MINIMIZING APP SWITCHING:

TO INCREASE RIDE CONVERSIONS FOR RAPIDO

Made by
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Understanding the Problem Space

Ride Hailing Apps

Short Distance

Cost Effective

Time Effective

Longer Rides
and Comfort

Shorter Rides
Just need to beQuick

This is the space dominated by Rapido
where majority of switching happens

Long Distance

Usually dominated by
bigger players like Ola, Uber

Target Segment

As this segment is the most
prone to app switching

Problem statement and approach

Bigger Problem Statement:

"Enhancing User Experience and Decision-Making in Ride-Hailing by Reducing App Switching"

Approach to Narrow Down the Problem:

1. Identify User Pain Points:
   - Understand why users switch between multiple ride-hailing apps.
   - Gather insights through user surveys, interviews, and behaviour analysis to pinpoint the most significant frustrations and obstacles.
2. Focus on User Experience:
   - Improve the in-app experience to make fare-related information more accessible and transparent.
   - Design intuitive features that offer value beyond just fare comparison.
3. Develop Potential Solutions:
4. Test and Iterate:
   - Pilot the proposed solutions with a small user group to gather feedback.
   - Use the feedback to refine and optimize the features, ensuring they effectively address the problem of app switching.

User Personas

Rahul Taneja
20, College undergrad

"I usually use my monthly allowance to book rides to my college and meet my friends. I prefer quick and cheap bike rides."

Key Behaviours:

Prefer frequent short-distance quick bike rides over cab rides.
Since they are not earning they have a limited budget to spend on these rides and prefer exact fare to be known before the start of the ride.
They are technically sound and aware of various offers, and ride-sharing and use all competitor apps, would switch in case of a little inconvenience

Needs and pain points:

1. Inconsistent Pricing: Fluctuating fares during peak hours or bad weather, making it hard to budget rides.
2. Availability Issues: Face difficulty finding rides during peak hours or in less popular areas.
3. Driver Behavior: Unprofessional behavior or poor communication from drivers. Drivers cancel or refuse rides once the booking is done.

Gautam Sharma
40, Working Professional

"I usually have to take auto rides to my shop, I always like to be on time. Comfort and convenience are the major factors to choose between rides."

Key Behaviours:

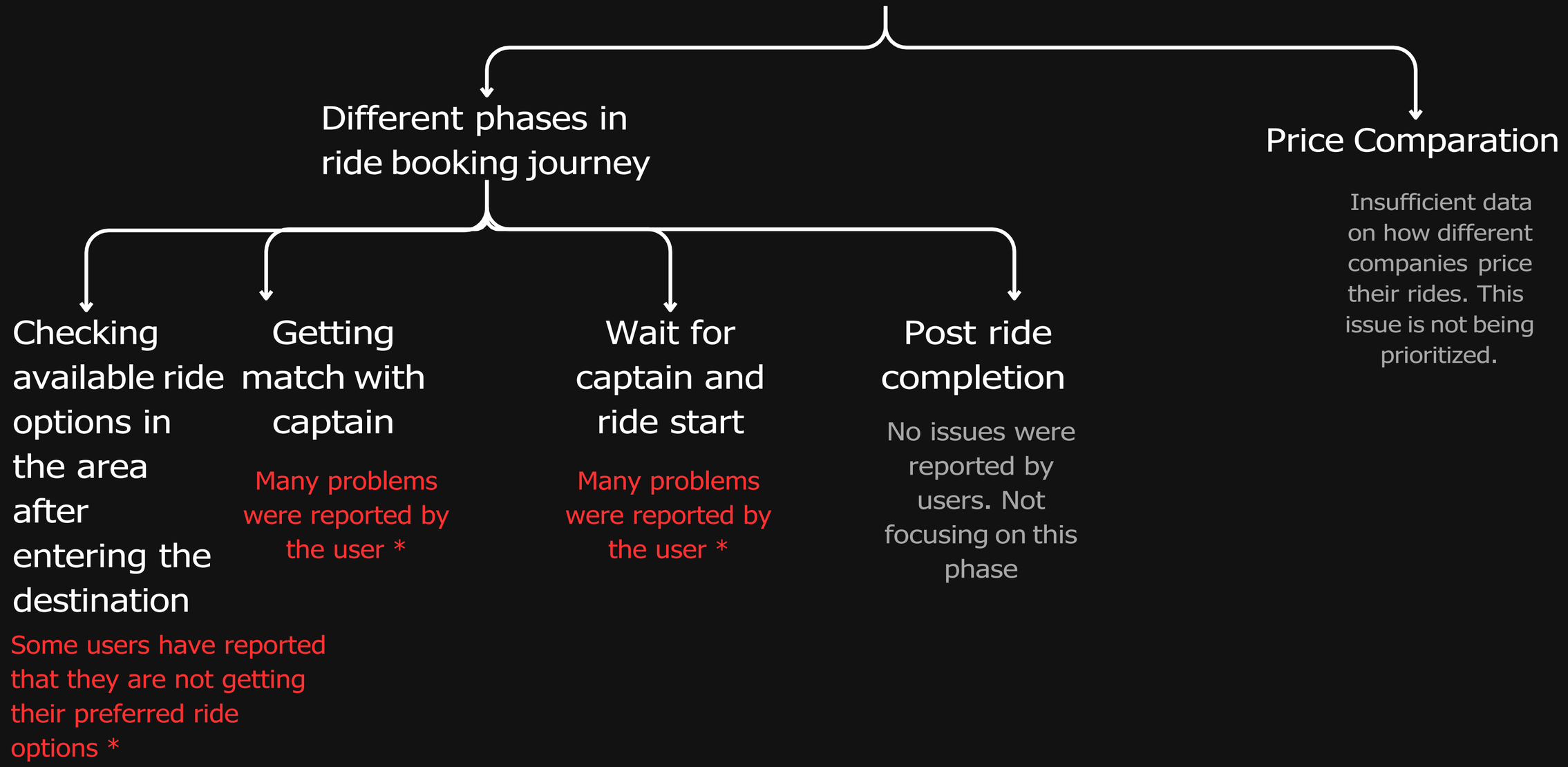
Daily use of Rapido and various other offline/online methods.
Prefers convenience and timely rides to avoid delays.
Usually, they use Rapido for short-distance travel within the city for work or visits.
Looks for transparency in fare breakdown and prefers competitive pricing. Value safety, customer support, professional rides, and reliability.

