Rapido

PRODUCT TEARDOWN

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BY ANUSKA PALIT

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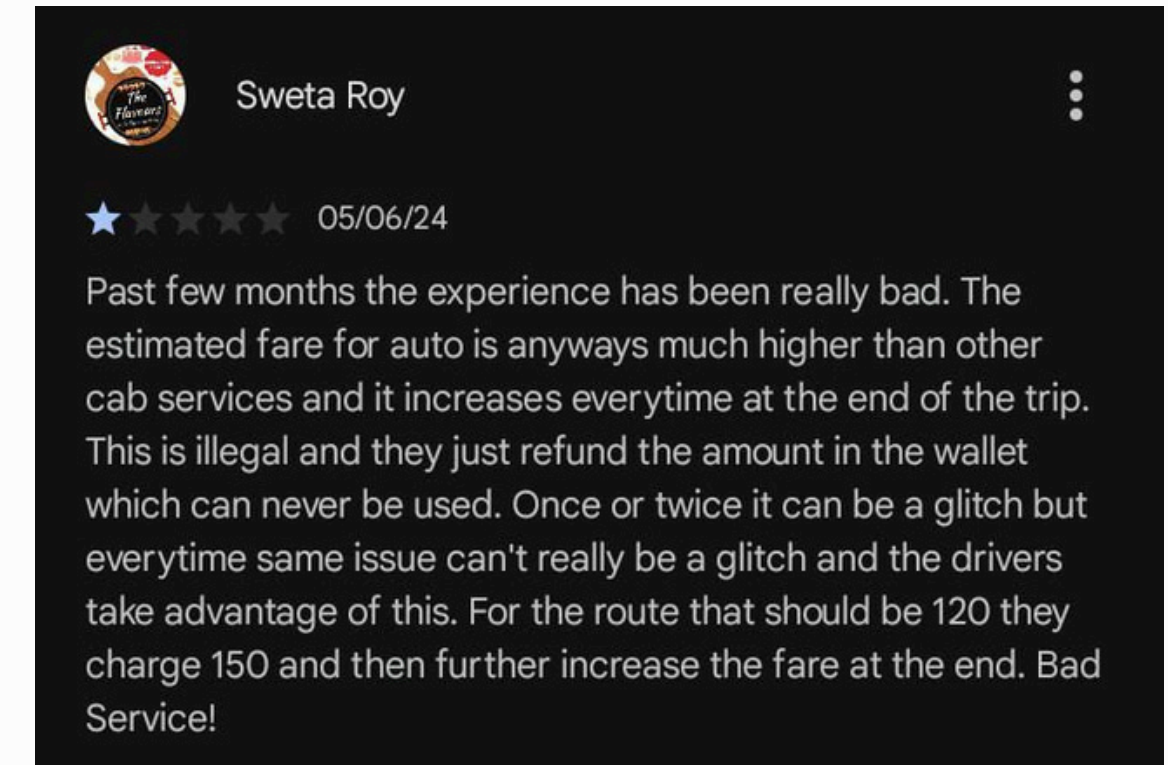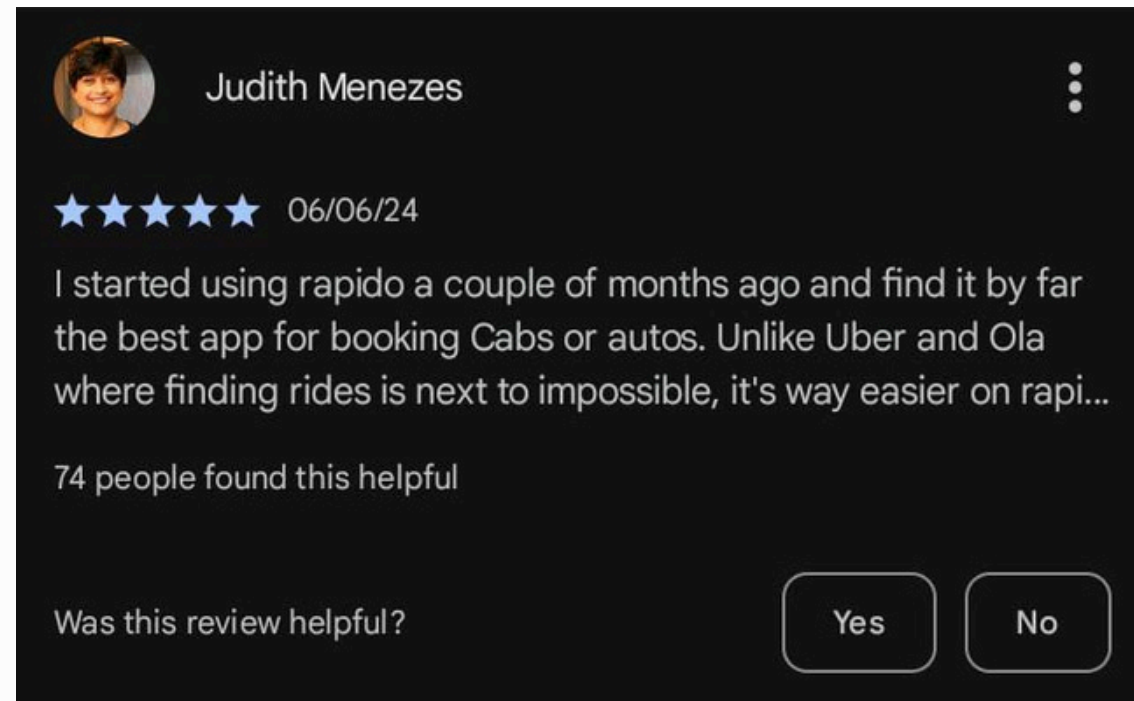- User experience
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Overview

