



## Sustainable Solutions Report

Class Facilitator	Dr Jane Chen
Group: 3	Monday Tutorial (12:30 pm)
Group Members: 4	Arunesh Tajane: s4017528 Jaya Harris Sivakumar: s4025657 Nikunj Gupta: s4027333 Aiswarya Muraleedharan Nair: s3994647

## Executive Summary

The Australian ridesharing industry, which includes services like DiDi, faces substantial accessibility problems for passengers with disabilities, particularly those who use service animals. Frequent ride refusals highlight systematic prejudice because of insufficient driver education, inconsistent policy enforcement, and complex state-specific support programmes. As a result, these issues cause emotional anguish and mobility barriers for those who face them. Key solutions proposed include increased driver incentives, priority booking systems for disabled passengers, and the use of voice assistants to improve communication and accessibility. These actions are consistent with the Sustainable Development Goals (SDGs), which aim to eliminate inequality, promote equitable employment, and foster innovation. Collaboration across ridesharing platforms, regulatory organisations, and advocacy groups is required for the establishment of uniform regulations and training. This collaboration is critical to providing fair access and positioning DiDi as a leader in inclusion and accessibility.

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## **Problem Identification:**

The Australian rideshare economy, encompassing platforms such as DiDi, encounters considerable challenges in ensuring equitable access for passengers with disabilities and those requiring service animals. A primary concern is the frequent refusal of rides, as evidenced by Kathryn Beaton's account of being denied 23 Uber trips within six weeks due to her guide dog (Marozzi, 2023). This form of discrimination is likely prevalent across other platforms, where drivers may be unaware of their legal obligations or inadequately trained. The variability of policies and enforcement across different companies further compounds the issue, with platforms struggling to guarantee accessibility within their independent driver networks (Young, 2024).

Moreover, complex, state-specific subsidy schemes introduce confusion and reluctance among drivers to accept subsidized fares (Marozzi, 2022). Additionally, there is a notable absence of clear regulations concerning the acceptance of disability assistance animals in rideshare services, which perpetuates discrimination against individuals with disabilities. This regulatory ambiguity significantly hinders accessibility for passengers who depend on service animals for mobility and emotional support. Furthermore, frontline staff frequently lack sufficient training to manage situations involving service animals, resulting in inconsistent policy enforcement and potential conflicts (Harpur et al., 2016).

Research indicates that discrimination against passengers with disabilities and service animals within the rideshare industry constitutes a systemic issue rather than an isolated incident. The frequency of ride refusals, as highlighted by Beaton's experience, suggests a pervasive problem (Marozzi, 2023). A significant deficiency in driver education regarding legal obligations and company policies on accommodating passengers with disabilities and service animals contributes to these discriminatory practices. Despite policies from companies such as Uber, the ongoing prevalence of discrimination signifies that enforcement mechanisms are inadequate (Marozzi, 2023).

## **Research Consolidated Findings:**

The psychological impact on passengers with disabilities is considerable, with repeated experiences of discrimination leading to frustration and emotional distress. As Dr. Beaton noted, "At best I am frustrated; at worst I have been in tears" (Marozzi, 2023).

This emotional toll can result in social isolation and reduced mobility for individuals with disabilities. Furthermore, while public transport is subject to accessibility standards, rideshare services frequently fall outside these regulations, creating a significant gap in accessibility requirements (Young, 2024).

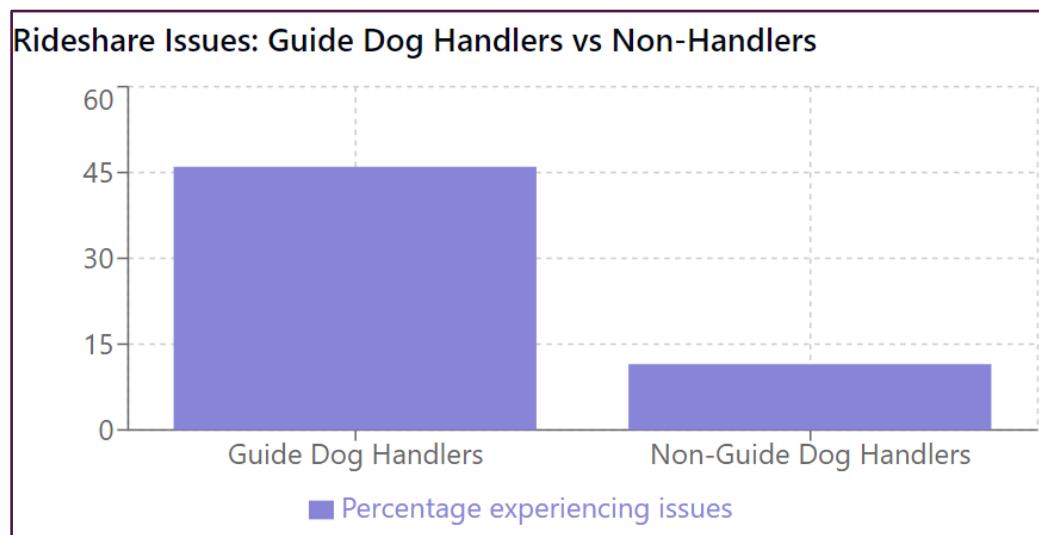


Figure 1: Source: Guide Dogs Australia (2023) 'Guide Dogs Australia 2023 survey', Guide Dogs Australia Research Summary, pp. 2-3

Guide Dog handlers are four times more likely to face rideshare-related problems than non-handlers (Guide Dogs Australia, 2023). Effective communication and training for drivers regarding the rights of passengers with disabilities are crucial for fostering an inclusive environment (Harpur et al., 2016). Building consumer trust is vital for the sustainability of ridesharing services. To enhance safety and service quality, it is essential to ensure that drivers receive training to effectively address the needs of all passengers, including those with disabilities (Howell et al., 2016).

## New Insights:

Emerging insights from the literature highlight the necessity for a more comprehensive and standardized approach to addressing accessibility within the rideshare industry. The complexity and variability of subsidy schemes across states confuse drivers and create barriers for passengers, particularly when travelling interstate (Marozzi, 2022).

This underscores the need for a unified, national approach to ride-sharing subsidy programs. Furthermore, the absence of standardised, comprehensive training for rideshare drivers on disability rights and accommodations represents a significant gap that must be addressed across all platforms, including DiDi (Marozzi, 2022; Young, 2024).

These findings suggest that a collaborative effort among rideshare companies, regulatory bodies, and disability advocacy groups is essential for developing and implementing effective training programs.

## **BUSM4448: BUSINESS RESEARCH DESIGN (2450)**

There is an urgent requirement for a coordinated approach to enhance accessibility and mitigate discrimination within the Australian rideshare economy. By focusing on driver education, enforcement mechanisms, and regulatory gaps, while simultaneously simplifying and standardising subsidy schemes, the industry can progress toward creating a more inclusive and equitable transportation system for all users.

The ongoing discrimination against service animal users in rideshare services further emphasises the need for improved driver education and stricter enforcement of anti-discrimination policies. Rideshare companies, including DiDi, should prioritise accessibility training for drivers and establish more robust systems to prevent and penalise discriminatory practices (Guide Dogs Australia, 2023). Additionally, the development of clear guidelines for the acceptance of service animals could enhance DiDi's reputation as an inclusive ride-sharing service. Leveraging technology to improve communication between passengers and drivers regarding service animal needs could also enhance service delivery and customer satisfaction.

By addressing these issues, DiDi has the potential to become a leader in promoting accessibility and inclusivity within the Australian ridesharing economy (Harpur et al., 2016). Collaboration among rideshare companies, government agencies, and disability advocacy groups is crucial for creating clear guidelines and support systems that foster inclusivity in the ride-sharing environment (Bennett & Desai, 2016)

## **Various perspectives integration**

### **Key Stakeholders**

<b>Key Stakeholders</b>	<b>Analysis</b>
People with disability	Primary stakeholder who is facing the issue of discrimination
Service animals organisations	Groups that train service animals, as they play a vital role in educating both users and general public also spreading the awareness about such uses.
Cab drivers	Another primary stakeholder who are in direct contact with the disabled person and may or may not be aware of the legal requirements. Their behaviour directly impacts the rider experience.
Cab companies(DIDI, Uber)	These are Key decision-makers who are responsible for setting up such policies, training drivers and ensuring compliance with the laws. They also manage apps that can affect the rider experience.
Government	The government is responsible for creating and enforcing such laws for accessibility, and anti-discrimination laws in transport sector

