

Uber

1

Find My Ride

Solving Uber's Last 100-Meter Pickup Problem

From passive pins to active guidance.
Riders reach drivers. Faster, safer, stress-free.

THE PROBLEM



100%

of riders make manual "Where are you?" calls



~30%

cancellations are pickup-driven



2-4 min

extra wait time on average



~\$86M

annual loss for Uber India (estimated)

OUR SOLUTION: FIND MY RIDE

A 3-step in-app experience that closes the last 100 meters



1. SEE

Isometric 3D Maps & Virtual Safe Zones



2. NAVIGATE

On-Demand Compass & Proximity Haptics



3. CONNECT

Verified Real-World Imagery & "Flash" Signal

3 STEPS. ONE SEAMLESS EXPERIENCE.

1

SEE THE RIGHT SPOT

3D maps highlight the best pickup spot & safe zones.



2

NAVIGATE WITH CONFIDENCE

Real-time compass guides you with haptics as you get closer.



3

CONNECT INSTANTLY

Verify your driver with real-world images & a "Flash" signal.



THE IMPACT WE AIM TO CREATE



-25%

Pickup cancellations



-40%

Driver calls to rider



-30%

Average pickup time



Higher

Rider & driver satisfaction



\$86M+

Annual value unlocked for Uber India

Pickup coordination failures cause delays, calls, and cancellations.

Goal: Improve pickup success and rider confidence.

WHAT GOES WRONG TODAY

1 Unclear Pickup Location

Riders are unsure where to stand in crowded or complex places.



2 Driver Can't Find Rider

Drivers struggle to locate the exact pickup point.



3 Manual Coordination Creates Friction

Riders call or message. Multiple back-and-forth leads to delays and frustration.



THE IMPACT IS SIGNIFICANT



100%

of riders make manual "Where are you?" calls



~30%

of cancellations are pickup-driven



2-4 min

extra wait time on average



~\$86M

annual loss for Uber India (estimated)



Lower trust & satisfaction for both riders and drivers



~1 in 6 rides

are cancelled due to pickup issues

≈ \$86M annual loss for Uber India (est.)

A REAL-WORLD EXAMPLE

At a busy mall



Wrong pin. Different entrance. Traffic. Multiple calls. Extra wait. Frustrated rider.

Sometimes, a cancelled ride.



OUR GOAL

Make every pickup easy to find, easy to reach, and easy to complete.



Higher pickup success rate



Happier riders & drivers



Stronger business outcomes

Users **struggle** with:

The last 100 meters is the hardest part of every ride.

1 Where to stand

Unclear pickup points create confusion and uncertainty.



Riders aren't sure which gate, entrance or spot is the right one.
Leads to guesswork and stress.

2 Driver locating rider

Drivers find it difficult to locate riders in busy or complex locations.



Drivers call, circle around, or wait at the wrong spot.
Leads to delays and frustration.

3 Multiple entrances & crowded environments

Complex locations with crowds, traffic, and many entrances increase confusion.



Crowds, traffic, and multiple entrances make pickups chaotic.
Leads to miscommunication and cancellations.



THE RESULT



Longer wait times



More calls & messages



Higher cancellations



Lower satisfaction

Why this matters

Impacts **rider satisfaction**, **cancellations**, **driver productivity**, and **revenue**.



1. Rider Satisfaction

Confusing pickups lead to stress, uncertainty, and poor overall experience.



Trip experience



Pickup was difficult to coordinate.

IMPACT

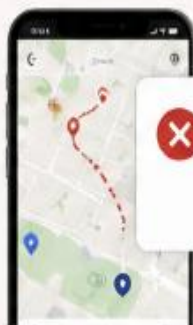


Lower ratings and NPS



2. Cancellations

Pickup issues are a leading cause of cancellations.



Ride cancelled

Pickup couldn't be coordinated.

IMPACT



~1 in 6 rides cancelled
~\$86M annual loss for Uber India (est.)



3. Driver Productivity

Drivers waste time locating riders, leading to idle time and frustration.



