Problem Statement

What

Analysing last year's data, you have witnessed a significant trend that has stood out consistently for the past 12 months - your price-sensitive users are using your platform less frequently than before. Interviewing a few of them made you realise that the increasing prices of Uber Go and Uber Premier have made these riders transition to cheaper options such as public transport. Even the introduction of Uber Auto hasn't worked out due to logistics, supply issues and inconsistent customer experience of this specific service.

You wish to launch 3 new features/product-lines on your platform which can specifically cater to the price-sensitive Indian riders and can ensure they are attracted back to the platform to reactivate their ride-hailing journey.

Why

We can identify the following reasons form the probelm statement itself

- Users unable to relaise value to revised prices of Go and Premier

- Logistics issues in Uber Auto

- Public Transport more convinient

- Comepetetor offering better price

Further in the document we will analyse the user journey and habits and will suggest solutions considering all the painpoints

How to Meaure

We define the price sensitive user as below

Having yearly income **< Rs 8LPA**

Having transport budget **< Rs 6000/Month**

We wish to increase average #of rides opted by price sensitive users by **10%**

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Product and Market

About Uber

Uber helps goods, people, food move around is best efficient way possible, it was started as a one tap cab service in **2010** and gradually expanded its offerings

Uber Cabs was launched in India in **2013** and since has expanded presence to **125 cities**, In these 10 years of existence 3 million drivers have earned **Rs 50,000 Cr** by travelling **33 billion Kms**

Uber India Stats 📈

Source → https://entrackr.com/2024/01/uber-india-made-rs-679-cr-from-ride-hailing-in-fy23/

Operational Revenue(Cr Rs)	Total Expenses(Cr)	Profit/Loss(Cr)	Unit Economics
2666	3146	311	1.18 spent for 1 earned

Android App features

- Location based service search
- Ride booking (self and for a contact)
- Ride scheduling for future
- Uber Wallet for quick transactions /integrations for multiple pay modes
- Fare split with contacts
- Uber business
- Uber connect for local door to door delivery

Competetor and Market Analysis

"The India taxi market is currently valued at **USD 20.61 billion** and is expected to surpass the market value of **USD 38.90 billion** by **2029** registering a **CAGR of 13.55%**"

Source: https://www.mordorintelligence.com/industry-reports/india-taxi-market

Service	Years in Action	Android App Rating	Downloads	USP
Uber	11	4.5	50Cr+	Trusted, tech leader
Ola	12	3.8	10Cr+	Make in India, large network in tier 2
Rapido	8	4.6	5Cr	Affordable travel with auto and bikes
Blusmart	4	4.8	10L	E taxis, best service

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User Personas

ALEX, 24M,
🏪 Bangalore
💰 6 LPA

Bio

Alex works in Bangalore as a IT support engineer, he lives in a 3BHK with 5 flatmates, his commutes includes office(9 Km) 4 days/week and outings 1 day/week, He usually uses a shared auto to station and a bus to final destination, on days when he is late he uses direct local auto to office, outings are done mostly by cabs/autos

Needs
- Economic ride options for routine routes
- Less wait time

Frustations
- Expensive rides during office hours
- Time in traffic
- Long wait times for cabs
- Long travel times due to bus halting at different points

ALISHA, 32F
🏪 Raipur
💰 8 LPA

Bio

Alisha is a freelance Insurence agent in Raipur, She lives with her husband and 2 Kinds in a 2 BHK, her commute includes traveling to cliens 5 days/week and outings 1 day/week, Since Raipur is a small town her commute is mostly < 6Km a day(one side), She occasionally uses cabs, mostly she uses local transport

Needs
- No last minute cancellations
- Economic local travel options
- Safe rides

Frustations
- High ride cancellations
- Limited cabs
- Expensive intercity cabs shown for small travel
- Poor travel conditions in ill maintained local buses/rickshaws

SOMVEER, 26M
🏪 Mumbai
💰 5.5 LPA

Bio

Somveer is a finance agents in Mumbai, He lives in a shared 2BHK with 4 flatmates, His commutes includes office 2 days/week(5 Kms), clients 2days/week(upto 10Kms) and outing 1 day/ week, his commutes with local autos which he gets from the nearby chowk, he uses public transport(bus, autos, local trains) to visit clients

