

# Product Teardown

**Uber Shuttle Service:  
UI/UX and Feature  
Improvisations**

Try Pitch



# Company Overview

# uber

Key Metrics:

500M+ downloads

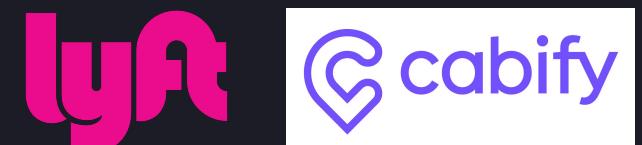
Avg. Rating: 4.5

13.8M reviews

Headquarters  
Industry  
No. of employees  
Established  
Founders  
CEO

San Francisco, California  
Transportation, Logistics  
10k+  
March, 2009  
Travis Kalanick, Garrett Camp  
Dara Khosrowshahi

## Competitors



# Uber

# Offerings

Flexible Ride Options

Uber Shuttle

Package Transportation

Earning with Uber

Uber Freight

Uber for Business

## Business Model

Uber's Business model evolves around its customers. The priority is giving riders the **best experience** possible which includes **polite drivers, hassle-free rides**, and the **ease of booking** from anywhere.

To do so, Uber keeps adding drivers on the platform. Since the Uber business model runs on commission, the only way to keep up with rising demand is to have enough drivers to fulfill the demand.

## Revenue Model

Uber's revenue model is similar to traditional taxis, primarily relies on fare payments from rides. However, Uber stands out due to its vast scale, averaging **1 million rides per day**. The pricing model varies by car type, ranging from **mini rides** to **luxury SUVs**. Uber also uses **surge pricing**, increasing fares during high demand to boost revenue and attract drivers.

Additionally, Uber **continuously innovates** by adding new services like boats, helicopters, ice-cream truck delivery, and various delivery services, expanding its offerings and revenue streams across different geographies.

# Uber Shuttle - as a service

## Competitors



Founded: 2015  
Headquarters: Gurugram  
Downloads: 1M+  
Avg Rating: 3.5 (44k reviews)



Founded: 2018  
Headquarters: Delhi  
Downloads: 50k+  
Avg Rating: 4.4 (1k reviews)



Founded: 2015  
Headquarters: Thane  
Downloads: 500k+  
Avg Rating: 4.5 (7k reviews)



