

Uber

- **By:** Maria Gomes Master

- **About:** Information Science major and Business Analytics minor student @UMD

- **Contact:**
mariagomesmaster@gmail.com
[LinkedIn](#)



Overview

Uber :

A transportation company with an app that provides ride hailing services, food delivery and freight transport.

Uber's mission

“We reimagine the way the world moves for the better”

Uber's Features

- Only members use it - passengers and drivers
- Rate the trip
- Fast response
- No waiting



The WHO

The WHO:

- **Elderly population**
- Age: 65+

Possible Influencing Factors:

- **Cognitive:** information overload and memory impairment.
- **Physical and perceptual:** Hearing, speech, and visual impairment with limited mobility.
- **Socio-economic status:**
 - Diverse education background and demographics
 - Different levels of income & consider affordable options
- **Health status:** diverse medical conditions with age
- **Cultural identity & community:** diverse cultural background and sense of belonging through social interactions.
- **Security:** Fear of fraudulent activities.



The WHY



As of [2021](#) , 61% of adults aged 65+ owns a smartphone.



As of [2018](#) , 24% of adults aged 50+ used a ride hailing service such as Uber or Lyft.



The WHY

Questions to answer:

- How can we revolutionize transportation to better the lives of the **elderly**?

User pain points:

- Not all the elderly are tech savvy
 - Of the 61% who own a smartphone, they are less likely to access the Internet.
- Harder for the elderly to see small texts
 - Menus and UI can be complex.
- Can require assistance
 - Difficulty getting in and out of vehicles.
 - Assistance with wheelchairs, personal belongings.

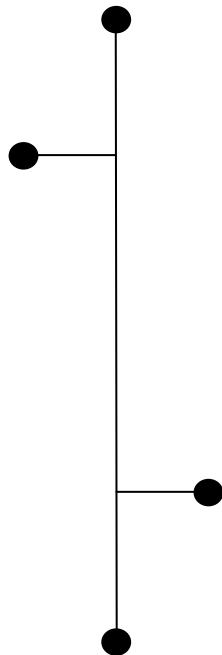




The HOW

Simple Mode

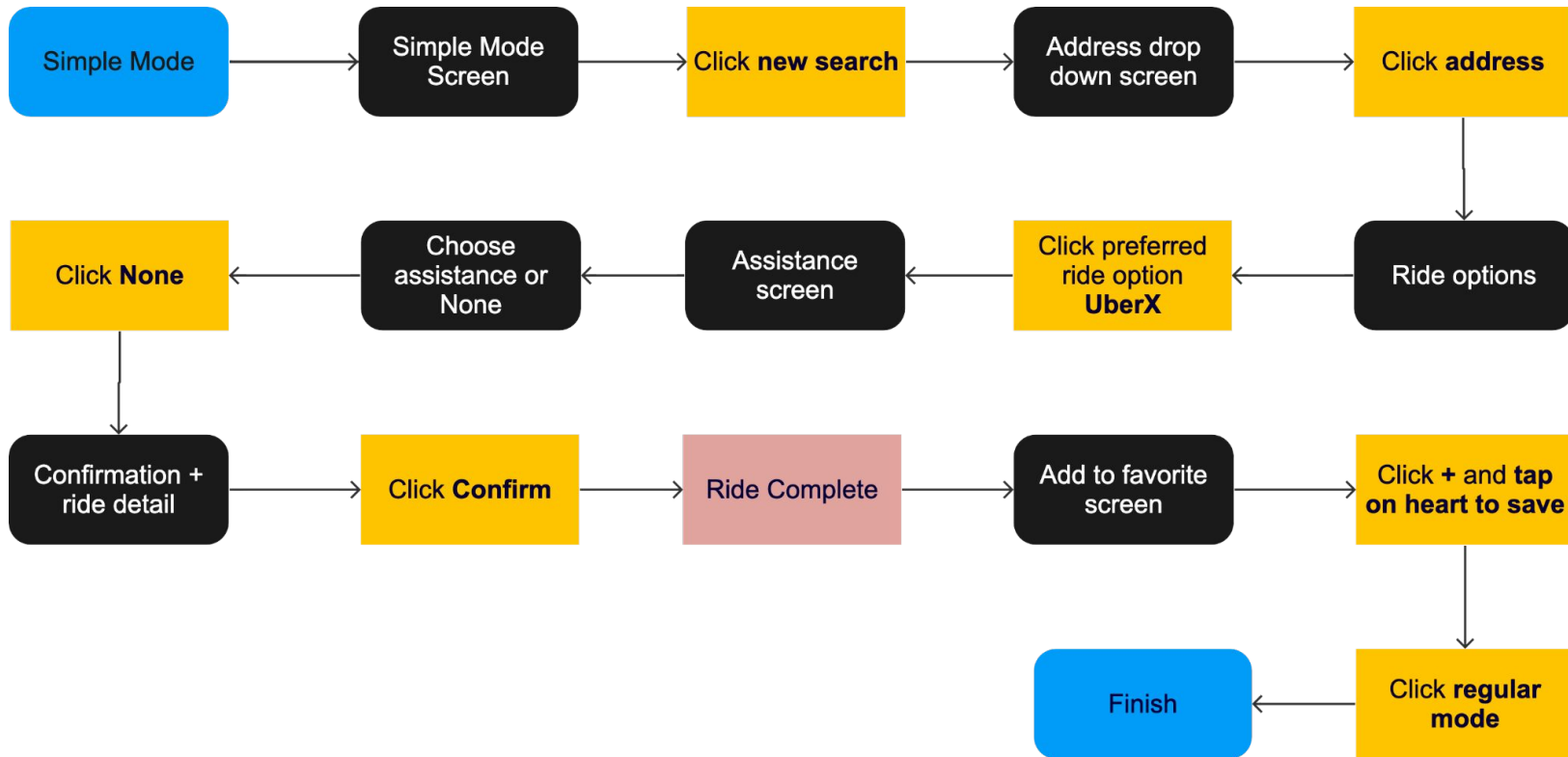
- Feature: **1-Click Away**
 - a. Button takes to simple mode.
 - b. User can click through frequently visited destinations which are saved.
 - c. Users can search for new destinations.
 - d. Simplified ride options to choose from.



