

**RYDE** 

**BY ZARA BUDRREIKA**

# AGENDA

1

REVIEW  
PROJECT GOALS

2

OVERVIEW OF  
RESEARCH CONDUCTED

3

DISCUSS 4  
RECOMMENDATIONS

4

RECAP AND  
CONCLUSIONS

# GOALS

DISCOVER THE GENERAL SENTIMENTS OF THE  
CAL POLY COMMUNITY TOWARDS RYDE

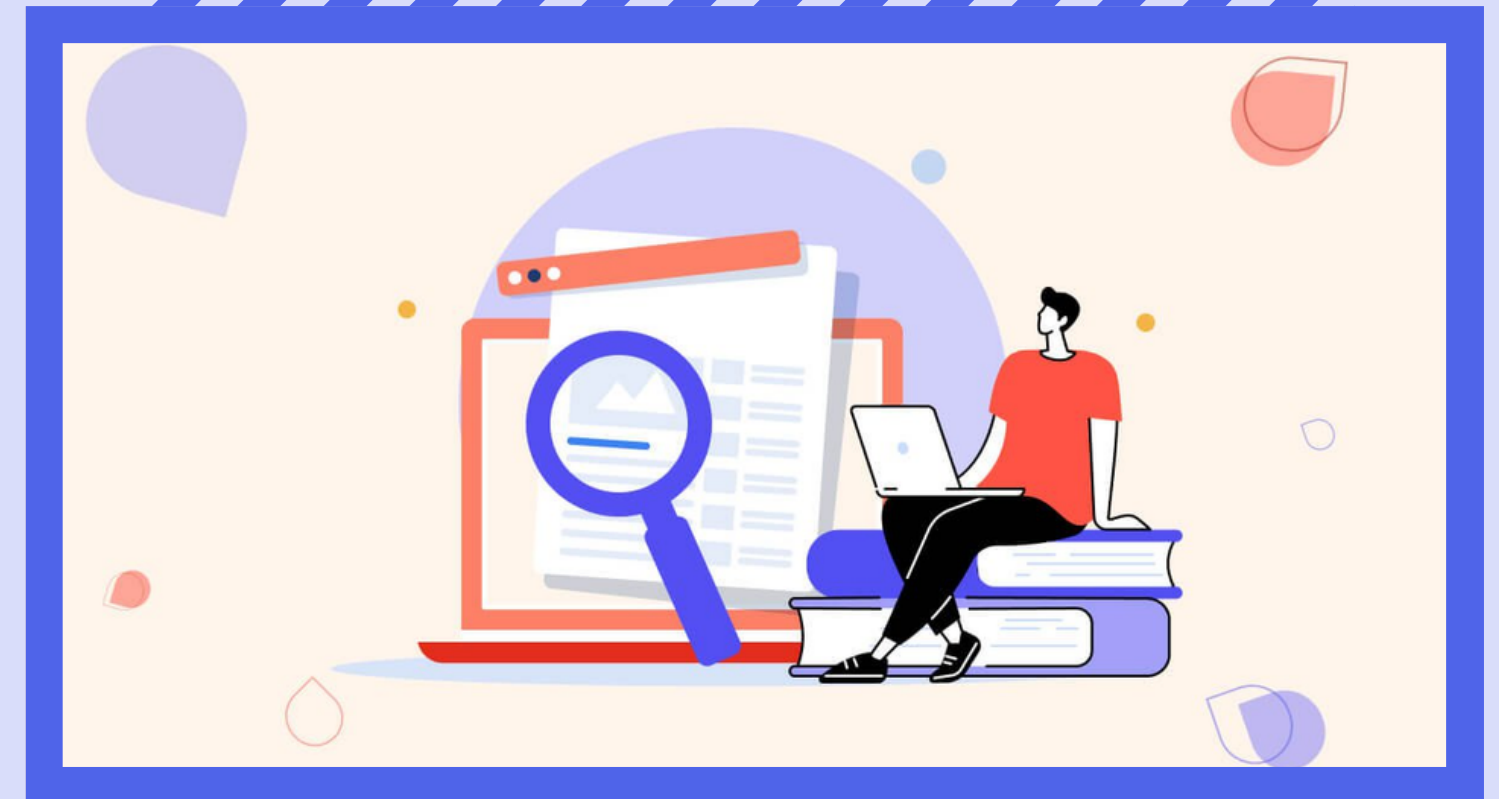
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BUILD BRAND AWARENESS AND  
BRAND RECALL

