

VOYAGE VISTA: ILLUMINATING INSIGHTS FROM UBER EXPEDITIONARY ANALYSIS

PROJECT SUBMITTED TO BHARATHIYAR UNIVERSITY FOR NAAN MUDHALVAN SCHEME

FOR THE AWARD OF THE DEGREE OF

B.Sc., MATHEMATICS

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1. INTRODUCTION:

OVERVIEW

UBER: AN 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.

NOW, THERE'S AN APP FOR THAT.

E-MAIL SERVICES LIKE UBER ALLOW YOU TO HIRE A DRIVER USING A SMARTPHONE FROM ALMOST ANY LOCATION AT ANY TIME. ("ALMOST" BECAUSE DRIVERS ARE IN SHORT SUPPLY IN OUTER SUBURBS AND RURAL AREAS.)¹ PROPRIETARY SOFTWARE LOCATES DRIVERS CIRCLING NEARBY AND GENERALLY OFFERS A SELECTION OF OPTIONS, FROM THE CHEAPEST CARPOOLING CHOICE TO LUXURY WHEELS. THE PRICE IS SET AND PAID IN ADVANCE.

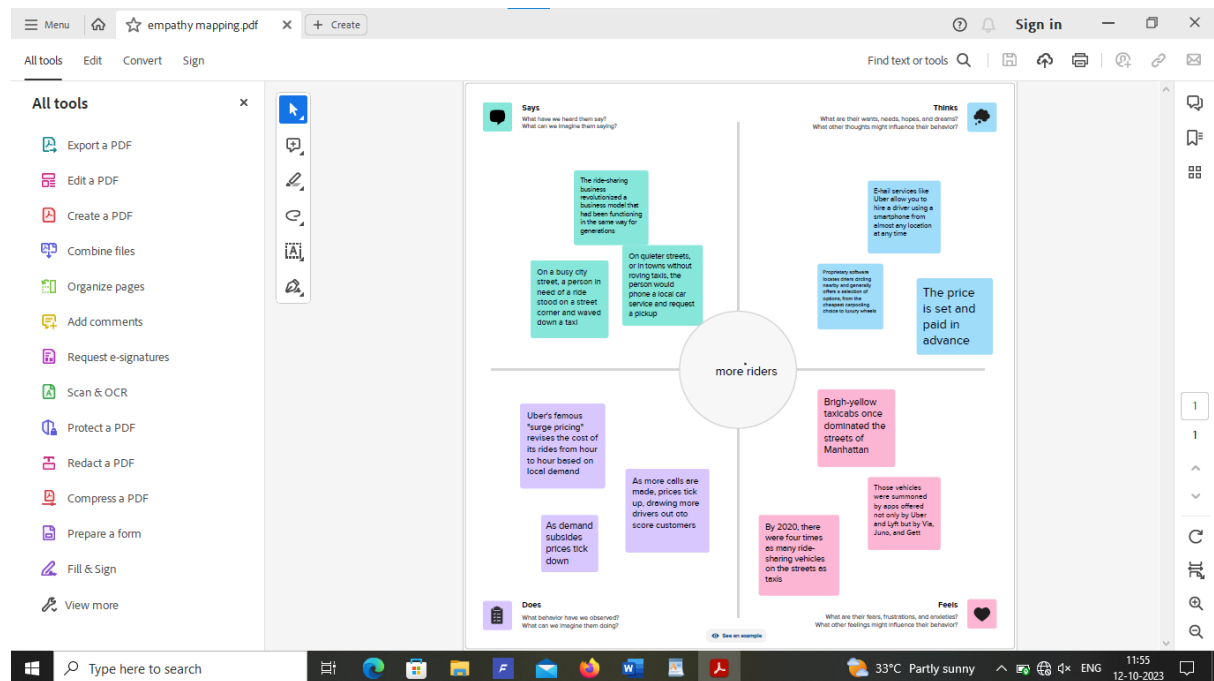
UBER'S FAMOUS "SURGE PRICING" REVISES THE COST OF ITS RIDES FROM HOUR TO HOUR BASED ON LOCAL DEMAND.² AS MORE CALLS ARE MADE, PRICES TICK UP, DRAWING MORE DRIVERS OUT TO SCORE CUSTOMERS. AS DEMAND SUBSIDES, PRICES TICK DOWN.

