



Uber drivers have a suicide rate that is **46%** higher than the national average.

Uber: Uber Driver
Mental Health: Stress Management

A Positive Path for Uber Drivers



Uber
→

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Problem Statement

Uber
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- **Gap:** Uber drivers face a perpetual cycle of stress, due to challenging rides, traffic, and unpredictable earnings.
- **Orientation:** Originating in congested urban cities, this challenge has escalated.
- **Impact:** Constant stress lowers service quality, offering a subpar experience for drivers and passengers.
- **Importance:** Prioritizing driver well-being is crucial, aligning with Uber's vision to set the world in motion for all.

Approach

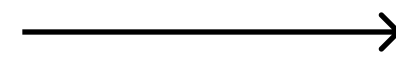
Uber
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1.



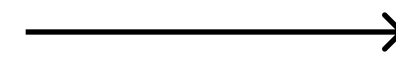
Problem Identification



2.



Current User Base & User Persona



3.



Market and Competitor research



4.



Evaluate Current User Journey



5.



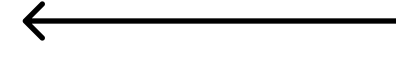
Understand User Pain Points



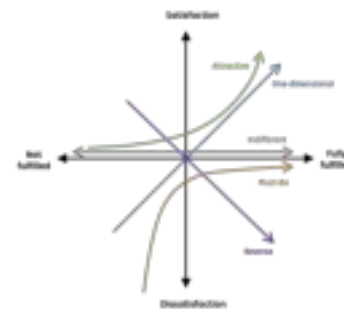
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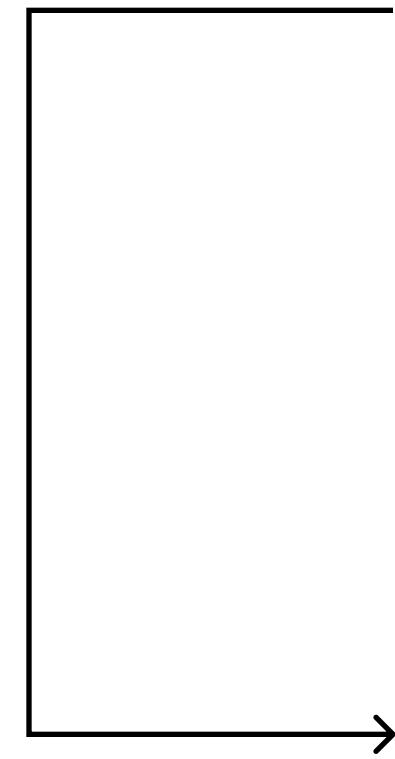
Incorporate solutions/features



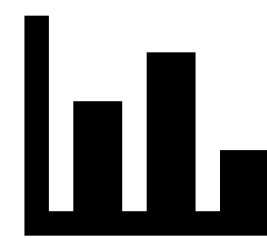
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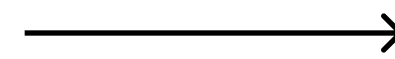
Prioritize and Build MVP



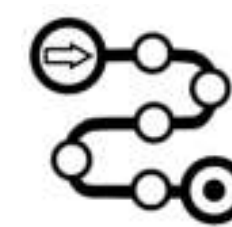
8.



Metrics for Success



9.



Product Roadmap



10.



Scope & Business Model

Vision

Uber
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To champion the well-being and mental health of Uber drivers through in-app tools and services, promoting a seamless driving experience, and ultimately becoming the premier ride-sharing platform, enhancing the global movement experience for all.

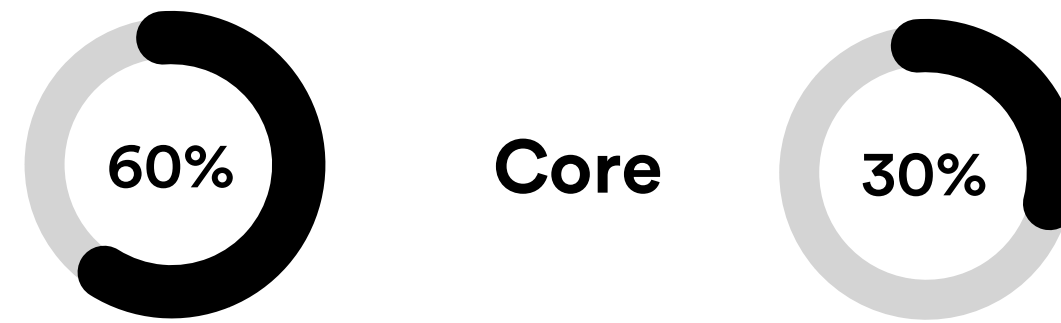
User Research & Persona

Uber
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Driver Base

Revenue



Driver Base

Revenue



Driver Base

Revenue

Carlos



A 45 year old full-time Uber driver based out of NYC.

Goals:

- Save up for a down payment on a house
- Earn a good living for his family
- Be his own boss

Pain Points:

- Managing physical and mental toll of long driving shifts
- Heavy traffic
- Driving in bad weather

Andrea



A 35 year old high-school teacher working part-time as an Uber driver in LA.

Goals:

- To pay off her credit card debt
- To save for her children's education
- To travel more

Pain Points:

- Managing difficult customers
- Heavy traffic
- Balancing work and family life
- Fear of crime

Jack



A 25 year old student (part-time Uber driver) in Austin.

Goals:

- To graduate from college with little or no debt
- To start his own business
- To meet new people

Pain Points:

- Occasional difficult passengers
- Fear of crime

Market Analysis



TAM



Global Driver Base

SAM



US Driver Base

SOM



Power Users & Core Users

Competitor Analysis (Direct)

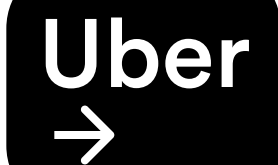


In-app
Feature

Partnership

Subscription
Type

Impact on Overall
Wellbeing



Competitor Analysis (Indirect)



Live Sessions

Guided
Meditation

Subscription
Type

Calm



PAID

talkspace



PAID

betterhelp



PAID

Empathy Mapping

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Says 

- “Tired of driving in heavy traffic all day.”
- “Had a few difficult passengers who have made me feel uncomfortable.”
- “Like meeting new people, so driving for Uber is a good way to do that.”

