

VOYAGE VISTA : ILLUMINATING INSIGHTS FROM UBER

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1.Introduction:

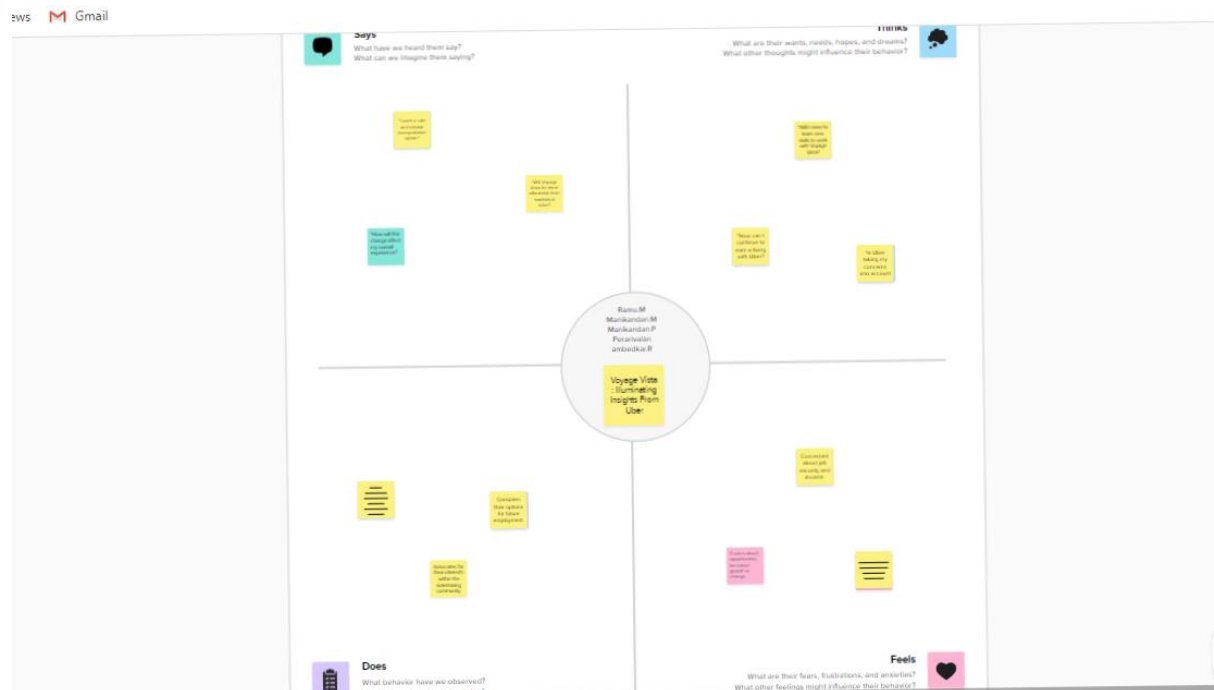
1.1. overview:

Uber overview Ride-Sharing: Uber is most well-known for its ride-sharing service. Customers can use the Uber app to request a ride, and drivers in the area respond to those requests. This service is available in cities around the world. 1. Uber Eats: Uber Eats is Uber's food delivery service. Customers can order food from local restaurants through the Uber Eats app, and delivery drivers pick up the food and deliver it to the customer's doorstep. 2. Uber Freight: Uber Freight is a service that connects truck drivers with shippers who need to transport goods. It helps streamline the freight industry and improve efficiency. 3. Uber for Business: This service allows companies to manage and pay for employee travel, whether it's for rides or Eats orders. It provides a convenient way for businesses to handle transportation needs. 4. Uber Air: Uber has been working on the concept of urban air mobility, which would involve using electric vertical takeoff and landing (eVTOL) aircraft for short urban trips. This service was still in the experimental and development phase in 2021. 5. Uber Rewards: Uber Rewards is a loyalty program for Uber users. Customers can earn points for each dollar spent on Uber services and redeem them for various rewards, including free rides and Uber Eats discounts. 6. Safety Features: Uber has implemented a range of safety features, including driver background checks, GPS tracking of rides, and the ability for riders to share their trip details with others for added security. 7. Sustainability Efforts: Uber has committed to becoming a more sustainable and environmentally friendly platform. They have announced plans to make all rides on their platform 100% electric in the United States, Canada, and Europe by 2030.

1.2 Purpose

I apologize for any confusion, but as of my last knowledge update in September 2021, there is no widely recognized or official publication titled "Voyage Vista: Illuminating Insights from Uber." It's possible that such a publication was released after my last update, and I do not have information on it. If this is a specific book or document you are looking for, I would recommend checking online bookstores, libraries, or conducting a web search to see if it has been published or to find any relevant information about it.

