# Designing Trust in Every Ride

Redesigning the end-to-end ride experience to build trust, improve safety, and increase adoption among women riders.

UX RESEARCH | PRODUCT DESIGN | SAFETY & TRUST

# The Problem We Set Out to Solve

### The Core Tension

Rapido has become one of the fastest and most affordable ways to travel across busy cities. But for many women, choosing a bike taxi isn't just about convenience—it's about whether they'll feel safe during the ride.

Unlike cabs, bike taxis place riders directly behind a stranger with no physical separation, making the experience feel far more vulnerable.

### What Was Missing

While Rapido already offers basic safety features, they don't fully address the **emotional concerns** women experience before and during a ride.

The challenge wasn't simply adding more safety features. It was **designing an experience that builds trust throughout the entire journey**—from the moment a woman opens the app to the moment she reaches her destination safely.

Safety isn't a single feature. Trust needs to be built before, during, and even after every ride.

# What Women Are Actually Worried About

Through customer interviews, App Store reviews, social media discussions, and competitor benchmarking, a consistent set of concerns emerged. These weren't edge cases—they were the daily reality for women who use Rapido.

### Close Proximity

Riding directly behind an unfamiliar captain with no physical barrier creates an immediate sense of vulnerability that cabs simply don't have.

### Route Anxiety

Unexpected route deviations trigger immediate fear. Without reassurance, every unfamiliar turn feels like a potential threat.

### Helmet Hygiene

Shared helmets are a hygiene concern that many women cite as a reason to avoid bike taxis altogether, especially for short trips.

### Manual Sharing

Having to manually share live location before every ride adds friction and signals that the platform doesn't proactively protect its users.

### Night Avoidance

Many women avoid booking bike taxis during evening and night hours entirely, limiting the product's usefulness for a significant portion of the day.

# Meet Sneha

USER PERSONA

**Sneha, 24**

**Software Engineer ·Bengaluru**

Uses Rapido regularly to avoid traffic. Avoids booking bike taxis after 8 PM. Shares her live location with friends before every ride.

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### Her Behavior

Books Rapido 4–5 times a week for her daily commute but switches to a cab after sunset.

### Her Biggest Fear

Her biggest concern isn't reaching faster—it's reaching home safely.

> "I trust Rapido during the day. But after 8 PM, I just take a cab—even if it costs double."

# The Journey Map: Where Trust Breaks Down

Mapping the complete customer journey—from opening the app to reaching the destination—revealed specific moments where anxiety peaks and trust erodes. Each stage presented a distinct product opportunity.




The journey map made it clear: safety concerns don't exist at a single point. They compound across the entire experience. A solution that only addresses one stage will fail to build the sustained trust that women need to become loyal, repeat users.

# Introducing Safe Ride Mode

Rather than solving one isolated problem, the solution redesigns the entire trust and safety experience. At its center is **Safe Ride Mode**—a dedicated safety layer that activates automatically, requiring no manual setup from the user.

### Live Trip Sharing

Automatically shares ride details with a trusted contact the moment the ride begins. No manual steps required.

### Smart Route Monitoring

Detects significant route deviations, unexpected stops, or unusual ride behavior. If something looks unusual, Rapido quietly checks if the rider is okay before escalating—reassuring, not alarming.

### One-Tap SOS

Instantly alerts emergency contacts and Rapido's safety team with a single tap, without disrupting the ride or escalating unnecessarily.

# Building Trust Before the Ride Starts

Two additional features address the critical moments before a woman even gets on the bike—when hesitation is highest and the decision to book is still being made.

### Helmet Hygiene Program

Small but meaningful changes that improve confidence:

- Verified helmet hygiene checks for all captains
- Disposable hair covers available on request
- Hygiene badge displayed prominently on captain profiles

These visible signals tell riders that Rapido takes their comfort seriously—even in the details.

### Ride Trust Score

Instead of relying only on star ratings, introduce a comprehensive **Trust Score** that helps riders make informed decisions before confirming their ride. The score includes:

- Verified identity status
- Total completed rides
- Safety history and complaint record
- Helmet hygiene compliance

This gives women a richer, more trustworthy signal than a simple 4.5-star average.

# Extending Safety Beyond the Ride

### Women Captain Preference

Allow riders to **prefer verified women captains** whenever available. This is positioned as a preference rather than a guarantee, while Rapido gradually grows the women captain network through targeted recruitment and incentives.

Transparency about availability manages expectations while signaling that Rapido is actively working to increase options for women riders.

