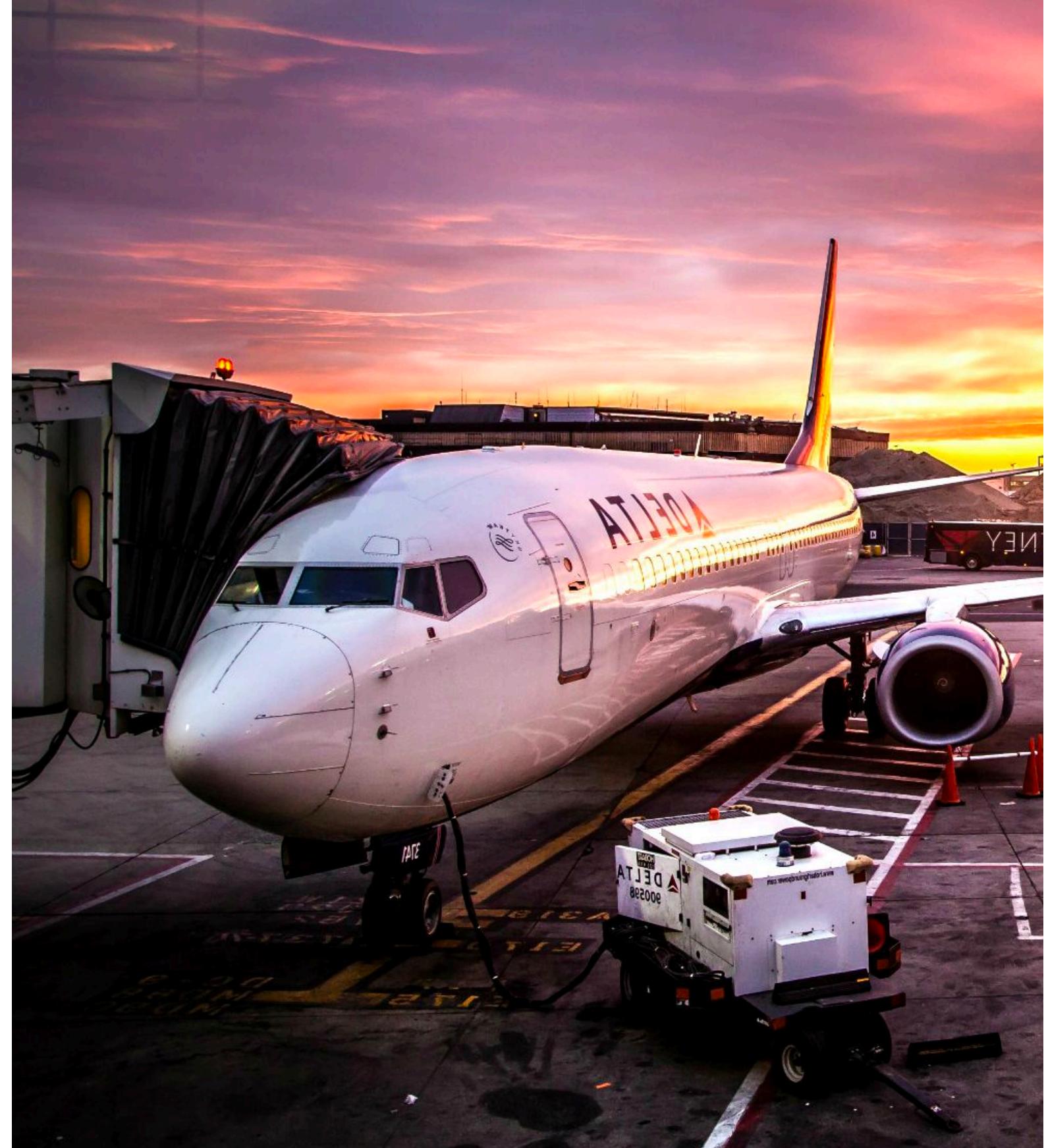


Simplifying the airport experience

Tracking flights and baggage



Vision

Designing a solution that simplifies the airport experience for Uber riders

Goals

- Help Uber riders quickly navigate the airport without relying on airport staff or sign architecture.
- Increase Gross Bookings on Uber rides originating and ending in airports.
- Increase MAPCs by capturing a higher percentage of the airport commuter market.