Needs and pain points:

1. Want reliable service - Occasional cancellations or no-shows causing inconvenience.
2. Safety Concerns are primary as they often travel with family.
3. Inadequate Customer Support causes them to switch to competition apps.
4. Price Transparency - Lack of clarity in fare calculation or unexpected surcharges.

Understanding the why of the app switching problem

Why would a user switch between multiple apps while booking a ride on Rapido?



User Journey Map

Journey Goal : Booking a ride on Rapido app

	Select Pickup and Destination location	Select one ride option from multiple choices	Select one ride option and books a ride	Captain is assigned and on the way to riders location	Captain has arrived and requesting for more money above ride fare
Steps					
Thoughts	*"lets see the app could identify my aunt's apartment address"*	*"let me check which ride option is time effective"*	*"The wait time is too high , let me check in other apps"*	*Finally ! After a long wait got a ride . Hope he arrives fast ,I'm already getting late*	*After a long wait, my captain arrived. To avoid restarting the process, I reluctantly paid the extra amount*
Emotions	Relieved • Autofill makes my job easy • Easy to use	*Excited* • Easy to view all options at one place	Sad and frustrated • No able to understand how long i need to wait to get a ride	Frustrated but optimistic • Hope he doesn't cancel my ride.	Extremely annoyed • Got scammed Would never open rapido app.

User-reported issues from the highlighted phase

1. Long wait times to get a captain assigned to the ride. Users frequently complain about the low availability of drivers, especially during peak hours or in certain locations like Bangalore and Chennai
2. The captain took too long to reach the pickup point. Navigation Issues: Drivers often have difficulty finding the pickup location, causing delays and frustration
3. Captain demanding more price above the ride fare.
4. Cancellation Policies: Users are unhappy with the cancellation policies, which often penalize them unfairly

Deep diving into the problems

Why there is a Long wait times to get a captain assigned to the ride ????

- Low availability of drivers within the proximity
- Drivers not accepting the rides/cancelling the rides
- Drivers not satified with the estimated earnings from that ride
- Drivers receiving ride requests which are very far away

Why the captain took too long to reach the pickup point????

- Traffic and weather conditions.
- Technical and GPS challenges.
- Took long enough to complete the previous ride.

Why Captains are demanding more price above the ride fare????

- Feels like compensation is not enough.
- additional services, like waiting longer than expected or assisting with luggage.
- Seasonal Variations: During certain seasons, the imbalance between supply and demand can lead drivers to increase fares

Analysing Rider's mind : Rider is unsure of the wait time for captain assignment.

Most issues identified are logistical and driver-related, so we will focus on holistic solutions for riders/end-users:

Various user-focused solutions to address pain points

Long wait times to get a captain assigned to the ride.

The captain's tardiness caused a disconnect between the user and the platform

Users are unhappy with the cancellation policies(from the driver’s end), which often penalize them unfairly

Drivers demanding more money above the ride fare

Low product differentiation between the competitor apps like Ola and Uber

Keeping the user informed and providing constant updates.

