Pathao Car Sharepool

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Document Status	DRAFT
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Design Link	Wireframe link
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Background/Problem Statement

Users of the Pathao app often encounter challenges finding available cars, especially during peak hours. This can lead to frustration and reduced user satisfaction. To address this issue and enhance the overall ride booking experience, Pathao can introduce a car ride sharing feature, Sharepool, that allows users to share rides with others heading in the same direction.

Existing user journey

1. A user opens the Pathao app and selects the "Car" option.
2. The user enters their pickup and destination locations.
3. The user selects the "Car Lite" or "Car Plus" option.
4. The user taps on the "Request Ride" button.
5. Pathao matches the user with a nearby captain.
6. The captain arrives at the pickup location, and the user gets in the car.
7. The ride begins.

Issues in the Current User Journey:

Limited Availability: Users often struggle to find available cars, leading to longer waiting time during busy hours.

Increased Congestion: More vehicles on the road contribute to traffic congestion and carbon emissions.
Higher Costs: The surge pricing during peak hours can make rides costlier for users.
Inefficient Use of Resources: Many cars carry only one passenger, leading to underutilization of vehicle capacity.

Proposed Solution/High Level Approach

Pathao can implement the following solution to improve the user journey for booking car rides:

1. Add a "Sharepool" option to the app under Pathao Car.
2. When a user selects the "Sharepool" option, they will be asked to enter their pickup and destination locations, as well as the number of people they are traveling with.
3. Pathao will then match the user with other users who are traveling in the same direction.
4. The users will be able to see each other's profile and ratings before deciding whether they will share a ride or not.
5. If the users agree to share a ride, they will be able to split the cost of the ride.

This solution would address the issue of car availability and would also help reduce the number of vehicles on the road. Additionally, this solution would be more sustainable than driving alone, as it would share rides and reduce carbon emissions. It could also make users feel safer, as they would be able to review the profiles of their rideshare partners before sharing a ride.
The ride sharing feature would have two main benefits for Pathao users:

- Improved CSAT: Enhanced availability and reduced wait times would lead to higher user satisfaction. Cost-effective shared rides during peak hours would also contribute to positive user sentiment.

- Increased Retention: Providing economical and efficient options would increase user loyalty. The positive impact on the environment would also foster a sense of social responsibility, further encouraging user retention.

Narrative/User Stories/Pain Point

In Dhaka, traffic congestion is a serious issue that frequently results in lengthy travel times and delays on the city's roads. Moreover, public buses are frequently late or packed. The lack of designated bike lanes and certain drivers' aggressive driving styles put bike riders in danger. Owning a car comes with a large price tag because of parking, fuel, and servicing.

User Stories

Title	Budget-conscious Traveler
Estimate	4
Priority	High
User Story	As a budget-conscious traveler, I want to explore cost-effective transportation options, so that I can save money on my daily commute.
Acceptance Criteria	Given that budget-conscious travelers seek economical travel, When they access the rideshare feature, they can compare fare details and choose a shared ride that fits their budget.
Title	Eco-Friendly User
Estimate	5
Priority	High

User Story	As an environmentally conscious user, I want to contribute to reducing traffic congestion and emissions, so that I can make greener choices for my daily travels.
Acceptance Criteria	Given the eco-friendly user aims to minimize their carbon footprint, When they engage with the rideshare feature, Then they can easily opt for shared rides during peak hours and receive incentives for choosing eco-friendly travel.
Title	Morning Commuter
Estimate	4
Priority	High
User Story	As a regular morning commuter, I want to find a convenient shared ride to work, so that I can reach my destination on time.
Acceptance Criteria	Given the morning commuter wants to find a shared ride, When they open the rideshare feature, Then they can view available shared ride options for their route.

Goals & Objectives

Improve Commuting Efficiency

- Measurable: Reduce average commute time by 15%.
- Immeasurable: Enhance user satisfaction with faster and smoother rides.

Foster Eco-Friendly Travel

- Measurable: Increase shared ride adoption by 20% within six months.
- Immeasurable: Instill a sense of pride among users for contributing to a greener environment.

Enhance Affordability

- Measurable: Decrease the average ride cost by 10%, offering more budget-friendly options.

