



Driver Education Priority Guides

March, 2019

Uber

Driver Education 2.0 seeks to synthesize content from many sources. The links below provide more context.

[Uber.com Global Driver Content Audit](#)

[Driver and delivery basics tracking doc](#)









[Driver Basics Topics - Chameleon Links](#)

[Driver Basics Topics - Live](#)










[Delivery Lesson URLs](#)

Driver Basics Topics







Chapter #1 Before you start

1.   [Getting your car ready](#)
2.   [Staying safe with the Uber app](#)
3.   [How to get support](#)
4.   [How to start delivering](#)







Chapter #2 Taking trips

1.   [How to take trips](#)
2.   [How to take back-to-back trips](#)
3.  [Driver destinations](#)
4.  [How to take UberPool trips](#)
5.   [How to take cash trips](#)
6.  [How to take airport trips](#)

Chapter #3 Earnings

1.   [Tracking your earnings](#)
2.   [How payments work](#)
3.   [How referrals work](#)

Chapter #4 Ratings, community and tips

1.   [How ratings work](#)
2.   [5-star pro tips](#)
3.   [Uber Community Guidelines](#)



Video



Carousel



Article



Mutual topic between Drive and Delivery

Priority Guide

Chapter 1 - Before you start

Getting your car ready

Uber

Lesson: Getting your car ready

Lesson overview:

- Some cities may require you to keep your phone mounted and/or wear a bluetooth headset
- A phone charger ensures you're always powered up
- Many cities may require the Uber decal is clearly displayed
- Many cities may require that your car pass an inspection
- A lot of drivers say having a clean car helps them get higher ratings
- Some drivers go the extra mile by having things like mints or bottled water

 [Live Page](#)

- Global Content
- Glocal Content
- Local Content

Content Notes	
Lesson / topic introduction	Getting your car ready Before you take your first trip, find out what you need to do to prepare your car--and how drivers set themselves up for a smooth start.
Lesson media - video	Image: Video Thumbnail P2 Video - Preparing Your Car :40 Text: In this video you'll learn: <ul style="list-style-type: none">- Necessary gear that you will need- What you can offer to passengers- Get more info from Greenlight Hubs CTA: Video Play Button
Ways to prepare your car	<ul style="list-style-type: none">- Phone mount / gear- Your music or theirs? (Many drivers play music in their car to make riders feel welcome. Some drivers recommend asking the rider if there's a radio station they prefer or if they'd like to play music from their phone)- Passenger amenities (water, charger, etc)
Decal	Headline: Displaying an Uber decal Body: Preview of the various ways a driver can get a decal (mail order, GLH pickup) CTA: Link to helpdot article: https://help.uber.com/partners/article/uber-decal-requirements?nodeId=421b14ed-0685-4188-9fa3-f2104e881c3f Note: we are aiming to localize this block at country level, and will only be utilized in countries where decals exists (largely a US-centric thing)
Local GLH hub	Headline: Something related to finding more help at your local GLH hub Body: TBD CTA: Link to GLH or appropriate help.uber.com Note: we need to decide whether we will be localizing this block to a city level and if we then want to use a map block and/or link to the city's GLH dynamically
Local tips / requirements	Ex: https://www.uber.com/en-CA/drive/resources/snow-tires/

Pages informing local blocks

EMEA

- www.uber.com/hr/drive/resources/potrebnidokumentu/

NorthAm

- <https://www.uber.com/drive/resources/prepare-for-your-first-trip/>
- <https://www.uber.com/en-CA/drive/resources/snow-tires/>

LatAm

- www.uber.com/es-mx/drive/mexico-city/resources/regulacion-ciudad-de-mexico/

APAC + India

- www.uber.com/en-au/drive/brisbane/resources/window-stickers/
- <https://www.uber.com/en-IN/drive/resources/education-commercial-vehicle/>

Priority Guide

Chapter 1: Before you start

How to get support

Uber


Lesson:

How to get support

Lesson overview:

- We offer 24/7 support
- You can use the app to find answers to FAQs
- You can connect to a support agent through the app
- You can also log in to help.uber.com and submit a question
- Your local GLH is available in many cities for those that prefer in-person help

 Live Page

-  Global Content
-  Glocal Content
-  Local Content

Content Notes	
Lesson / topic introduction	<h3>How to get support</h3> <p>Get help when you need it--with support that's fast, friendly, and available 24/7.</p>
Lesson media - video	<p>Image: Video Thumbnail P1 Video* - How and Where to Get Help :35</p> <p>Text: In this video you'll learn:</p> <ul style="list-style-type: none">- How to get help with the app- Finding answers to frequently asked questions- Getting support in person <p>CTA: Video Play Button</p>
Help.uber + in-app help	<p>Headline highlighting value of help.uber + in-app help</p> <ul style="list-style-type: none">- Subheadline or body text explaining value- Explain that a driver can access help from web or in-app (same content, different modalities)- CTA: either link to the help.uber.com page (New block opportunity: build block that enables a sheldot search box)
Support contact methods	<ol style="list-style-type: none">1. Phone support, team can specify local number2. Live chat, team can specify CTA and available times3. In-person support content on local GLH/support centers (can link out to contact pages or present locations on the lesson page) <p>***Unsure how that would look since not all countries will have all three options</p>
More local / involved support methods such as emergency phone numbers, more detailed ways to get in-person support	<p>Ex: www.uber.com/fr/drive/resources/pourquoi-prendre-rdv/</p>

Pages informing local blocks

EMEA

- www.uber.com/fr/drive/resources/pourquoi-prendre-rdv/
- www.uber.com/en-ng/drive/resources/internet-cafe/
- <https://www.uber.com/en-RO/drive/bucharest/contact/>
- <https://www.uber.com/sk/drive/bratislava/contact/>
- <https://www.uber.com/en-GB/drive/resources/partner-support/>

APAC + India

- <https://www.uber.com/en-AU/drive/brisbane/contact/>
- <https://www.uber.com/en-ID/drive/jakarta/contact/>
- <https://www.uber.com/zh-HK/drive/hong-kong/contact/>

NorthAm

- <https://www.uber.com/drive/houston/resources/new-partner-support/>
- <https://www.uber.com/drive/milwaukee/contact/>
- <https://www.uber.com/drive/virginia-beach/contact/>
- <https://www.uber.com/drive/boston/contact/>
- <https://www.uber.com/es-US/drive/partner-app/phone-support/>
- <https://www.uber.com/es-US/drive/partner-app/phone-support/>
- <https://www.uber.com/fr-CA/drive/resources/quebec-contact/>
- <https://www.uber.com/en-CA/drive/montreal/contact/>
- <https://www.uber.com/en-CA/drive/edmonton/contact/>
- <https://www.uber.com/en-CA/drive/ottawa/contact/>
- <https://www.uber.com/en-CA/drive/partner-app/phone-support/>
- <https://www.uber.com/en-CA/drive/hamilton/contact/>
- <https://www.uber.com/en-CA/drive/red-deer/contact/>
- <https://www.uber.com/en-CA/drive/kitchenerwaterloo/contact/>

LatAm

- <https://www.uber.com/en-AR/drive/buenos-aires/contact/>
- <https://www.uber.com/es-CO/drive/bogota/contact/>

Priority Guide

Chapter 1: Before you start

Staying safe with the Uber app

Uber

Lesson: Staying safe with the Uber app

Lesson overview:

- You're on the map and there's a record of the trip
- You can share your location with family and friends
- You always have the right to end a trip if needed
- 24/7 support is also available

 Live Page

 Global Content

 Glocal Content

 Local Content

Content Notes	
Lesson / topic introduction	Headline: Staying safe with the Uber app We're deeply committed to your safety. That's why the app is designed to give you and your loved ones peace of mind. See how we help keep you safe in and out of the app.
Lesson media - video	Image: Video Thumbnail P1 Video* - Keeping You Safe :30 Text: In this video you'll learn: <ul style="list-style-type: none">- How Uber tracks each trip for your safety- How you can share your location and trip status with friends and family CTA: Video Play Button
Personal safety tips	Personal safety tips for drivers to keep safe and protect their account <ul style="list-style-type: none">- Do not share driver account info or PW with anyone
Prevent distracted drivers	How we detect phone movement, to prevent distracted driving if a driver is handling a phone during a trip. France example: https://www.uber.com/fr/drive/resources/secure/
Rules of the road	CTA of rules of the road in your area that would link to local laws/safety page
Emergency support	24/7 Emergency Response: Call the hotline, quick response, trusted quality example: https://www.uber.com/en-PH/drive/resources/uber-safety/ CTA: phone number
Insurance, document verifications, etc.	Ex: www.uber.com/fr/drive/resources/pourquoi-prendre-rdv/
Value props / features	Ways the Uber app keeps you safe <ul style="list-style-type: none">- GPS tracking- Phone anonymization- Sharing your trip More items listed here: https://www.uber.com/es-MX/drive/safety/
Local security	Brazil: - Security verification of your documents - Passenger identity and CPF verification - Verifying your identity in real time - Travel Insurance Coverage Brazil has very granular details on verifying your identity with facial recognition, account security, passenger identity, CPF validation of riders for cash trips sake, accident coverage Philippines: - Security : 24/7 medical emergency rescue services, free during emergencies during uber trips. - Additional GPS tracking, even when you're offline we can track your car's whereabouts to prevent theft

Pages informing local blocks

EMEA

- Not added

NorthAm

- Not added

LatAm

- Not added

APAC + India

- Not added

Priority Guide

Chapter 1: Before you start

How to start delivering

Uber

Lesson: How to start delivering

Lesson overview:

- Very short article page
- Targets current drivers
- Includes two step process for starting to accept delivery requests

 Live Page

-  Global Content
-  Glocal Content
-  Local Content

Content Notes	
Lesson / topic introduction	Headline: How to start delivering Already a driver? In a city with Uber Eats? If you qualify, you can deliver in addition to providing rides. Check out these pointers for receiving delivery requests in the app.
Lesson media: article	Image: Uber Eats bag (currently) P2 Article
Value prop	High-level value prop to start delivering, and links out to the core delivery page: http://uber.com/drive/delivery/
Article body	Ready to deliver with Uber? Getting started is simple: <ol style="list-style-type: none">1. Go to Preferences in your app2. Tap on Uber Eats3. If you accept the terms, you should start receiving delivery requests. You can turn delivery on and off anytime.
Quote	Quote from a courier talking about the pros of delivering

Pages informing local blocks

EMEA

- None

NorthAm

- None

LatAm

- None

APAC + India

- None

Priority Guide

Chapter 2: Taking trips

How to take trips

Uber

Lesson:

How to take trips

Lesson overview:

Video 1 (How to get started):

- Press go
- The app automatically finds requests
- Tap to accept
- The app will guide you to your rider
- If they're not at the pickup location, you can contact your rider
- Ask your rider's name to avoid picking up the wrong person

Video 2 (How to take trips)

- Slide the start trip button
- Follow the in-app navigation or use your app of choice
- A friendly conversation can make your rider feel welcome and comfortable
- After drop off, slide to end the trip
- The app will begin to find you another ride if you choose to stay online



