

UBER RUSH

API GUIDELINES

DRAFT
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INTRODUCTION

Tapping into our API gives your business the ability to offer customers the UberRUSH on-demand delivery option.

Please follow these guidelines when promoting UberRUSH and incorporating our service in your app and web user flows.

REQUIREMENTS

Developers must follow these guidelines to activate the UberRUSH feature within their app or website and whenever UberRUSH is promoted in marketing communications.

The information in these guidelines is subject to change. For updates, please refer to the Uber Developer Portal: <https://developer.uber.com/rush/>

Uber reserves the right to withdraw permission to use UberRUSH and Uber provided user interface (UI) assets anytime their use is inconsistent with these guidelines or is otherwise deemed inappropriate by Uber.

INTRODUCTION

The concept of on-demand delivery will be a new one to many of your customers, and we want to help you clearly communicate what UberRUSH is and how it works.

There are also usage guidelines around the brand name and service description that you'll need to appropriately follow.

UberRUSH

Service Description

Short Description

UberRUSH is an on-demand delivery network powered by Uber that lets you track the exact location of your delivery from any device.

Long Description

UberRUSH is an on-demand delivery network powered by Uber. Once your order is picked up, you'll receive a text message with a link to track your delivery in real time on the map. So you always know exactly when it will arrive.

UberRUSH

Usage Guidelines

DO

- In all instances, use UberRUSH in its entirety, with the “U” and “RUSH” in caps and no space between “Uber” and “RUSH”.
- Use “on-demand delivery” and “delivery” as the general descriptors of our service.
- Refer to the customer’s courier as “your courier”. Or just refer to the delivery itself (i.e. “Your delivery via UberRUSH will arrive in 15 minutes”).

DON'T

- Shorten to Uber or RUSH.
- Use “ride” or “shipment” to describe the service.
- Refer to the courier as “your Uber driver”, “Uber courier”, “UberRUSH driver”, or “UberRUSH courier”.

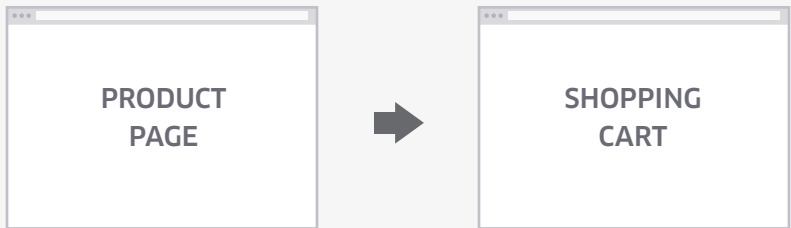
OVERVIEW

For the most seamless web experience, we recommend providing users with a clear understanding of UberRUSH and a variety of ways to track their delivery once the order is complete.

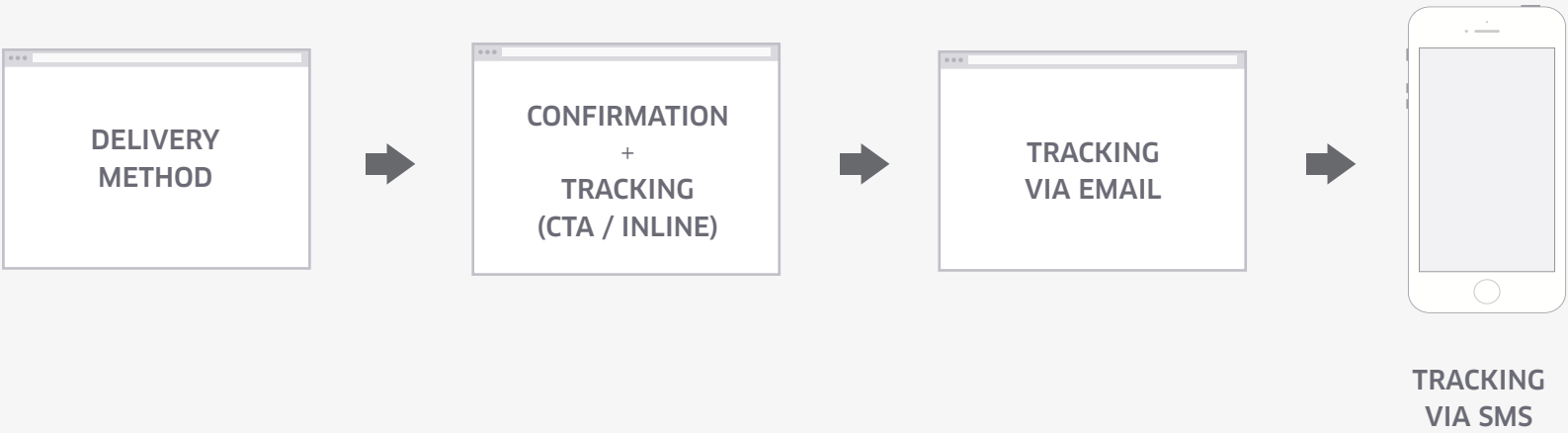
USER FLOW
Web

We've organized implementation considerations for each step of the user flow.

PURCHASE



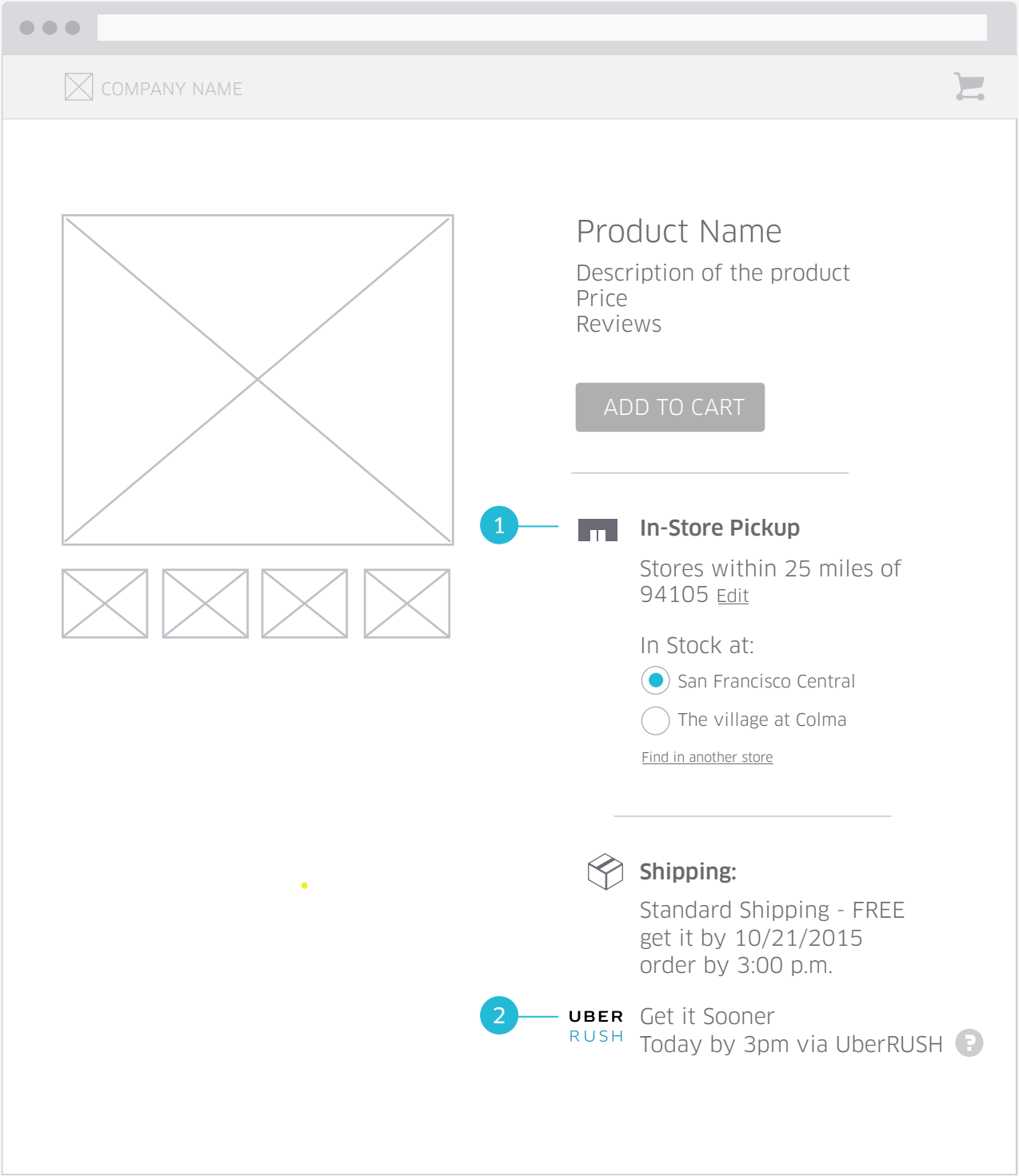
CHECKOUT



PRODUCT PAGE

UberRUSH Placement

Here’s an example of how the UberRUSH option would appear on a product page.



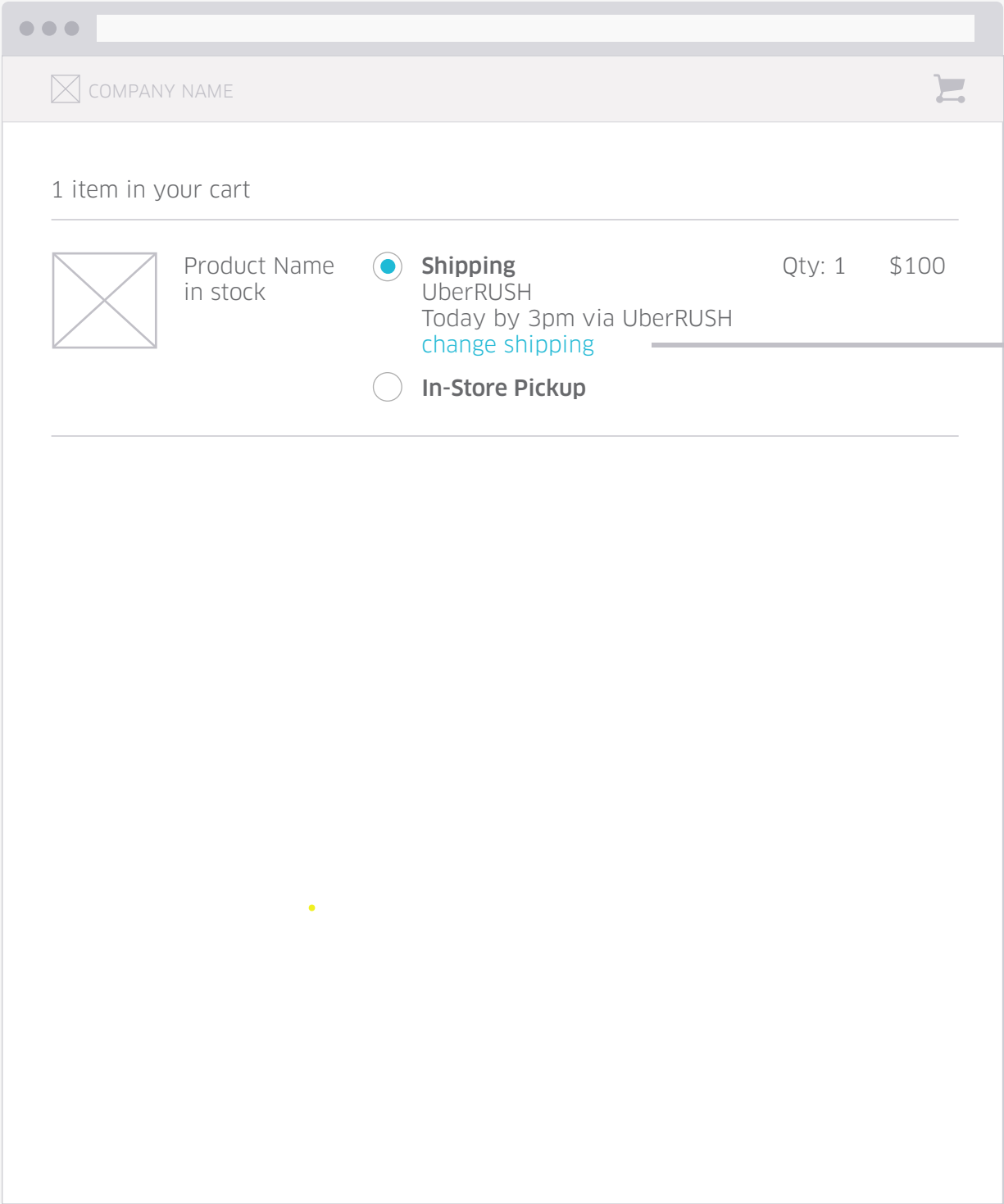
- 1 Store pickup should be a separate category from shipping.
- 2 UberRUSH should always be categorized under “Shipping”.