Pre-booking

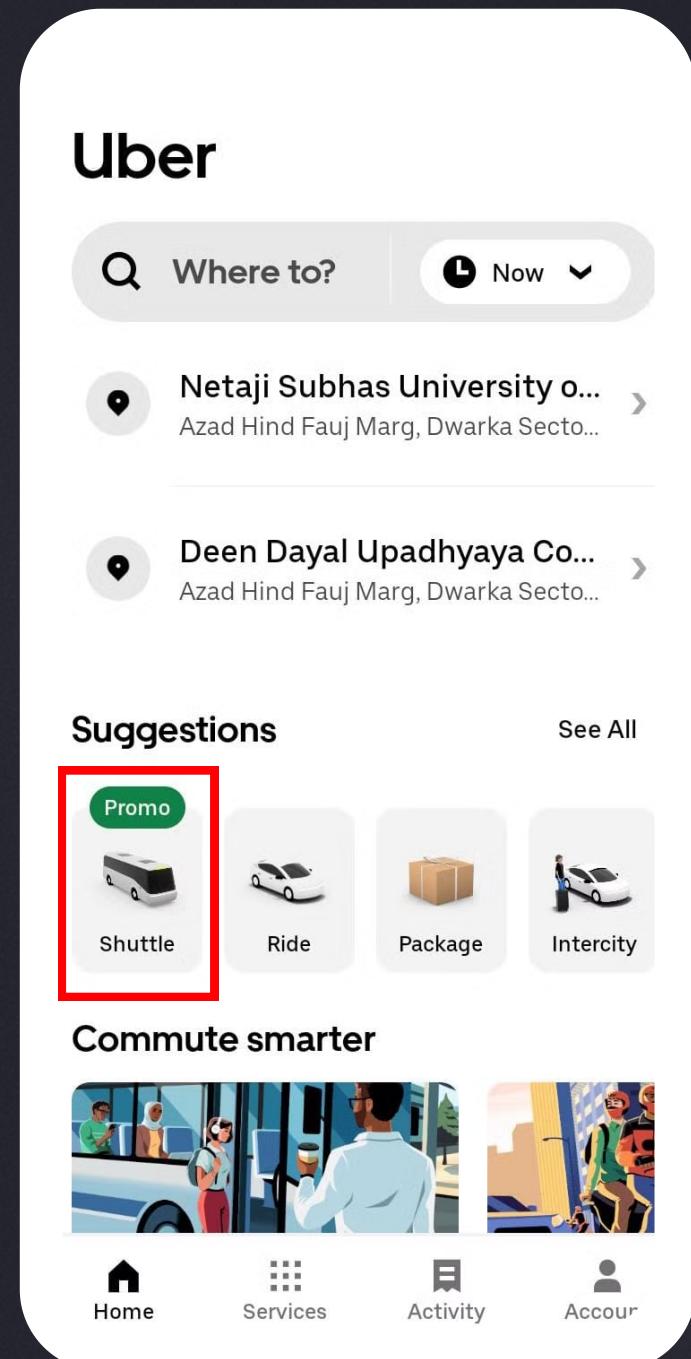
Affordable

Live tracking

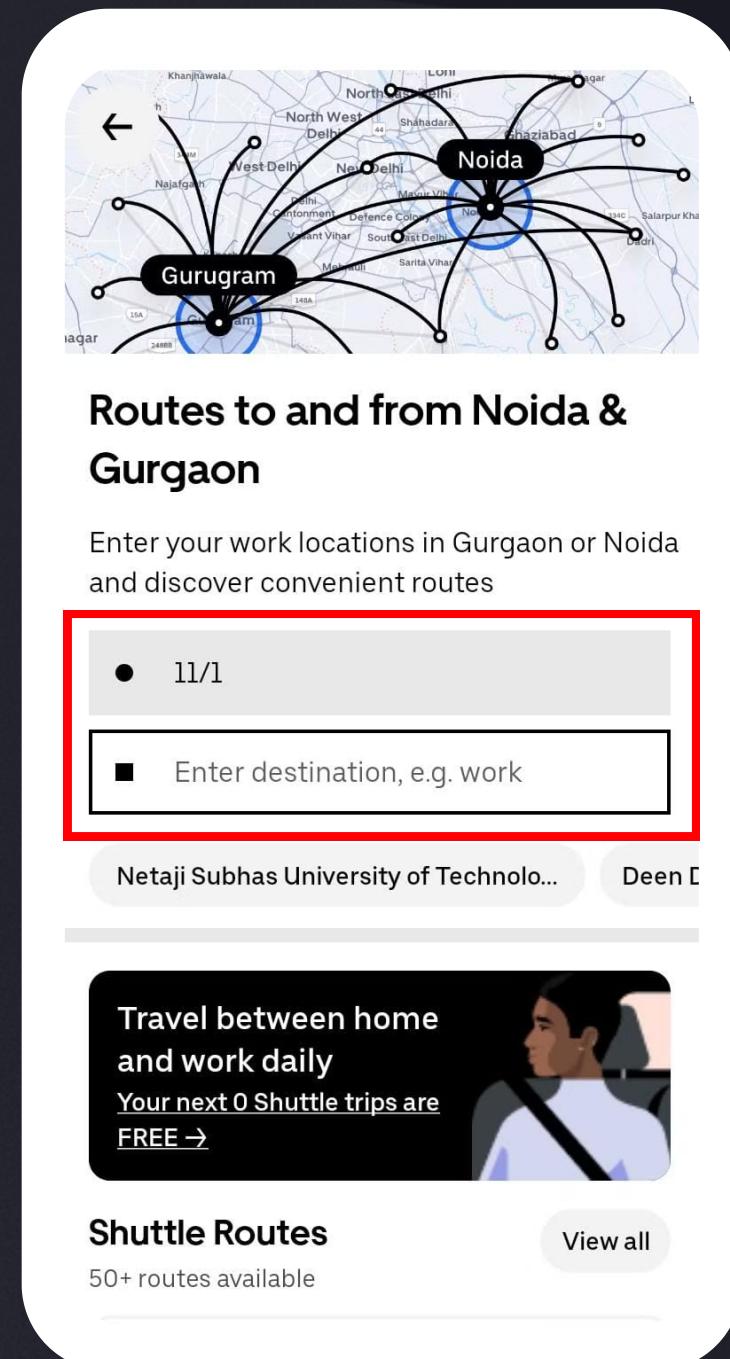


# User Journey

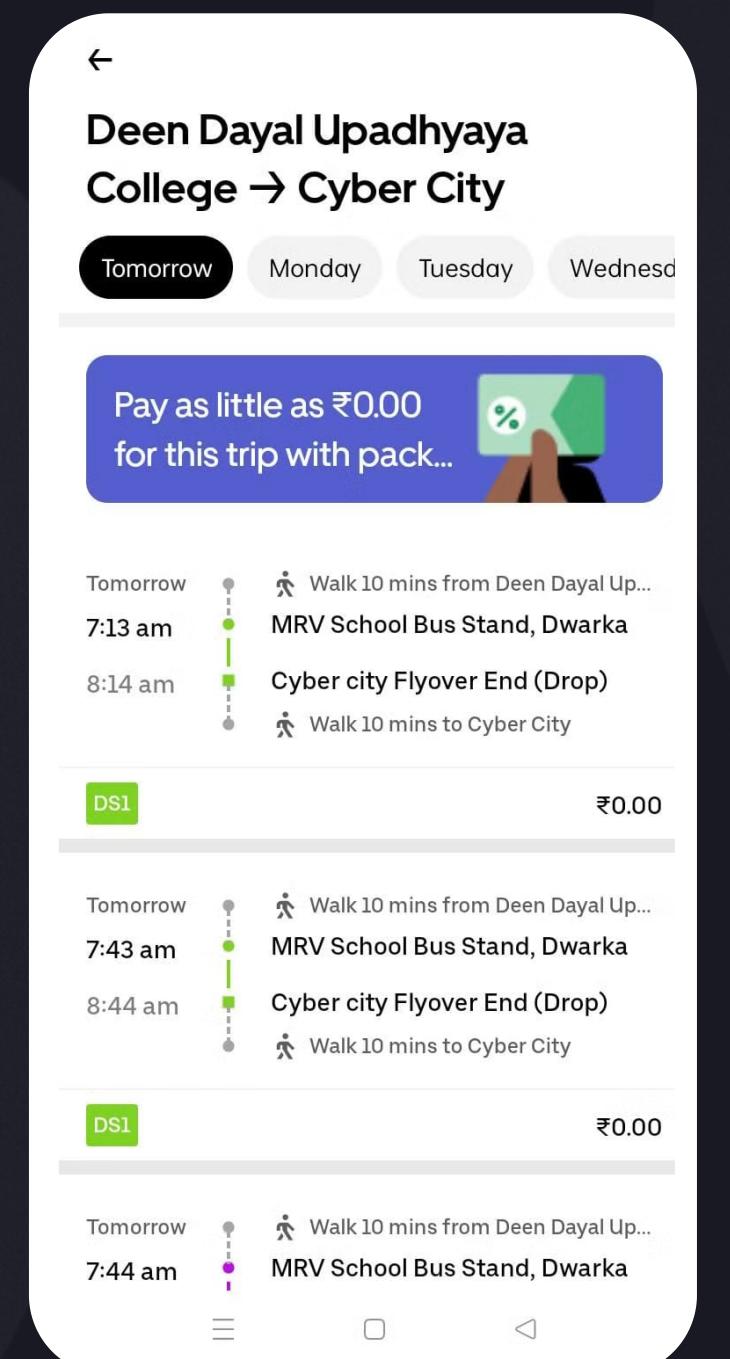
## Booking Shuttle Ride via Uber App



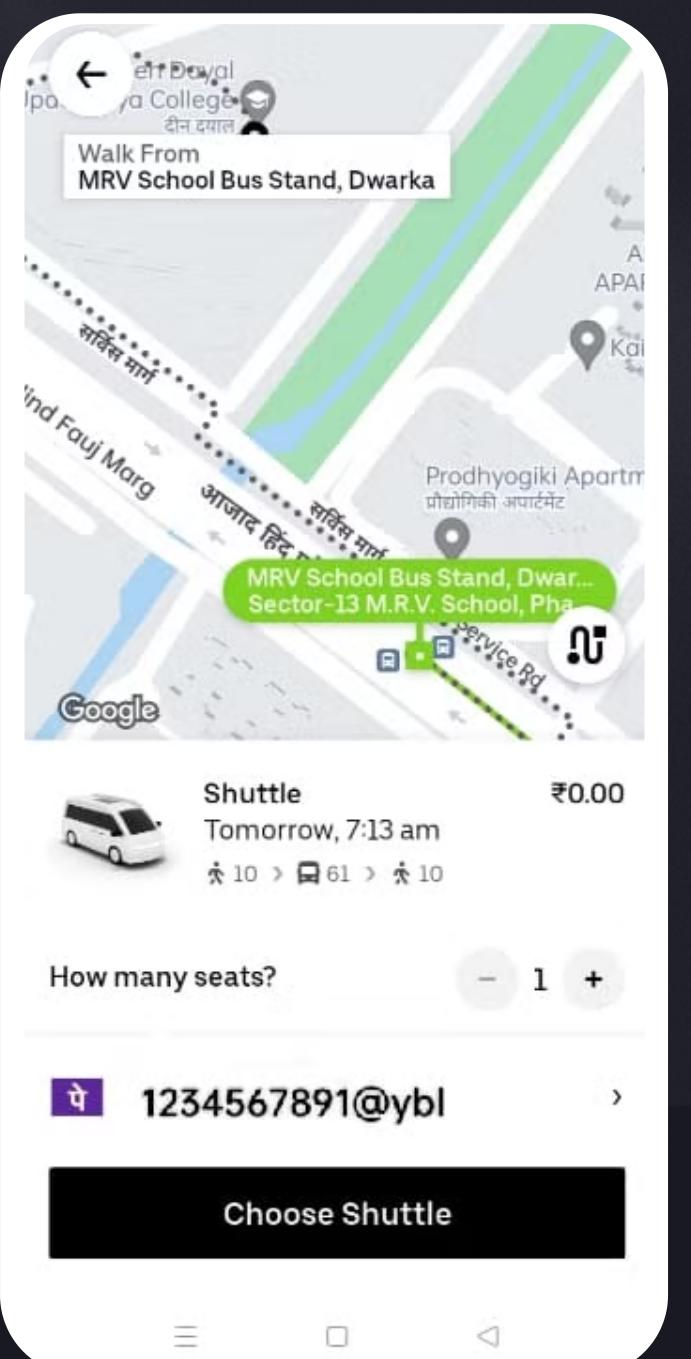
Open the Uber App, select the Shuttle Icon to initiate pre or instant booking  
Try Pitch



Enter the source and destination, or select from the recommendations



Check the multiple options available and select as per required timings



Select no of seats, choose payment method and confirm the booking.

# User Personas



Aakriti Sharma, 23F

Software Developer at Microsoft

Location: Cybercity, Gurugram  
High Income Group



Rohit Ranjan, 28M

Senior Consultant at ZS

Location: Sector 94, Noida  
Medium Income Group

“

Uber Shuttle is a **convenient mode of transport** to and from my office in Cybercity, especially since I haven't learned to drive yet. However, boarding the shuttle late means I must **compromise on my favorite window seats**. It's a pity not being able to savor the pretty evening skies.