Thinks 

- “I know I have to deal with traffic to make money.”
- “I’ve felt uneasy with some passengers, but fear reporting them due to potential retaliation.”
- “I’m enjoying meeting new people.”

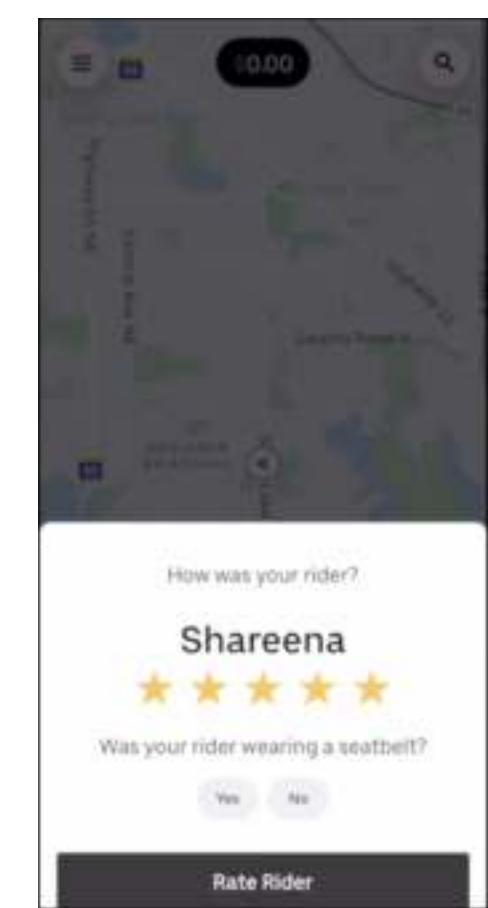
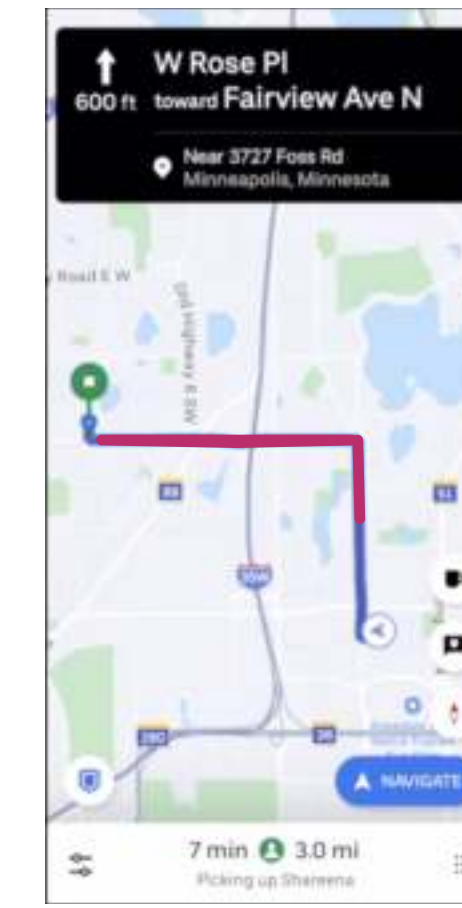
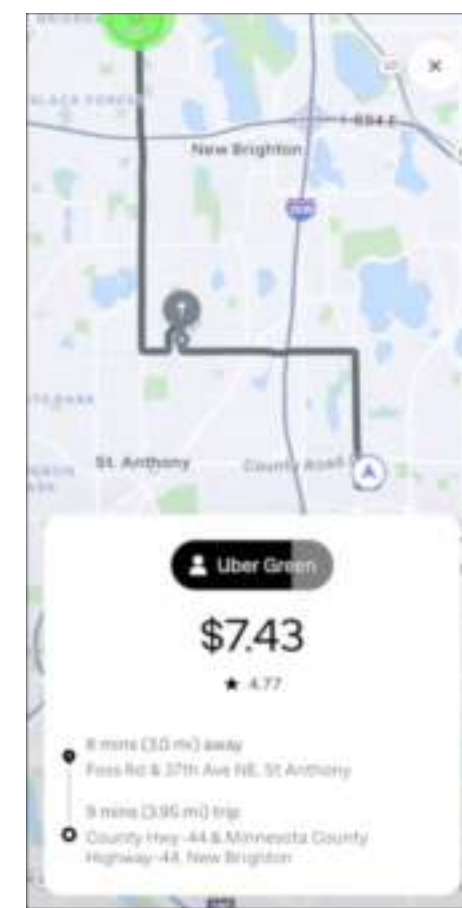
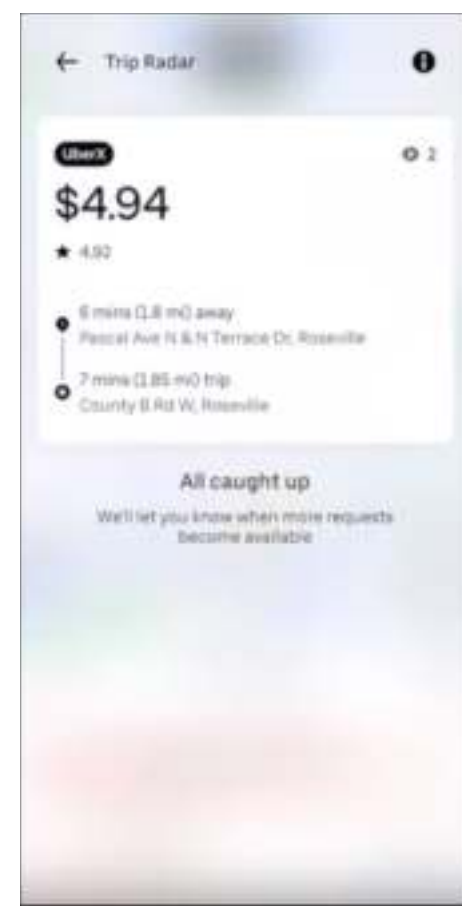
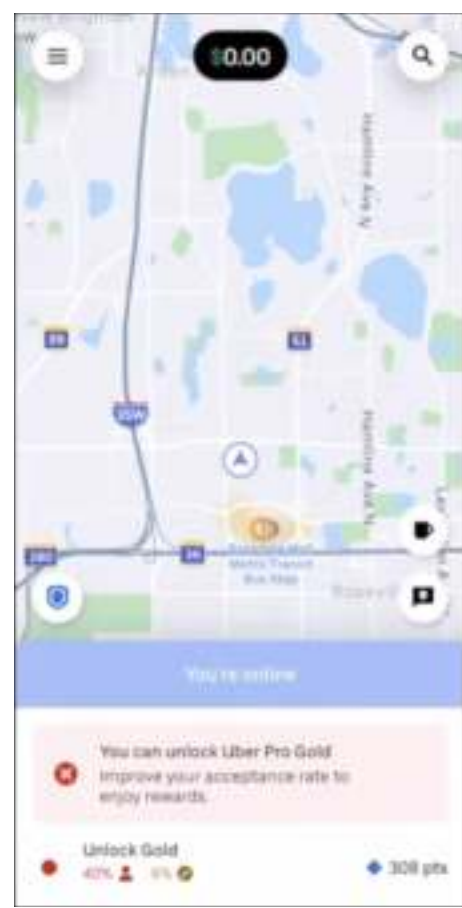
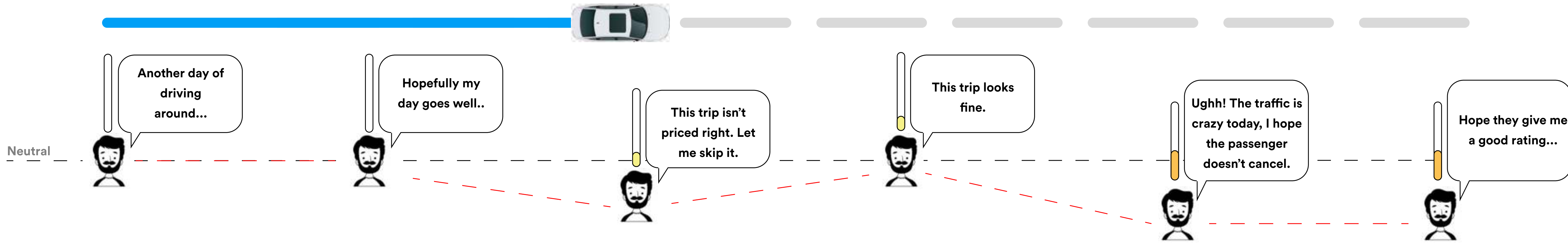
Feels 

