RAPIDO PRODUCT TEARDOWN

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ABOUT RAPIDO AND IT'S COMPETITORS

ABOUT RAPIDO

Rapido is an Indian bike taxi aggregator and logistics service provider based out of Bangalore.

They are known to provide rickshaw/ Bike rides in 100 + cities in india. Rapido is famous for its cheap pricing for its bike rides. It was started in 2015.

Rapido Captains are essentially drivers of Bikes and Rickshaws that provide their service. This term will be used a lot in the presentation

COMPETITORS

ABOUT RAPIDO

25 Million app Downloads

100 + Cities

1 Million + Captains

10 Million + Customers

Funding - 180 Million

Average App Rating - 4.65/5

User Personas

Aman Shah, 25

Occupation - Working professional
Motivation - Uses Rapido bike to go to office and come back everyday because its cheap. Aman is a loyal rapido user

Sanjana Thakur, 19

Occupation - Masters Student
Motivation - Uses Rapido rickshaw to travel and explore the city once or twice a week. She is not comfortable with bike as feels it is not safe. She prefers Rapido as it is cheap

Sheetal Mehra, 54

Occupation - Retired Lady
Motivation - She uses Rapido once a week as she does not know how to use other ride sharing apps. She uses it once a week to go to the Bank or grocery shopping
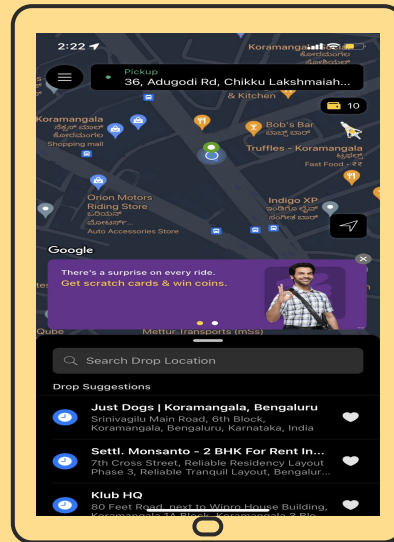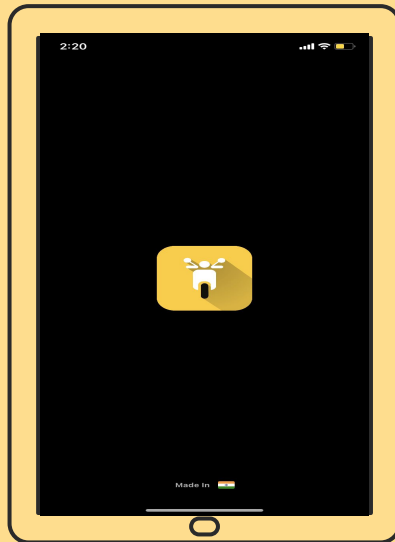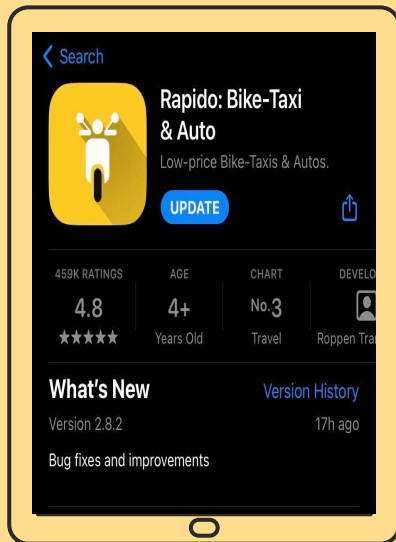
User Journey Map

Aman Shah
Aman is a 25 year old working professional who uses Rapido everyday to go and come back from office. He uses Rapido because it is cheap and because he can avoid traffic by going on a Bike and reach faster

