
Ride Provider App

Hyperloop Transportation Technologies Inc



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Customer/Problem Hypothesis

Drivers and providers of transportation systems have a hard time delivering the best service because they have no insight into how many passengers they need to accommodate in real-time.



Provisional Persona

William, an Uber driver



Description:

- Late 20s – Early 40s
- Single
- Works more than one job
- Lives in Los Angeles

Behavior:

- Provides rides to passengers after work on weekdays and weekends
- He strives to get a 5-star customer rating for all his rides
- Makes jovial conversations with his customers to make them feel comfortable
- Follows traffic rules to ensure the safety of his customers
- Strategizes to drive around in areas, where he is likely to get more rides

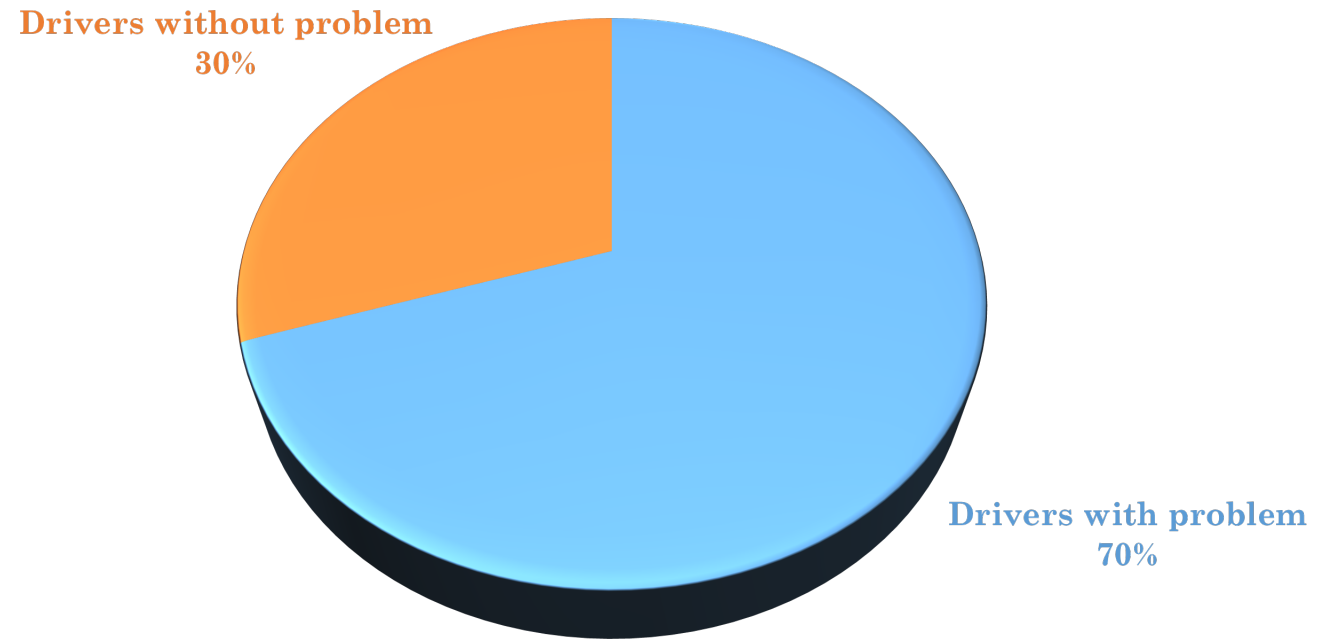
Needs and Goals:

- Needs a way to get information on the number of passengers ahead of time
- Wants to maximize his profit
- He wants to be able to select and schedule rides in advance
- Needs a one stop solution for all his problems including pay out accounting and the ability to track the rider's exact location



Customer Discovery Findings

Out of the 10 Uber drivers interviewed, 7 of them had a hard time delivering the best service because they had no insight into how many passengers ahead of time.

