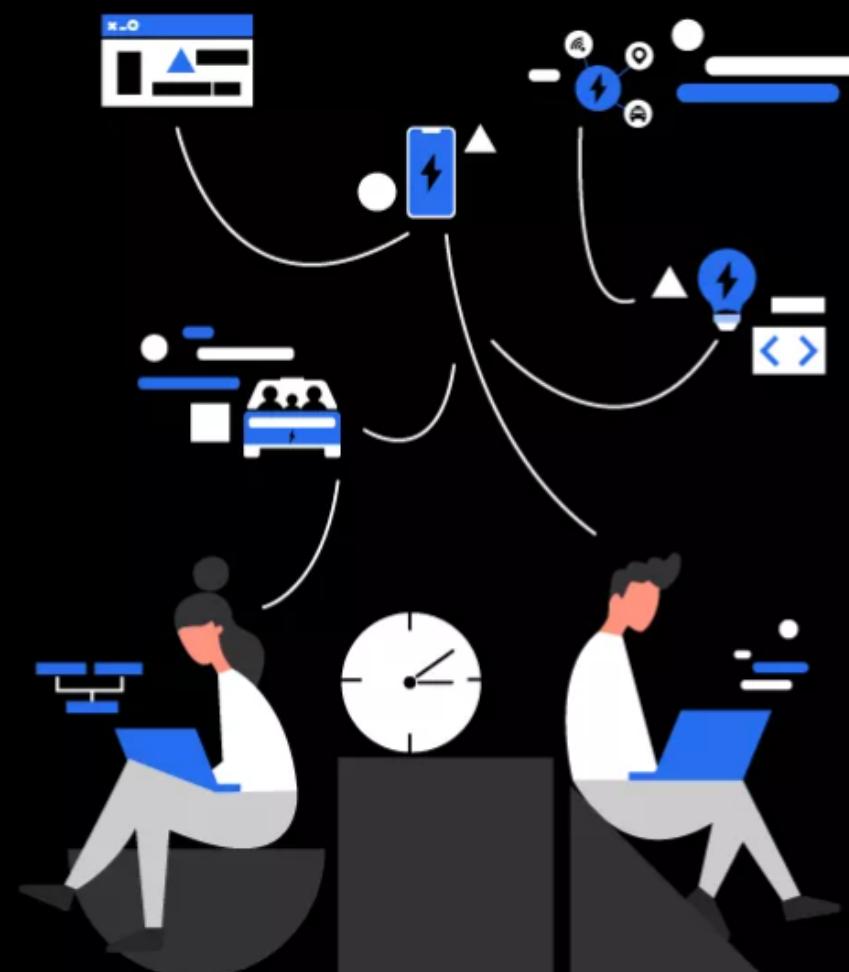


01

UBER HACKTAG 2.0

The Next Billion Users



Uber | Dare 2 Compete

Hak>ITag
2.0

The next billion users!

