Uber PM - Prioritization Assignment Submission File

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1. List down some of the assumptions that would help you arrive at your solution.

- Uber App users > Uber website users

- Referrals is important aspect with respect to growth of user base

- Regular conditions considered, disregarding the ongoing pandemic

- New York is a hot spot for cab bookings

- Uber App load is taking considerable amount of time

2. List down the work items that you will prioritise to complete 150 points, in the priority order in which you would ask the engineering team to start their work, placing the most important work item at the top of the list. Also, give the rationale for choosing them in the order.

Work Item Type	Work Item Description	Efforts Required (Points)	The rationale for Choosing the Work Item in the List	Any Other Comments
B4	Unable to book a trip with a pickup location in New York	Unknown (from a dev point of view this could possibly be a 5 or 10)	Effort required is unknown, never keep uncertain things open. Start working immediately to find the root cause and then the fix	New York is considered as one of the hot spots for Uber / cab user. So having an issue with booking is a really a bad experience to a huge audience that affects the relationship and trust on Uber
aB1	Unable to invite my family/friends to use Uber	10	Referrals are an important aspect in terms of growth of user growth	More users mean more bookings and more revenue
I1	As a user, I can open the Uber application and have it load 15% faster than it does today so that the entire booking process, in turn, is faster.	15	Improving the application performance is a very crucial aspect	App load time is an important metric when it comes to performance of the application

I3	As a user, I can sign up (and later on, log in) to Uber using my Facebook account so that I can use my existing Facebook credentials.	10	Social media has been playing a very important role in our day to day life and user preferences are molded around these platforms	One of the social media giant with a huge user base and user engagement, this would help ease the user onboard process and enable to more exposure of new channels of user acquisition
F4	As a user, I would like to have the option to create a REPEAT booking (i.e, the option to create multiple similar bookings at once e.g., a trip to the office five days a week can be booked at the same time via this feature) so that I don't have to book the same trip every time.	30	Adding new features to improve user experience help in growth of conversion rate	Building new and value adding features along side fixing bugs has to be an on going process
I4	As a user, I would like to choose my family/friends from my phonebook so that I can invite them to use Uber via SMS.	15	Referrals/ Invitations are an important aspect in terms of growth of user growth	More users mean more bookings and more revenue
F2	As a user, I would like to define and save a 'booking template' so that I have the option to reuse it while booking a new trip (details are saved for a quick booking option to home/office/hospital address etc.)	25	It would be a delight if the user achieves the task i.e. booking a ride in less time n steps	Having places defined such as Home, Work etc in a address book and based on routine/time/location having a template to

				finish the booking process
F5	As a user, I would like to have the option to pool my ride with other users who are heading in the same direction so that I can save on my booking cost.	40	Ride pooling is one of the ways where there is a chance for the user to get a ride booking for a cheaper price	Opportunity to get the same ride for a cheaper cost could be a kind of feature that interests a set of user base

*Add more rows if required.

3. List down the work items that you are not picking up and the rationale for not picking them.

Work Item Type	Work Item Description	Efforts Required (Points)	The rationale for Not Choosing the Work Item in the List	Any Other Comments
B2	While trying to book a trip using the Uber website, the map is not showing correctly on Internet Explorer 6.	5	Though relatively it takes less effort, but putting any effort in fixing the legacy browsers would be of very less % user base	Officially there is no Internet explorer, then why spend any effort on fixing the legacy IE6
B3	The 'Schedule for later' option under 'LATER' in the booking screen (BOOK NOW/LATER screen) is misaligned.	5	Alignment issues would not harm in any way for the app processes and is rarely any concern for the users	Functional issues are preferred than cosmetic adjustments
I2	As a user, I would like to have access to a fully functional and responsive website on my mobile phone so that I can open it on my	25	Considering the user base data, the % users that use uber on mobile web are very less comparatively to the ones that user mobile app and desktop web	This % user base have a very less impact on improving the revenue

I5	As a user, I can pay by cash at the end of each trip in Chicago so that I have an option to pay by cash.	15	This is just specific to 1 geographic location i.e. Chicago and the impact on business revenue considering a global presence	Legal issues if any in terms of choosing the payments mode to use specifically only credit cards and then proceed with dev and implementation
F1	As a user, I would like to edit my 'Scheduled booking' option under 'LATER' (and, for example, change the car type) so that I can edit details before the trip starts.	30	Adding custom features to edit would introduce room for more clutter so building this kind of feature has to be dealt carefully	Considering the other tasks at hand and choosing those in favor of their impact on business revenue
F3	As a user, I would like to define multiple phone numbers linked to my account and be able to choose one 'active number so that I can change my active number when needed	15	Multiple phone numbers link to same account would not help in growth of business revenue	Considering the other tasks at hand and choosing those in favor of their impact on business revenue

*Add more rows if required.

4. Add a brief summary explaining your approach for the overall scenario.

M **MUST HAVE**
Project cannot do without them

S **SHOULD HAVE**
Must-haves over the long run

C **COULD HAVE**
Low-cost tweaking

W **WON'T HAVE**
Get back to them at better days

MOSCOW Method:

Must Have: Non Negotiable product needs that are mandatory for the team.

Should Have: Important initiatives that are not vital, but add a significant value.

Could Have: Nice to have initiatives that will have a small impact if left out.

Won't Have: Initiatives that are not a priority for the specific time frame.

I consider that we should always a define a equation with given tasks based on the impact it has on growth of revenue v/s time and effort it takes

- Always consider solving the bugs on priority that affects in growth of revenue based on the severity of the bug.
- Help increase in the number user base with channels enabled and solve any obstacles there
- Improve the User experience both in terms of functional and user

Thank You!