Needs
- Economic and consistent local travel options
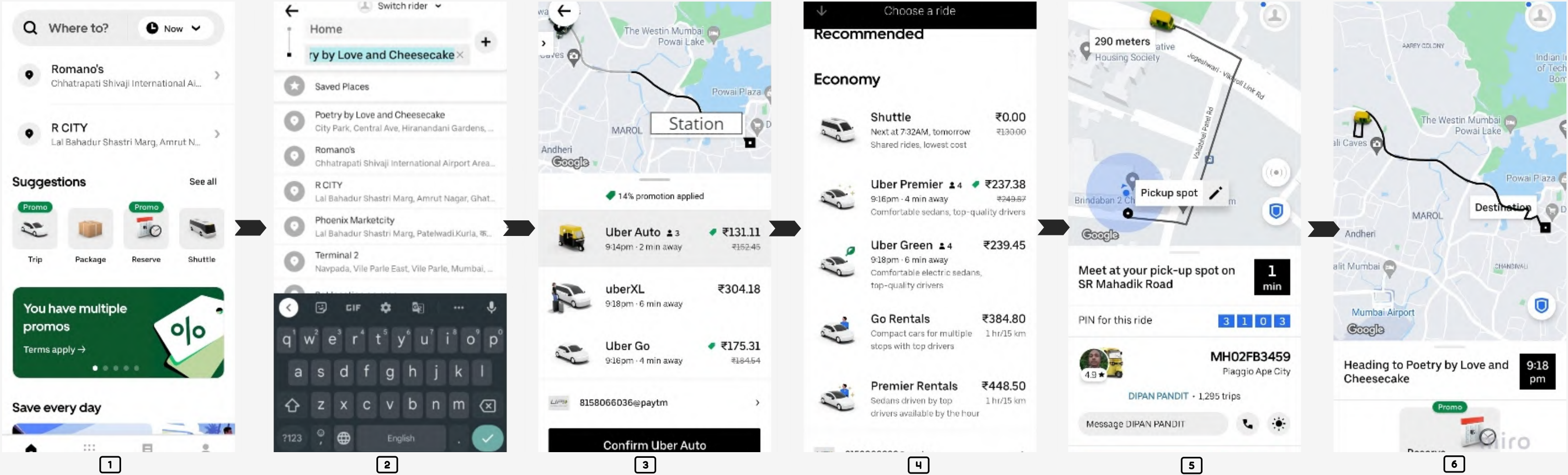- Less wait time

Frustations
- Too much hassle in office commute
- Limited travel options in budget
- Expensive travel modes in peak hours

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User Journey

A L E X ,   2 4 M

|	Searching	Comparing	Book and ride
Empathy	🙂 ↑😋	↓🙁 ↑🙂	🙂 ↑😋
Thoughts	1. Getting late, let's look for quick options on uber 2. The search is good, got my destination quickly	3. Oops the prices are steep it seems 4. Ah okay lemme explore different ride options, going by time and value auto seems okay	5. Hope the driver doesn not cancel at the last moment 6. Great I'm shown my eta as well
Potential Friction Points	▪ Opening the application ▪ Friction to search	▪ Unable to find a value match instantly ▪ Choice complex as too many options and parameters given	▪ No visibility if the ride gets cancelled ▪ No concession if the ride gets cancelled

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Features

*Rides mentioned in the features signifiy Uber Go and Uber Permier only

1. Station Share Rides

Easy to select pool rides to nearby stations(bus, train and tramps). As these in metro cities these are high transit routes we can optimise for the price, user can split the price

