

Project Report Template

1. INTRODUCTION

1.1 Overview

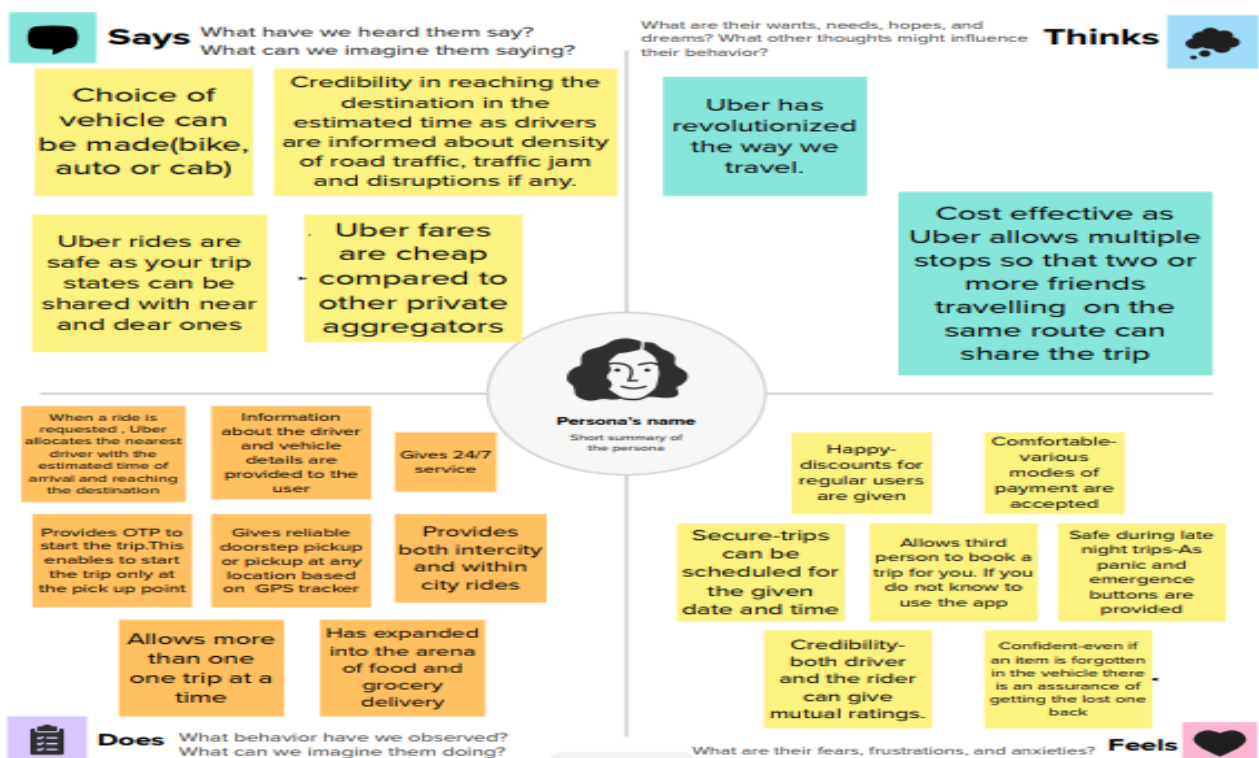
Uber is a multinational transportation network company that operates a ride-hailing platform. It was founded in 2009 by Garrett Camp and Travis Kalanick and is based in San Francisco, California. Uber provides a convenient way for individuals to request rides from drivers who use their own personal vehicles.