- Immeasurable: Elicit relief and financial security for users seeking cost-effective travel.

Solution Alignment

Introducing a dynamic rideshare feature to provide convenient, eco-friendly, and budget-conscious commuting options.

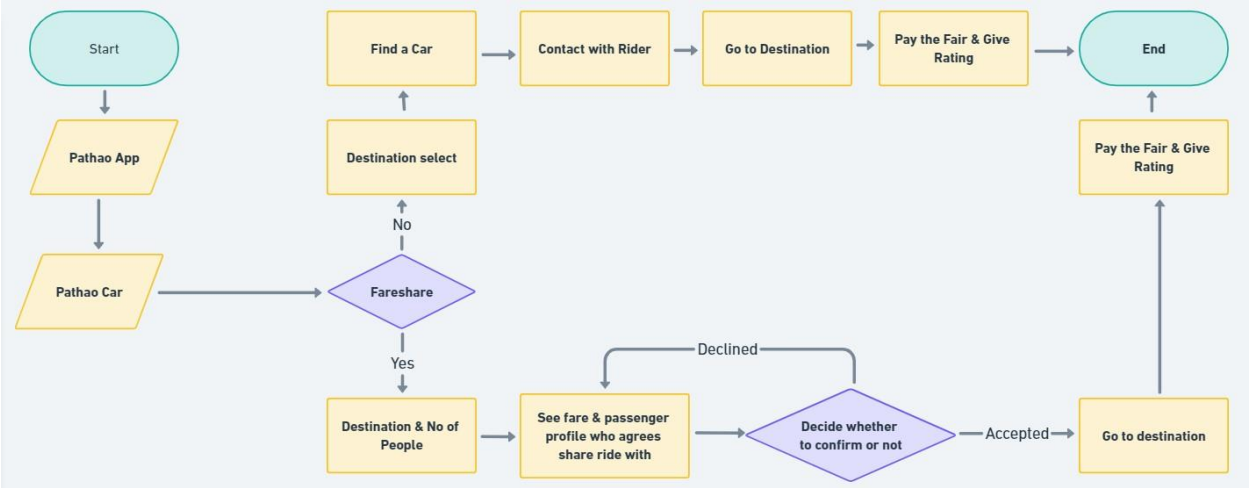
Requirements/Key Features

#	**SF 01**
Title	Enhanced Rideshare Search
Description	Advanced filtering options need to be introduced in the rideshare feature, enabling users to filter rides based on preferences such as ride availability, shortest waiting time, top-rated drivers, proximity, and fare estimates.
Priority	HIGH
Notes	This feature will provide users with more control and flexibility in choosing their preferred rideshare options.
#	**SF 02**
Title	Route Optimization

Description	An intelligent route optimization algorithm needs to be implemented to ensure efficient pickup and drop-off sequences for shared rides, thereby minimizing detours and travel time.
Priority	HIGH

Notes	This feature enhances the convenience of shared rides and reduces the overall travel duration for users.
#	**SF 03**
Title	Eco-Friendly Badges and Incentives
Description	A reward system can be introduced, granting eco-friendly badges and discounts to users who consistently opt for shared rides, aiming to encourage more users to choose environmentally conscious travel.
Priority	Medium
Notes	This feature aligns with the sustainability goal and reinforces positive user behavior.
#	**SF 04**
Title	Fare Splitting
Description	An automated fare splitting mechanism needs to be implemented for shared rides, ensuring equitable distribution of costs among passengers.
Priority	HIGH
Notes	This feature promotes cost-sharing and makes shared rides financially attractive.

Key Flows



[Workflow Diagram Link]

Out of Scope

Questions	**Outcome**
Real-time Traffic Updates	Providing real-time traffic updates and suggestions for alternate routes is outside the Sharepool feature's focus.
Customizable Vehicle Temperature	Allowing users to adjust vehicle temperature individually, which diverges from the core rideshare purpose.
Multi-Stop Trips	Incorporating multi-stop options for users with multiple destinations, which would add complexity to the initial version of the feature.

Assumptions

1. **Preference for Mobile Usage:** Users are inclined towards a mobile-first experience and are adept at utilizing mobile devices for their daily tasks, including ride bookings and interactions.
2. **Satisfactory Internet Connectivity:** Users have access to a reliable internet connection with adequate bandwidth, enabling seamless data transfer for efficient rideshare interactions.

