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U.S. Rider safety: Foundational UX Research in Chicago, Detroit, DC

Nov 21-Dec 3, 2017

Darya Pilram
UX Safety
@DaryaP

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Research

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Slide 1 Notes

Write down ideas and thoughts - how might we's
-dangerous driving, IPC (by drivers, by riders), Rider safety abuse

Key Findings

Rider foundational in Chicago, Detroit, and Washington (DC)

2

1. **U.S. Riders feel safe** in Uber because they assume we continuously monitor quality (of Drivers, Riders, and vehicles), hold Drivers and Riders accountable, and respond to concerns and incidents.
2. **Triggers** diminish Rider experience and increase feelings of being unsafe from “I feel uncomfortable” to “I am at risk” and “I am in danger.” Triggers include bad pick-up navigation, bad smells, inappropriate conversations, touching, poor on-trip navigation, dangerous driving, mismatch in app information with driver ID/car ID.
3. **Pool rides** increase interpersonal encounters and safety risk; **intelligent pairing** could improve Pool experience and reduce conflict.
4. **Community Guidelines** are unknown to Riders, who have varying mental models for how Riders and Drivers *should* behave on trip. Uber does not hold Riders and Drivers equally accountable for behavior that violates community guidelines.
5. **Quality impacts sentiment.** Riders rely on quality ratings to feel safe about a Driver, but ratings are subjective and depend on user-input. IRT uses quality to adjudicate safety reports. Integrating additional data could improve accuracy of quality ratings, enable interventions, and improve IRT decisions.
6. **Reporting could improve experience and safety.** Riders under-report experiences that make them feel uncomfortable, at risk, or in danger. This limits what we know about user quality and safety improvements necessary to improve experience.

Slide 2 Comments

- 1 +dpurdy@uber.com +kmcdonald@uber.com +huijun.pan@uber.com take a look at triggers here and in the doc.
Deleted user, 4/9/2018 05:51 PM
- 2 Thank you. All triggers are included but phrased slightly differently
Emma Pan, 4/9/2018 05:51 PM

Overview

Rider Foundational UX in Chicago, Detroit, DC

Overarching Project

This foundational research explored Rider experiences during the ride journey in order to understand safety perceptions and expectations. Interviews with Riders identified triggers that increase their awareness of safety and meetings with key stakeholders underscored trends and patterns related to safety incident reporting. Results from this project will inform Safety products designed to address Rider concerns and expectations as well as gaps and opportunities for collaboration with teams outside of Safety.

Objectives Summary

- Identify key safety experiences along Riders' pre-trip and on-trip journeys.
- Understand the safety features Riders use (and don't use).
- Explore new safety concepts (ex. On-trip reporting)
- Document gaps and opportunities associated with Rider safety experiences to facilitate cross-team collaboration.

Method Summary

Research took place in Chicago, Detroit, and Washington, DC and included pre-trip meetings with key stakeholders, in-depth, 1:1 interviews with 16 Riders, on-trip observations in ride-alongs with Drivers and Pool riders, and roundtable discussions with COE, IRT, SIU, GLH (Detroit), Business Policy, Safety-Legal, and Global Security Operations.

Related Documents

- [Project plan](#) (complete project details)
- [User Customer Journey Mapping](#)
- [Prospective Rider Deck](#)
- [High Frequency Rider \(HFR\) Reason to Ride \(R2R\)](#)
- [Movement between Low/Med/High frequency buckets](#)
- [Understanding Women's Safety - India](#)
- [UX Research on Ratings Anxiety](#)

The Field Team

UX Fieldwork in **Chicago**, **Detroit**, and **DC** was supported by these Safety rockstars



Darya Pilram
Sr. UX Researcher
Safety & Insurance



Connor Walker
Software Engineer II
Safety & Ins. Data



Sravanti Tekumalla
Software Engineer
Safety intell & response



Akankshu Dhawan
Product Manager
Safety & Insurance



Selwyn Kancharla
Product Designer
Safety & Insurance



Brian Zhang
Software Engineer II
Personal Safety



Tiffany Chung
Software Engineer
Safety & Ins Mobile Exp



Aditya Sharma
Product Manager
Safety & Insurance



Racine Davis
Product Designer
Safety & Insurance



Elizabeth Castro Abrams
UX Research Operations
(Recruitment Expert!!)

Stakeholders and Roundtables

Valuable UX insights and safety perspectives provided by these Stakeholders from **Chicago**, **Detroit**, and **DC**



Jessica Haynes
Team Lead: Special
Investigations Unit



Aaron Collier
Investigator, SIU
Chica
go COE



Karen Valencia
CSR Lead
Chica
go COE



Tyler Spitz
Ops & Logistics Mgr,
Chicago



Samir Lakhani
Business Policy &
Safety Ops (US/CAN)



Valerie Shuping
Sr. Central Ops Mgr
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Ben Pietrowski
GLH Manager
Detro
it



Elle Crawford
GLH Expert I
Detro
it



Emily Madova
Counsel, Regulator
DMV



Sam Kimzey
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Operations Center



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Strategy & Planning
US&CAN



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But first... a note on CONTEXT and Mission

#standforsafety

(UX results start [here](#))

Slide 7 Notes

This is background based on past research and analogous work in IED disruption and aviation Safety Management Systems.

2018 Safety Mission:
Make Uber the **safest** and the **most**
trusted transportation choice, and
support riders and drivers with
empathy and **care** when things go
wrong.

2018 Safety Mission:
Make Uber the **safest** and the **most**
trusted transportation choice, and
support riders and drivers with
empathy and **care** when things go
wrong (???)

We don't need to reinvent the wheel.
We all have experiences, perspectives,
and processes to contribute to
Safety.



We don't need to reinvent the wheel.
We all have experiences, perspectives,
and processes to contribute to
Safety.

Let's review Safety @Uber using...

Slide 11 Notes

Three themes - what are the things we can do out the gate in 2018 to address them?



Bombs.

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Bombs.

& planes.



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Slide 13 Notes

Three themes - what are the things we can do out the gate in 2018 to address them?

Wicked Problem: Bombs

What can we learn from efforts to counter Improvised Explosive Device (IED) networks?

As early as 2003, Army officers spoke of shifting the counter-IED effort "[left of boom](#)" by disrupting insurgent cells before bombs are built and planted. Yet U.S. efforts have focused overwhelmingly on "[right of boom](#)" by mitigating the effects of a bomb blast with heavier armor, sturdier vehicles and better trauma care, or on the boom itself, by spending more than \$3 billion on 14 types of electronic jammers that sometimes also jammed the radios of friendly forces.

For years the counter-IED effort was defensive, reactive and ultimately inadequate, driven initially by a presumption that IEDs were a passing nuisance in a short war, and then by an abiding faith that science would solve the problem. "Americans want technical solutions. They want the silver bullet" -Rear Adm Macy



See [Left of Boom: The Struggle to Defeat Roadside Bombs](#)

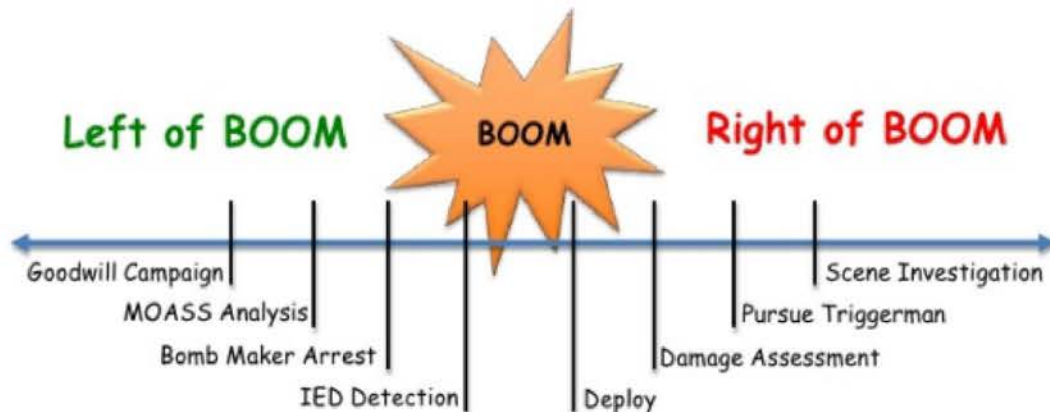
Slide 14 Notes

How might we move safety from reactive to proactive @Uber?

Wicked Problem: Bombs

What can we learn from efforts to counter Improvised Explosive Device (IED) networks?

Right of Boom in Iraq



Left of Boom: disrupt cells before they can build and plant bombs

Right of Boom: Mitigate effects of IED attacks with better equipment, trauma care

See [Left of Boom: The Struggle to Defeat Roadside Bombs](#)

Slide 15 Notes

Three themes - what are the things we can do out the gate in 2018 to address them?

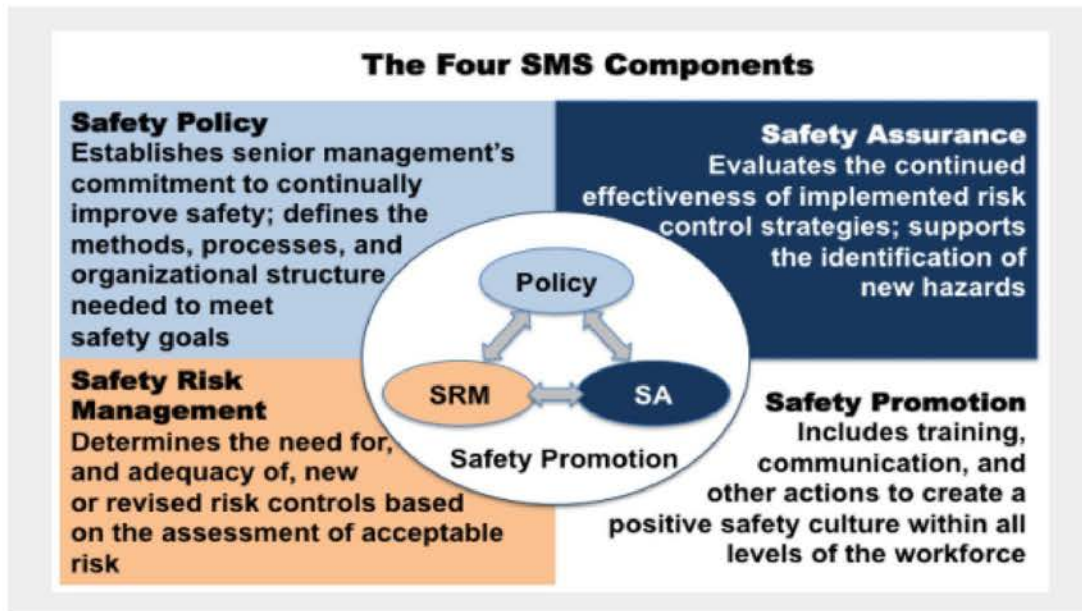
Slide 15 Comments

1 similar to your Bowtie model! +kmcDonald@uber.com +dpurdy@uber.com +hujun.pan@uber.com
Deleted user, 4/6/2018 09:26 PM

Safety's Mission should support *both* “left of boom” efforts to detect, deter, and prevent safety-related issues *and* “right of boom” to react and learn from safety incidents.

Wicked Problem: Aviation Safety & Security

What can we learn from Safety Management Systems (SMS) designed to improve aviation safety and security?



Before aviation SMA, the standard safety improvement model was totally **reactionary**:

- 1) Wait for an accident
- 2) Investigate, identify what went wrong
- 3) Make changes to avoid the same accident in the future

A Safety Management System (SMS) is a systematic approach to managing safety, including the necessary organizational structures, accountabilities, policies and procedures.

Slide 17 Notes

Modern concepts of aviation SMS stem from early concepts (quality management systems (9000 series) & environmental management systems (14000 series)).