### Safe Arrival Check

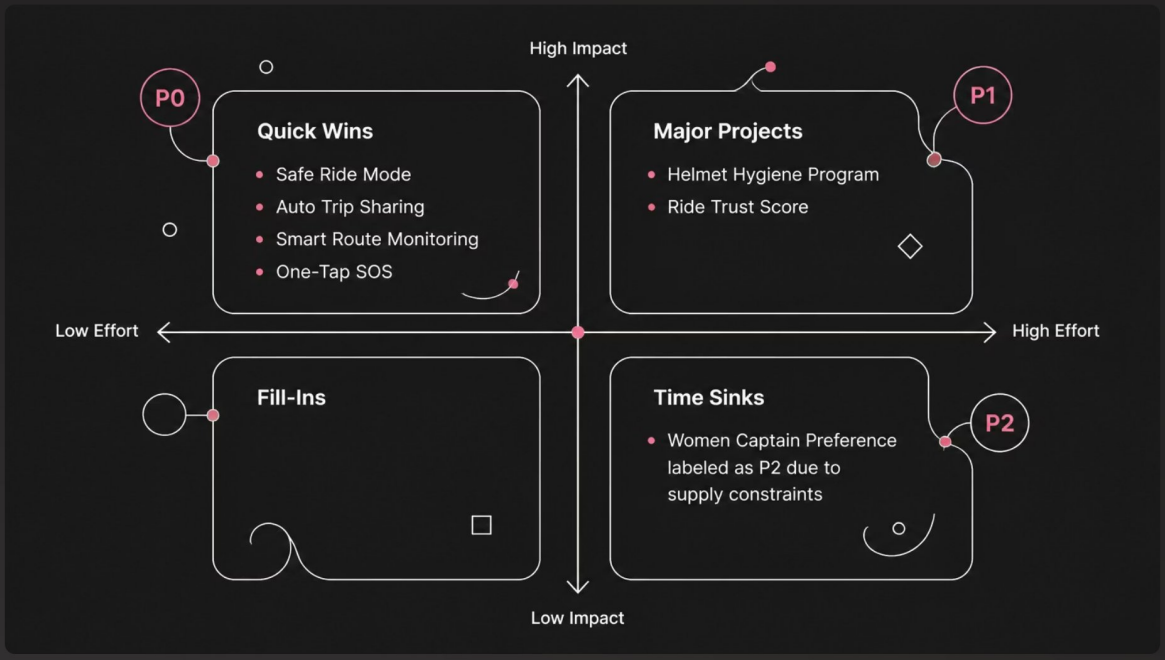
Safety shouldn't end when the ride does. A few minutes after reaching the destination, Rapido sends a simple, non-intrusive notification:

> "Did everything go okay?"

One tap confirms the rider is safe, while creating a seamless way to report issues if required. This post-ride touchpoint closes the loop on trust and generates valuable safety data.

# Prioritization & Success Metrics

Features will be prioritized using an **Impact vs. Effort** framework, balancing the urgency of safety concerns against implementation complexity and supply-side constraints.




How We'll Measure Success

North Star

Increase repeat rides among women users—the ultimate signal that trust has been built.

Women Bookings

Growth in the percentage of rides booked by women, especially during evening hours.

Safe Ride Mode

Adoption rate of Safe Ride Mode as a proxy for awareness and perceived value.

Safety Complaints

Reduction in safety-related complaints and negative App Store reviews from women users.

Supporting metrics also include **night-time ride growth**, **repeat ride rate**, and **Women Rider NPS**—together painting a complete picture of whether trust is genuinely improving.

# Challenges, Trade-offs & Final Takeaway

## Design Challenges to Navigate

### Avoid Anxiety Amplification

Too many safety prompts can unintentionally increase anxiety. The experience should feel **reassuring, not alarming**. Every notification and interaction must be calibrated carefully.

### Manage Supply Realities

Women captain availability will initially be limited. Instead of promising immediate matching, focus on **gradually growing supply** through recruitment and incentives.

### Preserve Booking Speed

Balance stronger safety with a **fast and seamless booking experience**. Safety features must work in the background, not add friction at the point of conversion.

## The Final Takeaway

This project isn't about adding more safety features. **It's about removing hesitation.**

When women feel confident before booking, reassured during the ride, and safe after reaching their destination, trust naturally increases.

That trust leads to higher adoption, stronger retention, and long-term customer loyalty.

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> The best product decisions don't just solve functional problems—they improve how users *feel* throughout the experience.