



U B E R

Ride Reminders

User Experience Guidelines

09.09.15

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U B E R

Ride Reminders

User Experience Guidelines

Uber Ride Reminder sends your user a push notification when it's time to ride to their reservation or event.

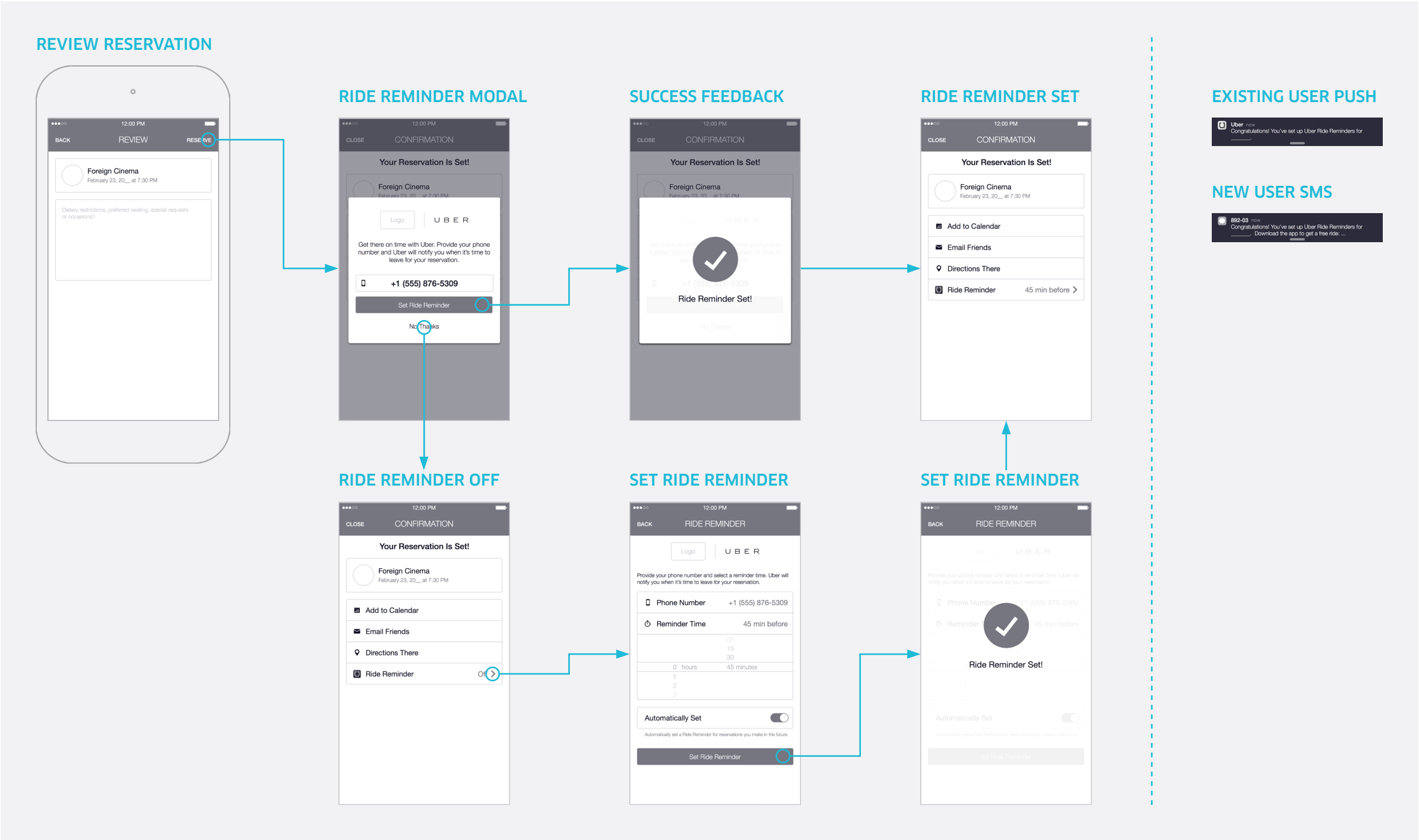
Following these design guidelines consistently within your app and adhering to the policies described in our [Terms of Use](#) will provide the best results from the Uber brand.

