

Introduction

In this section, we shall explore the concept of urban mobility and try and understand what Rapido can focus on to move closer towards its vision of being the most loved app for urban transport.

Urban Mobility & Its Challenges

Urban mobility is at an inflection point. As **cities expand and populations grow**, the pressure on transportation networks increases. Rising **traffic congestion, unreliable public transport, and high commuting costs** make everyday travel inefficient.

Despite **metros, buses, and shared mobility options**, key challenges persist:

- **First & Last-Mile Connectivity** - Getting to and from metro stations remains difficult.
- **Overcrowding & Service Gaps** - Public transport is often overloaded and lacks **real-time tracking & seamless booking**.
- **High Dependency on Private Vehicles** - Congestion increases as commuters **prefer personal vehicles over public transport**.

These issues demand **a multi-modal, tech-driven approach to urban commuting**, where ride-hailing, public transit, and micro-mobility work **together** rather than in **silos**.

Existing Mobility Solutions & Their Limitations

Current urban mobility options **solve part of the problem but have significant gaps**:

| Solution | Strengths | Limitations |
|---|---|---|
| Metro & Buses | Affordable & cost-effective for daily commuters. Fast & eco-friendly, reducing congestion. | Poor last-mile connectivity—commuters struggle to reach final destinations. Overcrowding during peak hours. Limited availability in non-metro cities. |
| Local Auto-Rickshaws | Readily available in most urban & semi-urban areas. Flexible pricing—can negotiate fares. | No standardized fares, leading to overcharging & fare disputes. Unreliable service quality—driver availability varies. |
| Cabs & Auto Aggregators (Ola/Uber/Rapido) | Comfortable & on-demand—instant ride availability. Cashless payments for seamless transactions. | Expensive for daily commuting compared to public transport. Traffic-dependent, causing unpredictable delays. |
| Two-Wheeler Taxis (Rapido) | Cost-effective & faster than cars in heavy traffic. Ideal for short commutes & last-mile connectivity. | Not fully integrated with metro & bus systems for seamless multi-modal travel. Limited availability in some cities. |

While each option has its strengths, the **real challenge is fragmented mobility** - users must **switch between multiple apps** to plan their journeys. The **future of mobility lies in an integrated experience**, where ride-hailing seamlessly connects with **metros, buses, and public transit**.

The Growth & Evolution of Ride-Hailing Services

Ride-hailing has **transformed urban mobility**, offering **on-demand convenience** to millions.

Global Trends:

- The **ride-hailing market** is projected to reach **\$230B by 2030**, driven by **urbanization and smartphone adoption**.
- **Super Apps** like Grab & DiDi **integrate ride-hailing with metro ticketing and public transit**.
- **EV & Micro-Mobility** adoption is rising as companies push for **sustainable transport solutions**.

India-Specific Trends:

- The **Indian ride-hailing market** is **growing at 13% CAGR**, with two-wheeler taxis gaining traction.
- Increasing **metro expansion in Tier-1 & Tier-2 cities** creates an opportunity for **metro + ride-hailing integration**.

Recent Innovations in Ride-Hailing

Global ride-hailing companies are **expanding beyond just cab services**:

- **Uber & Ola** - Introduced **auto-rickshaw & EV ride-hailing** to expand options.
- **DiDi (China)** - **Integrated metro ticketing within its ride-hailing app**.
- **Bolt (Europe)** - Expanded into **bike-sharing & micro-mobility services**.
- **Rapido (India)** - **Dominated the two-wheeler taxi space**, offering **low-cost urban mobility**.

Public transit integration is the next big step for ride-hailing apps. Uber and DiDi have already introduced **metro & bus ticketing**, reducing friction in daily commuting. In India too, there are many budding startups that are trying to solve this problem. Their vision is to develop an end to end urban transportation solution. (CityGlide, Chalo)

The Opportunity for Rapido: Metro Ticketing as the Next Step

With **metro ridership increasing in Indian cities**, **metro ticketing presents a strategic opportunity for Rapido** to evolve into a **multi-modal urban mobility platform**. Here's some arguments in support of this:

Increases App Engagement - More users will open Rapido daily for metro bookings.

Solves First & Last-Mile Connectivity - Users can seamlessly book a Rapido **before or after** their metro ride.

