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Flying Taxi Business Case- Final

REVIEW

HISTORY

Meets Specifications

Really a great job in your project. You have done an awesome work here. 🙌

Keep the great job!!! Congrats! 😊

An extra reading here about [Data Visualization](#) to boost your learning!

Finally, I'd like to share three important articles:

1. [A Roadmap to Build Your "MVP" Data Governance Strategy](#)
2. [Minimum Viable Product \(MVP\) and Design - Balancing Risk to Gain Reward](#)
3. [Why and How You Should Build a Minimum Viable Product \(MVP\)](#)

Product Objective & KPIs

The project identifies the Flyber product objective, KPIs to support it, & target goals for those KPIs.

The project objective must be centered around one of the following focus areas, and includes an explanation of why we chose it:

- User Acquisition
- User Engagement
- User Retention

- Profitability

The target KPI goals should be backed by quantitative evidence from existing data and should be in a realistic range, given the addressable market of the MVP. (Not 20,000% increase from baseline)

Product Objective & KPIs

Great answers! 😊

You have addressed all important items in your answer.

[✓] User Acquisition

[✓] User Retention

Answer Slide

Before digging into the answer, I would like to highlight 2 main types of users for Flyber which are the rider(customer) and the driver.

I. User Acquisition

1. Brand Awareness: creating a “brand” that will last long is the number 1 drive for any customer to try something new.
2. Brand Edge: there might be some other indirect competitors with edges like being cheaper but what needs to be capitalized on here is simply the short time it will take for any trip to be completed by flyber so it creates a good value for money concept at the customers' minds.

II. User Retention

1. Customer Journey: this will focus on user experience and beyond. It should include 2 main parts which are the experience of the rider through the app and during the ride itself.
2. Customer Happiness: this is as important as the customer journey since it includes the type of support the customer will need off the ride. This should include any customer support they might need after the ride, when requesting a ride or even sometimes during the ride. This should be the main drive to customer satisfaction.

Further Information

In real life a product can have all objectives listed and their KPI's to support. For simplicity, we focus on only one but take note that depending on the company's target and growth rate all of them are very important. As a hint, in real life we should make a deep research about the market and enlist all objectives and trace the main targets, create some MVP's and validate the hypothesis.

I would like to share a nice article about User Acquisition that might help you in your journey:

[User Acquisition | Meaning](#)

Determining the MVP

The project identifies the feature set for the MVP of the flying taxi car service:

- What times/days of operation should the service run for?
- How many pick-up / drop-off nodes?
- Where should the nodes be located?
- Should we initially use copters or homegrown hardware?
- Should the pricing be fixed or dynamic? At what rates?

The feature set must include written justification from the insights the student previously extracted.

Determining the MVP

MVP Feature

Awesome job creating a complete understanding of Flyber's business to improve the decisions. To make a decision based on data and insights it is important to set the important features.

WHAT TIMES/DAYS OF OPERATION SHOULD THE SERVICE RUN FOR?

HOW MANY PICK-UP / DROP-OFF NODES SHOULD WE HAVE?

WHERE SHOULD THE NODES BE LOCATED?

SHOULD WE INITIALLY USE COPTERS OR HOMEGROWN HARDWARE?

SHOULD THE PRICING BE FIXED OR DYNAMIC? AT WHAT RATES?

Answer Slide

1. What times/days of operation should the service run for?

Based on the previous analysis, there is huge demand on the weekends (Fridays and Saturdays) from 1800 to 2000 hours. This should be a good start but not to limit our service time to.

2. How many pick-up / drop-off nodes should we have?

Based on the previous heat map created, I would recommend 6 important nodes which are the extremes of the city, midtown and the airports.

3. Where should the nodes be located?

They should be: Upper east side, upper west side, midtown Manhattan, Tribeca besides JFK and LGA airports.

4. Should we initially use copters or homegrown hardware?

Unfortunately there is no previous data to help but I would recommend homegrown hardware as they would require less space, less noise and less regulations of course.

5. Should the pricing be fixed or dynamic? At what rates?

This should be a fixed pricing at first to start with to help build the brand awareness. So it should start with an opening rate followed by kilometer price and waiting time. We can use the NYC cab price at first so it can be basic fee \$2.5, KM price \$1.56 and waiting time \$30 per hour

The sample size should be validated by the [Optimizely Sample Size calculator](#).

The estimated experiment time must be backed by a calculation that uses the sample size and estimated daily ride volume.

Determining the MVP

Sample Size

Awesome! 😊

Your calculations are correct and show you understood the dataset

I would like to share three nice articles to boost your learning:

1. [Required Sample Size for A/B Testing](#)
2. [How To Calculate A/B Testing Sample Size](#)
3. [AB test sample size calculation by hand](#)

Assessing KPIs and Feedback

Desired events should have definitions on when they will be triggered, in addition to any event properties that are required.

Formulas that leverage event data must be shown in order to calculate KPIs.

Assessing KPIs and Feedback

Triggering Events

Great strategy. 😊

You have enlisted the necessary events, definitions and properties to track the KPI's.

Must have clear, concise questions and/or mechanics (numerical scale ratings, thumbs up/down, tips, etc.) that provide insights into:

- whether or not the rider would be willing to ride again in the future
- issues with the ride, if any
- feedback around potential feature areas for new feature development, product optimization, or what should Flyber rollout next

Assessing KPIs and Feedback

Survey

Awesome! 😄

You have provided a complete and important strategy to achieve answers for issues with the ride, potential features areas and whether or not the rider would be willing to ride again.

Proposal Synthesis

The project demonstrates the ability to create a slide deck that summarizes the claims & evidence around the viability of a flying taxi car service, and the initial plan on how to get there.

Proposal Synthesis

Summary

Your project demonstrates the ability to create and summarize the claims & evidence around the viability of a flying taxi car service, and the initial plan on how to get there.

Important to not the stakeholders involved and possible risks. You did it very well!

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