



Uber Talks

We hear you.

by Latinovators

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Introduction

24%

of Americans in their 50's
have ever used ride-hailing
services like Uber



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Product Managers

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What We'll See Today

1

The Problem

2

Solution and Features

3

Roadmap and Next Steps



The Problem



74,000,000
of North Americans aged over 65 years

- Touch screens are hard to use
- Menus and interfaces are challenging
- Text-based apps are difficult to follow

Product Design

Uber's core value:

“We believe in a world where movement should be accessible.”

uber.com/about



That should include the elderly.
Let's make Uber a pioneer.

Uber Talks

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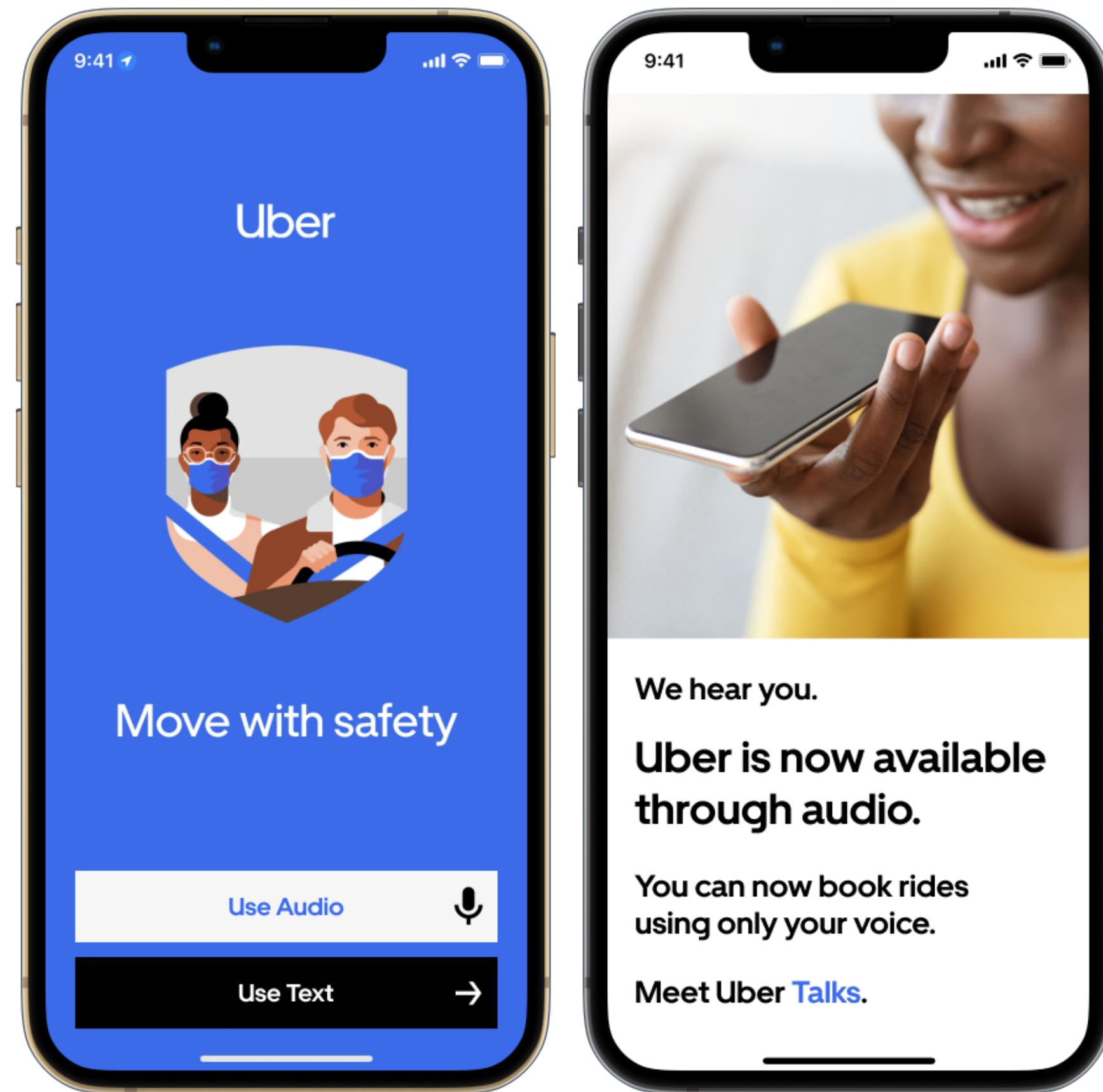
Our Audience