If there’s space, include the UberRUSH logo.

SHOPPING CART

UberRUSH Placement

Here’s an example of how the UberRUSH option would appear in a shopping cart.



1 UberRUSH should be an option alongside other shipping options.

Choose a shipping method

<input type="radio"/> Standard Shipping	est. delivery (Mon 4/20)
<input type="radio"/> Premium Shipping	est. delivery (Wed 4/15)
<input type="radio"/> Express Shipping	est. delivery (Tue 4/14)
<input checked="" type="radio"/> UberRUSH	est. delivery (Today by 3pm)

DELIVERY METHOD


Collecting Supplemental Information

UberRUSH requires a mobile phone number and email address. Since this information may not have been previously collected in the user flow, we suggest the following method to collect it.

1

2

3

<input type="radio"/>	Standard Shipping	\$12.00
<input type="radio"/>	Two Day	\$18.00
<input type="radio"/>	Today by 3pm via UberRUSH 	\$6.00

↓

To provide you with real-time tracking, we need the following information.

Mobile Number *

Email Address *

Delivery Instructions

Doorbell broken, please knock / Leave with roommate

- 1
- 2
- 3
- UberRUSH should be available as one of the shipping or delivery options.
- To ensure that the UberRUSH descriptor is accurate and consistent, please see [page 16](#) for details.
- When users select the UberRUSH delivery option, a modal will appear to allow them to fill out required fields:

Mobile phone number – We specifically require a mobile number to send SMS notifications to the user.

This field should only appear if the user did not previously provide this information in the checkout flow.

Email address – This field should only appear if the user did not previously provide this information in the checkout flow.


Delivery instructions – This field should always appear. While it is optional for users, these instructions can help prevent failed delivery attempts and returns. Include hint text to encourage users to fill it out.

DELIVERY METHOD

Info Icon

To help customers understand UberRUSH, always include a help icon with a link to learn more about the service.

Delivery Method

<input type="radio"/> Standard Shipping	\$12.00
<input type="radio"/> Two Day	\$18.00
<input type="radio"/> Today by 3pm via UberRUSH 	

UBER RUSH

UberRUSH is an on-demand delivery network powered by Uber. Once your order is picked up, you'll receive a text message with a link to track your delivery in real time on the map. This allows you to always know exactly when it will arrive.

You should be present to accept the delivery, unless otherwise specified in your Delivery Instructions.

[Learn more](#)

1

2

- 1
- Clicking the information icon will show a tool tip explaining the UberRUSH service. Always include this with the UberRUSH option.
- 2
- The message in the tool tip should include everything that is shown in the example and a link to learn more.

DELIVERY METHOD Descriptors

Here are examples of how to best fit the UberRUSH delivery descriptor into existing delivery options.

The UberRUSH delivery option should either read:

- 1) **UberRUSH by 3pm today**
- 2) **Today by 3pm via UberRUSH**

(Note: 3pm is used in the design for example purposes)

Always include “UberRUSH” in the delivery method descriptor.

NAME BASED

UberRUSH by 3pm today

Example 1

Shipping Method	Estimated Delivery
<input type="radio"/> Standard Shipping	Apr 15
<input type="radio"/> Next Day Shipping	Apr 14
<input checked="" type="radio"/> UberRUSH ?	Today by 3pm

Example 2

Standard Delivery \$6.00 (4-8 Days)

2nd Day \$14.00 (2 Business Days)

☒ **UberRUSH \$8 (Today by 3pm)**

Example 3

Choose a shipping method	
<input type="radio"/> Standard Shipping	est. delivery (Mon 4/20)
<input type="radio"/> Premium Shipping	est. delivery (Wed 4/15)
<input type="radio"/> Express Shipping	est. delivery (Tue 4/14)
<input checked="" type="radio"/> UberRUSH ?	est. delivery (Today by 3pm)

TIME BASED

Today by 3pm via UberRUSH

Example 4

Get it by:

☐ Wed, Oct 14 - FREE Expedited

☐ Tue, Oct 13 - \$12.99 Express

☒ **Today by 3pm - \$6.00 UberRUSH ?**

Example 4

☐ Wed, Oct 14

FREE

☐ Tue, Oct 13

\$12.99

☒ **Today by 3pm via UberRUSH ?**

\$6.00

PRICE BASED

\$7.00 + UberRUSH + Today by 3pm

Example 5

☐ \$4.97 Value

Arrives by Wed, Oct 21

☐ \$6.97 Standard

Arrives by Thu, Oct 15

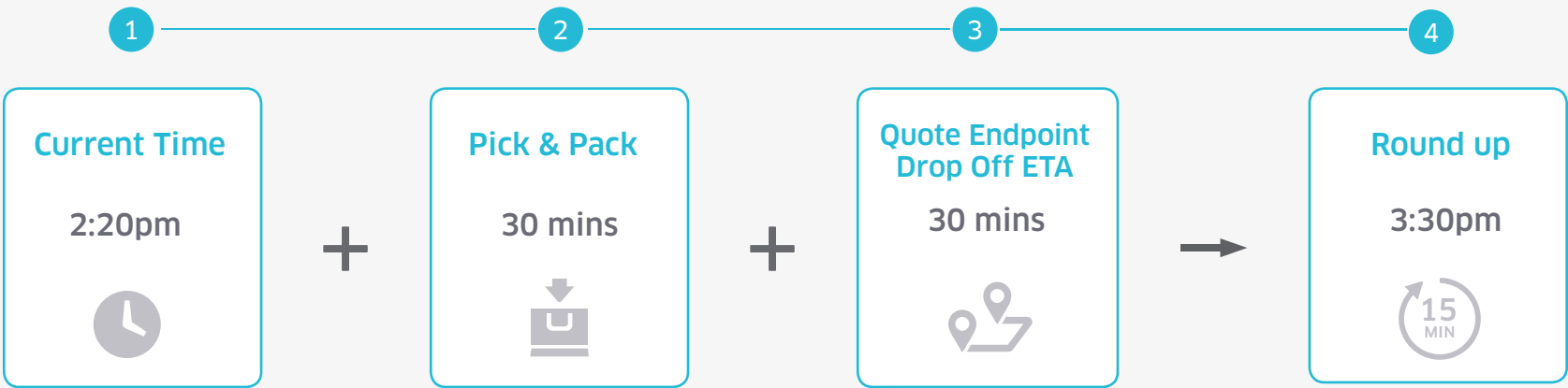
☐ \$9.00 Expedited

Arrives by Wed, Oct 14

☒ **\$7.00 UberRUSH ?**

Arrives by Today, 3pm

HOW TO
CALCULATE YOUR
DELIVERY TIME



Shipping Method	Estimated Delivery
<input type="radio"/> Standard Shipping	Apr 15
<input type="radio"/> Next Day Shipping	Apr 14
<input checked="" type="radio"/> UberRUSH	Today by 3:30pm

- 1

Current Time
- 2

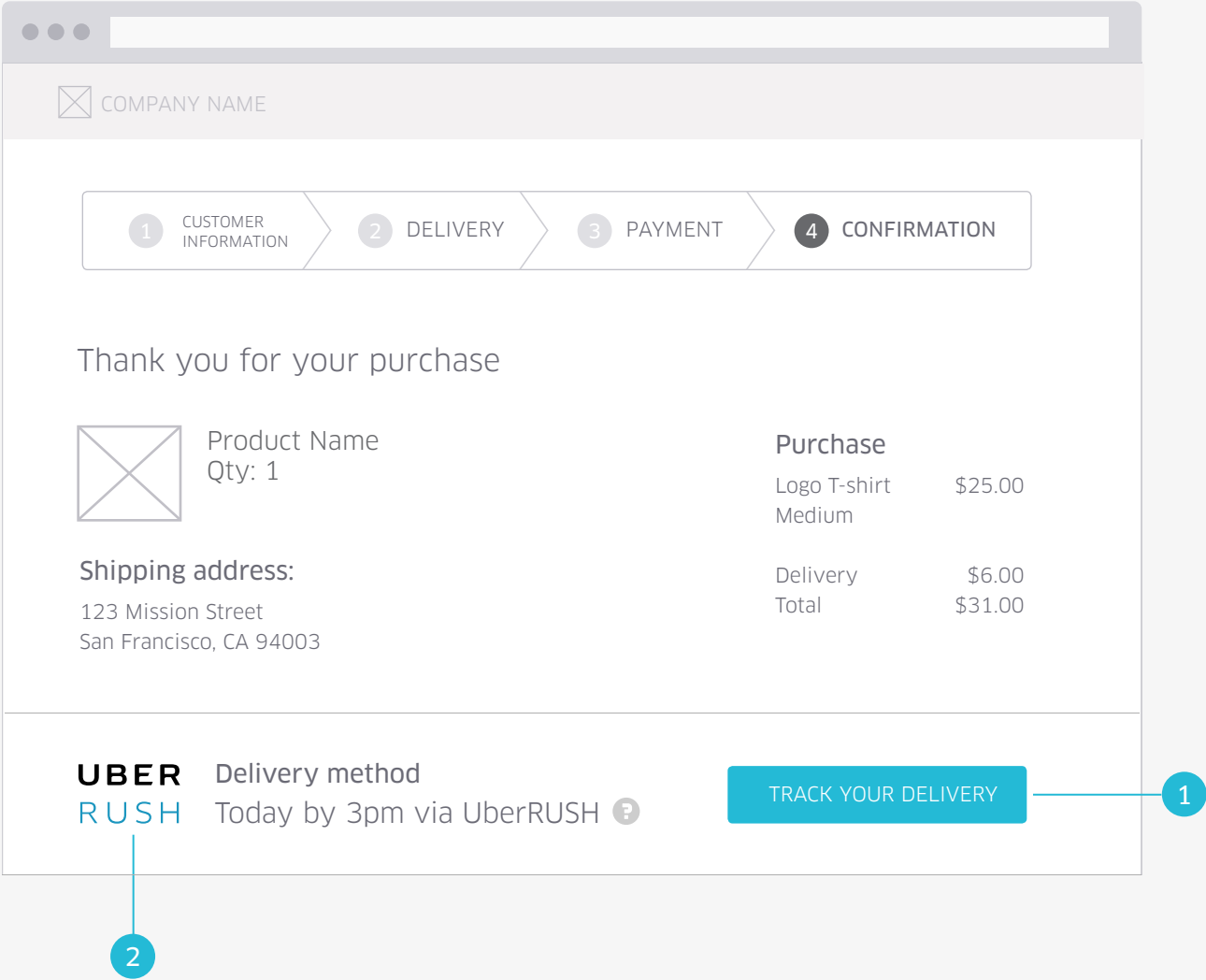
Pick & Pack
This is determined by your business and represents the estimated time you believe it will take to prepare the goods for delivery.
- 3

Quote Endpoint Drop Off ETA
The delivery time from pick up and drop off location. This will be calculated by UberRUSH.
- 4

Round up to the nearest 15 minute increment

CONFIRMATION & TRACKING via CTA

On the confirmation page, users can click “TRACK YOUR DELIVERY” button to take see the real-time tracking view provided by UberRUSH.



