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PRODUCT CASE STUDY



PRODUCT BRIEF

Rapido is India's leading bike-taxi platform, launched in 2015 to ease urban commuting. Users connect with "Captains" via an app for fast, affordable rides in 100+ cities. The service now includes auto and cab hailing, providing a tech-driven, safe, and convenient mobility solution for daily commuters.

Reasons for the Shift to Competitive Apps

PRICE

Indian users are highly price-sensitive, resulting in frequent shifts as users seek better value and lower costs elsewhere.

TIME

Most users expect quick responses and instant service. When the waiting time is excessive, users will simply switch to a competitor or substitute app that promises faster service or response.

PROBLEM STATEMENT

Users constantly switch between Uber, Ola, and Rapido while booking an auto, and finalizing the booking which provides the perfect combination of price and expected time of arrival at their doorstep. We have to come out with 2-3 features so that users don't switch to competitors and remain sticked to the Rapido app.

Competitors



MARKET RESEARCH

- Rapido leads India's bike taxi market with a 61–68% share.
- The platform averages over 33 million app downloads annually, higher than Ola and Uber.
- Its largest user base is urban, aged 18–34, especially in metro cities.
- In FY25, Rapido's revenue nearly doubled.

Target Audience

Our target customers are those users who abandon the app or switch to competitors due to elevated ride prices or extended estimated time of arrival (ETA).

After interviewing 35 users aged 19 to 50 who regularly use local autos, Rapido, Uber, and Ola, 28 of them (80%) identified pricing as the primary factor influencing their decision to switch between these services.

Pricing problem can be solved by reducing the prices or by giving other benefits to the user

FEATURE SUGGESTIONS

RAPIDO RIDE DEALS

Introduce dynamic coupon codes that vary by time, frequency, and location to encourage users to ride more. Offers like FIRSTRIDE, DAILY10 coupon codes can be used for special discounts.

AUTO AND CAB POOLING

Enable users to share rides with others traveling along similar routes. This feature lowers the individual fare and increases vehicle utilization. It's ideal for daily commuters going in the same route.

RAPIDO STUDENT SAVER

Offer exclusive ride discounts to verified college students through student ID verification. This makes daily commutes more affordable, especially for budget-conscious users.

WEEKEND PASS

Launch a prepaid weekend pass allowing multiple discounted rides on Saturday and Sunday. For example, ₹299 for unlimited rides up to 10KM each ride.

RAPIDO METROLINK

Seamlessly combine metro travel with Rapido for last-mile connectivity. Users can purchase bundles like a metro ticket plus two short Rapido rides at a discounted price.

RAPIDO RETURN SAVER

Allow users to book a round trip in a single tap and receive a discount on the return journey. This reduces booking effort and ensures ride availability for both legs, adding predictability and cost savings.

Prioritizing Features

Score = (Reach*Impact)/(Cost*Effort)

FEATURES	REACH	IMPACT	COST	EFFORT	SCORE
RAPIDO RIDE DEALS	5/5	3/5	4/5	4/5	0.93
AUTO AND CAB POOLING	5/5	4/5	3/5	3/5	2.22
RAPIDO STUDENT SAVER	5/5	4/5	3/5	3/5	2.22
WEEKEND PASS	4/5	5/5	4/5	4/5	1.25
RAPIDO METROLINK	5/5	5/5	2/5	4/5	3.125
RAPIDO RETURN SAVER	4/5	3/5	3/5	3/5	1.33

Based on the Prioritization table, we will come out with features that are Auto and Cab Pooling, Rapido Student Saver, and Rapido MetroLink.

