Assessment 2: Product Roadmap

Product: Pathao Ride-Sharing Segment

Timeframe: July 2025 – June 2026

——————————————————————————————

# 📅 Product Roadmap

## 🔹 Short-Term Goals (July – Sept 2025)

• Enhanced Driver Verification  
 - Add biometric and ID verification to improve rider trust.  
 - Teams: Mobile, Backend, Compliance  
 - Deliverable: Rollout by mid-September

• Rider Loyalty Beta  
 - Launch beta loyalty rewards system with discounts & offers.  
 - Teams: Product, Marketing, App Dev  
 - Deliverable: Test launch in Dhaka by end of Q3

• UI/UX Upgrade – Phase 1  
 - Introduce Bengali toggle, optimized layout, faster booking.  
 - Teams: UI/UX, QA, Frontend  
 - Deliverable: Deploy by August 2025

## 🔸 Medium-Term Goals (Oct 2025 – March 2026)

• AI-Powered Route Optimization  
 - Machine learning model to suggest best route for cost and time.  
 - Teams: Data, Backend, Infra  
 - Deliverable: MVP by December, full integration by March

• Custom Route Selection for Riders  
 - New feature allowing passengers to select or customize their preferred routes.  
 - Teams: Mobile, Backend, UX  
 - Deliverable: Feature live in app by February 2026

• Safety Suite Expansion  
 - Add trip sharing, SOS audio, and pre-trip contact sharing.  
 - Teams: Mobile, Support, Legal  
 - Deliverable: Citywide by February 2026

• Driver Earnings Portal  
 - Display trip history, incentive analytics, and ratings.  
 - Teams: Mobile, Data, Finance  
 - Deliverable: Launch by January 2026

## 🔹 Long-Term Goals (April – June 2026)

• Multimodal Transport Integration  
 - Add bikes, scooters, and carpooling in one platform.  
 - Teams: Partnerships, Strategy, Mobile  
 - Deliverable: Alpha by May, post-June soft launch

• Green Mobility Pilot  
 - Launch EV-only ride fleet in Dhaka central zone.  
 - Teams: Sustainability, Ops, PR  
 - Deliverable: Announced on Earth Day, live by June

# 📈 Product Metrics for Success

|  |  |  |  |
| --- | --- | --- | --- |
| Metric | Baseline (June 2025) | Target (June 2026) | Strategic Purpose |
| Monthly Active Riders (MAR) | 750,000 | 1,200,000 | Expand user base via improved safety and loyalty |
| Ride Completion Rate | 82% | 92% | Reduce cancellations through better matching and verification |
| Avg. Daily Rides per Driver | 6.5 | 9.0 | Driver productivity through routing and incentive upgrades |
| Safety Feature Engagement Rate | 12% | 40% | Reflects adoption of in-app safety tools |
| 3-Month Rider Retention Rate | 48% | 65% | User loyalty program success |

# 🧠 Strategic Reflection

This roadmap prioritizes user-first improvements in safety, UX, and affordability, aligning directly with business objectives of increasing retention, market share, and revenue.  
  
By focusing on local needs—such as a Bengali interface, flexible pricing, route customization, and driver transparency—Pathao can offer a culturally relevant and technically competitive ride-sharing experience.  
  
These quarterly milestones and performance metrics ensure that Pathao's strategy remains measurable, adaptive, and growth-driven in the highly competitive urban mobility sector of Bangladesh.