Case study-Develop the product requirements document (PRD) for Uber

A great product requirement document captures the essence of the strategy, the why's, the product blueprint. Build this PRD for Uber assuming you are the PM for Uber.

 This exercise is meant to ensure you are covering the following for this assignment

1) Summary- Describe the product for the target audience, what is the benefit will end customers get, who is the target customer, market.

2) Context of the problem

3) Solution

4) Aspects of market research, customer segmentation

5) Benefits to Uber for building this capability

6) Covering top aspects of vision, strategy, execution.

Summary

Uber is a service that offers ride sharing, ride service, food delivery and bike sharing for its customers with a simple click on your phone. With Uber,customers can hail rides, from different parts of the city, at any hour of the day to their destination. Uber offers pick up from your location, sharing a ride with peers to make it more affordable and environmentally-friendly and a great travel experience.
Back from your holiday, but worried about getting a ride back from the airport? Morning rush hour traffic making your drive stressful and your mornings wasted behind the wheel? Easier to drive to the city than find parking? Uber is here to solve all your commute issues and make your life easier. With Uber you can hail a ride from the airport no matter what time of the day, get work done during your morning commute, carpool with friends and not struggle with parking and so much more. Bike to closer destinations, reducing your carbon footprint and getting in your daily workout. Uber is the solution to all your travel needs within your city, we are just a click away.

Context and Solution

One of the hardest parts of commuting in the city, is getting a cab. Most times one has to walk quite a bit to a main street to get a cab, or any form of public transport. Some areas of the city and certain times of the day, this is not the most convenient or safe thing to do. Often times, when we drive our own cars to the city, it is hard to find parking space and usually take longer than the commute itself. It's a snowy night and cabs are nowhere to be seen, but you still need to get home. Craving your favourite food in the middle of the night from the restaurant at the other end of town can be hard to fulfill. A grocery haul to a nearby grocery store is easy on the way to the grocery store, but harder on the way back, especially if you are a student and do not have a car, wouldn't it be great to be able to bike home with the groceries. We encounter so many commute problems living in the city and all we need is a service that is easy to use, at our fingertips, affordable and trustworthy.

Uber's primary objective is to provide commuters with rides across the city at their fingertips. We offer ride sharing in over a hundred cities in the world making destinations more accessible. We strive to provide a comfortable, affordable, easy and safe commute to all our riders. Our service is for anyone who has commuter issues, we offer something for everyone, from carpool rides to luxury cars for your special occasions. With Uber Eats we want all your favourite restaurants to be accessible and for your favourite food to be delivered at your doorstep, just the way you enjoy it. Our bike sharing is focused on making cities more sustainable and its citizens more environmentally aware.
Our goal is to provide this service in all parts of the world, even connecting the most remote areas and bringing people closer.

Uber is easy to use, has an intuitive experience and meets the needs of the modern day commuter. Once you have the Uber App which is free to download and is available on all android, iOS and windows phones, you can book yourself a ride, from any part of town. Uber also provides a real time experience and lets its customers live track their ride arriving. All drivers have to meet certain requirements and have been selected carefully to ensure the safety of our riders. Our vehicles are well maintained and ensure a comfortable ride. Only certain models which meet our criteria are verified to be Ubers.
There are several levels of service available through Uber, though not every service is available in every region. From black luxury vehicles to pet transport to wheelchair accessibility, the goal is to provide every potential customer with the type of transportation they require to meet their needs.

We ensure that while we provide a certain quality to our rides, they are still affordable and cheaper than local cabs. Hence our service is offered in different tiers to meet various requirements in terms of fare, vehicle size etc. With Uber the supply of available vehicles in a city increases giving the rider the opportunity to choose the right vehicle for commuting and also travel in it to neighbourhoods where taxis might not want to go.

