Problem Statement

Problem

Urban commuters face serious challenges with transportation:

- Limited access to reliable taxis
- No transparent pricing
- Long waiting times
- Poor customer experience
- Safety and trust issues

Hypothesis

if people can request a nearby ride through a mobile app with just one tap, they will no longer need to search for taxis on the street.

if users can track their driver in real-time and leave reviews after the ride, they will feel safer and more in control

if people can pay for their ride without using cash, the whole trip will feel faster, easier, and more comfortable than taking a normal taxi

Solution

Uber

A seamless ride-hailing experience that connects drivers and passengers through a mobile app, providing real-time tracking, transparent pricing, and flexible payment methods.