# General Company Information

*Fill in each prompt to the best of your ability, and add any other information you believe relevant to understanding this company.*

*Company :* ***Lyft***

*Vision :* **improving people’s lives with the world’s best transportation.**

Core Value: **Be Yourself, Uplift Others and Make It happen**

What Product(s) Do They Have:

* **Lyft Rideshare app for Drivers and Riders**
* **Lyft for Business for employees to manage their travel needs**

How Do they Make Money:

* **Riders on Lyft app pay a portion to Lyft and remaining to drivers.**

Project Perspective: **Business Partners to pay to Lyft for posting ads on Lyft navigation Map**

Societal/Technical Trends Around Their Product(s):

Lyft turning to marketing platform with enabling restaurants to showcase ads for the food to be delivered.

There have been competitors like Uber in market who provide Uber Eats service to customers.

# Key Personas

*Define the key personas, their traits, and their goals.*

*Young Rachel- she works in city and prefers taking lyft pool to use HOV lanes and help get through the traffic hours at fast pace.*

*Rich Ryan- works as Vice president in corporate industry and prefers riding with comfort and with luxury.*

*Joey the driver - makes money by driving part*

*Project Perspective****--> Shelli the explorer looks up for adventure spots, food restaurants and looks for experiences and activities on the way through the ride.***

*Secondary-->*

*Conversationalist Tom- rides through Lyft as he likes networking and talking to people on the go instead of driving alone to work.*

*Negative Personas-->*

*Jack the traditionalist--Used to taxi ride sharing service and is unwilling to bind to new reliable ride sharing commute service options.*

# Key Use Cases

*Define the key use cases for the company’s products.*

*LYFT is a B2C Company.*

*Key use Cases:*

*\*\*Request for Ride, Track the ride, check Driver arrival timings, Get ETA Updates, Share the ride, Update Payment methods, Rate the driver.*

*Driver to receive ride request, accept the request, navigate through pickup points, update ride to Complete on reaching drop point, rate the customer.*

* *\*\* Rider on the way to office requesting for the ride,*
* *Driver looking up ways to make some money,*
* *Rider to lookup for nearby deals and promotions for anything enticing*
* *Rider looking for rideshare for cheaper commute options.*

Project Perspective--> Rider to lookup for experiences on the way through the ride eg. Ski options, looks through user ratings and reviews, checks price , visit the website and reserves the spot.

# Key Success Metrics

*How do you believe the company measures success?*

*Number of rides takes,*

*Number of ads posted,*

*Rider / User Experience survey results,*

*Partner Survey results.*

*Ride confirmation response times. Or wait times.*

# Competitive Landscape

*Who else is making products in this space? How do they differ?*

*Uber is in over 60 countries and 400 cities worldwide*

*Curb in 60 US cities*

*Didi Chuxing in China,*

*Grab opin Southeast Asia, primarily in Malaysia, Singapore, Thailand, Vietnam, Indonesia, and the Philippines. ,*

*Ola in India*