Market research

Uber's competitive landscape consists of local cabs and taxis within cities and a few small cab booking agencies. Being a first one of its kind ride sharing service, Uber is setting the tone for a more comfortable, easy and convenient commute. When we analysed the market, we found our major audience were in their mid twenties to forties and were working professionals living in the city. Our research showed two major areas of the commute that cabs did not fulfil and that our primary audience wished they could have. The first was the ease of finding a cab or getting a ride. We addressed this with our simple to use app that lets riders book a ride from any area in the city, from their doorstep without wandering the streets. To make this experience less anxiety inducing, we added the feature of being able to live track the ride, contact the driver and provide directions just like one could in a normal cab.
While we do realise that local cabs have a better sense of direction within the city, we wanted our ride experience to also not fail in this aspect. We did not want our rides to feel like they were missing out on being able to ride with drivers who could work their way around the city, hence all our drivers are equipped with maps that help them navigate to your destination with precision and ease.

The second aspect of it was the pricing. In a lot of cities taking a cab is a luxury and an expensive affair. Uber was determined to be not just a rich man's commute but something that everyone could take advantage of. To this end, we decided to structure our rides within tiers. We offered a pool service which would be more affordable, a tier dedicated to smaller vehicles for those looking for just a commute, bigger vehicles for groups and a tier for luxurious vehicles. We wanted to address the commute needs of everyone from students,mothers to executives in blacktie. We also made sure that our fares were a notch lower than local cabs.
Based on our business model, currently an Uber is at least 25% cheaper than a ride in a local cab.

Scenarios

Michael is an IT professional working in Seattle in his mid thirties. Michael's workplace is in Downtown Seattle but he lives in Fremont, in a small and quaint neighbourhood away from the

bustling mainstreets. The nearest bus stop from his house is almost 2 miles away. Seattle has big slopes in its landscape that are often very steep, one such slope is a part of Michael's route to the bus stop. He often tries to take the bus, or bikes to work. During the winters this is hard and he is often forced to drive to work.While driving to work does save him time, as compared to taking the bus, Michael often spends more time trying to find a spot to park near his workplace.

Just last week, he spent almost 45 minutes trying to find a spot to park, his good friend told him about Uber - a ride sharing service. Michael was instantly drawn to the idea of taking an Uber to work, but was skeptical of the pricing. As an experiment one morning, Michael decided to download the app and try to book himself a ride to work. He was impressed by the simplicity of the app and the ease of use. But what caught his eye the most, was the pricing and the options to pick a tier based on how much he was willing to spend on his ride. Michael found himself a ride and Ubered to work that morning. He was very happy with the extra time he had on his hands. He was also able to finish some work during his commute.

Michael now regularly takes an Uber to work. He also uses the pool tier sometimes to make it even more affordable. He does however wish that over and above the different discounts he is also able to avail maybe a monthly Uber pass like he did for his bus.

Features :

- Real-time Details
- Rideshare
- Split fare
- Multiple drop offs
- Scheduled rides
- Saved places
- Driver credentials
- Track your ride
- Share your ride details.

Success Metrics

The success of Uber can be measured in the following ways :
- Number of drivers who sign up for Uber
- Number of vehicles registered as Ubers
- Number of Uber accounts on the app

- Number of rides completed
- Spread across the city
- Number of reviews on the app store
- Number of cities that have Ubers
- Partnerships with local cabs
- Restaurants registered under UberEats

Vision and Mission

In addition to giving riders a way to get from point A to point B, we're working to bring the future closer with self-driving technology and urban air transport, helping people order food quickly and affordably, removing barriers to healthcare, creating new freight-booking solutions, and helping companies provide a seamless employee travel experience.

Uber's mission is to bring transportation — for everyone, everywhere.

Key values :

- Safety of our passengers
- Comfortable and reliable rides
- Better connectivity within cities
- More Job opportunities
- Cheaper and faster transport
- Sustainable cities with bike sharing and carpooling
- Using technology to create better travel experiences

References :

Outline Doc on Canvas -
file:///Users/iguest/Downloads/Product%20requirement%20document%20outline.pdf

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