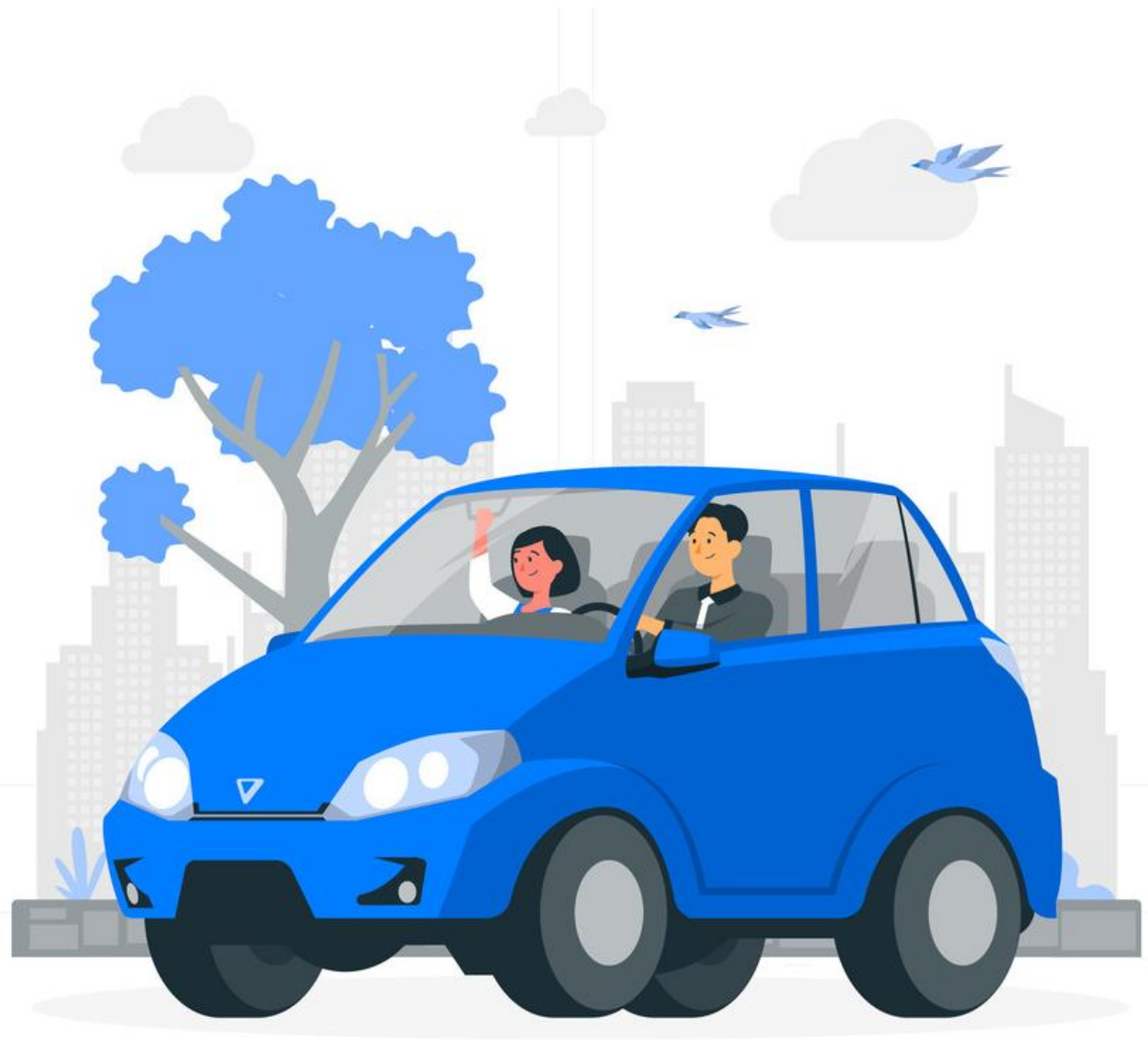




BlaBlaCar: product and its development

Get to know BlaBlaCar



- international online service for searching car trip companions
- founded in 2006 by Frederic Mazzella (France)
- operates in 22 countries, total 100 million users*
- is operating in Russia for 8 years, with a total of 30 million users*

Pains that BlaBlaCar solves

① Finding trip companions



What for?



