

Uber

Uber Carpooling in India – UX Redesign

Maximizing Efficiency & User Satisfaction



Re-Introducing Carpooling to India

Uber wants to reintroduce carpooling in India



Challenges: Issues with long detours, inefficient matching, and lack of route clarity



Goal: Optimize carpooling for efficiency and user satisfaction

User Research - Understanding the Needs



Long detours increase travel time



Users lack clarity on co-riders and route



Ride cancellations disrupt scheduling



Safety concerns with unknown co-riders



Unpredictable pricing and payment hassles

User Personas – Meeting the Users



User Profile

- **Name:** ROHAN
- **Age:** 28
- **Occupation:** IT Professional

ABOUT

Rohan commutes 20 km daily to work and prefers affordable and predictable transport options. He has faced issues with ride cancellations and long detours, increasing his travel time. He values reliability, minimal route deviations, and transparent payments.

"I need a reliable and cost-effective carpooling option that fits my schedule without unexpected detours or cancellations."

Life Goals

- Ensure minimal detours for faster travel
- Find reliable co-riders to avoid last-minute cancellations
- Have a transparent fare system to avoid payment disputes
- Access real-time tracking for better time management

Frustrations

- Unplanned detours adding to commute time
- Unpredictable pricing and payment hassles
- Ride cancellations disrupting his schedule

User Personas – Meeting the Users



User Profile

- **Name:** NEHA
- **Age:** 24
- **Occupation:** Student

ABOUT

Neha frequently commutes between home and university, often returning late. She has concerns about sharing rides with unknown co-riders and prefers verified, gender-based matching for safety. She also finds it difficult to manage last-minute ride cancellations and payment disputes.

"Safety is my top priority when choosing a carpool. I need a secure, hassle-free way to travel, especially at night."

Goals

- Choose co-riders based on gender or social circle
- Get real-time tracking to reassure family and friends
- Ensure ride reliability with minimal cancellations
- Have flexible payment options (UPI, wallets, cash)

Frustrations

- Safety concerns with unknown co-riders
- Ride cancellations causing inconvenience
- Payment disputes due to unclear fare breakdowns

User Personas - Meeting the Users



User Profile

- **Name:** RAJESH
- **Age:** 45
- **Occupation:** Businessman

ABOUT

Rajesh has an unpredictable schedule and travels frequently for business meetings. He prefers a premium carpooling experience with flexible ride-matching and verified co-riders. He often faces issues with last-minute cancellations and inconsistent routing.

"I need a premium, flexible carpooling experience with minimal disruptions and trusted co-riders."

Life Goals

- Find trusted and verified co-riders for safety
- Minimize detours with optimized route planning
- Ensure flexible payment options for convenience
- Get real-time tracking and SOS features for security

Frustrations

- Inefficient routing leading to longer travel times
- Lack of verified co-riders affecting trust
- Unclear fare breakdowns causing payment disputes

