Interview & User Research Plan (Pre-App Development)

1. Initial Hypotheses and User Research Goals

Hypotheses

1. **Potential Drivers**:

   o **Interest in Flexible Income Opportunities**: Individuals interested in driving or delivering would value an app that offers flexibility in choosing between ride-sharing and delivery jobs.

   o **Safety and App Support**: Drivers are likely to prioritize a platform that offers safety features, strong support, and clear payment structures.

   o **Earnings Expectations**: Drivers will expect an app that provides fair, transparent earnings and minimizes downtime between jobs.

2. **Potential Users (Riders and Delivery Requesters)**:

   o **Convenience and Speed**: Users value short wait times, which makes ML-based proximity matching an attractive feature for connecting to the nearest available driver quickly.

   o **Affordability and Reliability**: Users will expect a service that combines reasonable pricing with reliable access to rides and deliveries.

   o **Multi-service Convenience**: Users may prefer an app that combines transportation and delivery services in one platform for ease and flexibility.

Research Goals

- **Driver Experience and Expectations**:

   o **Goal**: Identify the factors that would attract individuals to subscribe as drivers on the app and understand their primary needs and expectations.

   o **Objective**: Gauge interest in multi-service options (ride-sharing and delivery), assess expected earnings, and understand safety concerns.

- **User Preferences and App Expectations**:

   o **Goal**: Understand potential user expectations for a multi-service app, including convenience, safety, and reliability.

- o **Objective**: Validate the demand for both ride-sharing and delivery services within a single app and understand key usability features that would increase user satisfaction.

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2. Interview Plan with Question Groups

Each interview will last about 45 minutes to 1 hour, with open-ended questions to encourage detailed responses. This pre-development approach will help shape the app's features to meet real user needs.

Questions for Potential Drivers (User Group 1)

1. **Interest and Motivation**:
   - o *Main Question*: What factors would make you interested in working as a driver or delivery person for an app like this?
   - o *Sub-Questions*: How important is income flexibility to you? Do you prefer working on ride requests, delivery jobs, or both?

2. **Income and Earnings Expectations**:
   - o *Main Question*: What would you expect in terms of earnings from a ride-sharing or delivery app?
   - o *Sub-Questions*: How would consistent earnings influence your decision to join? What kind of earnings structure would be most motivating (e.g., per-job payments, bonuses)?

3. **Safety and Security Concerns**:
   - o *Main Question*: What safety features would make you feel secure while working on the platform?
   - o *Sub-Questions*: Would live tracking or emergency support make a difference? What specific security or support features would you expect?

4. **App Functionality and Support Needs**:
   - o *Main Question*: How important is an easy-to-use app interface for managing jobs?
   - o *Sub-Questions*: What features or support options would be essential for managing rides and deliveries? Would you expect quick response times for app issues?

Questions for Potential Users (Riders and Delivery Requesters, User Group 2)

1. **Service Preferences and Convenience**:

   o *Main Question*: If you had access to a single app offering both ride-sharing and delivery services, how likely would you be to use it?

   o *Sub-Questions*: What services would be most appealing (rides, food delivery, package delivery)? How frequently would you anticipate using each service?

2. **Wait Times and Proximity Matching**:

   o *Main Question*: How important is the time it takes for a driver to reach you?

   o *Sub-Questions*: Would matching with the nearest available driver improve your experience? What wait time would be acceptable for rides and for deliveries?

3. **Affordability and Reliability**:

   o *Main Question*: How do affordability and service reliability influence your choice of ride or delivery services?

   o *Sub-Questions*: Would a slightly higher price be acceptable for faster service? What factors build your trust in a new ride-sharing or delivery app?

4. **Safety and Trust in the Platform**:

   o *Main Question*: What safety features would make you feel more secure using a new app for rides or deliveries?

   o *Sub-Questions*: Would features like driver ratings, live location sharing, or emergency contact options increase your trust?

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3. Participant Selection and Interview Setup

User Groups

- **Group 1 (Potential Drivers)**: Select at least 5 participants interested in gig work, including individuals who might prefer ride-sharing, delivery, or a combination of both.

- **Group 2 (Potential Users)**: Select 5 participants with diverse backgrounds, representing both frequent and occasional ride or delivery service users.

Scheduling and Setup

- **Interview Setup**: Conduct each session in a quiet environment conducive to in-depth discussion, with the option for virtual or in-person interviews.

- **Recording**: Audio-record each session to capture detailed responses for post-interview analysis.

Interviews

1. Interview with a customer Subham by Amit

https://drive.google.com/file/d/1785R3BupoCs0fgIGsJJUsgp2J3CgecHN/view?usp=drive_link

The interview focuses on designing an all-in-one app that integrates ride-sharing, food delivery, and package delivery services. Users emphasize convenience, reliability, and affordability as their top priorities. They want an app that simplifies their daily routines while maintaining transparency in pricing and service quality. Key features users expect include personalization options, such as saved addresses, favorite restaurants, and tailored promotions, which make the app feel more intuitive and efficient.

