Introducing...

RIDE WIZARD

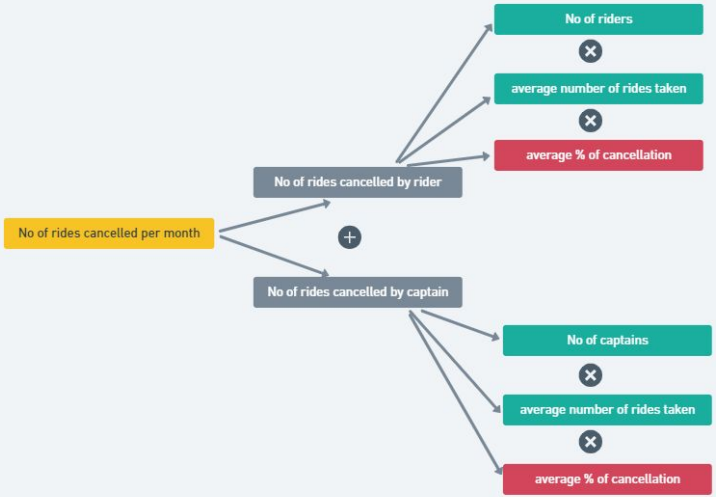
Reducing Cancellations
Enhancing User Experience

Rapido is a leading ride-hailing platform in India that offers a wide range of services, including **bike taxis** and **auto-rickshaws.**

In 2015, **Aravind Sanka, Pavan Guntupalli,** and **Rishikesh SR** founded the company, driven by their own challenging commutes in Bangalore, one of India's most congested cities.

Rapido, while owning impressive numbers, grapples with challenges including competition from Uber and Ola, complex roads, strict regulations, safety concerns, profitability, and high driver turnover. A critical concern is the **frequent ride cancellations** by both riders and drivers, disrupting service and negatively affecting the overall user experience. Let us have a look at the underlying reasons and seek solutions.

OUTCOME ANALYSIS



Business outcome - reduction in ride cancellations

Product outcomes

-better user experience

-better matching between rider and captain

-improved communication

USER PERSONA

RIDER

Tina
28, Single

She’s a Software Engineer at Swiggy. Outside of her tech career, she loves travel, photography, fitness, and exploring new cuisines.

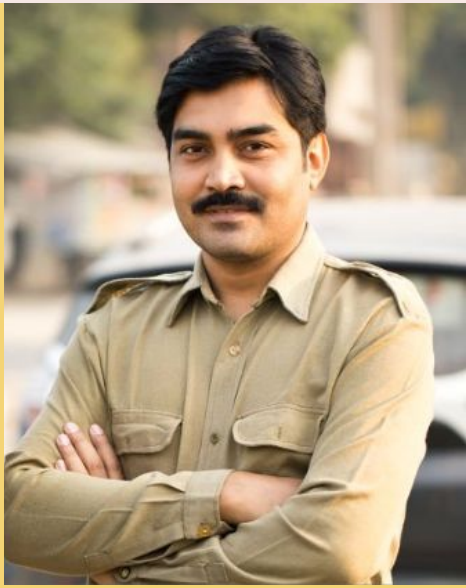
Pain points

- Doesn’t get a ride on time and even if she gets the driver cancels right after accepting.
- Communication gap due to driver and her not speaking the same language.
- Caught in the web of booking and cancelling due to higher ETA.
- Doesn’t get desired vehicle.

CAPTAIN

Anand
34, Married

He’s a full time captain and rides a Honda Shine. He provides for his 5 year old kid and his wife. Has 3 years of experience as a driver



Pain points

- Drop location too far
- Undesirable payment mode
- Customer not responding
- Customer cancelling when he’s already on the way.
- Struggles to make ends meet.
- Looking for alternative sources of income.

RESEARCH FINDINGS

PAIN POINTS from **Primary research**

For rider

- high wait times
-bikes in unsafe condition
- unable to connect to captain
- captain not moving towards location

For captain

-unclear drop locations
-payment mode not suitable
-customer not picking call

(Ref: 12 interviews and survey)

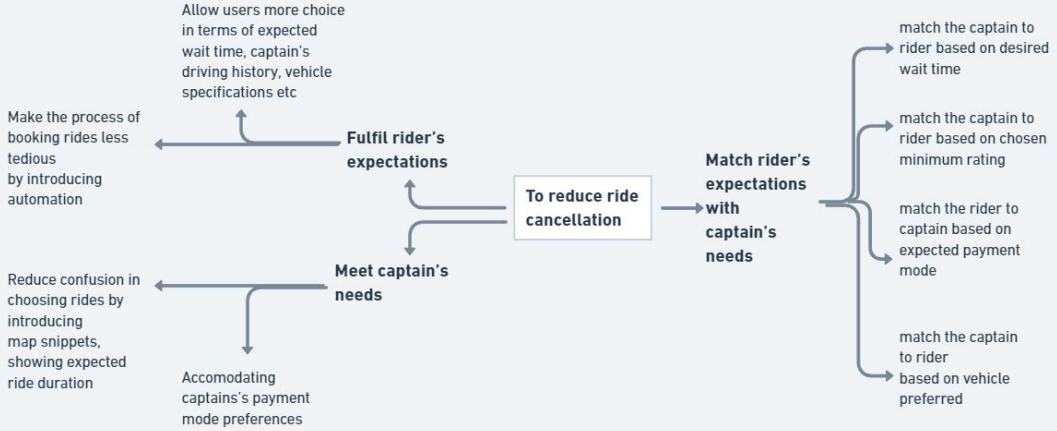
Secondary research adds a few more dimensions:

-dynamic pricing
-type of vehicle chosen
-low rating of captain
-small window to accept ride requests

Ref : news article, linkedin post, discussion forum

Our research has identified significant **deficiencies in the ride matching algorithm**. Current efforts to reduce ride cancellations primarily involve either punitive measures, like imposing cancellation penalties, or the passive collection of cancellation feedback.

To effectively address the pervasive problem of ride cancellations, we must adopt a **comprehensive approach**. This involves a deep analysis of the root causes from b**oth rider and captain perspectives**, followed by the development of a solution that addresses these issues on both fronts. The accompanying mind-map illustrates our problem-solving process.



SOLUTIONS

Match My Ride

- ❖ Rider is shown captains on a map
- ❖ Rider sees rating, ETA, vehicle specifications
- ❖ Rider can tap Yes/No for each
- ❖ This **impacts how ride requests are seen by captains**
- ❖ Yes - the rider's card is shown higher up using a secret logic
- ❖ No - rider's card gets removed from the captain's feed
- ❖ Aims to improve matching

Connect AI

- ❖ Rider or Captain tap the **Help Me Connect** button
- ❖ Call/message requests are sent by Rapido from the requesting side to **establish connection and prevent cancellation**
- ❖ Failure - small penalty levied on requested side
- ❖ Matching automatically resumes for rider & captain

Ride Wizard

- ❑ asked to fill in preferences for the booking
- ❑ can choose the vehicle type - auto or scooty or bike or any 2 or all 3
- ❑ can pick desired ETA - whether immediate or after a certain while
- ❑ can select the captain rating
- ❑ can specify language and payment mode preferences
- ❑ can make use of an automated search and mention how long they would like to run the search for
- ❑ can save preferences in the form of a maximum of 5 templates
- ❑ these template can be invoked for quick bookings on regular routes

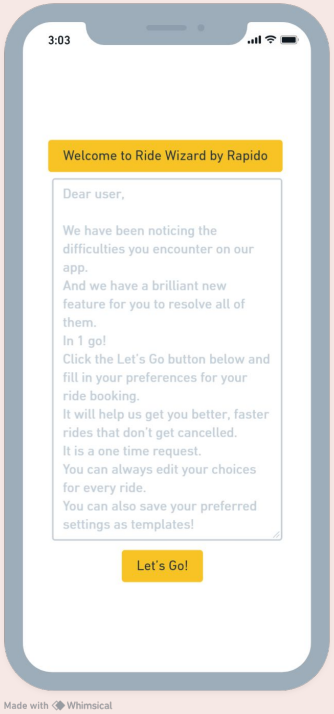
PRIORITIZATION

Solution	Reach (R)	Impact (I)	Confidence (C)	Effort (E)	Score (R*I*C)/E
Match My Ride	**2** (due to time needed in approving ride requests)	**5** (as users are sharing their preferences, matching will be better)	**4** (address the core pain point of mismatch between rider and captain)	**2** (unlimited tech bandwidth)	**20**
Connect AI	**4** (miscommunication is frequent & high chances of engagement)	**3** (the calls may still not go through, depending on the user's circumstances)	**3** (address a major pain point but not others)	**2** (unlimited tech bandwidth)	**18**
Ride Wizard	**5** (will be introduced as a mandatory step while booking)	**4** (getting the user's preferences will enhance the matching algorithm)	**4** (expected to solve major pain points like high ETA, vehicle choice, rating needed etc)	**2** (unlimited tech bandwidth)	**40** 