02



Tanmay Devale

Birla Institute of Technology and
Sciences (BITS), Pilani, Goa Campus

Vaishnavi Malwade

Indian Institute of Technology (IIT),
Kharagpur

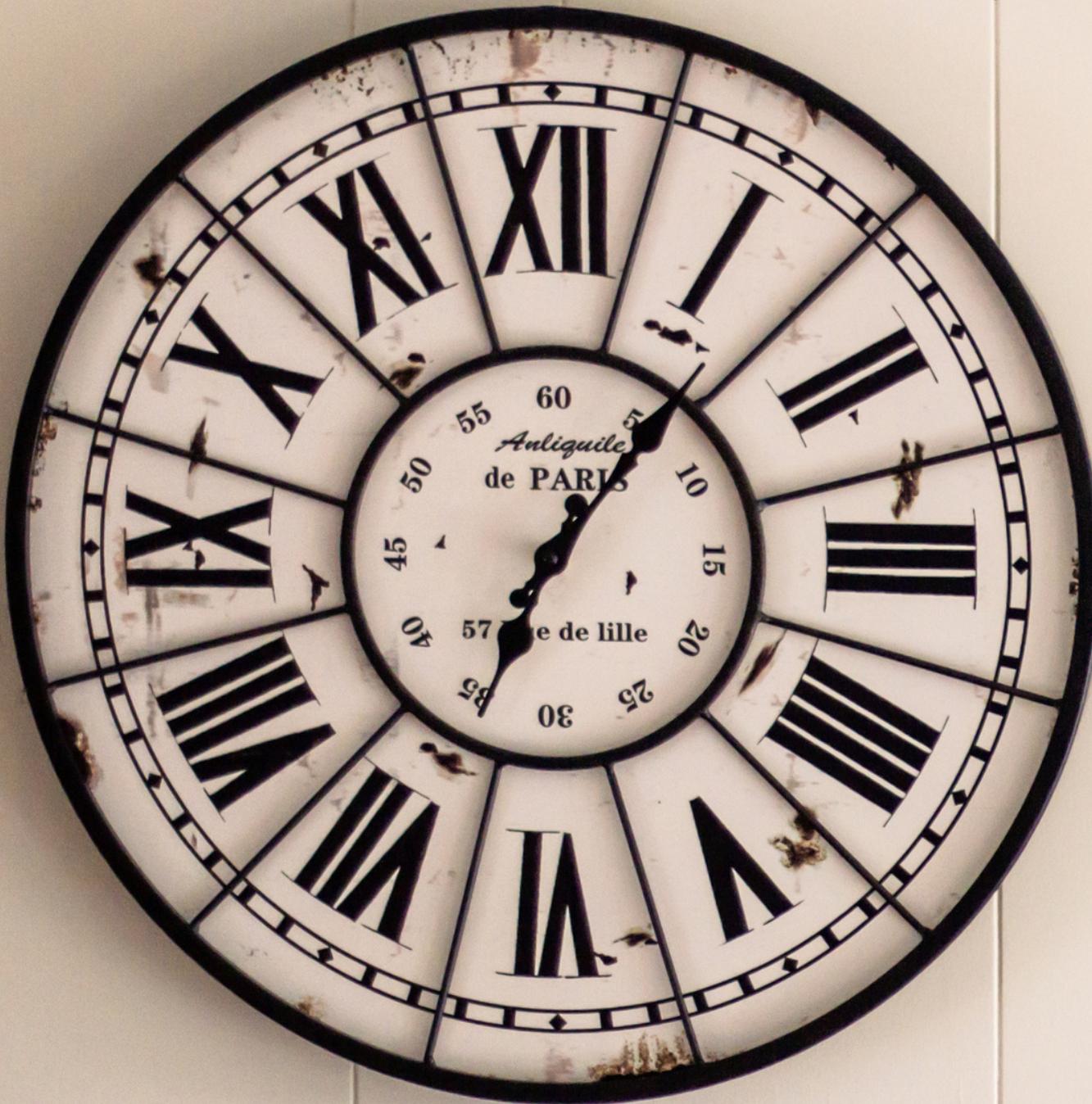
Rutvij Menavlikar

International Institute of Information
Technology (IIIT), Hyderabad

Team: ENIGMATA

Mentor: Rahul Rana

03



THEME

“

I must govern the clock,
not be governed by it

”

- Golda Meir

04

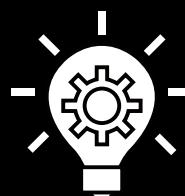
"As a user, I would like to reach certain destinations on time. However, I am either busy with my previous task or lose track of time. Or I could grossly underestimate the time it takes to get a cab or be mindless and not check how long it takes to reach a destination."

