Lauching new features for Rapido

99 PM School Challenge

Made By

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What is Rapido?

Rapido is an Indian bike taxi aggregator and logistics service provider based out of Bangalore. Founded in 2015, the company operates in over 100 cities across the country $180 million in a funding round led by Swiggy, raising the company's valuation to $830 million.
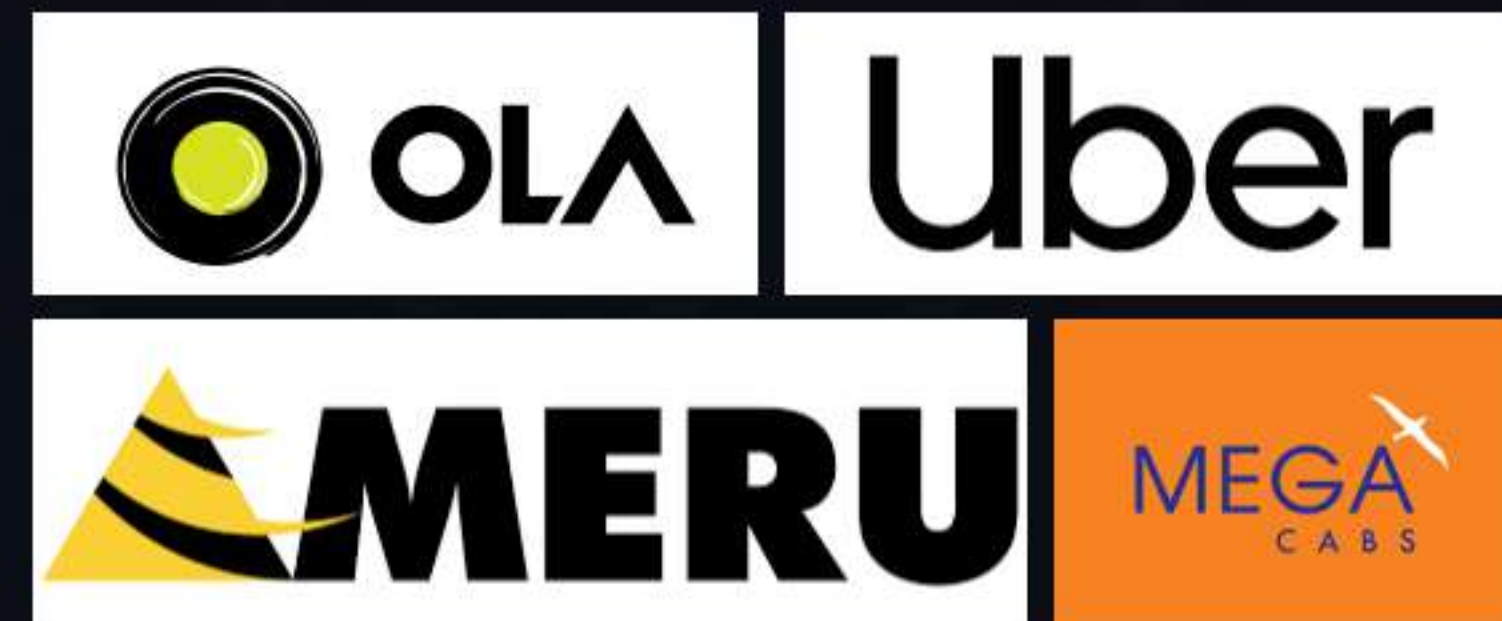
Our Goal

