

Digital Skills and Research Methods

GROUP 2

PRESENTATION

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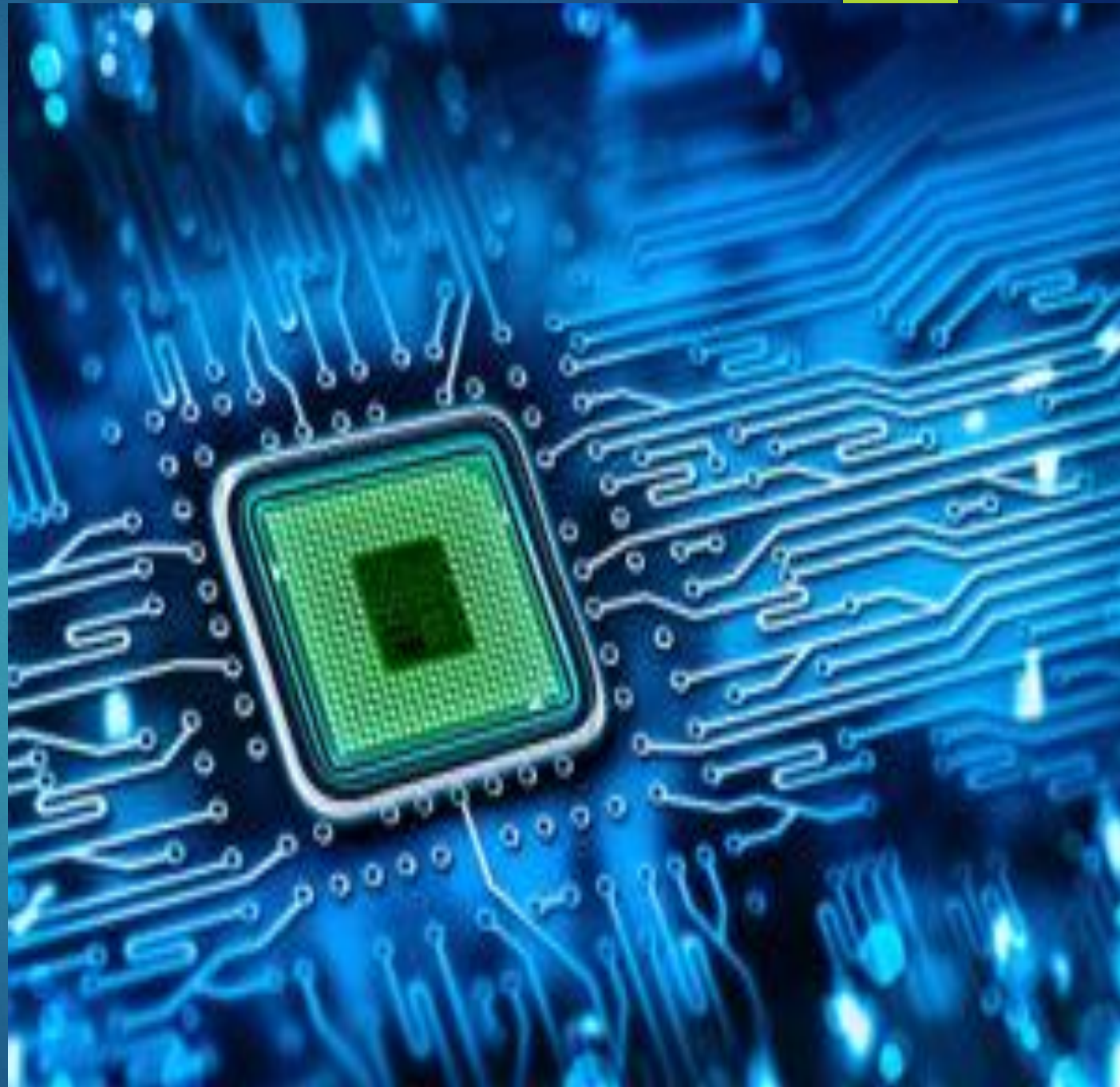
UBER TECHNOLOGY

INTRODUCTION

We are living in a world driven by technology. The advancement of technology has played an important role in the development of human civilization.

Technology provides innovative ways of doing work through various smart means. The electronic appliances, gadgets, faster modes of transport have added to the comfort factor in our lives.

In this report we will talk about how technologies has change the world of transportation and we have chosen UBER TECHNOLOGY.



Driver

Rider

Eats

A Brief Introduction to Uber

- ▶ Uber Technologies, commonly known as Uber, is an American mobility as a service provider based in San Francisco, Uber's story began in Paris in 2008. Two friends, Travis Kalanick and Garrett Camp, with operations in over 900 metropolitan areas worldwide.
- ▶ Its services include ride-hailing, food delivery (Uber Eats and Postmates), package delivery, couriers, freight transportation.