Airports: Opportunity Assessment

- Uber generates a significant percentage of **Gross Bookings** from trips in large metropolitan areas and trips to and from airports.
 - ◆ In 2018, Uber generated **15%** of Ridesharing Gross Bookings from trips that either started or were completed at an airport.
- Uber experiences great competition in the airport market from other ridesharing companies, traditional taxis, and car renting services.

Key metrics referenced from S-1 filing

Problems

- Flyers commuting to airports have a hard time figuring out which terminal and boarding gate their flight is taking off from.
- Flyers often don't know how early to arrive at the airport and how long the security process is going to take that particular day.
- Grabbing a quick bite from an airport restaurant which is a long walk from their boarding gate might cost them their flight if they are in a time crunch.
- After landing at their destination, flyers don't know the status of their baggage or where to collect it from.

Why should we solve this?

- Following Uber's vision to ignite opportunity by setting the world in motion, solving flyers' pain points, and making sure their journey from Point A to Point B is as effortless as possible will help us build trust.
- Airport rides are costlier compared to regular rides because of the often high regulatory cost associated with operating business within an airport premise.
 - ◆ Airport riders might feel cheated by paying higher than usual fares for their commute. Personalised features for this particular user segment might incentivise them to justify this premium.
- **Hypothesis:** Helping to simplify consumers' airport experience might incentivize riders to chose Uber over other competitors and **increase Gross Bookings** from trips originating or ending in airports.

Ideas

1

Alert riders an optimal time to leave for the airport by predicting the number of rides heading to that airport.

2

Help riders quickly view their flight terminal and boarding gate while they are on their way.

3

After landing at their destination, help flyers quickly view the status of their baggage and where to collect it from.

4

Partnering up with airport restaurants to deliver food using UberEATS directly to boarding gates.