Linkedin post
by an user



PROBLEM

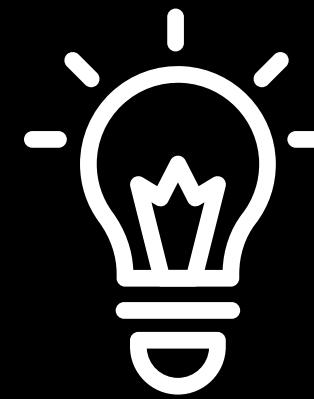
- Most people ignore the time required to commute to various activities.
- Booking rides on the go is inefficient, which further increases the problem.



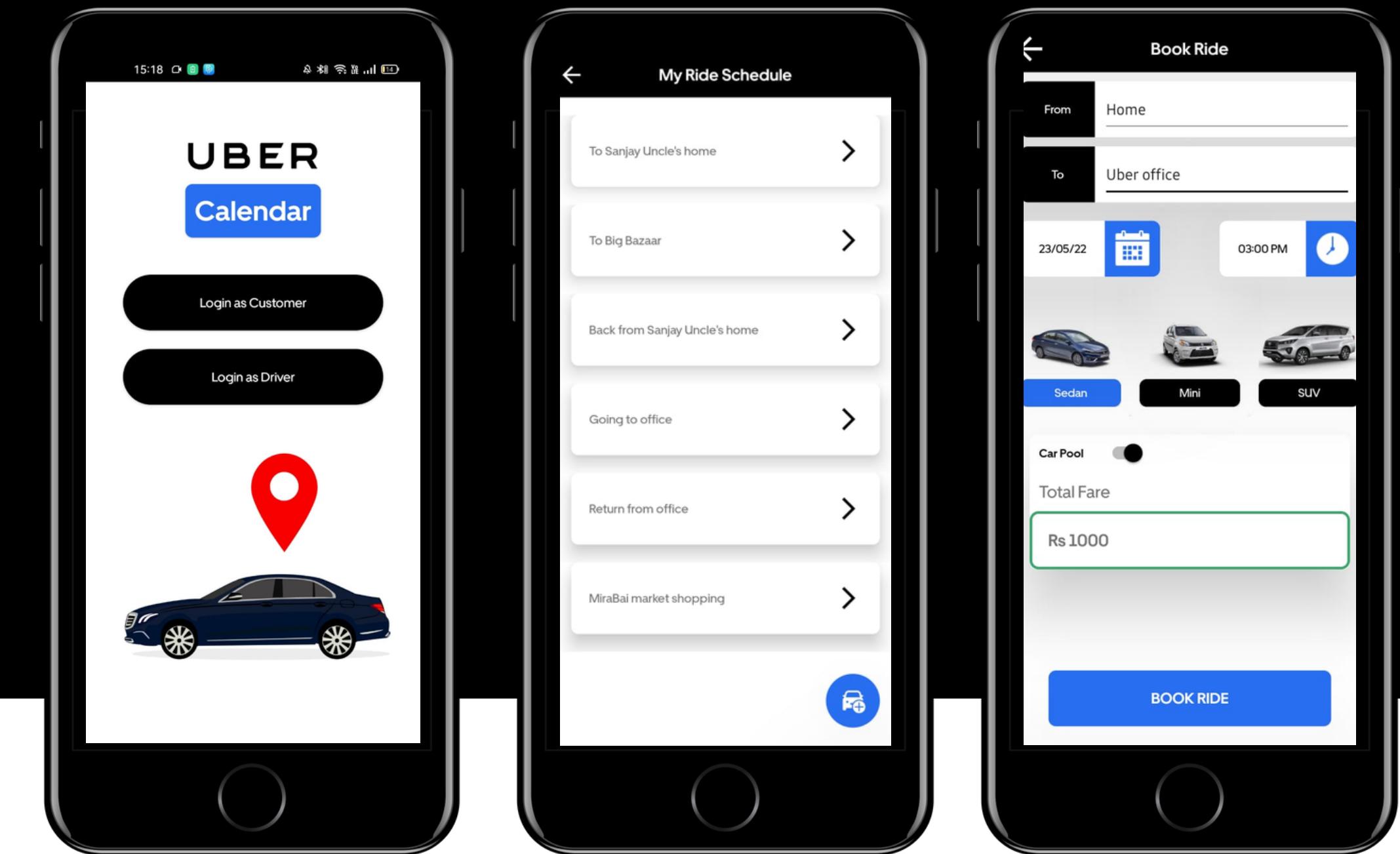
SOLUTION

- Using a calendar assists us with managing routines in our day.
- It is the best method to increase productivity and live in a dynamic world.

