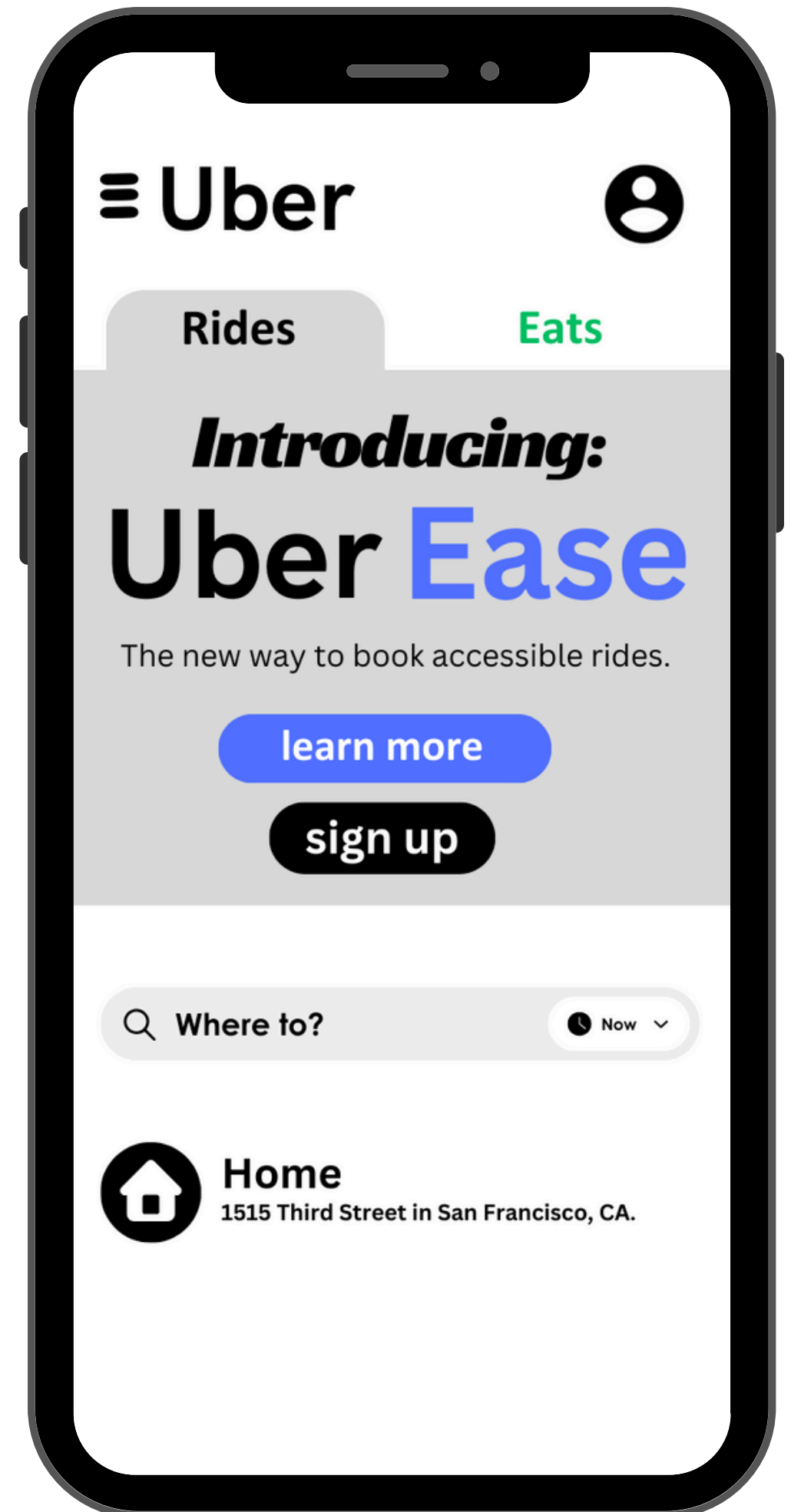# Uber Ease

UBER Virtual Global Hackathon 2023

The "Takalu" Team:

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Determining Key Accessibility Issues

Concerning equitable transportation services regardless of ability

Reliability

Long wait times compared to UberX.

