

How the App will works

How the App will Works

The platform is completely cashless

- All transactions are done in-app through credit cards and paypal
- Using cash is prohibited and drivers are instructed not to accept cash even as tip if asked
- Consistent location updates from the driver's phone provide detailed tracking of each trip.

App has two types of User accounts

- Driver and Passenger
 - Each account is synchronized with each other during a ride
 - Upon being matched, the passenger is presented with an image of the driver, as well as their first name, and information about the vehicle, and has the ability to text or call the driver through the app
 - Upon being matched, the driver is presented with a profile image of the passenger, as well as their first name, and has the ability to text or call the passenger through the app
-

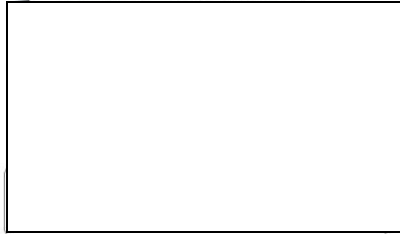
Passenger and Driver Profiles



Sarah

JOINED JUNE 2013

🏠 From San Francisco

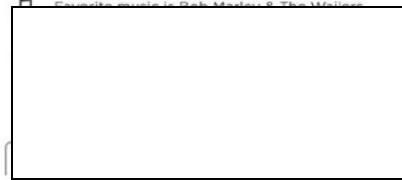


Will

★
NEW
Rating

🎂
AUG '12
Joined

🏠 From Menlo Park, CA



Safety



2-way user ratings



Real-time GPS tracking



24/7 critical response phone line



DMV and criminal history background checks on all driver applicants



Vehicle inspections



Zero-tolerance drug & alcohol policy



Robust coverage

Time & Distance



How does measure time through the app?

Comparing the precise timestamp associated with a driver beginning the ride and the driver ending the ride gives us total ride time. Each timestamp is created through a driver's button presses in the app. The difference is calculated with simple subtraction and provided to passengers on their ride receipts.



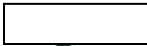
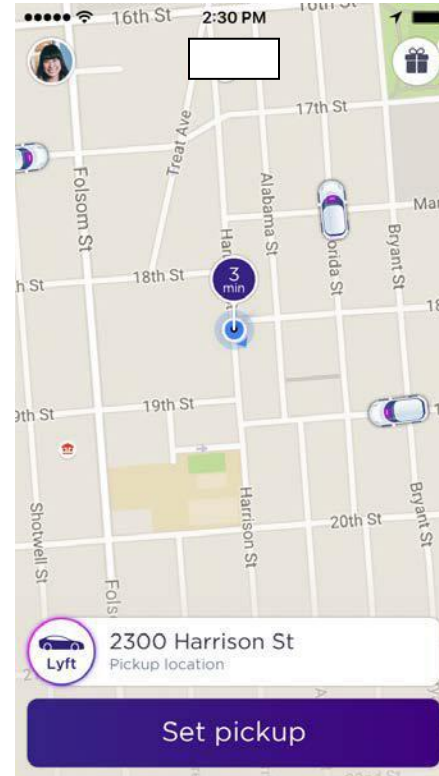
How does measure distance through the app?

The driver phone's GPS regularly sends coordinates to app. These coordinate updates are compared to past updates to calculate accrued distance, which we report to our customers on their ride receipts.

Passenger Mode

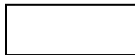
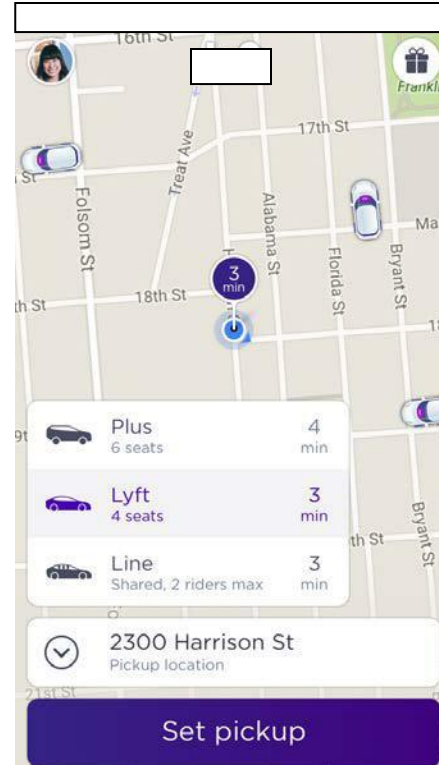
Passenger Mode Home Screen

Upon opening the app, a passenger sees their current location, and the location of nearby available drivers.



