Lyft Empower: Product Proposal
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Problem Space

In my research about the problem space, I gained a stronger understanding of the Rider's journey and opportunities for improvement.

Returning Rider Journey Map

	DECISION TO USE		REQUEST RIDE			RIDE LYFT		ARRIVAL	
Task	Identify next destination	Open Lyft app	Order Lyft for immediate pickup	Schedule a Lyft for future pickup	Await Lyft	Locate and enter Lyft vehicle	Interact and Ride with Driver	Exit Lyft	Tip Driver and provide feedback
+ Experience									
- Experience							Variable		

I found potential variability in the Rider's experience during the Lyft Ride. I decided to continue investigating factors that could **influence Rider's satisfaction** with Lyft.

Factors influencing Rider's satisfaction during Ride:
• Safety from Driver
• Condition of vehicle
• Vehicle cleanliness
• Safety from other vehicles on the road

The Rider's safety can have the largest impact on their experience, therefore I am continuing to investigate how to **decrease safety variability and increase Rider's satisfaction with their Driver.**

User Research & Data
Lyft Vision & Mission Statement: improve people's lives, bring people and communities together

Discussion with Lyft Riders, reviewing travel chat rooms, and available statistics:
• Approximately 20% of US Ridesharing Drivers are female (source).
• Female Drivers earn less per hour than male Drivers because they are more cautious about driving in higher crime areas or at drinking establishments (source).
• **Women feel less safe than men when Riding**, thus their satisfaction levels are more variable.
• Women feel more comfortable with female Drivers, which increases their satisfaction with Lyft.
• The lack of a women Drivers is one reason why females do not utilize Ridesharing (source).
• Lyft's Location Sharing feature is not beneficial if Rider's contacts are not using their phone.
• Women are often uncomfortable using Ridesharing late at night or when under the influence.
• In 2018, there were over 3,000 Rider cases of sexual assault at competitor Ridesharing companies (source).

Competitive Analysis
- Lyft's current Location Sharing feature requires Riders' contacts to be using their phone during the ride. This does not fulfill user needs when Riders **travel at inconvenient hours** and when their emergency contacts are not able to use their phones.
- Competitors, such as Uber and Taxify, **do not currently support female Driver specification**.
- Safr provides Riders with female Drivers, but it is only available is six cities and **does not offer support outside of the city,** in remote locations, or at airports.
- Private car services allow customers to request a female Driver, but the rides must be pre-scheduled and are more expensive than Lyft's current Ridesharing pricing.

Female Rider Pain Points
- Riders want to feel safer during their ride and more comfortable with their Driver.
- Riders might not be able to effectively utilize Lyft's Shared Location feature if they are Riding at a time when their emergency contacts cannot use their phones

How might we empower women and female-identifying Riders to create a safer environment when traveling?

User Personas
1. Deborah, an older-female professional, does not feel safe taking a Lyft ride or public transit on her late-night commute home when her spouse is asleep.
2. Jenny, a young, college-aged female, is nervous to take Lyft rides home when she out at night and under the influence.

Solution Brainstorm

Potential Solutions
1. Number Matching Rider-Driver system to ensure Riders enter the correct vehicle.
2. Females request Lyft Shared Rides that only accept other female **Riders**.
3. Females request for specific Lyft female **Drivers**.

While Idea 1 decreases the likelihood that Riders will enter a dangerous vehicle, it does not alleviate Rider stress when they are interacting with their Driver. Idea 1 can be integrated into the feature improvement, but it does not solve the users' needs on its own. **Thus, Idea 2 and Idea 3 are pursued.**

Opportunity Assessment Idea #2: Female Riders share Rides with other female Riders

Business and Economic Considerations		
Market Share Gain	Medium	Capture current female Rider market that utilize Shared Rides.
Revenue Gain	Medium	Increased female Shared Ride base
Customer Acquisition Cost	Low	Leverage existing female Rider base
Profitability	High	Rider pays normal fee
Cost of Development	Low	Internal development and launch stages
Customer Experience Considerations		

Simplicity	Low	Rider guaranteed only female Riders during Shared Ride
Reliability	High	Feature only accepts other female Riders during Shared Ride
Satisfaction	Medium	Rider feels comfortable with other Riders, comfort with Driver is still variable

Opportunity Assessment Idea #3: Lyft Empower: Female Riders request female Drivers

