

uber

Improving UberX Share: Uber's Ride Sharing Feature

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Overview

Uber Technologies Inc., at its core, is a technology company that connects users looking for services such as rides and food delivery with individuals or businesses that offer these services. More than 50% of Uber's revenue comes from its mobility service, where it offers options such as ridesharing, rentals, motor rides, and auto rickshaws.

Uber's ride-sharing feature, primarily offered through UberX Share, allows up to three riders traveling in the same direction to share a ride. This feature not only enables users to save money but also helps them contribute toward a more sustainable commute by lowering carbon emissions and urban traffic congestion.

Mission

Uber's mission is to make transportation universally accessible and dependable, much like the consistent and widespread availability of running water. Through this mission, Uber aims to offer quality transportation solutions to its customers that are easy to use, convenient, and available anytime, anywhere.

In the long run, Uber aims to be the catalyst in transforming urban mobility for a more sustainable, inclusive, and innovative future.

Business Strategy

- **Tech Focus:** Uber leverages its mobile application, advanced algorithms, and data analytics to efficiently match riders and drivers.
- **Customer Experience & Brand Trust:** Uber's services focus on being user-centric, which in turn has helped build brand trust, a crucial competitive edge for Uber.
- **Cost Management and Operational Efficiency:** Uber leverages its technology and asset-light model to streamline its operations, using dynamic pricing and driver incentives to maintain profitability.

