



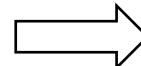
# uber

Reserve Adoption

Ankur



# First Principle



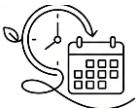
Whys	Answer
Why do users prefer on-demand rides?	They can leave anytime their plans finalize.
Why do they need that flexibility?	Their schedules are unpredictable and plans often shift.
Why can't they adjust reservations easily?	Uber Reserve locks changes 60 minutes before pickup.
Why does that reduce advance bookings?	Users feel restricted and fear losing money if plans change.
Why isn't Reserve more flexible?	The system prioritizes driver reliability over user adaptability.



## Root Cause



# Root Causes & Themes



## User Flexibility & Lifestyle Fit

Fear of commitment conflicts with users' need for flexible, unpredictable schedules.



## Perceived Value / Benefit

Benefits unclear compared to convenient on-demand rides.



## Competition & Differentiation

Competitors guarantee reliability better than Uber Reserve.



## Habit & Familiarity Bias

Habitual on-demand rides preferred for ease and low risk.



## Product–User Fit / Experience Gap

Rigid booking design clashes with dynamic user behavior, raising effort.



## Perceived Value / Pricing

Price feels high due to unclear value and opaque pricing.



## Trust & Reliability

Driver cancellations and poor scheduling erode ride trust.