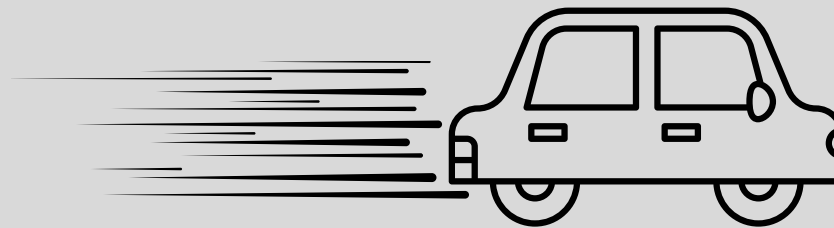Uber WAV's wait times are 4.5 longer than UberX on average
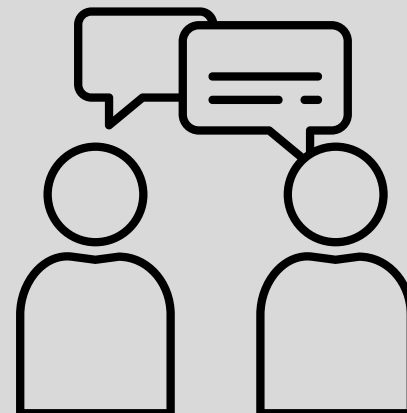
Accessibility limited to select cities.

Uber operates in more than 10,000 cities, however Uber WAV only operates in

Driver Accountability

Unsafe or uncomfortable driving habits.

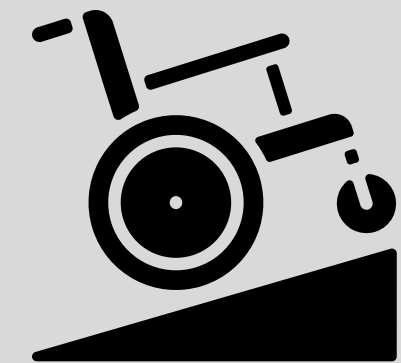Poor communication between drivers and riders

Unable to complete service proficiently.

