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?

the name uber is derived

mening 'above all the best'

uber, technologies, inc. is an

from the german woed

americam multiotional

transportions network

company

uber sets fear using dynamic pricing which is a model based of the local supply and demand in a specifefic region at the booking. the company operaters in approximately 70 countries and 10,500 cities. the company has over 131 million monthly active users and 5.4 million active drivers worldwide.

ith excellent growth drivers n place ,the company looks et for another decade of trong outperformance. uber vill most likely continues to ace regularly hurdeles as an ndustry innovator in addition o face ing tough competion cross most segments.

Rdesharing 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 olatform where those who drive and deliver can cannot with riders, eaters, and restaurants.

voyage vista; illuminating insights from uber expediyionary analysis

uber sucess casn be

connect drivers

attributed to a few factors; it

was able to create a better

competitors.ist was able to

use techomolagy as a way

andcustomers. it was able

to do so at a lower cost

than its competitors.

user exparience than its

in cities where ubers is avalible, you can use the uber app to requesrt a ride. when a nearly driver accepts you request the app display an estimated time of arrivel for the drivers heading to your pickup location.

ubers follows a beter routing algoretham and their cabs reach the oick-up location vithin minitues.

ubers pricing also play a key role in its sucees. uber faress are gentrally lower then lose thoes of traditional taxi servise, making it an attractive option for riders. the companes surge pricing also helps to balance suooly and demand incentivizing drivers to go toareas with higers demand.

**-

improvong pickups with better location accuracy uber lau ches beacon v2 a piece of hardware for uber drivers that implements on decives sensor fusion sinnals from GNS,IMU,and barometers to improvve location accuracy

uber has been competing ficrgly with other ride- hailing services and tradtional taxi comannies ,resulting lower prices the company has been subsidizing riders to attract more customers and gain market share, which has resulted in a significant loss of venence

we are a tech company that connects the physical and digital worlds to help make movement happen at the make tap of a button. because we belive in a world where movement should be accssible so you can move and earn safely in a way thats sustainable for out planet.

Does

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

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





