

# Voyage Vista : Illuminating Insights from Uber Expeditionary Analysis

## INTRODUCTION

### 1.1 Overview:

Uber is a global company that provides various transportation and mobility services through its technology platforms. Users can access Uber's services through mobile applications and websites, where they can request rides, order food, book freight, and more. Uber connects users with drivers or independent service providers who offer fast, convenient, and affordable solutions for their needs. Uber operates in about 70 countries and 10,500 cities worldwide, with over 131 million monthly active users and 6 million active drivers and couriers. Uber was founded in 2009 by Garrett Camp and Travis Kalanick, who wanted to make it easier and cheaper to get direct transportation. Since then, Uber has expanded its offerings and become the largest ridesharing company in the United States

Some of the features of Uber are:

- You can choose from different types of vehicles, such as UberX, UberPool, UberBlack, UberSUV, etc., depending on your budget and preference.
- You can see the estimated fare, time of arrival, and driver's rating before you book a ride.
- You can pay with your credit card, debit card, PayPal, or cash in some countries.
- You can rate your driver and provide feedback after each trip.
- You can order food from local restaurants and have it delivered to your door with Uber Eats.
- You can send packages and documents with Uber Connect or request a truck for larger items with Uber Freight.

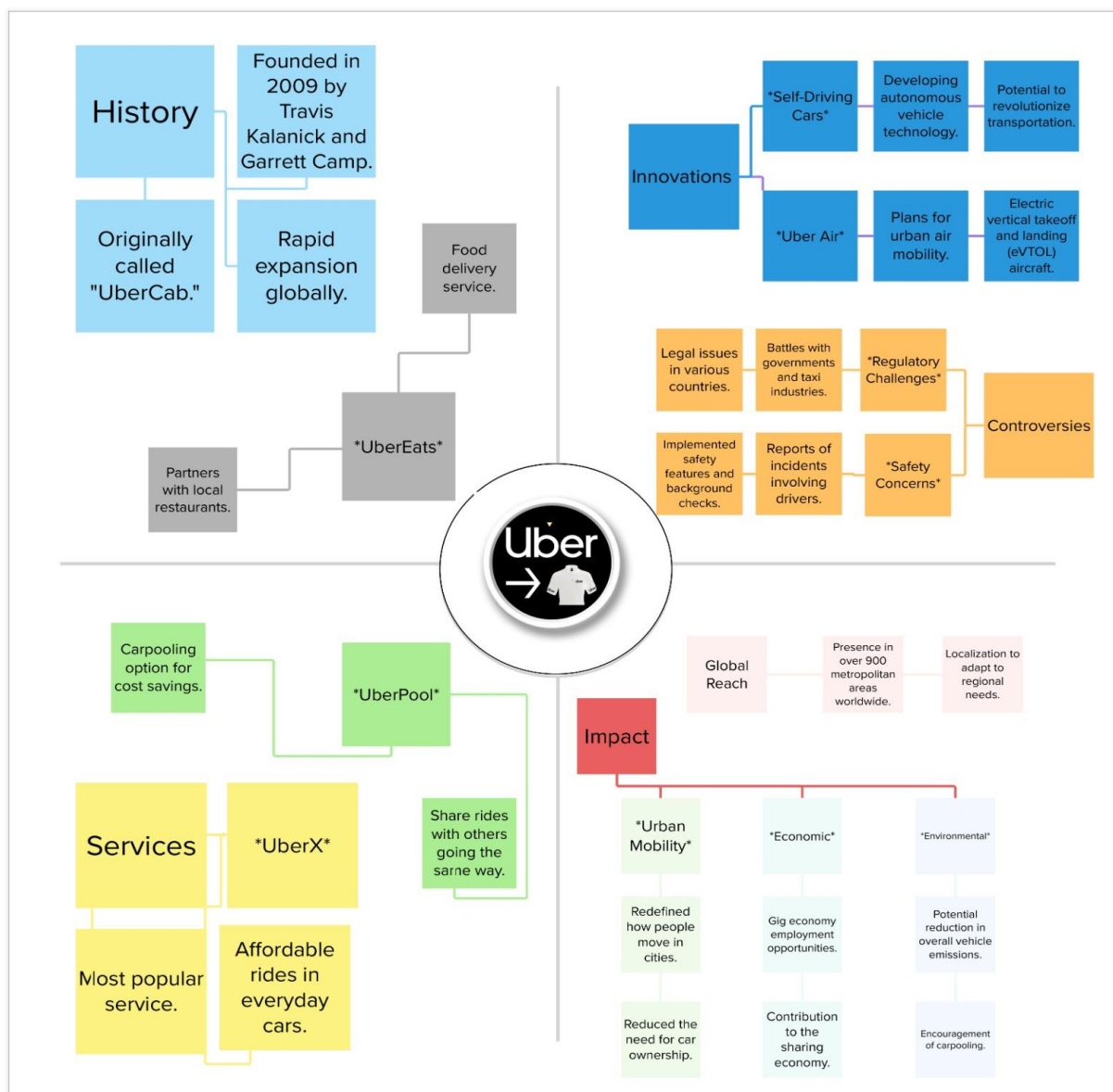
### 1.2 Purpose:

