Understanding Rider Behaviours

Intern Project Completed at Lyft on the Rider Experience (Booking) Team

Research goals

Gain a better **understanding** of why some users exhibit certain **target behaviours** while others do not

Connect **qualitative research** findings with quantitative user data patterns from data science **experiments**

Explore potential **incentives** for increasing target user behaviours

My role

Collaborated with data science and research during the initial **planning** process

Took **ownership** of the overall project and decisions

Worked closely with product team to make sure project was meeting **key business goals**

Project overview

Survey

Sent out to user base to **gather preliminary data** and **recruit** participants into the study

Diary study

Participants responded to a series of prompts via text or video after using our platform over the course of two weeks via the **dscout** app

Interviews

Participants were invited to 1-on-1 interviews to share further thoughts and participate in **concept testing**

Survey	Diary study	Interviews

Overview

A survey was sent out to Lyft riders in order to:

- **gather further quantitative information** on target behaviours via **multiple choice** and **short-answer** questions based on **background and competitive research**.

- **recruit participants** to the diary study by matching the rider IDs to the **two rider groups of interest** as highlighted by data science, as well as **other demographics of interest**.

Survey | Diary study | Interviews

Overview

Participants interested in joining the study were screened and instructed to begin the research study in the **dscout app** and given two weeks to add entries each time they used the Lyft platform.

The diary entries consisted of multiple choice, short answer, and video entries where participants were instructed to record their responses and other thoughts.

dscout

| Survey | Diary study | Interviews |

Challenges & Considerations

More participants were recruited for each target user group (5 + 2) than necessary in order account for participants **dropping out of the study**.

Participants were chosen to represent a **variety of demographics**, in order to explore the interactions between those demographics and the target user behaviours.

Survey ▶ Diary study ▶ **Interviews**

Overview

Short interviews were requested with participants who completed the diary study in order to **clarify** and **dig deeper** into their diary study responses.

In the second half of the interview, concepts of **potential incentives** were presented to each participant in a random order.

Survey → Diary study → **Interviews**
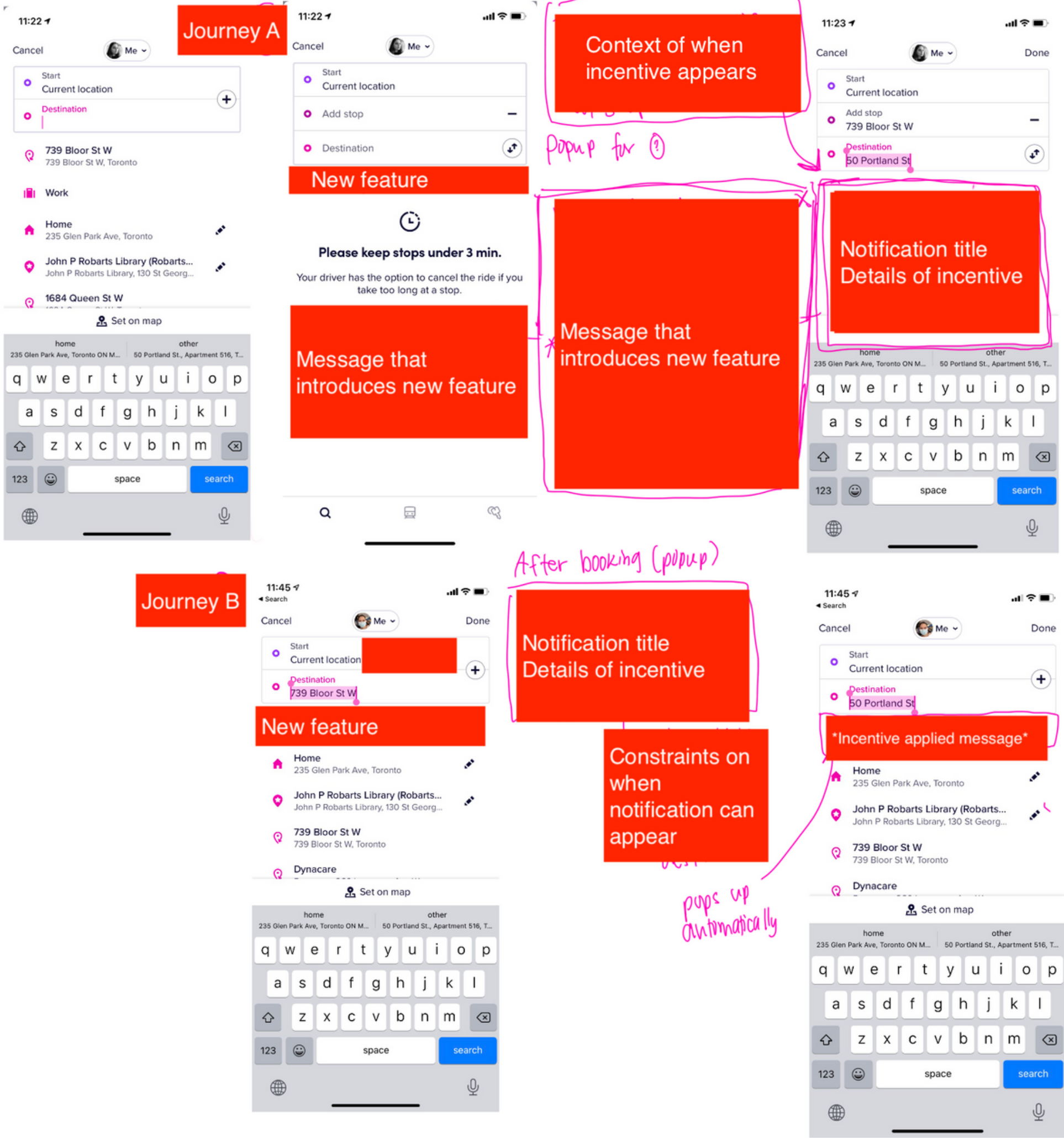
Considerations

FAMILIARITY   The concepts explored needed to match user expectations of what incentives had been offered to them in the past, while also introducing new potential incentive types.

VALUE   Incentives needed to encompass what users valued the most when choosing ride share.

First iteration of incentive concepts

Journey A

Context of when incentive appears

Popup for ⑦

New feature

Please keep stops under 3 min.

Your driver has the option to cancel the ride if you take too long at a stop.

Message that introduces new feature

Message that introduces new feature

Notification title
Details of incentive

Journey B

After booking (popup)

New feature

Notification title
Details of incentive

Constraints on when notification can appear

Incentive applied message

pops up automatically

Survey | Diary study | **Interviews**

Challenges

Concepts were run by members of the product, research, visual and content design, and data science team for **feedback** and **feasibility**.

Each incentive had to be presented in a manner where the **focus** was on the **content** rather than irrelevant details or visual design.

Concept testing

A scenario was used to present **potential incentives** aimed at increasing the target user behaviour to participants.

Each concept was based on a different combination the **top three user values identified in the research findings from the diary study**.

Notification title
Details based on the values and goals this incentive aimed to achieve.

Participants were instructed to focus on the overall **content** of each message.

Understanding Rider Behaviours

Intern Project Completed at Lyft on the Rider Experience (Booking) Team

Analysis

The qualitative data from each phase of the project was analyzed via **thematic analysis** using **Miro**.

Understanding Rider Behaviours

Intern Project Completed at Lyft on the Rider Experience (Booking) Team

Key takeaways

This project was able to provide valuable **insights** and **recommendations** towards **future product directions** and **experiments** by data science.

Thank you!