Go Online Checklist

Mask Verification

Safety Checklist

No Mask Feedback

Leave at Door

Feedback Loops

How uber works

- Simply, Uber is a technology platform that uses a smartphone application to connect riders with drivers



UBER HOW IT VWORKS



CREATE AN ACCOUNT

- All you need is an email address and phone number.
- You can request a trip from your browser
- or from the Uber app.

Enter your destination

- Open the app and enter where you're going in the Where to? box.
- Tap to confirm your pick-up location and tap Confirm again to be matched with a driver nearby.

Meet your driver

Check your trip

Payment

payment method such as a credit card or Uber Cash balance.

Jitney Story

Los Angeles 1914

How the Government got ride of car pooling

Insurance

Licencing

Regulation



THE CHALLENGE(S) Uber Faces

- ▶ France: Paris Taxi drivers express their anger over Uber service.
- ▶ Spain: Uber temporary suspension.
- ▶ Netherlands:
- ▶ China:
- ▶ India
- ▶ Mexico
- ▶ U.S



Drivers and Fast Food Workers Strike Over Wages

Los Angeles

Workers feel they should receive greater rewards for the work they do



England

- ▶ Courts Rule That Drivers rights too fair pay and Benefits.
- ▶ Faces claims of racial discrimination.
- ▶ Uber gives incentive to driver to come back.



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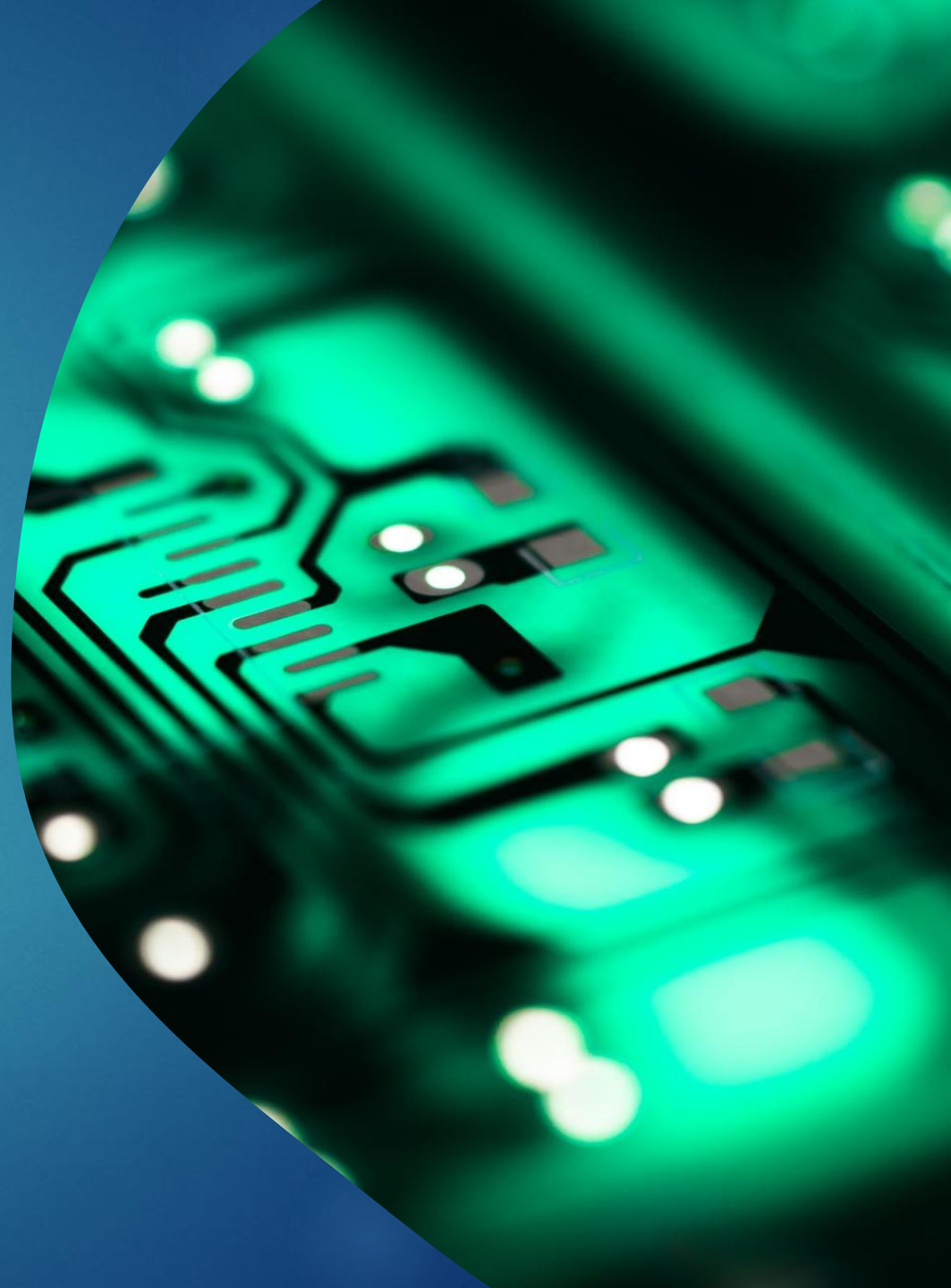
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INSIGHT TO THE MODERN TECHNOLOGY INTRODUCED