Strengthens Competitive Positioning - As Uber & Ola shift toward **public transit integration**, Rapido must **stay ahead of the curve**.

The next section will explore how metro ticketing can strategically fit into Rapido's product ecosystem, its potential impact, and a long-term vision for scalable adoption.

Strategic Rationale & Goals

In this section, we shall try to understand why Rapido should take an interest in metro ticketing as a product offering and list some goals it can set for itself if it decides to build such a feature.

Why Should Rapido Invest in Metro Ticketing?

Urban mobility in India is **fragmented** - commuters juggle **multiple apps and payment methods** for metros, buses, and ride-hailing services. **First & last-mile connectivity gaps** persist, leading to **inconvenience, inefficiency, and longer commute times**.

Rapido, as India's **leading two-wheeler taxi platform**, has the opportunity to **bridge these gaps** by integrating **metro ticketing within its app**, offering a **seamless multi-modal travel experience**.

Key Market & Business Drivers for Metro Ticketing

Market Growth & Demand

- **India's metro networks** are rapidly expanding, with cities like Delhi, Bengaluru, and Mumbai seeing **double-digit YoY ridership growth**.
- Metro daily ridership in India is projected to **cross 10 million users** across major cities in the next 5 years.
- **42% of metro users rely on additional transport for first & last-mile connectivity** - a massive opportunity for Rapido.

Competitive Advantage

- Ride-hailing giants like **Uber, DiDi, and Grab** have already integrated **public transit ticketing** into their apps.
- **Early adoption** of metro ticketing positions Rapido **ahead of competitors** like Ola, increasing user retention.

Increased User Engagement & Revenue Potential

- Metro ticketing can **increase daily active users (DAU)** by driving **higher app engagement** beyond bike taxi, auto, cab rides
 - These users might visit Rapido for booking metro rides but **might end up booking a cab or auto** if they like the price, fast availability or any other feature, basically, they might end up **exploring beyond metro** and find some other transport mode useful
- Rapido can **upsell first/last-mile rides** alongside metro ticket bookings.
- Partnering with metro authorities can **enable commission-based revenue streams**.

Product-Led Growth (PLG) Without Heavy Discounts

- Unlike cab aggregators that rely on deep discounting, Rapido can drive adoption through **product experience enhancements** by becoming a fun and intuitive platform that makes commuting via metro easy and maybe even more practical than the current physical process
 - Consider for example, that if today you have to use Metro in Bangalore, you will have to go to the ticket counter, stand in a queue, deal with patchy Internet, delay in case of payment failures etc
 - Rapido can address all of these pain points using a smart UI that lets users reach the station, scan their booking QR code (or something similar) and directly go to board the metro ride because booking has already been done very quickly and efficiently.
 - This is analogous to MMT, Yatra and other travel booking platforms who have made booking trains so much easier. Earlier, people would have to visit these government service centres or railway stations and spend hours in queue to book

tickets. From the extra commute to the work schedule adjustment around the opening and closing hours, from having to waste hours in a dingy old office and if God forbid, they have to make a change in plans, they have to go to the physical office again! I have done it once recently and will never do it again.

- **Seamless metro + bike taxi booking in a single app flow** improves retention **without relying on incentives**.
 - In the absence of any such platform in India right now, Rapido can have the first-mover advantage
 - It can get loyal users because the service is very useful and there is no competition/alternative

How Metro Ticketing Strengthens Rapido's Long-Term Vision

Here is what Rapido says on their website:

We are not an option, we are a choice

*We're #1 choice of **10 Million people** because we're the solution of India's **intra-city commuting problems**. With assured **safety**, we also provide **economically priced rides**.*

By integrating **metro ticketing**, Rapido can expand its role from a **primarily bike-taxi platform** to a **comprehensive urban mobility partner**, reinforcing its vision by:

- **Becoming a holistic, multimodal mobility provider**, offering a seamless transition between metros, bike taxis, and other first/last-mile transport.
- **Shifting from a transactional ride-hailing app to a daily-use platform**, driving **higher engagement and habitual usage**.
- **Positioning itself as an essential urban transport tool**, simplifying commuting through a **fully integrated public-private transit experience**.