Ride Reminders

User Experience Guidelines

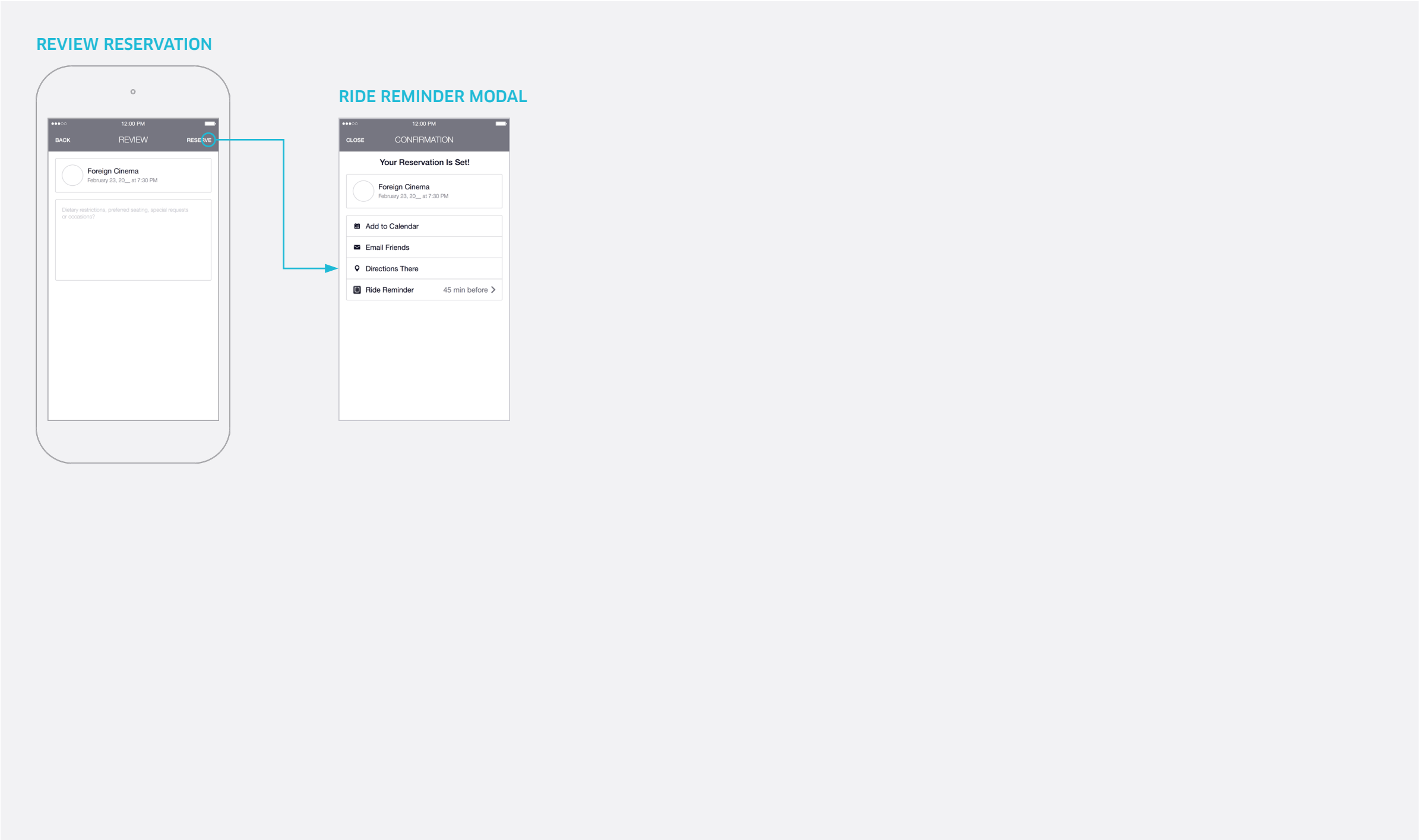
Mobile Integration

Mobile Booking - First Time Flow



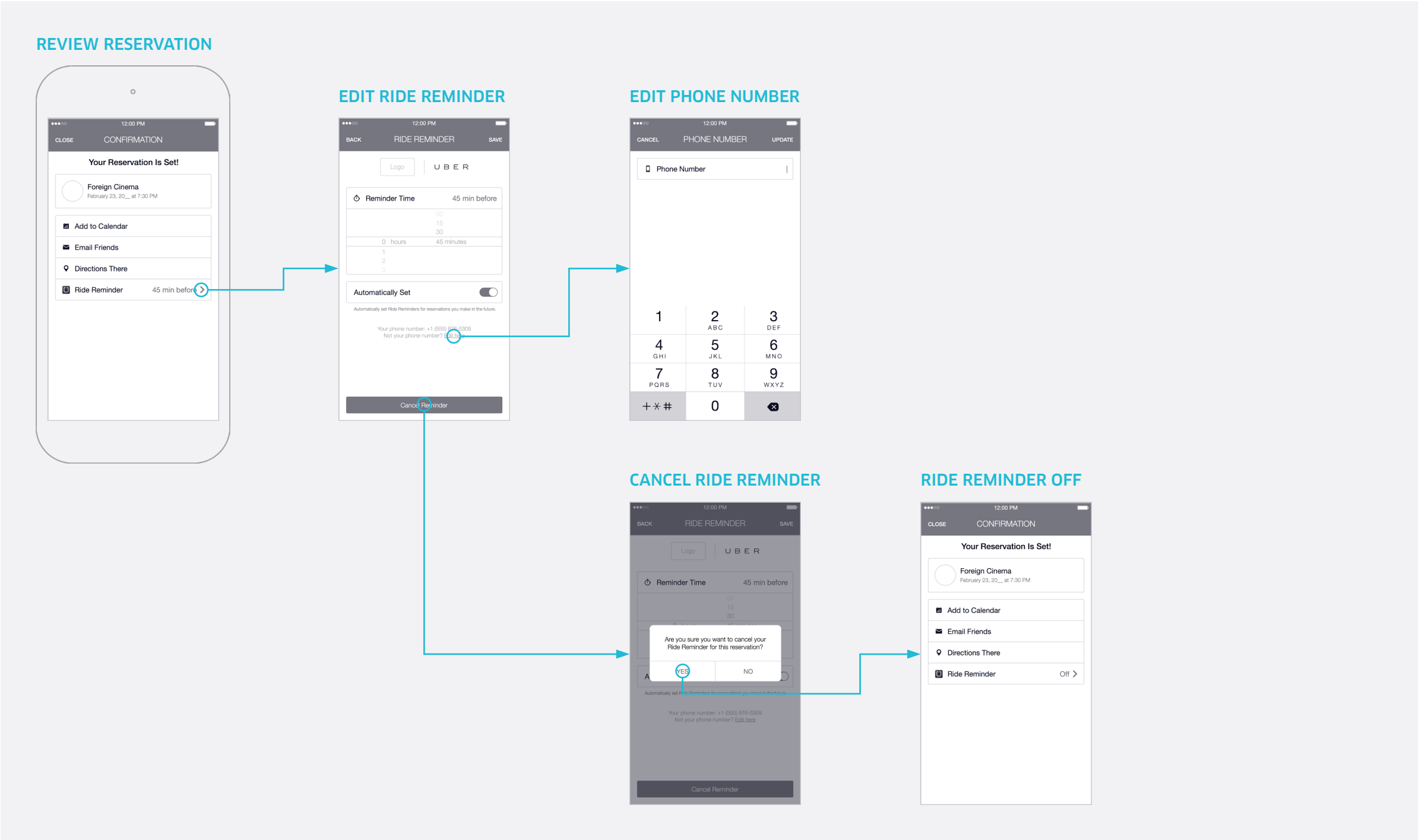
Mobile Integration

Mobile Booking - Second Time Flow



Mobile Integration

Change Reminder Flow



Web Integration

Web Booking Flow

RESERVATION CONFIRMATION - SET RIDE REMINDER

Logo

Search

Aziz

Event Image

You're confirmed for
Union Square SF Food + Art

Your registration has been saved to your orders

Order #123456789

A confirmation email has been sent to aziz@parks.com

View All Orders

Share with friends

• Lorem ipsum

• Lorem ipsum

• Lorem ipsum

• Lorem ipsum

Address

Union Square

333 Post St

San Francisco, CA 94108

Map

UBER

Get there on time with Uber. Set a Ride Reminder and Uber will notify you when it's time to leave.

