



Uber

A Teardown on Uber's Scheduling a Trip

By

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5-6 minutes read

Atul Sagar

Male, 25



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. No solution to get scheduled cabs on a day-to-day basis.

Problem Addressed by Schedule a Trip

- Allows users to book a ride in advance in case they have some plan and want to show up on time
- Provides assurance to the users and avoids non-availability of cabs
- For the Uber drivers, scheduling a trip minimizes the idle time and for the customers, it increases the comfort with the option to schedule a trip from 15 mins to 30 days in advance



Anmol Singh

Male, 26



Demographics

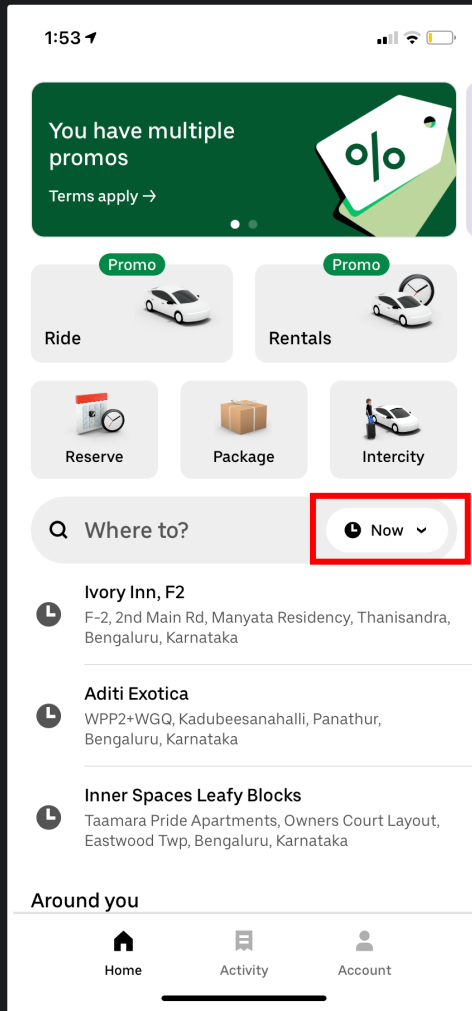
Gen X | Fixed Income Trader |
Technology comfort | New Delhi |
Needs cab infrequently

Needs and Goals

Needs cab services for impromptu plans along with the well thought of plans. 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.

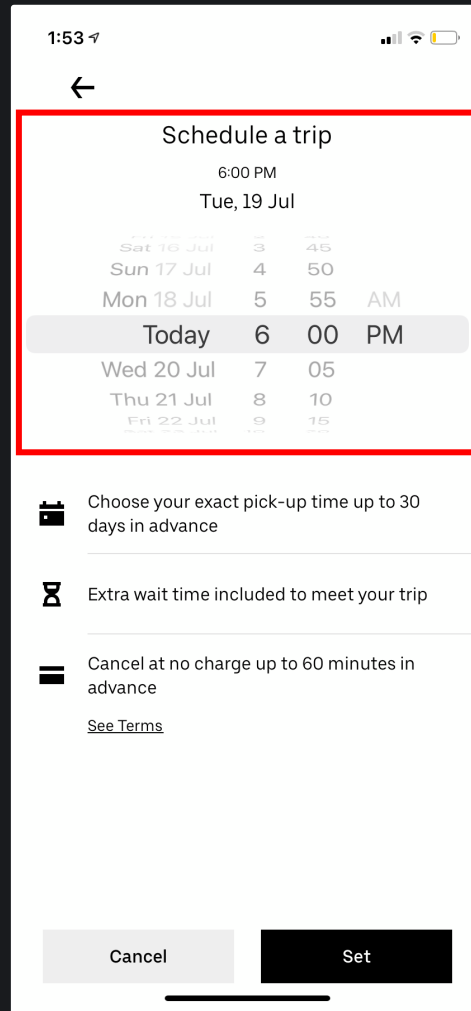
Pain Points

Gets frustrated on cab cancellations as he is unaware of how long does it take to book cabs. He is also unsure of whether the driver will come to pick him up or will cancel the ride.