Live Page



Global Content



Glocal Content



Local Content

Content Notes	
Lesson / topic introduction	Headline: How to take trips Picking up and dropping off your first rider can be easy when you know how the app works. From the moment you tap GO, Uber gives you turn-by-turn navigation to your first of (hopefully) many trips.
Lesson media: video (x2)	Image: Video Thumbnail P1 Video - Getting Ready :30 / Your First Pick-Up :30 / Your First Trip :25 Text: In this video you'll learn: <ul style="list-style-type: none">- How to get started- How to accept a trip and find your rider- How to pick up riders with the Uber app - How to navigate with the Uber app- What to do during a ride- How to end your trip CTA: Video Play Button Nav: arrows to switch between the video lessons
Outline of video 1	Before pick-up <ol style="list-style-type: none">1. Press go2. Trip requests appear3. Accept4. Find your passenger (call if necessary)5. Confirm by asking their name
Outline of video 2	After pick-up <ol style="list-style-type: none">1. Start trip2. In-app navigation3. Conversation tips4. Drop off5. Choose if you'd like to find more rides
Types of rides	Explanation of nuanced types of rides you might get: multiple destinations, riders calling rides for others, etc. https://www.uber.com/en-GB/drive/resources/trip-type-filter/ https://chameleon-preview.uberinternal.com/preview/page/resources?city=44&country=SG&currentBrowsePath=%5B2%2C5%2C6%2C1%2C19%5D&multiPageKey=multi-destination

Lesson: How to take trips

Content Notes	
Tips for taking trips	
Long destinations	Block that prepares drivers for what to do when they get a long trip (not captured from audit, but Alex and I both agreed it's a valuable addition to the lesson: https://help.uber.com/riders/article/accepting-long-trips?nodeId=98c2135d-2986-4819-bd02-a3898cc7c980)
FAQs	Headline: FAQs <ul style="list-style-type: none">- How does UberPool work?- What do you do when you get a long trip?- How do cancellations work?
Local content	NYC Local driving regulations. GB has a page to show how driver can filter trip type. This page has the potential to surface in global level London has stopping guide we could link out to Brazil 1st trip simulation

 Global Content

 Glocal Content

 Local Content

Pages informing local blocks

EMEA

- <https://www.uber.com/en-GB/drive/resources/trip-type-filter/>
- <https://www.uber.com/en-GB/drive/london/resources/s-topping-guide/>

NorthAm

- <https://www.uber.com/drive/new-york/resources/nv-state-fhv-rules/>

LatAm

- <https://www.uber.com/pt-BR/drive/sao-luis/resources/active-partners/>
- <https://www.uber.com/es-MX/drive/resources/checa-tu-uber/>

APAC + India

- None

Priority Guide

Chapter 2: Taking trips

How to take back-to-back trips


Uber

Lesson: How to take back-to-back trips

Lesson overview:

- After a few days, you may get requests while you're still on a trip
- After accepting, the dark blue line shows the current route and the light blue line shows your next pick up
- When you're done for the day, you can stop with just a tap

 [Live Page](#)

-  Global Content
-  Glocal Content
-  Local Content

Content Notes	
Lesson / topic introduction	Headline: How to take back-to-back trips Don't waste precious time between your trips. The app will send you your next trip while you complete your existing one. Find out how it works.
Lesson media: video	Image: Video Thumbnail P1 Video* - Back to Back Trips :30 Text: In this video you'll learn: <ul style="list-style-type: none">- How back-to-back trips work- How to accept a future trip during a current ride- What you should do when you want to take a break CTA: Video Play Button
What are back-to-back trips / value prop	Headline: Understanding back-to-back trips Subheadline: Spend less time waiting and more time earning with this smart feature in the app. <ol style="list-style-type: none">1. How it works<ol style="list-style-type: none">a. After a few days of driving or delivering with Uber, you may start getting new requests while you're still on a trip.2. How it looks on your screen:<ol style="list-style-type: none">a. When you accept the request, the dark blue line shows your current route.3. Follow the lines<ol style="list-style-type: none">a. The light blue line shows your next pickup.4. Done for the day or need a rest?<ol style="list-style-type: none">a. You can swipe up and tap on the icon to stop requests.5. Making the most of your time<ol style="list-style-type: none">a. With back-to-back trips, you can reach your goals faster. https://www.uber.com/info/get-trips-without-waiting/

Pages informing local blocks

EMEA

- None

NorthAm

- None

LatAm

- None

APAC + India

- None

Priority Guide

Chapter 2: Taking trips

How to take trips to your next destination

Uber

Lesson:

How to take trips to your next destination

Lesson overview:

- Tap to set a destination, like home
- We'll find riders headed the same direction
- You can also set a time you want to arrive
- Once you reach your destination, you can choose to keep driving or go offline



Live Page

Global Content

Global Content

Local Content

Content Notes	
Lesson / topic introduction	Headline: How to take trips to your next destination Headed home? Running an errand? Set your destination and we'll find riders who are traveling in the same direction, so that you can earn as you go.
Lesson media: video	Image: Video Thumbnail P2 Video - How to Set a Driver Destination :30 Text: In this video you'll learn: <ul style="list-style-type: none">- X- Y- Z CTA: Video Play Button
Outline of video	Headline: How it works Subheadline: Whether you're running an errand or heading home, you can earn along the way. <ol style="list-style-type: none">1. Set a destination and arrival time<ol style="list-style-type: none">a. Tell the app where you need to go with just a tap. You can also add the time you want to arrive..2. Find trips headed in your direction<ol style="list-style-type: none">a. Enter an address, and we'll find riders going your way. A notification will pop up, reminding you when it's time to go.3. Drive with confidence<ol style="list-style-type: none">a. With the driver destinations feature in the app, you can drive with confidence knowing you'll get where you need to go on time. https://www.uber.com/en-GB/drive/resources/driver-destination-arrival-time/
FAQs	Headline: FAQs <ul style="list-style-type: none">- Does it work for all ride options? UberX, UberBlack?- Will passengers be going the same way as me?- How does this feature affect fares, earnings, incentives?- How often can I set my destination?- Can I use this feature at the airport?- How do I cancel or modify a destination? https://chameleon.uberinternal.com/page/drive_resources_multipage?city= DEFAULT_CITY &country= MY&currentBrowsePath=%5B2%2C6%2C1%2C21%5D&multiPageKey=driver-destination Some FAQs pulled from https://www.uber.com/en-AR/

Lesson: How to take trips to your next destination

Content Notes	
Local content	Brazil has local video on driver destinations, need to determine our POV on how this gets merchandised from our page https://www.uber.com/pt-BR/drive/resources/dicas-por-dentro-app-uber/

-  Global Content
-  Glocal Content
-  Local Content

Pages informing local blocks

EMEA

- www.uber.com/en-gb/drive/resources/driver-destination-arrival-time/

NorthAm

- None

LatAm

- <https://www.uber.com/drive/buenos-aires/resources/establecer-mi-destino/>
- <https://www.uber.com/pt-BR/drive/resources/dicas-por-dentro-app-uber/>

APAC + India

- <https://www.uber.com/zh-HK/drive/hong-kong/resources/starpower/>

Priority Guide

Chapter 2: Taking trips

How to take UberPool trips

Uber

Lesson: How to take UberPool trips

Lesson overview:

- UberPool is a shared ride
- Tap to accept your first rider
- Along the way, riders might be added
- You'll be paid from your first pick up to your last drop off
- Each leg of your pool trip counts towards your promotions
- Stop requests with just a tap

 Live Page

 Global Content

 Glocal Content

 Local Content

Content Notes	
Lesson / topic introduction	Headline: How to take UberPool trips Spend less time waiting and more time driving with UberPool. Learn how shared rides work, how you earn with them, and how they count toward your trip promotions.
Lesson media: video	Image: Video Thumbnail P2 Video - Pool Trips :35 Text: In this video you'll learn: <ul style="list-style-type: none">- How UberPool works- How to pick up additional riders- How earnings and promotions count in UberPool- CTA: Video Play Button
Benefits	Headline: Benefits of UberPool <ul style="list-style-type: none">- More passengers- Everybody wins- Help your city
See how it works	Headline: How UberPool works Subheadline: UberPool, or Pool for short, is a shared ride. It lets you spend more time driving and less time waiting for your next request. <ol style="list-style-type: none">1. Receive an UberPool request2. Pick up first rider3. Receive an additional UberPool request4. Drop off riders Include CTA to: https://www.uber.com/drive/services/shared-rides/
Availability	Explain availability--that UberPool exists only in major cities
Pool tips	

Lesson: How to take UberPool trips

Content Notes	
FAQs	Very general FAQs + a link to a more expansive FAQ <ul style="list-style-type: none">- Include at least one item that covers city availability- Include at least one item that covers express availability
ExpressPOOL	ExpressPOOL explanation (hold on this one until we know more about how to product will scale. need to schedule time with pool team) For cities where this is available they should be able to understand this nuanced difference in options

-  Global Content
-  Glocal Content
-  Local Content

Pages informing local blocks

EMEA

- <https://www.uber.com/fr/drive/paris/resources/uberpool/>
- www.uber.com/en-gb/drive/resources/uberpool/

APAC + India

- www.uber.com/en-au/drive/services/shared-rides/

NorthAm

- <https://www.uber.com/drive/seattle/resources/uberpool-tips/>
- <https://www.uber.com/drive/resources/uberpool-rider-education/>
- <https://www.uber.com/drive/resources/earn-more-for-uberpool-pickups/>
- <http://www.uber.com/drive/atlanta/resources/uberpool-faq/>
- www.uber.com/drive/new-york/resources/uberpool-frequently-asked-questions/
- <https://www.uber.com/drive/resources/improving-uberpool-for-drivers/>
- <https://www.uber.com/drive/chicago/resources/about-uberpool/>
- www.uber.com/drive/washington-dc/resources/uberpool/

LatAm

- <https://www.uber.com/en-BR/drive/sao-paulo/resources/uberpool/>
- <https://www.uber.com/es-CO/drive/bogota/resources/uberpool/>
- <https://www.uber.com/es-PE/drive/lima/resources/uberpool/>

Priority Guide

Chapter 2: Taking trips

How to take cash trips

Uber


Lesson:

How to take cash trips

Lesson overview:

- Riders and delivery customers can pay cash
- At the end of a trip the app will show the amount owed and ask you to collect
- You may be asked to provide change
- You get paid on the spot and instantly
- Track any balances you owe Uber in the app
- Cash trips enable more business for you

 Chameleon Page

-  Global Content
-  Global Content
-  Local Content

Content Notes	
Lesson / topic introduction	Headline: How to take cash trips Cash trips allow more riders to use Uber, and that means more business for you. If cash payment is available in your area, you'll want to know how it works so you can get paid on the spot.
Lesson media: video	Image: Video Thumbnail P2 Video* - Cash Trips :45 Text: In this video you'll learn: <ul style="list-style-type: none">- X- Y- Z CTA: Video Play Button
How it works	Headline: As easy as 1-2-3 <ol style="list-style-type: none">1. Start the trip<ol style="list-style-type: none">a. Complete the trip as usual. At the top left corner, there is an icon indicating it is a cash trip.2. End the trip<ol style="list-style-type: none">a. As soon as you reach the drop off point end the trip and show the rider the fare. Remember, green means cash.3. Collect cash<ol style="list-style-type: none">a. Collect the cash for the amount shown on the screen. Verify the amount is correct before the rider exits and provide change as required. The rider will get a receipt emailed after the trip. https://www.uber.com/en-ZA/drive/resources/cash-trips/
What you need	Headline: What do I need for cash trips? Body: Please remember to have enough change for riders when they choose the cash option. This amount of change is not a prerequisite and as you get used to Cash you will figure out what the correct amount of change is to have each day. https://www.uber.com/en-ZA/drive/resources/cash-trips/
Intro to arrears	Headline: Understanding pending values The nitty gritty on how arrears works can live on the new global template we'll build (showing the how arrears works block here): https://www.uber.com/pt-BR/drive/resources/como-regularizar-valores-pendentes-com-uber/

Lesson: How to take cash trips

Content Notes	
Cash FAQs	<p>Cash FAQs</p> <ul style="list-style-type: none">- Can the trips be charged in cash and with a card at the same time?- What happens if I forget to collect?- How will Uber charge your service fee?- What happens if I have a bad connection and I cannot see the final amount?- What happens if the amount exceeds the expected amount?
.....	
Local content	<p>African countries - guide around how to upload a credit card to the app AND if you don't have a card, suggestions about which cards/banks to get one. It seems like Uber takes its cut of the service fees from driver's credit/debit cards through the app.</p> <p>https://www.uber.com/en-ZA/driver/resources/cash-trips/</p>
.....	