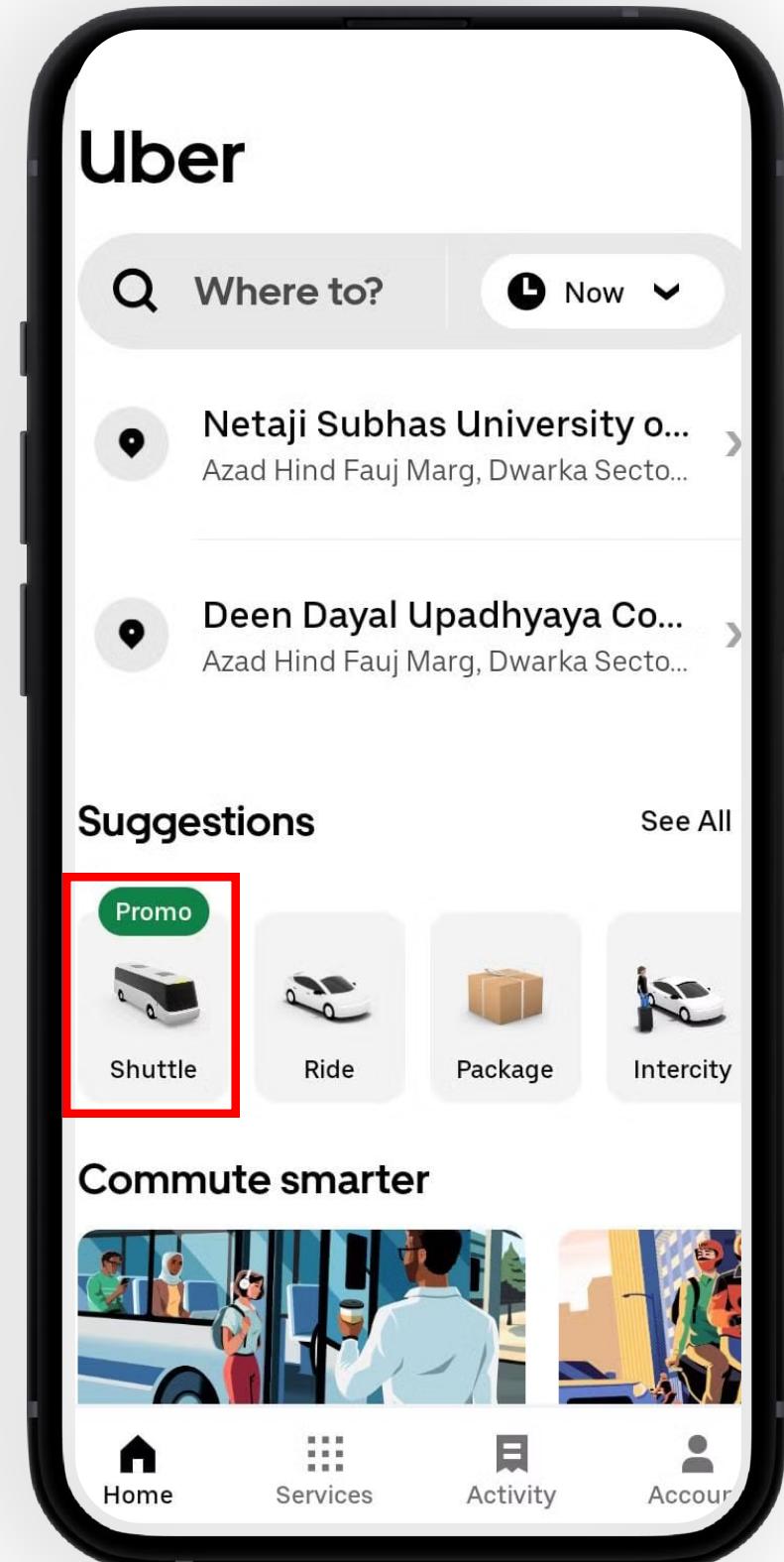
”

“

Uber Shuttle is a **must for every corporate professional** who does not own a personal vehicle. It's affordable and easy to use. Although the shuttle gets **delayed plenty of times**, affecting my office timings. Lack of **prior notifications** about the delay means that I cannot arrange an alternative in time.

”