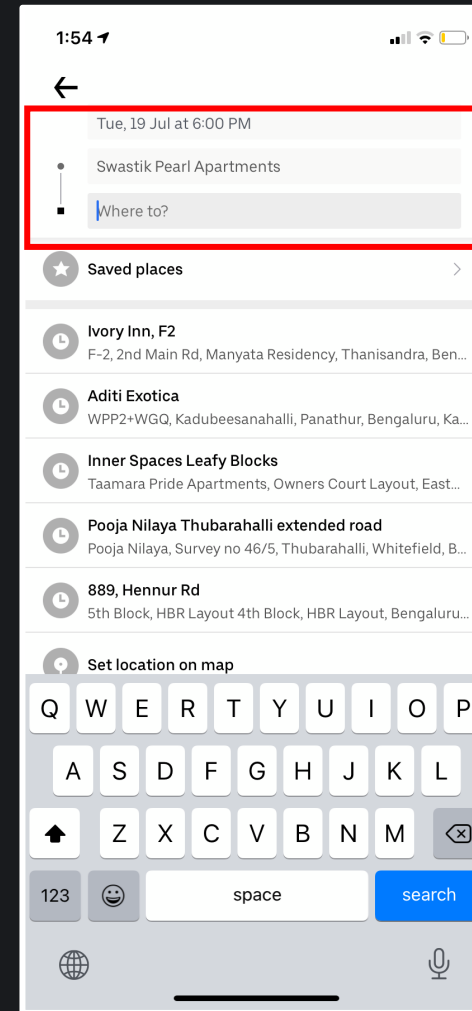
Step 1

User opens the Uber App to select the service she/he wants to avail – Schedule a Trip.



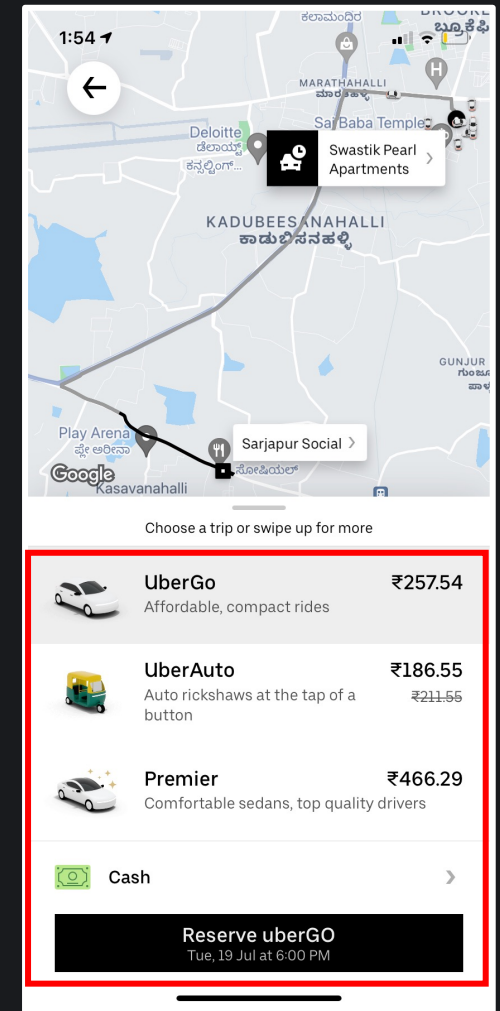
Step 2

User chooses the time when she/he wants to schedule the trip and clicks "Set".