BRIGHT-YELLOW TAXICABS ONCE DOMINATED THE STREETS OF MANHATTAN. BY 2020, THERE WERE FOUR TIMES AS MANY RIDE-SHARING VEHICLES ON THE STREETS AS TAXIS. THOSE VEHICLES WERE SUMMONED BY APPS OFFERED NOT ONLY BY UBER AND LYFT BUT BY VIA, JUNO, AND GETT.

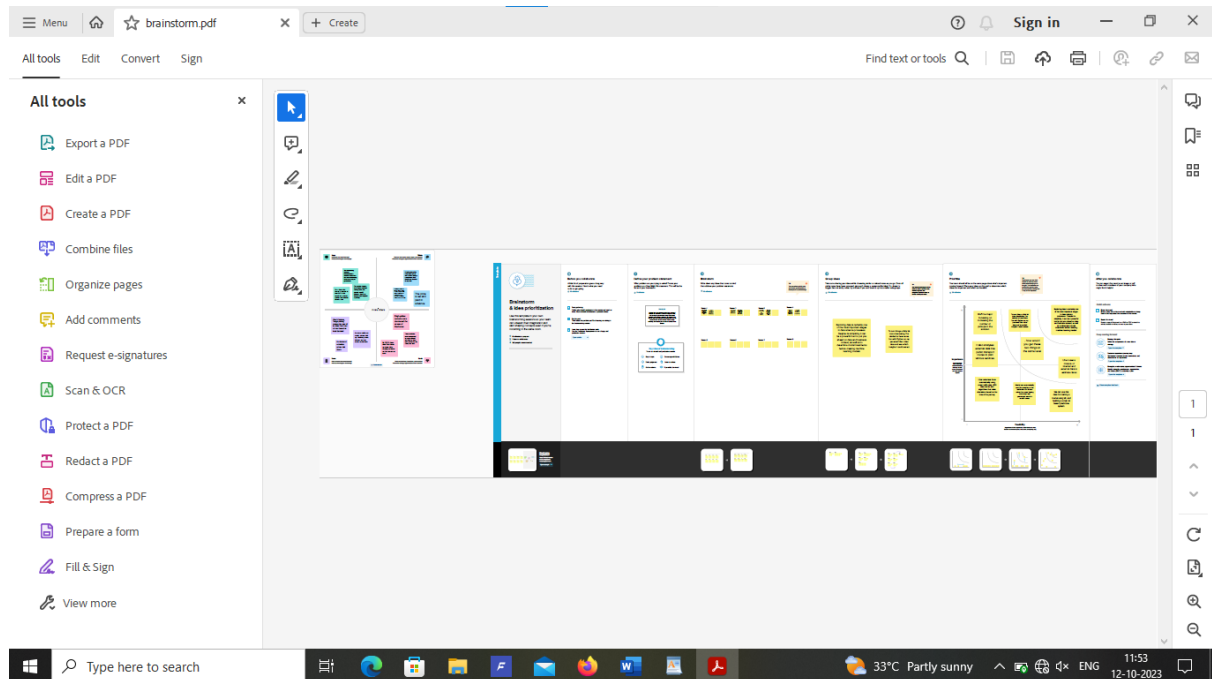
CLEARLY, UBER AND ITS COMPETITORS SUCH AS LYFT HAVE DRAMATICALLY CHANGED THE PERSONAL TRANSPORTATION INDUSTRY, WITH A MIX OF BOTH BENEFITS AND DRAWBACKS FOR CUSTOMERS AND DRIVERS. LET'S LOOK AT THEM.

