

UBER

Building “Uber for everyone”

Prepared for Agilia Budapest

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Uber Technologies

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Agenda

Title of meeting

1. Business and Customer Context
2. Mission
3. Digging Deeper
4. Uber Lite
5. Q&A



Business and Customer Context

The markets we are operating in

—— We've grown tremendously

10 Billion

Trips recently
completed

—— But it's humbling, we're just starting

<1%

Of overall 5.5
trillion dollar
transportation
market

—— Our next biggest growth lever is outside of the US

70%

Trips are
happening
outside of the US

75%

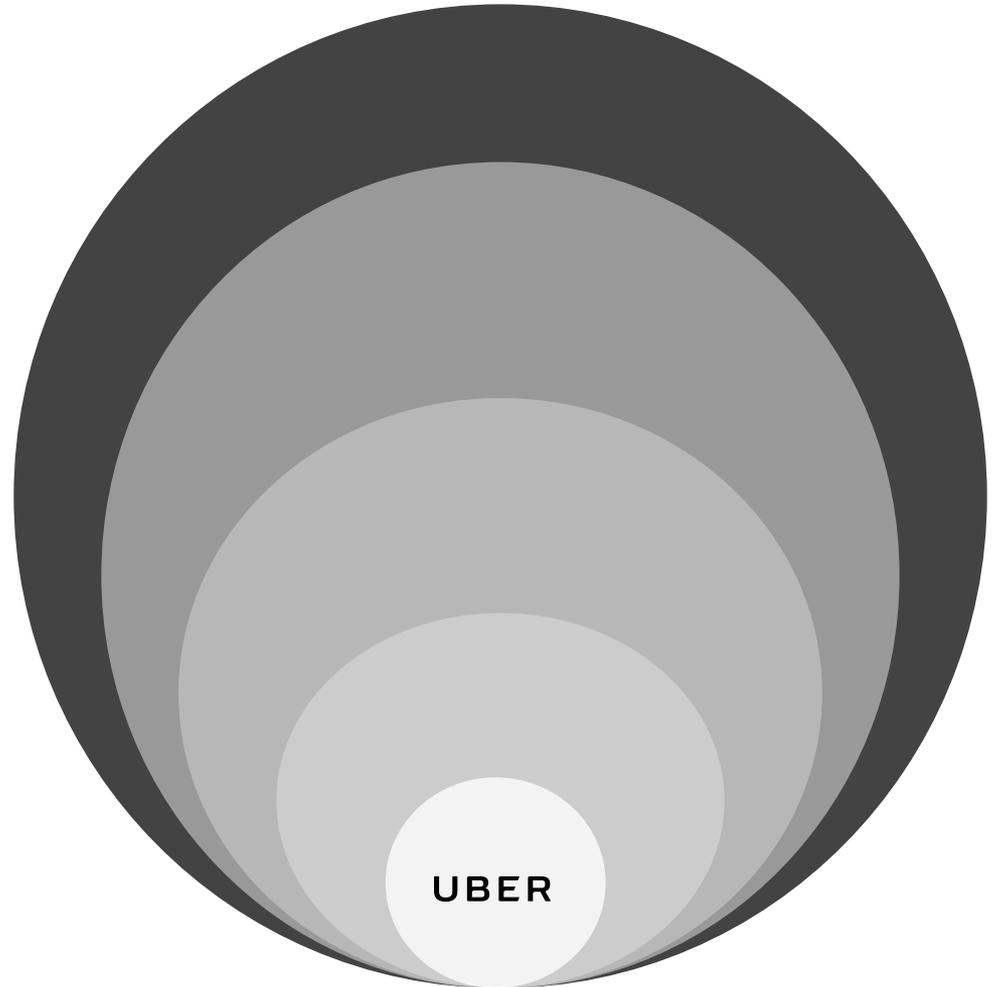
of app sessions are on 2014 or older
devices

33%

of app sessions occur on Sub-3G
networks

There were
several
problems
to be
solved

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several
problems
to be
solved



Digging deeper

Process throughout the product life cycle



Month	Day	Event
May	1	
May	2	
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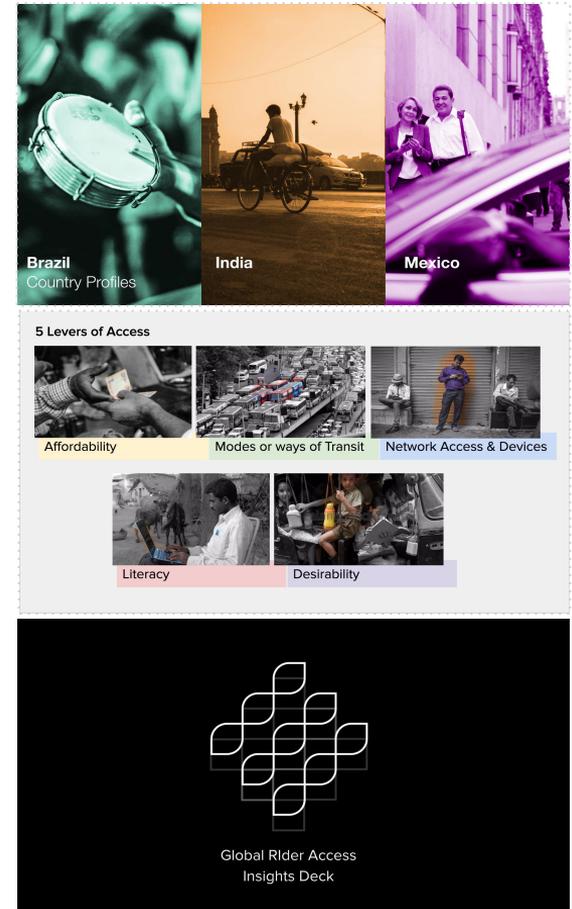
Testing Calendar