Slide 17 Comments

- 1 +jgoodman@uber.com here's the work on SMS and the aviation industry's culture of safety; note the move from reactionary to detect, prevent, react
Assigned to Jesse Goodman_
Deleted user, 5/25/2018 08:39 PM

3 Functions of Safety Management Systems



Prevent

- Prevent incidents before an actual threat.
- Creating blacklists of potential threats
- Installing physical barriers
- Use intelligence to know threats in advance



Detect

- Uncover risks or malfunctioning during operation
- Detect ongoing attacks or threats



React

- Mitigate undesirable consequences
- Rescue passengers and personnel from incidents

Slide 18 Notes

Created by Laszlo (laufer@): https://docs.google.com/presentation/d/1TQMhk-T0_Oi06q28N6Yc2vs-Eqd7k8TnbpKghg3NQzA/edit?ts=5a3ab995#slide=id.g1d5aa25cb7_0_348

Slide 18 Comments

1 @roger@uber.com
Karina Sengupta, 3/3/2021 08:29 PM

Examples of Safety Management Systems

In Air Travel

Prevent

- Separation of passenger zones and personnel zones
- ESTA visas to create and use white lists of passengers that are not dangerous
- Blacklist passengers who need extra checks
- If a passenger does not board, his/her luggage is taken down from the plane too
- Communicate security measures to the public to avoid attempts risking safety
- Communicating items not allowed in the

Detect

- Checked in luggage scans
- Carry on luggage scans
- Passenger full body scan
- Security camera surveillance of arrival departure areas
- Continuous monitoring of baggages left alone
- Conducting mini-interviews with passengers at check in
- Conducting longer interviews with passengers
- Strip check passengers
- Passenger reports suspicious activities

React

- Deny boarding of passenger
- Air-marshall actions in flight
- Land the plane immediately



Slide 19 Notes

Created by Laszlo (laufer@): https://docs.google.com/presentation/d/1TQMhk-T0_Oi06q28N6Yc2vs-Eqd7k8TnbpKghg3NQzA/edit?ts=5a3ab995#slide=id.g1d5aa25cb7_0_348

Purpose of Uber's Safety Management System

Prevent

Don't let people with bad intentions order an Uber.

Detect

Once they've ordered an Uber how can we and the driver identify if they have bad intentions or they are well-intentioned passengers.

What is the decision making protocol and tools that drivers need to:

- Maximize detection rate
- Minimize false positive alerts

React

Once we know that passengers are not well intentioned how do we carry out a series of actions to make sure that:

- Drivers' lives are not in danger
- Driver's property is not in danger
- Driver perception of danger is lowered

Uber



Drivers



Slide 20 Notes

Created by Laszlo (laufer@): https://docs.google.com/presentation/d/1TQMhk-T0_Oi06q28N6Yc2vs-Eqd7k8TnbpKghg3NQzA/edit?ts=5a3ab995#slide=id.g1d5aa25cb7_0_348

Uber Drivers' Current Safety Management Systems

Prevent

Detect

React

Drivers



Physical:

- Tinted windows
- Rolled up windows
- Cell phone not visible from outside
- Cheap cell phone for Uber
- Keep change in separate location to fasten cash exchange

Driving behavior:

- Don't drive at night
- Special driving habits in bad neighbourhoods
- Whatsapp group for bad areas
- Tunneling back from bad neighbourhoods
- Modify drop off to avoid bad area
- No forward dispatch in favela

Slide 21 Notes

Created by Laszlo (laufer@): https://docs.google.com/presentation/d/1TQMhk-T0_Oi06q28N6Yc2vs-Eqd7k8TnbpKghg3NQzA/edit?ts=5a3ab995#slide=id.g1d5aa25cb7_0_348

Uber Drivers' Current Safety Management Systems

Prevent

Detect

React

Drivers



Information by Uber:

- Cash or not
- Check passenger rating
- Gender / gender match
- Name (Alias or Real?)

Detected by driver

- Asses passenger in phone interview
- No. passengers >2
- Sitting in the front seat
- Clothing / Age
- Language used / topics in car

Driving behavior:

- Starts trip before to see destination
- Stops before pickup and blinks to be approached
- Drives by to asses passengers and pickup location

Slide 22 Notes

Created by Laszlo (laufer@): https://docs.google.com/presentation/d/1TQMhk-T0_Oi06q28N6Yc2vs-Eqd7k8TnbpKghg3NQzA/edit?ts=5a3ab995#slide=id.g1d5aa25cb7_0_348

Uber Drivers' Current Safety Management Systems

Prevent

Detect

React

Drivers



Car function/device/installation:

- Child lock to escape from the car
- Install camera with emergency button to start recording
- Display "being robbed" on the trunk if button pressed
- Block car in a safe place

Communication w. 3rd party or passenger:

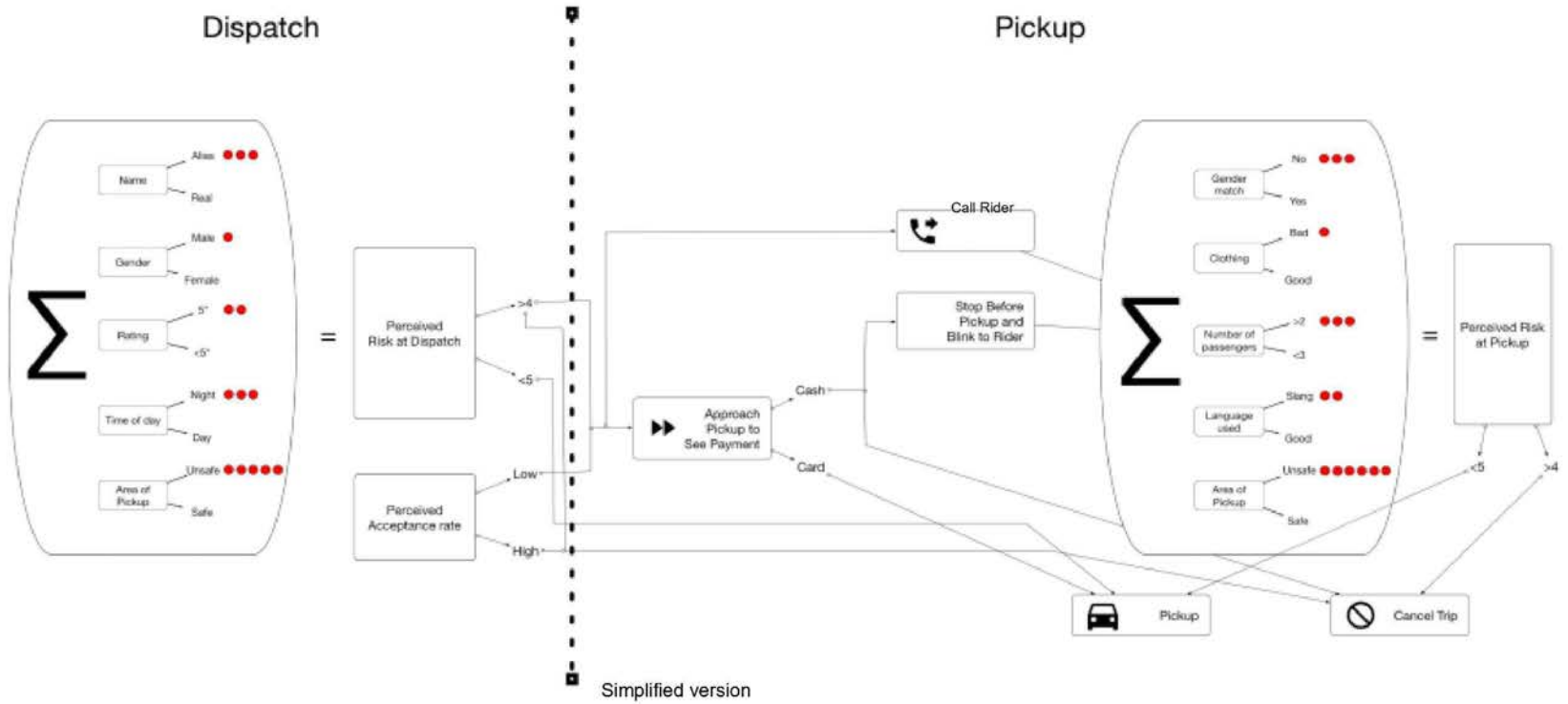
- Share location on Whatsapp with family and other drivers/ Life360
- Call family during trip in front of show passenger
- Tell passenger about Uber's safety measures
- Engage passenger in conversation about family

Driving behaviour:

- Cancel trip
- Convince passenger to end trip

Threat Detection Decision Process

Before rider sits in the car



Slide 24 Notes

Created by Laszlo (laufer@): https://docs.google.com/presentation/d/1TQMhk-T0_Oi06q28N6Yc2vs-Eq7k8TnbpKghg3NQzA/edit?ts=5a3ab995#slide=id.g1d5aa25cb7_0_348

Slide 24 Comments

- 1 This is super interesting - did you create this model from research +daryap@uber.com ?
Bjorn Hubert-Wallander, 1/16/2018 09:15 PM
- 2 This was created by the genius of +laufer@uber.com (sent to me by +mollys@uber.com) you can link to his research from Brazil!
Deleted user, 12/22/2017 07:14 PM
- 3 Thanks a lot Bjorn for taking a look at it. It was already worth the effort :)
Laszlo Laufer, 1/16/2018 06:46 PM
- 4 I'd love to see more formal decision models like this in research. Even if they're just estimates of decision criteria, I think they can be very helpful for product/design.

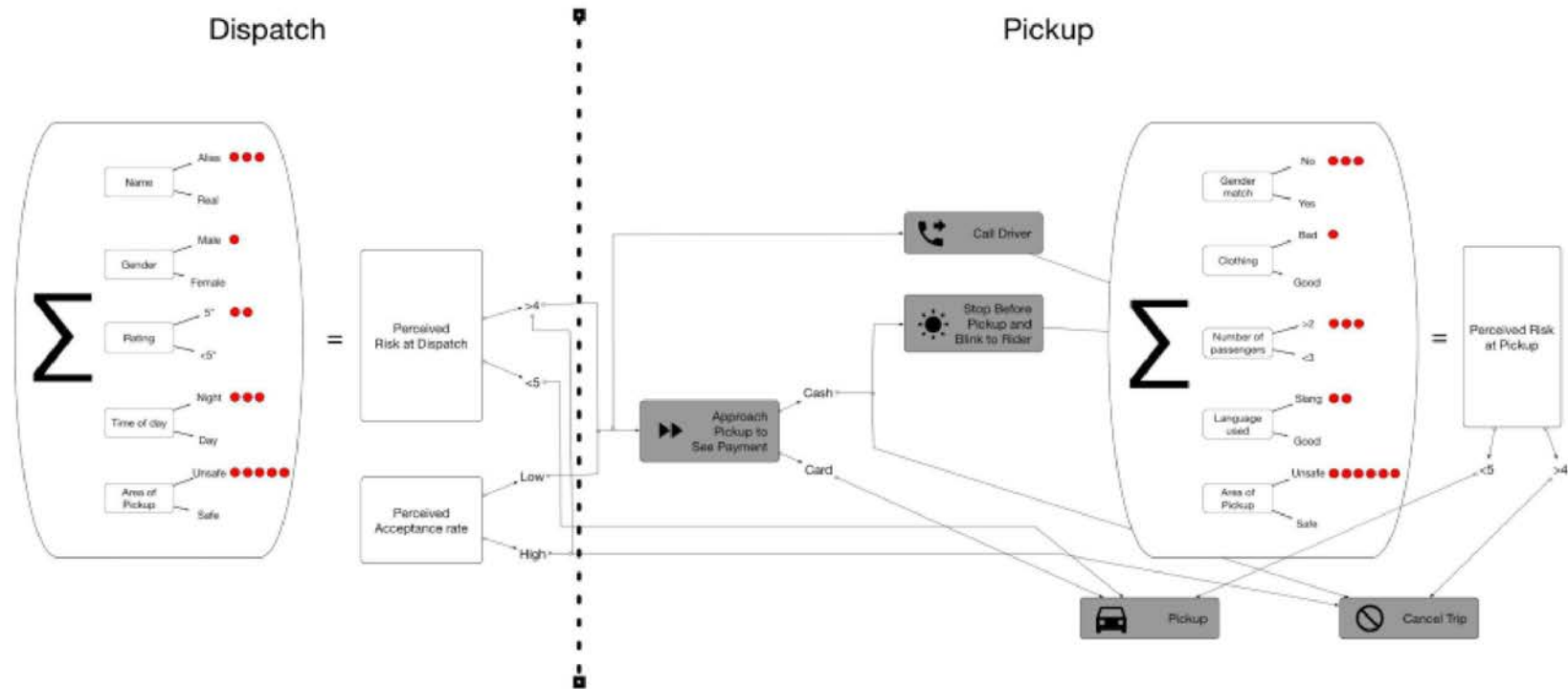
Bjorn
Bjorn Hubert-Wallander, 1/16/2018 08:29 PM

Slide 24 Comments (Continued)

- 5 yes I think it is aplicable in many parts of the product. BTW did you notice the re dots and the decission based on the sum of the red dots :)
Laszlo Laufer, 1/16/2018 08:58 PM
- 6 Yep! That's what I liked most about it!
Ejorn Hubert-Wallander, 1/16/2018 09:15 PM