Combined Journey Map

Stage	Actions	Rohan's Thoughts/Emotions/Pain Points	Neha's Thoughts/Emotions/Pain Points	Rajesh's Thoughts/Emotions/Pain Points	Opportunities
Planning	Opens app, enters destination & time	"Will this route have detours? Is it affordable?" (Hopeful, Calculating) Pain Point: Unsure about route efficiency and cost.	"Is this app safe? Can I choose who I ride with?" (Concerned, Cautious) Pain Point: Safety concerns, lack of co-rider control.	"I need a ride quickly. I hope there are no delays." (Busy, Pragmatic) Pain Point: Time constraints, need for efficient routing.	<ul style="list-style-type: none"> - Clear route preview with estimated time/cost. - Safety information & co-rider selection options. - Prioritized matching for time-sensitive users.
Finding Ride	Searches for rides, checks profiles, compares options	"Are there reliable co-riders? I hope there are no cancellations." (Anxious, Evaluating) Pain Point: Uncertainty about co-rider reliability.	"Are there female co-riders? Are these profiles verified?" (Anxious, Hopeful) Pain Point: Co-rider safety, profile verification.	"Are there verified co-riders? I need a reliable ride." (Discerning, Selective) Pain Point: Need for trusted, verified co-riders.	<ul style="list-style-type: none"> - Co-rider profiles with ratings, reviews, cancellation history. - Verified profiles with background checks. - "Compatibility score" based on route, preferences, and ratings.
During Ride	Tracks ride, observes route, interacts with co-riders (if desired)	"Is this route efficient? Are these detours necessary?" (Frustrated if detours occur) Pain Point: Unplanned detours, lack of real-time updates.	"I hope I reach safely. It's good my family can track me." (Relieved, Secure) Pain Point: Safety concerns, especially during late-night rides.	"I hope this ride stays on schedule. I have a meeting." (Stressed, Focused) Pain Point: Time sensitivity, potential disruptions.	<ul style="list-style-type: none"> - Real-time tracking with detour explanations and ETA adjustments. - Shareable ride details for safety. - Proactive updates on delays/changes, option to reschedule/cancel.
Payment	Pays for the ride	"Was the fare calculated correctly? No hidden charges?" (Concerned) Pain Point: Unclear fare breakdown.	"I hope there are no issues with the payment." (Slightly Concerned) Pain Point: Potential payment disputes, limited options.	"I hope the payment process is smooth." (Efficient, Practical) Pain Point: Need for seamless, flexible payment options.	<ul style="list-style-type: none"> - Transparent fare breakdown with explanations. - Flexible payment options (UPI, wallets, cash). - Corporate accounts and expense tracking.
Post Ride	Rates the ride, provides feedback	"The ride was okay, but the detours were annoying." (Mildly Annoyed) Opportunity: Feedback on route efficiency.	"The ride was safe and convenient." (Satisfied) Opportunity: Feedback on safety.	"The ride was efficient and professional." (Satisfied) Opportunity: Feedback on ride quality and co-rider professionalism.	<ul style="list-style-type: none"> - Collect feedback on ride experience, co-rider behavior, safety, and suggestions for improvement.

Defining the Challenge, Proposing a Solution

PROBLEM:

- **Low user satisfaction and adoption due to gaps in trust, transparency, and efficiency**
- Users face **anxiety and inconvenience** from:
 - Unclear **co-rider information**
 - **Unpredictable routes** and detours
 - **Safety concerns** with unknown co-riders
 - **Awkward communication** between co-riders
 - **Lack of control** over the carpooling experience

Result: Frustration, unreliable commutes, and reluctance to use the service

HYPOTHESIS:

- **A user-centric redesign will improve satisfaction and adoption by enhancing transparency, control, and safety.**

Key Features for Improvement:

- **Detailed co-rider profiles** for trust & security
- **Real-time route tracking** with detour explanations
- **In-app communication tools** for seamless coordination
- **Customizable matching preferences** (gender & social circles)
- **Transparent pricing** to reduce fare disputes

Expected Outcome: A **positive, reliable, and widely adopted** Uber Carpool experience in India.

Competitive Analysis – Learning from Others

Service	Key Features	Limitations
Uber Pool (Previous Version)	<ul style="list-style-type: none">• Dynamic Carpooling: Matched riders heading in the same direction.• AI-Based Route Optimization: Adjusted routes in real-time for efficiency.• Seamless Payment: Integrated with Uber's existing payment options.	<ul style="list-style-type: none">• Long Detours & Delays: Many users faced inefficiencies due to multiple pick-ups and drop-offs.• Lack of Transparency: Riders had no clarity on their co-passengers or route adjustments.• Suspended in India (2020): Discontinued due to COVID-19 and operational inefficiencies.
Ola Share	<ul style="list-style-type: none">• Fixed Routes with Share Express: Offers fixed routes to reduce detours and make shared rides more affordable. (olacabs.com)• Upfront Fare Display: Shows the fare before booking, providing cost transparency. (blog.olacabs.com)	<ul style="list-style-type: none">• Route Transparency Issues: Users have reported concerns about the routing algorithm, indicating a lack of clarity in route adjustments. (reddit.com)• Refund Policy Concerns: Recent regulatory scrutiny highlights the need for improved transparency in billing and refund processes. (m.economictimes.com)
BlaBlaCar	<ul style="list-style-type: none">• Intercity Carpooling: Connects drivers and passengers for long-distance travel, sharing costs. (blablacar.com)• Community-Based Platform: Emphasizes trust with verified profiles and user reviews.	<ul style="list-style-type: none">• Not Optimized for Daily Commuting: Primarily focuses on intercity travel, making it less suitable for daily urban commutes. (ncrypted.net)• Limited Presence in India: While expanding, its network within Indian cities remains limited compared to local competitors.
Rapido Pool	<ul style="list-style-type: none">• Bike-Sharing Focus: Offers bike-sharing options, providing a quick and economical alternative for short distances.	<ul style="list-style-type: none">• Limited Scalability: Bikes are less suitable for longer distances or adverse weather conditions, limiting their appeal for all user segments.• Safety Concerns: Riding with unknown drivers on two-wheelers may raise safety issues for some users.