2.1 Empathy map



2.2 Brainstorm & Ideation:

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

15 minutes to create
 1 hour to collaborate
 3-8 people recommended

You're in Focus mode

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

- Have parking: Before you start, participants in the session and send an invite. More relevant information or pre-work ahead.
- Get the goal: Think about the problem you're focusing on solving in the brainstorming session.
- Learn how to use the Facilitation Guide: See the Facilitation Guide for more tips and tricks to help you facilitate the session.

Open article

Problem statement

What problem are you trying to solve? Frame your problem as a How Might It Be statement. This will be the focus of your brainstorm.

5 minutes

Key rules of brainstorming

To run an unscripted and productive session:

- Stay on topic
- Encourage wild ideas
- Defer judgment
- Listen to others
- Go for volume
- Combine & improve

Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

Person 1

Start by writing down 10 ideas that come to mind. Focus on quantity over quality. Write down every idea, no matter how silly or outrageous it seems. The more ideas you have, the more likely you are to find a solution.

Person 2

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Person 5

Write down 10 ideas that come to mind. Focus on quantity over quality. Write down every idea, no matter how silly or outrageous it seems. The more ideas you have, the more likely you are to find a solution.

Focus mode (CTRL + ALT + F)

Group ideas

Now that you've brainstormed ideas, it's time to group them. Write down all your ideas, then group them into clusters. Give each cluster a sentence-like label. If a cluster is bigger than 10 ideas, try and see if you can break it up into smaller subgroups.

10 minutes

Cluster 1: New product ideas

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Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

10 minutes

Importance

How important is this idea to your business? (1-5)

Feasibility

How feasible is this idea to implement? (1-5)

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10 minutes

Quick add-ons

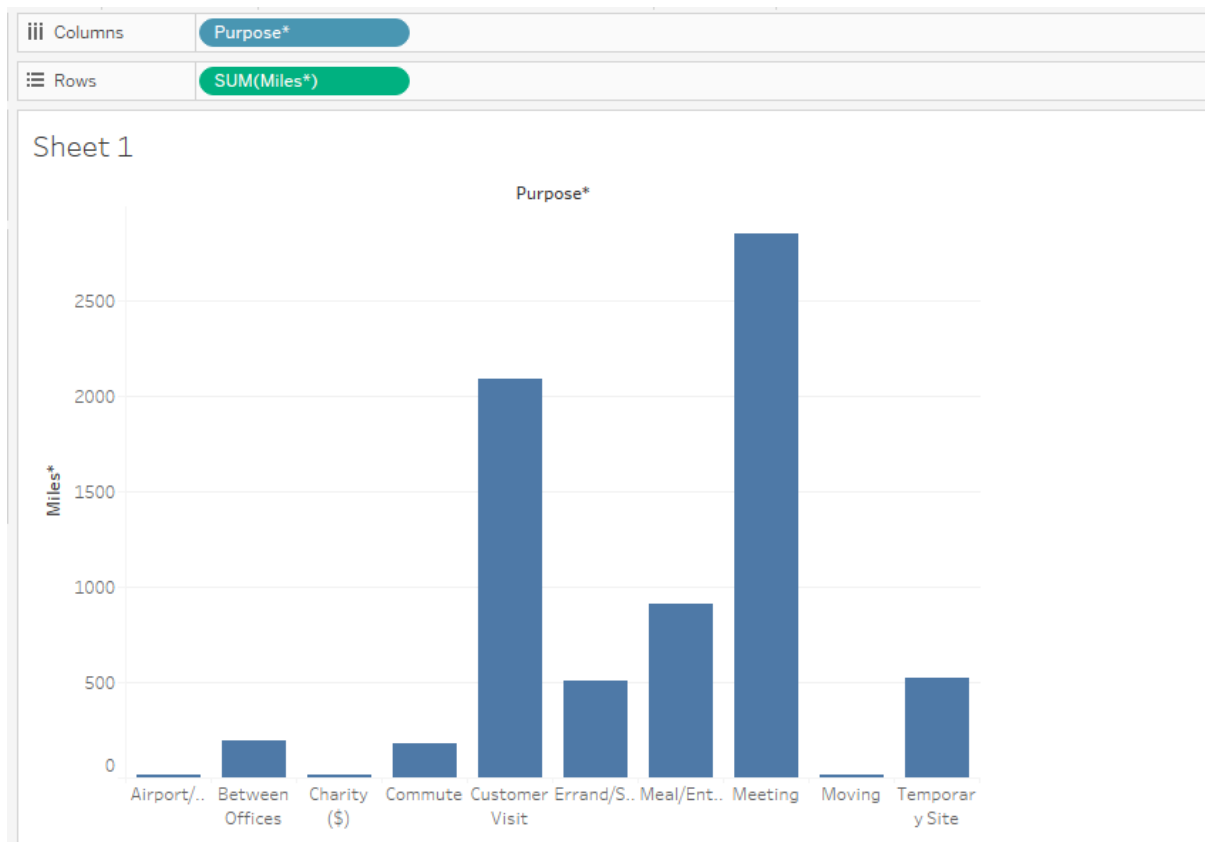
Write down 10 ideas that come to mind. Focus on quantity over quality. Write down every idea, no matter how silly or outrageous it seems. The more ideas you have, the more likely you are to find a solution.