The purpose of Uber is to reimagine the way the world moves for the better. Uber aims to provide an incredibly reliable transportation system for everyone all over the globe. [They want to make transportation "as reliable as running water"](#)<sup>1</sup>. Uber also offers other services such as food delivery, freight transport, and healthcare access.

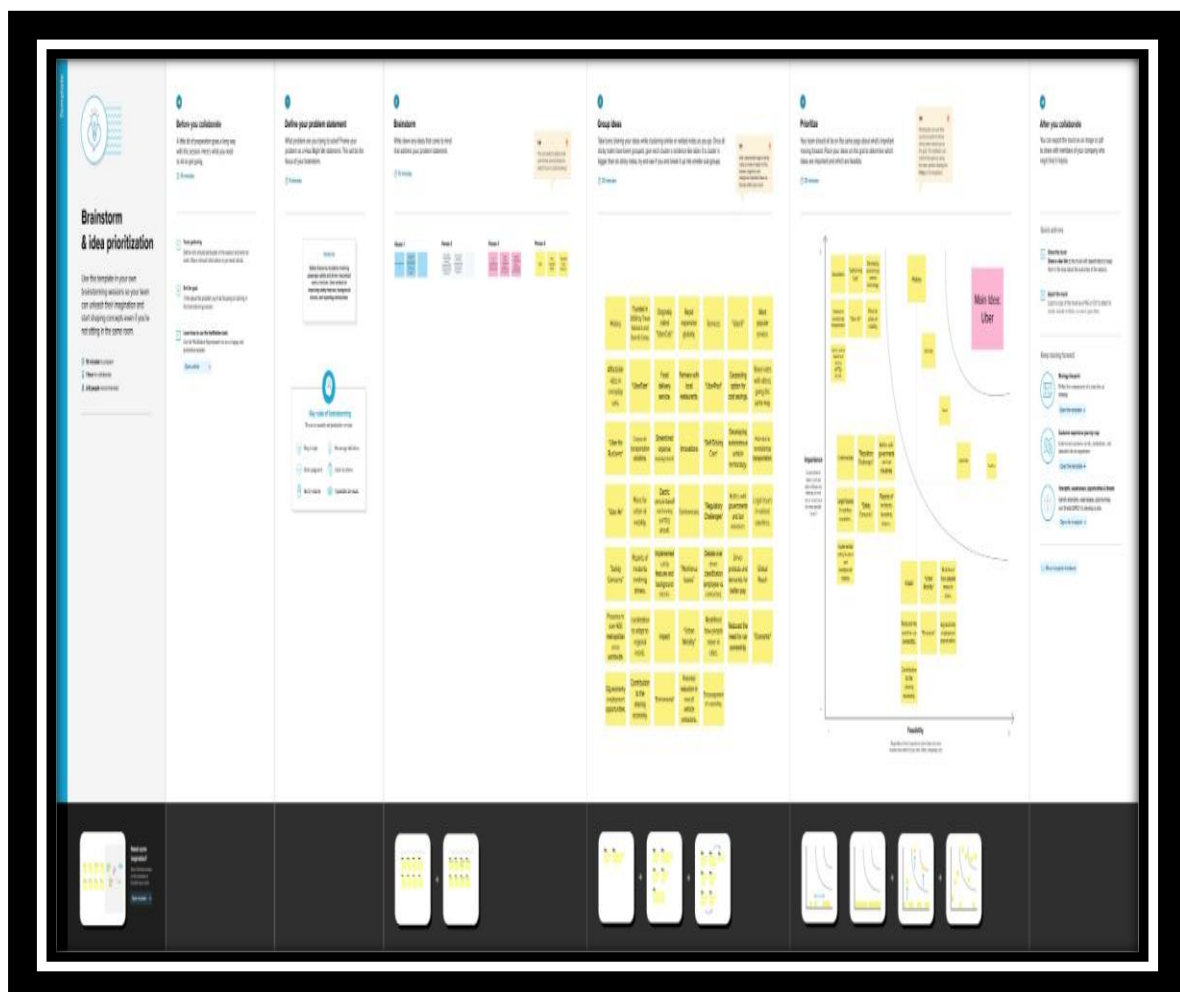
Uber's principles include expanding accessibility, delivering reliability, and fostering entrepreneurship