This move aligns with **global trends** in ride-hailing and strengthens Rapido's **long-term vision of transforming urban mobility in India**.

What should be the main goals for Rapido here

It is crucial to keep an eye on the ultimate goals we want to achieve with each new feature being ideated and make sure that the goals are measurable. If possible, the success metrics and expected numbers should also be outlined at this stage. Here is my take on what should be the goals for Rapido with respect to metro ticketing:

Seamless Metro Ticketing Integration

Build a frictionless metro ticket booking experience within the Rapido app.

- **Ensure a simple, intuitive flow** for metro ticket purchases in **under 3 taps**.
- **Integrate with real-time metro schedules** to improve trip planning.
- **Enable instant QR-based ticketing** for seamless metro entry.

Key Metrics:

- **Ticket Booking Completion Rate** – % of users who complete the purchase after initiating the flow.
- **Time Spent in Ticketing Flow** – Should be **under 30 seconds** for maximum efficiency.

Increase Multi-Modal Adoption

Encourage users to combine **Rapido rides + Metro** for a seamless end-to-end commute.

- **Offer Smart Route Bundling** – Show relevant **Rapido ride options** after a metro ticket is booked.
- **Provide Saved Routes & Quick Bookings** – Users can set **home-work** routes for one-click booking.
- **Personalized Recommendations** – Suggest metro+Rapido routes based on user travel history.

Key Metrics:

- **% of Metro Riders Booking a Rapido Ride** – Target **30%+ conversion** from metro ticket buyers.
- **Growth in First/Last-Mile Ride Bookings** – More Rapido rides linked to metro usage.

Drive User Engagement & Retention

Position Rapido as a **daily utility app** beyond just ride-hailing.

- **Push Metro Ticket Reminders & Smart Alerts** – Users get notified about **their daily metro schedule**.
- **Gamify Repeat Usage** – Offer **streak-based rewards** for frequent metro bookings.
- **Create a Metro Subscription Model** – Encourage users to **preload passes** for easier daily travel.

Key Metrics:

- **Increase in Daily Active Users (DAUs) Engaging with Metro Booking.**
- **User Retention Rate After Metro Integration** – % of users continuing to book after their first use.

Monetization & Revenue Growth

Establish metro ticketing as a **sustainable revenue stream**.

- **Enable Commission-Based Revenue Model** – Partner with metro authorities to earn per-ticket commissions.
- **Offer Premium Features** – Example: **priority metro entry for Rapido users or multi-modal passes**.
- **Build a Subscription-Based Transit Plan** – **Metro + Rapido bundled passes** for frequent commuters.

Key Metrics:

- **Commission Revenue from Metro Ticketing** – Direct earnings from ticket sales.
- **Adoption of Metro + Rapido Subscription Plans**.

User Understanding

For a feature like metro ticketing, it is vital to get user insights. But due to paucity of time for conducting surveys/interviews, I shall rely on the following 2 sources for getting an idea about what a user would want from Rapido wrt this feature:

1. *User reviews/feedback on this feature available in other ride-hailing apps like Didi, Uber, Grab*
2. *My own experience with commuting in Bangalore*

Then we shall make a list of possible user personas who would use this feature and mention pain points for each persona.

After careful consideration, we shall zero in on just 1 persona which will guide our feature development. Since this is a completely new feature, we will design for the persona which is expected to readily adopt this feature. And once the feature is live and being used, we shall continue research on it, take user feedback and build for more personas and more use cases.

Key User Pain Points

Booking & Ticketing Issues

- **Slow loading times, incorrect pricing, failed payments, & refund issues.**
- **Need for QR-based or NFC-based ticketing for faster entry.**
- **Frustration with separate apps for different metro lines** (like in Mumbai).

Navigation & Information Gaps

- Users don't always know **which metro line to take or when to arrive**.
- Lack of **real-time metro tracking, crowd updates, & disruption alerts**.

Last-Mile Connectivity Issues

- Users struggle to get **from metro station to final destination**.
- Want **quick ride-booking post-metro arrival** (Rapido integration opportunity).

Safety, Comfort, & Accessibility Concerns

- Women feel uncomfortable in **overcrowded metros**.
- Disabled users need **better accessibility information**.
- Users worry about **security during night-time travel**.

