Voyage Vista: Illuminating Insights From Uber Expeditionary Analysis

INTRODUCTION

1. Overview

Uber is a transportation company with an app that allows passengers to hail a ride and drivers to charge fares and get paid. More specifically, Uber is a ridesharing company that hires independent contractors as drivers.

We about discuss Voyage Vista: Illuminating Insights Frin Uber Expeditionary Analysis.
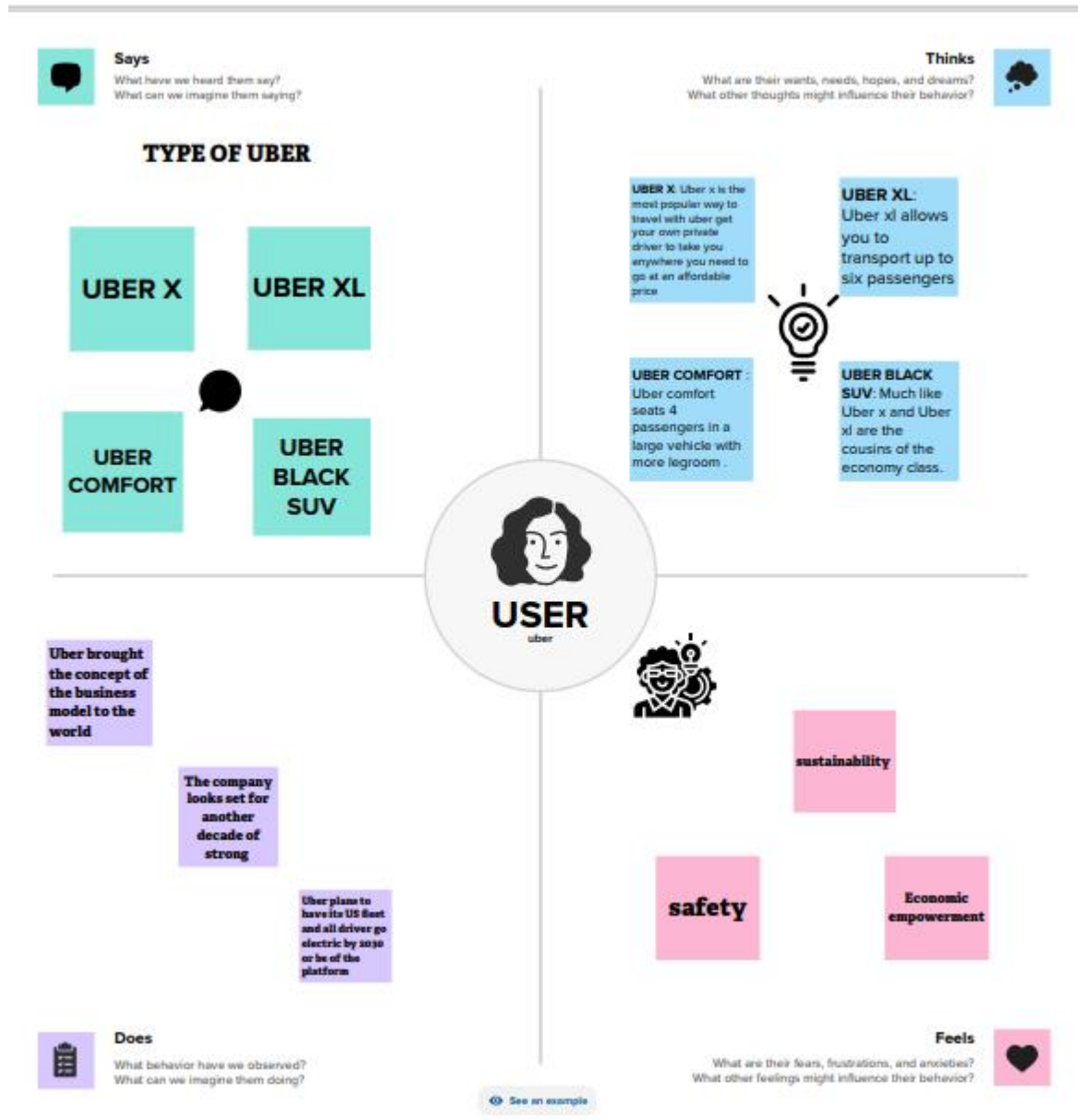
2. Purpose

Uber is a transportation company with an app that allows passengers to hail a ride and drivers to charge fares and get paid. More specifically, Uber is a ridesharing company that hires independent contractors as drivers.