IMPACT



Lower trips per hour
Higher effort, lower earnings



4. Revenue Impact

Cancellations, delays, and poor experiences reduce GMV and customer loyalty.



IMPACT



Lost revenue
Lower retention

The Bigger Picture

The last 100 meters may be short, but the impact is massive.



Frustrated riders choose alternatives



More cancellations hurt marketplace health



Wasted time for everyone



Lower efficiency across the ecosystem



Direct impact on Uber's bottom line



Fixing pickup coordination unlocks happier riders, more productive drivers, and stronger business outcomes.

10 Rider Interviews. Real Conversations. Deep Insights.

Talked to 10 riders across Bengaluru to understand their pickup experiences, pain points, and ideas.

1

Ananya S.
online

When was the last time you booked an Uber?

10:20 AM

Yesterday evening.

10:20 AM

Where was your pickup?

10:21 AM

Embassy Tech Village, Outer Ring Road.

10:21 AM

How was it?

10:21 AM

Took me 8-10 mins to find the driver. So many cars, unclear entry points.

10:22 AM

+

🗨️ 📷 📢

2

Rohan M.
online

What's the hardest part about finding your Uber?

10:22 AM

Pin location is never accurate. Driver calls and asks where I am.

10:23 AM

What would help?

10:20 AM

Live exact spot + turn-by-turn or something that just works without calling.

10:24 AM

+

🗨️ 📷 📢

3

Neha K.
online

How do you usually identify your driver?

10:20 AM

I rely on calls and the car number.

10:25 AM

What's frustrating?

10:26 AM

Too many similar cars. I always double-check the number.

10:28 AM

What would make it easier?

10:28 AM

Some in-app visual cue. Like 'your car is here'.

10:28 AM

+

🗨️ 📷 📢

4

Arjun P.
offline

How often do you walk around to find your ride?

10:27 AM

Almost every time 🙄

10:27 AM

How far?

10:27 AM

Usually 5-7 mins. In big campuses, even more.

10:28 AM

What would reduce that?

10:28 AM

Accurate spots + real-time directions.

10:28 AM

Anything else?

10:28 AM

Haptic or vibration when I'm close would be amazing.

10:29 AM

+

🗨️ 📷 📢

5

Divya R.
offline

What do you do after booking an Uber?

10:40 AM

I stand at the gate and wait.

10:40 AM

Any issues with that?

10:40 AM

Driver sometimes parks far away or on the other side.

10:41 AM

What would help?

10:41 AM

Smart pickup suggestion based on live traffic and crowd.

10:41 AM

+

🗨️ 📷 📢

6

Karthik N.
online

Have you ever missed your Uber?

10:42 AM

Yes, a couple of times.

10:42 AM

Why?

10:42 AM

Couldn't find the car in time. Driver got annoyed and cancelled.

10:43 AM

What would've helped?

10:43 AM

Clear guidance and proximity alerts.

10:43 AM

+

🗨️ 📷 📢

7

Meera I.
online

How confident do you feel reaching the pickup spot?

10:44 AM

Not very. Especially in malls and tech parks.

10:44 AM

Why?

10:44 AM

Too many entry/exit points. Maps are confusing.

10:45 AM

What would make you confident?

10:45 AM

Precise pin, step-by-step walking path.

10:46 AM

+

🗨️ 📷 📢

8

Sandeep T.
online

Do you prefer calling the driver?

10:46 AM

I try not to. It's awkward and time-consuming.

10:46 AM

So what's your preference?

10:46 AM

In-app chat with location sharing, or better navigation.

10:47 AM

Anything else?

10:47 AM

Yes, show driver's exact parking location too.

10:47 AM

+

🗨️ 📷 📢

9

Priya M.
online

What's one thing Uber can do to improve pickups?

10:48 AM

Make it idiot-proof 🙄

10:48 AM

What do you mean?

10:48 AM

I shouldn't have to think. App should guide me perfectly.