 Global Content

 Glocal Content

 Local Content

Pages informing local blocks

EMEA

- <https://www.uber.com/en-KE/drive/resources/cash-arrears-card-upload/>
- www.uber.com/en-ke/drive/resources/cash-arrears-card-upload/
- <https://www.uber.com/en-NG/drive/resources/cash-arrears-card-upload/>
- <https://www.uber.com/en-ZA/drive/resources/cash-trips/>
- <https://www.uber.com/en-ZA/drive/resources/cash-arrears-card-upload/>

NorthAm

- None

LatAm

- <https://www.uber.com/pt-BR/drive/resources/pagamentos-em-dinheiro/>
- <https://www.uber.com/pt-BR/drive/resources/como-requilar-valores-pendentes-com-uber/>
- <https://www.uber.com/es-CL/drive/resources/pagoefectivo/>
- <https://www.uber.com/es-CR/drive/san-jose/resources/efectivo/>
- <https://www.uber.com/es-CR/drive/san-jose/resources/infoefectivo/>

APAC + India

- None

Priority Guide

Chapter 2: Taking trips

How to take airport trips

Uber



Lesson:

How to take airport trips

Lesson overview:

- Check to see if you need a special permit for your city
- Pickup locations might differ from when you've picked up friends and family because of city rules
- Ask riders what airline they're flying, if they're flying domestic or international, and look for signs for the rider's terminal and airline
- The app will direct you to a waiting area near the airport if needed
- Airport policies differ by city - visit your local GLH for details

 Live Page

-  Global Content
-  Global Content
-  Local Content

Content Notes	
Lesson / topic introduction	Headline: How to take airport trips Picking up and dropping off your first rider can be easy when you know how the app works. From the moment you tap GO, Uber gives you turn-by-turn navigation to your first of (hopefully) many trips.
Lesson media: carousel	Image: Carousel Item Thumbnail (5 items) P2 Carousel (TBD Images) Headline - Body text Sub Nav: prev/next item
Driver airports index page	Link to new driver airports index page (this is a net new global core page that needs to be created)
Local regulation / tips	TBD - this content will likely need to be highly localized. Maybe we just link them to the airports page from a highlight / content block that explains how the process is different for every airport? Are there also general FAQs we should include?
Re-match / pre-match	Explanation of what re-match and pre-match are and how it works - need to reach out to airports team to determine where pre-match/re-match is live
Local content	France - block explaining what the ADP badge is that links out to country-level resources page. Similar treatment to what we do on the De Gaulle driver page: https://www.uber.com/en-FR/drive/paris/airports/paris-airport-charles-de-gaulle/ UK - create block from maximizing your airport earnings page

Pages informing local blocks

EMEA

- www.uber.com/fr/drive/resources/badge-pro-adp/
- www.uber.com/fr/drive/paris/airports/paris-orlv-airport/
- www.uber.com/fr/drive/paris/airports/paris-airport-charles-de-gaulle/
- www.uber.com/en-gb/drive/resources/maximising-your-earning-opportunities-with-airport-trips/
- www.uber.com/en-gb/drive/london/airports/gatwick/
- www.uber.com/en-gb/drive/london/airports/heathrow/
- www.uber.com/en-gb/drive/london/airports/london-city/
- www.uber.com/en-gb/drive/london/airports/london-stansted/
- www.uber.com/en-gb/drive/london/airports/luuton/
- www.uber.com/en-gb/drive/london/airports/

APAC + India

- None

NorthAm

- <https://www.uber.com/drive/san-francisco/resources/pre-match-rematch-faq/>

LatAm

- None

Priority Guide

Chapter 3: Earnings

Tracking your earnings

Uber

Lesson: Tracking your earnings

Lesson overview:

- Your earnings are displayed at the top of the map
- You can tap and swipe for more details
- Tap again to see weekly summaries, again for daily totals, or details on specific trips



Live Page

- Global Content
- Global Content
- Local Content

Content Notes	
Lesson / topic introduction	Headline: Tracking your earnings Getting paid is simple. All you need is a bank account. And with Instant Pay, you can cash out your Uber earnings up to 5 times a day. Find out how.
Lesson media: video	Image: Video Thumbnail P1 Video* - View Earnings :30 Text: In this video you'll learn: <ul style="list-style-type: none">- How to see your daily earnings- Where to get the details- Looking at your weekly summary CTA: Video Play Button
Outline of video 1	<ol style="list-style-type: none">1. Earnings are displayed at the top of the map2. Tap or swipe for more details3. Tap again to see weekly summaries and then daily totals or specific trips
How much you can earn	Note: some countries are okay with being more explicit about how much you can expect to earn. In those cases, we can have a block which goes into detail. Ex: https://www.uber.com/en-ZA/drive/resources/payments/ Knowing that this is a legally touchy section for Uber, for countries that are able to include this information, this would be a good place to have it. https://www.uber.com/us/en/drive/how-much-drivers-make/ https://www.uber.com/en-AU/drive/services/shared-rides/
Tolls	Note: How they work and how they affect earnings (the app handles them the same everywhere, but the local markets have different toll authorities, so would have slightly diff flavor per country) Assuming tolls policies differ by country: https://www.uber.com/en-AU/drive/melbourne/resources/tolls/ https://www.uber.com/drive/dallas/resources/dfw-tolls/ https://chameleon-preview.uberinternal.com/preview/page/drive_resources_multipage?city= DEFAULT_CITY &country=US&currentBrowsePath=%5B2%2C6%2C1%2C26%5D&multiPageKey=earnings-summaries Another example that explains how to access earnings statements: https://help.uber.com/partners/article/where-can-i-see-my-trip-earnings-?nodeId=cceebe501-e329-4891-98dd-f1cc026137ad

Lesson: Tracking your earnings

Content Notes	
Tips (for countries that have it)	<p>Note: There's no mention or explanation of tipping in the script and how tips are factored into earnings. Countries in which tipping is available should see a brief explanation of how tips contribute to drivers' earnings.</p> <p>This page has the right content but maybe too much detail: https://www.uber.com/drive/partner-app/how-tips-work/ "In the app" block: https://chameleon-preview.uberinternal.com/preview/page/drive_resources_multipage?city=__DEFAULT_CITY__&country=SG&currentBrowsePath=%5B2%2C6%2C1%2C50%5D&multiPageKey=earnings-trip-details https://www.uber.com/es-CO/drive/resources/recoleccion-tasa-de-servicio/ www.uber.com/en-gh/drive/accra/resources/service-fee-collection/</p>
Fixed rate list for Poland	<p>https://www.uber.com/pl/drive/resources/stale-stawki-za-przejazd/</p>

-  Global Content
-  Glocal Content
-  Local Content

Pages informing local blocks

EMEA

- <https://www.uber.com/fr-fr/drive/resources/regles-fondamentales-rtc/>
- <https://www.uber.com/en-ZA/drive/resources/payments/>

NorthAm

- <https://www.uber.com/drive/san-francisco/resources/prematch-rematch-faq/>

LatAm

- None

APAC + India

- None

Priority Guide

Chapter 3: Earnings

How payments work

Uber



Lesson:

How payments work

Lesson overview:

- This video covers the instant pay options
- Earnings are deposited automatically every week
- Setting up direct deposit is easy - just add your bank account
- Instant Pay lets you cash out at least once a day. Sometimes more.
- Tap your photo to see your earnings section and see when you'll get your next deposit or cash out

 Live Page



-  Global Content
-  Glocal Content
-  Local Content

Content Notes	
Lesson / topic introduction	Headline: How payments work Getting paid is simple. All you need is a bank account. And with Instant Pay, you can cash out your Uber earnings up to 5 times a day. Find out how.
Lesson media: video	Image: Video Thumbnail P2 Video* - Overview / No Instant Pay :15 / Overview / With Instant Pay :20 Text: In this video you'll learn: <ul style="list-style-type: none">- Set up direct deposit- Cash out once a day—or more—with Flex Pay CTA: Video Play Button
How it works	How payment works steps 1, 2, 3 <ol style="list-style-type: none">1. Uploading banking details w/ CTA to vault.uber.com2. Get paid weekly3. Receive payment w/ CTA to link them to understanding your earnings lesson.
Instant pay / flex pay	High level explanations of either Instant Pay or Flex Pay (depends on region) Instant pay version: Pull in 3 high level bullets + CTA to learn more ex: https://www.uber.com/info/instant-pay/ Flex pay version: Pull in 3 high level bullets + CTA to learn more UK ex: https://www.uber.com/en-GB/drive/resources/flex-pay/ CA ex: https://www.uber.com/en-CA/drive/resources/daily-pay/
Re-match / pre-match	Explanation of what re-match and pre-match are and how it works - need to reach out to airports team to determine where pre-match/re-match is live

Lesson:

How payments work

Content Notes		
Local payment info / instructions	<p>Hong Kong: Block on How to Add your Payment Information w/ localized instructions https://www.uber.com/zh-HK/drive/hong-kong/resources/bank/</p> <p>Canada: They may need to link to pay fare per content here: https://www.uber.com/en-CA/drive/resources/daily-pay/. In Edmonton, it's flex pay and instructions are different (setting up in app). Where as, in rest of Canada, it's called Daily Pay and instructions points them to setting up on https://payfare.com/ca/sign-up/get-started Canada country page: https://www.uber.com/en-CA/drive/resources/daily-pay/ Edmonton Flex Pay page: https://www.uber.com/en-CA/drive/edmonton/resources/flex-pay/</p>	<p>Peru (and could apply to other latam countries where bank account adoption is low): Block that explains opening a bank account in order to get paid). Peru has example "If you do not have a bank account yet, we invite you to open one. The account can be yours, a family member or a trusted friend." https://www.uber.com/es-PE/drive/lima/resources/tarifasypagos/</p> <p>South Africa- sharing bank account info, Monday is pay day: https://www.uber.com/en-ZA/drive/resources/payments/</p> <p>Mexico: explains the billings portal and how to register (as required by Mexican law) https://www.uber.com/en-MX/drive/resources/portal-de-facturacion/</p> <p>Australian FAQs on taxes and everything drivers need to know when filing, subtopic within earnings / getting paid https://www.uber.com/en-AU/drive/resources/eofy-tax-info-0-200trips/</p>

-  Global Content
-  Glocal Content
-  Local Content

Pages informing local blocks

EMEA

- www.uber.com/en-gh/drive/accra/resources/service-fee-collection/
- www.uber.com/en-gh/drive/resources/service-fee-collection/
- www.uber.com/en-gh/drive/kumasi/resources/service-fee-collection/
- www.uber.com/en-ke/drive/nairobi/resources/service-fee-collection/
- www.uber.com/en-ke/drive/mombasa/resources/service-fee-collection/
- <https://www.uber.com/en-ZA/drive/resources/payments/>