New feature on the main page

Select nearest station

Select ride and time to book

Pain points targated
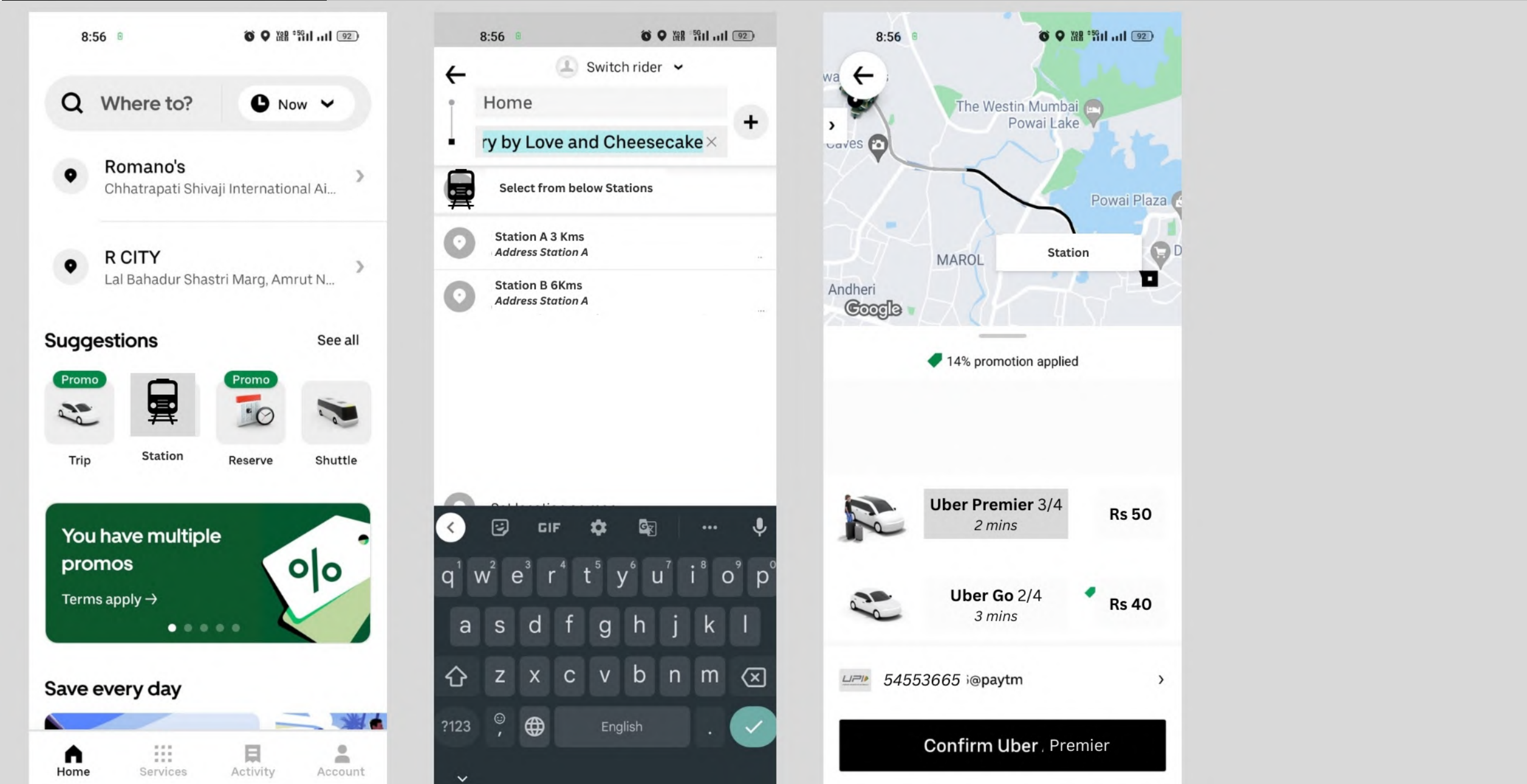
1. High ride costs for users
2. Friction to select destination and high wait times for users

Metrics

1. Weekly average # of users using the feature
2. Weekly average wait time for station rides

Risks | Mitigations

1. Pool Users delaying the start of rides due to late arrival
2. High cancellation by users on finding alternate travel options

1. Need basis can instill rigid timeslots for a ride to start, delaying user will pithed next ride
2. Can take advance payment

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2. Discount Prices for Saved places

Reduced ride prices for saved places to be highlighted to user basis push notifications or in app popups,

These rides to be pitched basis user's ride habits, driver's consent(eg drivers having empty ride back home)

| Add saved places | Push notification of offer ride | User taps on notification and book ride |

