How the App will works

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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
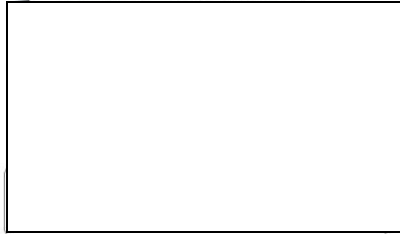
Passenger and Driver Profiles
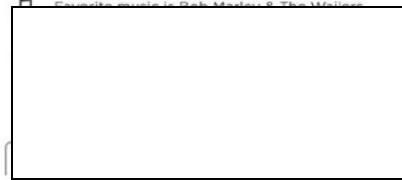
Sarah

JOINED JUNE 2013

From San Francisco

License plate
4MWW923

2001 Blue
Audi A4

Edit profile

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.
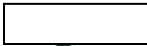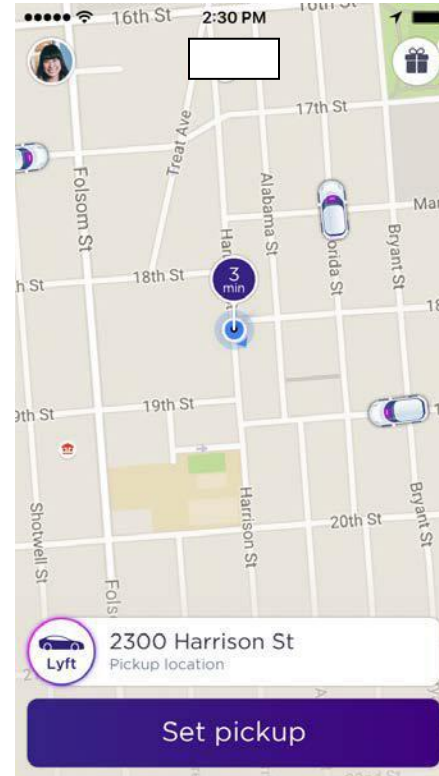
Ride Type Selection

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.
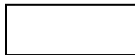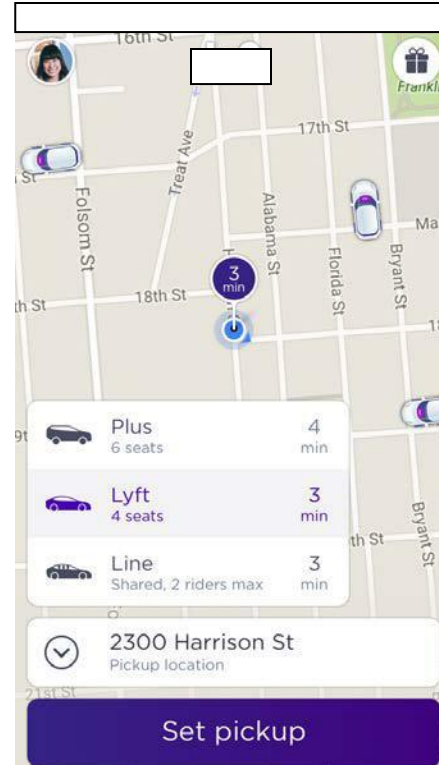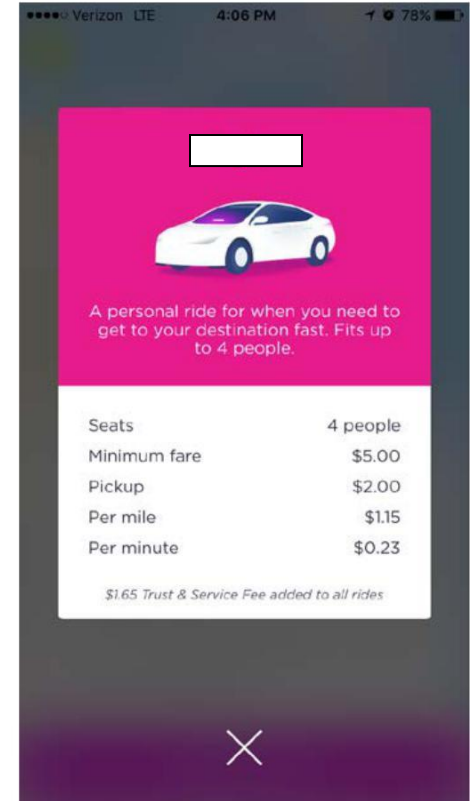
Pricing

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

•••• Verizon LTE   4:06 PM   7 0 78%

A personal ride for when you need to get to your destination fast. Fits up to 4 people.