## Problem Definition & Design Thinking :

### 2.1 Emapathy Map:

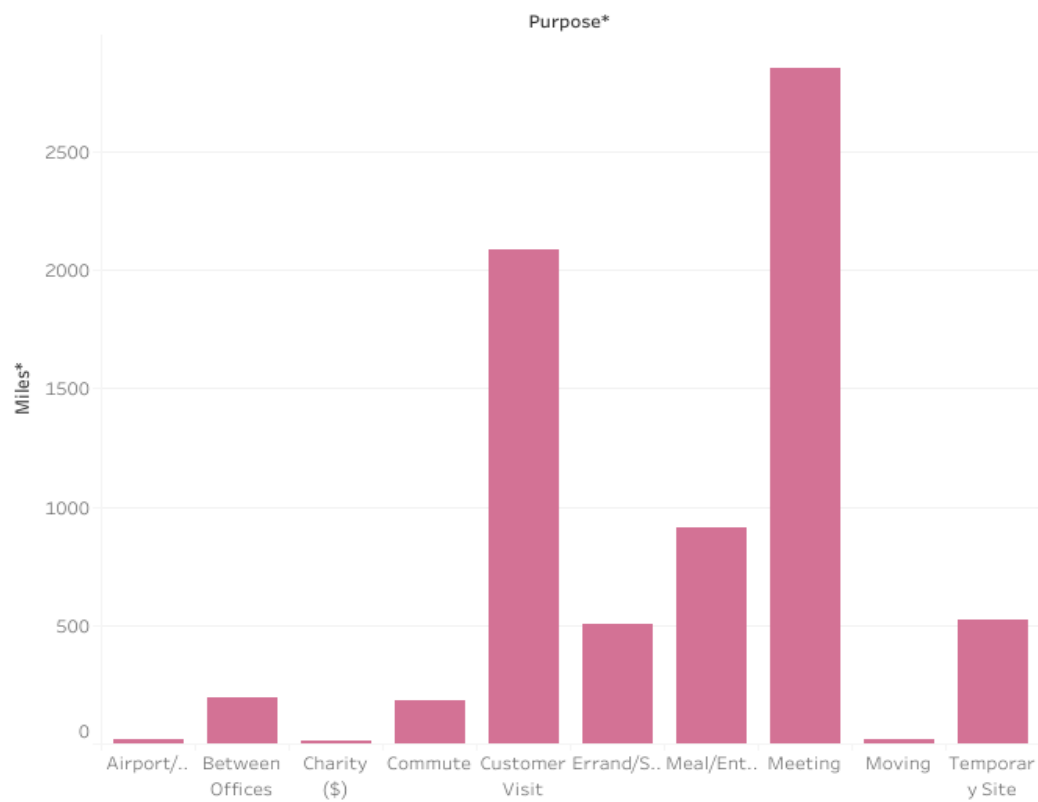


## 2.2 Ideation & Brainstorming Map

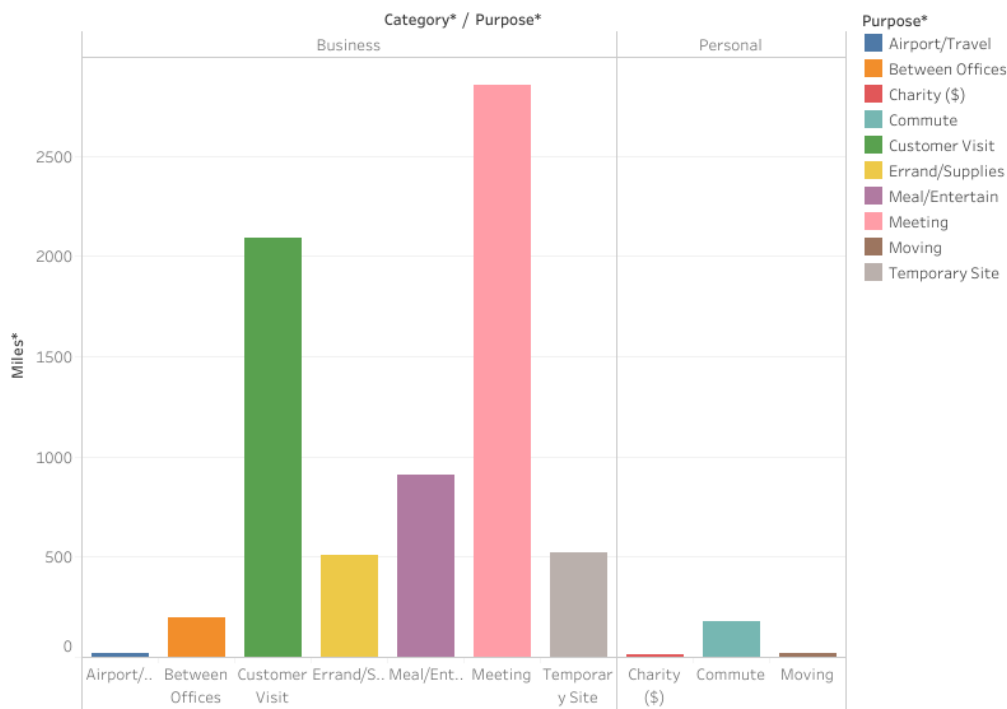


Result:

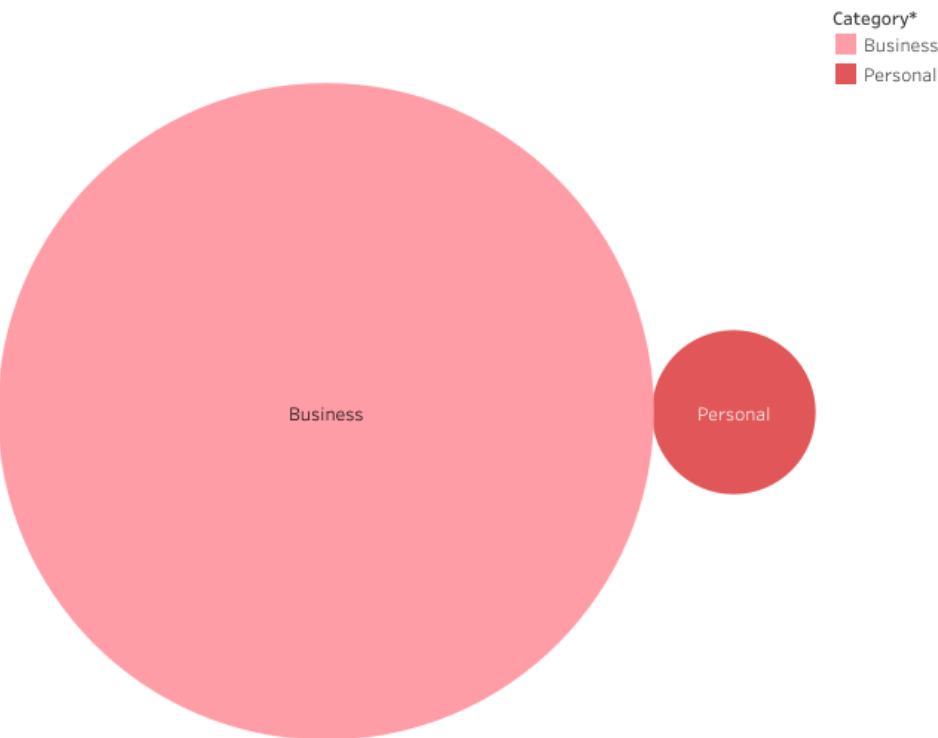
Sheet 1



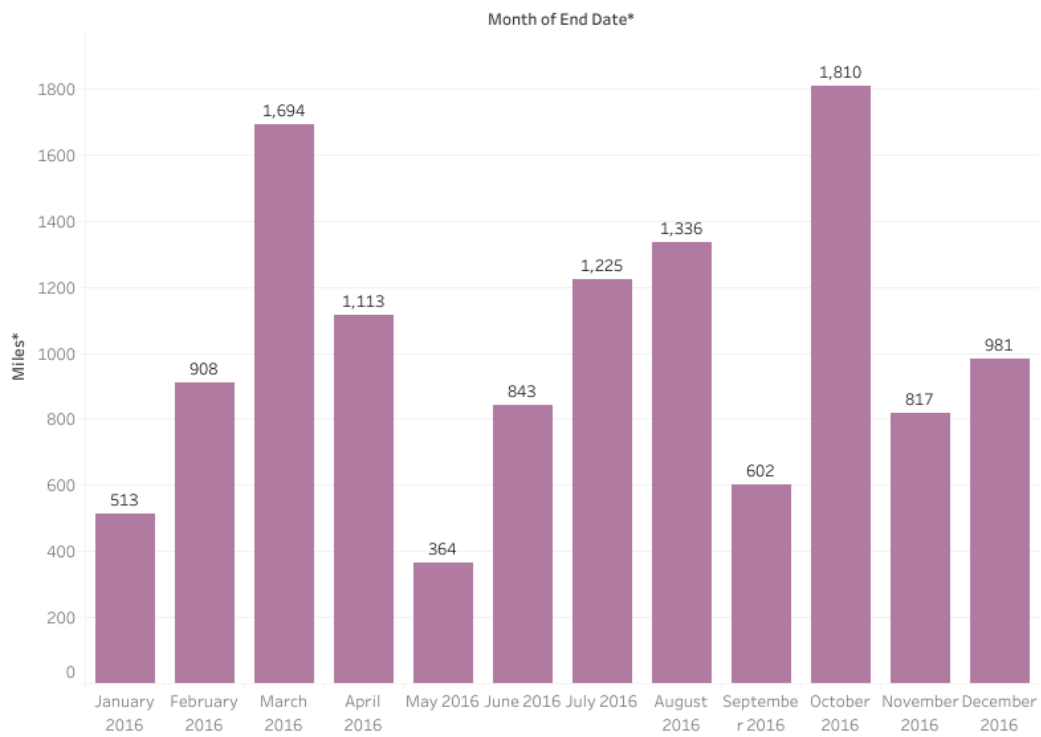
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