Pain points targated

1. High ride costs and wait times for users
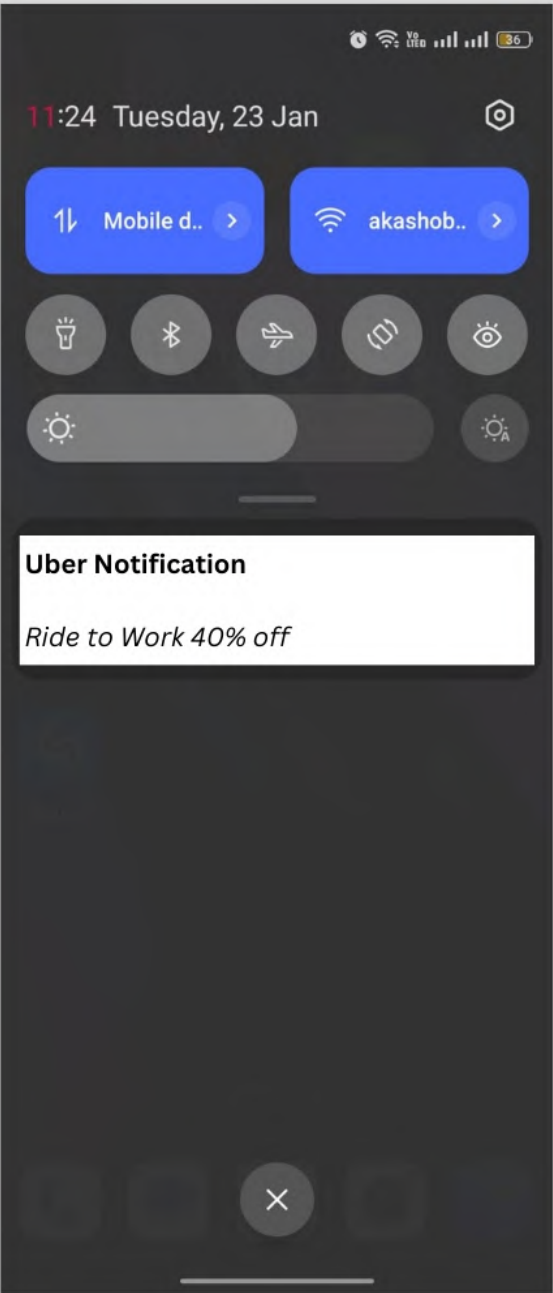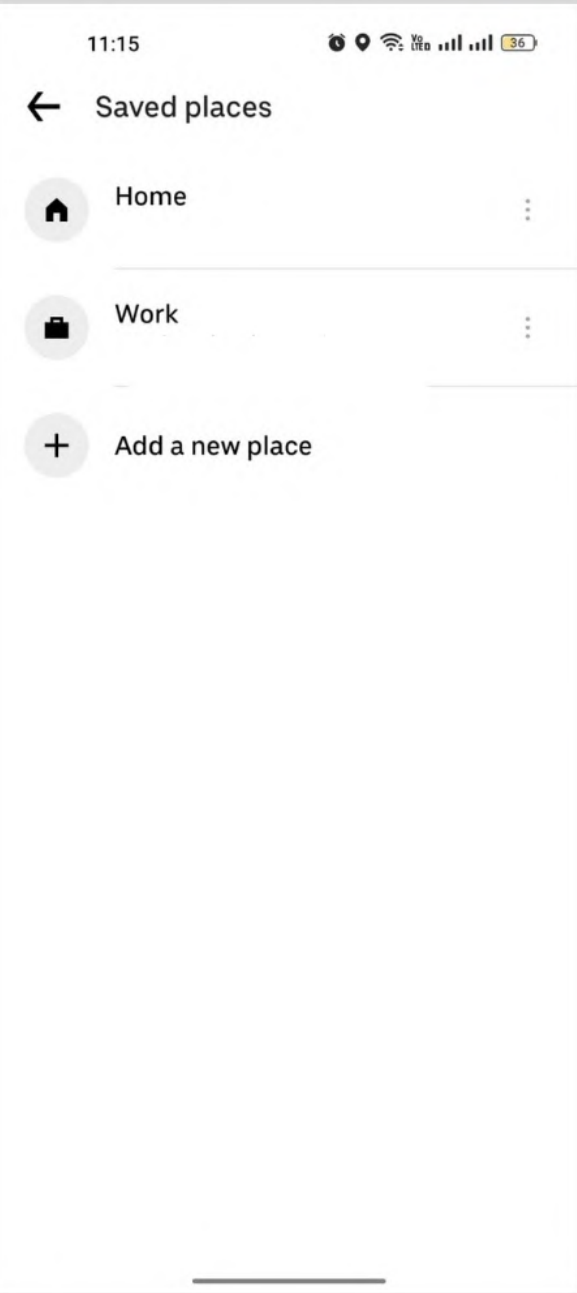2. Drivers empty rides back homes