Actions of Driver During the Process

Before rider sits in the car

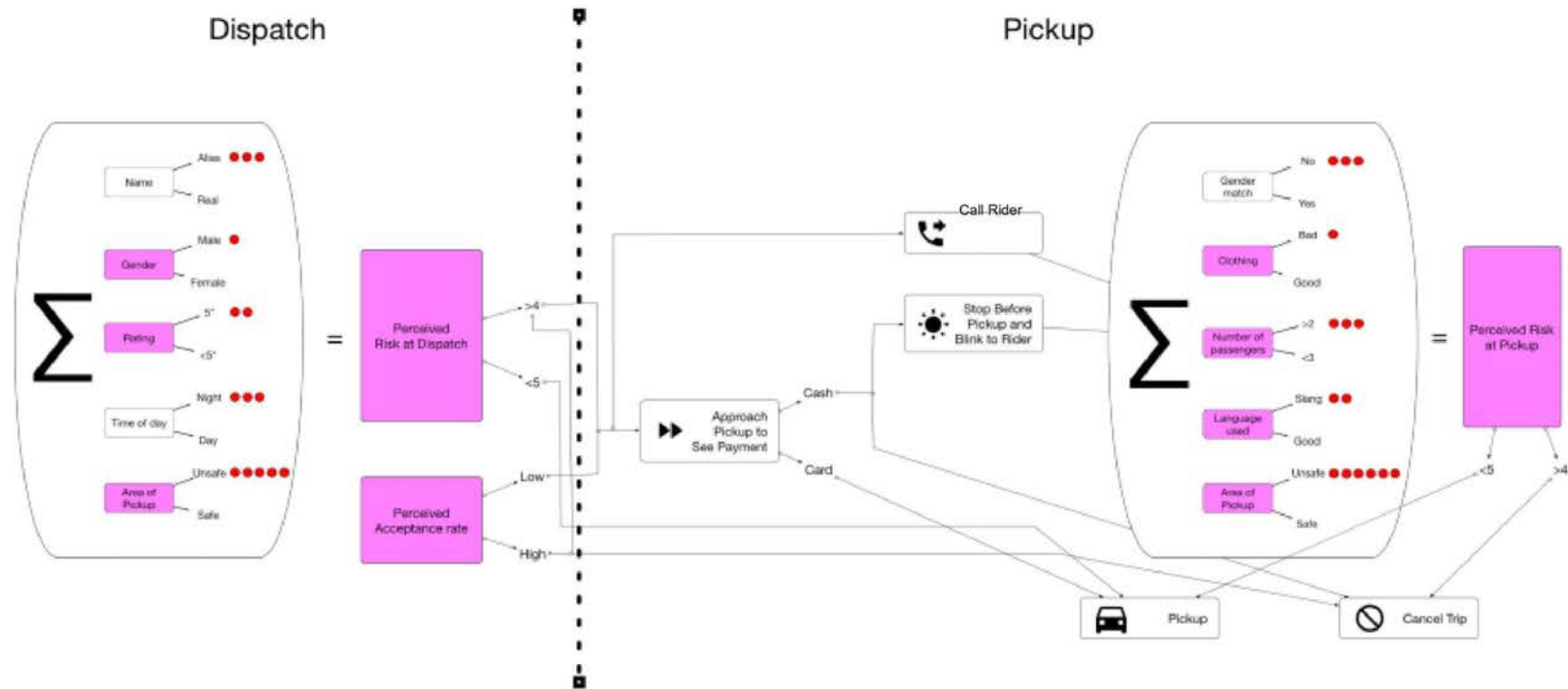


Slide 25 Notes

Created by Laszlo (laufer@): https://docs.google.com/presentation/d/1TQMhk-T0_Oi06q28N6Yc2vs-Eqd7k8TnbpKghg3NQzA/edit?ts=5a3ab995#slide=id.g1d5aa25cb7_0_348

Data Inputs with High Error Margin

Highly subjective or inaccurately used data points in the decision making process

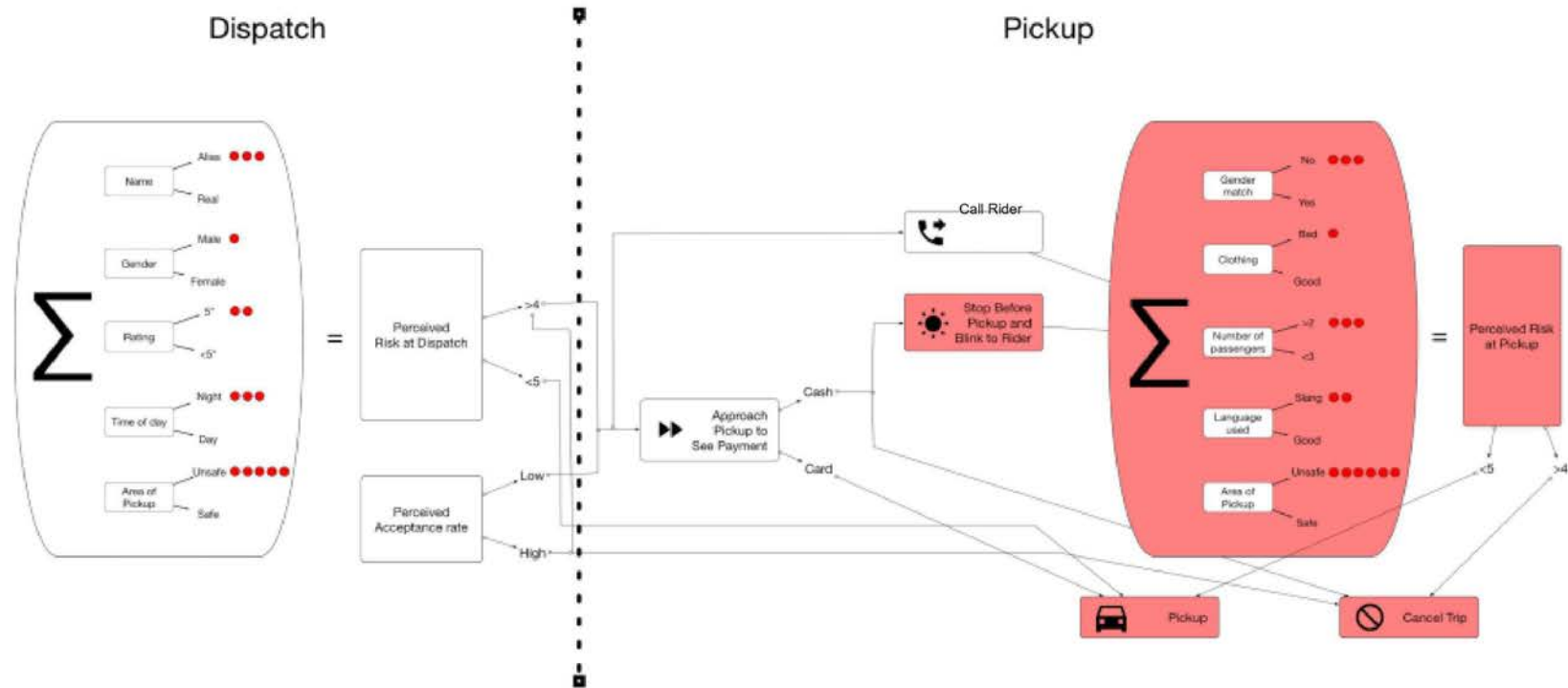


Slide 26 Notes

Created by Laszlo (laufer@): https://docs.google.com/presentation/d/1TQMhk-T0_Oi06q28N6Yc2vs-Eqd7k8TnbpKghg3NQzA/edit?ts=5a3ab995#slide=id.g1d5aa25cb7_0_348

High Time Pressure at Pickup Point

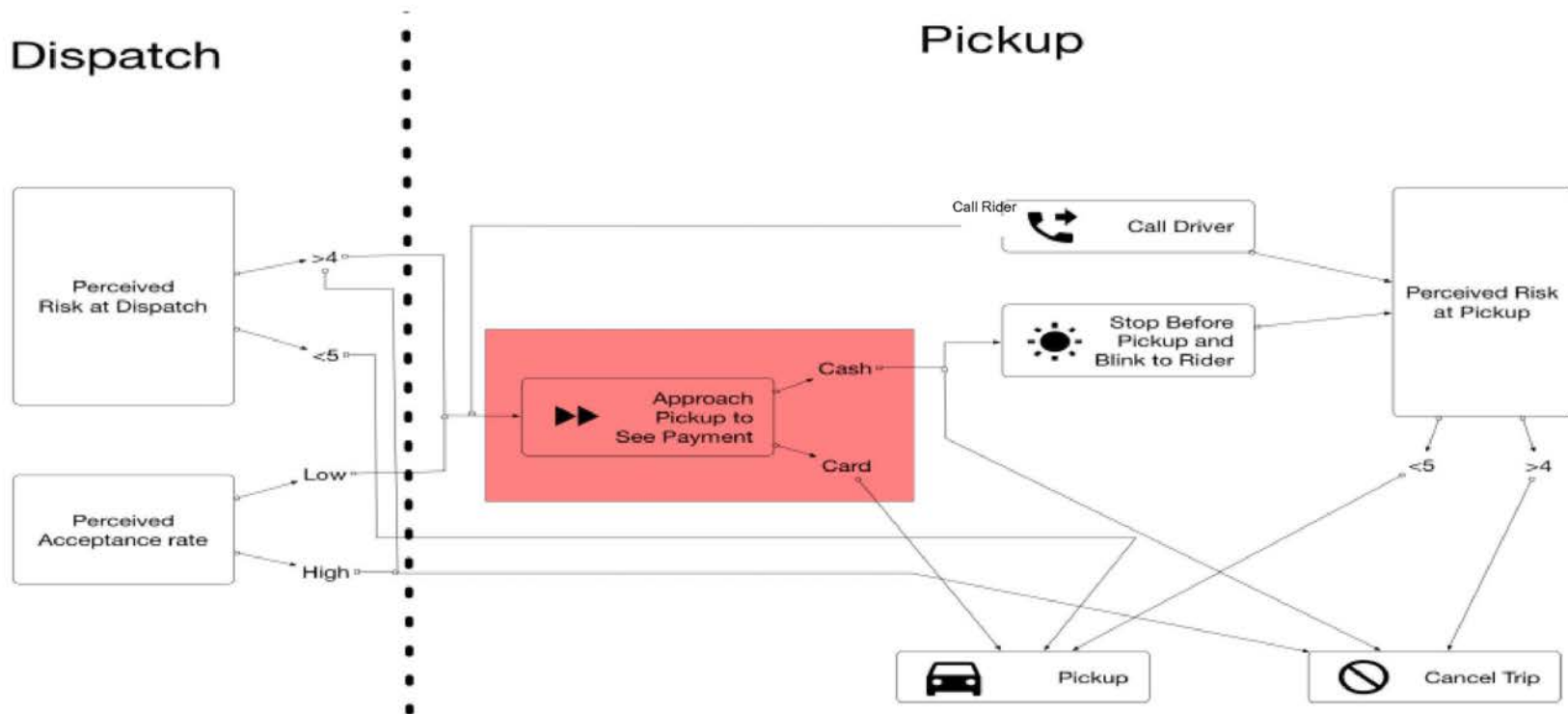
Lot's of factors to consider in 3-10 seconds



Slide 27 Notes

Created by Laszlo (laufer@): https://docs.google.com/presentation/d/1TQMhk-T0_Oi06q28N6Yc2vs-Eqd7k8TnbpKghg3NQzA/edit?ts=5a3ab995#slide=id.g1d5aa25cb7_0_348

Role of Cash Indication in the Decision Making Process



Slide 28 Notes

Created by Laszlo (laufer@): https://docs.google.com/presentation/d/1TQMhk-T0_Oi06q28N6Yc2vs-Eqd7k8TnbpKghg3NQzA/edit?ts=5a3ab995#slide=id.g1d5aa25cb7_0_348