3. **Ease of Payment Handling:** Users are comfortable with mobile payment methods and digital wallets, facilitating hassle-free fare transactions within the rideshare experience.
4. **Location Services Availability:** Users allow access to their location services, which is integral for determining ride availability, real-time tracking, and route optimization.
5. **Shared Mobility Acceptance:** Users have a positive disposition towards shared mobility options, with a willingness to share rides with strangers for cost-saving and eco-friendly benefits.
6. **Privacy and Data Sharing Acceptance:** Users are willing to share personal information like location and ride history to facilitate a smoother rideshare experience, given assurances of data privacy and security.

Success Metrics

1. **Anticipated Positive Impact on Traffic:** Observing a reduction in traffic congestion during peak hours, attributed to the expected surge in ridesharing, showcasing the feature's potential to enhance urban mobility.
2. **Enhanced Frequency of Use:** Monitoring the frequency with which users engage with the rideshare feature in their daily routines, indicating successful integration into their transportation habits.
3. **Projected Average Ride Wait Time:** Determining the average time users wait for a shared ride, showcasing the projected convenience and efficiency of the service.
4. **Future Reduction in Carbon Emissions:** Measuring a decrease in carbon emissions due to the projected increase in shared rides, reinforcing the feature's alignment with eco-friendly objectives.
5. **Projected Average Ride Occupancy:** Gauging the percentage of shared rides occupied by multiple passengers, projecting the success of the cost-sharing and efficiency objectives.

Changelog

Date	Description
17 Sep, 2023	Added "Route Optimization Experience" key flow to enhance user understanding of optimized pickup and drop-off sequences.
29 Sep, 2923	Updated "Projected Success Metrics" to reflect new goals for measuring feature success in carbon emission reduction.

10 Oct, 2023	Added "Enhanced User Reviews" key flow to emphasize the importance of user feedback in the improvement loop.

Prioritization Framework

RICE Framework:

Reach 1 100 80

The rideshare feature can potentially reach a wide audience of tech-savvy urban commuters, aligning with the target demographic of individuals aged 18-35 who frequently use mobile apps for convenience.

Impact 0.5 5 4

The feature's potential to reduce traffic congestion, lower carbon emissions, and offer cost-efficient travel can significantly impact the users' commuting experience and the environment.

Confidence 1 100% 85%

The confidence level is high due to market research indicating a strong demand for shared mobility solutions among the target audience, coupled with user feedback on eco-friendly travel preferences.

Effort 0.5 5 3

Developing and integrating the rideshare feature requires moderate engineering effort, including backend adjustments, user interface enhancements, and integration with mapping services.

Total RICE Score: 80 * 4 * 0.85 / 3 ≈ 113.33

Roadmap

Feature	Deadline	Developer
SF 01	14 Sep 2023	Sabique Islam Khan
SF 02	18 Sep 2023	Meherab Hossain
SF 03	20 Sep 2023	Sutirtha Chowdhury

SF 04	28 Sep 2023	Sumaiya Tabassum

Go-to-Market Strategy

Go-to-Market GTM Strategy for the Fareshare Feature:

1. **User Insights:** We need to understand user preferences and challenges through market research and commute data analysis.

2. **Targeted Positioning:** We have to define the key benefits of the rideshare feature and create compelling messaging tailored to urban commuters aged 18-35.

3. **Awareness Buildup:** We should generate anticipation through teaser campaigns, engaging potential users on social media.

4. **Educational Content:** Users need to know how to use the feature, so we'll create user guides and tutorials for a seamless experience.

5. **Early Adopter Incentives:** We should offer exclusive perks to early users, encouraging them to try and spread the word about the rideshare feature.
6. **Continuous Optimization:** We need to analyze user behavior and feedback to refine the feature iteratively, ensuring it aligns with user needs.

By implementing these focused strategies, we can successfully introduce the rideshare feature, establish a competitive edge, and drive user adoption while underscoring its unique value and advantages.

Appendix: Research

Ride Sharing in Bangladesh Research by IDLC

Major Reasons for Traffic Jam by The Daily Star