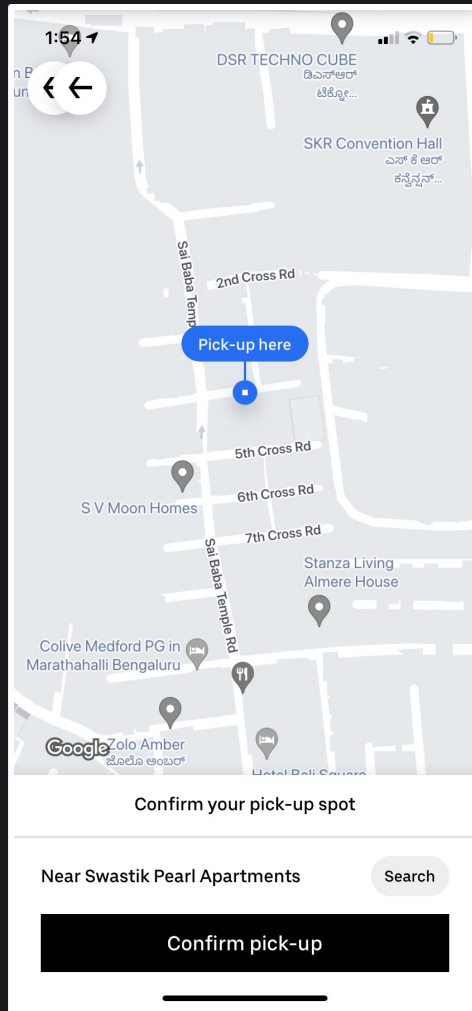
Step 3

User chooses the destination and the pick-up address.



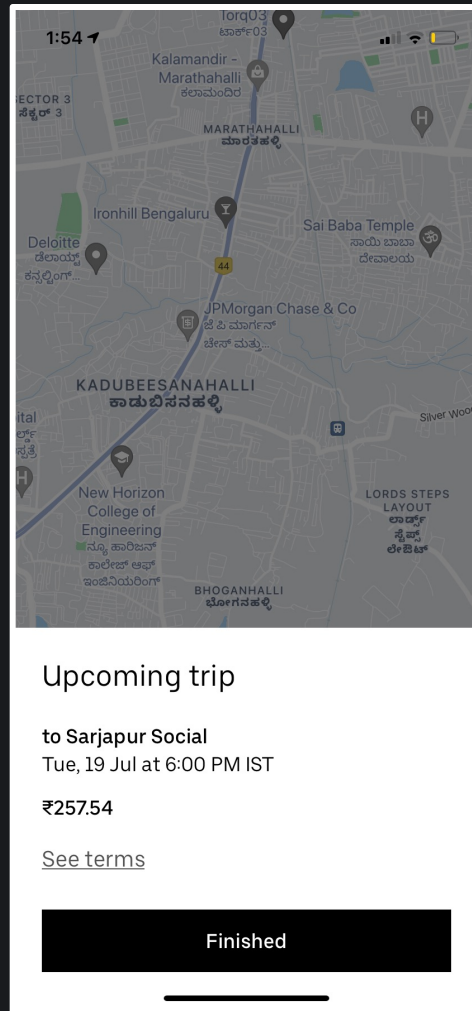
Step 4

User then selects the cab/auto types and the mode of payment before final reservations.