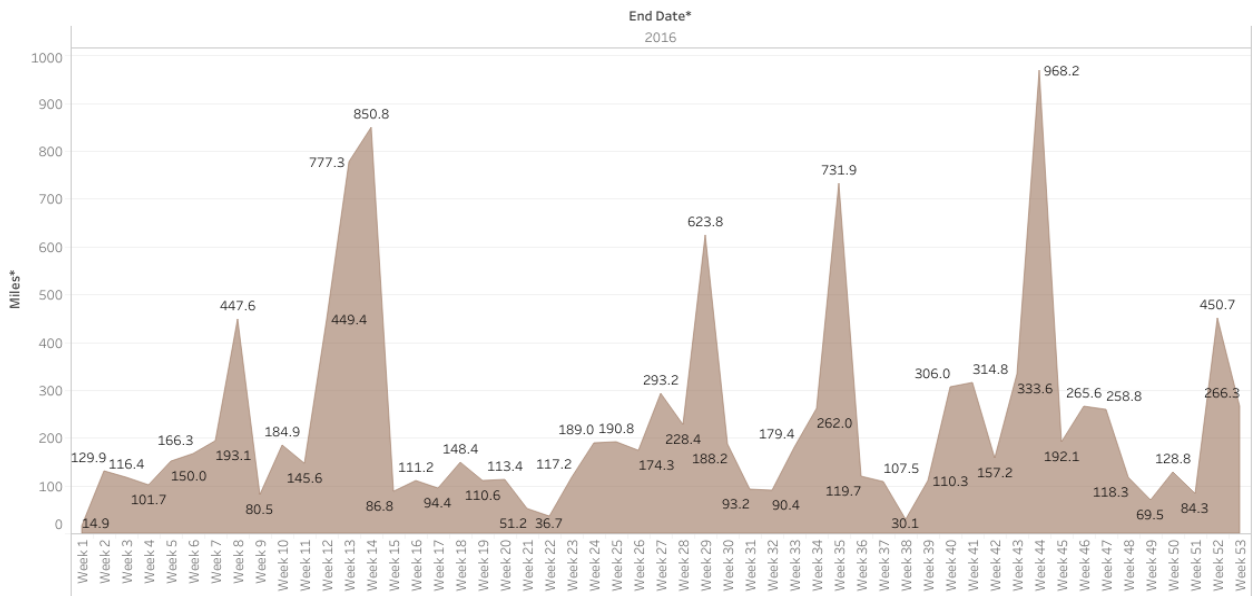
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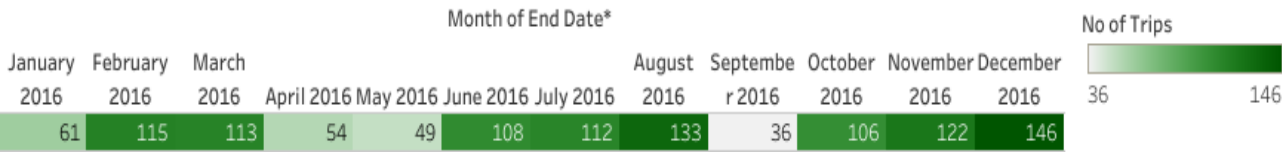
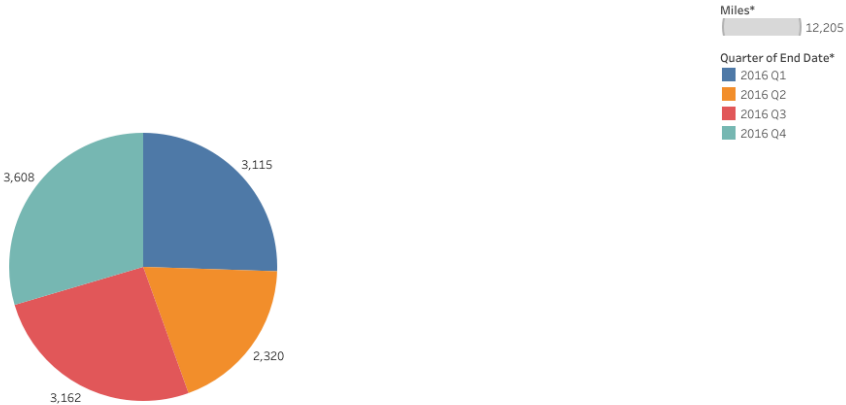


