**Favorite Driver**
An Uber experience created for you, by you.

**Opportunity**
Uber customers have expressed a demand for a feature that allows riders to request a specific driver, in order to recreate a memorable Uber experience.

**Design Question**
How might we help Uber riders recreate a favorite Uber experience?

"Would be cool to get matched with drivers had good experience with in past. They would build rapport, be more consistent, know where to drop you off, where to pick you up."
- Uber Rider

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**Process Highlights**

**Research**
Based on interviews with Uber riders, we learned that users valued the simplicity and efficiency of getting a ride with Uber. We should also ensure that the feature is transparent, fair, and equally powerful for both riders and drivers.

**Ideation**
We first created a visual of the existing request flow and identified opportunity areas for the Favorite Driver feature. As a result, we identified three areas for interaction with this feature and sketched out possible design solutions for each.

**Evaluation & Iteration**
From usability studies, we learned that users needed more clarification on what the new feature did. They also expect the app to help them remember drivers for future requests. We made iterations on design based on the findings.

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**Add Favorite Driver**
When rating a driver five stars, plus adding a tip, riders will see a prompt asking if they want to add this driver to their favorite driver list.

**Request Favorite Drivers**
When scheduling an upcoming pickup, riders have options to prioritize their favorite drivers in order for Uber to attempt to match them with these drivers first.

**Remember Drivers**
Once drivers have been added into the favorite driver list, riders can find the list within the simulator and remember drivers by checking the compliments and past trips.

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**Delicious Designs**
Rachael Cicoro  
Christina Mauri  
Hyewon Son  
Vera Chen