Keep moving forward

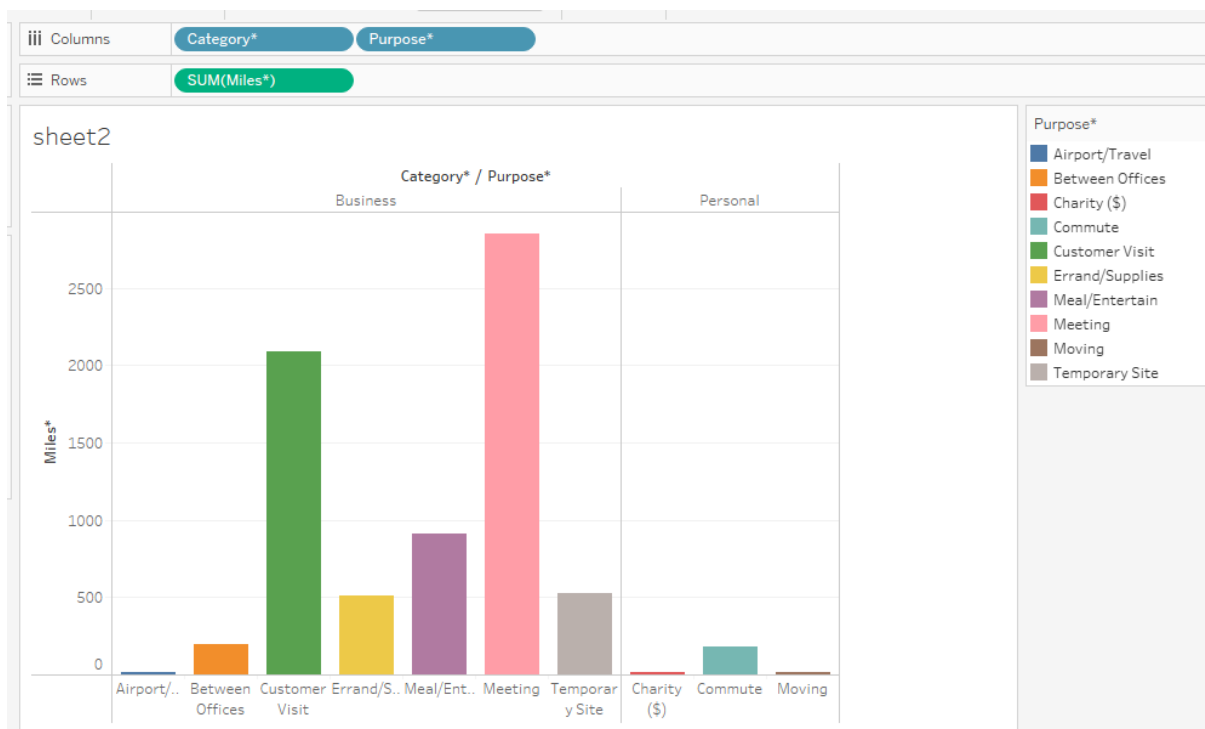
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3 Result