10:49 AM

Any cool feature ideas?

10:49 AM

Vibration when driver arrives and arrow to walk to them.

10:49 AM

+

🗨️ 📷 📢

10

Vikram B.
online

How is your pickup experience at airports?

10:50 AM

Better, but still not perfect.

10:50 AM

What's missing?

10:50 AM

Knowing the exact terminal pickup zone and live updates.

10:51 AM

What would be ideal?

10:51 AM

Auto-reassigned smart pickup zone + live navigation.

10:51 AM

+

🗨️ 📷 📢

KEY INTERVIEW QUESTIONS

- 1 When was the last time you booked an Uber and where?
- 2 How do you usually identify your driver at the pickup spot?
- 3 What is the most frustrating part of the pickup experience?
- 4 How far do you usually walk to find your driver?
- 5 What do you think would make the pickup experience easier?
- 6 Have you ever missed your Uber or had the driver cancel? Why?
- 7 What feature or improvement would make the biggest difference for you?

TOP THEMES WE HEARD

- Hard to find exact location**
Pins are inaccurate, entrances are confusing
- Too many calls & coordination**
Riders rely on calls to find drivers
- Walking & waiting is painful**
5-10 mins average walk
- Need real-time guidance**
Turn-by-turn, live updates, and proximity alerts
- Smart pickup suggestions**
Crowd, traffic, and location-aware pickup spots

WHAT THIS TELLS US

- Riders struggle with location accuracy
- They want real-time guidance, not guesswork
- Proximity cues and haptics can reduce friction
- Smart pickup spots can save time and effort
- A seamless pickup builds trust and loyalty

User Research Insights

Uber

Find My Ride

Solving Uber's Last 100-Meter Pickup Problem

What riders experience today

Survey insights from 25 riders in Bengaluru



75%

wander searching for rides

Riders are unsure where to stand and end up walking around to find drivers.



Where riders usually get confused



44%

Malls



32%

Office Parks



16%

Airports



8%

Others



I often end up walking in circles just to find my driver.

– Survey Respondent



100%

resort to phone calls

When the driver can't find them, every rider ends up calling.



What riders do when driver can't find them



100%

Call the driver



32%

Send a message



24%

Move to another location



16%

Cancel the ride



Calling is the only option. The app doesn't help enough.

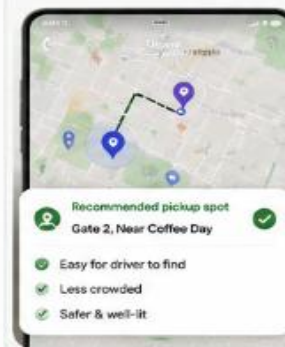
– Survey Respondent



80%+

want guided pickup spots

Riders strongly want the app to suggest easy-to-find, verified pickup spots.



What riders want



Clear, easy-to-find pickup spots



Verified & safe locations



Step-by-step guidance



If the app shows the exact spot to stand, it will save so much time.

– Survey Respondent



The Bottom Line



Riders waste time wandering



Riders rely on calls to coordinate



Riders want proactive, guided solutions

Solving the last 100 meters creates a **better experience** for everyone.

PersOnas: Different riders, **same pickup struggle**

We identified 4 key rider personas based on our research in Bengaluru.

1

Tech Park Commuters

Daily office goers in IT hubs



About

24-34 years old
Work in tech parks like
Whitefield, ORR, Electronic City



Goals

- Reach office on time
- Smooth and quick pickups daily



Pain Points

- Multiple gates & building entrances
- GPS shows wrong location
- Have to call driver almost every time

“The map pin is never at the right gate.
I always end up walking and calling
the driver.”

2

Mall Visitors

Shop, dine, and catch rides



About

18-35 years old
Visit malls like Phoenix, Orion,
Forum, Mantri



Goals

- Hassle-free pickup after shopping
- Avoid walking long distances



Pain Points

- Confusing entrances & parking zones
- Crowded areas and traffic
- Hard to explain location to driver

“There are so many entry points,
I never know where to wait.”