Design Solution – Proposed Features



Smart Matching Algorithm: Minimize detours with optimized routing



Co-Rider Preferences: Choose ride partners by gender or social circle



Live Ride Tracking: Real-time route transparency



Safety Measures: Verified profiles and SOS alerts



Flexible Payments: UPI, wallets, and cash support

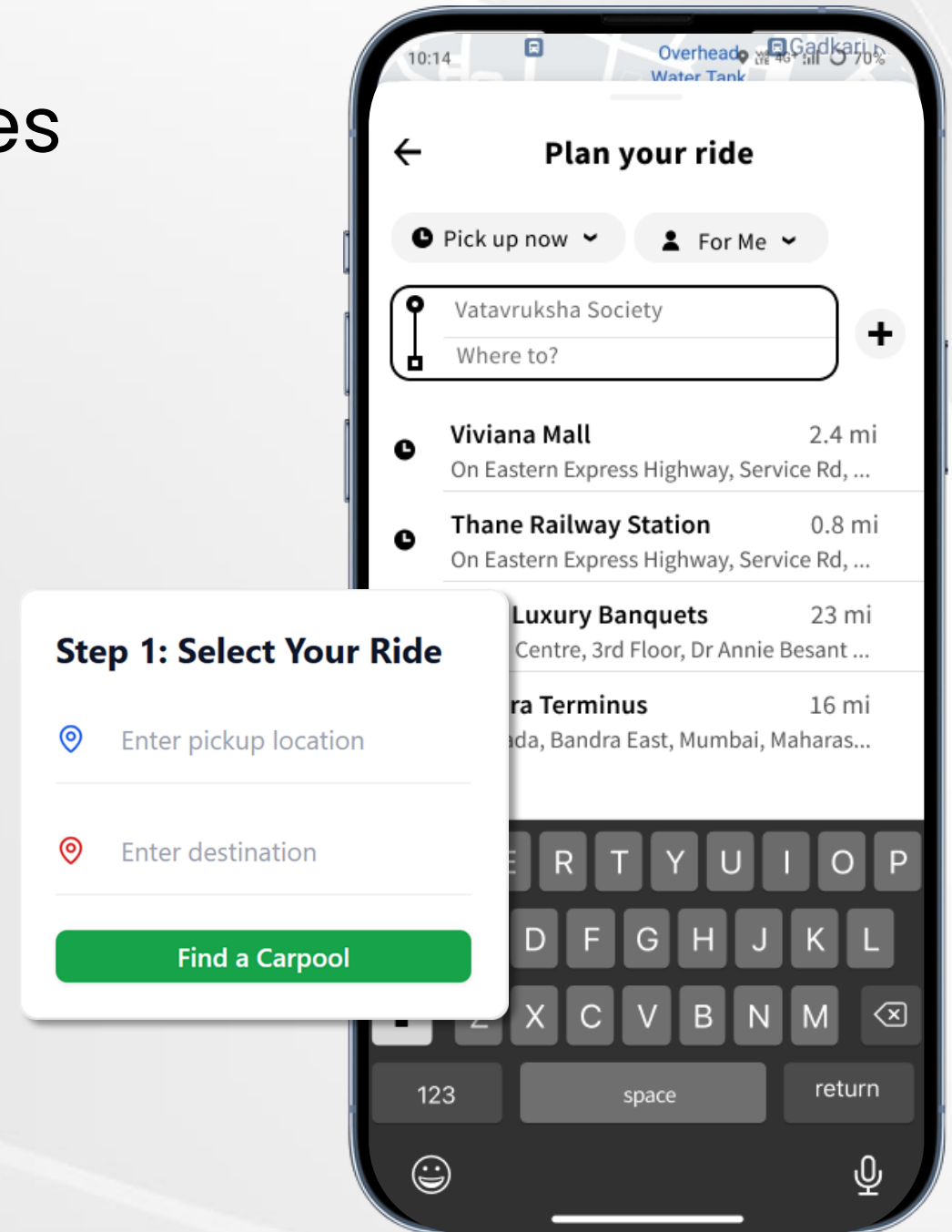
Design flow - Proposed Features

1. Ride Request

- User opens the **Uber app** and selects **Carpool**.
- Enters **pickup & drop-off locations**.
- Chooses **co-rider preferences** (Anyone, Same Gender, Known Circle).
- Reviews **estimated fare & ride duration**.
- Clicks "**Find a Carpool**" to proceed.