Keeping the user engaged during this phase.

Allot balanced rides where drivers can make more money

(Technical challenges making ride allocation logic robust.)

Provide more transparency around the ride fare to the riders

(Not solving as we need more data around market standards.)

Provide new unique features that makes users use the app even when there are multiple competitors

focused solutions

Solution 1: Reducing Waite Time Uncertainties

Description

Reducing the uncertainties around driver wait time by providing more information to users.

The "Average Wait Time Estimate" feature is designed to enhance the user experience by providing real-time, data-driven insights into how long they can expect to wait for a ride in their area. By leveraging historical data and current demand-supply metrics, this feature aims to reduce uncertainty and anxiety associated with waiting times, thus improving overall satisfaction and preventing app-switching.

User Interaction

- Notification System: Users can opt to receive push notifications or SMS updates about their ride status, including any significant changes in the estimated wait time.
- Feedback Loop: Post-ride completion collecting user feedback on the accuracy of the average estimated time, which in turn helps us refine the predictive algorithms.

Painpoints solving

1. **Uncertainty Reduction**: Provides users with a realistic expectation of wait time, reducing anxiety and frustration.
2. **Improved Trust**
3. **Decreased App Switching**: Reduces the likelihood of users switching to competitor apps by offering clear wait time expectations.

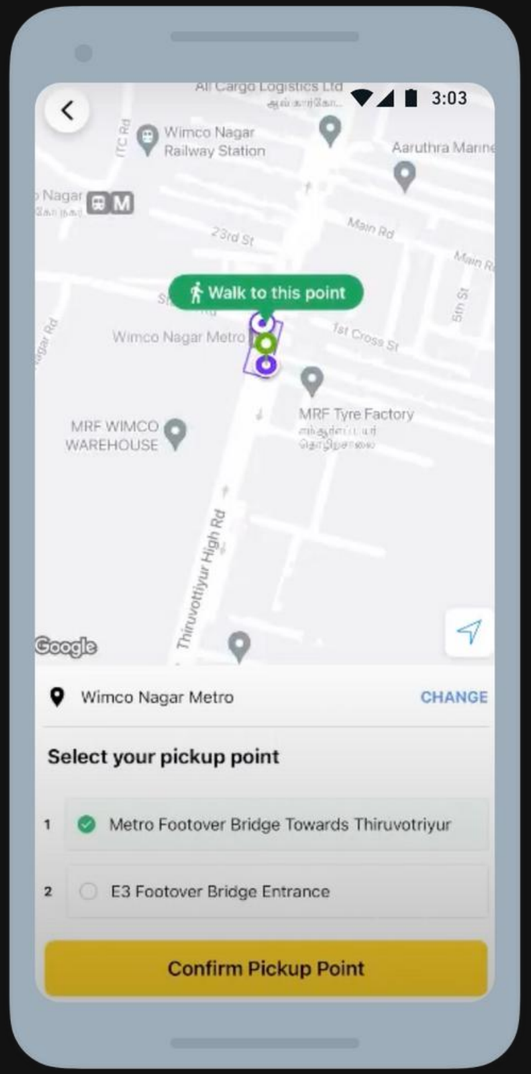
Metrics Measured

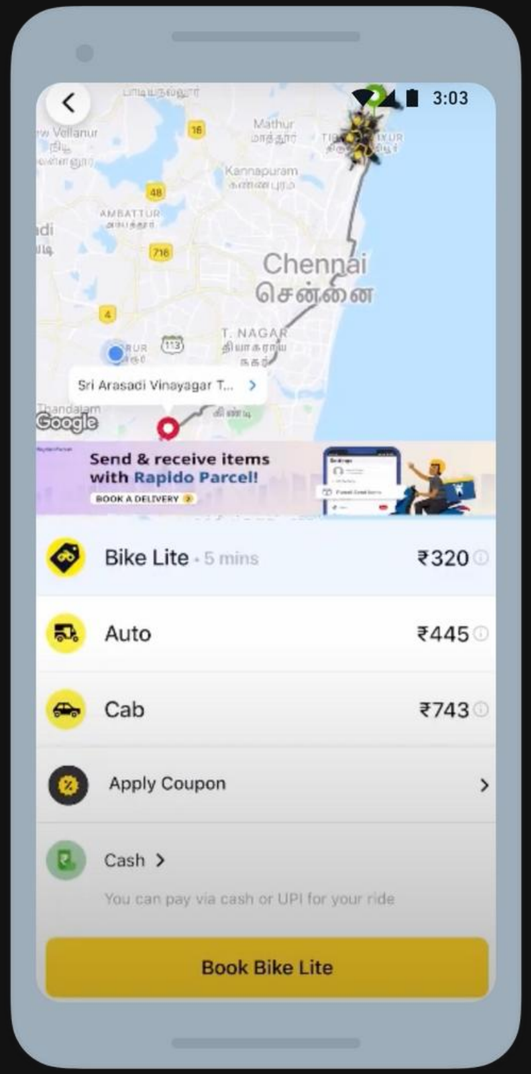
1. User Retention Rate.
2. Average Wait Time Accuracy
3. CSAT
4. Ride Completion Rate