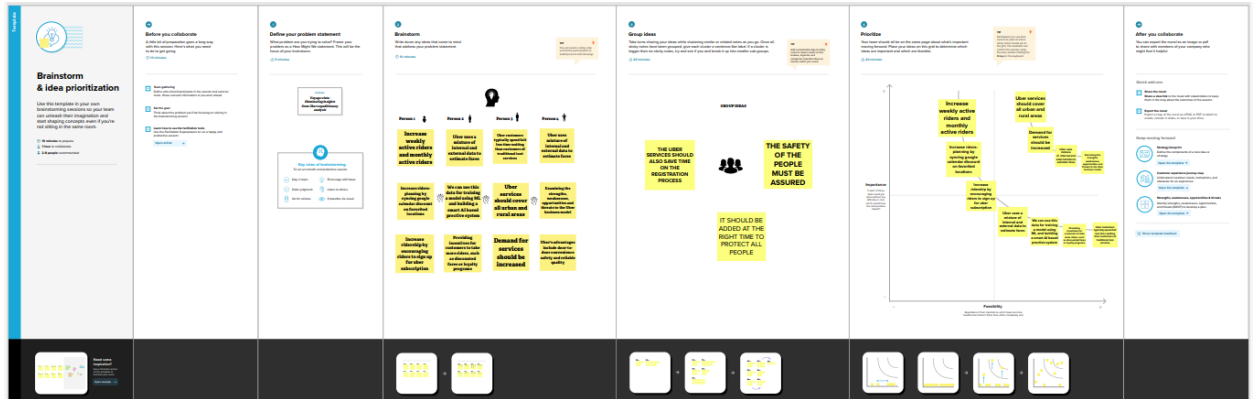# Voyage Vista: Illuminating Insights From Uber Expeditionary Analysis

Problem Definition and Design Thinking

Empathy Map

Says
What have we heard them say?
What can we imagine them saying?

TYPE OF UBER

UBER X

UBER XL

UBER COMFORT

UBER BLACK SUV

Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

UBER X: Uber x is the most popular way to travel with uber get your own private driver to take you anywhere you need to go at an affordable price

UBER XL: Uber xl allows you to transport up to six passengers

UBER COMFORT: Uber comfort seats 4 passengers in a large vehicle with more legroom.

UBER BLACK SUV: Much like Uber x and Uber xl are the cousins of the economy class.

USER
uber

Uber brought the concept of the business model to the world

The company looks set for another decade of strong

Uber plans to have its US fleet and all driver go electric by 2030 or be of the platform

sustainability

safety

Economic empowerment

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

Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?
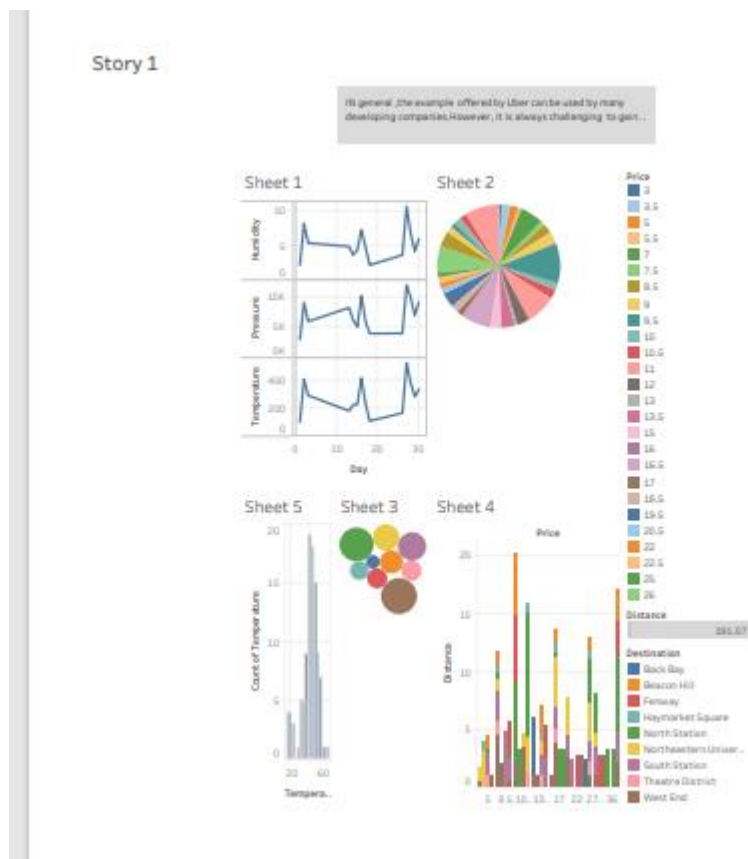
See an example

Ideation and Brainstorming Map

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RESULT

From this analysis, we found that

1. Highest wind speed was recorded ai Haymarket square.

2. The temperature, Pressure and Humidity are found on 27th day of a month.

3. Among the uber destinations, the maximum temperature was found at North End.

4. The rate per distance is in the rage of 3$ to 67.5$. Most of the persons are travelled at the rate of 10.5$.

5. Highest recorded temperature at source of Hey market Square.

ADVANTAGES AND DISADVANTAGES

Uber is always available

You're at a party, it's just before midnight. You look at your watch for the umpteenth time. You really must catch that last bus, but there's still so much happening, and you haven't even finished your drink yet. All of that will soon be history. With Uber, you can party 24/7 without worrying about making your way home!