Personal Needs

Locating wheelchair accessible pick-up and drop-off areas.
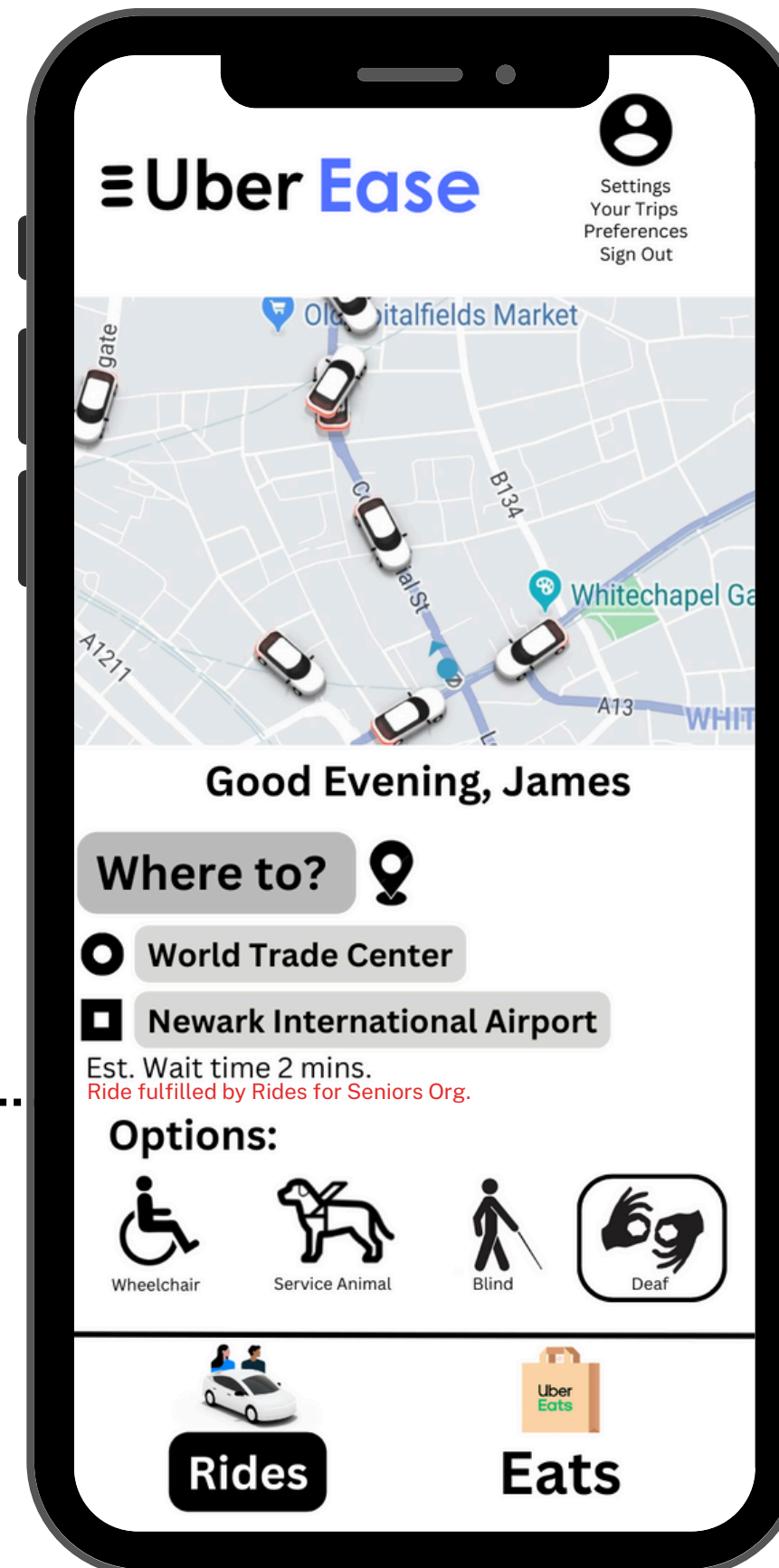
Private companies tend to be costly

Proposed Solution: Uber Ease

Introducing the new subsection of Uber: Uber Ease

Uber Ease merges Uber WAV and Uber Assist into **one easily navigable section** within the Uber app.

Uber will become partners with small businesses to acquire more **experienced drivers** and accessible vehicles, **help more people** and **retain profit.**

Ease locates nearby spots that allow **easier pick-up** for wheelchair and blind users.

Uber Ease allows the users to indicate their most common pick-up destinations, times, and days, allowing the algorithm to find patterns so drivers can **arrive in less time**.

An easily accessible complaint and concerns system so **Ease drivers can be held accountable** for their actions.

☰ Uber Ease

Settings
Your Trips
Preferences
Sign Out

Old Spitalfields Market

Whitechapel Ga

Good Evening, James

Where to? 📍

⊙ World Trade Center

◻ Newark International Airport

Est. Wait time 2 mins.
Ride fulfilled by Rides for Seniors Org.

Options:

Wheelchair   Service Animal   Blind   Deaf

Rides   **Eats**

Why is Uber **Ease** Effective?