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1. Pre-understanding: Desk research and Data Analysis

- A. Country Profiles for Brazil, India & Mexico** - The idea was to understand the target markets more deeply, understand macro-behaviours, similarities and differences between these countries.
- B. Lite Apps and PWAs existing in these countries** - This was to understand the landscape when it comes to existing Lite apps and PWAs in emerging markets.
- C. Data Deepdive and insights** - Go deeper into existing behaviours pointing to use of light apps.





BRAZIL

2018 FIFA WORLD CUP RUSSIA

2. Immersion Trip to LATAM





Home Visits

26 users. 2 hours each. In home visits.



Street Intercepts & Observations

50 sessions. First hand learning.



Concept Testing & Experimentation

Early feedback.



What are their reasons to ride with Uber?





Taking dad to hospital



To meet her daughter



For her employees



To visit church



When with luggage



Punctuality matters



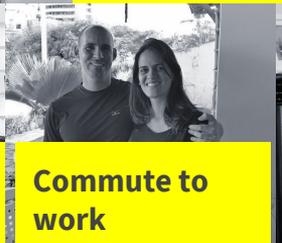
Unknown destination



Get to bus or metro stop



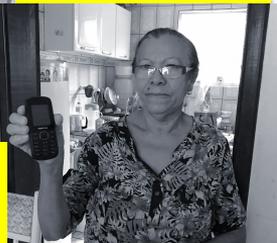
Travelling at night



Commute to work



Traveling with kids



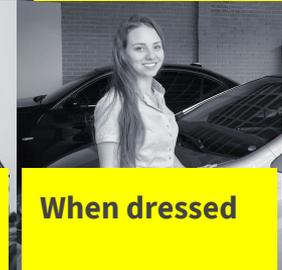
Travelling with friends



Parking is a pain



After party



When dressed





Why are they not riding with us?





“I don’t want to learn something new”



“I ask my daughter to book for me”



“I can’t afford it”



“Someone tried, but couldn’t download the app on my phone”



“I would rather call a SITIO taxi”



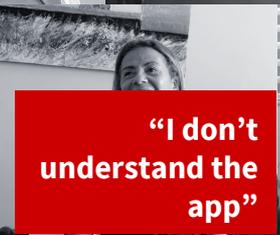
“I prefer calling drivers that I know”



“I am scared to send my kids alone”



“I can’t use the app when I am not on Wifi”



“I don’t understand the app”



“I don’t understand tech. She books it for me.”



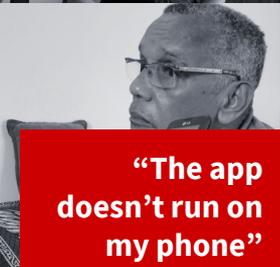
“I don’t trust UBER drivers”



“My company pays for my commute”



“I can’t afford unless splitting with friends”



“The app doesn’t run on my phone”