SOME MODERN TECHNOLOGYS

Uber wallet

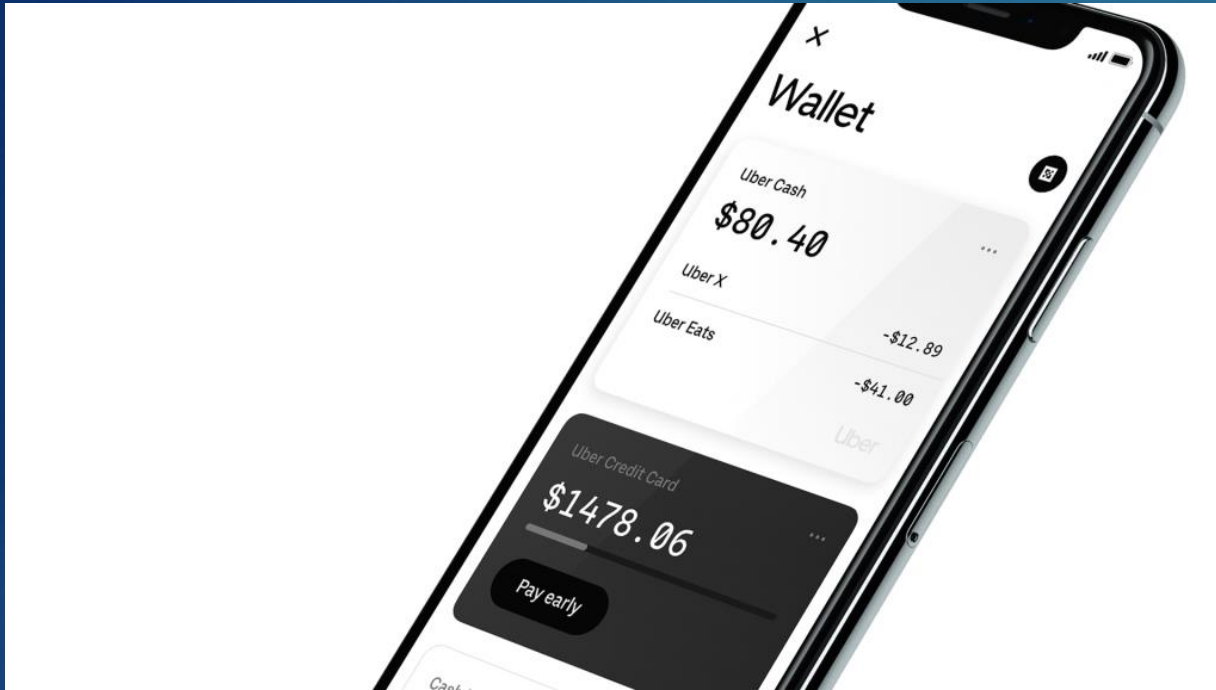


Uber visa



uber location tracking





Uber Wallet is the section of the Uber driver app dedicated to your account balance and payments.

In your Uber wallet you can:

- Check your account balance and transaction history in real time.
- Manage your forms of payment and your preferences.
- Make payments to Uber.

UBER WALLET

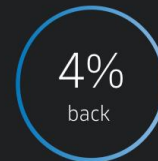
UBER VISA

► Uber visa is a cashback card offering up to 4% back on purchases, with no foreign transaction fees. This card was launched by Barclays and uber two years ago.

