



UBER

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A black and white photograph of a desk with various items. In the foreground, there is a box labeled 'ucanop' and some small electronic components. In the middle ground, a camera is visible on the desk. In the background, a t-shirt with a large graphic is laid out. The image is partially obscured by a red overlay on the left side.

01. Description of Uber



Description of the company

UBER (Uber Technologies, Inc.) is a Silicon Valley-based technology company. Founded in 2009, the company has made a name for itself with its eponymous taxi app.

1.1 Description of the company

ALL ABOUT UBER

As an international company, Uber emphasizes that the difference between itself and its domestic counterparts is that users can also use Uber meters to call for a taxi when traveling abroad, while domestic companies basically only operate in China.

MORE



As of April 2016, Uber is operating in 400+ cities
60+ countries and regions
around the world



- Created "Internet + Transportation" travel solution
- Uber has completed a number of capital increases





Uber

Product lines of the
company
description

1.2 product lines of the company description

Uber's core business:

Shifting from mobile rides to food delivery

Among Uber's three main business

The early-stage ride-hailing business accounts for more than 80% of the company's total revenue and is the core business of the company.

Since 2018

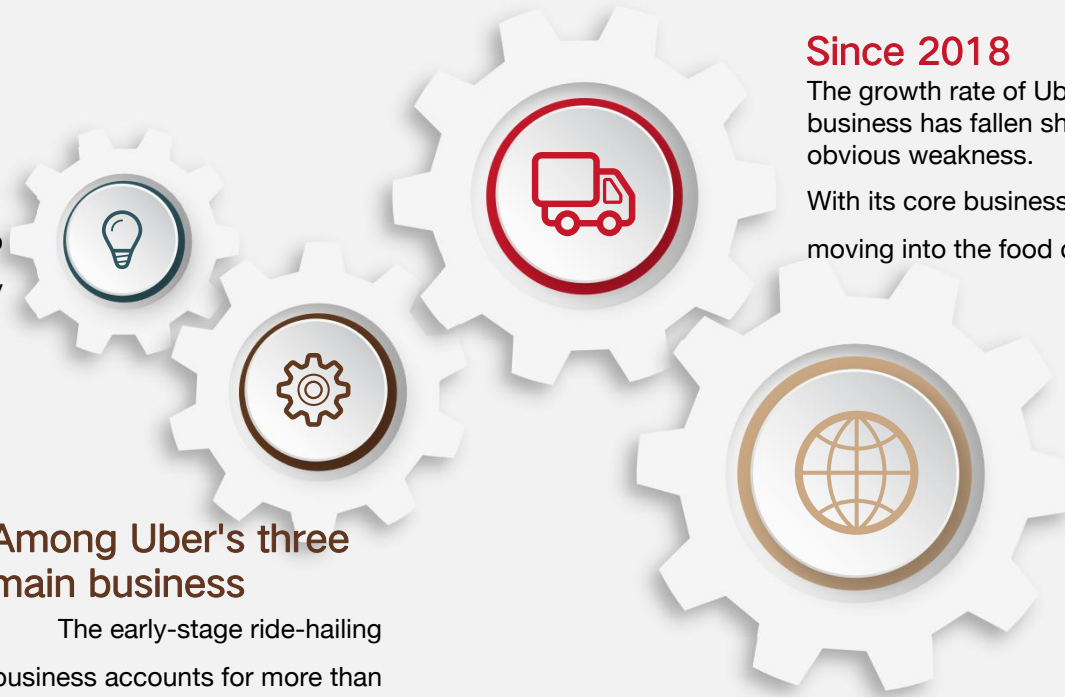
The growth rate of Uber's core ride-hailing business has fallen sharply, showing obvious weakness.

With its core business struggling, Uber is moving into the food delivery business.

The revenue of Uber's food

In Q3 2021, the revenue of Uber's food delivery and delivery has exceeded that of its mobile travel business.

In Q4 2021, the revenue of Uber's food delivery business accounted for nearly 50% of the total business revenue.



02. Uber tries to satisfy

Uber meets the demand that consumers expect it is easier to take a taxi with less costs.



2.1 Uber tries to satisfy



TAXI

In the past, People had to compete with others to get a taxi on the street. This way of taking a taxi makes it convenient for all people,



TAXI

local taxis are not comfortable due to car depreciation, which reduces the experience of passengers.



TAXI

It is almost impossible to find a car in some rush hours, such as commuting hours in which office workers in various cities need travel services to and from their homes and offices.