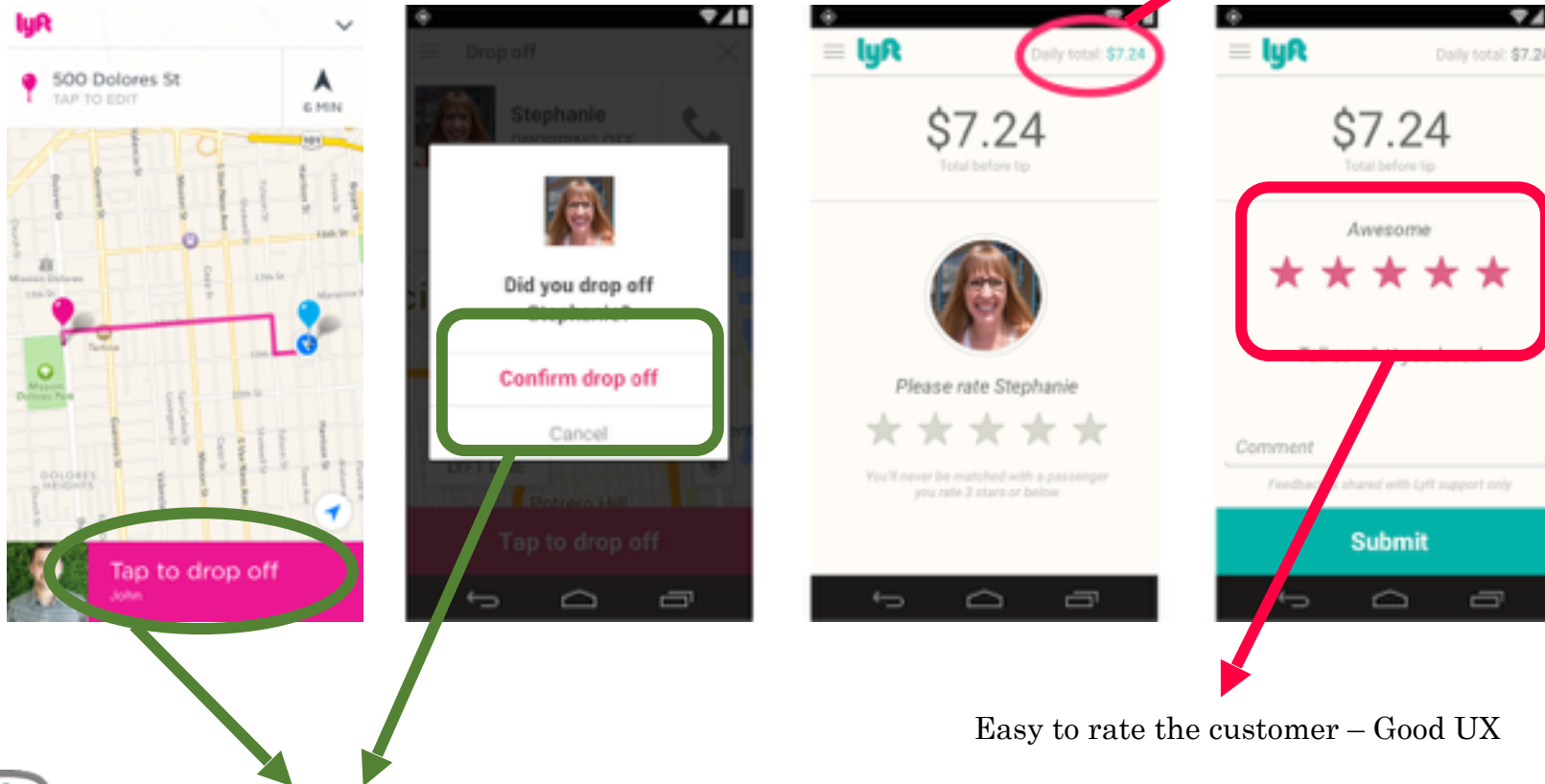


Validated!!!