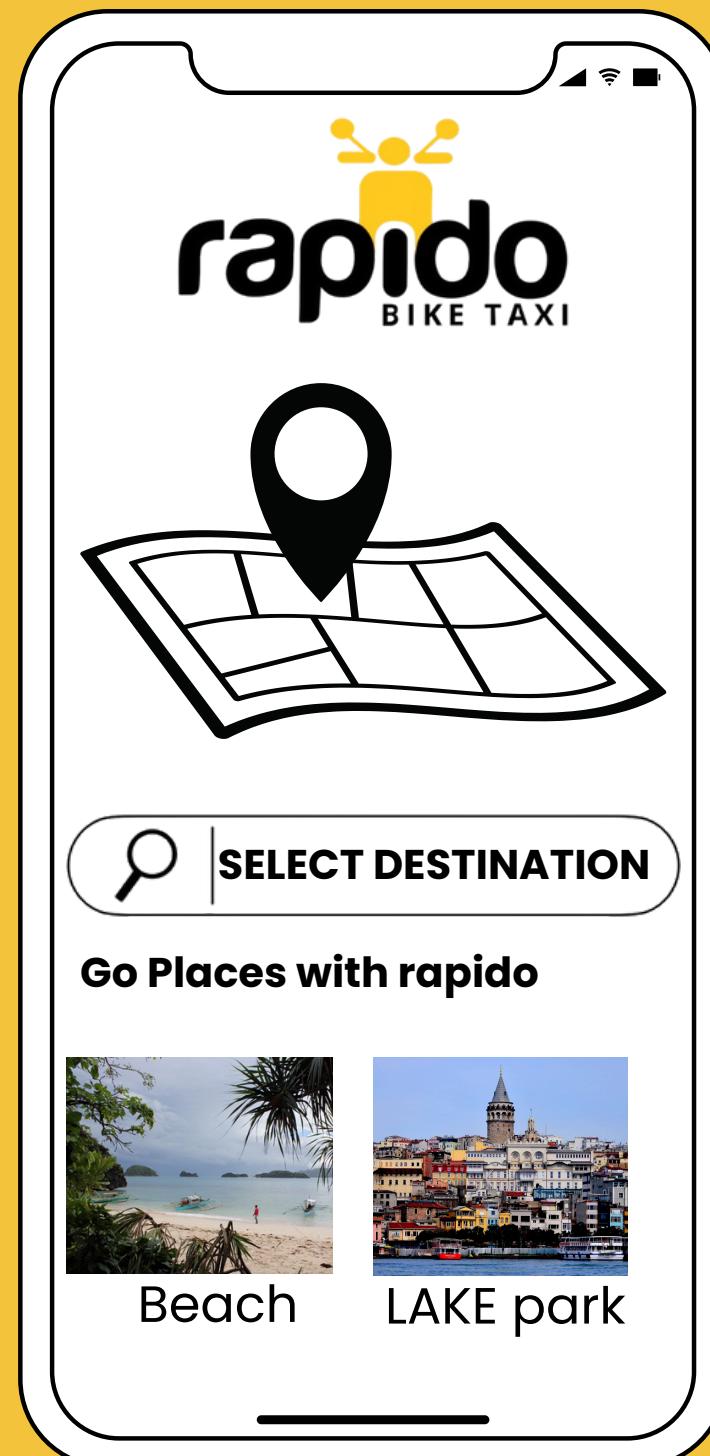
AUTO AND CAB POOLING

Enable users to share rides with others traveling along similar routes. This feature lowers the individual fare and increases vehicle utilization. It's ideal for daily commuters going in the same route

- User will get the Auto at lower prices.
- Retention will increase as people will come to the app for booking auto at reduced price.

STEP-1 →

The user inputs the pickup and drop-off locations.



