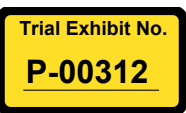


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Collaborators	jlunsford@uber.com; bruno.grimaldi@uber.com; xindeling@uber.com; steeby@uber.com; mariana.esteves@uber.com; uber.com	SEMANTIC
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# Intoxicated Riders

## Checkpoint Deck

**Srishti Bajaj**

**4.2.2024**



Problem definition

Solution definition

Design

Development

XP/Pilot

Launch

Monitor &  
Insights

P-00312.00002

# Meeting goals

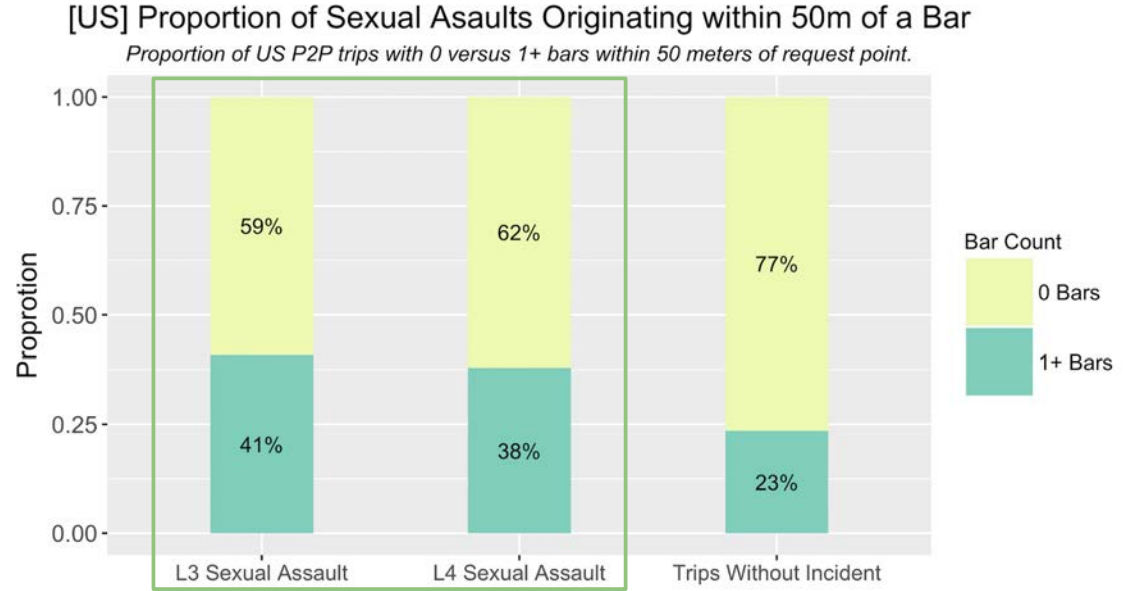
**01** Understand the problems and opportunities

**02** Align on proposed solution

# Context

# Trips originating within 50m of a bar are at higher risk of serious incidents

Nearly **half** of sexual assaults in the US originated within 50m of a bar.