3

Airport Travelers

Time-sensitive & stressed



About

22-45 years old
Frequent flyers, business or
leisure travelers



Goals

- Catch flights / reach home on time
- Minimal delays and confusion



Pain Points

- Huge terminals, multiple levels
- Designated pickup areas unclear
- Often forced to make calls

“After a long flight, the last thing I want
is to search for my Uber.”

4

First-time Riders

New to ride-hailing or the city



About

18-30 years old
New to ride-hailing or
new to the city



Goals

- Understand how pickups work
- Feel safe and confident



Pain Points

- Don't know best pickup spots
- Unsure where to stand
- Anxious about missing the ride

“I'm not from here, so I don't know
where the driver can pick me up.”



What unites them?



Unclear pickup
locations



Manual coordination
(calls/messages)



Wasted time &
uncertainty



Higher cancellations
& frustration



One core need:
**A guided, reliable, easy
pickup experience.**

OPPORTUNITY SIZING

Uber

Find My Ride

Solving Uber's Last 100-Meter Pickup Problem

Meet our riders. Different journeys, same pickup struggle.

We identified 4 key rider personas based on our research in Bengaluru.

25 survey responses
+ 5 in-depth interviews

1 Tech Park Commuters

Daily office goers in IT hubs



ABOUT

24–34 yrs • Works in IT/ITES
Commutes daily from tech parks like Whitefield, ORR, Electronic City



GOALS

- Reach office on time
- Smooth, quick pickups every day



PAIN POINTS

- Multiple gates & building entrances
- GPS shows wrong location
- Have to call driver almost every time

“ Even after sharing live location, drivers still get confused.

2 Mall Visitors

Shop, dine, and catch rides



ABOUT

18–35 yrs • Visit malls like Phoenix, Orion, Forum, Mantri for shopping, dining, movies



GOALS

- Hassle-free pickup after shopping
- Avoid walking long distances



PAIN POINTS

- Confusing entrances & parking zones
- Crowded areas and traffic
- Hard to explain location to driver

“ Malls are huge. The app should just tell me the best spot to wait.

3 Airport Travelers

Time-sensitive & stressed



ABOUT

22–45 yrs • Frequent flyers
Business or leisure travelers
Arriving or departing



GOALS

- Reach on time, catch flights
- Minimal delay and confusion



PAIN POINTS

- Huge terminals, multiple levels
- Designated pickup areas unclear
- Often forced to make calls

“ After a long flight, I just want a smooth pickup. Not a hunt.

4 First-time Riders

New to ride-hailing or the city



ABOUT

18–30 yrs • New to ride-hailing
New to the city or trying it for the first time



GOALS

- Understand how pickups work
- Feel safe and confident



PAIN POINTS

- Don't know best pickup spots
- Unsure where to stand
- Anxious about missing the ride

“ If the app guides me, I'll feel much more confident.



What unites them?



Unclear pickup locations



Crowds & complex environments



Manual coordination (calls/messages)



Wasted time & uncertainty



Higher cancellations & frustration



One core need:
A guided, reliable,
easy pickup experience.

Product Strategy: Move from passive map pins to active pickup coordination.

Our vision is to make Uber the most reliable way to get picked up, everywhere.

FROM: Passive Mapping (Today)

Riders are shown a map and left to figure it out.



- Single pin, no context
- Riders unsure where to stand
- Manual calls to coordinate
- Delays, cancellations, frustration

TO: Active Pickup Coordination (Future)

Uber guides, aligns, and confirms—seamlessly.



- Contextual, verified pickup guidance
- Clear where to stand and how to reach
- In-app coordination, no calls needed
- Faster pickups, happier riders & drivers

WHAT SUCCESS LOOKS LIKE

- Higher rider satisfaction
Better first 2 minutes
- Fewer cancellations
Less pickup-related friction
- Higher driver productivity
Less idle time, more trips
- Revenue impact
More completed rides, higher take rate



STRATEGIC BET: If we solve the last 100 meters, we will unlock more completed rides, stronger loyalty, and higher lifetime value.

