



Product Requirements Document (PRD)

Objective:

To create four new features: Pre-booking Ride, Trip Guide for Travelers, Bike Filter and Bike Insurance.

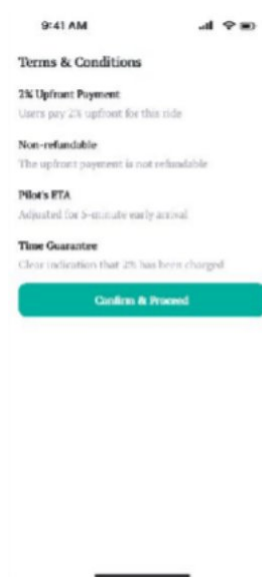
Core Features:

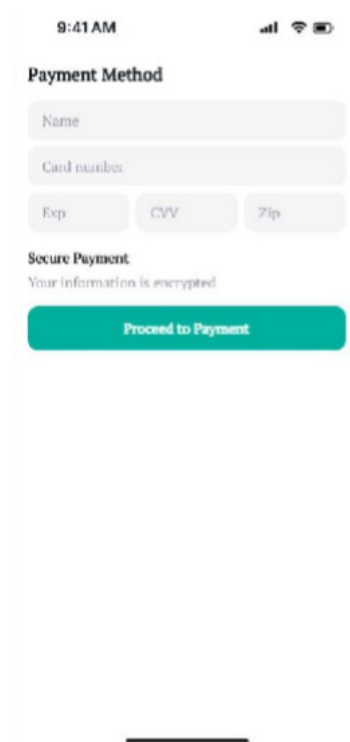
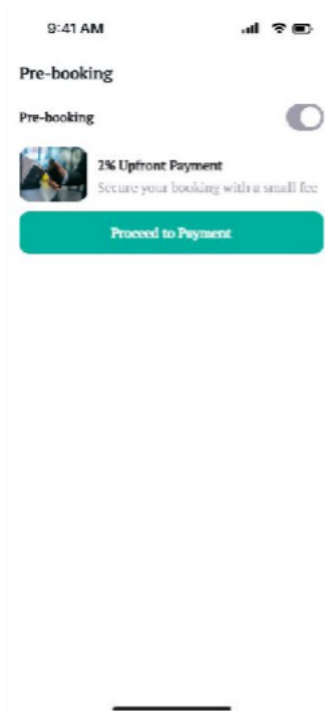


1. **Pre-booking Ride:**
 - o Option for users to pay 2% advance for guaranteed rides.
 - o Notification for pilots 5 minutes before the pickup time.
2. **Trip Guide:**
 - o AI-driven suggestions for places to visit, with an option to book directly.
 - o Display total time, distances, and waiting charges.
3. **Bike Filter:**
 - o Filter by vehicle type, pilot gender, and other preferences.
4. **Bike Insurance:**
 - o Optional insurance payment for both users and pilots.

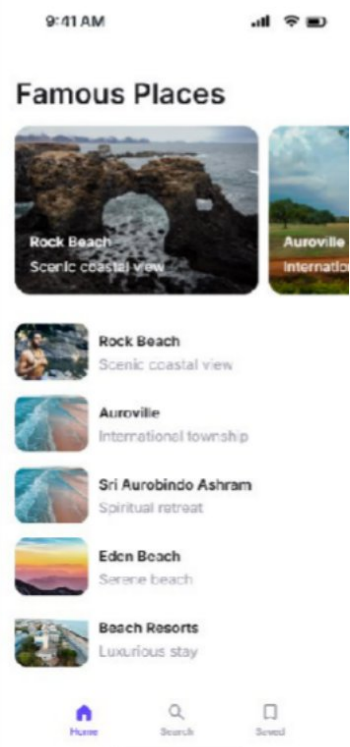
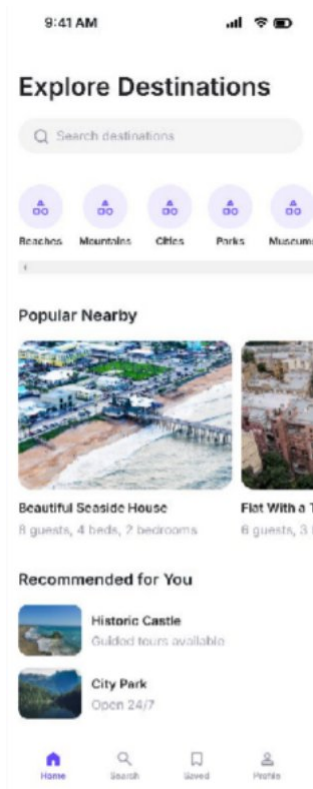
Wire-frame