Rapido is a bike taxi service that allows users to book a two-wheeler ride through a mobile app. The service aims to provide a quick, affordable, and convenient mode of transportation, especially for short distances and congested urban areas.

User experience

Judith Menezes

★★★★★ 06/06/24

I started using rapido a couple of months ago and find it by far the best app for booking Cabs or autos. Unlike Uber and Ola where finding rides is next to impossible, it's way easier on rapi...

74 people found this helpful

Was this review helpful?   [Yes]   [No]

Sweta Roy

★☆☆☆☆ 05/06/24

Past few months the experience has been really bad. The estimated fare for auto is anyways much higher than other cab services and it increases everytime at the end of the trip. This is illegal and they just refund the amount in the wallet which can never be used. Once or twice it can be a glitch but everytime same issue can't really be a glitch and the drivers take advantage of this. For the route that should be 120 they charge 150 and then further increase the fare at the end. Bad Service!

Positive
- Affordability
- Convenience
- Real-Time Tracking
- Ease of Use
- Safety Features

Negative
- Driver Availability
- Ride Quality
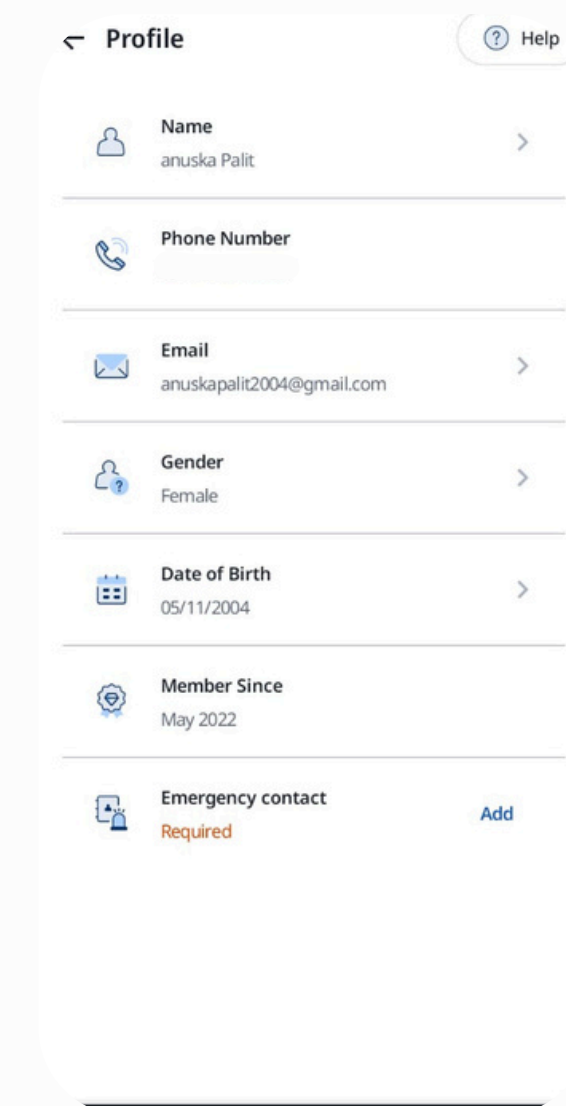- Customer Support
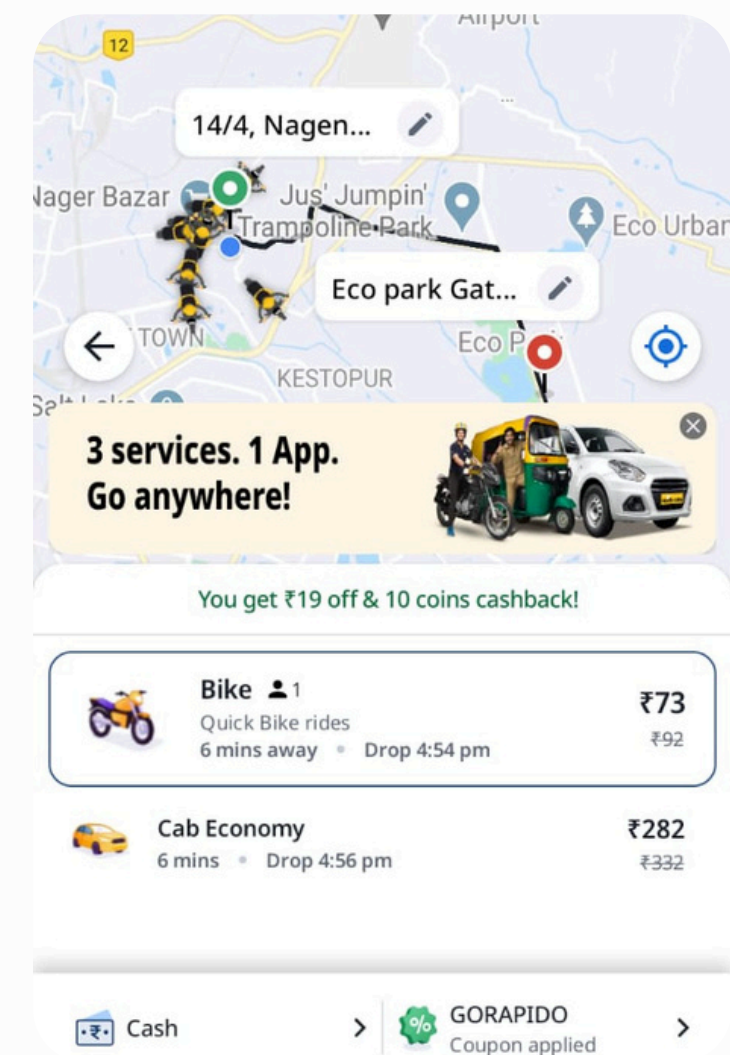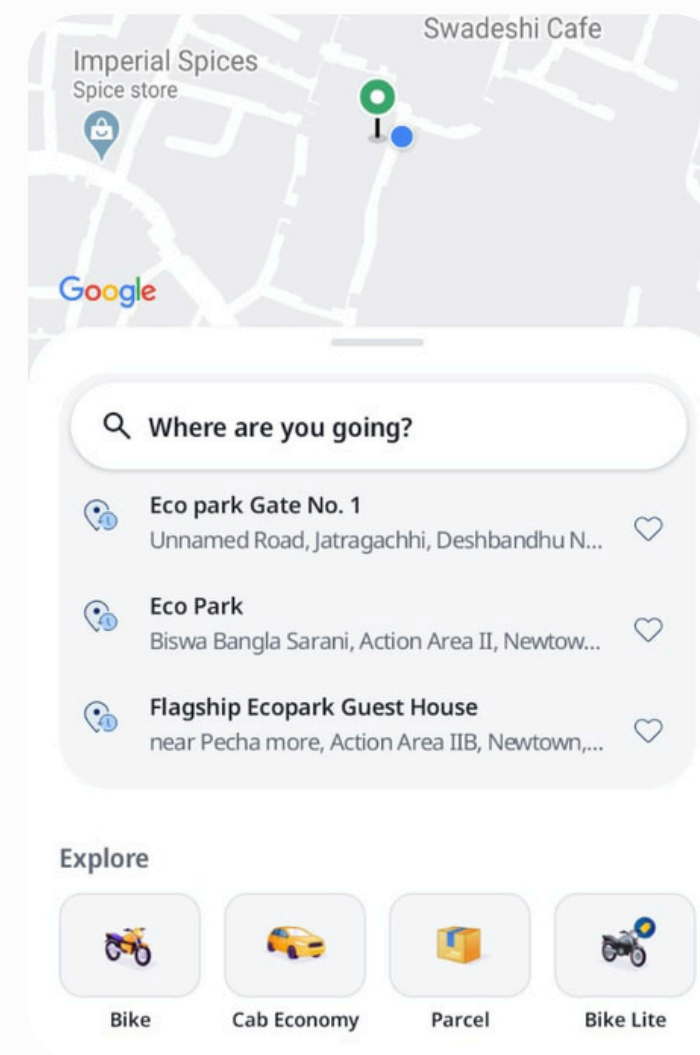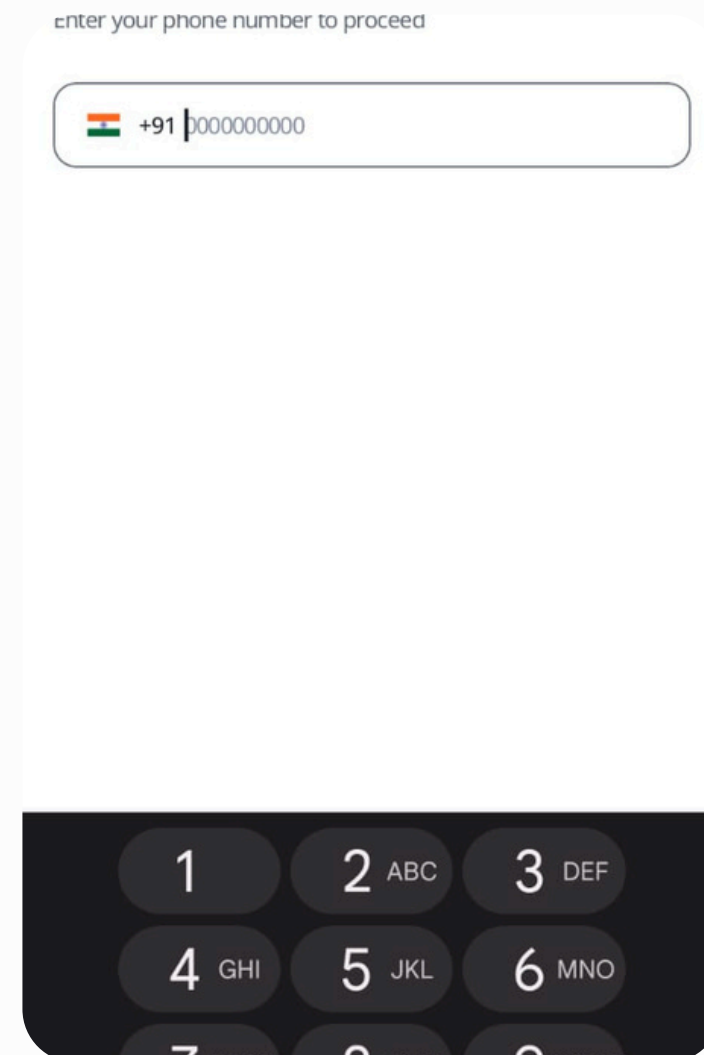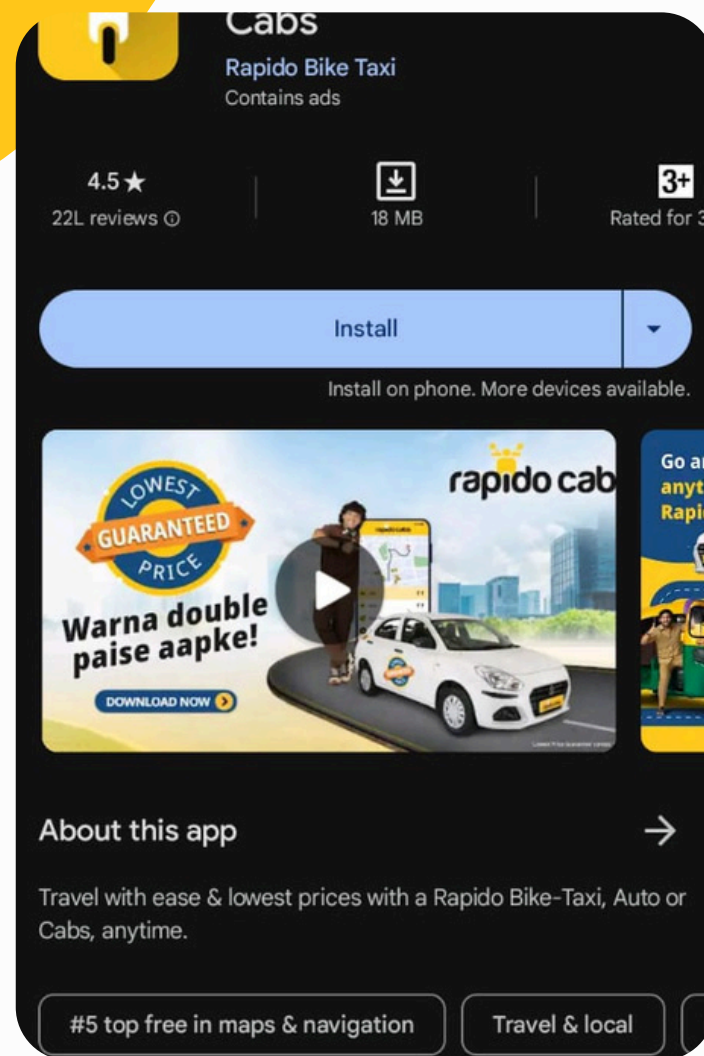- Pricing Surges
- Safety Concerns