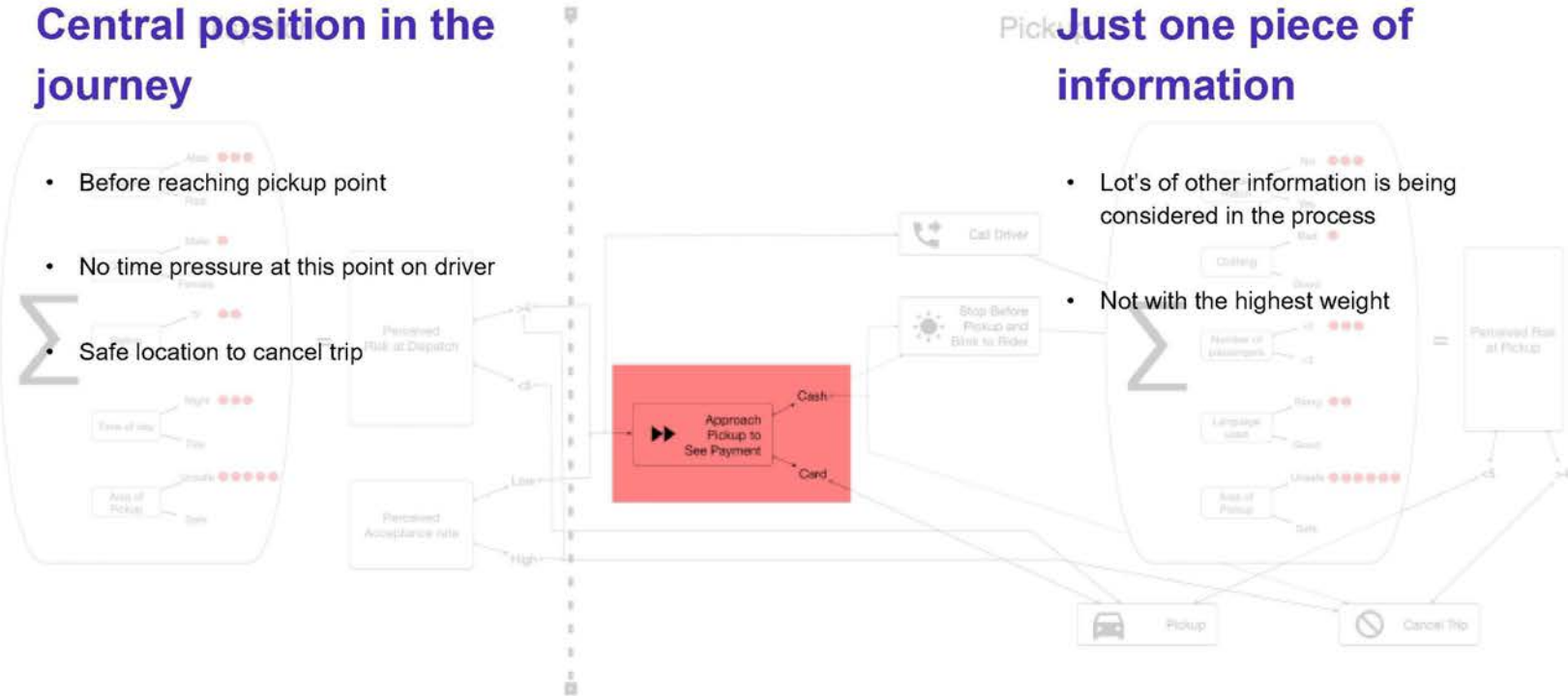
Role of Cash Indication in the Decision Making Process

Central position in the journey

- Before reaching pickup point
- No time pressure at this point on driver
- Safe location to cancel trip

Just one piece of information

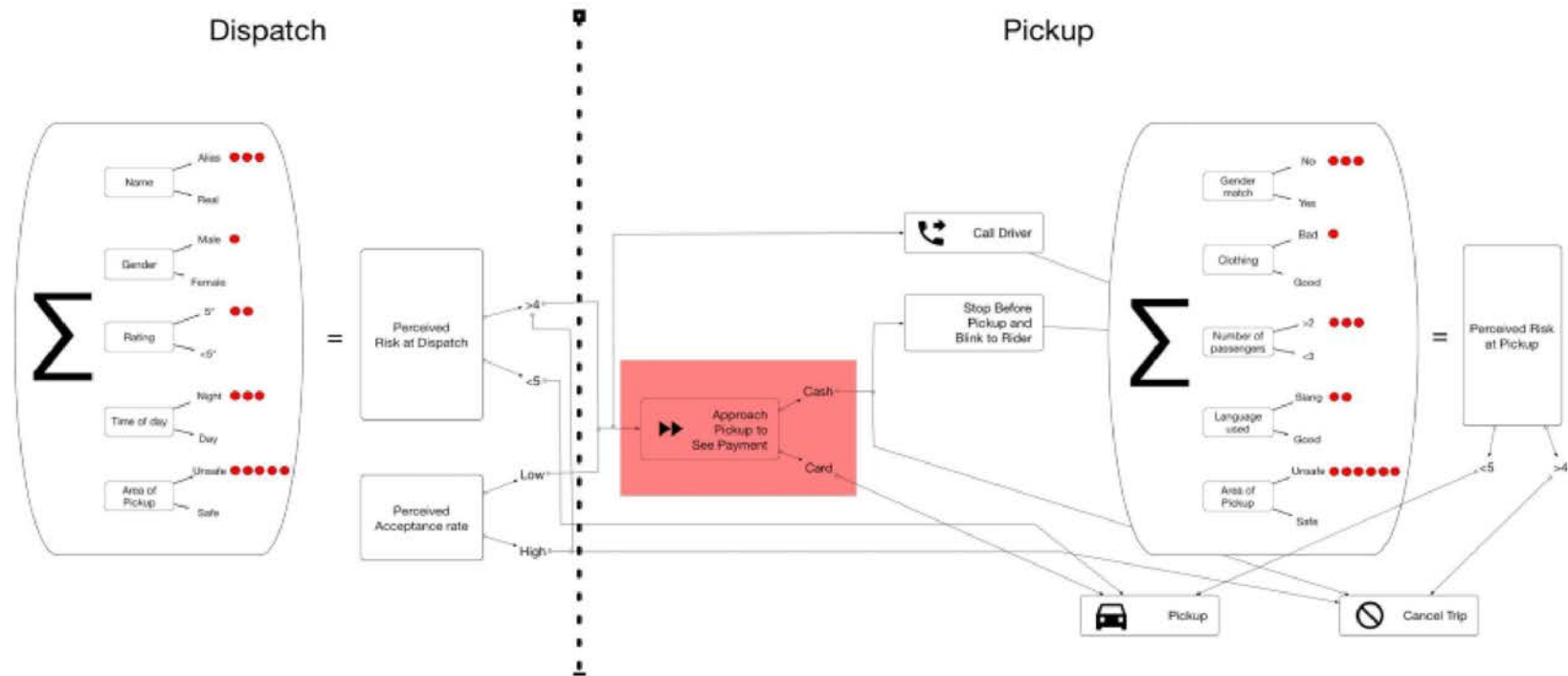
- Lot's of other information is being considered in the process
- Not with the highest weight



Slide 29 Notes

Created by Laszlo (laufer@): https://docs.google.com/presentation/d/1TQMhk-T0_Oi06q28N6Yc2vs-Eqd7k8TnbpKghg3NQzA/edit?ts=5a3ab995#slide=id.g1d5aa25cb7_0_348

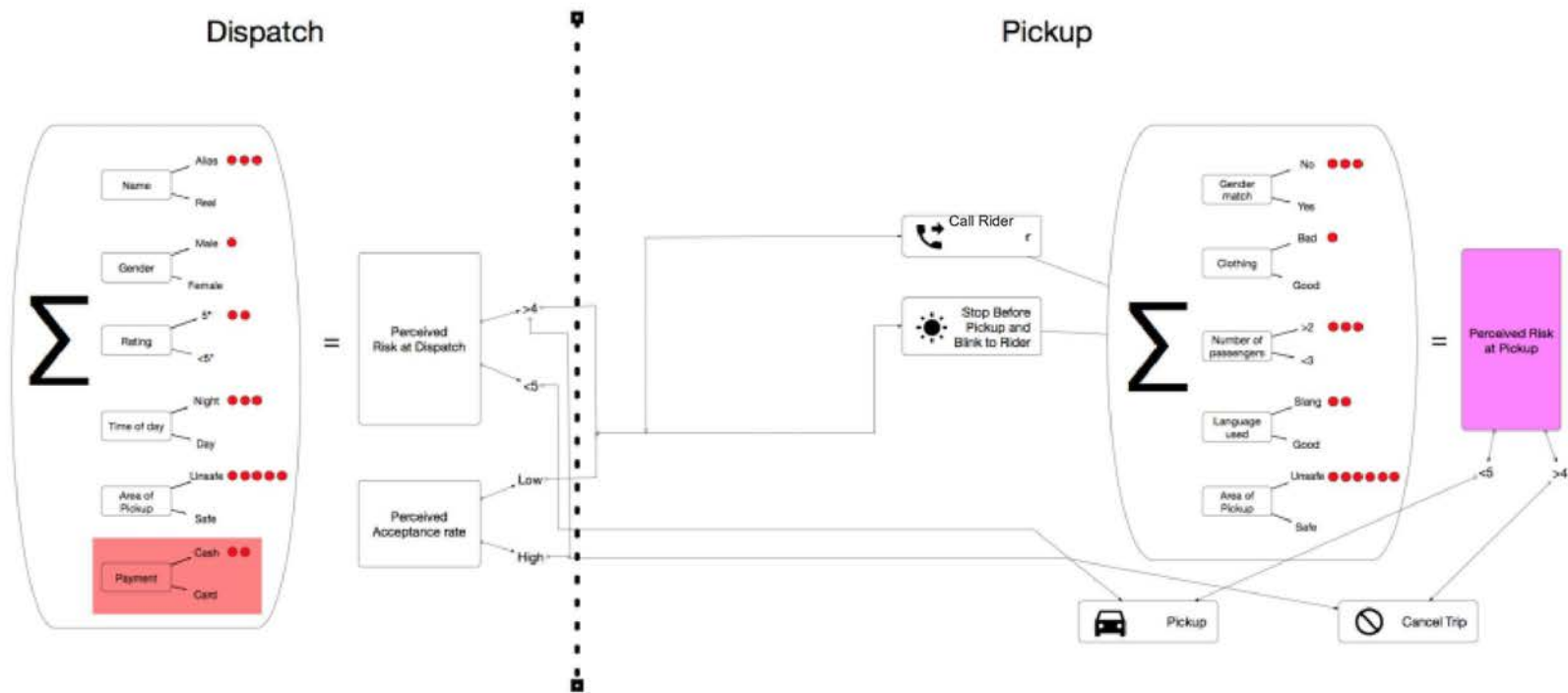
Indicating Cash Payment at Pickup



Slide 30 Notes

Created by Laszlo (laufer@): https://docs.google.com/presentation/d/1TQMhk-T0_Oi06q28N6Yc2vs-Eqd7k8TnbpKghg3NQzA/edit?ts=5a3ab995#slide=id.g1d5aa25cb7_0_348

Indicating Cash Payment Before Pickup



Slide 31 Notes

Created by Laszlo (laufer@): https://docs.google.com/presentation/d/1TQMhk-T0_Oi06q28N6Yc2vs-Eqd7k8TnbpKghg3NQzA/edit?ts=5a3ab995#slide=id.g1d5aa25cb7_0_348

Safety Theater

Lessons from Airport Security

Airports

Purpose

1. Increase safety perception of passengers

They trust the system and behave in desired manner.

2. Potential Attackers become uncertain

They see the complexity of safety measures and less certain they get around them (and/or Uber makes it harder, longer, more expensive for bad actors)



Slide 32 Notes

https://docs.google.com/presentation/d/1TQMhk-T0_Oi06q28N6Yc2vs-Eqd7k8TnbpKghg3NQzA/edit?ts=5a3ab995#slide=id.g1d5aa25cb7_0_348

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Safety Theater in Uber

Lessons from Airport Security

Safety theater involves in a series communications and actions that are repeated each time the passenger uses the service. Important factors:

- Emphasize purpose of safety
- Be rigid about the sequence and making it compulsory
- Communicate to both sides to know what rider should expect and what driver should do

E.g. Let's say we decide we don't want people to take an Uber unless they've ordered it. The user who ordered the Uber has to be in the car. We could do a feature like:

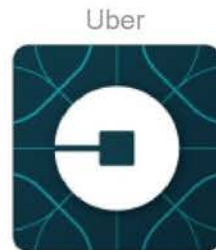
- Rider app shows big picture of rider upon pickup.
- Message riders after order: "Your driver is going to ask you to identify yourself by showing your app to him. For your safety, s/he cannot give you a ride if unable to validate your identity"

What would it solve:

- Generate a **feeling of being double checked** for the riders
- Generate an official decision point, where drivers could refuse the ride for riders, providing a **feeling of control and empowerment**
- **Emphasize safety** in the messaging to both sides

What it would not solve:

- If riders create fake accounts with their own picture
- At the decision point the physical distance of the rider and the driver is too close



This is not a feature suggestion, just an example :)

Slide 33 Notes

Based on: https://docs.google.com/presentation/d/1TQMhk-T0_Oi06q28N6Yc2vs-Eqd7k8TnbpKghg3NQzA/edit?ts=5a3ab995#slide=id.g1d5aa25cb7_0_348

Communication as Safety Theater

Lessons from Airport Security

Communicating safety features is an important aspect to deterrence.