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CREATE DATA-DRIVEN RECOMMENDATIONS TO  
RECRUIT AND RETAIN RYDE DRIVERS

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# RESEARCH CONDUCTED



SECONDARY RESEARCH



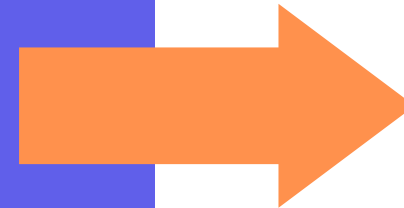
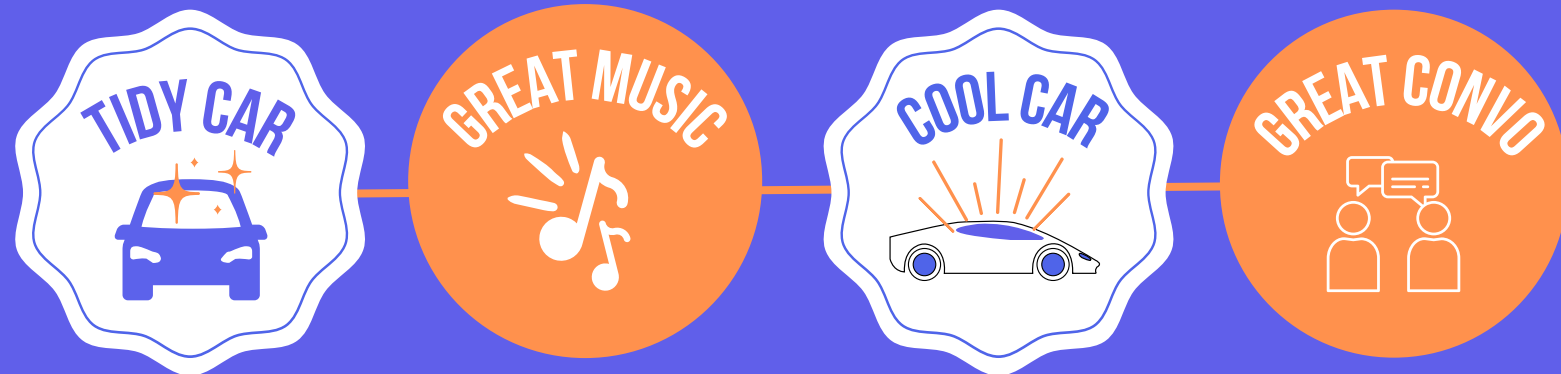
FOCUS GROUP



QUALTRICS SURVEY

# RECOMMENDATION 1

## BADGES FOR TOP DRIVERS



## PROJECTED BENEFITS

- NEW DRIVERS JOIN RYDE
- "TOP" DRIVERS INCREASE
- BUILD DRIVER CREDIBILITY

# FOCUS GROUP RESULTS: RYDE INCENTIVES

"GIFT CARDS FROM  
LOCAL BUSINESSES"

"GIVE DRIVERS EXTRA  
MOTIVATION TO GO  
OUT AND DRIVE"

"SHOULD BE  
REWARDED EXTRA"

"DISCOUNTED  
GAS CARDS"

"REWARD THOSE  
WITH GOOD RATINGS  
FROM RIDERS"