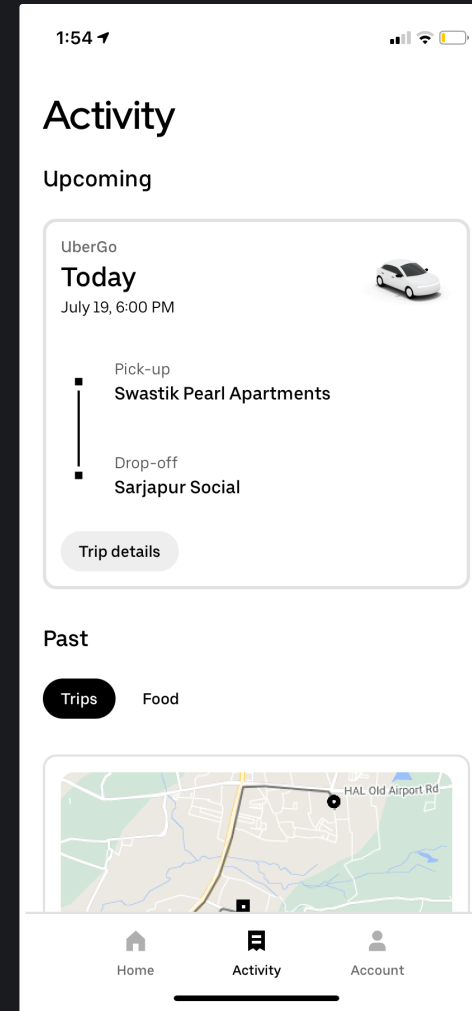
Step 5

User confirms the pick-up location by adjusting location pin for accurate pick-ups.



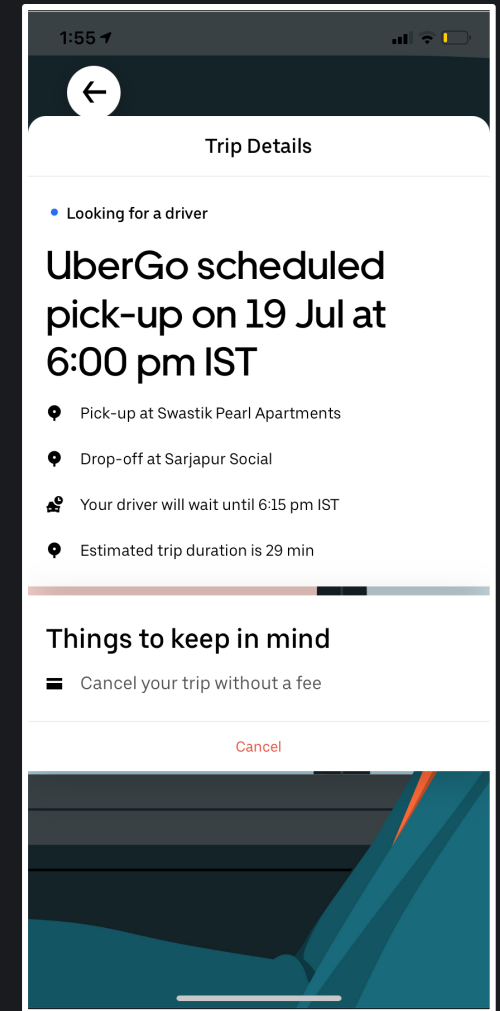
Step 6

A summary of the scheduled trip shows up including the time, destination and price.



Step 7

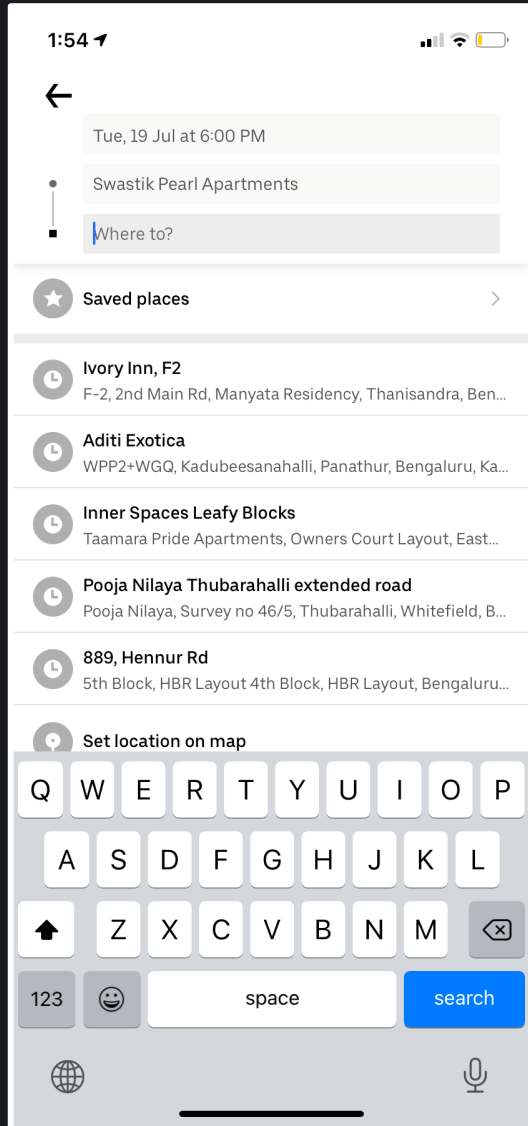
A user can later, at any point of time, view or cancel the scheduled trip from activity tab.