Ride Type Selection

By clicking the icon in the bottom left, a passenger can select their preferred ride type. These vary depending on which region a user is in.



Passenger Mode

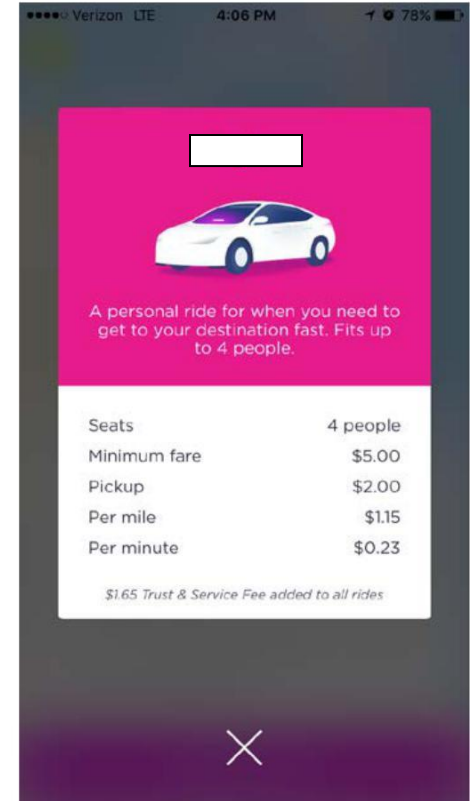
Pricing

Passengers can view up-to-date pricing information, or by tapping their ride type in the app. Prices and available ride types vary from region to region.



⇒ your personal ride. Whether you're traveling solo or with up to three friends, this sedan is yours to fill.

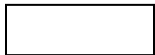
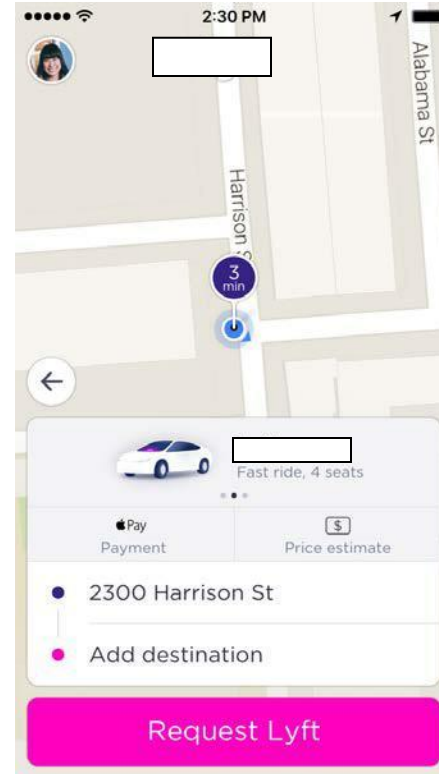
| App | |
|-----------------------|----------|
| Base Charge | \$0.90 |
| Cancel Penalty | \$5.00 |
| Cost Maximum | \$200.00 |
| Cost Minimum | \$4.00 |
| Cost Per Mile | \$0.78 |
| Cost Per Minute | \$0.11 |
| Trust And Service Fee | \$1.75 |
| Airport Fees | ‡Varies |



Passenger Mode

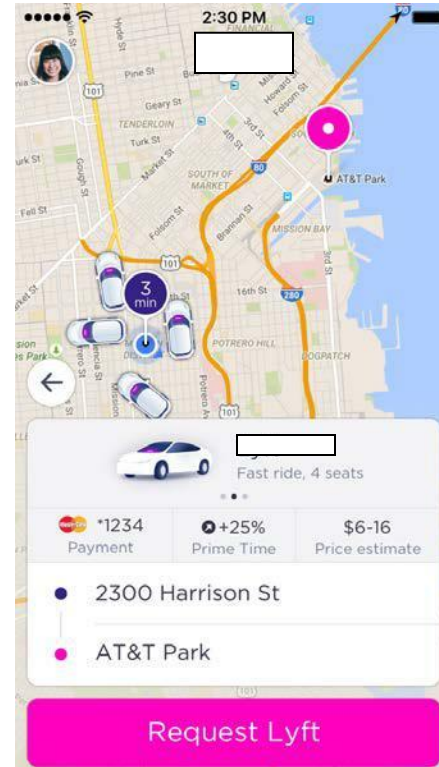
Pickup Location

The passenger can set his or her pickup location by centering on their current GPS location, dragging the pin across the map, or typing in an address or landmark.