# RECOMMENDATION 2

**CREATE PEOPLE-CENTRIC  
COMMUNICATION PROGRAM**

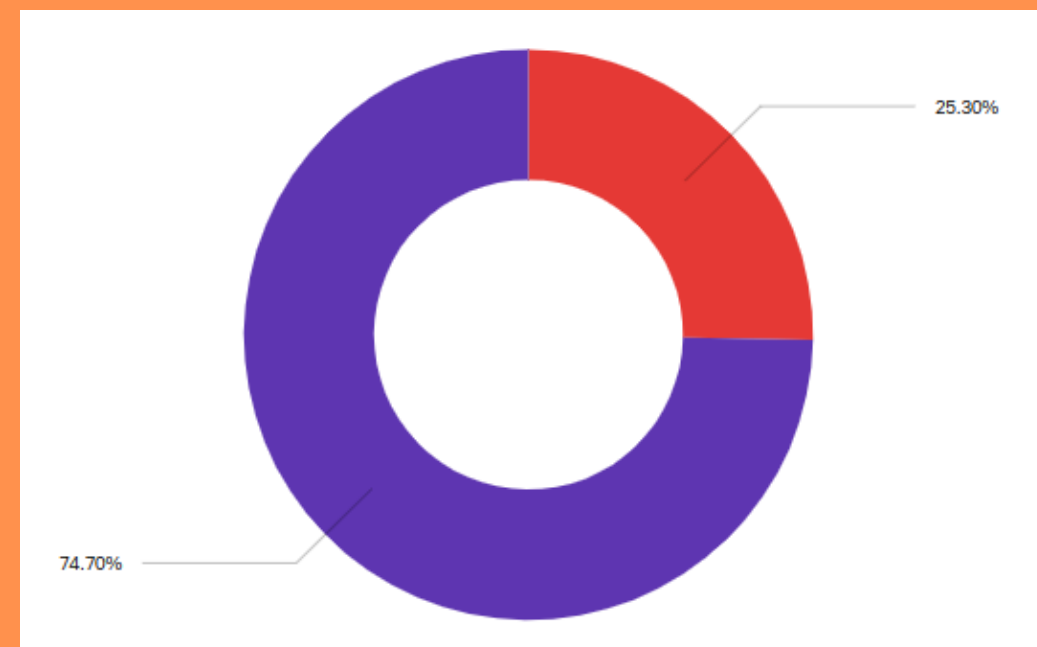
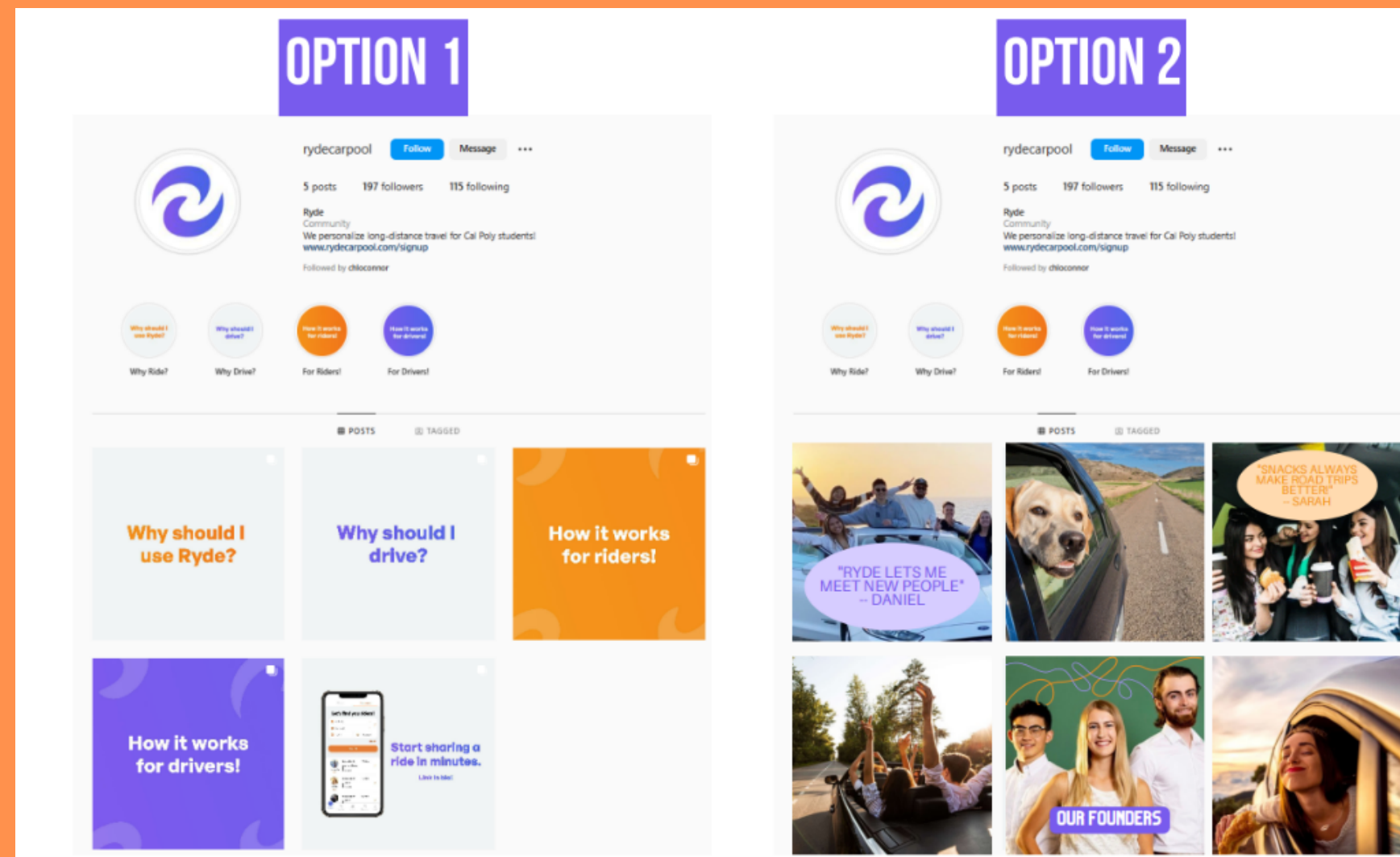