- Many drivers in Brazil did not know about CPF checks.
- U.S. Drivers and Riders are unaware of “share ETA” and “share status” features.

In some cases it may be worth communicating our detection rate (e.g. how many attempted attacks we stopped).

[Cybersecurity deterrence diagrams offer a good visual on attempted cyber attacks](#)



Slide 34 Notes

Based on: https://docs.google.com/presentation/d/1TQMhk-T0_Oi06q28N6Yc2vs-Eqd7k8TnbpKghg3NQzA/edit?ts=5a3ab995#slide=id.g1d5aa25cb7_0_348

Communicating safety features is an important aspect to deterrence.

- Many drivers in Brazil did not know about CPF checks.
- U.S. Drivers and Riders are unaware of “share ETA” and “share status” features.

In some cases it may be worth communicating our detection rate (e.g. how many attempted attacks we stopped) -- a good visual is on cyber attack detection diagrams.

Make Uber the **safest** and the **most trusted** transportation choice, and **support** riders and drivers with **empathy** and **care** when things go wrong.

Make Uber the **safest** and the **most trusted** transportation choice, and **support** riders and drivers with **empathy** and **care** **because it's the right thing to do.**

Slide 36 Notes

Three themes - what are the things we can do out the gate in 2018 to address them?

5

Pool & Interpersonal Safety

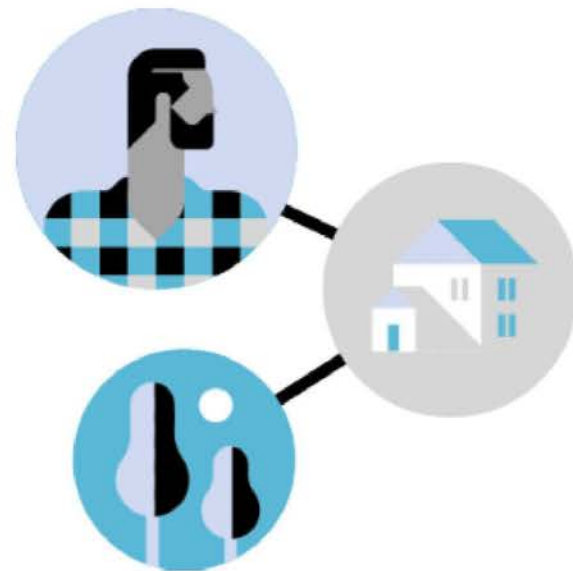
Slide 38 Comments

- 1 +jess.h@uber.com does your team have a visual and/or data to illustrate what we discussed about pool increasing interpersonal conflict?
Reassigned to Jess Bermudez
Deleted user, 1/16/2018 06:57 PM
- 2 This is a theme that people have mentioned in Sao Paulo too.
Molly Stevens, 12/20/2017 12:53 AM
- 3 +lauragb@uber.com +laufer@uber.com do you have anything we can link to here from SP?
Deleted user, 12/22/2017 07:15 PM
- 4 me not :(
Laszlo Laufer, 1/16/2018 06:46 PM
- 5 There's a little in this - slide two mentions uncertainty about pool riders
https://docs.google.com/presentation/d/1MXCQcYKC9g17eh73xKjd6RjYQ9GQwLUIFLIRHVF_jyM/edit#slide=id.g214cb2306e_0_46
Molly Stevens, 1/16/2018 06:57 PM

Pool at Scale

What are the safety implications as we scale Pool?

Pool rides represent a fast-growing source of **interpersonal contact** between riders and can present a new possibility for **interpersonal conflict**. Efforts to improve the Pool experience (ETA, navigation, cost) do not account for compatibility.



[See Express Pool;](#)

Slide 39 Notes

Pool (and high occupancy vehicle) trips are essential for sustainable growth. To improve user experience, efforts have focused on improvements to ETA, navigation, pick-up, and cost. However, beyond efficiencies, these trips also involve humans in a dynamic environment, each with varying expectations for the experience.

Slide 39 Comments

- 1 +bmora@uber.com +tala@uber.com
Danielle Sheridan, 2/5/2018 10:25 PM

- 2 I don't know if we can say this is a "fast-growing source of interpersonal conflict during a journey" - the prevalence of co-rider conflict is extremely low and this feels a bit misrepresentative. I'd suggest rewording to: "Pool rides represent a fast-growing source of interpersonal contact between riders and can present a new possibility for interpersonal conflict."

I'm not sure I understand the second sentence here. Can you clarify?
Tala Akhavan, 1/9/2018 06:26 PM

- 3 Hi there - thanks. I've reworded, although we did a roundtable with the COE reps in Chicago and when we asked for their input on biggest safety issue to look out for this year, they unanimously agreed it was interpersonal conflict on pool. I'd love to dig into the data, all ears if you have a suggestion on how we can assess this claim and follow-up. With regard to the second sentence, there is immense effort to optimize the Pool experience for cost and time, but little (or no) research on the potential for more intelligent pairing. Paolo Parigi was working on this social experiment, but he has now left and no one picked up the effort:
<https://docs.google.com/presentation/d/1krBIGmxir2he1wa9K7rOO31T4nHrYAMwW91X4WzcTUI/edit#slide=id.p>
Deleted user, 1/23/2018 06:08 PM

Slide 39 Comments (Continued)

4 +tala@uber.com +bmora@uber.com to be clear, we only audited accidents (not interpersonal conflicts), so this could be where the discrepancy lies.

Danielle Sheridan, 2/5/2018 08:44 PM

5 ok that makes sense thanks Danielle. Darya do we have any hard data that confirms your hypothesis based on the roundtable? Would be helpful to understand how prevalent this really is because we've often found that anecdotal feedback on POOL can be very skewed and is often not corroborated. Thanks!

Tala Akhavan, 2/5/2018 10:25 PM

Pool at Scale

Risks and Opportunities

1

2 Riders have different expectations for the Pool

experience. Uber guidelines for UberPool behavior are unclear. What is acceptable? Expected? What happens when a Rider acts “badly” during a Pool ride?

Riders use pool to save money and **if** they have extra time; they **don’t use Pool for social interactions.**

Matching algorithms optimize for efficiency but do not account for co-rider compatibility (ex. sober vs. intoxicated riders). *how might data identify and reduce triggers and escalation models to improve match*

Riders can inadvertently order Pool and don’t understand that Drivers can’t turn “off” pool and switch to UberX.



“UberPool introduces additional (unnecessary) risk because can’t control co-Riders who get in car.” -Dana, Chicago Rider



“You’re taking a chance with Pool riders”
-Janine, Chicago Rider



“It’s a little party, the driver is playing good music, and we’re all having a good time going to our destination”
-Sabrina, DC Rider

Slide 40 Notes

-Original purpose of pool matching was to increase social activity, use case was a social one; but the real world complications (i.e. Riders have very different personalities which can increase IPC);

@Ben (and Grand Rapids), driver pull gun on Rider, filed police report, Driver arrested, and Rider becomes highly concerned that Driver still has home address; implications of Drivers having home addresses; what might we do to block address for perceived retribution against Riders; can we do address randomization?

Slide 40 Comments

1 +adriano.scopel@uber.com
Bernardo Vianna, 2/9/2018 05:41 PM

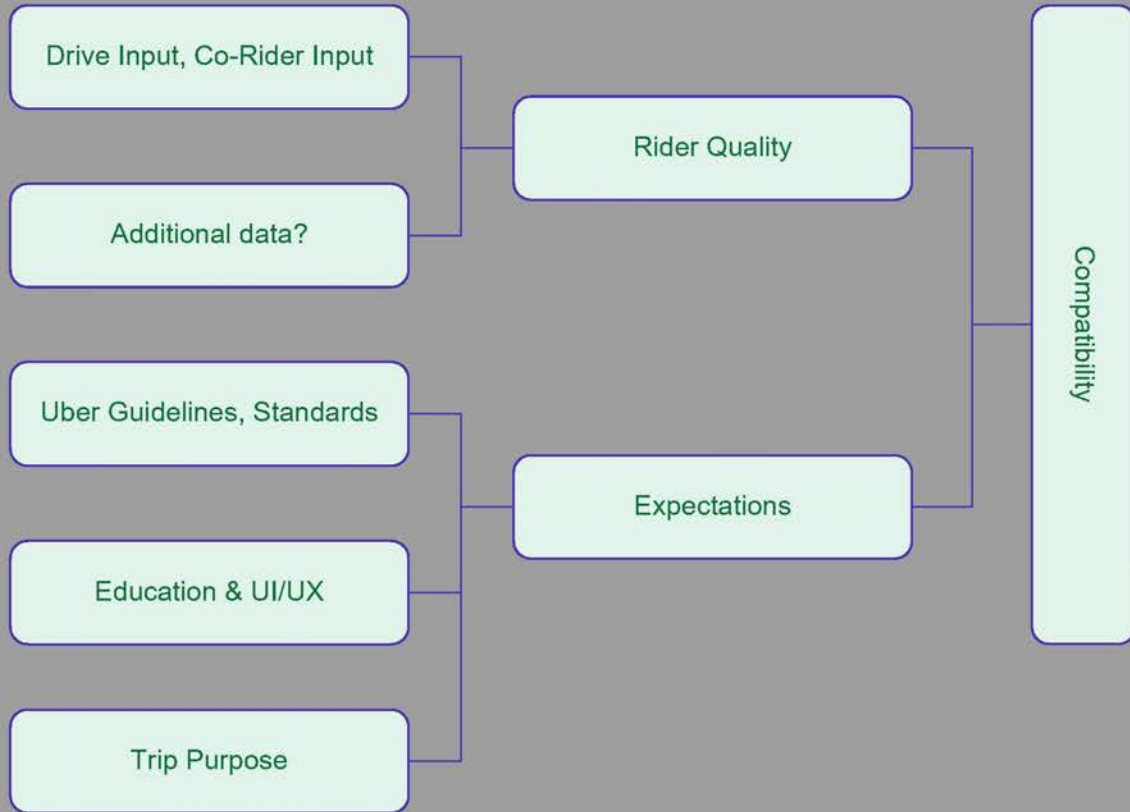
2 I'm not sure this statement is true: "uber guidelines for uberpool behavior are unclear" - there are great sources for pool etiquette that are actively being refreshed.

I think the last sentence should be changed to "Riders can inadvertently order Pool without understanding the experiential differences relative to X (i.e. sharing a ride, detouring a bit)." I don't think the driver's ability to turn off pool makes sense here at all.

+dportugal@uber.com +bmora@uber.com
Tala Akhavan, 1/9/2018 06:30 PM

How might we understand and improve
compatibility?