Navigation is a critical aspect, with users preferring seamless transitions between services. For example, the app should allow them to book a ride and browse food delivery options without losing their progress. They suggest integrating a tab system or a consistent interface to enhance usability. Real-time updates are appreciated, but users stress the importance of striking a balance—essential notifications, such as driver ETAs or food pickup times, are useful, while excessive updates can feel overwhelming.

Safety is a high priority, especially for ride-sharing. Users value features like live tracking, verified driver or courier profiles, and the ability to share trip details with trusted contacts. They also suggest adding a panic button that can connect to emergency services or notify a designated contact. Verified profiles with ratings, reviews, and details about the driver's experience help build trust and confidence in the app.

Suggestions for innovative features include scheduling services ahead of time, such as booking a ride for a specific time or planning grocery deliveries for later in the day. Bundling services, like combining a ride and food delivery with a discount, is also appealing. These additions could significantly enhance the app's value and convenience.

Transparent pricing is a crucial factor influencing user decisions. Users want clear breakdowns of costs, including fees and optional charges, before confirming bookings. They find hidden fees frustrating and suggest the app offer loyalty programs or promotional discounts to encourage regular use. Features like subscription models with free deliveries or discounted rides also hold strong appeal for frequent users.

Overall, the app's success depends on its ability to provide a seamless, user-friendly, and reliable experience. By addressing key areas like affordability, safety, and personalization, the app can cater to diverse user needs while standing out in a competitive market. Striking a balance between innovative features and dependable service is critical for user satisfaction and long-term success.

2. Interview with a customer Harishi by Ashraya

https://drive.google.com/file/d/1G86u2MQ5hdmcXT00ygOKAIcIcwGh9uy3/view?usp=drive_link

The interview explored user preferences and expectations for a multi-functional app combining ride-sharing, food delivery, and parcel handling. The interviewee, a second-year computer science student, highlighted the challenges of managing multiple apps and emphasized the convenience of an integrated platform. Key priorities included safety, speed, and affordability, with safety ranked highest. The interviewee preferred features like driver ratings, SMS notifications for delays, and personalized options like choosing drivers or vehicles.

Preferred pricing models included basic, premium, and deluxe tiers, with expectations for faster delivery in basic and added perks in premium, such as entertainment. The importance of eco-friendliness, loyalty programs, and 24/7 service, particularly for urgent needs like medicine delivery, was underscored. Drone delivery and voice commands were seen as promising, contingent on reliability.

Bundled discounts, regional customization, and integration with other apps (e.g., calendars) were attractive features. Dynamic routing, transparent pricing, and accessibility for diverse needs were emphasized. Clear communication for delays, compensation policies, and safety reassurances were deemed critical for trust.

Feedback incentives, trust in payment security, and flexibility for peak times were also highlighted. The interviewee showed interest in shared rides and eco-friendly initiatives like donations to causes. Recommendations included notifications for promotions, traffic updates, and customized delivery preferences. Overall, the interviewee valued reliability, convenience, and safety, expressing willingness to use the app for daily and urgent needs if these were addressed effectively.

3. Interview with a driver Anushka by Sushan

https://drive.google.com/file/d/1rBsJQV7Rvg_5XTriN94OWldR1q8OG4b4/view?usp=drive_link

The interview with Anushka provided valuable insights into the needs and preferences of potential users for a ride-sharing and delivery app. Flexibility in work hours and income is a significant motivator for Anushka, who prefers a mix of ride-sharing and delivery tasks. Competitive, transparent earnings, combined with consistent income and performance-based bonuses, are key to attracting drivers. Safety features like live tracking, emergency assistance, and background checks for customers are essential.

Anushka emphasized the importance of a user-friendly app with features like easy navigation, real-time traffic updates, and job filtering based on distance and earnings. Support options, such as live chat and reliable customer service, are crucial for managing technical or operational issues. She also suggested practical improvements, such as partnering with gas stations for discounts, detailed trip summaries, and vehicle maintenance alerts.

To ensure professional interactions, Anushka highlighted the importance of clear communication, empathy during customer concerns, and a structured approach to handling delays. She values incentives like bonuses, milestone rewards, and loyalty programs to stay motivated. Effective planning, discipline, and a calm demeanor are vital for managing multiple tasks and stressful situations.

Anushka's prior experience as a driver revealed challenges like inconsistent earnings, technical glitches, and customer disputes. However, she appreciates flexibility, diverse interactions, and the potential for financial stability. Her feedback underscores the need for driver-focused support, efficiency tools, and features that enhance both user and driver experiences.

4. Interview with a driver Pratik by Ashraya

https://drive.google.com/file/d/1sVHRuGv58DysLiQddnnP9W-JClibZEnd/view?usp=drive_link

The interview between Ashraya Baskota and Prateek focused on gathering insights for a ride-sharing and delivery app designed to provide flexibility, competitive earnings, and safety for drivers. Prateek emphasized the importance of flexible schedules and income, preferring the ability to log in and out as needed. He values predictable earnings, expecting at least €15-€20 per hour after expenses, and favors bonuses for peak hours or milestones. Guaranteed pay during low-demand periods and job transparency were also highlighted as key factors.

