Uber

USER PERSONAS

KOOLESHWAR

BACKGROUND
Kooleshwar works remotely from a small town but is quite cool as he is updated with all tech trends and hence expects smooth commute.

GOALS
He mostly stays indoor but requires convenience, hassle-free and competitive prices which Uber normally offers.

BARRIERS
Staying in a small town, Uber riders are very less as many times they do not get enough rides and incentives due to which he suffers.

ROZANA ROZA

BACKGROUND
Roza is a frequent solo traveler who often relies on such services to navigate new cities. Affordability and safety are her top priorities.

GOALS
As she travels frequently to new cities, she looks for affordable and safety as she travels alone in night, Driver identification and other safety features are a must.

BARRIERS
Surge pricing and difficulty in verifying driver are her pain ponts.

RAM SINGH

BACKGROUND
Ram is an elderly person who may not be technologically savvy. He wants to maintain his independence and mobility despite limited mobility options.
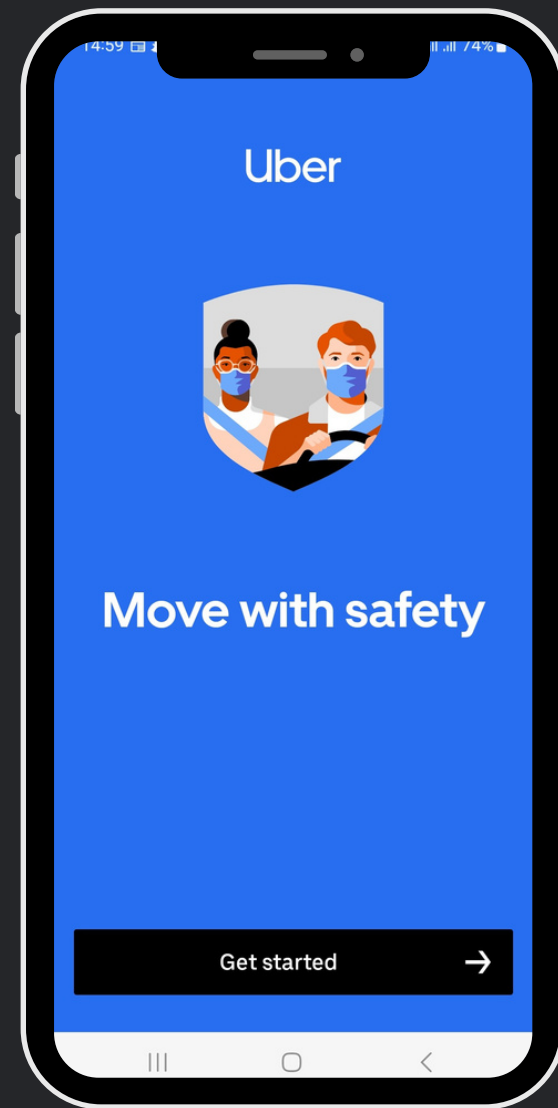
GOALS
Ram desires an accessible and user-friendly onboarding experience that allows him to book rides easily and receive assistance if needed.
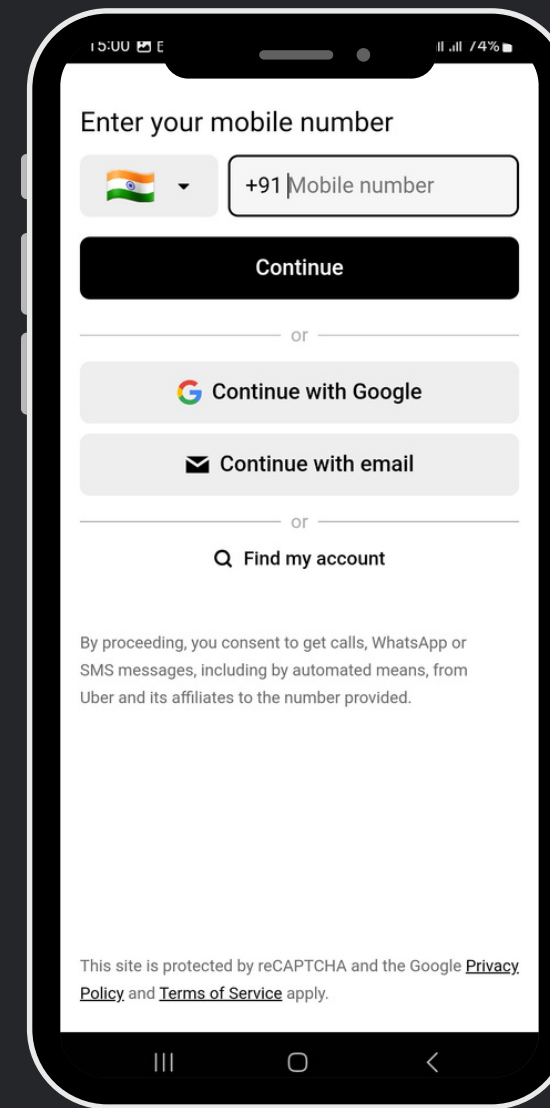
BARRIERS
Complex app navigation, small text size, and difficulties in setting up payment methods are some of his concerns.
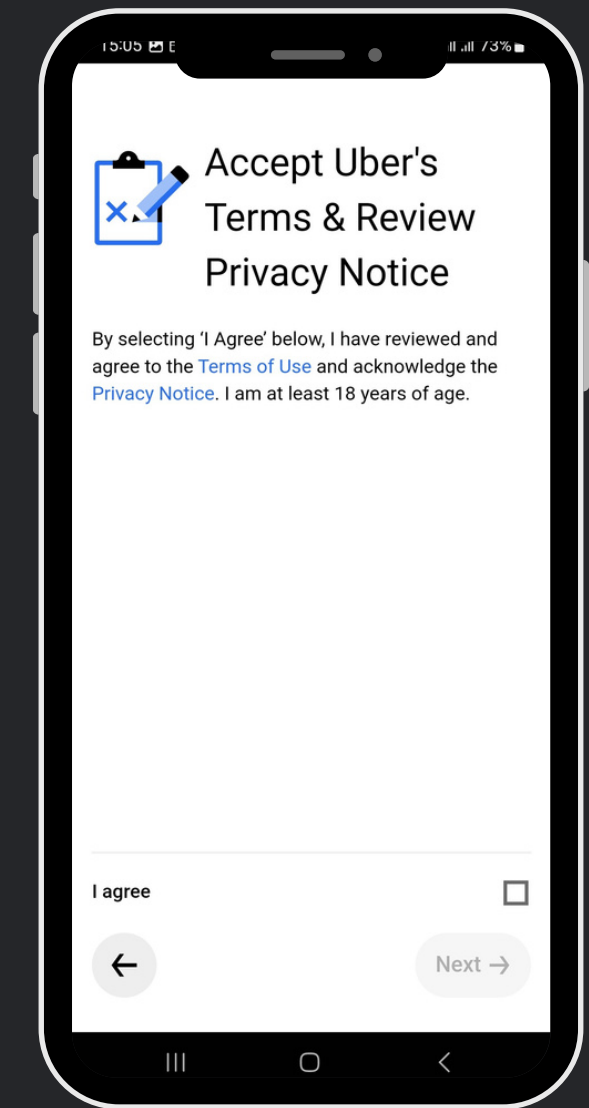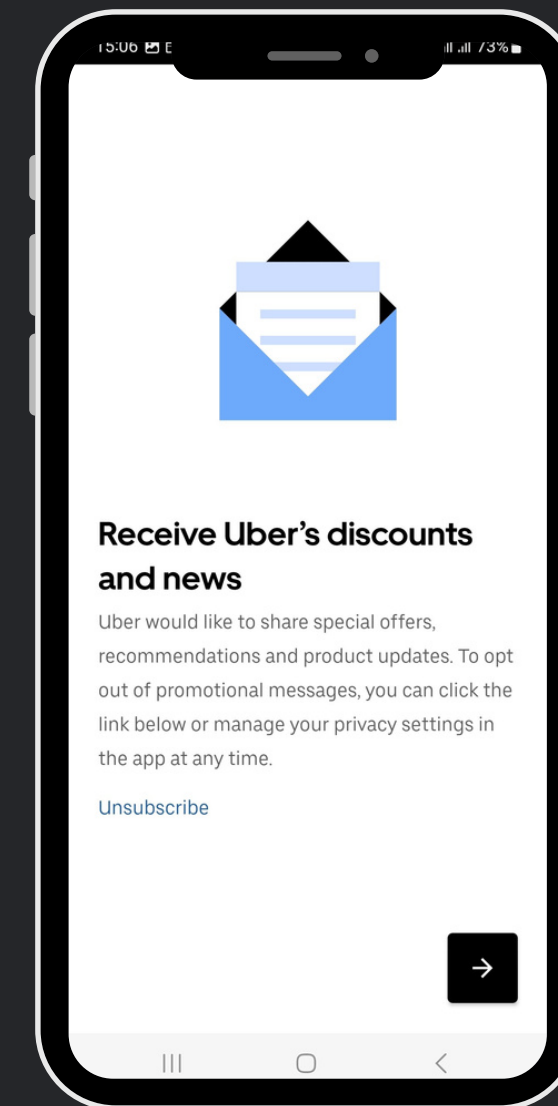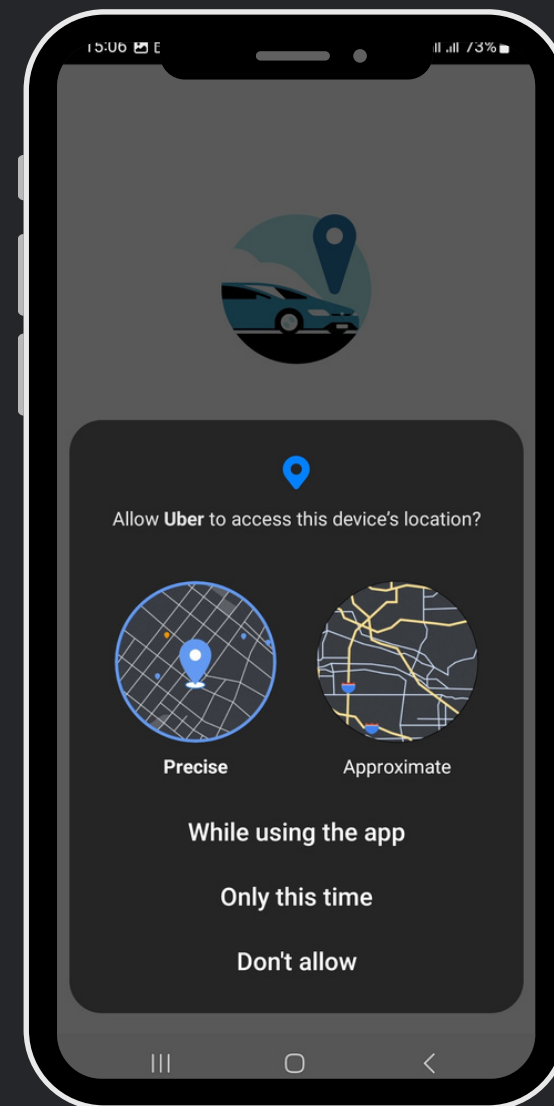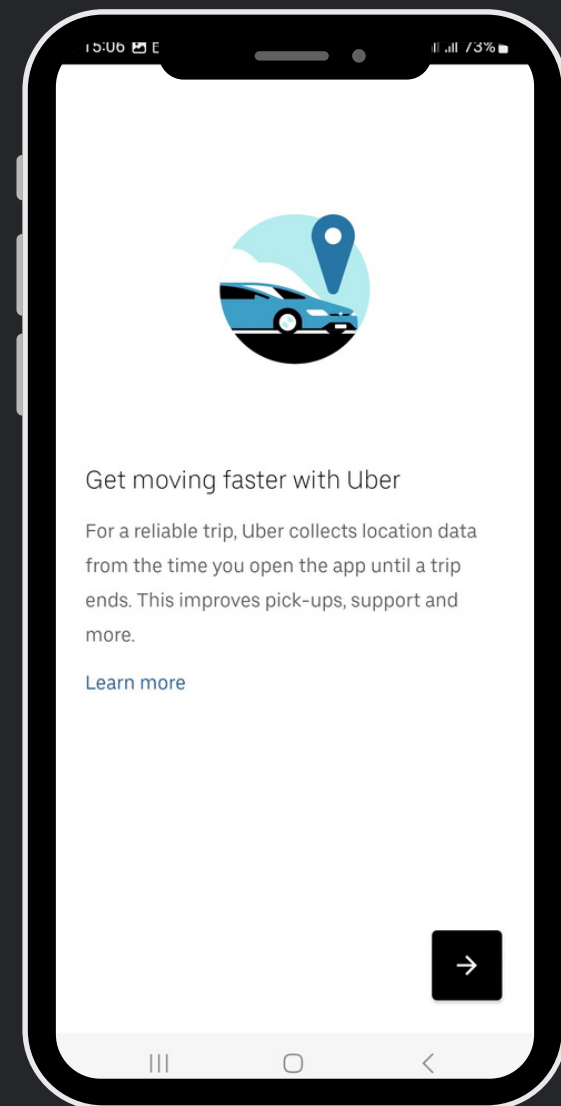
User Onboarding Journey