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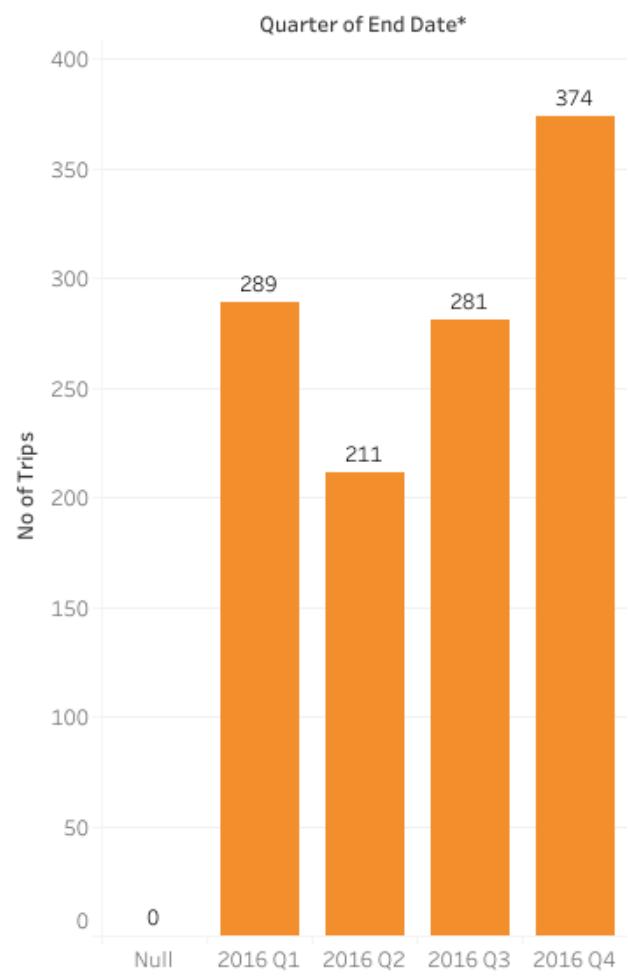