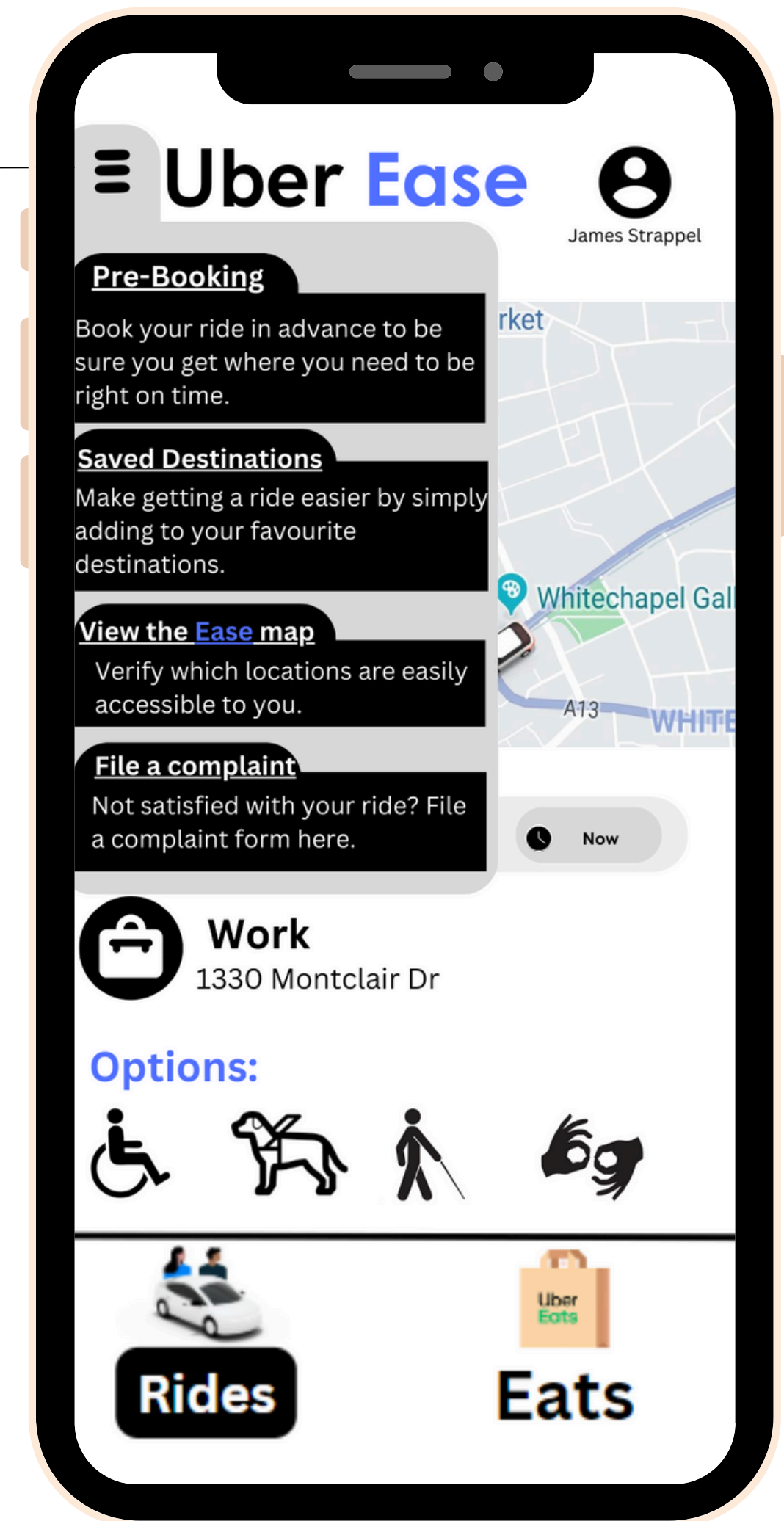**Gives Small Businesses Expansion Opportunities**
Uber Ease will partner with small businesses who have wheelchair-accessible vehicles to help them build up reputation and extend their client base, while helping Uber level their supply vs demand of professional drivers
