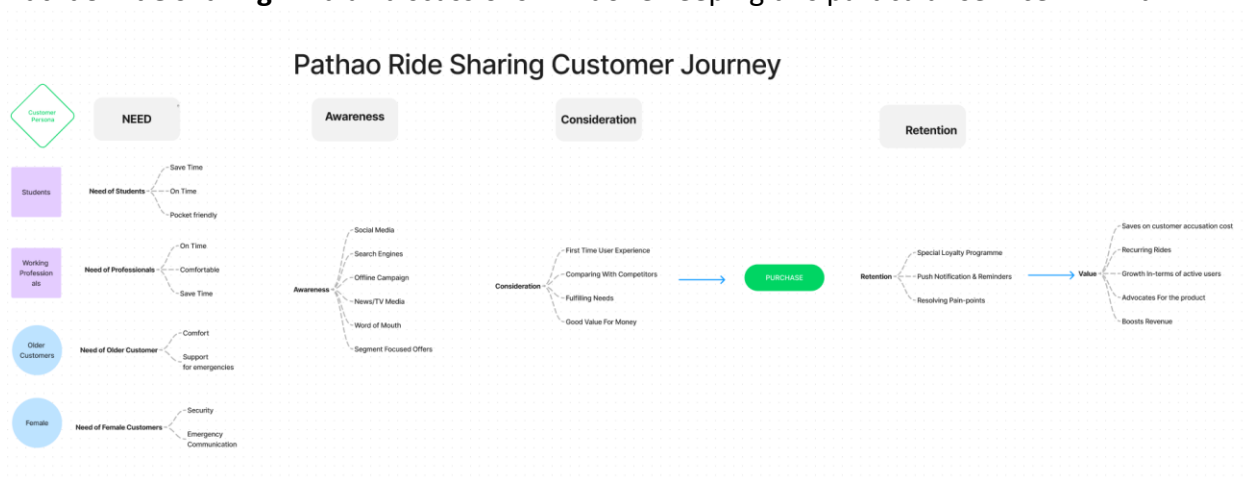


# Pathao Intercity

Target Release	21.10.25
Epic	<a href="#">Click Up Link</a>
Document Status	DRAFT
Author	Bishwadip Maitra
Design Link	<a href="#">Figma Link</a>
Developer	Sheldon Cooper
QA	Tom Riddle

## Problem Statement: New Feature for Pathao Ride sharing (Pathao Intercity Services)

Since My solution is in a specific subset of pathao services. I will keep my discussion limited to **Pathao Ride sharing** And all discussions will done keeping this particular service in mind.



The Above mention diagram shows a customer journey for pathao ride sharing app , however if we carefully consider all these are true for only **Teir 1 city Based Middle and Upper middle class community**. When the larger part of the country remains untapped.

And there is a high demand for intercity travel through a ride sharing service. Tapping into this time and cost sensitive market can draw a lot of value.

## Proposed Solution:

The Proposed solution is to develop a feature for pathao intercity connectivity. Where we connect the tier 1 cities of Bangladesh with tier 2 ,3 cities with customization in services specially tailored for the customers need in these areas.

## Pain Point

1. **Lack of Standardized Pricing:** When hiring vehicles from local vendors, there is often no consistency in the rates charged.
2. **Time-Consuming Ride Selection:** Finding a comfortable and reliable ride can take significant time and effort.
3. **Security Concerns:** Safety issues frequently arise, leading to concerns for passengers during their journey.
4. **Unpredictable Travel Duration:** Journeys often exceed the expected time, leading to delays and inconvenience.

## Goals & Objectives

Goals:

1. Provide Standardized and hassle-free riding experience.
2. Reducing unnecessary delay while travelling.
3. Ensuring safe & comfortable journey.
4. Ensuring better connectivity between two tier 2 cities in Bangladesh.

Measurement matrices:

### 1. Provide Standardized and Hassle-Free Riding Experience

- **Customer Satisfaction Score (CSAT):** Track customer satisfaction through post-ride surveys.
- **Average Rating of Rides:** Monitor the average star rating from passengers for each trip.
- **Complaint Ratio:** Measure the number of complaints related to pricing discrepancies or issues with vendors.
- **Average Ride Booking Time:** Time it takes for users to book a ride through your platform, aiming to reduce this over time.