Seats	4 people
Minimum fare	$5.00
Pickup	$2.00
Per mile	$1.15
Per minute	$0.23

$1.65 Trust & Service Fee added to all rides

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.
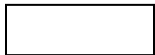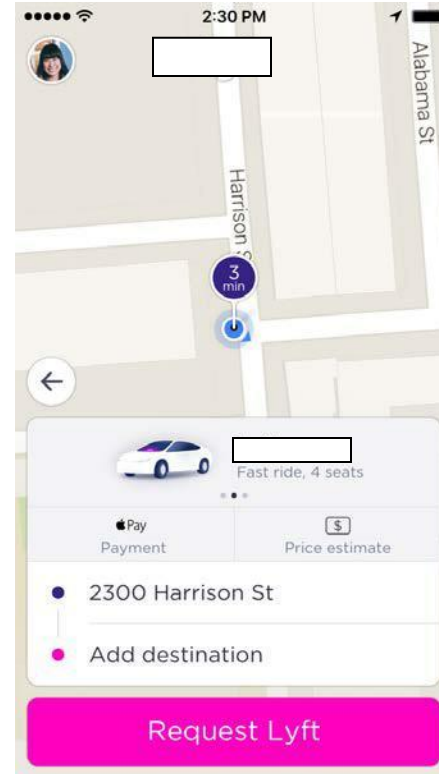
Destination and Fare Estimate

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.
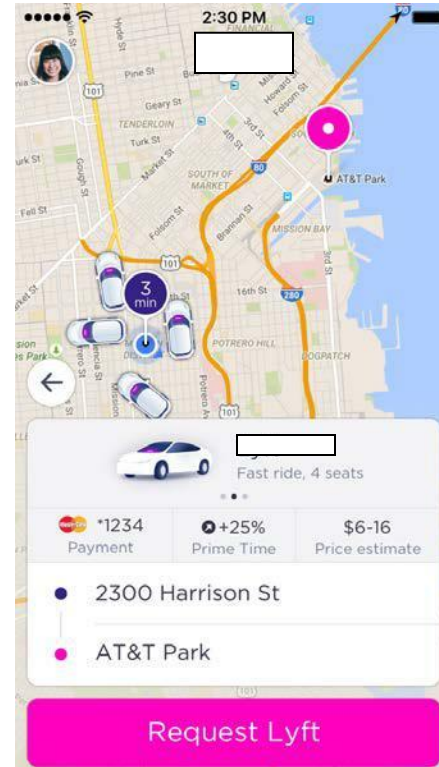
Requesting a ride

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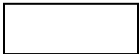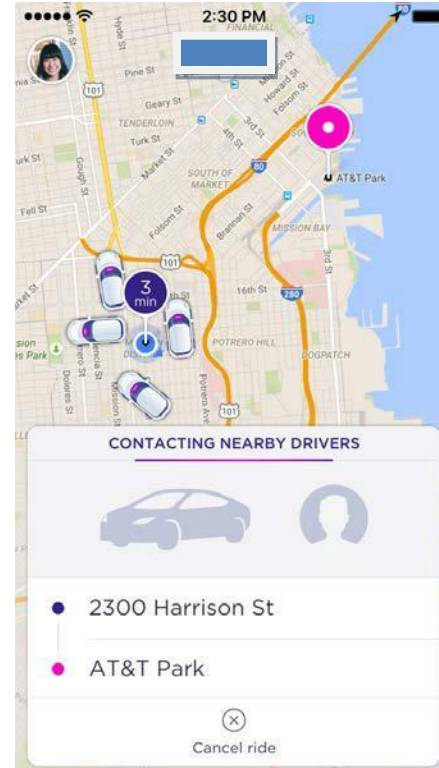
Matching the Passenger and Driver