Competitive Analysis

Direct Competitor - Lyft



Description:

Lyft is a peer-to-peer transportation platform that connects passengers who need rides with drivers willing to provide rides using their own personal vehicle.

Pros:

- Heat map visualizations are used to determine the prime-time areas in real-time
- Drivers can rate passengers at the end of each ride

Cons:

- The UX still needs improvement. The “Tap-to-accept” option is better in the Uber app
- There are no in-built navigation options.
- Always prompts the driver to confirm the pick-up and drop-off of the passengers in a separate pop-up box after tapping, which makes it redundant

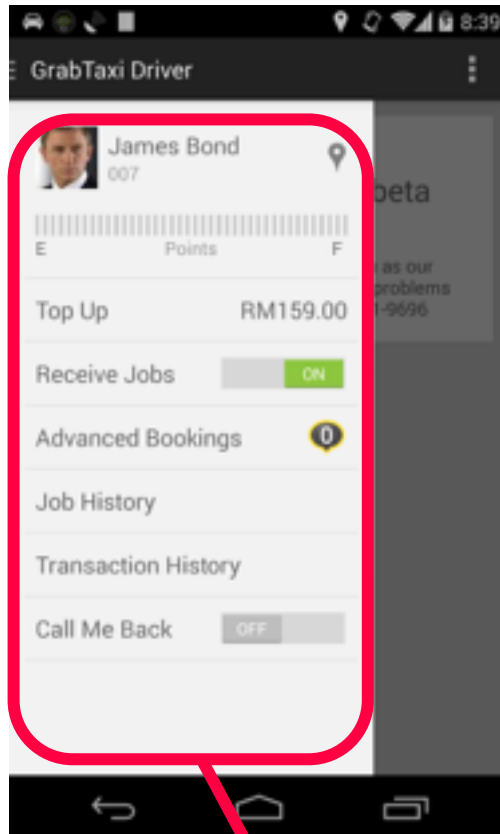
Redundant UX

Easy to rate the customer – Good UX

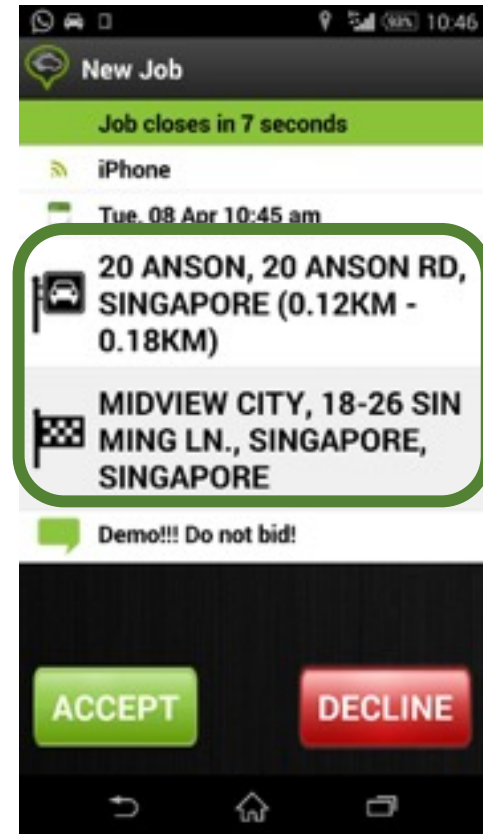


Competitive Analysis

Direct Competitor - Grab



Good number of personalization features.



No clear differentiation between the addresses.

Description:

Formerly Known as GrabTaxi, Grab is Southeast Asia's leading ride-hailing platform. They solve critical transportation challenges for 620 million people in Southeast Asia.