## PROJECTED BENEFITS

- BOOST RETENTION
- SPOTLIGHT CUSTOMERS
- ALIGN WITH TARGET

# QUALTRICS RESULTS: SOCIAL MEDIA

"BETWEEN THESE TWO INSTAGRAM FEEDS, WHICH ONE WOULD YOU FEEL MOST TRUSTING OF AND LIKELY TO BECOME A CUSTOMER?"



*3 out of 4 respondents preferred the people-centric feeds.*





Ryde  
Community  
We personalize long-distance travel for Cal Poly students!  
[www.rydecarpool.com/signup](http://www.rydecarpool.com/signup)

Why should I  
use Ryde?

Why Ride?

Why should I  
drive?

Why Drive?

How it works  
for riders!

For Riders!

How it works  
for drivers!

For Drivers!

POSTS

TAGGED

"RYDE LETS ME MEET  
NEW PEOPLE"  
-DANIEL

WHY CHOOSE RYDE?

CUSTOMER  
TESTIMONIALS

COMPARE RYDE  
TO TRAIN

PHOTOS  
FROM RIDES  
(GIVEAWAY  
OPPORTUNITY)

RIDER/DRIVER OF THE  
WEEK (PHOTO OF USER  
AND THEIR CAR)

BIOS OF RYDE'S  
FOUNDERS

OUR FOUNDERS

# SAMPLE INSTAGRAM FEED AND POST IDEAS

# FOCUS GROUP RESULTS: RYDE'S EMAILS

"A BIT  
REPETITIVE"

"I'D RATHER APP  
USERS THAN HEAR  
RYDE'S STATISTICS"