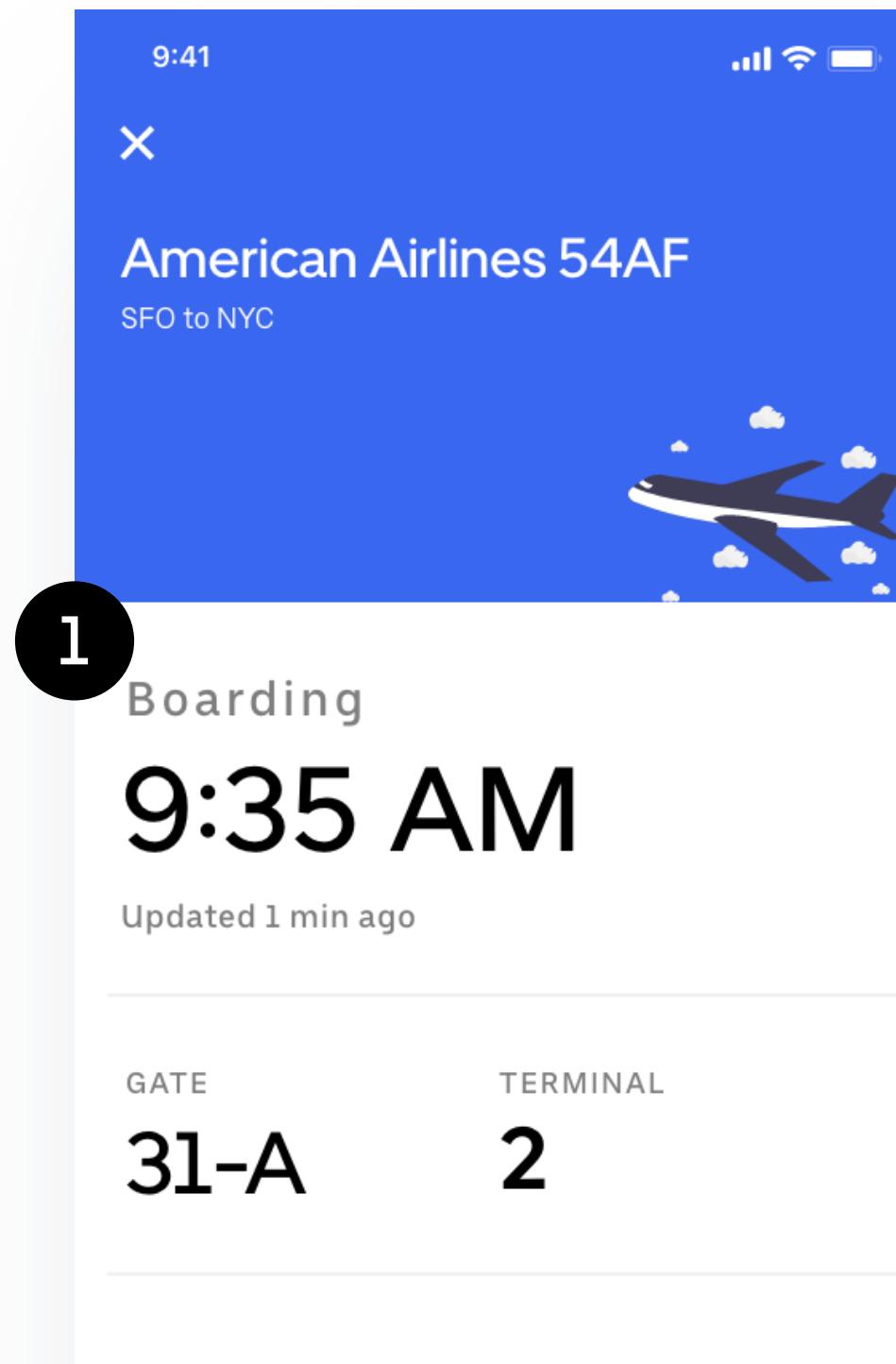
Ranking Ideas

- Idea 1 would require us to make a prediction model that will require high engineering effort. Business impact might be low because of competitors like Gmail who already provide this service the moment you receive a flight confirmation email.
- For Idea 2 and 3 we can prompt the rider to check in with their flight number in the Uber app when they are heading towards an airport. This will require moderate engineering effort. Riders might be more incentivised to use this feature because they are already on the Uber app looking out for information like ETA, cost of trip.
- For Idea 4, while researching about this I found out that Uber is already testing this idea in the Toronto airport and I want to brainstorm new solutions

