



A Teardown on OLA's 'Book Any' Feature

By

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5-6 minutes read

Akhil

Male, 26

**Demographics**

Gen Z | Software Developer |
Technology comfort | Bangalore |
Needs cab frequently

Needs and Goals

Wants to commute to and from the office almost everyday. Needs a robust system that allows him to book the cab hassle-free. He wants to reach the destination on time, but to him more important is to start the ride on time.

Pain Points

Faces a lot of issues while booking the cab on app. He never gets cabs during the peak hours in Bangalore.

Problem Addressed by “Book Any”

- Allow users to book cab in cases of peak hours or during emergency
- In cases when cabs are unavailable in certain categories like Mini, Prime Sedan, SUV, this feature helps in finding the easiest available cabs in any category to save time and effort on finding cabs for each categories

**Shranith Krishna**

Male, 26

**Demographics**

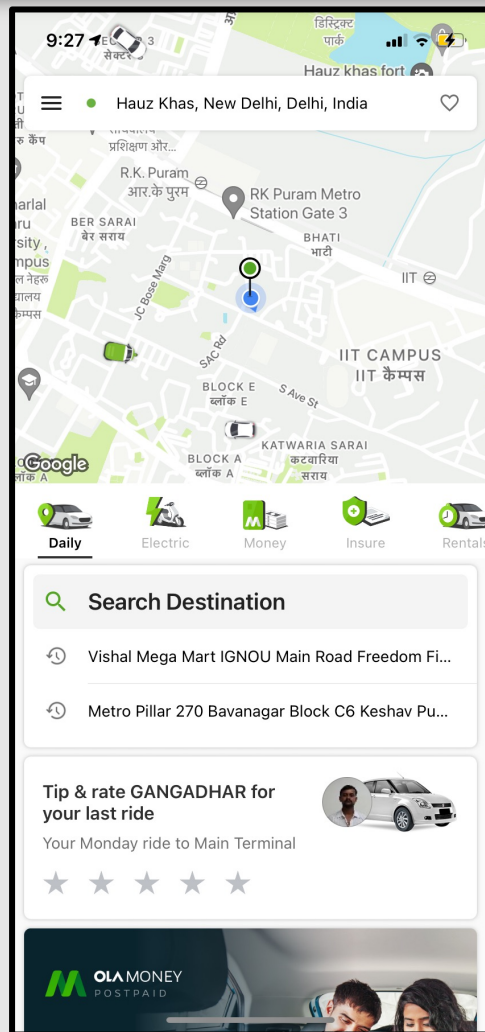
Gen X | Fixed Income Trader |
Technology comfort | New Delhi |
Needs cab infrequently

Needs and Goals

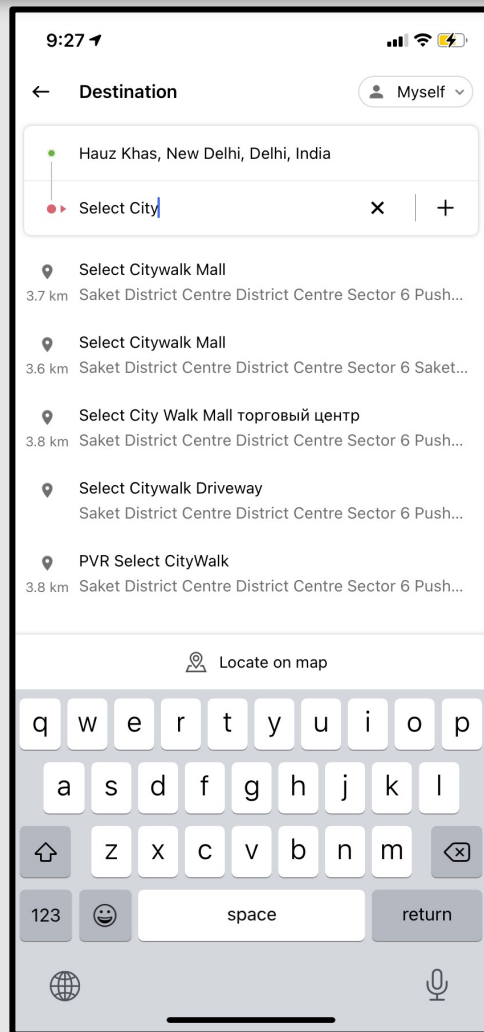
Needs cab services for emergency situations for his relatives. He wants a system which would avoid the last-minute delays while booking the cab. Additionally, he needs a robust system that allows for timely cab rides.

