

# Voyage Vista : Illuminating Insights from the Uber Expeditionary Analysis

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## 1. INTRODUCTION:

### 1.1 OVERVIEW:

The ride-sharing business revolutionized a business model that had been functioning in the same way for generations: On a busy city street, a person in need of a ride stood on a street corner and waved down a taxi. On quieter streets, or in towns without roving taxis, the person would phone a local car service and request a pickup. Nowadays, the taxi industry has been considerably improved and varied. There are many interesting options on how to satisfy customers, offer appropriate services, and gain a number of financial and organizational benefits. Though there may be certain challenges and mistakes in a decision-making process, taxi companies try to solve the problems in a short period of time and make sure employees and customers are satisfied with the conditions offered.

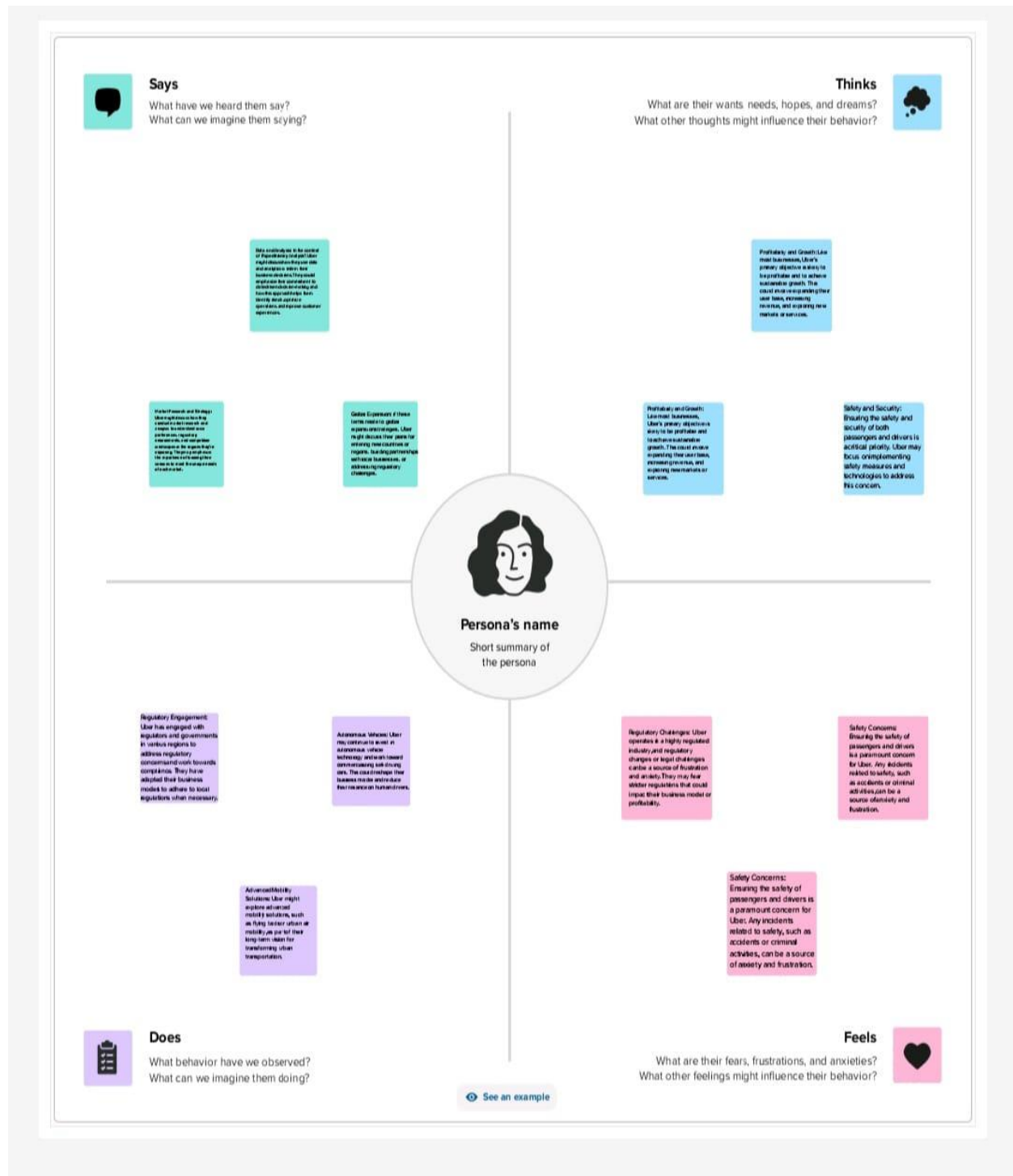
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### 1.2 PURPOSE:

