



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Uber sets fares using dynamic pricing, which is a model based on the local supply and demand in a specific region at the time of the booking. The company operates in approximately 70 countries and **10,500 cities**. The company has over 131 million monthly active users and 5.4 million active drivers worldwide.

With excellent growth drivers in place, **the company looks set for another decade of strong outperformance**. Uber will most likely continue to face regulatory hurdles as an industry innovator in addition to facing tough competition across most segments.

Ridesharing companies are banned from or have voluntary pulled out of, due to legal restrictions, the following jurisdictions: parts of Oregon, Bulgaria, Denmark, Hungary, and parts of Germany. The UberPop level of service is banned in **Italy, France, Netherlands, and Finland**

Uber is a platform where those who drive and deliver can connect with riders,eaters,and restaurants.

The name uber is derived from the german word mening "above all the rest". Uber Technologies,Inc. is an American multinational transportation network company.

In cities where uber is available, you can use the uber app to request a ride. When a nearby driver accepts your request, the app displays an estimated time of arrival for the driver heading to your pickup location.

Voyage vista : Illuminating insights from uber expeditionary analysis

Uber follows a better routing algorithm, and their cabs reach the pick-up location within minutes. Uber provide different option for choosing a cap, such as large,mini, and shared cab options.

Improving Pickups with Better Location Accuracy. Uber launches **Beacon V2**, a piece of hardware for Uber drivers, that implements on device sensor fusion using signals from GNSS, IMU, and barometer to improve location accuracy.

Uber's pricing also plays a key role in its success. Uber's fares are generally lower than those of traditional taxi services, making it an attractive option for riders. The company's surge pricing also helps to balance supply and demand, incentivizing drivers to go to areas with higher demand.

Uber's success can be attributed to a few factors: **It was able to create a better user experience than its competitors**. It was able to use technology as a way to connect drivers and customers. It was able to do so at a lower cost than its competitors.

Uber has been competing fiercely with other ride-hailing services and traditional taxi companies, resulting in lower prices. The company has been subsidizing rides to attract more customers and gain market share, which has resulted in a significant loss of revenue

We are a tech company that **connects the physical and digital worlds to help make movement happen at the tap of a button**. Because we believe in a world where movement should be accessible. So you can move and earn safely. In a way that's sustainable for our planet



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?