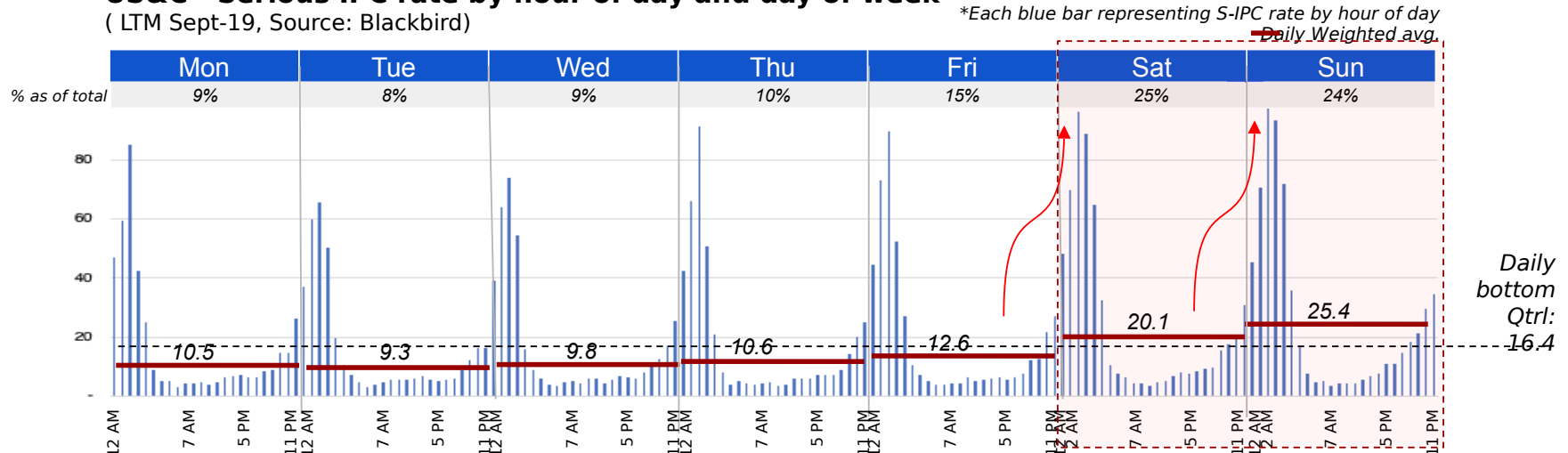


Notes: 100% sample of sexual assaults (13555 L3 sexual assaults, 382 L4 sexual assaults) and 250k randomly selected trips without sexual assaults (source: JIRA). US P2P occurring March 1 - May 14, 2018.

# Serious IPC rates are highly concentrated to late-nights and weekends

## US&C - Serious IPC rate by hour of day and day of week

( LTM Sept-19, Source: Blackbird)



- Almost half of the serious incidents happened on weekends; serious IPC rate increase as approaching late-night hours and the weekends
- Reducing IPC rate in only Sat and Sun to the daily bottom quartile of 16.4 suggest ~15% reduction in S-IPC rate

Intoxicated riders are a  
**major contributor or victim**  
of critical safety incidents on the  
platform.

# Intoxication as a contributing factor to elevated risks of SA/SM

## Intoxication is a risk factor for SA/SM in Mobility and Delivery

Primarily in Mobility for US, ANZ, UK and France where it is mentioned **40%** of the time in SA/SM incidents - compared to 14-30% of the time in other regions.

## Evenings, weekends & late nights are especially risky for SA/SM

Evening & late night trips are anywhere from **2-11x riskier** than daytime trips and make up 50% of all SA/SM incidents globally.

## Riders riding alone & riders in the front seat may be a risk factor in SA/SM

In the US/C, noted in **68%** of the time; in other regions, noted 42-52%

# Top 5 intoxicated rider hazard types that lead to serious IPC globally

(After reviewing nearly 400 tickets across EN, ES, PT, and other languages )

Aggravated Behavior	Policy Violator	Vomiting	Invasive	Sleeping
Groups become aggressive and attack DP or their property	Open Alcohol Container in the Car	DP feels they could've prevented this	RD touching DP's personal property	Aggressive RD reaction upon being woken up
RD touches DP aggressively, persistently, or sexually	Smoking/Vaping in car, Overcapacity, or No Mask	DP tries to collect cleaning fee, make RD clean car	DP touches Rider sexually	DPs don't know how to respond to sleeping RDs
RD uses verbally abusive language	RDs drinking on street prior to getting in	Users don't know how to proceed post vomit (eject user/RDs cancel)		SA/SM DP takes advantage of RD

# What do we want to focus on?

Rider's challenges

## Riders are susceptible to opportunistic crimes when intoxicated.

Rider was at a club and was a little drunk. Rider fell asleep in the **front seat**. Driver **rolled her dress and touched her thigh** and stopped when she woke up.