Pain Points

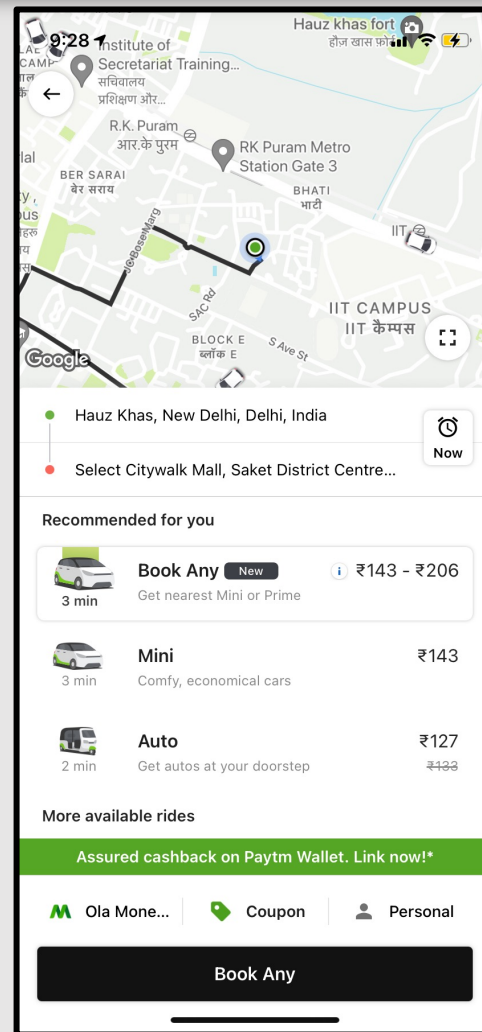
Gets frustrated during emergency as he is unaware of how long does it take to book cabs.

**Step 1**

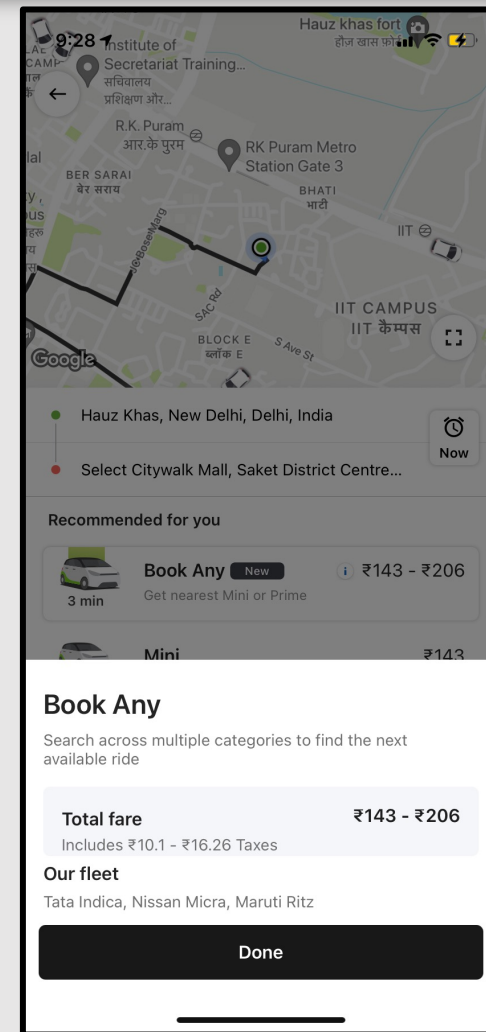
User opens the Ola App to book the cab for reaching the destination.