Conditional Interactions:

- If no co-riders are found, the user can:
 - Wait for more matches.
 - Adjust preferences (wider match radius, more flexible co-riders).
 - Take a solo ride at an updated fare.



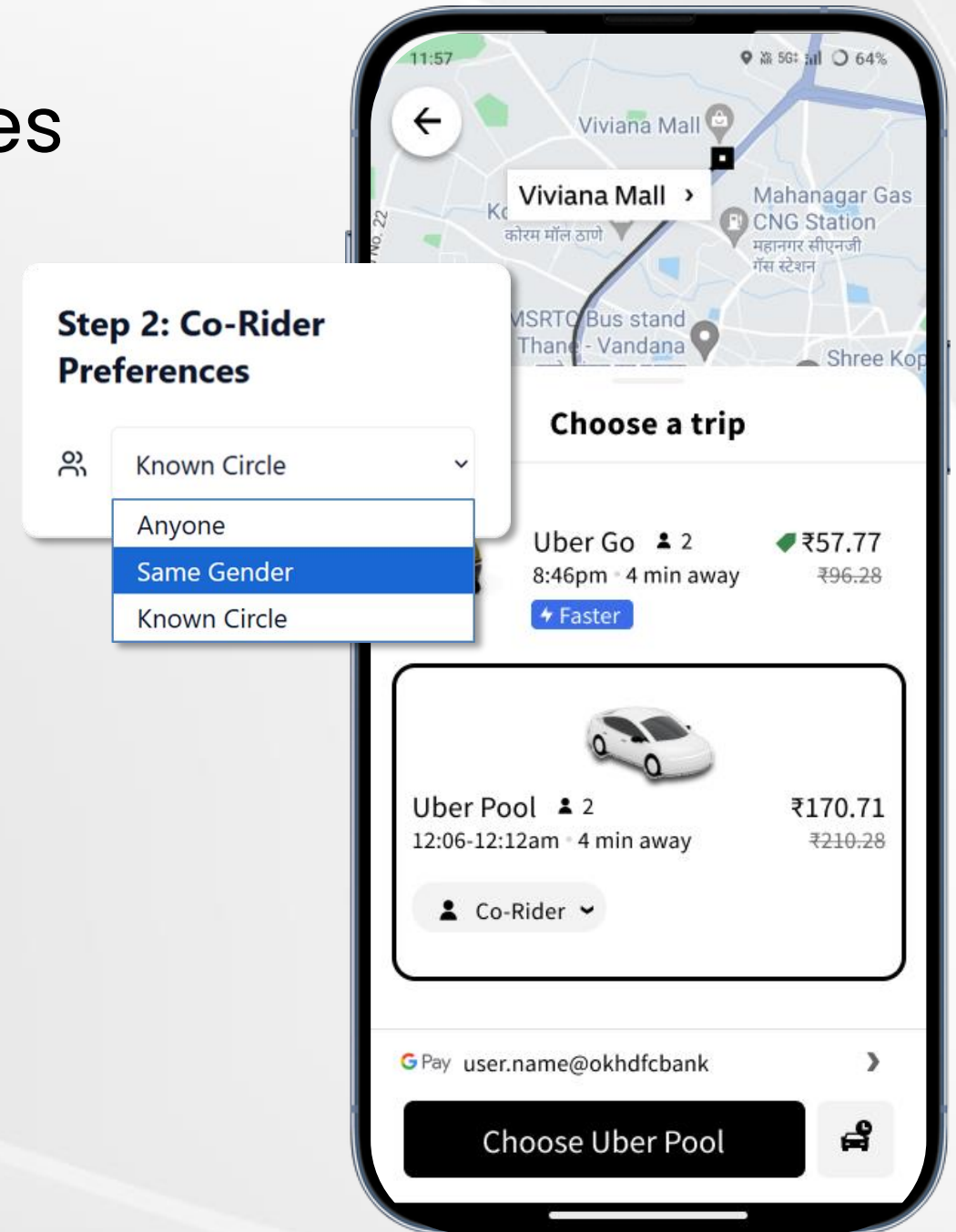
Design flow - Proposed Features

2. Co-Rider Match

- Uber's **matching algorithm** finds co-riders with minimal detours.