Mobile Number

+1 (555) 876-5309

Reminder Time

45 minutes before event

Set Ride Reminder

RESERVATION CONFIRMATION - RIDE REMINDER SET

Logo

Search

Aziz

Event Image

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Address

Union Square

333 Post St

San Francisco, CA 94108

Map

UBER

Success! Your Ride Reminder is set for:

45 minutes

before my event at 7:00PM

+1 (555) 876-5309

Edit Ride Reminder

EXISTING USER PUSH

Uber

Congratulations! You've set up Uber Ride Reminders for

NEW USER SMS

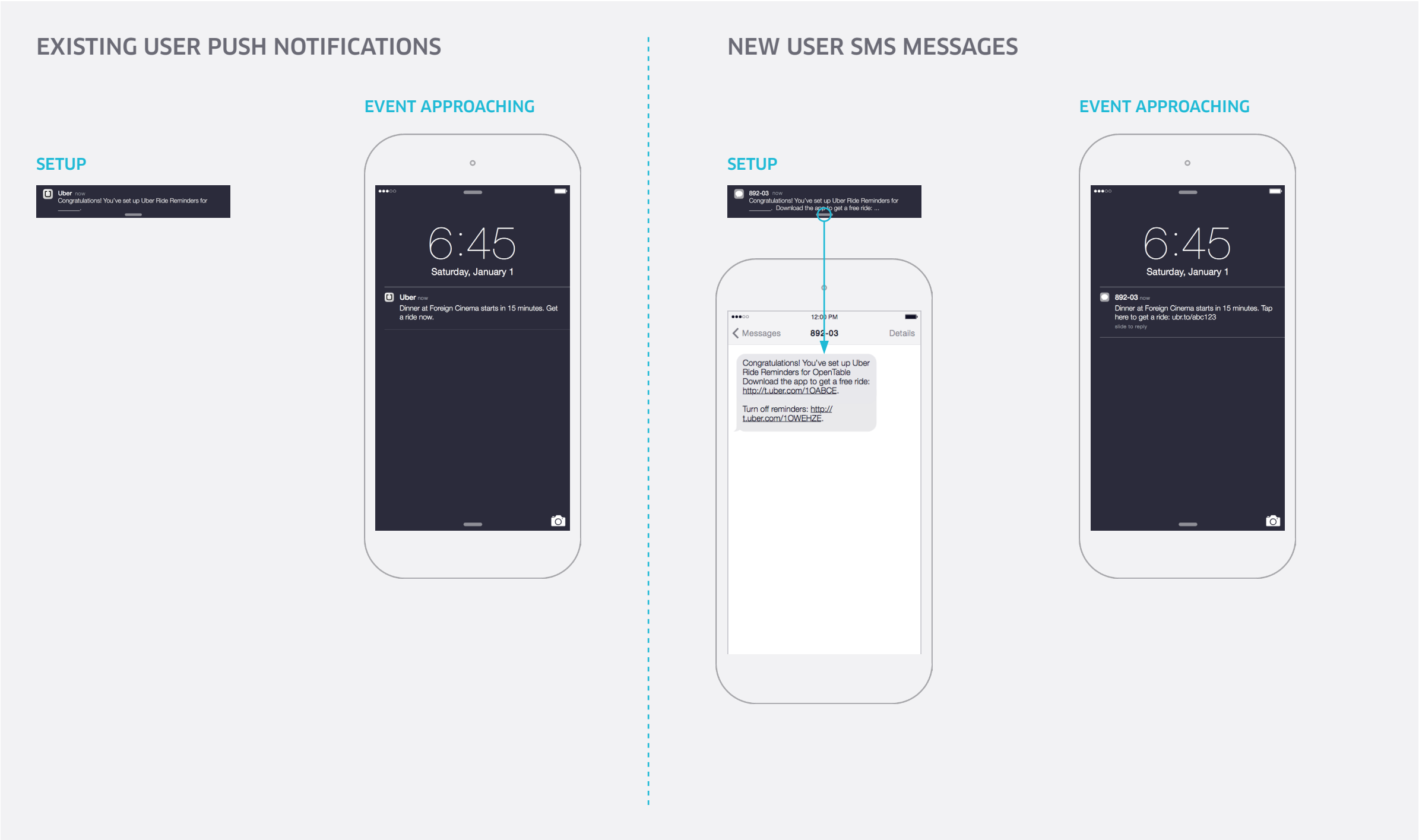
882-03

Congratulations! You've set up Uber Ride Reminders for

Download the app to get a free ride: ...

Messages

Push Notifications & SMS Messages



RIDE REMINDER MOBILE INTEGRATION

Mobile Integration

Introduction

For the most seamless mobile experience, we recommend tightly integrating the entire reminder set up process into your app. Make sure to prompt your users to set up a reminder once they finish booking their event.

