

Interesting forms that relate to our research:

- [UberPeople.net](#) - NYC Section
- Reddit r/uberdrivers
- NYC Taxi Workers Alliance
- Facebook TLC Driver

Form	Target Users	Key Features	Relevance/Gap
UberPeople.net	NYC Uber/Lyft Drivers	Peer advice, driver experiences, local challenges	Insight into driver frustrations and behaviors
Reddit r/uberdrivers	Global rideshare drivers (includes NYC)	Discussions on regulations, market shifts, apps	Good for quotes and first-hand challenges
NYC Taxi Workers Alliance	Medallion taxi drivers	Advocacy, working conditions updates, and driver support	Policy focused, useful for macro insights
Facebook TLC Drivers	TLC- licensed drivers	Peer support, regulation tips, and work advice	Source for localized and real-time feedback

Also looked through several subforums on reddit that has threads for NYC taxi drivers - we can use this to derive user stories to enhance our product

- **r/AskNYC**
 - A yellow cab driver looks for advice on starting their shift in Manhattan.
 - https://www.reddit.com/r/AskNYC/comments/1knfksh/first_day_as_a_taxi_driver_need_advice_on_where/?utm_source=chatgpt.com
- **r/nyc**
 - Thread about taxi regulations and driver experiences - this post goes into discussion the challenges faced by yellow can drivers due to commercial vehicle restrictions.
 - https://www.reddit.com/r/nyc/comments/1jt1i8b/nycs_yellow_cabs_are_welcome_everywhereexcept/?utm_source=chatgpt.com
- **r/AMA**
 - This is a bit more broad and is about individuals in various professions but there is this one thread about NYC cab drivers that shared his insights about the profession
 - https://www.reddit.com/r/AMA/comments/1enz9ip/im_a_nyc_cab_driver_ama/?utm_source=chatgpt.com

Key Themes I found from NYC Taxi Driver Discussions:

1. Challenges with Rideshare Platforms:

Account Restrictions: Drivers express concerns about being locked out of Uber and Lyft accounts, limiting their ability to work freely.

Preference for Yellow Cabs: Some drivers consider returning to yellow cabs due to better tipping and the iconic status of NYC taxis.

2. Operational Difficulties:

Fare Disputes: Passengers report being overcharged or scammed, especially when unfamiliar with standard rates.

Navigation Issues: Some drivers rely heavily on GPS and may struggle with traditional NYC street navigation.

3. Economic Pressures:

Medallion Debt: Drivers burdened by loans taken to purchase taxi medallions, especially with declining values due to rideshare competition.

App Dev

- **Real-Time Demand Forecasting:** Implement features that help drivers identify high-demand areas to maximize earnings.
- **Transparent Fare Calculations:** Ensure passengers are aware of fare structures to build trust and reduce disputes.
- **Financial Management Tools:** Assist drivers in tracking earnings, expenses, and managing debts effectively.

Persona Profiles that Can be Created from These Stories:

Personas aren't made-up characters for creativity's sake, they're a tool to make sure we stay focused on real users. We build them using patterns we've seen in forum posts, app reviews, interviews, and user behavior. The goal is to summarize the common goals and pain points of different types of taxi drivers, so every time we design a feature, we're asking: *Would this actually help someone like Ahmad or Maria?*

Ahmad Malik

Age: 52

Role: Yellow Cab Driver

Location: Manhattan, NYC

Goals: Maximize income, reduce idle cruising, find demand zones

Frustrations: Wastes time looking for passengers, traffic, app overload

Tech Comfort: Moderate - uses smartphone, open to simple apps

Quote: "If I knew where people needed a cab, I wouldn't waste half my shift just driving around."

Maria Gonzalez

Age: 45

Role: Part-time Taxi Driver

Location: Bronx, NYC

Goals: Work fewer hours with better earnings, safe areas, avoid traffic fines

Frustrations: Doesn't know peak hours or zones, unsure about TLC rules

Tech Comfort: Low - prefers voice commands, minimal interaction

Quote: "I don't have time to play with settings. Just tell me where to go."

Dev Patel

Age: 35

Role: New TLC License Holder

Location: Queens, NYC

Goals: Learn routes, maximize shift earnings, get good rider reviews

Frustrations: Lacks experience, overwhelmed by city traffic, uncertain shift planning

Tech Comfort: High - familiar with apps and navigation tools

Quote: "A good app is like a mentor when you're new on the road."