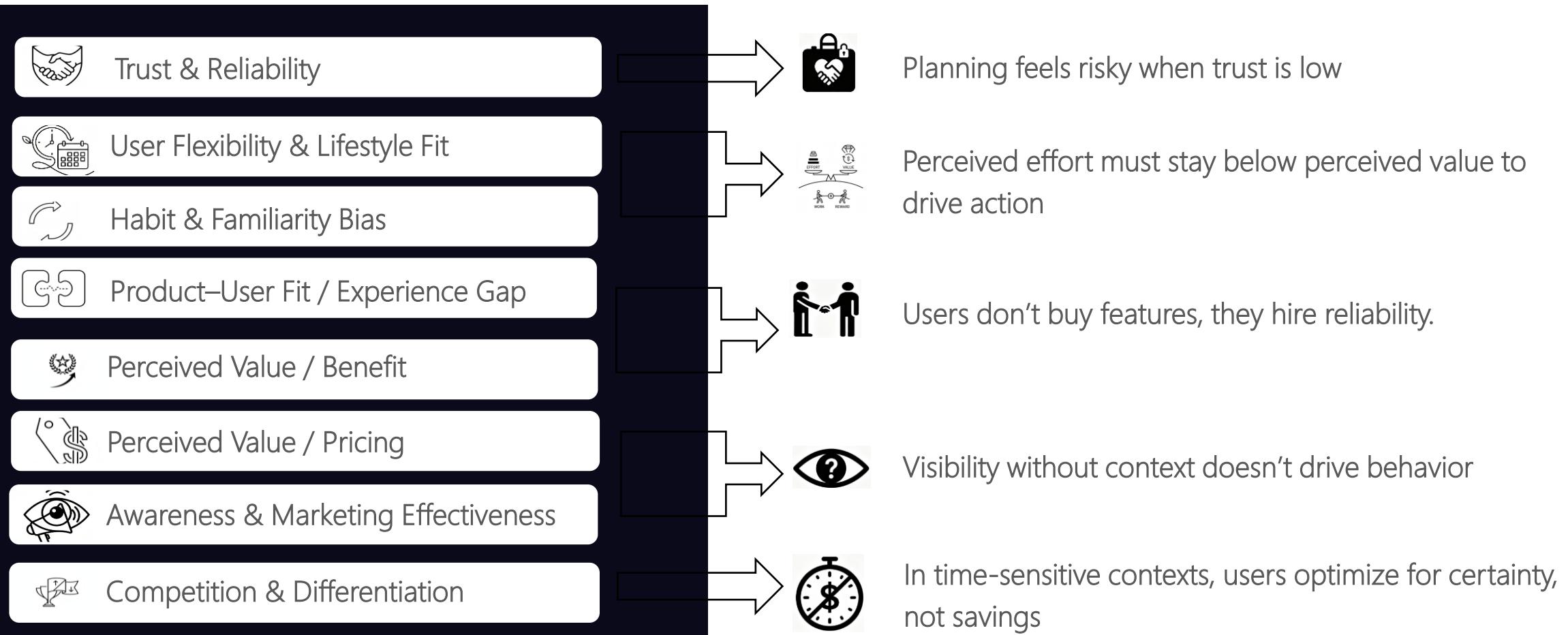


## Awareness & Marketing Effectiveness

Marketing fails to highlight Reserve's unique benefits.

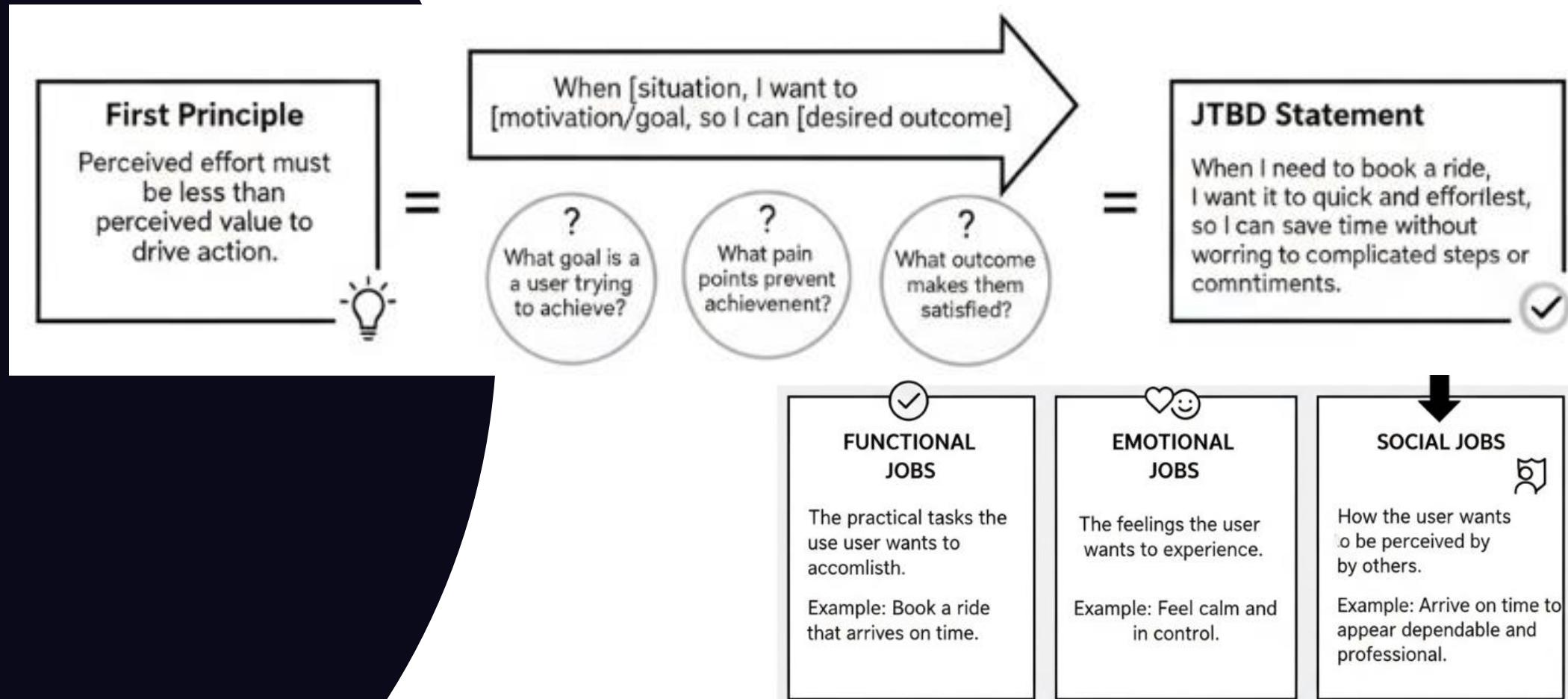
**Urban Professionals hire Uber reserve to save time, reduce stress and maintain professionalism**