*Figure 2: Key Stakeholders*

## Empathy Map

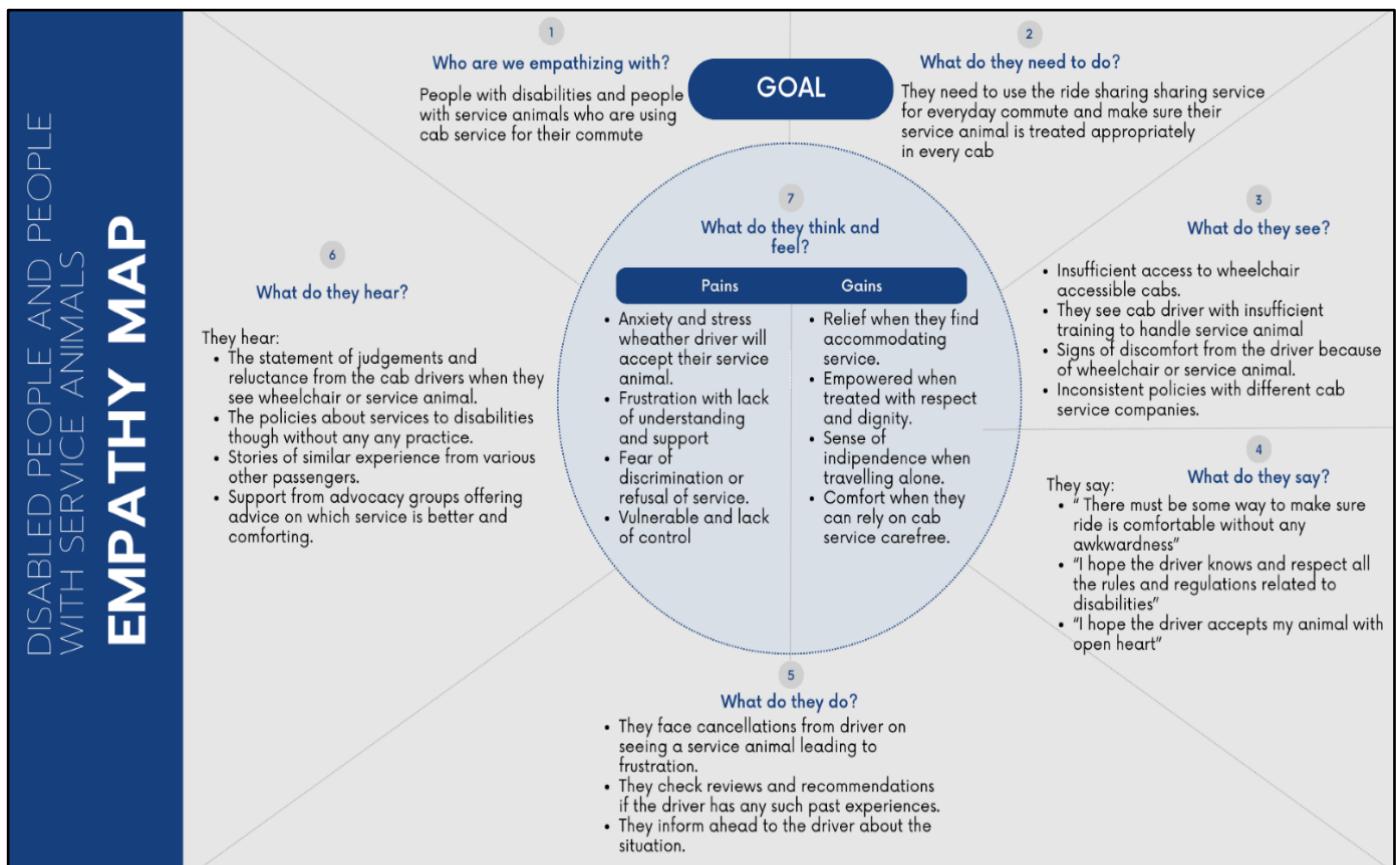


Figure 3: Empathy Map

The above Empathy map is for the Disabled people or people with service animals, who rely on the cab services for their commute highlighting the challenges they face in securing reliable, accessible transportation. These people often experience stress, and anxiety about whether the cab driver will accept their service animal or not as they regularly encounter untrained and discomfort from the cab driver. They need to ensure that their animal is transported respectfully without making them feel dependent.

### Insights from the Interviews:

We interviewed **16 individual riders and 14 different drivers** of various cab services and the experiences that passengers have with cab companies differ greatly. While some passengers enjoy the accessible and enjoyable rides provided by well-trained drivers, others have difficulties including service denials on account of disability or the presence of service animals. Frequent difficulties include cancellations, low accessibility ratings, and drivers' lack of awareness about handling special needs. In contrast, drivers who assist passengers with impairments or service animals likewise report feeling a combination of comfort and distress.

Positive encounters result from drivers' openness to learning and communicating, but many feel unprepared since they haven't received enough training on how to handle service animals, make accommodations for disabilities, and balance the requirements of passengers. To develop a more inclusive and respectful service, all sides want stronger restrictions and better training.

### **Insights from the Surveys:**

25 people participated in our survey and the important findings show that although most respondents felt well-informed about the policies, there is a strong need for more driver education and communication as seen in the figure below, it shows **32% of participants** felt drivers are not properly trained. Several attendees conveyed the necessity of obligatory education on policies regarding assistance animals as seen in the figure below, **24% of people** felt that they were poorly informed about the policies and proposed incorporating functionalities into ridesharing applications to enable superior accommodations. A more inclusive environment within the ridesharing sector might be fostered through effective communication and training, as the poll indicates that both drivers and passengers have a significant desire for increased knowledge and education. The replies collectively imply that these problems may be resolved in a way that would greatly increase customer happiness and emotional ties to ridesharing services.

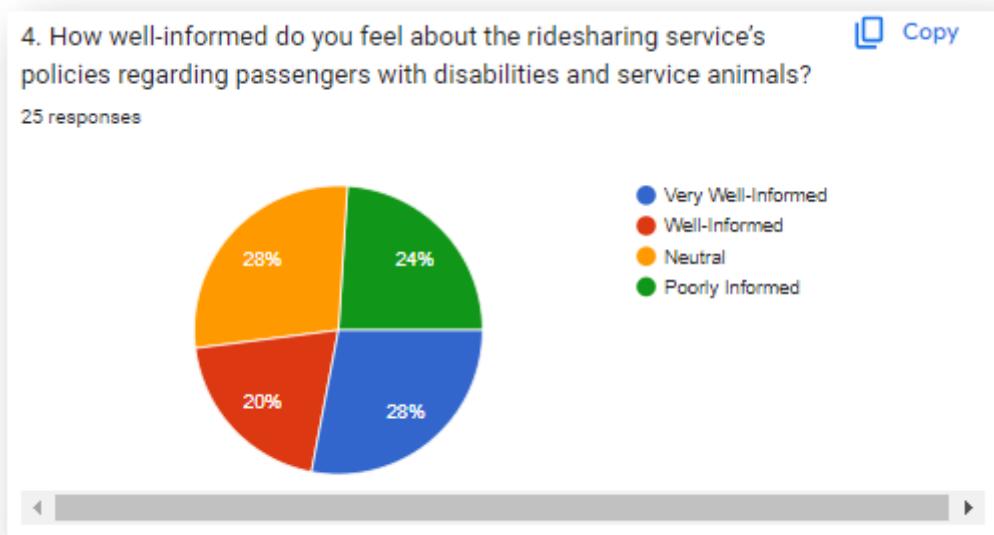
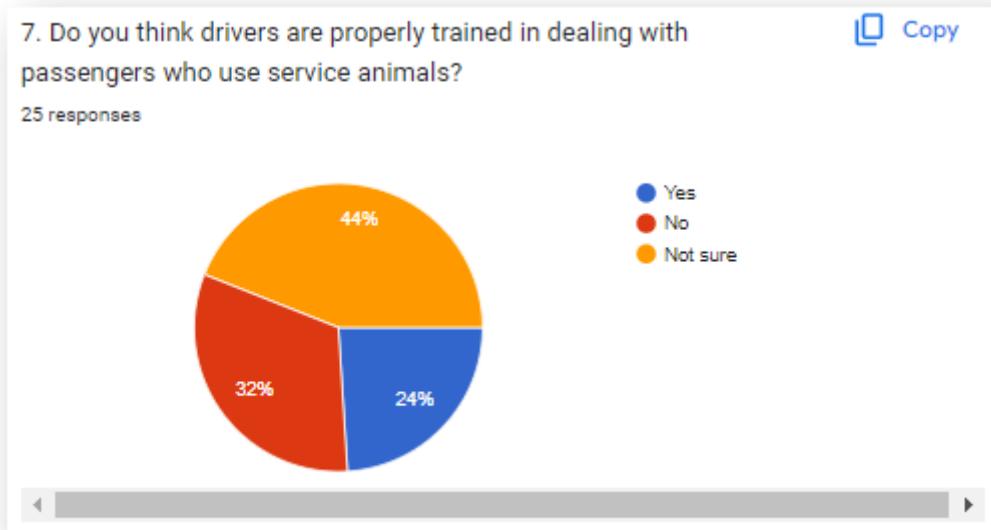


Figure 4: Question 4 from survey



*Figure 5: Question 7 from survey conducted*

## Proposed solutions

DiDi has encountered criticism concerning accessibility challenges, especially those related to those with impairments and their service animals. Certain users with disabilities have reported occurrences in which DiDi drivers denied entry to service animals, including guide dogs, in their vehicles. This is a critical concern, as service animals are vital for those with specific disabilities to navigate their surroundings securely. (Che and Che, 2021)

In many countries, such as Australia and China, the refusal to transport an individual accompanied by a service animal is a breach of disability discrimination laws. There has been pressure on DiDi to make sure their drivers follow these rules, but accidents have still been reported. (Che and Che, 2021)

To fix this, DiDi has put in place some rules, such as teaching drivers about the rights of people with disabilities and making it a law that service animals must be allowed. But it's still hard for the company to make sure that these rules are followed and that drivers behave consistently (DiDi, 2024)

Out of our interviewees, many drivers had concerns about having other animals in their cars or having difficulty communicating with a differently abled person (Green, Mophosho, and Khoza-Shangase, 2015). Thus, we outline several exciting features that we believe may prompt the company to invest in solving the wicked problem.