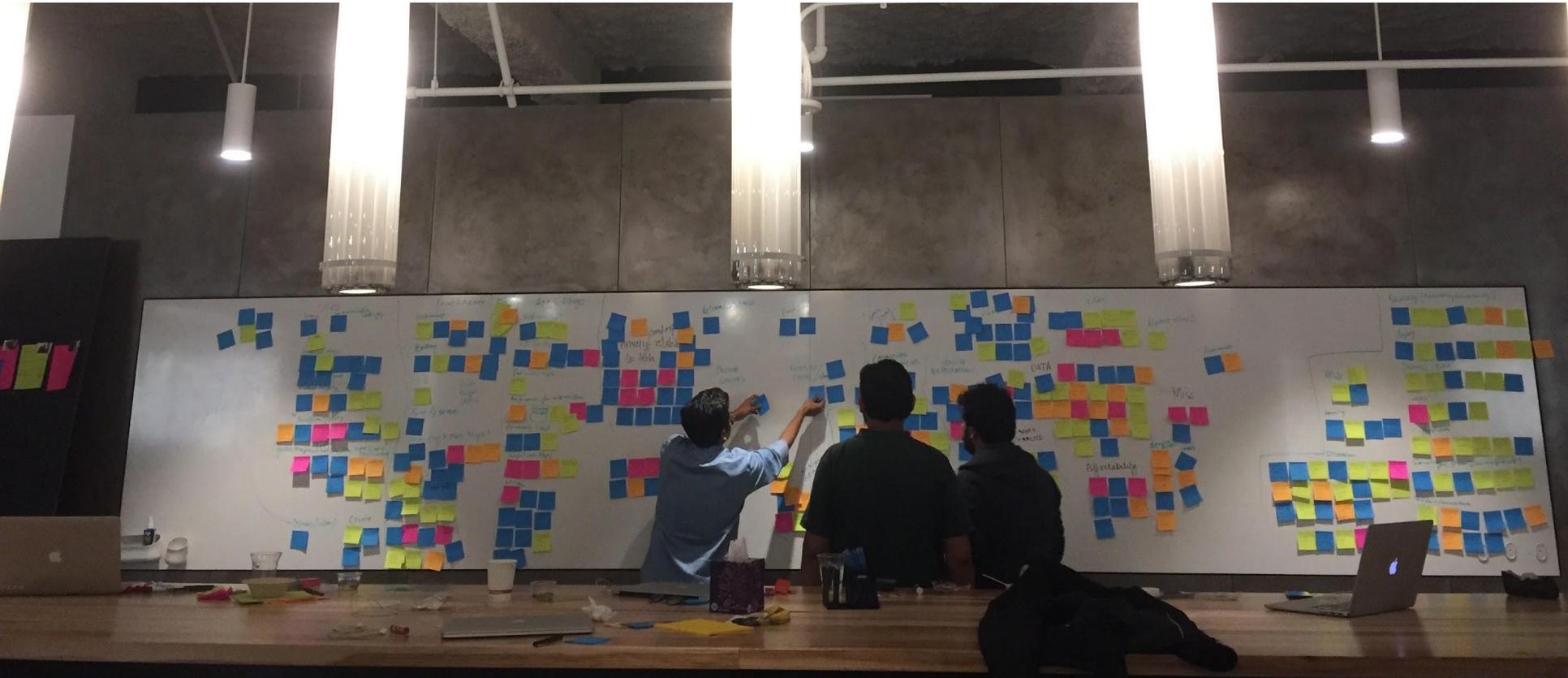


“I can’t download the app. Phone runs out of memory”



“I don’t always have data to book”

3. Synthesis and Product Sprints



Rider Needs

Access

Reliability

Ease of Use

Safety



“My phone is often full and I need to start deleting apps to make room for photos”

Rider, Sao Paulo

UBER DATA

Current app download and on-disk size affect rider’s ability to download and keep it on the phone

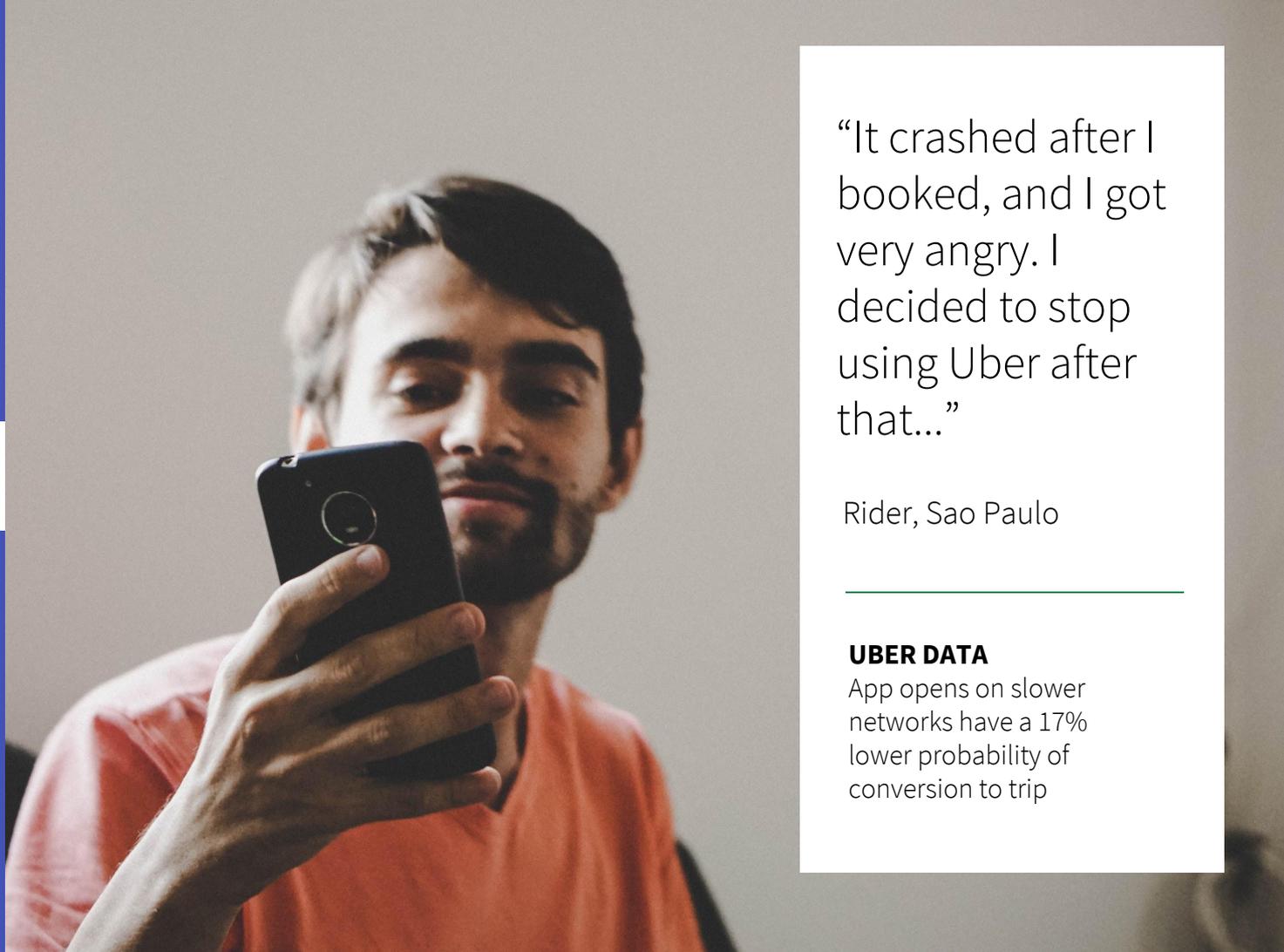
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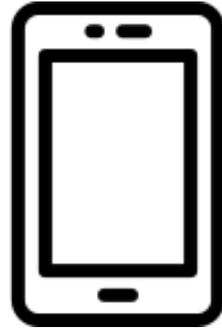


“It crashed after I booked, and I got very angry. I decided to stop using Uber after that...”