- Feature: **Assistance**
 - a. After choosing their ride, they will be asked if they need special assistance.
 - b. User matched with drivers who provide special assistance.
 - c. Contact driver (call, text) or cancel ride.
 - d. Tips - special tips to navigate



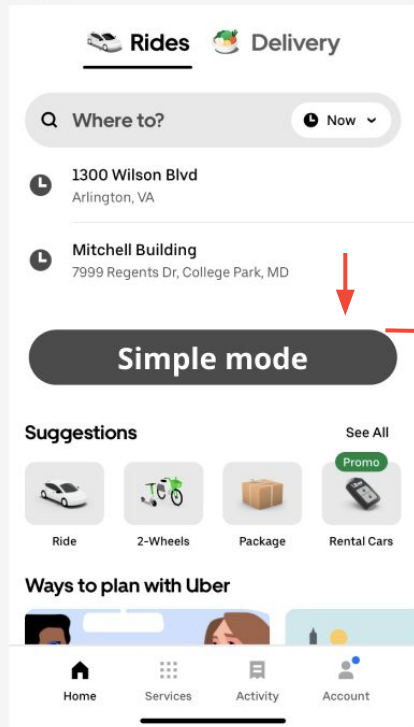
The WHAT



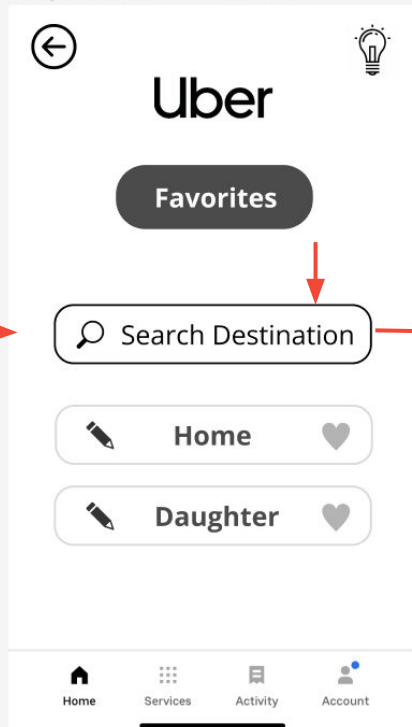


Simple Mode

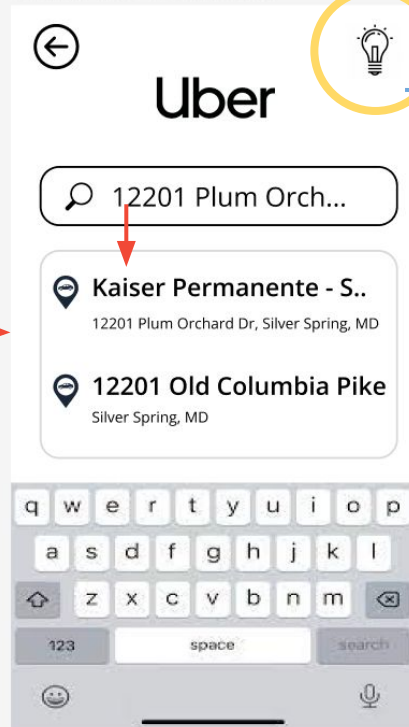
Home



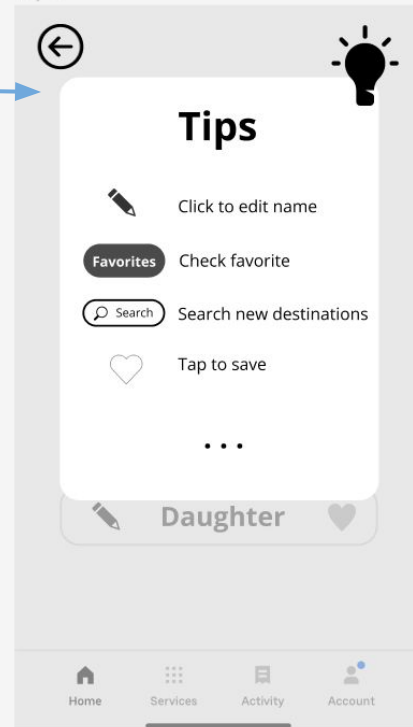
Simple Mode Home Screen



Search new destination



Tips





Simple Mode



After the ride

Ride options


Assistance


Confirmation


Favorite it





Ride Options


 Kaiser Permanente



 **UberX** 4 2:23 PM **\$ 12.21**

 **UberXL** 4 2:20 PM **\$ 14.49**


 **Comfort** 6 2:21 PM **\$ 18.79**


 2223 >


Choose UberX 




Assistance

 Wheelchair



 Suitcases

 Medical Equipment


...




None





Confirmation


 Map View


12201 Plum Orchard Dr.


 **MD6674**


 **Ryan E.** 4.7 ★


 **Contact Driver**



 **Cancel Ride**

 Home

 Services


 Activity



 Account






Add recent ride to favorite?


+ Add favorite




 **Home** 


 **Daughter** 


+ Kaiser... 




Regular view