## **1. INCREASED INCENTIVES:**

Increasing the money that DiDi drivers get for helping people with disabilities could be a good way to make the service more accessible and better. By getting drivers to put disabled passengers, including those with service animals, ahead of other passengers, financial rewards may help them get past their own biases and follow accessibility rules. Customers who are disabled may have a better and more reliable experience this way (Queensland; 2024).

The extra money could also encourage more drivers to offer accessible services, which could cut down on wait times and make more seats available for these passengers. By offering these kinds of incentives, DiDi could improve its image as a socially responsible business, which would help it stand out from competitors and attract more customers. The company's dedication to welcoming everyone would probably help its brand image and build good relationships with the public (Brewer, R.N. and Kameswaran, V., 2019).

This approach can also have a bigger effect on society by making drivers more aware of and understanding of the needs of people with disabilities. It might motivate drivers to go the extra mile to help passengers with special needs, making transportation more accessible for everyone. Because of this, financial incentives are a practical way to fix some of DiDi's services' accessibility problems.

## **2. PRIORITY BOOKING:**

DiDi's services could be a lot easier for people with disabilities to use if they had a priority booking system. This would be especially helpful when a ride has to be cancelled because of a service animal. This solution would solve the problem right away by assigning another driver automatically. This would cut down on wait times and make sure the rider's needs are met quickly. This makes the DiDi experience better for people with disabilities and shows that they care about being inclusive and giving all riders the same level of service (Maxi Cab Melbourne, 2023).

This system would also be good for DiDi's reputation because it would show that the company is taking action to stop discrimination and follow the law when it comes to service animals. Priority bookings would also make drivers more responsible since they might not turn down rides as often if they know the platform will make sure the customer is served no matter what (Imtiyaz, H., Palande, S., Nadar, V. and Savla, D., Here Global BV, 2021).

Ultimately, a priority system would make DiDi a more welcoming service provider, which would boost both customer satisfaction and the company's reputation. It would be a big step toward making sure that disabled riders can depend on DiDi for reliable and easy transportation, which would boost the company's standing in the tough ride-sharing market.

### **3. VOICE ASSISTANT:**

To counter the communication gap between the driver and the disabled driver, adding a voice assistant to the DiDi app could make it much easier for disabled users to book rides, which would greatly improve accessibility. Voice commands would take the place of having to use complicated interfaces for visually impaired users, letting them set pickup locations, choose vehicle types, and get updates all verbally. Similarly, people who have trouble moving their bodies could book rides without using their hands, which gave them more freedom (Ramya, M.N., Akshai, R., Skandar, R.B. and Balamurugan, S.M., 2018).

Voice assistants could give clear, step-by-step verbal instructions to app users who have cognitive disabilities. This would make the app easier to use and lessen the strain on the brain. Voice commands also made it easier for people to quickly book a ride or call for help in an emergency, which increased safety (Gilder, A., 2020).

Voice assistants could also improve communication with drivers by turning voice inputs into text. This would make sure that important information like pick-up locations or special instructions are sent clearly. Overall, adding a voice assistant to the DiDi app would make it more accessible, giving disabled users more freedom and making the experience smoother and easier to use.

## **Digital technology and SDGs alignment**

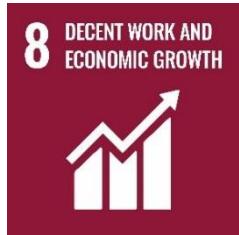
### **Digital Technology 1: Increased Incentives for drivers**

#### **SDG 10: Reduced Inequalities**



By lowering disparities in access to transportation services, implementing financial incentives to incentivize drivers to prioritize passengers with disabilities contributes to the achievement of SDG 10. By addressing obstacles that disabled customers encounter and promoting inclusivity, these incentives contribute to the development of a more just and equal society(United Nations, 2015).

## **SDG 8: Decent Work and Economic Growth**



The increased incentives contribute to SDG 8 by offering better financial opportunities for drivers and promoting inclusive employment practices. This could improve job satisfaction and increase the economic viability of working for DiDi, especially for those providing specialized services.

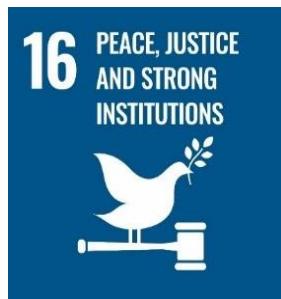
## **Digital Technology 2: Priority booking for disabled individuals**

### **SDG 11: Sustainable Cities and Communities**



DiDi's prioritization of disabled people helps to make urban transportation systems more inclusive. This aligns with SDG 11's objective of creating inclusive, secure, resilient, and sustainable cities. People with disabilities can engage more completely in city life's social, cultural, and economic aspects thanks to accessible ride-sharing programs. It promotes fairness and inclusivity, ensuring that disabled riders receive the same quality and speed of service as other passengers, and contributing to a more equitable and inclusive society(Odame, 2023).

**SDG 16: Peace, Justice, and Strong Institutions**



By encouraging better adherence to regulatory criteria for accessibility and service animals, priority booking aligns with SDG 16. By guaranteeing that drivers cannot turn away disabled customers without incurring penalties, it contributes to the prevention of discriminatory behaviours and upholds fairness and accountability within DiDi's service framework. This mechanism guarantees justice for all users, including those with impairments, and increases the integrity and reliability of DiDi's services. It enhances institutional compliance with accessibility standards and increases transparency.

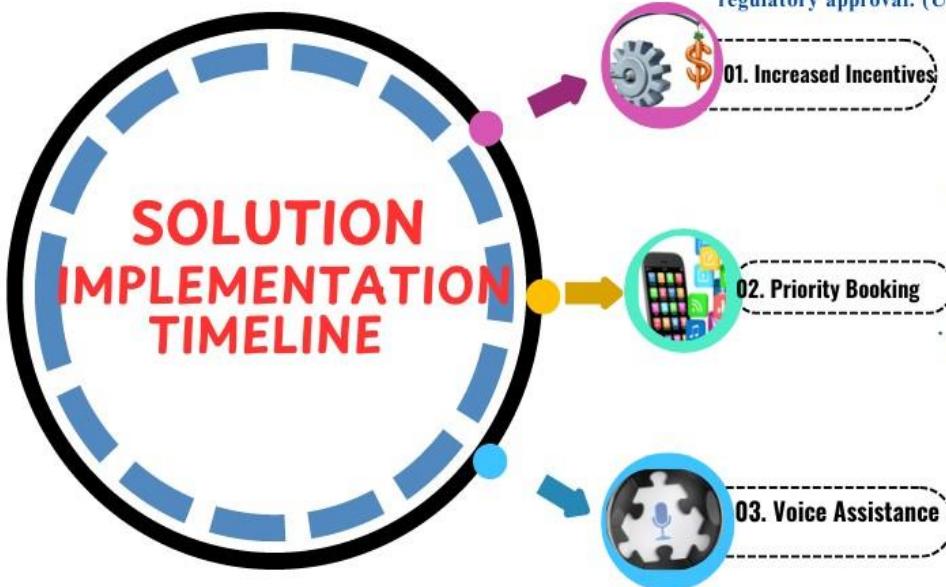
**Digital Technology 3: Voice assistance integration in the DiDi application.**

**SDG 9: Industry, Innovation and Infrastructure**



Integrating a voice assistant into the DiDi app contributes to SDG 9 by fostering innovation and improving digital infrastructure. Voice technology enables users, especially those with visual or motor impairments, to access transportation services independently, enhancing the accessibility of digital systems. This encourages the creation of creative, user-friendly infrastructure that supports a larger, more varied population. By lowering the obstacles that people with disabilities must overcome to utilise digital apps, voice commands improve the inclusivity and equity of transportation services(Chen,2021).

## Solution Implementation timeline



• This functionality would probably require adjustments to the booking procedure and the ride-matching algorithm.