Rider, Sao Paulo

UBER DATA

App opens on slower networks have a 17% lower probability of conversion to trip



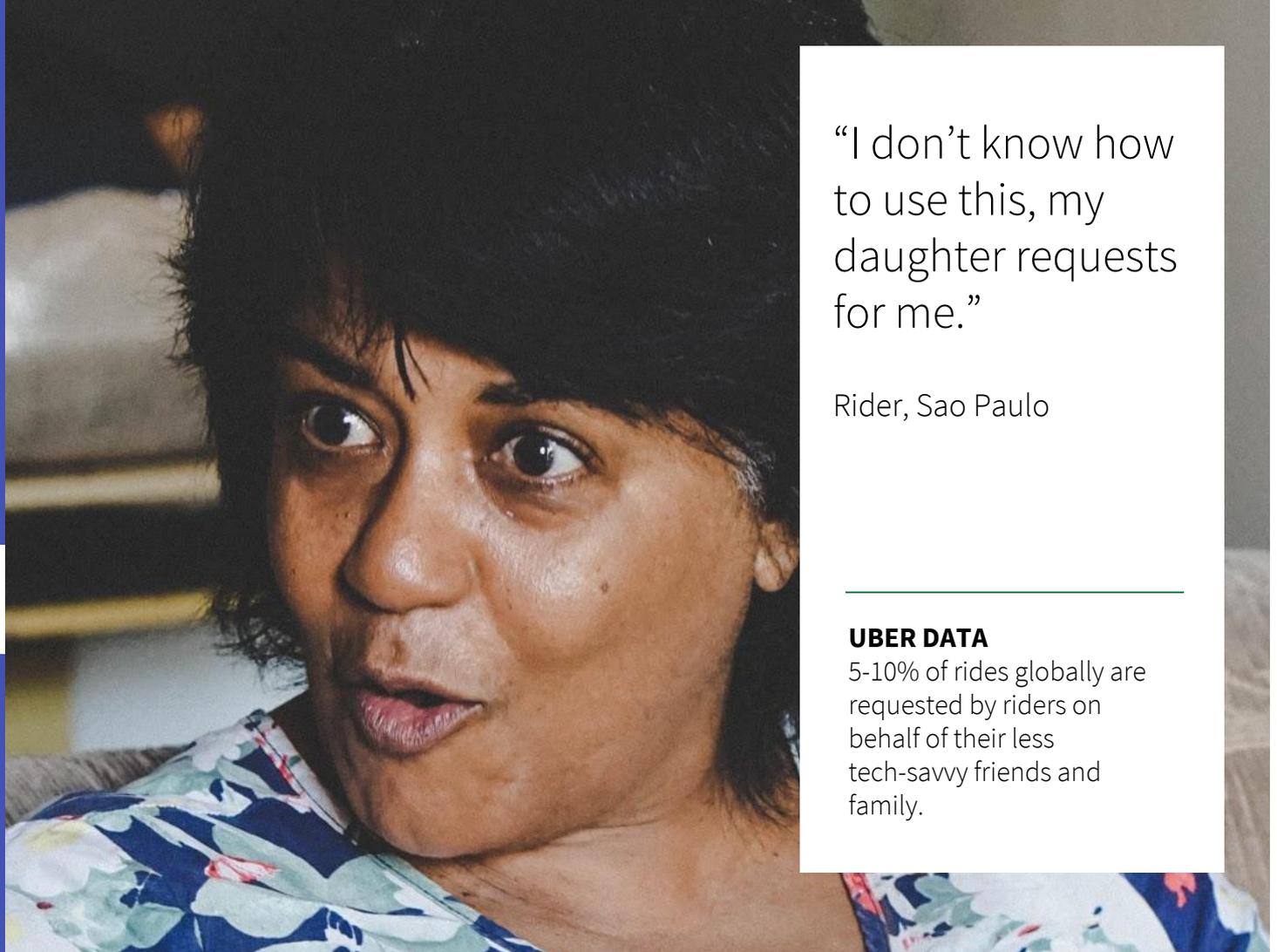
Rider Needs

Access

Reliability

Ease of Use

Safety



“I don’t know how to use this, my daughter requests for me.”

Rider, Sao Paulo

UBER DATA

5-10% of rides globally are requested by riders on behalf of their less tech-savvy friends and family.

Rider Needs

Access

Reliability

Ease of Use

Safety



“I always let my husband know where I am as soon as I book”

Rider, Sao Paulo

UBER DATA

1 in 5 riders (~3.3M) limit rides in a given month due to safety concern

Three Key User Problems to Solve

“My basic Android device is incapable of effectively running the Uber app”



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“My basic Android device is incapable of effectively running the Uber app”

“The Uber experience is challenging due to poor bandwidth, connectivity, and GPS in my area”



Three Key User Problems to Solve

“My basic Android device is incapable of effectively running the Uber app”

“The Uber experience is challenging due to poor bandwidth, connectivity, and GPS in my area”

“I find the Uber application confusing to use”





“Anyone Can Uber”

Our Mission

Enable large, new & unaddressed
segments of riders to experience Uber
magic

UberLite

- Core Product Principles
- Key Design Shifts
- Demo

Light

Instant

Simple

Core product principles

LIGHT

5MB, which is 1/8th of our current app

From download, to install, to how it looks, feels and works. At every moment, our app should feel light

INSTANT

Even in adverse network and device conditions.

