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### Data collection

BAP (Rider application)

1. Associate rider profile with disability, if it exists. Capture the following,
   1. **Type**
   2. **Solution**
2. Include disability data collection as part of **‘onboarding’ flow** and **‘edit profile’ flow**
3. Nudge the riders to update the disability status
   1. Explainers on purple rides
   2. Develop content on what is expected for each type of disability

### Driver Nudges

BPP (Driver application)

1. Nudge the driver/BPP based on type of disability at different stages of a ride
   1. Booking assigned (after **On\_confirm**)
   2. Reached pickup location
   3. Ride status
      1. Ride started
      2. Ride completed
2. Disable/discourage certain features for drivers based on the type of disability of the riders
   1. E.g. ‘Call’ feature between rider and driver can be disabled for hearing impaired riders
3. Sensitize/train the drivers on the rides taken by people with disabilities through a mix of user interface, educational videos and other content based on driver languages
   1. Explainers on purple rides
   2. Trainings on each type of disability
   3. Engage with local communities to spread the word

### Feedback loop

1. Collect feedback from riders post purple rides, about driver awareness and sensitization levels
2. Conduct surveys among driver communities to establish the baseline awareness of purple rides
3. Incorporate feedback into driver content and nudges to improve ride experience for PWD