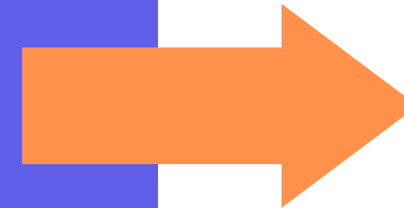
"NOT VERY  
EXCITING"

"THEY DON'T  
ESPECIALLY MOTIVATE  
ME TO DRIVE FOR RYDE"

"THEY DON'T FEEL  
VERY PERSONAL"

# RECOMMENDATION 3

**INCLUDE FILTERING  
OPTIONS ON APP**

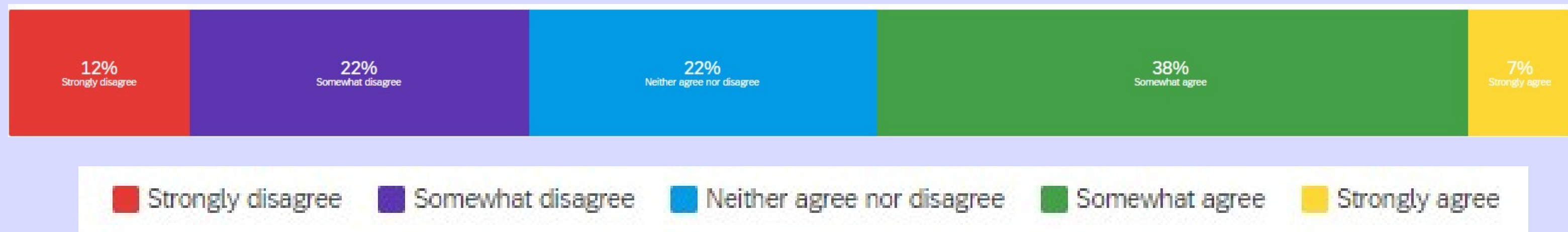


## PROJECTED BENEFITS

- COMPETITIVE ADVANTAGE
- CAN MARKET FEATURE
- INCREASE USER COMFORTABILITY

# QUALTRICS RESULTS: VALUE OF SIMILARITY

HOW MUCH DO YOU AGREE WITH THIS STATEMENT: "I WOULD OPT FOR A DIFFERENT TRANSPORTATION METHOD OVER SHARING A RIDE WITH SOMEONE WHO IS VERY DIFFERENT FROM MYSELF, IN TERMS OF PERSONALITY AND INTERESTS"?