### 2. Reducing Unnecessary Delay While Travelling

- **Average Ride Duration vs. Estimated Time:** Compare the actual journey time with the estimated time provided during booking.
- **On-Time Arrival Rate:** Percentage of trips that are completed within the promised or anticipated time.
- **Idle Time Reduction:** Measure the time spent waiting at stops or in traffic, and implement route optimization if needed.

### 3. Ensuring a Safe & Comfortable Journey

- **Incident Rate:** Track the number of safety-related incidents or complaints per 1,000 rides.
- **Comfort Score:** Post-ride surveys can gauge comfort level (based on cleanliness, driver behavior, etc.)
- **Percentage of Verified Drivers:** Measure the proportion of rides assigned to drivers with verified background checks and proper certifications.
- **Safety Features Usage Rate:** Track the use of safety features like location sharing or emergency contacts during rides.

### 4. Ensuring Better Connectivity Between Tier 2 Cities in Bangladesh

- **Route Coverage:** Percentage of available routes between the targeted tier 2 cities.
- **Number of Daily Trips:** The number of rides completed between tier 2 cities.
- **Time Saved (Before vs. After):** Measure the average time taken for intercity travel before and after the service is introduced.
- **Adoption Rate:** Monitor the increase in the number of customers using the service for intercity travel.

## Solution Alignment

We are creating a standardized, secure, and efficient ride-sharing platform that ensures a hassle-free, timely, and comfortable journey, with enhanced connectivity between tier 2 cities in Bangladesh.

## Key Features

<b>#Adding Location for the new service area in both captain &amp; user map</b>	<b>NF-01</b>
<b>Title</b>	<b>Expanding drop and pickup location coverage</b>
<b>Description</b>	Using googles map API we need to make a proper coverage of the service areas
<b>Priority</b>	<b>HIGH</b>
<b>Notes</b>	Pathao already has the technological ground work to spared its presence. I added some essential once that needs to be taken care of explicitly while adoption.
<b>#Analyzing Tier 2 user data and providing personalized recommendation</b>	<b>NF-02</b>
<b>Title</b>	<b>Personalized Recommendation for Tier 2 City users</b>
<b>Description</b>	The need , travelling habits, cost sensitivity can largely differ from the metropolitan cities. That's why this is a utmost priority to fine tune the recommendation systems tailored to their data
<b>Priority</b>	<b>MEDIUM</b>
<b>Notes</b>	
<b>Adding A Panic Button For Emergency issues</b>	<b>NF-03</b>

<b>Title:</b>	Emergency Panic Button with Real-Time Alerts and Safety Tracking
<b>Description</b>	The <b>Panic Button</b> is an emergency feature designed to enhance passenger safety during rides. When pressed, it immediately triggers an alert, sharing critical information such as ride details, driver info, vehicle details, and live location with pre-set trusted contacts, and if necessary, local authorities like police or hospitals. And after the ride will ask the passengers if they are safe
<b>Priority</b>	Low
<b>Notes</b>	

<b>#Feature to mark some rides as frequent or favorite to cut off the delay</b>	<b>NF- 04</b>
<b>Title:</b>	Adding Favorite Rides
<b>Description:</b>	Users can save specific rides or routes as favorites for quick access. The next time they want to book, they can simply tap on their saved options to book a ride instantly, minimizing hassle and streamlining the booking process.
<b>Priority:</b>	Mid
<b>Notes:</b>	

<b>#User Segmentation for Tier 2 Cities</b>	NF-05
<b>Title:</b>	User Segmentation for Tier 2 Cities
<b>Description:</b>	Segmentation enables Pathao to address the unique needs of users in Tier 2 cities by identifying key preferences such as affordability, safety, and convenience. This tailored approach facilitates the development of personalized features, optimized pricing strategies, and targeted marketing campaigns, ultimately enhancing user satisfaction and driving higher engagement.
<b>Priority:</b>	High
<b>Notes:</b>	