Destination and Fare Estimate

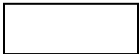
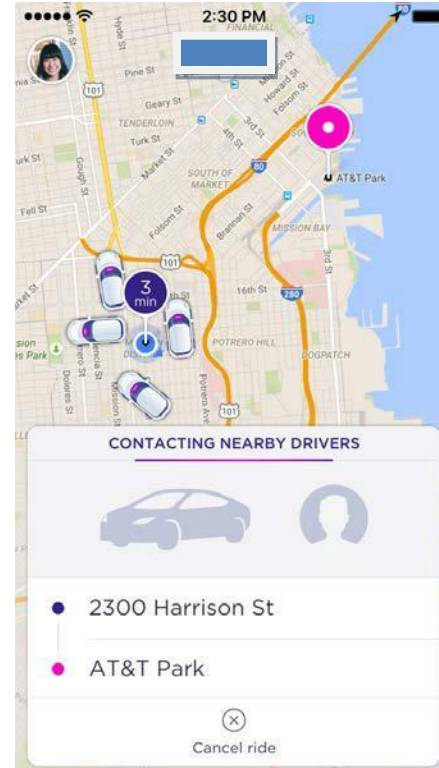
Passengers can optionally set the intended destination in the same ways as pickup location. At that time, the passenger can obtain a fare estimate. If a passenger inputs a destination, they can still change that destination during the ride.



Passenger Mode

Requesting a ride

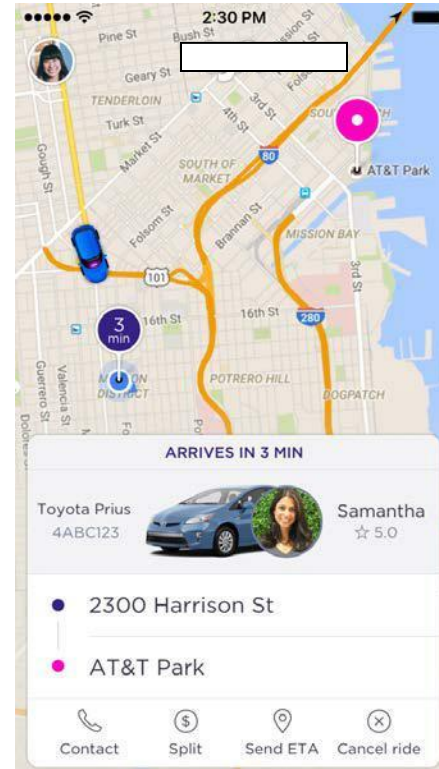
After selecting their pickup location and destination (if one is entered), passengers request a ride. The app sends their request to nearby drivers.



Passenger Mode

Matching the Passenger and Driver

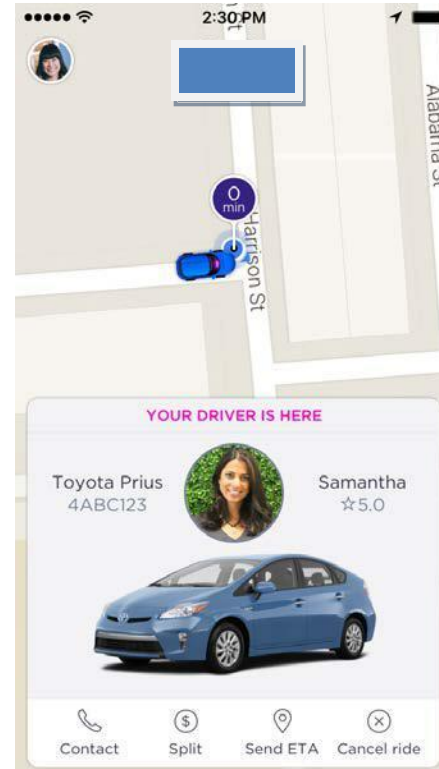
A nearby driver accepts the ride, and the passenger can see information about that driver.