05



IDEA



UBER CALENDAR

Our idea is to introduce a feature named Uber Calendar in the current Uber application.

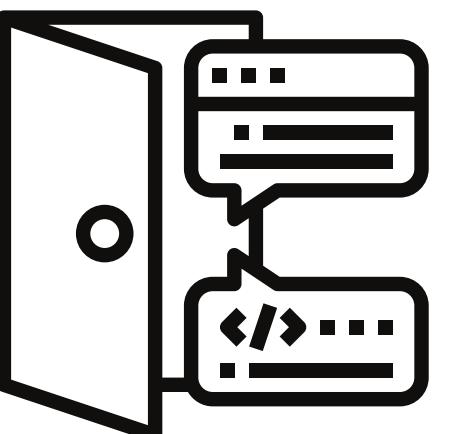
06

APPROACH



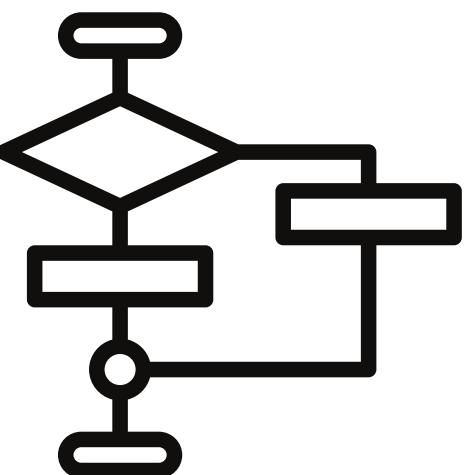
FRONTEND

Interface for the user and driver to see scheduled rides.



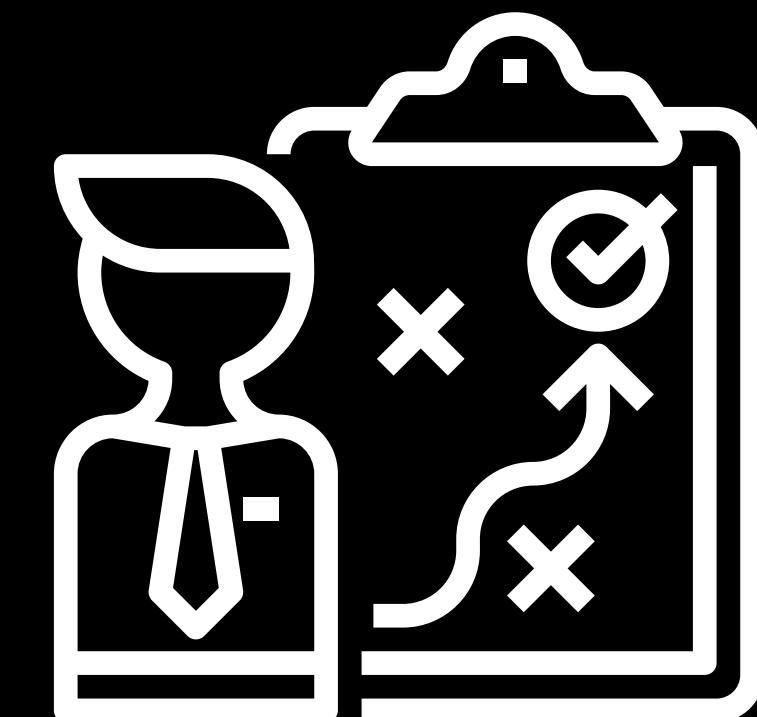
BACKEND

Database for drivers and uber control.



