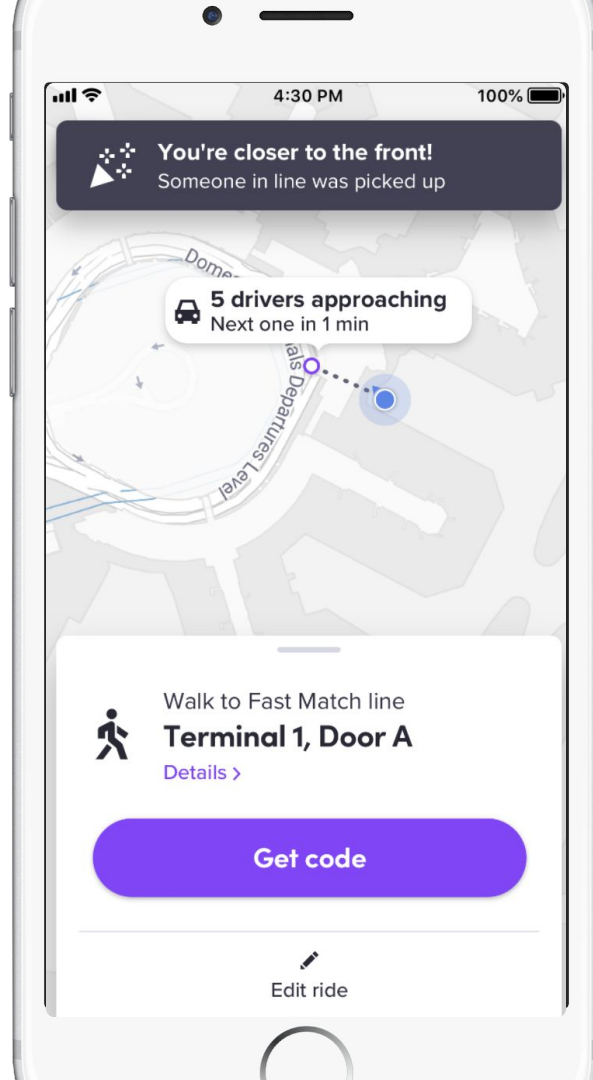


Fast Match: Rider Wait Status

A real-time queueing experience designed to reduce uncertainty and wait times at high-traffic pickup locations like airports.



Team: Airports and Venues

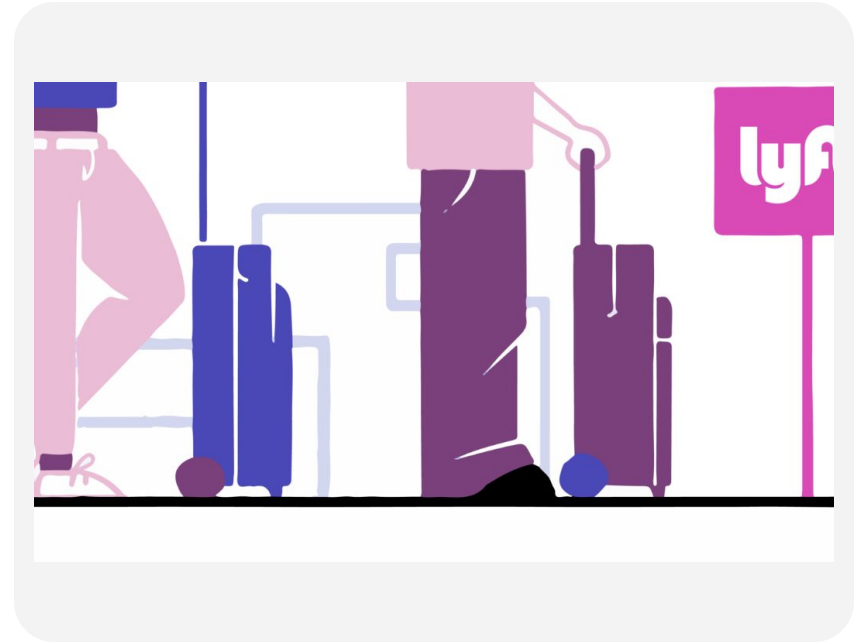
The **goal of this team** is to make Lyft a preferred option for airport and venue rides.

Fast Match

Riders give a code to the driver to get paired and start the ride.

Introduced in: Lagaardia, Chicago, Portland

- Directions direct you to a clearly-marked **Lyft pickup area**
- Riders join a designated line and show a unique **four-digit code** to the next available driver.



Overview

Context & Problem

FM had a slightly higher **Cancel Rate (~%)** than standard.

Most cancellations occur due to **long waits** or **the perception of a long wait.**

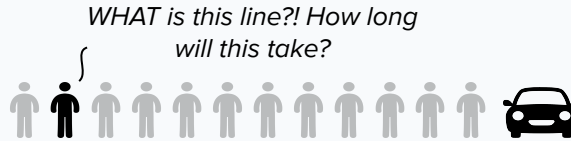
USE CASE 1



HYPOTHESIS

People near the front care most about when the next car is coming.

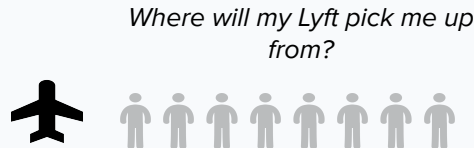
USE CASE 2



HYPOTHESIS

People in the back care most about how fast they can reach the front. This helps them decide to wait or cancel.

