

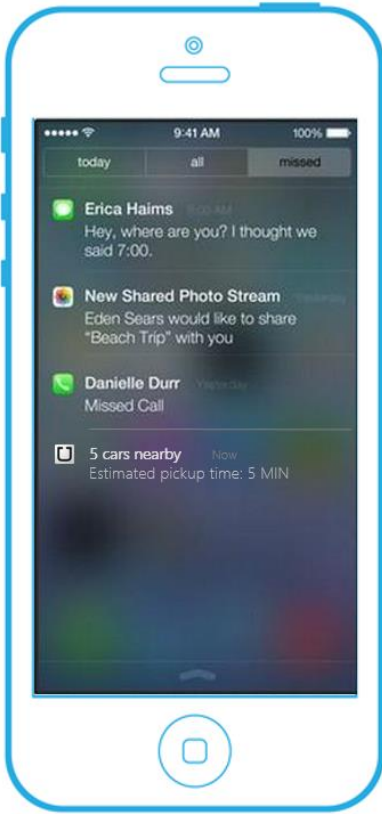
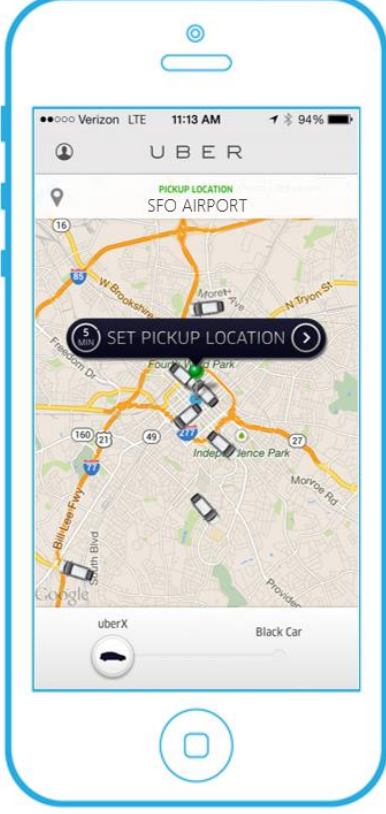
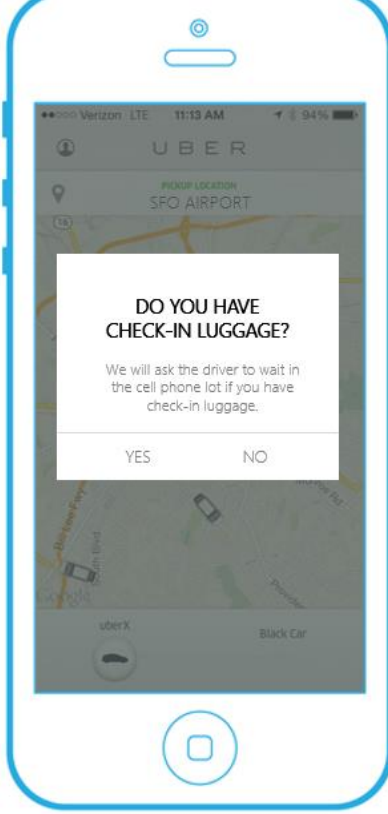
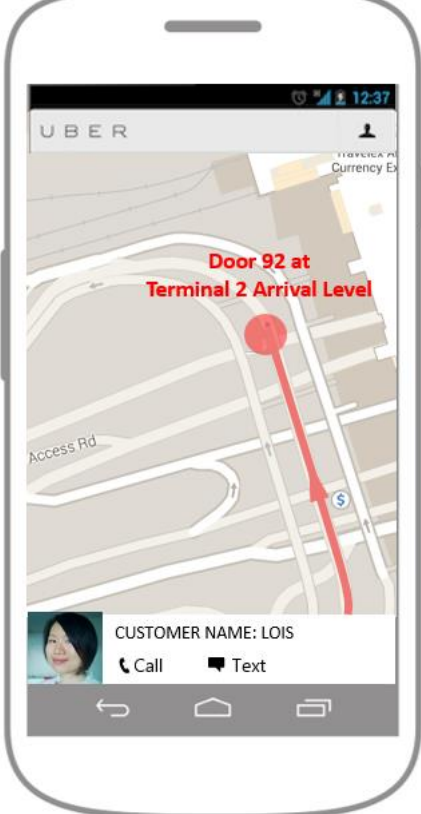
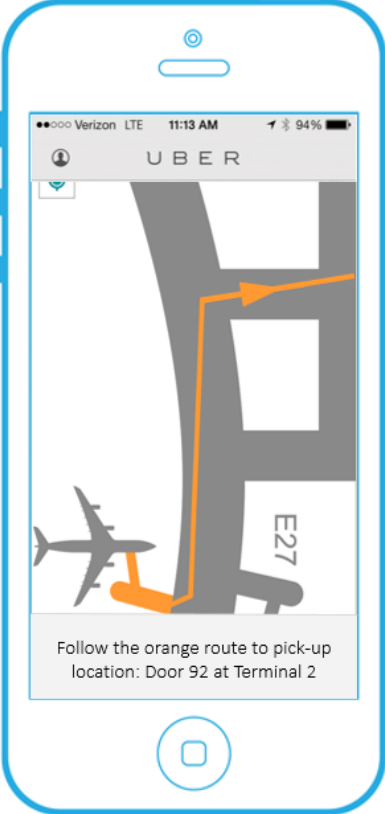
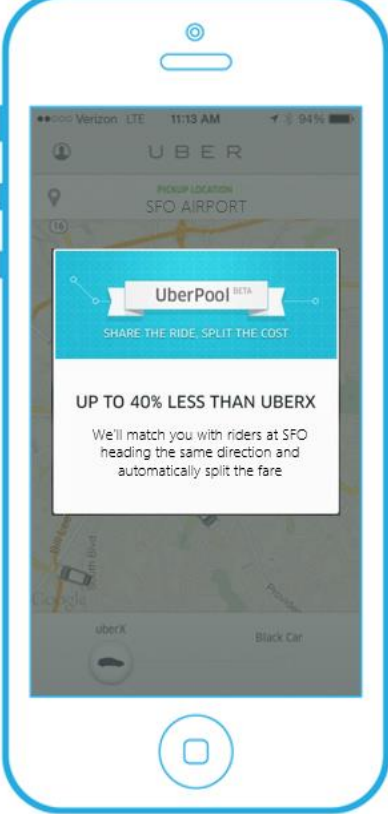
Uber data shows in each city, the number of airport pick-ups is much lower than the number of airport drop-offs. Let’s focus on the scenario where the city resident when leaving for her trip, takes an Uber ride to the airport. Upon coming back to the city, she does not use Uber from the airport.