- Stressed
- Frustrated
- Anxious
- Optimistic

Does 

- Drives all day, taking as many rides as he can.
- Becomes selective about the rides she accepts.
- Tries to be friendly and outgoing to his passengers.

Carlos' Daily Journey

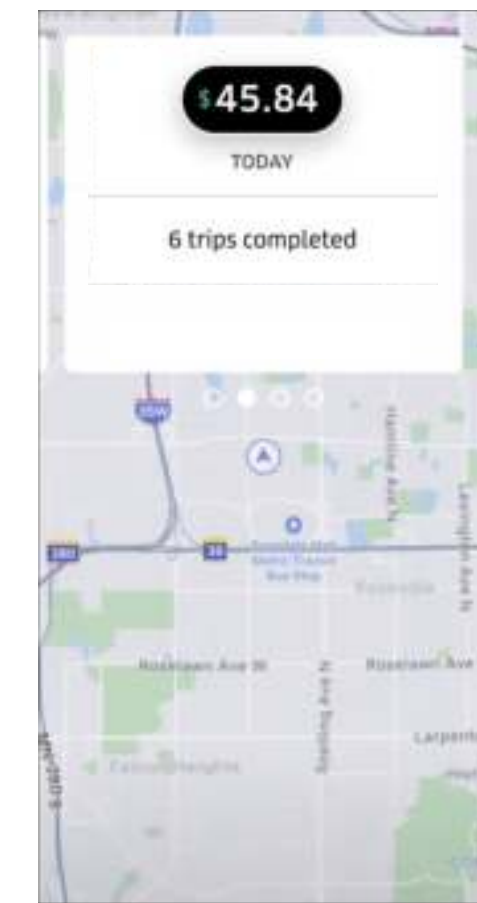
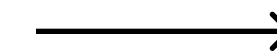
