# Product Requirements Document (PRD)

## Project Name

Pathao Ride-Safe+ — Enhancing Safety, Personalization, and Loyalty

## Introduction

The purpose of this PRD is to introduce 'Ride-Safe+', a new enhancement for the Pathao ride-sharing app. This feature aims to solve key issues related to user safety, personalization of rides, and customer retention. By integrating features such as customizable routes, safety ratings for drivers, and a points-based loyalty system, Pathao Ride-Safe+ will improve rider experience and foster long-term usage of the app.

## Problem Definition

Pathao currently faces user drop-off due to safety concerns, especially among female riders, lack of personalization in route selection, and limited incentives to continue using the platform. Safety feedback is inconsistent, and user routes are automatically optimized solely for time or distance, without regard to rider preferences. The app also lacks an integrated system that rewards frequent usage. These issues hinder both user acquisition and retention.

## User Needs

The following are the key user needs identified based on user feedback and market analysis:

* A way to mark safe or preferred routes to avoid areas perceived as risky.
* Transparency in driver performance, particularly around safety and behavior.
* Frequent updates on traffic changes to plan time efficiently.
* Rewards that incentivize long-term use through loyalty points.
* Easy PIN setup and recovery for secure login and user account control.

## Features/Requirements

The features for Ride-Safe+ include the following enhancements:

* Route Customization: Users can manually adjust route preferences (e.g., avoid certain streets or areas).
* Safety Ratings: Add a rating metric visible on driver profiles for safety-specific feedback.
* Traffic Monitoring: Integrate with Google Traffic API to allow rerouting if unexpected delays occur.
* Loyalty System: Points earned per ride, displayed and redeemed in user profile for discounts.
* PIN Setup and Recovery: New onboarding flow includes mandatory PIN; recovery via secure email link.

## User Personas

- \*\*Rina (Frequent Female Rider)\*\*: Concerned with night-time rides and wants safe drivers.  
- \*\*Kamal (Student Commuter)\*\*: Prioritizes affordable routes and discounts from frequent rides.  
- \*\*Asif (Tech-Savvy Professional)\*\*: Wants quick, efficient rides and prefers routes that avoid traffic.

## Release Plan

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| Target Date | Milestone | Description |
| Aug 15, 2025 | Internal Testing | Release to internal team for unit and regression testing. |
| Sep 1, 2025 | Beta Release | Limited beta rollout in Dhaka metro area to selected riders. |
| Sep 20, 2025 | Public Launch | Full rollout with marketing push and feature tutorials. |

## Assumptions

* APIs for maps, traffic, and driver behavior are stable and accurate.
* User feedback system can capture and categorize safety-related reviews.
* PIN feature does not require third-party authentication beyond current scope.

## Success Metrics

* Adoption rate: 30% of users use route customization in the first 3 months.
* Engagement: 25% of daily active users redeem loyalty points within 60 days.
* Safety: 40% drop in safety complaints reported via in-app support.
* Retention: 20% increase in monthly returning users by Q4 2025.

## Risks & Mitigations

* Complex UI for route editing — Mitigated with onboarding tooltips and suggestions.
* Fraudulent review manipulation — Add moderation and report-abuse system.
* Low awareness of loyalty program — Promote via in-app banners and email notifications.

## Change History

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| --- | --- | --- |
| Date | Version | Description |
| Jun 29, 2025 | 1.1 | Expanded Ride-Safe+ PRD to include user personas, risks, metrics. |

## Appendix

Terminology:  
- Ride-Safe+: Code name for new user safety and loyalty enhancements.  
- Loyalty Points: Earnable, redeemable units for discounts.  
- Traffic API: External data source used to determine live traffic conditions.  
- Safety Tags: User-generated labels summarizing driver behavior.

## Reflection

The user stories and product requirements outlined in this PRD directly address the key problems identified through user research and market analysis. By introducing features like route customization, safety-focused driver information, and a loyalty rewards program, the product enhances both user trust and engagement. These improvements align with user concerns around safety, control, and value, especially for high-frequency and safety-conscious riders. The integration of a secure PIN system further strengthens trust by enhancing account protection.  
  
Each user story captures a specific pain point, such as lack of route control or concerns about driver safety, and turns it into a product feature with clear acceptance criteria. This structured alignment ensures the engineering and design teams build exactly what users need, and that success can be measured against tangible adoption and retention metrics.