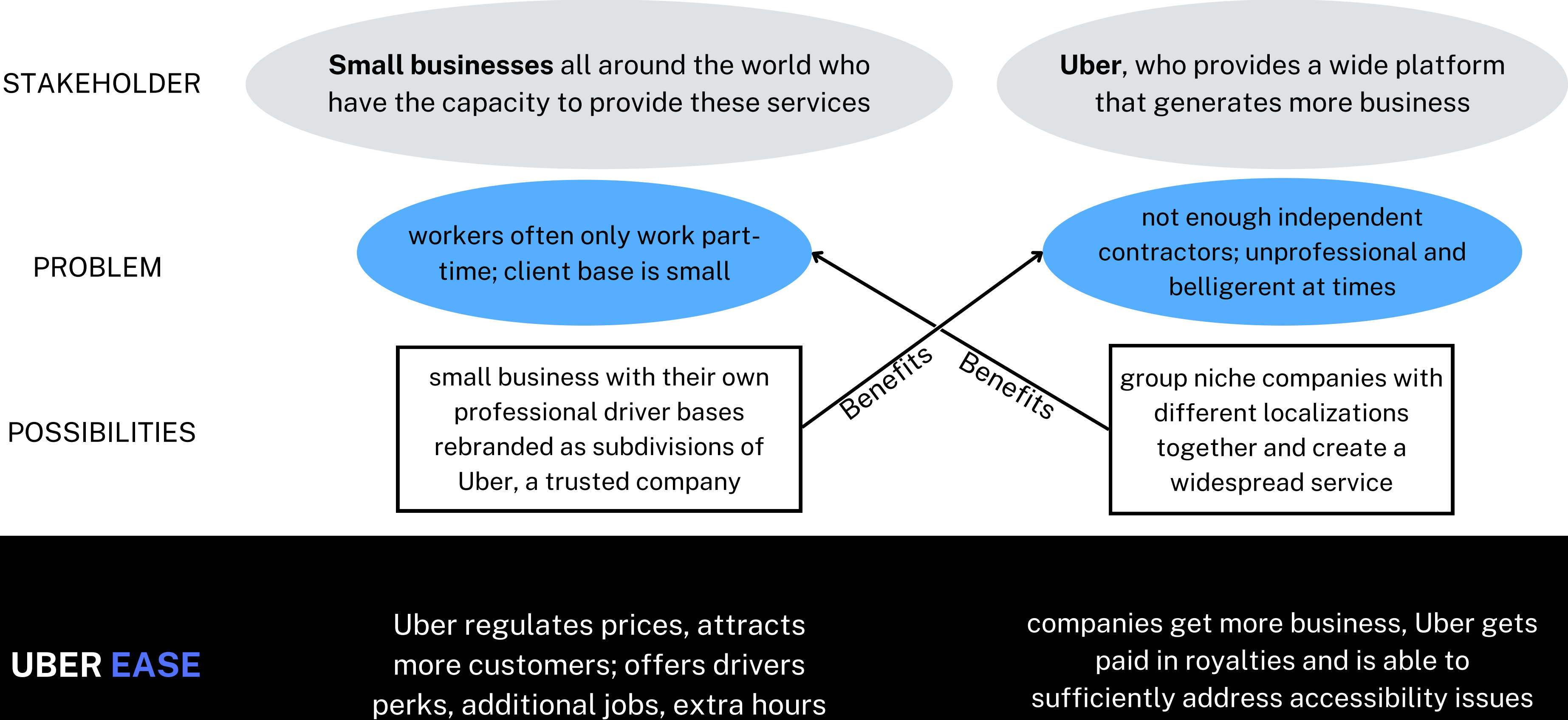
Easy-to-Navigate Personalization
promotes independent travel by showing wheelchair-accessible routes and buildings, detailed driver ratings, easy booking and specification of service(s) required

