings, localized driver support, limited community focus)
Target Audience	Women Riders & Drivers, families prioritizing safety & empowerment	General Public, commuters, business travelers	General Public, price-sensitive riders, diverse segments
Driver Training & Support	Comprehensive (Self-defense, first aid, customer service, financial literacy, community support groups)	Basic (App usage, regulatory compliance, basic safety guidelines)	Basic (App usage, regulatory compliance, basic safety guidelines)
Commission Structure	Fair & Transparent (Lower commission, direct support for drivers, potential profit-sharing)	Standard (Higher commission rates, variable pricing)	Standard (Higher commission rates, competitive pricing)
Women's Empowerment Focus	Central to Mission (Economic independence for women, safe mobility for women, mentorship programs)	Limited/General (Broader diversity initiatives, but not core mission)	Limited/General (Broader diversity initiatives, but not core mission)

Her Ride fundamentally redefines urban mobility by placing women's safety and empowerment at its core. Unlike mainstream platforms like Uber and Ola, which offer general transportation, Her Ride provides a purpose-driven, secure ecosystem where every ride contributes to economic independence for women drivers and unparalleled peace of mind for women riders. This makes Her Ride not just a service, but a movement setting a new, higher standard for inclusive and safe transportation.



**Thank You**