# Themes to First Principles



$$\begin{matrix} \text{Low Trust} & + & \text{High Planning Effort} & = & \text{Low Adoption} \end{matrix}$$

# First Principles to JTBD



# Jobs-To-Be-Done



Functional Job



Emotional Job



Social Job



Secure drivers in advance to avoid cancellations and last-minute uncertainty



Pre-book rides for key events like meetings, flights, and daily commutes



Manage recurring trips effectively  
Effortlessly manage recurring trips, including daily office and airport rides



Feel calm & prepared – reduce travel anxiety



Feel professional – show up on time consistently



Reduce cognitive load – fewer last-minute decisions



Appear reliable, punctual and organized



Demonstrate planning skills – proactive and dependable



Maintain credibility – reinforce reputation for punctuality

**Urban Professionals hire Uber reserve to save time, reduce stress and maintain professionalism**

# User Behavior

## Before Booking



- Strong trust and habit in on-demand rides due to proven reliability.
- Low awareness of how Reserve differs from normal bookings.
- Fear of no-shows or delays reduces confidence without explicit guarantees.
- Little perceived difference between Reserve and booking just in time

## During Booking



- Pre-booking flow feels hidden or unintuitive in the app.
- Users drop booking if pricing or pickup confirmation feels uncertain.
- Unclear cancellation and timing policies create hesitation.

## After Ride/Post Booking



- Anxiety until driver is assigned; late confirmation erodes trust.
- Driver cancellations or unfair fees cause major frustration.
- Generic AI responses lower perceived support quality.
- Reserve used mainly for high-stakes trips, not daily commutes

# Research- Rider Perspective

## Reliability & Trust Gap

Even though user pre-book, they fear driver no-shows, cancellations, or last-minute changes

What's the point in reserving and scheduling my Uber in advance of the driver is just going to cancel??

What's the point in reserving and scheduling my Uber in advance if the driver is just going to cancel and be late on top of that?? I reserve my Uber drives to work hours beforehand so I have peace of mind and make it to work on time

Yesterday i used **Uber's reserve** feature to book a cab approx a day priorly to my destination. Today when it was just 10 mins before my scheduled time of pick up I get spammed from the driver saying "Please Cancel Krdo"



2



4



13



739



I've found reserving a Uber ride for an early morning pick up is completely useless. You don't actually reserve a ride—you are just setting a time for Uber to start searching for drivers at the time of pick up (eg 5 am). And if none are found, well you're out of luck. B.S.

## Perceived Overpricing

Users feel the extra cost or reservation fee is not justified

Reservations are a failed system. When Uber sends a reserve ride request, it's usually priced higher than usual, sometimes as much as 50% higher, so there is incentive for driver to accept the ride request. However, when

Don't schedule it'll cost you three times as much. Just leave a little earlier than planned so you can order the Uber and make sure ur on time

# Research- Rider Perspective

## Unfair Cancellation & Penalty Policies

Users feel penalized for issues beyond their control (driver or mistaken cancellations) and frustrated by automated, impersonal responses — reducing trust in Uber Reserve's reliability and fairness.

Dear Uber CEO. While trying to reserve a ride, I made a mistake and I booked the wrong date. I immediately cancelled and rescheduled. You charged me 6.95 for cancellation, that's a rip off. If Uber wants to brag about how much money you make on profit, then this is theft

10:59 pm · 05 Oct 25 · 26 Views

Elias Sawan @Sawan · 24 Sept 0 ·  
Don't ever **reserve** a ride in advance from the airport with **@uber**. My plane landed and the driver cancelled the ride but **#uber** still charged a cancellation fee of \$40. When I contested the charge, **@uber**'s only response is an AI generated message. Bad customer service!