Feature Proposal

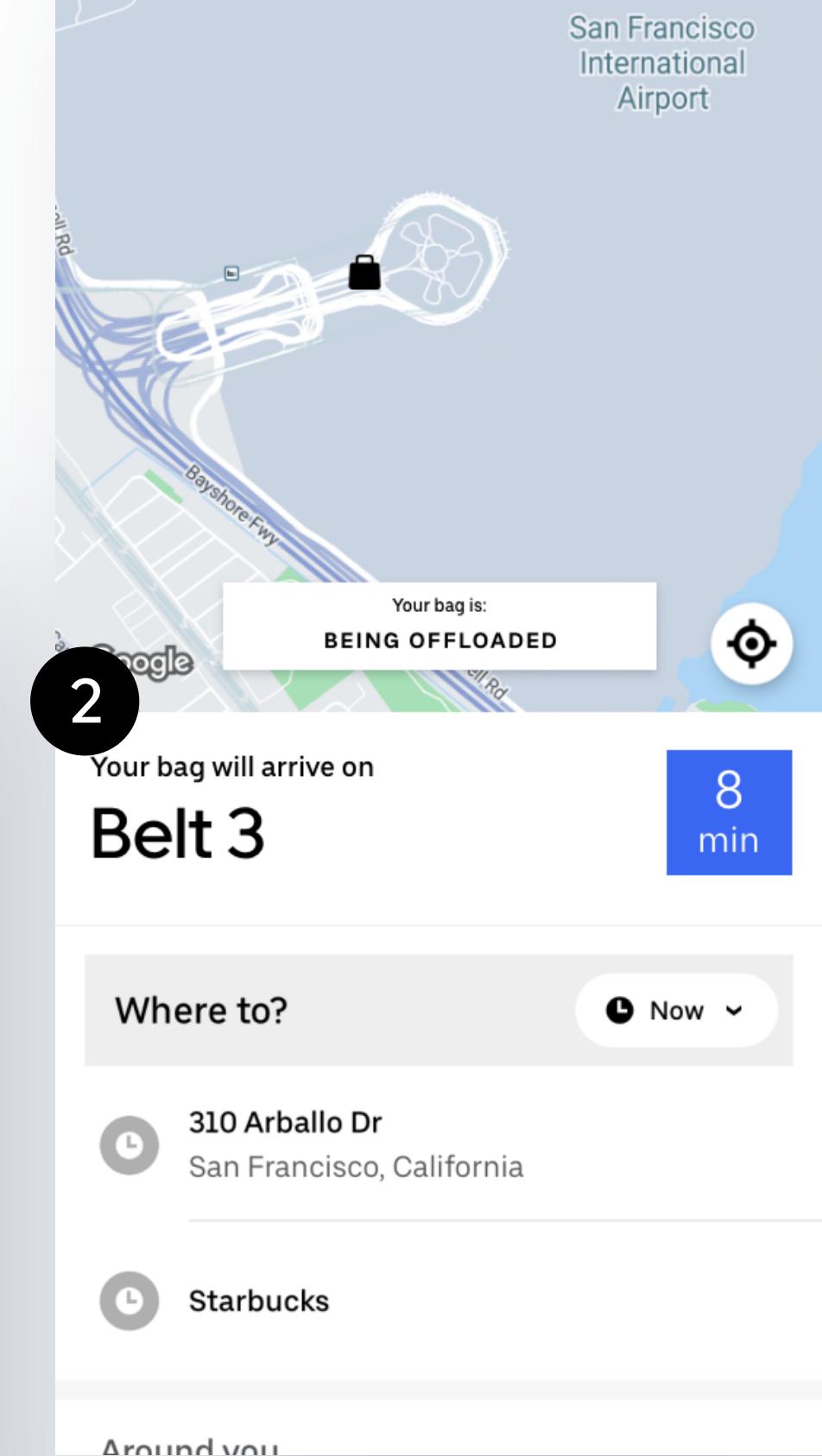
1

A new features that helps riders glance over their flight terminal and boarding details



