

Fare Mismatch in Promo-Based Ride Booking (Q-Commerce Mobility Domain)

1. Project Overview

Project Title: Improving Fare Transparency in Promo-Based Ride Bookings

Domain: Ride-Hailing / Mobility Platform (Q-Commerce Service Model)

Project Type: Customer Experience & Payment Process Optimization

2. Business Problem Statement:

Ride-hailing platforms provide promotional discounts to attract new customers. However, when rides are booked for another passenger and paid through cash, fare transparency issues may arise.

In this scenario, the booking user applied a promotional discount that reduced the ride fare from ₹83 to ₹33. The passenger taking the ride was unaware of the promotional fare, and the driver collected the full base fare.

This resulted in customer dissatisfaction and payment disputes.

3. Business Objectives:

- Improve fare transparency across all ride participants
- Reduce fare-related disputes
- Enhance customer trust
- Improve driver payment clarity
- Increase platform satisfaction scores

4. Stakeholder Analysis:

Stakeholder analysis identifies individuals, groups, or systems that are impacted by or influence the ride booking and payment process. Understanding stakeholder roles helps identify communication gaps and operational risks.

4.1 Stakeholder Identification:

Stakeholder	Role in System	Interest	Impact Level
Booking User	Books ride and applies promo offers	Wants discounted and accurate fare	High
Passenger	Travels in the ride	Wants clarity about payment amount	High
Driver (Captain)	Provides ride service and collects payment	Wants correct fare payment	High
Rapido Platform	Connects users and drivers	Wants smooth transaction and customer satisfaction	High
Payment Gateway	Processes online payments	Ensures successful and secure transactions	Medium
Customer Support Team	Handles complaints and dispute resolution	Wants minimal complaints and faster resolution	Medium
Operations Team	Monitors service quality and ride completion	Wants operational efficiency	Medium

4.2 Stakeholder Relationship Map:

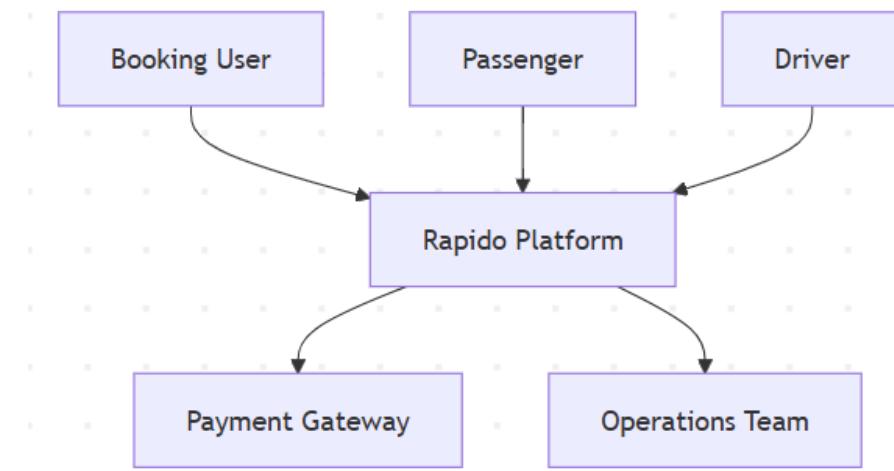


Figure 1: Stakeholder Relationship Map showing interaction between booking users, passengers, drivers, and operational systems within the ride booking ecosystem.

5. Current Process (AS-IS):

1. User books ride through app
2. Promotional discount applied
3. Discounted fare displayed only to booking user
4. Passenger boards ride
5. Driver collects payment manually
6. Fare mismatch occurs

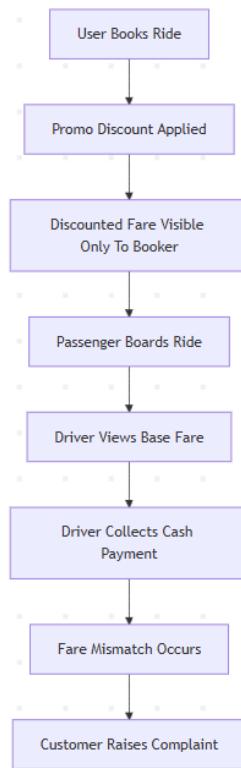


Figure 2: Current Ride Booking Process Flow.

6. Pain Points Identified:

- Passenger does not receive fare information
- Driver may rely on base fare
- Cash payment bypasses fare verification
- Limited visibility of promotional discounts
- Increased refund complaints

7. Root Cause Analysis:

Primary causes include:

- Lack of fare communication to passenger
- Driver app not clearly displaying promo-adjusted fare
- Cash payment flexibility allows manual override
- Missing automated fare confirmation system

8. Gap Analysis:

Gap analysis compares the current ride booking process with the expected improved system behaviour to identify functional and communication gaps.

