

Uber Reserve

Case Study

What is the issue?

Users are not booking cabs in advance despite the availability of the Uber Reserve feature



Important Notes

- 1.No official date for launch is yet on internet ,but according to some news article ,it started getting rollout in April 2023.
- 2.While one report from late 2024 claimed that Uber had over 17 million monthly active users, with roughly 1.4 million active drivers on the platform, another source claims that Uber leads with 33.6 million monthly active users

User Feedback on Internet



zedwhybe • 4mo ago

They will appear on time but don't count on the driver who accepts first to actually be the driver who will show up ultimately. I had 3 drivers cancel but ultimately the one that did come, arrived on time. Keep some buffer so that there is some window to allow for time lost (I'd recommend working min atleast)

4

Reply

Award

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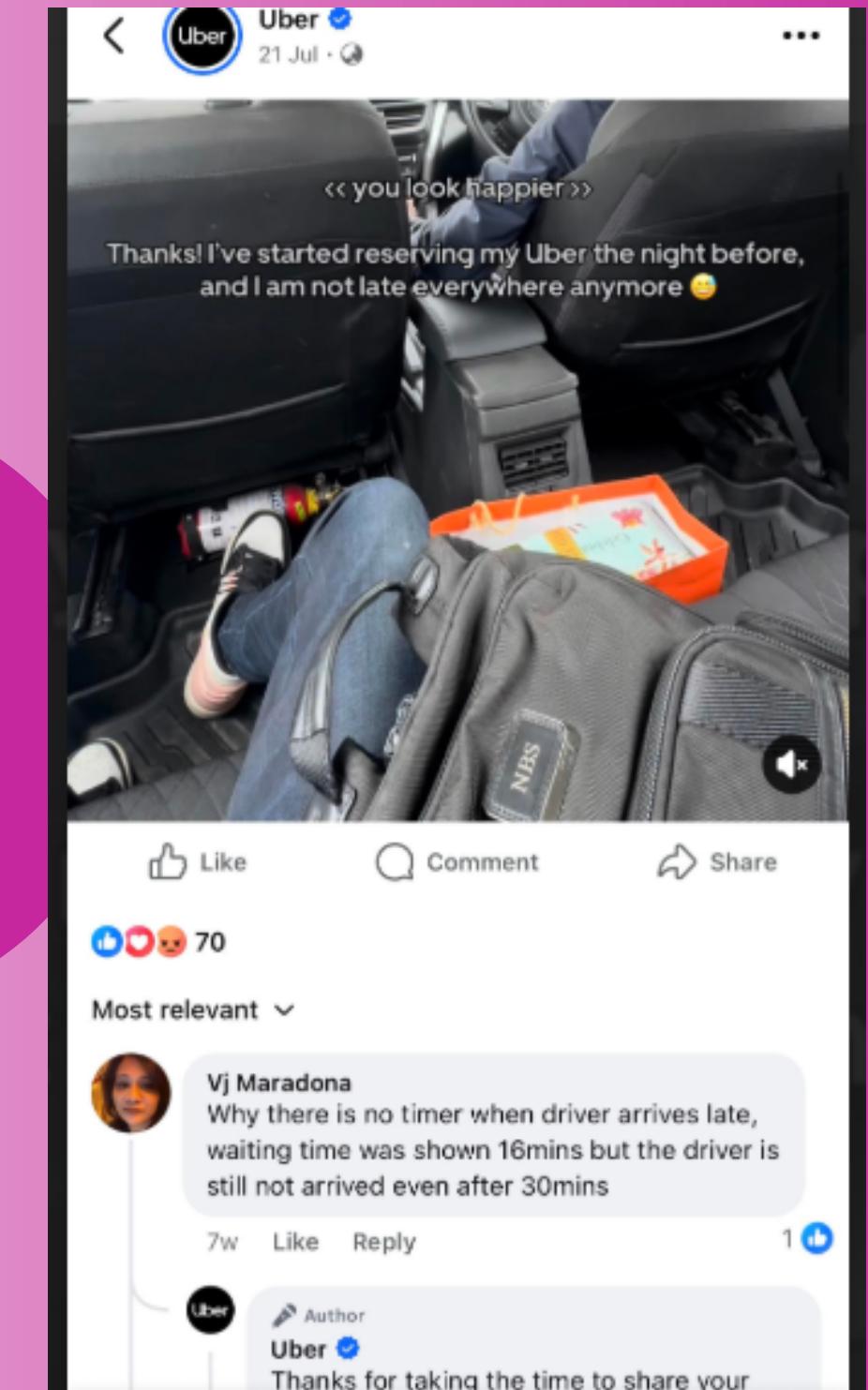
Sriprakash Bhattacharya

