

Uber Cabs

The Case study





01

User
Research

02

Problem

03

User
Personas

04

Upcoming
Events

Here you could describe the
topic of the section

User Research

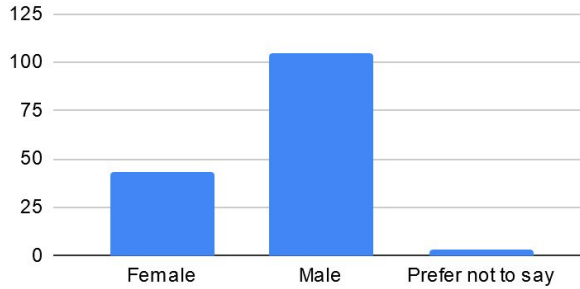
What people want?
What they get ?

What we did?

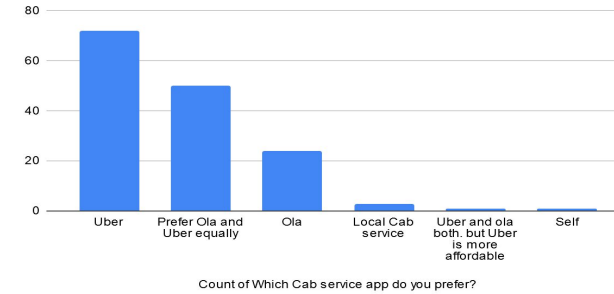
- We made a survey in which about 150 people took part who were of various backgrounds and age groups.
- We recognized our problems through analysis of the people's responses .
- We conducted one-on-one and telephonic interviews of app users and drivers .

Overview

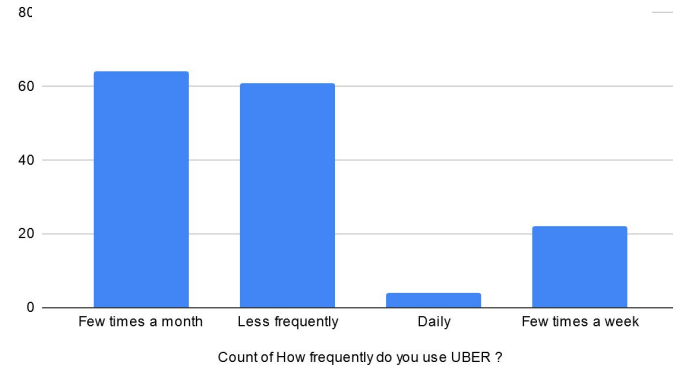
Count of Gender



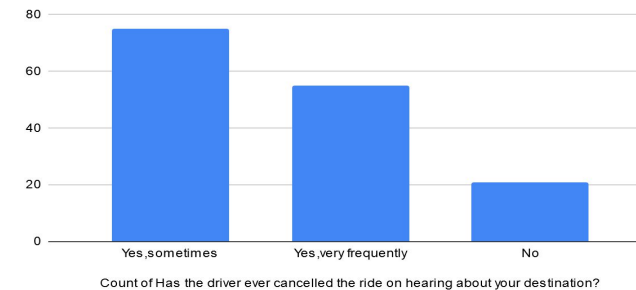
Count of Which Cab service app do you prefer?



Count of Gender



Count of Has the driver ever cancelled the ride on hearing about your destination?

