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Assignment #1

**Company Description**

Uber is a quick and reliable transportation by car service. The users need internet access or simply use an app from your phone to inform them of your request to the location of your choice. Its motto is “Tap the app, get a ride” and the most significant different is, that the car is usually black and luxuriously comfortable on the inside. They are also reliable “Ready anywhere, anytime” for instance in early morning commute or after late night drinks. A flexible image they represent is “low-cost to luxury” where they stated “You can always request everyday cars at everyday prices. But sometimes you need a bit more space. Or you want to go big on style. With Uber, the choice is yours.” Lastly, what makes this company great is they say the driver is a person just like you, going your way (they are free (no boss no schedule) and earn a portion of the money you give them) where they say “What makes the Uber experience truly great are the people behind the wheel. They are mothers and fathers. Students and teachers. Veterans. Neighbors. Friends. Our partners drive their own cars—on their own schedule—in cities big and small. Which is why more than one million people worldwide have signed up to drive.” Their growth spread rapidly as they began in 2009 and currently today serve over 60 countries and more than 300 cities worldwide. The company itself was estimated to be worth $62.5 billion by the end of 2015. You can imagine the size and the rate this company is escalating at which answers; yes, they need a new info system as they are currently working on a project that takes multiple customers to the same location in just one vehicle (upmost efficiency).

**Detail Description**

How big: Multinational

Yearly Revenue: Keeps 20% of transactions

Annual Sales in units:

Locations: 60 countries 350 cities

What do they sell: Transportation Services

How they make money: Fulfilling the request of a customer in need of a vehicle.

**Transactions**

Per hour:

Per day:

Per week: 1.1 million but 800k are completed (generating $20 million)

Per month:

Per year:

**Data Requirements**

**Sign-ups:** Uber sees about 79,000 new sign-ups per week, which projects to 316,000 sign-ups per month and 3.8 million per year.

**Purpose:** Keep record as proof/to gather raw data/create collective data.

**Clients:** People in need of Car transportation

**Suppliers:** Gas stations

**Businesses we rely on**: bank credit card (uber gas discount credit cards)

**Transactions:** Continuous and simultaneous flow of data storing

# of people to transport:

Distance from client location to desired location:

Money made per transaction: Base fare + Time + Distance

Data Storage System: Data Warehouse

**Fast Phases**

**Scope Definition**

Time frame: N/A

Budget: N/A

People in business: Owners, managers, drivers, programmers, etc.

People required for project: System Analysts, System Designer, System builders, Project Managers.

Intent of project: To preserve time and money, being as efficient as can be use more if not all the space in the vehicle to satisfy more than 1 customers’ needs heading to the same location at about the same time.

**Problem statement**

Current Info System**:**

Improvement to Info System: Have a second option where a client can have a major discount if they are willing to drive with someone else and might require take a little more time.

**Statement of work**

-Create a new user interface with additional option

-This additional option while ask client for location and destination

-It will also archive nearby Uber drivers and calculate which one is more efficient in terms of how far they are and the distance between the two or more clients desired locations of destination.

**Purpose:** Will propel the company forward by tremendous means, we would save not only time but also space on the streets.

**Problem Analysis**

**Problem->System Improvement objective**

1) User interface-> Add second option

2) New processes and calculations-> Add new system that calculates the new data

3) Drivers forced or willing to be part of second option?->

4) Store the second options’ Data separately from 1stoption data-> Create a sub category of transactions and new data to store and archive

5) How to create an effective and efficient system that has minimal consequences of choosing second option and/or how to make second option more enticing to client.

Problem: If somehow we could get use of more if not all the space in the car, it would benefit us as a company, the driver for having more customers, and the people, as they would pay less.

Business Process Requirements:

**Signing up for Uber**

1) Visit uber website create account requiring name, mobile number, email, language, and billing info.

2) Read terms and policies, accept and activate account through email.

**Driver**

**Passenger**

1) Download free app and log into your account

2) Choose vehicle type: black car, Taxi, UberX, SUV, LUX.

3) Mark your location and wait infront of given address

4) Payment processed through credit card information

**Requirements Analysis**

**Internal**

Admin: Gather Raw data and create organized collective data to display for various participants in need of precise information.

Analytics: Gather Raw data and create organized collective data to display for various participants in need of precise information which supports the status of business, showing fields that need improvement.

**External**

Clients: Intake, process and store clients account information, keep record of transaction history (location and desired destination, time elapsed, distance covered,)

Suppliers: Provide gas discounts

**Essentials of Program**

Data Storage

I believe a Data warehouse is required due to needing a tremendous amount of data organized by rows. In addition, the data has to be up to date and we need to keep all historical data as well. Need to store user account info from both drivers and clients.

Software

User-Interface

Web based:

Mobile device:

**Logical Design**

**Decision Analysis**

**Physical Design & Integration**

**Construction & Testing**

**Installation & Delivery**