Persona Mapping: Identifying Key User Groups

Persona 1 : Daily Metro Commuter (Office Worker/College Student)

Description : Uses metro daily + needs last-mile transport.

Pain Points :

- Long ticket queues
- Poor last-mile connectivity
- Wants **quick booking + ride integration**

Persona 2 : Occasional Traveler

Description : Uses metro occasionally for meetings, shopping, going to station/airport.

Pain Points :

- Unfamiliar with routes
- Needs **on-the-go convenience**
- Prefers **instant ticketing & clear transit info**

Persona 3 : Tourists & Newcomers

Description : Visitors exploring the city.

Pain Points :

- Struggles with **metro routes & payment**
- Wants an **easy, guided experience**
- May not have local transit cards

Persona 4 : Budget-Conscious Rider

Description : Prefers affordable transit.

Pain Points :

- Metro + Ride-hailing needs to be **cost-efficient**
- Needs **clear pricing & best fare suggestions**

Choosing the Primary Persona for Initial Design

Final Persona Choice: The Daily Metro Commuter

Why?

- **Uses metro frequently** means higher **adoption & habit formation** possibility
- **Struggles with last-mile transport** and Rapido can **seamlessly integrate first mile and last mile ride-booking**
- **Actively searches for time-saving solutions** - so most **likely to engage** with new features

Hence, metro ticketing will be **designed for this persona first**, then expanded to other user groups based on real data.

Product & Flow Design

Entry Point to Metro Ticketing

Via the Explore Section

- **User taps on “Metro” in the Explore section.**
- This takes them to the **Metro Route Selection Screen.**

Metro Route Selection Screen (First Screen)

Purpose: **Let the user select a start and end station for their metro journey.**

Key Elements:

Search Bar: Allow users to type & find metro stations.

Current Location: If enabled, show nearby metro stations.

Station List: Metro stations listed in a scrollable format.

Real-time Metro Timings: If API available, display next train arrivals.

User Action:

Select **Start Station & Destination Station.**

Click **“View Routes”** to proceed to the next screen.

Route Details & Booking (Second Screen)

Purpose: **Show route options & allow the user to book a metro ticket.**

Key Elements:

Route Display: Show metro **line colors (Green, Purple, etc.)** for clarity.

Journey Duration & Fare: Display **total travel time & ticket price**.

Metro Timings: First & last train timings for selected stations.

Book Now Button: Prominent yellow **“Book Ticket”** CTA.

User Action:

Click **“Book Ticket”** to move to the payment screen.

Payment & Confirmation (Third Screen)

Purpose: **Confirm booking and process payment.**

Key Elements:

Selected Route Details: Recap of selected metro journey.

Fare Summary: Breakdown of cost.

Payment Options: UPI, Wallet, Cards, Net Banking.

Confirm Payment Button: **One-click confirmation** for fast booking.

User Action:

Complete **payment** to generate a metro ticket.

E-Ticket & QR Code (Fourth Screen)

Purpose: **Show the user their booked ticket & QR code for metro entry.**

Key Elements:

Large QR Code: For scanning at metro entry gates.

Station Details: Start & Destination stations clearly mentioned.

Journey Validity: Expiry time for the ticket.

Ticket Storage: Saved under “My Rides” or a new “Metro Tickets” tab.

User Action:

Use **QR Code at Metro Station** to board the train.

Future Enhancements (Beyond MVP)

Multimodal Planning – Suggest **Metro + Auto/Bike** for first/last-mile connectivity.

Live Metro Tracking – Show real-time train updates.

Seat Availability Display – Let users see seat occupancy before booking.

Subscription Passes – Offer **daily/weekly metro passes** for regular commuters.

Link to design in Figma:

<https://www.figma.com/design/OGKu0CqbjE5d2tXygyOR8W/quitsure?node-id=122-1135&t=PwWlfO0pZOAreI0U-1>

Scale and Adoption

Since Rapido cannot rely on **discounts or heavy monetary incentives**, we will focus on **Product-Led Growth (PLG)**, **behavioral nudges**, and **strategic interventions** to **drive adoption & retention**.