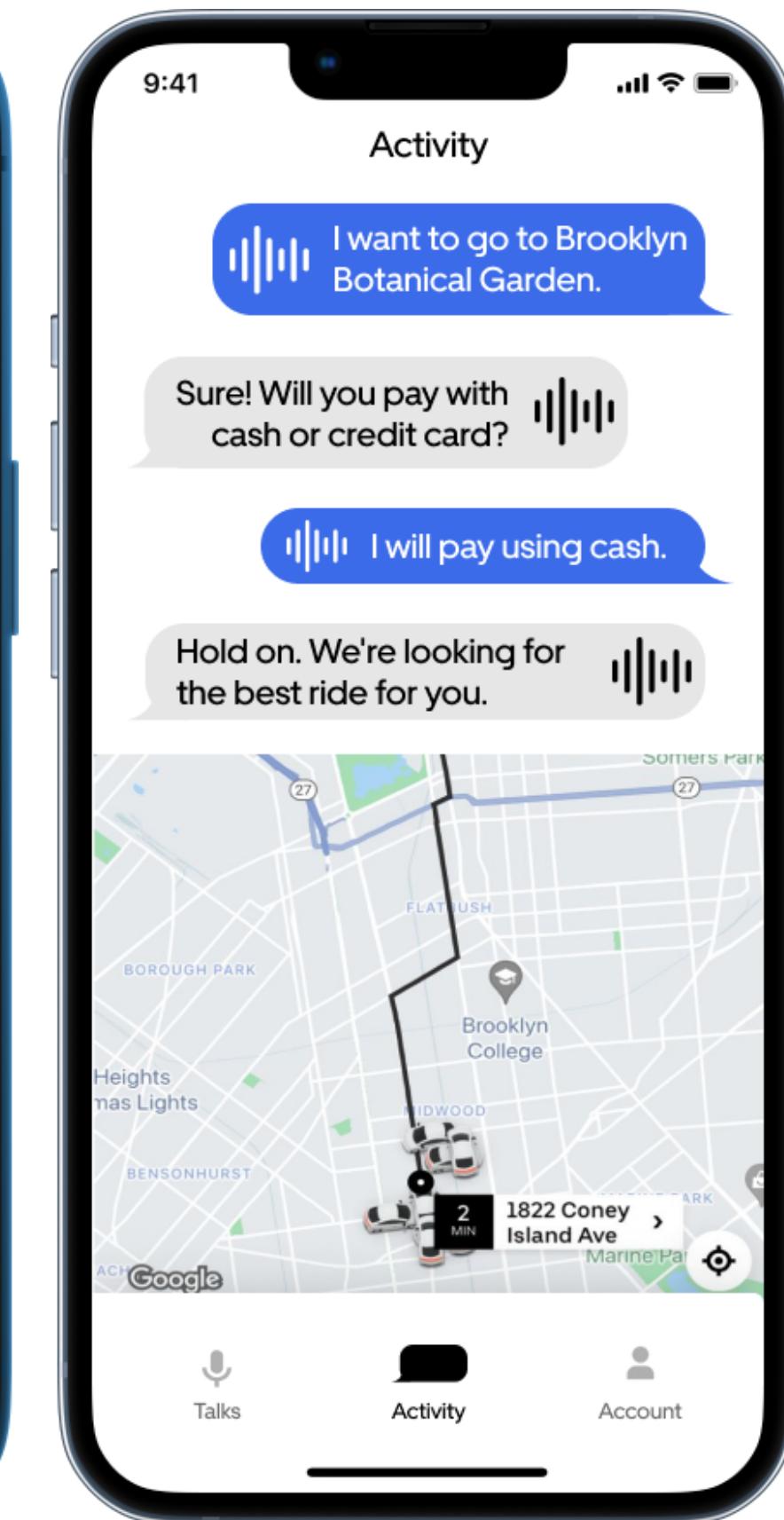