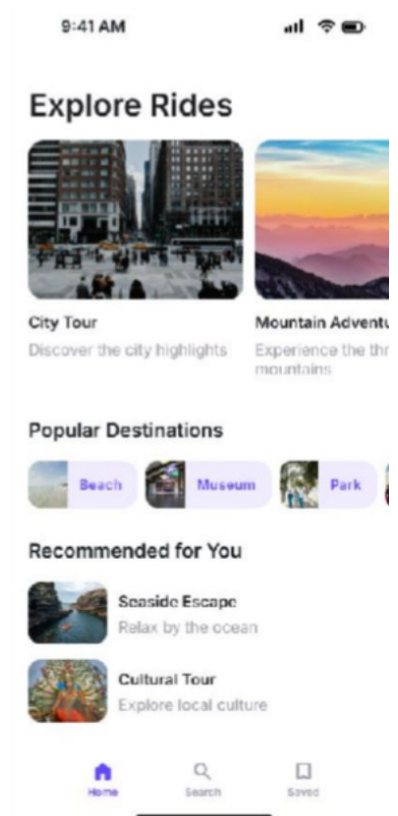
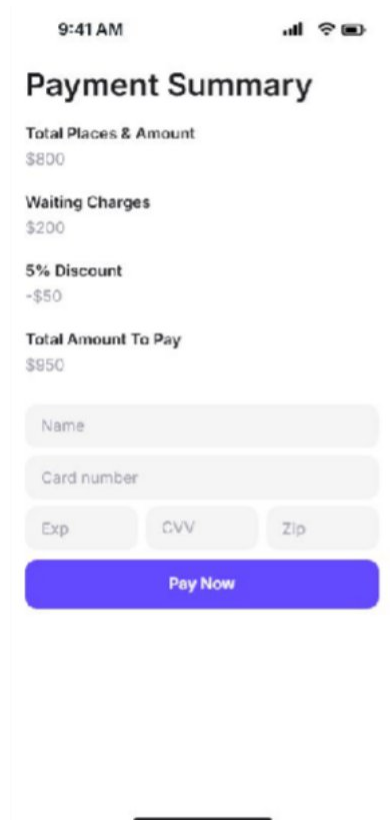
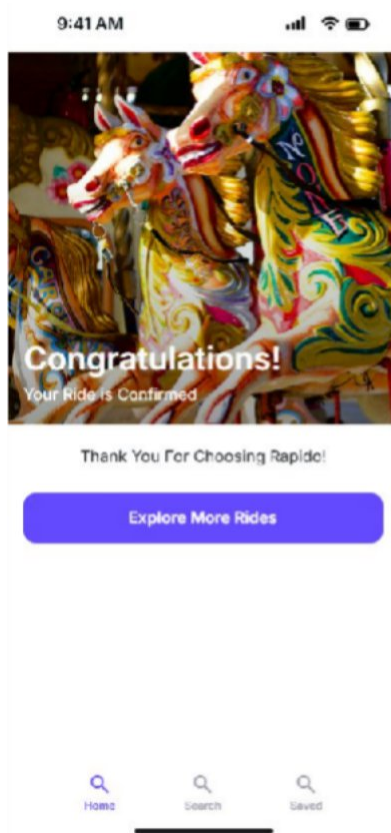
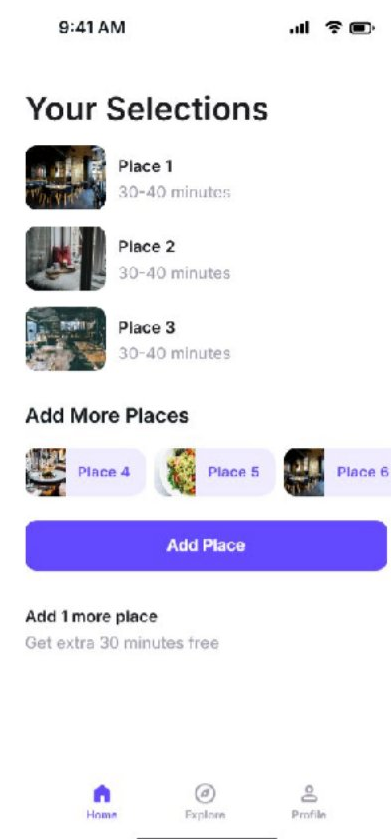
- **Booking Page:** A section for selecting "Pre-booking" with clear communication about the 2% advance fee.