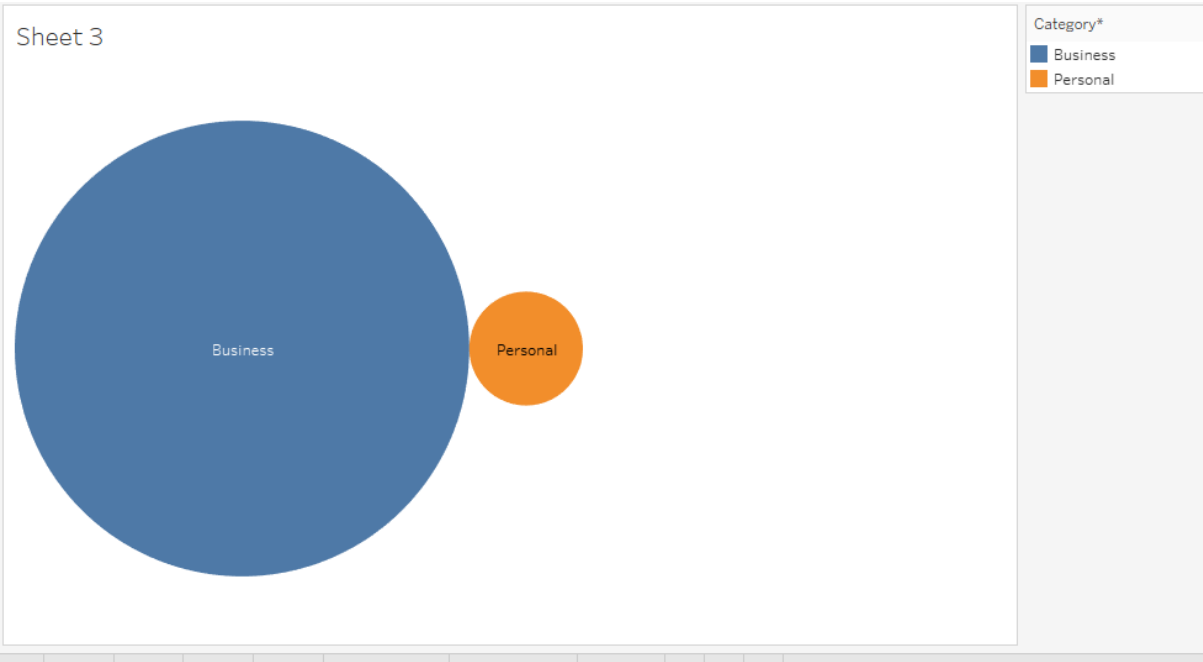
3.1 [REDACTED]: sheet 1



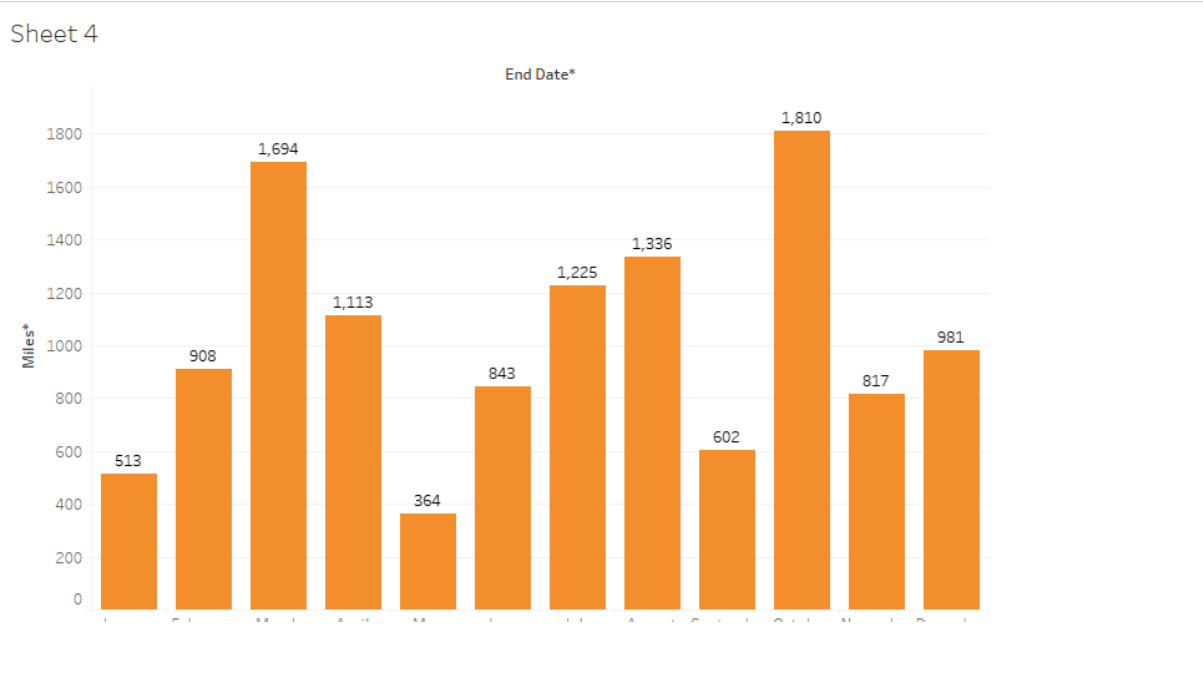
3.2 Miles Per Category and Purpose



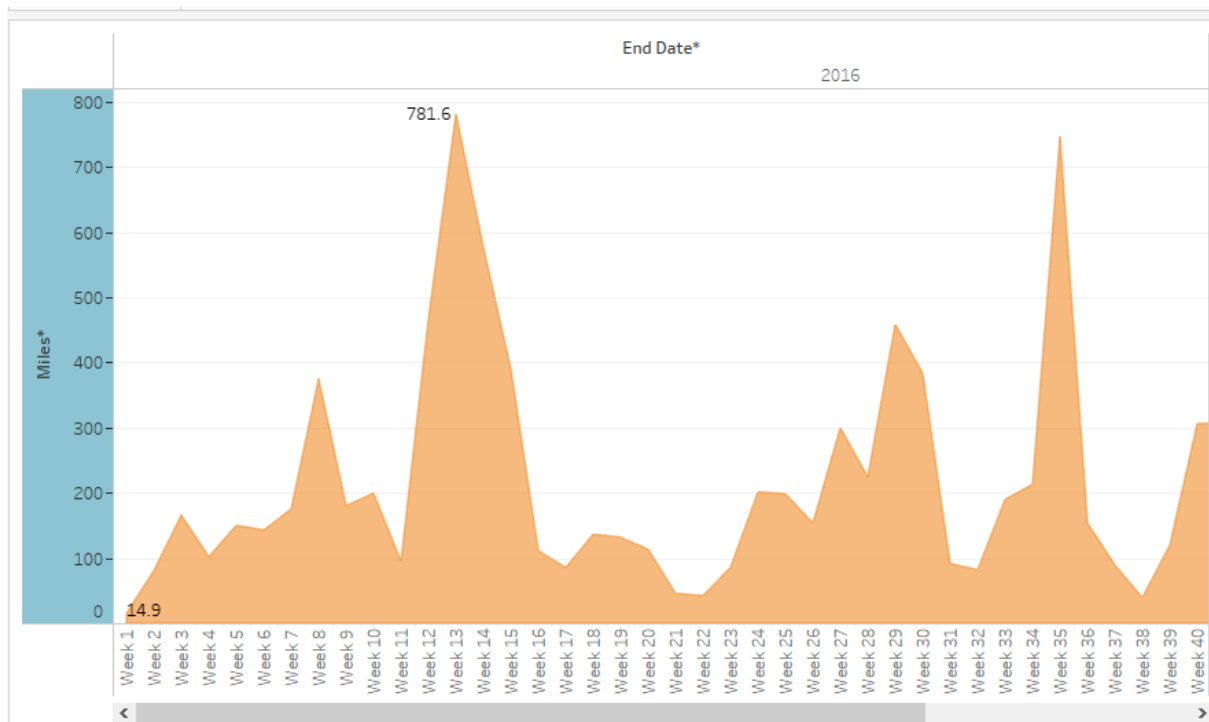
3.3 Catergoy of Miles