#Multi-Vehicle Integration for Flexible Commutes	NF-05
Title:	<b>Multi-Vehicle Integration for Flexible Commutes</b>
Description:	<p>This feature enables users to select from a variety of vehicles, offering flexibility based on their preferences and travel needs. The available options include:</p> <ul style="list-style-type: none"> <li>• <b>CNG-Based 3-Wheelers:</b> Ideal for short, cost-effective trips.</li> <li>• <b>Bikes:</b> Quick and affordable option for solo riders in congested areas.</li> <li>• <b>Small Cars:</b> Perfect for comfortable, private travel for individuals or small groups.</li> <li>• <b>12-Seater Cars:</b> Suitable for larger groups or family trips, offering spacious and comfortable travel.</li> </ul>
Priority:	High
Note	

# Pathao Saver: Affordable vehicle-Sharing for Tier 2 Cities	NF-06
Title:	Pathao Saver: Affordable vehicle-Sharing for Tier 2 Cities
Description:	<p>Pathao Saver is a cost-effective ride-sharing option designed specifically for price-sensitive markets like Tier 2 cities. By offering flexible, low-cost transportation, Pathao Saver allows users to reduce fares through:</p> <ul style="list-style-type: none"> <li>• <b>Ride Sharing:</b> Share the ride with other passengers heading in the same direction, optimizing vehicle usage and lowering individual costs.</li> <li>• <b>Flexible Scheduling:</b> Opt for longer waiting times to match with other users, reducing operational expenses and fare costs.</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>Economy Vehicles:</b> Use more affordable vehicle types like CNG-based 3-wheelers or bikes, catering to budget-conscious commuters.</li> <li>• <b>Off-Peak Discounts:</b> Travel during non-peak hours for further reduced pricing</li> </ul>
Priority:	Mid
Notes:	

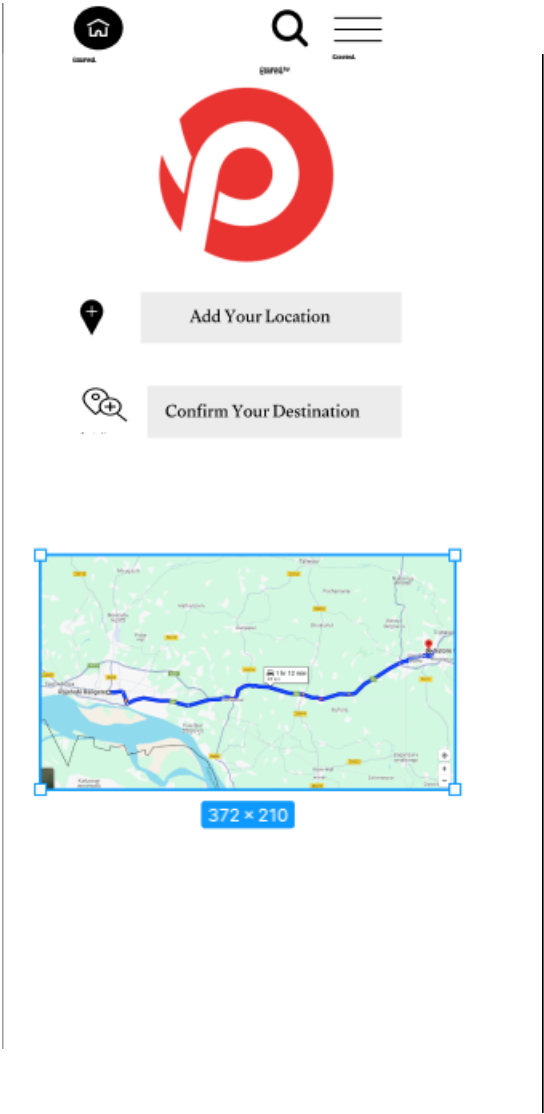
# Pathao Care: Accessible Rides for Elderly and Disabled Passengers	NF-07
Title:	<b>Pathao Care: Accessible Rides for Elderly and Disabled Passengers</b>
Description:	<p>Pathao Care is designed to enhance mobility for elderly and disabled passengers by offering specialized services, ensuring comfort, safety, and ease of travel. Key features include:</p> <ul style="list-style-type: none"> <li>• <b>Wheelchair-Accessible Vehicles:</b> Vehicles equipped for passengers with mobility challenges.</li> <li>• <b>Assistance from Drivers:</b> Trained drivers who can help with boarding and exiting the vehicle.</li> <li>• <b>Priority Matching:</b> Quicker ride allocation to minimize wait times for elderly or disabled users.</li> <li>• <b>User-Friendly App Features:</b> Enhanced in-app features like voice navigation and larger text for those with visual or hearing impairments.</li> </ul>
Priority	Low
Note	