OUR PRODUCT STRATEGY FRAMEWORK



1. USER-CENTRIC INSIGHT

Riders struggle in the last 100 meters due to uncertainty, complex environments, and lack of coordination.

Core truth:

It's not about booking the ride, it's about finding each other.



2. OPPORTUNITY

Millions of rides are impacted annually by pickup friction leading to delays, calls, and cancellations.

Big opportunity:

High frequency, high pain, high business impact.



3. STRATEGIC APPROACH

Shift Uber from a passive map provider to an active pickup coordinator using app-only solutions.

Differentiator:

Context + Guidance + Coordination.



4. SOLUTION PILLARS

3 core pillars deliver a seamless pickup experience without any operational overhead.

- 1) Smart Pickup Guidance
- 2) In-App Navigation & Signals
- 3) Real-World Verification



5. OUTCOMES

Better pickup experience drives higher satisfaction, lower cancellations, and stronger business results.

Outcome:

Every ride starts smoothly. Every journey matters.



DESIGN PRINCIPLE

Zero-Ops for Uber. Zero extra work for drivers. All in-app, AI-powered, privacy-first.



No new infra



No ops overhead



Privacy by design



Delightfully simple

Prioritization: The 3 High-Impact Solutions

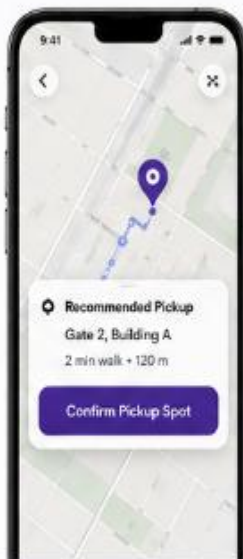
Solving the last 100 meters with maximum impact and feasibility.

PRIORITY

1

Smart Pickup Spot

AI-powered, context-aware pickup spot recommendations at the right place.



- AI-suggested best pickup spots based on real-time context
- Considers crowd, traffic, visibility, safety, and access
- Live availability & congestion at pickup zones
- Easy confirm & share with driver

Key Benefits

- ✓ Reduces cancellations & delays
- ✓ Higher first-attempt success
- ✓ Improves rider & driver satisfaction
- ✓ Scalable across all environments

IMPACT
Very High



EFFORT
Medium



RISK
Low



Why First?

Addresses the root cause by removing uncertainty about where to meet.

PRIORITY

2

Compass & Haptics

Real-time directional guidance using compass and haptic feedback.



- Compass-based direction that adapts as you move
- Haptic nudges for turns and key milestones
- Works even in crowded and noisy environments
- Minimal visual attention, maximum confidence

Key Benefits

- ✓ Helps riders navigate confidently
- ✓ Reduces time-to-pickup
- ✓ Works in complex environments
- ✓ Inclusive & accessible experience

IMPACT
High



EFFORT
Medium



RISK
Low



Why Second?

Guides riders accurately to the spot, especially in dynamic environments.

PRIORITY

3

Advanced 3D Guidance

Immersive, real-world 3D navigation for complex locations.



- 3D immersive view for complex places
- Landmarks, signages & visual cues
- AR-ready foundation for future
- Works for malls, airports, tech parks, stadiums

Key Benefits

- ✓ Best experience in complex spaces
- ✓ Reduces confusion significantly
- ✓ Future-ready with AR integration
- ✓ Differentiates Uber experience

IMPACT
High



EFFORT
High



RISK
Medium



Why Third?

High impact in complex environments; builds on strong foundation.



Our Goal

Make every pickup effortless, accurate, and stress-free.

Success Metrics We Impact



Higher first-attempt pickup rate



Lower cancellations & no-shows



Improved rider satisfaction



Higher driver productivity



Increased Uber revenue

SOLUTION 1

AI-Powered Smart Pickup Spots

AI recommends the exact best pickup spot for faster, easier, and safer pickups.

