

Metadata

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Objective	KR / KPI	Narrative
Onboarding	New! % of Trips with Document Verified Rider	<p>This is the metric we will use to measure contribution to the ELT priority Consumer Verification work. It is a US-focused metric. We expect to impact it through risk-based DocScan and evergreen/optional DocScan. That means it is a metric that Safety Product can influence directly. It can also be impacted by any DocScan requirements implemented by the Identity team.</p> <ul style="list-style-type: none"> - Currently at 4.49% <ul style="list-style-type: none"> - To date, this is mostly driven by the Carjackings rule - H2 Target: 10% <ul style="list-style-type: none"> - We believe we can get there through the launch of Optional DocScan and expansion RBV in the U.S. - And we see this as ambitious, because <ul style="list-style-type: none"> - We're aiming to double today's rate with even with the carjackings rule being optimized, and a very small proportion of the target coming from RBV - Because 10% RBV in the US would = 2% drop in GB - So the big bet to get to 10% is through optional DocScan in UAM <p>- And as a reminder, once Passive verification proves effective, we will consider adding a joint % Trips Verified metric that spans both the work of Safety and Identity. And we'd anticipate the target for the joint metric being a lot higher given the goals around passive reaching the 50% range early on.</p>
	Revised! Suspected Account Sharer % (Active Earners)	<p>Account Sharing is a challenging thing to measure given many teams can contribute and many things can influence. We know this metric's not perfect, but at this time, our best way to measure how much Account Sharing exists on the platform is by combining suspected AS signals to see what % of active earners could be account sharing. So in addition to WD/WC tickets and tags, which are hard to explain (e.g. support abuse), we've included Mutombo fails (tech fail + human fail) and Identical Photo Submission which are more controllable by Tech.</p> <ul style="list-style-type: none"> ● Previously, the AS metric was focused solely on WD or WC ticket rate <p>H2 Target: 2.31%</p> <ul style="list-style-type: none"> ● Projects contributing: liveness launch, improved human review, Mutombo between trips ● Still working with DS on how aggressive we feel the target is, should have an update for Gus review. But for now 2.31% is an estimate based on the projects we have ● Denominator: all earners >= 1 completed trip/order, Numerator: earners with any of the signals mentioned above <p>And as part of our H2 efforts, there is also a holdout group project that is important to allow us to measure precision and recall of triggers and verification quality. Natalie or Zoe – Do you want to add more here? We plan to report Precision alongside the Suspected Account Sharer metric when available.</p> <ul style="list-style-type: none"> ● A 2% holdout group can help us observe a >=10% stat sig difference in WDT rate in 2.7 months <p>Note from Sachin:</p> <ul style="list-style-type: none"> - If you can see you can affect change and move the metric, then useful. Otherwise it may not be that useful