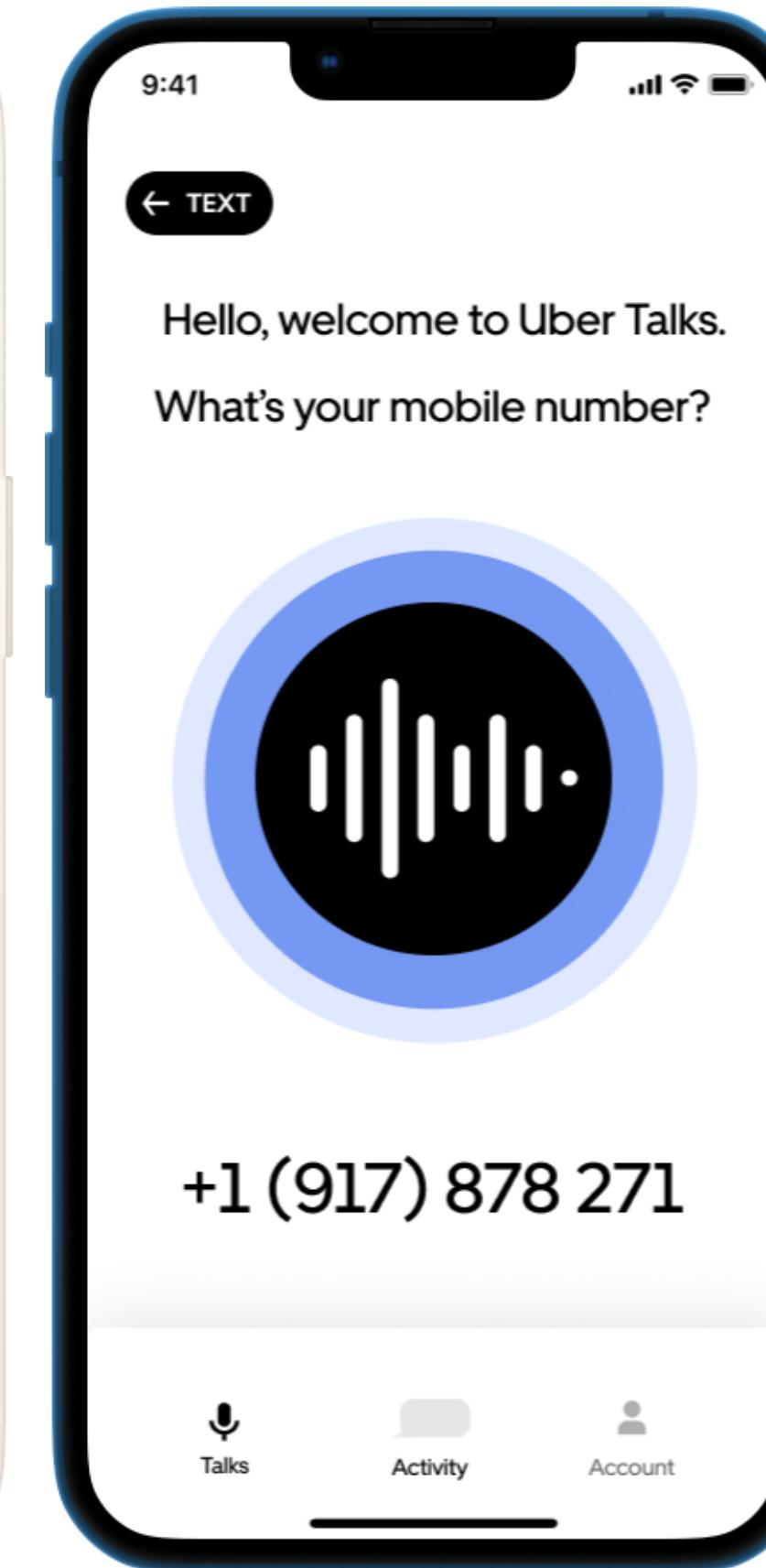
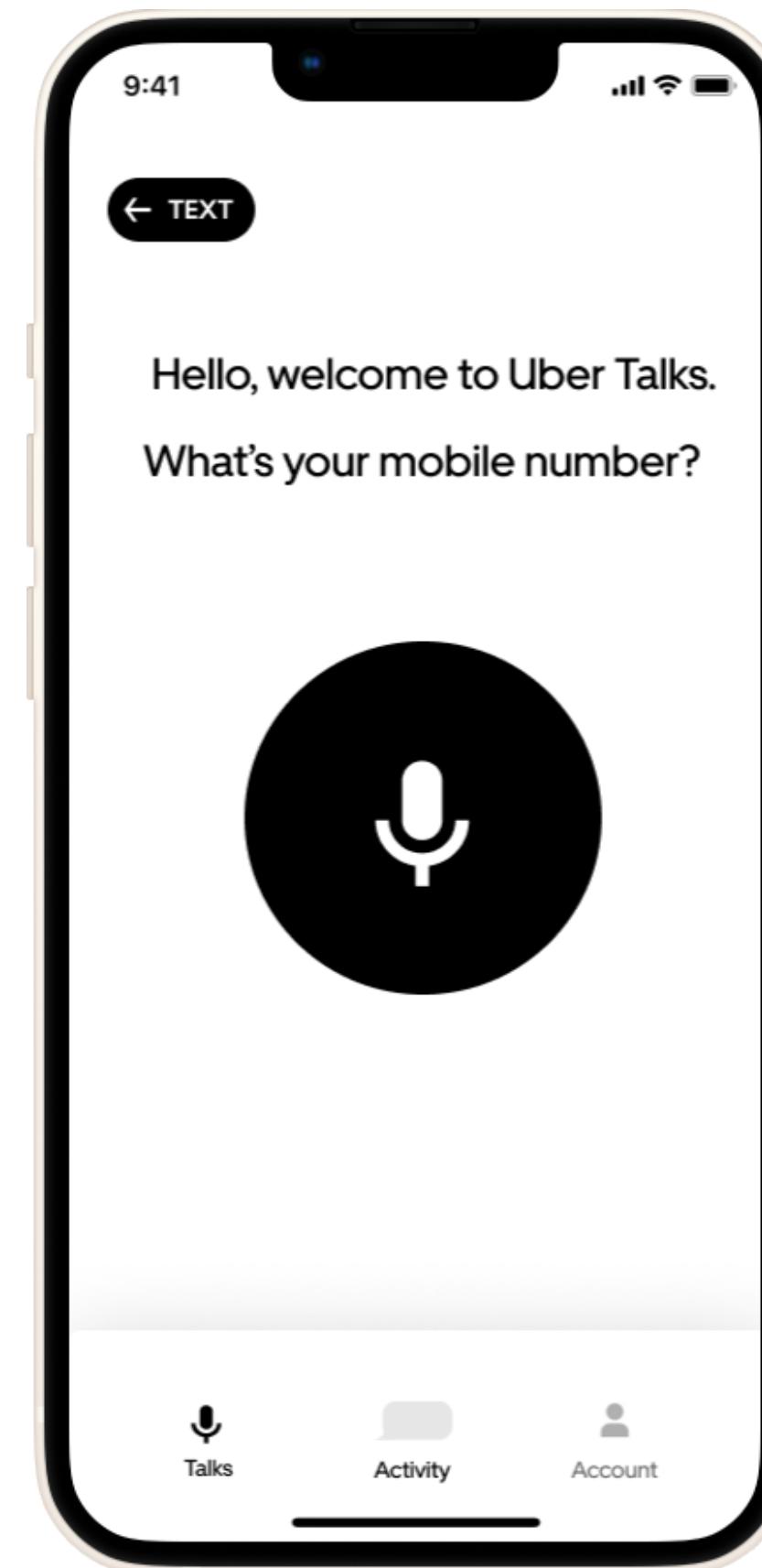
