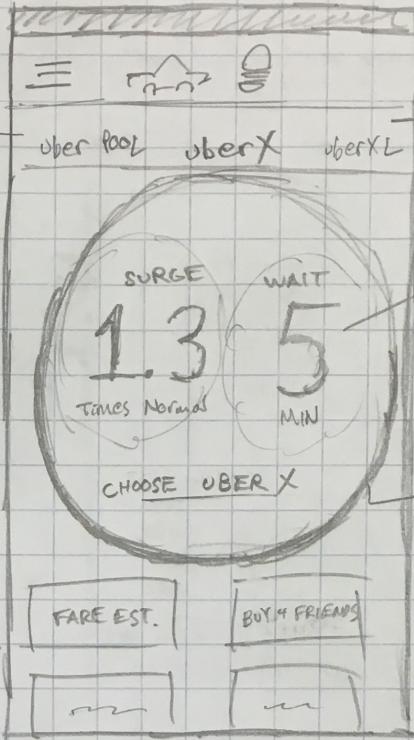


WHAT ABOUT A SLIDER THAT'S TALL AND HAS ALL THE DATA CONTAINED IN IT?

OR JUST FADE FROM ONE TO ANOTHER ON SLIDE?

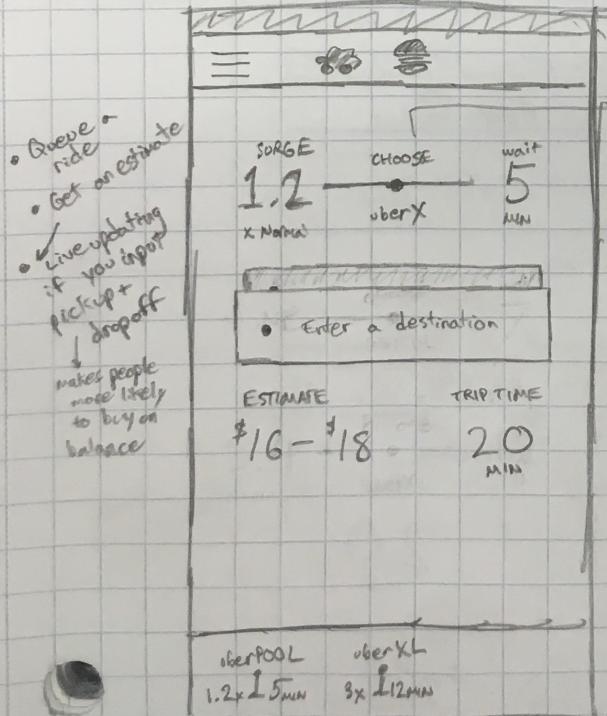


SLIDE LANDR ← OR BUTTONS BELOW?

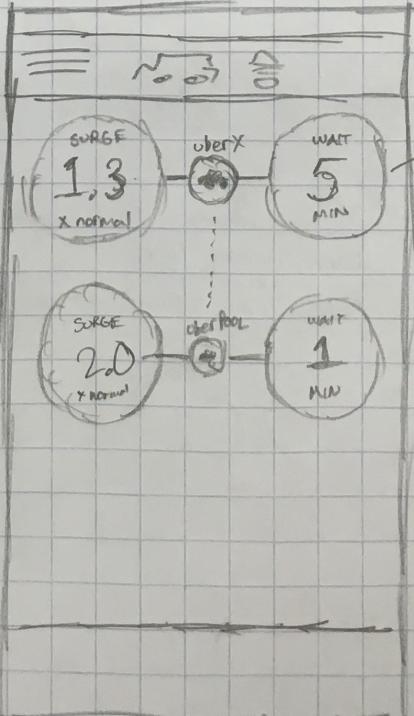
COLOR INDICATES RELATIVE LENGTH FOR TIME OF DAY + LOCATION

BUTTON IS A LITTLE CONFUSING. WHAT DOES IT TRIGGER? AM I REQUESTING OR JUST FIXING THE LOCATION?

→ TRIGGERS MAP. MAP SHOULD BE SECOND.

