



LYFT

KAAM & Associates

OUR TEAM



ANGELINA KORNIYENKO

Public Relations &
Advertising Major
DePaul University



MARIAH MYRTIL

Public Relations &
Advertising Major,
Journalism Minor &
Women and
Gender Studies Minor
DePaul University



MARISSA NELSON

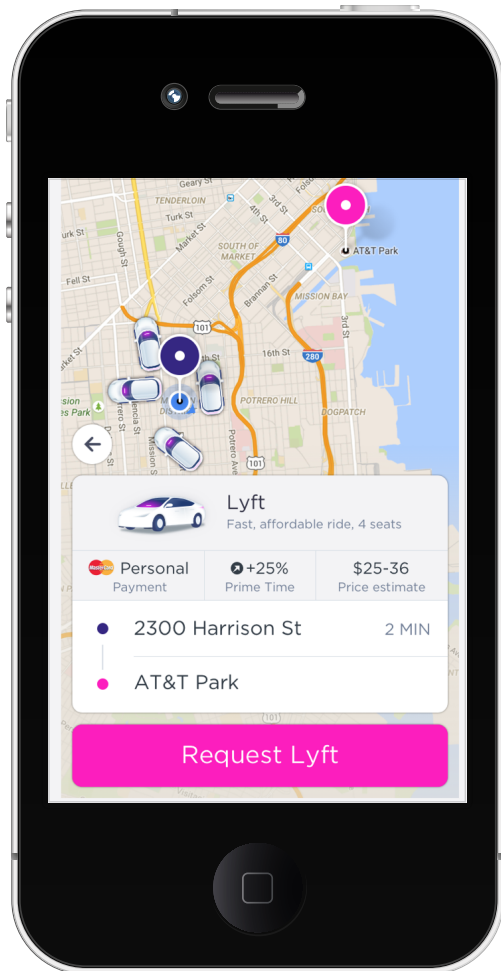
Public Relations &
Advertising and
Journalism Major
DePaul University



KHULAN BATBAYAR

Public Relations &
Advertising Major
DePaul University

SERVICE



Founded in 2012

Ridesharing application that focuses on bringing on-demand, safe transportation to users in a timely, comfortable fashion.

Slogan: "Your friend with a car."

Main competitor: Uber

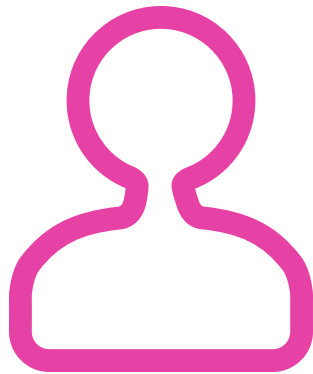




OUR GOALS

- To learn what millennials look for in ride sharing applications.
- To gain insights into what would influence millennials to preference one application over the other.
- To learn what would influence a user to switch application use.

INTERVIEW FINDINGS



SAFETY

"It is not just a random person, who signed up to be a driver; they went through a whole process and have been trusted to be a Lyft driver"
-- 21-Year-old, Latino Female



PRICE (INEXPENSIVE)

"I don't want to have to spend a ton of money on a ride home, I'd prefer it to be super cheap."
-- 19-Year-Old, Hispanic Female

COMMON THEMES



NIGHT LIFE

"I don't remember my first experience with Lyft very clearly because I was drunk."
-- 19-Year-Old, Latino Male



POLITICS

"I used to use Uber a lot more frequently than I did Lyft. However, after Trump's involvement with the CEO of Uber, I made the switch exclusively to Lyft."
-- 19-Year-Old, Latino Male



REPUTATION

"...Lyft drivers are more responsible, and they really value their reputation."
-- 21-Year-Old Latino Female

SURVEY FINDINGS



SAFETY

54.05% of those surveyed reported that safety is their top concern when it comes to ride sharing applications.



PRICE (INEXPENSIVE)

21.62% of those surveyed reported that safety is their top concern when it comes to ride sharing applications.

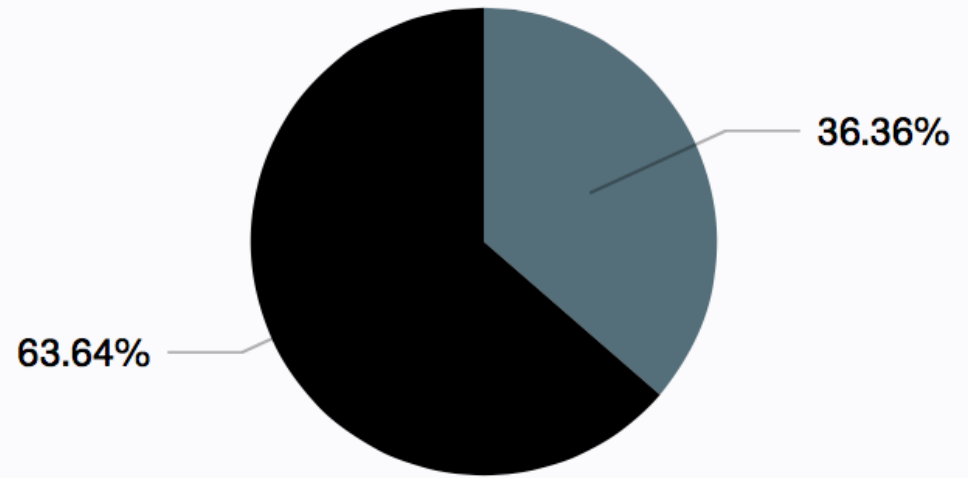


CONVENIENCE

18.92% of those surveyed reported that safety is their top concern when it comes to ride sharing applications.

36.6%

REPORTED SWITCHING SERVICE



"Uber lowered surge pricing during the muslim ban taxi strike."

"The Whole Trump Debacle."

"Personal Reasons"

"I can tip."

92.86%

REPORTED SWITCHING TO LYFT



RECOMMENDATIONS

Large Scale Survey & Focus Group

LARGE SCALE SURVEY

- Method:
 - 500-1000 participants
 - Probability sampling
 - Millennial Ridesharing Application Users
 - Taken via e-mail or social media
 - Entered into a raffle for \$50 credit for the ride sharing app of their choice.



FOCUS GROUP

- Method:
 - 8 member focus group
 - 18-25 year-old participants
 - Focused discussion
 - \$50 gift card for each participant
 - Gain insight on Lyft customers



THANK YOU

Any Questions?