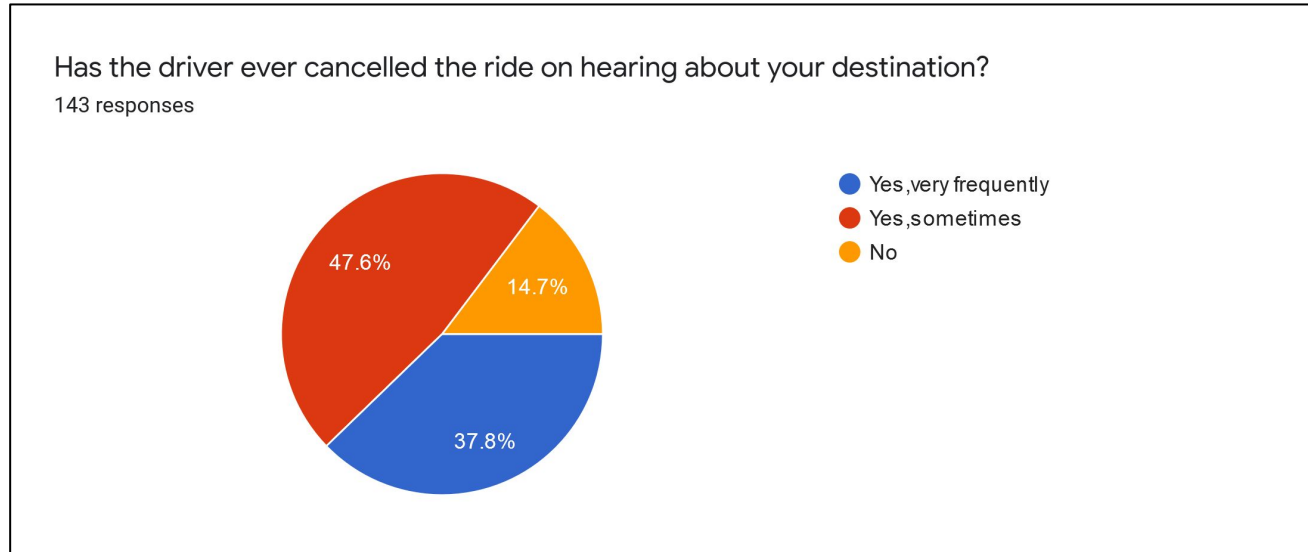


Problem Statement

Problems identified by Surveys and
Interviews

Drivers cancelling Rides

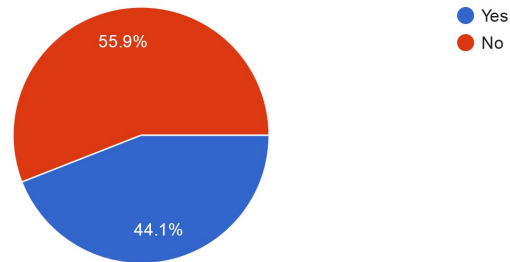
- According to surveys , 85.5% of users claimed that their Uber driver cancelled their ride or asked them to cancel after getting to know the destination at least once or more .



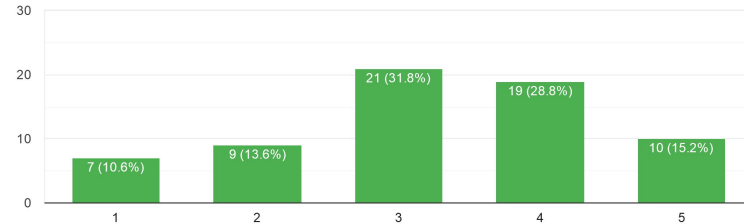
Help And Support System

- About 56% of respondents of our survey have not used Help , Support and Complain System of the app .
- Of these people who haven't used the features, many were either not aware or felt that procedure was complex and were hesitant
- Of those who used the system , about 37% felt that their issues were not resolved and rated the system 3.24 out of 5 which is not that good for a company like uber.
- Also 79% felt that Uber's chatbot needed improvement

Have you ever used the Help/Support/Complaint features of the app?
143 responses



How would you rate Uber's existing Customer Support
66 responses



Women's Safety

User Personae

**Name**

Vipesh tiwary

Age: 19

Marital status: unmarried

Undergraduate study: pursuing [B.Tech](#) from IITG

Location: Guwahati

Income: Unemployed

Cab service preferred

UBER

Bio

Vipesh is an engineering student who uses online cab booking services to reach the airport on time during his college vacations. He takes a morning flight and thus usually books a cab during an odd time. He also sometimes books cab to reach campus after late-night party plans with his friends.

"I want to have a quality experience in cab service which will allow me to reach my destination on time."

Ideal experience

Vipesh books a cab early in the morning and waits for the cab. He receives the driver's details and calls him to confirm his location and ask about how much time it will take to reach the pickup point. The driver arrives, he loads his luggage and the ride starts. Vipesh gets a notification if the expected price is more than predicted before. He reaches the destination. He gives the rating to the driver when he opens the app for the next time.

When he has any issues with the ride and want to lodge a complaint, then he chooses the option from the Help Support in the app. If the issue is related to money, it gets a refund.