- User receives **ride match details**, including:
 - **Co-riders' profiles** (first name, rating, verification badge).
 - Pickup order and estimated ride time.
 - Driver details and vehicle info.

Conditional Interactions:

- If the user **rejects the match**, they can:
 - Wait for a new match (limited free rejections).
 - Opt for a solo ride.



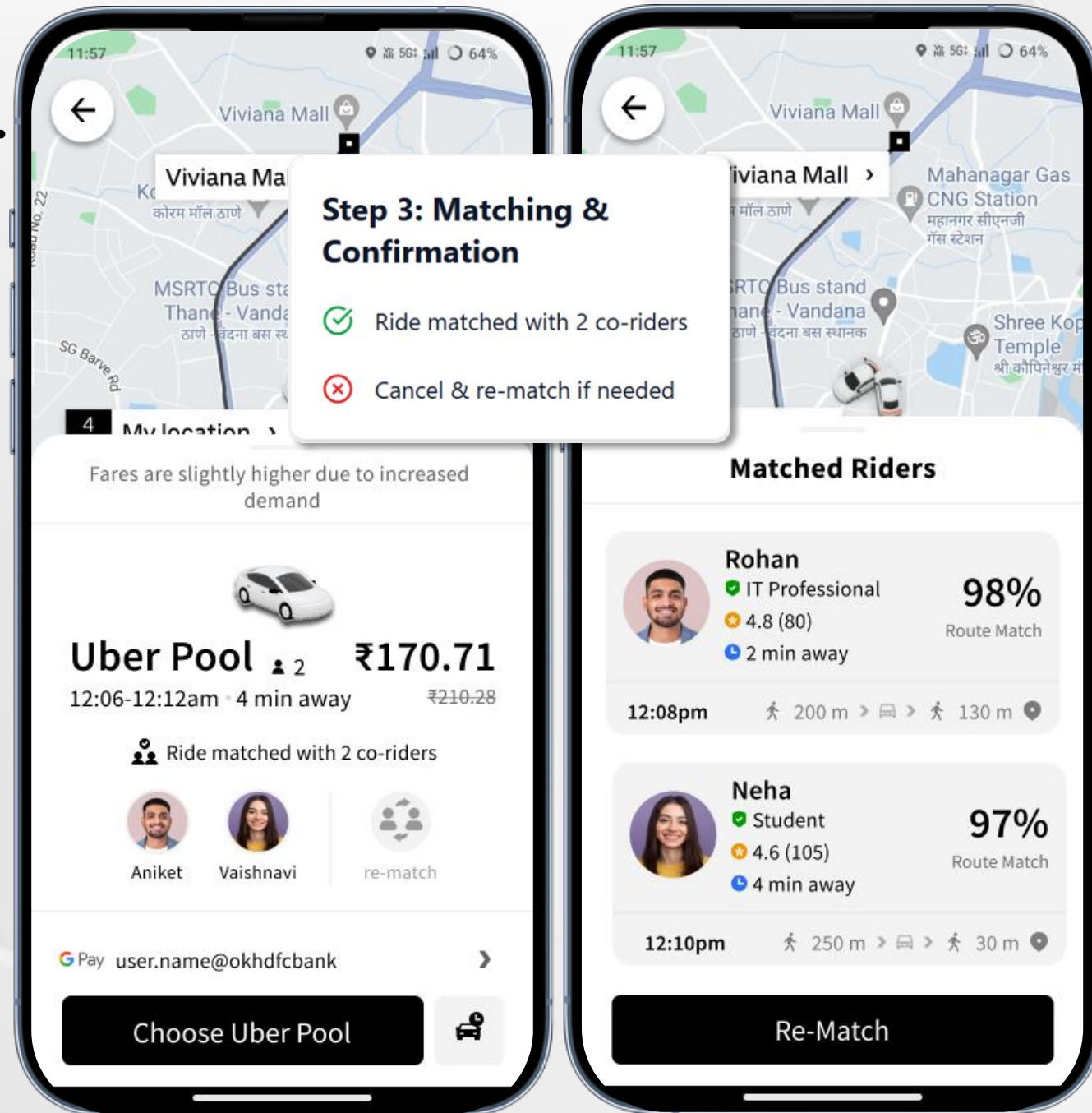
Design flow - Proposed ...

