

# Reservations API



First, let's talk about some **stories** of my friends.

# Bob's busy morning

- ▶ Bob checked his calendar before bed and realized he had a early meeting at 7 AM in the next morning.
- ▶ Bob set up an alarm to wake up at 6 AM.
- ▶ Of course, Bob snoozed and didn't woke up until 6:15 AM. He rushed to shower and realized he forgot to request his Uber yet.
- ▶ Now here it is Bob with his hands wet trying to unlock his phone, open the Uber app and request a ride.








## Cindy – busy business traveler

- ▶ Cindy had a flight leaving SFO right after her meeting.
- ▶ Cindy checked-in her flight yesterday on the Delta app.
- ▶ Cindy was in the meeting and can't really book the ride on her phone.
- ▶ Now here it is Cindy standing around worriedly booking and then waiting for her ride.

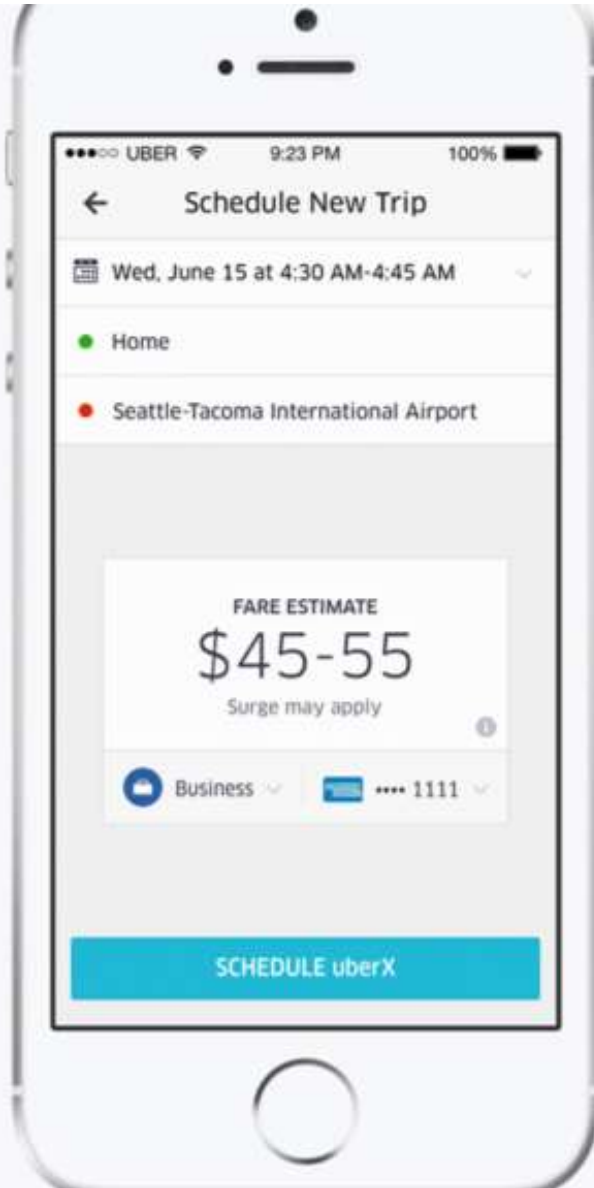


This happens to not just Bob or  
Cindy.

This happens almost to **Everyone** of  
us, and almost **everyday**!

# Wouldn't it be AWESOME

- ▶ Wouldn't it be AWESOME If Cindy can reserve a ride right after she checked in her flight within the same app?
- ▶ Wouldn't it be AWESOME If David can simply reserve a ride for the next morning right within his calendar app?
- ▶ If we can Schedule it right in the app when we realize we need a ride and you don't need to ever worry about it!