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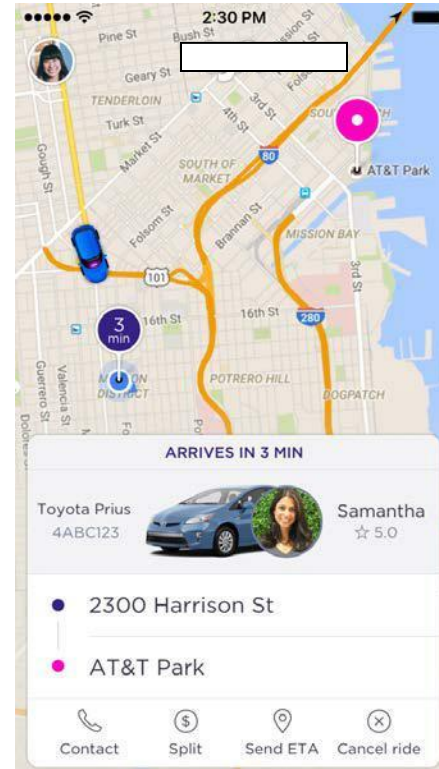
Driver Arrival

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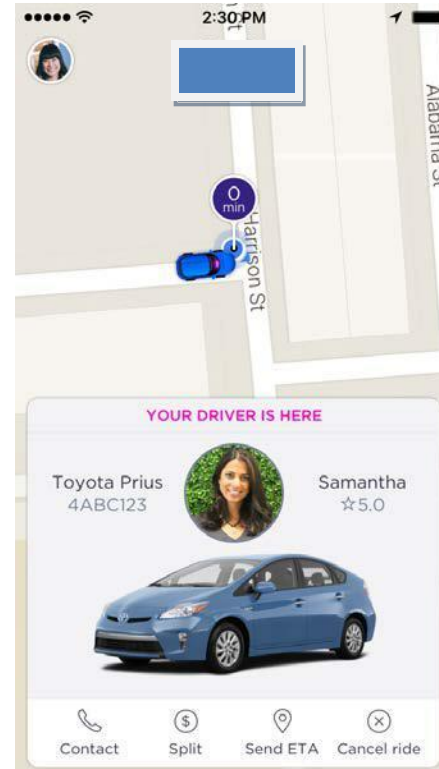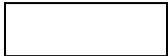
In Progress

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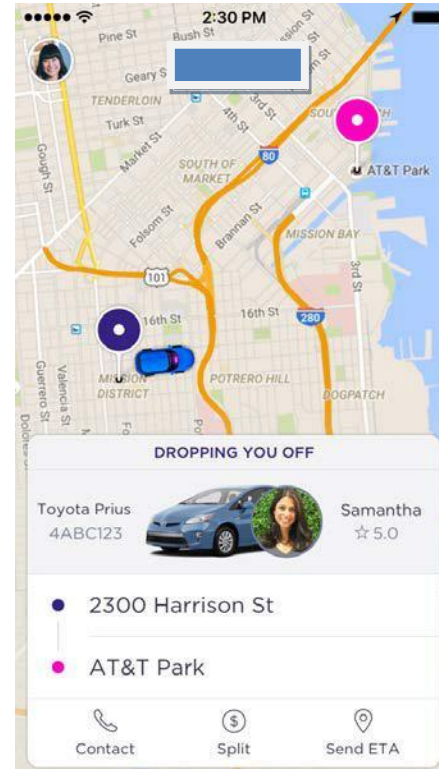
Payment

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

Payment

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.

< Rating

Samantha

Rate Olivia for this ride

★ ★ ★ ★ ★

You'll never be matched with a driver you rate 3 stars or less
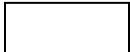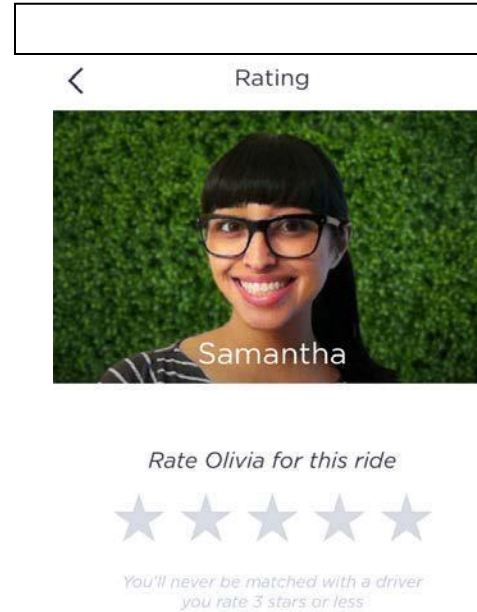
Feedback

