

UBER EXPEDITIONARY ANALYSIS

Fast and
inexpensive

'Everyones
private driver'
to 'Get there'

Free rides
and
discounts
for first
time users

16 to 24 years
old
passengers
are using
uber the most

Door-to-door
convenience

Providing
innovative
services

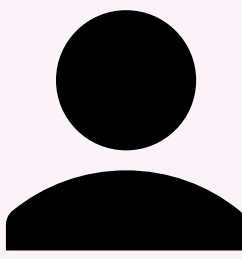
SAYS



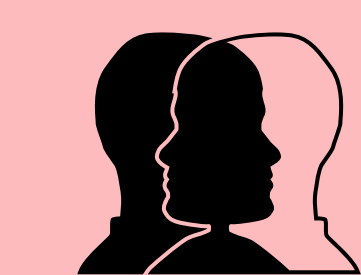
THINKS



PASSENGER



DOES



FEELS



Estimating
fares

Convenient
and
low price

Driver
ratings

Their mapping
and routing
algorithms are
good

Detecting
fake
riders

User
friendly
app