User Journey - To book a ride to Office

	Open Rapido App	Enter Pickup and drop location	Select Bike or Auto	Wait for a captain to accept a ride	Wait for Captain to arrive	Get on the bike and ride	Payment	Rider Feedback
Journey Step								
Feeling	🙁	🤗	😔	😩	😫	😊	😔	🙃
User Thought	Ugh time to start another day - Hope I don;t have to wait long for a bike ride today	Thank god for the save an address feature, I don't have to keep selecting everytime	Auto's are so expensive compared to bike rides. I wish I had more options for a bike other than Rapido	I hope I can get a ride ASAP. I am running very late today!	I really hope he comes fast, it shows 2 mins away but he is not moving on the map like always	Finally he's here, I hope he takes the fastest route to my office and not the longest one	I hope I can make payment as soon as possible and get out of here	Ugh why do they need feedback all the time, it's super annoying
Insights	Even before booking a ride Tim is expecting a delay in booking. This shows how the consumer is perceiving the brand	We can understand that Tim prioritises to save time while booking a ride	As of right now, only Rapido provides bike rides hence whoever wants to go by Bike will have to book a Rapido	It usually takes some time to get a ride for most users, even though the App says that the average time to find a ride is 45 seconds	We can derive that the GPS system is not great and needs to be worked upon	There are alternative routes to getting to a destination, the captain needs to always take the fastest one	A smooth payment experience is essential to Tim as he is always in a hurry in the mornings	Making users fill feedback compulsorily reduces the quality of feedback

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USER JOURNEY MAP

USER JOURNEY MAP

USER EXPERIENCE

PROS

1. The made in India is a nice touch
2. Customer can finish a ride in 6 steps
3. Very Minimalistic design
4. Shows real times for getting a Cab/ Bike
5. One click login
6. Live tracking of ride
7. Save favorite locations
8. Coupons and Rapido wallet are good options for a payment
9. Same Pin for every ride is convenient

CONS

1. Can't add stops
2. GPS Accuracy is not great - shows captains are 100 mts away but they are really far off
3. Captains cancel rides when consumers don't pay with cash
4. "Wait time" would start even before the captain arrived the location
5. Very tough to find rides for small distances
6. After the ride is completed, usually the fare is higher

Source : Google Play Store

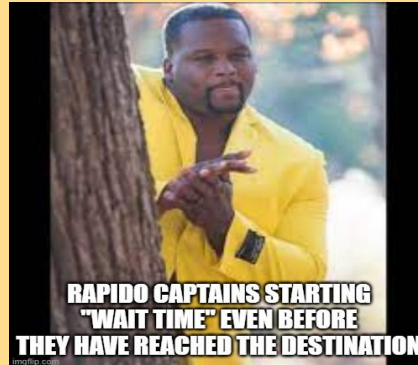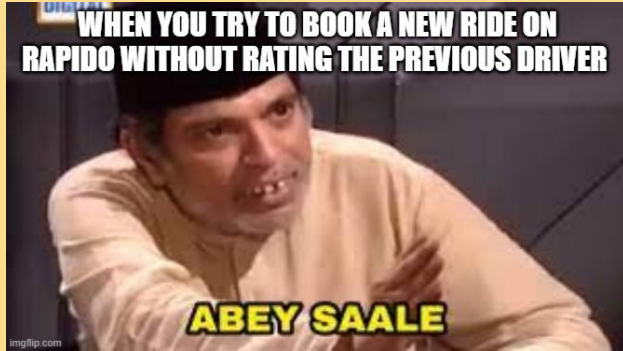# Areas of improvement

AREA

1. Pickup Experience

2. Advance Booking

3. Driver Experience

4. Fare calculator

5. Wait time framework

IMPROVEMENTS

1. Adding a stop feature/ Feature for multiple drop off points
2. Add a feature to book rides in the future and reward users for setting it up frequently
3. Users can get annoyed when drivers talk too much, keep an option in the app if the users want to have a conversation with the captain.
4. Ability to see how much a ride will cost in the future - taking into consideration the traffic history, time of day etc
5. Wait time expenses should be added to before the trip ends not after it

Some friction points for Rapido users

WHEN YOU TRY TO BOOK A NEW RIDE ON RAPIDO WITHOUT RATING THE PREVIOUS DRIVER

ABEY SAALE

WHEN YOU HAVE TO SETTLE FOR A BIKE BECAUSE RICKS ARE NOT AVAILABLE

RAPIDO CAPTAINS STARTING "WAIT TIME" EVEN BEFORE THEY HAVE REACHED THE DESTINATION

Key Metrics – Revenue

Number of App Downloads

Ratio of rides ordered to rides searched for

Number of Active users

Average rating of rides

Ratio of rides completed to rides booked (Booked means captain has confirmed

Average Price of a ride x Active users on the app

NORTH STAR METRIC

THANKS!

Please share your feedback in the comments section or mail it to me at - ayan732000@gmail.com