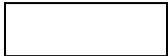
Passenger Mode

Driver Arrival

The passenger receives a notification from the app when the driver has arrived at the pickup location.

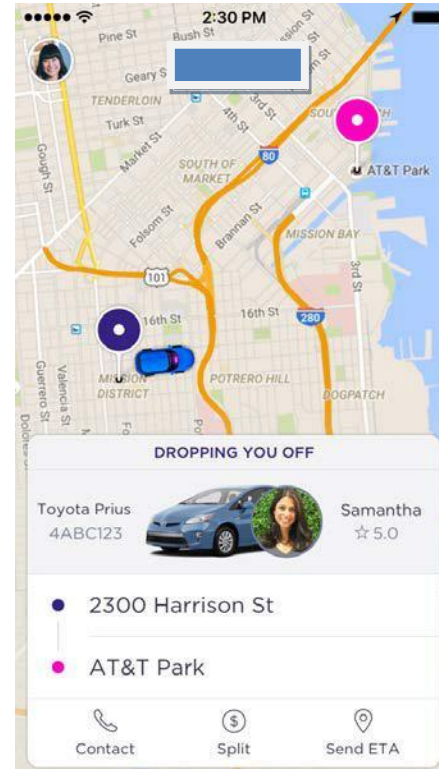


Passenger Mode



In Progress

The passenger can see their current location relative to departure and destination in real time during the ride (if a destination is entered).



Passenger Mode

Payment

The passenger is presented with a payment amount. They can select which payment method to use and add an optional tip.



| | | | | |
|--------|------------|-----|-----|-------|
| No tip | \$1 | \$2 | \$5 | Other |
|--------|------------|-----|-----|-------|

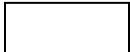
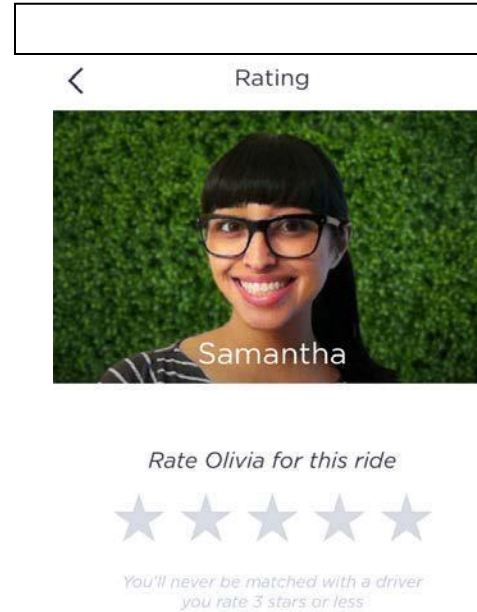
| | |
|---------|---------|
| Payment | *1234 > |
|---------|---------|

\$9.00 ⓘ

Next

Rating

The passenger is prompted to rate their ride. Any rating of 3 stars or fewer will prevent future pairing with that driver. Any rating of 2 stars or fewer will trigger proactive contact from App support staff to address any issues with the ride.



Feedback

Passenger feedback is shared anonymously with drivers at the end of the day.

< Rating

Awesome

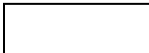
★ ★ ★ ★ ★

Tell us what you loved:

Comments

Feedback is anonymously shared with drivers

Submit



Improvement Areas

A rating of fewer than 5 stars will prompt the passenger to identify specific improvement areas for that driver. App retains these records and uses them to provide constructive feedback to drivers.

<Rating

OK, could be better

★ ★ ★ ★ ☆

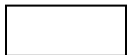
How can Olivia improve?

| | |
|--------------|-------------|
| Safety | Navigation |
| Friendliness | Cleanliness |

Comments

Feedback is anonymously shared with drivers

Submit



Receipt

After payment has been submitted, passengers receive an itemized receipt via email.

Thanks for riding with Marcus!

June 29, 2016 at 12:10 AM

Ride Details

| | |
|-----------------------|---------|
| Ride (1.26mi, 7m 38s) | \$5.00 |
| Prime Time + 50% | \$2.50 |
| Trust & Service Fee | \$1.55 |
| Tip | \$2.00 |
| Lyft Credits: | -\$9.05 |

visa Visa **\$2.00**

\$2.00

Pickup 12:10 AM
576 Water St, Oakland

Dropoff 12:18 AM
1448 Jackson St, Oakland

Tip Driver
Find Lost Item
Request Review

To protect against unauthorized behavior, you may see an [authorization field up to \\$25](#). This is to verify your payment method and will not be charged.