[Incident](#)



Rider's challenges

## Drivers lingering at destination

Rider was very drunk. Driver pulled up at drop off point, talked with them for an hour, and **solicited sexual act.**

[Incident](#)



Rider's challenges

## Rider is dropped off mid-way in a vulnerable state.

Rider was drunk, and took an Uber to get home. Close to her house, she asked driver to stop so she could vomit. Driver got angry about her vomiting in his car and pushed her out of the car and left. Driver **didn't drop her in a safe location**, and about 2km away from drop-off location.



Driver's challenges

# Drivers struggle getting intoxicated riders out of car.

Driver tapped the rider on the arm to try to wake up rider, and then shouted but the rider did not wake up. He then picked up the rider by the arm and put them in a sitting position. Driver stated the rider is still in a deep sleep and is **not sure what to do.**

Final Disposition / Final Disposition Tag(s)	# of Incidents
POLICE ADVISED_CUSTOMER_REQUESTED_ASSISTANCE	415
SAFETY_CONCERN	52
REFUSAL_TO_EXIT	52
INVOLVED_IN_COLLISION	45
REFUSAL_TO_EXIT, SUBSTANCE_ABUSE	21
REFUSAL_TO_EXIT, SAFETY_CONCERN	18
INVOLVED_IN_COLLISION, SAFETY_CONCERN	18
VERBAL_ALTERCATION, SAFETY_CONCERN	15
DANGEROUS_DRIVING, SAFETY_CONCERN, SUBSTANCE_ABUSE	15
DANGEROUS_DRIVING, SAFETY_CONCERN	14
VERBAL_ALTERCATION, REFUSAL_TO_EXIT	10
SAFETY_CONCERN, SUBSTANCE_ABUSE	9
VERBAL_ALTERCATION	8
DANGEROUS_DRIVING	7
VERBAL_ALTERCATION, REFUSAL_TO_EXIT, SAFETY_CONCERN	7
SUBSTANCE_ABUSE	7
VERBAL_ALTERCATION, SAFETY_CONCERN, SUBSTANCE_ABUSE	4
REFUSAL_TO_EXIT, SAFETY_CONCERN, SUBSTANCE_ABUSE	4
VERBAL_ALTERCATION, REFUSAL_TO_EXIT, SAFETY_CONCERN, SUBSTANCE_ABUSE	4

**ADT Mar, 2024  
tickets**

# Product solutions

# Proposal

## Phase 1

Riders are susceptible to opportunistic crimes

- **Wake up prompt** - Buzz riders to wake up 2-mins before a rider arrives at their destination.
- **Front seat warning at pickup** - Prompt riders to sit in the back seat for bar/night trips.
- **Safety Preferences for bar trips** - Prompt riders to turn on key safety preferences when they are

## Phase 2

Drivers struggle to get intoxicated riders out of car

- **Driver Checklist** - Provide drivers with a real time checklist on best practices for waking up an intoxicated riders.
- **Robocall/ADT escalation** - Allow drivers to escalate to Uber and then