Key Stats 2024

\$43.9 Billion

Revenue

161 Million

Monthly Active Users

9.45 Billion

Total Trips

30.3 Million

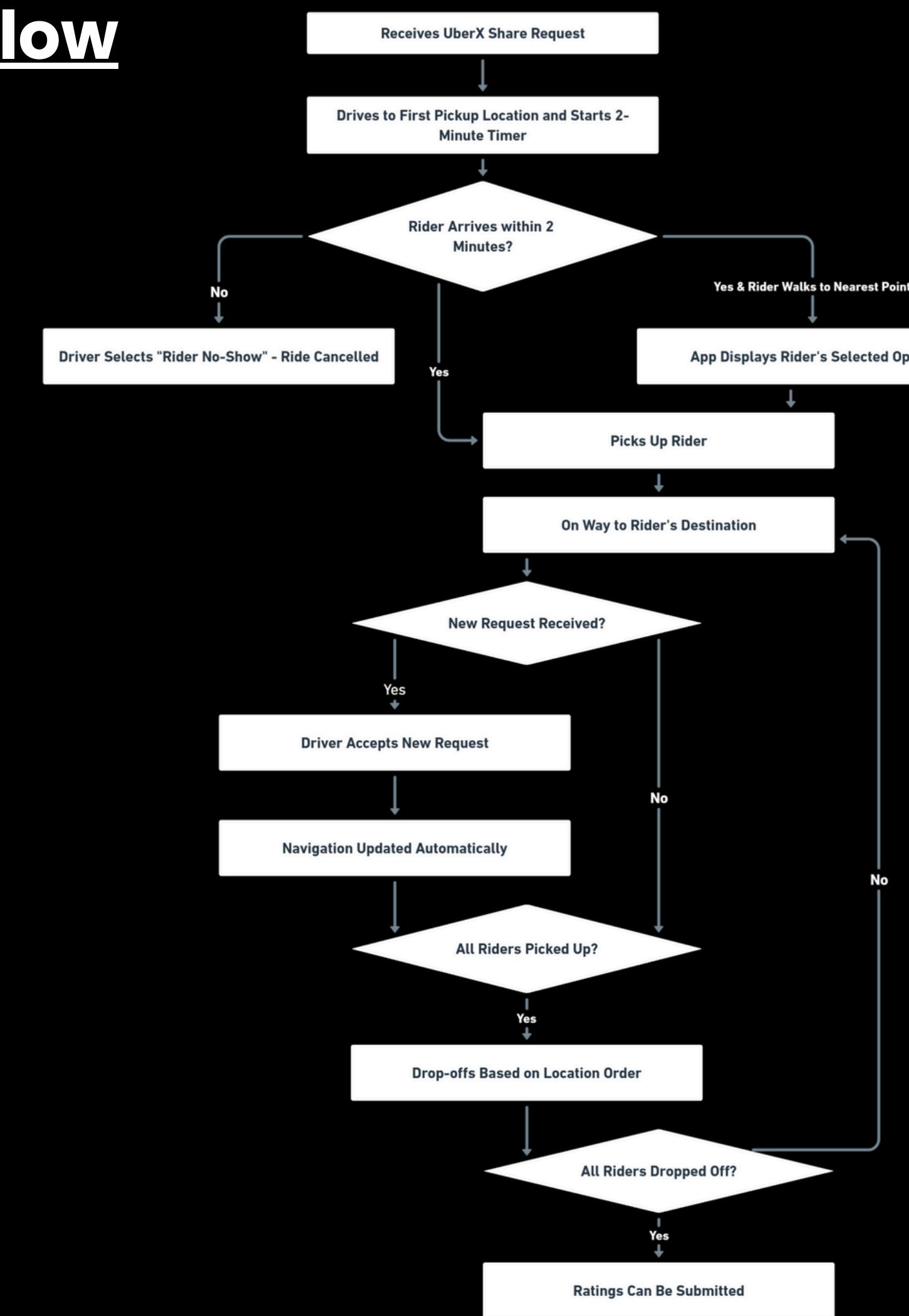
Trips /day

Competitors



UberX Share Workflow

Uber



User Persona

Lexie

Lexie is a 24-year-old software engineer who lives in a busy metropolitan city where traffic is dense and commuting options vary based on cost, reliability, and availability. She primarily uses her company shuttle for her daily commute but occasionally chooses UberX Share because of its convenience.

Pain Points:

- **Delayed Drop-offs and Detours:** The planned route is inefficient, often including several detours and resulting in increased travel time.
- **Perceived Safety Risks:** While she trusts Uber in general, being paired with unfamiliar co-riders makes her concerned about overall safety.
- **Ride Unavailability:** The unavailability of UberX Share rides forces her to use alternative services.

Needs:

- Smarter route planning algorithm that helps reduce overall travel time.
- More transparency and safety reassurances regarding her fellow co-riders.
- Improved passenger-matching algorithm.



Problem Solution Mapping

Pain Point

Rider safety concerns

Proposed Solution

Co-rider ratings and gender-based rider preferences

Why will this solution work?

Creates a sense of transparency and encourages more safety-conscious riders, such as women, to use the feature.

Delayed rides

Custom detour tolerance with loyalty-based compensation.