 Home

 Services

 Activity

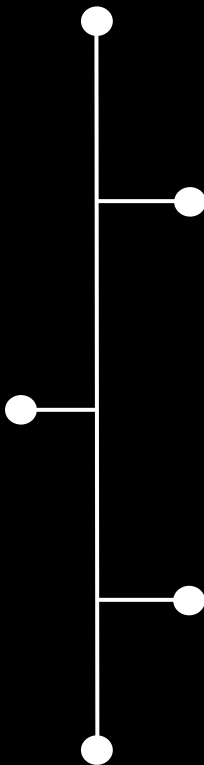
 Account



Concerns

Concerns for Simple Mode:

- Can not share their ride for a lower fair
- Even though it is simple, they might make mistakes such as calling a ride for a wrong address from the drop down



Other considered solutions:

- As of 2021, **29%** of adults aged 65+ owns a cell phone (not a smartphone).
 - Incorporating a **Text Mode** where they can text a Uber certified number to book a ride to an address.
- **Emergency Mode**
 - Connects to nearest urgent care/pharmacies for low risk emergency situations.
 - Prioritizes these users.



Launch & Testing

Launch:

- Before launching:
 - The marketing team should prepare promotional videos.
 - Uber coupons for promotional period.
- During the launch:
 - Promote this to the senior residential services.
 - Online promotion.

Testing:

- Focus metric:
 - Number of rides by adults aged **65+**
- A/B testing:
 - Group A (control) - **without** the Simple Mode + assistance feature
 - Group B (experimental) - **with** the Simple Mode + assistance feature
- Attain user data, analyze the data and iterate the design.