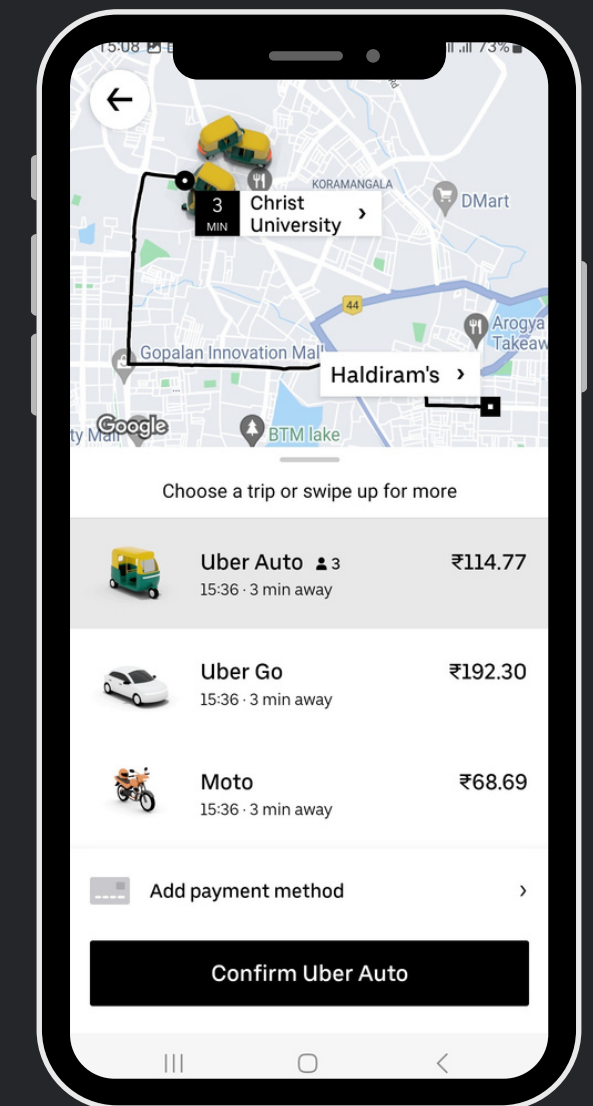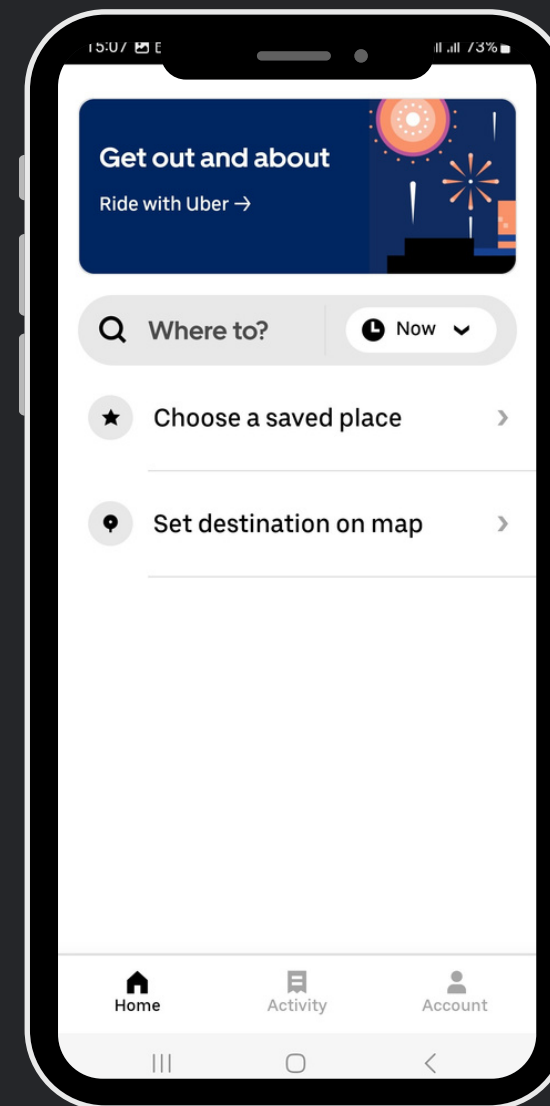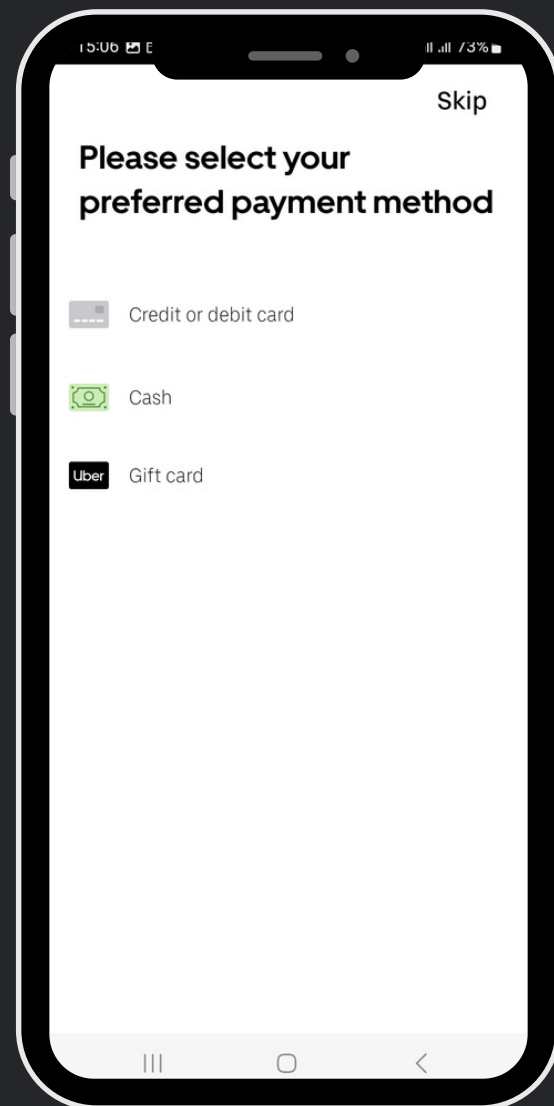**App is Installed**