# New User Journey

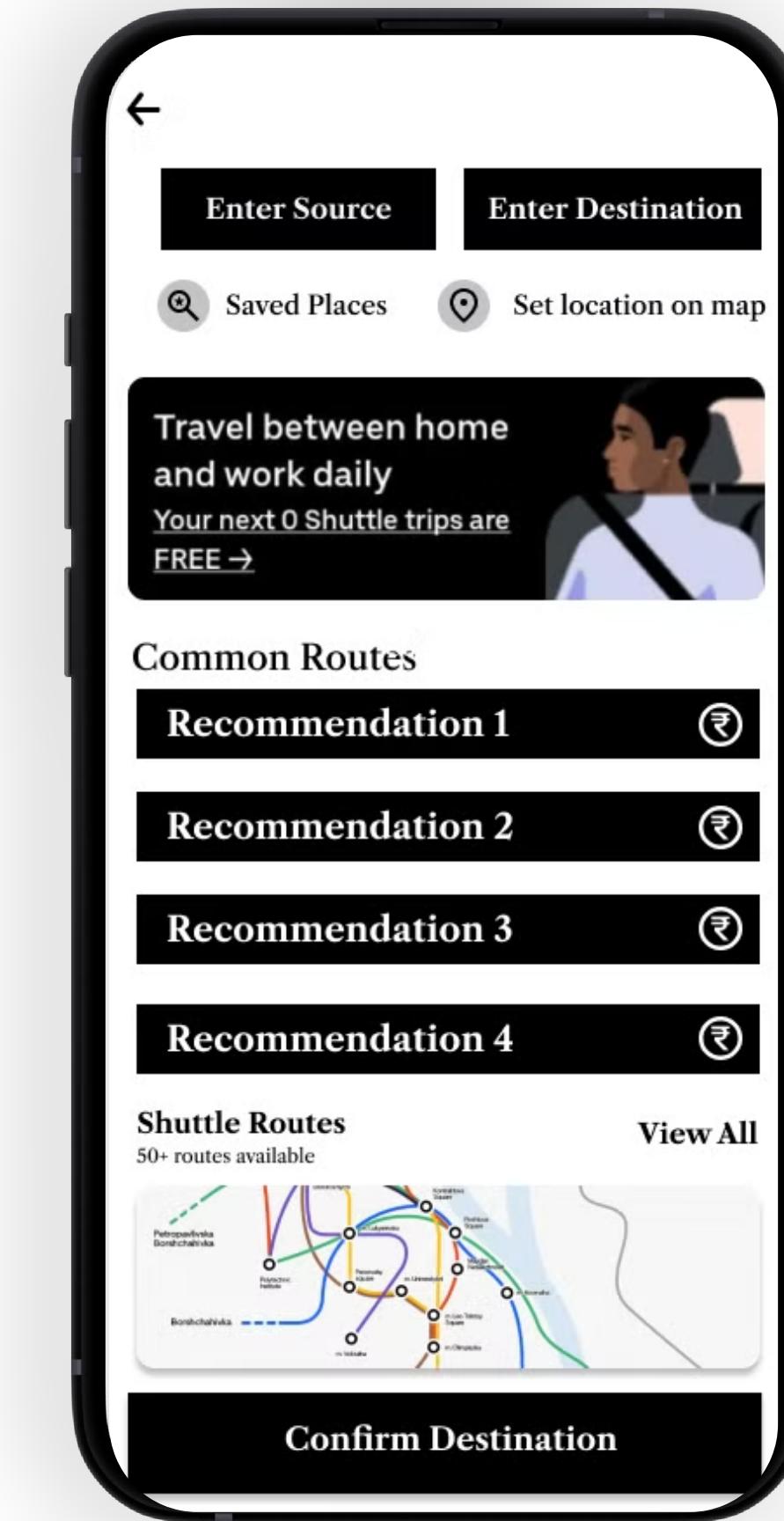


Select shuttle option

## Redesigned Shuttle Booking Home Page -

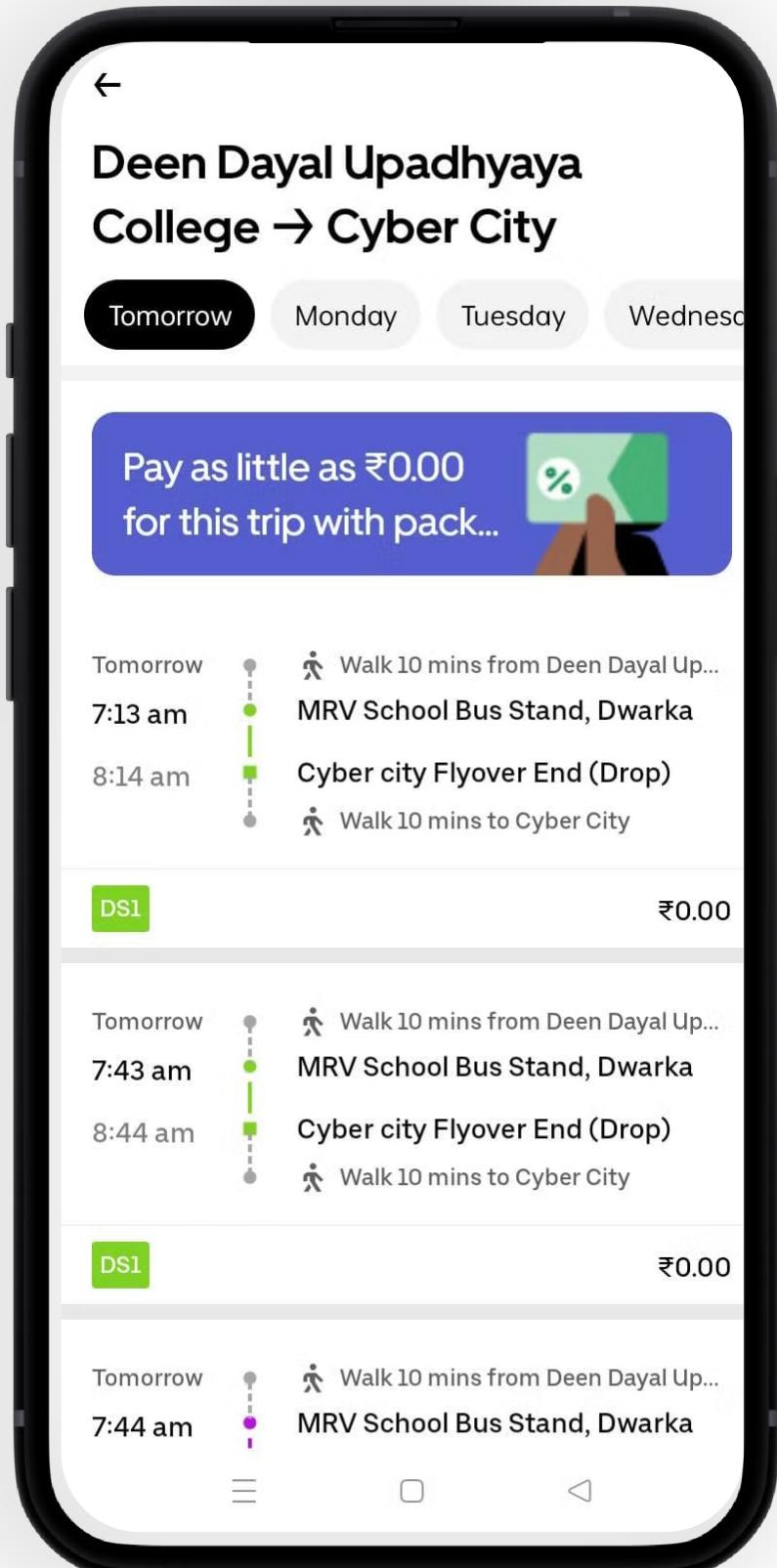
### New Features -

- Improved Pickup and Destination with saved places and Google Maps feature
- Recommended common routes for quicker booking
- Shuttle Routes map showing all the Uber routes in and around the city (Delhi - NCR)

