

Software Project Management and Quality Assurance

Assignment – 1

Uber Technologies, Inc., came up with an idea to make every tick-tock count and enhance the travelling experience. Uber was founded in the year 2009 by Garrett Camp, Oscar Salazar and Travis Kalanick. Uber hails from the States and has revolutionized the way people travel.

During the initiation phase, the problem statement was clearly defined i.e., to simplify the transportation for the public and make it easier and more comfortable to common people. Possible solutions are to be found out on how to achieve above mentioned goal.

During the planning phase, they tried find the solution for above mentioned statement and check the feasibility for it. Here, they tried to implement it using a manual contacts i.e., using word of mouth for publicity but this will not multiply the growth of company which uber desired. So, they sought app which is easily accessible by individual who has internet access and working smartphone.

During execution phase, they developed a fully functional mobile app during definite period of time and using efficient algorithms for drivers as well as for riders, making it efficient for both of them. This phase of app development also has some technical requirements which are required to be full filled.

During testing phase, this app was launched for small area of people and allow them to use it for few days and getting feedback from riders as well as drivers. This results in more efficient app development.

During closure phase, this app was finally launched globally so that anyone and everyone can use it for transportation and problem statement was solved for them.

References:

<https://opentextbc.ca/projectmanagement/chapter/chapter-3-the-project-life-cycle-phases-project-management/>

<https://startuptalky.com/uber-story/#:~:text=Uber%20Technologies%2C%20Inc.%2C%20came,revolutionized%20the%20way%20people%20travel.>

<https://m.uber.com/>