VOYAGE VISTA

Introduction:

i) Overview:

- Uber is a multinational transportation network company that operates a ride-halling platform. It was founded in 2009 by Garrett Camp and Travis Kalanick and is based in San Francisco, California , Uber provides a convenient way for individuals to request rides from drives who use their own personal vehicles .

- Uber Driver Analysis refers to the Analysing the number of trips taken by Uber drivers can provide insights into their overall activity and the demand for rides in specific areas, Daily, Weekly, or Monthly Analysis . Trips can be analyzed based on geographic regions or specific cities to identify areas with higher demand .

- This analysis can help Uber drivers decide where to focus their driving effort for maximum efficiency and profitability . The research is carried out on Uber drivers data collected from the year 2016.
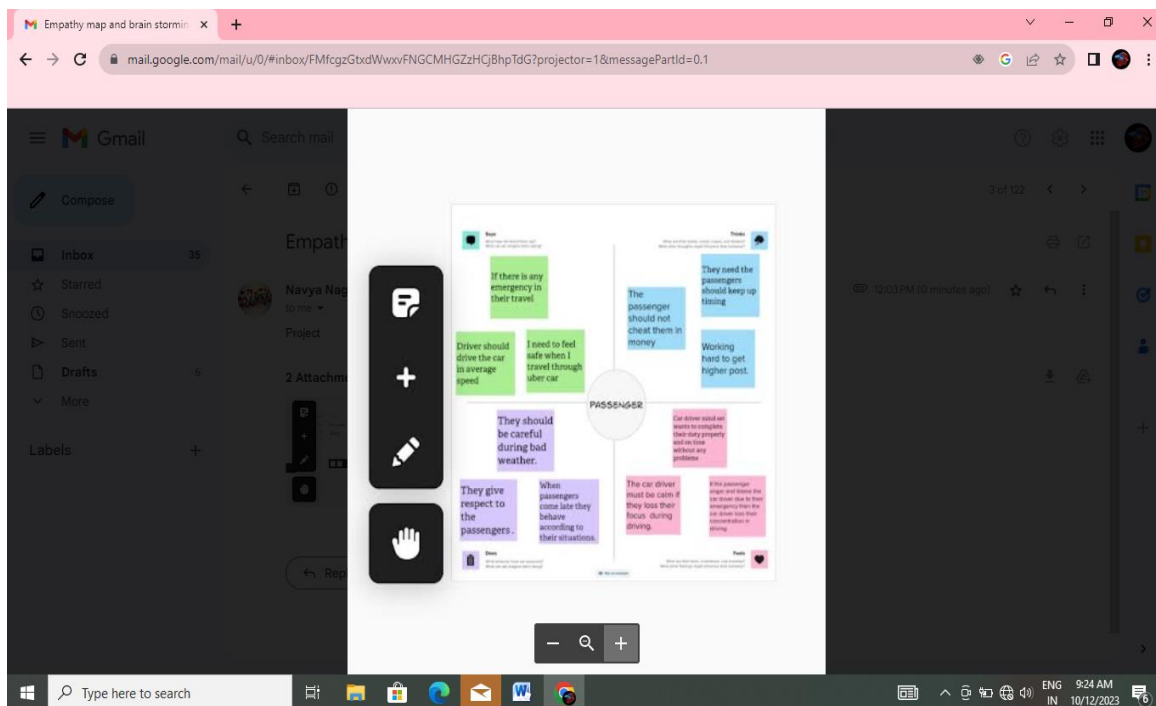
Purpose