10 March ·

But at many points of time, UBER provides though rare splendid services too. Yesterday my friend and his family were to board the Rajdhani Express leaving from Howrah Station. They were to travel to Delhi and from there in a group to Uttarakhand. It was raining severely, Lake Gardens (boarding point) and the whole city of Kolkata was waterlogged. My friend and his family became scared visualising the situation at around 11.30 morning. They wanted to reach Stn. by 3.00 pm. I suggested my friend to call and reserve an Uber demanding to get picked at 1.35 pm. And Uber was reserved accordingly. Though I suggested my friend to go for an alternative mode too. Interestingly the UBER vehicle reached at the pick up point before 1.35 pm and dropped my friend and his family at Howrah Station gladly.

My friend who hardly used UBER got amazed and wrote to me PROFUSELY about UBER.

It was a rare incident of providing excellent service by UBER. Truly speaking UBER needs to tighten its belt if they want to see a better tomorrow.



Why blu smart grabbed major market ?

Reliability & Low Cancellations

The vehicles are owned by the company, and BluSmart drivers are contracted or paid employees rather than gig workers.

Transparent & Fixed Pricing

No surge pricing – fares remain consistent even during peak hours.

Premium, Eco-Friendly Experience

Vehicles are well-maintained (company-owned), giving a premium feel vs. variability on Uber

1st Principle Thinking

Why is this feature needed?



1. User gets anxiety and stress while going instant.

2. Price regularity while going instantly

3. Does not have any control for car coming

4. Planning better for the plans.

Solution:-
1. To solve anxiety & stress ,you can get an option to book for particular time

5. No guarantee cab will come or not

2.Price is fixed when you book for future

6. Delay from the driver while booking instantly.

3.Get tracking and phone number 3-4 hrs prior to the ride if early morning

7. Wait time if the driver comes early.

4.Get free cancellation/flexibility if plan gets changed

8. Does not get free cancellation/flexibility if plan changes

5.Extra Wait time if you late

6.Get confirmation instantly after booking

Jobs To Be Done

Job:-Going from point X to Y without stress or delay of getting a cab by pre booking at a consistent price allowing you to plan and coordinate with future plans upto 90 days by paying online with reaching on destination on or before time. Guaranteed cab assurance with free cancellation



Struggles:-

1. Reliability if it will come on time without any delay and drop off on time.
2. Safety can be point of question if travelling early .For ex:-Is driver drunk
3. Price Point as compared to while booking instant might get cheaper.
4. Premium service delivery if paying extra charges than normal.
5. Cancellation from driver before coming



Desired outcome:-

1. Proper certainty of coming on time and drop off on time at the destination
2. Proper information and security check of the driver shared with the user.
3. Minimal cancellation from the driver side
4. More Access to User
5. Zero waiting time for the user



Solutions:-

- 1.Uber black can be used for giving premium service in uber reserve
- 2.Hire the drive for uber reserve to see less cancellation
- 3.Give more transparency to user through timely update of the driver
- 4.Pop up a notification to driver each hour for in last 4 hrs and share the update with user
- 5.Make some plans like 3000/- for 4 drives upto total 200km to promote the service initially
- 6.Give some cashback if cab does not arrive on guarantee time.For ex:- Pick up by the guarantee time ,or you will get some cashback of 25% of the ride amount in the app and can be used upto next 30 days while booking cab next time .
It will gain some confidence and trust with user.
- 7.Get flexibility for changing pick up timing upto certain extent if plan gets changed suddenly.