Pathao Schedule: Fixed Time Pre-Booking Services	NF-08
Title:	<b>Pathao Schedule: Fixed Time Pre-Booking Services</b>
Description:	Pathao Schedule allows users to pre-book rides at fixed times, providing the

	<p>convenience of guaranteed transportation for planned activities. Key features include:</p> <ul style="list-style-type: none"><li>• <b>Scheduled Ride Booking:</b> Users can book rides in advance, selecting specific dates and times for their journeys.</li><li>• <b>Ride Reminders:</b> Automatic notifications to remind users of their upcoming rides, ensuring they never miss a scheduled trip.</li><li>• <b>Flexible Vehicle Options:</b> Choose from a variety of vehicles based on personal preferences or group size, including bikes, cars, and larger vehicles.</li><li>• <b>Priority Service:</b> Pre-booked rides receive priority matching to minimize wait times and ensure timely pick-ups.</li><li>• <b>Easy Cancellation:</b> Users can easily modify or cancel their bookings through the app, providing flexibility for changing plans.</li></ul>
Priority	Low
Note	



Key Flows





Pathao saver : Save on your ride!!

\*This can take more time to find

other shirring partners



### Your Favorite Rides

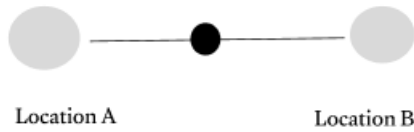


Book Again ?





Last Month You booked 42  
Rides from Nature to  
Rajshahi , Book Again  
Today?



Feeling Unsafe Press The Panic Button





Having Trouble to read ? Turn on  
Pathao Care.



Speak



Lisen

Planning To Schedule a Ride for  
tomorrow ? No worries we got you  
covered!



Add The Ride details for tomorrow



You Pushed the Panic Button ,

Are you safe ? 🤔

leave Us a Rating



Add As Favorite Trip

Report an issue

# End-to-End Customer Experience for Pathao Inter-City with Key Features

## 1. Discovery and Awareness:

- Marketing Channels: Customers discover Pathao through social media ads, word of mouth, or local promotions.
- App Installation: Users download the Pathao app from app stores.

## 2. Onboarding:

- User Registration: New users create an account by providing basic information and preferences.
- Tutorial/Guided Tour: An introductory walkthrough familiarizes users with app features, including ride booking, payment options, and safety features.

## 3. Ride Booking:

- Choose Ride Type: Users select their preferred service (e.g., bike, car, CNG-based 3-wheeler, or 12-seater vehicles).
- Set Destination: Input the pickup location and desired destination.
- Select Favorites: Users can save specific rides or routes as favorites for quick access and future bookings.
- Fare Estimate: View estimated fare based on selected options and route.
- Multi-User Ride Sharing: Users can opt to share their ride with others heading in the same direction, significantly reducing individual travel costs, catering to the price-sensitive nature of Tier 2 cities.

## 4. Confirmation:

- Driver Matching: The app matches users with nearby drivers, providing details about the driver (name, photo, vehicle).

- **Booking Confirmation:** Users receive a confirmation screen with ride details, including estimated arrival time.

## **5. In-Ride Experience:**

- **Real-Time Tracking:** Users can track their driver's location as they approach.
- **Panic Button:** Emergency feature for users to alert trusted contacts and authorities, sharing ride details and live location.
- **Safety Features:** Access to additional safety features like ride-sharing options and driver assistance.
- **Communication:** Ability to chat or call the driver directly through the app for any questions or concerns.