ALGORITHM

Greedy Algorithm to configure rides for the scheduled events.





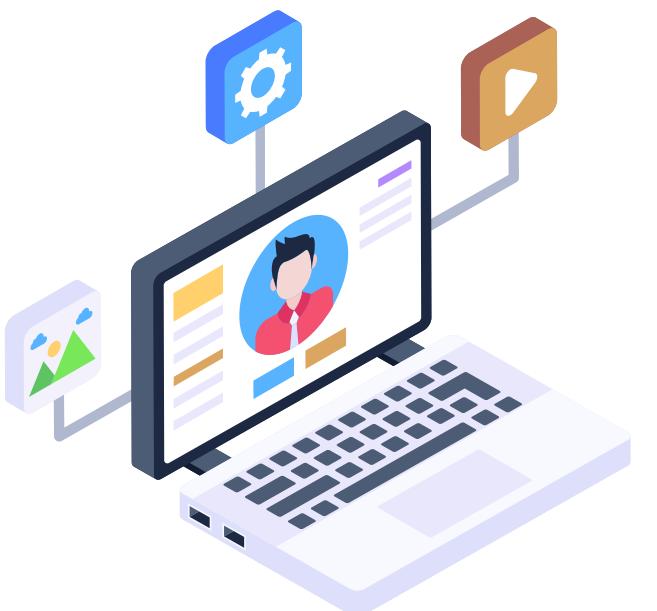
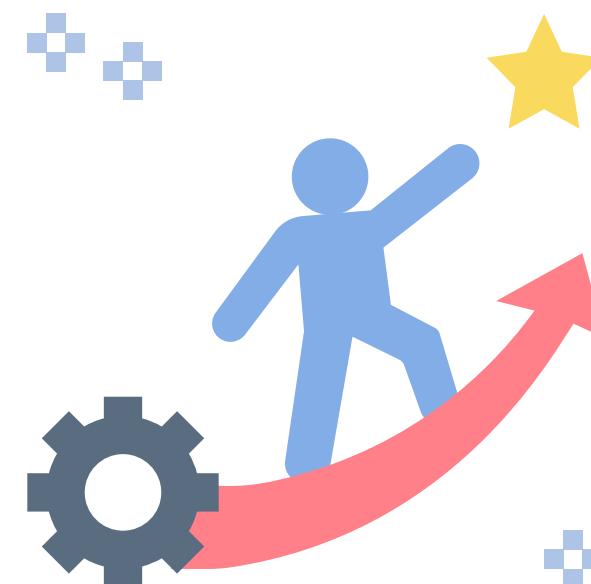
07