3. Confirmation

- User **confirms** the match and is assigned a carpool.
- Ride details are **locked in**, and **driver ETA** is displayed.
- All co-riders are notified about updated pickup sequences.

Conditional Interactions:

- If a **co-rider cancels**, the system:
 - Adjusts fares & notifies remaining users.
 - Finds a replacement rider if possible.



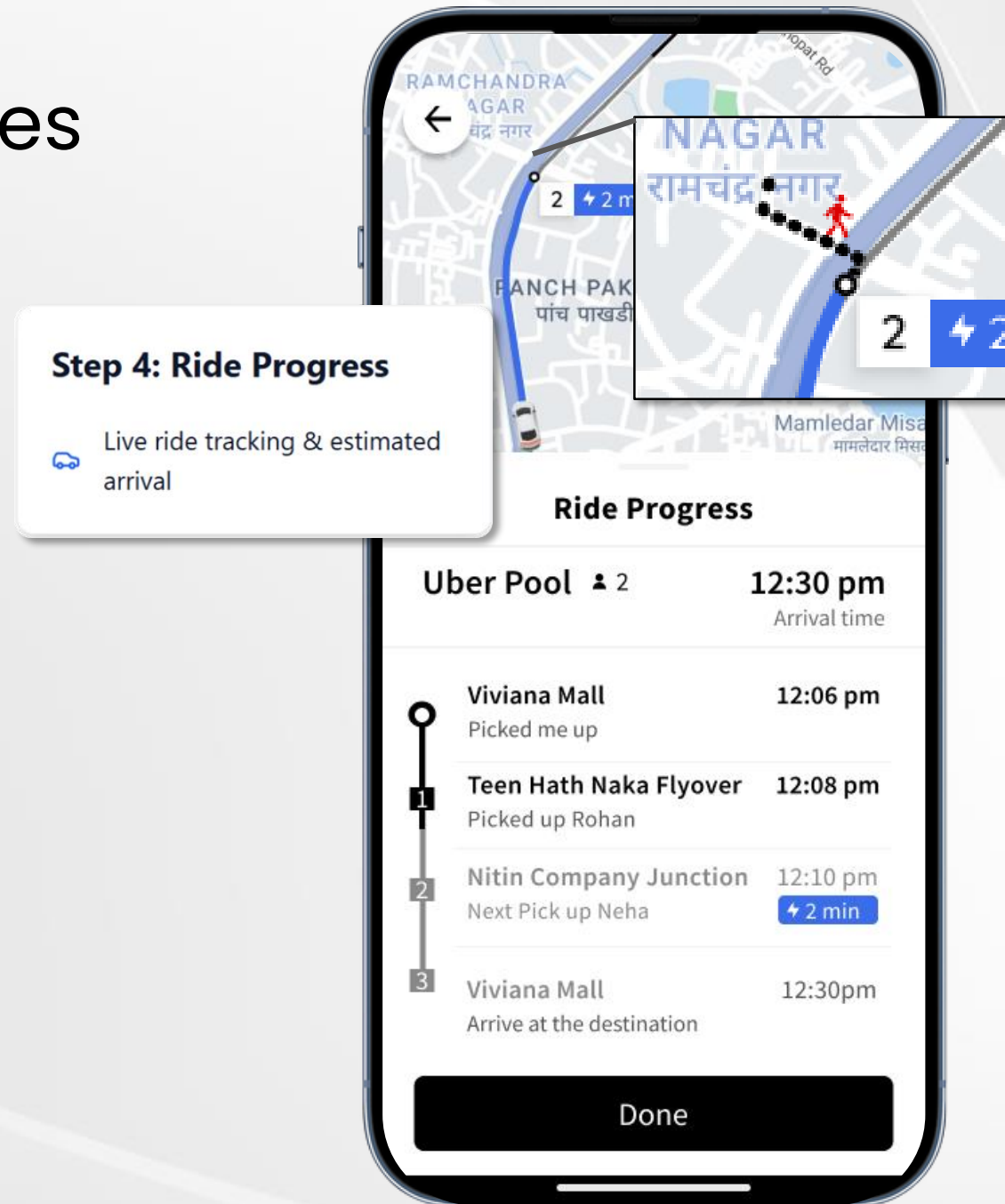
Design flow - Proposed Features

4. Trip Progress

- User is picked up as per the **optimized route**.
- App provides:
 - **Live tracking** of the trip.
 - **Real-time ETA updates** for all drop-offs.