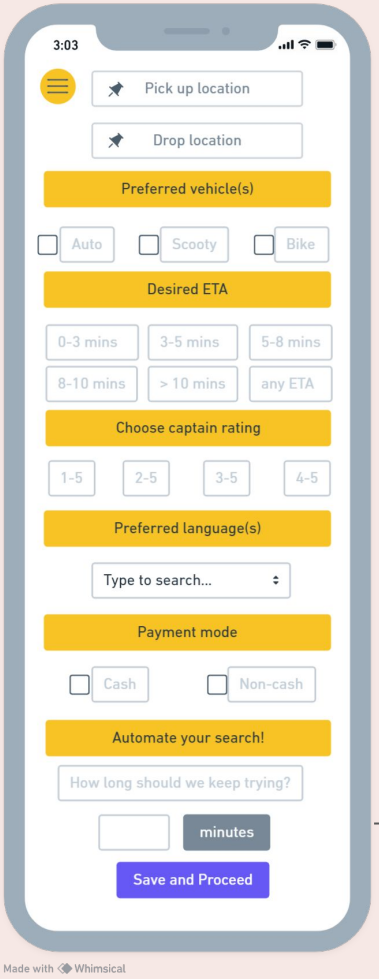
USER INTERFACE

Ride Wizard

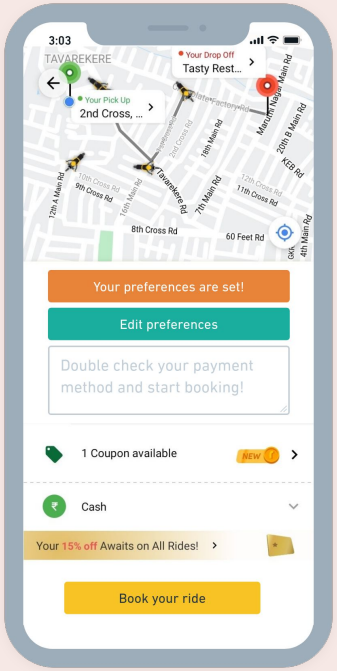
Rider

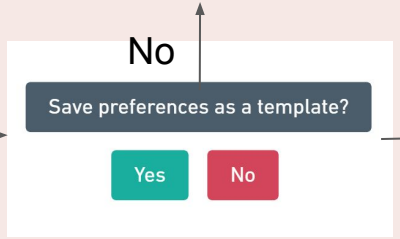


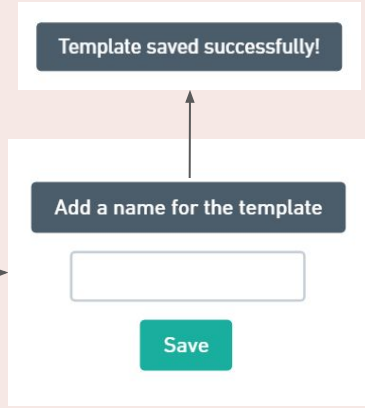
When user first opens the app after the feature goes live, she sees this pop up introducing Ride Wizard



The preferences screen

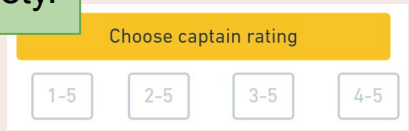




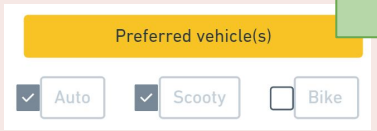


UI BREAKDOWN

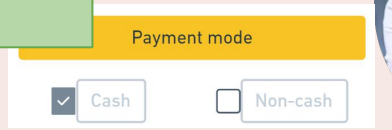
Tina selects a minimum captain rating for safety.

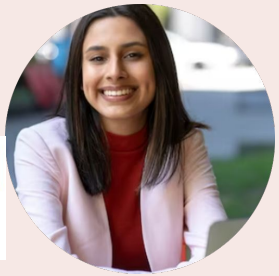


Tina sets her vehicle type to avoid canceling for safety reasons.

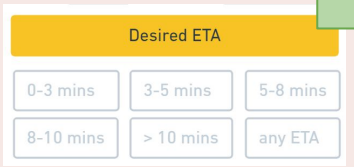


Tina sets her preferred payment mode to avoid future hassle.

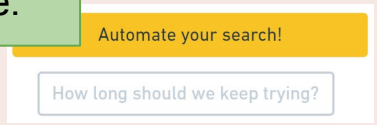




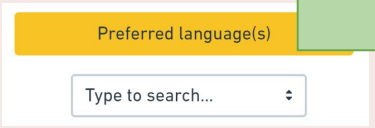
Tina adjusts her ETA based on her readiness to leave.



Tina uses automated search to save time when rides are unavailable.



Tina picks known languages for better communication with her captain.



Tina uses templates for quick access to favorite ride settings, like **"ride to office - morning,"** without having to cancel rides or getting cancelled on!

SECOND ORDER THINKING

Success metrics

NSM - *Cancellation rate* -reflects platform reliability and user satisfaction.

Acquisition metrics - *Customer Satisfaction & Captain Satisfaction* - satisfaction scores that can attract new customers, increase referrals, onboard more captains and retain them.

Retention metrics
Repeat Customer Rate - % of repeat users highlighting retention success.
Driver Acceptance Rate - % of ride requests accepted by drivers, impacting driver retention.

Operational Efficiency Metrics
Average Wait Time - Tracks passenger wait times, affecting user satisfaction.
Cost Per Completed Ride - Cost for each completed ride, influencing profitability.

What problems could arise

Pitfall 1: Customization Overload
Offering too many preferences in the Ride Wizard may overwhelm users and discourage use.
Mitigation: Provide a simplified default setting and clear guidance for customization.
Pitfall 2: Limited Driver Availability
Excessively specific user preferences may lead to fewer available drivers, longer waits, or unfulfilled ride requests.
Mitigation: Encourage reasonable preferences, warn of potential limitations, and allow users to adjust settings as needed.

Way forward

The Ride Wizard feature offers personalized ride preferences, promising improved user satisfaction and driver retention. Success hinges on balancing customization and preventing decision fatigue. Careful template integration and vigilance toward key metrics will guide the initiative to a harmonious, efficient, and successful outcome.