

# 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.

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# 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

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### Core Themes Driving Behavior

**Peace of Mind** Reduced anxiety, freedom from last-minute stress

**Reliability** Confidence in timely arrival for critical moments

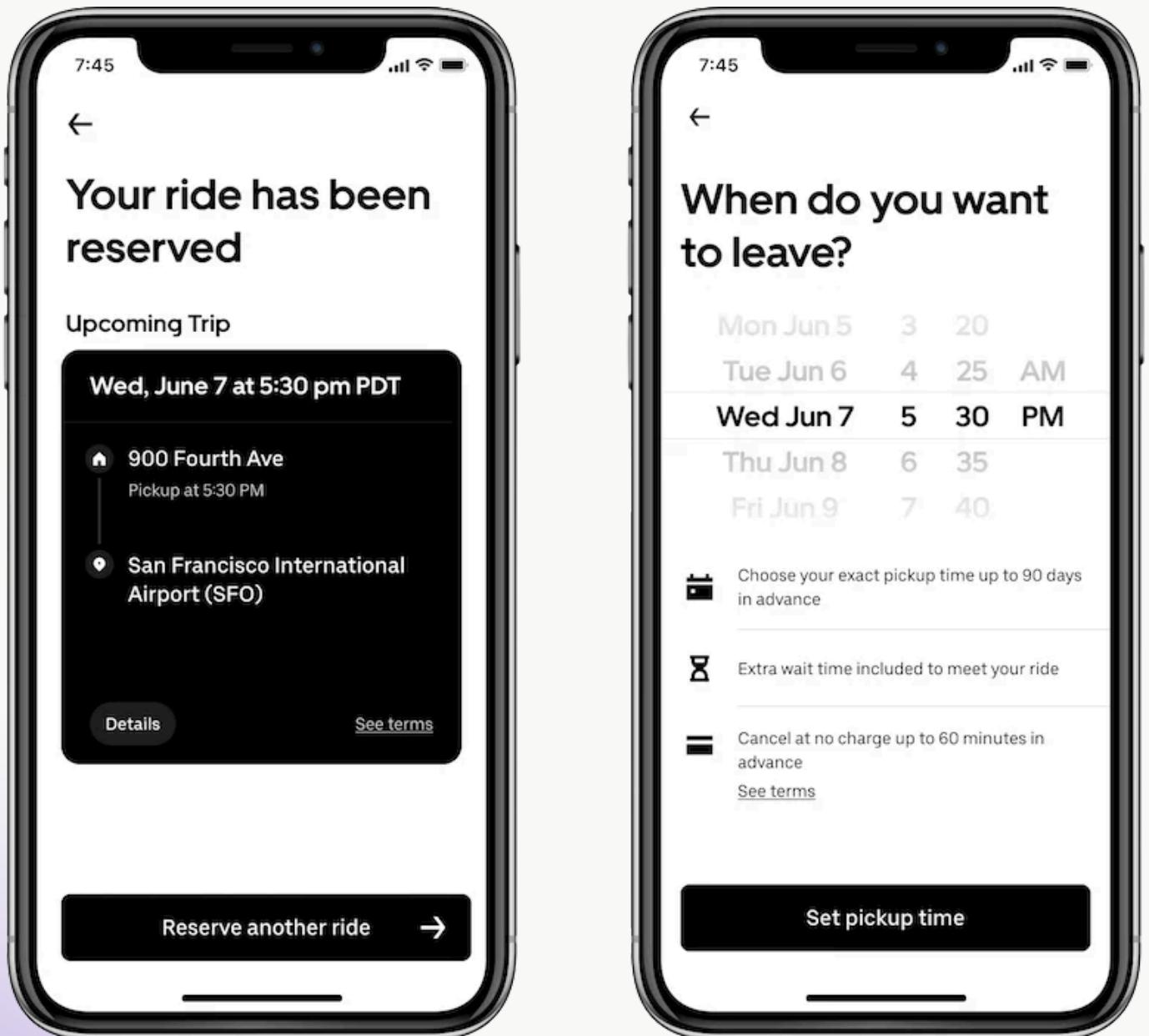
**Professional Presence** Ability to show up composed and prepared

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### 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

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# 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.