No driver details for reserve ride, not even allowing to cancel, pathetic anyone can help **@Uber\_Support** **@BandBajaateRaho**

11:05 pm · 03 Oct 25 · 20 Views

what's the point of uber letting you reserve a ride if they're just not gonna get you a ride and charge you to cancel after your pickup time bc no one showed up ??

10:32 pm · 27 Sept 25 · 1,400 Views

## Price Changes After Booking

Users see the fee locked-in or adjusted later unexpectedly

## Why does the price change for booked rides?

I set up a Uber to the airport 2 days before my flight, it says it will cost \$45 which I thought was a decent price.

Then the night before the trip I bubble check everything and the ride is now saying it will cost \$87. I canceled it and arranged other transportation (for \$55 I could part the car at the airport)

# Driver Rider Perspective

## Driver Incentive Mismatch

Drivers often reject or cancel reserved rides due to poor incentives or timing mismatch, breaking the “guarantee” illusion.

No. But, as a driver, if I have a reservation & the prices surges, I'm cancelling the reservation. We have to be online for 40 minutes before a reservation & I rarely get ride offers before a reservation.

## Time & Opportunity Cost

Drivers lose earning opportunities during the pre-pickup lockout, leading to cancellations or rejection of Reserve rides.

The app will send us to a reserved trip up to 15 minutes early to ensure we'll be on time. Time is money so it's in the driver's best interest to not wait, as we don't get paid to wait. You are well within your right to come out the time you reserved. However 5 minutes past that time, the driver has the right to cancel the trip, and most will , because they will be paid almost the entire fare within having to complete the trip. I can only speak for

## Poor Trip Matching & Routing Logic

Drivers often get rides far away or in the wrong direction before Reserve trips.

DONT NOT ACCEPT RESERVATIONS \* i noticed you stop getting request 2 hours before pick up time. I tried to sign off and sign on still nothing. So i canceled my reservation . As soon as i canceled my reservations i started getting requests i mean 5 requests at same time. I been doing that for past 1 week i dont want to wait 2 hrs before reservation and make no money. I cancel trip everyday once i cancel reservation trip .i start receiving request .

## Distrust & Systemic Misalignment

Drivers feel the system works against them, reassigning trips and misaligning incentives.

During the time you reserve, they are supposed to give you rides close to the destination, but they don't, or they usually don't give you no rides until the reservation, so I don't do them