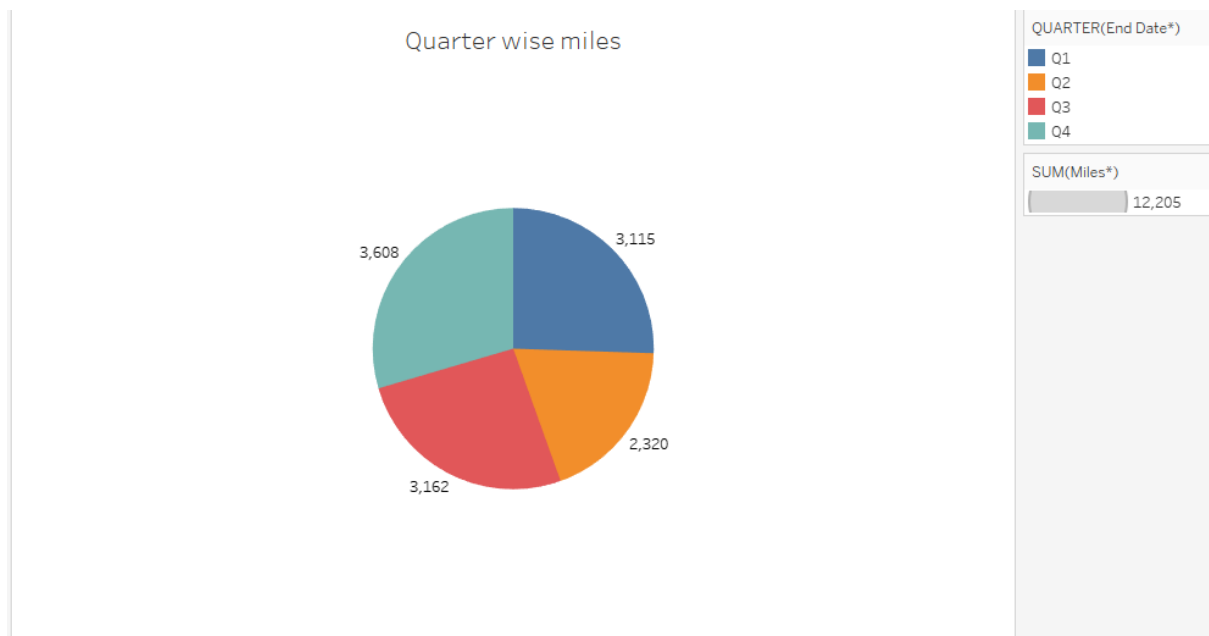
3.4 Month Wise Miles



3.5 Week wise Miles



3.6 Quarter wise miles



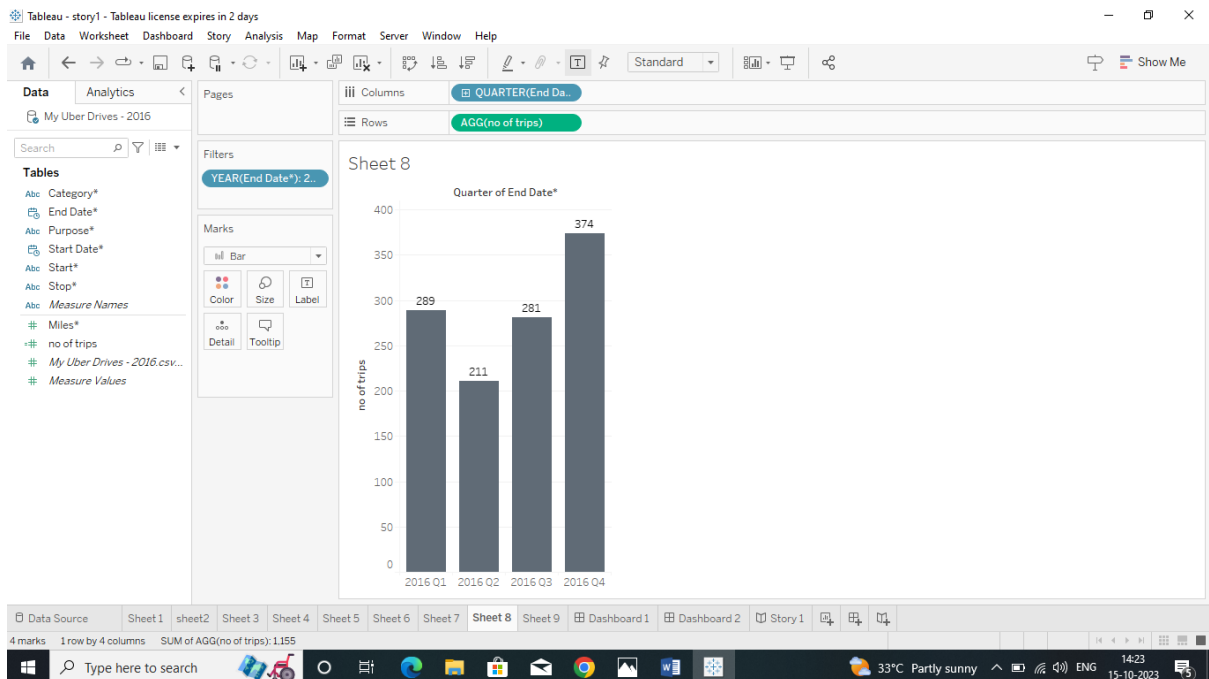
3.7 Number of Trips Per Month

Sheet 7

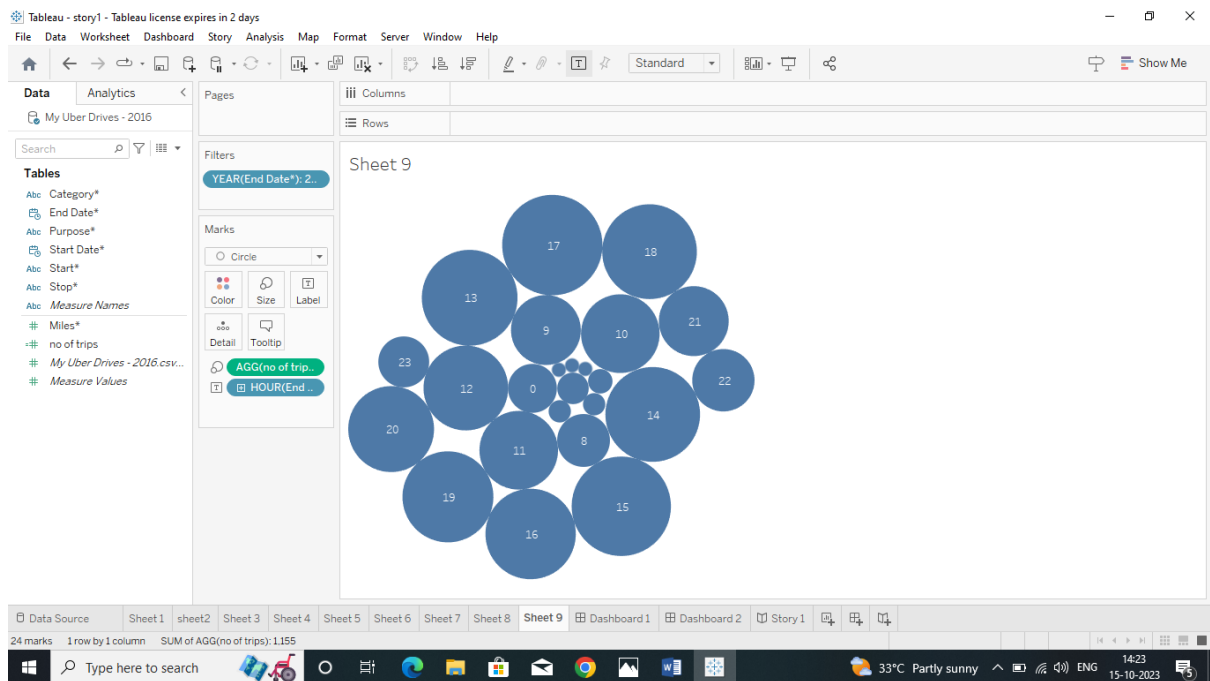
Month of End Date*											
January 2016	February 2016	March 2016	April 2016	May 2016	June 2016	July 2016	August 2016	September 2016	October 2016	November 2016	December 2016
61	115	113	54	49	108	112	133	36	106	122	146