With Uber, you have security and peace of mind. Also, Uber is cheaper than any other type of rides. Taxi charges fare and the tip, but with Uber everything is included in the price you pay. Uber allow ride sharing also called carpool which makes it cheaper. The Uber mission statement is “to provide transportation as reliable as running water, everywhere, for everyone.” And the Uber vision statement is “to ignite opportunity by setting the world in motion.”

## 2. PROBLEM DEFINITION AND DESIGN THINKING:

### 2.1 EMPATHY MAP:



## 2.2 IDEATION AND BRAINSTORMING MAP:



### Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

🕒 10 minutes to prepare  
🕒 1 hour to collaborate  
👥 2-8 people recommended

**Before you collaborate**

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕒 10 minutes

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**A** Team gathering  
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

**B** Set the goal  
Think about the problem you'll be focusing on solving in the brainstorming session.

**C** Learn how to use the facilitation tools  
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →

**1**

**Define your problem statement**

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes

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**PROBLEM**

How might we [your problem statement]?

**Key rules of brainstorming**

To run a smooth and productive session

🗨️ Stay in topic.

💡 Encourage wild ideas.

👂 Defer judgment.

👂 Listen to others.

🗨️ Go for volume.

👁️ If possible, be visual.



**Need some inspiration?**

See a finished version of this template to kickstart your work.

[Open example](#) →

2

## Brainstorm

Write down any ideas that come to mind that address your problem statement.

⌚ 10 minutes

### TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Person 1

Brainstorm ideas that address the problem statement. Write down any ideas that come to mind that address your problem statement.

Person 2

Brainstorm ideas that address the problem statement. Write down any ideas that come to mind that address your problem statement.

Person 3

Brainstorm ideas that address the problem statement. Write down any ideas that come to mind that address your problem statement.

Person 4

Brainstorm ideas that address the problem statement. Write down any ideas that come to mind that address your problem statement.

Person 5

Brainstorm ideas that address the problem statement. Write down any ideas that come to mind that address your problem statement.

Person 6

Brainstorm ideas that address the problem statement. Write down any ideas that come to mind that address your problem statement.

Person 7

Brainstorm ideas that address the problem statement. Write down any ideas that come to mind that address your problem statement.

Person 8

Brainstorm ideas that address the problem statement. Write down any ideas that come to mind that address your problem statement.





## After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

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### Quick add-ons



#### Share the mural

Share a [view link](#) to the mural with stakeholders to keep them in the loop about the outcomes of the session.



#### Export the mural

Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

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### Keep moving forward



#### Strategy blueprint

Define the components of a new idea or strategy.

[Open the template →](#)



#### Customer experience journey map

Understand customer needs, motivations, and obstacles for an experience.

[Open the template →](#)



#### Strengths, weaknesses, opportunities & threats

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

[Open the template →](#)



[Share template feedback](#)