**Step 2**

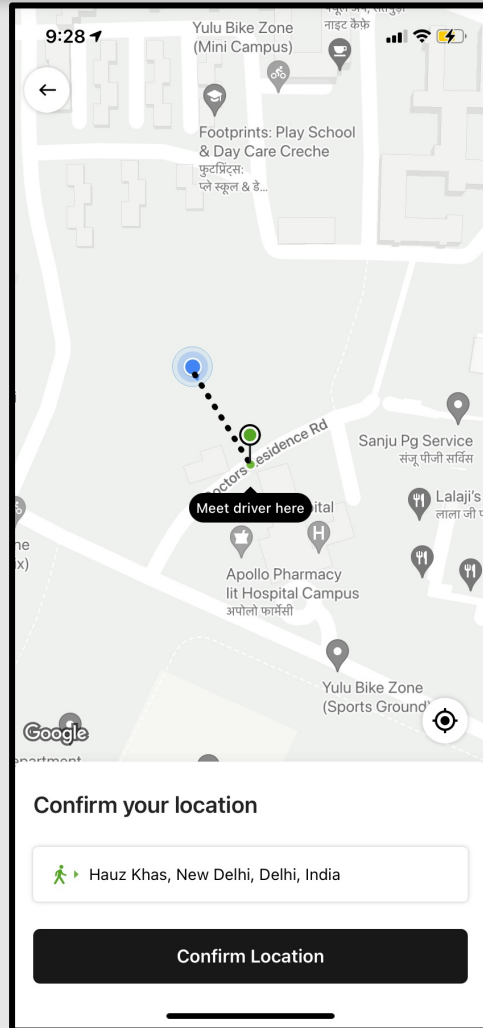
User enters the exact destination she/he wishes to reach.

**Step 3**

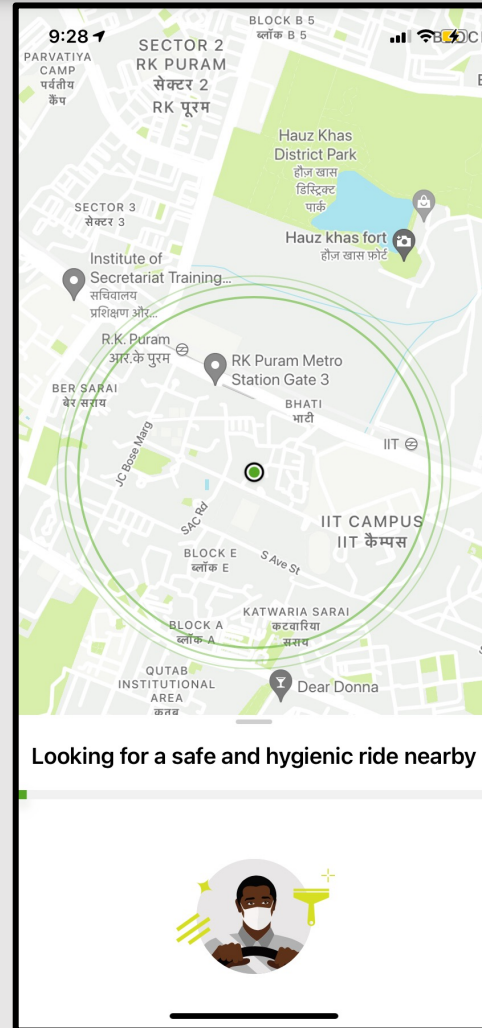
User selects “Book Any” when she/he is in a hurry or not getting cabs under other cab type.

**Step 4**

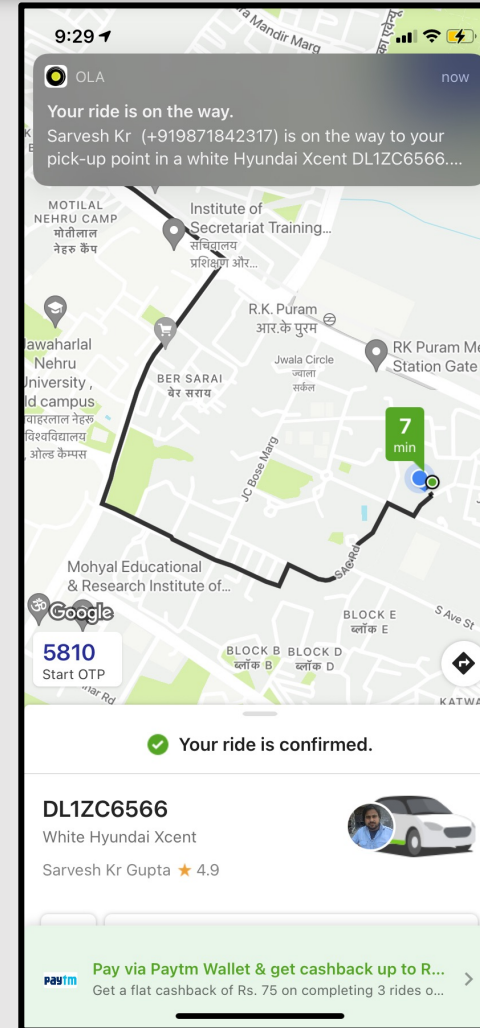
Ola prompts user of the fare range and the fleet type.