BENEFITS & IMPACT

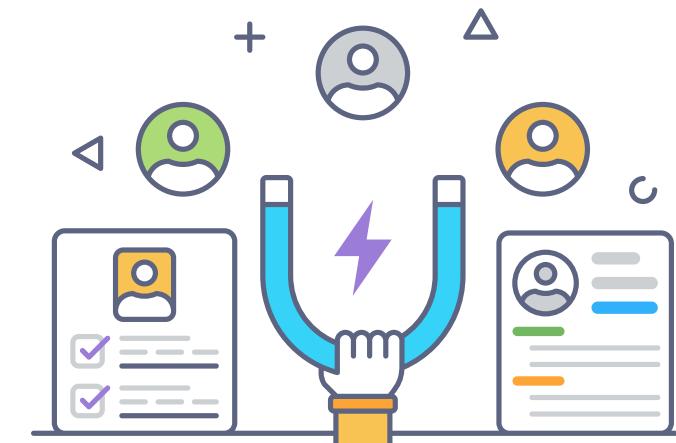
08

USER COMMUNITY

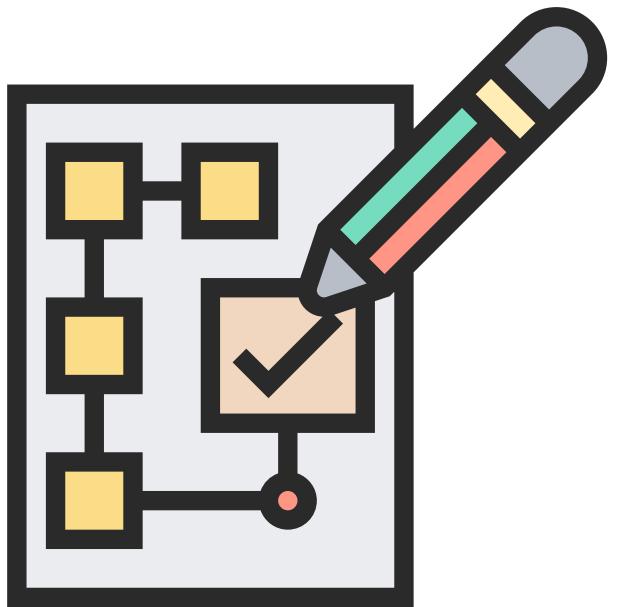
- Uber Calendar will make the user experience better.
- Be punctual in their pre-decided engagements.



- Uber calendar will assist the users to remain consciously aware of the passage of time.
- Attract new users to leverage this modern way of interacting with Uber.



DRIVERS

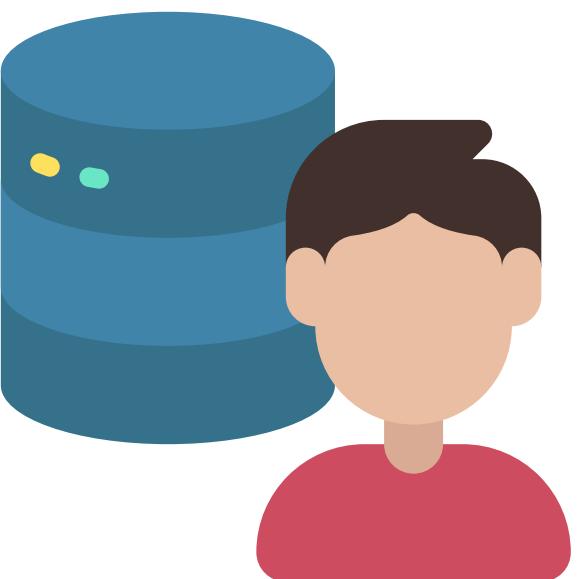


- Preset knowledge regarding potential cab rides.
- Proper pipeline for the flow of drivers.
- Optimize the number of rides of drivers employed.
- The driver and the user get assurances of each other's respective availability.
- Decrease in the number of canceled rides.



- Uber Calendar uses infrastructure already owned by Uber; hence the investment cost is minimal.

- Increase the user's loyalty towards Uber and also attract many more users.

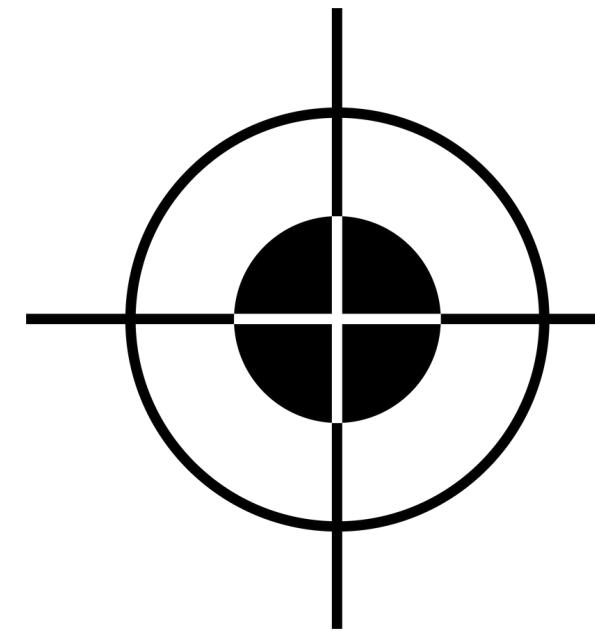


- The data obtained by this platform will help Uber grow more.
- Uber will get a much firmer grip on its resources.