Current State	Expected State	Identified Gap
Fare displayed only to booking user	Fare visible to booking user, passenger, and driver	Multi-user communication gap
Drivers rely on base fare	Drivers view final promo-adjusted fare	Driver information gap
Cash payment allows manual fare collection	System controlled fare confirmation	Payment control gap

9. Requirement Elicitation Methods:

- User complaint analysis
- Ride transaction data analysis
- Driver interviews
- Customer feedback surveys
- Competitor feature benchmarking

10. BUSINESS REQUIREMENTS DOCUMENT

10.1 Business Need

The platform requires improved fare communication and payment transparency when promotional discounts are applied to rides.

10.2 Project Scope

In Scope:

- Fare notification enhancement
- Driver app fare clarity
- Passenger fare visibility
- Payment confirmation improvements

Out of Scope:

- Payment gateway redesign
- Driver compensation structure changes

10.3 Business Requirements

BR-01 - The system must display final payable fare to all ride participants.

BR-02 - Drivers must receive promo-adjusted fare confirmation.

BR-03 - Passengers must receive ride fare notifications.

BR-04 - The system must reduce payment disputes.

10.4 Business Success Criteria

- 30% reduction in fare disputes
- Improved customer satisfaction rating
- Reduced refund processing requests

11. FUNCTIONAL REQUIREMENTS DOCUMENT

11.1 Functional Requirements:

FR-01 - System shall send automated fare summary notifications to passenger via SMS and in-app alerts.

FR-02 - Driver application shall display:

- Base fare
- Discount applied
- Final payable amount

FR-03 - System shall prevent drivers from manually collecting fare exceeding displayed amount.

FR-04 - System shall display fare confirmation screen before ride completion.

FR-05 - When promotional discounts are applied, system shall encourage digital payment mode.

11.2 Data Requirements

The following data elements are required to ensure accurate fare calculation, notification delivery, and payment validation across stakeholders:

- Ride ID
- Booking User ID
- Passenger Contact Details
- Driver ID
- Promo Code ID
- Base Fare
- Discount Amount
- Final Payable Fare
- Payment Mode
- Payment Status

11.3 Non-Functional Requirements

- Notification delivery within 5 seconds
- System availability 99% uptime
- Secure customer payment data handling

12. REQUIREMENT TRACEABILITY MATRIX

The RTM ensures that business requirements are properly mapped to functional implementations and validation scenarios.

Business Requirement	Functional Requirement	Validation Scenario
BR-01	FR-01, FR-02	Verify fare visibility across all stakeholders
BR-02	FR-02	Verify driver app displays promo-adjusted fare
BR-03	FR-01	Verify passenger receives fare notification
BR-04	FR-03, FR-04	Verify payment disputes are minimized

13. USER STORIES

User Story 1:

As a passenger, I want to receive final ride fare details so that I can pay correct amount.

Acceptance Criteria:

- Passenger receives fare summary before ride ends
- Fare clearly shows discount applied

User Story 2:

As a driver, I want to view final payable fare so that I avoid payment disputes.

Acceptance Criteria:

- Driver app shows final fare
- Driver cannot override fare

User Story 3:

As a booking user, I want passenger to receive fare information so that payment confusion is avoided.

14. USE CASE SCENARIO

Use Case Name:

Fare Confirmation Process

Actors:

Booking User, Passenger, Driver, System

Pre-Conditions

Ride booking must be successfully initiated.

Post-Conditions

Fare is confirmed and payment is completed.

Flow:

1. User books ride
2. Promo applied
3. Fare calculated
4. Fare sent to passenger and driver
5. Ride completed
6. Passenger pays confirmed fare

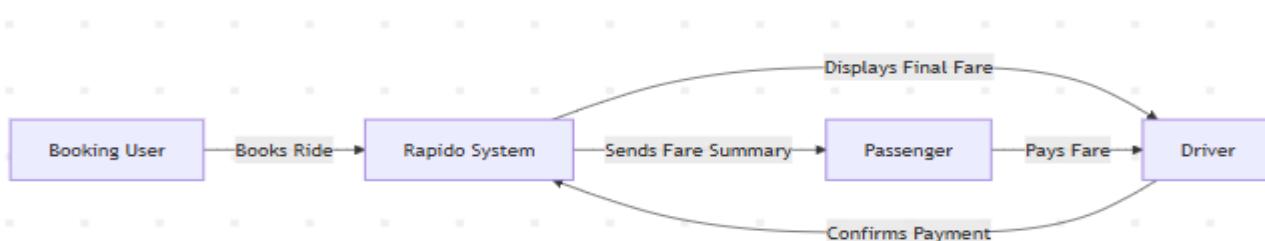


Figure 3: Use Case Scenario Flow

15. PROCESS IMPROVEMENT (TO-BE)

New process introduces:

- Multi-user fare notification
- Driver fare lock mechanism
- Mandatory fare confirmation

16. PROPOSED SOLUTION

Solution 1:

Multi-User Fare Visibility

System will display final fare to:

- Booker

- Passenger
- Driver

Solution 2:

Automated Fare Notification

System will send:

- SMS
- In-app message
- Ride summary screen

Solution 3:

Promo Payment Safeguard

When promo applied:

- Digital payment recommended
- Fare confirmation required

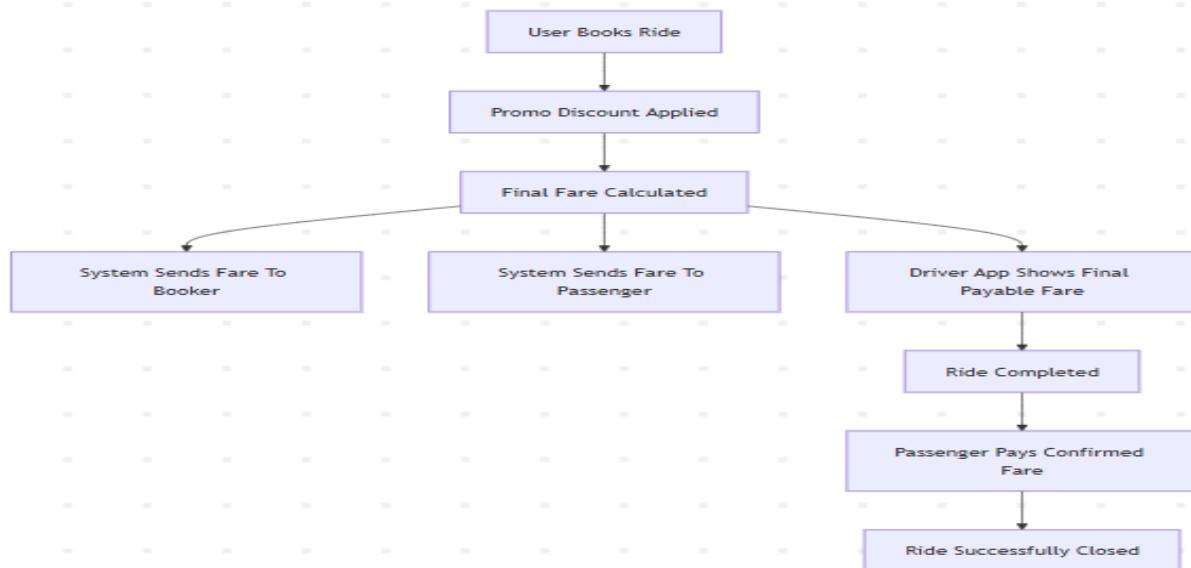


Figure 4: Process Improvement (TO-BE) Flow

17. KPI TRACKING PLAN

KPI	Current Baseline	Target Improvement
Fare dispute rate	Estimated 12%	Reduce to 8%
Refund request frequency	Current average volume	Reduce by 25%
Customer satisfaction score	Current rating	Increase by 15%
Payment accuracy percentage	Current payment accuracy	Improve to 98%

18. RISK ANALYSIS

Risk	Impact	Mitigation Strategy
Driver resistance	Medium	Driver training & awareness programs
Notification failure	Medium	Retry notification mechanism
User ignoring notifications	Low	Mandatory fare confirmation screen

19. ASSUMPTIONS

- Passengers have access to mobile notifications
- Drivers follow system fare instructions
- Users prefer transparent pricing

20. CONSTRAINTS & DEPENDENCIES

Constraints:

- Implementation depends on driver application update cycles
- Notification delivery depends on network availability
- Payment confirmation flow must align with existing payment infrastructure

Dependencies:

- SMS and notification service provider reliability
- Payment gateway response time
- Driver compliance with updated fare display system

21. BUSINESS VALUE SUMMARY

Implementation of improved fare transparency will:

- Enhance user trust
- Reduce operational refund cost
- Improve platform reliability
- Increase customer retention

22. Glossary:

Term	Meaning
Promo Fare	Discounted ride price
Final Fare	Amount payable after discount
Booker	User who initiates booking
Passenger	Person taking the ride
RTM	Requirement Traceability Matrix