 - In-app **SOS button** for safety.

Conditional Interactions:

- If **route deviation occurs**, Uber's system:
 - Sends an alert to all riders.
 - Offers an option to report the issue.
- If a **co-rider cancels mid-trip**, the fare is **adjusted automatically**.



Design flow - Proposed Features

5. Ride Completion

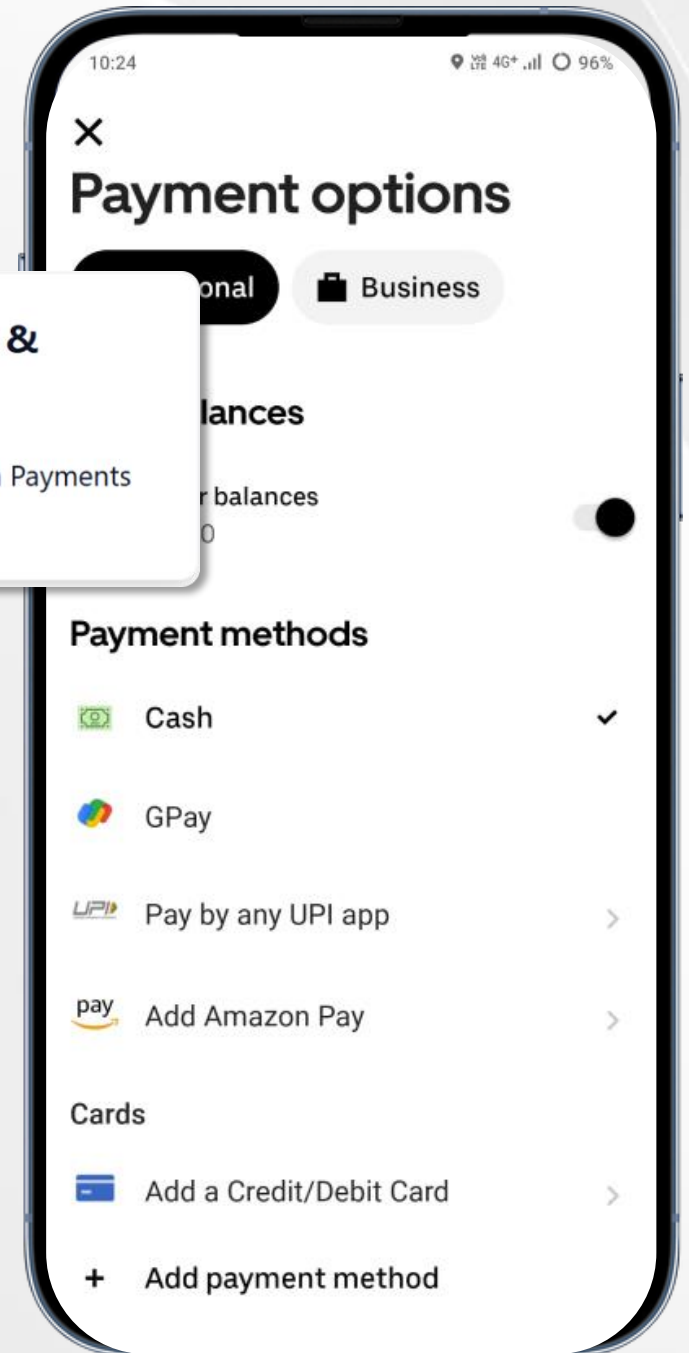
- User reaches their drop-off point.
- Payment is processed (pre-selected UPI, wallet, or cash).

Conditional Interactions:

- If there's a **payment dispute**, users can:
 - Request Uber's fare review.
 - Contact support for refunds or adjustments.

