

Uber Reserve Adoption

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Uber



Uber Reserve adoption among urban professionals in Tier 1 cities is low.

The main problem is that the feature exists, but users don't see enough value in it to switch from on-demand rides.

First Principles Thinking

User Expectations

- Assurance of timely arrival
 - Lower stress regarding access and availability
 - Seamless ability to secure commitments in advance of key moments
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Current Experience

- On-demand options generally perceived as dependable
 - Limited perceived differentiation between immediate access and reserved access
 - Concerns around reliability of reserved options, creating a trust deficit
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Identified Gap

- Users struggle to recognize distinct advantages of reserved access compared to on-demand alternatives.

Stakeholder Perspectives

End-Users	Service Providers	Platform/Operator
Desire consistency and dependability, yet remain cautious due to perceived cost and trust concerns.	Prefer flexibility and autonomy, which can reduce commitment to advance arrangements.	Seeks stable, predictable demand patterns, though uptake of reserved access remains below expectations.

JTBD

Why would someone hire Uber Reserve instead of using normal Uber?

Real-world Use Cases

1. Early-morning commitments where punctuality is non-negotiable
2. High-stakes professional engagements requiring timely arrival
3. Desire to avoid uncertainty or last-minute scrambling for transport
4. Dependable access following late or unconventional schedules