Pricing FAQ - Help Center
Receipt #979951748360641668
Map data © OpenStreetMap contributors

© Lyft 2016
548 Market St #68514
San Francisco, CA 94104

Work at Lyft
Become a Driver

\$2.00

Thanks for riding with Marcus

Pickup 12:10 AM
576 Water St, Oakland

Dropoff 12:18 AM
1448 Jackson St, Oakland

| | |
|-----------------------|----------------|
| Ride (1.26mi, 7m 38s) | \$5.00 |
| Prime Time + 50% | \$2.50 |
| Trust & Service Fee | \$1.55 |
| Tip | \$2.00 |
| Total | \$11.05 |
| Lyft Credit | -\$9.05 |

visa **\$2.00**

Tip Driver
Find Lost Item
Request Review

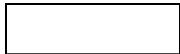
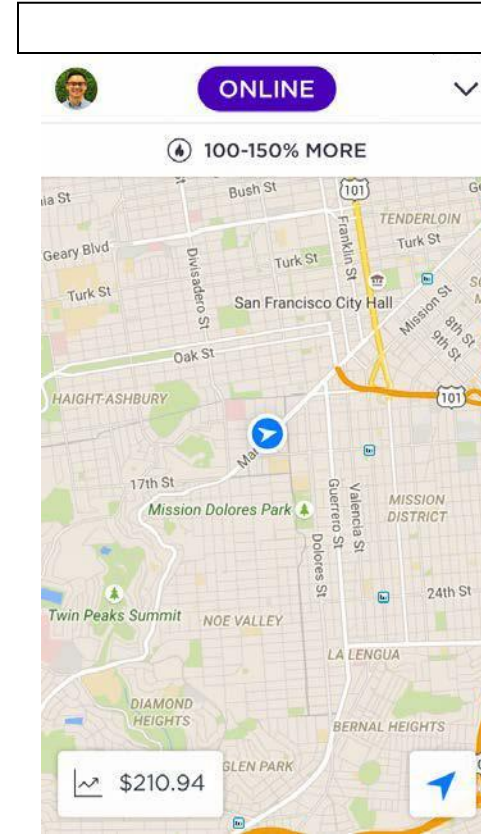
[Pricing FAQ](#) • [Help Center](#)

Passenger Mode

Driver Mode

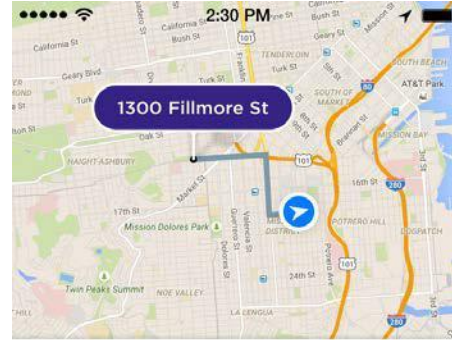
Driver Mode Home Screen

When logging into Driver Mode, the driver will see a map of your current location while waiting for a ride request.



Incoming Ride Request

When a request comes in, the driver will see the pickup location, a time estimate for their arrival, as well as information about the passenger.