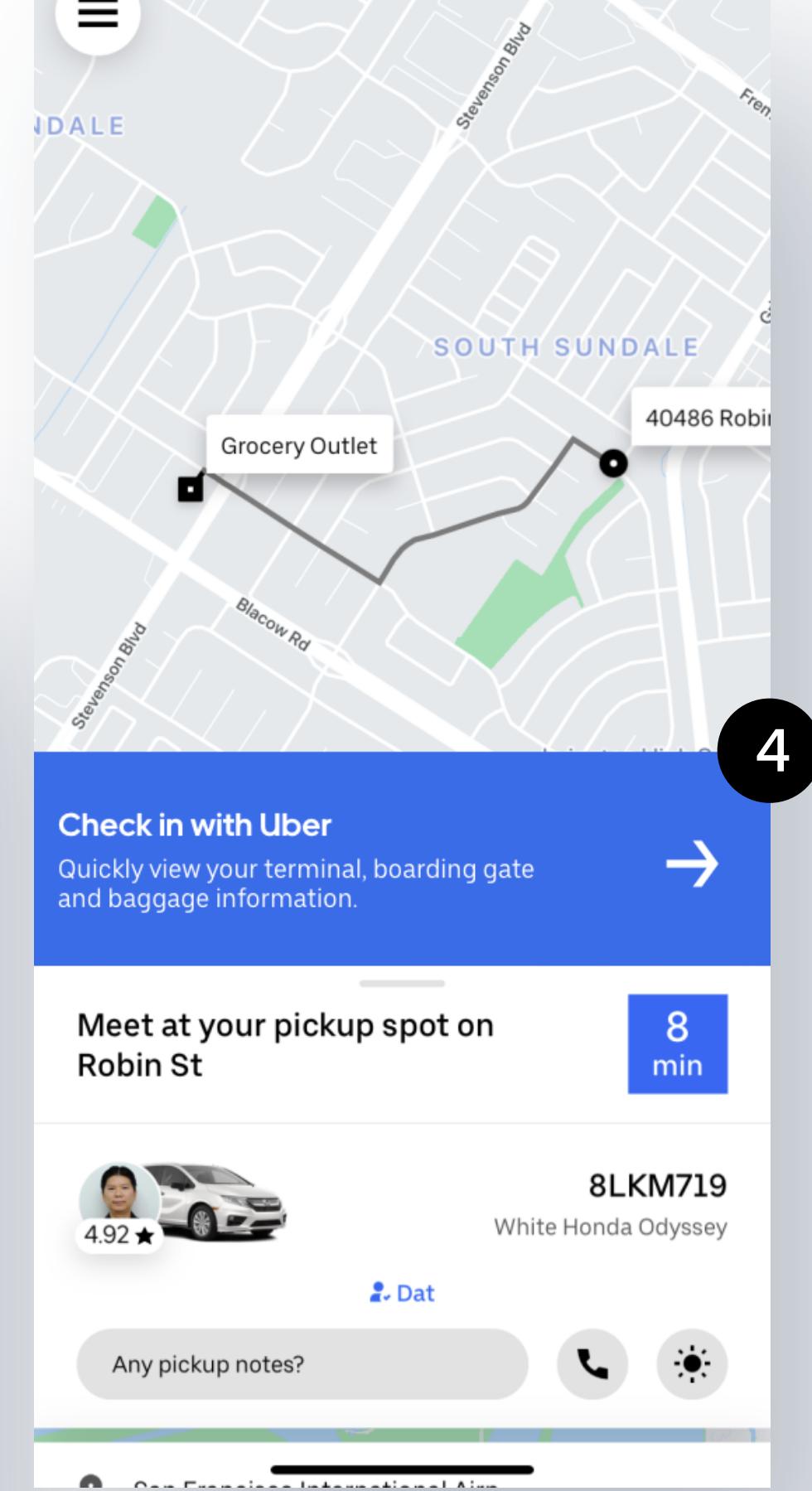
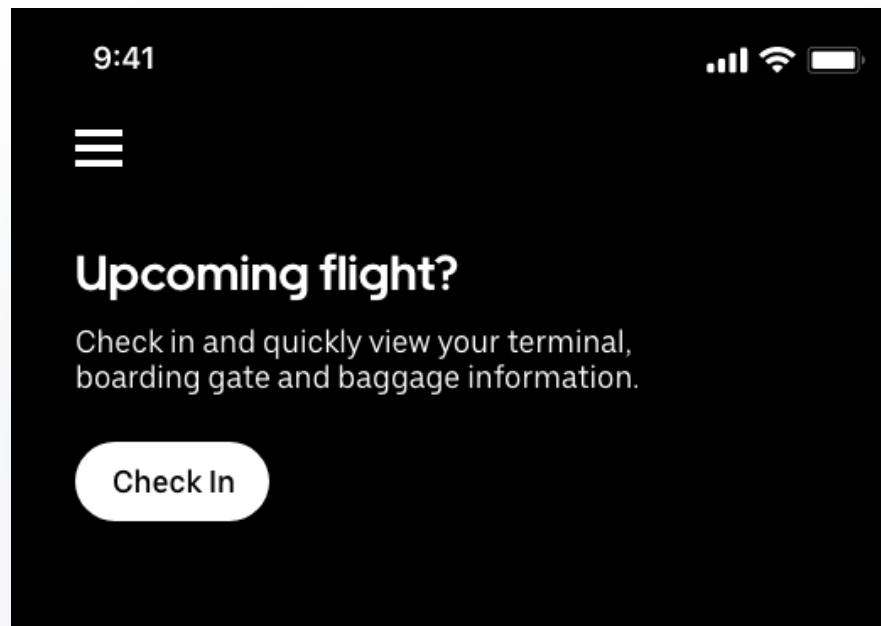
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The app also helps riders quickly navigate to their baggage belt.