• The time needed to fully implement, test, and deploy could range from a few weeks to several months, contingent upon the complexity of the existing system and the requirement for regulatory approval. (United Nations, 2015)

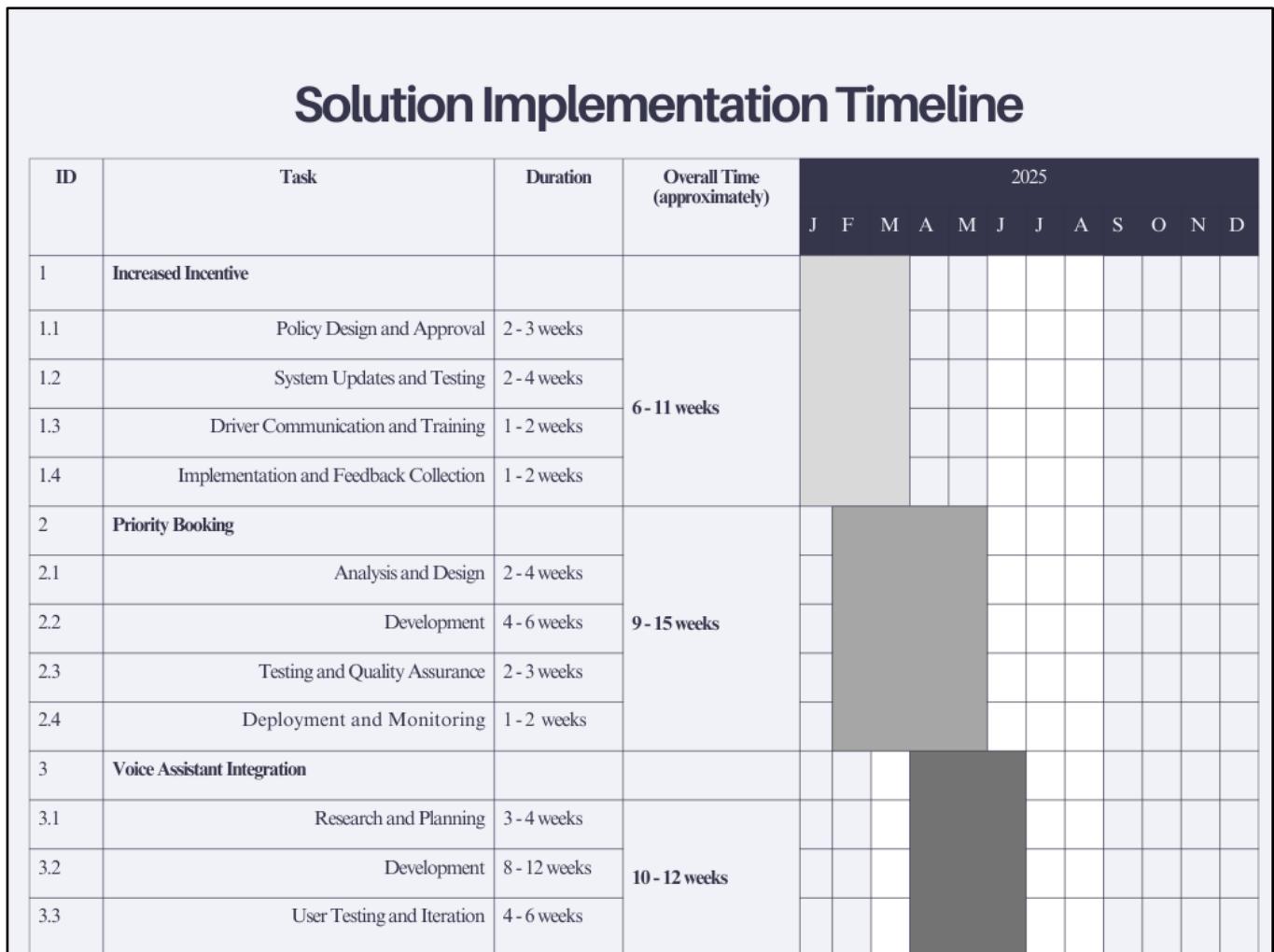
• Integrating a voice assistant would require development work to ensure compatibility with the app, as well as thorough testing to ensure it meets the needs of users with cognitive and motor disabilities

• This could take several months, especially if the voice assistant needs to be developed from scratch or requires extensive customization.

• This solution involves changes to the driver compensation structure and may also require adjustments to the app's interface to communicate these incentives to drivers.

• The implementation time could be relatively short, potentially a few weeks, as it primarily involves backend changes and policy updates. (Chen, 2021)

The implementation time for these solutions would depend on various factors, including the complexity of the changes, the existing infrastructure of DiDi's platform, the availability of resources, and the company's agility in deploying new features. A rough estimate of the time required for each solution:



*Figure 6: Solution Implementation Timeline*

## Conclusion

In conclusion, the rideshare sector, particularly in the context of platforms like DiDi, confronts major hurdles in ensuring equal access for those with disabilities, especially those requiring service animals. Despite regulatory frameworks in countries like Australia, the frequent denial of rides to individuals with service animals indicates systemic discrimination within the industry.

Aligning the mentioned solutions with sustainable development goals, such as reducing inequalities (SDG 10) and fostering innovation in industry and infrastructure (SDG 9), can ensure that DiDi and similar platforms play a leading role in creating a more accessible and just transportation ecosystem.

The collaboration between ridesharing firms, regulatory agencies, and advocacy groups is essential to standardize training, make regulations clear, and advance technical advancements that improve service delivery for all consumers. By working together, platforms like DiDi can become more open and approachable service providers, improving consumer happiness and establishing themselves as the industry leaders in social responsibility for ridesharing.

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## Appendices

### Survey:

The screenshot shows a Google Sheets interface for a survey. At the top left, it says "25 responses". To the right are three buttons: "View in Sheets" (with a green plus icon), "Accepting responses" (with a blue toggle switch turned on), and a vertical ellipsis menu. Below these are three tabs: "Summary" (underlined in blue), "Question", and "Individual". The main area is titled "Who has responded?" and lists eight email addresses, each in its own row. The emails are partially redacted, showing only the @gmail.com part.

[REDACTED]@gmail.com
[REDACTED]@gmail.com
[REDACTED]@gmail.com
[REDACTED]1993@gmail.com
[REDACTED]56@gmail.com
[REDACTED]1000@gmail.com
[REDACTED]@gmail.com
[REDACTED]@gmail.com