Step 5: Payment & Pricing

UPI, Wallet, & Cash Payments Supported



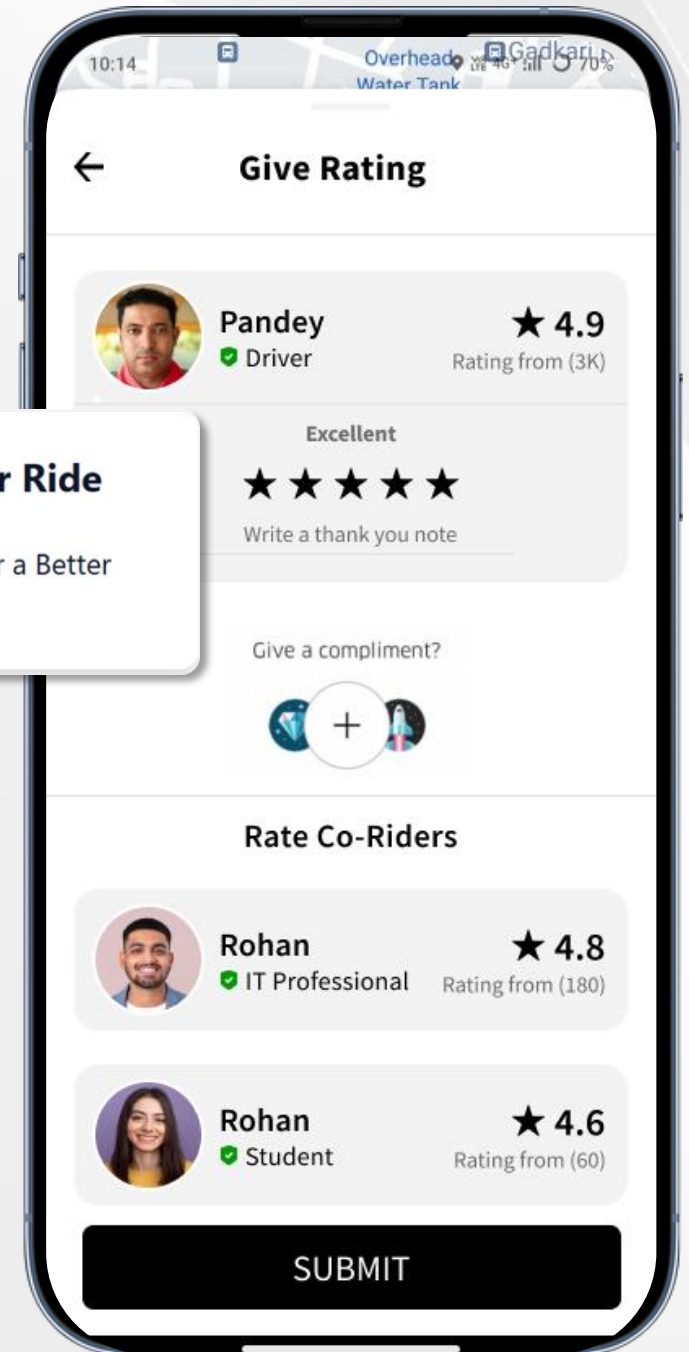
Design flow - Proposed Features

6. Feedback & Ratings





- User is prompted to **rate the ride** (driver + co-riders).
- Option to provide **additional feedback** (cleanliness, behavior, delays).
- Uber uses ratings to:
 - Improve **matchmaking accuracy**.
 - Flag **problematic co-riders**.

Step 6: Rate Your Ride





★ Leave Feedback for a Better Experience



Success Metrics – Measuring Impact

-  Reduced detour time by **30%**
-  Increased ride completions
-  Improved user ratings & satisfaction
-  Higher retention rate for carpool users

Post-Launch Feedback – Continuous Improvement

-  In-app surveys post-ride
-  User interviews and A/B testing
-  Analyzing ride cancellation reasons
-  Monitoring social media sentiment

Challenges & Mitigation - Addressing Potential Issues



Challenge: Rider cancellations →

Mitigation: Incentives for reliable users



Challenge: Safety concerns →

Mitigation: Verified co-riders and emergency SOS



Challenge: Payment disputes →

Mitigation: Transparent fare breakdowns



Thank You

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