Step 8

Under the trip details, the user has the option to review the trip summary and to cancel the trip.

STAGES	OPENS APP	CHOOSES TIME FOR THE TRIP	ENTERS LOCATION	SELECTS CAB TYPE	BOOKS RIDE
USER GOAL	<ul style="list-style-type: none"> ➤ Book/Schedule a cab 	<ul style="list-style-type: none"> ➤ To show up on time ➤ Avoid non-availability of cabs 	<ul style="list-style-type: none"> ➤ To be picked up and dropped accurately 	<ul style="list-style-type: none"> ➤ Choose cabs as per price and comfort 	<ul style="list-style-type: none"> ➤ Increase comfort with no last-minute hassles
USER ACTION	<ul style="list-style-type: none"> ➤ Launches the app ➤ Clicks on Reserve button 	<ul style="list-style-type: none"> ➤ Chooses date and time as per need 	<ul style="list-style-type: none"> ➤ Enters Pick-up location ➤ Enters destination ➤ Adjusts the map pin 	<ul style="list-style-type: none"> ➤ Selects the cab type/auto whichever is more suitable 	<ul style="list-style-type: none"> ➤ Selects payment mode ➤ Reserves cab after viewing the summary
USER EXPERIENCE					
PAIN POINTS	<ul style="list-style-type: none"> ➤ "Scheduling a trip" option is not highlighted, and users are unaware of this 	<ul style="list-style-type: none"> ➤ Also has the option to choose for time earlier than 15 minutes (Window is 15 mins to 30 days) 	<ul style="list-style-type: none"> ➤ Takes the current location as pick-up address by default 	<ul style="list-style-type: none"> ➤ Fleet options not visible 	<ul style="list-style-type: none"> ➤ No confirmation on 100% availability on scheduled time
IDEAS	<ul style="list-style-type: none"> ➤ Always include pop-up with profile page upon launching the app/using the website 	<ul style="list-style-type: none"> ➤ Should include time 15 mins post the current time to remove confusions 	<ul style="list-style-type: none"> ➤ Include a nudge saying, "Are you sure your pick-up and current locations are same?" 	<ul style="list-style-type: none"> ➤ Include the option to share the fleet options for all the categories – UberGo, Premier, XL 	<ul style="list-style-type: none"> ➤ Develop a system to allow drivers to pre-confirm and send notifications to the users



Destination Address

X-Factor

The app automatically gives out the option to select drop address from the most frequently places in the city that the user is currently in. It also showcases the option of saving a place under "Saved Places" section to avoid typing in the places that a user visits frequently – Home or Office address, etc.

Possible Hypothesis for building this

- It is possible that the users did not want the repetitive actions – typing the same address multiple times
- It might be possible that the introduction of this led to the reduction in time required to book a cab – giving holistic experience to the users
- It is imperative to have a section like favorite section in travel apps too



North Star

Scheduled Trips Booked



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

L1 Metric

Successful Rides



- Percentage of rides which completed successfully
- Is there an increase in scheduled rides? What triggers them?

L2 Metric

Retention Rate



- Percentage of users who come back after using this once
- Are users loving this feature and does this solve their problem in any way?