Launching new set of features that reduces switching of users to the other competitors apps like Uber, Ola.
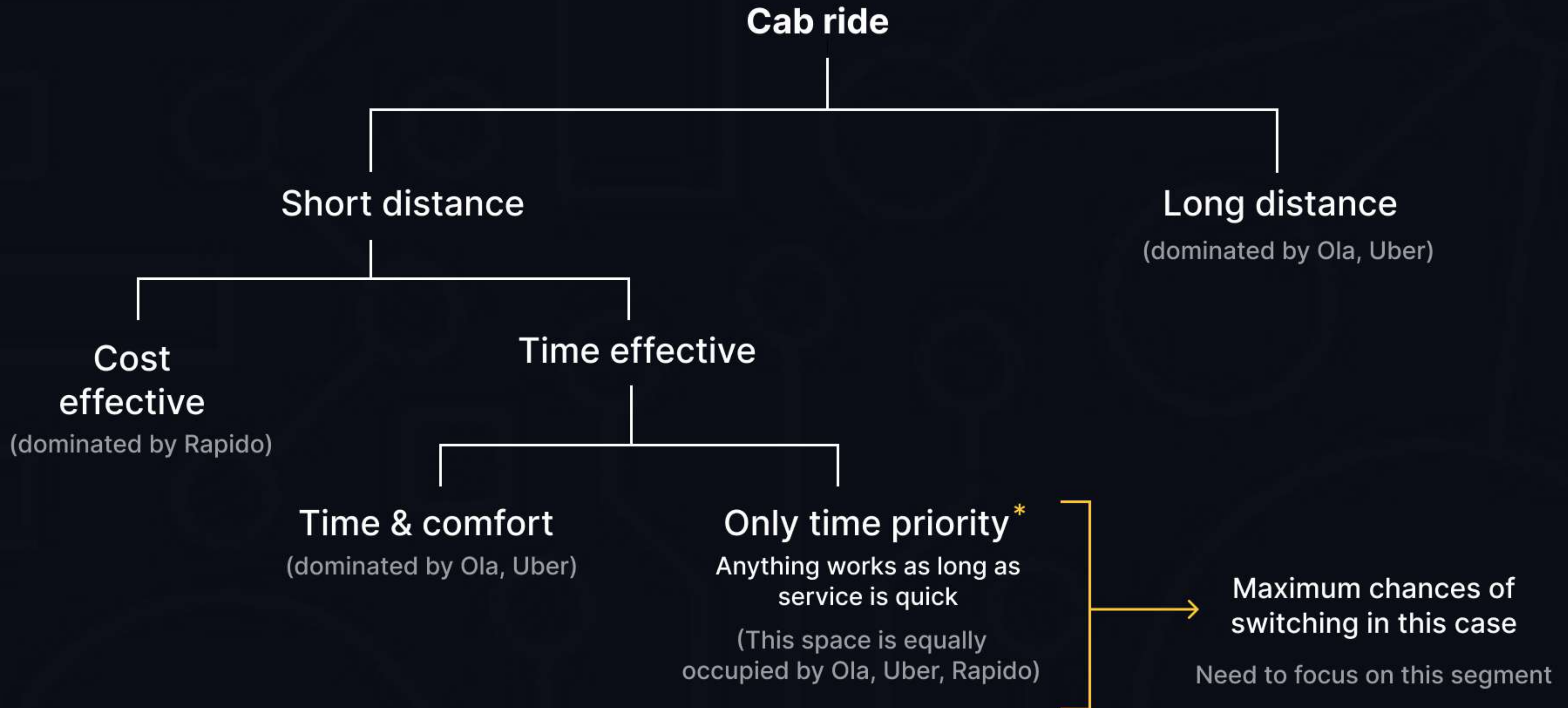
Rapido Stats

25Mn
Downloads

300K+
Rides/day

100+
Cities

$ 880Mn
Revenue FY21

4.6 ★
App Rating

Competitors

OLA Uber

MERU MEGA CABS

Understanding the problem - in which segment does the switching happens?

Cab ride

Short distance

Long distance
(dominated by Ola, Uber)

Cost effective
(dominated by Rapido)

Time effective

Time & comfort
(dominated by Ola, Uber)

Only time priority*
Anything works as long as service is quick

(This space is equally occupied by Ola, Uber, Rapido)

Maximum chances of switching in this case

Need to focus on this segment

Narrowing down problem statement

Why we chose "only time priority" users

- Rest of the segment (as shown in previous chart) has well defined dominators
- This segment (only time is priority) is dominated by by all three Rapido, Ola & Uber → More switch is happening
- If this market can be captured → Increases engagement of this segment of user → More revenue & more importantly it is aligned with the vision (short distance + cost effective).

Original problem statement

Reduce switching of users in this segment. (time effective + cost efficient + short distance

Narrowed down problem statement

Design solution for users want to get rides faster so that they need not switch to any other apps.

User Personas

Sandeep 19, College student

"I usually have to travel to college & other places with cab but I can only afford cheaper cabs like autos to manage expenses from my pocket money"

About

Sandeep is a college student, he is often short tempered & hates to looking for & waiting for cabs, being a student & not earning he has to manage all his expenses with his pocket money thus he prefers using an auto to go out for movies, parties & college.

Frustrations

! Feels guilty while spending extra money

! Feels guilty when he does not reach his college & events on time.

! Feels really annoyed to wait for a getting cab & its arrival

! Does not like the people who show-off

Sangeeta 45, working proffesional

"I have to reach office on time everyday thus I want to ensure that my time is not wasted in waiting for drivers to arrive"

About

Sangeeta is aworking proffesional & uses auto services for going to her school daily. She want to be on time to work so she always avoids last minute hassles. She has to book an auto with the app on a daily basis.

Frustrations

! Usually gets late for the office due to household chores

! She often leaves of office late & thus has a hard time getting an auto cab

! Gets the late mark & deduction when see gets late for the office

! Everyday she has to follow the same booking process to book

Finding root cause of switching by going through the user journey

Finding root cause helped us to redunce the scope while plotting user journey

Switching (taken time as priority)

(depends on 2 things)

Purchasing power

Users are ready to pay Rs +/-20 (provided that its not getting over his budget) if time for entire journey is reduced & Rapido's services is usually cheaper, hence this might not be a problem

Time for end to end journey

Before match* with captain

(There are few problems in this journey according to user reviews)

Bet'n matching & ride start*

(There are few problems in this journey according to user reviews)

Post ride

Travelling time

Driver of all the apps follow route suggested by google maps so this time is almost same for everyone