Metrics

1. Weekly average #of users opting for the feature
2. Feature check to ride conversion ratio

Risks | Mitigations

Risks
1. Currently number of users with saved places might not be enough
2. Users might turn off app notifications

Mitigations
1. Pushing the saved places feature with in app notifications and quick tours
2. Users to be pitched high discounted rides initially and option to be give to turn on specific uber notifications

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3. Ride Streak Offers

Users to be rewarded on maintaining streaks of uber rides. The rewards might include uber cash, ride discounts etc

Between a ride

After ride user is informed about rides remaining for offer

User gets offer after some rides
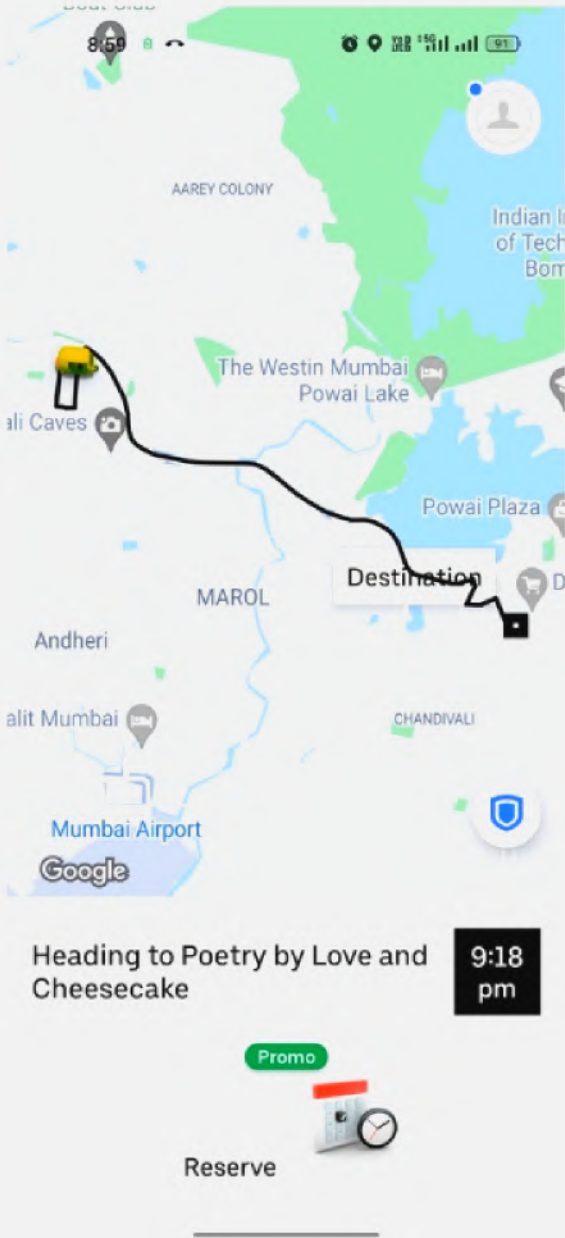
Pain points targated