(quality and expectations)



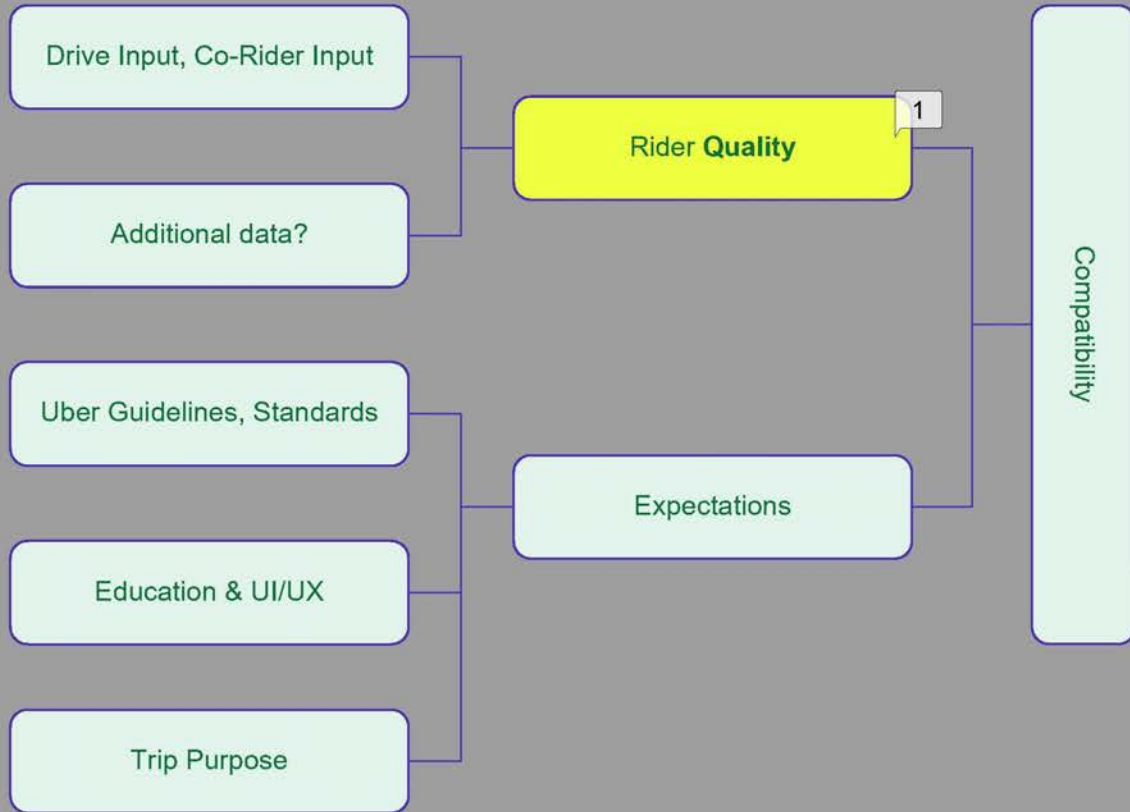
Slide 42 Notes

People in a rush vs. not

Rider profiles (signals & data)

-Mechanisms for monitoring data about Rider quality

-



Slide 43 Comments

1

+sharmaed@uber.com +chloef@uber.com

Deleted user, 3/30/2018 11:46 PM

1

Quality & Safety: Drivers, Riders, Vehicles

Slide 44 Comments

- 1 +dsandoz@uber.com here's some of the safety research related to Rider experience
Assigned to Devin Sandoz
Deleted user, 1/23/2018 02:03 AM

2

Better quality (and accountability) =
safer experience.

How do Riders think about quality + safety?

How does Uber monitor quality?

How does Uber account for poor quality?

How might we encourage good quality?

Slide 45 Notes

Dhruv Tyagi - co-rider ratings

Slide 45 Comments

- 1 DACT is designed to monitor and account for poor quality: dangerous driving, IPC (by drivers, by riders), Rider safety abuse
Deleted user, 5/17/2018 06:39 PM
- 2 +frank@uber.com any DACT-related decks I can add here?
Deleted user, 5/17/2018 06:39 PM

Driver Quality

Riders rely on Driver quality to feel safe.

- Riders have different perceptions about quality ratings, creating subjective metrics and expectations about Driver quality. Riders also under-report low quality behavior.
- Riders assume Uber continuously monitors Driver background and driving records to ensure safety. Riders expect that *any* bad drivers are disqualified from the ride-hailing marketplace.
- *Scary*, hard to see profile pictures make Riders feel nervous pre-trip.



"I always rate a Driver 4-stars unless the trip was extra special. I view 4.7 stars and above as a "good" Driver." -



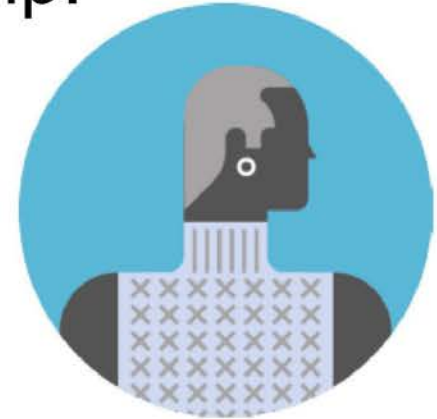
"I always rate Drivers 5-stars unless something goes terribly wrong. But my default is always 5-stars." -



"I worry more about Safety at night...I Hope Uber does background and ongoing ID checks." -Amy, Chicago Rider

“My rating is **more important to me than cash**. I don’t know why they go up or down, but I look after every trip.”

– Nellie, Driver Forum (Jan. 2018)



Driver Profile Picture Loopholes

A Detroit Driver passes Mutombo with a picture of a picture

Taking picture of a photo (words backwards)

Beard and beanie (not "hat") did not pass 20% threshold

Base Photo	Submission	Match Score	Auto-Review	Manual Review	Submission Time	Submitted At
		87%	Pass	N/A	5m 43s	Nov 15, 2017 10:34:55 AM EST
		80%	Pass	N/A	2m 40s	Nov 13, 2017 11:00:00 PM EST
		15%	Fail	N/A	1m 23s	Nov 10, 2017 5:49:21 PM EST
		48%	Pass	N/A	9s	Sep 22, 2017 6:28:33 PM EDT

Slide 48 Notes

Detroit driver; <https://safety-lens.uberinternal.com/photo-verification/driver/4e9d056c-0a95-4267-9a6a-55c65c319996>

He failed and was waitlisted; then changed to taking picture of photo twice and assumes this is ok; Drivers want to get online as soon as possible and face recognition is friction that disrupts interruption; can we integrate telematics data to NOT prompt Mutombo while moving or with a passenger? According to Ben, (who is a Driver and GLH manager) he has been prompted while driving; @Brian says that above 10mph doesn't prompt. Let's find the answer here AND find a way to communicate; also he is in a fleet partnership, if he posts this to a Driver group this can exacerbate account sharing

Driving Quality

Rider Safety is linked to safe driving behaviors.

S&I data can identify bad driving behaviors and could lead to deactivation.

BUT if we deactivate Drivers and still maintain same supply, we cannot ensure that **safeR** drivers get through the funnel, while hiring new Drivers costs \$\$\$

How might we identify bad behaviors and intervene to rehabilitate/correct bad driving?
How might we recognize good driving?

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Slide 49 Notes

To avoid unnecessary waitlisting, and if done on a Thursday for 48 hours they miss out on peak hours; if falsely waitlisted they miss on major earnings

-Ex. (Detroit) a 13k ride Driver who was waitlisted because a Rider said he appeared drowsy, goes to IRT under "impaired" and waitlisted over weekend, switched to Lyft

Rider Quality

2

Riders are unaware of **Uber's Community Guidelines** that outline expectations and accountability for behavior on the platform.

Accountability for bad Riders

- Intoxicated Riders create an uncomfortable experience for Drivers and co-Riders.
- Reporting relies on subjective accounts and can put Driver vs. Rider; intoxicated Riders may not remember.
- Uber can ban rider accounts and charge cleaning fees, but does not consistently monitor patterns of bad behavior.



Slide 50 Notes

Opportunity: learn about nudging behavior and supporting positive behavior.
See also: [Driver Connection deck](#) about the value of respect between R<>D

Slide 50 Comments

- 1 +gabrielle.serpa@uber.com
Bernardo Vianna, 2/14/2018 04:42 PM
- 2 Super interesting stuff here, thanks for sharing!
Gabrielle Serpa, 2/14/2018 04:42 PM

Unequal Platform Investment

- Why does Uber treat good/bad riders the same?
- Riders are going about their day while drivers are working their jobs. So we need to know:
- How might we define a *good* rider? Money spent/trips/ good ratings/ successful reports of bad drivers/ streaking algorithms/ diversity of product use/ onboarding new riders/ split-fare/ cancellation useage/route deviation
- Then, when we define good qualities we can apply more consistent, fair Rewards/Reprimands
 - Report cards/ report feedback/ priority ETA / premium support/ loots boxes/ Frequent flyer system.

Slide 51 Notes

Samir - Platinum support project (designed to award GOOD users, to assess quality of Riders for access to improved services BUT there is opportunity to expand to include degradation of services and improve Rider accountability
-File support on-trip? Discreet red flag? Making Riders go through the unhappy experiences again to help US manually file support?

Slide 51 Comments

1 +sharmaed@uber.com +chloef@uber.com
Deleted user, 3/30/2018 11:46 PM

5

Highlight: Ratings-based quality is unreliable

GLH and IRT interviews revealed false 1-star ratings used by Riders for appeasement payments. *see photo to the right*

Riders consistently under report and/or automatically rate 5-stars for various reasons.

"good service" is subjective (sometimes 4-star, sometimes 5-star)

Rating system limited to user input instead or unbalanced with system-generated metrics.

3



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UBER000138765.0089
UBER_JCCP_MDL_000118663.0089

Slide 52 Notes

Samir - Platinum support project (designed to award GOOD users, to assess quality of Riders for access to improved services BUT there is opportunity to expand to include degradation of services and improve Rider accountability



-File support on-trip? Discreet red flag? Making Riders go through the unhappy experiences again to help US manually file support?

Slide 52 Comments

- 1 +courier-leads-group@uber.com even though this is for rides, I know that there are definitely loopholes that people have figured out for getting free eats. have heard this suspicion from partners in chicago
Dana Lee, 12/27/2017 07:20 PM
- 2 +valerie.shuping@uber.com +samlak@uber.com +dwyer@uber.com I think we talked about this flyer that riders post on college campuses. Here is an example.
Tyler Spitz, 3/12/2018 06:35 AM
- 3 team - this exact photo appeared in Cairo's largest Uber facebook group yesterday!!!
Deleted user, 3/12/2018 06:35 AM
- 4 +frank@uber.com anything I can link to here to update what we are doing to block based on safety abuse?
Reassigned to Frank Chang
Deleted user, 5/17/2018 07:30 PM

Slide 52 Comments (Continued)

- 5 I can share what's going on in US, but it is privileged so I cannot link here.
Frank Chang, 5/17/2018 07:30 PM



How can Safety (and other teams) influence "true" quality ratings? Delphina data integration? [Pool] acceptance rates? Driver decisions that are consistent with our Business model?

Slide 53 Notes

Ex. Rider cancellation rates, pool acceptance rates, AND with more reliable/consistent/fair ratings, we might incentivize smarter? In many markets, Riders (and Drivers) assume their ratings make a difference. Currently, Rider ratings have no impact (could be indication for Drivers);



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Slide 54 Notes

UX Research on Ratings Anxiety

Vehicle Quality

How does vehicle quality affect user experience and safety sentiment?

- Riders say poor vehicle quality (bad smells, missing seat belts, engine lights, and funny noises) make them feel nervous and uncomfortable about the trip.
- Riders assume Uber conducts continuous quality checks on vehicles and ensures cars are safe and roadworthy. This is especially important in cities that experience severe weather.
- Drivers notice poor quality of other Drivers' cars and feel that this reflects badly on them.

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"In my mind, I **assume** Uber did a quality check and monitors cars [on an ongoing basis]" - Quinn, Chicago Rider



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Slide 55 Notes

Diagram - zoom in on two people's heads (rider vs. driver), heads in car (problems), car in environment (weather); talk with designers about it.

What aspects of vehicle quality enable a safer trip?

How might we **monitor** and **improve** vehicle quality? (including and beyond ratings?)

How might we (re)define **safe** vehicle standards?

Can Virtual Vehicle inspections (VVIs) be used to develop a proactive safety program?

Vehicle Quality

How might we...

Improve safety outcomes?

- Create Uber **requirements** for vehicle safety & roadworthiness.
- Monitor and evaluate vehicle quality.
- Set expectations and educate/remind Drivers.
- Improve accountability to improve quality or take vehicles off the road.

Ensure vehicle quality in bad weather?