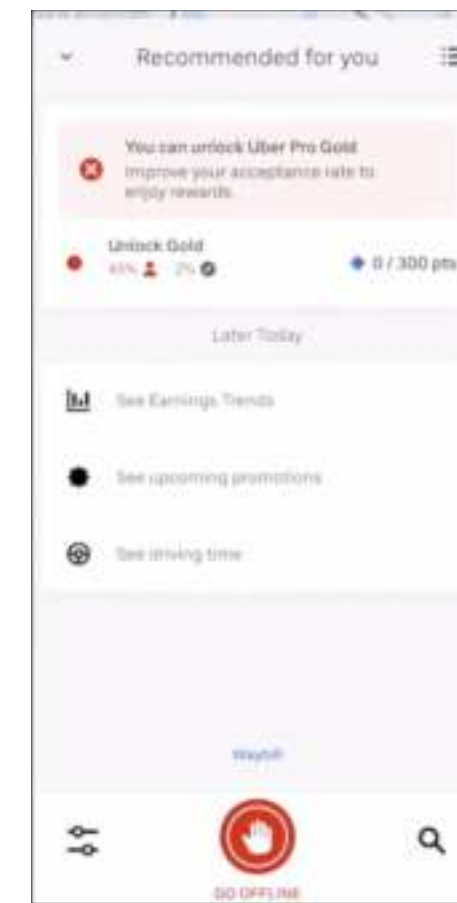
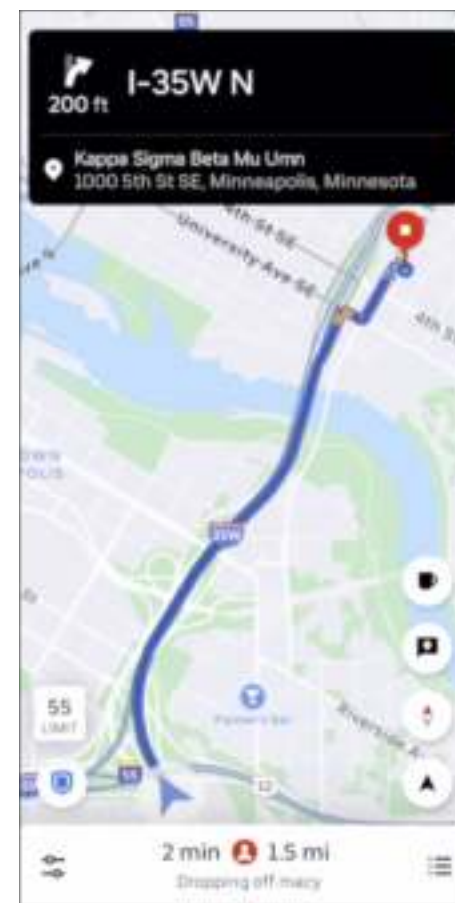
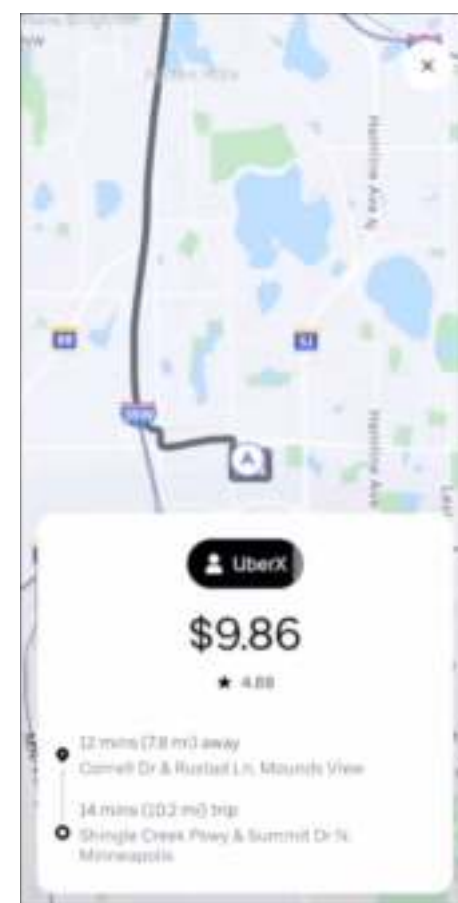
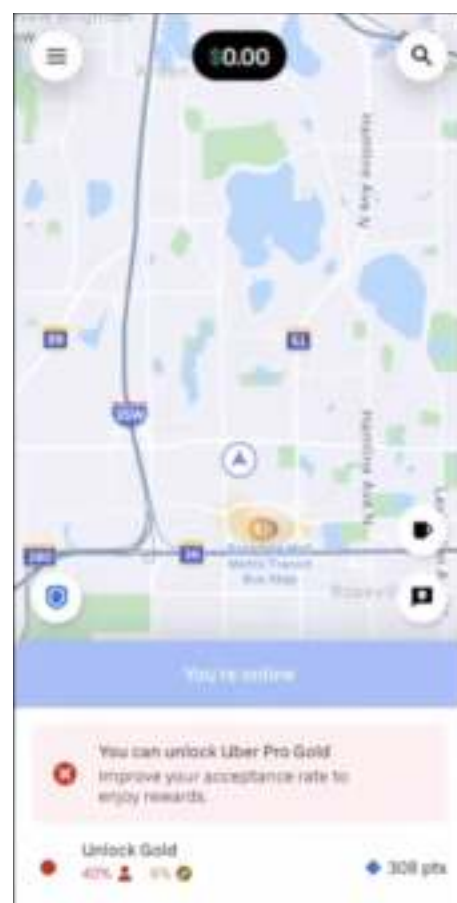
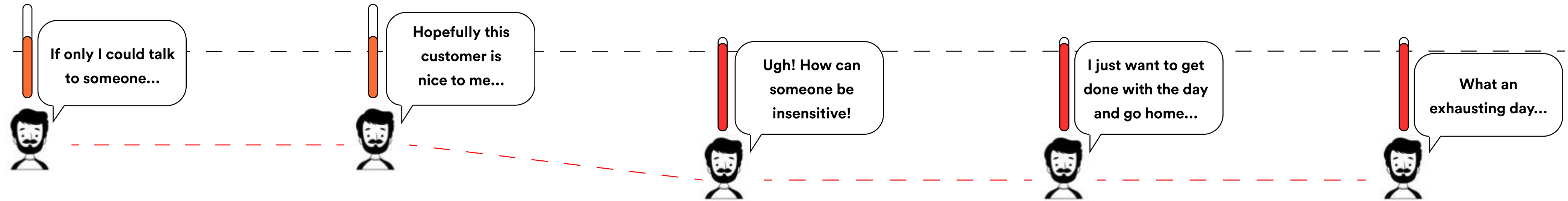


Carlos' Daily Journey



Mid-shift, amidst hectic driving hours...