## 3. RESULT:

### 3.1 DASHBOARD:

Quarter Wise Trips Covered



Category of Miles



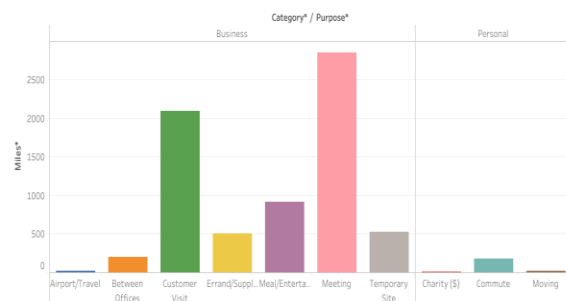
Month Wise Trips Covered



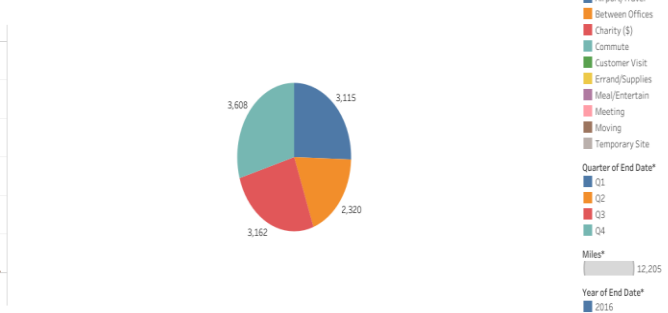
Week wise Miles covered



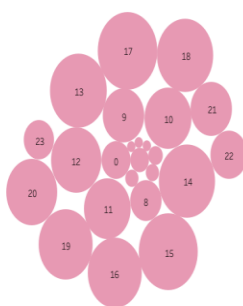
Miles covered per Category and Purpose



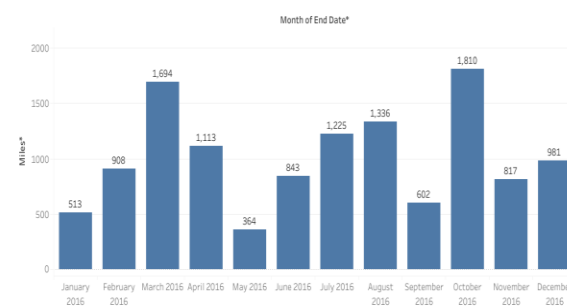
Quarter Wise Miles Covered



Hour Wise Trips Covered



Month Wise Miles Covered

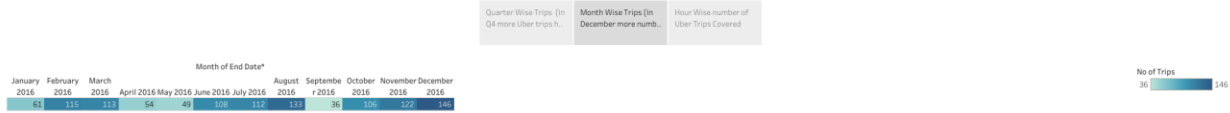


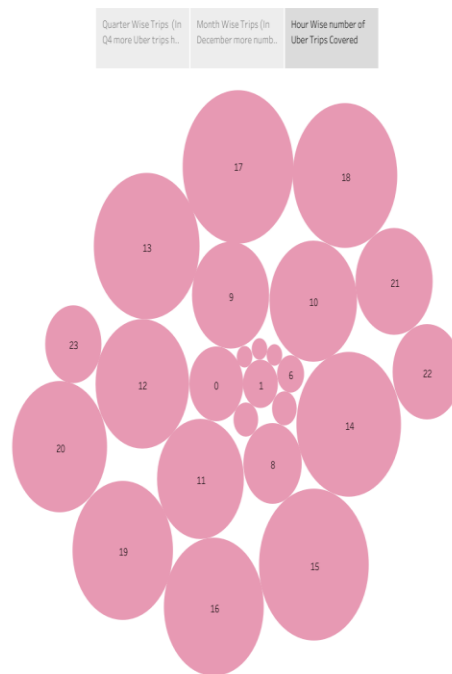
3.2 STORY:

Uber Trips



Uber Trips





## 4. ADVANTAGES AND DISADVANTAGES:

### ADVANTAGES:

#### Convenient and Cashless:

- Instead of chasing a taxi on a street, or calling and waiting, app users can book a ride from any location and it arrives in minutes.
- Passenger's credit or debit card is linked to the taxi app account, no cash changes hands.
- After the completion of the ride, A receipt is sent via email, and some links to options for rating and tipping the driver.



