

Vehicle Identification and Commuter Onboarding Experience

Overview:

How might we reduce missed pick-ups by vehicles running with scheduled rides by enabling commuters and drivers to identify each other for a smooth boarding into the vehicle?

Barriers for the Commuter:

- In bumper to bumper traffic, vehicle number plates are not easily visible, especially when the vehicle is not running on the left-most lane
- Inaccurate vehicle location in the mobile apps due to various factors (bad data connectivity at either end, incorrect vehicle GPS coordinate)
- Sometimes driver passes by quite fast without recognizing the waiting commuter
- Linguistic barrier to communicate with the driver effectively

Barriers for the Driver:

- Focus on two things at the same time – driving and locating commuters (probably taking phone calls from commuters as well)
- Not well versed with the process and technology
- Commuters waiting slightly away from the designated spot or the designated spot is occupied by another vehicle
- Unavailability of customer phone number due to data privacy policy/preference