Users perceive the app as quick and responsive in the most adverse of operating conditions

SIMPLE

Making it simpler to use

Users feel in control. Only the most essential tasks are exposed. These tasks are accomplished easily, and with minimal cognitive overload

LIGHT

5MB, which is 1/8th of our
current app

- A. **Defining the core feature-set by reducing bells and whistles** - Advanced features like business and family profiles, scheduled rides, all pervasive maps were deliberately cut and secondary flows like support etc. were taken to web views. What we didn't compromise with was the core booking flow, safety and payment features.
- B. **Engineering excellence** by optimizing the libraries we use and the builds we release.

INSTANT

Even in adverse network and device conditions.

- A. Maps on demand** - Maps were heavy on network consumption. We deeply understood the utility of maps from our current and new/ next rider base to make it a maps-on-demand design. While we were able to eliminate maps on several stages of the app, we kept it on demand where it was a critical piece of information (like on trip or when driver is coming to pick you up). Information hierarchy was also critical in reducing extra network calls.
- B. Network guidance framework** - The app adapts to network conditions and optimises to get users to a ride as fast as possible.
- C. Offline as a state** - is something we realise is also important and hence, we use SMS for delivering key information to our riders, in case data fails.
- D. Lite Backend Orchestration** by sending only delta payloads (the bits that changed)

SIMPLE

Making it simpler to use

Core Frameworks

GUIDED PICKUPS

Provide greater transparency in and assist riders in setting a pickup location.

TAPPABLE DESTINATIONS

Jumpstart a request without having to search

MAPS ON TAP

Load maps on demand to simplify experience and conserve bandwidth

CONNECTED RIDE

Let every ride be shared with friends and family

LOCALIZED FROM DAY ONE

Enable riders to use the app confidently in their own language

ACTIONABLE ALERTS

One discoverable place for all communication from Uber.

Guided Pickups

Guided Pickups

Tappable
Destinations

Maps on Tap

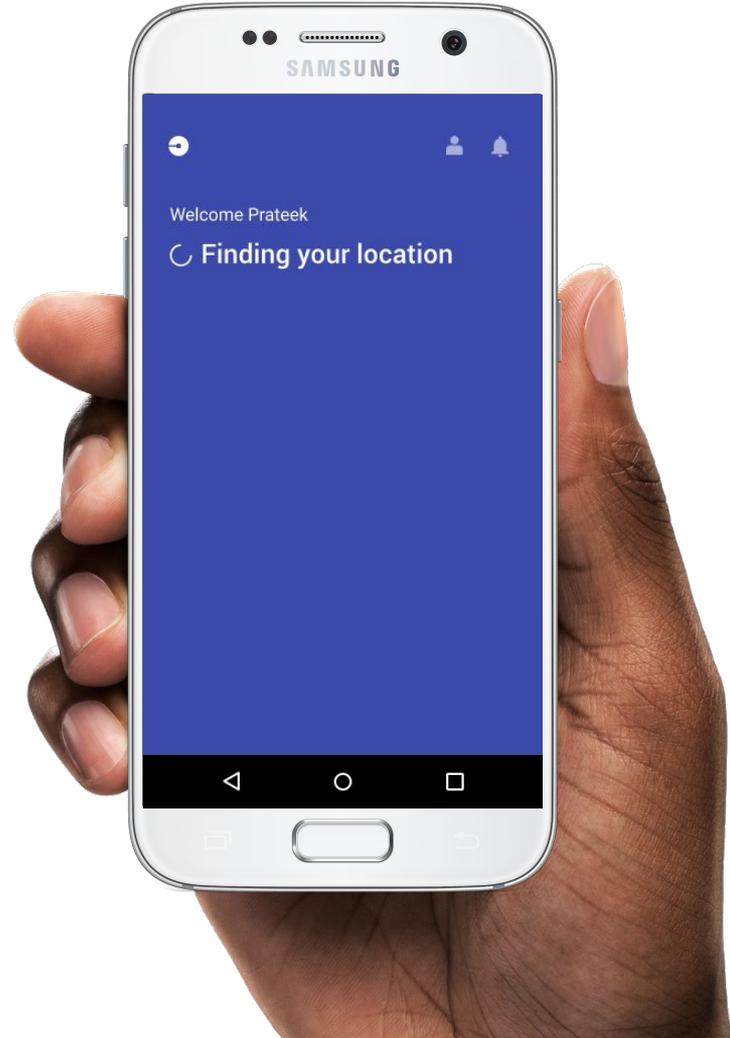
Connected Ride

Localised

Notifications

We detect and inform you of your pickup location upfront and let confirm or change it at a glance based on the PEX confidence framework.