		<ul style="list-style-type: none"> - Explain the metric... what we actually did to move the metric month to month before, and now we know what we need to do to bring this metric down... - AI: Zach to follow-up with Nat - AI: Call it "Consumer ID" verification
Dispatch	<p>New! SDM Global % Prevented Incidents(Mobility) (Rider Serious IPC)</p>	<p>This metric directly reflects SDM's contribution in preventing Rider serious IPC(volume reduction). It is revised from accounting for active markets only to a Global view, so</p> <ol style="list-style-type: none"> 1. This avoids changing baseline every half when SDM expands to new markets. OKR will be consistent and easy to track 2. Global OKR is also aligned with Go Global strategy and better represents SDM's overall safety impact. <p>This metric is measured by a 20% holdout group, which is solid to evaluate safety impact. The H2 goal at 7.2% is a decent IPC reduction globally. And when zooming in key markets, SDM continues delivering stronger safety benefits to prevent 15.7%(14.6% in H1) targeted IPC. Note: this metric is not the same of IR reduction. SDM's IR reduction can only be measured by each market due to the markets' different rollout status(launch vs XP). In general, SDM IR reduction is ~15% - 50% (high IR market usually gets larger IR reduction benefits)</p>
	<p>S-RAD Global Incident Coverage (Mobility) (Serious Sexual IPC)</p>	<p>S-RAD is a very effective product to reduce SA/SM incidents. Since launch in US(H2 2022) and Latam(H1 2022), we've observed up to 4.5% prevention in serious SA/SM IPC globally. In a market specific view, it reduces IR by 2-10%. Therefore, in H2, we'll focus on expanding this proven solution to more regions.</p> <p>This metric represents Global expansion progress and shows % of serious SA/SM IPC in markets where S-RAD is live.</p> <p>By H1, S-RAD is live in US and Latam(all UberX available markets) -> covering 74.8% targeted IPC</p> <p>In H2, we will fully launch in ANZ and IND in Q3, MEA and CA in Q4 -> covering 81% or more targeted IPC. By the end of 2023, S-RAD will be live everywhere that we do not have regulatory blocks.</p> <p>We choose this OKR since it is predictable and reflects our focus on expansions. Meanwhile, we will track % of IPC prevention at team level to improve product health and effectiveness.</p>
On-Trip / Road Safety	<p>Cumulative Modeled Insurance Cost Savings (MMs)</p>	<p>We've developed signals of road safety risk in the form of our trip, driver, and route risk models and leveraged these to apply road safety interventions at scale in rider pricing, driver incentive allocation, and routing. We've taken a marketplace neutral approach with these interventions - we've improved safety and insurance outcomes while having no impact to the business (we've ensured that we're GB neutral/supply neutral). These are now levers that the business can use - we can scale them up or down depending on how we want to make marketplace vs. safety/insurance tradeoffs. Despite this marketplace neutral approach, we've still been able to deliver an estimated ~30M in savings through our trip risk pricing and driver risk based BYOQ suppression interventions (both launched in June). TRP is also now available in the FDS VC estimates, powered by our recent IDS launch, meaning that every marketplace team launching an XP will be making risk and safety informed decisions for their US based XPs.</p> <p>In H2, in road safety, we're launching several experimental bets to change driving behavior on the platform at scale as well as leverage ground truth video from crashes for claims adjudication (we're estimating ~4M in cost savings driven by freq reduction). We will focus on launching several insurtech products that will accelerate handle time through auto submission and assist adjusters for better claims outcomes through UIP resulting in an additional estimated \$26M in savings.</p>

Commented [1]: @mike.akamine@uber.com added efficacy narrative here. let me know if you need anything else.

Commented [2]: What does this mean for total 2023 savings est?

Commented [3]: total estimate is coming to about \$60 million (we're estimating 30M each half)

	<p>This metric accounts for the number of global trips that will have Record My Ride available.</p> <p>Change from H1 OKR (trip recording rate across all recordings products) to focus only on RmR expansion, where the majority of the tech resources will be focused this half. Expansion in Brazil, Mexico and 1-party US.</p> <p>This current metric only accounts for the availability of the product, after we overcame some of the tech challenges in H1, and actively working on the last component of the feature (Picture in Picture) we feel we are in a better place to work on expansion. We are currently only inviting 44K drivers to the pilot (1.3%) and aiming to reach all drivers in Brazil, Mexico and the 1-party US which represents the 40% (translate to 1.4M drivers)</p> <p>Some of the tech challenges that we faced in H1:</p> <ul style="list-style-type: none"> ● Android crashes - when we first launched RmR on Android (April), we've seen severe app crashes due to various reasons that are related to our feature, we quickly mitigated the root-cause to avoid the crash. We currently have a stable version with limited app crashes, but excluded some app versions to learn more about their behavior. ● iOS empty chunk - for several months we were dealing with empty recording. While the earner thought they were recording, in fact on the backend the files came back empty. This is why we had to rollback for a month the feature, to not impact the user trust in Uber's safety. We used the time to investigate the root-cause and mitigated that issue. The empty chunk issue has been impacting specific iOS devices, which we are investigating the reason for. ● We are still seeing high percentage of trips not recording on both platforms, which is why we are still investing a lot of resources there. Some of the root-cause of those issues is still unknown. We want to be in a position where we have a stable and reliable product prior to broader expansion. <p>Narrative for older OKR (here for tracking)</p> <p>This metric captures users' capability to record (ie registration) and engagement (# of trips recorded). And just to note for clarity, the Rider recording component is coming from AR. Currently the trip recording rate is at 0.16% which is low because we don't have auto-record for Audio Recording and RmR is still in pilot mode. But we are planning for 15X improvement to 2.63% – which would be about 90% driven by RmR, and the rest by AR and 2-party expansion of that. This doesn't account for safe mode and teens recording which are auto-record (we will be adding it to the goal early next week when our DS is back in office).</p> <p>We would like to be more ambitious, but this target is already a stretch given the projects above the line and anticipated tech challenges as we scale RmR.</p> <p>We also ran a survey recently that found that interest for in-app recording is in the 20% range – so you can think of that as the upper bound of users who told us they are interested in in-app recording. So this half we have much more to do to get these users who are interested to actually be using the feature, and that'll mostly be fueled by resolving technical challenges and scaling our tech. And once we get to the 20% figure sometime beyond this half, we'll conceivably have more work to do to underscore the value prop of in-app recording to users.</p> <p>We are not in a position to get to 20% this half because we are still in building mode, and not</p>
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Revised!
Record My Ride Trip Availability

Commented [4]: How many drivers is the 40% ?