Services More Cities
by including small businesses, we can reach all cities that have a need for our services

Business Model

STAKEHOLDER	**Small businesses** all around the world who have the capacity to provide these services	**Uber**, who provides a wide platform that generates more business
PROBLEM	workers often only work part-time; client base is small	not enough independent contractors; unprofessional and belligerent at times
POSSIBILITIES	small business with their own professional driver bases rebranded as subdivisions of Uber, a trusted company	group niche companies with different localizations together and create a widespread service

Benefits   Benefits

UBER EASE

Uber regulates prices, attracts more customers; offers drivers perks, additional jobs, extra hours

companies get more business, Uber gets paid in royalties and is able to sufficiently address accessibility issues

Introduction to Market and Scalability

Uber will expand its business model to including other businesses, as it has done for Uber Eats, only this time functioning in a less competitive market

- we can repurpose these features to benefit other divisions of Uber (such as Uber Eats) and tap into new markets (like renting a platform to other enterprises in the same space)

- Uber will become the largest rideshare company that fully accommodates riders of all ability levels

- new maps will have to be created to fully set Ease apart from future competition

- proof of concept can start in select cities with dense populations (New York) by partnering with smaller companies or willing not-for-profits
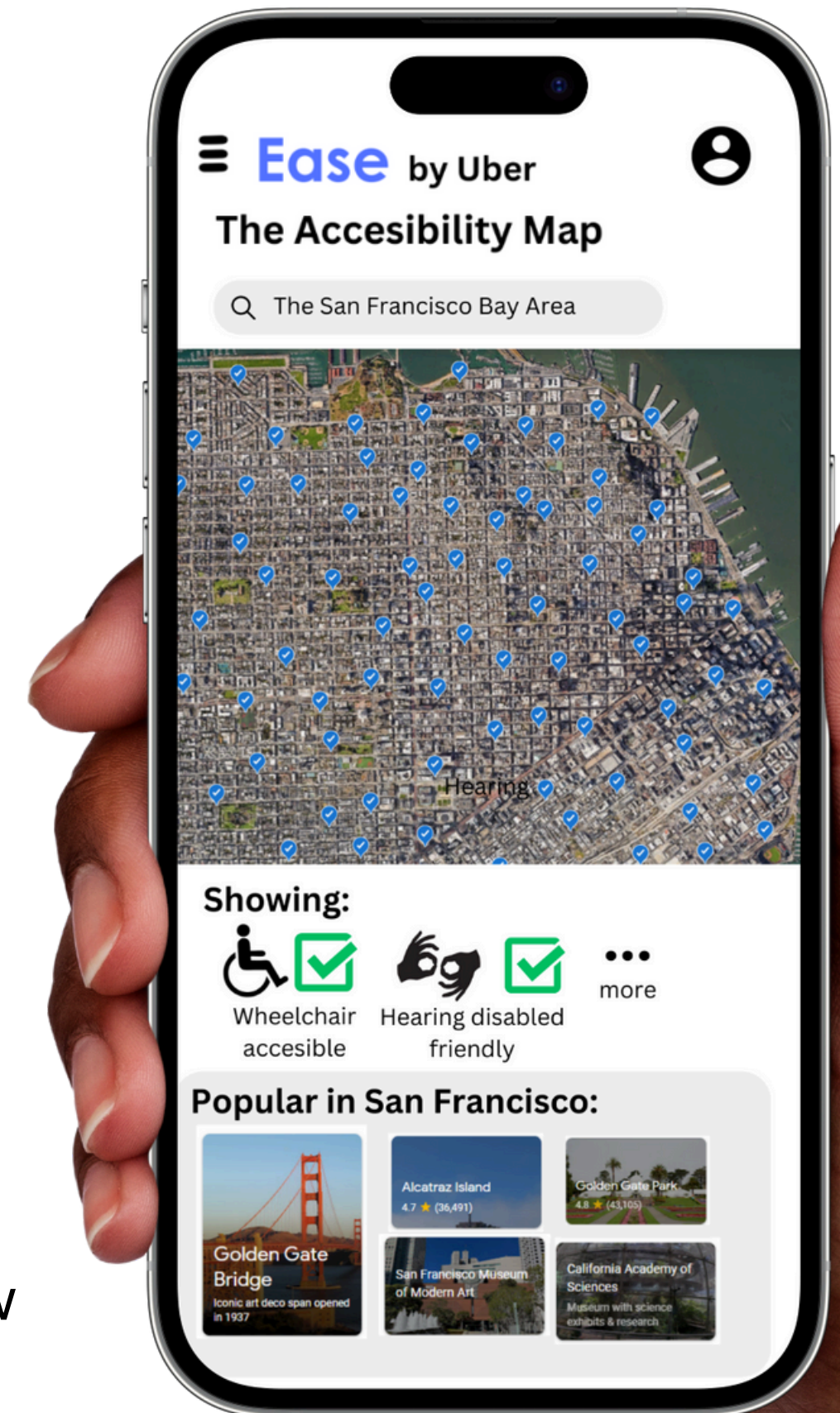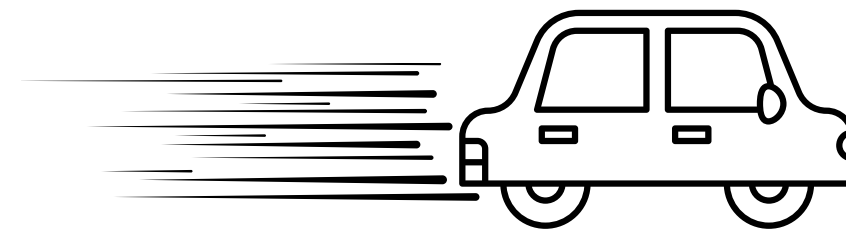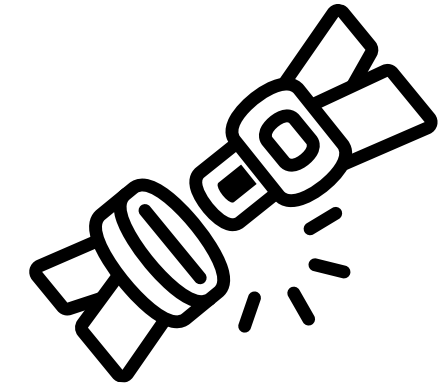
Results + Impact (Summary)
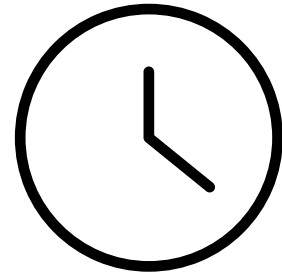
We will see reduced wait times from higher supply, and should that ever exceed demand, the WAVs can be used as other Uber vehicles
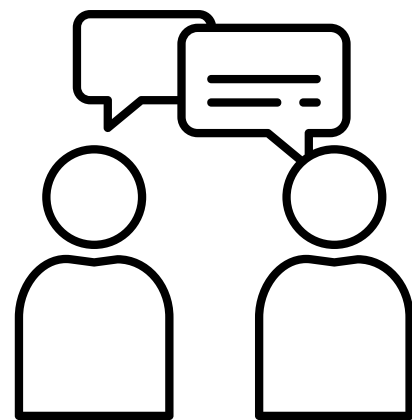
We will increase the number of cities we service, while not over-servicing any