You can also pick from a set of curated POIs

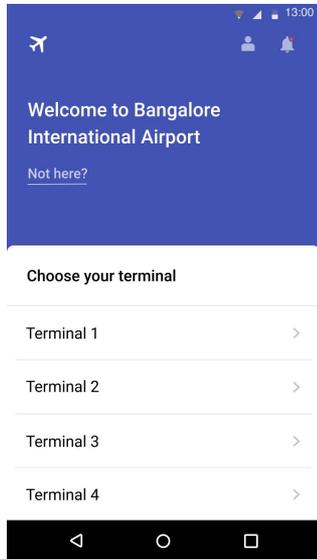


Guided pickups framework

WIP

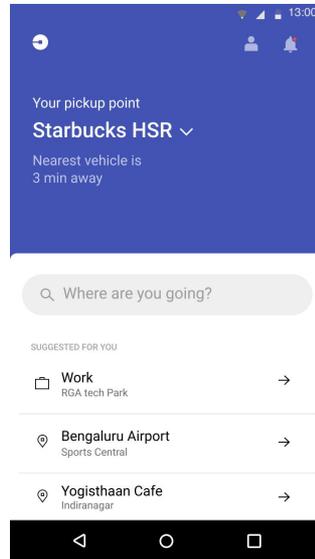
Very High Accuracy

Venues, Locations with Hotspots



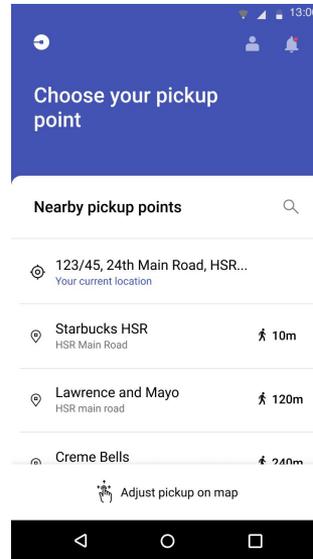
High Accuracy

Previously been here



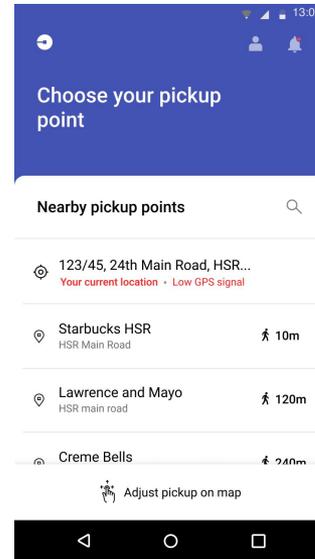
Medium Accuracy

Unsure of exact location



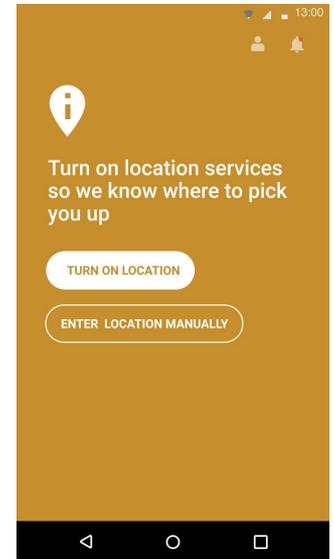
Low Accuracy

Accurate to 150m and above



No Accuracy

NO GPS, GPS Turned off



Tappable Destinations

Guided Pickups

**Tappable
Destinations**

Maps on Tap

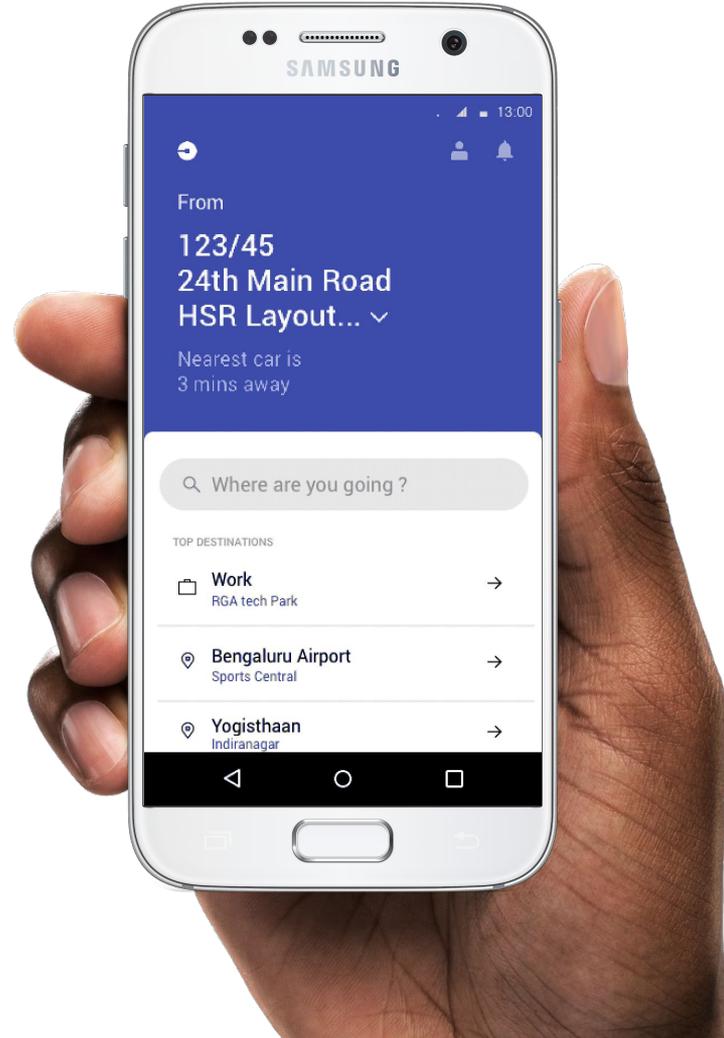
Connected Ride

Localised

Notifications

The home screen provides a long scrollable list of destinations organized chronologically that let you easily start the request.