NorthAm

- <https://www.uber.com/info/instant-pay/>
- www.uber.com/fr-ca/drive/resources/daily-pay/
- <https://www.uber.com/en-CA/drive/edmonton/resources/flex-pay/>

LatAm

- www.uber.com/en-mx/drive/resources/portal-de-facturacion/

APAC + India

- www.uber.com/en-au/drive/resources/eofy-tax-info-0-200trips/
- <https://www.uber.com/zh-HK/drive/hong-kong/resources/bank/>

Priority Guide

Chapter 3: Earnings

How referrals work

Uber

Lesson:

How referrals work

Lesson overview:

- Invite a friend directly from the app or share your referral code
- After signing up and completing the required trips, you'll earn a reward
- Rewards vary city by city
- Check the app to see what's available
- You can track the progress of a referral directly in the app

 Live Page

 Global Content

 Glocal Content

 Local Content

Content Notes	
Lesson / topic introduction	Headline: How referrals work You may earn rewards when the friend you invite starts driving with Uber. Discover how referrals work and how you get paid for every friend who signs up as a new driver and meets certain conditions.
Lesson media: video	Image: Video Thumbnail P2 Video* - How Referrals Work :30 Text: In this video you'll learn: <ul style="list-style-type: none">- How you can refer a friend to drive with Uber- How you get paid when your referral meets certain conditions- How to track your progress CTA: Video Play Button
How it works	Headline: Another way to earn with Uber <ol style="list-style-type: none">1. Invite a friend2. Your friend signs up and completes the required number of trips3. Track progress4. Earn reward CTA link to referrals page: https://www.uber.com/drive/partner-app/new-driver-referrals/
FAQs	FAQ <ul style="list-style-type: none">- Countries have FAQs for this worth reviewing- How do I refer a driver on desktop?- How do I share my referral code on social media?- How do I refer a driver at a Greenlight Hub? Ex: https://www.uber.com/pt-BR/drive/rio-de-janeiro/resources/indicacoes-rio-de-janeiro/ https://www.uber.com/drive/resources/referrals/ ("When will you be paid for a referral")
Code	Use your code to refer riders! Need to make sure this works globally, but include some language about referring riders with their code (use brazil block as example) https://www.uber.com/pt-BR/drive/rio-de-janeiro/resources/indicacoes-rio-de-janeiro/
Special local exceptions	Croatia: Has a unique call code system. Also they have some specific tips for this call code system https://www.uber.com/hr/drive/resources/pozivanje/ Brazil - has "special promotions" with unique prizes for drivers https://www.uber.com/pt-BR/drive/rio-de-janeiro/resources/indicacoes-rio-de-janeiro/ US: Check your email for special promotion on referral

Pages informing local blocks

EMEA

- <https://www.uber.com/hr/drive/resources/pozivanje/>
- <https://www.uber.com/en-FR/drive/resources/parrainage/>
- <https://www.uber.com/fr/drive/resources/parrainage/>
- <https://www.uber.com/fr-CH/drive/resources/parrainage/>

APAC + India

- <https://www.uber.com/en-AU/drive/resources/referrals/>
- www.uber.com/ms-my/drive/resources/referrals/
- <https://www.uber.com/zh-HK/drive/hong-kong/resources/referrals/>

NorthAm

- <https://www.uber.com/drive/partner-app/new-driver-referrals/>
- www.uber.com/es-us/drive/partner-app/new-driver-referrals/
- www.uber.com/en-ca/drive/partner-app/new-driver-referrals/

LatAm

- <https://www.uber.com/es-CO/drive/bogota/resources/referrals/>
- www.uber.com/es-co/drive/partner-app/new-driver-referrals/
- <https://www.uber.com/es-CO/drive/partner-app/earn-more/>
- www.uber.com/es-cr/drive/partner-app/new-driver-referrals/
- www.uber.com/es-cr/drive/partner-app/earn-more/
- <https://www.uber.com/en-EC/drive/quito/resources/referrals/>
- www.uber.com/es-ec/drive/partner-app/new-driver-referrals/
- <https://www.uber.com/es-EC/drive/partner-app/earn-more/>
- www.uber.com/es-sv/drive/partner-app/new-driver-referrals/
- www.uber.com/es-gt/drive/partner-app/new-driver-referrals/
- www.uber.com/es-gt/drive/partner-app/earn-more/
- www.uber.com/es-mx/drive/partner-app/new-driver-referrals/
- www.uber.com/es-mx/drive/partner-app/earn-more/
- <https://www.uber.com/es-PE/drive/lima/resources/referrals/>
- www.uber.com/es-pe/drive/partner-app/new-driver-referrals/
- <https://www.uber.com/es-PE/drive/partner-app/earn-more/>

Priority Guide

Chapter 4: Ratings, community, and more

How ratings work

Uber

Lesson:

How ratings work

Lesson overview:

- Once the app has collected several ratings, you'll see your average rating
- In the beginning, rating fluctuations are normal
- Riders consider a variety of factors like navigation, cleanliness, etc.
- If riders provide 4 stars or lower, they'll be asked to provide a reason
- If it's outside of your control we will remove it
- You can see all your feedback in your profile
- Tap the rating to see a breakdown of your rating and feedback

 [Live Page](#)

 Global Content

 Global Content


 Local Content

Content Notes	
Lesson / topic introduction	Headline: How ratings work Our rating system is designed to be open and upfront. Learn how the 2-way rating system works, how ratings appear in the app, and what you can do to get more 5-star trips.
Lesson media: video	Image: Video Thumbnail P1 Video - What Are Ratings :20 / How Ratings Work :25 Text: In this video you'll learn: <ul style="list-style-type: none">- How the Uber rating system works- Tips to get higher driver ratings- How to see rider feedback in your profile CTA: Video Play Button
How ratings are calculated	Detail block on how are ratings calculated? <ul style="list-style-type: none">- Standard calculation (average of last 500 trips) Use this as an example for template: https://www.uber.com/en-AU/drive/resources/star-ratings/- What is not factored in ie cancellations (US page has this info). US example "How ratings are calculated" block: https://www.uber.com/drive/resources/how-ratings-work/
How to check ratings	You can see your current rating in your Driver app by following the steps below: <ol style="list-style-type: none">1. Tap the profile photo in the upper right hand corner of the app2. Select "Profile" from the top menu3. Tap the rating under your name on the Profile tab Helpdot that explains how to check rating: https://help.uber.com/riders/article/understanding-ratings?nodeId=fa1eb77f-ad79-4607-9651-72b932be30b7 (pull this content in, rather than linking out)
How to improve ratings	How to improve rating (link out to tips for drivers -- could go to the lesson page, or to helpdot article: https://help.uber.com/partners/article/how-to-improve-ratings?nodeId=0934623-5fbc-4628-8dd0-565d5e451882) Tips for having a high rating. <ul style="list-style-type: none">- Have a clean car- Ask for preferred route- Treat riders with respect https://www.uber.com/drive/resources/how-ratings-work/
Low ratings	What if rating falls too low (standardized language). "If your average rating continues to fall below the minimum after multiple notifications, your account may be deactivated pursuant to the Community Guidelines"

Lesson:

How ratings work

Content Notes	
Two-way system	Intro on it being two-way system. Highlighting that they also get to rate rider, and that their rating is anonymous. If you felt that your experience with a rider was less than ideal, you can give that rider a low star rating. For example, you may do so if a rider was disrespectful or made you feel unsafe. CTA: Community Guidelines https://www.uber.com/drive/resources/how-ratings-work/
Trip fluctuation	Block about early trip fluctuation, and callout for drivers to not worry about it changing a lot in the beginning. Example on Australia page: https://www.uber.com/en-AU/drive/resources/star-ratings/

-  Global Content
-  Glocal Content
-  Local Content

Pages informing local blocks

EMEA

- None

NorthAm

- <https://www.uber.com/zh-US/drive/resources/how-ratings-work/>
- <https://www.uber.com/drive/resources/how-ratings-work/>
- <https://www.uber.com/en-CA/drive/resources/how-ratings-work/>

LatAm

- None

APAC + India

- <https://www.uber.com/en-AU/drive/resources/star-ratings/>

Priority Guide

Chapter 4: Ratings, community, and more

5-star pro tips

Uber

Lesson: 5-star pro tips

Lesson overview:

- A clean car often separates 5 star ratings from others
- Ask riders if they have a preferred route
- Offer a friendly greeting but not everyone wants to have a full conversation
- Safe driving puts everyone at ease
- Riders appreciate when drivers help them remember to take all of their items



Live Page

- Global Content
- Glocal Content
- Local Content

Content Notes	
Lesson / topic introduction	Headline: 5-star pro tips Curious what makes for a 5-star trip? We asked both riders and drivers. Find out their tips for getting higher ratings of your own.
Lesson media: video	Image: Video Thumbnail P2 Video - Tips for Being a Five-Star Driver Text: In this video you'll learn: <ul style="list-style-type: none">- X- Y- Z CTA: Video Play Button
Tips	Headline: Top tips from 5-star drivers Topics: Clean car, arrival process, safety first, determine the best route (navigation), be polite (talking), choose media wisely, check for items Ex: https://www.uber.com/info/five-star-pro-tips/
To chat or not to chat?	Some riders love to chat, while others enjoy a quiet ride. Drivers say riders usually respond well when the driver greets them at the start of the trip and leaves it to the rider to strike up conversation.
Extra tips	There are some extra tips that we can provide globally. The way that we can categorize these tips could be based on pre-trip, during trip and post trip (Brazil). Also the content of each bucket can come from NY, Brazil and v1 pages. Brazil: https://www.uber.com/pt-BR/drive/resources/motorista-cinco-estrelas/ v1: https://www.uber.com/info/five-star-pro-tips/
Additional glocal tips	Certain markets might have additional tips they want to include. These could be part of the previous block or their own. One example is some countries, like France, mention what drivers should wear. There might be over cultural differences to consider.
FAQs	Another consideration is duplicating the ratings FAQ from the "How ratings work" page
Local videos	Brazil: local video in block 2 https://www.uber.com/pt-BR/drive/resources/motorista-cinco-estrelas/ Mexico: locally produced video in block 2 https://www.uber.com/es-MX/drive/resources/consejos-calidad/

Pages informing local blocks

EMEA

- <https://www.uber.com/fr/drive/resources/conseils-qualite/>
- <https://www.uber.com/fr-CH/drive/resources/qualite-service/>
- www.uber.com/en-gb/drive/resources/future-learn-courses/

NorthAm

- <https://www.uber.com/drive/new-york/resources/uberblock-guide/>
- <https://www.uber.com/info/five-star-pro-tips/>
- <https://www.uber.com/en-CA/drive/montreal/resources/raining/>
- <https://www.uber.com/fr-CA/drive/montreal/resources/quality/>
- <https://www.uber.com/en-CA/drive/resources/five-star-pro-tips/>
-

LatAm

- <https://www.uber.com/pt-BR/drive/resources/motorista-coinco-estrelas/>
- www.uber.com/es-mx/drive/resources/consejos-calidad/

APAC + India

- <https://www.uber.com/en-AU/drive/resources/star-ratings/>

Priority Guide

Chapter 4: Ratings, community, and more

Uber community guidelines




Uber

Lesson: Uber community guidelines

Lesson overview:

- We ask riders, drivers, and delivery customers:
 - Treat each other with respect
 - Value safety
 - Respect personal property
 - Avoid discrimination or harassment, including unwanted contact
- You can find a full list of guidelines in the app
- You can always reach out to support
- You can always end a trip early if you feel unsafe or disrespected