- **Catalog Page:** A search bar for tourists to explore suggested places based on AI recommendations.





Go-To-Market (GTM) Strategy

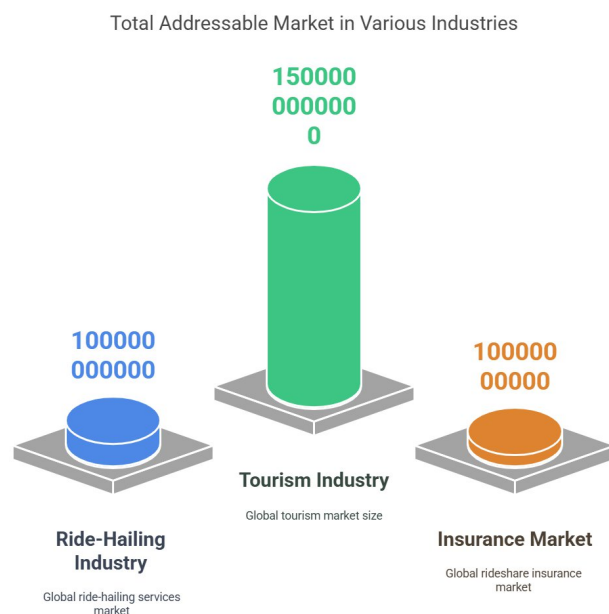
Target Audience:

- **Pre-booking Ride:**
 - Regular commuters, business travelers, and people with time-sensitive needs (e.g. airport travel).
- **Catalog (Trip Guide):**
 - Tourists, travelers visiting new cities, and users looking for a guided local experience.
- **Bike Filter:**
 - Users who want personalized ride preferences (e.g. gender, vehicle type).
- **Bike Insurance:**
 - Users and pilots who want additional security and peace of mind during rides.

TAM, SAM, and SOM

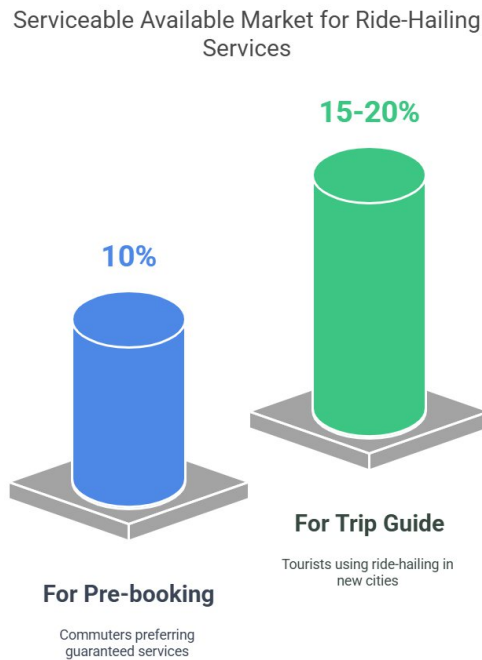
TAM (Total Addressable Market):

- **Ride-Hailing Industry:** The global market for ride-hailing services is estimated at \$100 billion.
- **Tourism Industry:** \$1.5 trillion (global tourism market).
- **Insurance Market:** \$10 billion (global ride-share insurance market).