The purpose of Uber is to provide on-demand transportation services by connecting riders with
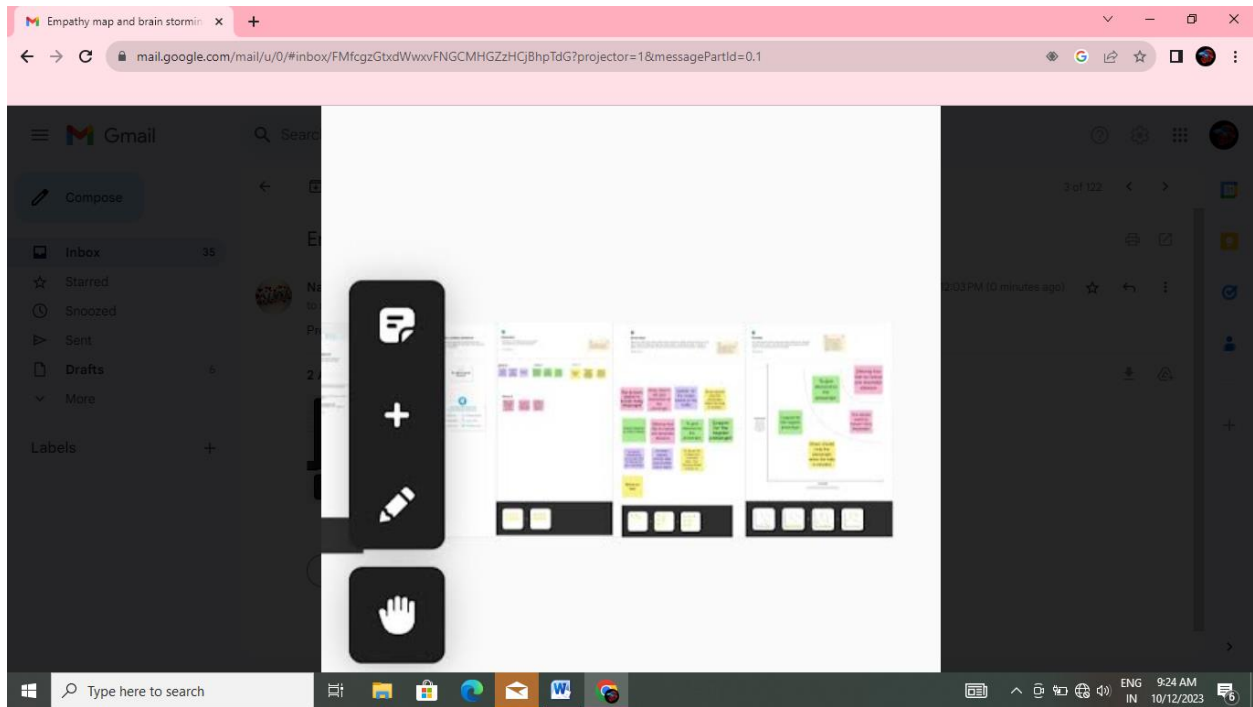
drivers through a mobile app. Uber's primary goal is to make transportation more convenient, efficient, and accessible for people in various locations around the world. It also offers opportunities for individuals to earn income by driving for the platform

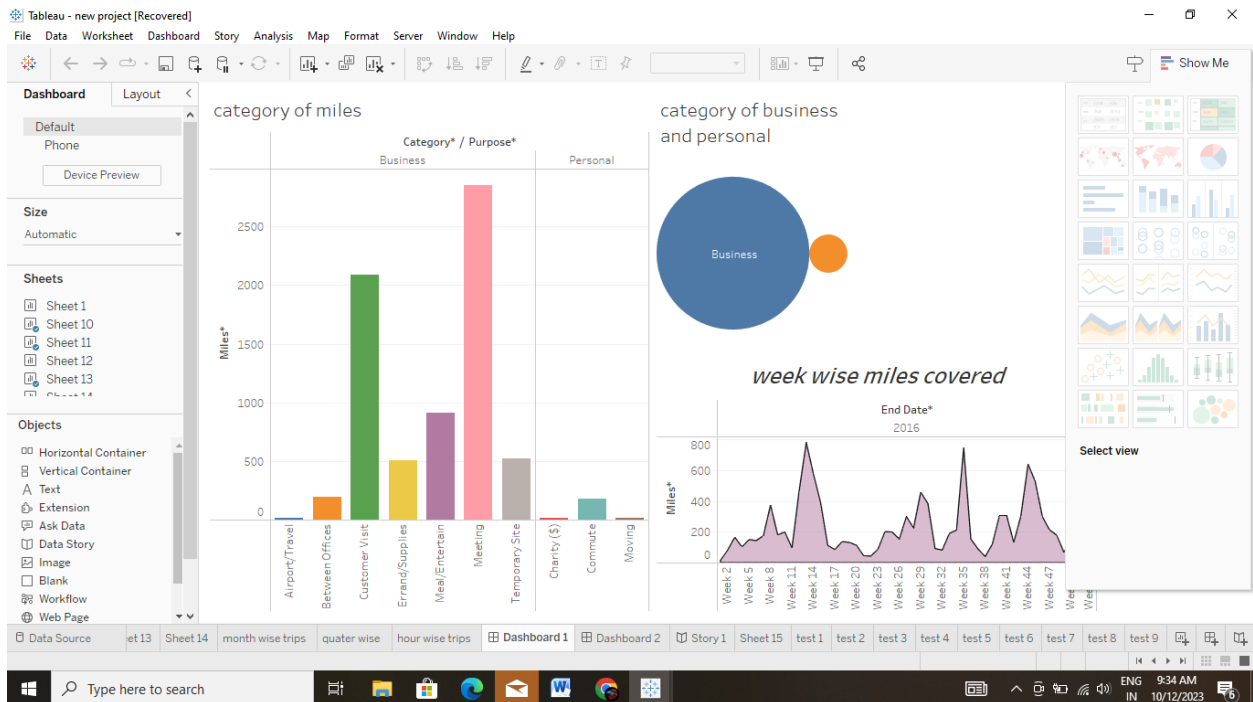## 2 . Problem definition & design thinking