 Live Page

-  Global Content
-  Global Content
-  Local Content

Content Notes	
Lesson / topic introduction	Headline: Uber community guidelines Our Community Guidelines help make everyone's rides go smoothly. Here are the dos and don'ts for making the experience safe and respectful for all.
Lesson media: video	Image: Video Thumbnail P1 Video* - Community Guidelines :30 / Respect :30 Text: In this video you'll learn: <ul style="list-style-type: none">- X- Y- Z CTA: Video Play Button
Community guideline highlight	Link to Uber's global community guidelines page (new version that's coming out in H1 2019) Headline: TBD Body: cover the broad topics of respect, safety, personal property, and avoiding discrimination or harassment. CTA Link: https://www.uber.com/legal/community-guidelines/us-en/
Accessibility	Headline TBD Body: Our technology has transformed mobility for many people with disabilities, and we're committed to continuing to develop solutions that support everyone's ability to easily move around their communities. CTA link: https://www.uber.com/drive/resources/accessibility/ https://accessibility.uber.com/
Incident reports	Incident support: Instructions on how to report an incident to Uber if something happens during a trip that is not in line with Community Guidelines. CTA: link to appropriate help.uber process Ex: Last block on FR page: https://www.uber.com/fr/drive/resources/regles-fondamentales-vtc/
Anti-discrimination policy	Headline: TBD Body: TBD Note: Block that explains Uber has a zero tolerance policy against all forms of discrimination, and any rider or driver found to have violated this prohibition will lose access to the Uber platform. CTA: https://www.uber.com/legal/policies/non-discrimination-policy/ Example on Washington DC page (bottom block): https://www.uber.com/drive/washington-dc/resources/local-compliance/

Lesson: Uber community guidelines

Content Notes	
Service animal policy	Note: Assuming policies on service animals differ by country: high level description of Uber's service animal policy with link to deeper explanation. If there is any specific governing body that is particular to one country, the team can go in and localize. For example, in the US it's under the Americans with Disabilities Act Canada has a good example of an explanation https://www.uber.com/legal/community-guidelines/us-en/ and US version of block is here: https://www.uber.com/drive/washington-dc/resources/local-compliance/
Local content	<p>France (1): features 8 principle rules for behavior on the Uber platform (not exhaustive, but must be the ones that France finds most important for drivers to know) https://www.uber.com/fr/drive/resources/regles-fondamentales-vtc/ and https://www.uber.com/fr-CH/drive/resources/charte-communaute/ (they are the same page, we should redirect both when this lesson goes live).</p> <p>France (2): This might be too nitty gritty (and negative) to show to drivers. A local block that explains the Advisory Appeals Committee, which is an independent panel of drivers who make decisions about deactivations — review cases and decide if driver should remain activated or not. This should be a block that links out to the existing resources page. https://www.uber.com/fr/drive/resources/appeal-consultatif/</p> <p>Virginia: Has local compliance "rules of the road" that we should have a local block for. 5 things: Do not accept a street hail, Use your mobile device safely, Vehicles with liens against them, Hours on the road, and Bicycle and pedestrian safety https://www.uber.com/drive/washington-dc/resources/local-compliance/</p> <p>US: Block with tips from Open Door Organization, how-tos for helping riders with disabilities: riders with wheelchairs, deaf riders, blind riders. Maybe surface the basic tips (1st block on this page: https://www.uber.com/drive/resources/accessibility/) then link out to the accessibility page for drivers to see more. https://www.uber.com/drive/resources/</p>

-  Global Content
-  Glocal Content
-  Local Content

Pages informing local blocks

EMEA

- www.uber.com/fr/drive/resources/regles-fundamentales-vc/
- www.uber.com/fr/drive/resources/appele-consultatif/
- <https://www.uber.com/fr-CH/drive/resources/charte-communautaire/>

NorthAm

- <https://www.uber.com/drive/resources/accessibility/>
- <https://www.uber.com/drive/resources/wheelchairs-and-scooters/>
- <https://www.uber.com/drive/washington-dc/resources/local-compliance/>
- <http://www.uber.com/fr-ca/drive/resources/service-animals/>

LatAm




- None

APAC + India






- <https://www.uber.com/en-AU/drive/resources/anz-community-guidelines/>

Delivery Basics Topics





Chapter #1 Before you start

1.  [Delivery gear ideas](#)
2.  [Staying safe with the Uber app](#)
3.  [How to get support](#)








Chapter #2 Making deliveries

1.  [How to deliver with Uber Eats](#)
2.  [Delivering multiple orders](#)
3.  [How to take back-to-back trips](#)
4.  [Delivering alcohol](#)
5.  [How to accept cash payments](#)

Chapter #3 Earnings

1.  [Tracking your earnings](#)
2.  [How payments work](#)
3.  [How referrals work](#)
4.  [Understanding delivery fares](#)

Chapter #4 Ratings, community and more

1.   [Delivery ratings explained](#)
2.  [5 tips for picking up orders](#)
3.  [5 tips for delivering orders](#)
4.  [4 tips for handling orders](#)
5.  [Uber Community Guidelines](#)
6.  [Bike safety tips](#)



Video



Carousel



Article



Mutual topic between Drive and Delivery

Priority Guide

Chapter 1: Before you start

Delivery gear ideas

Uber

Lesson:


Delivery gear ideas

Lesson overview:

- This is an article page
- Includes lists of both safety gear and gear to make your deliveries smoother
- Provides different gear for those with 2 wheels vs 4 wheels

Content Notes	
Lesson / topic introduction	Headline: Delivery gear ideas Here's what delivery partners have told us is helpful to bring on the go.
Lesson media: none	P2 Carousel
4 wheel delivery tips	Insulated bag - To keep items secure and fresh while traveling Phone mount and charger - To keep your device on the dashboard and the app running Flashlight - House numbers and walkways can be hard to see at night Extra drink holders - You may need to anchor multiple drinks in your car Spare change - It's smart to have on hand for parking meters
2 wheel delivery tips	Some riders love to chat, while others enjoy a quiet ride. Drivers say riders usually respond well when the driver greets them at the start of the trip and leaves it to the rider to strike up conversation.
Local content	France: Content on safety jackets available for delivery partners, value props, benefits, and where to get one https://www.uber.com/fr/drive/resources/vestes-eats/

 [Live Page](#)

-  Global Content
-  Glocal Content
-  Local Content

Pages informing local blocks

EMEA

- none

NorthAm

- none

LatAm

- None

APAC + India

- none

Priority Guide

Chapter 1: Before you start

Staying safe with the Uber app




Uber

Lesson: Staying safe with the Uber app

Lesson overview:

- Lesson itself is the same as the Driver version
- Page has some differences

 Live Page

-  Global Content
-  Glocal Content
-  Local Content

Content Notes	
Lesson / topic introduction	Headline: Staying safe with the Uber app We're deeply committed to your safety. Learn how we help keep you safe when delivering with Uber.
Lesson media: video	Image: Video Thumbnail P1 Video* - Keeping You Safe :30 Text: In this video you'll learn: <ul style="list-style-type: none">- How Uber tracks each trip for your safety- How you can share your location and trip status with friends and family CTA: Video Play Button
Value props / features	Ways the Uber app keeps you safe <ul style="list-style-type: none">- GPS Tracking- Phone Anonymization- Sharing your trip More items listed here: https://www.uber.com/es-MX/drive/safety/
Car safety tips	Car-specific Safety Tips: Ways that you yourself as a driver can keep yourself safe. Content TBD
Bike safety tips	High-level bike-specific safety tips. Wearing a helmet, wearing a bright jacket, etc. CTA that links out to the bike safety page: https://www.uber.com/drive/delivery/basics/bike-safety-tips/
Rules of the road	CTA: (safety tips) of rules of the road in your area that would like to a local laws / safety page
24/7 emergency response	Call the hotline, quick response, trusted quality example: https://www.uber.com/en-PH/drive/resources/uber-safety/

Lesson:

Staying safe with the Uber app

Content Notes	
Local safety resources	<p>Brazil has very granular details on verifying your identity with facial recognition, account security, passenger identity, CPF validation of riders for cash trips sake, accident coverage. https://www.uber.com/pt-BR/drive/resources/uber-recursos-seguranca-usuarios-parceiros/</p> <p>New Zealand: anti-fatigue feature https://chameleon-preview.uberinternal.com/preview/page/drive_resources_multipage?city=__DEFAULT_CITY__&country=NZ&currentBrowsePath=%5B2%2C6%2C1%2C37%5D&multiPageKey=in-app-fatigue</p> <p>Lifeline Rescue: 24/7 medical emergency rescue services, free during emergencies during uber trips. - Additional GPS tracking, even when you're offline we can track your car's whereabouts to prevent theft: https://www.uber.com/en-PH/drive/resources/uber-safety/</p> <p>Canada: Driving time safety feature https://www.uber.com/en-CA/drive/resources/driving-time/</p>

-  Global Content
-  Glocal Content
-  Local Content

Pages informing local blocks

EMEA

- Not added yet

NorthAm

- Not added yet

LatAm

- Not added yet

APAC + India

- Not added yet

Priority Guide

Chapter 1: Before you start

How to get support

Uber

Lesson: How to get support

Lesson overview:

- Page and lesson are the same as the driver version

 Live Page

 Global Content

 Glocal Content

 Local Content

Content Notes	
Lesson / topic introduction	Headline: How to get support Whether you need help with the app or just have a quick question, we offer support that's fast, friendly, and available 24/7. Learn how to get the help you need.
Lesson media - video	Image: Video Thumbnail P1 Video* - How and Where to Get Help :35 Text: In this video you'll learn: <ul style="list-style-type: none">- Getting help with the app- Finding answers to frequently asked questions- Getting support in person CTA: Video Play Button
Help.uber + in-app help	Headline highlighting value of help.uber + in-app help <ul style="list-style-type: none">- Subheadline or body text explaining value- Explain that a driver can access help from web or in-app (same content, different modalities)- CTA: either link to the help.uber.com page (New block opportunity: build block that enables a sheldot search box)
Support contact methods	<ol style="list-style-type: none">1. Phone support, team can specify local number2. Live chat, team can specify CTA and available times3. In-person support content on local GLH/support centers (can link out to contact pages or present locations on the lesson page) ***Unsure how that would look since not all countries will have all three options
More local / involved support methods such as emergency phone numbers, more detailed ways to get in-person support	Ex: www.uber.com/fr/drive/resources/pourquoi-prendre-rdv/

Pages informing local blocks

EMEA

- Not added yet

NorthAm

- Not added yet

LatAm

- Not added yet

APAC + India

- Not added yet

Priority Guide

Chapter 2: Making deliveries

How to deliver with Uber Eats

Uber


Lesson:

How to deliver with Uber Eats

Lesson overview:

- To-do


 Live Page

-  Global Content
-  Glocal Content
-  Local Content

Content Notes	
Lesson / topic introduction	Headline: How to deliver with Uber Eats Ready to pick up and deliver orders? Let's start with the basics. From communication with restaurants to double-checking names and orders, we share with you the details to make your deliveries go smoothly.
Lesson media - video (x2)	Image: Video Thumbnail P1 Video - Picking up an UberEATS Delivery :30 / Making a Delivery with UberEATS :30 Text: In this video you'll learn: <ul style="list-style-type: none">- How to accept delivery requests- How to locate the delivery order- How to confirm you have the right order CTA: Video Play Button Text: In this video you'll learn: <ul style="list-style-type: none">- How to know where to meet the customer- What to do if you need any help during dropoff CTA: Video Play Button
Cancellations	Headline: Can't find your customer? <ol style="list-style-type: none">1. Call the consumer2. Activate the countdown3. End the delivery Ex: https://www.uber.com/en-AU/drive/resources/how-to-complete-deliveries/ (Block on "Can't find your consumer?") https://www.uber.com/en-GB/drive/resources/uk-ubereats-cancelled-orders/
FAQs	FAQs (examples - full list TBD) <ul style="list-style-type: none">- Is the value I get in UberEATS the same as in UberX? How do I transport the order?- Can all partner drivers receive delivery orders?- What happens if the food has soiled my vehicle?- How will I receive the delivery? Both Sao Pualo (BR) and Tokyo (JP) have a good FAQ. However there are some minor local information in those questions and answers that we need to consider. https://www.uber.com/pt-BR/drive/sao-paulo/resources/recebendo-pedidos-de-entrega/