Pros:

- They accept advance bookings and the driver can view the same in the app
- The job history and transaction history are at easy access to the driver
- An added personalization feature allows the driver to turn on or off the "call me back" option by the means of a switch

Cons:

- Poor readability of the pick-up and drop-off locations of the rider
- Bad UX designing of the main screen



Competitive Analysis Brief - Summary

Current Market Place

- It looks like a **blue ocean** for our value proposition as none of our competitors provide real-time information about the number of passengers
- There are apps that provides the ability to schedule rides ahead of time however, they only offer long distance interstate ride-sharing. Our app will serve the need of short distance riders

Opportunity

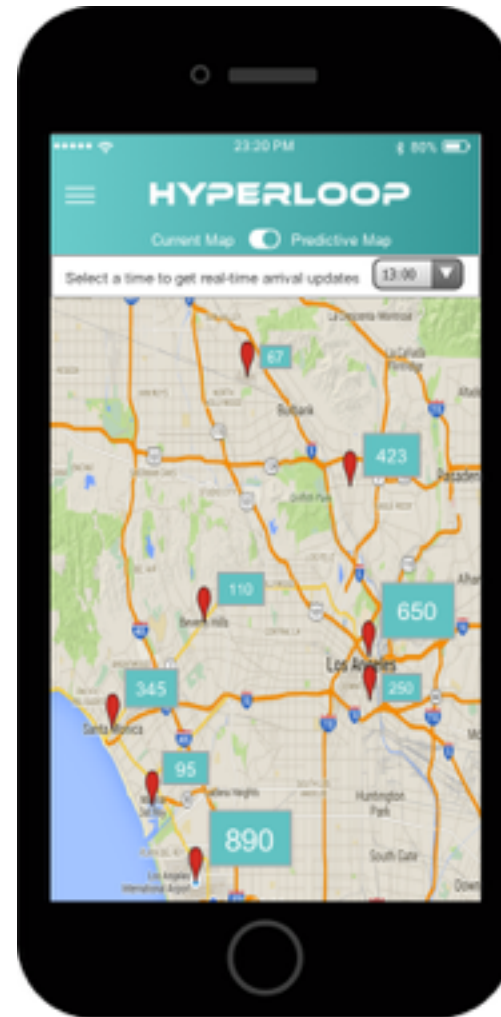
- Some of the competitors have terrible UX design that was created years ago and has not been updated ever since. We definitely have a competitive advantage
- Building an app with the features that Hyperloop designers have in mind along with some of most effective UX features that have worked for our competitors, will give us an edge over the others
- Key experiences such as predictive maps, scheduled rides, pooling and income statistics have never been implemented as a part of a single app before. This leads us to an opportunity to make a product which can disrupt the marketplace