Figure 7: Survey Responses

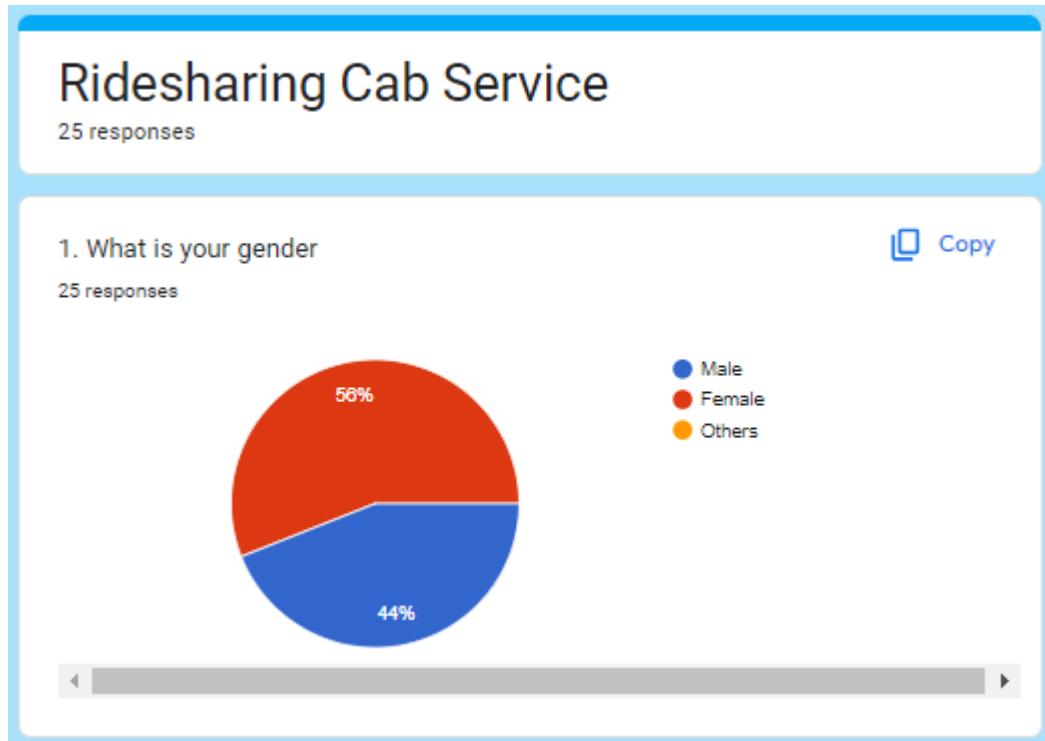


Figure 8: Survey Question 1

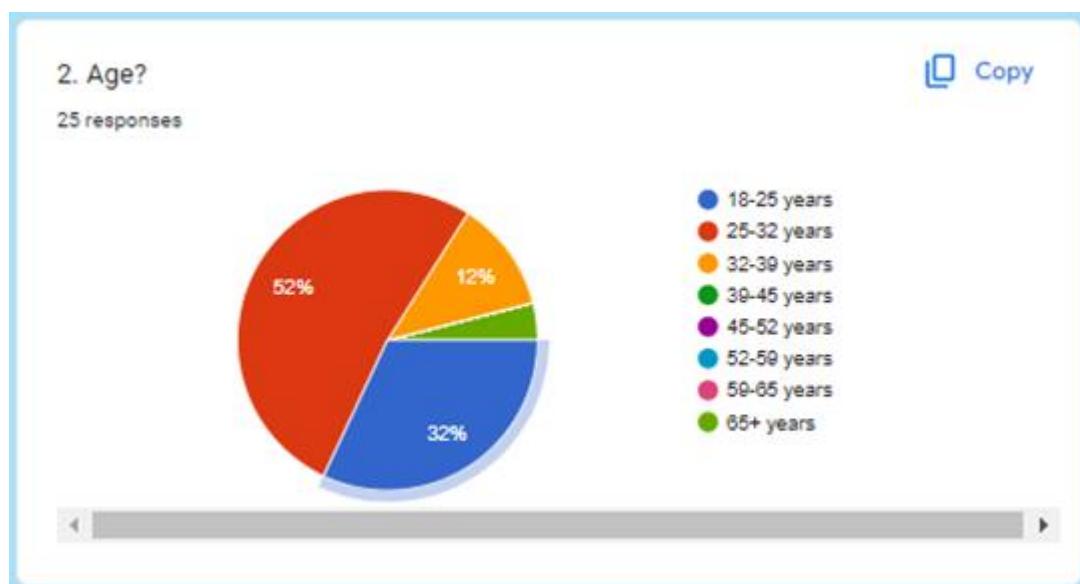
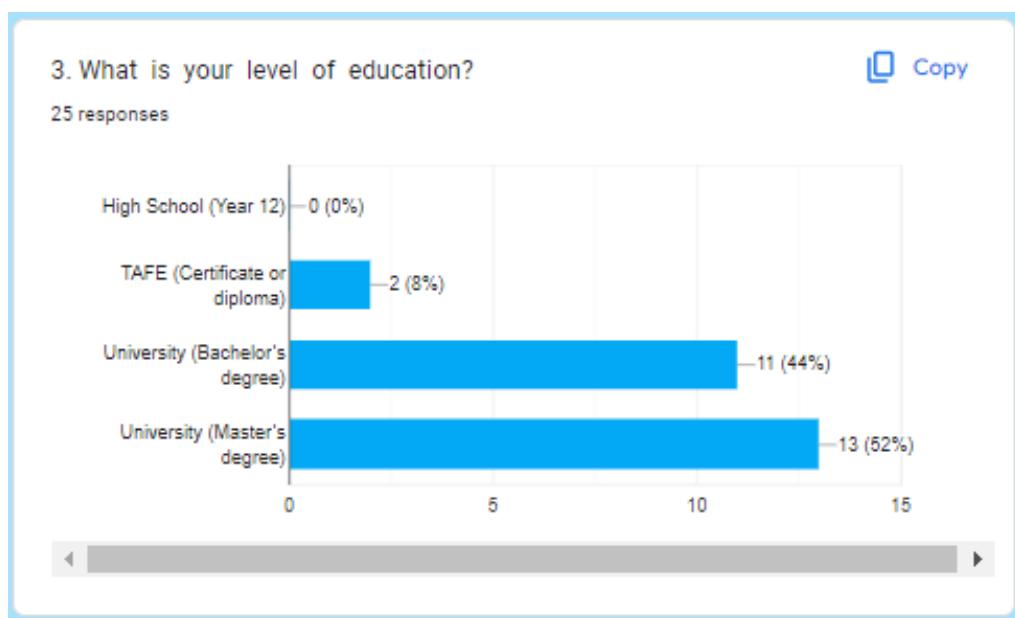
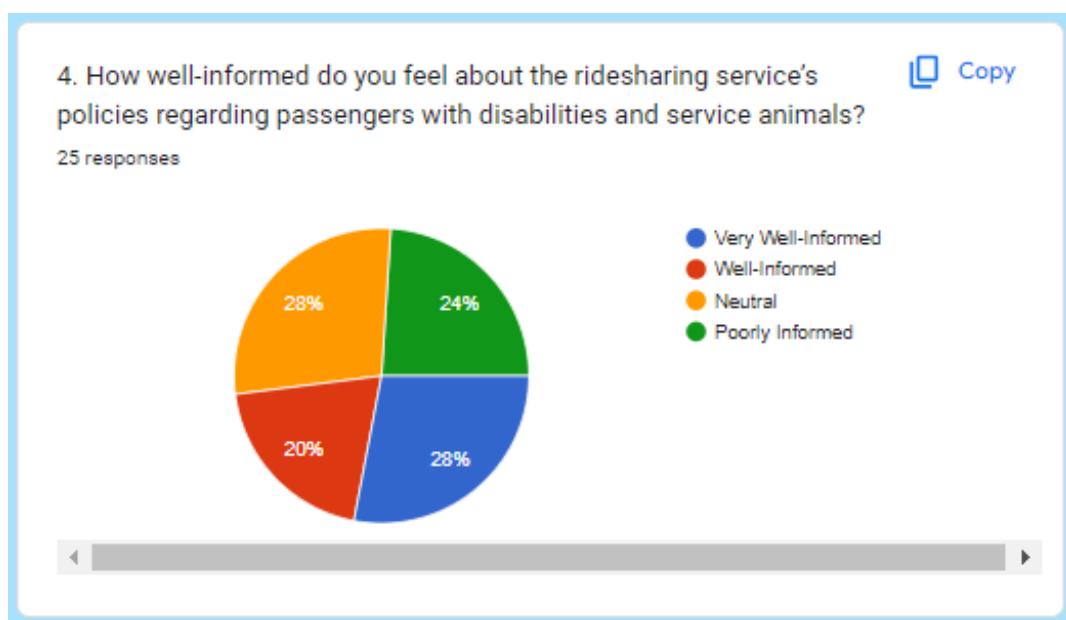


