DEFINE 4 CUSTOMER NEEDS FOR UBER

CIS 8010: Process Innovation

Group 6

Team Exercise 1

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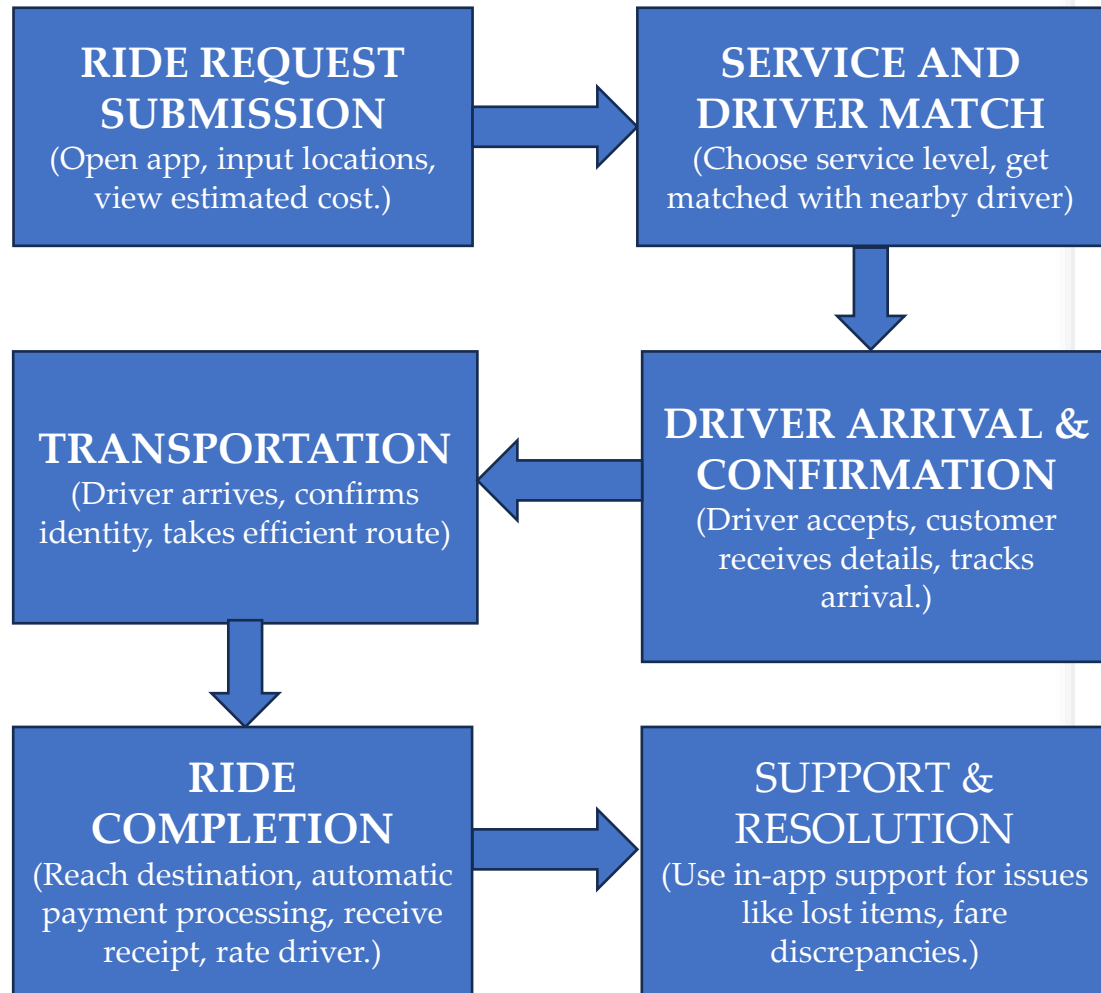- Md Kamruzzaman Kamrul
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DEFINITION OF THE JOB

The primary job for which customers hire Uber is –

"to provide a reliable, convenient, and safe mode of transportation from one location to another."

DELINEATE THE LOGICAL JOB STEPS

RIDE REQUEST SUBMISSION
(Open app, input locations, view estimated cost.)

SERVICE AND DRIVER MATCH
(Choose service level, get matched with nearby driver)

TRANSPORTATION
(Driver arrives, confirms identity, takes efficient route)

DRIVER ARRIVAL & CONFIRMATION
(Driver accepts, customer receives details, tracks arrival.)

RIDE COMPLETION
(Reach destination, automatic payment processing, receive receipt, rate driver.)

SUPPORT & RESOLUTION
(Use in-app support for issues like lost items, fare discrepancies.)

IDENTIFY 4 MOS

MoS Relating to Performing Job Activities:

- **Long Waiting Time for Ride Matching:** Customers might experience delays in finding a driver, especially in less populated or off-peak hours.

- **Inaccurate or Inefficient Routing:** Customers might face issues with route efficiency, leading to longer ride times or higher costs.

MoS Relating to Success Outcomes:

- **Safety Concerns:** Safety issues during the ride, either related to the driver's behavior or vehicle condition.