HOW IT WORKS



AI analyzes real-time & historical data



Identifies the optimal pickup spot

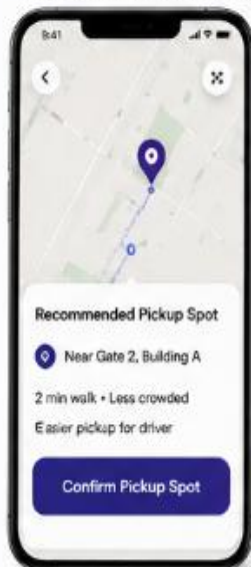


Considers crowd, traffic, visibility & safety

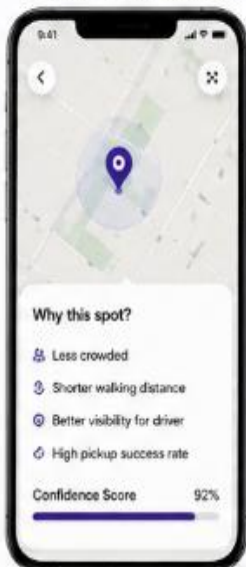


Recommends the best spot to rider & driver

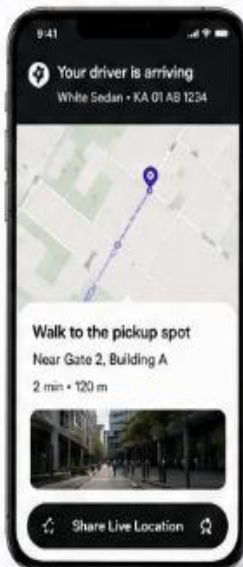
1. AI RECOMMENDS THE BEST SPOT



2. LIVE CONTEXT & CONFIDENCE



3. EASY TO SHARE & FOLLOW



KEY BENEFITS



Higher pickup success rate



Fewer cancellations & no-shows



Less confusion & waiting time



Better safety & experience



Impact

AI-powered spot recommendations reduce friction in the last 100 meters, improving efficiency for both riders and drivers.

SOLUTION 2

Compass Navigation & Proximity Haptics

Real-time directional guidance with haptic feedback to reach the pickup spot effortlessly.

HOW IT WORKS



Real-time compass shows direction



Haptics guide with turns & distance



Stronger vibrations as you get closer



You arrive confidently at the pickup spot

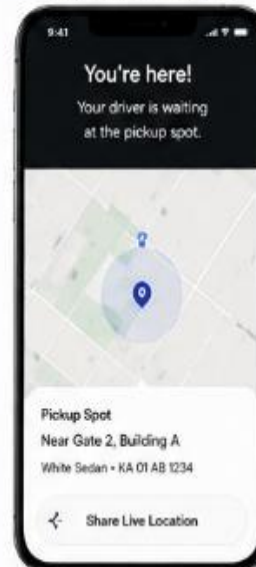
1. COMPASS GUIDES THE WAY



2. HAPTIC FEEDBACK KEEPS YOU ON TRACK



3. PROXIMITY ALERTS YOU



KEY BENEFITS



Hands-free, intuitive navigation



Faster, stress-free arrivals



Better accuracy in crowded places



Higher rider confidence & satisfaction



Impact

Compass navigation with haptics makes reaching the pickup spot effortless, even in complex and crowded environments.

Turning billions of signals into smarter pickup decisions

Go-To-Market Pilot Roadmap

Bengaluru First, Then Beyond

Three strategic pilot phases to validate, learn, and scale.