**Step 5**

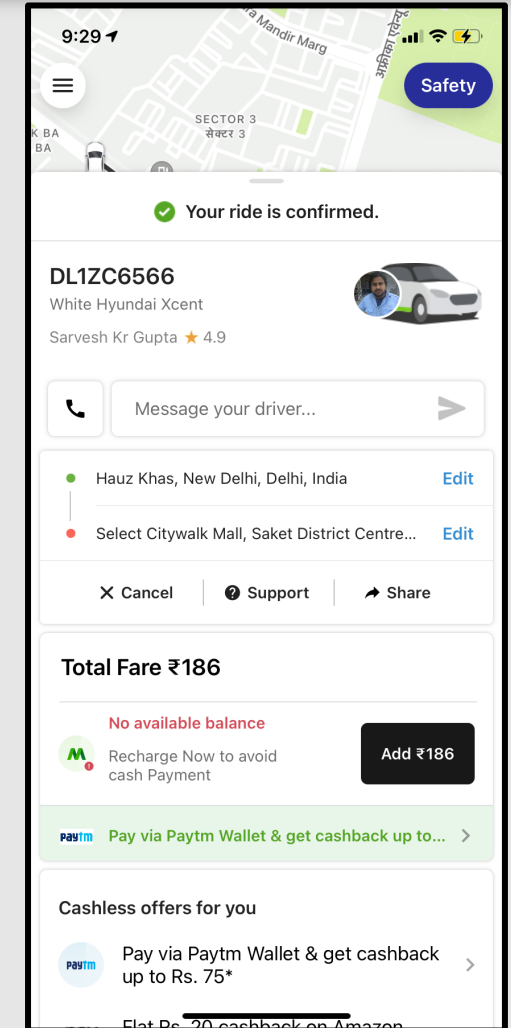
User adjusts the pin for accurate pick-up location.

**Step 6**






Ola starts looking for cab nearby to cater to user needs.

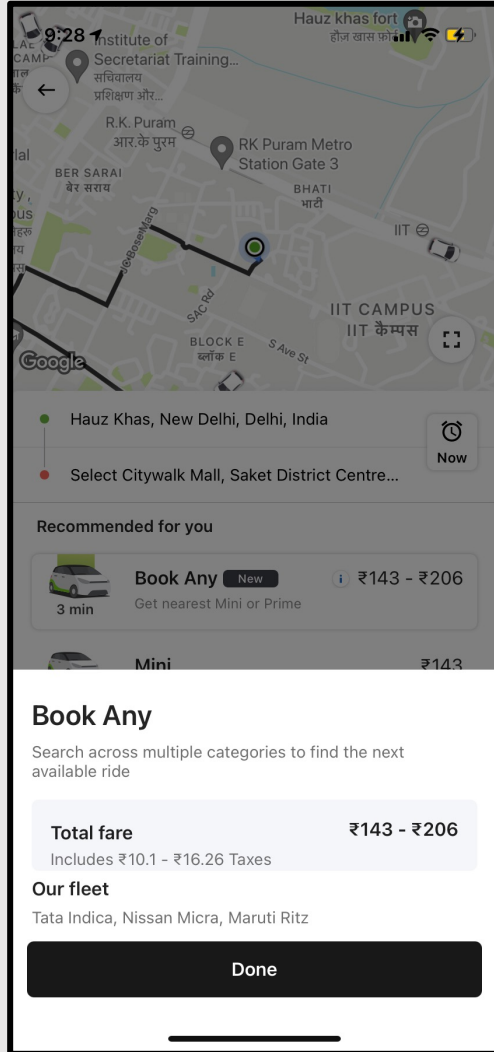
**Step 7**

When a driver confirms and accepts the trip, user gets notification for the same.