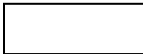
App

4 min away



Stephanie

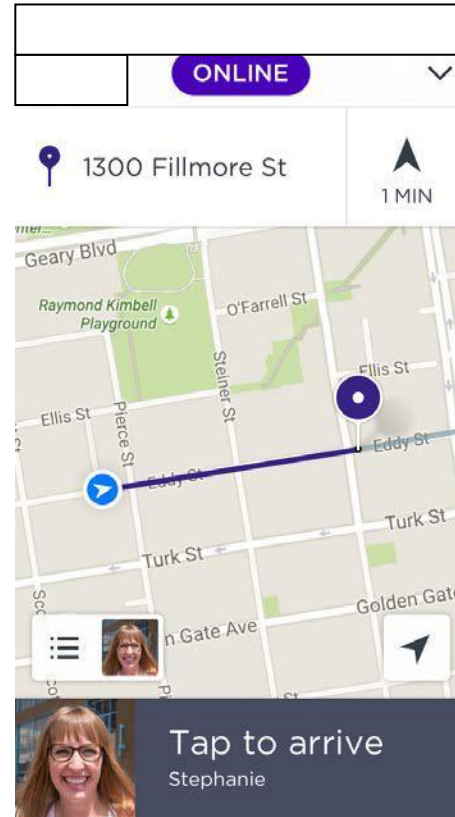
★ 5.0



Driver Mode

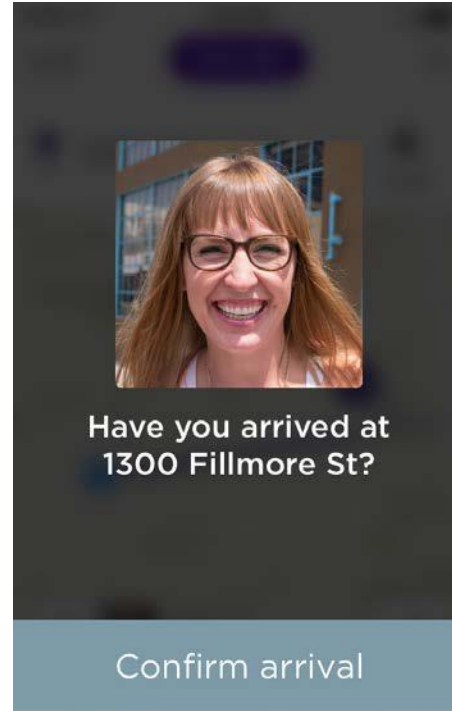
Arrival

Drivers tap the button at the bottom of their screen to indicate that they have arrived at the pickup location.



Confirm Arrival

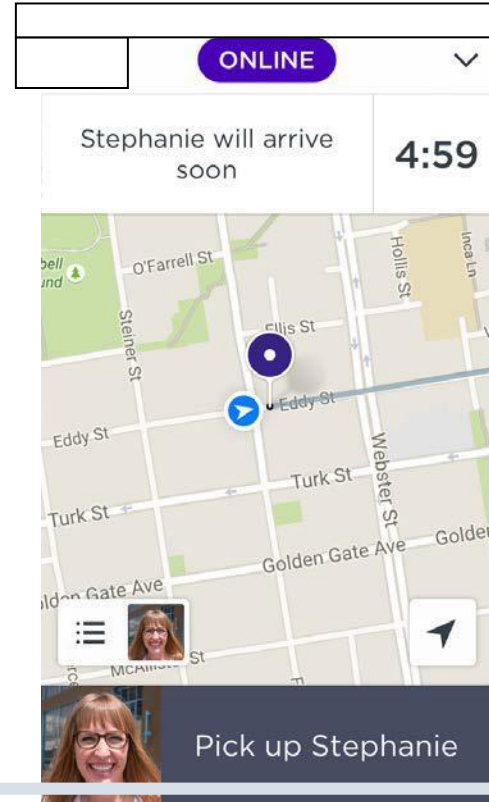
Drivers must confirm that they have arrived by pressing a second button.



Cancel

Awaiting the Passenger

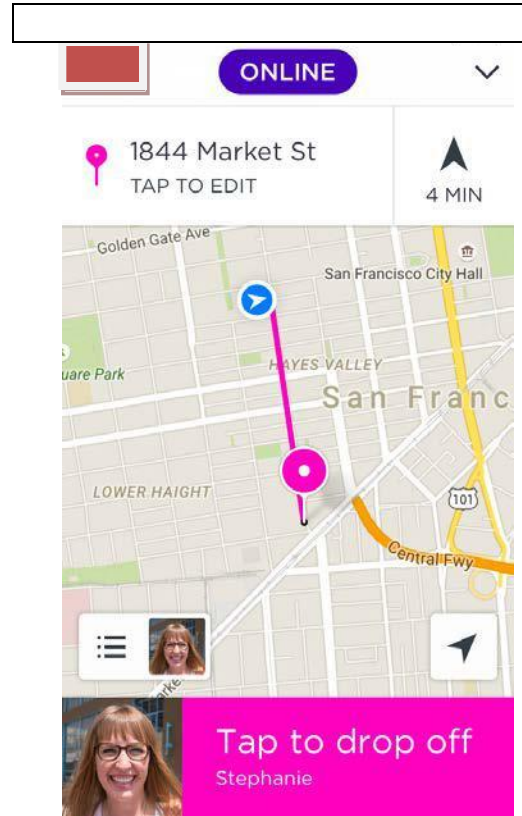
After confirming they've arrived, drivers wait at least 5 minutes for their passenger to locate them.