Commented [5]: @mike.akamine@uber.com to your questions from yesterday, the 40% translate into ~1.4M drivers

cc: @zsingleton@uber.com

		<p>adoption mode.</p> <p>We made a few assumptions for the H2 goals, mostly on the RmR, where we still don't know the behaviour:</p> <ul style="list-style-type: none"> ● We assume that 3% of new users will keep RmR on ● 50% of AR users will use RmR, while 20% will turn off the feature ● 50% of dashcam drivers will use it
Post Trip / Offline	Deactivation Review Center Coverage	<p>Revised:</p> <p>Coverage OKR is to reach 100% global coverage by end of year. We are working to unlock Dedupe deactivations into RC coverage but we have a potential risk of not meeting 100% due to Bliss deactivations from dedupe - these represent ~1.3% of global deactos</p> <p>Expand Review Center deactivation coverage to 100% by YE 2023 (excluding BGC and deactivations from sharing programs with Lyft). As of end of H1, our global coverage is 76%, and 86% in the US. The next big milestone is Identity related processes, while finalizing coverage in Quality.</p>
	New! % of Earners Waitlisted 7+ Days	<p>Revised:</p> <p>Our goal is to reduce the # of earners WL for more than 7 days by 80%. Today ~300K earners are in Waitlisted status, and 48K are WL for more than 7 days (~16% of earners WL for more than 7 days). So our goal is to bring this 16% down to ~3%.</p> <p>Today, we have ~300K earners in Waitlisted status, and ~48K stuck for more than 7 days. This has introduced poor user experience and fairness concerns. In H2, we will start this project with multiple ways of improving earners in long waitlists (7+ days) across all categories, it includes finding the proper status to use, or migrate into Review Center experience.</p>
	New! Earner Safety Reactivation Rate	<p>Revised:</p> <p>Earner Safety Reactivation Rate; Our OKR is for Earner safety reactivation rate is to drop to 3% (today 5%). Our hypothesis is that all the tooling and Support Abuse info we are surfacing to agents will lead to less erroneous deactivations.</p> <p>Safety reactivation rate from the Review Center is ~5%, and we have yet identified the proper definition of false positives. However, there are projects to improve wrongful deactivations, for example, the holistic Support Abuse program. Through multiple teams' efforts, we target to reduce reactivation rate to 2%.</p>
	Growth Bets	<p>MAU is an effective metric for tracking geo expansion and user engagement. In addition to this northstar metrics, we will be using various complementary metrics such as % GB</p> <p>After our CP2 discussion with Sachin, we have agreed that due to Uber for Teens being a new product, it would be extremely challenging to forecast Monthly Active Users (MAUs) and other usage metrics. Therefore, we will report on the expansion of the product by the end of the year. Our goal for US&C is to reach 100% of the USC mobility trips, excluding California. Globally, our ideal scenario would be to have a presence in all star markets. However, this will depend on two factors:</p> <p>a) Legal assessment: We need to determine if the current state of the product can be launched in their markets without any new requirements.</p> <p>b) Buy from Mobility and Delivery leadership: We require the support and commitment from Delivery leadership to assign dedicated POCs</p>

Commented [6]: @jose.sandi@uber.com @alexk@uber.com @chelsea.huang@uber.com I gave a stab for this metric, feel free to make edits. We got a newly added review with Sachin on Friday morning, so review ETA is 3pm on Thursday (July 6). cc @julia.dixon@uber.com @kmcDonald@uber.com Assigned to jose.sandi@uber.com

Commented [7]: quick thought: In H2 we'll be able to make a significant impact on the metric because of the move to reject and process deprecation, but there is also another volume that is being moved to WAR where these users would still be in WL by design. Would we need to change this metric afterwards so that only "eligible" volume is being considered?

Commented [8]: @jennyluu@uber.com @cgibbons@uber.com @agiannetos@uber.com I gave a stab for this metric, feel free to make edits. We got a newly added review with Sachin on Friday morning, so review ETA is 3pm on Thursday (July 6). cc @julia.dixon@uber.com @kmcDonald@uber.com Assigned to julia.dixon@uber.com

Commented [9]: Confirming Safety defined here excludes RTID right?