Drivers will be held accountable for their driving tendencies and complaints can be specified to this service
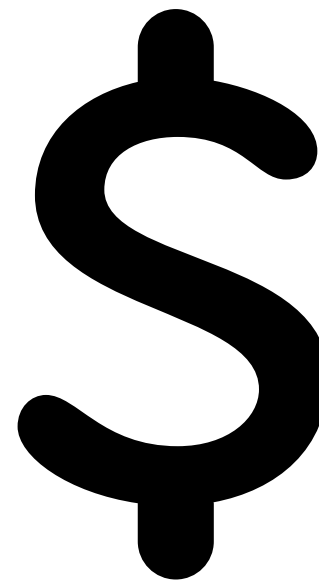
Uber will spend less time training its employees/contractors while guaranteeing professional service from small companies' training programs

Familiar booking system and professional etiquette ensures good driver-rider communication for the duration of the service
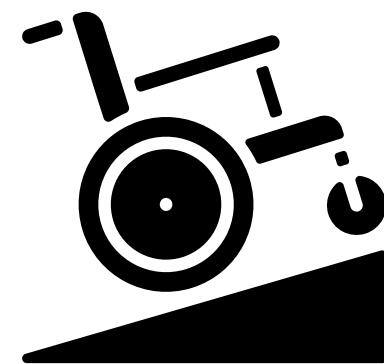
Commute times will be reduced by facilitating drop-off and pick-up at accessible areas

- Small businesses will operate independently under Uber's developed platform, earning them more customers and reputation and therefore profit
- They will pay Uber in royalties in exchange for this service.
- Localized enterprises will help Uber Ease expand to new locations across the world
- A sacrifice will be lower profits per ride on Uber Ease, however valuing equity should be made the priority

Appendix

https://www.sciencedirect.com/science/article
credit: **Amir Hassanpour, Alexander Bigazzi Don MacKenzie**

https://journals.sagepub.com/doi/full
credit: **Mahtot Gebresselassie**