

Uber PM - Prioritization Assignment Submission File

Name: Pratima Maharana

Email id: contactpratima@gmail.com

Submission Date: 12th Dec 2020

1. List down some of the assumptions that would help you arrive at your solution.
 - The ratio of the active users on app to the web is 9:1
 - There is no COVID-19 at the time of prioritizing the features
 - Invite and earn is a major growth channel for Uber
 - For B4, the issue of booking is for a single location in Newyork impacting a few (within 100) users
 - Currently uber takes 10 seconds to open to the home screen

2. List down the work items that you will prioritize 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 Number (eg B1, I1, B4)	Work Item Description	Efforts Required (Points)	The rationale for Choosing the Work Item in the List	Any Other Comments
B1	Unable to invite my family/friends to use Uber	10	1. Referral drives growth in the form of new users. 2. High Impact on Revenue and less Dev. effort. 3. Highest priority as a core feature is broken.	
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	By implementing this feature 10 second load time will decrease to 8.5 seconds load time. I have prioritized this feature over others as it will impact user experience to a great extent and will reach to 90% audience (using App). Improving UX will help in higher engagement and in turn also	

			improve the experience for future planned releases.	
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	Booking templates are very useful for power users who use Uber on a daily basis like commuting from home to work and back. As they are a major source of revenue, this feature carries a high impact.	
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	This feature enactment will increase revenue as power users will have a hassle-free ride booking experience, which will improve the number of rides and decrease drop rates. This feature develops a recurring revenue stream.	
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	Pool features are high on development effort but carries high impact and reach and introduces a new revenue stream. Pool's low-cost rides will increase the number of rides and hence, revenue.	
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 mobile browser	25	Implementing mWeb will create a new platform for occasional users who want to use Uber on mWeb. Hence this increases the reach of	

			Uber.	
B4	Unable to book a trip with a pickup location in New York	Unknown	As RCA of this bug is not done, and this is impacting a few users on a particular pickup location. I am allocating 5 story points for RCA, based upon which it can be fixed in the same or next sprint.	

*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 Number (eg B1, I1, B4)	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	The ratio of active users on the Web is low (say 10%), much less for users who are actively using IE6, Map not showing for a given group carries less impact as the audience is small and there is no blocker on	

			using core service, Hence doesn't affect Revenue.	
B3	The 'Schedule for later' option under 'LATER' in the booking screen (BOOK NOW/LATER screen) is misaligned	5	This is a UI bug and not visible on the landing page as it comes on the 'Schedule for later' option under 'LATER' in the booking screen, so can be deprioritized as it has low impact, low reach, and doesn't impact core functionality.	
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	The main requirement for using uber is having a Phone number through which users can log in using an OTP/password. Login with Facebook is a value-added service and doesn't accomplish in increasing revenue, Hence can be deprioritized.	
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	As currently the invite and earn feature itself is not working, I would like to fix it first and collect data regarding how the feature is performing in markets- new and existing,	

			how many invites are sent vs accepted. Also according to current trends, WhatsApp invites should be given priority over SMS invites.	
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 feature can be deprioritized for now as the audience is small ie. users in Chicago wanting to pay by cash, Hence carries low reach.	
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	This feature has less impact on Revenue and needs more effort, Hence is deprioritized. This feature will not impact revenue though it is nice to have, hence can be deprioritized.	
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	This feature will not impact revenue though it is nice to have, hence can be deprioritized.	

*Add more rows if required.

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

My approach for increasing Revenue is by doing the following-

1. Acquiring new users
2. Improving engagement for all users (Retention is the new growth)
3. Improving UX for all users
4. Focussing on power users
5. Focussing on user stories which higher Reach

I have used a combination of methods for prioritizing and deprioritizing given work items which are-

MOSCOW Method

- **Must have:** Consists of all the important stories which are critical and must be implemented immediately. For example, fixing a critical bug which is not allowing the user to invite Family/Friends to use Uber
- **Should have:** Consists of items that are necessary and can be implemented in the next two to three sprint exercises. For example, Pay by cash method in Chicago and sending Invites through a Phonebook
- **Could have:** Consists of items that are desired but not necessary. For example, In a given context- FB login and implementing Alternate number login
- **Would like but won't have:** Consists of items that have the least payback.

Impact Vs Effort

Emphasis is given to developing such user stories that involve less effort and have a high impact rather on user stories that need high effort and low impact.

RICE

This scoring system measures each feature or initiative against four factors: reach, impact, confidence and effort, after which those individual numbers get turned into one overall score using a formula. This formula gives product managers a standardized number that can be applied across any type of initiative.

$$\frac{\text{REACH} \times \text{IMPACT} \times \text{CONFIDENCE}}{\text{EFFORT}} = \text{RICE SCORE}$$

Disclaimer:

All content and material on the upGrad website is copyrighted material, either belonging to upGrad or its bonafide contributors and is purely for the dissemination of education. You are permitted to access print and download extracts from this site purely for your own education only and on the following basis:-

- You can download this document from the website for self-use only.
- Any copies of this document, in part or full, saved to disc or to any other storage medium may only be used for subsequent, self-viewing purposes or to print an individual extract or copy for non-commercial personal use only.
- Any further dissemination, distribution, reproduction, copying of the content of the document herein or the uploading thereof on other websites or use of the content for any other commercial/unauthorized purposes in any way which could infringe the intellectual property rights of upGrad or its contributors, is strictly prohibited.
- No graphics, images or photographs from any accompanying text in this document will be used separately for unauthorized purposes.
- No material in this document will be modified, adapted or altered in any way.
- No part of this document or upGrad content may be reproduced or stored in any other web site or included in any public or private electronic retrieval system or service without upGrad's prior written permission.
- Any rights not expressly granted in these terms are reserved.