- **Billing and Payment Disputes:** Issues related to overcharging, fare calculation errors, or payment processing problems.
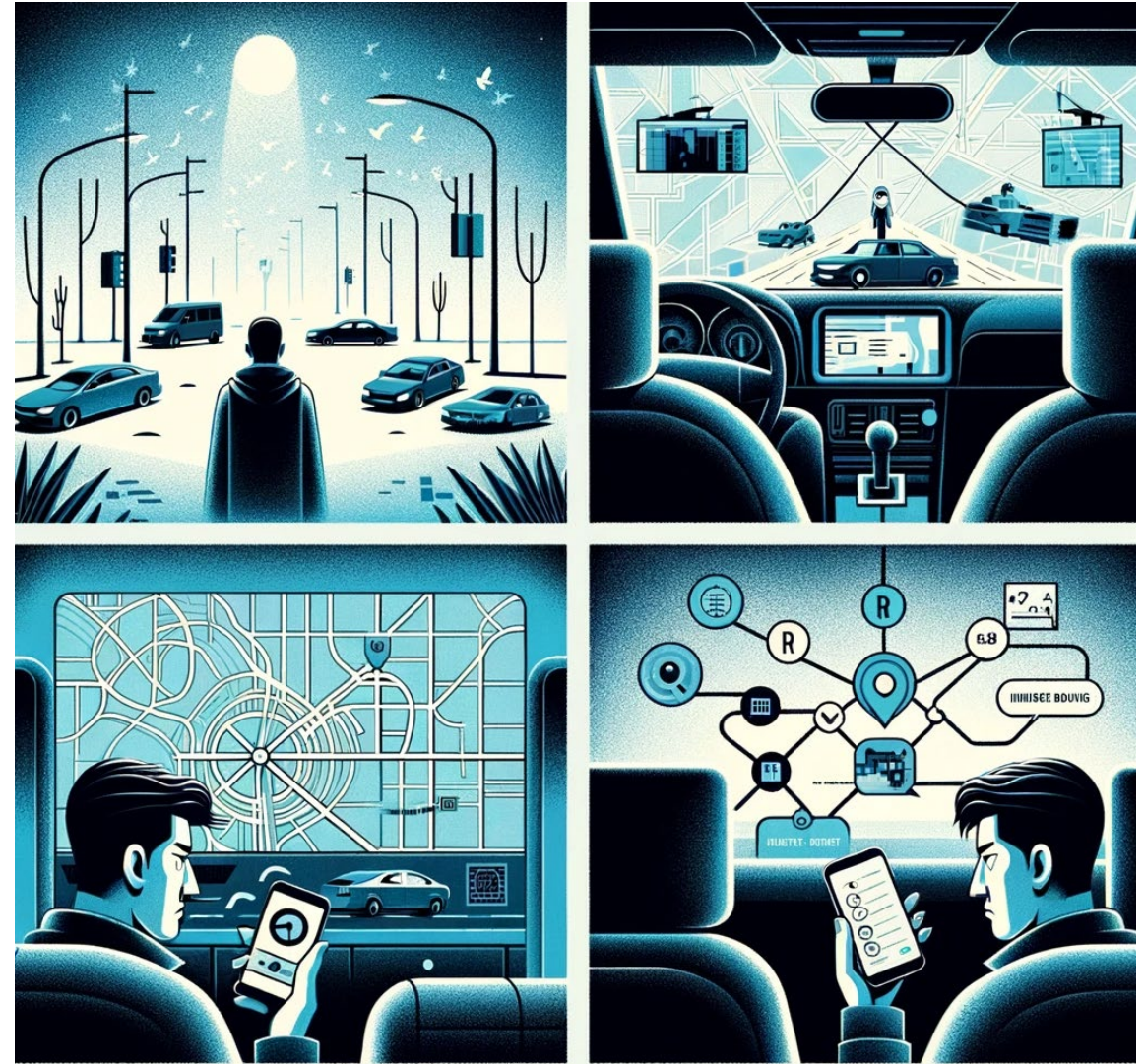
Convert Customer Mos To Customer Value Metrics

MoS: Long Waiting Time for Ride Matching

- **Customer Value Metric:** Average wait time from ride request to driver match.

- **Related Job Step:** Requesting a Ride.

MoS: Inaccurate or Inefficient Routing

- **Customer Value Metric:** Percentage of rides with optimal route efficiency (measured against standard mapping data).

- **Related Job Step:** Ride to Destination.

MoS: Safety Concerns

- **Customer Value Metric:** Number of reported safety incidents per 1,000 rides.

- **Related Job Step:** Ride to Destination.

MoS: Billing and Payment Disputes

- **Customer Value Metric:** Frequency of billing disputes or adjustments per 1,000 rides.

- **Related Job Step:** Payment and Feedback.

Customer Needs For Uber Job

Long Waiting Time	MoS: Excessive wait times for driver allocation after requesting a ride.	CVM: Average time from ride request to driver match confirmation.	Job Step: Enhances 'Ride Request Submission' by speeding up driver-customer pairing.
Routing Issues	MoS: Customers face inefficient routing, increasing travel time.	CVM: Proportion of trips near the optimal route per mapping standards.	Job Step: Targets 'Transportation Execution', improving routing precision.
Safety Issues	MoS: Incidents during rides compromise customer safety and trust.	CVM: Rate of safety incidents reported per thousand rides.	Job Step: Tied to 'Transportation Execution', focusing on safety enhancement.
Billing Discrepancies	MoS: Disputes arise over fare calculation and payment issues.	CVM: Rate of fare disputes and resolutions per thousand rides.	Job Step: Tied to 'Payment and Feedback', aiming for billing clarity.