Figure 9: Survey Question 2



*Figure 10: Survey Question 3*



*Figure 11: Survey Question 4*

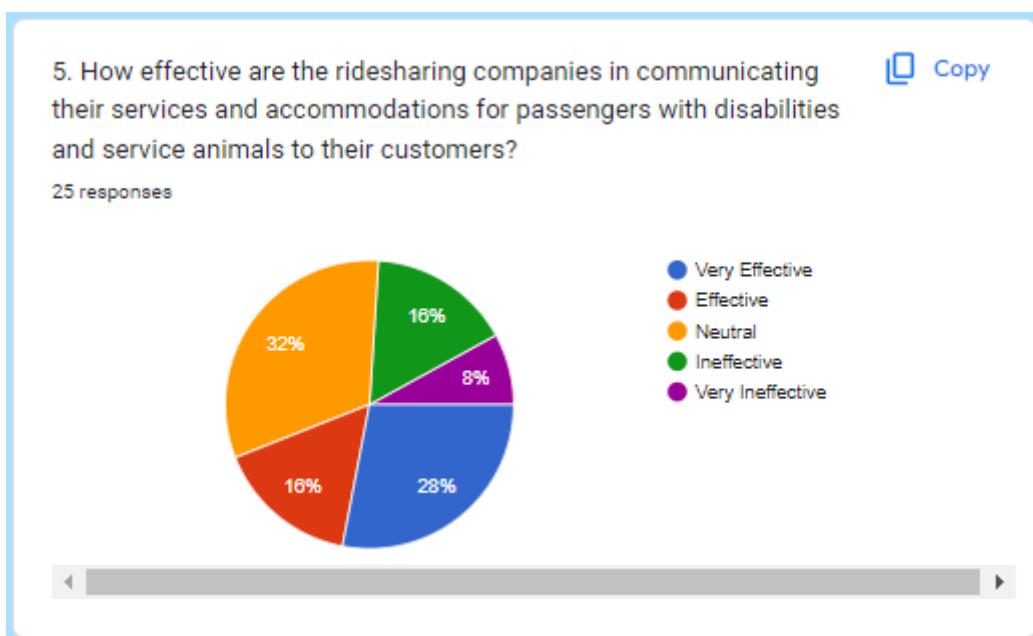


Figure 12: Survey Question 5

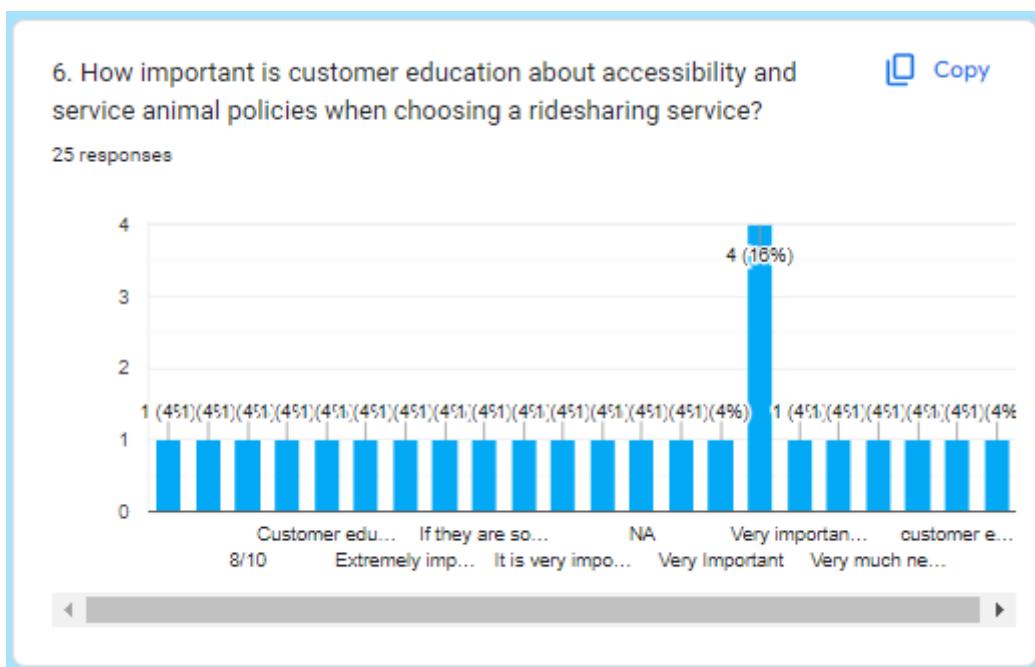
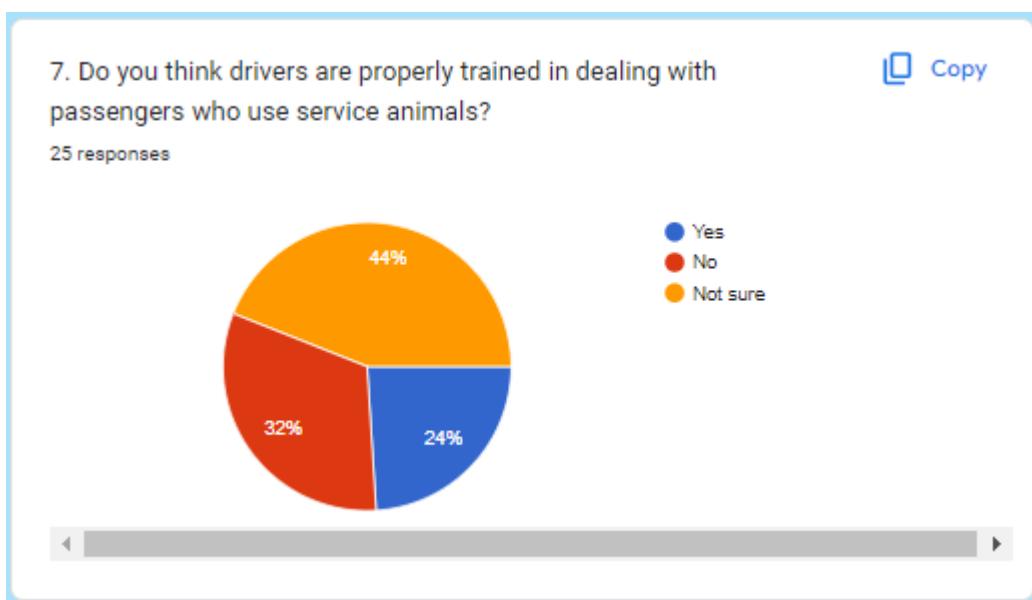


Figure 13: Survey Question 6



*Figure 14: Survey Question 7*

8. What changes would you like to see in the rideshare industry to better accommodate passengers with service animals?

25 responses

Have more drivers with vehicles adopted to accommodate service animals

To have a proper seating arrangement for both the passenger and animal

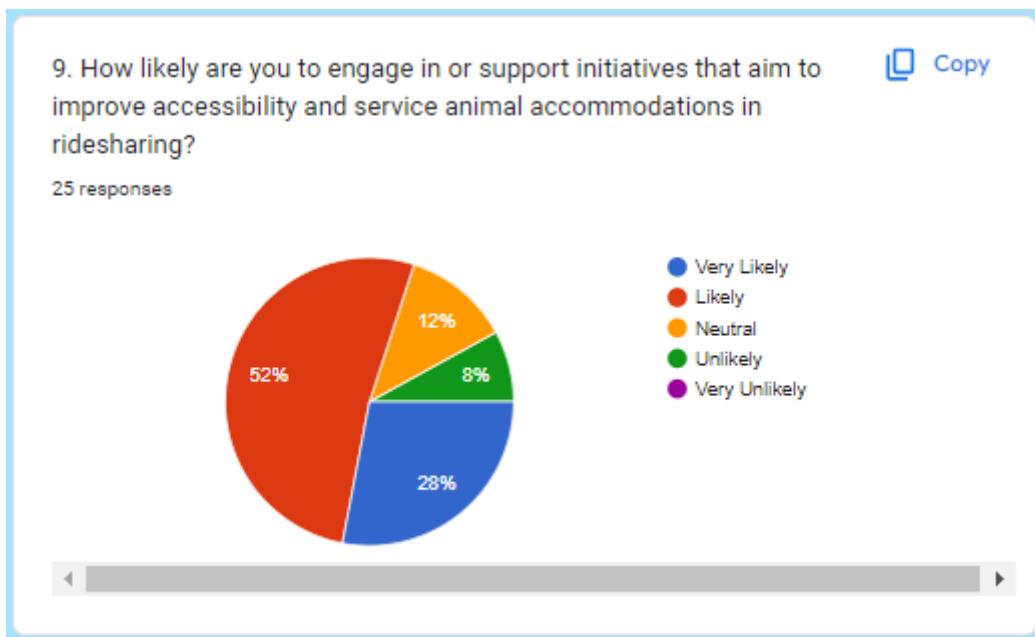
Implementing training programs for drivers .Running awareness campaigns to educate both drivers and the public

To spread awareness about service animals about dealing with them

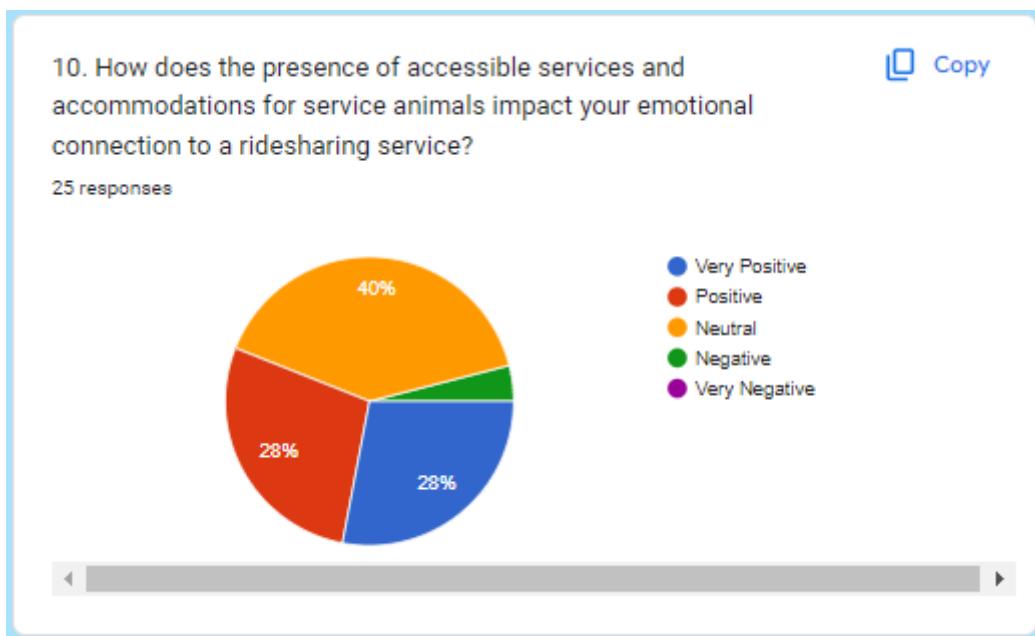
Honestly, probably fair to have a new service where passengers with the same requirements can share a ride together and make the service affordable.