The design shown below focuses on -

- 1. **Discoverability:** Pro-actively prompting users on arrival to use Uber
- 2. **Accuracy:** Providing clear directions to riders and drivers on pick-up location
- 3. **Affordability:** Integrating with UberPool to lower fare cost

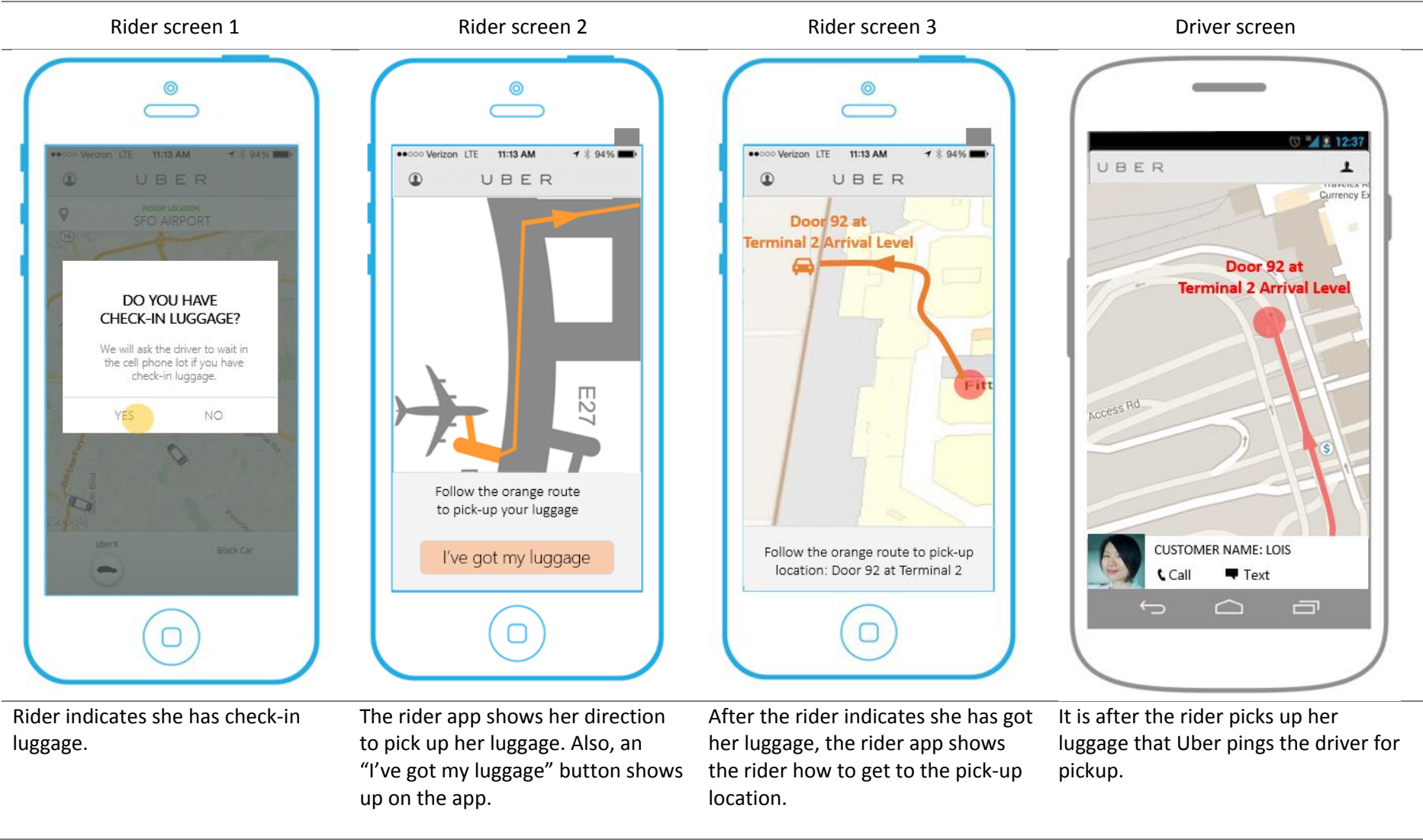
User flow A – without check-in luggage

The table below shows the design sketches of the Uber rider and driver apps in sequence of the airport arrival scenario. In this flow the rider does not have check-in luggage.

Rider screen 1	Rider screen 2	Rider screen 3	Driver screen	Rider screen 4	Rider screen 5
					
<p>Plane lands at the airport. Keying off of the event that the user powers on her phone or toggles off airplane mode, the Uber app checks the user’s GPS location. If it’s at an airport, it immediately sends a push notification to the user about nearby Uber cars and the estimated wait time.</p> <p>It is a key point that the user gets the notification while they are still on the plane to maximize the “time-saving” perception.</p>	<p>User responds to the push notification, which launches the Uber app. The user follows the regular Uber flow to order a car.</p>	<p>The app asks the user whether they have check-in luggage.</p> <p>We use this information to estimate how long it will take the rider to get out of the terminal. This helps Uber co-ordinate pick-up time and avoid causing traffic congestion at the pick-up area.</p>	<p>Uber picks a terminal door as the pick-up location, based on the GPS location of the rider’s current terminal and the traffic flow at the airport. The driver’s Uber app gives clear instructions on how to get to the correct door, level and terminal.</p> <p>We must give very specific directions for the meet-up location. The level of accuracy provided by regular GPS apps such as Waze or Google Map is not sufficient to locate the rider when there is a high density of cars in a multi-level building structure.</p>	<p>At the same time, the rider’s Uber app displays the indoor map of the airport and directions to get to the pick-up location.</p>	<p>Since there is a big number of riders at the same location, we can encourage them to leverage UberPool to save money on fare.</p>

User flow B – with check-in luggage

When the user has check-in luggage, the user flow changes to the following.



The rest of the flow is the same as flow A.