11

TARGET MARKET



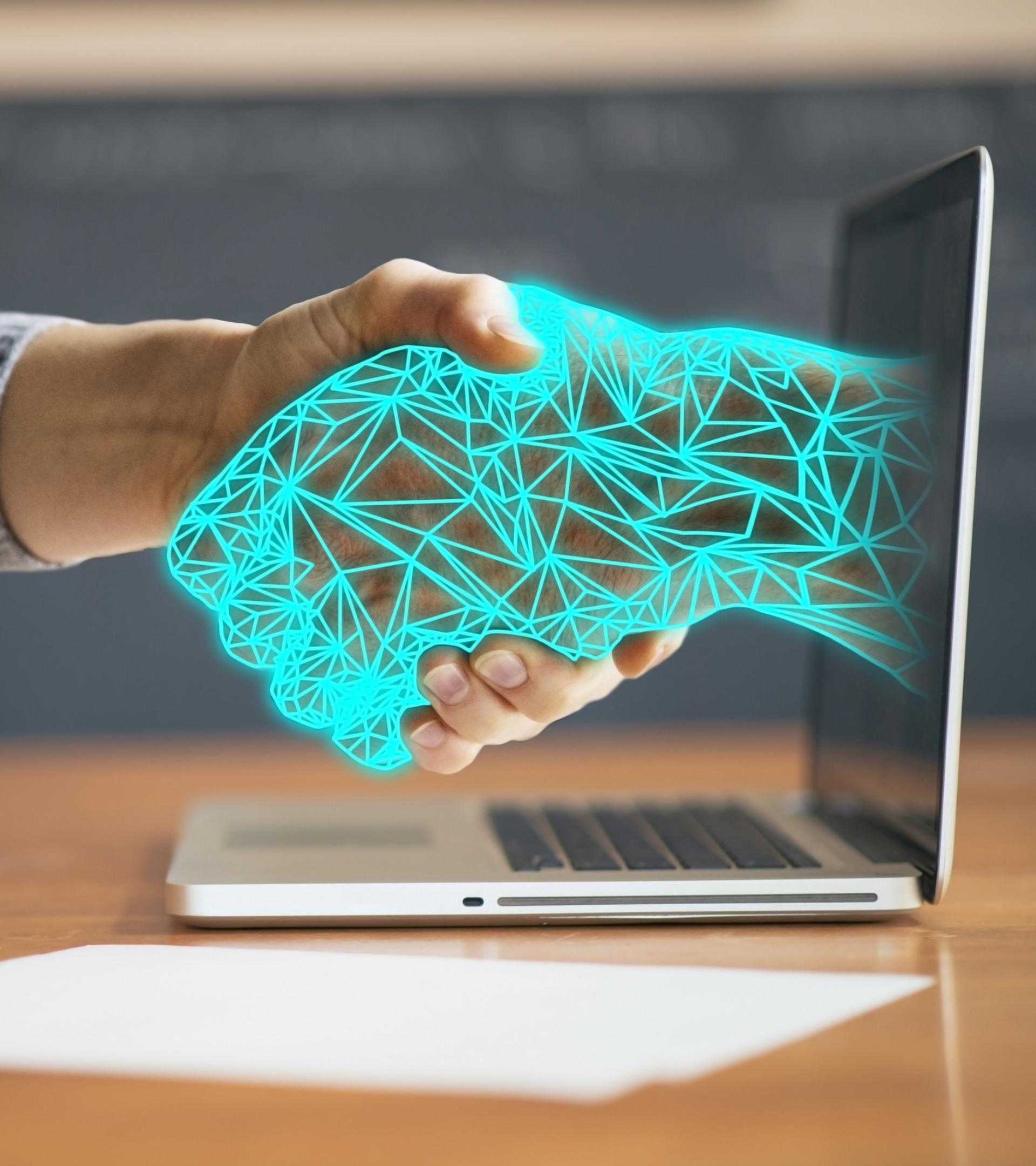
The Next Billion Users

- Existing more than 115 million active Uber riders across the world.
- Over 3.5 million Uber drivers.
- Uber has completed, on average, 17.4 million trips per day.

TECH STACK

Native Android (Kotlin)

Firebase's Firestore



13

FEASIBILITY & SUSTAINABILITY



The idea is easy to implement with the existing infrastructure of Uber.

Consumer data will be the biggest differentiator in two to three years. The Data collected from this platform will be very advantageous.

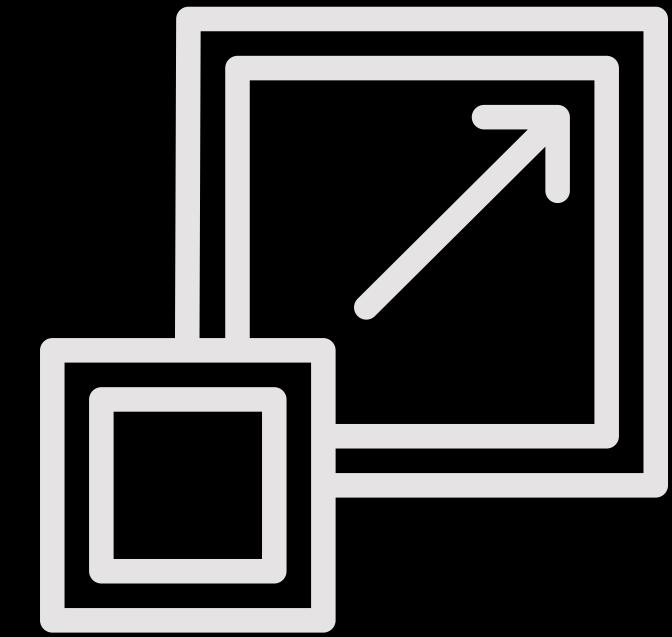
Platforms like UberPool can be optimized using this data, thus putting a step toward sustainability.

Enhancing experience

- Our idea will be picked up by the users and drivers quickly as it is aimed at making their own experience better.