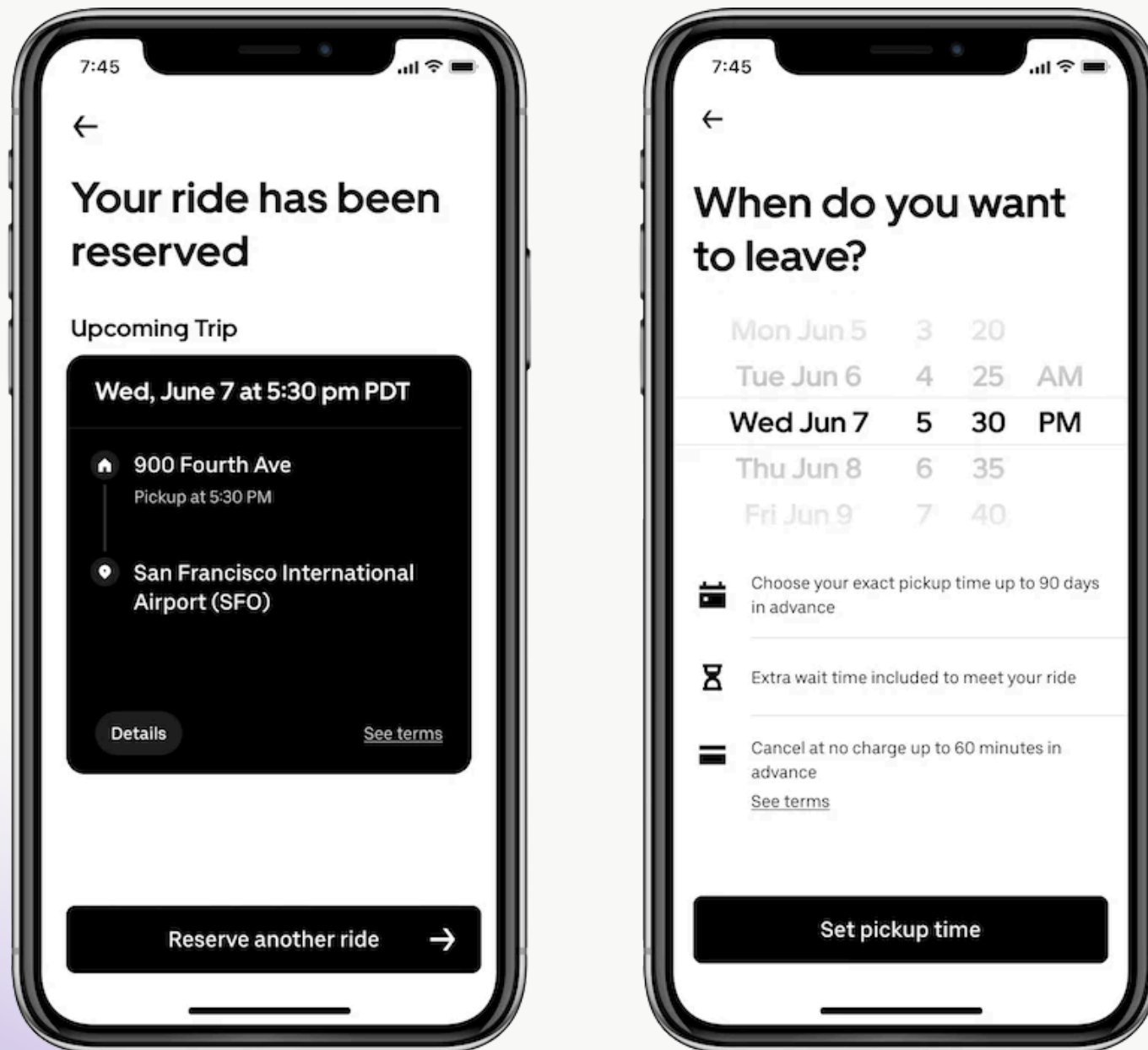
Core Themes Driving Behavior

Peace of Mind	Reduced anxiety, freedom from last-minute stress
Reliability	Confidence in timely arrival for critical moments
Professional Presence	Ability to show up composed and prepared

Insight

It's less about the transaction of pre-booking, and more about securing

User Behavior



01 Current Pattern

Urban professionals continue relying on on-demand for commutes and airport trips

02 Drop-Offs

Many explore reserved options but do not complete booking (driven by cost sensitivity and trust concerns)

03 Cancellations

Instances of provider cancellations
mumbai user confidence in advance booking

Research Insights

Rider Perspective

On-demand works fine most of the time — why plan ahead?

(RideWyze – [Improving UX in Ride-Hailing](#))

Uncertainty if a reserved option will actually show up.

(Yelowsoft – [Auto Dispatch Mechanism for Scheduled Rides](#))

Premium price doesn't feel matched by premium reliability.

