



Description:
Uber Expeditionary Analysis.

Uber is a multinational transportation network company that operates a ride-hailing platform. It was founded in 2009 by Garrett Camp and Travis Kalanick and is based in San Francisco, California

With excellent growth drivers in place, the company looks set for another decade of strong outperformance.



Uber's pricing also plays a key role in its success. Uber's fares are generally lower than those of traditional taxi services, making it an attractive option for riders.

Improving Pickups with Better Location Accuracy. Uber launches Beacon V2, a piece of hardware for Uber drivers, that implements on device sensor fusion using signals from GNSS, IMU,



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

Thinks

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



The name uber is derived from the german word mening "above all the rest".
Uber Technologies,Inc. is an American multinational transportation network company

Uber is a platform where those who drive and deliver can cannect with riders,eaters,and restaurants.

Uber has been competing fiercely with other ride-hailing services and traditional taxi companies, resulting in lower prices.

Uber's success can be attributed to a few factors: It was able to create a better user experience than its competitors. It was able to use technology as a way to connect drivers and customers. It was able to do so at a lower cost than its competitors.

Feels

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

