uberPOOL Mars

SCRIPT: Voiceover numbered by .WAV file export

IN-GAME SOFTWARE SIMULATION & ANIMATED SHORT STORY

1. This is Astro. He needs to get from here, all the way to Uber HQ on the other side of Mars, and he wants to save money getting there.
2. He's heard of uberPOOL, but he's never tried it before. Let's help him.
3. Open the app and under "Where to?" tap Uber HQ.
4. Tap the Pool ride option at the bottom of the screen, then tap REQUEST POOL.
5. Confirm the pickup location.
6. We learn that UberPOOL matches you with other riders heading your way, so you get where you're going for less.
7. New co-riders may be added to your trip.
8. Estimated arrival time is shown in-app.
9. And the destination can't be changed after requesting.
10. Click continue.
11. You can request a Pool for up to 2 people. Tap CONFIRM SEATS.
12. Let's wait a few moments while Uber prepares the Pool.
13. You'll see the time until the driver arrives, and the estimated time of arrival.
14. Astro needs to be at the pickup location, before his driver arrives, to make sure no one in the car is kept waiting.
15. His car will be matched with other riders heading his way.
16. This is how we can offer a low price, so he can expect additional pickups and drop-offs along his trip.
17. Astro can simply exit the car when he reaches the destination. We'll automatically charge the fare to the payment method he has on file.
18. If his trip was 5 stars, he can consider tipping the driver in the app, after the trip.

ASSESSMENT: CALL CENTER SCENARIO

TITLE: "A CUSTOMER NEEDS HELP"

UBER GREETING: "Hello this is Uber customer service, what can I do for you?"

QUESTION 1: REQUEST

CUSTOMER Q1: "Hello! Can I request an uberPOOL for 3 people?"

CS A1 CORRECT: "No, you can request an uberPOOL for up to 2 people."

CS A1 INCORRECT: "Yes, you can request an uberPOOL for 3 or more people."

QUESTION 2: RIDE

CUSTOMER Q2: "Will there be stops along the way?"

CS A2 CORRECT: "Yes, we'll match your car with other riders heading your way. This is how we can offer you a low price."

CS A2 INCORRECT: "No, your driver will go directly to your destination."

QUESTION 3: HOP OUT

CUSTOMER Q3: "How do I pay for an uberPOOL?"

CS A3 CORRECT: "We'll automatically charge the fare to the payment method you have on file."

CS A3 INCORRECT: "Pay the driver before you exit the car."

[Discuss details with SME: common questions, common mistakes]