Neutral



User Pain Points & Assumptions



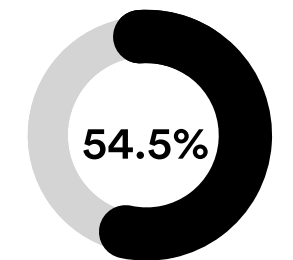
User Pain Points

- Managing the physical and mental toll of long driving shifts
- Heavy traffic
- Handling difficult customers
- Driving in bad weather

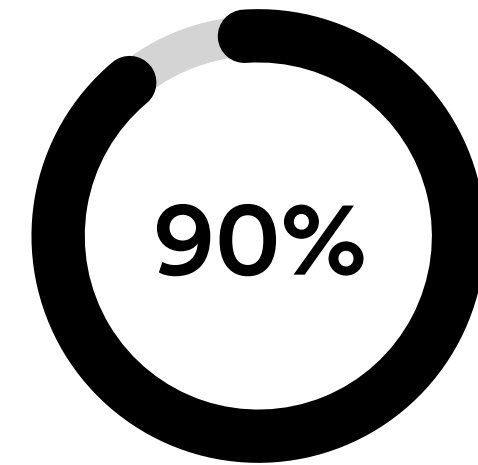


Assumptions

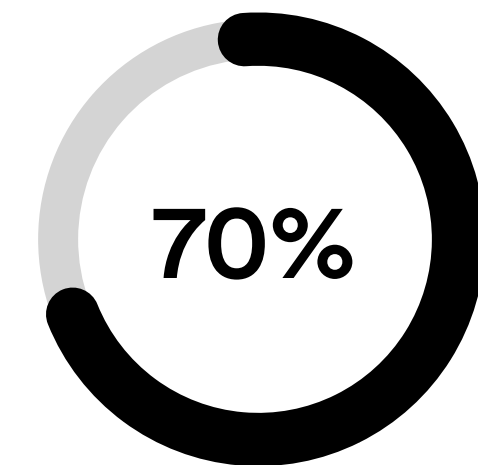
- Power Users & Core Users
- Tech-savvy
- Major Cities



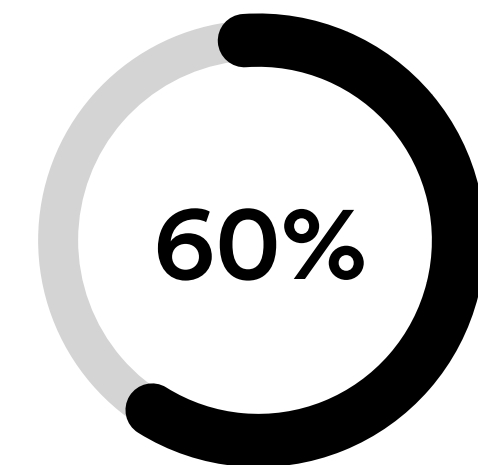
Idea Validation



Stress is a major problem for them.

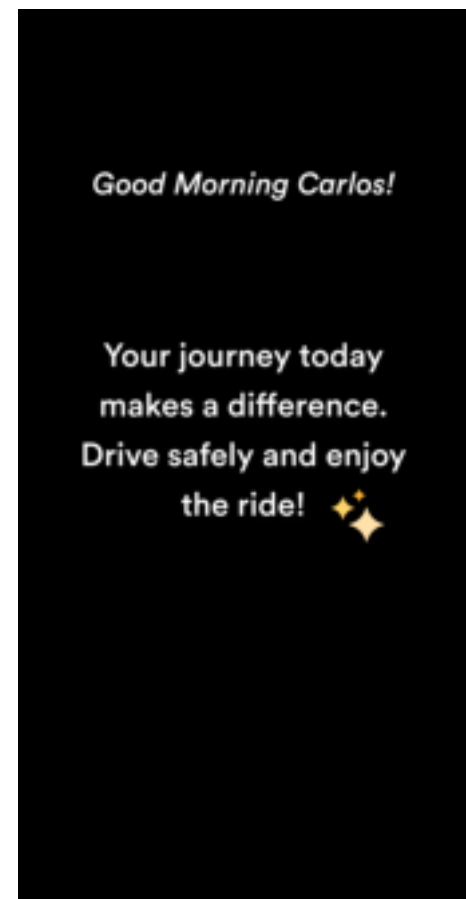
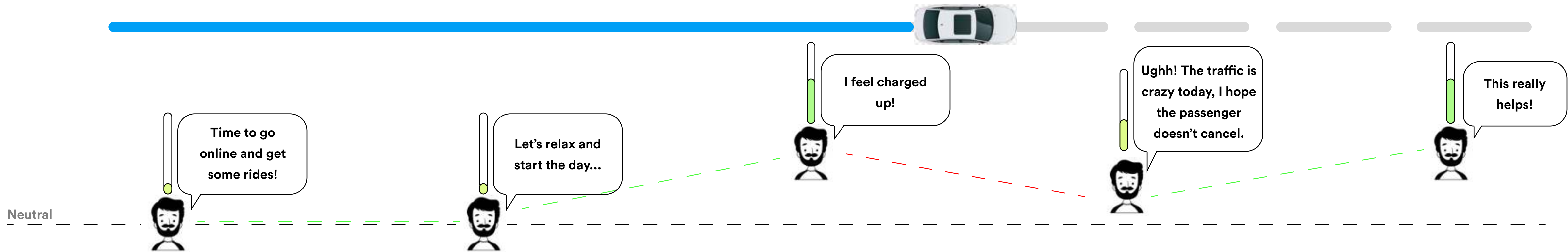


Would use well-being resources if they were available.



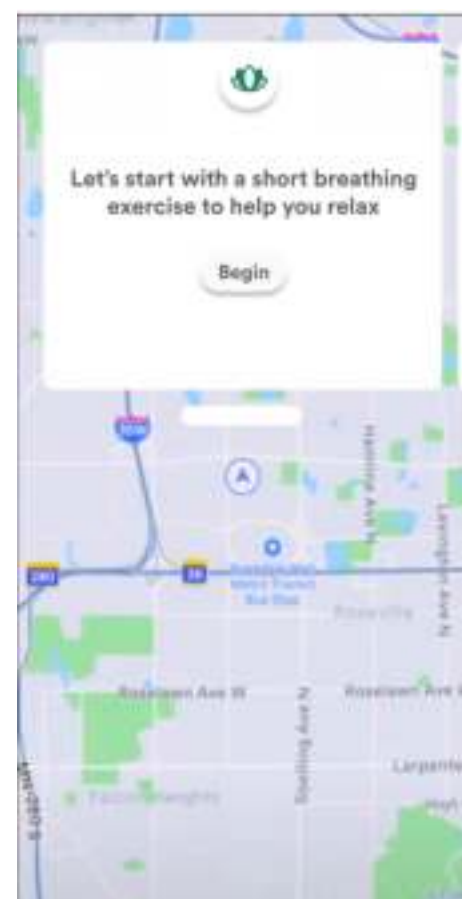
Would be willing to pay for access to mental health services.