Driver

to reduce travel costs

to brighten up the trip with a company



Passenger

to move from point A to B

to save money on a trip

to brighten up the trip with a company

② Outcome

Driver and Passenger



to reduce travel cost

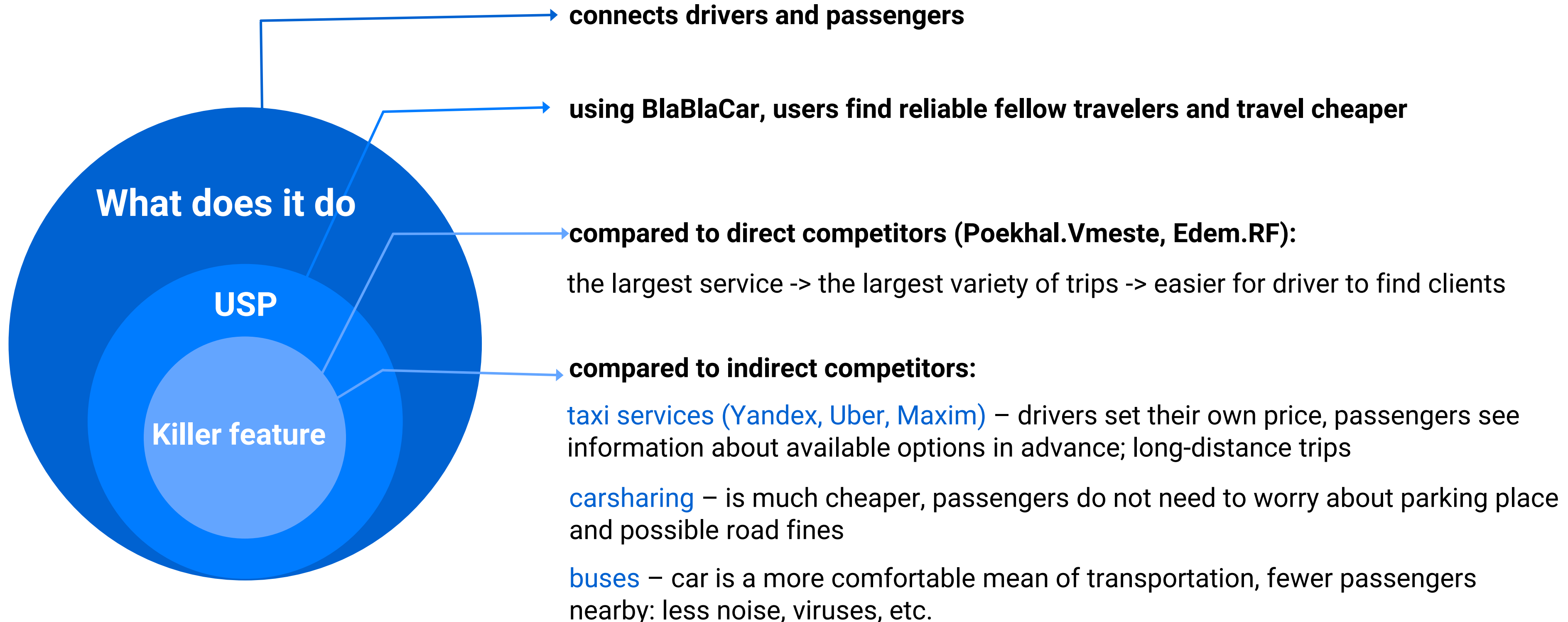
to brighten up the trip with the company

+ Passenger



to move from point A to B

Product Components: **Core**



Product Components: **Product itself**

Features

viewing fellow travelers, possibility to invite a friend as a travel companion

view driver info

you can make a payment through the application - security

separate section for buses

there are filters by preferences (number of passengers, smoking is allowed or not, etc.)

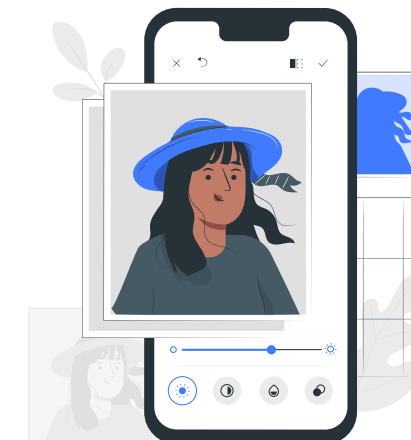


Brand



high awareness
in the country

Design



not overloaded
and
understandable

BlaBlaCar and the Product life cycle:

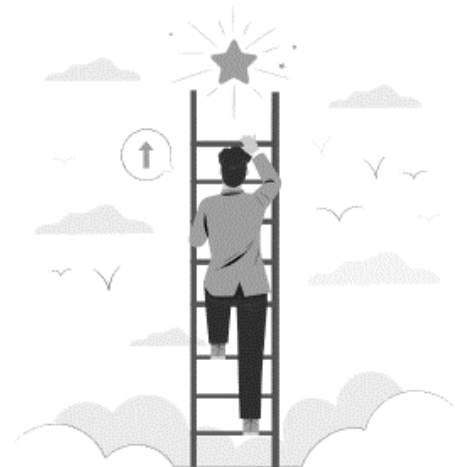
Saturation



Development



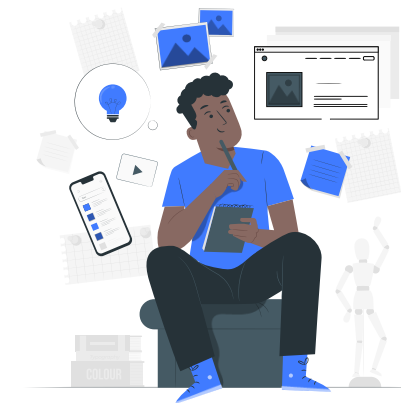
Introduction



Growth



Maturity



Saturation

user inflow is low

outflow to the side
of indirect competitors

**BUT! sanctions in Russia
are an opportunity for
growth: internal tourism,
aircraft replacement**



Decline

How to develop further: **to solve safety and security problems**

Safety and security is the main reason for customer's outflow*

There is potential for growth.** Solving problems will increase user activity

The main range of problems:

- payment fraud
 - sudden replacement of cars by buses
 - driver profiles are suspiciously empty
 - no cancellation insurance
 - low transparency
 - long support responses
- H** → Interface that encourages users to leave a review about the trip
- O** → Profile photo is a must, the neural network fake checks
- W** → ^ Technical support staff, SLA for technical support feedback for standard problems – 1h
- T**
- O** → Protection against multi-accounts by MAC and network card / for the driver - by passport
- S** → For canceling a trip earlier than 24 hours - a fine from the passenger, driver's block
- O**
- L** → Limit on the number of trip bookings at one time
- V**
- E** → Ability to leave a review for a trip that was cancelled

* Numerous user feedback in the web

** Based on a previous slide