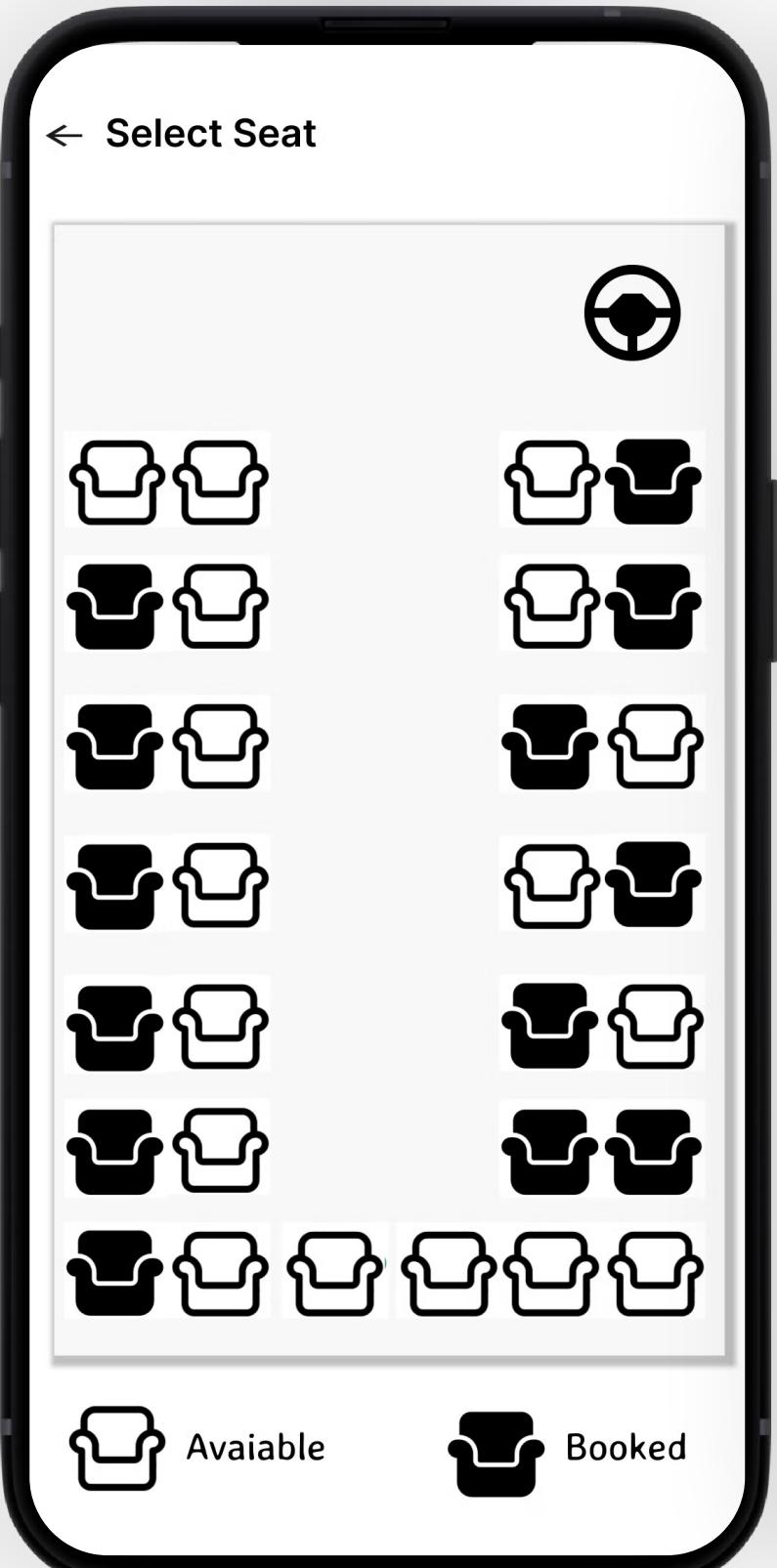


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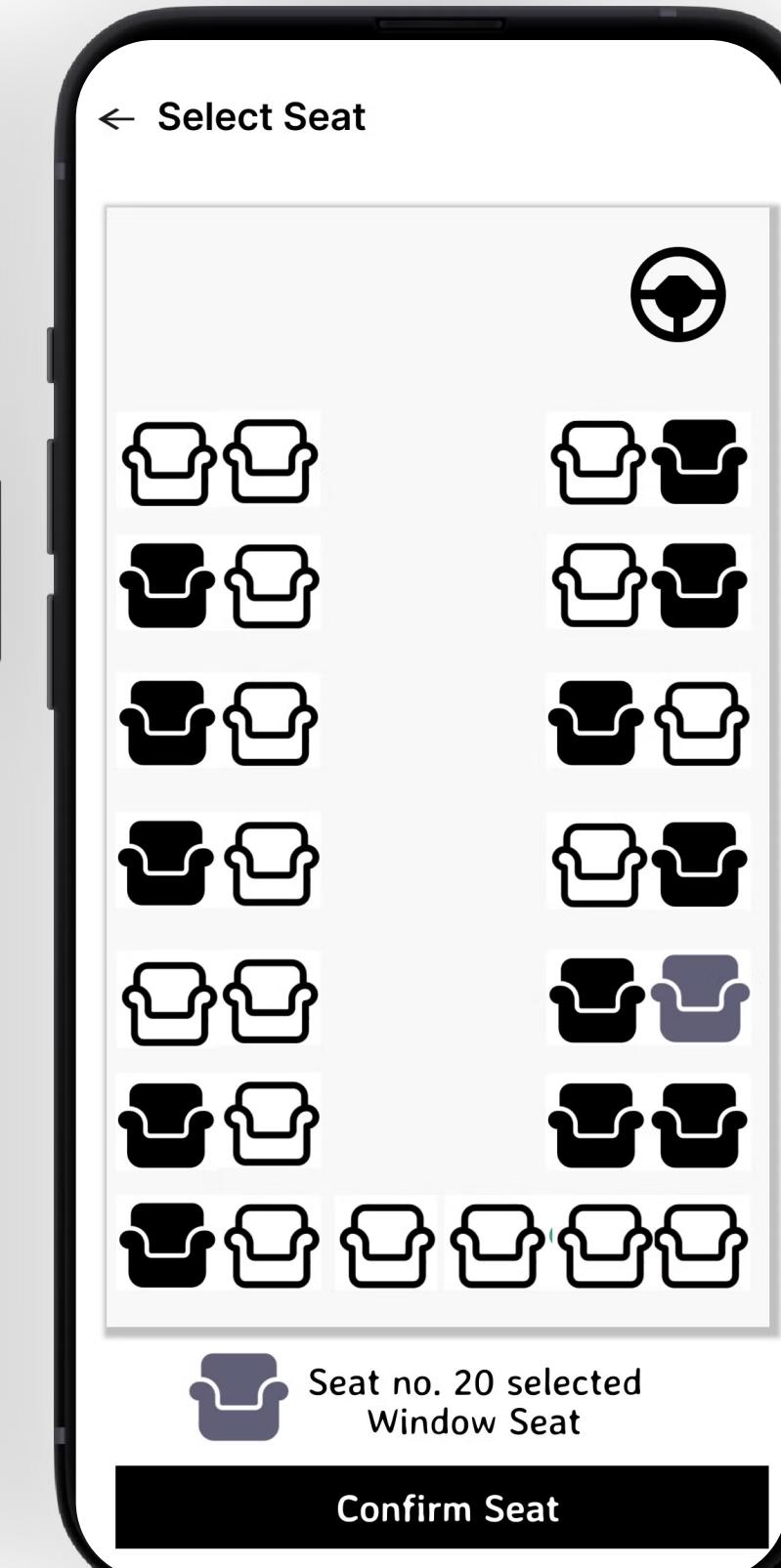
# New User Journey