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
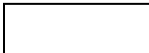
Improvement Areas

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.
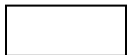
Receipt

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

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.
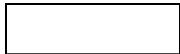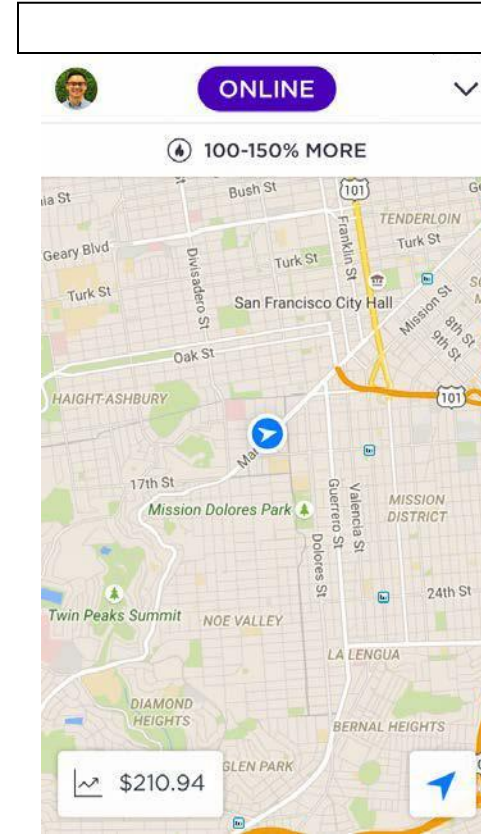
Incoming Ride Request

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.

1300 Fillmore St
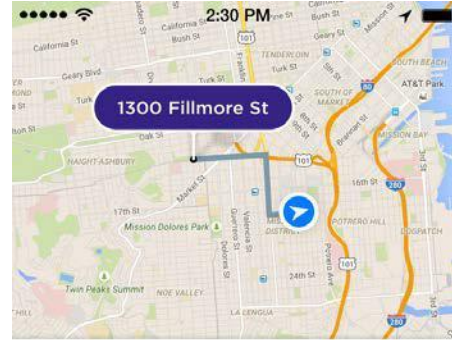
App

4 min away

Stephanie
★ 5.0
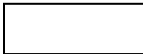
Arrival

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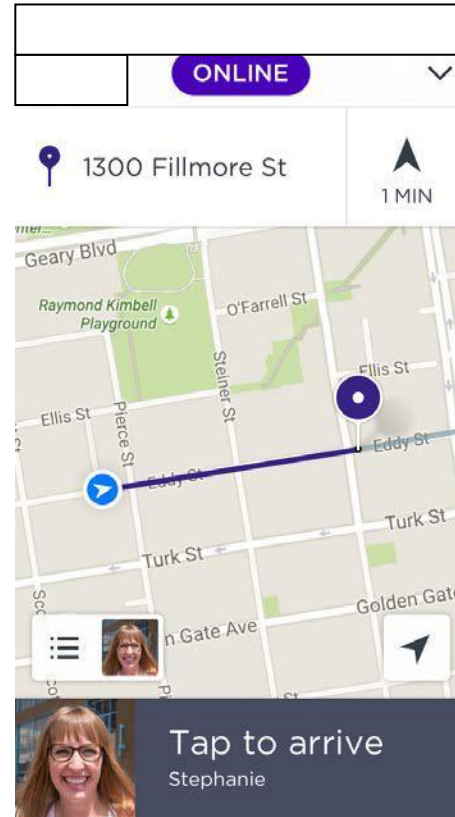
Confirm Arrival

