



UberFriends: UberPOOL for Friends



# Case Scenario & Personas



**Paul** lives 7 blocks away from Jessie



**Jessie** lives 12 blocks away from the restaurant



**Local chicken Restaurant**

Paul and Jessie want to meet and Uber to the chicken restaurant.  
As college students, they want to spend less, and meet as soon as possible.

**What is the best way to achieve this goal?**

# Status Quo 1: UberX Individually

If both Paul and Jessie individually takes UberX:

## Pros

- Predictable Arrival time

## Cons

- High Cost
- Hard to coordinate when to meet due to unpredictability of wait time

Paul and Jessie can get to the restaurant fast as possible, but they would **inefficiently spend too much money & be forced to wait for one another**

## Status Quo 2: UberPOOL Individually

If both Paul and Jessie individually takes UberPOOL:

### Pros

- Low Cost

### Cons

- High variability in time / experience since POOL can pick up another rider

Paul and Jessie would save money, but they **wouldn't be able to get to the restaurant in timely and predictable manner**

## Status Quo 3: UberX Detour

Paul calls an UberX and with driver's reluctant consent, detours to Jessie

### Pros

- Predictable arrival time
- Low cost because riding together

### Cons

- Requires driver's consent
- Difficult for drivers to refuse due to ratings
- Both parties cannot see accurate price
- Driver cannot see the entire route (only A -> B then B -> C)
- Driver essentially does POOL pick up of 2, but gets compensated for 1 UberX and only one rider can tip / rate

This method would solve Jessie and Paul's problem, but is extremely unfair to the drivers who absorb the cons of lower wage, more pick-ups and less tips while driving with a limited map

# Problem Statement

---

All 3 current solutions are either unpredictable, inefficient or unfair

How can Uber allow riders to easily and efficiently POOL together with friends from different locations, while also improving driver experience?



# Solution

## UberFriends: UberPOOL with friends



Add friends via  
Facebook or Phone  
Number

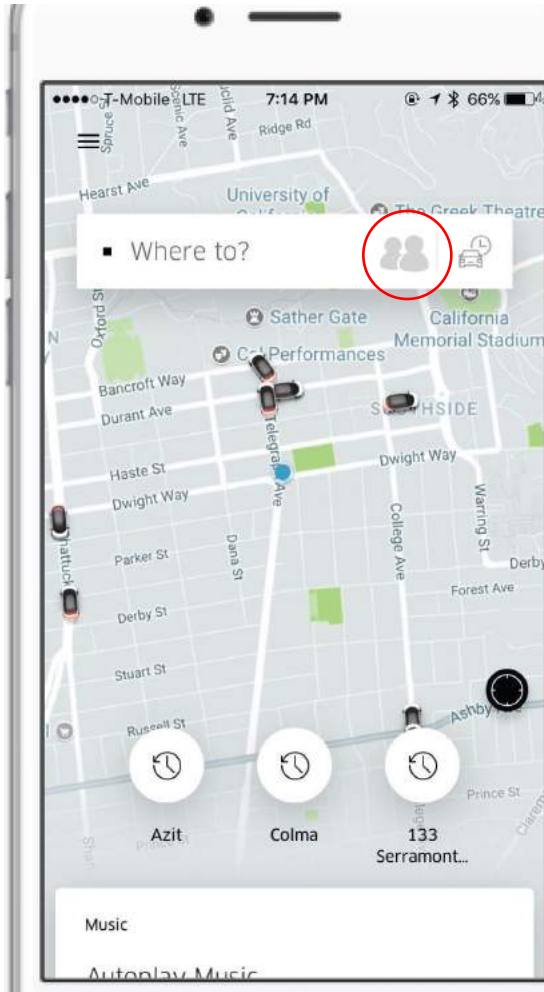


Call UberPOOL  
together and ride  
together in same car



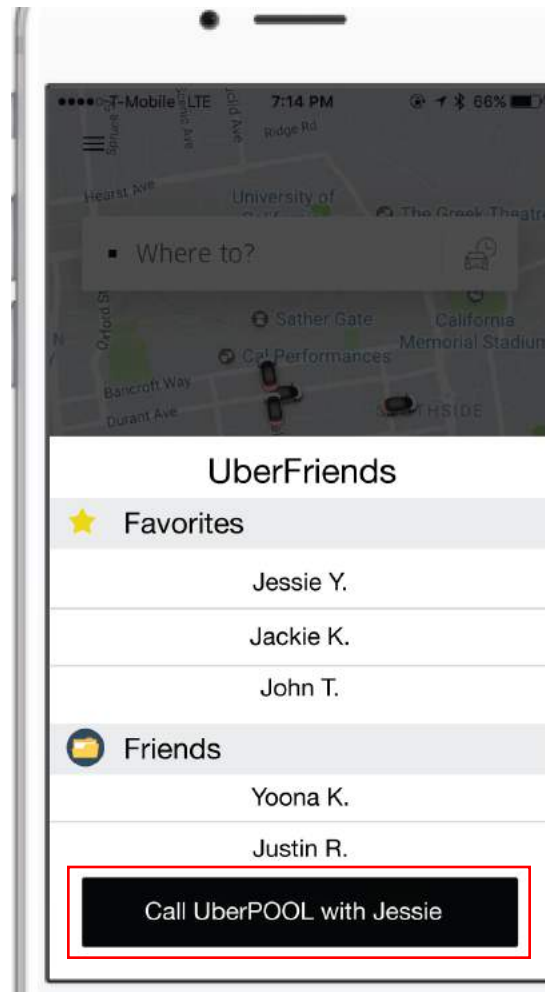
Tip and rate the ride  
individually and pay  
evenly