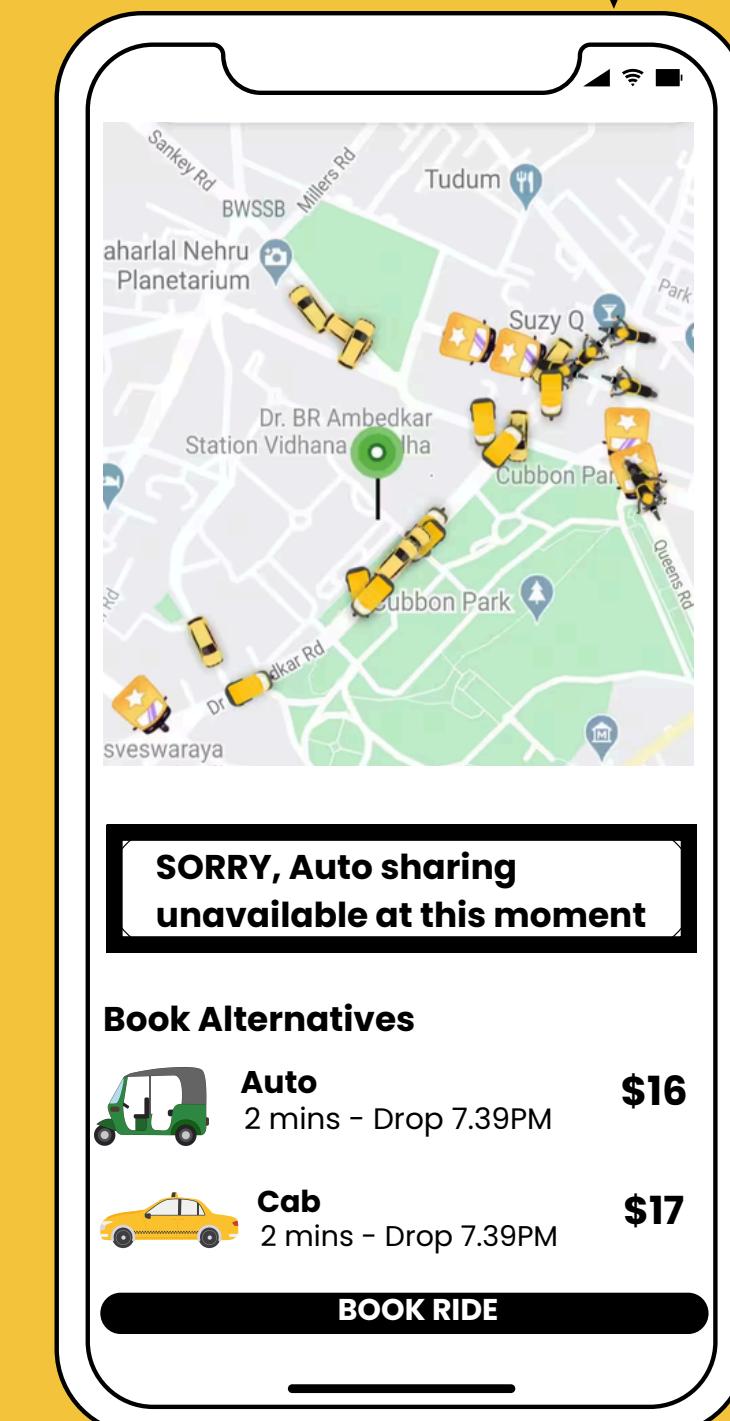
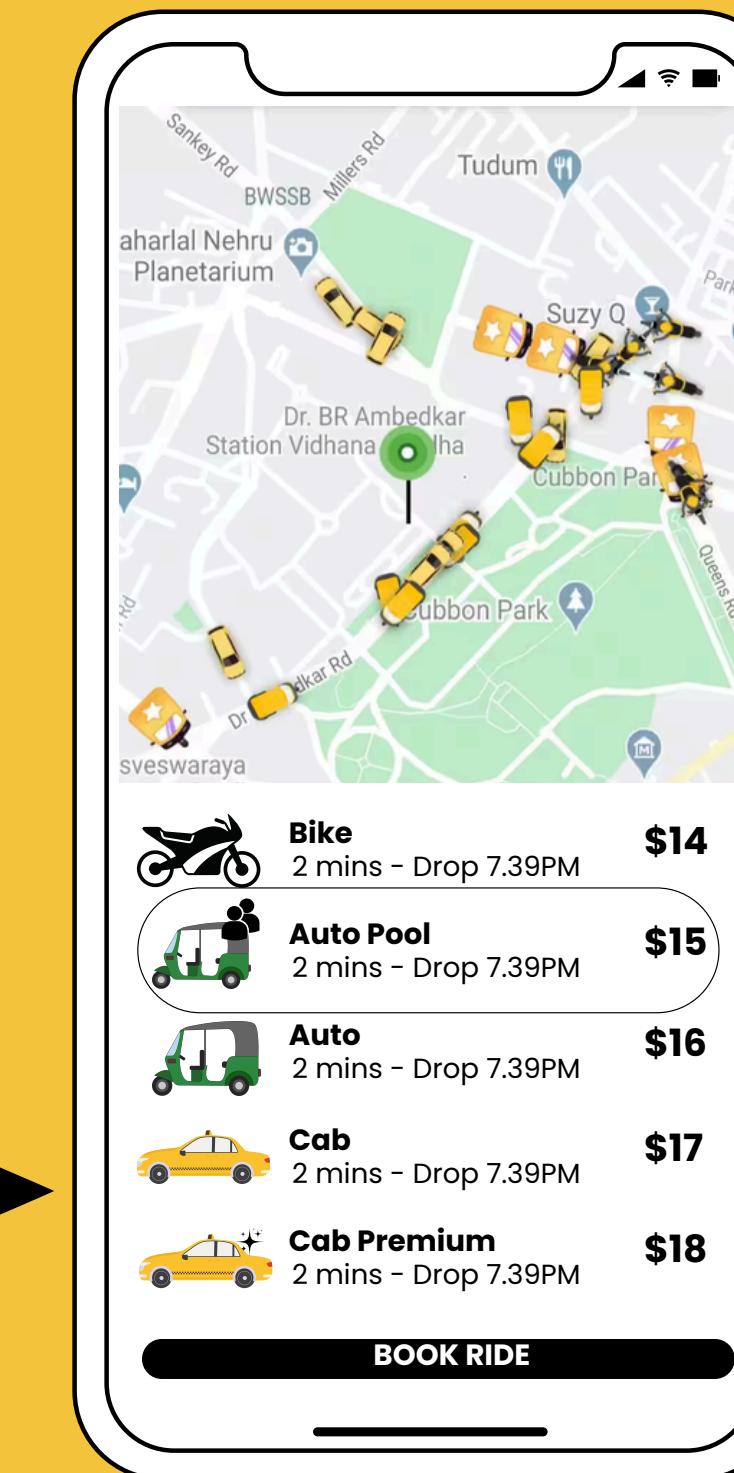
STEP-2 →