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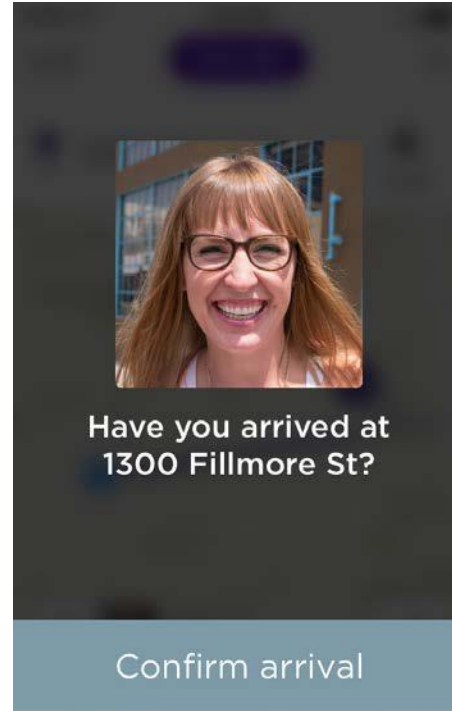
Awaiting the Passenger

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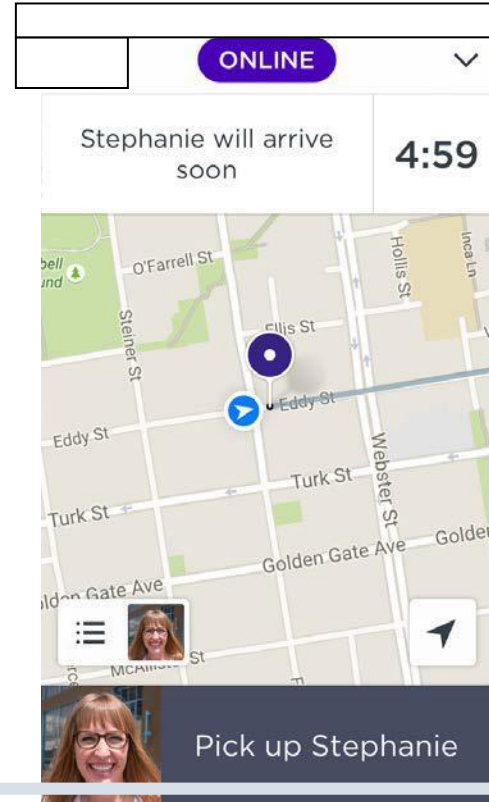
Ride In Progress

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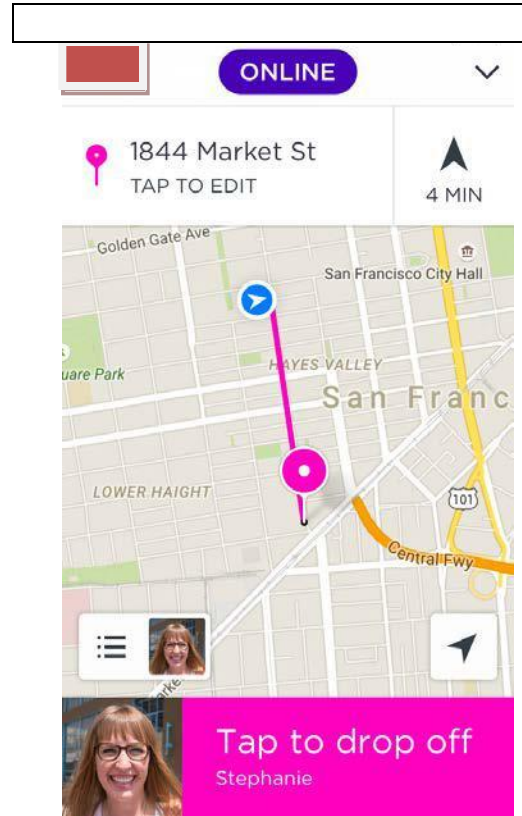
Navigation