1 The UberRUSH logo, delivery ETA, and tracking CTA should also be added in the confirmation page.

The CTA opens up the UberRUSH tracking browser. See [page 22](#) for details.

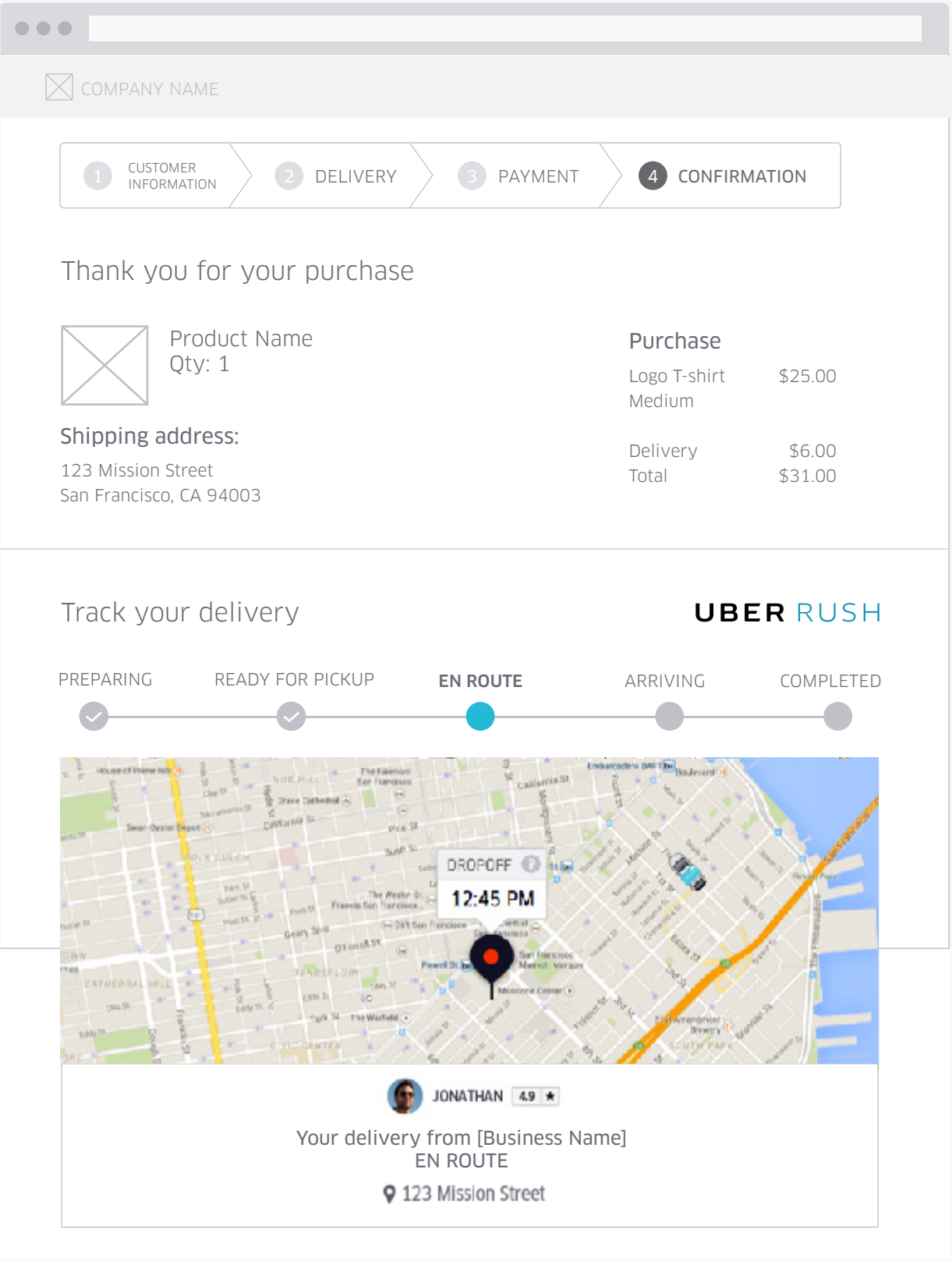
2 Include the UberRUSH logo wherever possible.

ADDING
Inline Tracking

If you choose to integrate an inline tracking map, please ensure the courier is accurately rotating and the correct Uber assets are being used – maps, car, pick up and drop off pins, couriers, branding, etc. See [page 36](#)

If you decide to display courier info, please ensure that you’re only displaying the following: photo, name, rating, and vehicle type.

If using a wizard, please use consistent terminology as provided on the right.



Delivery status:

- 1 **Preparing**
When a delivery has been submitted and accepted, the status is “Preparing” until the order has been marked as “Ready for Pickup”.
- 2 **Ready for Pickup**
After a merchant has marked an order as ready, the status is ‘Ready for Pickup’.
- 3 **En Route**
After an order has been picked up, the status is “En Route”. Refer to the dropoff ETA as an absolute time (i.e. Dropping off at 1:36 pm) until the order has been picked up. When the order is picked up, refer to the dropoff ETA in minutes (i.e. 4 min), or “NOW” (if less than 1 minute).
- 4 **Arriving**
When a courier is within 2 minutes of the dropoff address.
- 5 **Completed**

Unable to Deliver
If the recipient isn’t available to accept the delivery and the courier wasn’t provided instructions to leave the package, please provide the following text:

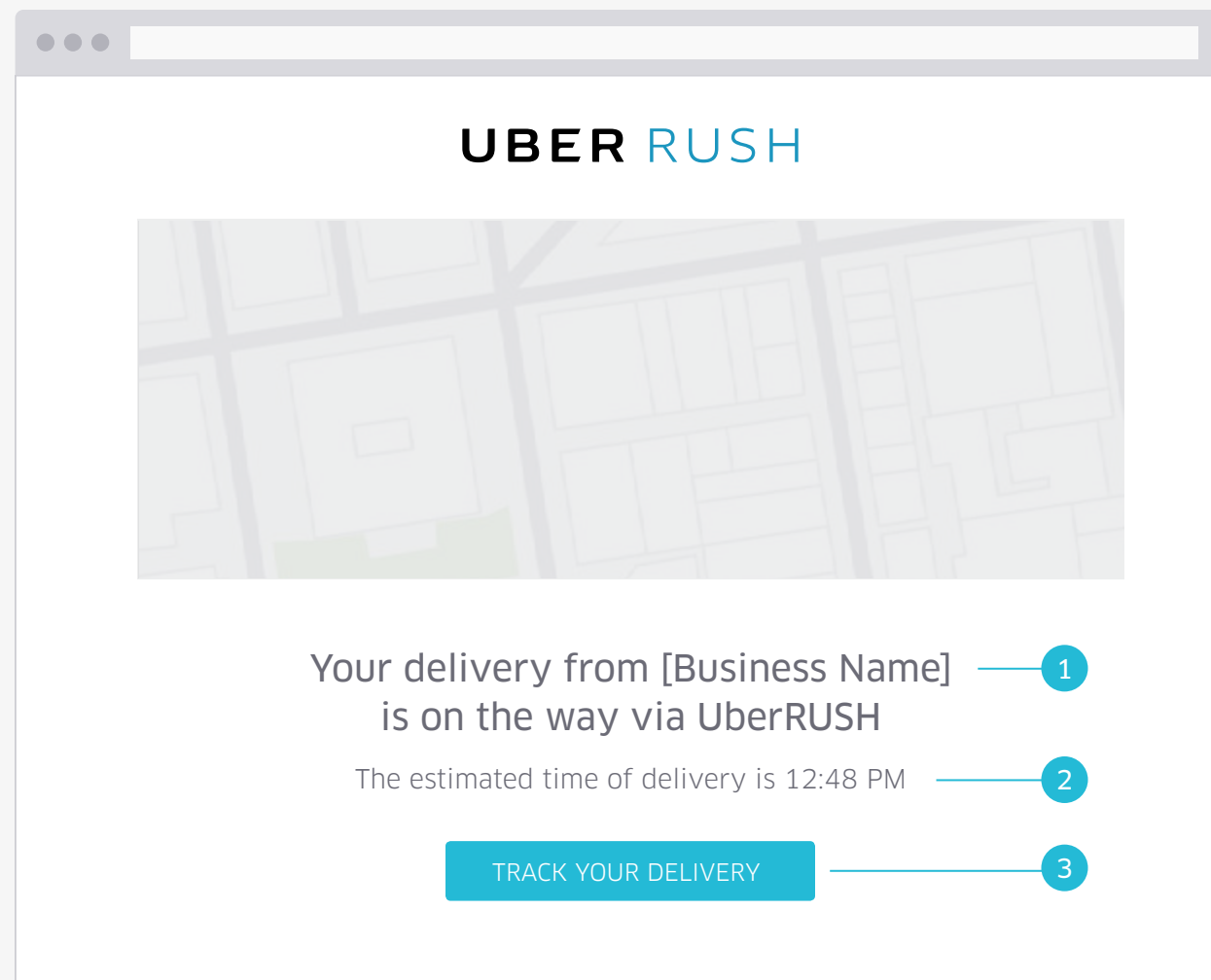
“Oops, something went wrong with your delivery. We’re working on resolving the issue”.

TRACKING via Email

Customers automatically receive an email from UberRUSH that allow them to track their delivery in real time.

If you'd like to do your own custom email, please ensure that the following information is displayed – UberRUSH logo, delivery text, estimated delivery time, and tracking CTA.

Note: Please use the exact text from the example shown on the right.