PHASE 1

Weeks 1-8

Tech Parks in Bengaluru

High-frequency, repeatable use cases

Smart Pickup Spot

Tower A, Main Gate

2 min walk • High success

Focus Areas

Office commuters, peak hours, gate management, crowd flow

Why First

Predictable patterns, dense demand, easy to measure impact

Success Metrics

Pickup success rate, cancellation reduction, wait time, rider CSAT

Target Locations (Examples)

RMZ Ecospace, Embassy Tech Village, Prestige Tech Park, Manyata Tech Park

PHASE 2

Weeks 9-16

Malls in Bengaluru

High footfall, complex pickup environments

Smart Pickup Spot

West Gate, Level 1

2 min walk • High success

Focus Areas

Weekend surges, multiple entry/exit points, indoor-outdoor transition

Why Second

Complex environments, varied user behavior, great for feature validation

Success Metrics

Spot accuracy, time to connect, rider & driver satisfaction, rebook rate

Target Locations (Examples)

Phoenix Marketcity, Forum Mall, Orion Mall, VR Bengaluru, Nexus Shantiniketan

PHASE 3

Weeks 17-24

Airports in Bengaluru

High stakes, high intent, global benchmark

Smart Pickup Spot

Terminal 1, Gate 2

2 min walk • High success

Focus Areas

Traveler confidence, luggage, multi-level navigation, real-time changes

Why Third

Mission-critical use cases, brand impact, scalable globally

Success Metrics

First-time rider success, NPS, driver adoption, operational efficiency

Target Locations

Kempegowda International Airport (Terminal 1 & 2)

The Impact We Expect

Higher Pickup Success Rate

Fewer cancellations & no-shows

Reduced Wait Time

Faster rider-driver connections

Better Experience

More confidence for riders, less stress for drivers

Stronger Economics

Lower operational costs, higher repeat usage

Scalable Advantage

Proven playbook for cities across India & the world

Why This Sequence?

De-risk & Learn

Start with predictable environments, build models and confidence.

Validate & Adapt

Test in complex public spaces, refine product-market fit.

Scale & Lead

Solve the hardest use case, create a global benchmark.

Our Goal

Make every pickup effortless, accurate, and stress-free.

Metrics & Risks

Measuring impact. Mitigating risk. Building confidence to scale.

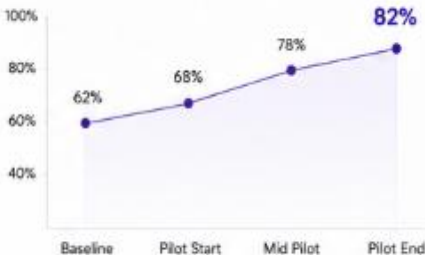
KEY SUCCESS METRICS

We will measure success through leading and lagging indicators across rider experience, operational efficiency, and business impact.

1. Pickup Success Rate

% of rides where the driver and rider successfully connect at the pickup spot

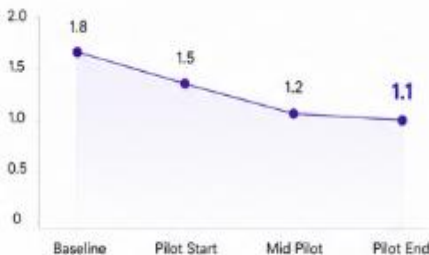
Goal: +20%



2. Calls per Pickup

Average number of calls/texts between rider and driver before successful pickup

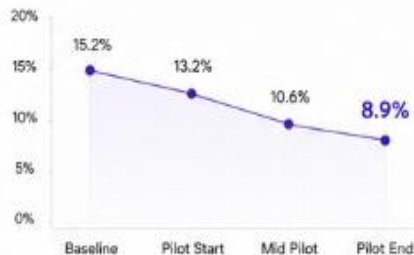
Goal: -30%



3. Cancellation Rate (Rider)

% of rider cancellations before driver arrival or due to pickup issues

Goal: -25%



ADDITIONAL METRICS WE'LL TRACK

- Pickup Time**
Time from driver arrival to rider pickup
- Rider Satisfaction (NPS)**
Measure rider happiness with pickup experience
- Driver Satisfaction**
Measure driver ease of pickup
- Repeat Ride Rate**
Impact on rider retention and loyalty
- Operational Impact**
Impact on wait time, supply efficiency & cost