Payment time

No negative reviews for related to this, so no focus on this

*-Root Cause of switching

User journey (where there are chances of switching)

The user journey in any average cab services apps looks like -

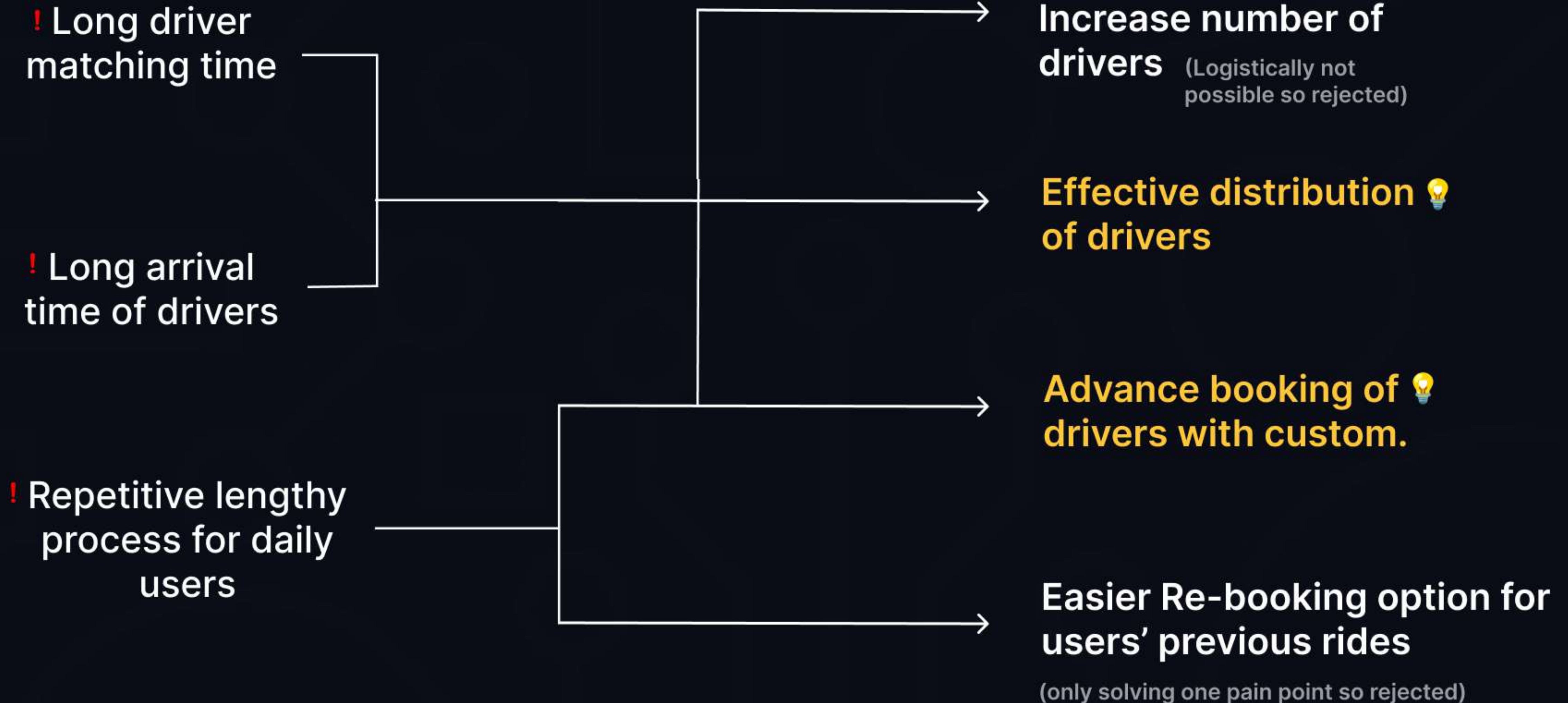|	Enter pickup & destination	Check the cab price & book	Wait for the driver to match (95% Rejected)	Wait for driver to arrive	Driver finally arrived
Psych Level (User)	😃	😃	😣	😫	😃
Sandeep & Sangeeta	• It's easy to use • Autofill helps me	Easy comparison & smooth flow	It's taking longer than I expected to get matched with a driver	Driver is taking really long to arrive	Finally I can take the ride

Prioritized pain points

1. Its taking long time for rider to get a match with a captain/driver.
2. Driver is taking too much time for cabs to reach to the pickup location.
3. Everyday users have to repeat the same booking process many time to travel to same place & same time.

Solving these 3 pain points will solve most of the user problems becoz of which users are switching in the selected segment

Different solutions to pain points

💡-Finalized solution

❗Long driver matching time

❗Long arrival time of drivers

❗Repetitive lengthy process for daily users

Increase number of drivers (Logistically not possible so rejected)

Effective distribution 💡 of drivers

Advance booking of 💡 drivers with custom.