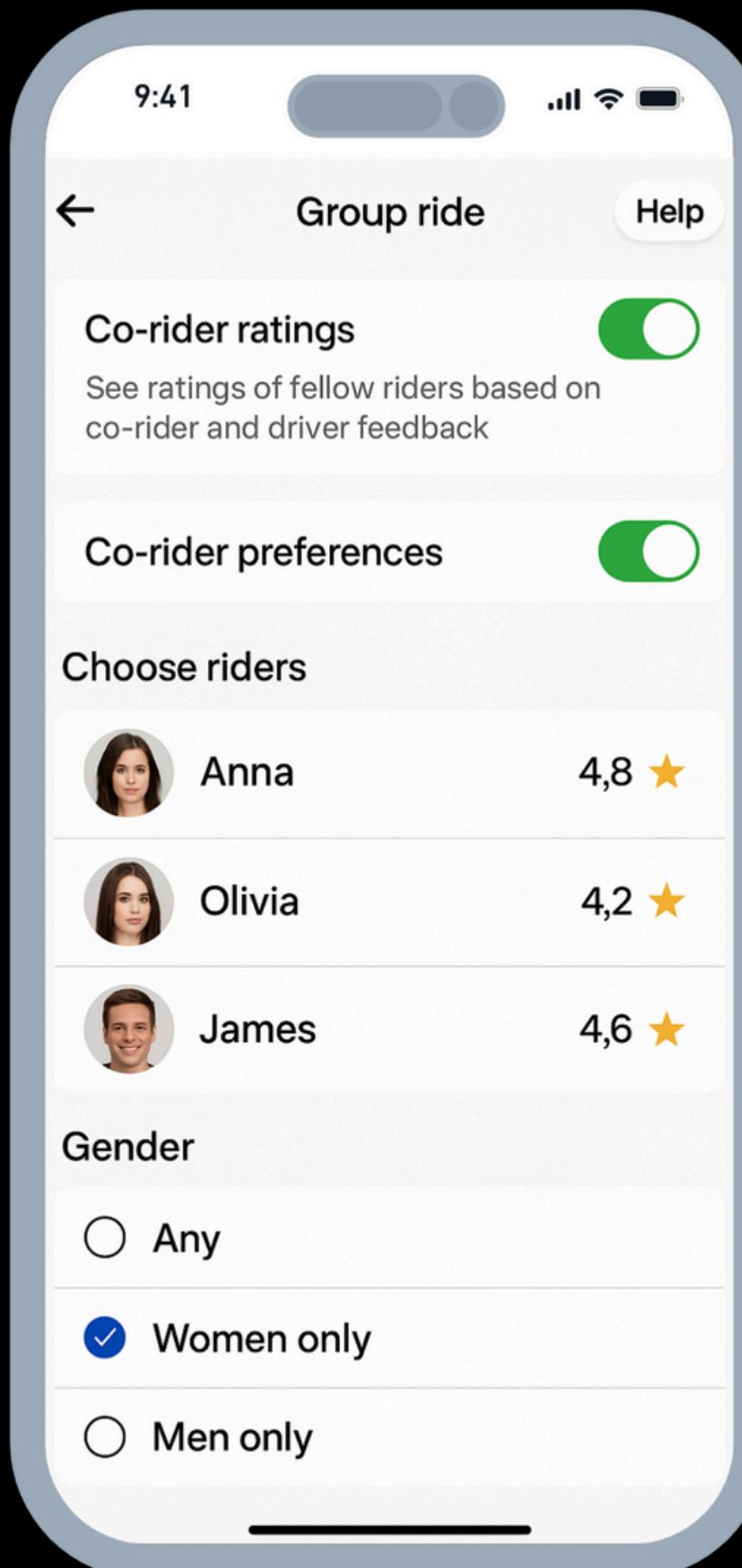
Builds user trust by offering detour control and compensation through points, enhancing satisfaction and the perception of fairness.

Lack of availability of ride shares

Cross feature gamification

Promotes repeated use and increases stickiness across Uber's ecosystem.

Solution 1: Co-rider ratings and gender based rider preferences



Key Features



In the proposed solution, users are allowed to choose co-riders based on gender and view each co-rider's consolidated rating, which is calculated based on feedback from previous drivers and co-riders.