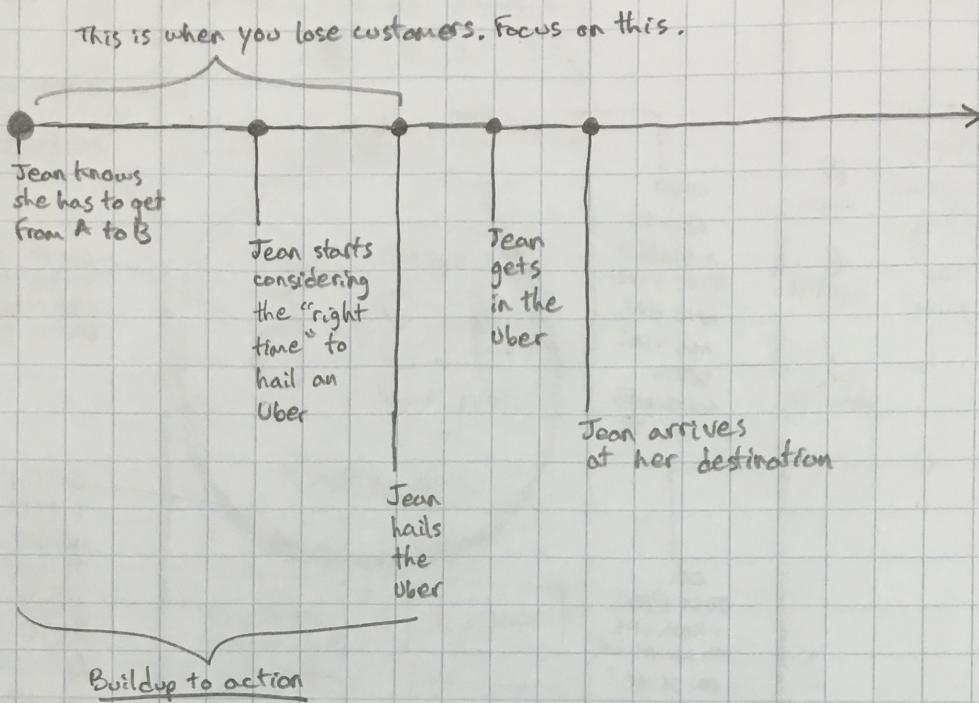


CALL TO ACTION NOT NEARLY NOTICEABLE ENOUGH



AH, LOOKS LIKE DUMBBELLS

## TIMELINE:



- 1) See + compare pricing info + time info → DECIDE.
- 2) Move pin around map and confirm pickup location
- 3) Hail.

INSERT "SEE MAP" OPTION HERE

PICKUP	DESTINATION
seattle ubercx -60 \$30-40 5MIN	uberX \$10.00 5 min
uberpool \$10 12 min	uber \$7.00 10 min

WALT TRIP TIME

5 MIN 20 MIN

PRICE RANGE

\$ 20 - 23

CHOOSE uberX  
(opens map)

IMPORTANT!

PICKUP	DESTINATION
seattle ubercx -60 \$30-40 5MIN	uberX \$10 5 min
uberpool \$10 12 min	uber \$7 10 min