The strategy is divided into **three phases**:

- **Phase 1: Awareness & Discovery** - Ensure users **see & try the feature**.
- **Phase 2: Habit Formation & Retention** - Make **metro ticketing a daily habit**.
- **Phase 3: Network Effects & Expansion** - Scale adoption **organically & through partnerships**.

Phase 1: Awareness & Discovery (Making Users Try It)

Goal: Get as many **first-time users** as possible to **try metro ticketing** within Rapido.

1. **Smart In-App Placement for High Visibility**
 - **Metro Ticketing tab** placed on the home screen (next to "Bike Taxi" & "Auto").
 - Users who **regularly commute in metro-heavy areas** get a **floating banner prompt**:
 - *"Your daily commute just got easier! Try metro ticketing now."*
2. **Triggered Nudges & Event-Based Prompts**
 - If a user searches for a metro station in Rapido: *"You can book metro tickets directly!"*
 - If a user completes a Rapido ride near a metro station: *"Taking the metro? Get your ticket now."*
 - If a user checks ride fare & sees metro is cheaper: Prompt a **cost comparison modal**: *"Save ₹X by taking the metro!"*
3. **Referral & Word-of-Mouth Growth**
 - **First Ride Free for Invited Friends**: If a user books a metro ticket, they can invite a friend for their first free ticket.
 - **Workplace & College Campaigns**: Offer **metro+Rapido bundles** for daily commuters.
4. **Local Partnerships for Mass Awareness**
 - **Offline branding at metro stations** - QR codes that **redirect to Rapido's metro feature**.
 - **Push campaigns with Metro Authorities** to **promote digital ticketing** via Rapido.

Success Metrics:

- **Feature Discovery Rate** - % of DAUs who see the metro booking feature.
- **First-Time Ticket Purchase Rate** - % of first-time users who successfully buy a metro ticket.
- **Referral Usage** - % of new users acquired via friend invites.

Phase 2: Habit Formation & Retention (Building Daily Usage)

Goal: Encourage users to **repeatedly book metro tickets in Rapido**, making it a **habit**.

1. Personalized Routine-Based Smart Prompts

- **If a user books a metro ticket at 9 AM regularly** - Rapido automatically suggests booking at that time:
 - *"Good morning! Your usual metro ticket is ready in one tap."*
- **Auto-Saved Routes & Quick Rebooking** - For repeat users, show:
 - *"Your daily route: Work -> Home. Tap to book instantly!"*

2. Integrated Smart Metro Pass & Bundles

- Users can subscribe to a **monthly or weekly metro+Rapido pass** for discounted bundled rides.
- **Exclusive Perks** - Priority metro entry lanes for Rapido metro ticket holders.

3. Gamification & Streak-Based Rewards

- **Daily Commuter Streaks:** *"You've used metro ticketing for 5 days straight! Keep going and unlock a surprise."*
- **Instant Reward System:** *"Booked 10 metro rides? Get a free Rapido bike ride!"*

Success Metrics:

- **Repeat Usage Rate** - % of users rebooking metro within 30 days.
- **Retention Rate** - % of users still using metro ticketing after 60 days.
- **Conversion to Metro+Rapido Passes** - % of metro ticket users opting for subscription plans.

Phase 3: Network Effects & Expansion (Scaling Adoption Nationwide)

Goal: Scale the feature to **new cities, more transit modes, and broader partnerships**.

1. Multi-Modal Expansion (Metro + Bus + Bike-Taxi)

- Expand from **metro-only ticketing** to **bus + metro integration**.
- **Example Flow:**
 - *User books a metro ticket* - Gets an option to add **"Last-Mile Bus Ticket"** for ₹X extra.
 - *"One pass for metro + bus + bike taxi - Complete travel in one tap!"*

2. City-Wide Mobility Passes

- Introduce **city-level subscription plans** - Unlimited metro + Rapido + bus rides at a **flat monthly rate**.
- Partner with **tech parks, colleges, and corporate offices** to promote **mass adoption**.

3. AI-Powered Smart Commutes & Predictive Booking

- Rapido uses **AI to predict commute patterns** and automatically **pre-book metro tickets**.
- *Example: "Your metro ticket for tomorrow is auto-booked! Confirm now or edit your route."*

Success Metrics:

- **Expansion Metrics** - Number of cities where metro ticketing is live.
- **Multi-Modal Usage Rate** - % of users booking both metro & other modes of public transport.
- **Revenue from Subscription Models** - % of users shifting to metro+Rapido passes.