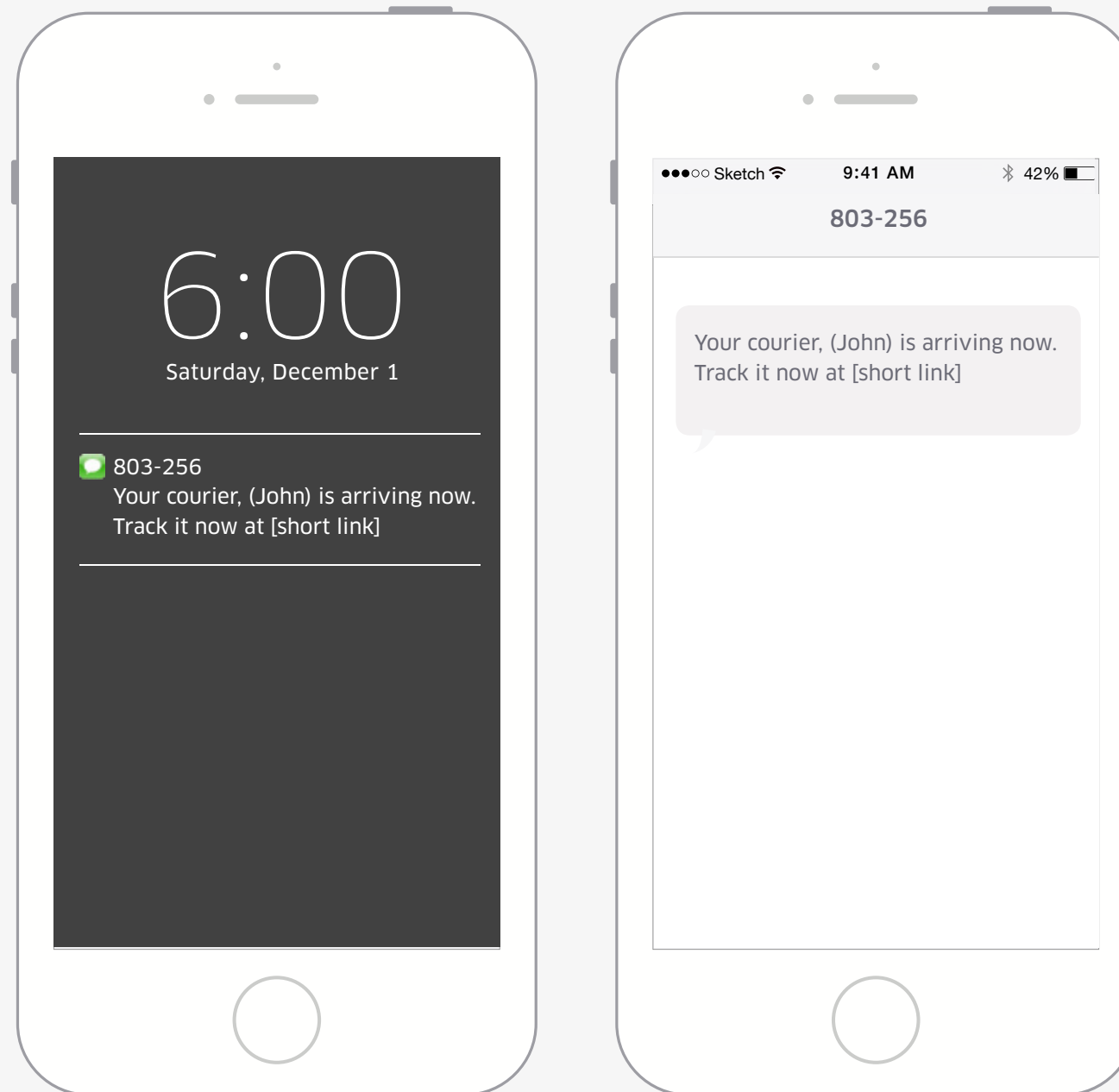


- 1 We'll populate your business name into the headline.
- 2 We'll also provide the ETA of the delivery.
- 3 This button will allow customers to track their delivery in real time on our map.

TRACKING via SMS

Customers will receive SMS notifications through their mobile phones with up-to-date delivery status.

If you would like to setup your own SMS service, please follow similar text as shown here.



SMS - Delivery Status:

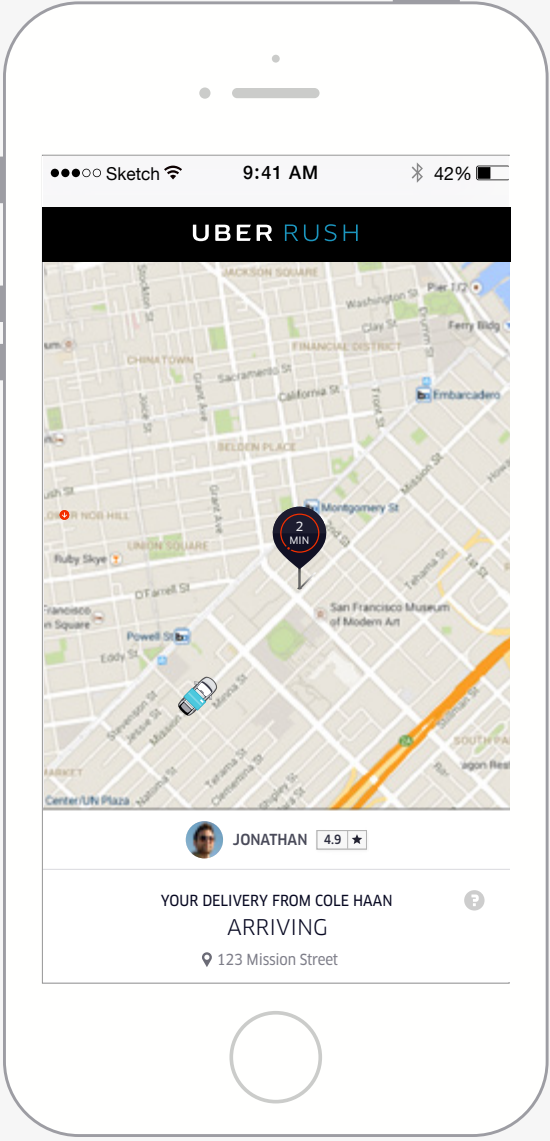
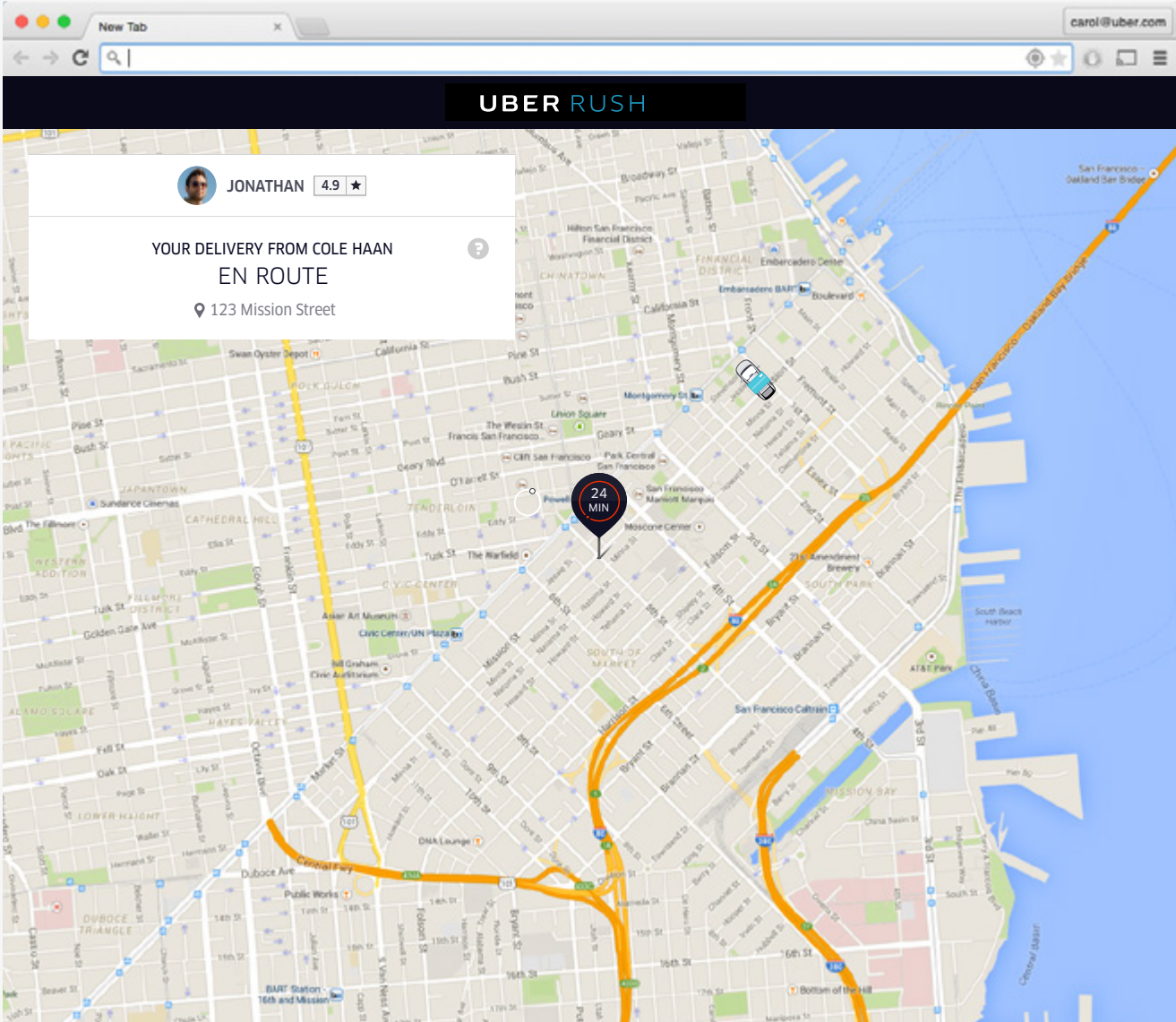
- 1 Picked Up**
Your delivery from [Business Name] is on the way via UberRUSH. Track it now at [short link]
- 2 Arriving Now**
Your courier (John) is arriving now.
- 3 Delivery Complete**
Your delivery from [Business Name] was a success. Thanks!

TRACKING

Real time

If you don't create your own inline tracking, this is the tracker Uber will provide.

Customers will receive an email and SMS notifications from UberRUSH to track their delivery in real time.



OVERVIEW

For the most seamless mobile experience, we recommend providing users with a clear understanding of UberRUSH and a variety of ways to track their delivery once the order is complete.

USER FLOW
Mobile

We've organized implementation considerations by each step of the user flow.