Disadvantages

- Increased competition among driver.
- The need to maintain a vehicle that meets Uber's standards.
- The possibility of receiving negative reviews.
- Expenses for gas, maintenance, and insurance.
- Uncertainty about the payment rate for each ride

APLICATION

Uber is a transportation company with an app that allows passengers to hail a ride and drivers to charge fares and get paid. More specifically, Uber is a ridesharing company that hires independent contractors as drivers.

Uber has been criticized for its strategy of generally commencing operations in a city without regard for local regulations. If faced with regulatory opposition, Uber called for public support for its service and mounted a political campaign, supported by lobbying, to change regulations.[75] Uber argued that it is "a technology company" and not a taxi

company, and therefore it was not subject to regulations affecting taxi companies.[75] Uber's strategy was generally to "seek forgiveness rather than permission".[76] In 2014, with regards to airport pickups without a permit in California, drivers were actually told to ignore local regulations and that the company would pay for any citations.[77] Uber's response to California Assembly Bill 5 (2019), whereby it announced that it would not comply with the law, then engaged lobbyists and mounted an expensive public opinion campaign to overturn it via a ballot, was cited as an example of this policy

CONCLUSION
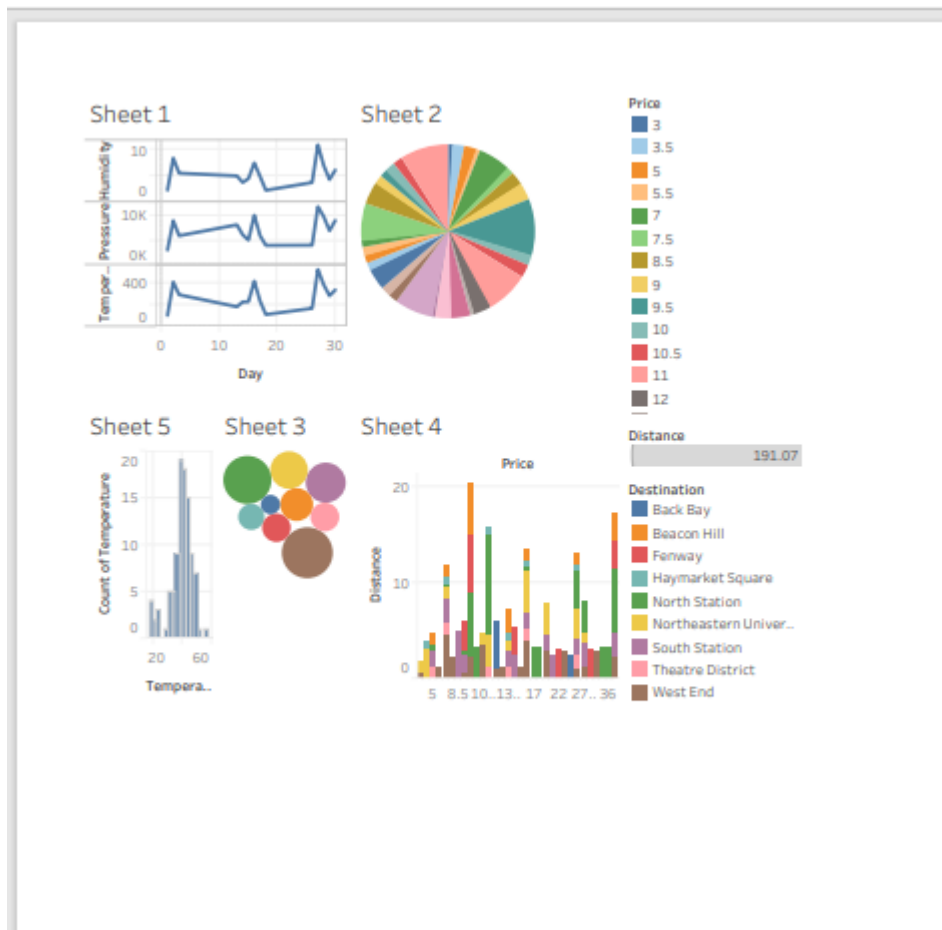
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FUTURE SCOPE

As part of the launch of Uber Green in June, it will add 25,000 electric cars on its platform in partnership with fleet providers like Lithium, Everest and Moove, the company said on Wednesday. Besides, it will roll out 10,000 electric two-wheelers in Delhi by 2024 along with Zypp Electric, another EV start-up.

Uber plans to have its U.S. fleet and all drivers go electric by 2030 or be taken off the platform. The company says it will invest $800 million to help drivers pay for EVs, and partnerships with Ford and Hertz can help.

APPENDIX

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