Future Vision

Big Picture: Metro ticketing is just the beginning. Rapido has the potential to **evolve into India's most comprehensive mobility super app**, integrating multiple transport modes, offering AI-driven commute planning, and unlocking new revenue streams beyond just ride-hailing.

Our **future vision** is divided into **three major phases**, from **short-term enhancements** to **long-term urban mobility transformation**.

Phase 1: Enhancing Metro Ticketing Experience (0-12 months)

Goal: Improve **ticketing speed, usability, and adoption** to create a **frictionless experience** for commuters.

Key Features in the Near-Term

1. One-Click Rebooking & Saved Routes

- Users can **save frequently used metro routes** for **instant booking in one tap**.
- Smart suggestions based on **past commuting patterns**.

2. Metro Ride Status & Live Tracking

- Show **real-time metro train locations, expected arrival times, and delays**.
- Display **estimated crowd levels** to help users plan better.

3. Auto-Ticket Generation for Routine Users

- If a user **regularly takes the metro at a fixed time**, Rapido **pre-books the ticket automatically** and notifies them:
 - *"Your daily metro ticket is ready. Just tap to confirm!"*

4. Integrated Last-Mile Transport Suggestions

- **Post-metro prompts** for booking a **Rapido ride at the destination station**.
- Example: *"You'll arrive at MG Road in 5 minutes. Book a Rapido ride now?"*

5. Payment Flexibility & Multi-Pass Options

- Introduce **wallet integration** to make ticketing seamless.
- Allow users to **link metro cards (like NCMC)** for **direct in-app balance check & recharge**.

Success Indicators for Phase 1:

- **Increase in metro ticket purchases per user.**
- **Faster ticketing experience (reduce booking time to <30 sec).**
- **% of users who rebook within a week (target: 60%+ repeat usage).**

Phase 2: Multi-Modal Mobility & Transit Expansion (12-24 months)

Goal: Expand beyond **just metro ticketing** to **include other urban transport options like buses**, making Rapido a **city-wide mobility assistant**.

Multi-Modal Transport Integration

1. Seamless Metro + Bus Booking

- Users can buy **bus tickets along with metro tickets** for end-to-end trip planning.
- Example: *"Book a metro + BMTC bus pass for a single fare."*

2. AI-Powered Smart Commutes

- Rapido automatically **suggests the fastest, cheapest route across metro, bus, Rapido, and walking**.
- Example: *"Take Metro Line 2, then a Rapido ride – 18 min total, ₹42 fare."* Like Google Maps but better.

3. Introduction of Subscription-Based Transit Plans

- **City travel pass:** Metro + Rapido rides for a **fixed monthly price** (like an unlimited **metro pass + bike taxi rides**).
- Target audience: **Daily office commuters & students**.

4. Priority Access & Smart Queue Management

- Rapido ticket users get **priority metro entry lanes** at select stations.
- **Pre-booked passes** allow users to skip queues **during peak hours**.

Success Indicators for Phase 2:

- **% increase in multi-modal trip bookings** (metro+bus or metro+Rapido).
- **% of users subscribing to transit plans.**
- **Reduction in total commute time per user** (optimize routes using AI).

Phase 3: Rapido as India's Mobility Super App (Beyond 24 months)

Goal: Position Rapido as the **default mobility app for urban India**, integrating **all transport modes**, AI-driven commute planning, and **value-added mobility services**.

The Ultimate Transit Assistant

Hyper-Personalized AI Travel Planning

- AI auto-schedules metro rides **based on your work calendar & past routines**.
- Example: *"You have a meeting at Indiranagar at 10 AM. Your metro ride is booked - tap to confirm."*

Door-to-Door Commute Booking (Metro + Bus + Bike Taxi + Walking)

- Users get a **single journey plan with all modes integrated**:
 - *"Take Metro Line 1, switch at MG Road, take Bus 201, then a Rapido ride."*
- **One-click booking for the entire trip** with fare estimation.