AGG(no of trips)	
36	146

3.8 sheet 8 Quarter wise Trips



3.9 Hour Wise Analysis



4 Advantages & Disadvantage:

4.1 Advantages:

1. **Convenience:** Uber offers a convenient way to request a ride through a smartphone app. Users can track their driver's location and estimated arrival time, making it a hassle-free transportation option.
2. **Accessibility:** Uber is available in numerous cities worldwide, providing transportation options where traditional taxi services might be limited or nonexistent.
3. **Cost:** Uber can often be more cost-effective than traditional taxis, especially for longer trips. The upfront pricing and fare estimates help users budget for their rides.
4. **Driver Rating System:** Uber's driver rating system allows passengers to rate their drivers, which incentivizes drivers to provide good service. This system can enhance the overall quality of the service.
5. **Driver Earnings:** For drivers, Uber offers flexible work opportunities, enabling them to earn money on their own schedule.

4.2 Disadvantage

1. **Safety Concerns:** There have been reports of safety concerns, including incidents involving both passengers and drivers. While Uber has implemented safety features and background checks, there is always a risk when using a ride-sharing service.
2. **Surge Pricing:** During periods of high demand, Uber uses surge pricing, which can significantly increase the cost of a ride. Some users find this pricing model frustrating.
3. **Lack of Regulation:** Uber's presence has raised questions about the regulation of ride-sharing services. Traditional taxi services are subject to various regulations, while Uber often operates in a less regulated environment.
4. **Worker Classification:** The classification of Uber drivers as independent contractors rather than employees has been a subject of legal disputes in various jurisdictions. Some argue that drivers should be entitled to employment benefits and protections.

5 Applications.

The Uber mobile app has been a central part of Uber's service, offering both drivers and passengers various features and benefits:

1. **Ride Request and Tracking:** The primary function of the Uber app is to request rides. Passengers can enter their pickup and drop-off locations, see available drivers nearby, and request a ride. They can also track the driver's location in real-time.
2. **Payment Integration:** The app allows for cashless transactions, as passengers can link their credit card or other payment methods to their account. Payments are processed automatically after each ride, eliminating the need for physical cash transactions.
3. **Fare Estimations:** Before confirming a ride, passengers can see an estimated fare for their trip, helping them budget for their transportation.
4. **Driver Ratings and Reviews:** Passengers can rate their drivers and provide reviews after each trip, contributing to the overall quality and accountability of the service.
5. **Safety Features:** Uber has incorporated various safety features into the app, including sharing trip details with trusted contacts, in-app emergency assistance, and driver background checks.
6. **Accessibility Options:** The app offers features to support riders with disabilities, such as options for wheelchair-accessible vehicles.
7. **Uber Eats Integration:** In addition to ride services, Uber has integrated its food delivery service, Uber Eats, into the app. Users can order food from local restaurants and have it delivered to their location.
8. **Ride Options:** Uber offers various ride options, including UberX, UberPOOL (shared rides), Uber Black (premium rides), and more. Passengers can choose the type of vehicle and service that suits their needs.
9. **Scheduled Rides:** Passengers can schedule rides in advance, ensuring they have transportation when they need it, such as for airport trips or important appointments.
10. **Driver App:** Uber also provides a separate app for drivers, allowing them to accept ride requests, navigate to passenger locations, and manage their earnings and work schedule.