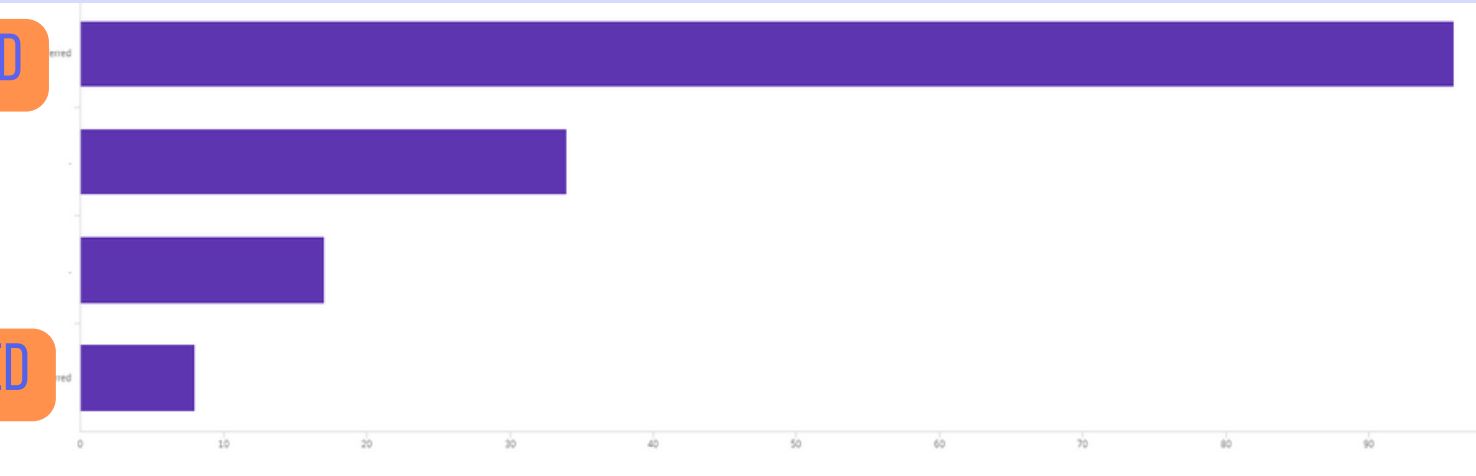


*1 in 2 respondents said they at least 'somewhat agreed'*

# QUALTRICS RESULTS: SHARING PREFERENCES

"IF YOU WERE TO USE A RIDE-SHARE SERVICE WITH OTHER STUDENTS, WHO WOULD YOU MOST PREFER TO RIDE WITH?"

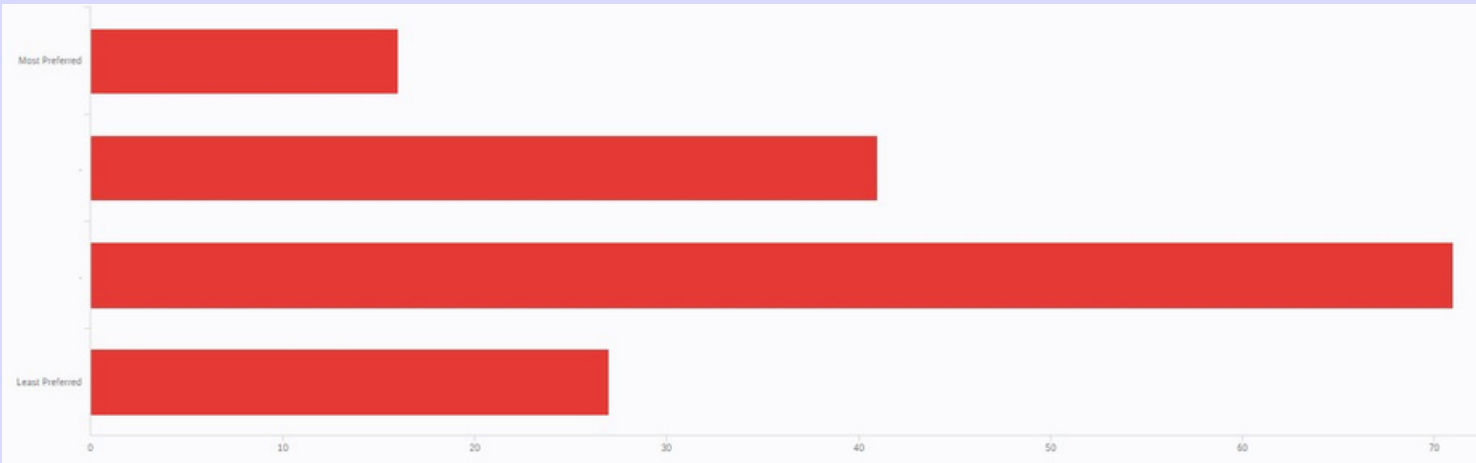
SIMILAR INTERESTS & HOBBIES



SAME MUSIC TASTE



SAME MAJOR



ANYONE / NO PREFERENCE



**MOST PREFERRED**

**LEAST PREFERRED**

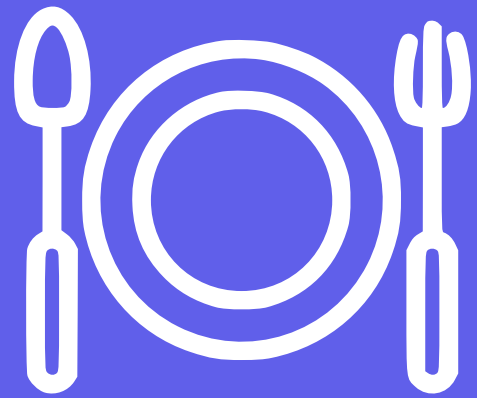
# FOCUS GROUP RESULTS: AUTO-PAIRING FEATURE