How It Works



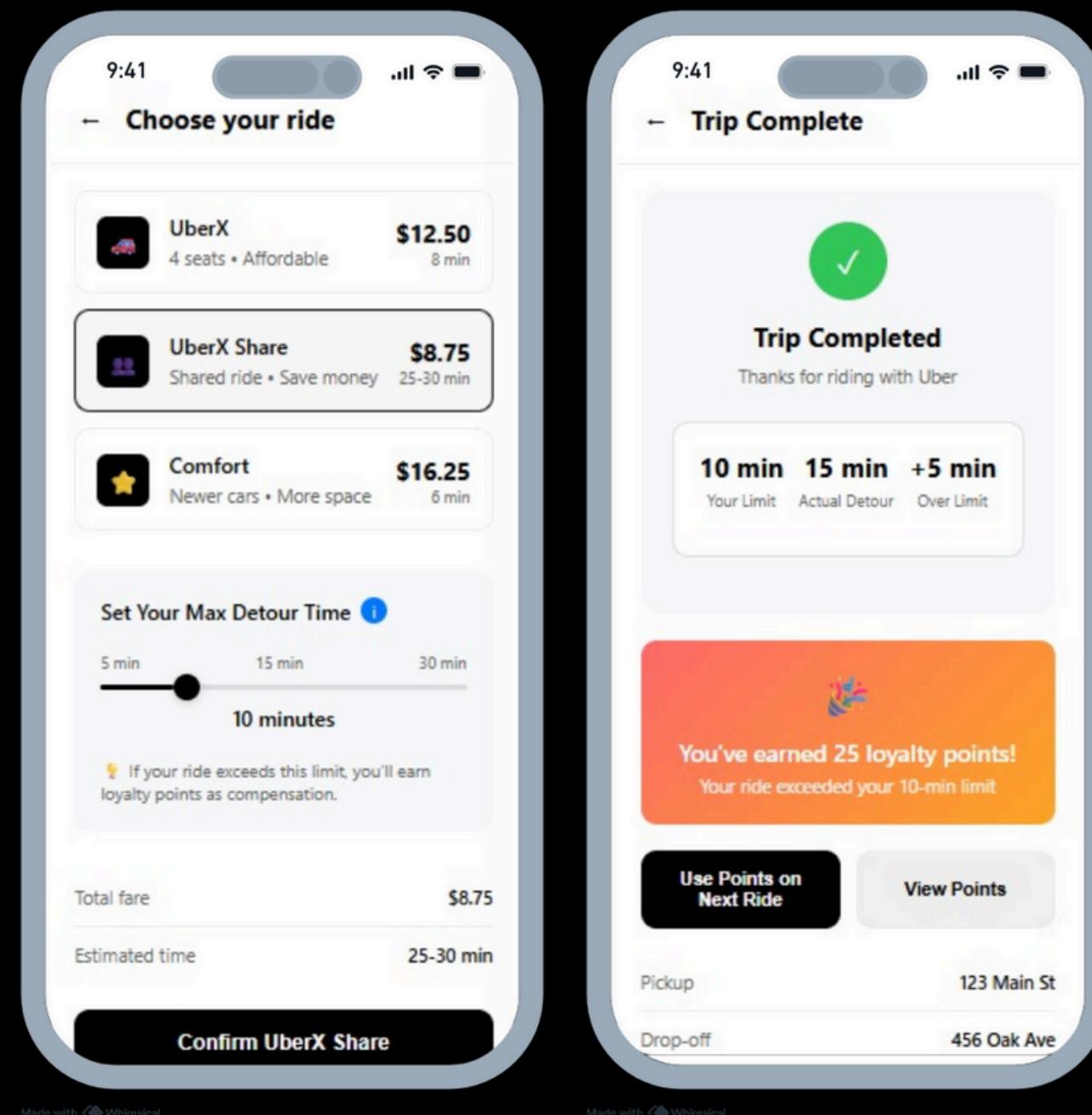
When a user selects UberX Share, they are greeted by an interface which allows them to choose their preferred co-rider gender and set a desired co-rider rating range. A list of matching co-riders is then displayed, allowing the user to select their preferred riders. The algorithm subsequently pairs the user with the chosen co-riders.

Impact



By giving users control over their perceived safety and comfort, this solution will make UberX Share more attractive to safety-conscious riders.

Solution 2: Custom Detour Tolerance with Loyalty Compensation



Key Features 🎁

The proposed solution lets users set a detour limit for UberX Share. If exceeded, they earn loyalty points redeemable across Uber's ecosystem.

How It Works 🚗

- 1. Choose Ride:** Select UberX Share.
- 2. Set Detour Limit:** Based on drop-off distance, choose a detour tolerance (5–30 mins) suggested by Uber.
- 3. Ride Execution:** If detour stays within limit, ride continues. If it exceeds, you earn loyalty points (1 Point earned for every 5 minutes exceeded & 1 point != 1\$).
- 4. Points Redemption:** Use points for discounts on future rides.

Impact 🛡️

This feature builds trust by giving users control over detour limits and compensating them for delays with loyalty points. It encourages repeat usage without reducing fares and helps gather valuable data to improve the user experience.

Solution 3: Cross-Feature Gamification



Key Features



In this proposed solution, the visibility of UberX Share is enhanced through push and in-app notifications. By using UberX Share, the user can gain points which can be claimed across Uber's ecosystem.

How It Works



The user receives timely notifications for UberX Share, which can be customized based on factors such as weather, festivals, and current trends. When the user avails of UberX Share by clicking on such a notification, they earn points calculated based on factors like total ride distance. The accrued points can be redeemed across other services, such as Uber Eats.