Beneficial for everyone associated with Uber

- Our concept will be useful for the user, drivers, and the company.
- This idea can be scaled to all uber platforms. It will not only enhance the user's and driver's experience of the platform but will be a game-changer for Uber.



SCALABILITY

14

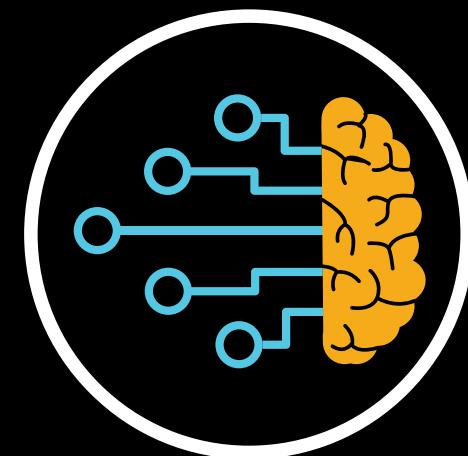
Using Evolutionary algorithms for solving multi-objective optimization problems

The current algorithm is a greedy algorithm which can be refined further if necessary



Using Machine Learning to include drivers with passengers

We could include busy drivers in the algorithm



Uber Calendar for UberPool, UberEats, Uber for Business, and other platforms



EXTENSIBILITY

15

THANK YOU