# How It Works: Product Mock Up



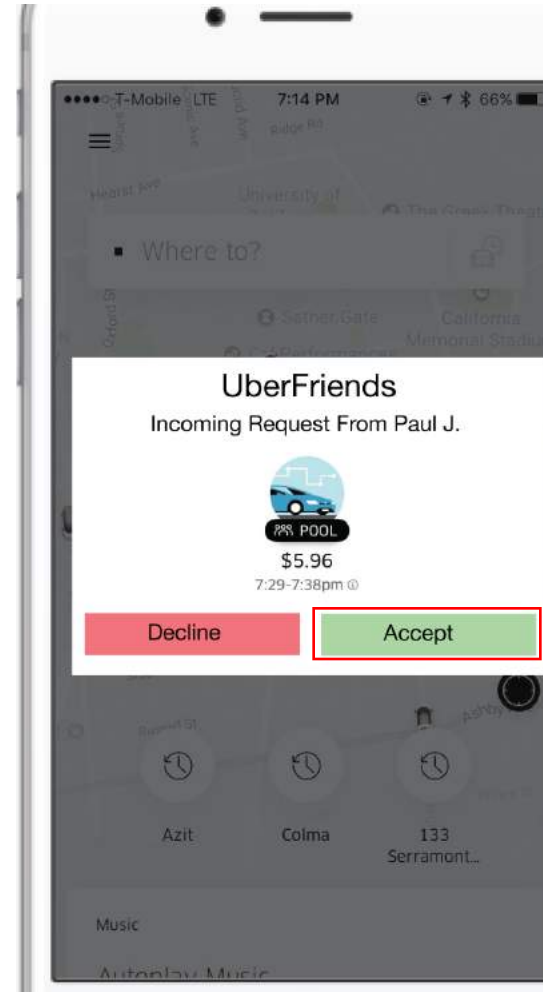
1

Paul calls UberPOOL using UberFriends



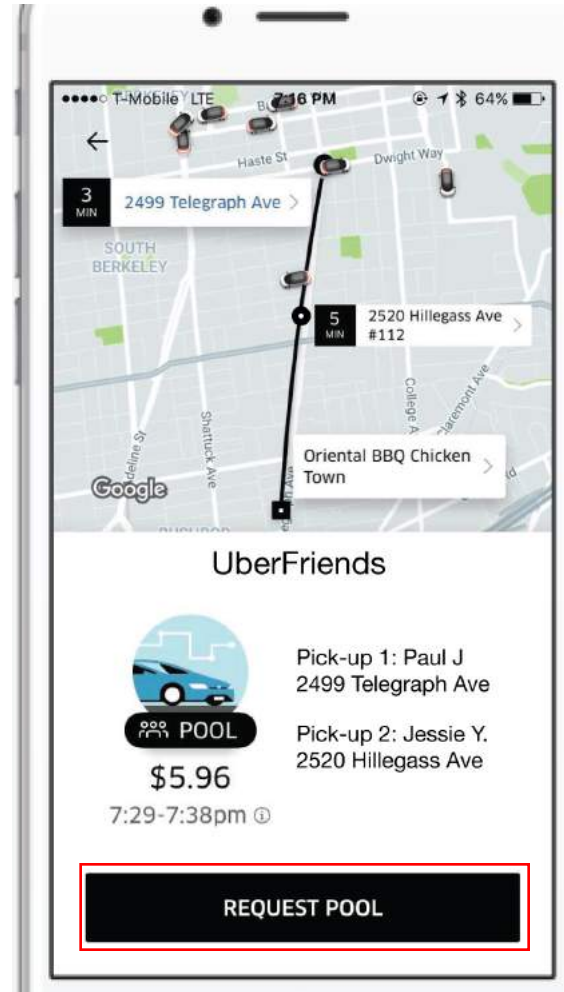
2

He selects Jessie to ride with him



3

Jessie is then notified, and can decline or accept the ride



4

Once accepted, Paul can complete the POOL request





# Benefits

Both

1

**Accurate Pricing**

Reliable pricing system to show both parties for full ride

2

**Accurate Timing**

Accurate timing of the full ride

Drivers

3

**Better Routing**

No random detours: One straight line

4

**More Money**

2 UberPOOLS instead of 1 UberX (compared to solution 3)

5

**Less Pick-up Hassle**

Easy pick-up on second rider since first rider will coordinate

6

**Faster Rides**

Single drop-off location for both riders

7

**More tips & ratings**

There is now 2 riders who can tip & rate the driver

Riders

8

**Convenience**

Ride together with your friend from different locations

9

**No Detours**

2 UberPOOLS occupy the car, so no extra detours

10

**Lower Cost**

Benefits of UberX for cost of UberPOOL

# Business Feasibility & Purpose

---

## 1. Driver-Centric Solution

Uber can use this feature as a strategic move to show drivers that it is making efforts to minimize pain points for drivers while maximizing costs