Driver Mode

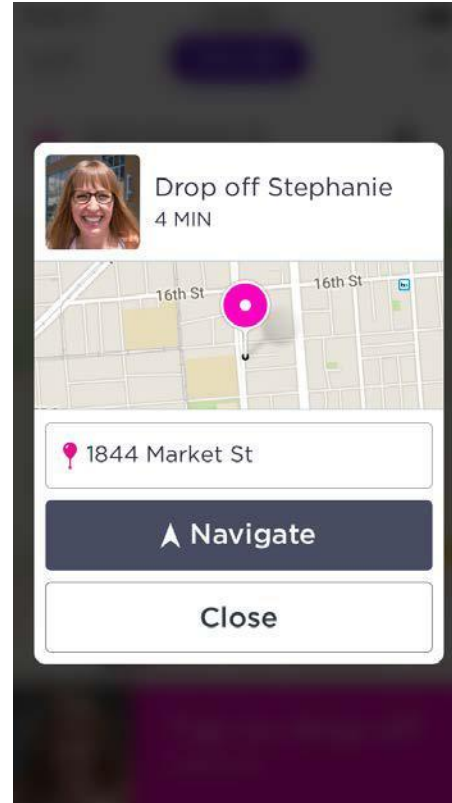
Ride In Progress

Drivers can tap the arrow in the top right to open their preferred navigation app.



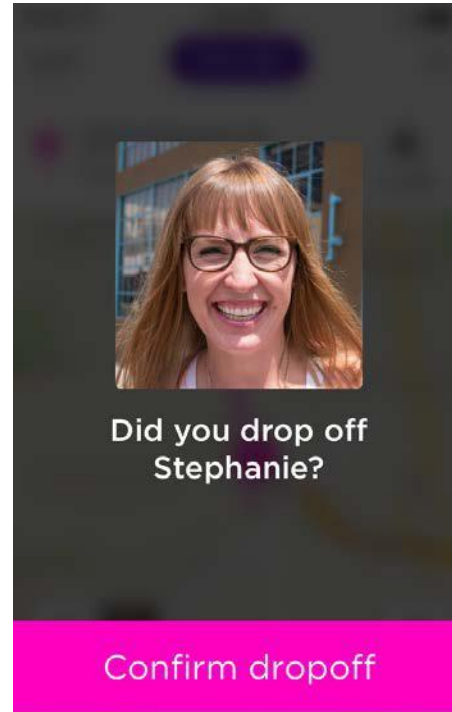
Navigation

To navigate to the dropoff location, drivers have an opportunity to confirm or modify the intended destination.

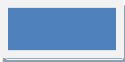


Drop Off

Drivers must confirm the ride has concluded with a second button.

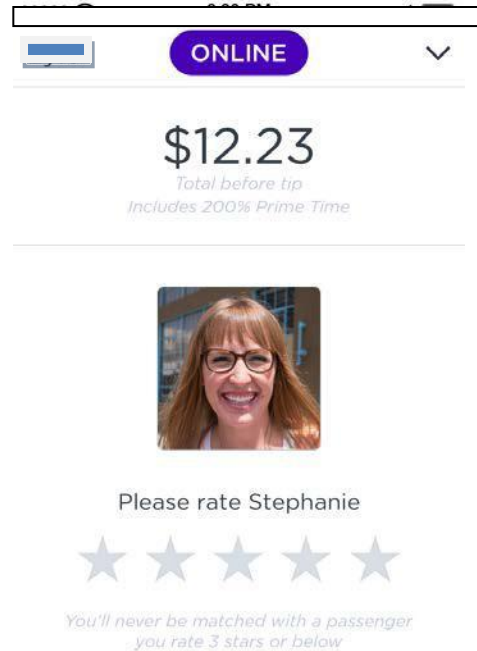


Cancel

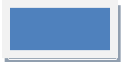


Rating

App star ratings are two-directional. Drivers and passengers rate one another.