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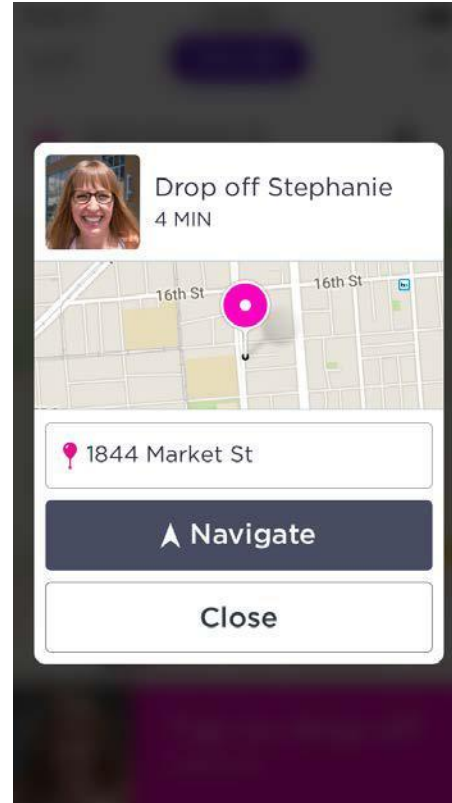
Drop Off

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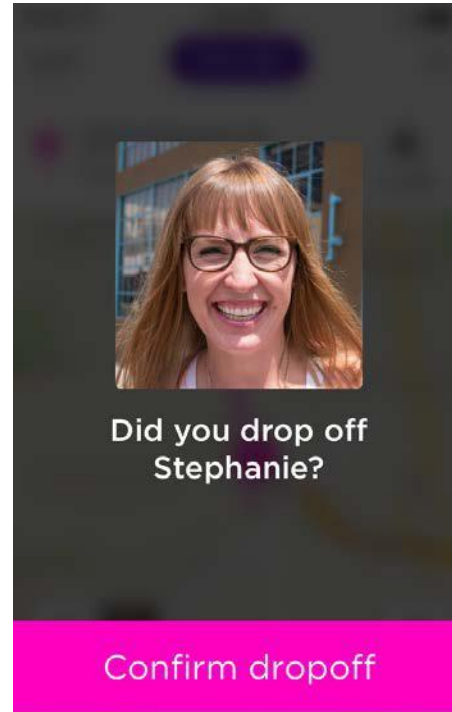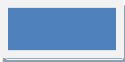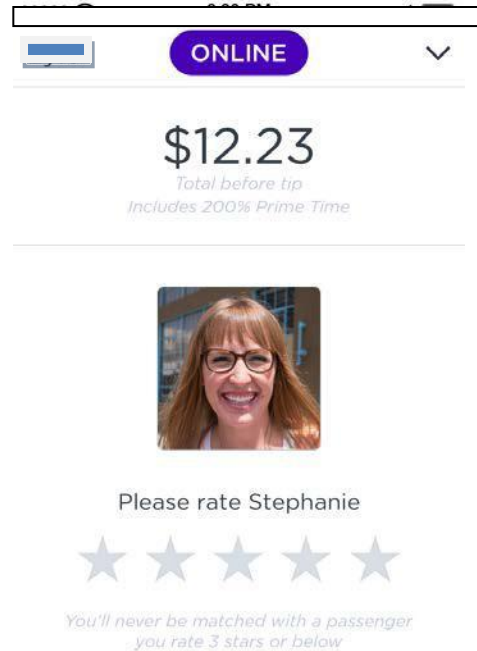
Rating

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

Feedback

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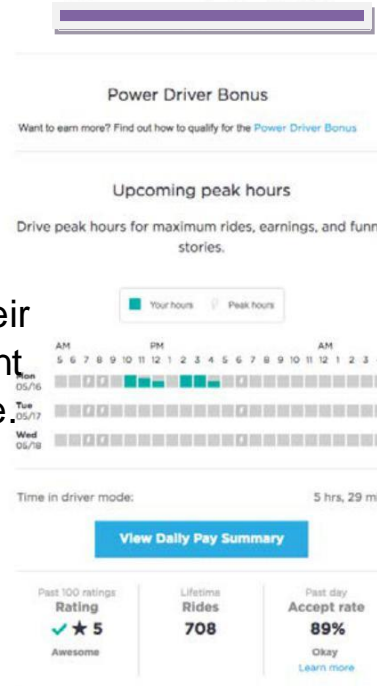
Payment & Ride Summary

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

Thank you!