See complete [mobile booking flow](#).

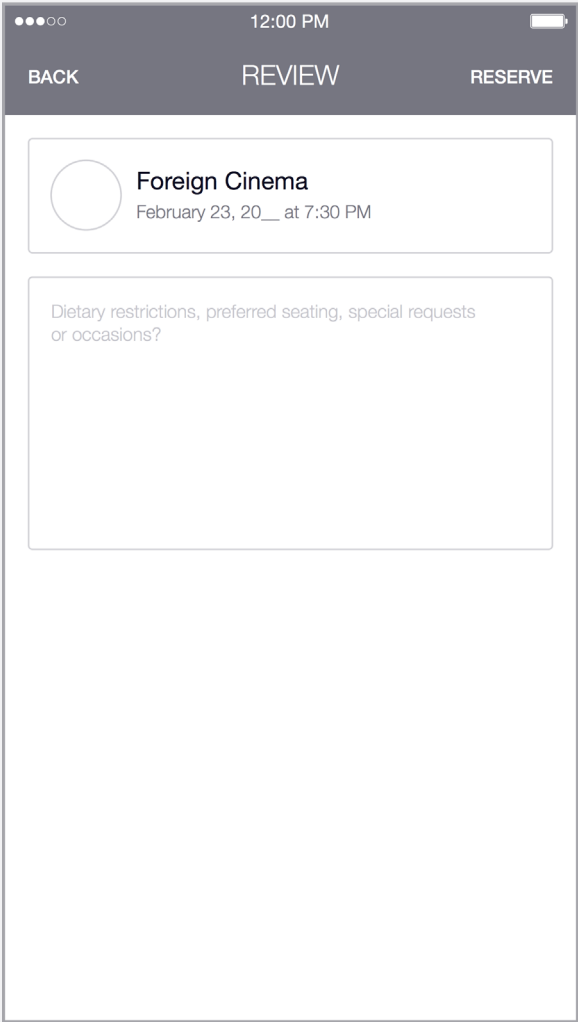
Mobile Integration

Ride Reminder Modal

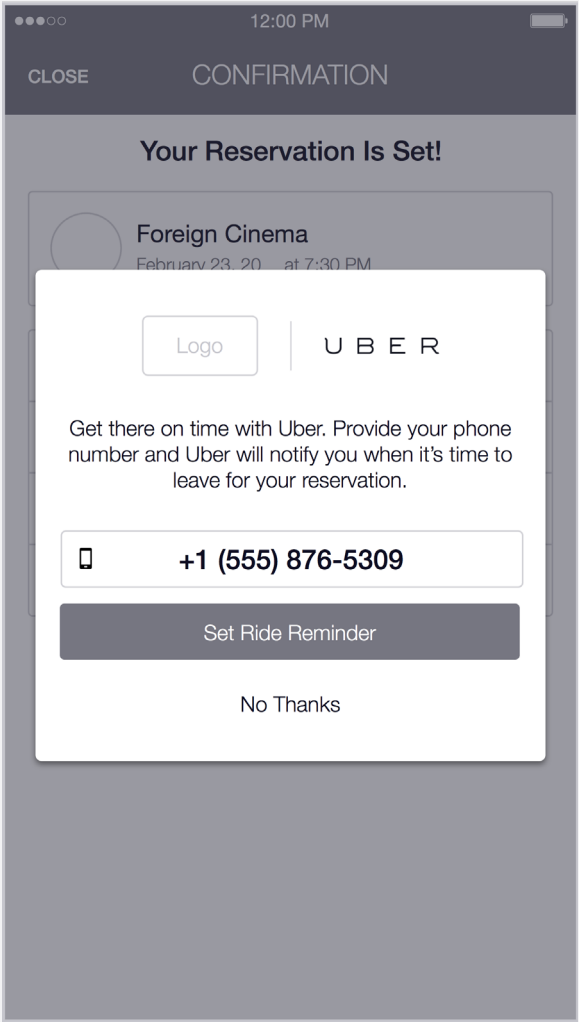
The first time a user encounters the ride reminder feature, we recommend automatically displaying a modal after the reservation is booked. This informs your user of the feature and allows them to submit their phone number for ride reminder access.

***Note:** For subsequent use, your user doesn't need to enter their phone number for ride reminder access unless they've disconnected their account at riders.uber.com.

