# HW Assignment 1

# SSW 533 - A - Cost Estimation & Metrics

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“I pledge my honor that I have abided by the Stevens Honor System”

**Assignment:**

**“You are a software developer for UBER.  You need to instrument it to understand how well it is working.**

**1) Create a simple model and RELEVANT attributes of UBER.**

**2) Who is probably the customer for this work (NOT THE INSTRUCTOR)**

**3) Using GQM, define a set of metrics to be used to evaluate and monitor UBER.”**

**Summary**:

Defining goals like these and collecting data is extremely necessary for any organization, especially a large company like UBER. Through the process of goal setting we can re-examine what is important to us as a company and then ask how well we are representing that. In the end the goal is always to improve, and nothing helps us find a way to improve more than the collection and aggregation of data. Through data collection we can have quantitatively based conclusions on the strength and progress of our goals. This assignment was my first experience in using the GQM process and I really found it useful. This type of examination can and should be applied to all kinds of areas in our professional and personal lives. For example, I plan on immediately working this into my training.

**Analysis:**

The goal of this project as a software developer for UBER is to ensure that the machine of UBER’s business model is working well and ultimately can grow/maintain market share. The best way to do this is to give each user a fantastic user experience. I will be using the GQM process to evaluate this. GQM refers to the “Goal, Question, Metric” system where once a goal is specified, the next steps are asking specific questions that will bring us closer to the goal and then have metrics which will let us know if the question has been answered and the goal met.

**Ease of Payment:** It should be seamless and easy for anyone to pay within the UBER app and for UBER to then receive and distribute those funds quickly and without error.

**Does the app accept all kinds of credit cards with ease?**

* Application payment system works with all major credit cards.
* Very few customer complaints regarding card input method.

**Are Drivers receiving their cut appropriately?**

* Drivers are paid correctly .
* Credit deposited to their UBER wallet arrives in a timely manner.
* All accounting records show no instances of over or under compensation to drivers.

**Is the Company receiving it’s share?**

* UBER accounting records show zero discrepancies
* Payment flows directly from customer to company with portion going to drivers

**Growth of Market Share:** UBER’s mission is to provide the most riders with the greatest experience, and of course make a profit. To do this we need to make sure that market share and customer base is growing year over year.

**Is our customer base growing?**

* Is the total amount of active user accounts (making trips let’s say in the past 60 days) more or less than last year?

**Is the company gaining market share against its competitors?**

* Measure the percentage of rides that uber accounts for in the ride sharing space and compare it to the previous year.
* Survey random individuals as well as UBER customers to gauge their participation in other brands.

**Customer Experience:** Customer experience is at the center of retaining and growing market share and consequent profits. Therefore, the goal of positive customer experience affects the success of all other goals.

**Are customers left with generally good things to say about their uber experience?**

* Conduct open surveys and focus groups to measure the likeability of the brand and the user experience.
* Measure the ratio of positive to negative reviews on popular social media platforms like the app store.
* Measure the percentage of users who frequently (>50%) tip their drivers.
* Measure the ratio of positive to negative reviews on all drivers.

**Are customers satisfied with the new ride hailing experience?**

* Measure the change in average wait time averaged to consider population density and compare this with past years.
* Measure number of ride cancellations after longer than average wait time

**Are customers satisfied with the pricing structure?**

* Average price per ride considering distance and population density.
* Effect price surging has on ride requests
* Average price of rides from competitors.