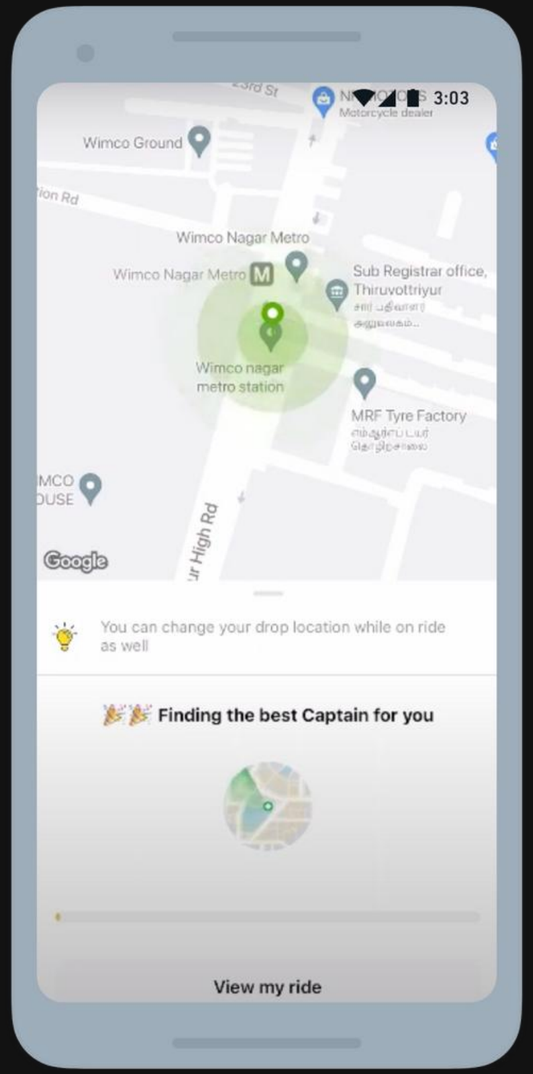
Pitfall -> Mitigation

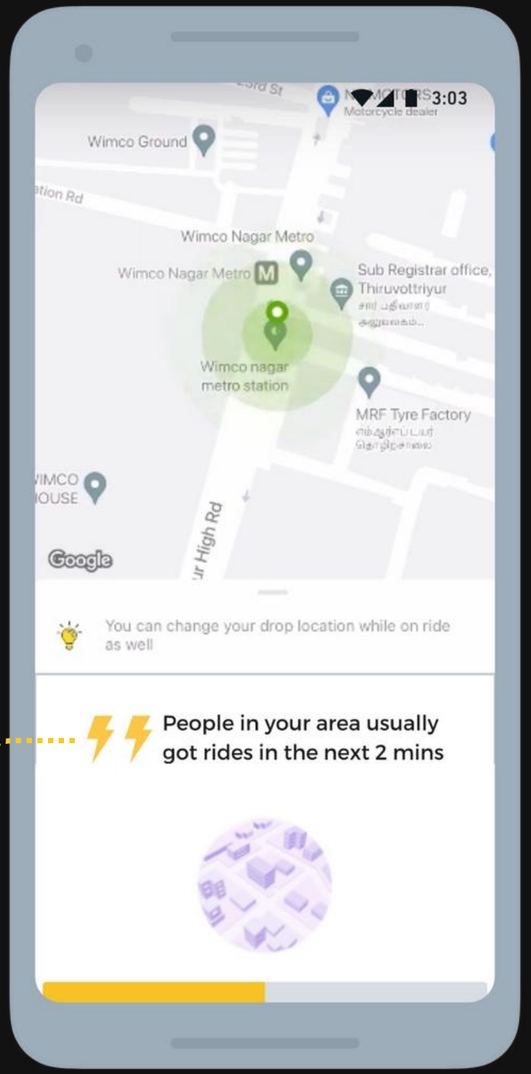
1. **Inaccurate Estimates:** Use real-time data and implement ML algorithms to improve accuracy.
2. **User Misinterpretation**: Communicate that the estimate is an average time and not a guaranteed time.
3. **Operational Strain:** Implement an active customer support system to handle inquiries

WireFrames









Giving an estimated average time personalized for the user's area to provide some feedback to the users, preventing app switching

Solution 2: Engaging the users while waiting

Description

Introducing a game for nudging users to engage more with the platform

Game - Guess a number

Rules:

1. We think of a number between 1 and 100 (inclusive).
2. You try to guess the number.
3. After each guess, we give you a hint:
   - "Higher" if the number is higher than your guess.
   - "Lower" if the number is lower than your guess.
4. You have 3 attempts to guess the correct number.
5. If you guess correctly, you win reward points!