Needs

- The driver should obey his instructions.
- Should have a safe and quality journey.
- Reach destination on time, pick up on time.
- Should be charged a fare amount of money for his journey.

Pain points

- When he returns to college after vacations, he books a cab from airport to college. Half of the time the driver cancels the booking on hearing his destination or forces him to do so.
- He faces problem while talking to the UBER chatbot while registering his complaint.



Name

Kopal Gupta

Age: 28

Marital status: unmarried

Undergraduate study: MBBS

Location: Delhi

Occupation: Cardiologist

cab service preferred

UBER or OLA equally

Bio

Kopal is a working women who uses online cab booking services when coming from late-night work. She is an extrovert and prefers to remain in her friends' company. She uses a cab when going for a party or for a movie night with friends.

"I want a cab service where I feel safe to travel anywhere at any time of day."

Ideal experience

Kopal has to work till late night. After finishing her work she books a cab. She receives the driver's details and calls him to confirm his location. Driver arrives within 5 minutes. He is very friendly and talks politely with Kopal. The cab is hygienic and well-maintained. The driver avoids going through isolated lanes as much as possible. She reaches the destination and pays the driver with her preferred mode of payment.

If at anytime during her journey, she feels unsafe then she can immediately use the SOS button and call for help.

Needs

- Driver should arrive on time.
- The cab should be hygienic and well-maintained.
- She should feel safe in the cab.
- In case of emergency, help should be easily available.

Pain points

- The driver sometimes take a lot of time to arrive for pickup.
- Some drivers also behave very rudely.
- Difficulty in booking cab at late-night.

User Journey Map

User opens the app and sees his/her location displayed while the app asks the desired location .



The user has to enter the destination , which he can directly search or choose from saved places .



The app then displays the variety of cabs which are available at the moment along with prices .



When the cab arrives , user have to sit and enjoy the ride .

User has to select and the cab will be booked . The user has to wait until the ride arrives meanwhile the app show ETA .

Proposed Solutions

App

Sign Up

Log In



Mercury

Mercury is the closest planet to the Sun



Jupiter

It's the biggest planet in our Solar System



Mars

Despite being red, Mars is a cold place, not hot



Saturn

It's composed mostly of hydrogen and helium

Meeting Objectives

About the Project



This could be the part of the presentation where you can introduce your project. Keep it short and go straight to the point. Your audience will appreciate that

"This is a quote. Words full of wisdom that someone important said and can make the reader get inspired."

–Someone famous

30	31	1	2	3	4	5
		Meeting				
6	7	8	9	10	11	12
30	13	14	15	16	17	18
Meeting					Meeting	
19	20	21	22	23	24	25
		Meeting				
26	27	28	29	30	1	2
		Meeting				

Project Schedule



	Strategy 1	Strategy 2	Strategy 3	Strategy 4
Describe here your task 1	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Describe here your task 2	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Describe here your task 3	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Describe here your task 4	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Describe here your task 5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Checklist



Phase 1

Venus has a beautiful name,
but it's terribly hot



Phase 2

Mercury is the closest
planet to the Sun



Phase 3

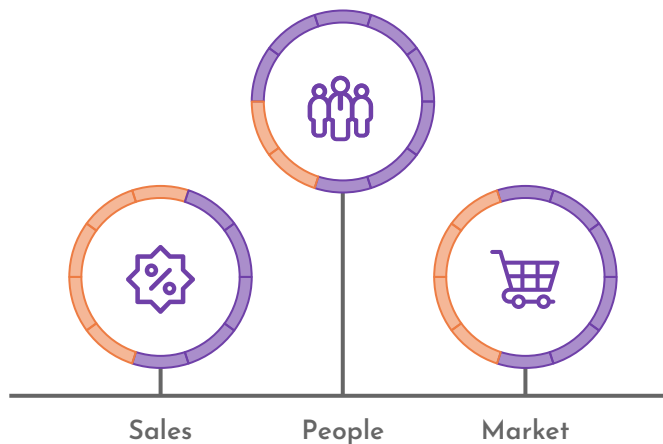
Despite being red, Mars
is a cold place, not hot