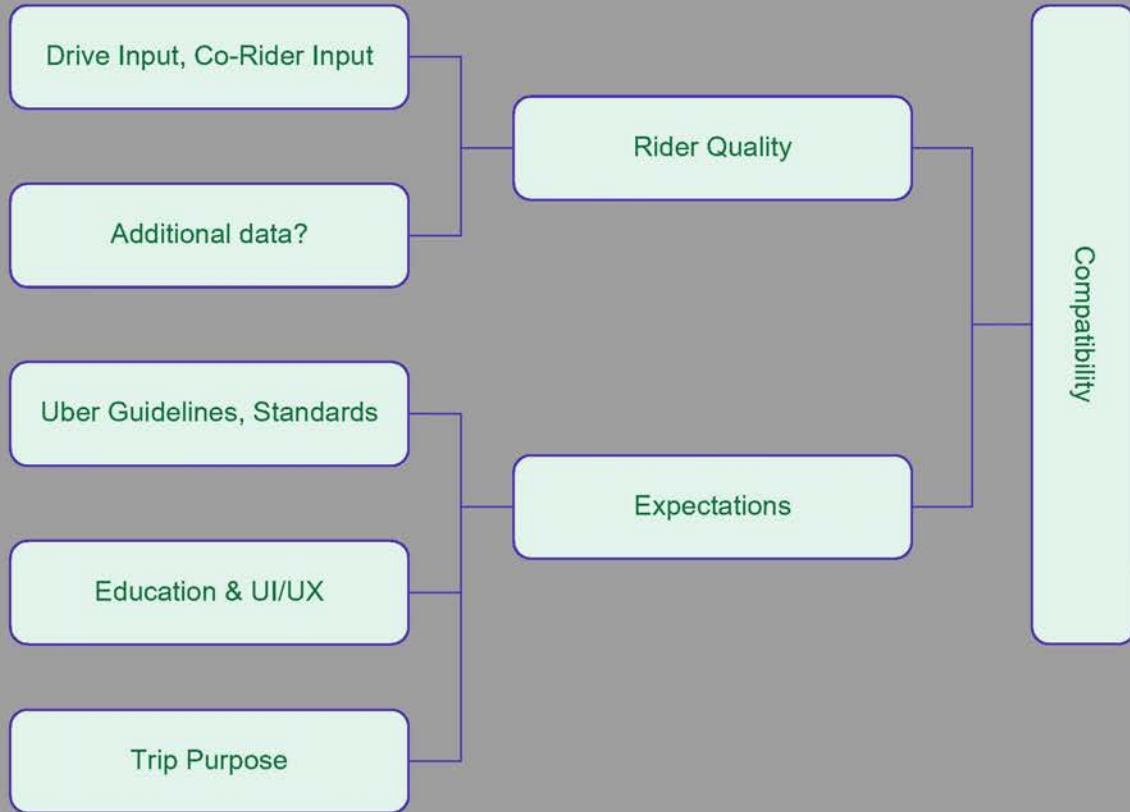
- Develop safety requirements for vehicles operating in bad weather.
- Trigger inspections based on bad weather predictions.
- Educate drivers on best practices for vehicles in bad weather.
- Indicate for Riders that a vehicle is ready for (rain! Snow! ice!)

Trigger an inspection when needed?

- Integrate user reporting of vehicle [safety] quality.
- Trigger proactive safety check during or in anticipation of adverse weather.

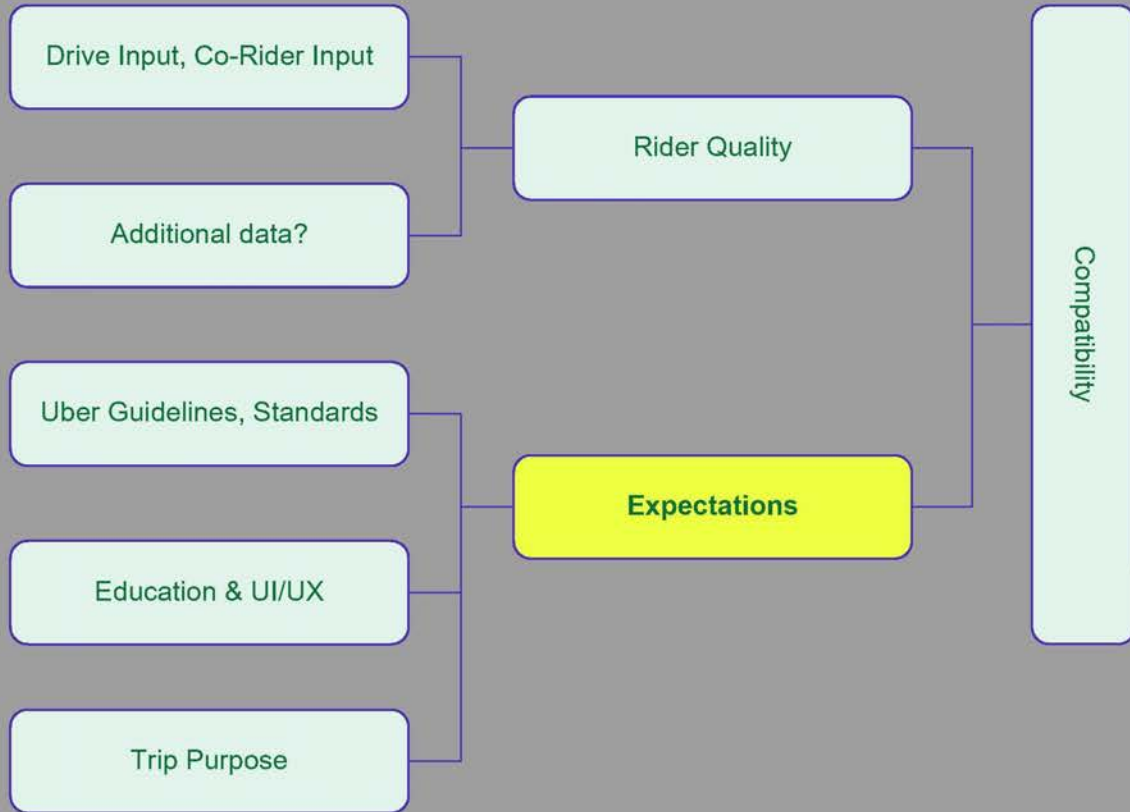
How might we understand and improve
compatibility?

(quality and expectations)



Slide 59 Notes

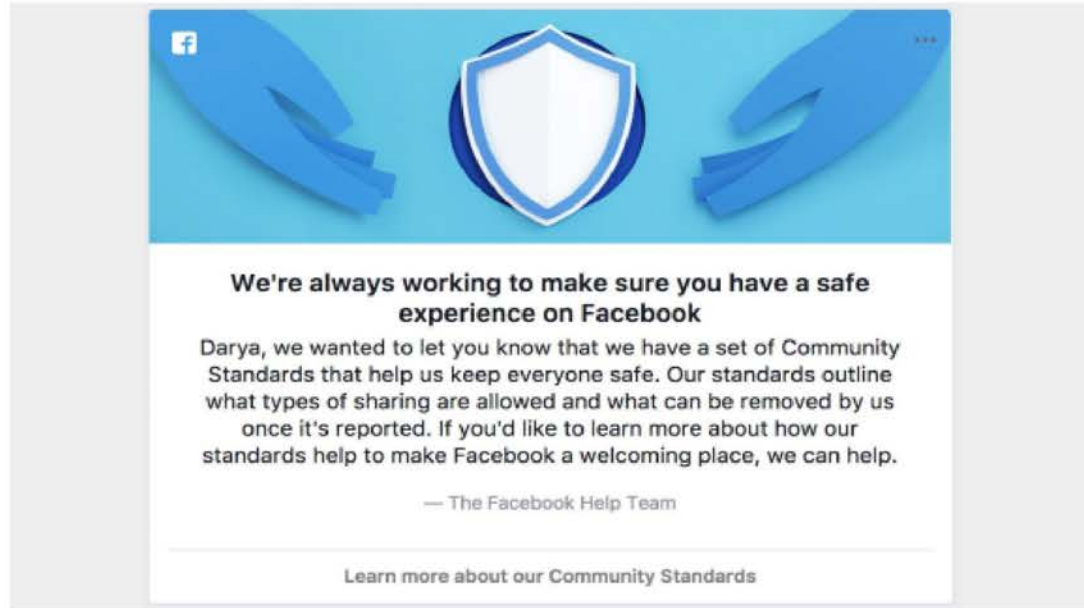
People in a rush vs. not
Rider profiles (signals & data)



Expectations & Safety: how might
Uber's **community guidelines** and
standards define how to behave and
who should be removed?

Wicked Problem: Behavior Expectations and Accountability

What can we learn from Facebook's efforts to define standards and turn standards → action?



Facebook's **Community Standards** outline expectations of its community when it comes to acceptable content in order to:

- 1) **Keep you safe**
- 2) Encourage respectful behavior
- 3) Acknowledge cultural diversity
- 4) Empower users with tools to control what you see

See Facebook's [Community Standards page](#) for information and an excellent video.

Slide 62 Notes

Great opportunity to revamp our Community Guidelines around keeping our users safe, and turning standards into Action #standforsafety
See: FB's [explaining our community standards and approach to government](#)

Slide 62 Comments

- 1 Love this. Already flagged Brinda and Ambar on this.
Nirveek De, 1/25/2018 08:26 AM

Uber's Community Guidelines: Gaps and Opportunities

1
8

- U.S. Riders and Drivers **have not read** and **do not understand** Uber's Community Guidelines; as a result, users have **varying expectations** for behavior and experience.
- Automatic deactivation rules & protocols are based on Community Guidelines.
- A revamp in Community Guidelines, or how Uber can turn standards into action, could **improve safety outcomes** and **sentiment**.

Parallels Uber can use from FB's approach:



Help to keep you **safe**.



Encourage **respectful** behavior.



Keep your account and personal information **safe**.



Empower users with tools, such as **anonymous reporting**, to control experience. (note: FB prioritizes urgent safety reports)

Slide 63 Comments

- 1 +adriano.scopel@uber.com
Bernardo Vianna, 2/9/2018 05:42 PM
- 2 Is it possible to summarize parts of the community guidelines along the rider lifecycle and explain our product simply so that they understand what they need to know?
Tyler Spitz, 7/3/2018 05:08 AM
- 3 could be... who is the best Community Guidelines POC to talk to about the role of guidelines & safety? Also - the FB community guidelines page has an excellent video and great explanations. +mantha@uber.com (.com or blog?)
Deleted user, 12/22/2017 09:21 PM
- 4 FB stressed in a blog post that its policies are not changing, but that "we have heard from people that it would be helpful to provide more clarity and examples" -- I think we're here, too.
Deleted user, 12/22/2017 09:22 PM
- 5 +ambar@uber.com +carley@uber.com +sbryson@uber.com +spitz@uber.com +krishnaja@uber.com hey team - pinging you here as we started this conversation back in December re: guidelines and moments for communicating with Riders (but also Drivers)
Deleted user, 6/21/2018 05:44 PM
- 6 +daryap@uber.com Sorry for the super late response – I can see this solving different purposes depending on DotCom or Blog. For DotCom, CG can have a place in the form of deeper, evergreen content. The Blog is more for timely, proud, or fun moments. This could go under "proud."

Right now, CG is hidden within a Legal tree hidden from where we expect users to actually be. It's being looped in with "Terms of

Slide 63 Comments (Continued)

- 6 Service" which we all know users do not read and basically view as optional. We're sending mixed signals – the guidelines are not optional, but the consequences are unclear. We know that riders empathize with drivers – this could be a great opportunity to reshape the content to be more user-friendly and accessible.
Prashant Mantha, 6/21/2018 06:27 PM
- 7 Thanks Prashant! That seriously couldn't be a more accurate and empathetic summary of what we're trying to do with the community guidelines project. Love it!
Ambar Pansari, 6/21/2018 06:35 PM
- 8 +1 We are hoping to stress our commitment to the existing guidelines by shining a light on them on our evergreen channels (.com, even the app perhaps) and positioning them to reflect the 'tone' (similar to how companies often speak of 'values'). But there needs to be some content positioning on our social media accounts, blog, email etc. to drive attention to it.
Krishnaja Gutta, 7/3/2018 05:08 AM

(under) Reporting & Safety

Fun Fact: Chicago Reporting

One key theme in Rider interviews was the under-reporting of incidents. Team Safety wondered why Riders had consistently underreported clear offenses... and then Team Safety experienced reportable behavior on every trip in Chicago but still rated 5-stars and never submitted a report to Uber. Why?



Phone handling, smelly car, no seatbelt, no seat in a small *Uber XL*.
"I have no incentive to submit a ticket--I'm busy." – Connor



Uncomfortable/rude pool riders
"It was so bad I blocked it out of my head and forgot to report."
– Sravanti



Smelly car, no seatbelts, close accident, Driver communication. "The Driver was too nice and I didn't want to affect his rating-- but the next Rider would've had a bad experience" --Selwyn

Slide 65 Notes

@BrianZ Most riders would not file a support ticket for those things making them feel uncomfortable, unless it reaches their thresholds.

Feedback and Underreporting

- Riders do not consistently report experiences that make them feel **uncomfortable** or **nervous**. This limits Uber's understanding of safety incidents, quality, and triggers that might escalate.
- Why?
 - Empathy for Driver: if nothing happened, not worth jeopardizing a Driver's income
 - Riders distracted on/by arrival
 - Unwilling to relive an uncomfortable experience
 - Users don't understand how we use feedback--why should they take the time to report?
- On-trip mechanisms could enable Riders to raise an issue or for Uber to respond/advise.



Quotes from Matt/Cory
– Scelerisque Gravida



Quotes from IRT
– Scelerisque Gravida



Slide 66 Notes

Samir - Platinum support project (designed to award GOOD users, to assess quality of Riders for access to improved services BUT there is opportunity to expand to include degradation of services and improve Rider accountability

-File support on-trip? Discreet red flag? Making Riders go through the unhappy experiences again to help US manually file support?