1.2 Purpose

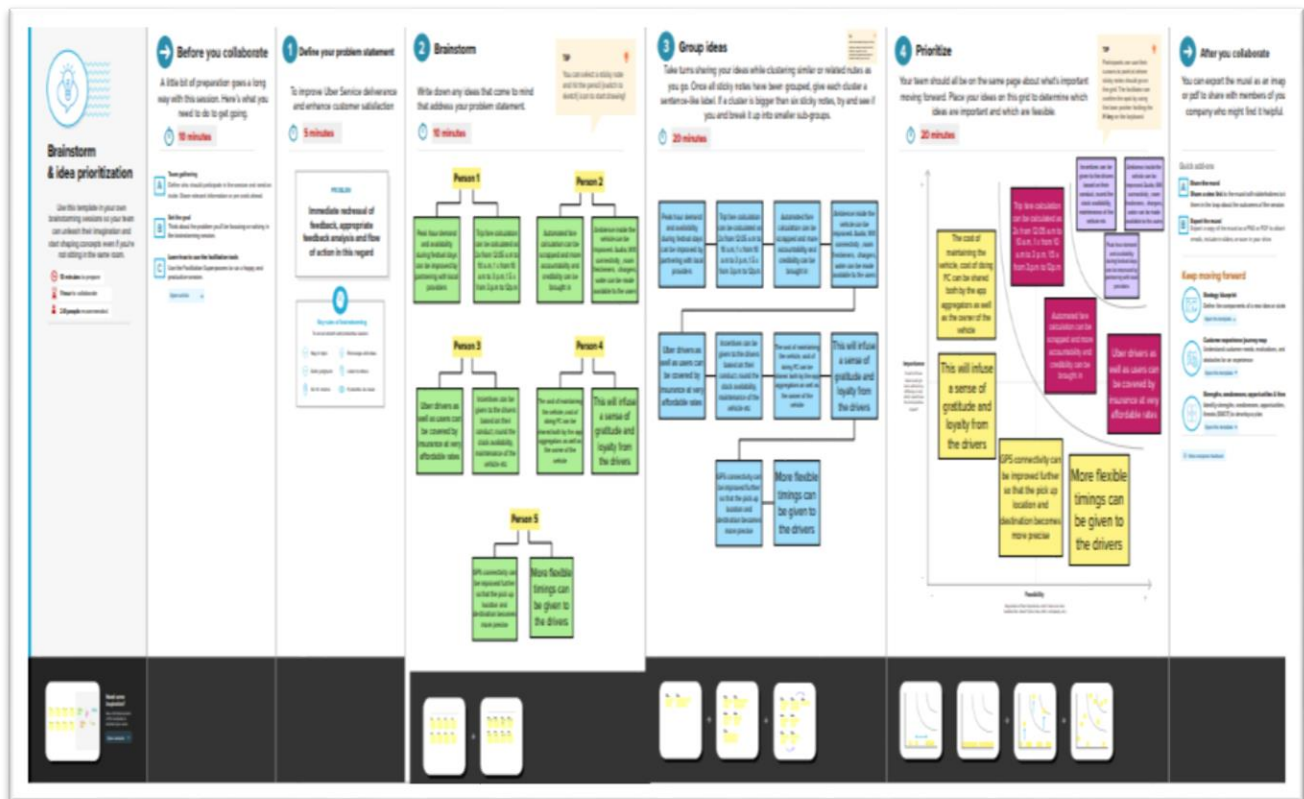
This analysis can help identify peak hours or days of high demand and optimize driver availability during those times. Trips can be analyzed based on geographic regions or specific cities to identify areas with higher demand. This analysis can help Uber drivers decide where to focus their driving efforts for maximum efficiency and profitability. .

2. Problem Definition & Design Thinking

2.1 Empathy Map(SCREENSHOT)



2.2 Ideation & Brainstorming Map (SCREENSHOT)



3. RESULT

As a result, Uber analysis tells us that how people used this Uber vehicle for their purposes.

4. ADVANTAGES & DISADVANTAGES

PROS

- It offers a good way to plan our journey.
- It provides door step pickup.
- Our ride will get booked within 2 minutes.
- It's charge reasonable rate.
- Safety is improved for drivers and passengers.

CONS

- Unsatisfied wages for the ride.

- Cancellation charges are levied to customers while the fault was on driver side.
- Risk of missing flights or meetings due to delay in cab.

5. APPLICATIONS

Uber links passengers with drivers using the Uber app. Generally, the drivers own their own car. The company does also offer rental or lease on cars through third party partners.

FEATURES OF UBER APP:

Ride-hailing major Uber has rolled out a new feature, 'Group Rides', in India that allows users to share trips with up to three other people while travelling to a common destination. With this new feature, users can start a group ride by extending invitations to their friends through messaging apps.

6. CONCLUSION

When we see through the results the maximal miles covered in the business category is Meeting which means the Uber vehicle is mostly used for business purposes. Therefore, as a

Passenger: We can easily make our trips with Uber.

Chauffeur: We can satisfy the passengers by picking up and dropping them at a pinned location. By this, we can get incentives in addition to the salary.

Uber Company: This Business focuses on developing the largest platform to take care of the customers. This can attract the customers to the company's services. This platform chooses the skilled employees for the work. It aids in employee performance improvement, which aids in boosting overall business performance and financial rewards.

7. FUTURE SCOPE

The current world is witnessing many advancements and a lot of startups are evolving rigorously in the world for the past few years. All because of the emergence of on-demand ideas in the current business world with a lot of opportunities. The on-demand apps assist you to order or book anything from

anywhere. The on-demand business also aids many startups to earn more profits. Even more traditional businesses have adopted on-demand business to increase the profits tremendously.