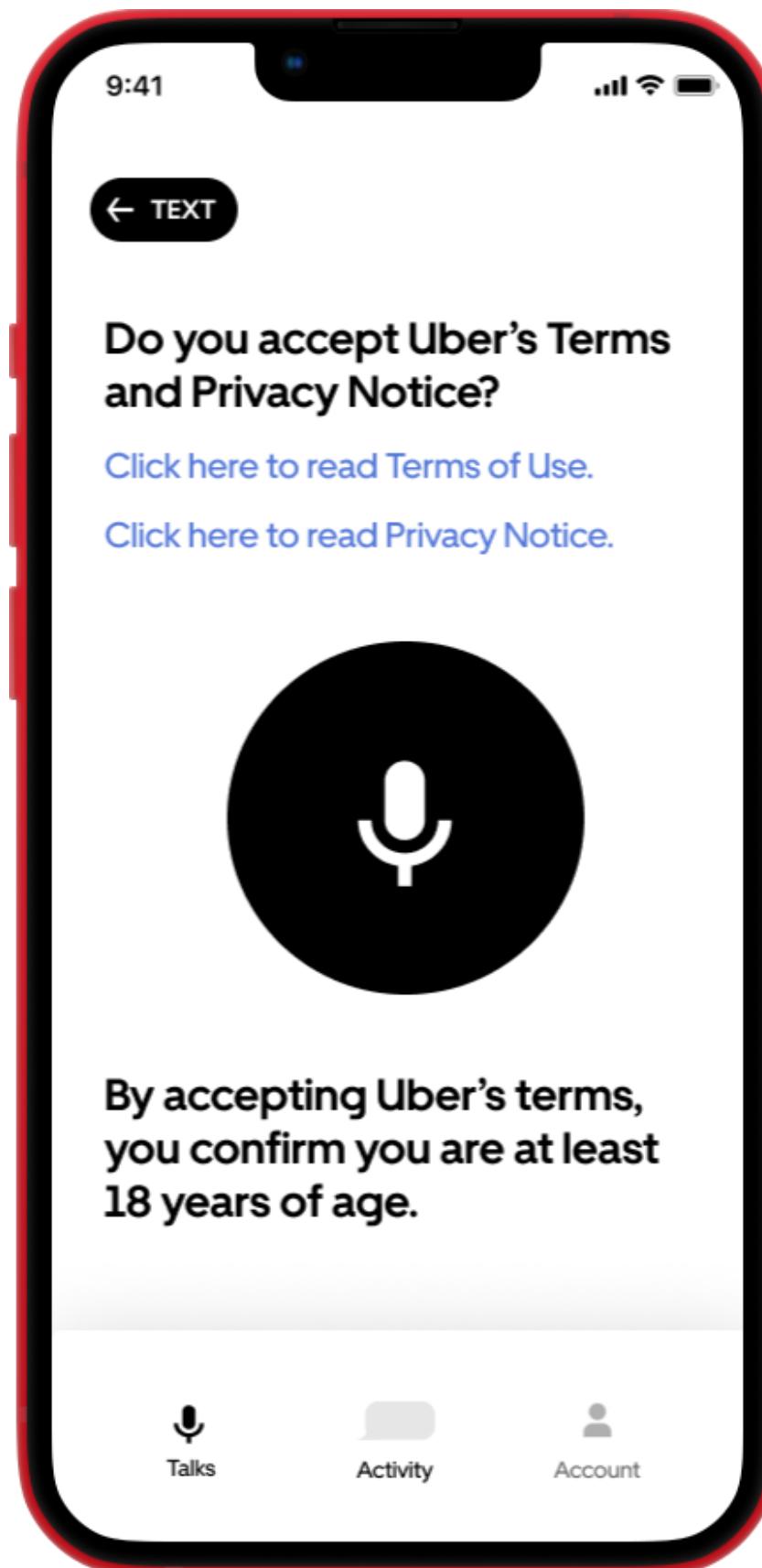
Olivia Smith