New Feature User Flows



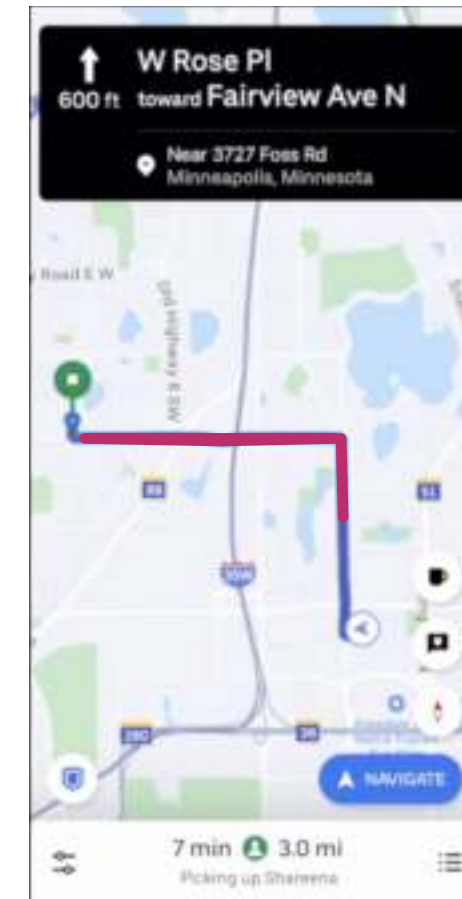
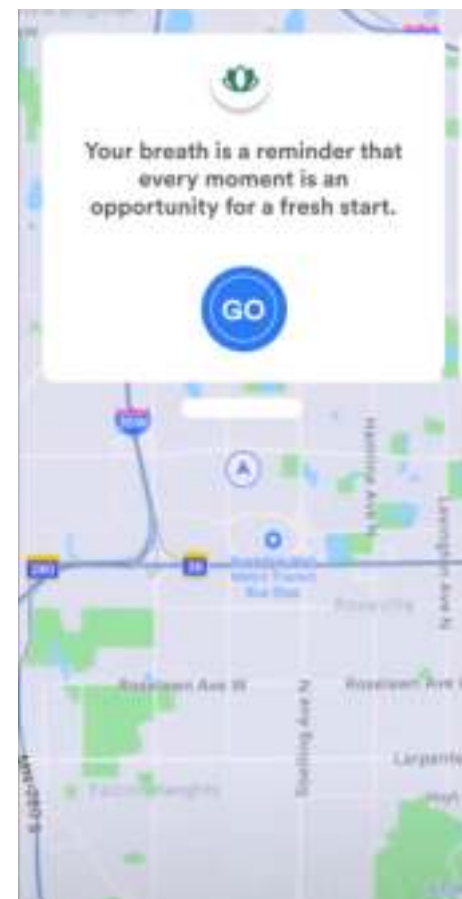
Daily drive boost:

- Elevate every ride with a **daily affirmation**.



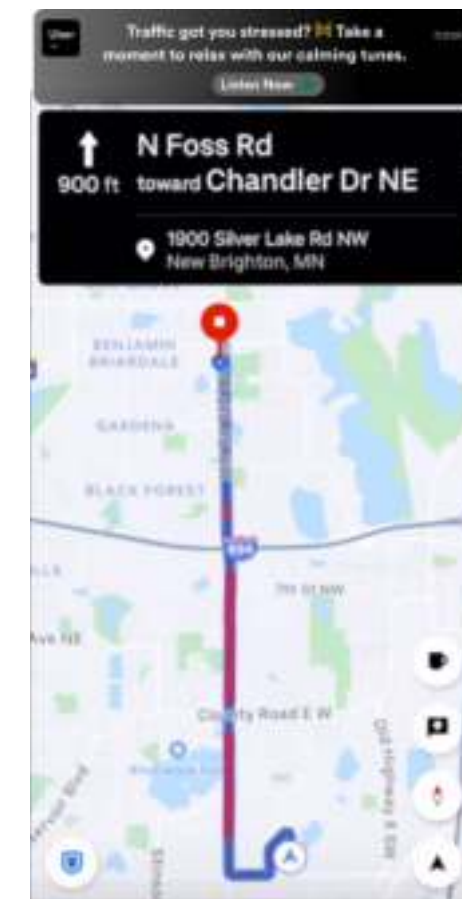
Mindfulness:

- Log your **mood** (Thrice a day).
- Discover **personalized** relaxation techniques.
- Earn **reward points** for completing exercises.
- Redeem points into **free minutes** of premium wellness hub.

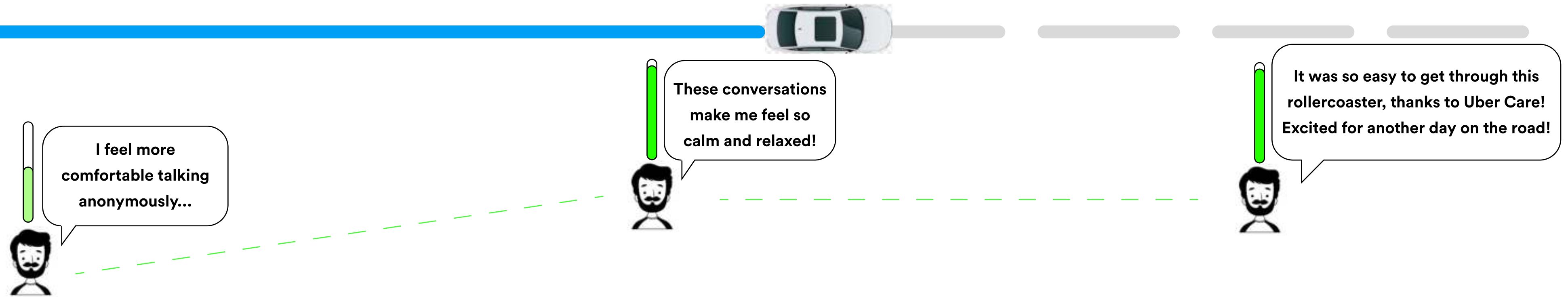


Push Notifications:

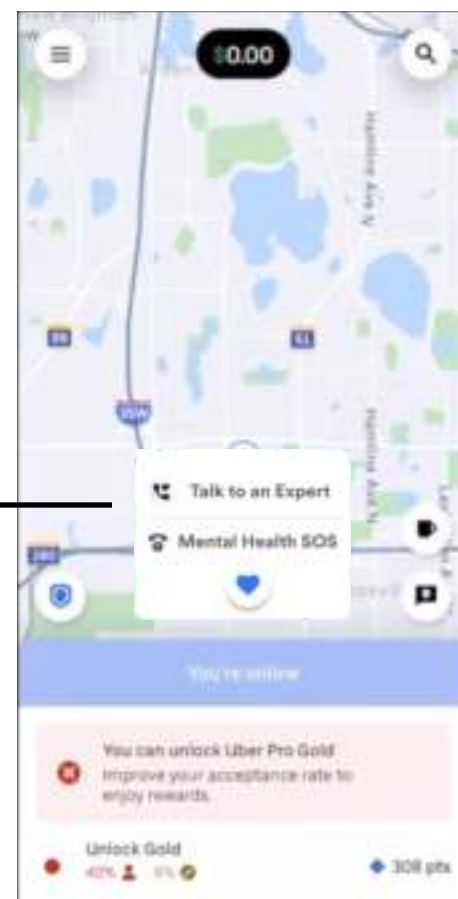
- Suggest **personalized tunes and podcasts** to calm the mind.
- Situational affirmations** to help relax and refocus.



New Feature User Flows

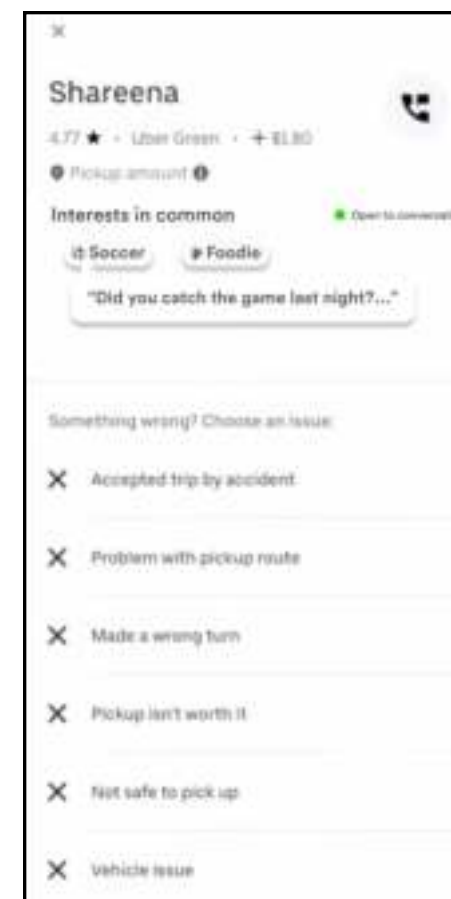


Neutral



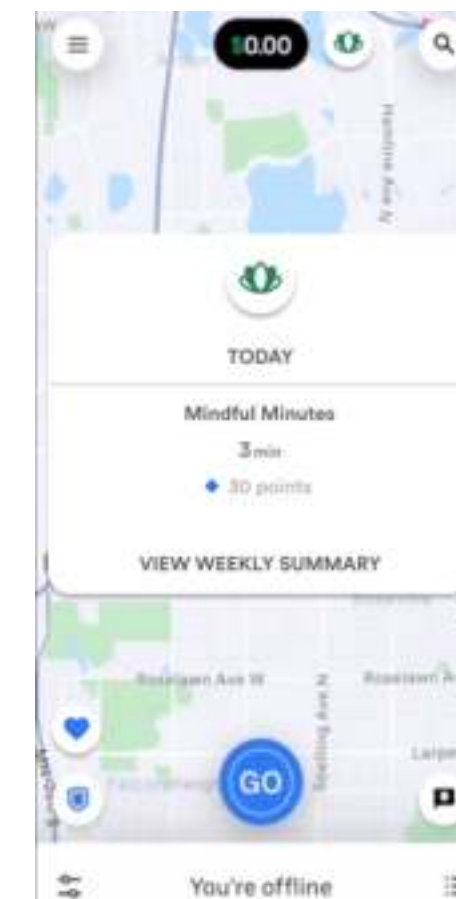
Uber Care Hotline:

- Talk to an Expert - 24/7 dedicated mental health support from **licensed professionals**.
- Mental Health SOS - **Immediate** crisis intervention.