The top destinations in the city are cached so they are available even when you are offline.



Maps on Tap

Guided Pickups

Tappable
Destinations

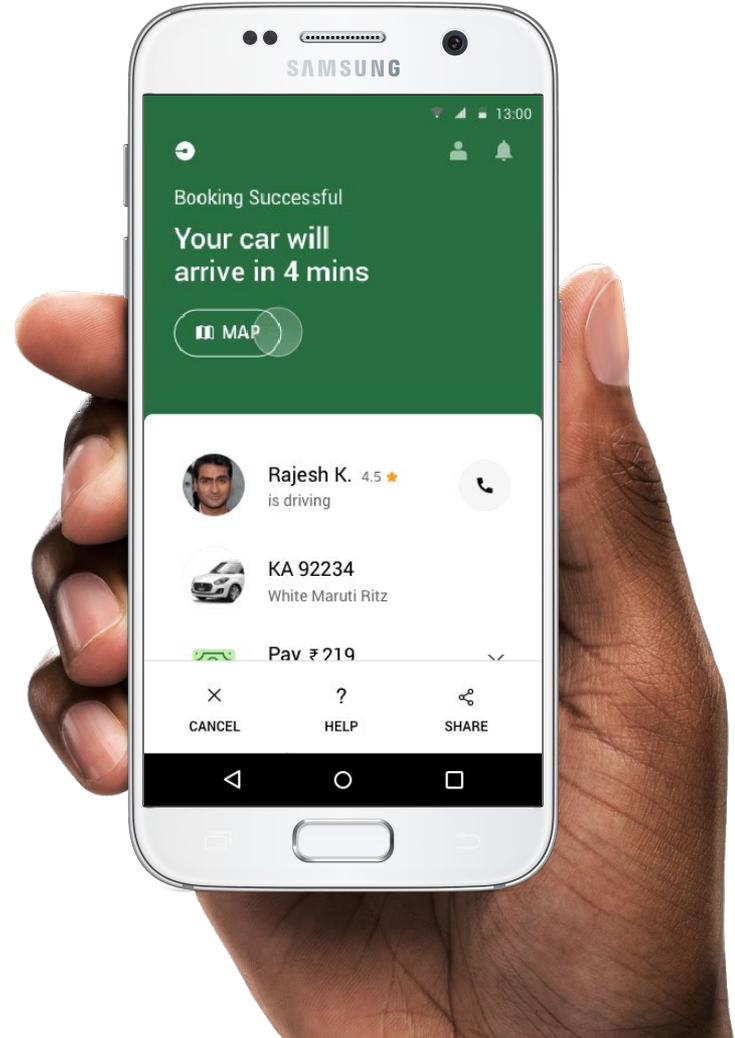
Maps on Tap

Connected Ride

Localised

Notifications

Users can opt-in to seeing maps during the request flow saving



Connected Ride

Guided Pickups

Tappable
Destinations

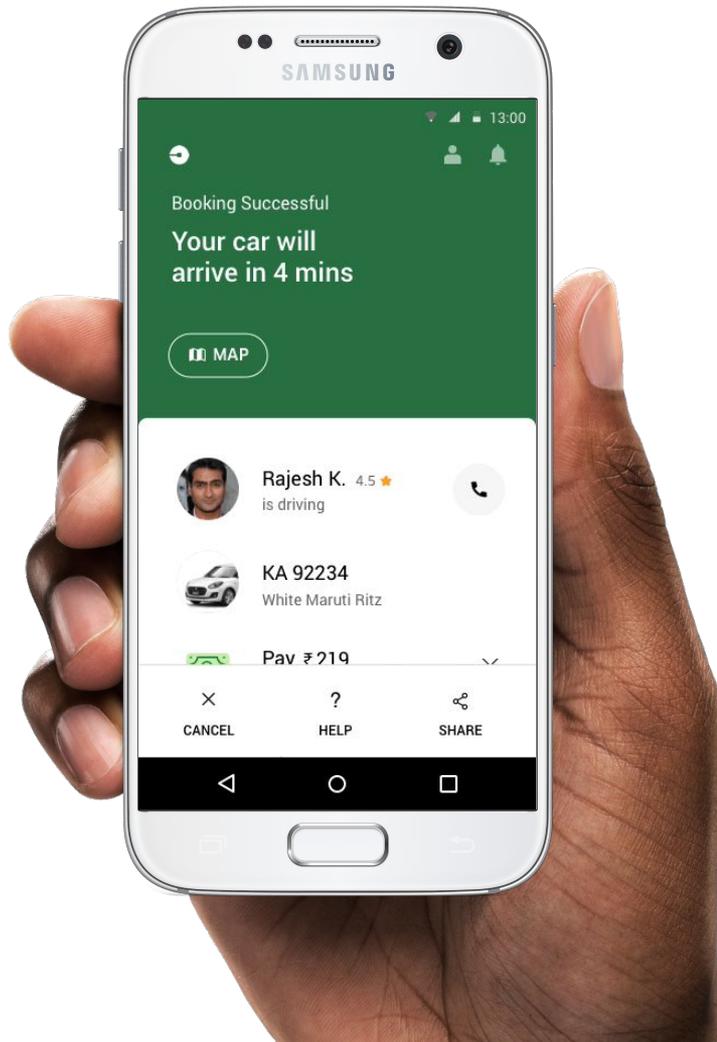
Maps on Tap

Connected Ride

Localised

Notifications

Let every ride be shared
with friends/family



Localised from day one

Guided Pickups