Safety was a priority, with features like real-time tracking, an emergency button, and user verification for passengers and recipients. Prateek suggested the option to avoid unsafe areas based on crime data while maintaining personal discretion. He also preferred live chat support and a simple, user-friendly interface with clear job details and an earnings tracker.

Prateek appreciated the idea of heat maps to identify busy areas and incentives like fuel discounts and maintenance partnerships. He expressed interest in training opportunities, certifications, and mentoring roles with financial incentives. For problem-solving, he recommended templates for common messages and emphasized professionalism when dealing with issues like delays or customer complaints.

Lastly, Prateek highlighted the importance of reliability in app performance, noting that consistent functionality would outweigh additional perks. He appreciated the interview's structure and expressed optimism about the app's potential, offering constructive feedback to enhance driver experience and engagement.

5. Interview with a driver by Bjant

https://drive.google.com/file/d/1guikOzbdv2XQ2QJOCRHSiJzISA3cGU8P/view?usp=drive_link

The interview with a potential driver highlights critical aspects necessary for the success of ride-sharing and delivery apps. Flexibility, earning potential, and safety are at the forefront of what drivers value most. Drivers appreciate the ability to set their schedules and find the dual roles of ride-hailing and delivery appealing, as they enhance income opportunities while keeping the work dynamic.

A fair compensation structure is a pivotal concern. Drivers favor a blend of stable task payments and performance-based bonuses for hitting milestones, motivating them during peak hours while ensuring financial security. Safety features, including real-time location sharing, emergency support, and background checks for users, are deemed essential to build trust and foster confidence in the platform.

An intuitive, user-friendly design plays a significant role in enhancing the driver's experience. Features like easy navigation, efficient trip tracking, and accessible customer support are indispensable. Drivers also value practical additions such as mentorship programs, loyalty rewards, and community forums for sharing tips and experiences.

Moreover, time management is crucial in this fast-paced role. Drivers emphasize the need for reliable app features like route optimization, timely notifications, and backup navigation tools to maximize efficiency during busy periods. Transparency, proactive communication, and conflict resolution skills are vital for managing customer relations and fostering satisfaction.

In summary, addressing these needs—combining flexibility, safety, support, and efficient app functionality—can help create a robust and driver-friendly platform that attracts and retains talent while providing excellent service to customers.

6. Interview with a driver Sara by Amit

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Key highlights include:

1. **Flexibility and Challenges**: The driver values the ability to switch between ride-sharing and delivery tasks based on demand and personal preference. Challenges include inconsistent earnings, app glitches, and occasional safety concerns.

2. **Earnings and Work Preferences**: The driver suggests implementing hourly guarantees and realistic incentive programs. Transparency in pay breakdowns and customizable dashboards to track income were emphasized as critical improvements.

3. **App Features and Usability**: Recommendations include an intuitive, customizable home screen, detailed job information upfront, a toggle for service types, and integration with third-party navigation apps. Flexibility between app suggestions and personal choice was also highlighted.

4. **Safety and Support**: Safety concerns include the need for live location tracking, a panic button, and systems to report unsafe passengers or areas. Comprehensive support features, such as 24/7 availability and immediate assistance during emergencies, were deemed crucial.

5. **Feedback and Community**: The driver advocates for acknowledgment of feedback with visible improvements and incentives for participation. A community-building feature for drivers to share tips and experiences was also suggested.

7. Interview of Amish by Anshu

https://drive.google.com/file/d/1AZzT8UVyswLCyrTMsYU4d6YoAUufo75j/view?usp=drive_link

The interview explored Amish's thoughts on a proposed app integrating ride-sharing, food

delivery, and parcel services. He expressed enthusiasm for the app's convenience,

highlighting the appeal of consolidating services into a single platform for ease and

efficiency. Key features Amish valued include seamless navigation between services, realtime

updates, and consolidated tracking for rides, orders, and deliveries.

Amish stressed the importance of affordability and reliability. He prefers flexible pricing with

options to choose faster, more expensive services or slower, cheaper alternatives based on his

needs. Transparent pricing and service guarantees, such as refunds for delays, were deemed

critical for building trust.

Safety was another priority. Amish recommended features like live location tracking for rides

or deliveries, an emergency button, and the ability to share location with trusted contacts.

Background checks for service providers and visible ratings also increase his confidence in

the app.

For food delivery, Amish emphasized speed, affordability, and real-time tracking. He

expressed a preference for on-demand parcel delivery for its convenience. He appreciated the

idea of an app learning his preferences over time and offering tailored suggestions.

He also highlighted the importance of responsive customer support and accountability,

suggesting instant solutions for issues or an option to escalate them. Finally, Amish was

drawn to loyalty rewards, believing they would encourage consistent use. Overall, Amish was

excited about the app's potential and eager to see it materialize.

Link to all Transcription: https://drive.google.com/drive/folders/1scwG-8xqiizo4nXmAcvNkEfaf8Xa7kFQ?usp=drive_link