Phase 4

Jupiter is a gas giant and the
biggest planet in our Solar System

Project Timeline



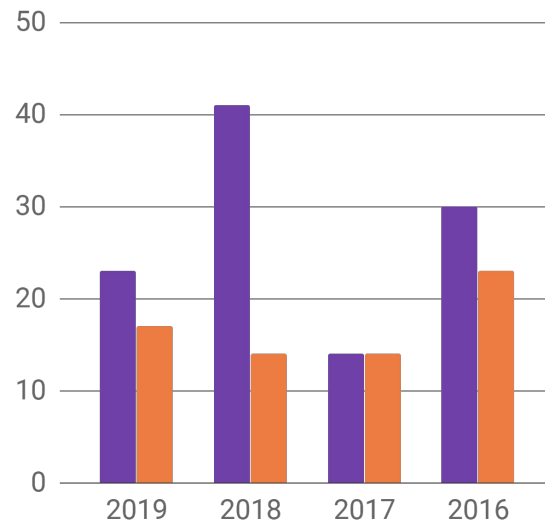
\$ 28.87
avg. price per unit

45 shops
retailers

30 days
avg. days on market

77 units
remaining inventory

KPI Dashboard



If you want to modify this graph, click on it, follow the link, change the data and replace it

Schedule



The project schedule is on track

Resourcing



Resourcing is adequate

Budget



Project is within budget

Risks



All project risks are under control

Issues



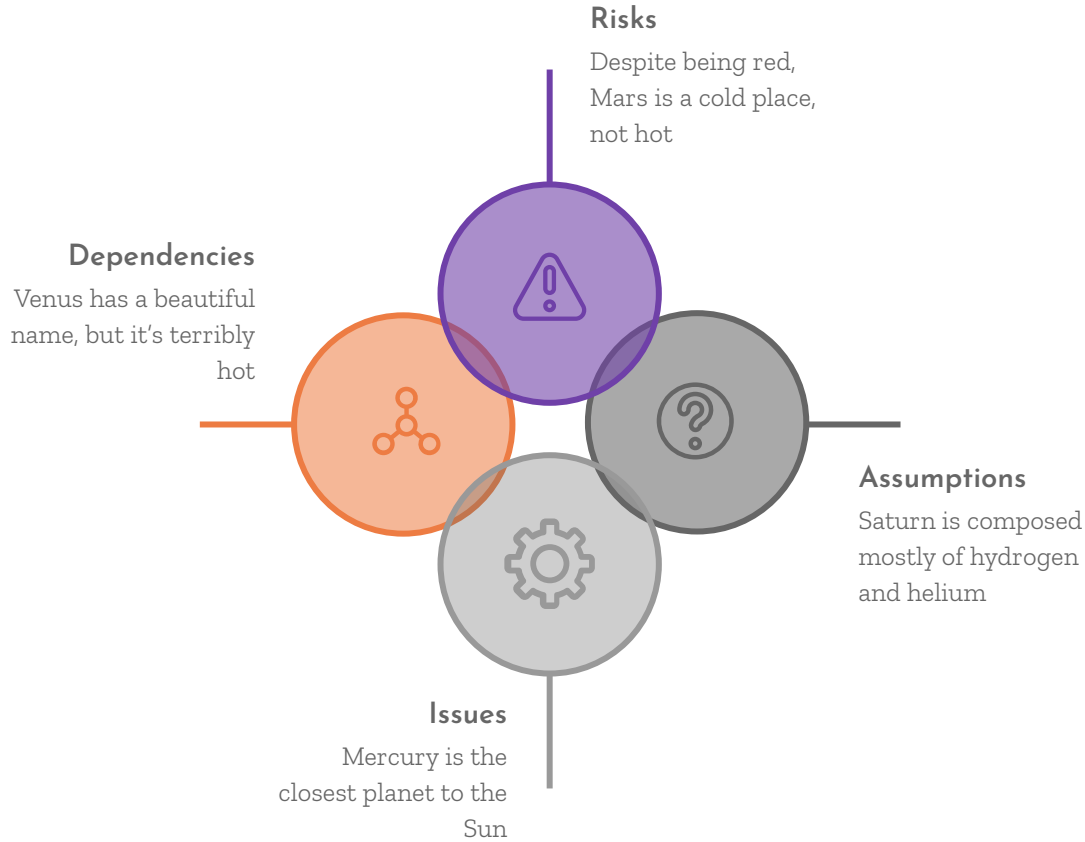
Project issues need to be solved

Benefits



Project benefits do not meet the expectations

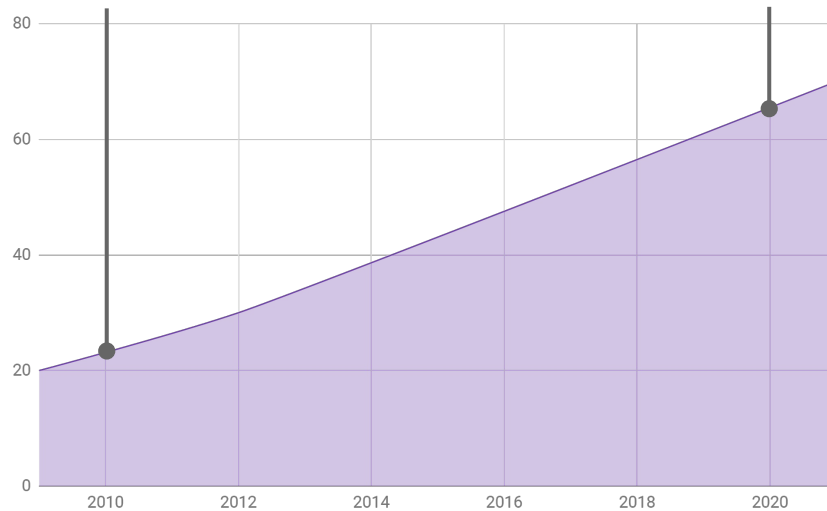
Status Report



RAID Summary

Where we are

Where we want to be



Projection

30

If you want to modify this graph, click on it, follow the link, change the data and replace it



Mars

June 10

Despite being red, Mars is a cold place, not hot



Mercury

Feb. 27

Mercury is the closest planet to the Sun



Venus

May 13

Venus has a beautiful name, but it's terribly hot

Upcoming Events

Thanks

Does anyone have any questions?
addyouremail@freepik.com
+91 620 421 838
yourcompany.com



- ◀ About 75% of respondents were males.
- ◀ About 45% of respondents used Uber while many others equally preferred Ola and Uber.
- ◀ Most of the users used the app on monthly basis.
- ◀ User rated the interface a average of 3.67 out of 5 which is pretty good.

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A rounded square color swatch in orange.

#ed7c43

A rounded square color swatch in purple.