Tappable
Destinations

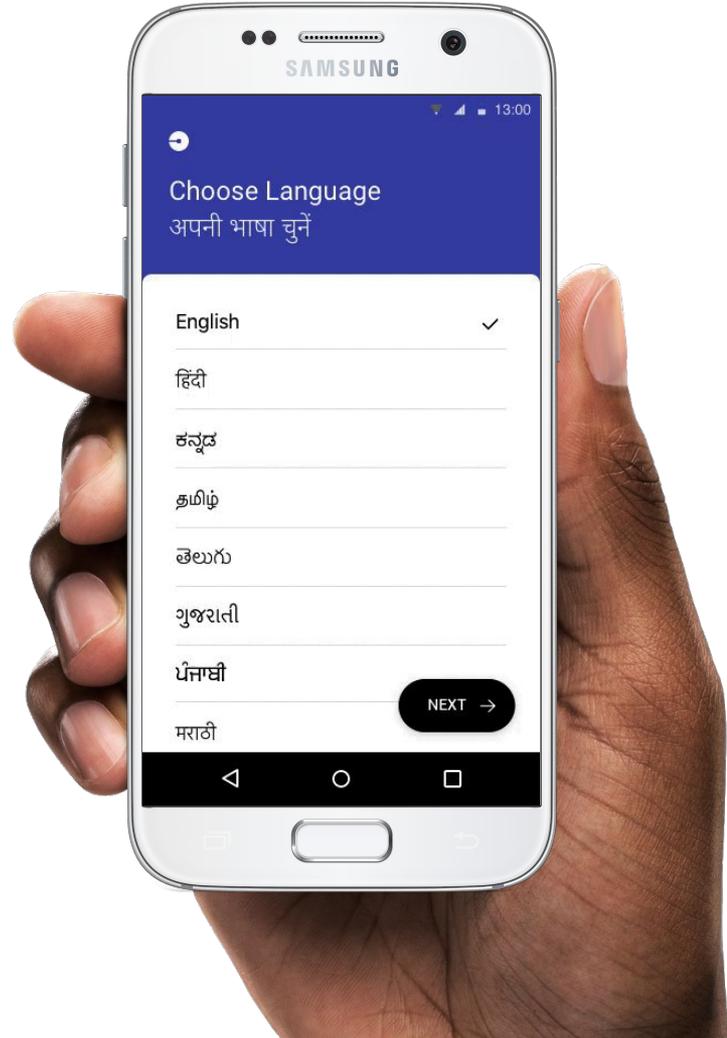
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Enable riders to use our app confidently in their own language



Notifications

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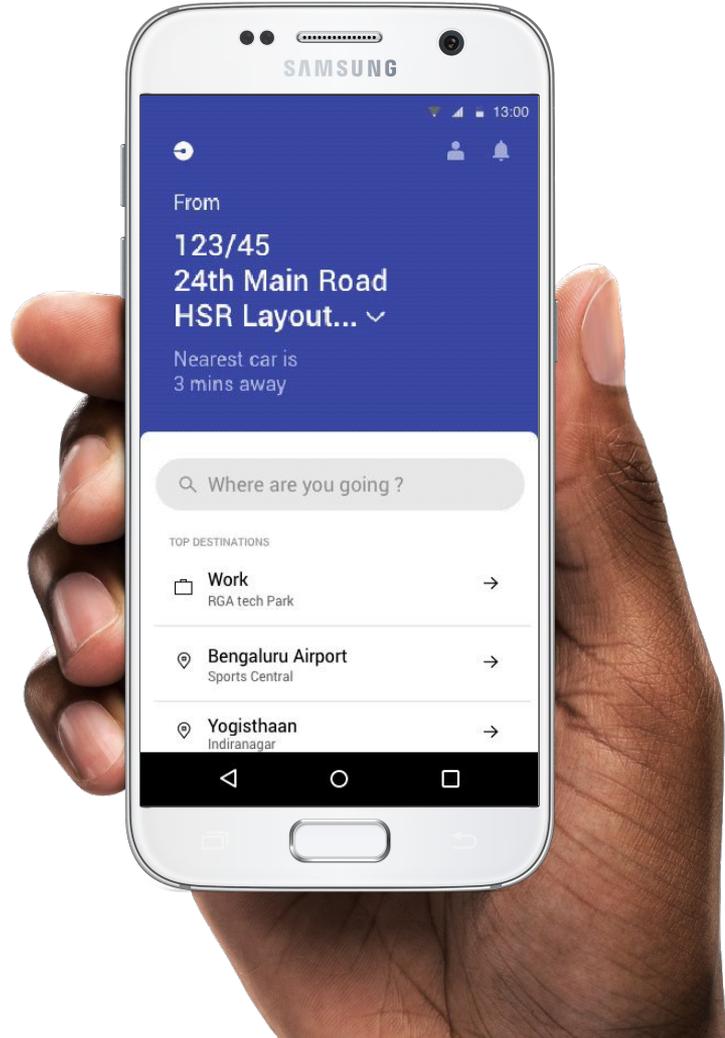
Maps on Tap

Connected Ride

Localised

Notifications

One discoverable place
for all the communication
from Uber





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UBER

Thank you

Naman Mathur

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