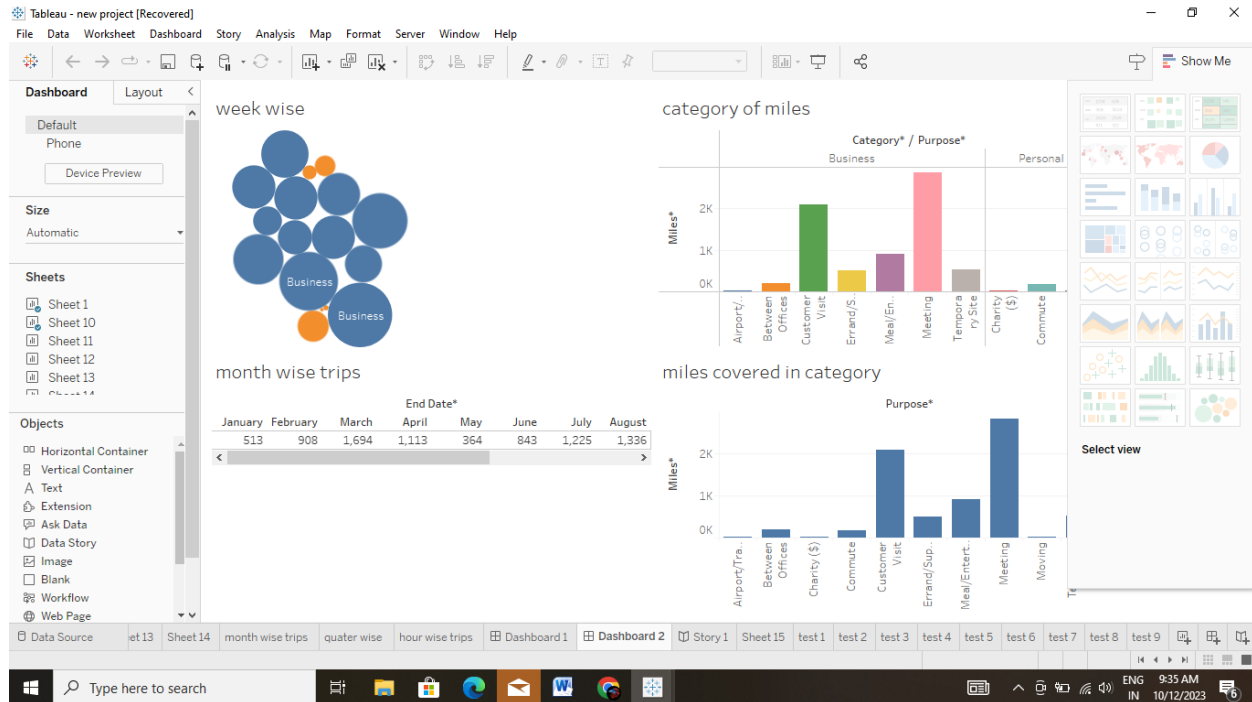### 2.1 Empathy map
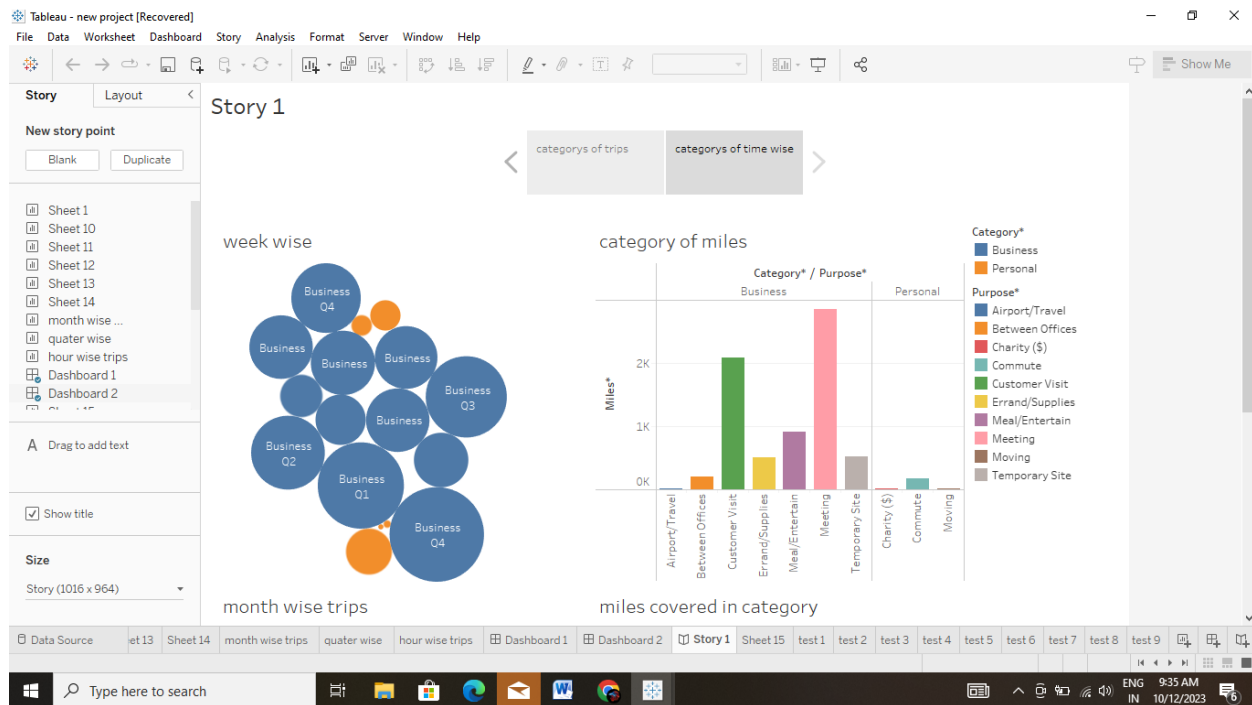

