Uber PM - Prioritisation Assignment Submission File

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Submission Date: 24-12-2022

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

1. Most users use mobile app for Uber app
2. Major uber bookings (around 90%) are done using mobile app or on mobile web and 10% of website bookings. This gives a clear assumption for the app features/improvement/bugs to be prioritized
3. Being app version is light weighted than website and being hybrid app, so assuming app features are high prioritized than website and can be inclined to website parallelly.
4. Targeted to all cities of USA which hold 79% market share of uber in globally
5. Majority of US residents pay per card for their ride
6. This process is done after Covid
7. Majority of users travel to fixed places
8. Assuming in size of increasing users to use the app

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9. Assuming the application is compatible on mobile web browsers
10. Assuming no unknow points for the work items defined and assuming the provided unknown work item is pointed as 5 points.

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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 Number (eg B1, I1, B4)	Work Item Description	Efforts Required (Points)	The rationale for Choosing the Work Item in the List	Any Other Comments
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	• 90% of bookings are done using app • Need to provide great user experience • Loading time faster helps user to process faster and will helps to provide a greater user experience	
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	• Most of the bookings are done using mobile app or mobile web. By having full functional web allows user to be more beneficial • This helps the business, even users without app installed can utilize the	

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			booking from mobile browsers. • This will prevent loss of revenue	
F2	As a user, I would like to define and save a 'booking template' so that Ihave 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	• Template helps user to quick book • Saves time to the user • No need to repeat the pin to select the drop location again • Provides user a hassle-free hands-on experience	
B1	Unable to invite my family/friends to use Uber	10	• Referral program helps in increase in user • Helps to generate more growth and revenue • Takes less effort to fix • Increase the usage of app	
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 tothe 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	• More flexible and more quick turnaround time to help user for booking • A great help for business to have user retention and helps cash flow recurringly on daily basis	

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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 mybooking cost.	40	• Helps users to book the cab who are price sensitive • Helps to build user community and will reduce their financial burdens. • Helps and provide the business a different revenue model	
B4	Unable to book a trip with a pickup location in New York	5 (Unknown)	• Identifying location issue • Location can be GPS issue but not sure in the sprint able to fix. • This is major city of USA may affect partial revenue • Further this may impact all cities. Need to identify the root cause and may carry to next sprint in further to fix.	

*Add more rows if required.

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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	• Most mobile apps are not using internet explorer 6. • This will not affect revenue and can be deprioritized.	
B3	The 'Schedule for later' option under 'LATER' in the booking screen(BOOK NOW/LATER screen) is misaligned.	5	• UI alignment fix to provide good look and feel to user • Takes less effort to fix • Does not impact on growth and revenue.	
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	• Integration of having Facebook is always secondary option to have • Needs one more authentication or	

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			permission to login or access the app. • Dependent on Facebook services	
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	• Need to have phonebook integration • Data entry job should be taken care priorly to have this in place. • Sharing on phone is time consuming. • Users prefer email/WhatsApp to invite or refer.	
I5	As a user, I can pay by cash at the end of each trip in Chicago so that Ihave an option to pay by cash.	15	• Most of the US users are card payment. • Does not impact revenue directly as we are targeting all cities currently	
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	• Most of the users are predefined booking so users will not impact	

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			• No revenue & growth impacts	
F3	As a user, I would like to define multiple phone numbers linked to myaccount and be able to choose one ‘active number so that I can change my active number when needed	15	• Security breach can happen • Not recommendable future to have in realistically • User identification issue may arise.	

*Add more rows if required.

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

My approach for prioritizing the tasks is **MoSCoW** method. The **MoSCoW** method allows us to figure out what matters the most to your stakeholders and customers by classifying features into four priority buckets. MoSCoW stands for Must-Have, Should-Have, Could-Have, and Won't-Have features. This will help us to categorize the stories.

We focused on the following objectives:

- High growth and revenue by incorporating the changes and fixes
- Acquire and retain more users
- Referral program will increase the revenue and users
- Hassle free hands-on user experience
- Making App more user friendly
- Stories are marked with pokers pointing
- Higher impact and less development user stories are prioritized.

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