Signup/Login

Accept Terms & Conditions

Data is mandatorily collected. No option to avoid.

Allow Location Access

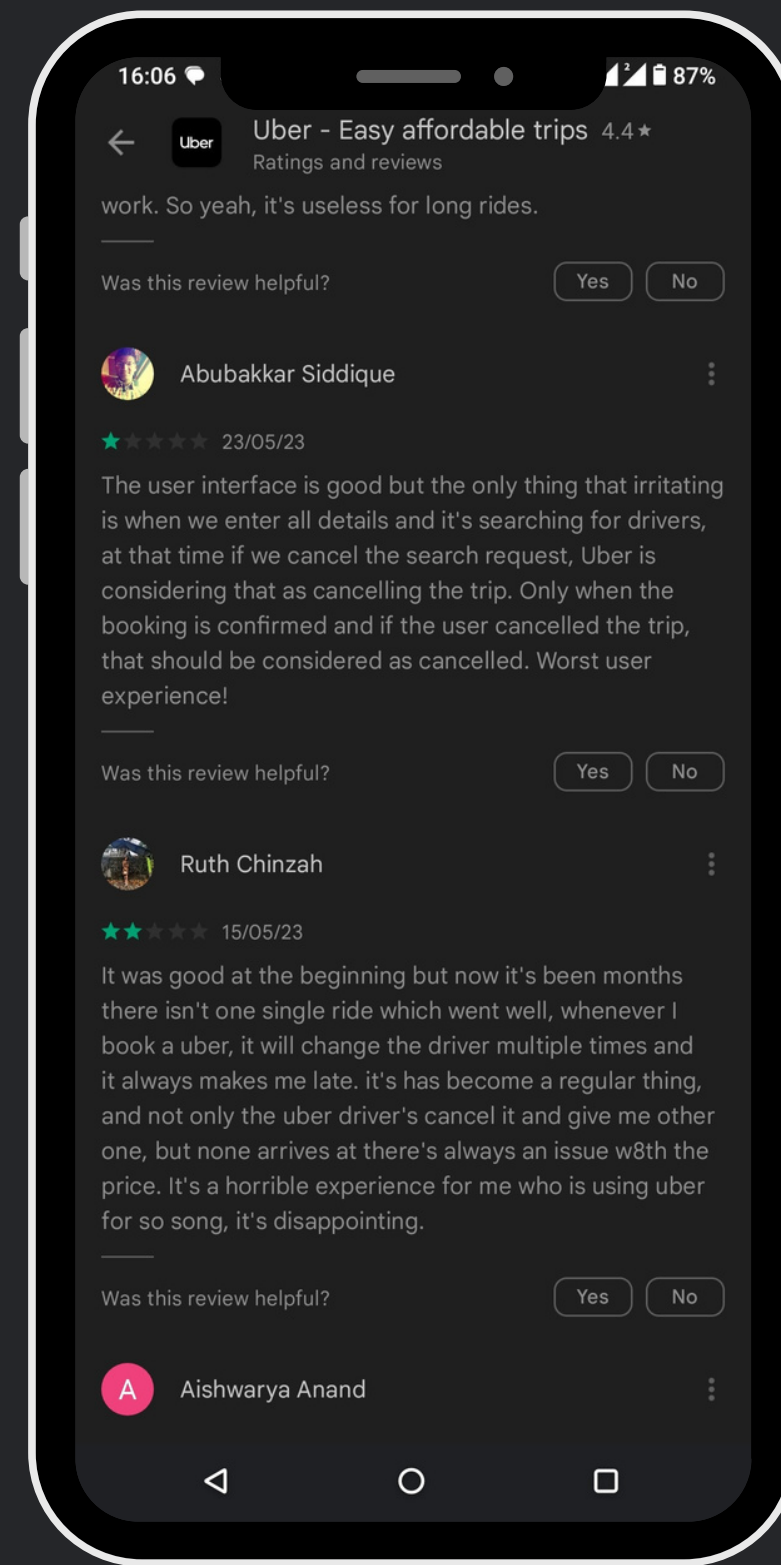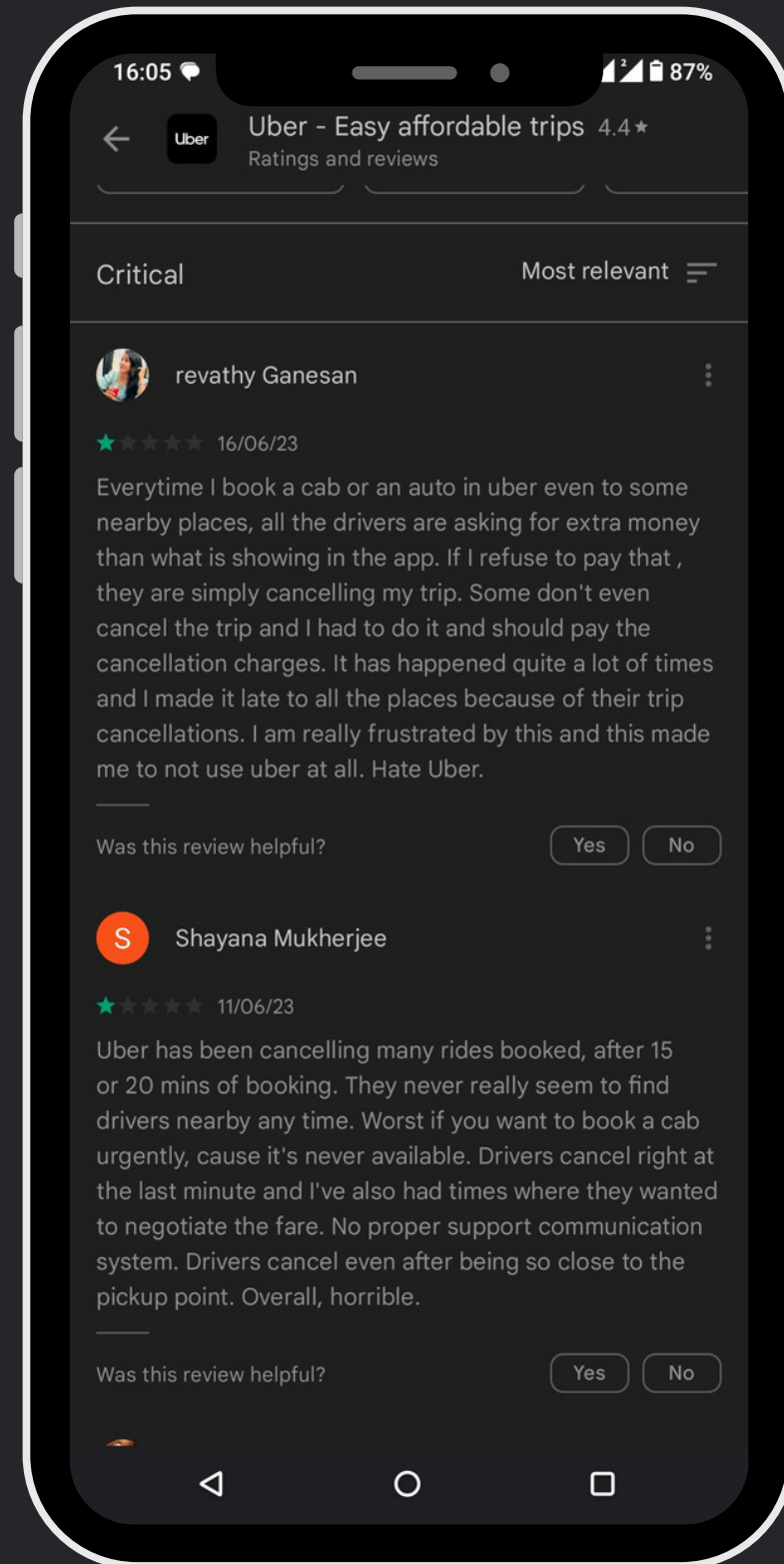**Accept/Decline Promotional Offer Notifications**

Payment method can be selected (optional)

Select Location an Destination

Select type of Uber Ride

Critical Reviews

Pain Points

1. Drivers are asking for extra money mostly in smaller cities as drivers do not get return trip passengers and hence have no incentive to provide for the same price.
2. Lots of ride cancellations by drivers. Many times it happens even when quite close to the pickup point.
3. If a trip is canceled during the search, it is considered cancellation of the trip and hence sometimes even deducting a cancellation fee.