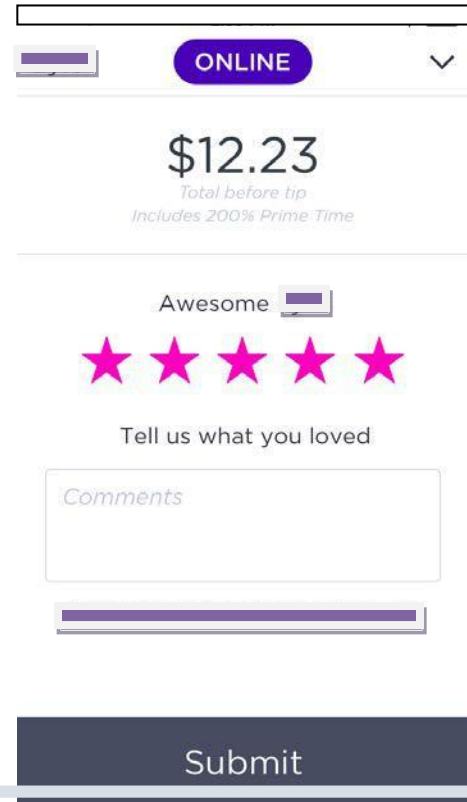


A screenshot of a ride-sharing app interface. At the top, there is a navigation bar with a blue icon on the left, a purple button labeled "ONLINE" in the center, and a downward arrow on the right. Below the navigation bar, the price "\$12.23" is displayed in a large font, with the text "Total before tip" and "Includes 200% Prime Time" in smaller font below it. A horizontal line separates this from the driver's profile. The profile features a square photo of a smiling woman with glasses and red hair. Below the photo, the text "Please rate Stephanie" is centered. Underneath this text are five gray stars, all of which are currently unselected. At the bottom of the rating section, the text "You'll never be matched with a passenger you rate 3 stars or below" is displayed in a small, italicized font.



Feedback

Drivers can provide feedback to passengers as well. Unlike feedback from passengers to drivers, this feedback is for app customer records only.

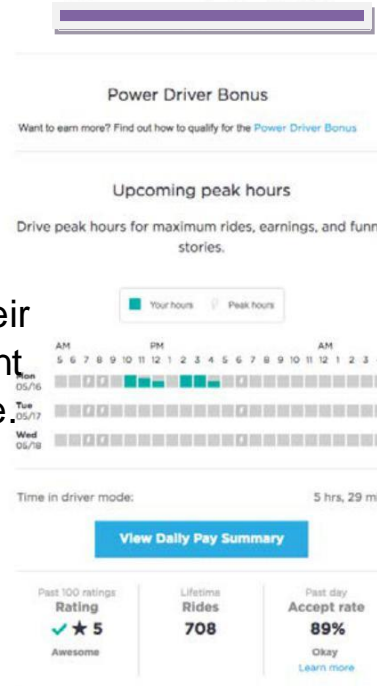


A screenshot of a driver feedback form in an app. At the top, there is a status bar with a purple bar on the left, a purple button labeled "ONLINE", and a downward arrow. Below this, the amount "\$12.23" is displayed in large text, with "Total before tip" and "Includes 200% Prime Time" in smaller text below it. A horizontal line separates this from the feedback section. The feedback section starts with the word "Awesome" and a purple bar. Below that are five pink stars. Under the stars is the text "Tell us what you loved". A text input field with the placeholder "Comments" is below that. At the bottom of the form is a dark blue button labeled "Submit".

Driver Mode

Payment & Ride Summary

Drivers receive daily and weekly summaries of their activity on the platform, including detailed payment information, with the associated mileage and time.



Earnings

| Ride Distance | Ride Time | Ride /tip | Lyft Fee | Your Earnings |
|---------------|-----------|-----------|----------|---------------|
| 6.6 mi | 38 min | \$18.32 | \$3.66 | \$14.66 |
| 1.0 mi | 2 min | \$5.00 | \$1.00 | \$4.00 |
| ... | | | | |
| 4.0 mi | 23 min | \$20.53 | \$4.11 | \$16.42 |
| 72.4 mi | 263 min | \$222.58 | \$44.50 | \$178.08 |

Prime Time rides are in green, and tips are shown in black (100% of tips go to drivers).
Passengers pay additional \$1.55 [Trust & Service Fee](#) per ride.
Passengers have 24 hours to pay, so amounts may not be final.

| | |
|-----------------------|-----------------|
| Time in driver mode: | 5 hrs, 29 min |
| Ride payments: | \$222.58 |
| Lyft fees: | - \$44.50 |
| Your earnings: | \$178.08 |

Thank you!