

Project Design Phase-I
Proposed Solution Template

Date	18 October 2023
Team ID	Team-591309
Project Name	Voyage Vista : Illuminating Insights from Uber Expeditionary Analysis
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Uber, a leading rideshare company, operates a vast network of drivers and passengers across various cities. In order to enhance the customer experience and driver availability it is important to identify the patterns and trends in expedition demand. But Uber faces a challenge in efficiently managing the driver availability during peak periods. This system addresses the problem by implementing some strategies so that it can meet the customer's satisfaction and driver availability.
2.	Idea / Solution description	Increasing number of drivers, forming partnerships with local businesses or transportation providers can be a strategic move for Uber to enhance its services in specific regions. Collaborations with local entities can lead to a range of benefits, including increased customer engagement, improved accessibility, and enhanced brand loyalty.
3.	Novelty / Uniqueness	Uber's collaboration with local businesses integrates regional discounts and specialized services, such as UberSKI. By tapping into local partners' cultural insights, regulatory expertise, and sustainability initiatives, Uber enhances its unique, community-focused experience.
4.	Social Impact / Customer Satisfaction	By partnering with local transportation companies, Uber can share operating costs such as fuel, maintenance, and administrative expenses. Efficient routes reduce fuel consumption and overall operational costs, enabling more competitive pricing for rides.

		<p>Uber ensures more cars are available in locations where they are needed the most, minimizing customer wait times.</p> <p>By pre-positioning vehicles in these locations, there is a proactive approach to meeting customer demands, minimizing wait times effectively.</p> <p>The optimized system ensures a consistent supply of vehicles, leading to a reliable service. Consistency in service quality enhances customer satisfaction, fostering loyalty.</p>
5.	Business Model (Revenue Model)	<p>Maintain the existing Uber pricing model based on the base fare, distance, and time rates. This core pricing structure ensures that Uber generates revenue from every ride. Offer subscription services, such as Uber Pass or Uber Rewards, which provide users with various benefits like discounted rides or free delivery. Subscriptions provide a steady income stream.</p> <p>A per-mile charge for the distance traveled.</p> <p>Partner with EV rental companies to offer drivers access to electric vehicles. Encourage and incentivize drivers to use eco-friendly vehicles.</p>
6.	Scalability of the Solution	<p>Partnering with local restaurants, tourist attractions, and event venues can entice riders with exclusive discounts or promotions, increasing demand for Uber services.</p> <p>Implement APIs that allow seamless integration with local business booking systems and transportation providers. This ensures a smooth user experience. Develop a scalable, modular infrastructure that can be easily expanded and adapted to new partnerships and regions. This ensures a flexible and cost-effective scaling process. Develop strict data privacy measures to protect user information when sharing data with local partners.</p>