

# EZ-Turn for Drivers

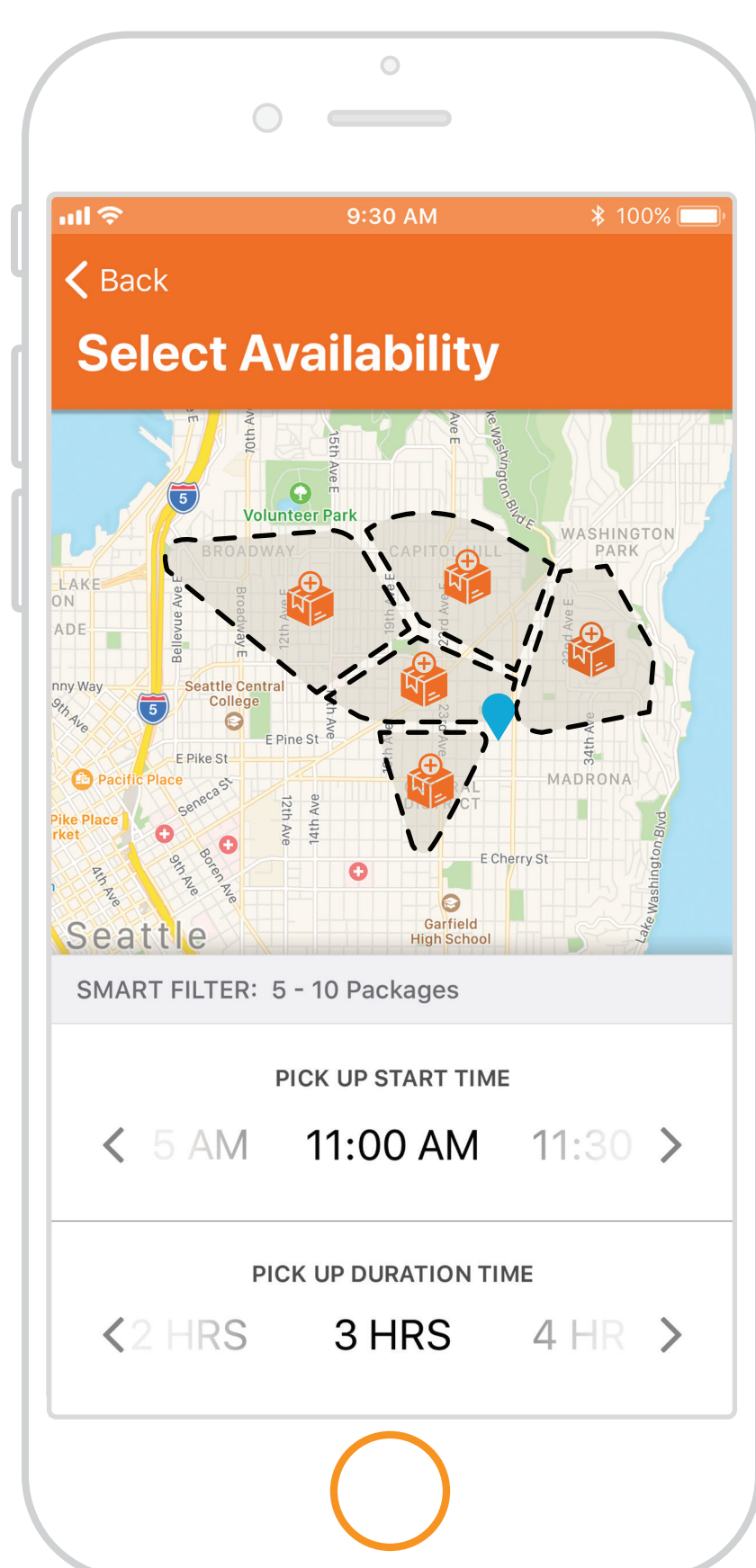
Rideshare and delivery drivers usually don't know how much they'll earn before they accept a ride, making it difficult to know how long it will take them to reach their earnings goals.