Entry Points

3



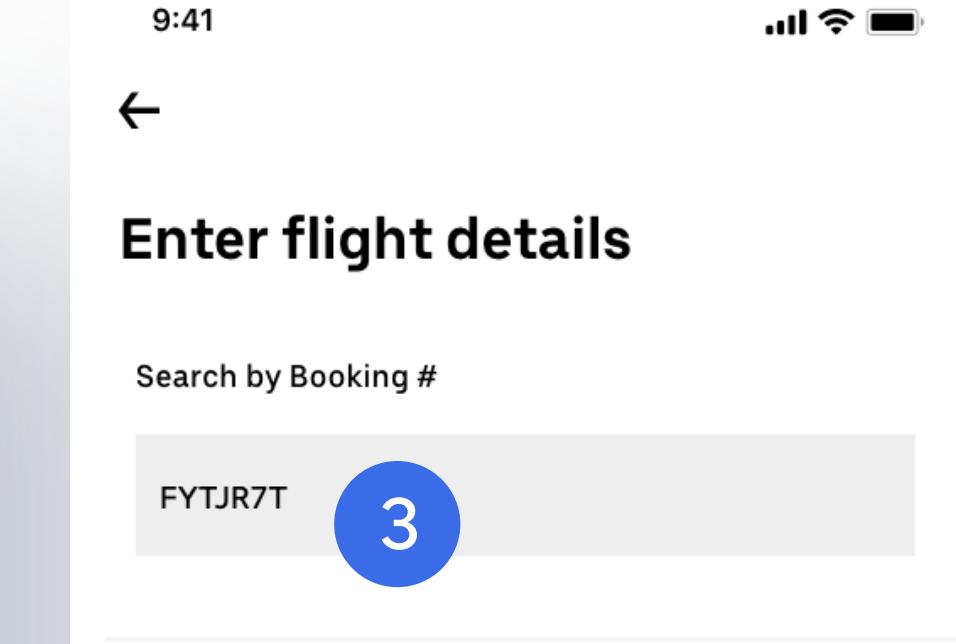
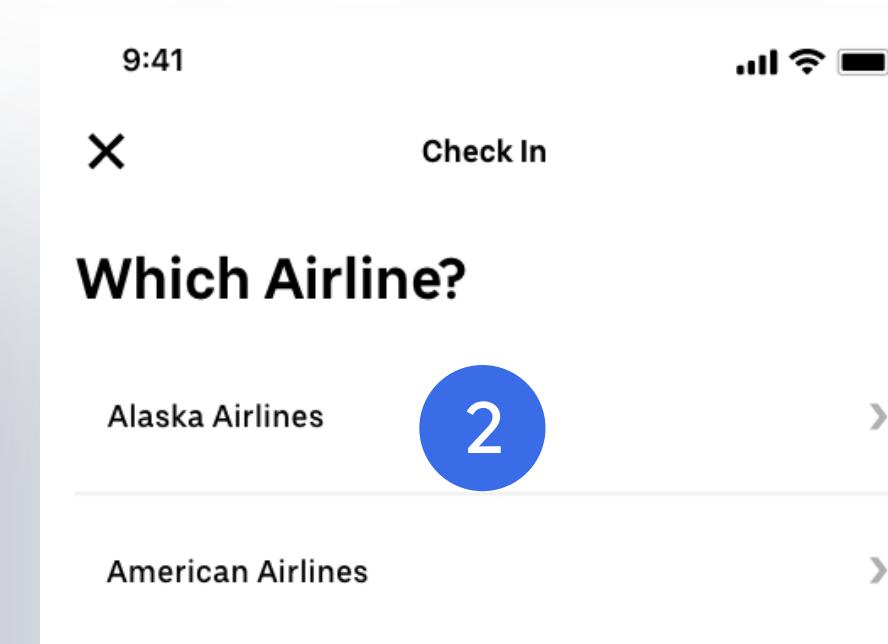
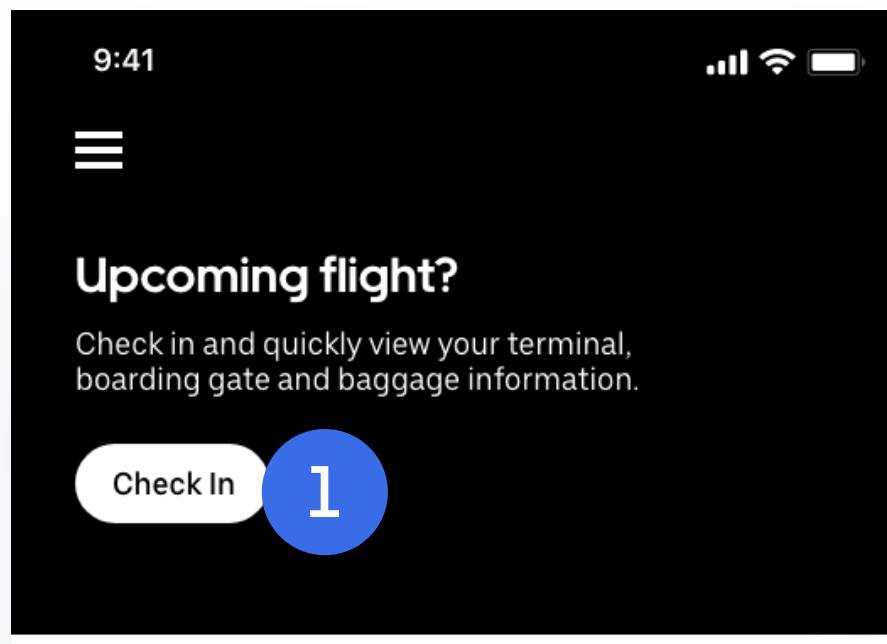
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Banner entry point where user looks up a ride to an airport.