Airport & Intercity Connectivity Expansion

- Rapido extends **beyond metros** to **airport transport, railway station bookings, and intercity bus reservations**.
- **Seamless trip bundling**: *"Book a metro to Yeshwanthpur, then a train to Mysore in one tap."*

Voice & Chat-Based Commute Booking

- Users can book metro tickets via **voice assistant or WhatsApp chatbots**.
- Example: *"Hey Rapido, book me a metro ticket to MG Road for 9 AM tomorrow."*

Success Indicators for Phase 3:

- **Rapido app usage expands much beyond bike taxis.**
- **More transport services integrated into one platform.**
- **Revenue growth from transit partnerships & multi-modal subscriptions.**

Metrics and Success

A successful metro ticketing integration for Rapido **isn't just about launch - it's about long-term user adoption, retention, and business impact.**

To measure success, we need to track key metrics. Let's start with our North Star Metric.

North Star Metric

Percentage of Metro Ticket Users Who Also Book a Rapido Ride

Why This NSM?

- Ensures **metro ticketing is not just a feature, but a gateway to Rapido's core business (ride-hailing).**
- Directly impacts **revenue & user retention** by **increasing multi-modal adoption.**
- Strong indicator of **habit formation** - users rely on Rapido for **daily transport, not just metro bookings.**

Beyond the NSM, we have some supporting metrics that track **three critical areas:**

User Adoption & Engagement - Ensuring people **discover, try, and continue using metro ticketing.**

Multi-Modal Growth & Retention - Measuring **how metro ticketing drives Rapido rides & daily app usage.**

Revenue & Business Impact - Tracking **financial success & strategic expansion.**

User Adoption & Engagement Metrics

Goal: Ensure **visibility, ease of booking, and feature adoption.**

- **Metro Ticketing Adoption Rate - 10% of DAUs** in the first **6 months.**
 - Measures how many **active users** book metro tickets.
- **Time Spent in Ticketing Flow - Under 30 seconds.**
 - Ensures the **booking process is smooth & frictionless.**
- **First-Time Ticket Purchase Conversion - 40% conversion rate.**
 - Tracks **how many users who see the feature actually complete a booking.**
- **Feature Discovery Rate - 80% of DAUs** should **see metro ticketing** in the app.
 - Ensures **high visibility through nudges, banners, & in-app placement.**

Multi-Modal Growth & Retention Metrics

Goal: Encourage users to book repeatedly & integrate metro with Rapido rides.

- **Repeat Ticketing Usage** - 60% of users should rebook a metro ticket within 30 days.
 - Measures **habit formation & regular metro commuters.**
- **Metro + Rapido Ride Conversion** - 30% of metro ticket users should also book a Rapido ride.
 - Ensures **seamless last-mile connectivity & feature integration.**
- **Multi-Modal Ticketing Growth** - 25% of metro users should buy a bus pass once multi-modal is live.
 - Indicates **adoption of bundled transit solutions.**
- **Transit Pass Subscription Rate** - 15% of DAUs should subscribe to Rapido's Metro+Pass.
 - Ensures users **prefer subscription models over one-time bookings.**

Revenue & Business Impact Metrics

Goal: Ensure metro ticketing contributes to Rapido's long-term business growth.

- **Commission Revenue from Metro Ticketing** - Earn ₹X per ticket sold.
 - Measures **direct revenue from metro partnerships.**
- **Increase in DAUs Post-Launch** - 15-20% growth in daily active users.
 - Ensures metro ticketing **brings in new & returning users.**
- **Rapido Subscription Revenue from Metro Bundles** - Generate ₹X million in Year 1.
 - Measures **the success of monthly transit passes.**
- **Cost Savings on Rider Acquisition (CAC Reduction)** - -10% CAC.
 - Metro ticketing **reduces marketing spend by improving organic retention.**

How We Know It's Working

Users are actively booking metro tickets - Metro ticketing adoption hits 10% DAUs.

Metro users also book Rapido rides - 30% multi-modal conversion rate.

Users shift to Metro+Rapido passes - 15% DAUs on subscription plans.

Daily app usage increases - 15-20% DAU growth post-launch.

Metro integration generates revenue - Steady earnings from ticketing partnerships & upsells.

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Thank you!