PURCHASE

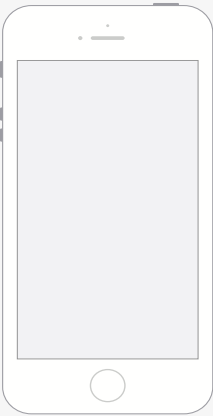


PRODUCT
PAGE

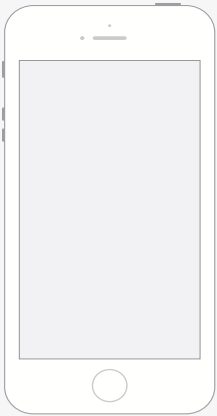


SHOPPING
CART

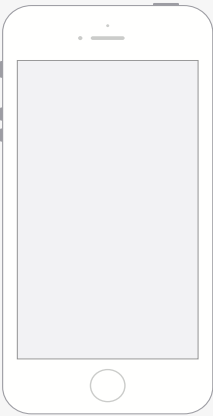
CHECKOUT



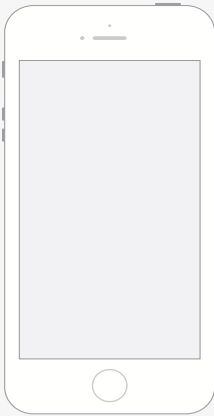
DELIVERY
METHOD



CONFIRMATION
+
TRACKING
VIA CTA



TRACKING
VIA EMAIL

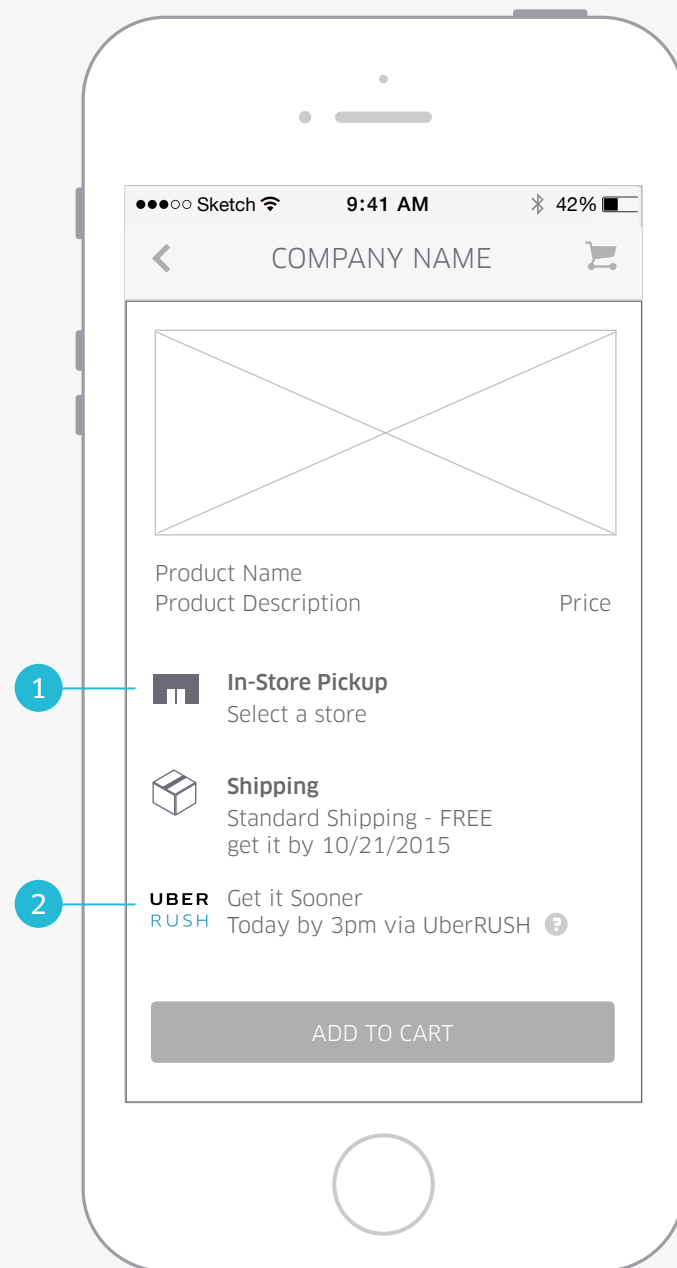


TRACKING
VIA SMS

PRODUCT PAGE

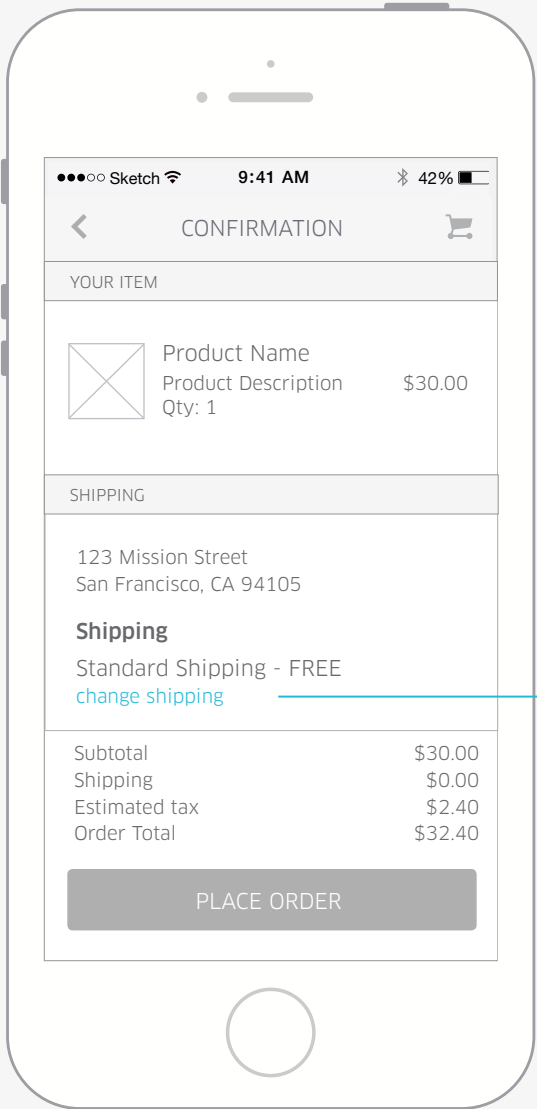
Displaying UberRUSH

Here's an example of how UberRUSH would appear on the product page.

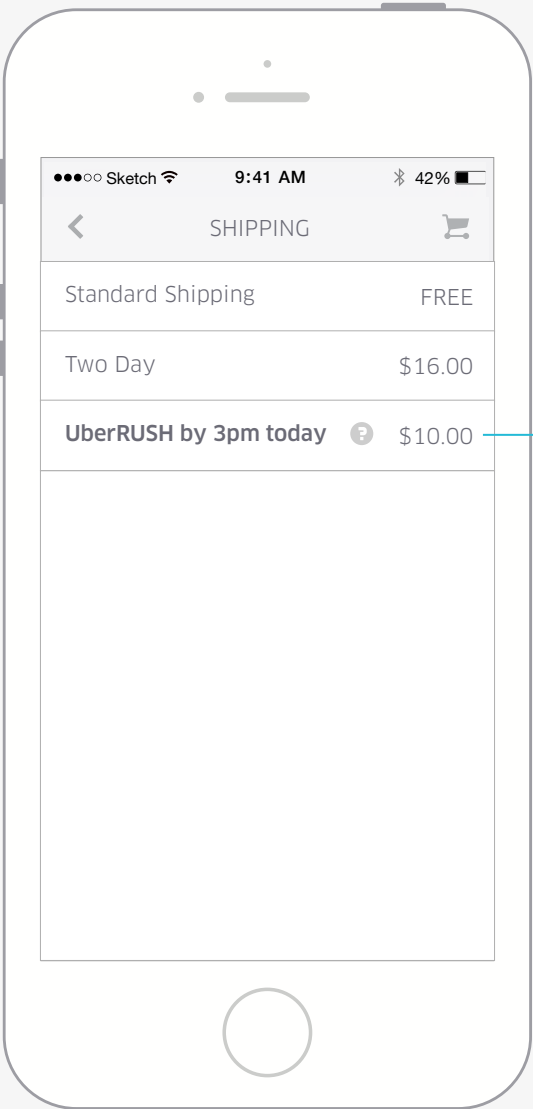


- 1 Store pickup should be a separate category from shipping.
- 2 UberRUSH should always be categorized under “Shipping”.
If there's space, include the UberRUSH logo.