Lesson: How to deliver with Uber Eats

Content Notes	
Local deliveries	<p>1- Sao Paulo: Coverage map for UberEATS www.uber.com/pt-br/drive/sao-paulo/resources/recebendo-pedidos-de-entrega/ www.uber.com/pt-BR/drive/sao-paulo/resources/cadastro-entregas-ubereats-sao-paulo/ www.uber.com/pt-BR/drive/resources/ubereats/ www.uber.com/pt-BR/drive/resources/ubereats-como-funciona/</p> <p>2- Japan-specific FAQs https://www.uber.com/ja-JP/drive/tokyo/resources/faq/</p> <p>3 - Very specific page for having a substitute delivery person for the UK https://www.uber.com/en-GB/drive/london/resources/uk-substitution/</p>

-  Global Content
-  Glocal Content
-  Local Content

Pages informing local blocks

EMEA

- Not added yet

NorthAm

- Not added yet

LatAm

- Not added yet

APAC + India

- Not added yet

Priority Guide

Chapter 2: Making deliveries

Delivering multiple orders

Uber

Lesson: Delivering multiple orders

Content Notes	
Lesson / topic introduction	Headline: Delivering multiple orders You can earn more by delivering multiple orders from the same restaurant. Here's how it works, plus some tips for making sure everyone gets the right order.
Lesson media - carousel (x5)	<ol style="list-style-type: none">Multiple delivery requests While on your way to a pickup, you may get additional delivery requests at the same restaurant. Feel free to accept them and continue to the restaurant.Confirm all orders with staff Once you arrive, you can let staff know you're there to pick up multiple orders through Uber Eats. You can also show them the order info on your phone to make it easier.Head to delivery customers When you pick up the orders, you can head to the first customer as suggested in the app. Once you complete that delivery, you can navigate to the second.Avoid order mix-ups Mix-ups with multiple orders can happen. To avoid this, it's smart to keep items as organized as possible and to confirm orders with customers as soon as you arrive.Fare adjustments You'll receive the usual pickup amount, plus any applicable distance or time rates. Additionally, you'll receive an amount for each delivery—one for each time you drop off an order. <p>P2 Carousel</p>
Navigation	When you leave the restaurant, the app will direct you to the first customer for delivery. Then, it will direct you to the second customer to complete the trip. Pretty simple!
Understand your earnings	You'll still receive one pickup fee, plus applicable time and distance rates. However, you'll receive multiple delivery fees - one for each time you drop off an order.
Tip	Confusion can happen when delivering multiple orders. Don't worry, it can be avoided! Top partners try to keep orders separate and confirm items with customers before handing them off.
Live chat	Live chat, team can specify CTA and available times

 Live Page

 Global Content

 Global Content

 Local Content

Pages informing local blocks

EMEA

- Not added yet

NorthAm

- Not added yet

LatAm

- Not added yet

APAC + India

- Not added yet

Priority Guide

Chapter 2: Making deliveries

How to take back-to-back trips

Uber

Lesson: How to take back-to-back trips




Lesson pulled from driver lesson

Nothing specific to delivery yet

Lesson overview:

- Drivers can make the most out of their times on the road.
- When it's active, driver will receive a notification for the next ride while the first ride is not completed yet.
- If driver wants to take a break, he/she can tap to pause trip requests.

 [Live Page](#)

-  Global Content
-  Glocal Content
-  Local Content

Content Notes	
Lesson / topic introduction	Headline: How to take back-to-back trips Don't waste precious time between your trips. The app will send you your next trip while you complete your existing one. Find out how it works.
Lesson media: video	Image: Video Thumbnail P1 Video* - Back to Back Trips :30 Text: In this video you'll learn: <ul style="list-style-type: none">- X- Y- Z CTA: Video Play Button
What are back-to-back trips / value prop	Headline: Understanding back-to-back trips Subheadline: Spend less time waiting and more time earning with this smart feature in the app. <ol style="list-style-type: none">1. How it works<ol style="list-style-type: none">a. After a few days of driving or delivering with Uber, you may start getting new requests while you're still on a trip.2. How it looks on your screen:<ol style="list-style-type: none">a. When you accept the request, the dark blue line shows your current route.3. Follow the lines<ol style="list-style-type: none">a. The light blue line shows your next pickup.4. Done for the day or need a rest?<ol style="list-style-type: none">a. You can swipe up and tap on the icon to stop requests.5. Making the most of your time<ol style="list-style-type: none">a. With back-to-back trips, you can reach your goals faster. https://www.uber.com/info/get-trips-without-waiting/

Pages informing local blocks

EMEA

- www.uber.com/en-gb/drive/resources/driver-destination-arrival-time/

NorthAm

- None

LatAm

- <https://www.uber.com/drive/buenos-aires/resources/establecer-mi-destino/>
- <https://www.uber.com/pt-BR/drive/resources/dicas-por-dentro-app-uber/>

APAC + India

- <https://www.uber.com/zh-HK/drive/hong-kong/resources/starpower/>

Priority Guide

Chapter 2: Making deliveries


Delivering alcohol

Uber

Lesson: Delivering alcohol

Content Notes	
Lesson / topic introduction	Headline: Delivering alcohol Introduction body text
Lesson media: carousel (x5)	<ol style="list-style-type: none">1. Follow important steps2. Bring your phone3. Use your best judgment4. Remain polite and professional5. Follow local laws and regulations <p>P2 Carousel</p>
Checking IDs	<ul style="list-style-type: none">- You'll be asked (via app) to check ID and get a signature before you hand off the order.- Acceptable IDs: A state driver's license, proof-of-age card, passport, or armed forces ID card are all acceptable. Remember, it's against the law to serve alcohol to minors.- If you suspect a fake ID, heavy intoxication, or that the customer is planning to serve minors - you can and should refuse to hand off the alcohol.- You can follow in-app instructions to cancel the trip and tell the customer to call Uber support if they have questions. You'll still receive fare for the distance traveled.- You're required to follow all laws and regulations in your city, including road safety and alcohol laws.
In-person support	In-person support content on local GLH / support centers (can link out to contact pages or present locations on the lesson page)
Local ID requirements	Australia: Comprehensive description for checking ID, recognizing intoxication and how partner can refuse delivery. https://www.uber.com/en-AU/drive/melbourne/resources/alcohol-delivery-victoria/ Canada (BC): How to opt out of alcohol delivery, how to verify recipient using Canada/BC IDs, signs of intoxication in recipient and FAQs https://www.uber.com/en-CA/drive/resources/ubereats-vancouver-alcohol/

 Live Page

-  Global Content
-  Glocal Content
-  Local Content

Pages informing local blocks

EMEA

- Not added yet

NorthAm

- Not added yet

LatAm

- Not added yet

APAC + India

- Not added yet

Priority Guide

Chapter 2: Making deliveries

How to accept cash payments

Uber

Lesson: How to accept cash payments

Nothing specific to delivery yet

Content Notes	
Lesson / topic introduction	Headline: How to accept cash payments Introduction body text
Lesson media: video	Image: Video Thumbnail P2 Video* - Cash Trips :45

 Live Page

 Global Content

 Glocal Content

 Local Content

Pages informing local blocks

EMEA

- Not added yet

NorthAm

- Not added yet

LatAm

- Not added yet

APAC + India

- Not added yet

Priority Guide

Chapter 3: Earnings

Tracking your earnings

Uber

Lesson: Tracking your earnings

Lesson pulled from driver lesson

Majority of the delivery earnings will be represented on the Delivery Fares Explained lesson


Lesson overview:

- Your earnings are displayed at the top of the map
- You can tap and swipe for more details
- Tap again to see weekly summaries, again for daily totals, or details on specific trips

 [Live Page](#)

 Global Content

 Global Content

 Local Content

Content Notes	
Lesson / topic introduction	Headline: Tracking your earnings Getting paid is simple. All you need is a bank account. And with Instant Pay, you can cash out your Uber earnings up to 5 times a day. Find out how.
Lesson media: video	Image: Video Thumbnail P1 Video* - View Earnings :30 Text: In this video you'll learn: <ul style="list-style-type: none">- X- Y- Z CTA: Video Play Button
Outline of video 1	<ol style="list-style-type: none">1. Earnings are displayed at the top of the map2. Tap or swipe for more details3. Tap again to see weekly summaries and then daily totals or specific trips
How much you can earn	Note: some countries are okay with being more explicit about how much you can expect to earn. In those cases, we can have a block which goes into detail. Ex: https://www.uber.com/en-ZA/drive/resources/payments/ Knowing that this is a legally touchy section for Uber, for countries that are able to include this information, this would be a good place to have it. https://www.uber.com/us/en/drive/how-much-drivers-make/ https://www.uber.com/en-AU/drive/services/shared-rides/
Tolls	Note: How they work and how they affect earnings (the app handles them the same everywhere, but the local markets have different toll authorities, so would have slightly diff flavor per country) Assuming tolls policies differ by country: https://www.uber.com/en-AU/drive/melbourne/resources/tolls/ https://www.uber.com/drive/dallas/resources/dfw-tolls/ https://chameleon-preview.uberinternal.com/preview/page/drive_resources_multipage?city=DEFAULT_CITY_&country=US&currentBrowsePath=%5B2%2C6%2C1%2C26%5D&multiPageKey=earnings-summaries Another example that explains how to access earnings statements: https://help.uber.com/partners/article/where-can-i-see-my-trip-earnings-?nodeId=ccebe501-e329-4891-98dd-f1cc026137ad

Lesson: Tracking your earnings

Content Notes	
Tips (for countries that have it)	<p>Note: There's no mention or explanation of tipping in the script and how tips are factored into earnings. Countries in which tipping is available should see a brief explanation of how tips contribute to drives' earnings.</p> <p>This page has the right content but maybe too much detail: https://www.uber.com/drive/partner-app/how-tips-work/ "In the app" block: https://chameleon-preview.uberinternal.com/preview/page/drive_resources_multipage?city=_DEFAULT_CITY_&country=SG&currentBrowsePath=%5B2%2C6%2C1%2C50%5D&multiPageKey=earnings-trip-details https://www.uber.com/es-CO/drive/resources/recoleccion-tasa-de-servicio/ www.uber.com/en-gh/drive/accra/resources/service-fee-collection/</p>
Fixed rate list for Poland	<p>https://www.uber.com/pl/drive/resources/stale-stawki-za-przejazd/</p>

-  Global Content
-  Glocal Content
-  Local Content

Pages informing local blocks

EMEA

- <https://www.uber.com/fr-fr/drive/resources/regles-fondamentales-rtc/>
- <https://www.uber.com/en-ZA/drive/resources/payments/>

NorthAm

- <https://www.uber.com/drive/san-francisco/resources/prematch-rematch-faq/>

LatAm

- None

APAC + India

- None

Priority Guide

Chapter 3: Earnings

How payments work

Uber

Lesson:

How payments work

Lesson pulled from driver lesson

Lesson overview:

- How and when payments are made (same as drive version, but with delivery-specific copy

 Live Page


-  Global Content
-  Glocal Content
-  Local Content

Content Notes	
Lesson / topic introduction	Headline: How payments work Getting paid is simple. All you need is a bank account. And with Instant Pay, you can cash out your Uber earnings up to 5 times a day. Find out how.
Lesson media: video	Image: Video Thumbnail P2 Video* - Overview / No Instant Pay :15 / Overview / With Instant Pay :20 Text: In this video you'll learn: <ul style="list-style-type: none">- X- Y- Z CTA: Video Play Button
How it works	How payment works steps 1, 2, 3 <ol style="list-style-type: none">1. Uploading banking details w/ CTA to vault.uber.com2. Get paid weekly3. Receive payment w/ CTA to link them to understanding your earnings lesson.
Instant pay / flex pay	High level explanations of either Instant Pay or Flex Pay (depends on region) Instant pay version: Pull in 3 high level bullets + CTA to learn more ex: https://www.uber.com/info/instant-pay/ Flex pay version: Pull in 3 high level bullets + CTA to learn more UK ex: https://www.uber.com/en-GB/drive/resources/flex-pay/ CA ex: https://www.uber.com/en-CA/drive/resources/daily-pay/
Re-match / pre-match	Explanation of what re-match and pre-match are and how it works - need to reach out to airports team to determine where pre-match/re-match is live

Lesson:

How payments work

Content Notes		
Local payment info / instructions	<p>Hong Kong: Block on How to Add your Payment Information w/ localized instructions https://www.uber.com/zh-HK/drive/hong-kong/resources/bank/</p> <p>Canada: They may need to link to pay fare per content here: https://www.uber.com/en-CA/drive/resources/daily-pay/. In Edmonton, it's flex pay and instructions are different (setting up in app). Where as, in rest of Canada, it's called Daily Pay and instructions points them to setting up on https://payfare.com/ca/sign-up/get-started Canada country page: https://www.uber.com/en-CA/drive/resources/daily-pay/ Edmonton Flex Pay page: https://www.uber.com/en-CA/drive/edmonton/resources/flex-pay/</p>	<p>Peru (and could apply to other latam countries where bank account adoption is low): Block that explains opening a bank account in order to get paid). Peru has example "If you do not have a bank account yet, we invite you to open one. The account can be yours, a family member or a trusted friend." https://www.uber.com/es-PE/drive/lima/resources/tarifasypagos/</p> <p>South Africa- sharing bank account info, Monday is pay day: https://www.uber.com/en-ZA/drive/resources/payments/</p> <p>Mexico: explains the billings portal and how to register (as required by Mexican law) https://www.uber.com/en-MX/drive/resources/portal-de-facturacion/</p> <p>Australian FAQs on taxes and everything drivers need to know when filing, subtopic within earnings / getting paid https://www.uber.com/en-AU/drive/resources/eofy-tax-info-0-200trips/</p>

-  Global Content
-  Glocal Content
-  Local Content

Pages informing local blocks

EMEA

- www.uber.com/en-gh/drive/accra/resources/service-fee-collection/
- www.uber.com/en-gh/drive/resources/service-fee-collection/
- www.uber.com/en-gh/drive/kumasi/resources/service-fee-collection/
- www.uber.com/en-ke/drive/nairobi/resources/service-fee-collection/
- www.uber.com/en-ke/drive/mombasa/resources/service-fee-collection/
- <https://www.uber.com/en-ZA/drive/resources/payments/>

NorthAm

- <https://www.uber.com/info/instant-pay/>
- www.uber.com/fr-ca/drive/resources/daily-pay/
- <https://www.uber.com/en-CA/drive/edmonton/resources/flex-pay/>

LatAm

- www.uber.com/en-mx/drive/resources/portal-de-facturacion/

APAC + India

- www.uber.com/en-au/drive/resources/eofy-tax-info-0-200trips/
- <https://www.uber.com/zh-HK/drive/hong-kong/resources/bank/>

Priority Guide

Chapter 3: Earnings

How referrals work

Uber

Lesson:


How referrals work

Lesson pulled from driver lesson

Lesson overview:

- Invite a friend directly from the app or share your referral code
- After signing up and completing the required trips, you'll earn a reward
- Rewards vary city by city
- Check the app to see what's available
- You can track the progress of a referral directly in the app

 [Live Page](#)

-  Global Content
-  Glocal Content
-  Local Content

Content Notes	
Lesson / topic introduction	Headline: How referrals work You may earn rewards when the friend you invite starts driving with Uber. Discover how referrals work and how you get paid for every friend who signs up as a new driver and meets certain conditions.
Lesson media: video	Image: Video Thumbnail P2 Video* - How Referrals Work :30 Text: In this video you'll learn: <ul style="list-style-type: none">- X- Y- Z CTA: Video Play Button
How it works	**Same as the drive lesson but with the copy / links updated to delivery content Referrals work the same for delivery partners, however the trip thresholds and referral amounts may be different. We are not communicating these details via our page and instead are just directing drivers to their partner dashboard to find this out. Headline: Another way to earn with Uber <ol style="list-style-type: none">1. Invite a friend2. Your friend signs up and completes the required number of trips3. Track progress4. Earn reward Explain how you can use your dashboard on desktop to share your referral CTA link to referrals page: https://www.uber.com/drive/partner-app/new-driver-referrals/
FAQs	FAQ <ul style="list-style-type: none">- Countries have FAQs for this worth reviewing- How do I refer a delivery driver on desktop?- How do I share my referral code on social media?- How do I refer a delivery driver at a Greenlight Hub? Ex: https://www.uber.com/pt-BR/drive/rio-de-janeiro/resources/indicacoes-rio-de-janeiro/ https://www.uber.com/drive/resources/referrals/ ("When will you be paid for a referral")
Code	Use your code to refer riders (through social media)! Need to make sure this works globally, but include some language about referring riders with their code (use brazil block as example) https://www.uber.com/pt-BR/drive/rio-de-janeiro/resources/indicacoes-rio-de-janeiro/

Lesson:

How referrals work

Content Notes	
Special local exceptions	<p>Croatia: Has a unique call code system. Also they have some specific tips for this call code system https://www.uber.com/hr/drive/resources/pozivanje/</p> <p>Brazil - has "special promotions" with unique prizes for drivers https://www.uber.com/pt-BR/drive/rio-de-janeiro/resources/indicacoes-rio-de-janeiro/</p> <p>US: Check your email for special promotion on referral</p>

-  Global Content
-  Glocal Content
-  Local Content

Pages informing local blocks

EMEA

- <https://www.uber.com/hr/drive/resources/pozivanje/>
- <https://www.uber.com/en-FR/drive/resources/parrainage/>
- <https://www.uber.com/fr/drive/resources/parrainage/>
- <https://www.uber.com/fr-CH/drive/resources/parrainage/>

APAC + India

- <https://www.uber.com/en-AU/drive/resources/referrals/>
- www.uber.com/ms-my/drive/resources/referrals/
- <https://www.uber.com/zh-HK/drive/hong-kong/resources/referrals/>

NorthAm

- <https://www.uber.com/drive/partner-app/new-driver-referrals/>
- www.uber.com/es-us/drive/partner-app/new-driver-referrals/
- www.uber.com/en-ca/drive/partner-app/new-driver-referrals/

LatAm

- <https://www.uber.com/es-CO/drive/bogota/resources/referrals/>
- www.uber.com/es-co/drive/partner-app/new-driver-referrals/
- <https://www.uber.com/es-CO/drive/partner-app/earn-more/>
- www.uber.com/es-cr/drive/partner-app/new-driver-referrals/
- www.uber.com/es-cr/drive/partner-app/earn-more/
- <https://www.uber.com/en-EC/drive/quito/resources/referrals/>
- www.uber.com/es-ec/drive/partner-app/new-driver-referrals/
- <https://www.uber.com/es-EC/drive/partner-app/earn-more/>
- www.uber.com/es-sv/drive/partner-app/new-driver-referrals/
- www.uber.com/es-gt/drive/partner-app/new-driver-referrals/
- www.uber.com/es-gt/drive/partner-app/earn-more/
- www.uber.com/es-mx/drive/partner-app/new-driver-referrals/
- www.uber.com/es-mx/drive/partner-app/earn-more/
- <https://www.uber.com/es-PE/drive/lima/resources/referrals/>
- www.uber.com/es-pe/drive/partner-app/new-driver-referrals/
- <https://www.uber.com/es-PE/drive/partner-app/earn-more/>

Priority Guide



Chapter 3: Earnings

Understanding your delivery fares

Uber

Lesson: Understanding your delivery fares

 Live Page

-  Global Content
-  Glocal Content
-  Local Content

Content Notes	
Lesson / topic introduction	Headline: Understanding your delivery fares Introduction body text
Core article content - comes from current article	Headline: How delivery fares work Body: There are 4 main components to your net fare. You can get this breakdown for each delivery in the Earnings section of the app. <ul style="list-style-type: none">- Pickup- Distance- Drop-off- Time CTA that links out to the global template on delivery fares "Learn more about delivery fares" links to https://www.uber.com/drive/partner-app/delivery-fares/ Note: this would not show the actual amounts, as those change and would be too difficult to maintain
Multiple orders - comes from current article	Subheadline: For multiple orders Text (non-block bullets) <ul style="list-style-type: none">- If you complete a delivery with multiple orders, you'll still receive the usual pickup amount, plus the applicable time and distance rate.- Additionally, you'll receive an amount for each delivery—one for each time you drop off an order. "Multiple orders" block: https://www.uber.com/en-AU/drive/adelaide/resources/pricing/
Fare table	Localized rates for delivery (OPTIONAL) If this changes too frequently, we should remove. Ask the Delivery team for POV here. We need a global table with a local rates for cities that want to bring more transparency around their rates. The items that would be covered in the table: <ul style="list-style-type: none">- Pick up rate- Drop off Rate- Distance (Mile/Km)- Minimum- Vehicle and Service Fee UK: https://www.uber.com/en-GB/drive/resources/ubereats-delivery-partner-payments/ Colombia page "rates by delivery" block (1st one) here: https://www.uber.com/es-CO/drive/resources/incentivos-cali/ Japan: www.uber.com/ja-jp/drive/tokyo/resources/how-does-payment-work/

Lesson:

Understanding your delivery fares

Content Notes	
Service fees - comes from current article but will need modifications	<p>Subheadline: Service fee, promotions, and adjustments</p> <p>Current global version:</p> <p>Text (non-block bullets)</p> <ul style="list-style-type: none">- Uber's service fee will remain the same and be deducted at the end of the trip.- Promotions and any tips will be added on top of net fare.- If any changes need to be made to a fare, you can contact Support. <p>Glocal portion: the service fee sometimes differs based on courier type: for example in UK Bicycle: 30%, Scooter: 25%, Car: 25%</p> <p>CTA link: https://www.uber.com/drive/partner-app/delivery-fares/ https://www.uber.com/en-GB/drive/manchester/resources/how-ubereats-payments-work-manchester/</p> <p>Note: If teams decide to use Block 1 under Global content, then this block would not be utilized. Only if they want to show localized fare amounts would they use this glocal block.</p>
Local fares	<p>Japan outlines the delivery fare breakdowns and how fares are calculated for courier drivers: including boost, how payments are calculated www.uber.com/ja-jp/drive/tokyo/resources/how-does-payment-work/</p> <p>Block about incentives if they choose to mention them (note that the offerings are typically city based). Two approaches regional teams could take:</p> <ol style="list-style-type: none">1. (preferred option: provide incentive descriptions only - not amounts, that way it doesn't need heavy localization. Noting that partners may see these in the app.2. last resort: if Latam prefers to reference specific incentives (not recommended)" https://www.uber.com/es-CO/drive/resources/incentivos-medellin/ <p>France has a rain premium, special rates that are applied when it's raining https://www.uber.com/fr/drive/resources/ubereats-nantes/</p> <p>**Preference is to kill the local incentive pages (regional teams want this too), and just rely on the app to communicate them. So, regional team should keep information more generic, not referencing specific amounts.</p>