2.2 Ideation & brainstorming map

3 . Result

Dashboard :1

Dashboard : 2

4 . Story

4. Advantage & Disadvantage

Advantages of Uber: Convenience: Uber offers a convenient way to request rides on-demand through a mobile app, eliminating the need to wait for a taxi or public transportation.

Accessibility: Uber is available in many cities and regions, making it accessible to a wide range of users.

Cost-*Effective*: In many cases, Uber can be more cost-effective than traditional taxis, especially for shorter trips.

Safety Features: Uber provides safety features such as driver and trip ratings, real-time tracking, and sharing trip details with friends or family.

Cashless Transactions: Payments are processed electronically through the app, reducing the need for cash transactions.

Diverse Ride Options: Uber offers various ride options, from standard UberX to more premium services like Uber Black.

Driver Earnings: Uber provides an income source for drivers and the flexibility to set their own schedules.

Disadvantages of Uber:

Surge Pricing: During high-demand periods, Uber may implement surge pricing, which can result in significantly higher fares.

Safety Concerns: While Uber has safety measures in place, there have been cases of safety issues with drivers or riders.

Availability: Uber may not be available in all areas, particularly in rural or less-populated regions.

Privacy Concerns: The app requires access to location and personal data, which raises privacy concerns for some users.

Service Quality: The quality of service can vary depending on the driver, and some riders may have less positive experiences.

Regulation and Legal Issues: Uber has faced regulatory challenges and legal issues in many locations, which can impact its availability and operations.

Environmental Impact: The use of Uber vehicles contributes to traffic congestion and may have environmental consequ. It's

essential to weigh these advantages and disadvantages when deciding whether to use Uber .

5. Application:

Uber is a popular ride-sharing and transportation service that has several applications, including: Ride Hailing: Uber's primary service allows users to request rides from drivers who use their own vehicles. This is often used for convenient and affordable transportation within cities.

Food Delivery: Uber Eats is a food delivery service that enables users to order food from various restaurants and have it delivered to their doorstep.

Freight and Logistics: Uber Freight connects shippers and truck drivers to facilitate the transportation of goods and cargo.

Uber for Business: This service allows companies to manage and pay for their employees' rides for business purposes, making it easier to track expenses.

Public Transit Integration: In some cities, Uber has integrated public transportation options into its app, making it easier for users to plan and pay for their public transit journeys.

Uber Health: This service helps healthcare providers schedule rides.

6. Conclusion:

The conclusion of Uber's journey up to my knowledge cutoff in September 2021 is that it revolutionized the transportation industry by introducing a convenient and

accessible ride-sharing platform. However, it also faced significant controversies and legal challenges in various regions, related to issues such as driver classification, safety concerns, and regulatory compliance. Uber continued to expand its services into food delivery (Uber Eats) and experimented with autonomous vehicles. The company's long-term success and profitability were still subject to ongoing challenges and competition in the ever-evolving technology and transportation landscape. For the latest updates on Uber's status and developments, I recommend checking the most recent news sources.