6. conclusions :

1. **Disruption of the Taxi Industry:** Uber disrupted the traditional taxi industry by introducing a more convenient and tech-savvy way of hailing rides. This shift led to changes in the taxi market dynamics in many cities.
2. **Gig Economy and Employment:** Uber's business model relies heavily on gig workers (drivers) who are classified as independent contractors. This has sparked debates and legal challenges regarding workers' rights and labor laws.
3. **Impact on Public Transportation:** Some studies have shown that Uber and other ride-sharing services can complement public transportation, providing first-mile and last-mile solutions in areas with limited access.
4. **Environmental Impact:** Uber's fleet of vehicles can have both positive and negative environmental impacts. The use of electric or hybrid vehicles by drivers can reduce emissions, but increased traffic congestion in some cities may have a negative effect.
5. **Economic Implications:** Uber has created economic opportunities for many people to earn income as drivers. However, the economic sustainability of these opportunities, including vehicle maintenance costs and driver earnings, remains a topic of concern.
6. **Regulation and Safety:** Uber has faced regulatory challenges in various regions related to safety, background checks, and insurance requirements for drivers and passengers.
7. **Global Expansion and Competition:** Uber expanded rapidly around the world, but it faced stiff competition from local and international ride-sharing companies in different markets. In

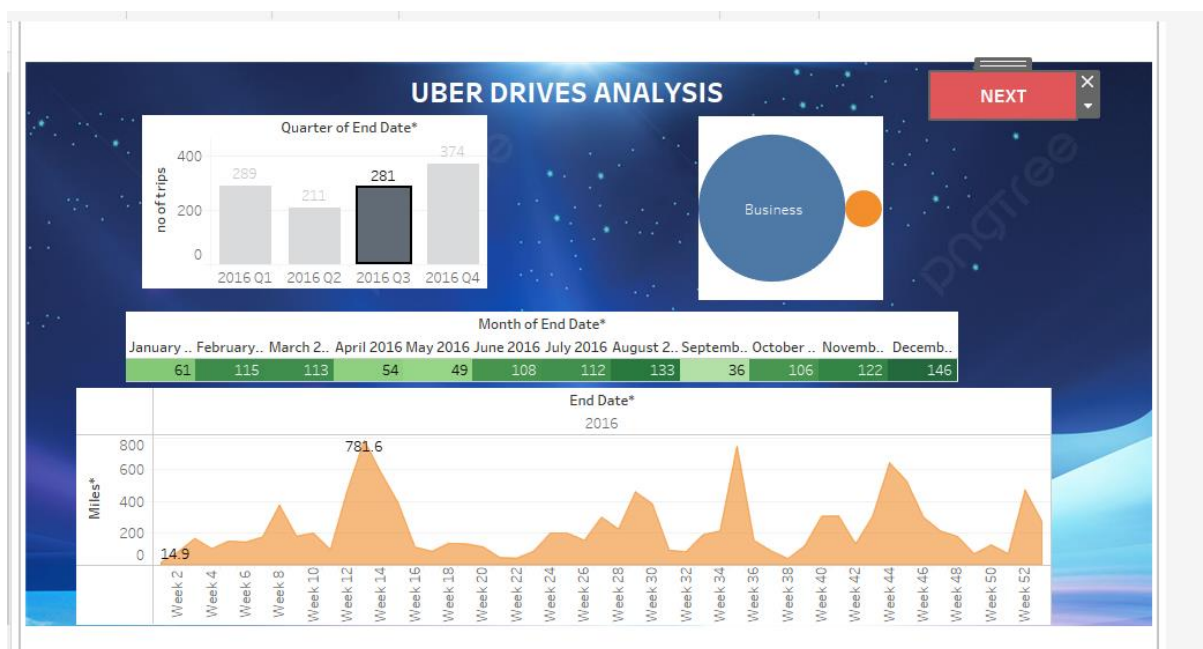
some regions, Uber has withdrawn or merged with local competitors.

8. **Technological Innovation:** Uber has been at the forefront of using technology for ride-hailing, including GPS tracking, dynamic pricing, and app-based payment systems. These innovations have influenced other industries.
9. **Consumer Behavior:** Uber has changed consumer behavior when it comes to transportation choices. People have become more accustomed to using on-demand transportation services rather than traditional taxis or personal vehicles.
10. **Uber Eats:** In addition to ride-sharing, Uber's food delivery service, Uber Eats, has played a significant role in the food delivery industry, transforming the way people order food.

Councluding summary:

1. **Disruption of the Taxi Industry:** Uber's entry into the market disrupted the traditional taxi industry by introducing a convenient and efficient ridesharing model. The app-based platform provided an alternative to traditional taxis, which led to significant changes in how people access transportation services.
2. **Technological Innovation:** Uber's success can be largely attributed to its innovative use of technology. The app's user-friendly interface, GPS tracking, and cashless payment options revolutionized the way people hail rides, making it a convenient choice for passengers.

Final input Of dashboards:



UBER DRIVES ANALYSIS

PREVIOUS