Provider Perspective

Preference for on-demand, given dynamic pricing and flexibility

Advance bookings perceived as restrictive and less attractive

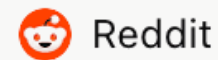
Introducing Uber Reserve

Reserve your trip up to 30 days in advance



UX/Design Observations

Discovery Issue: Reserve Option Visibility



Uber Reserve Issues : r/uber

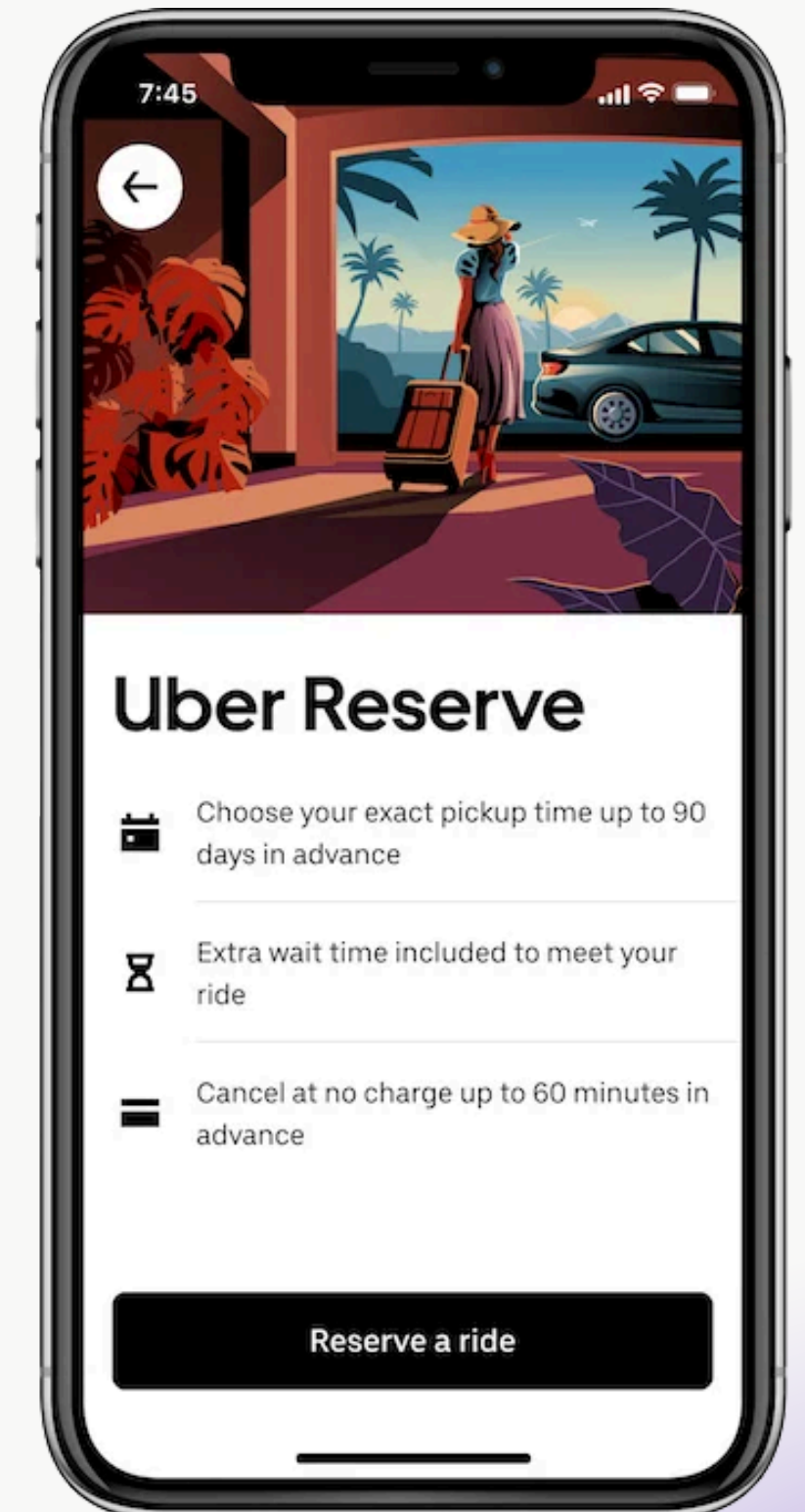
July 9, 2021 — The issue is Uber implies that it is a reservation and committed. They do that in the descriptions, process, and ...

Trust Issue: Reliability Concerns



Uber Reservation System is Broken – Why Aren't They ...

I've been a frequent traveler for 7 years and have used Uber's reservation system many times, but honestly, it's broken.



Improvement

Problem: Users don't see Reserve clearly and aren't sure if it's reliable.

Solution: Make Uber Reserve Simple & Trustworthy

Show it more clearly

Build trust

Simplify booking

Small incentive

Outcomes

1. **Riders:** Feel confident, less stress
2. **Drivers:** Know schedule and get small incentives
3. **Uber:** More scheduled bookings

**Lock in a little
peace of mind with
Reserve**

Get anywhere, stress-free, with flexible pickups and upfront pricing on most trips.¹ Book up to 90 days ahead.

Where from?



Where to?

Next

Uber Reserve Adoption

Core project

Fundamentals of Product Management

✓	STEP 1 Define the Problem Using First Principles Thinking	∨
✓	STEP 2 Apply the JTBD Framework	∨
✓	STEP 3 Review User Behavior & Research	∨
✓	STEP 4 Propose One Product or Experience Improvement	∨