Easier Re-booking option for users' previous rides

(only solving one pain point so rejected)

💡 Solution 1

Introducing **RapiQuick**

Description

- RapiStops (Rapido's Auto stand) will be set up in a range of 5km-10km in the city (with the help of operations team)
- User taps on RapiQuick & he/she will be given more priority
- The driver will reach the RapiStop in very less time pick up the rider from there itself

Monetization

A small extra fee will be charged to the user for being given preference over other users

Pain points solving

- ★ Long time for driver matching
- ★ Long time for arrival of drivers

Metrics to be tracked

- ★ # users using this feature
- ★ Avg waiting time for driver matching
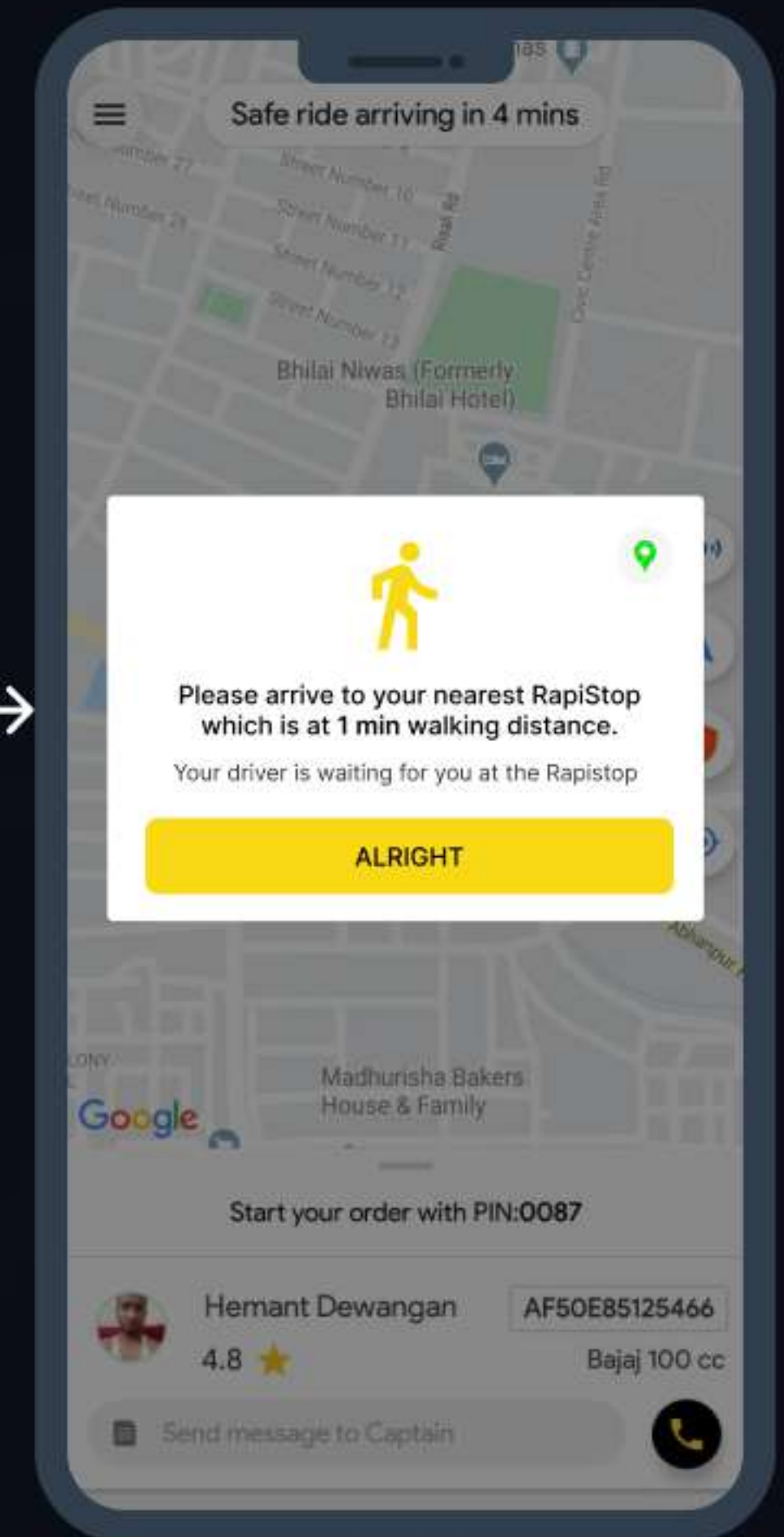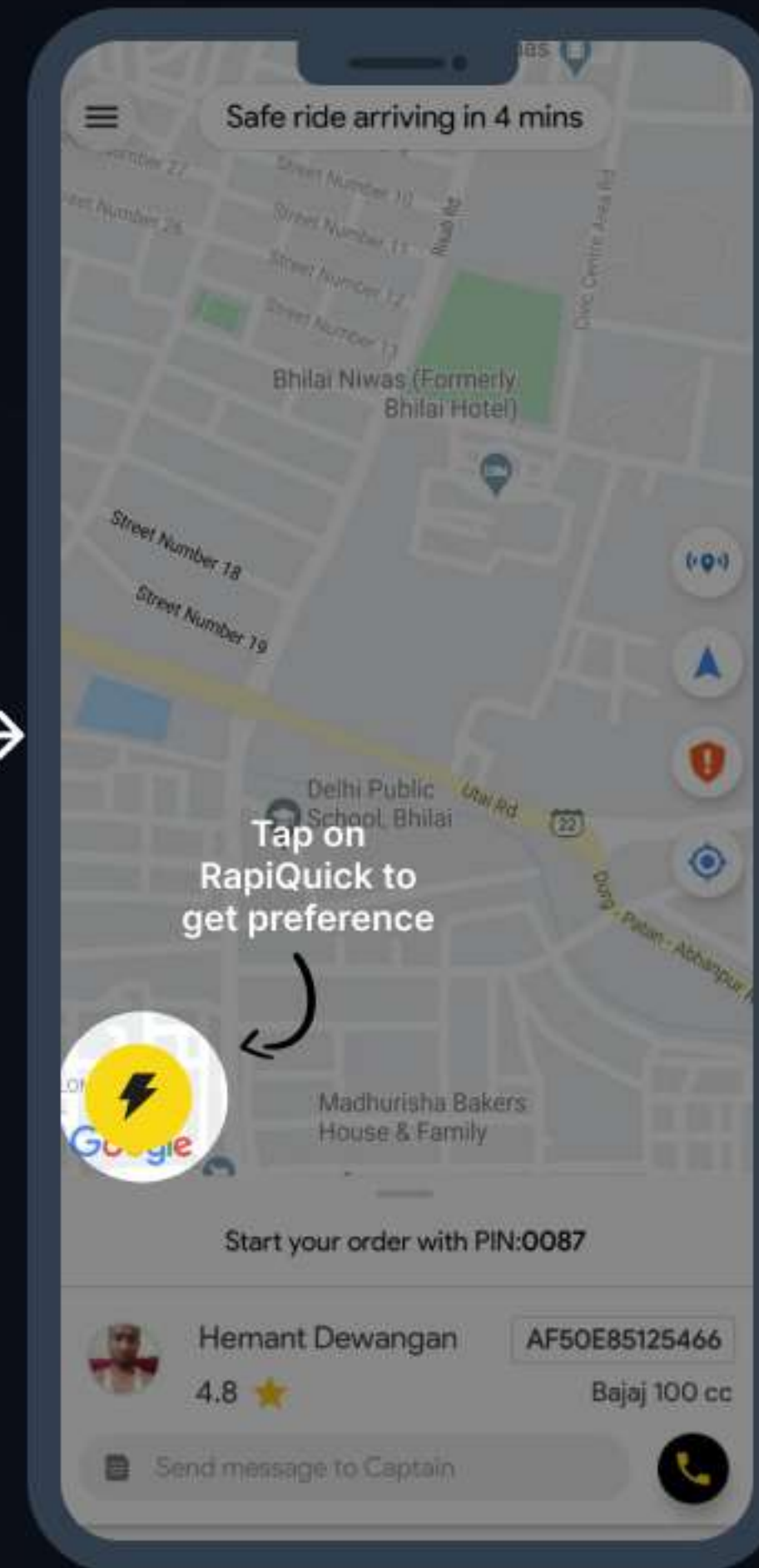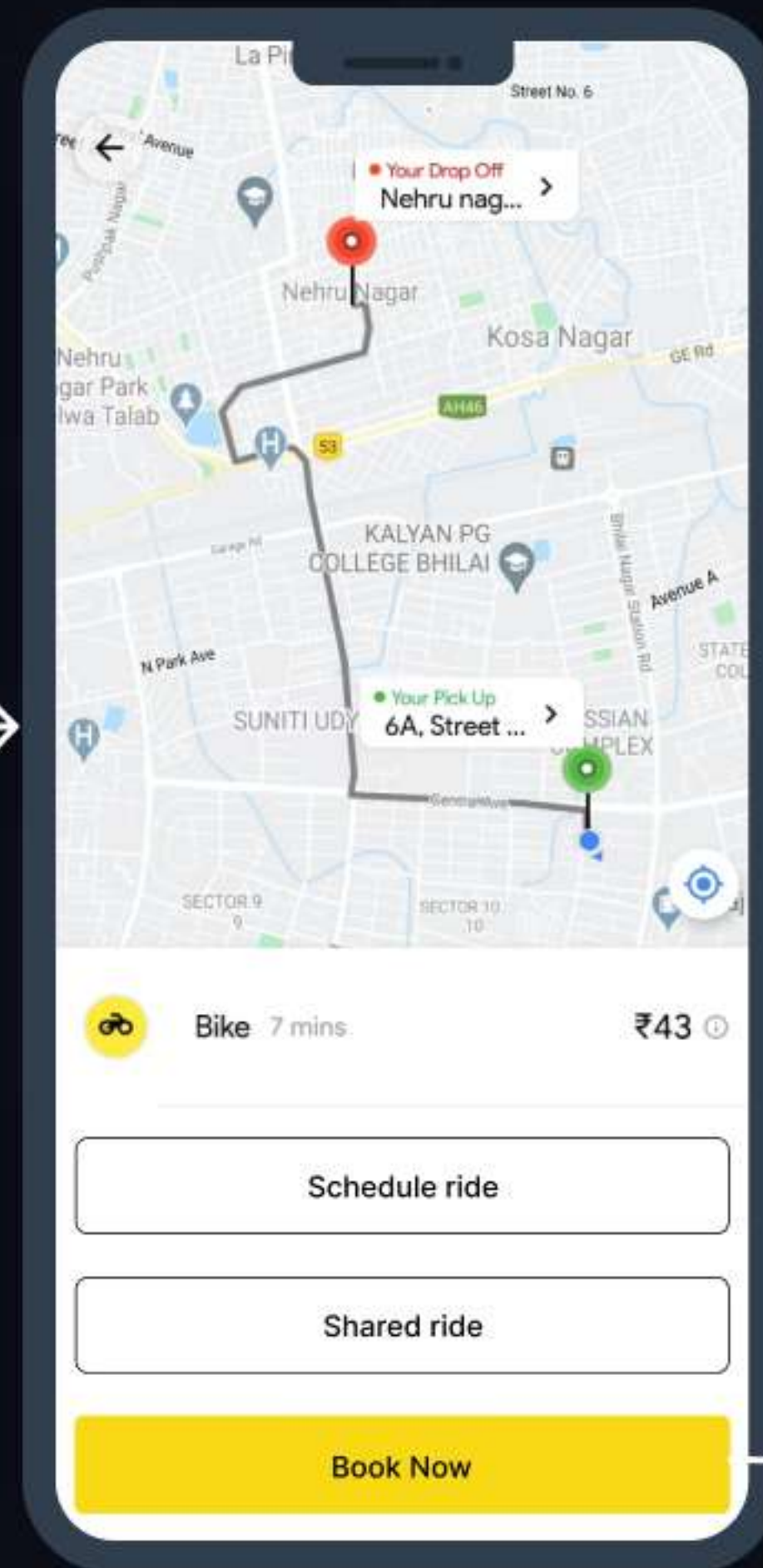- ★ Avg waiting time for driver arrival

