

A. Integrate Uber with Google Calendar

1. From a user's perspective, the underlying problem is "reaching the destination on time" where the stated assumption is "an already defined travel and the unstated assumption is "uses google calendar & prefers to use ride hailing services".

If reaching the destination on time is the only problem here, we just need an alert/reminder in the form of a push notification etc from that respective site from where we booked tickets for movie/flight/etc. It would be a business opportunity for those sites. I fail to understand why Google Calendar needs to be connected specifically with these ride hailing services when GC already gives a reminder some x minutes before the event. Unless of course we want to solve the problem where we underestimate the time it takes to book a cab, GC handles it pretty well. But this doesn't solve our problem of users reaching their destination on time. What about users who haven't marked the event on the calendar (as many have pointed out) ?

Here comes the business opportunity for ride hailing services like Ola, Uber .

1. Google calendar integration

Pros - It does solve the 2 problems mentioned above.

Cons- Not many people use it/record the event. It is more of an opportunity for GC

Verdict - 👎

2. I thought about Ola/Uber integrating with these sites/apps and fetch the date and time whenever a user booked. Well, that would mean partnering up with tens of websites and apps. Tedious!

3. What is the common event/process that a user performs while booking tickets? Payment transactions!

Assuming we are considering online payment transactions using UPI, why not integrate that API with the ride hailing ones? Let these UPI apps fetch data. Kidding? No.

Scenario 1 - user books tickets via app/site --> makes payment using UPI--> UPI sends data (time and date?) to Uber/Ola--> Uber/Ola sends notif/prompts to user to book/pre schedule a ride.

Scenario 2 - user books movie/flight tickets via UPI apps like Google Pay , PhonePe etc--> UPI sends data to Uber/Ola --> Uber/Ola sends notif/prompts yo user to book/schedule a ride.

B. Location detection on adding address

Licious - Born to meat -

1. Click on "Add address".
2. Automatically input locality/area.
3. Manually enter flat no, building, street no etc.
4. Identify location based on input.
5. If wrong location is detected, move map to change.

Zomato -

1. Search for location OR use current location
2. Pin dropped at exact location OR move the pin manually on the map.

C. Show number of valets near a restaurant

What do you all think is the point of knowing the "number" of valets near a restaurant when ordering food through Zomato(say)? Even if there's no valet and we anticipate that it's going to take more time than we can afford, we can't cancel the order. But, that's beside the point. What is interesting is why they tweaked the previous feature of showing the real time "location" of valets

around the restaurant. Now that I think deeper, Ola and Uber have also followed a similar revision of this particular feature.

D. Youtube history

Pause watch history and search history features in youtube are a great addition over the conventional delete all watch and search history.

Useful in situations where a colleague or a friend uses the user's personal account to watch videos as recommendations depend on user history and the user won't want other's history to be used for recommendations.

E. Pinterest

Pinterest has tabs on the top bar where some of the frequently used customised pin boards created by the user are used to generate more such content and shown as a feed. Quite exciting to see the thought behind this- users are more likely to consume similar content based on their interest in a structured way. Quite an addition to the more common filter option. So this feature along with a generalised feed section showing all recommended feed haphazardly is a welcome addition.

F. Samsung photo gallery

Samsung photo gallery application has a search feature where the documents category has sub categories - notes, presentation files, maps, newspapers, etc that is otherwise not present in the more popular google photos. Interesting to see the accuracy of the feature deployed using AI