Positive Reviews
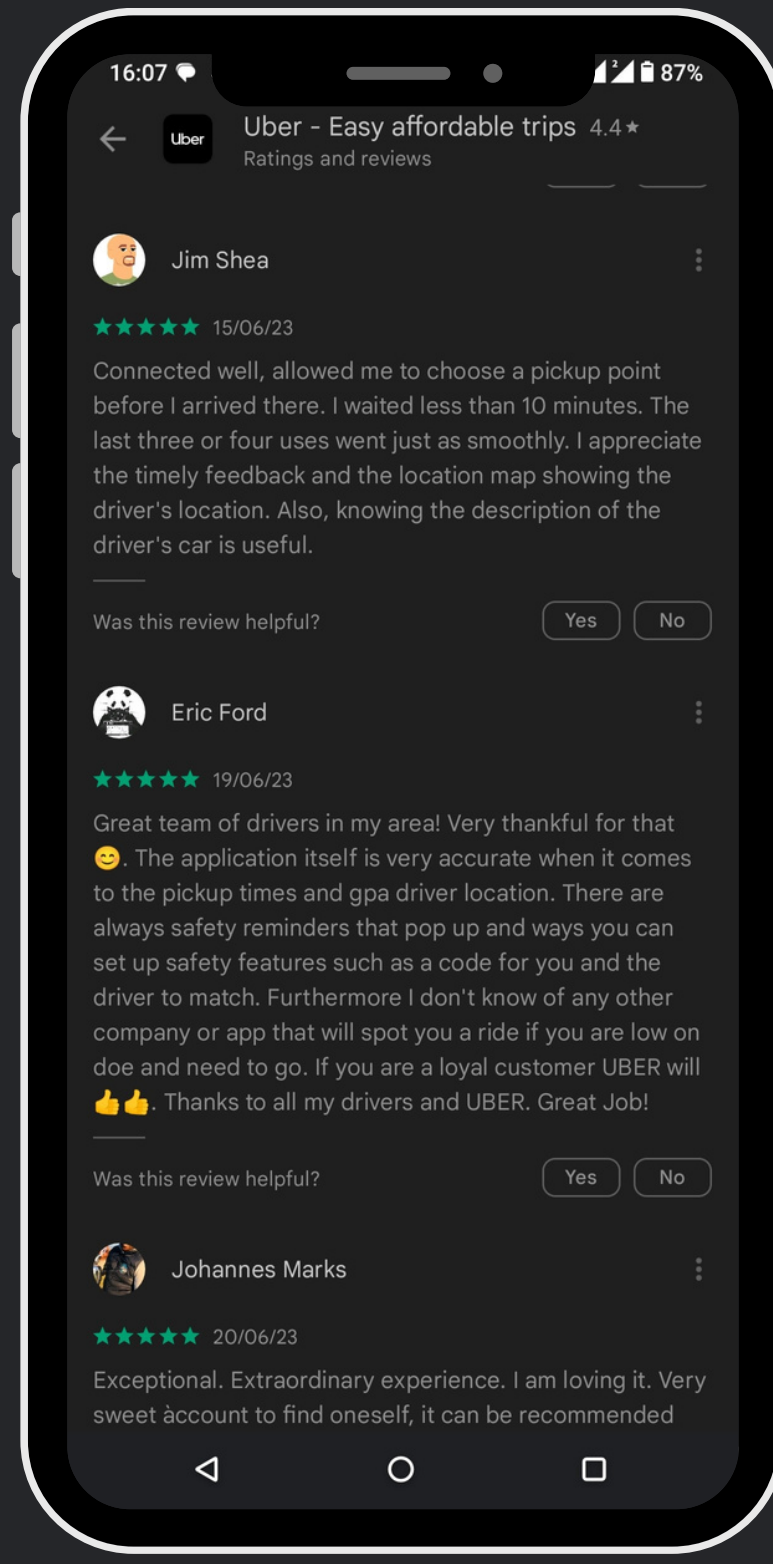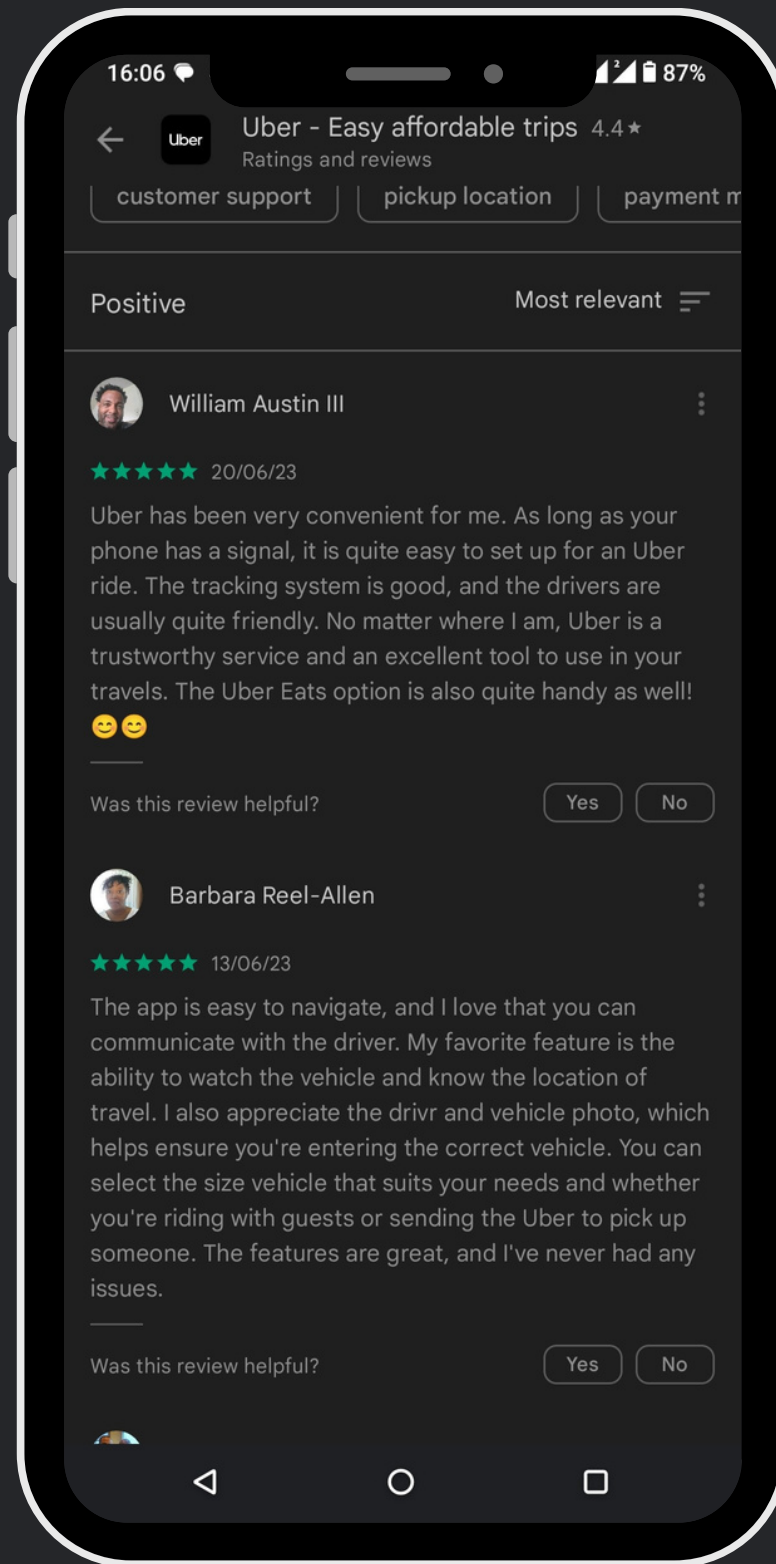
Top Highlights

