



PRODUCT ALCHEMY

Round 1: Case Submission

OLA undercover trips

You are a Product Manager at Ola. Of late, you have seen a drop in revenue from cab ride commissions. Your team has approached you with the possible root causes for this drop due to the increase in cancellations due to drivers working for competitors in parallel, the rising number of *undercover rides*, and drivers changing their minds after seeing the destination place.

An undercover ride is when the driver cancels the trip or asks the rider to cancel the trip on the application but proceeds to complete the trip “unofficially” for the amount shown in the app. As a result, the driver gets a trip and saves the commission amount as well. However, the trend of increasing undercover rides poses a major risk in the long-run revenue of Ola, if not addressed promptly.

You are expected to create solutions to tackle this issue. The solution should be comprehensive whilst retaining the driver base.

Case Deliverables

The deliverables of the case include (but are not limited to):

- Problem Identification
- User & market research along with supporting data for claims made
- Proposing creative and implementable solutions
- Prioritization of solutions and proposing a brief roadmap
- Devising success metrics
- Brownie points for Mock-ups and Wireframes

Judgment Criteria

- Understanding of target market, end-user & driver needs, pain-points and experience gaps
- Creativity, feasibility & relevance of proposed solutions
- Relevance and effectiveness of success metrics chosen
- Brownie points for including mock-ups/wireframes in the report

Guidelines

- Submit a maximum of 8 slides in your presentation (excluding cover slides).
- Submission Deadline: 12th December 11:59PM
- Kindly submit in PDF format with the Naming convention: Teamnamewithoutspace_Collegenamewithoutspace.pdf (ex: PMTech_IIMCalcutta.pdf)
- Submissions are to be made at the Unstop Platform. If the teams face any issues while uploading their solutions, mail your submissions to pmtech@email.iimcal.ac.in
- Basis the submissions, the top 6 teams will be shortlisted to present their solutions at the final round on 17th December.