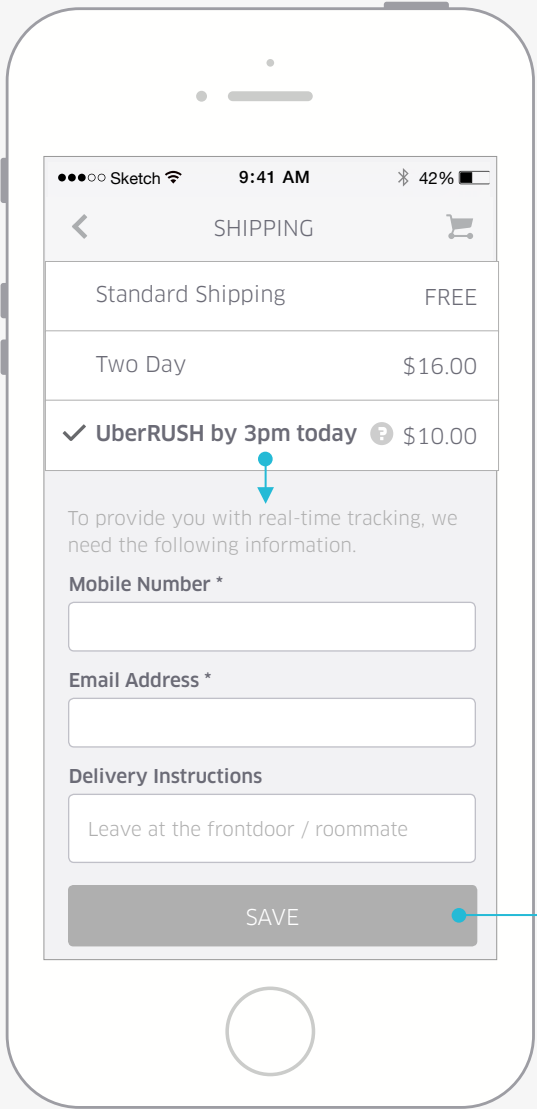
SHOPPING CART
Selecting
UberRUSH



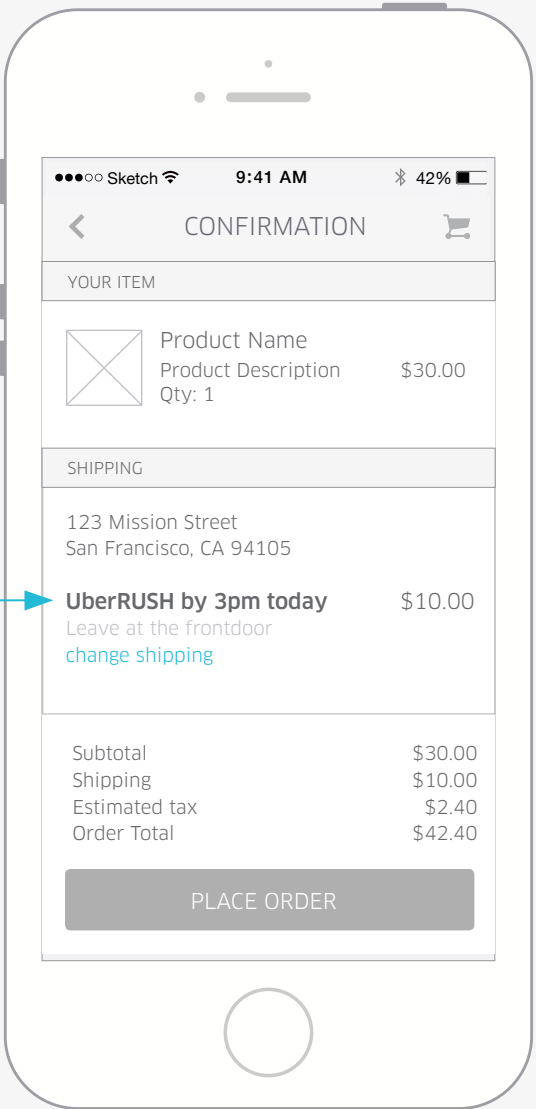
Shopping Cart
Change shipping



Shipping
Select UberRUSH



Dropdown Panel
Customer Information

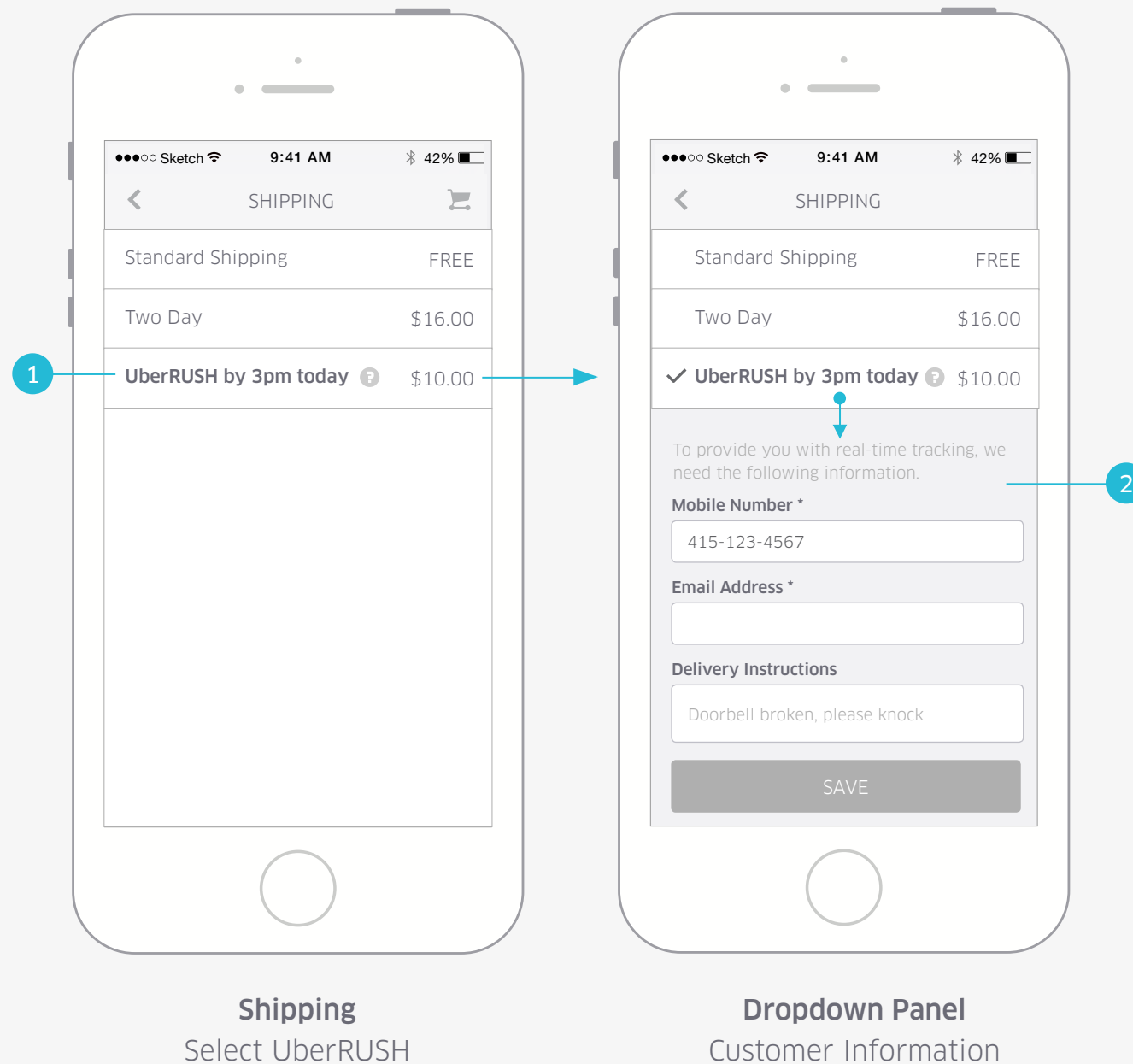


Update Shipping
To UberRUSH

DELIVERY METHOD

Collecting Supplemental Information

To use the UberRUSH service, the following information is required. Since this information may not have been collected previously, we suggest the following method to collect the remaining info.



- 1 UberRUSH should be available as one of the shipping or delivery options.
- 2 To ensure that the UberRUSH descriptor is accurate and consistent, please see [page 30](#) for details.
- 3 When users select the UberRUSH delivery option, a modal will appear to allow them to fill out required fields:

Mobile phone number – We specifically require a mobile number to send SMS notifications to the user.

If the user provided their mobile number in the checkout flow, it should appear prepopulated here.

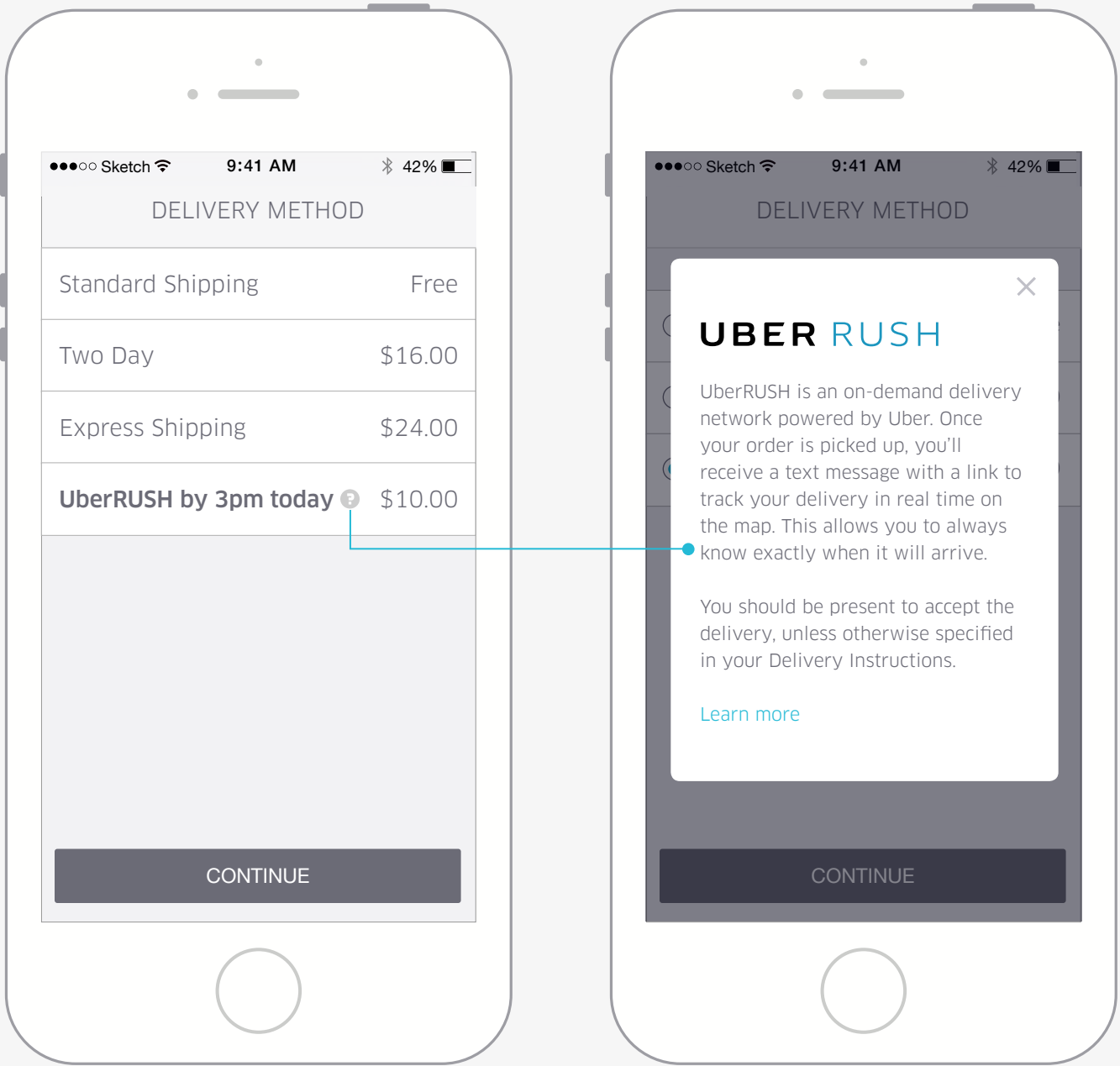
If the user didn't provide a phone number or provided one that may or may not be a mobile number, the field should be empty.

Email address – This field should only appear if the user did not previously provide this information in the checkout flow.

Delivery instructions – This field should always appear. While it is optional for users, these instructions can help prevent failed delivery attempts and returns. Include hint text to encourage users to fill it out.

DELIVERY METHOD
More Info

Include the information icon wherever UberRUSH is mentioned.



More Info

Clicking the information icon will show a tool tip explaining the UberRUSH service. Always include this with the UberRUSH option.

The message in the tool tip should include everything that is shown in the example and a link to learn more.

DELIVERY METHOD Descriptors

Here are examples of how to best fit the UberRUSH delivery descriptor into existing delivery options.

The UberRUSH delivery option should either read:

- 1) **UberRUSH by 3pm today**
- 2) **Today by 3pm via UberRUSH**

(Note: 3pm is used in the design for example purposes)

Always include “UberRUSH” in the delivery method descriptor.

NAME BASED

UberRUSH by 3pm today

Example 1

Shipping Method	Estimated Delivery
<input type="radio"/> Standard Shipping	Apr 15
<input type="radio"/> Next Day Shipping	Apr 14
<input checked="" type="radio"/> UberRUSH ?	Today by 3pm

Example 2

Standard Delivery \$6.00 (4-8 Days)

2nd Day \$14.00 (2 Business Days)

☒ **UberRUSH \$8 (Today by 3pm)**

Example 3

Choose a shipping method	
<input type="radio"/> Standard Shipping	est. delivery (Mon 4/20)
<input type="radio"/> Premium Shipping	est. delivery (Wed 4/15)
<input type="radio"/> Express Shipping	est. delivery (Tue 4/14)
<input checked="" type="radio"/> UberRUSH ?	est. delivery (Today by 3pm)

TIME BASED

Today by 3pm via UberRUSH

Example 4

Get it by:

☐ Wed, Oct 14 - FREE Expedited

☐ Tue, Oct 13 - \$12.99 Express

☒ **Today by 3pm - \$6.00 UberRUSH ?**

Example 4

<input type="radio"/> Wed, Oct 14	FREE
<input type="radio"/> Tue, Oct 13	\$12.99
<input checked="" type="radio"/> Today by 3pm via UberRUSH ?	\$6.00