CHOOSE

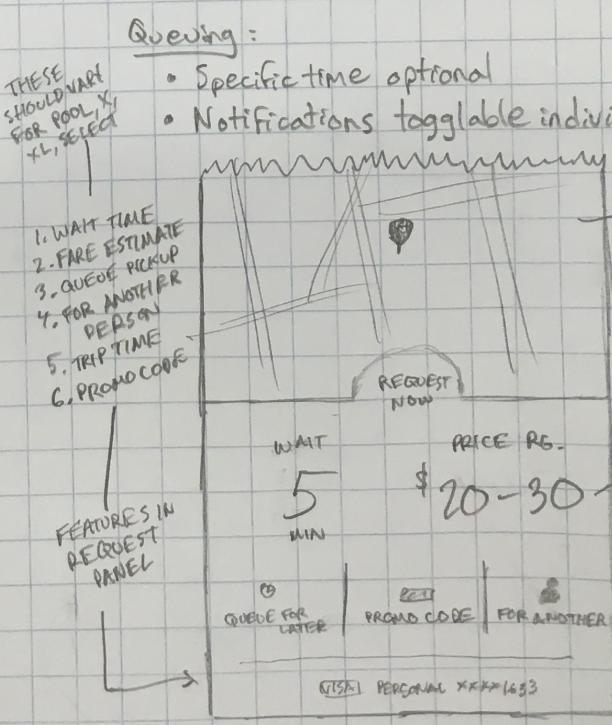
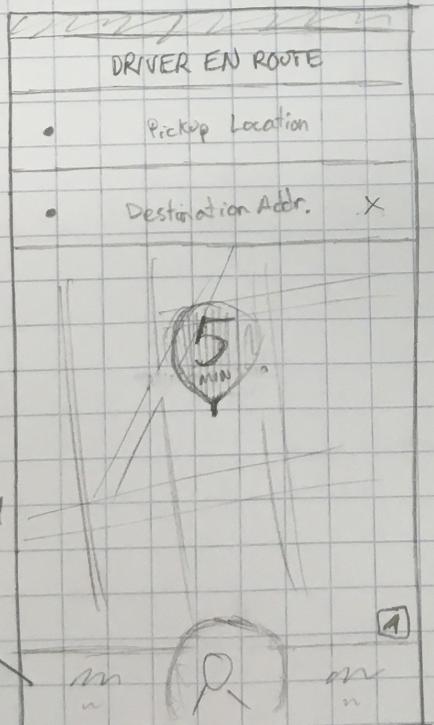
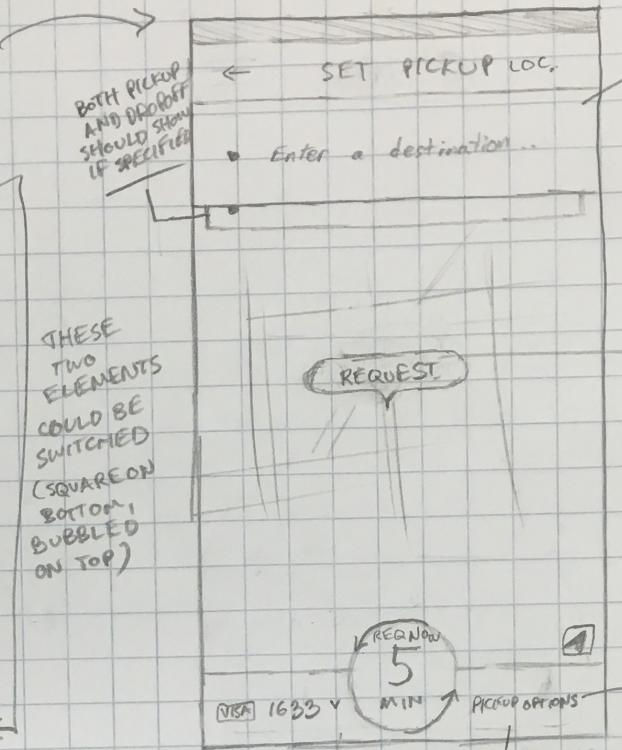
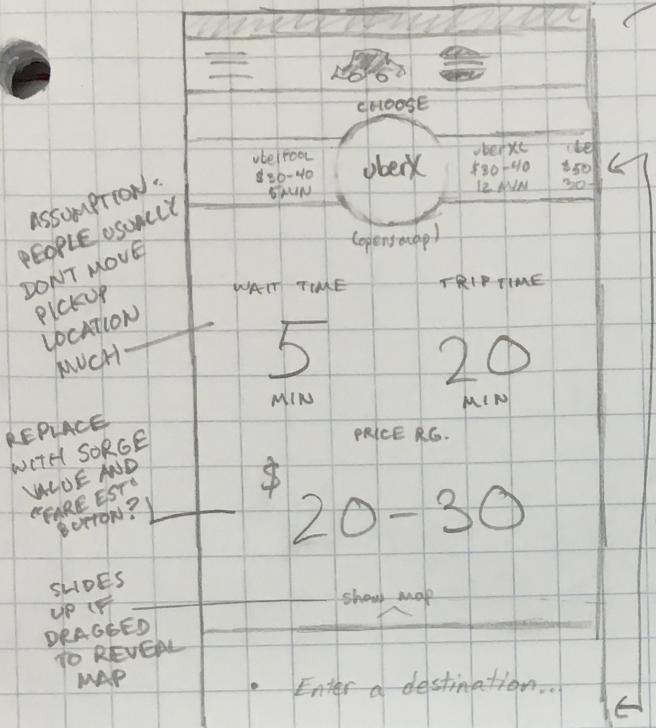
(opens map)

WALT TRIP

5 MIN 20 MIN

PRICE R.G.

\$ 20 - \$ 23





January 31, 2016, 6:11 PM



Your companion for going out, getting to work, etc

Opening the app **signals** incredibly strong \*intent\* but there's no one single intent for all users:

- check surge(s)
- check wait time — nobody actually cares where the cars are until they request — feature was originally there when there was a legitimate question whether anyone would actually come pick you up. But people in New York City don't sit around wondering whether there are Ubers in NYC. They wonder about price, wait time, how long it will take to get where they're going, other things.
- check fare estimate (problem: people feel like they're committing in order to get a quote, no transparency)
- request a car for right now
- time til driver arrival
- driver location
- check uber eats menu

A dash with the info you actually want to check. Is there a way to have the dash external to app? Yes. Once a user enables push notifications in settings, you can give them easy in-app controls to toggle other push notifications (wait time etc). Think Hipmunk—doesn't just buy the thing for you; it helps you buy in the way you want to buy.

Allow users to queue a request

Make it easier for someone to put their friends in an uber (reduce drunk driving) — uber should be out in front about this — both remote hailing and hailing for someone else

Deciding the **right** number of Ubers to order is a bit of a headache — what if one person could do it for everyone, and share it to them immediately so that everyone had control over it?

**When there is not strong intent:**

While in the Uber. How should the experience change, what do people want while in the cab?

Fare-splitting and making multi-person rides easier (carpooling and young people going out)

This cross-product comparison exists already, but it's buried 2-3 taps into opening. It should be the primary view--making the decision when/what to order isn't something only super price-conscious riders do, it's something every uber rider does. The difference is that right now it's just a binary. You can keep people in the app better if you frame the decision as a choice among alternatives rather than a "yes uber" or "no uber" binary. You can also tailor the experience better to things people actually want--like queuing up a ride for later or for someone else.

As a user gives more information, they receive more information—the exchange becomes viscerally intuitive. You get accustomed to learning more useful info when you give info yourself, and nothing is ever asked of you if you aren't ready to commit to giving it.