Project Design Phase
Proposed Solution

Date	13 October 2023
Team ID	Team-591256
Project Name	Project – Voyage Vista
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 company that provides ride-hailing services) is sometimes unable to meet the increased demands during peak hours (8-9 am, 6-8 pm) and days (festivals) which leads to longer waiting times for passengers and surging prices which will eventually lead to customer dissatisfaction. Uber must find a solution to retain its current market (as well as customers) and sales.
2.	Idea / Solution description	To solve this problem we need to identify the peak hours and days so that the drivers can be asked to make themselves available during these times. They can then be given award points for the same which will reflect in additional benefits (or salary). Similarly, the passengers will also be informed about the peak hours/days along with a clear explanation of the surge prices so that they can accordingly book their rides in advance.
3.	Novelty / Uniqueness	Encouraging drivers to be available during peak hours and rewarding them with reward points addresses driver availability and potentially reduces waiting time. Furthermore, informing passengers about peak- hours and surge pricing in advance improves the overall experience and reduces frustration. By this, Uber is trying to make their service better during busy times, making it different from other ride-hailing options, and making customers more satisfied and likely to keep using Uber.
4.	Social Impact / Customer Satisfaction	Addressing the issues related to longer waiting times during peak hours and surge pricing can lead to greater customer satisfaction. Passengers will benefit from reduced wait times and clear information about surge pricing, making their rides more convenient and an informed ride-hailing experience. This leads to a positive effect, satisfaction, and trust for Uber services. Encouraging Uber drivers to work during peak hours and giving rewards can provide additional income and job stability. It will make both riders and drivers happier and also help drivers to have better job satisfaction.

5.	Business Model (Revenue Model)	Uber can introduce a Peak-Hour Driver Incentive Program, to encourage drivers who are available during peak hours by rewarding points and bonuses to them. Additionally, Uber can also implement features like the Peak-Hours Passenger Advisory program to notify customers about peak hours and surge prices, to allow them to schedule advanced informed ride decisions. Introducing Subscription plans or discounts where customers can have a fixed fee for unlimited rides during peak hours or on specific days. This guarantees availability and a source of recurring revenue. Uber can develop a data-driven business model by using data analysis services, offering insights to businesses and governments on traffic patterns and peak hours trends that can enhance operational efficiency and revenue generation.
6.	Scalability of the Solution	Peak-Hour Driver Incentive Program, Peak-Hours Passenger Advisory program, and Subscription plan or discounts will aim to integrate Uber's scalable solutions. This approach boosts the availability of drivers, ensures convenient rides for customers, and recurring revenue. Moreover, Uber's data analysis services provide traffic insights, benefiting both government and businesses. The data-driven model optimizes a scalable solution not only to reach current demand but also to open doors to future opportunities for growth and expansion.