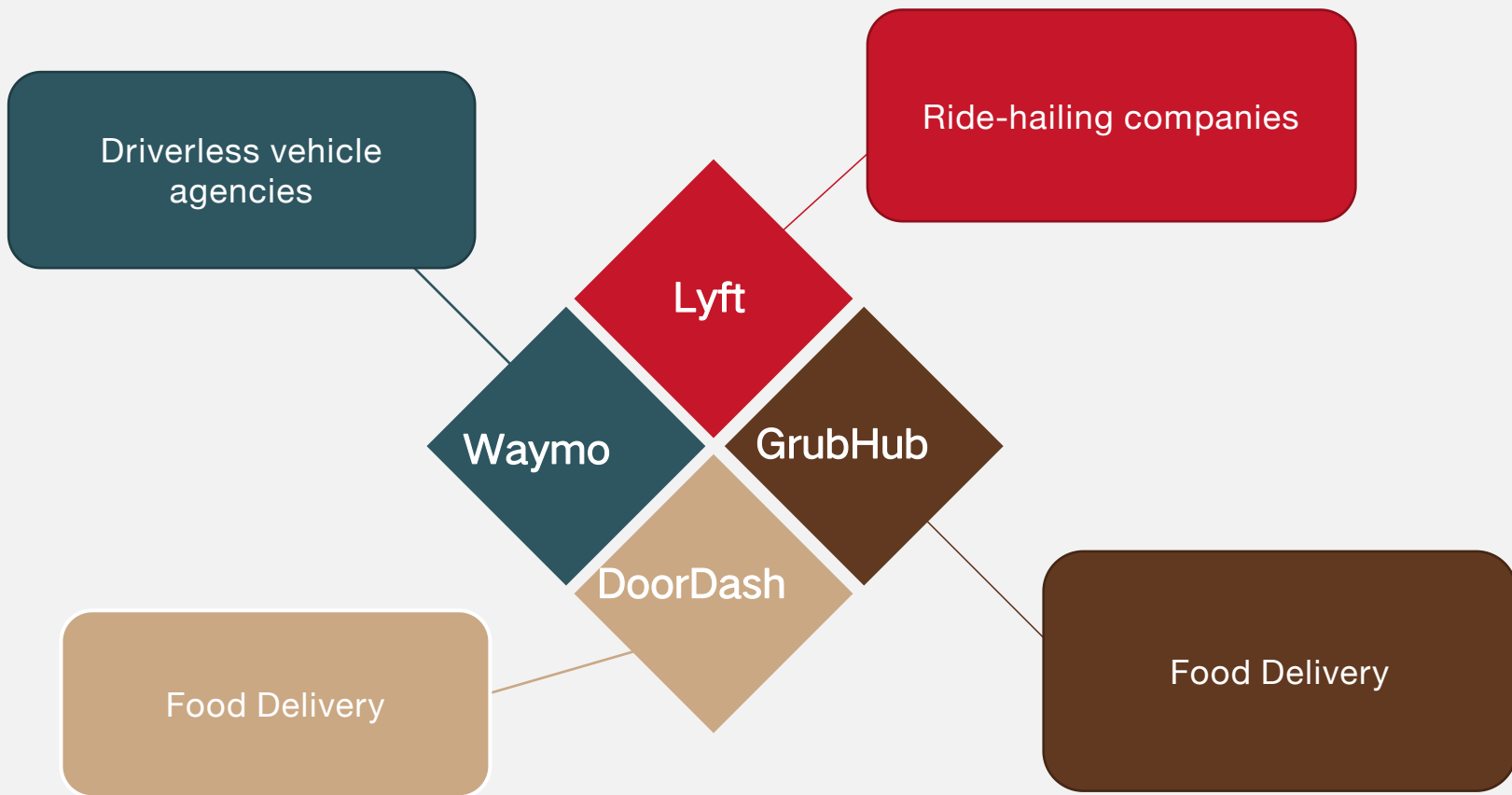
UBER

Uber found the problem of “taxi difficulty” and solved it by technology. It is more comfortable than traditional taxis with better cars and friendlier drivers.

03.The major competitors



3.1 The major competitors



3.2 Their competitive products

01

"Waymo has already launched a commercial fleet of self-driving ride-hailing services, and it is possible that other competitors will launch self-driving ride-hailing services before we do," the company wrote in the Risk Factors section of its S-1 filing.

02

For Uber, driverless cars are an important business because "if drivers are classified as employees, rather than independent contractors, then our business will be adversely affected." And Uber is finding it increasingly difficult to keep its drivers loyal.

03

Uber released a 285-page document to investors about its upcoming IPO, with 48 pages devoted to risk factors. The prospectus for Lyft, its main competitor, is 220 pages long, with a section on risk factors taking up 42 pages.