I hope that every driver can respect and patiently serve passengers with disabilities. For drivers, it is just their job, and they are working to earn a living. Serving passengers with disabilities may require more time and effort, so I hope companies can offer additional incentives to drivers to encourage them to provide better service to these passengers.

*Figure 15: Survey Question 8*



*Figure 16: Survey Question 9*



*Figure 17: Survey Question 10*

11. What improvements would you suggest to make rideshare services more accommodating for service animals connection to a ridesharing service?

25 responses

and comply with service animal accommodation requirements.

Well trained

Dedicated service animal mode in the app, and better tracking of any discrimination that happens via accessible support options for passengers.

-

Rideshare must be provided options for service dogs who are blind. Also, the drivers must be given training.

Rideshare services could introduce an in-app feature to notify drivers in advance, ensuring preparedness and reducing refusals. Matching passengers with drivers comfortable handling service animals, along with dedicated support and larger vehicle options, would improve the experience. Regular driver training on accessibility laws and an optional service animal identification system would further enhance service quality. Priority matching with experienced drivers and automatic compensation for service refusals would ensure fairness and reliability for

*Figure 18: Survey Question 11*

## Rider Interviews Transcript:

*The questions below were asked in the interviews with the riders using the cab services, and the responses are summarized from 16 different interviews.*

### 1. What is your Name, and which area are you from?

Answers to this vary with the participants.

### 2. How often do you use the CAB service?

Some people utilize taxi services daily since there is no accessible public transportation. In contrast, others only use them sometimes because of bad experiences in the past or fear of being turned down.

### 3. How much would you rate the accessibility and comfort of the cab service?

- Some respondents find the services reasonably accessible, especially when drivers are well-trained
- Many rates accessibility low due to frequent driver cancellations, lack of knowledge about disabilities and service animals, and vehicles not equipped to handle specific needs.

- 4. Have you had any incidents of a cab driver rejecting service due to your condition?**
  - A small percentage of responders report never having experienced outright rejection, frequently finding more considerate and understanding drivers.
  - While some said that when a driver discovers a service animal is present, several have been turned away or had their reservations cancelled. This causes worry and annoyance about utilizing the service again.
- 5. How did you feel about the incident?**

By teaching the driver or coming up with other ideas, some were able to resolve the issue constructively. Some experienced feelings of anger, humiliation, weakness, and loneliness. Losing faith in taxi services is frequently the result of these situations.
- 6. How have your interactions with drivers been?**

According to several respondents, drivers have been empathetic and have made an effort to comfort passengers. Some people have unpleasant experiences travelling with drivers who are rude, insensitive, or uncomfortable around service animals.
- 7. How does having a service animal impact your experience with cab services?**

Passengers feel more secure and independent when a service animal is present and the driver is receptive. Many felt that having a service animal can cause misunderstandings, rejections, or the need to continually clarify needs, making travel an emotional burden.
- 8. Have you faced any issues with drivers not understanding or respecting the presence of your service animal?**

Some people have experienced courteous and knowledgeable drivers who understand the needs of service animals. Also, a sizable portion report problems such as drivers refusing to accept assistance, pestering one another with inquiries or being visibly uncomfortable around the animal, which suggests a lack of understanding or training.
- 9. What training or awareness should drivers receive to support passengers with disabilities or service animals better?**

Most of the respondents support making disability awareness, service animal users' legal rights, and helpful hints on how to treat people with disabilities and their animals with respect necessary for drivers.
- 10. Do you think cab services should be more regulated regarding disability? If s/o, how?**

To guarantee a more inclusive service for everyone, many believe that tougher laws are required. These include requirements for the acceptance of service animals, fines for noncompliance, and enhanced accessibility standards for automobiles.

## **Driver Interviews Transcript:**

*The below Questions were asked in the interviews with the drivers of the cab services, and the responses are summarized from 14 different interviews.*

### **1. What is your Name, and which area are you from?**

Answers to this varied with the different people who participated in the interviews.

### **2. Are you comfortable having any kind of animals in your car?**

- Some drivers say they feel relaxed while transporting animals in their vehicles, particularly if they are aware of the function of a service animal and have received the appropriate training or information.
- Some people feel uneasy because of allergies, uncleanliness, animal phobia, or inexperience with handling similar circumstances.

### **3. Can you describe your experience, if any, of assisting passengers with disabilities?**

- Some drivers feel comfortable helping passengers with impairments and have had positive experiences doing so. They say they feel good about assisting, and passengers often thank them for it.
- Some drivers have little to no experience, which causes them to be unsure, nervous, or hesitant to help a passenger with a disability. Some recount unpleasant former events brought on by inadequate knowledge or resources.

### **4. How would you approach a situation where a rider with a mobility impairment needs assistance entering or exiting your vehicle?**

- A lot of drivers demonstrate a desire to ensure the rider feels safe and comfortable and are eager to help by offering physical support, including opening doors or assisting with mobility devices.
- Some drivers are reluctant to help because they lack the necessary knowledge or are afraid they will hurt someone or do something improper. As a result, they are hesitant to offer assistance.

### **5. What would you do if a passenger with a disability requires help that you're unsure how to provide?**

- Frequently, drivers demonstrate a willingness to inquire directly with passengers about the type of support they require, demonstrating a proactive attitude to managing uncertainty and an eagerness to acquire new information.
- Some drivers are uneasy or insecure in these circumstances, thinking they might unwittingly cause discomfort for the passenger or offer insufficient support.

6. **How would you ensure that your vehicle is accessible to all passengers, including those with wheelchairs or other mobility aids?**
  - Some drivers make sure there is adequate room for mobility assistance and keep their cars free of clutter. Some people actively look for training to learn how to use various mobility aids.
  - A lot of drivers admit that their regular cars aren't designed to fit wheelchairs or other larger mobility aids, and they feel constrained in their capacity to offer the required degree of accessibility.
7. **How would you handle a situation where a rider has a service animal, ~~but~~ but another passenger expresses discomfort with the animal?**
  - A lot of drivers claim that they would put the rights of the passenger using a service animal first, informing the other passenger of the significance and requirement of the animal.
  - Some drivers express apprehension about resolving such disputes because they worry that one or both parties may feel awkward or unsatisfied with the outcome.
8. **What steps would you take to make sure that both the service animal and the rider are comfortable during the trip?**
  - Drivers frequently remark about providing a calm demeanour, modifying the atmosphere (such as the temperature) for the comfort of the service animal, and driving smoothly to guarantee a peaceful trip.
  - Some drivers are unaware of how to properly attend to the needs of a service animal, which raises questions about whether they could unintentionally put the animal or the passenger through stress or discomfort.
9. **How do you ensure that you treat passengers with disabilities respectfully and without making assumptions about their needs?**
  - A lot of drivers emphasize the value of communication, saying that they speak with passengers face-to-face and inquire about their requirements and preferences without assuming anything. They say they want to provide every passenger with the same consideration and respect.
  - Some drivers acknowledge that they occasionally find it difficult to strike a balance between delivering assistance and going too far, which suggests that more rules and training are required to handle these circumstances more skillfully.

## Miro Board:

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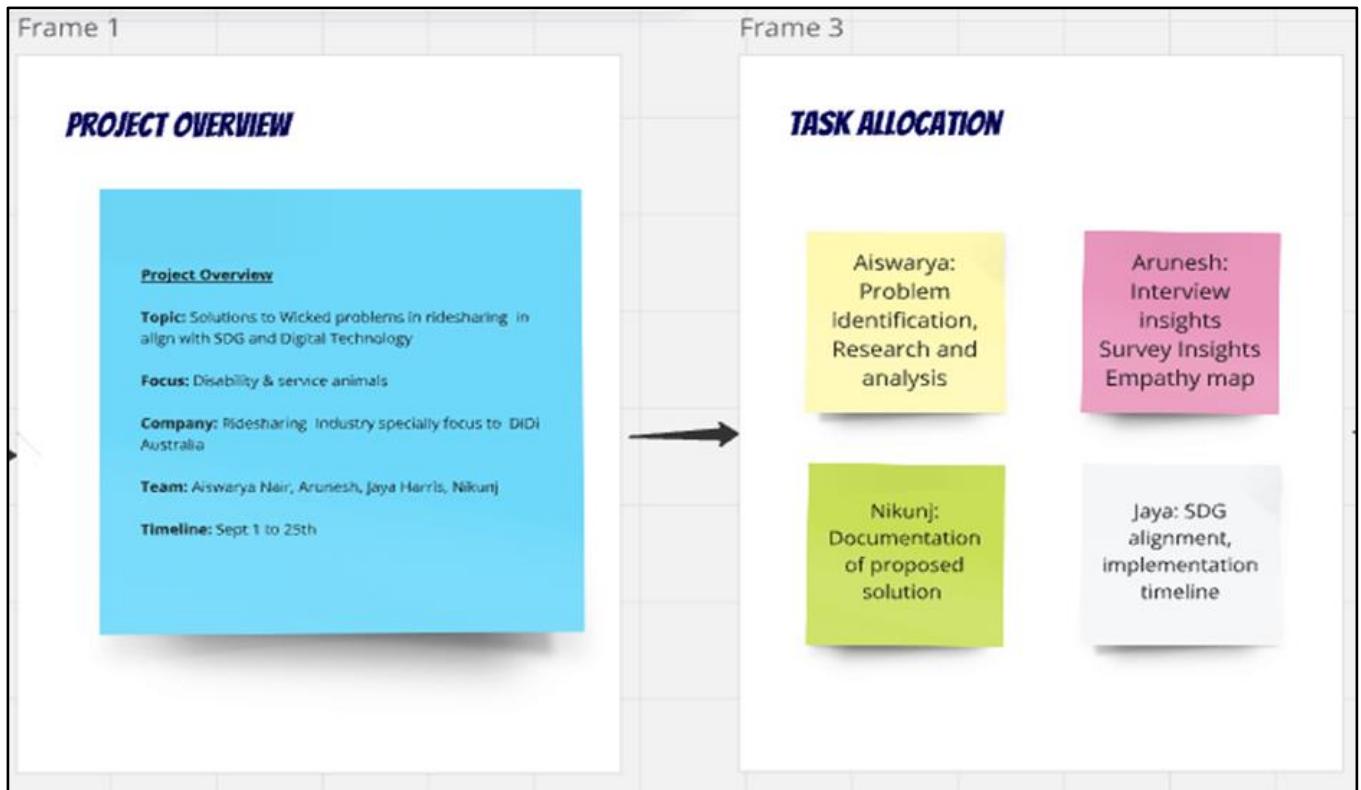