Business and Economic Considerations		
Market Share Gain	High	Capture current female Rider market from competitors, potential for new female users previously hesitant to use Lyft
Revenue Gain	High	Increased total female Rider base
Customer Acquisition Cost	Low	Leverage existing female Rider base
Profitability	High	Rider pays normal fee
Cost of Development	Low	Internal development and launch stages, opportunity to gain new female Drivers
Customer Experience Considerations		
Simplicity	Low	Rider guaranteed female a Driver
Reliability	High	Feature only requests a female Driver
Satisfaction	High	Rider feels more comfortable with a female Driver

Idea 2 is specific to Lyft Shared Rides, while Idea 3 utilizes all Lyft Rides. Idea 3 leverages a larger Rider base than Idea 2, and therefore has potential for a **larger market gain and higher revenue gain.** From a top down perspective, Idea 3 can increase Lyft's market share by **gaining share from Uber's 40% female Rider base** and acquiring new female non-Riders. Assuming that the average user spends $20 per ride and each new Rider takes 2 rides per week, each new Rider provides $2,080 per year in increased revenue. If we gain 10,000 new Riders, **Lyft can increase revenue by $20.8 MM per year**. **Thus, Idea 3 is pursued.**

Feature Description: Lyft Empower

Lyft Empower provides women and female-identifying Riders the ability to request a female Lyft Driver. Riders can select the Lyft Empower feature to identify and view the wait time for female Lyft Drivers near them.

Lyft Empower also incorporates a number matching feature, to ensure that Riders are entering the correct Lyft vehicle. The Rider and Driver each receive a 4 digit number, and they must enter each other's code in order to initiative the Ride. The number matching feature provides a **second layer of security and assurance** that female Riders are in the safest Lyft Environment if they forget to match the Driver's license plate prior to entering the vehicle.
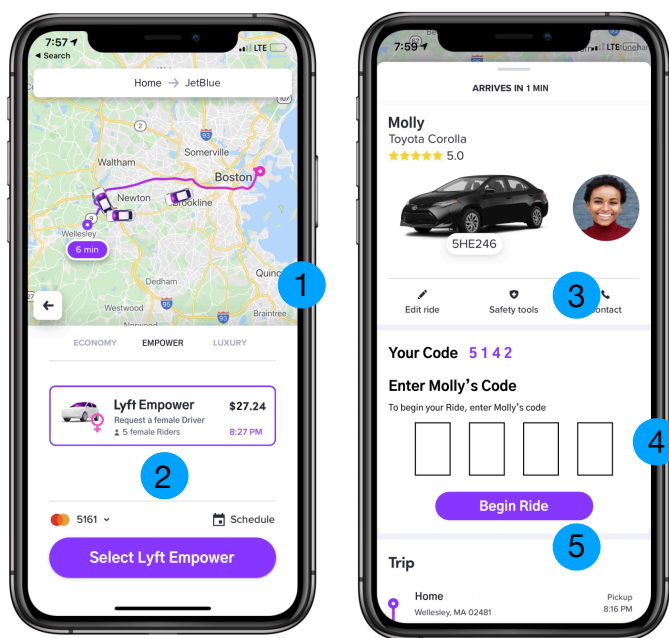
1. Lyft Empower section for easy accessibility

2. Specifies that Riders and Drivers identify as female

3. Easily find Rider code to provide to Driver

4. Input field to register Driver code

5. Call-to-action button to initiate Ride

Execution Summary

Launch

Phase 1 (~6 months):
- Launch in Tier 1 busiest cities near high income areas where where Lyft has higher levels of ride activity during off-hours (i.e. late-night commutes, business parks, bars and nightclubs)
- Focus on late-night Rides in high traffic areas, where there is high demand for female Drivers

Phase 2 (~4 months):
- Launch in suburban areas near Tier 1 busiest cities
- Expand timeframes in successful markets from Tier 1 busiest cities
- Upon high demand and need, market to **recruit more female Drivers**

Potential Risks
- Supply for female Drivers is too high and cannot be met, potentially losing opportunity for Rider
- Low barrier to entry, competitive Ridesharing companies can implement similar features
- Leveraging existing business model but still requires cost for development

Go-to-Market Messaging
- Work with Product Marketing Manager to understand effective feature launch marketing methods
- Lyft modal notification when female-identifying Riders open Lyft app
- Utilize mobile messaging marketing through companies like Twilio and Attentive Mobile to inform female-identifying customers of new features and track users' activity with link

Key Performance Metrics & Success
Conversion to Lyft Empower with existing Rider base:
- Percentage of existing female Riders adopting Lyft Empower feature

Change in total revenue by region
- Percentage of revenue derived from Lyft Empower versus regular Lyft Ride

Acquisition of new Riders
- Number of new female Riders participating in Lyft Empower

Average Customer Lifetime Value
- Change in average CLV of female Riders utilizing feature 12 months after Launch