

Understanding Customer Needs and Wants in Ride-Hailing Platforms: A Comparative Study of PickMe and Uber

Hi there! 🙌 We're exploring why people in Colombo use ride-hailing services like PickMe and Uber to better understand customer needs and preferences. These insights will help companies identify and cater to the most engaged customer segments, ensuring their services meet your expectations.

Your anonymous responses will be used for academic research to create actionable customer profiles, helping improve the ride-hailing experience for everyone. The survey takes just **2-3 minutes**, with questions tailored to your answers. Thank you for contributing to shaping the future of ride-hailing services!

* Indicates required question

1. What is your age group? *

Mark only one oval.

- ☐ Under 18
- ☐ 18-25
- ☐ 26-35
- ☐ 36-45
- ☐ 46-55
- ☐ 56+

2. What is your gender? *

Mark only one oval.

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

3. Please select the district where you spend most of your time. *
(even if it's not your permanent hometown)

⌵ Dropdown

Mark only one oval.

- ☐ Colombo
- ☐ Kalutara
- ☐ Gampaha
- ☐ Galle
- ☐ Matara
- ☐ Hambantota
- ☐ Kandy
- ☐ Matale
- ☐ Nuwara Eliya
- ☐ Badulla
- ☐ Monaragala
- ☐ Ratnapura
- ☐ Kegalle
- ☐ Kurunagala
- ☐ Puttalam
- ☐ Anuradhapura
- ☐ Polonnaruwa
- ☐ Ampara
- ☐ Batticaloa
- ☐ Trincomalee
- ☐ Mannar
- ☐ Vavuniya
- ☐ Jaffna
- ☐ Mulative
- ☐ Kilinochchi

4. What is your approximate monthly household income? (Select one) *

Mark only one oval.

- ☐ Less than LKR 50,000
- ☐ LKR 50,000 – 99,999
- ☐ LKR 100,000 – 149,999
- ☐ LKR 150,000 – 199,999
- ☐ LKR 200,000 – 299,999
- ☐ LKR 300,000 or more
- ☐ Prefer not to say

5. Which ride-hailing app(s) do you use? *

(Your answer will direct you to relevant questions)

Mark only one oval.

- ☐ PickMe only *Skip to question 6*
- ☐ Uber only *Skip to question 13*
- ☐ Both PickMe & Uber *Skip to question 20*
- ☐ Other: _____

PickMe Users

6. Why do you choose PickMe as your preferred ride-hailing app? (Select all that apply) *

Check all that apply.

- ☐ I've had bad experiences with Uber
- ☐ PickMe has shorter wait times
- ☐ Better availability in my area
- ☐ Easier-to-use app interface
- ☐ More frequent promotions or discounts
- ☐ Affordable fares
- ☐ Reliable service
- ☐ Good driver behavior
- ☐ Transparency
- ☐ Other: _____

7. For what purposes do you most often use PickMe's ride-hailing services? (Select all that apply) *

Check all that apply.

- ☐ Comfort and convenience
- ☐ Lack of public transport options
- ☐ Social or leisure activities
- ☐ Commuting to work
- ☐ Shopping errands
- ☐ School or education
- ☐ Healthcare appointments
- ☐ Weather
- ☐ Group travel
- ☐ Special Occasions
- ☐ Emergencies
- ☐ Other: _____

8. How often do you use PickMe rides? *

Mark only one oval.

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Occasionally

9. Which type of vehicle(s) do you use most often? (Select all that apply) *

Check all that apply.

- ☐ Tuk
- ☐ Bike
- ☐ Car
- ☐ Flex
- ☐ Mini
- ☐ Minivan
- ☐ Van

10. When do you most frequently use ride-hailing services? (Select all that apply) *

Check all that apply.

- ☐ Morning (7 AM - 10 AM)
- ☐ Office Hours (7 AM - 10 AM & 4 PM - 7 PM)
- ☐ Evening (4 PM - 7 PM)
- ☐ Late Night (10 PM - 3 AM)
- ☐ School Hours (6 AM- 7 AM & 1 PM - 3 PM)
- ☐ Don't have a specific time

11. What's your preferred payment method? *

Mark only one oval.

- ☐ Cash
- ☐ Card
- ☐ Both Cash & Card
- ☐ Other payment options

12. Are you a "PickMe Pass" subscriber? *

Mark only one oval.