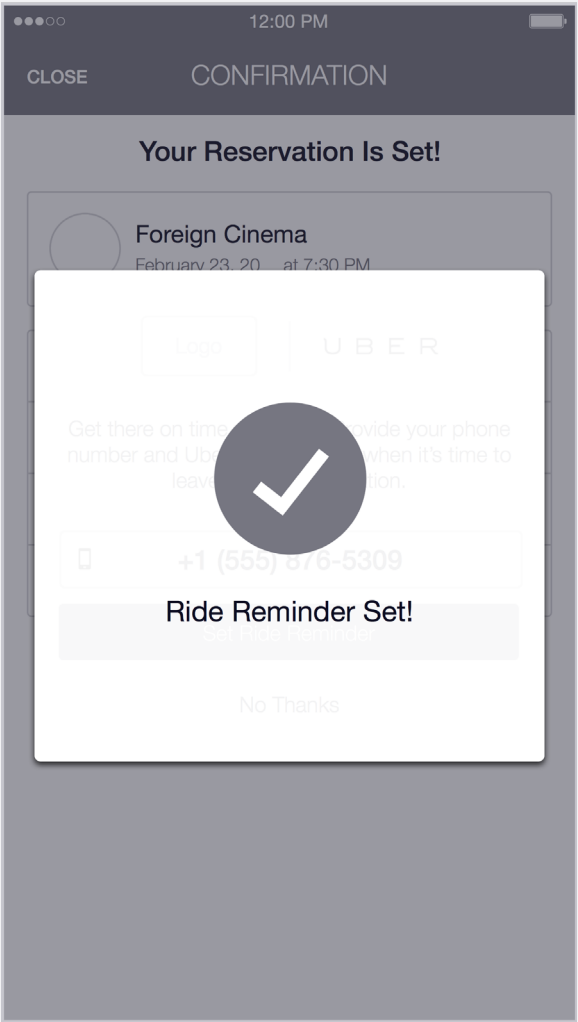
REVIEW RESERVATION



RIDE REMINDER MODAL



RIDE REMINDER MODAL



Mobile Integration

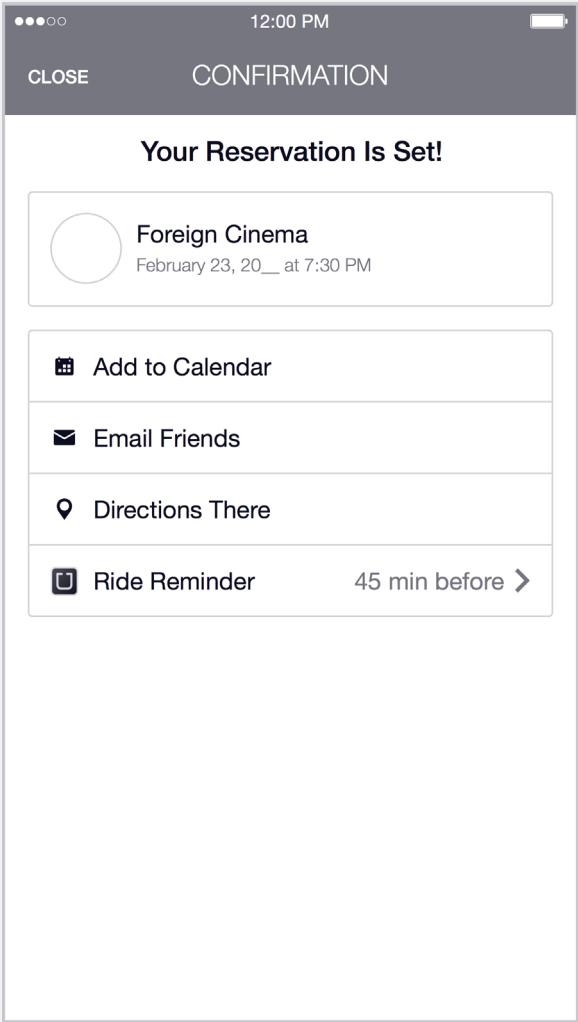
Ride Reminder Set & Messages

On the reservation confirmation page, the Uber Ride Reminder Button should update with a default reminder time. We recommend:

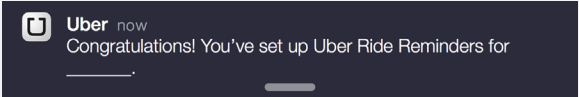
- 45 minutes for reservations and events
- 2-3 hours for travel bookings

Additionally, your user will receive a push notification indicating that they’ve set up Uber Ride Reminders for your app. New users receive a SMS message to download the Uber app.