Figure 19: Miro Board 1

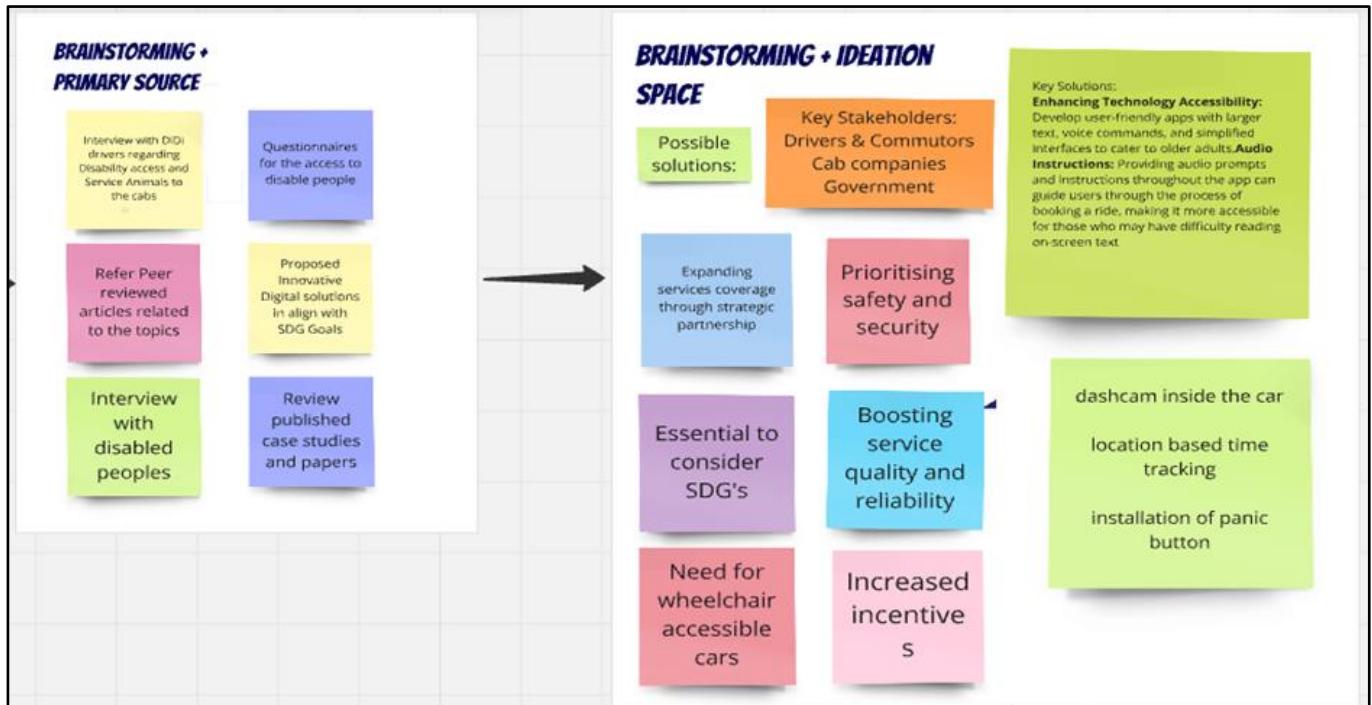


Figure 20: Miro Board 2

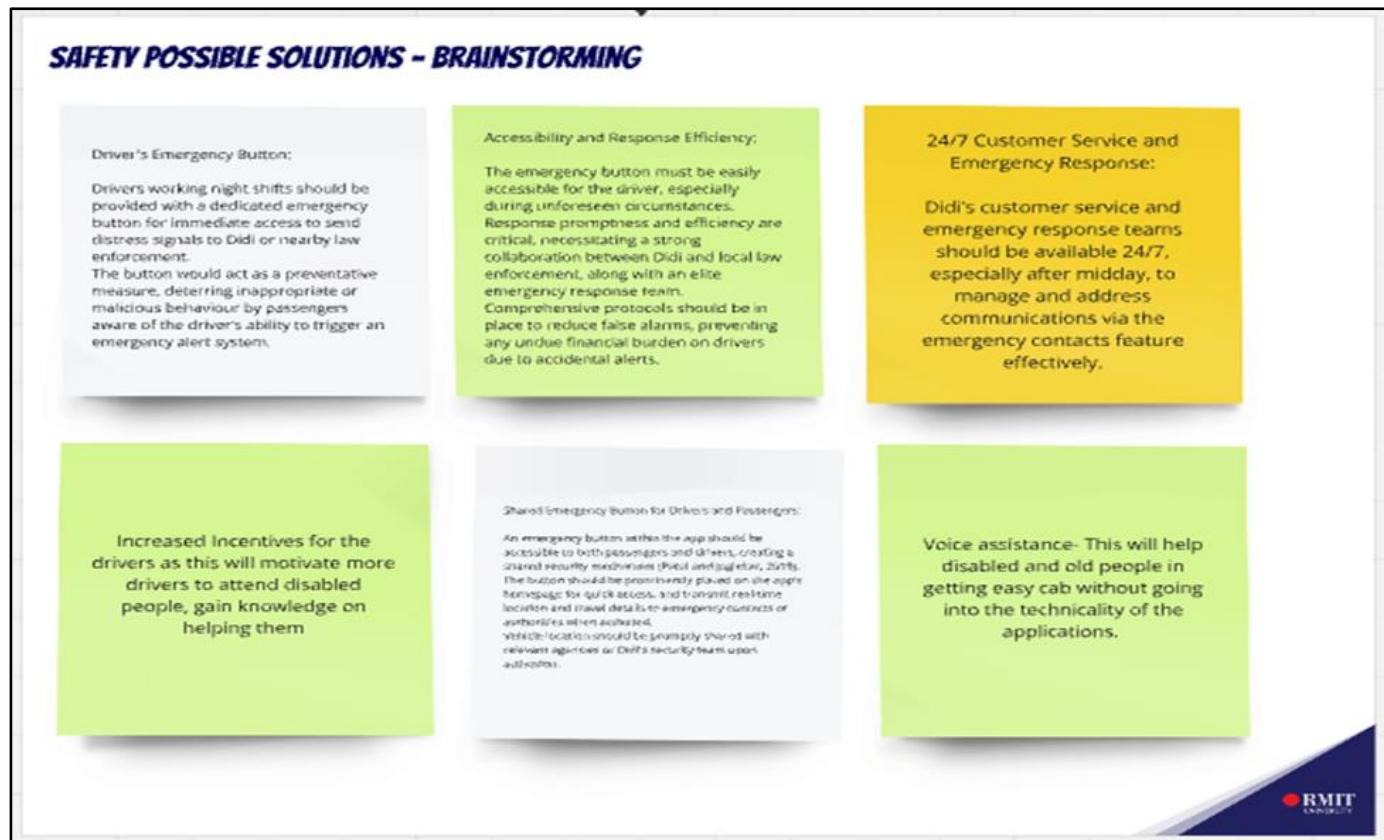


Figure 21: Miro Board 3

## Presentation of the sustainable solution idea pitch

Here is the YouTube link for the sustainable solution pitch for DiDi:

<https://youtu.be/jVEGBYQOdy4?si=6wcIDmHxBIGXyhPN>