- ☐ Yes
- ☐ No

Uber Users

13. Why do you choose Uber as your preferred ride-hailing app? (Select all that apply) *

Check all that apply.

- ☐ I've had bad experiences with PickMe
- ☐ Uber offers shorter wait times
- ☐ Better availability in my area
- ☐ Easier-to-use app interface
- ☐ More frequent promotions or discounts
- ☐ Affordable fares
- ☐ Reliable service
- ☐ Good driver behavior
- ☐ Transparency
- ☐ Other: _____

14. For what purposes do you most often use Uber's ride-hailing services? (Select all that apply) *

Check all that apply.

- ☐ Comfort and convenience
- ☐ Lack of public transport options
- ☐ Social or leisure activities
- ☐ Commuting to work
- ☐ Shopping errands
- ☐ School or education
- ☐ Healthcare appointments
- ☐ Weather
- ☐ Group travel
- ☐ Special Occasions
- ☐ Emergencies
- ☐ Other: _____

15. How often do you use Uber rides? *

Mark only one oval.

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Occasionally

16. Which type of vehicle(s) do you use most often? *(Select all that apply)* *

Check all that apply.

- ☐ Tuk
- ☐ Zip
- ☐ Minivan
- ☐ Van
- ☐ Premier
- ☐ Moto
- ☐ Green
- ☐ Sedan

17. When do you most frequently use ride-hailing services? *(Select all that apply)* *

Check all that apply.

- ☐ Morning (7 AM - 10 AM)
- ☐ Office Hours (7 AM - 10 AM & 4 PM - 7 PM)
- ☐ Evening (4 PM - 7 PM)
- ☐ Late Night (10 PM - 3 AM)
- ☐ School Hours (6 AM- 7 AM & 1 PM - 3 PM)
- ☐ Don't have a specific time

18. What's your preferred payment method *

Mark only one oval.

- ☐ Cash
- ☐ Card
- ☐ Both cash & card
- ☐ Other payment options

19. Are you an "Uber One" subscriber? *

Mark only one oval.

☐ Yes

☐ No

Both Apps Users

20. Why do you use both PickMe and Uber? *

Check all that apply.

☐ To compare prices

☐ Better driver availability

☐ When one app has service downtime

☐ Geographic coverage differences

☐ Specific features (e.g., UberXL, PickMe tuk-tuks)

☐ Driver quality differences

☐ Urgency or convenience

☐ Other: _____

21. How often do you switch between apps for better deals or availability? *

Mark only one oval.

☐ Always

☐ Often

☐ Rarely

☐ Never

22. For what purposes do you most often use ride-hailing services? (Select all that apply) *

Check all that apply.

- ☐ Comfort and convenience
- ☐ Lack of public transport options
- ☐ Social or leisure activities
- ☐ Commuting to work
- ☐ Shopping errands
- ☐ School or education
- ☐ Healthcare appointments
- ☐ Weather
- ☐ Group travel
- ☐ Special Occasions
- ☐ Emergencies
- ☐ Other: _____

23. How often do you use ride-hailing services? *

Mark only one oval.

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Occasionally

24. When do you most frequently use ride-hailing services? (Select all that apply) *

Check all that apply.

- ☐ Morning (7 AM - 10 AM)
- ☐ Office Hours (7 AM - 10 AM & 4 PM - 7 PM)
- ☐ Evening (4 PM - 7 PM)
- ☐ Late Night (10 PM - 3 AM)
- ☐ School Hours (6 AM- 7 AM & 1 PM - 3 PM)
- ☐ Don't have a specific time

25. Which type of **PickMe** vehicle(s) do you use most often? (Select all that apply) *

Check all that apply.

- ☐ Tuk
- ☐ Bike
- ☐ Car
- ☐ Flex
- ☐ Mini
- ☐ Minivan
- ☐ Van

26. Which type of **Uber** vehicle(s) do you use most often? (Select all that apply) *

Check all that apply.

- ☐ Tuk
- ☐ Zip
- ☐ Minivan
- ☐ Van
- ☐ Premier
- ☐ Moto
- ☐ Green
- ☐ Sedan

27. What's your preferred payment method *

Mark only one oval.

- ☐ Cash
- ☐ Card
- ☐ Both cash & card
- ☐ Other payment options

28. Are you a "**PickMe Pass**" subscriber? *

Mark only one oval.

- ☐ Yes
- ☐ No

29. Are you an "**Uber One**" subscriber? *

Mark only one oval.

- ☐ Yes
- ☐ No

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