Reward Points:

- 10 points for guessing correctly in 1 attempt
- 5 points for guessing correctly in 2 attempts
- 2 points for guessing correctly in 3 attempts

Redemption:

- 50 points: Get 10% off on your next ride
- 100 points: Get 20% off on your next ride
- 200 points: Get a free ride (up to a certain amount)

Painpoints solving

1. Long time for captain matching - Engaging the user during the wait period, to reduce app switching.
2. Decreased App Switching: Reduces the likelihood of users switching to competitor apps by engaging the users while waiting

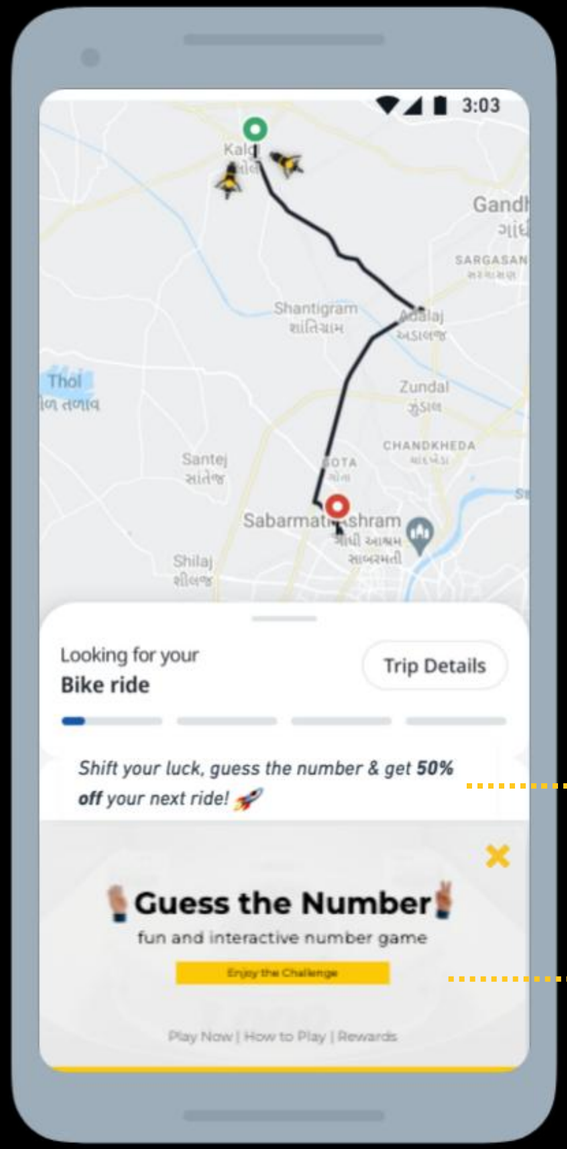
Metrics Measured

1. # Users using the game feature.
2. # User canceled rides.
3. # user completing the rides which have a wait time of more than 10mins*(wait time = time taken to match a captain + time taken by the captain to reach the pickup location).