The user selects the Auto Pool option and continues to the next step to book their ride.

If the users are not available for Auto Pool currently in a particular area, the User can book the auto, and if on the way, Auto finds a user for Auto Pool, his/her price will reduce accordingly.

In the event that the user is unable to secure a pool ride, alternative options will be available.

STEP-3

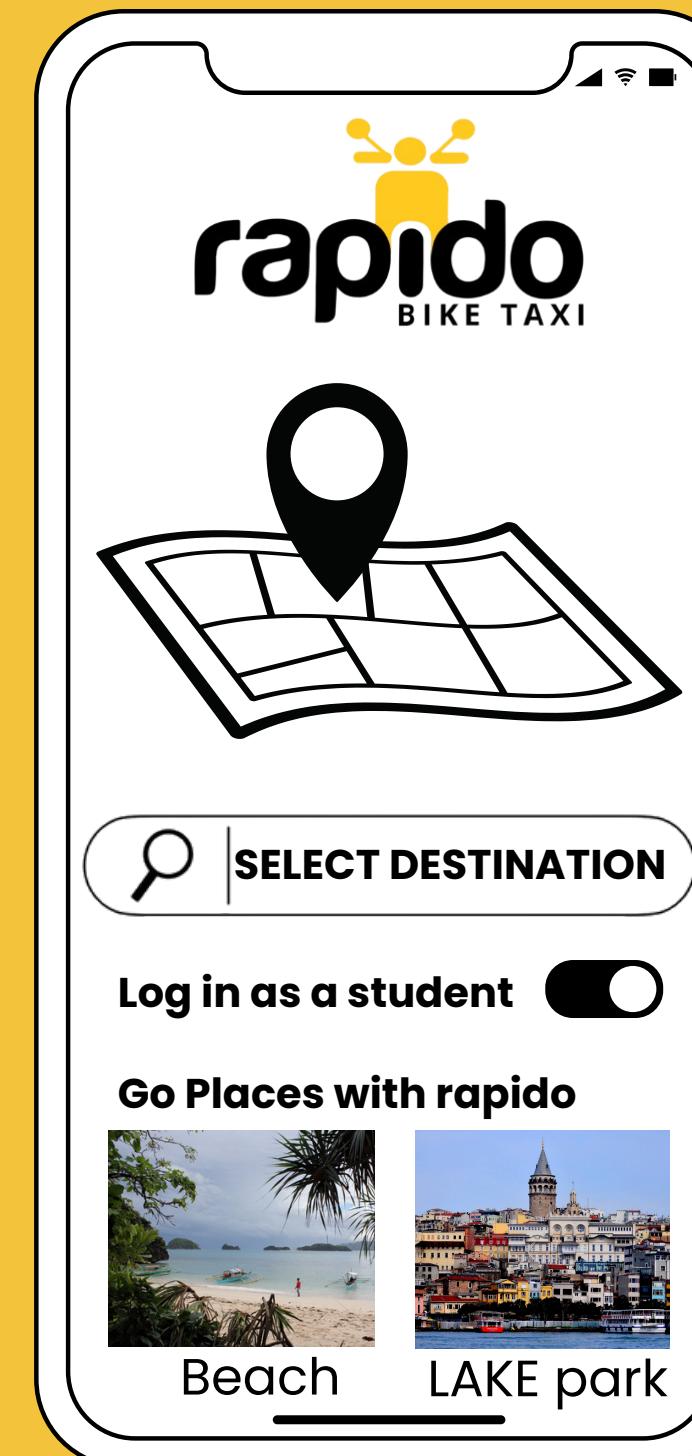


RAPIDO STUDENT SAVER

The Student Saver Pack is a subscription-based mobility solution tailored specifically for college students who frequently use Rapido for short commutes, such as between hostels, campuses, coaching centers, and PGs. It bundles rides into a discounted plan while offering perks like priority booking, reward points, discounts and occasional free rides.

STEP-1 →

The user inputs the pickup and drop-off locations while logging in as a student.



→ **STEP-2**

The user navigates to the Special Student Offers page to access benefits using their ID card.

The Student Saver Pack is a targeted feature designed to build long-term loyalty among college students by offering them discounted ride bundles. By allowing students to pre-purchase a set number of rides at a reduced rate.

Users have the option to select a saver pack based on their preferences before proceeding to payment.

The image shows the Rapido app displaying "Student Saver Packs". It features a large circular icon with the word "Student" in white. Below it are two smaller icons: a backpack and a person reading a book. To the right of these icons are two offers: "15 Rides with 15% off" and "20 Rides with 20% off". Above these offers, a text box says "Special Student offers to your college, enjoy 5 rides @\$30". Below the offers is a table of ride options with their prices:

Bike	2 mins - Drop 7.39PM	\$14
Auto	2 mins - Drop 7.39PM	\$16
Cab	2 mins - Drop 7.39PM	\$17
Cab Premium	2 mins - Drop 7.39PM	\$18

At the bottom of the screen is a large black button labeled "BUY STUDENT SAVER PACK".