**Step 8**

The summary of the ride (Car type, call options, and total fare) is showed to the user.

STAGES	Opens App	Enters Destination	Selects Book Any	Adjusts Pick Up Location	Booking gets confirmed
USER GOAL	➤ Book a Cab	➤ To be dropped accurately	➤ To get the ride quickly	➤ To be picked up from the exact location	➤ To get the confirmation on the booking and ride summary
USER ACTION	➤ Launches the app ➤ Confirms pick up location	➤ Enters destination ➤ Adjusts the map pin	➤ Clicks on the Book Any button under cab type	➤ Adjusts the location pin for getting picked up from the exact location	➤ Use the OTP provided to start the ride
USER EXPERIENCE					
PAIN POINTS	NA	NA	➤ The approximate drop timings are not visible	➤ Takes the current location as pick-up address by default	➤ Drivers usually call the users for getting confirmation on the locations
IDEAS	NA	NA	➤ Intuitive to include the drop timings to give a rough estimate to the users	➤ Include a nudge saying, "Are you sure your pick-up and current locations are same?"	➤ Include the option to showcase pickup and drop location to avoid driver cancellation post confirmation



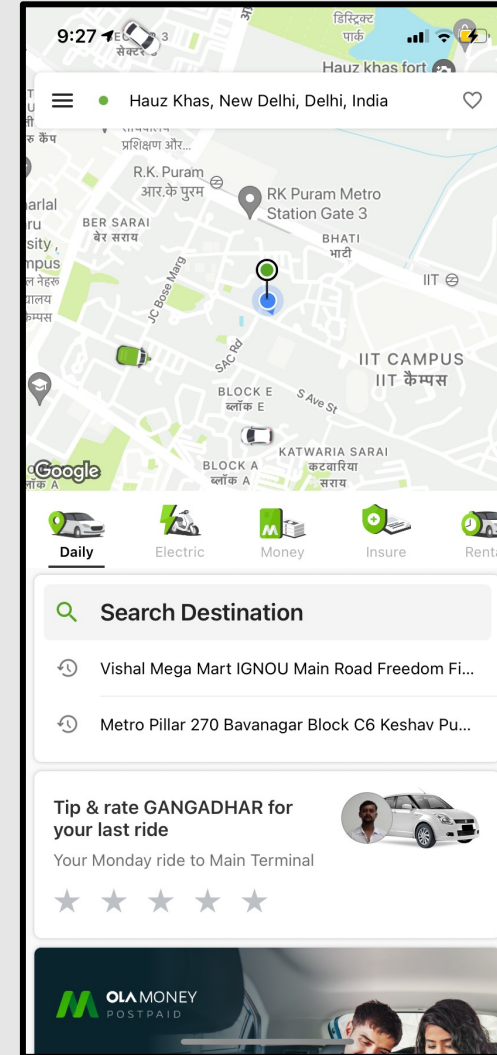
Book Any Summary

X-Factor

The app shows in brief the information required for users while booking the app. Since, there is a possibility of allocating cabs from Mini to XL category, OLA makes sure that the user is not blinded of the price by providing them the range of amount that will be charged for the ride, along with showcasing the fleet options.

Possible Hypothesis for building this:

- Users might cancel the ride later if there is a mismatch between the price they expect (from OLA Mini) to the cab that is allocated (may be XL). To remove the ambiguity and to make things clear, OLA shows the range of amount based of the car type that will be assigned
- To remove the surprise element wrt the car type, OLA shows the fleet options to keep the expectations of the users in line



Destination Address

X-Factor

The app showcases the recently used and the most frequently used addresses while searching for the destination. It also provides the option to save a particular address. This feature comes in handy for those users who want to book cabs for travelling between home, office, college, or any other place.

Possible Hypothesis for building this:

- It is redundant for the users to re-enter the details of the destination, if they are travelling to the same place time and again
- To reduce the human efforts on searching for the same place again and again, OLA shows some most frequently used addresses in the Search Destination page



North Star

#Cabs booked via “Book Any” Feature



- Percentage of active users who use this feature within Ola
- Do users like this feature?

L1 Metric

Successful Rides



- Percentage of rides which was completed successfully

L2 Metric

Time Taken for Confirmed Rides



- Is this feature minimizing the time required for getting a confirmed ride?