## 2. Increased Transparency

Instead of detours and uncertain costs, transparency will be fully shown to both drivers and riders of what the ride will look like

## 3. More Data

Uber can utilize the data it gains from these rides to see how riders' experiences changes when riding with friends instead of strangers

## Success Metrics

---



Number of UberPOOLs taken using UberFriends



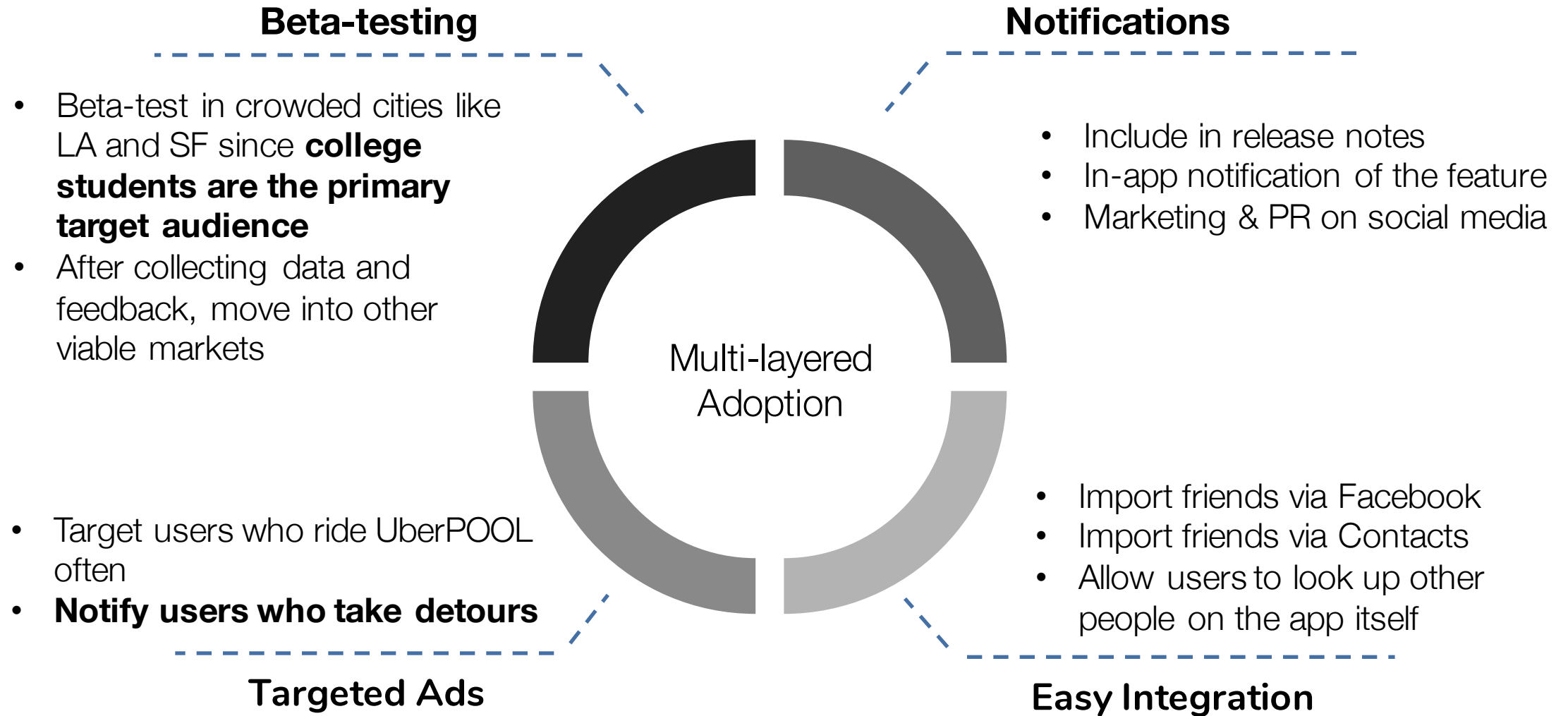
Number of users who tried UberFriends



Satisfaction ratings from drivers and riders



# Go-to-Market Strategy



By having a multi-layered adoption strategy, Uber can quickly inform users of the feature

# Risks & Mitigations

## Risks

1

Complicated usage for first time users

2

Distance of two riders being too far for drivers

## Mitigations

1

Offer first UberFriend ride free

2

Limit the service to similar radius as UberPOOL