1. Quite easy to use and has a good tracking system as well for drivers and even is robust when connectivity is weak.
2. An accurate pickup point helps make the experience more convenient
3. Driver face and vehicle details shown are a great feature for user to verify and make the overall experience safer.

Key Performance Indicators

L1 Metrics

1. Gross Bookings
2. Net Revenue
3. Active Riders
4. Market Share

L2 Metrics

1. Trips per Rider
2. Average Revenue per Rider (ARPU)
3. Rider Acquisition Cost (RAC)
4. Driver Acquisition Cost (DAC)

North Star Metric

Active Riders : Represents the total number of unique users who have completed at least one ride on the Uber platform within a specific time period.

Observations and Feedback

1. Pain point of uber riders and drivers in small cities as suggested in user persona was also reflected in one of the app reviews.
   A. *THIS MEANS UBER NEEDS TO TAKE STEPS IN THE DIRECTION OF INCENTIVIZING DRIVERS IN TIER-2 AND TIER-3 CITIES SO THAT ACTIVE RIDERS INCREASE.*
2. In Tier-1 cities, lots of cancellation happens especially the ones which are very close to pickup point cause the most nuisance as it wastes a lot of user's time and efforts.
   A. *IT REFLECTS UBER SHOULD NOT ALLOW DRIVERS TO CANCEL A RIDE IF HE/SHE IS VERY CLOSE TO RIDER'S PICKUP POINT.*
3. *THE CANCELLATION FEE SHOULD ONLY BE DEDUCTED ONCE RIDE IS CONFIRMED*
4. A lot of the positive reviews on play store are from uber riders outside India. This could strongly suggest that Uber needs to fix the issues highlighted for Tier-1 and even Tier-2 and Tier-3 cities of India above.

UBER

EVERYONE'S PRIVATE DRIVER™