# Competitive Gap Analysis Document

# Fare Transparency in Third-Party Ride Bookings

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## 1. Document Purpose

This document evaluates existing third-party ride booking transparency features and compares them with the proposed Fare Transparency and Payment Safeguard Solution. The objective is to identify functional, operational, and communication gaps in current implementations and highlight enhancement opportunities.

## 2. Problem Context

Ride-hailing platforms commonly allow users to book rides for other passengers and apply promotional discounts. However, current implementations often lack multi-stakeholder communication and payment accountability mechanisms, leading to fare disputes, customer dissatisfaction, and operational inefficiencies.

## 3. Evaluation Scope

The comparison focuses on:

- Third-party ride booking workflows
- Promotional fare communication
- Payment accountability mechanisms
- Stakeholder transparency
- Dispute prevention measures

## 4. Current Feature Observation Summary

Existing ride-hailing implementations typically provide:

- Promotional fare visibility to booking user
- Ride tracking capabilities
- Basic payment flow options
- Standard notification systems

However, gaps exist in communication synchronization and payment control across all ride participants.

## 5. Competitive Gap Analysis

### 5.1 Passenger Verification Framework

**Existing Implementation Limitations**

- No structured passenger authentication process
- Risk of incorrect passenger entry
- Lack of identity validation for third-party bookings

**Proposed Solution Enhancement**

- Mandatory passenger detail capture
- OTP-based passenger verification
- Reusable passenger profile storage
- Reduced misuse and booking errors

### 5.2 Multi-Stakeholder Fare Transparency

**Existing Implementation Limitations**

- Promotional discounts visible primarily to booking user
- Passenger visibility inconsistent
- Drivers may not receive full discount breakdown

**Proposed Solution Enhancement**

- Final payable fare displayed to:
  - Booking User
  - Passenger
  - Driver
- Full fare structure visibility including:
  - Base Fare
  - Discount Applied
  - Final Payable Amount

### 5.3 Fare Enforcement and Payment Control

**Existing Implementation Limitations**

- Fare often treated as estimated value
- Manual fare negotiation possible in cash rides
- Limited fare override prevention

**Proposed Solution Enhancement**

- Fare lock mechanism preventing manual override
- Mandatory fare confirmation before ride completion
- System-controlled payment validation

### 5.4 Payment Accountability Safeguard

**Existing Implementation Limitations**

- Ambiguity in payment responsibility for third-party bookings
- High risk of payment disputes if passenger refuses payment

**Proposed Solution Enhancement**

- Backup payment option for booking user
- Payment verification before ride closure
- Reduced revenue leakage and dispute cases

### 5.5 Notification Redundancy and Communication Reliability

**Existing Implementation Limitations**

- Heavy reliance on in-app notifications
- Limited fallback communication channels

**Proposed Solution Enhancement**

- Dual notification system:
  - In-App Notification
  - SMS Fallback Notification
- Increased communication reliability in low connectivity scenarios

### 5.6 Passenger Communication Integration

**Existing Implementation Limitations**

- Passenger often depends on booking user for ride updates
- Limited direct communication from platform

**Proposed Solution Enhancement**

Passengers receive:

- Fare information
- Ride tracking notifications
- Payment reminders

- Ride summary and receipts

### 5.7 Promotional Discount Transparency

**Existing Implementation Limitations**

- Discount details not consistently shared across stakeholders
- Drivers may rely on base fare information

**Proposed Solution Enhancement**

- Transparent promotional discount breakdown for all stakeholders
- Reduced driver-passenger confusion
- Increased transaction clarity

### 5.8 Ride Completion Payment Validation

**Existing Implementation Limitations**

- Ride completion sometimes occurs before payment confirmation
- Increased refund and complaint cycles

**Proposed Solution Enhancement**

- Ride closure linked with payment verification
- Payment confirmation notifications to all participants

### 5.9 Dedicated Third-Party Booking Workflow Design

**Existing Implementation Limitations**

- Third-party bookings treated as standard booking flow
- Lack of dedicated UX journey

**Proposed Solution Enhancement**

- Separate booking type selection:
  - Book for Self
  - Book for Someone Else
- Dedicated passenger detail entry interface
- Improved booking accuracy and experience

### 5.10 Fraud Prevention and Safety Controls

**Existing Implementation Limitations**

- Risk of fake fare representation
- Limited fare verification tools for passengers

**Proposed Solution Enhancement**

- Multi-stakeholder fare synchronization
- System-generated fare confirmation
- Reduced fraud risk

### 5.11 Operational Cost Optimization

**Existing Implementation Limitations**

- Fare disputes handled reactively
- High customer support involvement

**Proposed Solution Enhancement**

- Preventive dispute resolution design
- Reduced refund processing workload
- Lower operational service costs

### 5.12 Data Governance and Audit Traceability

**Existing Implementation Limitations**

- Limited tracking of third-party payment responsibility
- Incomplete promo usage traceability

**Proposed Solution Enhancement**

- Full transaction audit trail including:
  - Booker details
  - Passenger verification data
  - Driver fare acknowledgement
  - Promo usage tracking
  - Payment responsibility mapping

### 5.13 Edge Case Handling

**Existing Implementation Limitations**

- Edge cases handled after disputes occur

**Proposed Solution Enhancement**

Explicit handling for:

- Passenger without smartphone access
- Notification delivery failure
- Incorrect passenger information
- Passenger payment refusal
- Driver promotional fare disputes

## 6. Business Value Contribution

The proposed solution introduces:

- Increased customer trust and transparency
- Improved payment accuracy
- Reduced dispute and refund rates
- Enhanced driver experience
- Improved operational efficiency
- Strengthened platform reliability

## 7. Strategic Impact

The solution transforms third-party ride booking from a basic transactional workflow into a governance-driven, transparency-focused, and risk-controlled service model.

## 8. Conclusion

The proposed Fare Transparency and Payment Safeguard framework addresses critical communication, operational, and financial gaps in third-party ride booking workflows. By integrating verification, transparency, and payment accountability, the solution significantly improves customer experience, reduces disputes, and enhances platform sustainability.