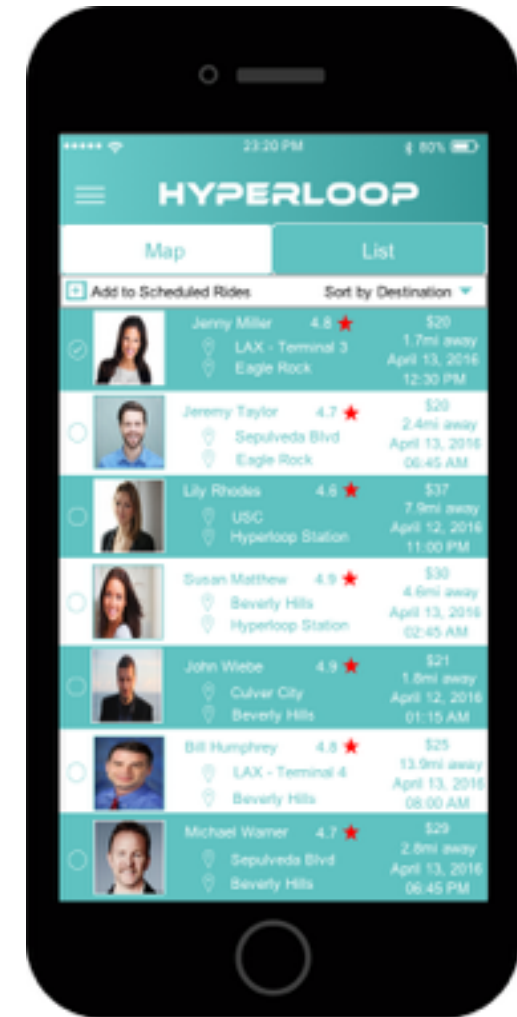
Prototype



Current Map with an option to toggle between different registered vehicles



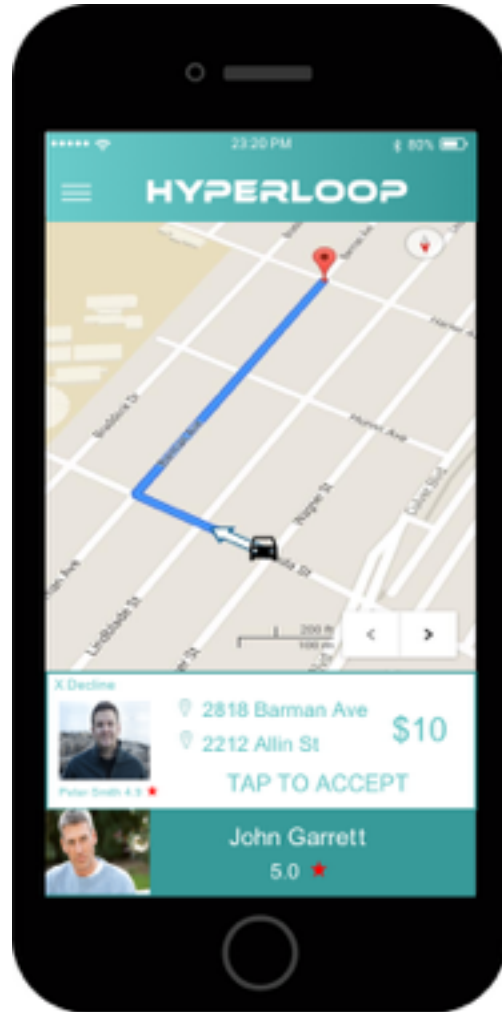
Predictive Map with real-time information on the number of passengers



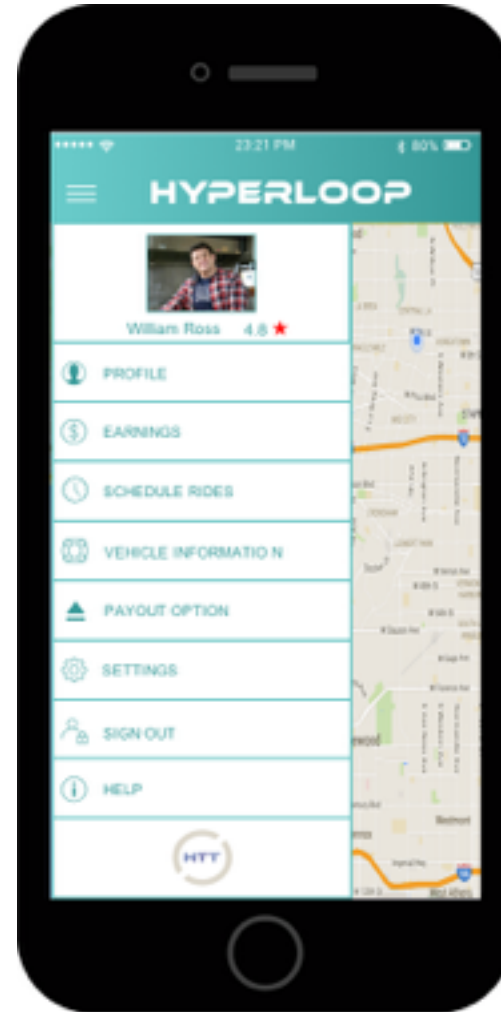
List of rides available for scheduling



Prototype



Pooling option



User Menu



Ability to review and
rate Customers



Link to Demo

Link to the screencast