2. PROBLEM DEFINITION & DESIGN THINKING

1. EMPATHY MAP



IDEATION & BRAINSTORMING MAP



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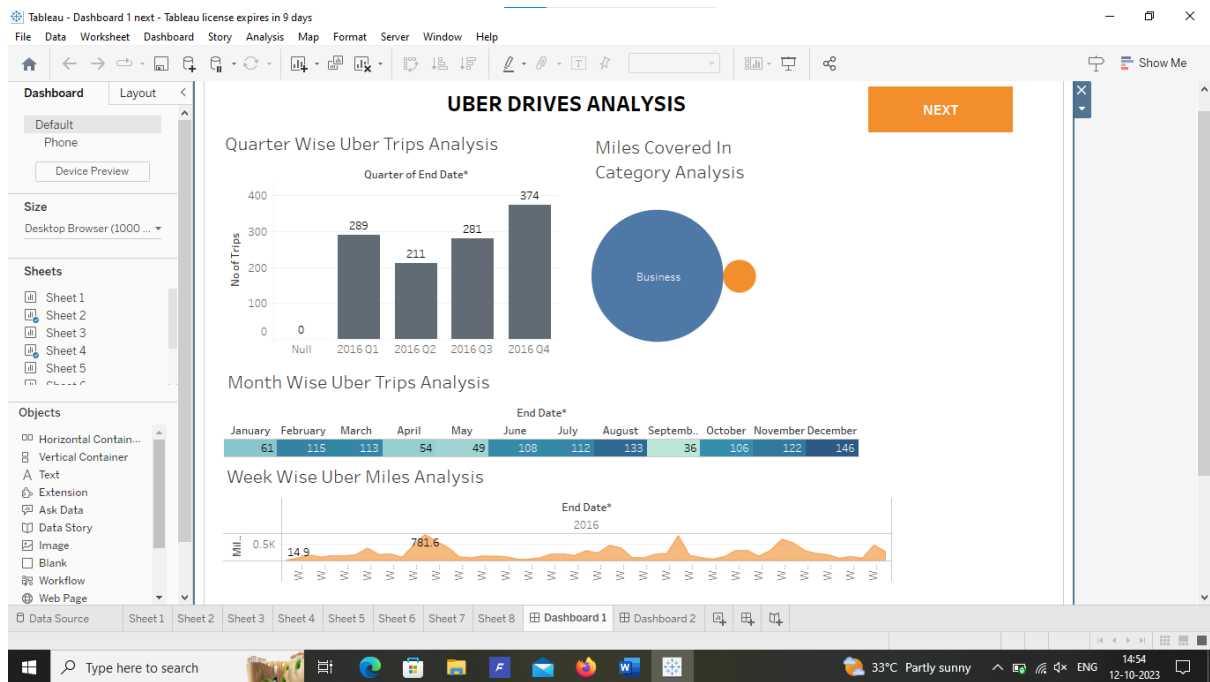
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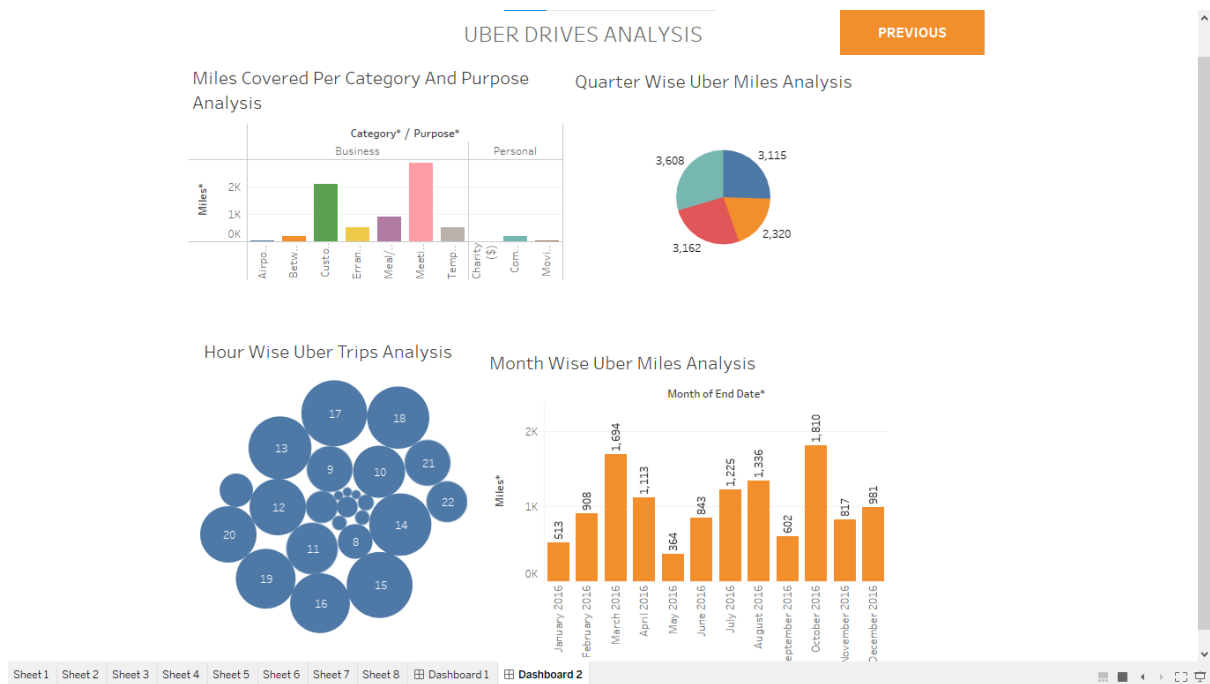
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DASHBOARD:

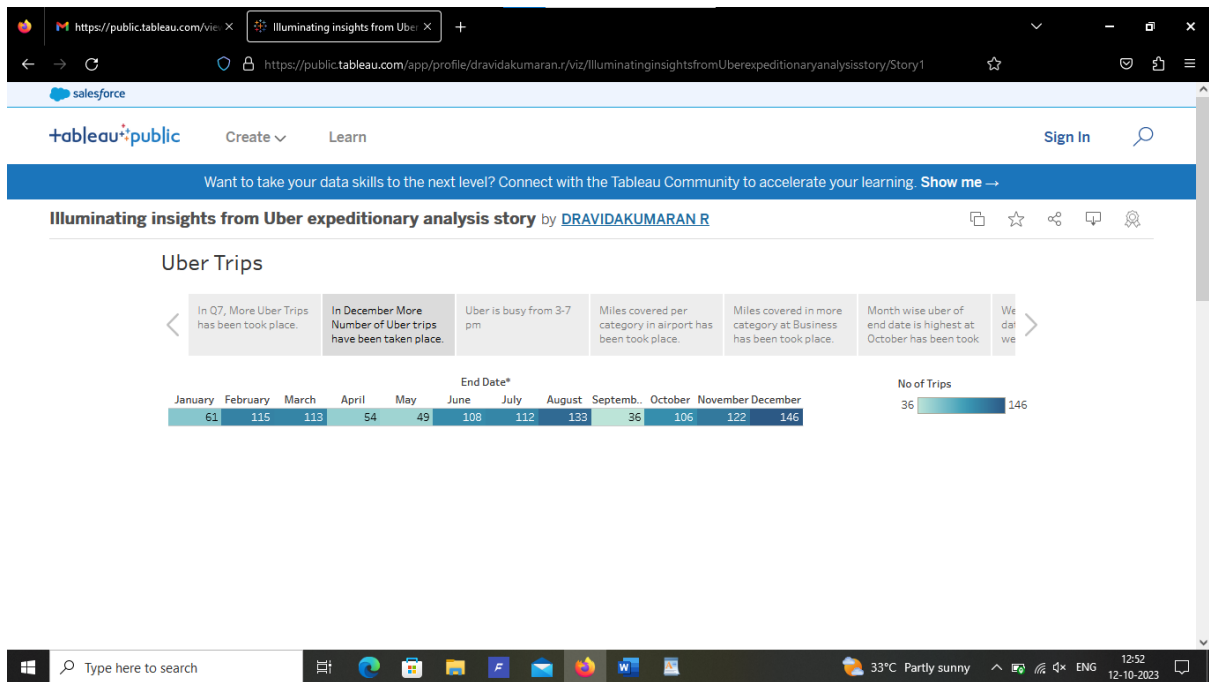
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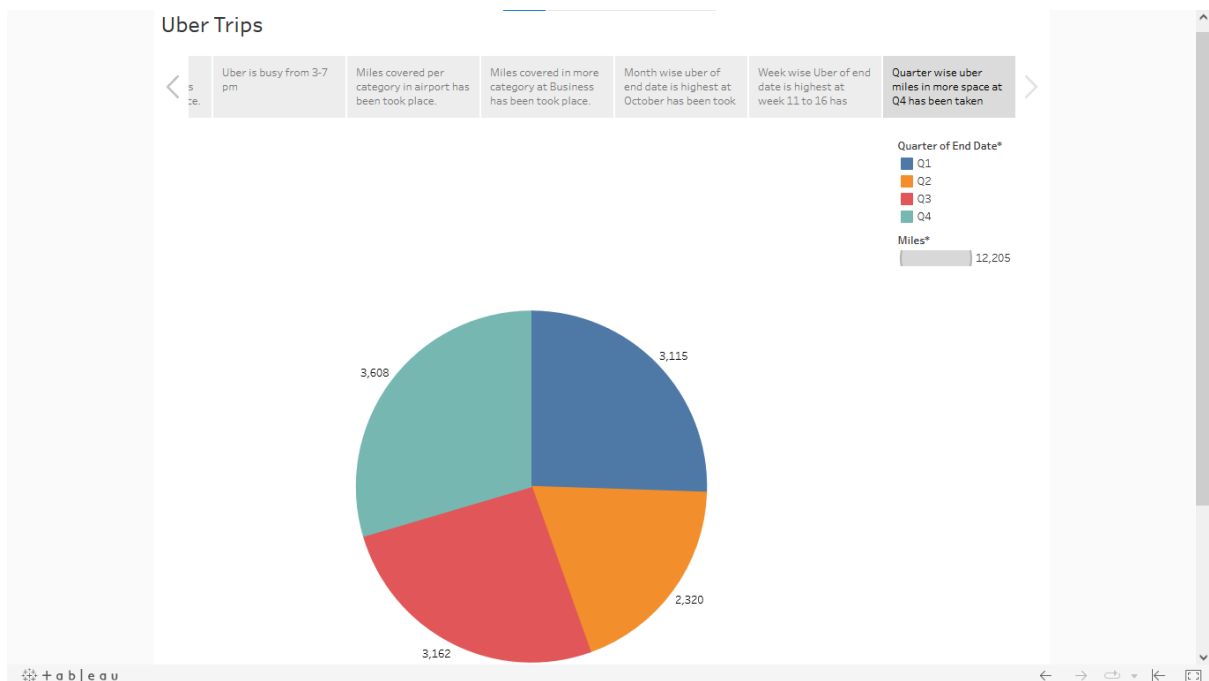