PRICE BASED

\$7.00 + UberRUSH + Today by 3pm

Example 5

☐ \$4.97 Value

Arrives by Wed, Oct 21

☐ \$6.97 Standard

Arrives by Thu, Oct 15

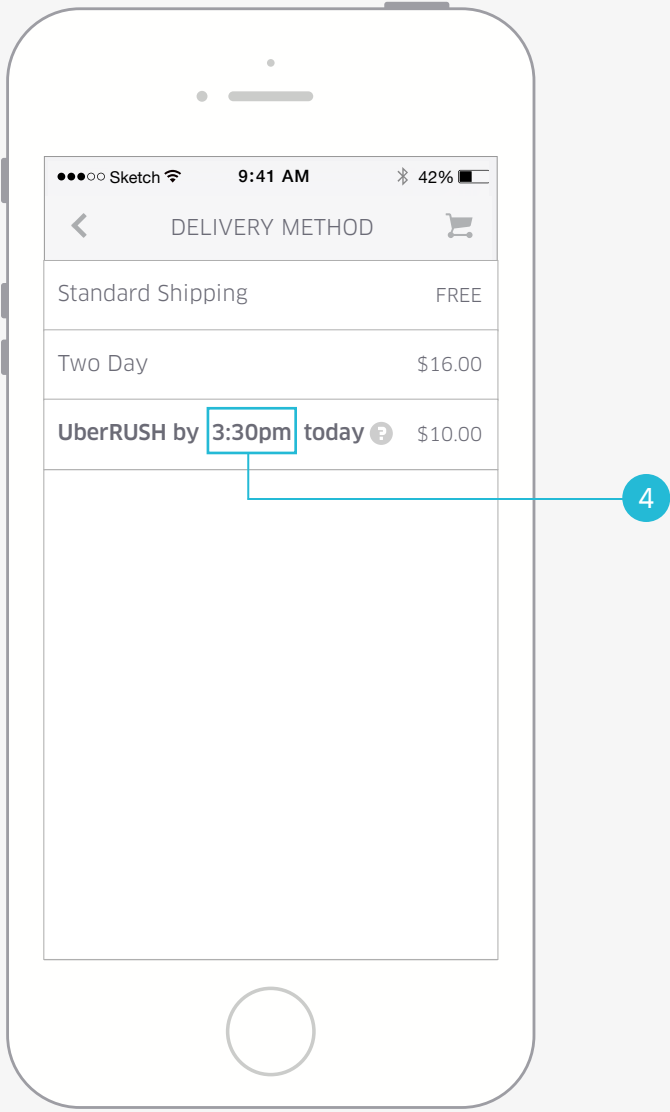
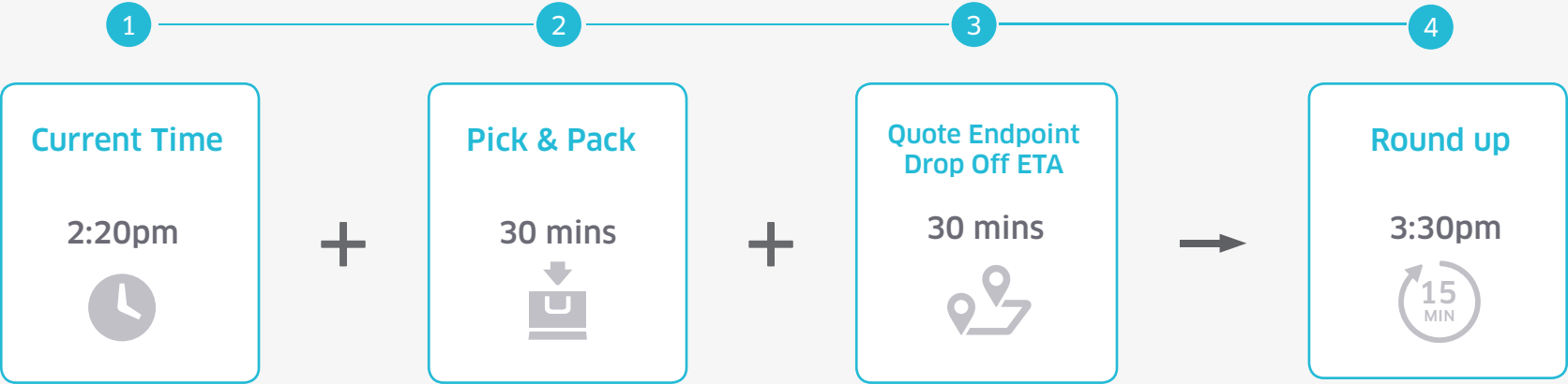
☐ \$9.00 Expedited

Arrives by Wed, Oct 14

☒ **\$7.00 UberRUSH ?**

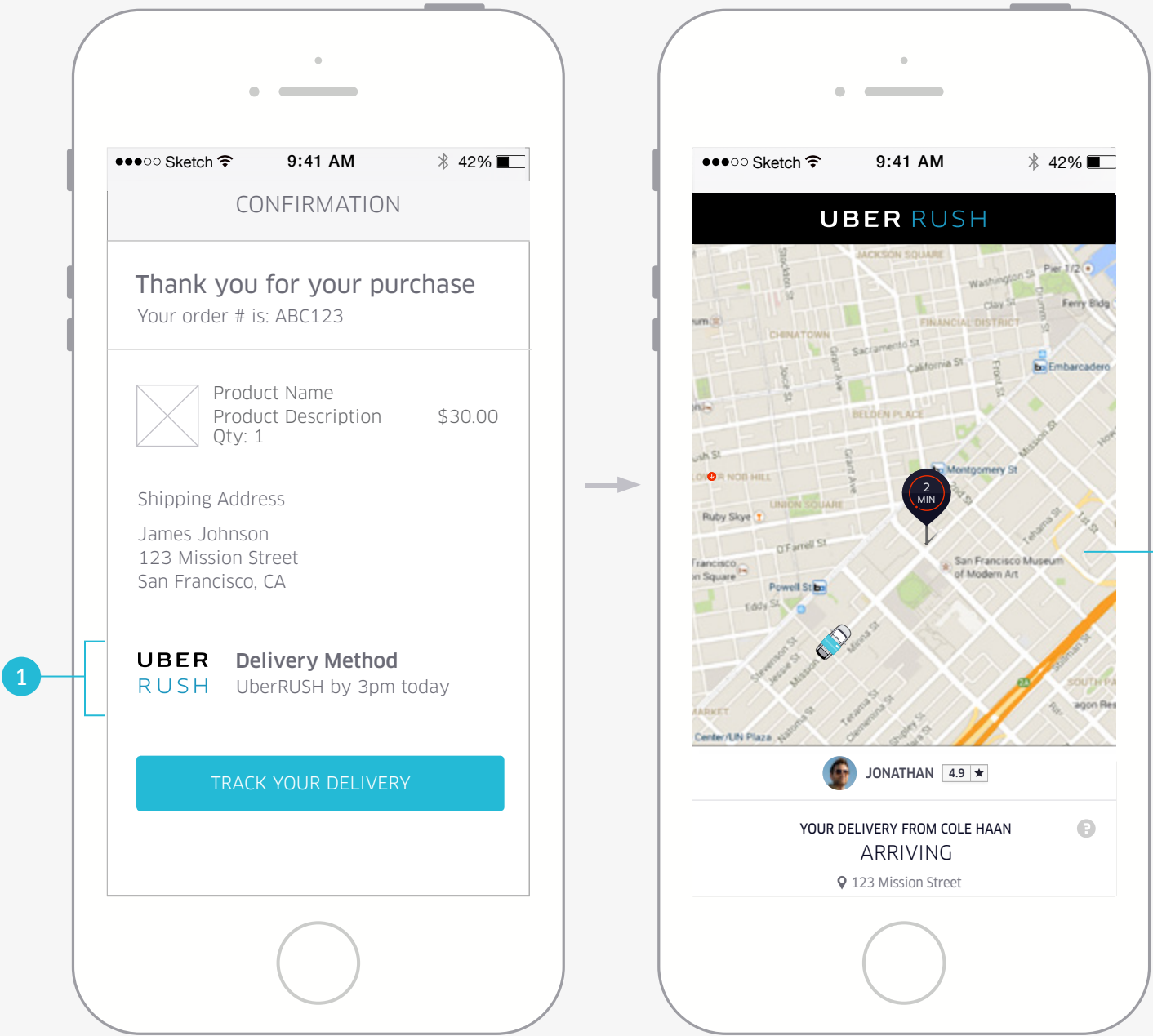
Arrives Today by 3pm

HOW TO
CALCULATE YOUR
DELIVERY TIME



- 1 **Current Time**
- 2 **Pick & Pack**
This is determined by your business and represents the estimated time you believe it will take to prepare the goods for delivery.
- 3 **Quote Endpoint Drop Off ETA**
The delivery time from pick up and drop off location. This will be calculated by UberRUSH.
- 4 **Round up to the nearest 15 minute increment**

CONFIRMATION & TRACKING
via CTA



1 The UberRUSH logo, delivery ETA, and tracking CTA should also be added in the confirmation page.

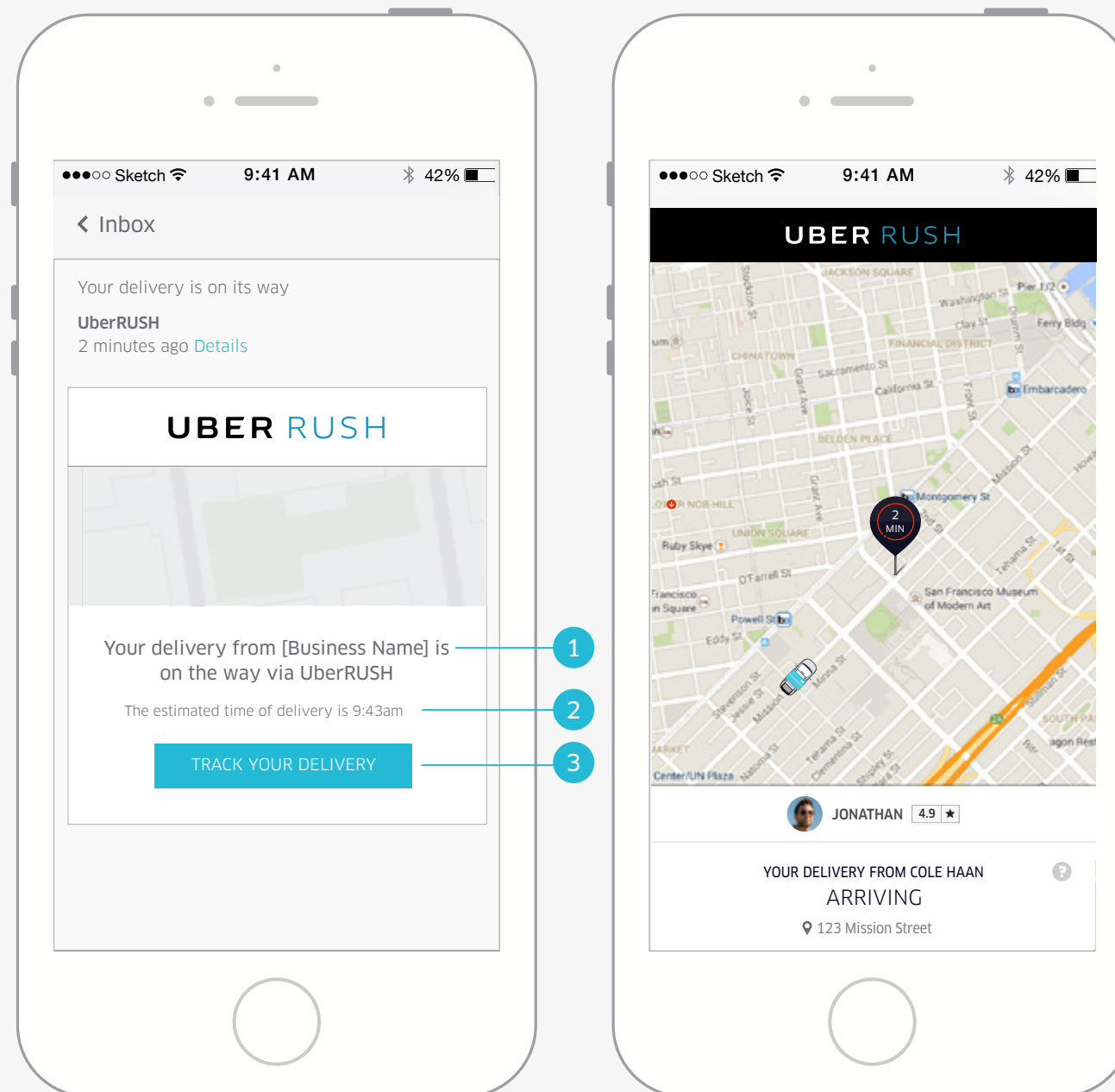
2 The CTA opens up the UberRUSH tracking browser. Include the UberRUSH logo wherever possible.