Impact

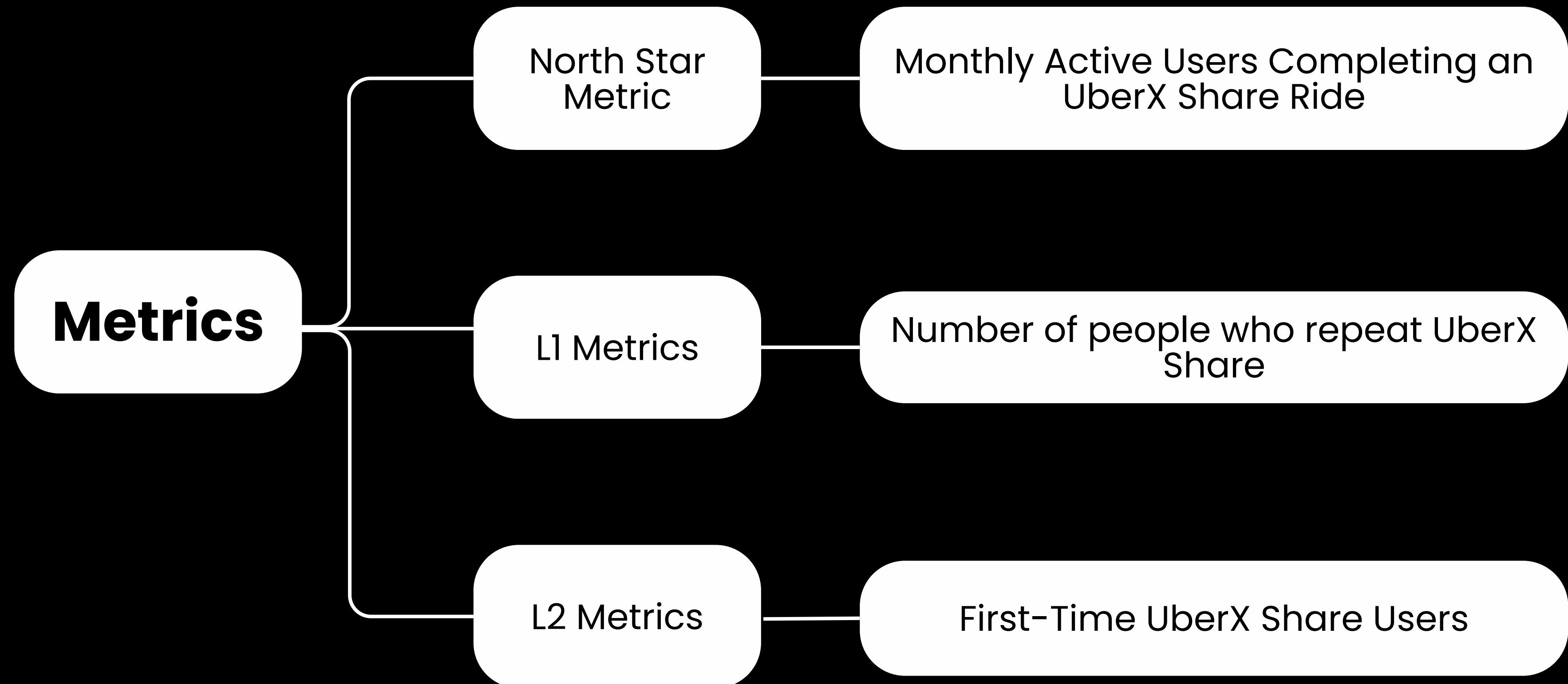


Enhanced visibility of UberX Share and cross-utilization of accrued points across Uber's ecosystem help retain customers and make Uber's offerings more attractive and integrated.

Solution Prioritization Matrix

SOLUTION	IMPACT	EFFORT	PRIORITY
Co-rider ratings and gender based rider preferences	HIGH	MEDIUM	1 
Custom Detour Tolerance with Loyalty Compensation	MEDIUM	HIGH	2 
Cross-Feature Gamification	MEDIUM	LOW	3 

Key-Metrics



Any Questions? Please feel free to comment!

Thank You!



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