Drawbacks

The preference system will become futile if many users opt for this feature

💡 **Solution 1**

Feature flow
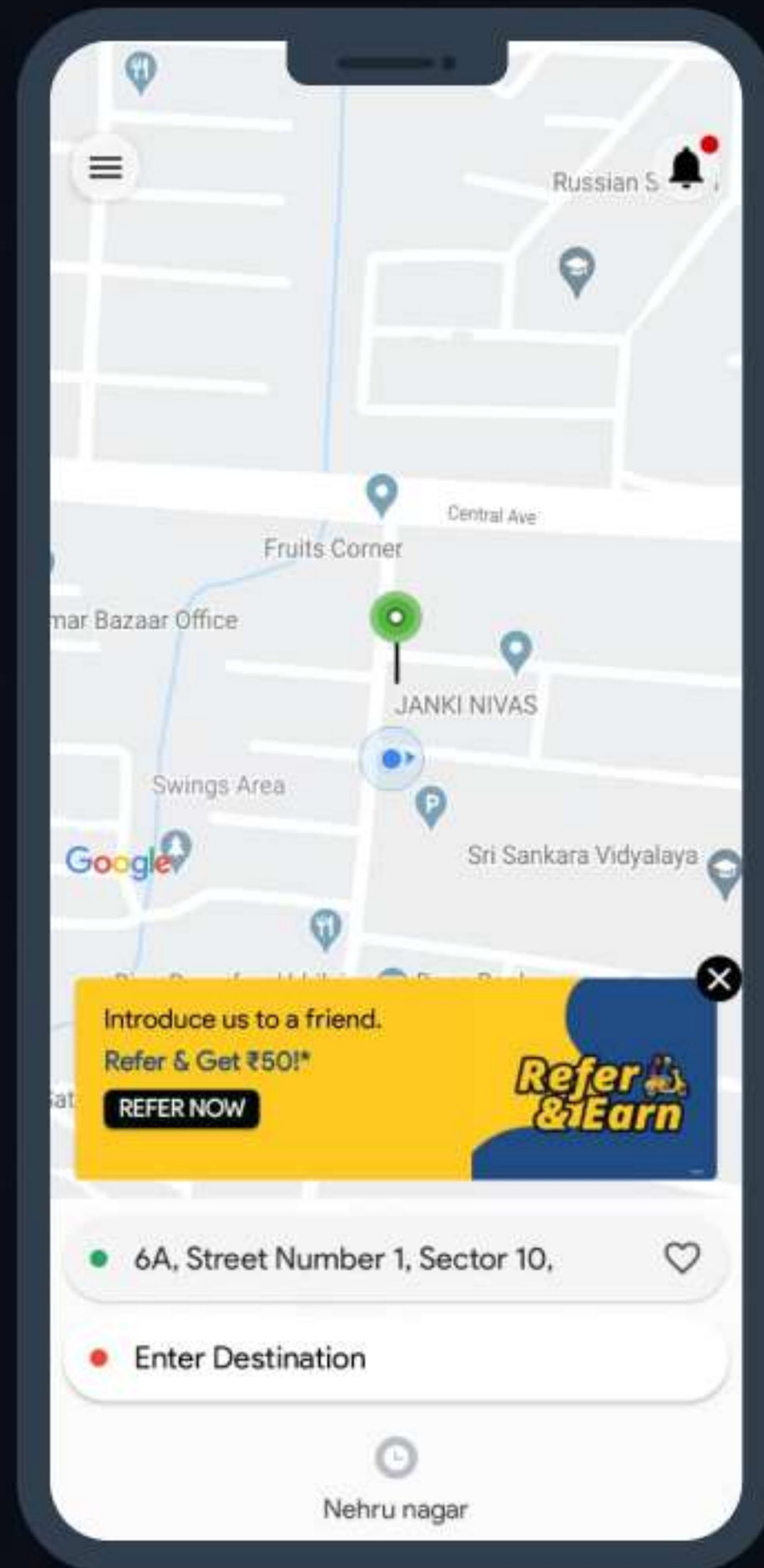
Home screen

The driver would arrive at RapiStop within minutes

💡 Solution 2

Introducing Custom Schedule Plan

Description

- Users can create their own custom plan (something like Gcalender) with the options like date & time of pickup, frequency between weeks/months & the end date of the plan.
