

Competitors	Uber	Lyft	Bolt	FREE NOW	Cabify
Strength	1-split fare for when you are riding with s.o 2-Emphasizes Privacy 3-added food and package delivery service 4-presents Uber green and Uber pet to meet more peoples needs	1-strong information architecture in the overlay menu 2-Allows the user to set a default tip for all trips 2-good you are for confirming the pick up location(showing different entrances of a building to choose from)	Smooth UI For choosing between different payment methods	1-The driver and the vehicle can be rated separately after the ride is finished 2-Has options for renting eScooter, Roller & car sharing	1-Shows ride, drive and delivery Features in tap bar 2-The passenger can Choose between scooter, bicycle, Moped & cars to get to the destination
Weakness	-Poor UI for choosing the payment method	Poor UX When transit section is Chosen	-It's not possible to add a tip for the driver after more than 15 minutes	1-Chooses a random location when you're moving the pin on the map to search for your desired location 2- slow performance 3-doesn't show where the starting point is while choosing the destination on the map	1-a stop can't be added while the choosing destination
Color	Black	Pink	Green	Red+dark blue	Purple
Images	Good (Illustrations only)	Good illustrations Poor photos		Poor(Illustrations only)	
Onboarding experience	Moderate number of steps to sign up (pass,name,email,code are taken in separate steps)	More steps involed,including payment method & adding saved locations		Fewer steps involved that seems less time consuming(pass,name,email are taken in one single step)	

Gift card redeem	(Poor UX) Located in payment section next to choosing payment method	Located in overlay menu in gift card section (better UX)		Not available	
Homepage	1-Shows different services sorted (food, package, etc) 2-Enter pick up location +Scheduled 3-Map (around you)	Map	Map	Map	Map
Ride Process	1-Select pick up & Destination location 2-choose car 3-confirm pick up (then adding payment method) 4-confirming your ride-connecting you to a driver 5-driver arriving in 3 mins 6-heading to destination 7-dropping off and rating - tipping-leaving a thank you note for the driver	1-enter start and destination location 2-choose your car 3-confirming your ride and adding payment method 4-driver arriving in 4 mins 5-pick up 6-heading to destination 6-dropping off,rating & tipping	1-Select pick up & Destination location 2-choose car 3-confirm order 4-confirm pick up 5-looking for a driver 6-connecting to the driver 7-driver arriving in 3 mins	1-Select pick up & Destination location 2-choose car 3-working on it 4-your driver will arrive soon 5-pick up in 1 min 6-driver has arrived 6-heading to destination 7-dropping off and rating the driver-rating the car - save driver as favorite	1-Select pick up & Destination location 2-choose car 3-searching 4-Driver is on the way 5-driver has arrived 6-heading to destination 7-dropping off and rating the driver -save driver as favorite-tip
Tipping	You can tip from the ride history part in overlay menu or tip when a ride is over and you are dropping off	You can tip from the ride history part in overlay menu or tip when a ride is over and you are dropping off	Is Only Possible 15 mins after finishing each ride	Tips can only be added as a percentage through the app either 10% 15% or 20% on top of the fair	After the ride is finished Rating and tipping is available
Wallet	Uber cash	Lyft cash+ auto refill	Blot balance	Not available	Not available

Ride Categories	Economy Premium More(taxi-WAV)	Recommended Economy Luxury Transit	Blot Executive	Taxi	Cabify Cabify plus Taxi
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