

BMSW4003 DIGITAL SKILLS AND RESEARCH METHODS

Students Name and ID:

Juditha Henry/ 1910054

Jhonic Ragupadi/ 1906317

Martins Uwugiaruyi/ 1907286

Lecturer: Amitave Banik

University of Wales Trinity Saint David (London
Campus)

GROUP A PRESENTATION

UBER

APPS POWERING ON-DEMAND

STUDENT NAME AND STUDENT NUMBER AS FOLLOWS:

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|------------------------------|-----------|
| • Juditha Henry | • 1910054 |
| • Martins <u>Uwugiaruoyi</u> | • 1907286 |
| • <u>Jhonic Ragupadi</u> | • 1906317 |

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INTRODUCTION

Today we are going to talk about Uber.

We will be covering:

- The background of Uber
- The challenges before the introduction of modern technology
- The insight to the modern technology introduced
- The impact of the technology introduced
- Lessons that can be drawn from the study

BACKGROUND OF UBER

- Uber is a ridesharing company that offers variety of services, such as, Food delivery, Car pooling and Electric bike hire.
- Uber was created in 2009 as Uber-Cab by two people, Garrett Camp and Travis Kalanick.
- The idea came to their mind; of having an app. On New Year's Eve when Garrett Camp and his friends spent \$800 on a private driver.
- They produced the idea to make it considerably cheaper and that is how Uber was born.

THE CHALLENGES BEFORE THE INTRODUCTION OF MODERN TECHNOLOGY

- **Application making:** before the modern technology was introduced nothing like making an Application or registering with cab, but now you can make an Application to ride on cab.
- **Internet access:** before the modern technology they were limited access to internet compared to present.
- **Location service provider :** location of your cab and driver were unknown.
- **Lack of communication:** the only communication then was, verbal communication.
- **longer waiting:** waiting time is longer because you cannot keep track of your cab or driver.
- Uber is now of course is now the ridesharing on app in taxi driving firm.

INSIGHTS TO THE MODERN TECHNOLOGY INTRODUCED

METHODS OF TECHNOLOGY

- Technology is an application of scientific knowledge.
Such as: Spreadsheet, Microsoft word, PowerPoint etc.
- This includes Create, Tools, Develop Skills e.g. (digital skills), and Extract Materials.

UBER TECHNOLOGY

- Uber Technology is the data of knowledge; in “Taxi Driving Apps”.
- Uber creates, ‘A Batch Matching Mobile workforce;’ in which is an optimizing network sharing apps; between their taxi drivers.
- Uber taxi services are changing a longstanding form of employment and transport. (Digital Library, 2019)

THE IMPACT OF THE TECHNOLOGY INTRODUCED

IMPACT OF TECHNOLOGY

- Communicating with family, friends and relatives is faster.
Such as: E-mails, Phones, Apps, and Online banking.
- Earning more money by working at home.
- Technology can save lives and improve lives. Such as, ‘Medical Technology’.

UBER IMPACT OF TECHNOLOGY

- Uber customers can rely on their apps rather than to guess.
- Uber has now revolutionised the taxi industry and more companies have turned to this app style.
- Such as, Deliveroo and Just Eats. (Positive and negative impact of technology, 2018)

LESSONS THAT CAN BE DRAWN FROM THE STUDY

- Working in a group
- Communication and keeping in touch with the team
- The technology used at Uber

CONCLUSION

- Uber is a taxi firm that allows their passengers to book and pay for the services on their mobile phone.



ANY QUESTIONS?

CLICK TO ADD TEXT



REFERENCE

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