An MIT study reports that the median profit for rideshare drivers is \$3.37 per hour before taxes. <sup>[1]</sup>



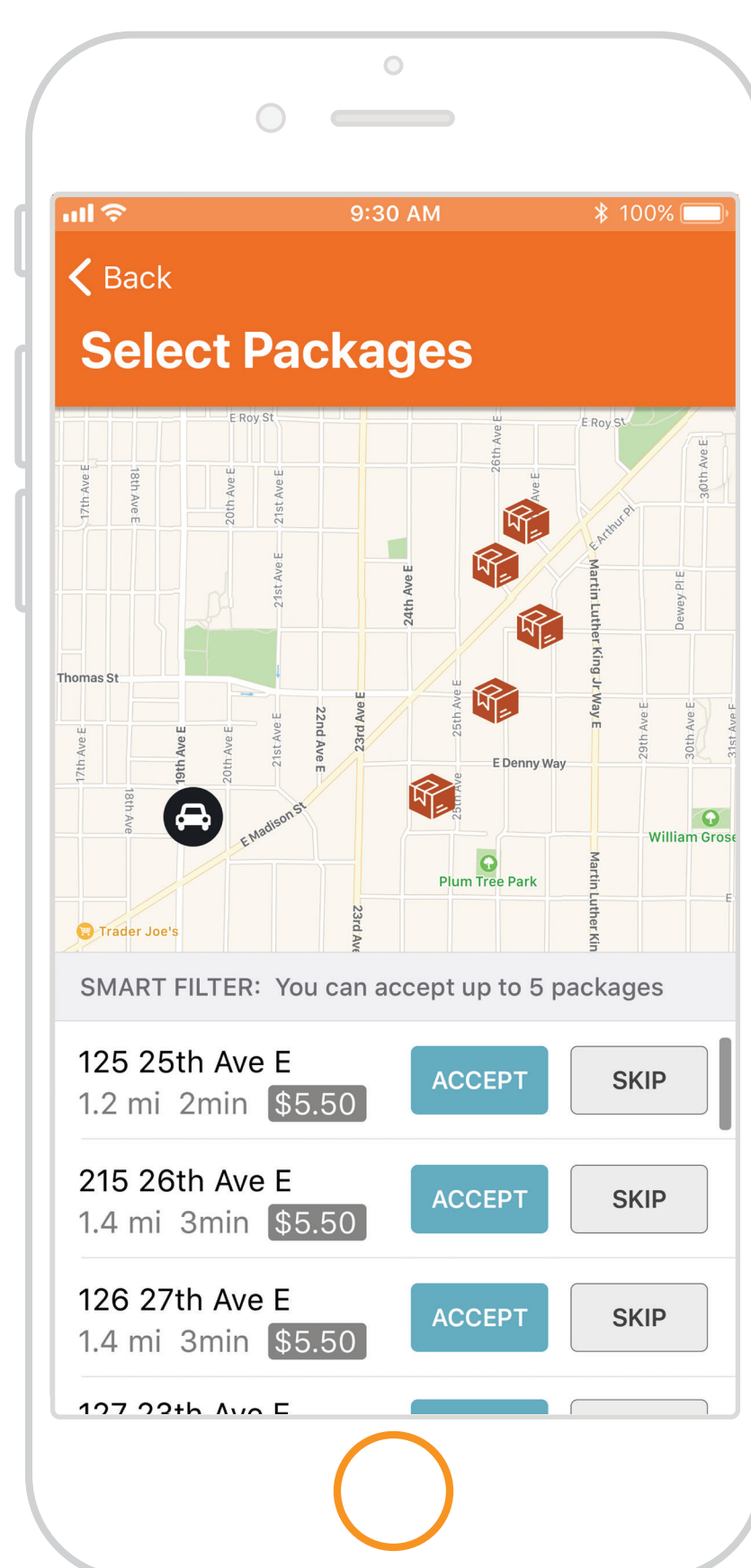
EZ-Turn helps rideshare drivers earn extra money by connecting them with people who want to send their returns back to the store.