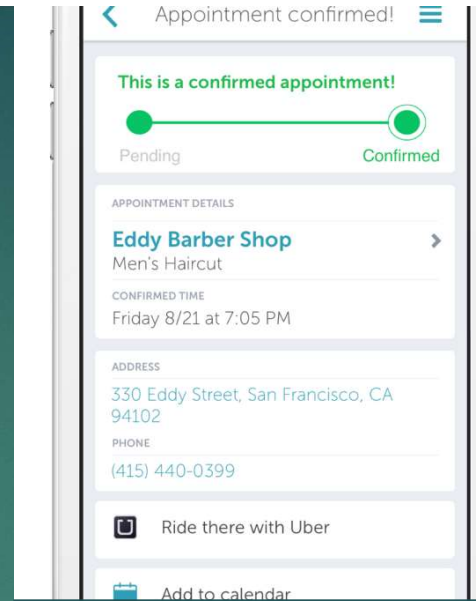




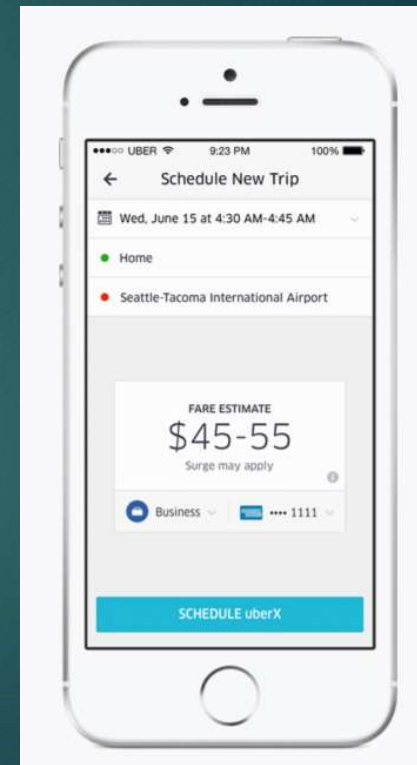
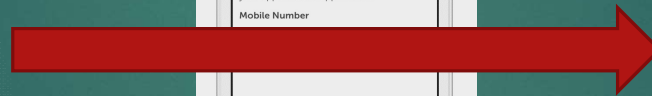
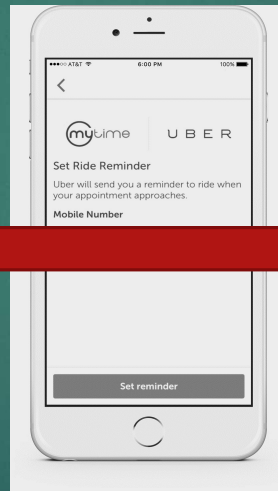
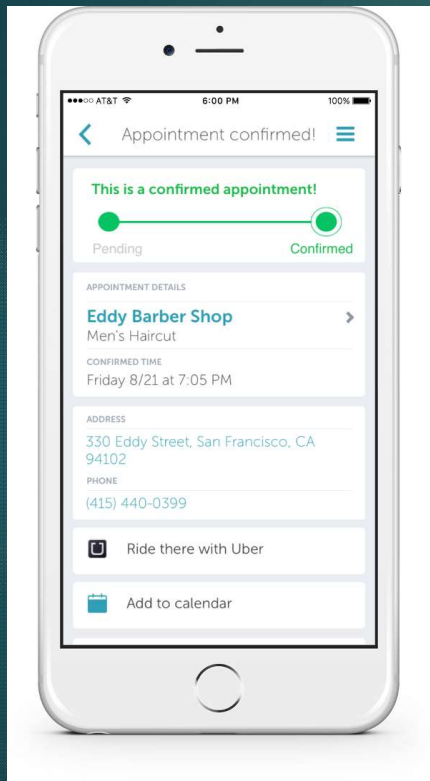
# Peace of Mind + Convenience + Simplicity = Reservation API

Schedule a ride from

- ▶ Anything with a reservation, dining, events, flight, movies.
- ▶ Social networking, conversations with friends.
- ▶ Calendar
- ▶ Smart home/personal assistant
- ▶ Event organizing app. ( Organizer can reserve rides for you!)
- ▶ And many more!



# Also much **simpler** compared to reminder





## For riders

- ▶ Convenience
- ▶ Peace of mind
- ▶ Simple, Fast and Easy

## For Uber

- ▶ Engage users
- ▶ Increase revenue
- ▶ Not a chance for users to switch to Lyft
- ▶ Better predict demand and allocate resource

## At the scale of Uber... Everyday

- 100K+ airport drop off
- \$3+million in revenue related to airport transportation.
- 50K reminders are sent.
- 25% our rides are for a reserved destination.



Now let's bring **reservations APIs** to users and developers and change the way of people getting around **once again!**