"AS A GIRL, I WOULD PREFER  
TO AVOID GUYS, JUST FOR  
SAFETY REASONS..."

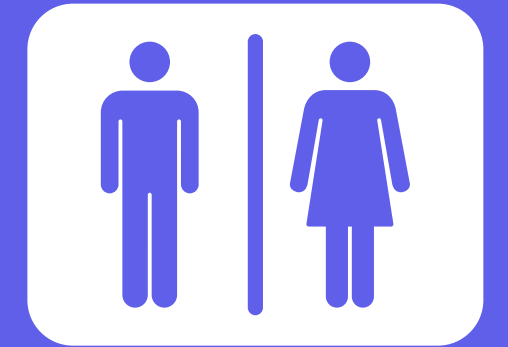
"I'VE RECEIVED HELPFUL  
ADVICE ON CLASSES  
DURING RIDES"

"I WILL NOT GO FURTHER  
THAN MY DESTINATION SINCE  
THEN IT'S NOT WORTH IT"

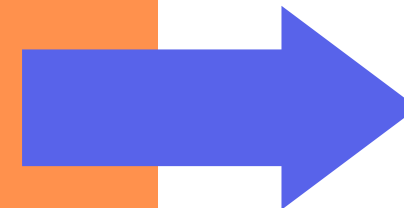
"MY FIRST CAR RIDE WAS  
AWKWARD, AS THE  
PERSON WAS IN THE BACK  
AND DIDN'T SAY MUCH"



## RECOMMENDATION 4



**CREATE IN-APP FEATURE  
FOR USERS TO INPUT  
EXTRA STOPS**



### PROJECTED BENEFITS

- BOOST COMFORTABILITY
- MINIMIZE PASSENGER ANXIETY
- INCREASE POTENTIAL USERS

# SUMMARY OF RECOMMENDATIONS

## RECOMMENDATION 1:

OFFER TOP DRIVERS  
BADGES AS A WAY TO  
COMPETE

## RECOMMENDATION 2:

EXPAND COMMUNICATION  
APPROACH TO BE MORE  
PEOPLE-CENTRIC

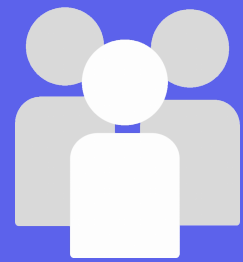
## RECOMMENDATION 3:

ADD AUTO-PAIRING  
AND FILTERING  
FEATURES TO APP

## RECOMMENDATION 4:

ADD STOP-REQUEST  
FEATURE TO INCREASE  
USER COMFORTABILITY





# CONCLUSION



## PER RYDE'S WEBSITE, RYDE CARES ABOUT:

### STRONG COMMUNITY

**REC 2:** EXPAND SOCIAL MEDIA AND EMAIL COMMUNICATIONS TO BUILD A STRONG COMMUNITY

### RELIABILITY

**REC 1:** ADDING DRIVER BADGES INCREASES THE RELIABILITY FELT BY A RIDER WHEN CHOOSING A DRIVER

### THE LITTLE THINGS

**REC 4:** ADDING A STOP-REQUEST FEATURE TO INCREASE COMFORTABILITY FURTHER ADDS TO RYDE EXPERIENCE

### TRUST

**REC 3:** ADDING AUTO-PAIRING AND FILTERING OPTIONS BUILDS TRUST BETWEEN RIDER AND DRIVER



**THANKS FOR  
LISTENING!**