

Week 1 Assessment

Uber Analysis Worksheet

Answer the questions below to update each of the groups of people based on the information provided in the assignment description. Please write in full sentences and proofread your work. Aim for 50 - 100 words per question. No independent research is required and citing your sources is not necessary for this particular assignment.

When you are finished, save this as a PDF file for submission.

Uber Drivers:

Describe the audience. What characteristics do they have relevant to the communication?

The drivers transport the riders to their various destinations. They are mainly concerned about getting value for the services they render. They are directly affected by charging strategies developed by the company.

What is the purpose of communicating with this audience?

The purpose of communicating with the drivers is to let them know how the change of leadership would meet their expectations. Consequently, to become aware of how Uber values their labor. During Kalanick's leadership, the drivers felt their services were not recognized enough. Some strategies or tactics put in place by Kalanick and his team did not meet their expectations.

What pieces of information (based on the information provided) are the most important to this audience and why? (You can use the numbers to make describing the new information easier).

The most relevant information for the drivers include **5**, **6** and **3**. In **5**, Uber clearly overestimated driver's earnings in their reports. This vindicates the drivers of their charges against the company of not giving them value for their services. **6**, also addresses the drivers' pain points. A driver confronting the CEO about pay clearly demonstrated their grievances. In **3**, there should be a sigh of relief to the drivers as there is going to be a change in management.

What form of communication or channel is the most appropriate in this circumstance? Explain your answer.

The drivers could be communicated with via email. Since Uber has access to their emails, they could reach out to every driver. Emails give precise and detailed information. It is also easy to get feedback for individual drivers. Again, the drivers could be communicated with via tweets. Through this medium Uber would be able to reach out to all drivers including those who do not frequently access their emails. This medium is also precise and getting feedback is very easy. It would also help a great deal if Uber could reach out to drivers via phone calls, SMS and instant messaging. This media in addition to keeping records also strengthen the personal relationship between Uber and the drivers.

Investors in the company:

Describe the audience. What characteristics do they have relevant to the communication?

The investors are the key shareholders of Uber. They are mainly concerned about making profits from their investments. They regularly monitor operations of the company and ensure the company's image is protected at all times.

What is the purpose of communicating with this audience?

The purpose of communicating with the investors is to enlighten them about the internal and external affairs of the company. As they are concerned about protecting the image of the company, they need to be well informed and updated about events that transpire at each level of the company's hierarchy. They need to be always convinced about their decision to continue to make critical financial contributions to support the company at all times.

What pieces of information (based on the information provided) are the most important to this audience and why? (You can use the numbers to make describing the new information easier).

1, 2, 4, 5, 6 and 7 are the most relevant information for the investors. The investors are concerned about the image of the company. Any act that tarnishes the image of the company goes a long way to cause financial losses and in the worst case, leading to business collapse. So they need to be updated on both internal external affairs representing the interest of the company (**1, 4, 5, 6 and 7**). Having a new management is also key since **2** states the vacancies associated with top positions in the company.

What form of communication or channel is the most appropriate in this circumstance? Explain your answer.

The most appropriate channel to communicate with the investors include reports, PowerPoint presentations and emails. Through reports and PowerPoint presentations the investors are given detailed information about the affairs of the company. PowerPoint presentation also require the presence of the investors where they can deliberate on and address key issues. Reports and emails also provide records of disseminated information. Emails are precise.

Customers:

Describe the audience. What characteristics do they have relevant to the communication?

The customers are the main riders of the Uber service. They form the targeted group; hence are the direct beneficiaries of the Uber application. They are mainly concerned about getting value for their money. They are also directly affected by the strategies regarding charges that are adopted by the company.

What is the purpose of communicating with this audience?

The purpose of communicating with the drivers is to let them know how the change of leadership would improve the services Uber renders to them. Some strategies or tactics put in place by Kalanick and his team which did not favor them could be addressed by the new management. For instance, charging strategies that forced customers to pay more could be adjusted to let them pay relatively less.

What pieces of information (based on the information provided) are the most important to this audience and why? (You can use the numbers to make describing the new information easier).

The most relevant information for the customers is **3**. The customers are concerned about getting value for what they pay for. They also take into consideration the amount they pay for the services they benefit from. Since the customers regularly complain about the services of the company, especially Uber's charging strategies, a change in management might address their pain point.

What form of communication or channel is the most appropriate in this circumstance? Explain your answer.

Uber can reach out to the customers via tweets, Facebook and blog posts. All media are the fastest and easiest way to reach out to their customers. Blog posts are detailed and precise. Tweets, like Facebook, are able to reach more communities quickly and Uber can rely on both Facebook and tweets to gather feedback from the customers.