Pitfall -> Mitigation

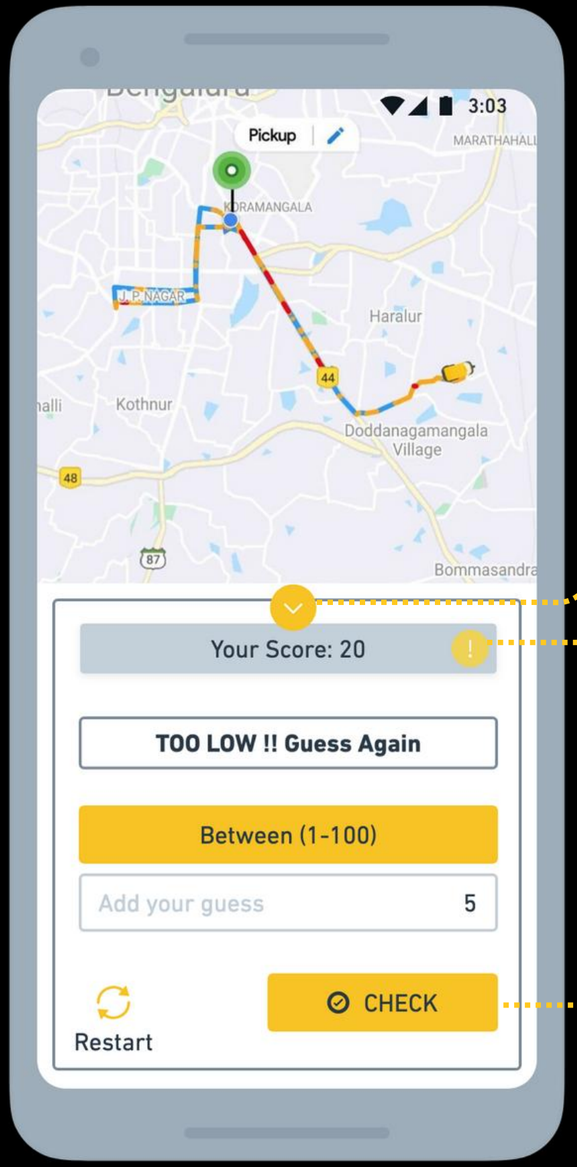
1. Users not finding value after playing the game -> provide incentives (discounts, reward points).
2. User might not show interest in playing the game -> provide floating messages eg: user_1 won this coupon.

WireFrames



A prompt guides the user to play the game while they are waiting for their ride

Click on Play Now to start playing the game



Click on dropdown button to check the status of the ride .

Click on info icon to know the rules and how to redeem the points.

Click on check button to submit your guess

Solution 3: Wait Time Rewards and Driver Reputation

Description

This dual-feature system enhances the user experience by rewarding passengers for their patience and incentivizing drivers to maintain high reliability. Passengers earn points for every minute they wait, which can be redeemed for future rides. Simultaneously, drivers accumulate reputation points based on their reliability, visible to users to help them make informed decisions.

How does this work ?

Wait Time Rewards - Users can earn wait time points and use them to avail discounts on their next ride.

1 min wait time = 10 points .
10 points = 5 INR

Driver Reputation Score - Users will have the option to downvote a driver if the driver cancels the ride after communicating with them.

“The higher the driver's reputation score, the less likely they are to cancel the ride”.

Painpoints solving

1. **Passenger Frustration**
2. **Driver Reliability Concerns**
3. **Cancellation Anxiety**: A visible reputation system discourages drivers from canceling rides, knowing their score is publicly displayed.
4. **Product Differentiation:** Differentiates the app by offering unique incentives and transparency

Metrics Measured

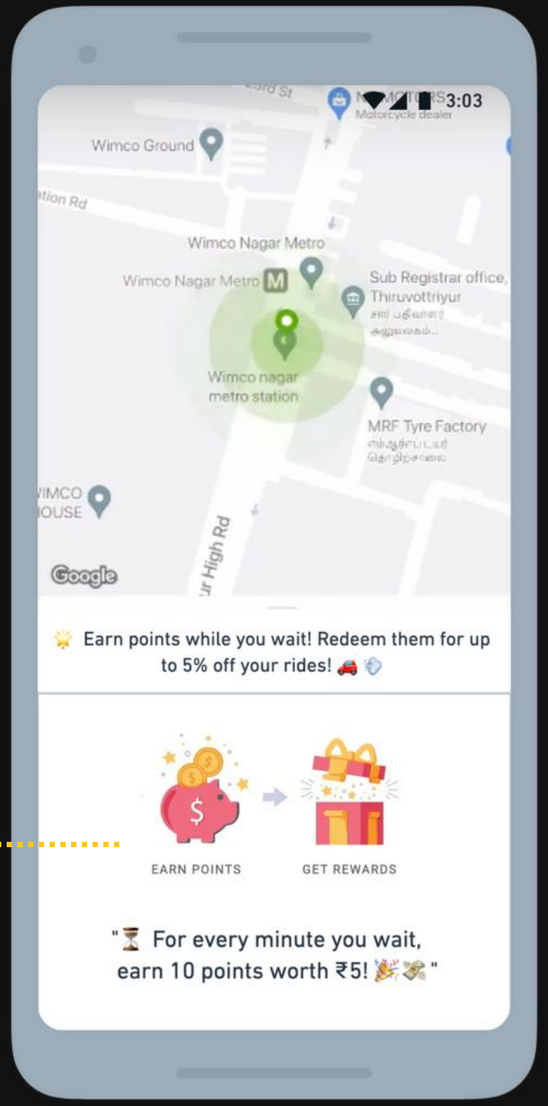
1. User Retention Rate.
2. Average Wait Time
3. Ride Cancellation Rate
4. Redemption Rate of rewards