1. High ride costs

Metrics

1. Weekly average #Number of rides/user
2. Weekly average return user after reward disbursal

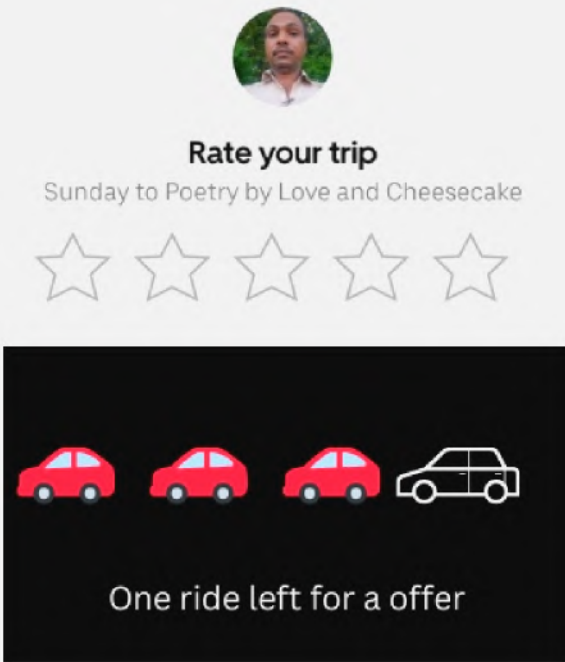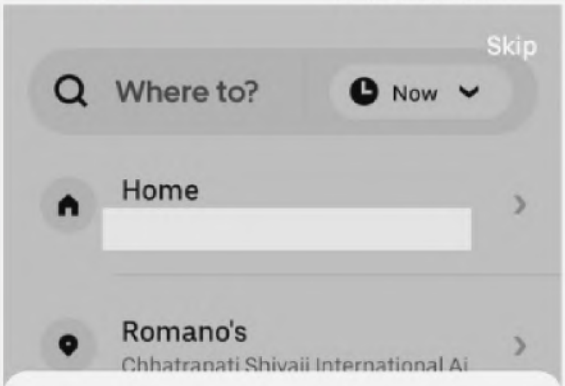## Risks | Mitigations

1. User might get fatigued waiting for offers
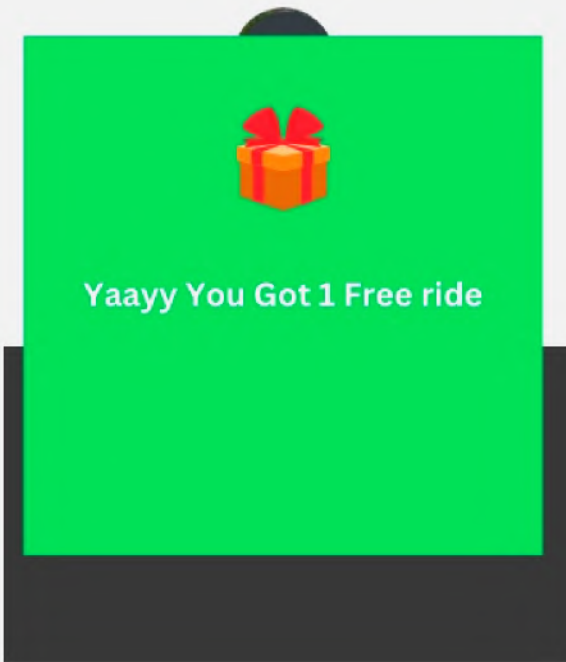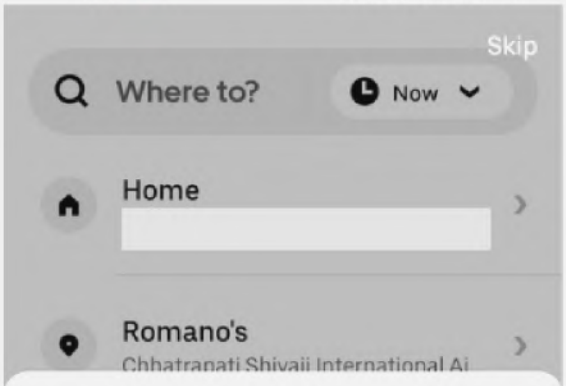2. Users may not find offers satisfactory

1. Initially the offers to be rolled out more frequently, users to be shown how many rides near are they to get offers
2. Two offers to be pitched to users and he/she can select what to choose

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Prioritization

Feature	Effort	Impact	Priority
Station Share Rides	4	4	1
Discount Prices for Saved places	3	1	3
Ride Streak Offers	4	2	2

1. **Station Share rides** will have most impact as it is win win for users and drivers, however the same will also require relatively higher development and rollout plans
2. **Ride Streak Offers** will gamify the experience for users and showing users how near they are to the offer will make them use uber even more, the rollout will take moderate efforts
3. **Discount Price for Saved Places** will have relatively have lower impact as users tend to skip notifications

GTM

1. **Market and User Research**

   Look for opportunities in the market and take user interviews to identify user pain points

2. **Feature development**

   Design and develope features according to the prioritization done

3. **User Acceptance Testing**

   Test that the new features are working fine as per requirements and planning

4. **CUG Launch**

   Launch to certain sets of power users

5. **Feedback and Improvement**

   incorpate the feedback gathered and improve the features

6. **Final Launch**

   Omnichannel release of the new feature and track the metrics to understand the success

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