

## **HOMEWORK ASSIGNMENT**

Lyft's mission is to improve people's lives with the world's best transportation. Although Lyft has improved geographic and economic mobility for our millions of passengers and drivers, the truth is that we've barely scratched the surface. Ridesharing as a whole accounts for less than 1% of vehicle miles in North America and even fewer passenger miles, and congestion has worsened in major US cities.

What improvements or new products should Lyft invest in to have scaled positive impact on the cities we serve? Analyze the space and put together an *entire* product cycle for the solution you choose to pursue. There's no silver bullet or definitive right answers that will capture **all** of the potential here, so feel free to dive deep into your chosen solution for pushing the ball forward.

Specifically, your submission should include:

- Documentation of your brainstorm process to show us how you think of the space
- Defensible opportunity sizing to show how you selected where to go deeper
- A list of product requirements or features that detail your selected space
- A clear plan for what the MVP will be - ideally including wireframes of the UX
- An experimentation plan with clear goals on how to evaluate and make launch decisions
- Some thoughts on the long term evolution of the product beyond the MVP

What we are looking for:

- Your ability to understand, decompose, and find opportunity in the problem space
- Your empathy and internalization of your users and their motivations
- Your thought process, intuition, and execution on defining impactful product solutions
- Your ability to identify key hypothesis and design actionable experiments to test them
- Your prioritization for defining shippable products from broad roadmaps

What will not be evaluated in the submission:

- Length or polish of your submission - this should take less than 4 hours.
- A complete understanding of ridesharing nuances - you will learn those on the job!
- Feel free to submit as bullet points, doc, slides, whatever lets you get your idea across

Lost for ideas? There's lots of ways to attack the problem:

- Does Lyft need to change the way passengers request or pay for rides?
- Are there ways to introduce step function changes in product market fit of shared rides?
- What roles do vehicles other than personal cars play in moving people around?
- Should Lyft change the way we recruit or incentivize our drivers?
- How can Lyft unlock a larger / cheaper / better supply of vehicles in ridesharing?
- Can Lyft work with cities to change the regulatory landscape around transportation?
- And much much....

Most importantly, be yourself!