## **6. Payment:**

- **Multiple Payment Options:** Choose from cash, mobile wallets, or in-app payment methods.
- **Fare Review:** Option to review the final fare before payment is processed.

## **7. Post-Ride Experience:**

- **Rating and Feedback:** After the ride, users can rate their experience and provide feedback.
- **Ride History:** Access to previous rides for future reference or rebooking.
- **Price Drop Notifications:** Users receive notifications about fare changes for their frequent routes.
- **Pathao Schedule:** Ability to pre-book rides at fixed times for added convenience.

## **8. Customer Support:**

- **In-App Support:** Access to customer service via chat or call for any issues or inquiries.

- **FAQs and Help Center:** A dedicated section for common questions and troubleshooting.

## 9. Retention:

- **Loyalty Programs:** Incentives and rewards for frequent users to encourage continued use.
- **Personalized Offers:** Targeted promotions based on user behavior and preferences.

## Assumptions

1. Users prefer a mobile-first experience and are comfortable using mobile devices for the majority of their interactions.
2. The target market primarily consists of tech-savvy individuals aged 18-35 who are early adopters of new technologies.
3. Users have a reliable internet connection with sufficient bandwidth to support seamless data transfer.
4. The Market is sensitive to cost.
5. Enough Vehicle and rider supply is established already.
6. The road connectivity is effective and in a workable condition.

## Success Metrics

### 1. Customer Satisfaction & Experience:

- **Customer Satisfaction Score (CSAT):** Measure the overall satisfaction of users through post-ride surveys. Target a CSAT score of 85% or higher.
- **Net Promoter Score (NPS):** Evaluate user loyalty by asking how likely they are to recommend Pathao Intercity services to others. A high NPS (above 50) indicates strong user satisfaction.
- **Average Rating Per Ride:** Track the average ride ratings given by passengers (on a 5-star scale). Aim to maintain a rating above 4.5.
- **Complaint Resolution Time:** Measure how quickly customer complaints (about pricing, safety, etc.) are resolved. Set a target resolution time of less than 24 hours.

### 2. Operational Efficiency:

- **On-Time Arrival Rate:** Percentage of rides that arrive within the estimated or promised time frame. Target 90% on-time rides.
- **Average Ride Duration vs. Estimated Duration:** Compare the actual ride time to the estimated time given during booking. Aim for 95% accuracy in estimations.

- **Ride Booking Time:** Measure the time it takes for a user to find and book a ride. Reduce the time to less than 1 minute, ensuring quick bookings.
- **Idle Time Reduction:** Track idle time spent in traffic or waiting for passengers. Implement route optimization and set a goal to reduce idle time by 20%.

### 3. Safety & Security:

- **Incident Rate:** Number of safety-related incidents per 1,000 rides. Aim to keep this metric as low as possible, targeting less than 2 incidents per 1,000 rides.
- **Panic Button Usage Rate:** Track the frequency and outcome of panic button activations. A lower activation rate, coupled with effective response times, indicates a safer environment.
- **Driver Verification Rate:** Percentage of rides assigned to drivers with verified background checks and proper certifications. Target 100% driver verification for safety assurance.

### 4. Adoption & Growth:

- **Daily Active Users (DAU):** Number of unique users who engage with the app daily. Set a goal of 10,000 daily active users in the first three months of the launch.
- **Monthly Active Users (MAU):** Measure the number of unique users over a month. A higher MAU reflects better customer retention. Target a steady increase of 20% month-over-month.
- **New User Acquisition:** Track the number of new users signing up for the Pathao Intercity service. Aim for 15-20% growth in new user sign-ups each month.
- **Adoption Rate for Tier 2 Users:** Measure how many users in tier 2 cities adopt the new intercity service. Set a goal of 30% adoption rate within the first quarter.