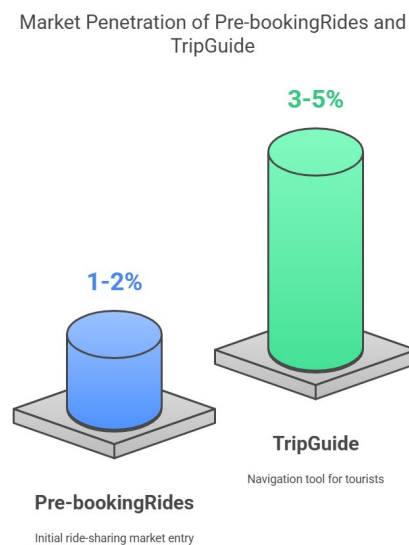
SAM (Serviceable Available Market):

- **For Pre-booking:** Market for commuters and travelers who prefer guaranteed, punctual services (e.g., 10% of the global ride-hailing market).
- **For Trip Guide:** 15-20% of tourists who use ride-hailing platforms to explore new cities.



SOM (Serviceable Obtainable Market):

- **Pre-booking Rides:** 1-2% market penetration in the first 1-2 years.
- **Trip Guide:** 3-5% of tourists using the platform for navigation and local attractions.



Segmentation, Targeting, and Positioning (STP)

Segmentation:

- **Geographic:** Urban areas, tourist destinations, major transportation hubs.
- **Demographic:** Age 18-45, urban dwellers, tourists, business travelers.
- **Behavioral:** Frequent commuters, tourists, safety-conscious riders.

Targeting:

- **Pre-booking Ride:** Time-sensitive users such as professionals, frequent travelers and tourists.
- **Catalog:** Tourists, business travelers, users visiting new cities for leisure.
- **Bike Filter:** Users who want more control over the type of ride (gender, bike/scooter preference).
- **Bike Insurance:** Users and pilots who prefer additional security during their rides.

Positioning:

- **Pre-booking Ride:** Guaranteed timely rides with added peace of mind.
- **Catalog:** Explore the best of the city with personalized trip suggestions.
- **Bike Filter:** Ride with your preferences – choose your vehicle, driver and more.
- **Bike Insurance:** Ride with confidence – insurance for every trip.

Pre-Booking Ride Strategy

Pricing Model

- **User Payment:**
 - **Advance Fee:** Users pay 2% of the ride fare in advance for pre-booking the ride.
 - **No Refund Policy:** If the ride is canceled by the user, the 2% advance is non-refundable.
- **Pilot Payment:**
 - **Extra Compensation:** Pilots receive additional payment for accepting pre-booking rides and for arriving 5 minutes early.

Revenue Model

- **User Fee:** 2% of the total ride fare is collected upfront from the user.
- **Pilot Incentive:** The platform can collect a small fee from the pilot, ensuring they are compensated for the additional effort of arriving early.

Catalog - Trip Guide for Travelers

Pricing Model

- **Free Service for Users:** The Trip Guide feature is offered for free to users.
- **Monetization Opportunity:** Partner with local businesses, attractions, and tourist spots for affiliate marketing opportunities (e.g., discounts or deals for visitors).
- **Service Charge:** Optional premium charges for personalized travel planning and premium guides.

Revenue Model

- **Affiliate Partnerships:** Revenue generated from affiliate links when users book services like tours, restaurant reservations, etc. via the Trip Guide.
- **Premium Services:** Users can pay for a premium version of the Trip Guide with extra features like guided tours or curated itineraries.

Bike Filter

Pricing Model

- **Free Service:** The bike filtering option is available free of charge for users who want more control over the type of ride they get.

Revenue Model

- **Increased Usage:** By giving users more control, you increase ride frequency and retention.
- **Pilot Tiering:** Option for pilots to pay a small fee to be part of a “premium” filtered list where users are more likely to book rides with specific preferences.

Bike Insurance Policy

Pricing Model

- **User and Pilot Contribution:**
 - **Insurance Fee:** Both the user and the pilot contribute between ₹1 to ₹10 for every ride (optional).
 - **Premium Fee Structure:** Based on ride distance and risk factors, the contribution can vary (higher for longer distances or high-risk areas).

Revenue Model

- **Insurance Pool:** Accumulate funds from user and pilot contributions for insurance claims. This acts as a safety net for both parties in case of accidents.
- **Claims:** A small percentage of claims are paid out, allowing the platform to retain the balance for operational costs.