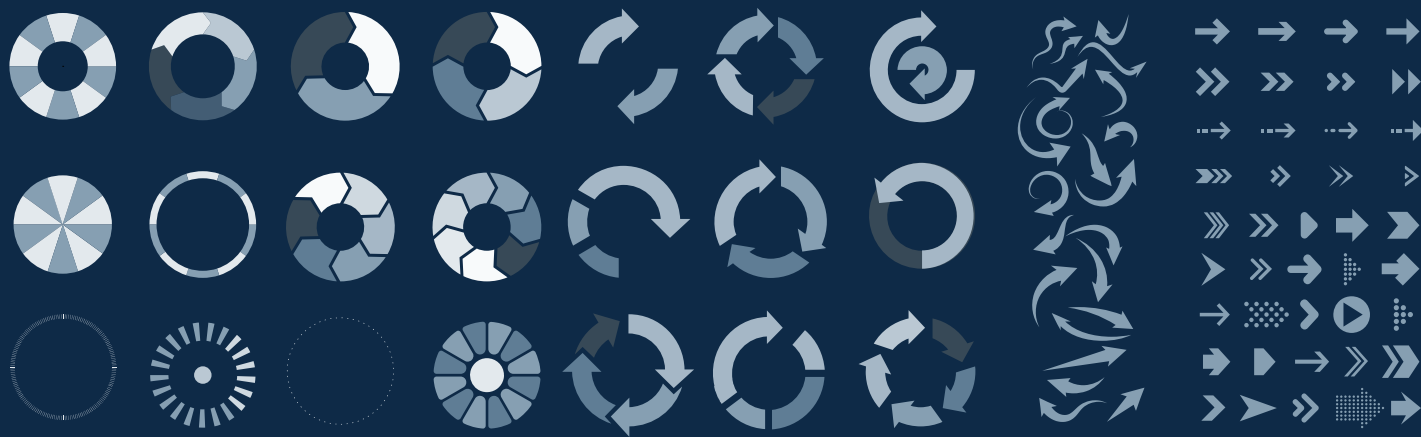
#6f40a8

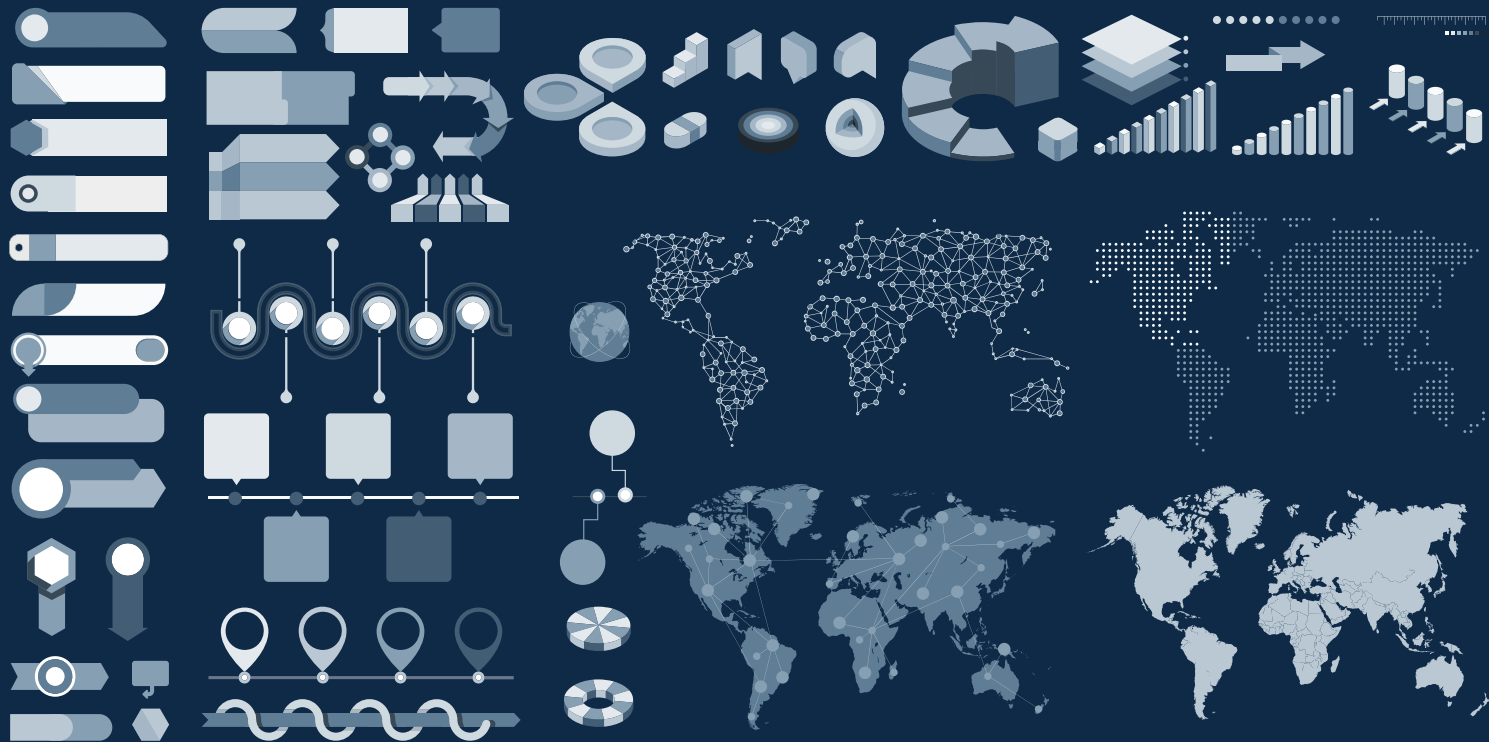
A rounded square color swatch in gray.

#666666

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