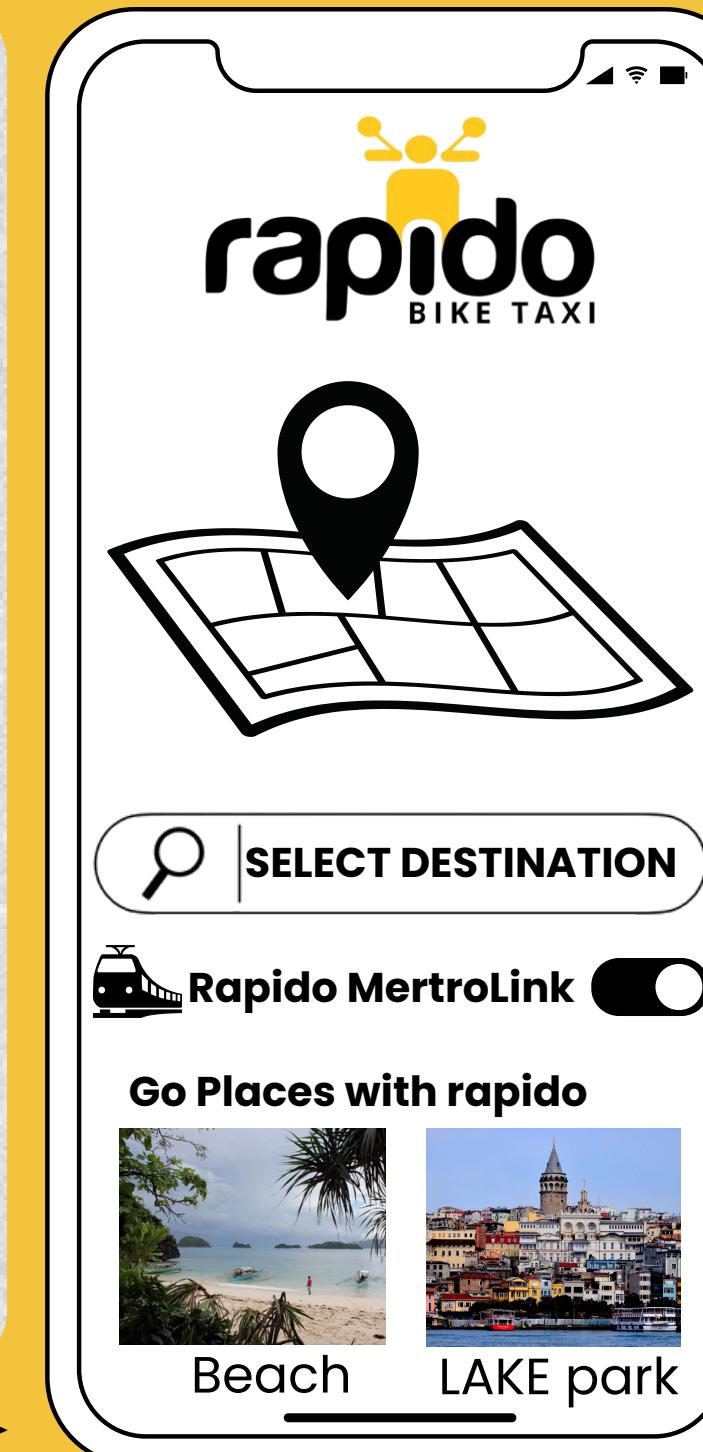
STEP-3

RAPIDO METROLINK

Rapido MetroLink is a smart mobility feature that enables seamless integration between metro travel and short-distance Rapido rides. It allows users to pre-book or instantly book Rapido rides from their home to the metro station and from the metro station to their destination, all in one flow. It targets daily office-goers, students, and urban travelers who combine metro + short ride-hailing for cost-effective and fast travel.

STEP-1 →

The user specifies the pickup and drop-off locations while selecting Rapido MetroLink.

