Uber is evolving the way the world moves. By seamlessly connecting riders to drivers through our apps, we make cities more accessible, opening up more possibilities for riders and more business for drivers. However, this is still truly day one for us as we grow and evolve as a product, team and company. There still much yet to be created and improved within our features, products, and services.

Your task is to complete and document a high speed "product cycle". The end goal is to design and spec out at a basic level, a new feature that you feel would have the most impact on Uber today. This feature can be for any of Uber's products but should be focused around driving key metrics for Uber as a business.

Your write up should include:
- Documentation of a brainstorm around a particular product problem or opportunity
- Opportunity assessment around the top ideas from your brainstorm exploring the potential impact each feature could have.
- A brief but exhaustive description of the top feature from your opportunity assessment.
- Wireframes, annotated screenshots, prototype or anything else you feel is appropriate to best represent your feature.