TOP RISKS & MITIGATIONS

RISK	IMPACT	LIKELIHOOD	MITIGATION STRATEGY	OWNER
Low Adoption by Riders Riders may ignore recommended pickup spots or guidance	Lower pickup success, limited impact	Medium	- In-app education, onboarding nudges, clear benefits - Show time savings & success rate improvements	Growth & Product
Inaccurate Predictions AI recommendations may be wrong due to dynamic real-world changes	Frustration, longer pickup times	Medium	- Continuously train models with real-time data - Human-in-the-loop feedback & model tuning	Data Science & AI
Tech/Feature Reliability App bugs, GPS issues, haptics not working as expected	Poor experience, loss of trust	Low	- Rigorous QA, device testing, fallbacks - Real-time monitoring & issue alerts	Engineering
Crowded or Unsafe Spots Recommended spots may become too crowded or feel unsafe	Safety concerns, negative experience	Medium	- Real-time crowding & safety signals in models - Allow riders to report & update spot feedback	Product Ops & Safety
Regulatory / Partner Constraints Restrictions at airports, malls, tech parks, municipalities	Limited rollout or feature restrictions	Low	- Early stakeholder engagement & partnerships - Pilot in controlled environments first	Policy & Partnerships

SUCCESS LOOKS LIKE

- +20% Pickup Success Rate**
Fewer missed pickups, happier riders & drivers
- 30% Calls per Pickup**
Less back-and-forth, smoother pickups
- 25% Cancellation Rate**
More completed rides, higher efficiency
- Higher NPS & Rider Love**
Better experience, stronger loyalty
- Operational Efficiency Gains**
Lower cost, better supply utilization



Our Goal

Make every pickup effortless, accurate, and stress-free.



Measure. Learn. Improve.
Continuously optimize for riders and drivers.



Build with Data. Scale with Confidence.
Deliver a world-class pickup experience at scale.

Summarization

1 Research Goal



? Key Interview Questions

- When was the last time you booked an Uber and where?
- How do you usually identify your driver at the pickup spot?
- What is the most frustrating part of the pickup experience?
- How far do you usually walk to find your driver?
- What would make the pickup experience easier?
- Have you ever missed your Uber or had the driver cancel? Why?
- What feature or improvement would make the biggest difference for you?

2 Top 10 Most Relevant Insights

1



Hard to find exact pickup location

2



Too many calls & messages

3



Walking & waiting is painful

4



Looks for driver, not the car

5



Confusing in malls & tech parks

6



Missed rides & cancellations happen

7



Real-time guidance is missing

8



Haptics & proximity would help

9



Photos & car details are useful but not enough

10



Airport pickups are especially tough

3 Strategy Implications



Make pickup easy to find



Guide riders in real-time



Use proximity intelligence



Design for complex environments



Reduce friction, increase trust

4 Research-Led Product Ideas (Top 3)

1



AI-Powered Smart Pickup Spots

2



Compass Navigation & Proximity Haptics

3



Advanced 3D Guidance in Complex Places

VISION

Every successful ride begins with a **successful pickup.**

We're building a world where riders and drivers connect effortlessly, right from the very first moment.

Smart Pickup Spot

Near Gate 2, Building A
2 min walk • High success



Easy to find.
Smooth pickup.

Great start.



Smarter Pickups

AI-powered pickup spot recommendations for the right place, every time.



Effortless Navigation

Compass guidance and haptics lead riders and drivers to each other with confidence.



Better Experience

Less confusion, fewer calls, shorter waits, and happier riders & drivers.



Operational Excellence

Higher success rates, lower cancellations, and improved efficiency at scale.



Scalable Impact

Starting in Bengaluru, setting the global standard for pickup experience.



Our Purpose

Remove uncertainty from the first mile so every ride can be a great ride.



For Riders

Peace of mind from the moment you step out.



For Drivers

Find your rider easily, every single time.



For Cities

Smoother mobility, happier communities.



One Simple Truth

A successful pickup creates a successful ride.

Better pickups. Better rides. **Better for everyone.**