- 72-year-old resident of NYC
- Retired
- Loves to go to Brooklyn Botanical Garden, so she tries Uber
- It's difficult for her to read the instructions

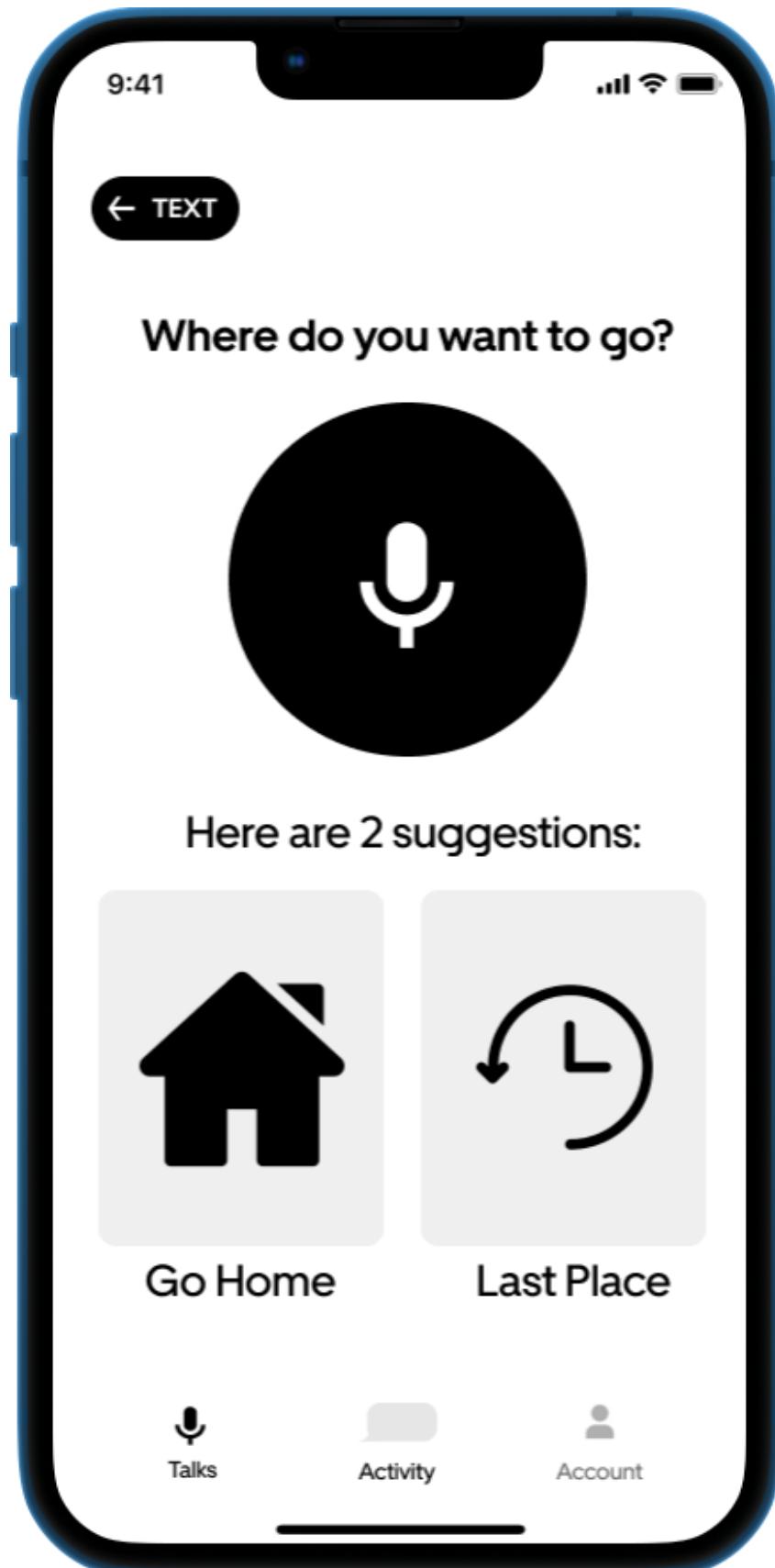
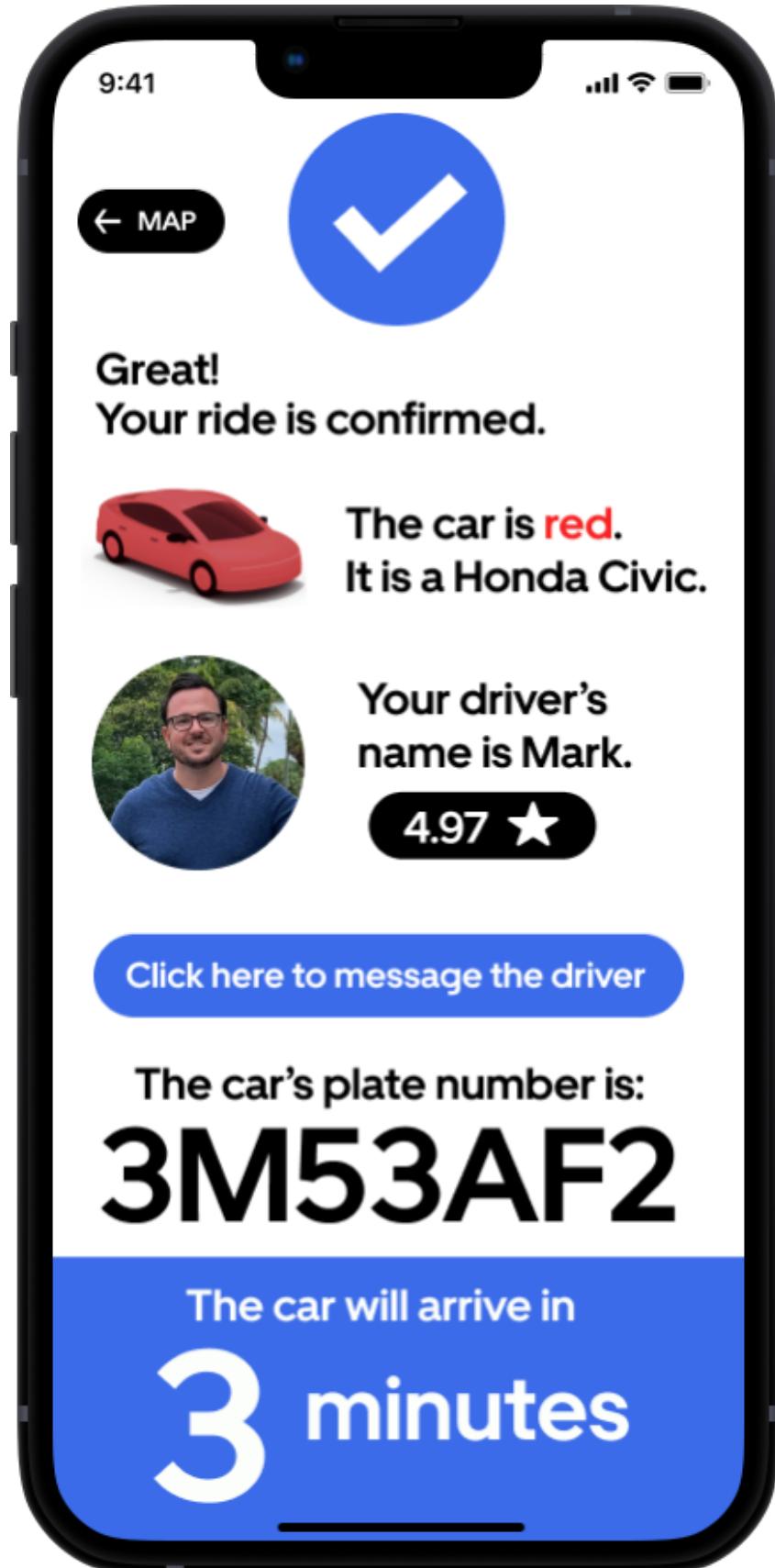
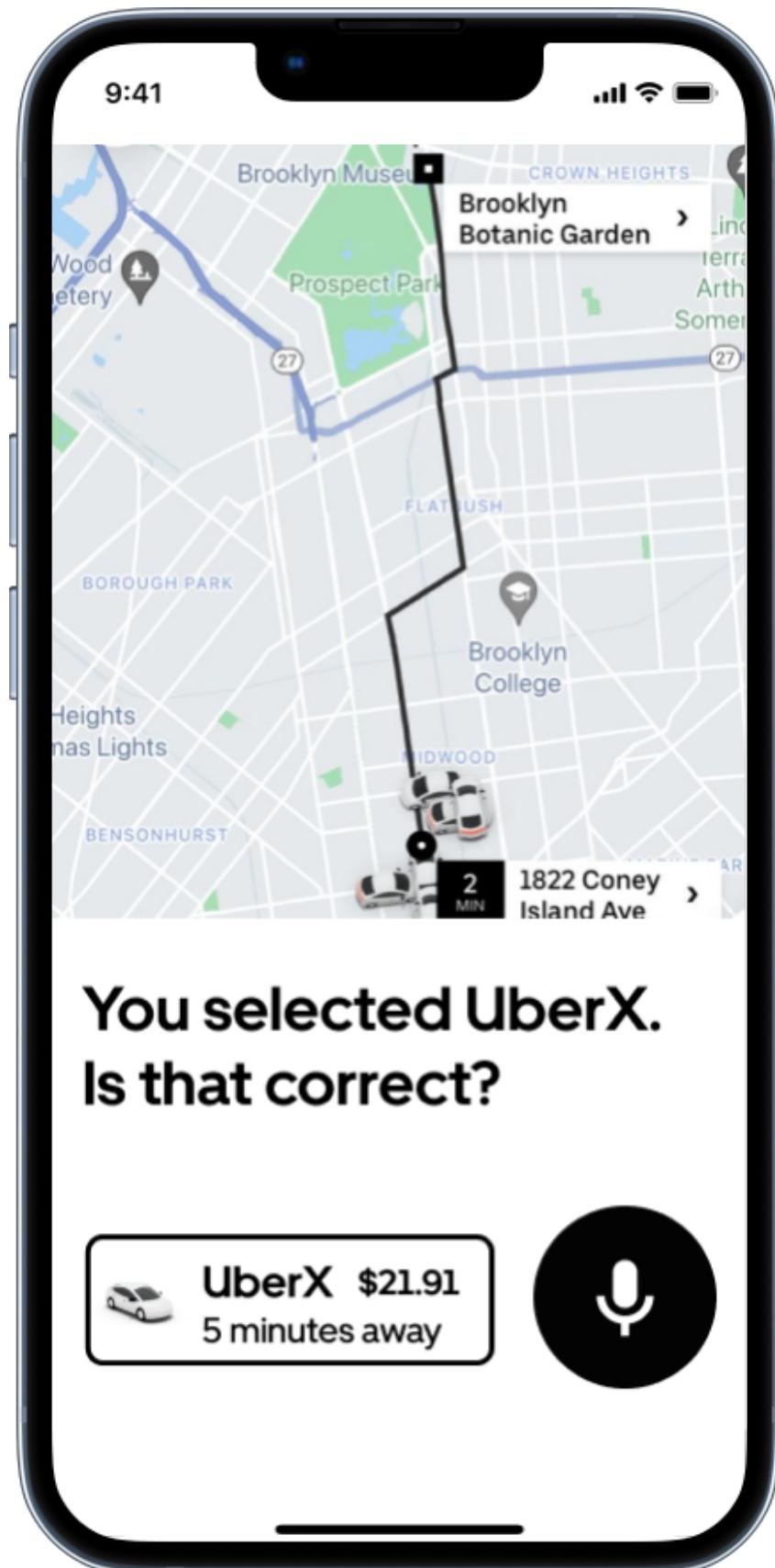
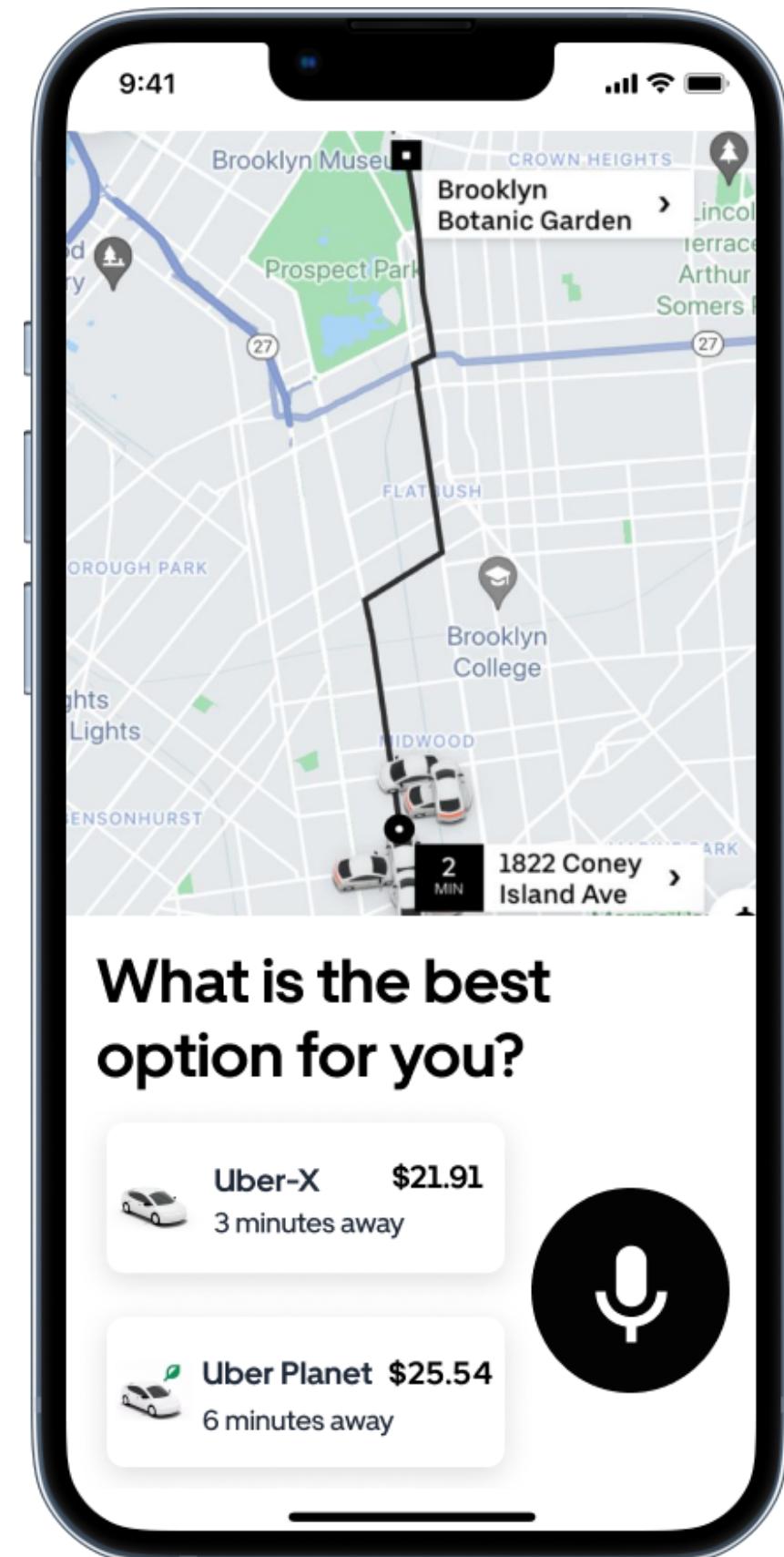
User Journey



User Journey



User Journey



Product Design



Followed Uber brand guidelines



Iterated with high-contrast pairing



Complied with Web Content Accessibility Guidelines (AA and AAA)



Roadmap

2024

Q1

- Alpha Release
- User Research to improve the feature
- Available for 30% of Uber's NA market

Q2

- Feedback implementation on Uber and UberEats
- Beta testing of new features

Q3

- Expanding Uber Talks globally
- Translation to 8 languages
- Talks for Drivers

Challenges and Estimates

1

Ensuring Trust

- Trusting tech is a hardship for seniors
- Promotion of marketing campaigns on transparency
- Add notifications about Uber Talks to current text-based users

2

Feature growth

- Expected growth at 6.5% for users over 60 year old
- 700,000 new users per month on a worldwide scale

*Estimates based on Q2 2023 report

Thank you.

Uber Talks

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