## How EZ-Turn Works



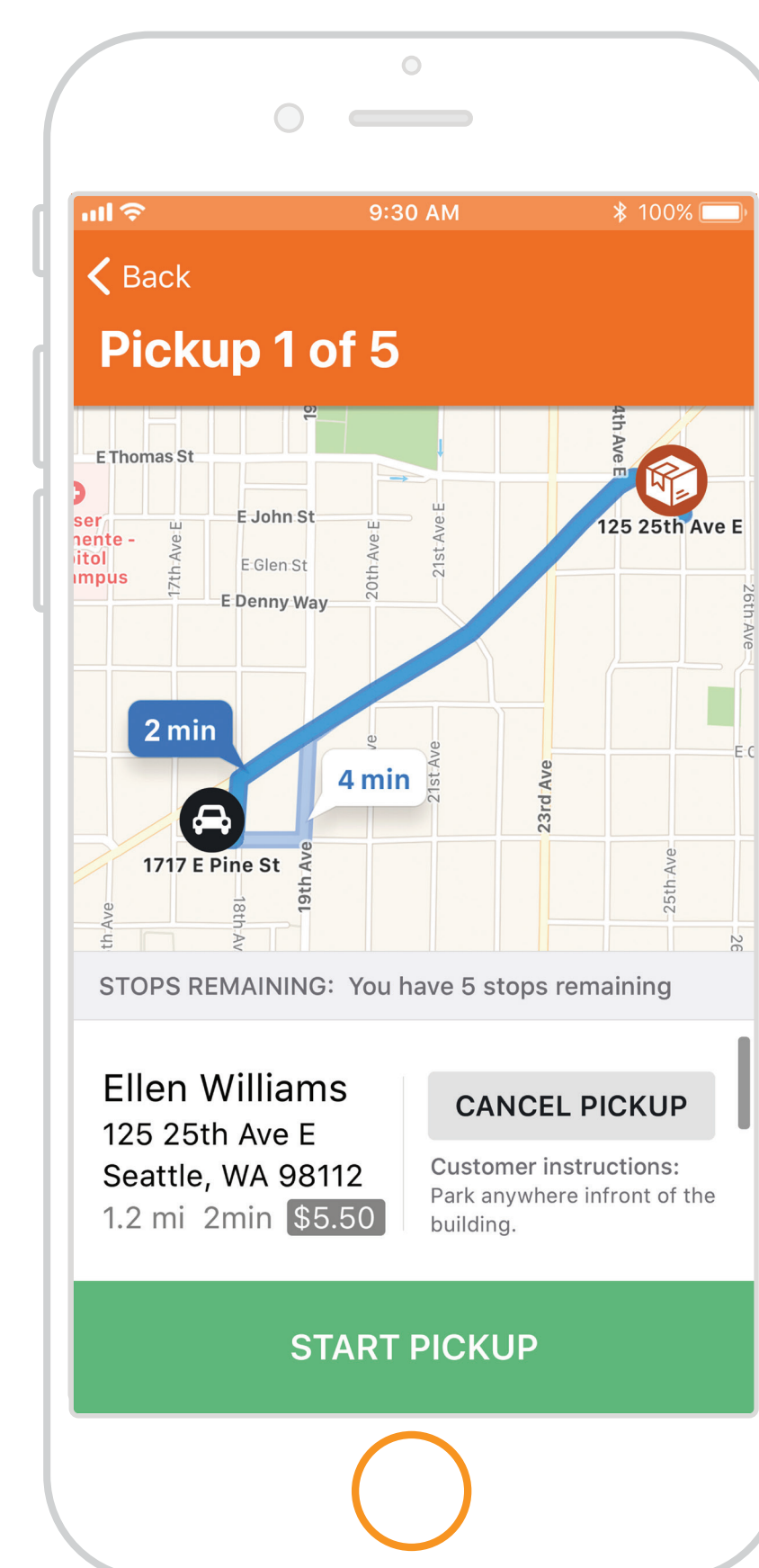
### Smart Availability

Customize your availability to optimize your current off-peak schedule.



### Multiple Packages

Increase your earnings by picking up multiple packages near your current location.



### Optimal Route

Receive real-time maps with routes that help you manage your time.

*"With EZ-Turn, I could reach my daily earnings goals faster, instead of waiting around for the next ride or delivery." — 4 out of 4 Driver Responses*

### Research

Drivers are looking for the chance to make more money because research shows that two-thirds of drivers use multiple apps. <sup>[2]</sup>

### Ideation

Drivers need opportunities to pick up packages to be easily discoverable since their next earnings locations can be unpredictable.

### Usability

Drivers develop their own sense of 'rhythm' that ultimately helps them to successfully reach their daily and weekly earnings goals.



TEAM PERFECT STRANGERS IS:  
David Harris • ddharris@uw.edu  
Swetha Ramaswamy • swethr@uw.edu  
Joshua Thomas • joshdsngn@uw.edu

[1] Zoepf, Stephen M, et al. "The Economics of Ride-Hailing: Driver Revenue, Expenses and Taxes." MIT Center for Energy and Environmental Policy Research (CEEPR), Feb. 2018, pages. 4–38. [2] Byagagaire, J., Powers, D., & Hameed, A. (2017). "EZ-Turn: Returns Made Easy." University of Washington Executive MBA, 2-43.



HUMAN CENTERED DESIGN & ENGINEERING  
UNIVERSITY of WASHINGTON