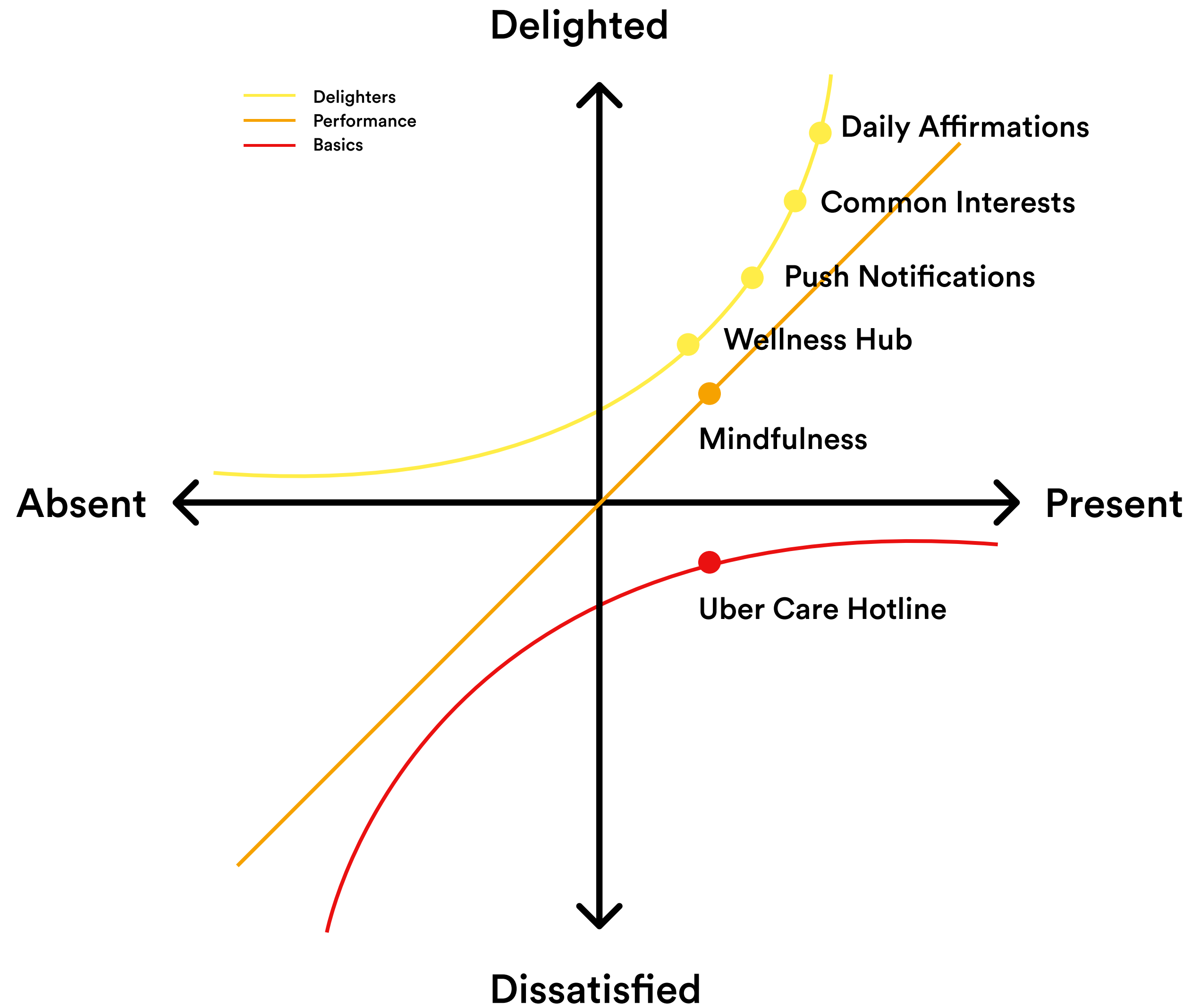
Common Interests:

- Highlight **shared interests** between passengers and drivers.
- Enhances the journey through **meaningful conversations** and connections.



- Brief **summary** of daily relaxation journey.

Feature Prioritization



Our Prototype MVP



<https://www.figma.com/proto/ySvL6SG3kVt00nSfCmAOhw/Untitled?page-id=0%3A1&type=design&node-id=214-43&viewport=137%2C444%2C0.1&t=6NiiYOKElbfAvoiV-1&scaling=scale-down&starting-point-node-id=166%3A640&mode=design>

Metrics Considered



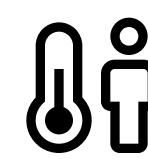
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 Activation

 Acquisition

Our Northstar Metrics

-  Number of calls to the support hotline
-  Time spent on mindfulness exercises
-  Impact on feelings logged

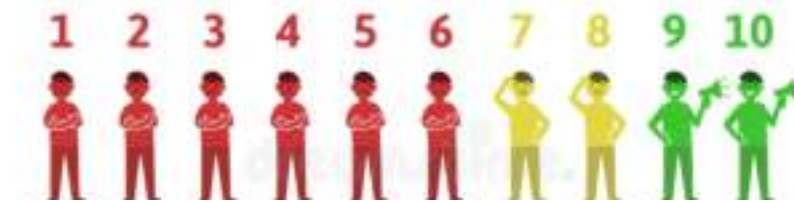
Counter Metric

-  Number of rides completed by a driver

Conversion Rate



Net Promoter Score



CLTV



Churn Rate



 Retention

 Retention

Product Roadmap

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Feature	Goal	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Support Hotline	Supporting driver mental health	Staffing requirements Trained Professionals Targeted Awareness	Gather driver insights Iterative Improvements	Multilingual Support Specialized Assistance	Quantitative analysis Driver Satisfaction
Mindfulness, Wellness Hub	Boost Mental Health, Drive Subscriptions	Prototyping Sample User Segment	Feedback Analysis Gamification Music Introduction	Podcast Integration Personalized Techniques Premium Teasers	Premium Launch User Satisfaction
Common Interests, Push Notifications, Affirmations	Foster Positive Connections, Timely Prompts, Improve Mental Wellbeing	Interests Research Sample User Segment Testing	Gather driver insights Iterative Improvements	Quantitative analysis Conversation Prompts	Driver Satisfaction

Subscription Introduction

Business Model & Scope



Basic

- Breathing and Meditation
- Music Playlists
- Wellness Hub

Premium

- Personalized Meditation
- Curated Music and Podcasts
- Exclusive Wellness Services

Future Scope

Target Audience → Uber drivers prioritizing wellbeing

Distribution Platform → Integration into Uber Driver app

Features

- Exclusive content
- Personalized music and podcast suggestions
- Wellness ecosystem
- Strong community forum

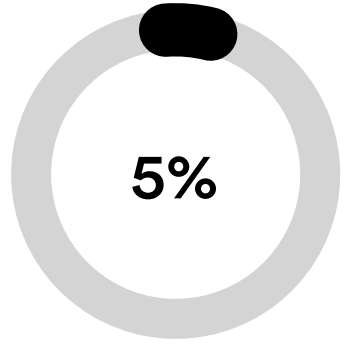
Targeted Revenue



Target Audience



Uptake Rate



Subscription Price

14.99/mon

Revenue Generated

8.8M



Questions?