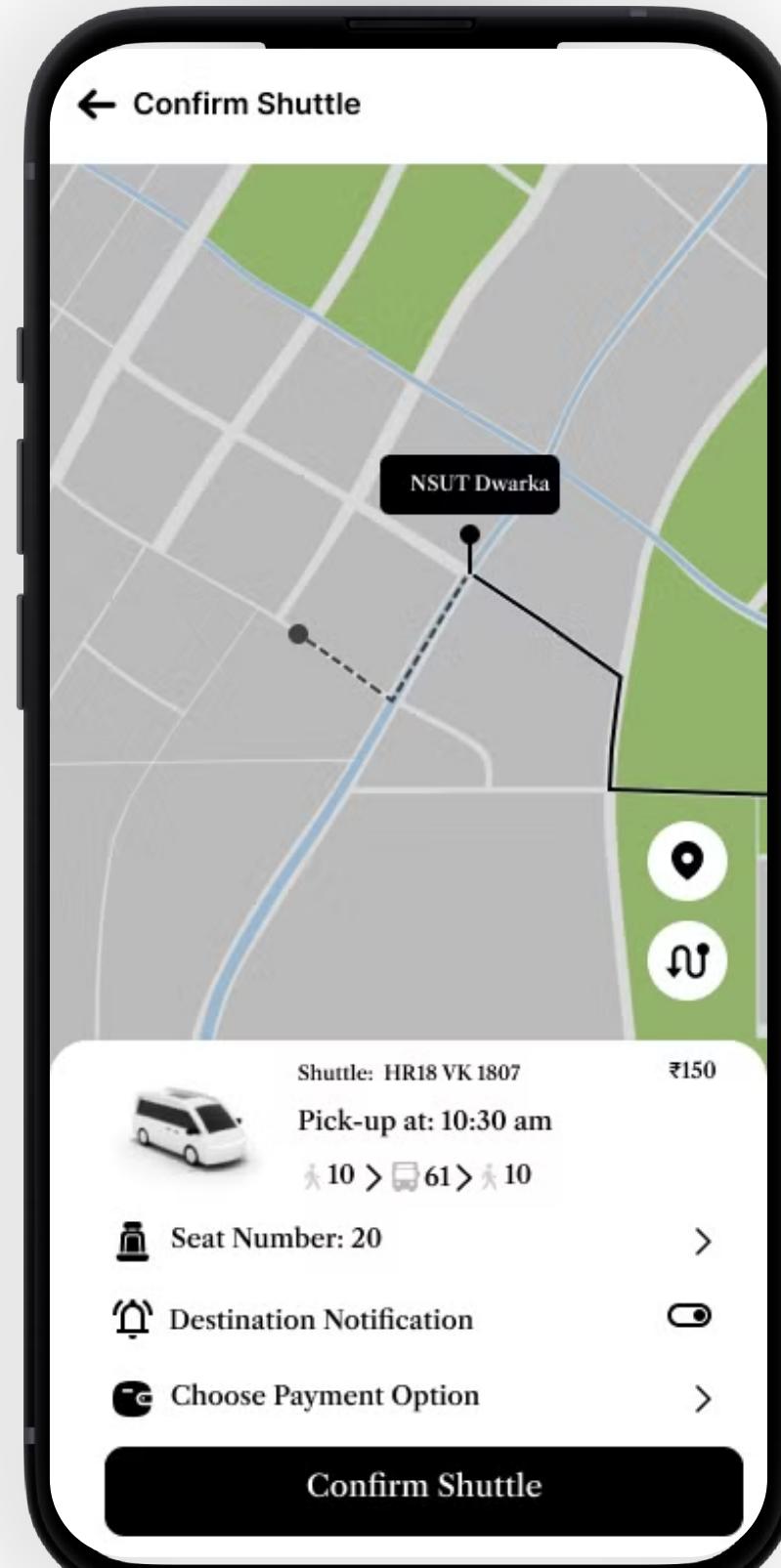
Select the desired shuttle



Seat Selection menu - New feature



Redesigned Confirmation Page

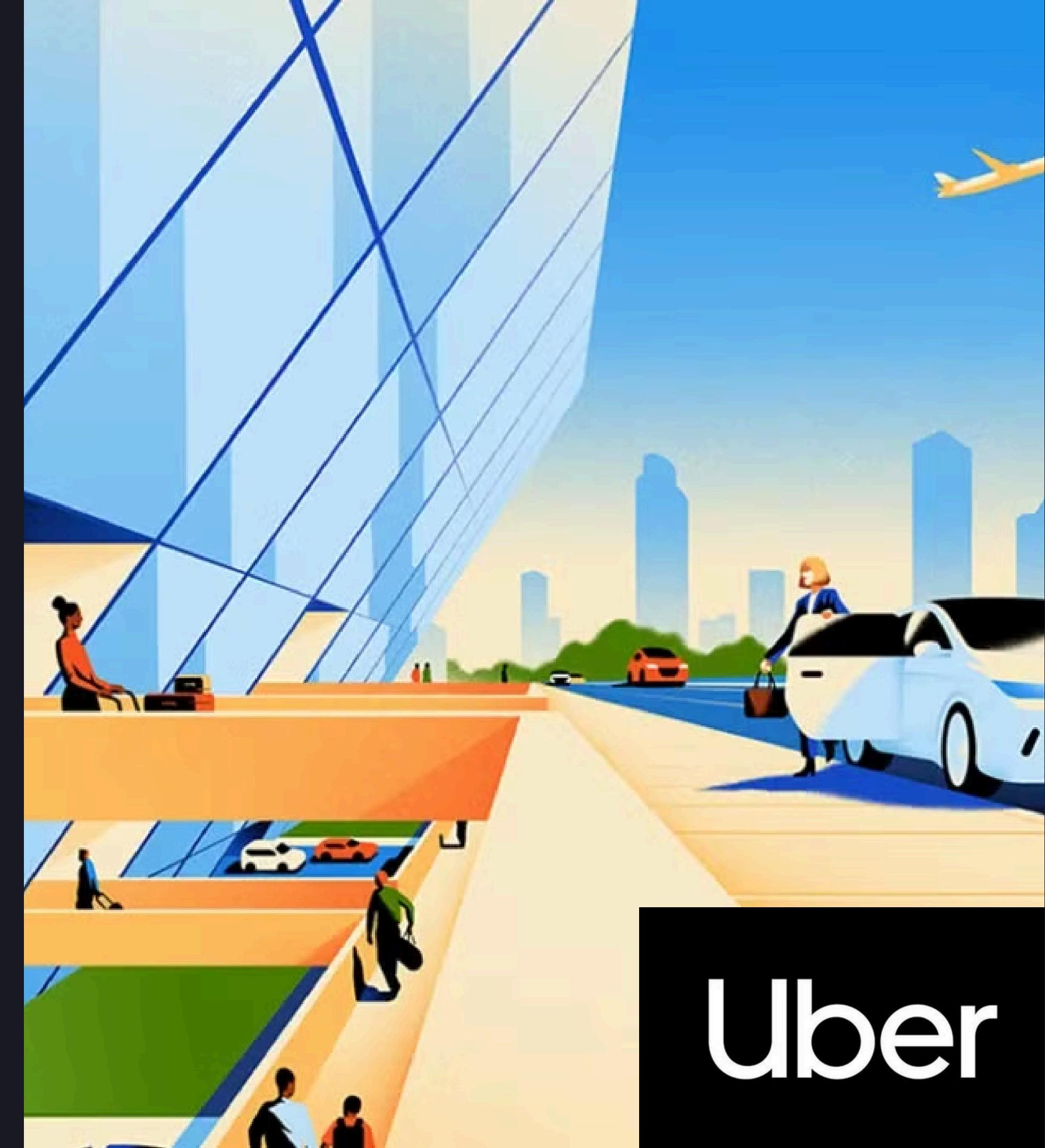


# Thank You

Presented by:

Vishesh Kumar

Try Pitch



Uber



*SOCIALS TO LIKE, SHARE AND FOLLOW  
FOR MORE SUCH CONTENT ;)*



vishesh.kumar.ug21@nsut.ac.in



<https://github.com/Visheshkumar11>



[https://www.linkedin.com/in/vishesh-kumar-  
53b553346/](https://www.linkedin.com/in/vishesh-kumar-53b553346/)