In-line tracking is not available for mobile.

TRACKING via Email

Customers automatically receive an email from UberRUSH that allow them to track their delivery in real time.

If you'd like to do your own custom email, please ensure that the information shown in the example is present.

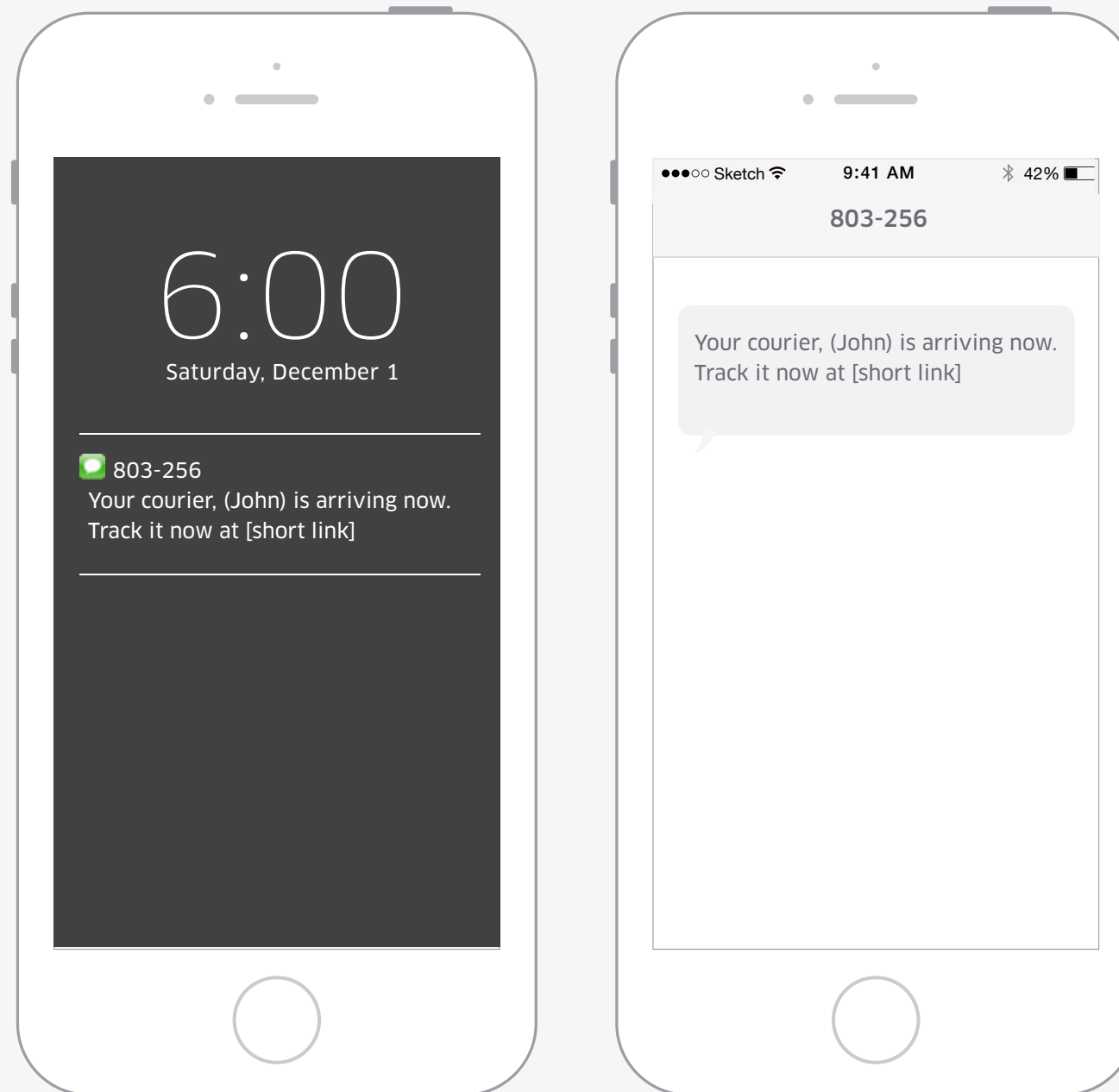


- 1 We'll populate your business name into the headline.
- 2 We'll also provide the ETA of the delivery.
- 3 This button will allow customers to track their delivery in real time on our map.

TRACKING via SMS

Customers will receive SMS notifications through their mobile phones with up-to-date delivery status.

If you would like to setup your own SMS service, please follow similar text as shown here.



SMS - Delivery Status:

- 1 **Picked Up**
Your delivery from [Business Name] is on the way via UberRUSH. Track it now at [short link]
- 2 **Arriving Now**
Your courier (John) is arriving now.
- 3 **Delivery Complete**
Your delivery from [Business Name] was a success. Thanks!

UberRUSH
UI assets

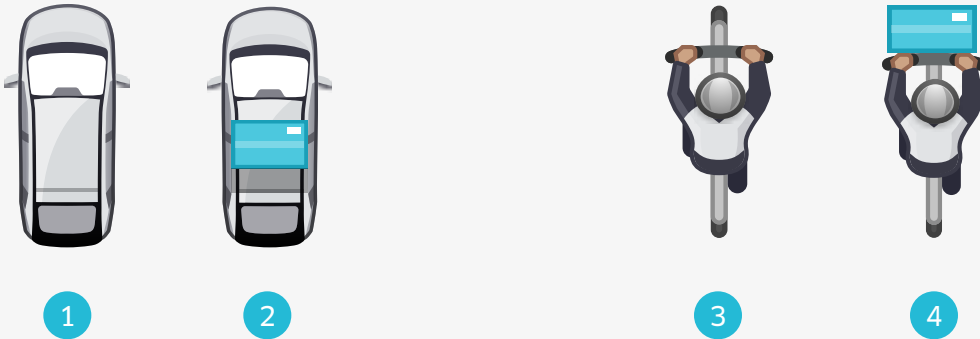
UberRUSH
UI ASSETS

Use these UI assets if you're implementing your own tracking.

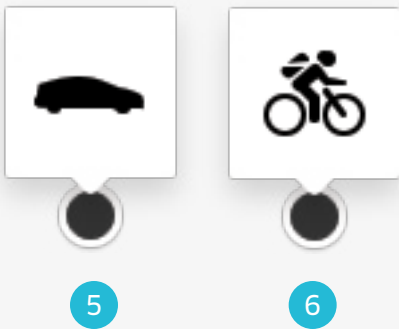
Do not mix and match the UberRUSH assets with your company's own assets.

Note: You can find the UI assets [here](#)

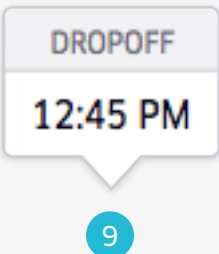
Bird's Eye Courier Icons



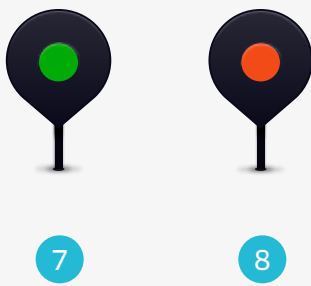
Flat Courier Icons



ETA Panel



Pin Icons



Courier Rating



Bird's Eye Courier Icons (with rotation)

Use these only if you're able to rotate the icons on the map.

- 1 Car – without package (pre pickup)
- 2 Car – with package (post pickup)
- 3 Bike messenger – without package
- 4 Bike messenger – with package

Flat Courier Icons (without rotation)

If you're unable to rotate the Bird's Eye icons on the map, use these Flat icons instead.

- 5 Car – without package
- 6 Bike messenger

Pin Icons

- 7 Pickup
- 8 Dropoff

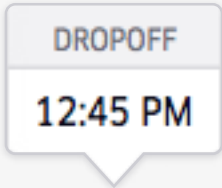
ETA Panel (CSS)

- 9 Panel that appears over pickup and dropoff pins. This will be in CSS. See [page 37](#) for details.

Courier Rating

- 10 Courier Rating box with star (image)

CSS FILE
ETA Panel



HTML

```
<div class="popover">
  <div class="popover__header">
    Pickup
  </div>
  <div class="popover__content">
    5 min
  </div>
</div>
```

CSS

```
.popover {
  background: #FFFFFF;
  border: 1px solid #CDCDD3;
  border-radius: 3px;
  box-shadow: 0 1px 3px rgba(34, 34, 49, 0.1);
  font-family: 'Helvetica Neue', Arial, Helvetica, sans-serif;
  line-height: 2;
  min-width: 80px;
  position: absolute;
  text-align: center;
  text-transform: uppercase;
}

.popover:before {
  border: 12px solid transparent;
  border-top-color: #CDCDD3;
  content: "";
  left: 50%;
  margin-left: -12px;
  position: absolute;
  top: 100%;
}

.popover:after {
  border: 11px solid transparent;
  border-top-color: #FFFFFF;
  content: "";
  left: 50%;
  margin-left: -11px;
  position: absolute;
  top: 100%;
}

.popover__header {
  background-color: #F2F2F4;
  border-radius: 3px 3px 0 0;
  color: #6B6B76;
  font-size: 11px;
  padding: 0 12px;
}

.popover__content {
  color: #09091A;
  font-size: 14px;
  line-height: 32px;
  padding: 0 12px;
  white-space: nowrap;
}

.popover__header {
  background-color: #F2F2F4;
  border-radius: 3px 3px 0 0;
  color: #6B6B76;
  font-size: 11px;
  padding: 0 12px;
}

.popover__content {
  color: #09091A;
  font-size: 14px;
  line-height: 32px;
  padding: 0 12px;
  white-space: nowrap;
}
```

UberRUSH Logotype

You have the option to use either our horizontal or stacked UberRUSH logo in your user flow and promotions. Both can be found [here](#)

For more information on usage, refer to the [UberRUSH Brand Guidelines](#)

The stacked UberRUSH logo consists of the word "UBER" in a bold, black, sans-serif font on the top line, and the word "RUSH" in a blue, sans-serif font on the bottom line. The letters are centered and have a consistent spacing.The horizontal UberRUSH logo features the word "UBER" in a bold, black, sans-serif font, followed by a single space, and then the word "RUSH" in a blue, sans-serif font. The letters are centered and have a consistent spacing.

Thank You