### THE TABLEAU HR SCORECARD:

# **VOYAGE VISTA**

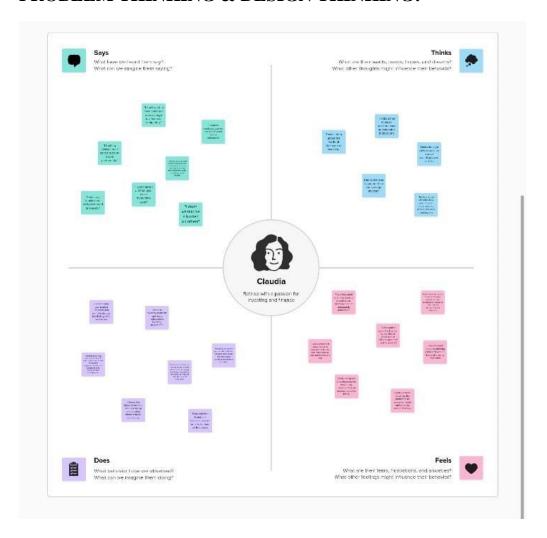
#### **INTRODUCTION:**

This analysis can help identify peak hours or days of high demand and optimize driver availability during those times.

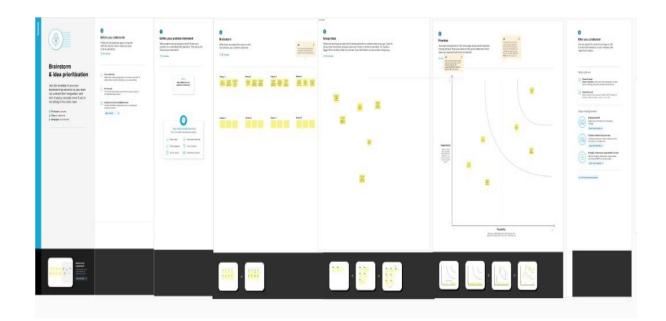
### **PURPOSE:**

Uber is a ride-hailing company that offers the uber app, which you can use to submit a trip request that is automatically send to an uber driver near you, alerting the driver to your location.

#### PROBLEM THINKING & DESIGN THINKING:



1. Empathy Map



# 2. Brainstorming

#### **ADVANTAGES:**

The four primary methods of gaining a competitive advantage are

- ➤ Cost leadership
- > Differentiation
- > Defensive strategies
- > Strategic alliances.

### **DISADVANTAGES:**

➤ Uber's disadvantages include its surge pricing and the negative effects of replacing steady jobs with gig work.

#### **UBER FEATURE:**

- ➤ Door-to-door convenience
- > Safety
- ➤ Reliable quality

# **OVERVIEW OF UBER:**

Uber links passengers with drivers using the uber app. Generally, the drivers own their own car.

# **CONCLUSION:**

This analysis can help uber drivers decide where to focus their driving efforts for maximum efficiency and profitability.