### 5. Business & Financial Metrics:

- **Revenue Growth:** Measure revenue generated from the Pathao Intercity service. Set monthly revenue growth targets, aiming for 10% increase month-over-month in the initial stages.
- **Cost per Ride:** Track operational costs per ride, including fuel, driver fees, and vehicle maintenance. The goal is to reduce the cost per ride through ride-sharing and efficient vehicle usage.
- **Customer Retention Rate:** Track the percentage of users who return to use the service again. A high retention rate (above 70%) indicates customer satisfaction and service effectiveness.
- **Pathao Saver Usage:** Measure the number of users opting for the cost-effective "Pathao Saver" service, aiming for at least 30% of intercity users to choose this option.

### 6. Market Penetration:

- **Route Coverage Expansion:** Measure the percentage of routes and cities covered by the intercity service. Set targets for expanding coverage by 10-15% each quarter.
- **Number of Daily Trips Between Tier 2 Cities:** Track how many intercity trips are completed daily. Aim for at least 200 trips per day after six months of launch.

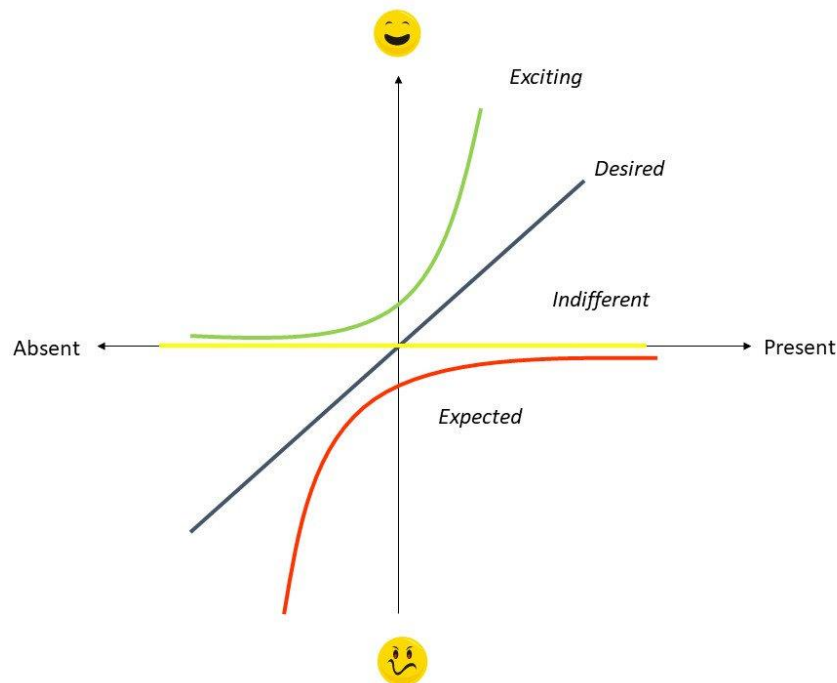


- **Time Saved by Users:** Track the average time saved in intercity travel post-launch, compared to pre-existing services.

## 7. User Behavior & Engagement:

- **Favorite Rides Feature Usage:** Track the usage rate of the "Favorite Rides" feature. Target at least 50% of users saving specific routes or rides within the first month.
- **Multi-Vehicle Integration Usage:** Monitor how many users opt for different vehicle types (CNG, bikes, cars). Aim for at least 20% of users to experiment with multi-vehicle options.
- **Scheduled Ride Booking Rate:** Measure how many users are using the "Pathao Schedule" pre-booking service. Target a 15% pre-booking rate within the first quarter.

## Prioritization Framework (Using Keno Model)



### Must-Have (Basic Needs)

- **NF-01: Expanding Drop and Pickup Location Coverage**
  - **Why:** Users expect to have coverage in all service areas for the intercity service. Lack of coverage would make the service unusable for many users.
  - **Priority: High**
  -
- **NF-03: Emergency Panic Button with Real-Time Alerts and Safety Tracking**

- **Why:** Safety is a fundamental requirement, especially for a ride-sharing platform. The absence of a panic button may create safety concerns and dissatisfaction.
- **Priority: High**
- 
- **NF-07: Pathao Care: Accessible Rides for Elderly and Disabled Passengers**
  - **Why:** Accessibility is essential to make the service inclusive. Without this feature, a segment of users might be excluded.
  - **Priority: High**