Slide 66 Comments

- 1 On trip reporting is a consistent pain point. +dima@uber.com I know we can't create a trip related ticket yet but possible to create a "SOS" style behind the scene ticket for this kind of incidents while allowing users to report?
Nirveek De, 4/6/2018 10:31 PM

- 2 This is something Safety should be able to do today. Its effectively the SOS flow but the ticket creation logic is based on the user filling out a form instead of calling 911.

ie let the user fill out a text box, create a ticket for the user via the endpoint that you already have, append the ticket with trip based info

This is the proposal that Im going to write up for the TFL thing
Dima Kovalev, 2/1/2018 05:22 AM

- 3 Hey +dmitriy@uber.com any updates on this work? +shaunlind@uber.com and @neil.chopra@uber.com also interested in talking through on-trip reporting experience.
Deleted user, 4/6/2018 08:09 PM

Slide 66 Comments (Continued)

- 4 Please work with +pkamat@uber.com on this.
Dima Kovalev, 4/6/2018 10:31 PM

Triggers: what makes users feel
**nervous, uncomfortable, in danger, or
at risk?**

Risks/Triggers

Location & Time of Day

Conversational topics

Car Quality (smell, maintenance, music)

Seatbelts (drivers, riders)

Bad ETA/Navigation to pick-up

Transparency (routing, phone mount)

Co-rider behavior in Pool

Pool Alignment

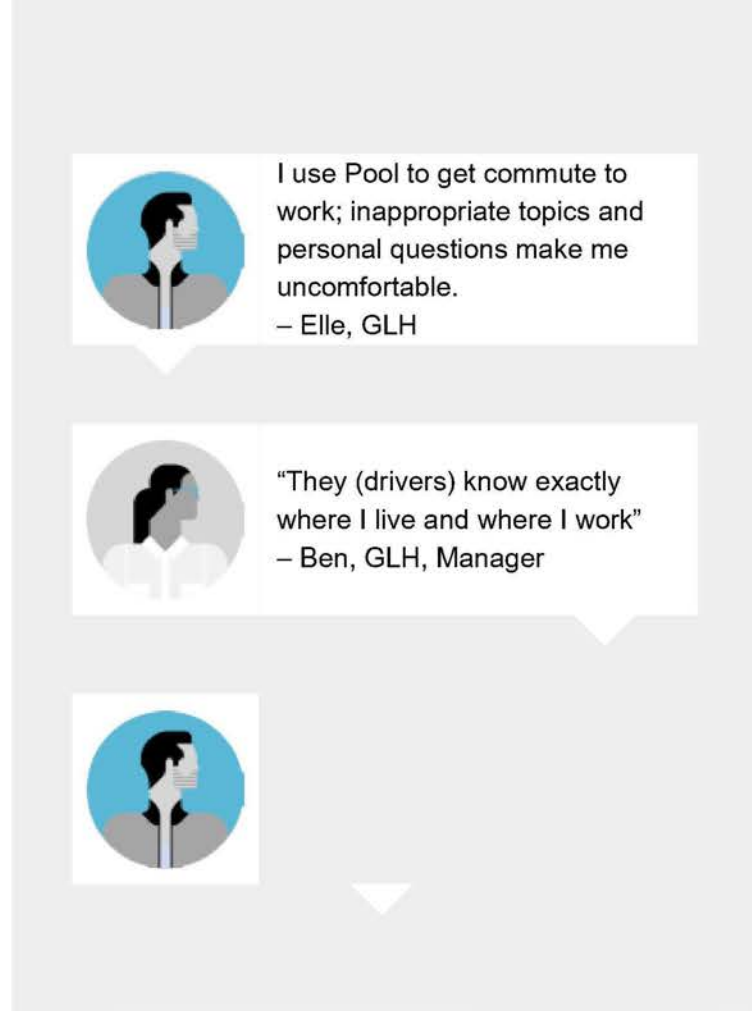
Matching users with similar intent

Moving in the same/right direction

Managing expectations for the experience

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Slide 68 Notes

Driver who gets multiple reports of a smelly vehicle, after the 2nd and 3rd we start messaging future riders about improvements specific to that persistent issue;

Routing issues, when Rider wants to change route and Drivers are unfamiliar, uncomfortable BUT don't want to be penalized for not complying; but Drivers may not know that part of town and stressful when can't rely on GPS, if you have to rely on customer and they don't get you notice and you have to turn last-minute slam on breaks and then penalized; more stressful when you cannot trust GPS; Rider nervous if new/unfamiliar and Driver takes new route; or say rush-hour and Driver knew a better way then this looks/appears dishonest for not taking preferred route (and we don't have the context), and Rider may not remember ride; ex. Getting stuck in BAD weather re-routing;

Rider Safety Journey

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Rider Safety Journey

When do Riders think about their safety along their trip journey?



Slide 70 Notes

-Driver rating - dynamic rating system in development, sliding window (check with Driver Ratings team!)

-Driver routing

-Ratings are important to Riders; are we at Uber doing enough to ensure accurate ratings that reflect the factors that Riders see as important in their experience along the Ride? Knowing that under-rating by Riders is a problem, what other data points do we integrate to ensure fair, accurate ratings?

-Pickup experience from another perspective, sometimes it's unsafe to ask riders to walk a few blocks to save drivers' a few mins pickup ETA. I also propose this 'disable pickup hotspot for unsafe neighborhoods'

<https://docs.google.com/spreadsheets/d/1amF1fiSqhejiLwqffyKAHndO26uCeVI0IXrJCKe31hM/edit#gid=1719193046>

-What can we learn about routing tickets? -when most amount of tickets submitted for inefficient route (before or after 10pm?), i.e. drunk people complaining about a route, weather, intoxicated Riders more likely to complain about route; look at time (after 10pm?) tickets; anomaly detection when Rider wants a different route (driver afraid of bad rating you want to comply with "customer" request), or people who live somewhere where GPS leads to bad drop-off; ?Do we give Drivers suggestion to follow routing? Intelligence to recognize anomalies but also real-time data to provide the context

-End-trip and reporting:

Crimestoppers - for Riders, Drivers (who suspect drug deals, potential criminal activity), and for Uber support (?); crowd sourcing for reporting (i.e. Waze)

Tag: <https://whober.uberinternal.com/100183> is the PM of CO team

<https://whober.uberinternal.com/101524> is the PM who is familiar with driver rating

Slide 70 Comments

Slide 70 Comments (Continued)

- 1 +chloef@uber.com +krishnaja@uber.com +ambar@uber.com here's some very high-level findings from our foundational work. not that pre-trip and pick-up interact with each other; the cancellation issue was a surprising finding, especially when something made a rider feel unsafe (or Driver cancels on a flakey/delayed rider) and then they get matched again. Note that for pick-up, there were numerous triggers
Deleted user, 6/21/2018 05:46 PM

So... what?

Are we doing the *right* things for Safety?
Do our User *feel* safe?
Are our Users *safe*?

WHAT MUST WE DO IN 2018 TO **#STANDFORSAFETY** ?

Pool compatibility

Rider/Driver/Driving/Vehicle Quality

Expectations & Standards

Vulnerable Rider Safety

Slide 73 Notes

DP's recommendations or 2018 priorities. LEFT OF BOOM.

Next steps: Lightning Decision JAM.

Slide 74 Notes

LEFT OF BOOM.

Thank You!



Safety UX: DaryaP@

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Appendix

Safety UX: DaryaP@

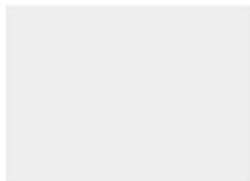
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Participants

Chicago



Dana, Chicago

First in line



Janine

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Amy

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Rebecca

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Quinn

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Participants

Detroit



Morgan

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Nathan

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Participants

Washington, DC



Mia

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Sabrina

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Mack

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Suzanne

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[How to instructions](#) for getting square profile images

Pre-Trip Heuristics

2

Ratings

Number of trips

Profile picture

Clear, welcoming photo; especially female Riders

Seatbelt

*op: Trip / driving exp

*op: **Safe driver cert for weather**

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Slide 80 Notes

-Driver rating - dynamic rating system in development, sliding window (check with Driver Ratings team!)

Driver routing

-Ratings are important to Riders; are we at Uber doing enough to ensure accurate ratings that reflect the factors that Riders see as important in their experience along the Ride? Knowing that under-rating by Riders is a problem, what other data points do we integrate to ensure fair, accurate ratings?

Slide 80 Comments

- 1 +daryap@uber.com
Even though we have a complete online funnel experience for onboarding new drivers, it seems it's highly possible for drivers to stop by GLH in for their first 30 days in Uber. We could utilize this chance to formalize their profile photos, with educating them professional profile photos have less chance to get rider cancel rides
Reassigned to Deleted user
Brian Zhang, 11/20/2017 11:35 PM

- 2 +mkron@uber.com anyone on your team involved with funnel, friction-reduction who could speak to opportunities to bring Drivers in during their first 30 days?
Deleted user, 11/20/2017 11:35 PM

Pick-Up Experience

3

Car/plate/color + visibility

Confirming trip: names & destination

Pick-up location: correct side of road, safe place to pull-over, optimization (ex. If crossing road will save time), corners and multi-level streets

Adverse weather can delay, obscure match, increase disconnects

Vehicle condition (seatbelts, cleanliness, year/model)

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Slide 81 Notes

Visibility: especially bad weather or crowded places, real-time match dispatch model possible in US in crowded areas? (legal constraints?)

Slide 81 Comments

- 1 +daryap@uber.com
If we view this pickup experience from another perspective, sometimes it's unsafe to ask riders to walk a few blocks to save drivers' a few mins pickup ETA. I also propose this 'disable pickup hotspot for unsafe neighborhoods'
<https://docs.google.com/spreadsheets/d/1amF1fiSqhejiLwqffyKAHndO26uCeVI0IXrJCKe31hM/edit#gid=1719193046>
Brian Zhang, 11/20/2017 11:39 PM
- 2 ooh thanks! +shimul@uber.com and I were just talking about this in our weekly sync. This insight was about aspects of pick-up experience that make Riders cautious/nervous about the upcoming ride OR aspects of this experience that could be a frustration and "trigger" for additional issues as the ride proceeds +viggi@uber.com
Deleted user, 11/20/2017 11:36 PM
- 3 +naina@uber.com @samiksha@uber.com
Deleted user, 11/20/2017 11:39 PM

Cancellation

(pre-trip) Getting same driver multiple times

On/mid-trip cancellation (by Rider, by Driver)

On/mid-trip cancellation due to IRT

Cancellations

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Slide 82 Notes

Considerations for cancellation; request trip with Driver A, cancel, and re-dispatch for Driver A

On Trip Experience

Technical routing (maps) vs local expert

Local conditions - Chicago multi-level streets,
GPS reliability, Weather (level of comfort, potential
escalation)

Seatbelts

Rating

Safe driving

Style of driving: fast vs cautious
Car quality (engine light, noise)

Ability to provide feedback during
City driving

trip
culture

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“[A rider] doesn’t have a ton of
recourse when something goes
wrong on-trip”
- Dana, Chicago Rider



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aliquam orci eget neque.”
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Slide 83 Notes

-when most amount of tickets submitted for inefficient route (before or after 10pm?), i.e. drunk people complaining about a route, weather, intoxicated Riders more likely to complain about route; look at time (after 10pm?) tickets; anomaly detection when Rider wants a different route (driver afraid of bad rating you want to comply with "customer" request), or people who live somewhere where GPS leads to bad drop-off; ?Do we give Drivers suggestion to follow routing? Intelligence to recognize anomalies but also real-time data to provide the context

End-Trip Feedback/Reporting

Under reporting

Fear of firing

Fear of retribution

Unknown what happens next

Forget, busy on arrival

*OP: Crimestoppers, anonymous feedback

OP: mid-trip check in with any anomalies, or discreet “red flag” to prompt mid-trip report, or mid-trip reporting

Drivers have their own feedback/reporting system, such as Facebook groups

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– Scelerisque Gravida



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– Scelerisque Gravida

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Slide 84 Notes

Crimestoppers - for Riders, Drivers (who suspect drug deals, potential criminal activity), and for Uber support (?); crowd sourcing for reporting (i.e. Waze)

Tag: <https://whober.uberinternal.com/100183> is the PM of CO team

<https://whober.uberinternal.com/101524> is the PM who is familiar with driver rating