@cgibbons@uber.com @kmcDonald@uber.com Something we haven't explicitly aligned on is the exact point of implementation for the SIPC updates and what that means for RC. Do agents uphold the policy at the time of deactivation (how can agents really even know that) or the policy at the time the appeal is reviewed?

Take the newly-implemented 'most recent notation' update as an example. I'll bring this up in the SIPC working group meeting tomorrow. But just want to flag that this could increase reactivation rate (but for good reason to improve fairness outcomes)

Commented [10]: +1 to Jenny and per slack convo assuming these numbers are being revisited?

Commented [11]: Yep, I will make the mention that this OKR is still WIP, and we will finalize next Tuesday or Wed, before Gus review on Thursday July 13.

Commented [12]: @agiannetos@uber.com @chanel.kan@uber.com clarified the policy change implementation, that RC agents apply the new policy based on the deactivation date and policy effective date so we should not see upticks in RC reactivations as a result of this.

(As a separate discussion for the reactivation playbook, it did come up if we SHOULD retroactively apply standard changes to get to more fair outcomes and the reason for us making these updates in the first place)

		<p>Thanks to the acceleration of AR 2 party consent launch we expect to be live in 100% of the US excluding California by the end of August.</p> <p>As of June, we had 3.8k active users, with 64% of them being first-time platform users.</p> <p>In case of Q&A: Why not MAU in LatAm Doing a MAU forecast considering Latam would be extremely hard We don't TAM analysis there to think about what we can expect from the market and we cannot consider that the penetration that we have today in US(that is growing) it's going to be the same in Latam. It would be assumption over assumption and good chance we would be significantly off. That is why we'll work with geo coverage for expansions outside US&C</p>
Privacy	<p>New! Privacy Visitor % (# of users who have used a privacy feature / all active users)</p>	<p>This is the new top level metric we built this year to measure the impact of our Privacy Experiences overall. The metric is the # of users who have used a privacy feature / active users. We chose this metric because we know from our research that when users use a privacy product they are significantly more likely to trust that we protect the privacy of their information.</p> <p>We want to maximize the # of users who have visited a Privacy Product, without negatively impacting opt-out of things like location and Ads.</p> <p>Our original goal for the year was 5%, but there was a viral TikTok video related to our EYD product that unexpectedly drove a spike in the metric of ~2% – that's why we've far exceeded the target. Our Year-end goal is 10%, and we'll get there through Privacy Checkup, View as feature & Privacy Center Entry Point Optimization, EYD 2.0, and Messaging.</p>

Appendix

- **Feature usage**

- For personal safety, we tracked 2 metrics last half:

	'22 YE Baseline	'23 H1 Goal	May '23
Feature Awareness (Active Riders, Avg # of features) - Key Markets	5.9	6.5	6.3
Feature Usage (% Rider MAU, 2+ features) - Global	8.7%	12.5%	12.6%

- We missed the awareness goal but met the usage goal.
- This half, we propose not to continue tracking awareness metric as it is difficult to move.
- Instead, we propose to track Feature Usage of preventative safety features (% Rider MAU, 2+ features) - US&C, LatAm. Preventative features include features that we want our users to use regularly like Share Trip, PIN, etc. It excludes features like Emergency Assistance, Safety Agents, etc.
- Current Baseline (May '23) - **7%**, H2 (Dec '23) Goal - **14%**.
- We have confidence that we will be able to meet the H2 goal because of 2 products that we plan to launch this half: **1. RideCheck blocking modal and 2. Safe Mode.**
- It is valuable to have a metric to represent the tech efforts across all of Personal Safety.

- catalog scanned by Catalog Audit Platform (for alcohol detection)

- In the US&C and UKI, CAP has scanned (i.e. covered) around 35% of the catalog to potentially detect

alcoholic items, considering both the legacy Menu platform (Menustore) as well as the new catalog and inventory platform (INCA). In order to further reduce the risk of untagged alcoholic items, which can lead to non-compliant orders, we need to increase CAP's coverage by scanning the remaining parts of the catalog. The main reasons why we haven't reached 100% coverage in the US&C are: 1) CAP does not scan INCA items yet (integration expected for end of H2) and 2) Items from merchants who previously exempt from CAP but are no longer exempt since mid-H1 were still not scanned (100+ million items)