User Persona

1. **Urban Commuter:**
   - Age: 22-35
   - Occupation: Working professionals & students
   - Needs: Quick, affordable, and reliable transportation for daily commutes
   - Pain Points: Traffic congestion, high fares of traditional taxis, and unreliable public transport schedules.
2. **Occasional User:**
   - Age: 18-45
   - Occupation: Tourists, shoppers
   - Needs: Convenient and cost-effective transportation for short trips or areas with limited parking.
   - Pain Points: Unfamiliarity with local transport, high costs, and parking issues.

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Profile

Help

Name
anuska Palit

Phone Number

Email
anuskapalit2004@gmail.com

Gender
Female

Date of Birth
05/11/2004

Member Since
May 2022

Emergency contact
Required   Add

User Flow

Onboarding
1. Sign-up/Login
2. Profile Setup

Booking a Ride
1. Enter Destination
2. Select Ride Option
3. Confirm Booking

During the Ride
1. Real-time Tracking
2. Communication
3. Safety Features

06 User Journey

Discovery:
User hears about Rapido through word-of-mouth, advertising, or social media

App Download and Registration:
User downloads the app, registers, and sets up their profile.

First Ride:
User books their first ride, experiencing the convenience and efficiency of the service.

Regular Use:
User starts using Rapido regularly for daily commutes or occasional trips.

Improvements

Enhanced Safety Features
1. SOS Buttons
2. Live Ride Monitoring
3. Periodic Check-Ins
4. Insurance Coverage

Driver Training
1. Comprehensive Training Programs
2. Regular Assessments and Refresher Courses

Location permission not enabled

Sharing Location permission helps us improve your ride booking and pickup experience

07

Our Contact

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Thank You