USE CASE 3



HYPOTHESIS

People not yet in line are concerned with getting to the fast match line.

Core Insight: Riders care about their “own” wait time

Riders in the front of the line don't care to see information (Banner/toast) on other riders

Hypothesis

People near the front care most about when the next car is coming

Riders in the back Use information about other riders to help them calculate their own wait time

Hypothesis

People in the back care most about how fast they can reach the front. This helps them decide to wait or cancel

Riders not yet in line don't care about when the next driver is coming

Hypothesis

Concerned with getting to the fast match line

Insight: Why people Cancel?

Top Reasons:

1. **Long ETA**
2. **Long Lines**

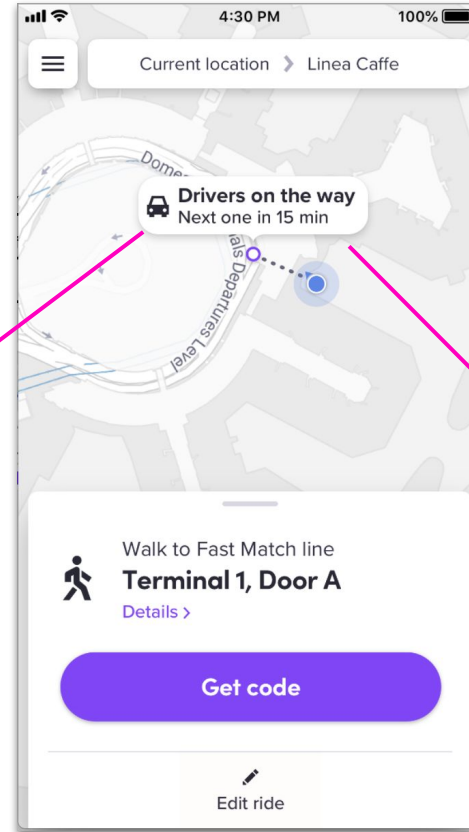
Long ETA > Long Line

The Opportunity

How might we reduce the perception of a long wait time?

"Seeing a big number like 15 minutes is more worrying to me than seeing a long line"

Alex W. @ PDX



"there's a good chance at 15 minutes I'd look into what other options there are"

--Alex S @ MDW

Recommendations

Strategic ETA Display

Avoid surfcasting long ETAs when they might discourage riders.

Contextual Transparency

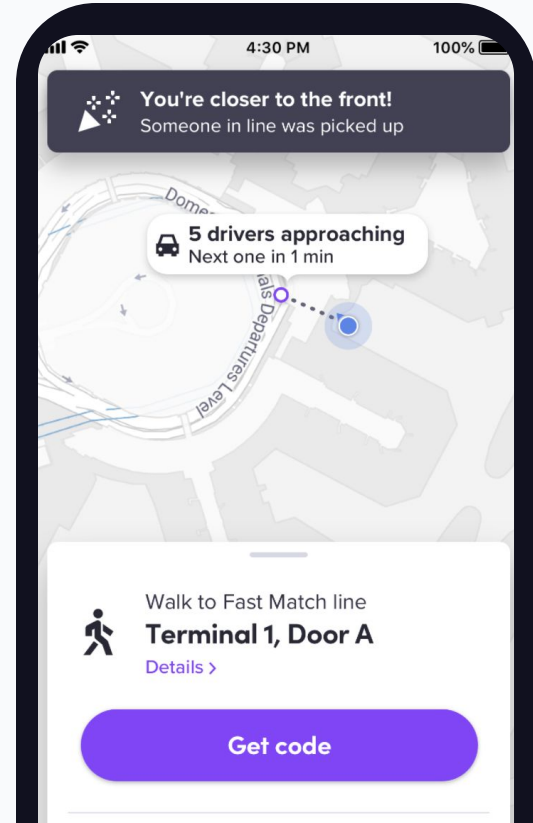
Provide clear reasons for long wait times to reduce anxiety and uncertainty.

Comparative Value

Show how Fast Match compares to alternatives like the subway or airport shuttles.

Opportunities

How Might We...Give users enough information to **calculate their own wait time** as accurately as possible?



Additional Recommendations

Driver Availability Context

Show ETA for second and third drivers to provide better perspective on wait times.

5 min



7 min



9 min



Proximity-Based Metrics

Highlight number of drivers within 1 mile instead of vague "approaching" status.



Sequential Wait Time

Display estimated time duration from each specific point in the pickup line.

5 min



7 min

Product Decision and Impact

Strategic Direction & Participation

- Readout of research drove strategic direction and the variables to include in product experimentation
- Product manager, designers and engineers actively participated in notetaking and interviews
- This product decision has a larger impact on all rideshare users at airports and venues and ultimately their brand satisfaction

Experimentation Metrics

FM rider cancel rate

iOS: -16.5% [-37.9%, +8.4%] (-0.0060 abs)

Android: -10% [-18.7%, -0.37%] (-0.0052 abs)

FM completed rides

iOS: +0.42% [-0.11%, +0.97%] (+190 abs)

Android: -0.49% [-1.7%, +0.69%] (-172 abs)