## Professional Service:

- Drivers for Uber may use their own cars and bike. Drivers get incentives to keep their taxis clean and well-maintained.
- The cheapest options for taxis are late-model compact cars and bikes.
- The riders need to insert their destinations into the app, and the drivers use the taxi app navigational features to reach the rider which is provided by the taxi app development company.
- The driver talks in a polite and well-spoken manner. Drivers don't get your destination details before picking you up.
- A driver with a low rating will force a driver out of Uber or its competitors.

## Safer and Flexible:

- Safety is crucial for both passengers and drivers. This is what Uber is good at it. It is one of the major advantages of Uber.
- The riders are registered their identities and their payment channels. Cashless transactions also make it safer, a driver and rider don't need to carry cash.

## DISADVANTAGES:

### Surge Pricing:

- "Surge pricing" or "rush time pricing" is not fixed in uber. It's a free market principle of raising prices according to supply and demand.
- This means how many taxis are available (supply) and how many customers want to ride(demand).
- This automated system sometimes shows differences in pricing between any two same points.
- At peak times, the price could be double or more. This means too costly during rush hour.
- Although this benefits uber by increasing the supply of drivers. Drivers can be motivated to earn at this time.

## Low Fares Worry Drivers:

- Some Uber drivers say they struggle to earn minimum wage. Drivers have to pay the cost of fuel, maintenance, and repairs from their own pocket.
- With competition from other taxi apps, the earnings of drivers can be driven downward.
- This indicates that they need to work for longer hours to earn a certain income.

## Price Competition:

- Uber and other taxi-hailing companies are engaged in an intensive fight to provide the most affordable service.
- They are competing with traditional taxi services for both customers and drivers. This has led to low earnings for taxi drivers.

## 5. APPLICATIONS:

Using a ridesharing app like Uber has several advantages over more traditional transportation methods. As mentioned, Uber's dynamic pricing model attracts drivers to certain areas at critical times, making it more likely that a car will be available during times of high passenger need. Uber's app also lets users see a map that displays all the potential drivers in the area. Once a driver has been chosen, the passenger can watch their driver navigate to the pick-up location in real-time, with updates on estimated time of arrival. This allows for ultimate convenience when coordinating a ride. From a broader perspective, Uber shares a benefit with other components of the sharing economy. This benefit is that companies that follow a sharing model are theoretically able to more efficiently use underutilized assets such as tools, clothing, houses, and in Uber's case, cars.

## 6. CONCLUSION:

In general, the example offered by Uber can be used by many developing companies. Nowadays, it is not a difficult task to create an organization and introduce some new, unusual services. However, it is always challenging to gain a good reputation, prove the quality of the services, and create appropriate working conditions. Uber is the company with a complicated

history. Still, its founders had made something that was impossible: they survived sabotages, strikes, and discontents of the governments of different countries around the whole world. The necessity to provide people with good services at affordable prices is urgent nowadays. Not all people are able to use the quality they want. Uber opens new perspectives and possibilities. However, its attempts to cooperate with big cities only are not enough to become one of the best. It is necessary to make more improvements and encourage changes. Drivers are eager to work at different places.

## **7. FUTURE SCOPE:**

As we all know, the on-demand business has been well developed and it is brimming very well. Within a few years, the on-demand industry is getting more attention due to its quickest growth rate. and the growth of the on-demand industry reaches tremendous speed in this trending world. The on-demand industry has revolutionized the current business models according to the latest trends and ideas with the specialized set of features, functionalities, technologies that satisfy the customer's expectations. It also provides efficiency, flexibility, and building strong relationships of a business. Meanwhile, it has been observed that the majority of the leading entrepreneurs and startups are ready to start their on-demand business with the current trends. The on-demand industry is expected to grow with the four following prior values, including speed, comfort, perfection, and quality in what they deliver. As well as, the growth of the on-demand industry provides numerous benefits for startups.