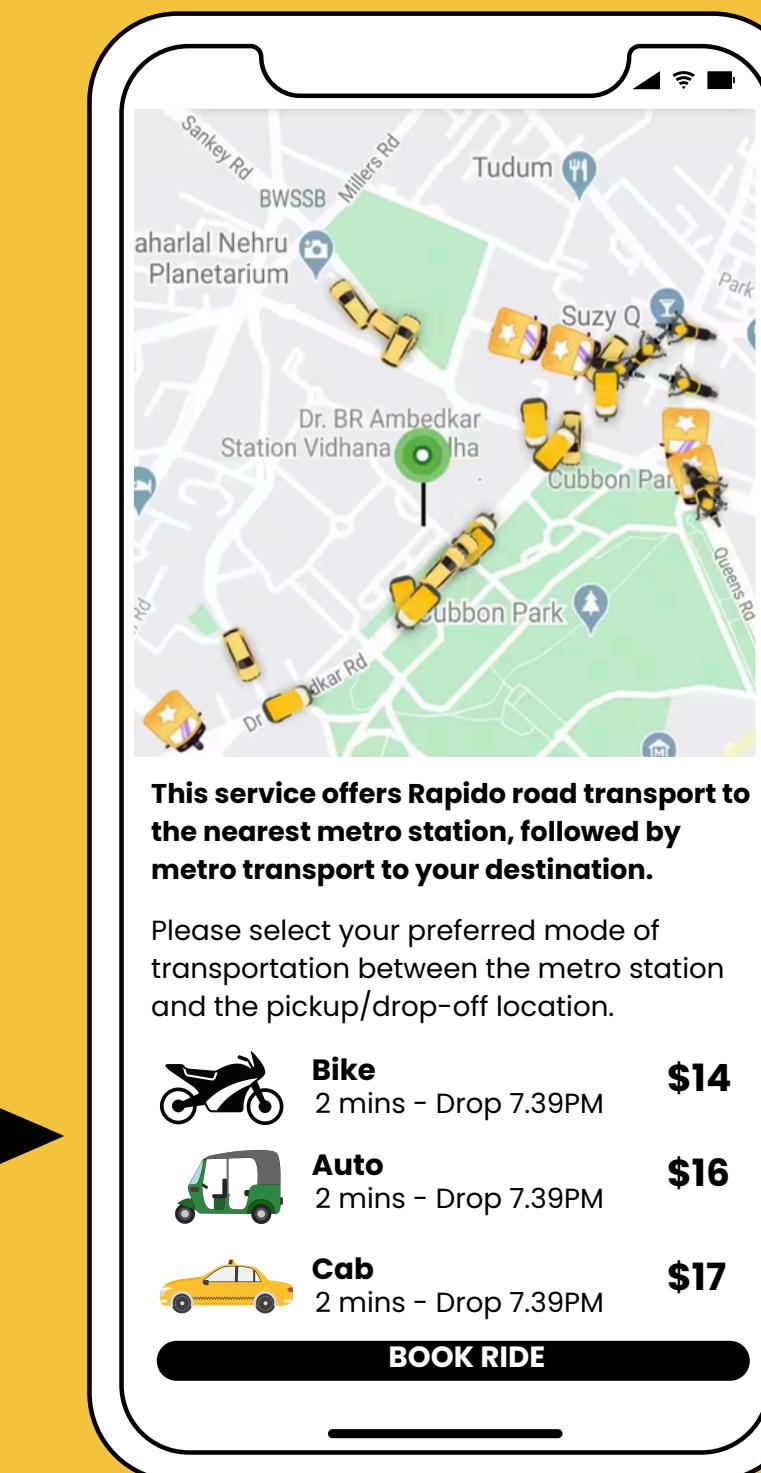


→ **STEP-2**

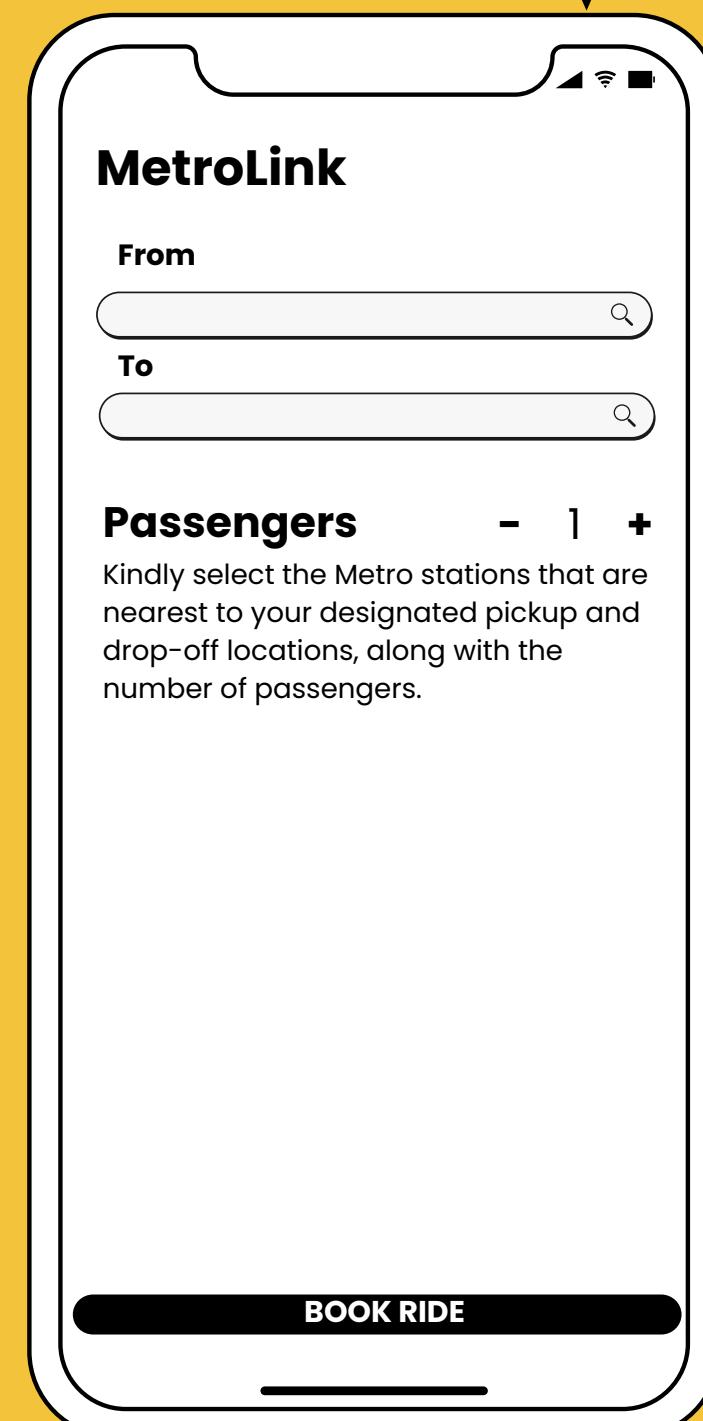
Users can choose their travel options to the metro station from designated pickup and drop-off points.