Pitfall -> Mitigation

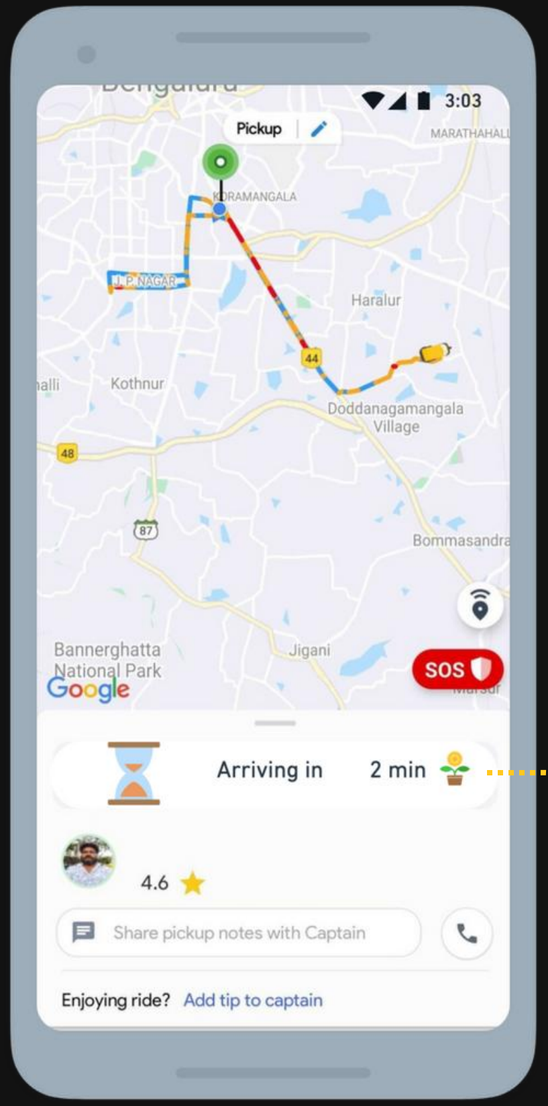
- **Fake Increase in Wait Time:** overly focused on waiting to earn more points,

- Cap the maximum points that can be earned per ride to prevent abuse of the reward system.

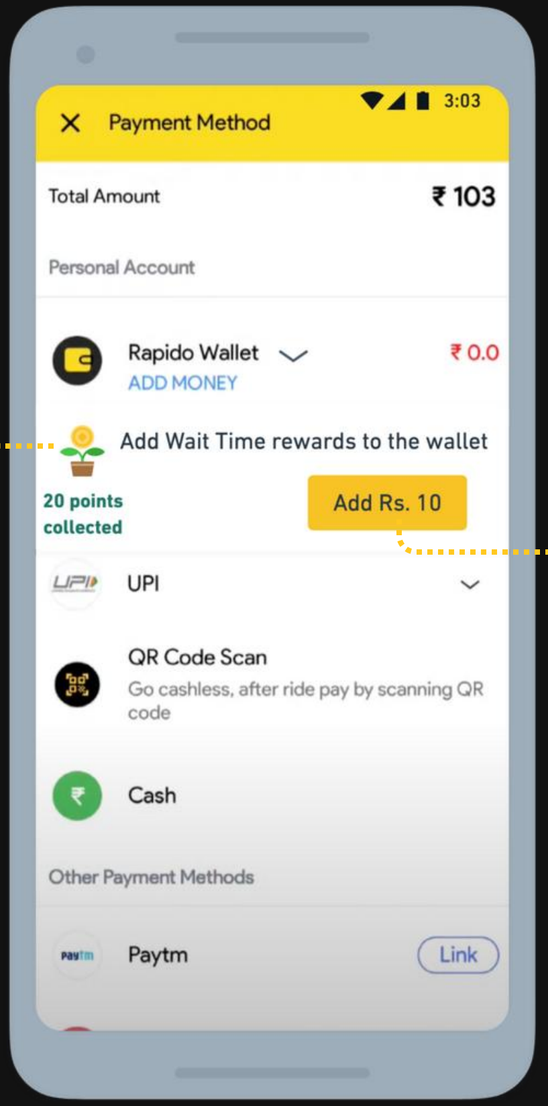
WireFrames



A dynamic screen will display information about reward points to users every 5 seconds.