Week wise Miles Covered

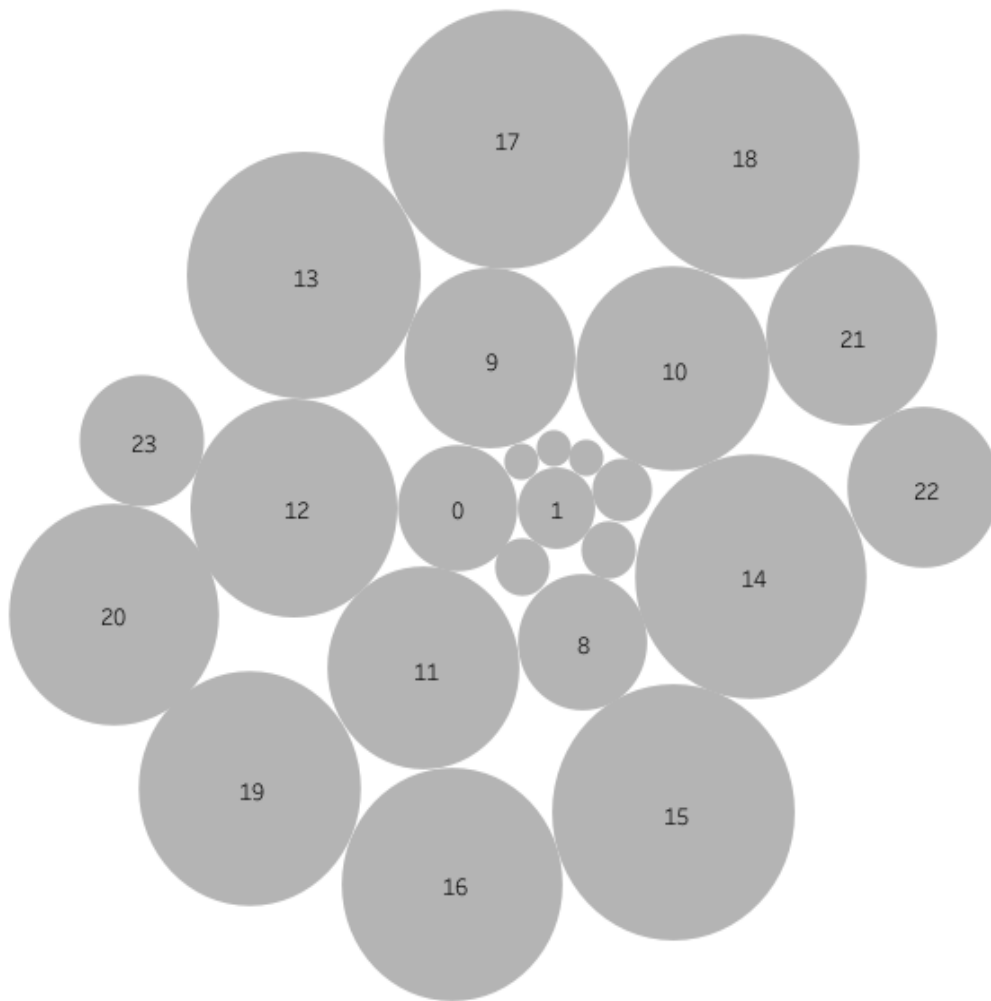




Sheet 8







### Advantages:

- Convenient and cashless. You can request a ride from your phone and pay with your preferred method, such as credit card, debit card, PayPal, Apple Pay, or Google Pay. You don't need to worry about carrying cash or finding a taxi on the street.
- Safety. Uber requires all prospective drivers to submit to motor vehicle and criminal background checks. The company runs annual background checks that include a search of multistate criminal databases, motor vehicle records, and a review of the National Sex Offenders Database<sup>2</sup>. You can also see the driver's rating, photo, and license plate number before you book a ride. You can also share your trip details with your friends or family for extra security.
- Reliable quality. Uber drivers use their own cars, which they keep clean and well-maintained. The riders input their destinations into the app, and the drivers use navigational software to get there. You can rate your driver and provide

feedback after each trip. Uber also offers different types of vehicles, such as UberX, UberPool, UberBlack, UberSUV, etc., depending on your budget and preference.

## **Disadvantages:**

- **Surge pricing.** Uber increases its prices during periods of high demand, such as holidays, weekends, or bad weather. This can make the rides very expensive and unpredictable for the customers. Some customers may feel exploited or cheated by this practice
- **Negative effects of replacing steady jobs with gig work.** Uber drivers are considered independent contractors, not employees. This means they do not receive benefits such as health insurance, retirement plans, or paid leave. They also have to pay for their own expenses, such as gas, maintenance, and taxes. Uber drivers may face income insecurity, lack of protection, and low wages
- **Reduced overall profit of drivers.** Uber drivers have to compete with each other for customers and fares. Uber also takes a percentage of each fare as a commission. The more drivers there are, the less money each driver makes. Uber drivers may also face legal issues, such as fines, lawsuits, or bans from local authorities