-  Global Content
-  Glocal Content
-  Local Content

Pages informing local blocks

EMEA

- Not added yet

NorthAm

- Not added yet

LatAm

- Not added yet

APAC + India

- Not added yet

Priority Guide

Chapter 4: Ratings, community, and more

Delivery ratings explained

Uber

Lesson: Delivery ratings explained

 Live Page

 Global Content

 Glocal Content

 Local Content

Content Notes	
Lesson / topic introduction	Headline: Delivery ratings explained Introduction body text
Understanding your rating	This rating comes directly from customers and restaurants, who have the ability to give you a 'thumbs up' or 'thumbs down' with each trip. The rating is based on your past 100 rated trips.
Timeliness rating	This rating reflects how on time your last 30 trips were - taking wait time and traffic into account. So, if you always deliver within the estimated timeframe, your rating will be perfect. If a trip takes much longer, it can count as a 'late trip' which impacts this rating.
Why rating is important	Ratings are an indicator of the health of the platform, helping us to maintain a high quality delivery experience for all involved! If your ratings fall below the minimum threshold for your city, you may lose access to the platform. Don't worry, we will always send warning before this happens.
Article content	P2 Article Note: the current article seems to fit more of a question and answer format so we should consider migrating to an accordion. Current ones: What's a satisfaction rating? Why don't I have a rating yet? Can my rating change? How can I improve my rating? Addition from audit: Q: Are my driving rating and delivery rating the same? A: Ride ratings and delivery ratings are not added or averaged together. If you do both rides and deliveries, you will have a separate overall rating for each. Helpdot: https://help.uber.com/riders/article/are-my-driving-rating-and-delivery-rating-the-same?nodeId=b651aa98-5de0-4ae6-876c-97a9c055add3

Lesson: Delivery ratings explained

Content Notes	
Local rating	Singapore: <ul style="list-style-type: none">- What does a professionalism complaint mean?- How can I ensure this doesn't happen again?- Live-trip support- Other ways to answer your question Singapore Professionalism complaint: https://www.uber.com/en-SG/drive/resources/ubereats-professionalism/

 Live Page

 Global Content

 Glocal Content

 Local Content

Pages informing local blocks

EMEA

- Not added yet

NorthAm

- Not added yet

LatAm

- Not added yet

APAC + India

- Not added yet

Priority Guide

Chapter 4: Ratings, community, and more

5 tips for picking up orders

Feb, 2019

Uber

Lesson: 5 tips for picking up orders

Content Notes	
Lesson / topic introduction	Headline: 5 tips for picking up orders Introduction body text
Lesson media: article	<ol style="list-style-type: none">1. Be your polite, professional self2. Look for extra pickup information3. Try to arrive on time4. Ask for the best place to wait5. Double-check orders before leaving <p>From audit: 5 tips</p> <ol style="list-style-type: none">1. Arriving on time2. Finding the 'Note from business' The 'Note from business' can be found under the business's name in the app. This may include important details like where to park or which door to use.3. Greeting the staff4. Double checking the order5. Waiting for the order <p>P2 Carousel</p>
Essential tips	I have waited a long time at the restaurant Last module in France and England: https://www.uber.com/en-GB/drive/resources/eats-delivery-tips/
Local content	London: A guide to stopping on the road Driving in London A full page, full of guides for drivers to stop on the road for delivery https://www.uber.com/en-GB/drive/london/resources/stopping-guide/

 Live Page

-  Global Content
-  Glocal Content
-  Local Content

Pages informing local blocks

EMEA

- Not added yet

NorthAm

- Not added yet

LatAm

- Not added yet

APAC + India

- Not added yet

Priority Guide

Chapter 4: Ratings, community, and more

5 tips for delivering orders

Uber

Lesson:

5 tips for delivering orders

Content Notes	
Lesson / topic introduction	Headline: 5 tips for delivering orders Introduction body text
5 tips	<ol style="list-style-type: none">1. Keeping an eye on the time. Customers can track your location and estimated time of arrival right in their app2. Understanding where to meet them3. Checking the 'Customer note' You can look for the 'Customer note", found right under their name in the app.4. Finding the customer Double check the location, then contact the customer before canceling the trip. If you do have to cancel you'll still receive fare for the delivery.5. Being your awesome self A warm greeting and a little professionalism go a long way! <p>P2 Carousel</p> <p>These tips come from two pages: https://www.uber.com/drive/resources/delivery-tips/ https://www.uber.com/en-GB/drive/resources/eats-delivery-tips/</p>
Essential tips	<ul style="list-style-type: none">- What if you can not find your client?- I am not able to deliver the order (accident, damaged items ...)- The customer calls me to change the address- The order I was delivering was canceled- Deliver to the door or curbside- Bring your phone when you leave your car
Local content	London: A guide to stopping on the road Driving in London A full page, full of guides for drivers to stop on the road for delivery https://www.uber.com/en-GB/drive/london/resources/stopping-guide/ Singapore: UberEATS delivery partner pro tips https://www.uber.com/en-SG/drive/resources/ubereats-uncontactable-customers/

 Live Page

 Global Content

 Glocal Content

 Local Content

Pages informing local blocks

EMEA

- Not added yet

NorthAm

- Not added yet

LatAm

- Not added yet

APAC + India

- Not added yet

Priority Guide

Chapter 4: Ratings, community, and more

4 tips for handling orders

Uber

Lesson: 4 tips for handling orders

Content Notes	
Lesson / topic introduction	Headline: 4 tips for handling orders Introduction body text

 Live Page

 Global Content

 Glocal Content

 Local Content

Pages informing local blocks

EMEA

- Not added yet

NorthAm

- Not added yet

LatAm

- Not added yet

APAC + India

- Not added yet

Priority Guide

Chapter 4: Ratings, community, and more

Uber Community Guidelines

Uber

Lesson: Uber community guidelines

Lesson taken from driver lesson + added delivery content

Lesson overview:

- We ask riders, drivers, and delivery customers:
 - Treat each other with respect
 - Value safety
 - Respect personal property
 - Avoid discrimination or harassment, including unwanted contact
- You can find a full list of guidelines in the app
- You can always reach out to support
- You can always end a trip early if you feel unsafe or disrespected

 [Live Page](#)

 Global Content

 Glocal Content

 Local Content

Content Notes	
Lesson / topic introduction	Headline: Uber community guidelines Our Community Guidelines help make everyone's rides go smoothly. Here are the dos and don'ts for making the experience safe and respectful for all.
Lesson media: video	Image: Video Thumbnail P1 Video* - Community Guidelines :30 / Respect :30 Text: In this video you'll learn: <ul style="list-style-type: none">- X- Y- Z CTA: Video Play Button
Community guideline highlight	Link to Uber's global community guidelines page (new version that's coming out in H1 2019) Headline: TBD Body: cover the broad topics of respect, safety, personal property, and avoiding discrimination or harassment. CTA Link: https://www.uber.com/legal/community-guidelines/us-en/
Delivery delays	Headline: Delivery Delays Body: Our restaurant partners and consumers choose Uber Eats for its high quality, reliability, and speed. In order to maintain these qualities, and to ensure that we can continue to provide a marketplace that benefits all users, delivery partners who are consistently completing trips that exceed estimate times of arrival may be at risk of losing access to their accounts. Don't worry, we know delays happen - which is why we are only looking at consistent outliers. We will also let you know if too many of your deliveries exceed estimated arrival times before we make any changes to your app. Ex: https://www.uber.com/en-AU/drive/resources/uber-eats-guidelines/

Lesson:

Uber community guidelines

-  Global Content
-  Global Content
-  Local Content

Content Notes	
Personal information	<p>Headline: Providing accurate personal information Body: The Uber app is designed to give users identifying information about you and your vehicle, like your name, vehicle type (car, motorbike, and bicycle) and license plate number, before the delivery begins. Inaccurate or outdated information creates confusion among users and can diminish their experience with Uber Eats.</p> <p>Your access to the Uber Driver app may be restricted for activities such as:</p> <ul style="list-style-type: none">Providing Uber Eats with incorrect informationAllowing someone else to use your account or operate the vehicle registered on your account while completing a deliveryUsing a vehicle not registered with your account or providing fraudulent documentation
Accessibility	<p>Headline TBD Body: Our technology has transformed mobility for many people with disabilities, and we're committed to continuing to develop solutions that support everyone's ability to easily move around their communities. CTA link: https://www.uber.com/drive/resources/accessibility/ https://accessibility.uber.com/</p>
Incident reports	<p>Incident support: Instructions on how to report an incident to Uber if something happens during a trip that is not in line with Community Guidelines. CTA: link to appropriate help.uber process Ex: Last block on FR page: https://www.uber.com/fr/drive/resources/regles-fondamentales-vtc/</p>
Anti-discrimination policy	<p>Headline: TBD Body: TBD Note: Block that explains Uber has a zero tolerance policy against all forms of discrimination, and any rider or driver found to have violated this prohibition will lose access to the Uber platform. CTA: https://www.uber.com/legal/policies/non-discrimination-policy/</p> <p>Example on Washington DC page (bottom block): https://www.uber.com/drive/washington-dc/resources/local-compliance/</p>
Service animal policy	<p>Note: Assuming policies on service animals differ by country: high level description of Uber's service animal policy with link to deeper explanation. If there is any specific governing body that is particular to one country, the team can go in and localize. For example, in the US it's under the Americans with Disabilities Act Canada has a good example of an explanation https://www.uber.com/legal/community-guidelines/us-en/ and US version of block is here: https://www.uber.com/drive/washington-dc/resources/local-compliance/</p>

Lesson: Uber community guidelines

Content Notes	
Local content	Vietnam: regulation on service quality https://www.uber.com/vi-VN/drive/resources/what-to-avoid/ France: UberEATS Community Charter https://www.uber.com/fr/drive/resources/regles-fondamentales-ubereats/

-  Global Content
-  Glocal Content
-  Local Content

Pages informing local blocks

EMEA

- <https://www.uber.com/fr-BE/drive/resources/belangrijkeregels/>
- www.uber.com/en-za/drive/resources/software-license-policy/

NorthAm

- Not added yet

LatAm

- Not added yet

APAC + India

- Not added yet

Priority Guide

Chapter 4: Ratings, community, and more

Bike safety tips

Uber

Lesson: Bike safety tips

Content Notes	
Lesson / topic introduction	Headline: Bike safety tips Introduction body text
Lesson media - carousel	Image: Carousel Item Thumbnail (5 items) Headline - Body text Sub Nav: prev/next item
Cyclist safety tips	Cyclist Safety Tips: 4-5 suggestions for for biking safety: example: https://www.uber.com/en-AU/drive/resources/a-safer-way-to-cycle-with-ubereats/

 Live Page

 Global Content

 Glocal Content

 Local Content

Pages informing local blocks

EMEA

- Not added yet

NorthAm

- Not added yet

LatAm

- Not added yet

APAC + India

- Not added yet