11 Reply

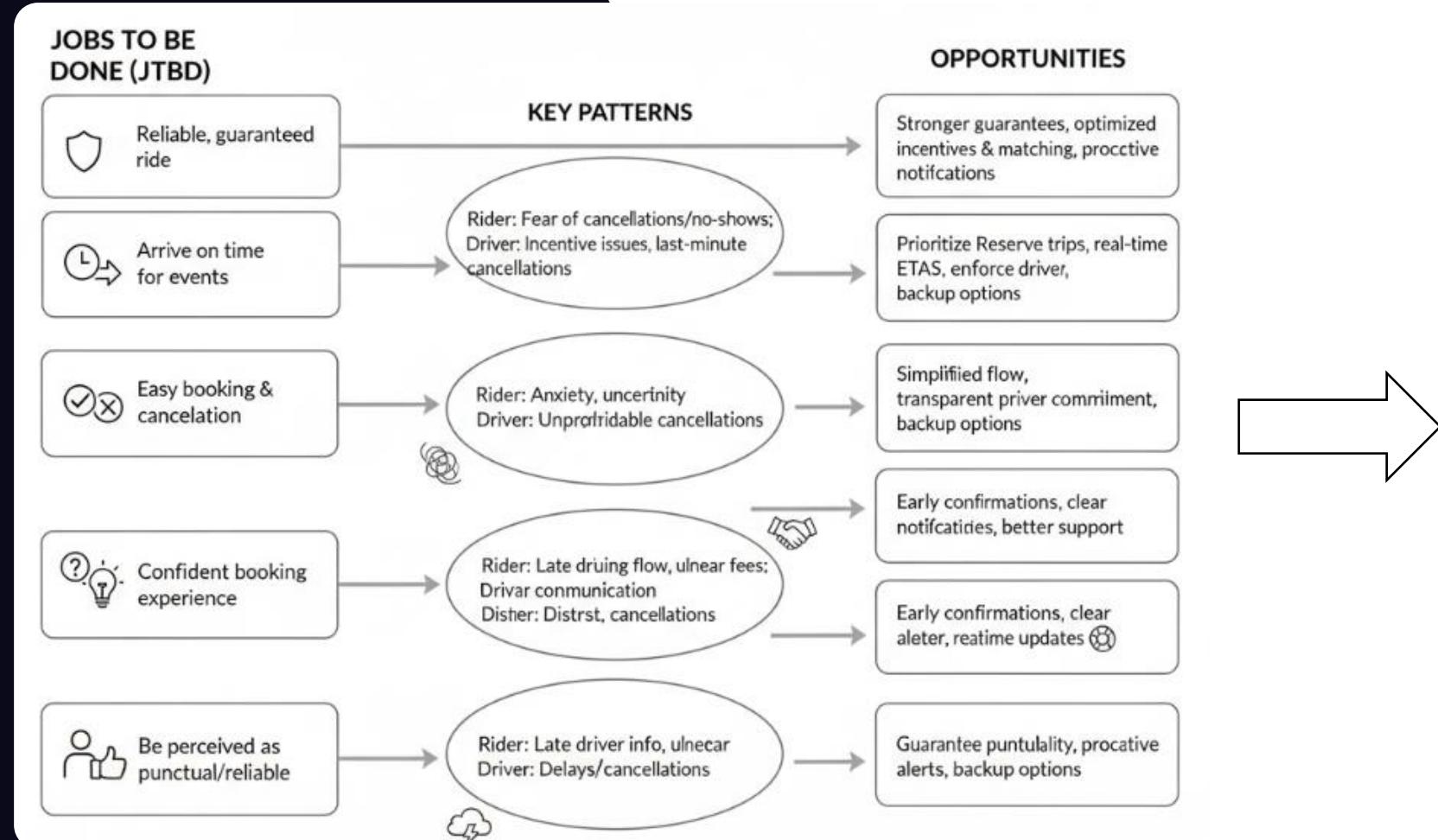
1 reply

@javierizquierdo5629 2 months ago

You are 1000% percent correct and it's so stupid how uber does it. They will continue to send you other offers that are nowhere near your reservation pick and then you stand the chance of losing your reservation but if you don't except the other offer that they are giving you then you will lose whatever status that u made it to platinum, diamond or whatever

Uber is extremely very very crafty in regards to reservation trips, in Dallas especially instead of giving you trips towards the reservation, 80% of the time Uber gives trips hours away from the reservation pick up location, so they can take it from you and reassign it to another driver at regular fare

# Opportunities Identified



Reliability Credit Program

# Reliability Credit Program

## Rs 200 UBER CASH FEE GUARANTEE

### Transparent Time Promises



Clearly display, during booking and in-app notifications, the latest time by which a driver will be assigned and shown to the user

### Auto-Compensation



Instant credit — no manual complaint required.

### Show Historical On-Time Rate (%)



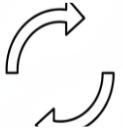
Display on-time performance (e.g., "96% on-time last month") to build trust and help users book with confidence.

### Staged Backup Logic



If the first driver isn't secured in time, escalate to a backup pool with enhanced incentives, shifting from passive assignment to active fulfillment

### Real-Time Tracking with Smart Delay Alerts

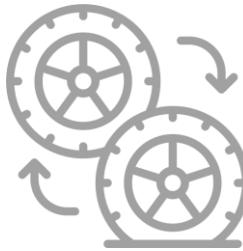


Keep riders informed from assignment to arrival with instant alerts on predicted delays and clear compensation updates — ensuring transparency and control.

### Transparent Pre-Booking Policy



Free cancellation up to 15 mins before pickup. After that, ₹X applies only if driver is already en route.



# Thank You