- Based on the number of rides, frequency & distance user will be charged differently.
- The driver is booked immediately after the schedule booking is done.

Monetization

- An extra fee will be charged to the user
- Discounts on bulk ride scheduling

Pain points solving

- ⭐ Daily going through long process of booking for the same rides
- ⭐ More time in driver matching
- ⭐ More time in driver arrival
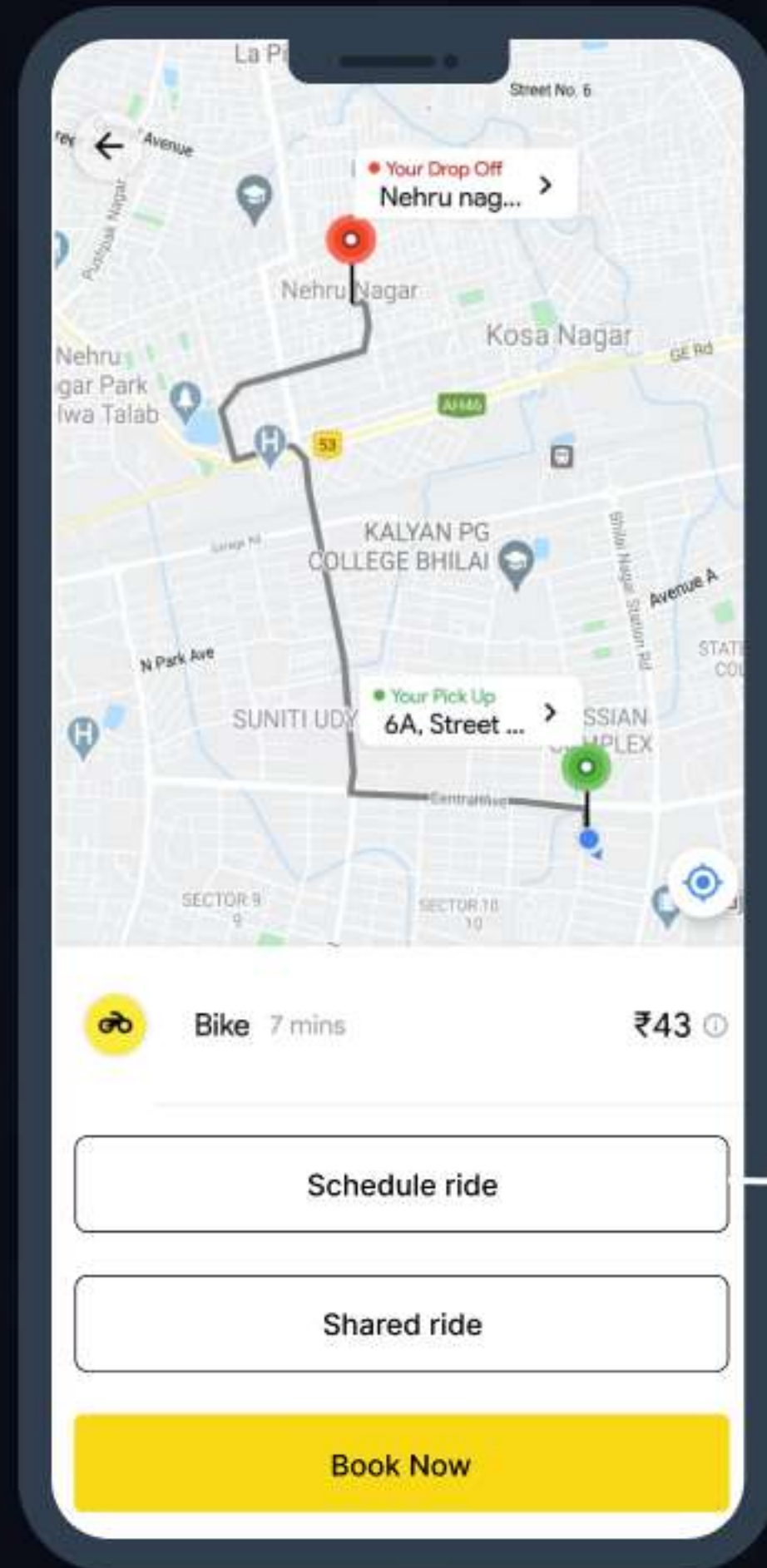
Metrics to be tracked