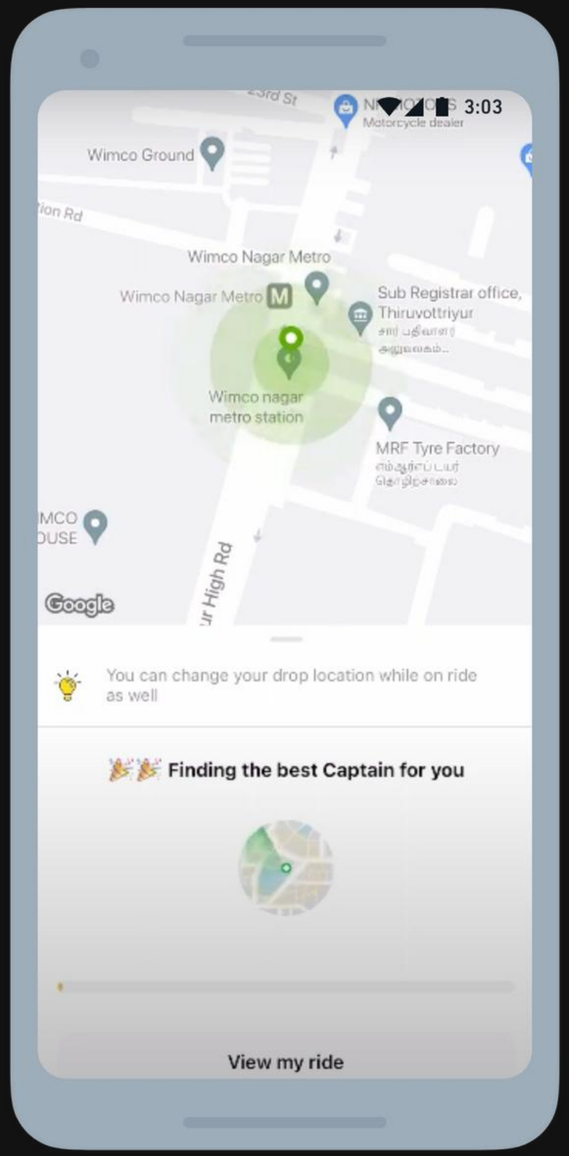


Rewards will be saved once a driver is assigned. The animation drops money to your wallet.

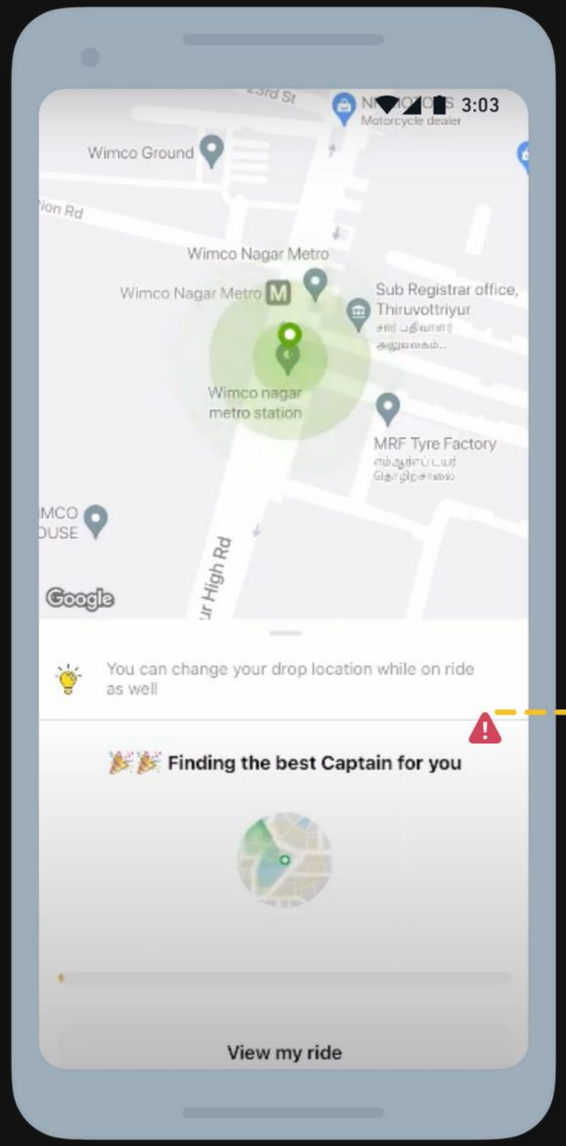


Accrued reward points can be transferred to your Rapido wallet and used to pay for your ride.

WireFrames



Before



After

A pop is shown here once the driver cancels the ride after 1 minute. Users will have the option to downvote a driver if the driver cancels the ride after communicating with them. They can also upvote the driver if he doesn't cancel; this helps the driver and other users in decision making.

The reputation of the driver is shown as below:

Cheese: Showcases the Driver Reputation of the particular driver

Venkatesh Pallapu