Drivers lingering at destination

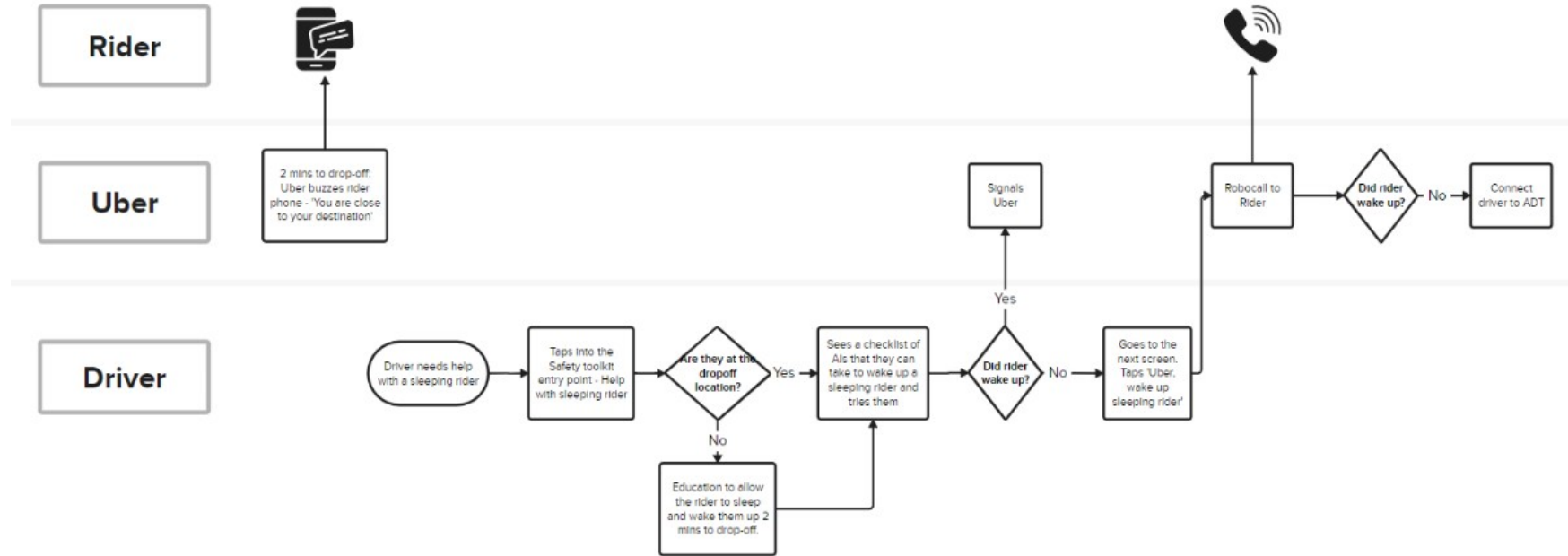
- **Destination lingering** - Build a new 'Destination lingering' anomaly for RideCheck with ADT escalation

## Phase 3

Rider is dropped off mid-way in a vulnerable state.

- **Ejector seat** - assist with mid-trip drop offs.

# Flow - Wake up sleepy rider and help driver get out of them out of the car



John Lunsford to Everyone 11:13 AM

Mari - I do have an xp designed (but not run yet) for intoxicated people drinking at a bar - to test message awareness, content readability, and task memory.

Dhaval Shah to Everyone 11:15 AM

Also a callout that solution like ADT is also limited just in US, so internal agents would be great to explore

Xindeling Pan to Everyone 11:16 AM

Some of the existing buzz feature, like buzz when pickup ETA is long

([https://docs.google.com/document/d/160cmqWk\\_F3\\_IKcoynF7YtYgKx\\_A\\_A4O0Co9Cvv7wmK4/edit](https://docs.google.com/document/d/160cmqWk_F3_IKcoynF7YtYgKx_A_A4O0Co9Cvv7wmK4/edit)). However, this long-buzz feature may only work on Android.

From an engineering perspective, I would like to understand if this is still true and would like to explore options such as alarms, which many riders prefer

Ali Rorabaugh to Everyone 11:09 AM

Flagging - other teams leverage buzz to trigger certain behavior, so hopefully we can leverage existing tech that's built.

James Stewart 11:12 AM

Do we have a policy doc/PRD/UX doc which collects all buzz uses?

Amy Bickerton (she/her) 11:17 AM

I think Hilda did an audit of our haptics, at least in the rider app. I'll see if I can find it.

James Stewart 11:21 AM

+1 to @Xindeling Pan comment too. Let's update the audit as we move forward and learn more.

John Lunsford to Everyone 11:25 AM