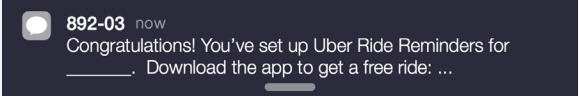
RIDE REMINDER SET



EXISTING USER PUSH NOTIFICATION



NEW USER SMS MESSAGE



Mobile Integration

Edit Ride Reminder

You user can click on the Uber Ride Reminder Button to edit or cancel the reminder for the event.

EDIT RIDE REMINDER

12:00 PM

BACKRIDE REMINDERSAVE

Logo | UBER

⌚ Reminder Time45 min before

00

15

30

0 hours

45 minutes

1

2

3

Automatically Set

Automatically set Ride Reminders for reservations you make in the future.

Your phone number: +1 (555) 876-5309

Not your phone number? [Edit here](#)

Cancel Reminder

CANCEL RIDE REMINDER

12:00 PM

BACKRIDE REMINDERSAVE

Logo | UBER

⌚ Reminder Time45 min before

00

15

30

0 hours

45 minutes

1

2

3

Are you sure you want to cancel your Ride Reminder for this reservation?

YES

NO

Automatically Set

Automatically set Ride Reminders for reservations you make in the future.

Your phone number: +1 (555) 876-5309

Not your phone number? [Edit here](#)

Cancel Reminder

Web Integration

Introduction

Place the Uber Ride Reminder Button with its supporting copy within your website's confirmation page.

See the complete [web booking flow](#).

Web Integration

Ride Reminder Section

Actions should be grouped with the most relevant content. Placing the Ride Reminder section close to the event address will motivate your user to consider transportation arrangements.

Once the Ride Reminder is set, the section is updated and displays the reminder time and the phone number used to set the Ride Reminder, and allows your user to modify it.

RESERVATION CONFIRMATION - SET RIDE REMINDER

Logo

Search

Aziz

Event Image

You're confirmed for

Union Square SF Food + Art

Your registration has been saved to your orders

Order #123456789

A confirmation email has been sent to aziz@parks.com

View All Orders

Share with friends

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Lorem ipsum

Lorem ipsum

Lorem ipsum

Address

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San Francisco, CA 94108

Map

U B E R

Get there on time with Uber. Set a Ride Reminder and Uber will notify you when it's time to leave.

Mobile Number

+1

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Reminder Time

45 minutes before event

Set Ride Reminder

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Lorem ipsum

Lorem ipsum

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San Francisco, CA 94108

Map

U B E R

Success! Your Ride Reminder is set for:

45 minutes

before my event at 7:00PM

+1 (555) 876-5309

Edit Ride Reminder

RIDE REMINDER EMAIL INTEGRATION

Email Integration

Introduction

For the best results, we recommend that you place an Uber Ride Reminder Button with supporting text in the body of your confirmation emails.

Email Integration

Confirmation Emails

The Ride Reminder Button should always be located close to a defined address or location to increase the likelihood of interaction with the button.

BASIC CONFIRMATION EMAIL

Your Reservation confirmation for Bar Agricole

Bar Agricole Reservations <email@domain.com>
to aziz@parks.com

Today (1 minute ago)

Logo

Your reservation is confirmed for

Bar Agricole

Thank you!

Aziz Ansari

Table for 2 on Friday, February 23, 20__ at 5:00 pm

Confirmation #: 123456789

Share with friends

Add to calendar

View or modify reservation

Cancel reservation

Address

355 11th St
San Francisco, CA 94103
(415) 355-9400

U B E R

Getting to your reservation on time has never been easier. Set a Ride Reminder and Uber will notify you when it's time to leave for your reservation.

Set a Ride Reminder

New users get a free ride (up to \$20).

From the restaurant

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent elit nisl, ultrices sed euismod tristique, venenatis gravida ex. Curabitur bibendum sodales pharetra. Aliquam erat volutpat. In hac habitasse platea dictumst.

with friends

View or modify reservation

Address

355 11th St
San Francisco, CA 94103
(415) 355-9400

U B E R

Getting to your reservation on time has never been easier. Set a Ride Reminder and Uber will notify you when it's time to leave for your reservation.

Set a Ride Reminder

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m the restaurant

dolor sit amet, con