#### **Performance (Satisfiers)**

- **NF-02: Personalized Recommendation for Tier 2 City Users**
  - **Why:** Personalizing recommendations based on travel habits and needs will enhance the user experience and make the service more useful.
  - **Priority: Medium**
- **NF-04: Adding Favorite Rides**
  - **Why:** Reducing the booking time and making it easier for users to access their frequent rides will improve user satisfaction.
  - **Priority: Medium**
- **NF-06: Pathao Saver: Affordable Vehicle Sharing for Tier 2 Cities**
  - **Why:** Offering cost-effective options will directly appeal to price-sensitive markets in Tier 2 cities, and users will perceive more value.
  - **Priority: Medium**

#### **Excitement (Delighters)**

- **NF-05: Multi-Vehicle Integration for Flexible Commutes**
  - **Why:** Offering a variety of vehicles for different needs adds flexibility and makes the platform more attractive, especially for different travel preferences.
  - **Priority: Medium to High**
- **NF-08: Pathao Schedule: Fixed Time Pre-Booking Services**
  - **Why:** Pre-booking rides adds convenience and reliability, which users may not expect but would greatly appreciate.
  - **Priority: Low to Medium**

#### **Indifferent**

- None. All the listed features contribute either to improving the user experience or providing key functionality.

#### **Reverse**

- None of the features are likely to cause dissatisfaction if present.

### **Prioritized Features Based on KANO:**

1. **Must-Have** (High Priority):
  - NF-01: Expanding Drop and Pickup Location Coverage
  - NF-03: Emergency Panic Button with Real-Time Alerts and Safety Tracking
  - NF-07: Pathao Care: Accessible Rides for Elderly and Disabled Passengers
2. **Performance** (Medium Priority):
  - NF-02: Personalized Recommendation for Tier 2 City Users
  - NF-04: Adding Favorite Rides
  - NF-06: Pathao Saver: Affordable Ride-Sharing for Tier 2 Cities
3. **Excitement** (Low to Medium Priority):
  - NF-05: Multi-Vehicle Integration for Flexible Commutes
  - NF-08: Pathao Schedule: Fixed Time Pre-Booking Services

## **Roadmap**

Feature	Priority	Deadline
NF-01: Expanding Drop and Pickup Location Coverage	Must-Have	2024-11-15
NF-03: Emergency Panic Button with Real-Time Alerts	Must-Have	2024-11-30
NF-07: Pathao Care: Accessible Rides for Elderly and Disabled Passengers	Must-Have	2024-12-10
NF-02: Personalized Recommendation for Tier 2 City Users	Performance	2024-12-20
NF-04: Adding Favorite Rides	Performance	2024-12-30
NF-06: Pathao Saver: Affordable Ride-Sharing for Tier 2 Cities	Performance	2025-01-10
NF-05: Multi-Vehicle Integration for Flexible Commutes	Excitement	2025-01-25
NF-08: Pathao Schedule: Fixed Time Pre-Booking Services	Excitement	2025-02-10

# Go-to-Market Strategy

## Go-to-Market Strategy for Pathao Intercity Service

### 1. Target Market Analysis

- **Primary Audience:**
  - Residents of Tier 2 and Tier 3 cities in Bangladesh who frequently travel between cities.
  - Price-sensitive customers seeking affordable, safe, and reliable intercity transportation.
  - Tech-savvy individuals aged 18-35 who are early adopters of new technology and services.
  - Elderly and disabled passengers in need of accessible transportation.
- **Secondary Audience:**
  - Commuters from Tier 1 cities who need affordable options for longer journeys.
  - Small businesses and corporate clients needing consistent intercity transportation for employees.

### 2. Value Proposition

- **Standardized and affordable intercity travel:** Eliminate unpredictable pricing with fixed, transparent rates.
- **Convenient and secure service:** Real-time tracking, safety features, and driver verification for a worry-free journey.
- **Customizable transport options:** Users can select vehicles based on their preferences, including multi-vehicle options.
- **Accessibility for all:** Services tailored to the elderly and disabled, providing comfort and safety.
- **Cost savings:** By offering affordable ride-sharing and off-peak discounts, it taps into the price-sensitive market.