- ⭐ # rides booked/week through this feature
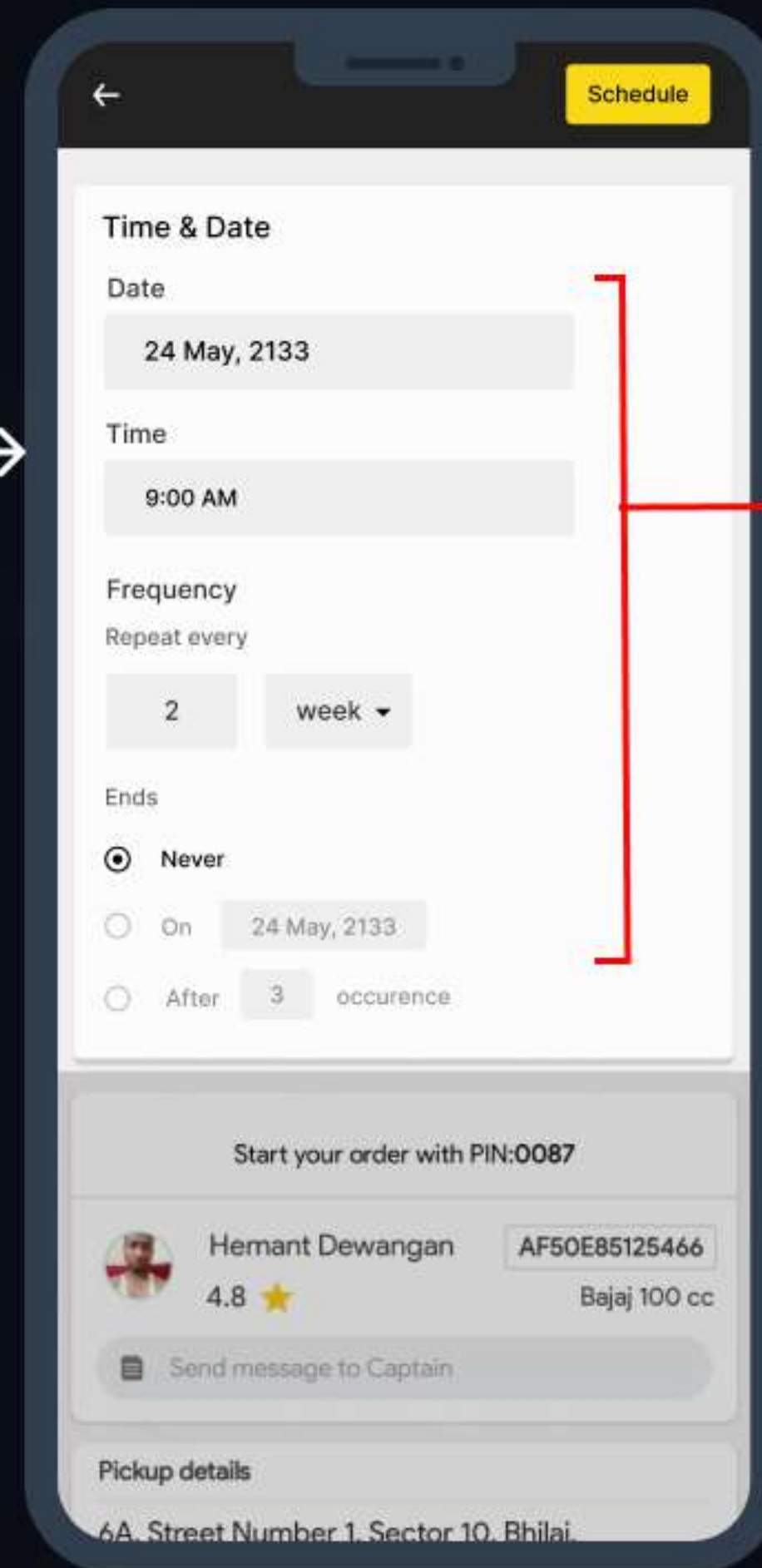- ⭐ Avg waiting time for driver arrival

Drawbacks

If there are many preschedules then there will be shortage of drivers for immedate bookings.

💡 **Solution 2**

Feature flow

Home screen

Users can create
Custumizable schedule
plan (like google calendar)

Thank you!

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