Users can select their pickup and drop-off locations (Step 1), choose their preferred Rapido transport option to and from the nearest metro stations (Step 2), and then select the relevant metro stations along with the number of passengers before confirming their ride (Step 3).

STEP-3



Users can select their desired metro stations for both pickup and drop-off locations before proceeding to make a payment.



METRICS DASHBOARD

NORTH STAR METRIC =

% decrease in average cost per ride per us

IMPORTANT METRICS

PRICING EFFICIENCY

- % of rides completed via Auto/Cab Pooling
- Average fare savings per pooled ride
- Average fare savings per ride using Student Saver Pack
- % of users subscribed to Student Saver Pack

OPERATIONAL METRICS

- Average occupancy rate in pooled autos/cabs
- Ride success rate for MetroLink bookings
- Cancellation rate for pooled/shared rides

USER RETENTION

- Retention rate of users who used Student Saver or MetroLink
- Repeat usage rate of pooled rides per week
- % of new users converting into subscription users (Student Saver)

USAGE & ADOPTION

- Average # of pooled rides per user per month
- Average # of MetroLink rides per user per week
- % of users using MetroLink for both first-mile and last-mile

ENGAGEMENT & CONVERSION

- % of users completing ride bookings after viewing Saver or Pooling banners
- Conversion rate from ride search → Pooling selection → Completion
- Number of rides booked using promotional codes

GTM STRATEGY

ANNOUNCING THE FEATURE

- **Implement in-app banners and walkthrough tutorials to introduce the new features: Pooling, MetroLink, and Student Saver.**
- **Send personalized emails to targeted user segments, such as students and frequent commuters.**
- **Display branded posters on Rapido vehicles and within metro stations.**
- **Launch paid promotions through regional YouTubers and Instagram reels.**
- **Organize campus and office activations to provide on-site demonstrations of the features.**

MARKETING THE LAUNCH

- **Implement push notifications during peak hours with messages such as, "Pool your ride now and save up to 30%!"**
- **Reward users with 10 to 15 Rapido coins for viewing the complete explainer videos for the Student Saver and MetroLink.**
- **Create influencer-led "ride-along" challenge videos that demonstrate the real-time utilization of the new features.**
- **Introduce limited-time bundle offers for new users exploring the MetroLink combo or Student Pack.**

KEEPING USERS IN THE LOOP

- **Leaderboard offer: Top 1000 Pool users get free rides or exclusive packs.**
- **"Refer a Ride Feature" campaign, Users earn Rapido coins when their friend watches a promo video & books a ride.**
- **In-app surveys and feedback nudges asking users for pain points and suggestions after feature usage.**
- **Monthly email digest showing how much users saved using Pooling or Student Saver features.**