### 3. Key Features to Highlight

- **Affordable Ride-Sharing (Pathao Saver):** Leverage this as the primary hook to draw price-conscious travelers.

- **Panic Button and Safety Features:** Emphasize security, especially during long intercity travel.
- **Pathao Care:** Showcase accessibility for elderly and disabled passengers.
- **Multi-Vehicle Flexibility:** Highlight options like CNG-based 3-wheelers, bikes, small cars, and 12-seater cars for various customer preferences.
- **Pre-Booking with Pathao Schedule:** Position this as a solution for users who plan trips in advance and need guaranteed transport.

#### 4. Competitive Analysis

- **Direct Competitors:** Local bus services, traditional intercity ride-hailing services.
- **Competitive Advantage:** Pathao's ability to provide a mix of affordability, convenience, and safety. Most competitors do not offer flexible vehicle options or intercity ride-sharing, and many lack the technological features Pathao can deliver (e.g., real-time tracking, emergency safety features).

#### 5. Marketing and Promotion Plan

- **Digital Campaigns:**
  - **Social Media Ads:** Target users on Facebook, Instagram, and TikTok with location-specific campaigns focused on Tier 2 and Tier 3 cities.
  - **Influencer Partnerships:** Collaborate with regional influencers who can promote Pathao Intercity through ride vlogs, reviews, and real-time experiences.
  - **App Store Optimization:** Ensure Pathao is ranked high in app stores, emphasizing the new intercity features.
- **Referral Programs:**
  - Offer discounts or free rides for users who refer new customers to the Pathao Intercity service. This will increase word-of-mouth marketing, especially in close-knit communities in smaller cities.
- **Local Partnerships:**
  - **Small Businesses:** Partner with small businesses or corporate offices in Tier 2 cities, offering intercity services for employees at discounted rates.
  - **Educational Institutions:** Offer student discounts and collaborate with universities where students regularly travel between cities.
- **Offline Marketing:**

- **Billboards and Posters:** Place advertisements in key areas (bus stops, local stores) of Tier 2 and 3 cities.
- **On-Ground Events:** Launch events in major Tier 2 cities where Pathao Intercity will operate, giving free rides or discounts on first-time use.

## 6. Sales Strategy

- **Freemium Model for Early Users:** Offer the first ride for free or at a 50% discount to get initial users onto the platform.
- **Corporate Sales:** Target businesses needing regular intercity commutes and offer them special corporate rates for multiple bookings.
- **Subscription Plans:** Offer monthly plans for frequent travelers with discounts on daily or weekly intercity commutes.

## 7. Launch Plan

- **Phase 1: Soft Launch** (November 2024)
  - Begin in a few key Tier 2 cities with targeted campaigns to gauge interest.
  - Collect feedback from early users, make adjustments, and improve service before a full-scale launch.
- **Phase 2: Official Launch** (December 2024)
  - Roll out the service in all major Tier 2 and Tier 3 cities.
  - Launch with promotions, including discounted rides, referral programs, and event-based marketing.
- **Phase 3: Expansion and Scaling** (January 2025)
  - Introduce Pathao Saver and multi-vehicle options in more cities.
  - Optimize marketing campaigns to include feedback-based feature improvements.

## 8. Success Metrics

- **User Acquisition:** Track the number of new users who download and register for Pathao Intercity.
- **Ride Volume:** Measure the number of intercity rides completed daily and monthly.
- **Customer Retention Rate:** Monitor how many users return for multiple rides.

- **Revenue Growth:** Track how much revenue is generated from intercity services after the launch.
- **Customer Satisfaction (CSAT):** Gather feedback from users to assess satisfaction levels with pricing, convenience, and safety.
- **Referral Program Engagement:** Track how many users refer others to the platform and the success of the referral campaigns.

## **9. Support and Customer Service**

- Ensure a 24/7 customer support system is in place to address any concerns, especially regarding safety and ride quality.
- Provide in-app live chat and a helpline number for immediate issue resolution.
- Introduce a dedicated FAQ section and a tutorial on using new features like Pathao Saver, panic buttons, and multi-vehicle options.

## **Appendix: Research**