- **Uber does not have a fixed pricing system.** Uber's fares are determined by an algorithm that considers factors such as distance, time, demand, and supply. However, this algorithm is not transparent or consistent. Customers may not know how much they will pay until they book a ride. They may also be charged more than the estimated fare due to traffic, tolls, or route changes
- **Significantly reduced the market of traditional taxi services.** Uber's popularity and convenience have caused a decline in the demand and revenue of traditional taxi services. Taxi drivers have lost customers and income to Uber drivers. Taxi companies have also faced challenges in adapting to the changing market and regulations

## **Conclusion:**

Uber is a global leader in the ride-hailing industry, offering various services such as ride-sharing, food delivery, and freight transport. Uber has disrupted the traditional taxi business by providing a convenient, cashless, and reliable transportation system for millions of users. Uber uses machine learning and dynamic pricing to optimize its operations and customer satisfaction. However, Uber also faces many challenges, such as surge pricing, gig work, legal issues, and competition from other players. Uber needs to adapt its business model to the changing market and regulations, as well as address the social and environmental impacts of its activities.

Uber has the potential to transform the way the world moves for the better, but it also has to overcome the obstacles and risks that come with its innovation.

## **Future Scope:**

Uber is a company that has revolutionized the transportation industry by offering various services such as ride-hailing, food delivery, and freight transport. Uber has a vision of becoming a tech platform for public transport, where users can access multiple modes of mobility from a single app. Uber also aims to leverage its data and machine learning capabilities to optimize its operations and customer satisfaction.

## **Appendix:**

### **Introduction**

<https://www.uber.com/in/en/about/>

### **Advantages**

<https://www.uber.com/in/en/careers/>

### **Disadvantages**

<https://www.uber.com/in/en/careers/>

### **Application**

<https://www.uber.com/in/en/careers/>

### **Conclusion**

<https://www.uber.com/us/en/drive/tax-information/tax-documents/>

### **Future Scope**

<https://www.investopedia.com/articles/investing/110614/taxi-industry-pros-cons-uber-and-other-ehail-apps.asp>