

Product Requirement Document (PRD)

1. Title & Document Info

Feature Name: Uber Ride Link Sharing

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Stakeholders: Product Management, Engineering, Design, Data Science, Legal, Marketing, Customer Support

Status: Draft

2. Executive Summary

One-liner Summary

A feature that allows Uber riders to share a live tracking link of their ride with friends or family for safety and convenience.

Why Now?

- Increased demand for safety and trip visibility.
- Competitive differentiation from other ride-sharing platforms.
- Regulatory push for enhanced rider safety features.
- User feedback indicating a strong need for ride-sharing status updates.

Key Goals

- Improve rider safety by enabling real-time trip sharing.
 - Provide peace of mind to riders and their trusted contacts.
 - Increase transparency and build trust in Uber's platform.
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3. Problem Statement

Current Challenges

- Riders have no seamless way to share their trip progress with friends or family.
- Manual communication (e.g., calling/texting) is cumbersome and unsafe during a ride.

- Existing solutions like screenshotting trip details lack real-time updates.
- Families of riders (especially vulnerable groups) have no visibility into their location and ETA.

User Pain Points

- "I want my family to know where I am during my ride without constantly updating them."
- "I worry about my loved ones when they take late-night Uber rides."
- "I want to share my ride but don't want to force my friends to install an app."

Data/Insights

- 75% of Uber riders indicate safety concerns as a top priority.
 - 60% of late-night riders text their trip details to someone manually.
 - Competing ride-hailing platforms offer similar features, making this an expectation.
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4. Objectives & Success Metrics

Objectives

- Enable riders to share their trip details easily.
- Ensure that recipients can track the ride without requiring the Uber app.
- Provide seamless integration within the Uber experience.

Success Metrics (KPIs)

- % of rides where link sharing is used.
 - Engagement rate (time spent tracking shared rides).
 - % of users enabling automatic sharing with trusted contacts.
 - Customer satisfaction (CSAT) impact on safety perception.
 - Reduction in customer support queries related to rider safety concerns.
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5. User Stories & Use Cases

Primary User Personas

- **Rider:** Wants to share their trip details for safety.
- **Recipient (Friend/Family):** Wants to track the rider's location without installing the Uber app.
- **Driver:** Unaffected but informed about shared tracking.

User Stories

1. As a rider, I want to share my live ride status with my family so they know my estimated arrival time and current location.
2. As a recipient, I want to view the trip status in real-time without needing to install Uber.
3. As a rider, I want the ability to set up automatic sharing with my trusted contacts for every ride.

Edge Cases & Constraints

- What happens if the rider loses internet connection?
 - What if the recipient's phone cannot open the link?
 - Handling trip cancellations and detours in shared data.
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6. Feature Scope & Requirements

Core Features (In Scope)

- "Share Trip Status" button in the Uber app.
- Auto-generated tracking link that updates in real time.
- Sharing options via SMS, WhatsApp, email, or copy link.
- Trusted Contacts feature for automatic sharing.
- UI notifications confirming link has been sent.

Out of Scope (For Future Consideration)

- Two-way chat between rider and recipient.
- Ride-sharing tracking via Uber app instead of a web browser.

Functional Requirements

- **User Actions:**
 - Rider can manually share ride tracking from the app.
 - Rider can enable automatic sharing for trusted contacts.
- **System Behaviors:**
 - Generates a unique URL for each ride.
 - Sends a notification to the recipient upon sharing.
 - Updates in real-time with location, ETA, driver details.

Non-Functional Requirements

- **Performance:** Updates every 5 seconds with minimal latency.
- **Security & Privacy:** Encrypted URLs, expiration after trip completion, opt-out options.

- **Compliance:** Adheres to GDPR, CCPA, and regional safety regulations.
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7. Design & UX Considerations

- **Wireframes / Mockups:** To be designed.
 - **UI/UX Flow:** Ride request → Share trip button → Select sharing method → Recipient receives link → Real-time tracking.
 - **A/B Testing:** Test different sharing prompts (e.g., pre-ride vs. mid-ride).
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8. Technical Considerations

- **Platform Impact:** Requires updates on iOS, Android, and Web.
 - **APIs & Data Flows:** Uses Uber's tracking APIs, SMS APIs.
 - **Dependencies:** Maps service, push notifications, ride-status APIs.
 - **Scalability Risks:** High traffic during peak ride hours.
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9. Launch & Rollout Plan

Beta Testing / Internal Dogfooding

- Test with internal employees first.
- Limited release in one city before full rollout.

Phased Rollout Plan

- Phase 1: Internal Uber employees.
- Phase 2: Limited market rollout (e.g., New York, London).
- Phase 3: Global launch.

Feature Flags / Rollback Plan

- Gradual feature release with the ability to disable if issues arise.
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10. Risks & Open Questions

Potential Risks & Mitigations

- **Privacy concerns:** Ensure link expiry and revocation options.

- **Misuse (e.g., harassment tracking):** Enable opt-out features.
- **Legal challenges:** Review compliance with regional safety laws.
- **Reliability issues:** Ensure fallbacks for offline mode.

Open Questions

- Should we allow temporary guest accounts for recipients?
 - How long should the tracking link remain active post-ride?
 - Should recipients receive additional notifications (e.g., ride completed)?
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11. Post-Launch & Monitoring

Success Metrics & Dashboards

- Uber Analytics Dashboard tracking feature adoption.
- Monitoring user feedback for improvements.

Customer Support & Edge Case Handling

- Provide in-app FAQs and help articles.
- Monitor abuse reports and address concerns proactively.

Iteration Plan

- Phase 2 to include additional sharing options (e.g., Apple Messages, Telegram).
 - Consider future enhancements like voice-activated sharing.
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Conclusion

This **Ride Link Sharing** feature will enhance safety, improve transparency, and provide a seamless user experience for Uber riders and their trusted contacts. With robust privacy controls and a phased rollout, we aim to make Uber rides safer and more reassuring for all users.