04

In its S-1 filing, Lyft also listed its competitors and expressed concern that it might not be able to turn a profit, attract new drivers and retain existing drivers.
In terms of breadth, however, Lyft's business is much smaller than Uber's.

04. Marketing strategy



4.1 The survey of Uber

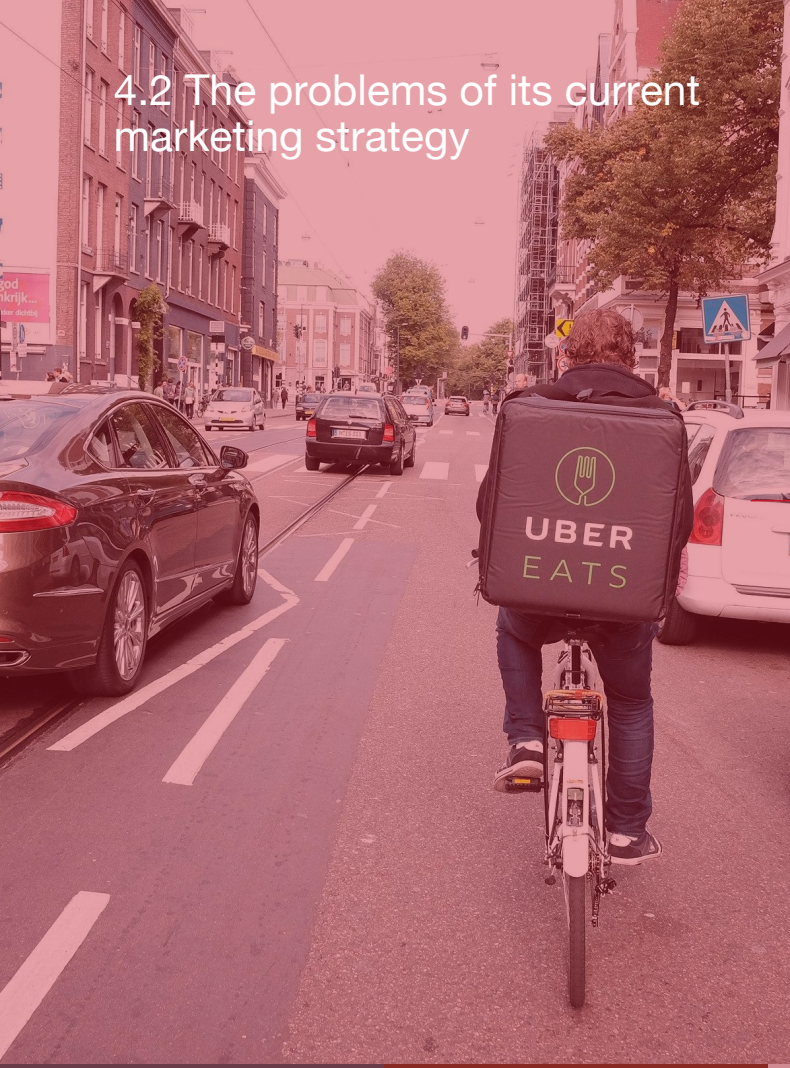
At present, Uber can only feed back questions through Sina Weibo or customer service.

However, according to the survey, as of 2015:

Sina Weibo	WeChat	QQ
210 million active users	650 million active users	800 million active users

- Sina Weibo and customer service obviously have some limitations on the audience.
- The time and level of customer service answers depends on the level of the local team, which is a big problem.
- As far as the solution is concerned, it is related to Uber's corporate management mechanism.

4.2 The problems of its current marketing strategy



The problems of Uber

Comparing the different interface styles of Uber and Didi, it is easy to find that Uber has spent more effort on color matching than Didi. But as soon as Uber is opened, a small window pops up to introduce People's Uber.

- This method can make People's Uber better known to more people, but it damages people's first impression of this APP. As an app with global popularity, people who are not familiar with this app will feel disgusted when they open a window similar to promotion rather than a clear interface.
- On the main interface, compared with Didi, Uber has no obvious place for users to enter a destination, which also makes it inconvenient for users to use. The diversity of page colors may also create a sense of aesthetic complexity and clutter.

4.3 solutions to the problems



Change the way to promote Uber

There are many ways to promote PeopleUber. The word "PeopleUber" can be emphasized in the software. When promoting enterprises, PeopleUber should be the focus of promotion.



Improve Uber's entire page

Compared with many APPs, Uber has done quite well in color matching design and other aspects. But as far as the overall design development trend of the current APP is concerned, it has been moving towards a simple direction.



Add the destination input function

It has to be said that this is a flaw in Uber's design of the main interface. When people use a taxi hailing software, they can't find the place to fill in the destination at a glance. This design is obviously unreasonable.



Thank You For Watching