4

Prompt riders heading towards airport to enter their flight details

User Flow for checking in to a flight



Go-To-Market Pilot Program

- Since Uber generates ~\$6.3B in Gross Bookings by operating in 600+ airports, it is advisable to test launch in a couple of high-traffic airports first and then gradually add more airports to the pilot program before launching globally.
 - ◆ Generating feedback from airport riders and analysing key metrics like net change in Gross Bookings will help us mitigate risk factors while launching globally.

Go-To-Market Pilot Program

Phase 1: (3 months) - Release in Toronto, Denver, Mumbai, Paris, Dubai

Gathering data from 5 different airport markets in 3 continents. Important to collect diverse data points.

Phase 2: (3-5 months) - Release in 50 cities

After success of Phase 1 we can roll out this feature to a few more markets to gather ample data.

Phase 3 - Release Globally

Measuring Success

Qualitative

A feedback form after the flyer have collected their baggage which prompts them to rate the accuracy of their flight details and also leave a comment.

Quantitative

Net change in Gross Bookings in rides originating from airports. Since our feature doesn't start providing value until a rider is already on their way to the airport, # of rides ending in airports might remain unchanged.

Ratio of riders discovering the feature to riders checking in. What percentage of users discovering the check-in feature are actually using it? Does it require a lot of work to check in?

Ratio of riders checking in to riders calling for a ride. Most important metric based on our hypothesis. What percentage of riders who check in to the app call an Uber after they reach their destination?