3. RESULT



STORY:

[story link](#) (CLICK)



ADVANTAGES AND DISADVANTAGES

ADVANTAGES OF UBER

UBER THROUGH E-HAIL HAS HIRED DRIVERS EASILY AND FAST. PROPRIETARY SOFTWARE IN THE APP LOCATES DRIVERS CIRCLING NEARBY CHEAPEST CARPOOLING LUXURY WHEELS. THE PRICE IS FIXED.

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 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.

HOW TO MAKE AN APP LIKE UBER AND OLA @BR SOFTECH

COMPETITIVE PRICING

UBER IS LESS EXPENSIVE THAN OTHER TAXI SERVICES, BUT NOT ALWAYS. LONGER TRIPS ARE ALWAYS CHEAPER BY UBER BUT SHORT RIDES CAN BE EXPENSIVE.

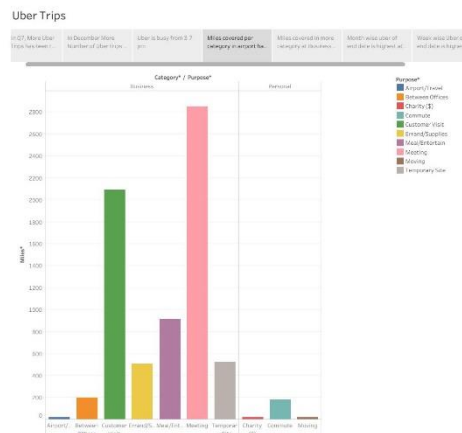
THE PRICE MODEL FOR UBER AND OTHER TAXI APPS CAN HAVE HIGHER BOOKING PRICES DUE TO BUSY TIMES OF THE DAY.

IT IS IMPOSSIBLE TO COME UP WITH A FIXED PRICE FOR AN UBER RIDE. ITS COSTING PLANS VARY FROM ONE CITY TO ANOTHER AND FROM ONE COUNTRY TO ANOTHER.

BUT UBER ALWAYS SHOW YOU THE ESTIMATED FARE BEFORE STARTING THE RIDE.

SAFER AND FLEXIBLE

THE RIDERS ARE REGISTERED THEIR IDENTITIES AND THEIR PAYMENT CHANNELS. CASHLESS TRANSACTIONS ALSO MAKE IT SAFER, A DRIVER AND RIDER NEED TO CARRY CASH.



DISADVANTAGES OF UBER

DRIVERS ARE NOT ASSURED OF MINIMUM PAY TO MAINTAIN THEIR OWN VEHICLES. THIS TOPIC IS GROWING CONTROVERSIAL IN MANY CITIES BECAUSE NEW YORK CITY MANDATED A \$17.22 MINIMUM WAGE FOR DRIVERS.

SURGE PRICING

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 WORRYDRIVERS

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.

CONCLUSION:

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.