(Yellowsoft – [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



Reddit

[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

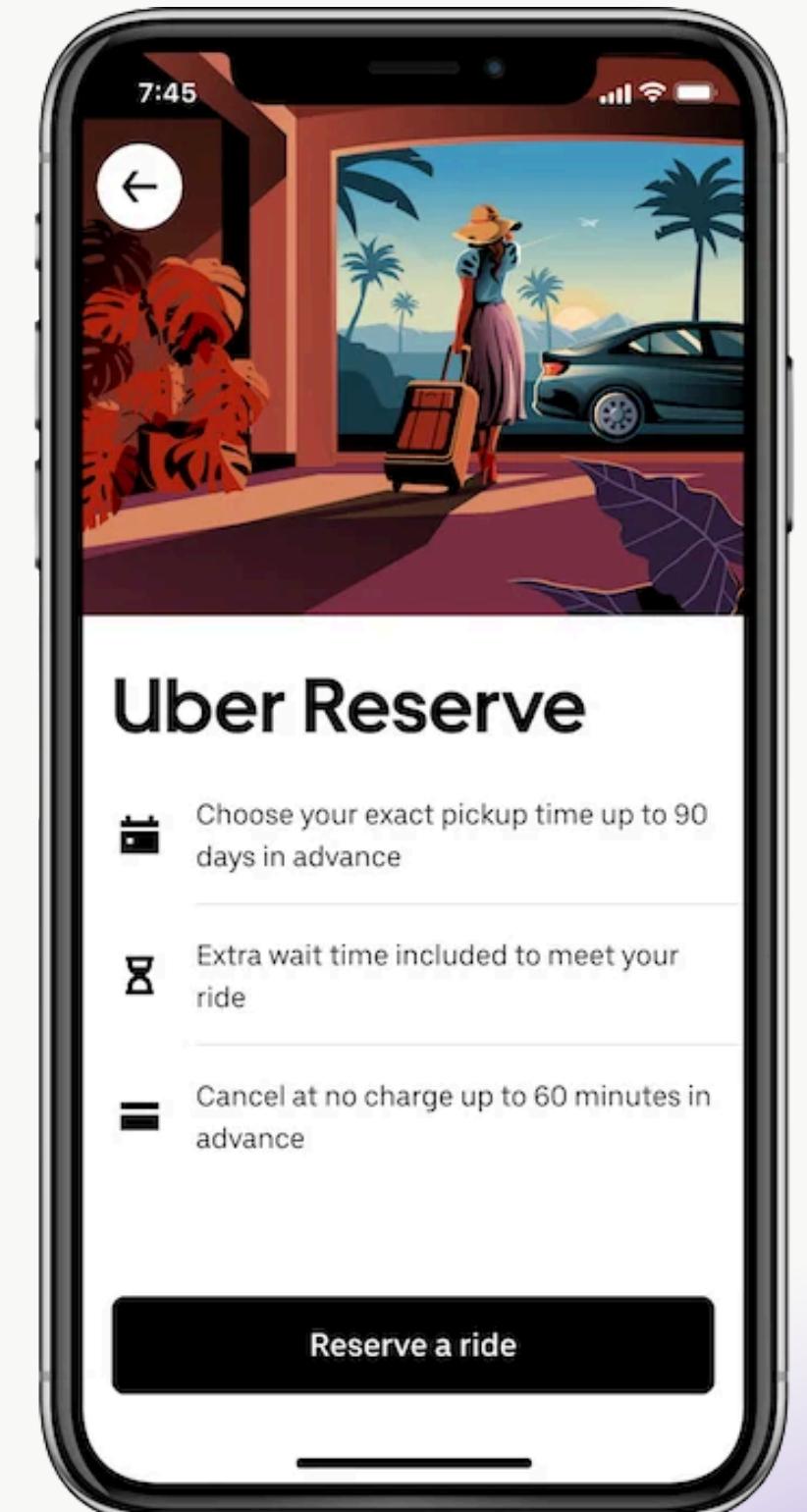


Reddit

[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.<sup>1</sup> Book up to 90 days ahead.

• Where from? 

□ Where to? 

Next

# Uber Reserve Adoption

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## Core project

Fundamentals of Product Management