Distribution Model

Channels for Distribution:

- **Rapido App:** All these features are integrated into the Rapido app, ensuring the platform is the primary distribution channel.
- **App Store Optimization (ASO):** Optimize the app's visibility on the App Store and Google Play for better discoverability.
- **Email and In-App Notifications:** Use notifications to inform users about new features, special offers, and updates to improve engagement.
- **Digital Marketing:** Targeted ads on social media (Facebook, Instagram and Google Ads) to attract both users and pilots.
- **Referral Program:** Encourage users to refer friends for both the pre-booking ride and trip guide features.

Use Cases

Pre-booking Ride:

- **Scenario:** User needs a ride to the airport for an early flight. They opt for a pre-booked ride, paying a 2% advance and ensuring the pilot arrives 5 minutes early.

Catalog - Trip Guide:

- **Scenario:** A tourist visits a new city and uses the Trip Guide to find top tourist spots. The AI recommends a personalized itinerary and provides accurate timing and distance info.

Bike Filter:

- **Scenario:** A female user prefers to ride with a female pilot. She uses the bike filter to find rides that match her gender preference.

Bike Insurance:

- **Scenario:** A user selects the insurance option for their ride. In the event of an accident, they can file a claim for compensation.

User Stories

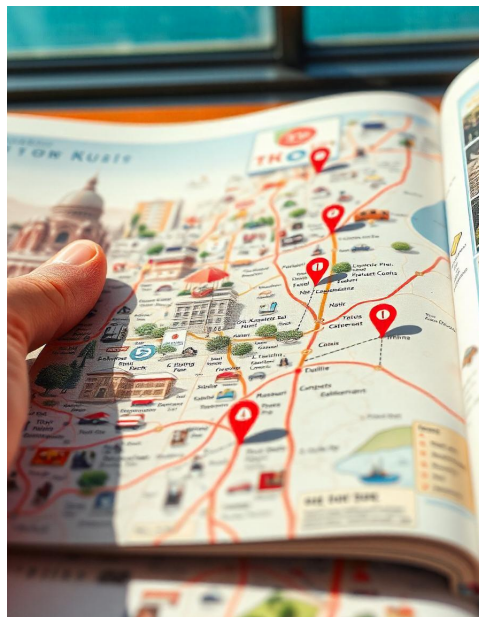
Pre-booking Ride:

- **As a User:** I want to ensure that my ride arrives on time, so I can pre-book it and pay an advance for guaranteed punctuality.
- **As a Pilot:** I want to be incentivized for arriving early for a pre-booked ride.



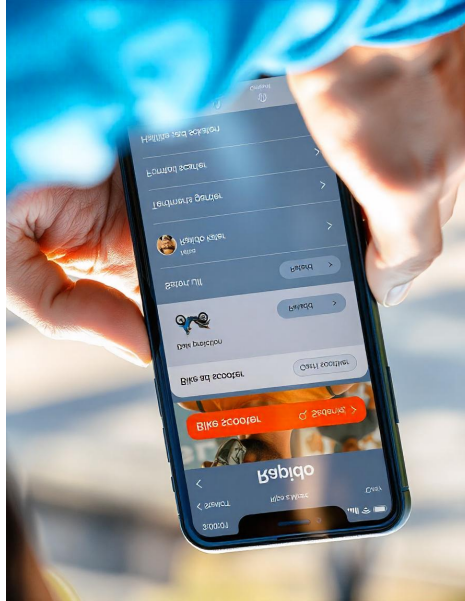
Catalog - Trip Guide:

- **As a User:** I want to explore new places in the city, get suggestions and know the best times to visit them.



Bike Filter:

- **As a User:** I want to filter my ride by gender preference and bike type for a more personalized experience.



Bike Insurance:

- **As a User:** I want to pay a small fee for insurance in case of an accident.



Success Metrics

- **Pre-booking Ride:** Adoption rate of the feature and increase in on-time rides.
- **Catalog - Trip Guide:** Number of users using the feature, affiliate revenue.
- **Bike Filter:** Increased engagement and ride frequency.
- **Bike Insurance:** Percentage of users opting in for insurance coverage, claims submitted.