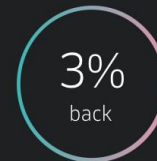
Earn \$100 after spending \$500

on purchases in the first 90 days[†]

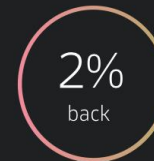
NO ANNUAL FEE[†]



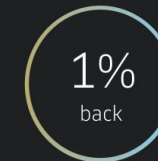
Dining, including
UberEATS[†]



Hotel and Airfare[†]



Online Purchases[†],
including Uber[†]



Everything Else[†]



\$50 subscription credit[†]

Up to a \$50 credit for online
subscription services after you spend
\$5,000 on your card per year.

Exclusive access[†]

Receive invites to exclusive events and
offers in select U.S. cities.

Mobile phone insurance[†]

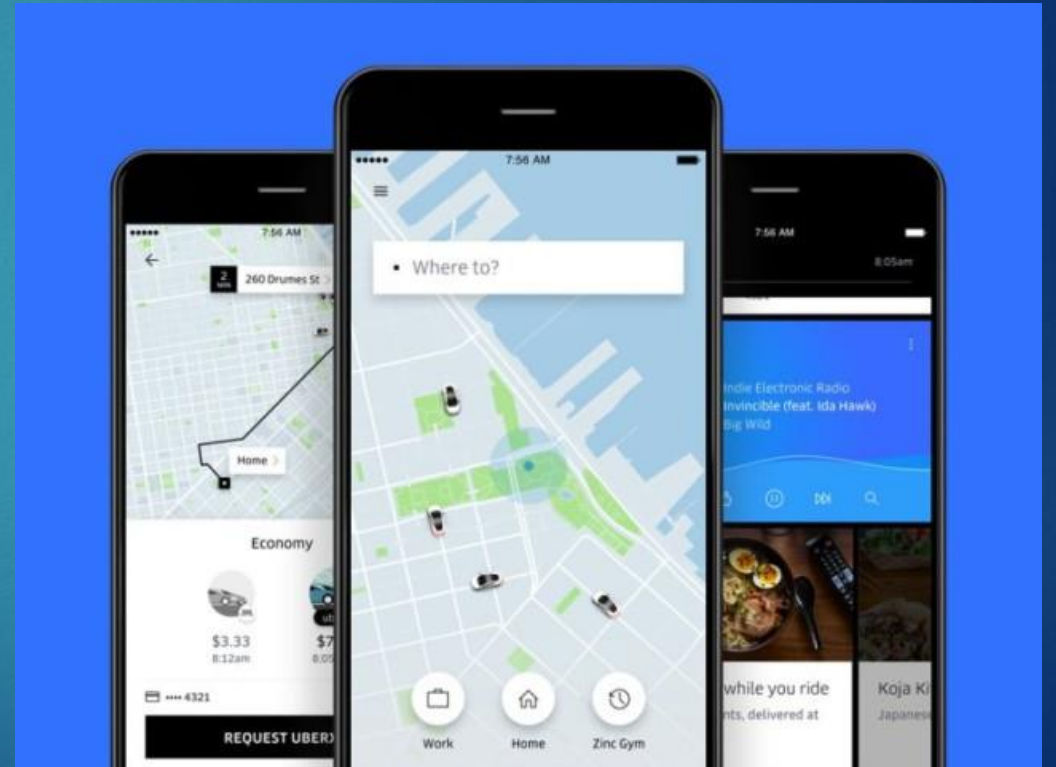
Up to \$600 for mobile phone damage
or theft when you pay your mobile
phone bill with the card.

No foreign transaction fees[†]

No foreign transaction fees when you
make purchases outside the U.S.

UBER LOCATION TRACKING

Your device will ask for your permission to share your location information when you sign up for Uber. This includes location data collected via Bluetooth and nearby Wi-Fi signals. In order to achieve the best service available, the app asks you by default to enable the location services of "Allow only while using the application". They use this location data to find drivers near you and help them reach your pickup point. They also use them to display your travel history on receipts, to understand and resolve support tickets, as well as to diagnose and fix software bugs.



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- ▶ <https://www.theverge.com/2019/9/26/20884800/uber-app-announcement-ubereats-safety-transit-updates>

The Impact of Uber

When Uber was introduced to the world it shook up the taxi/cab industry, the way that we used to take cabs changed completely, before Uber you had to find a cab near you or maybe go to a cab station and request a cab to your destination and that's if the driver could go to your required destination, with Uber it is different, you can request a vehicle to pick you up anywhere by just a few clicks on the Uber app.



<https://www.nytimes.com/2016/11/20/travel/uber-lyft-rideshare-tips-budget-travel.htm>



The Impact of Uber

- Luxury cars

As Uber started growing and getting well established they instituted luxury cars as transportation. If you want to have a luxurious experience you just have request an executive ride but keep in mind that you will have to pay more than you would for a regular ride.



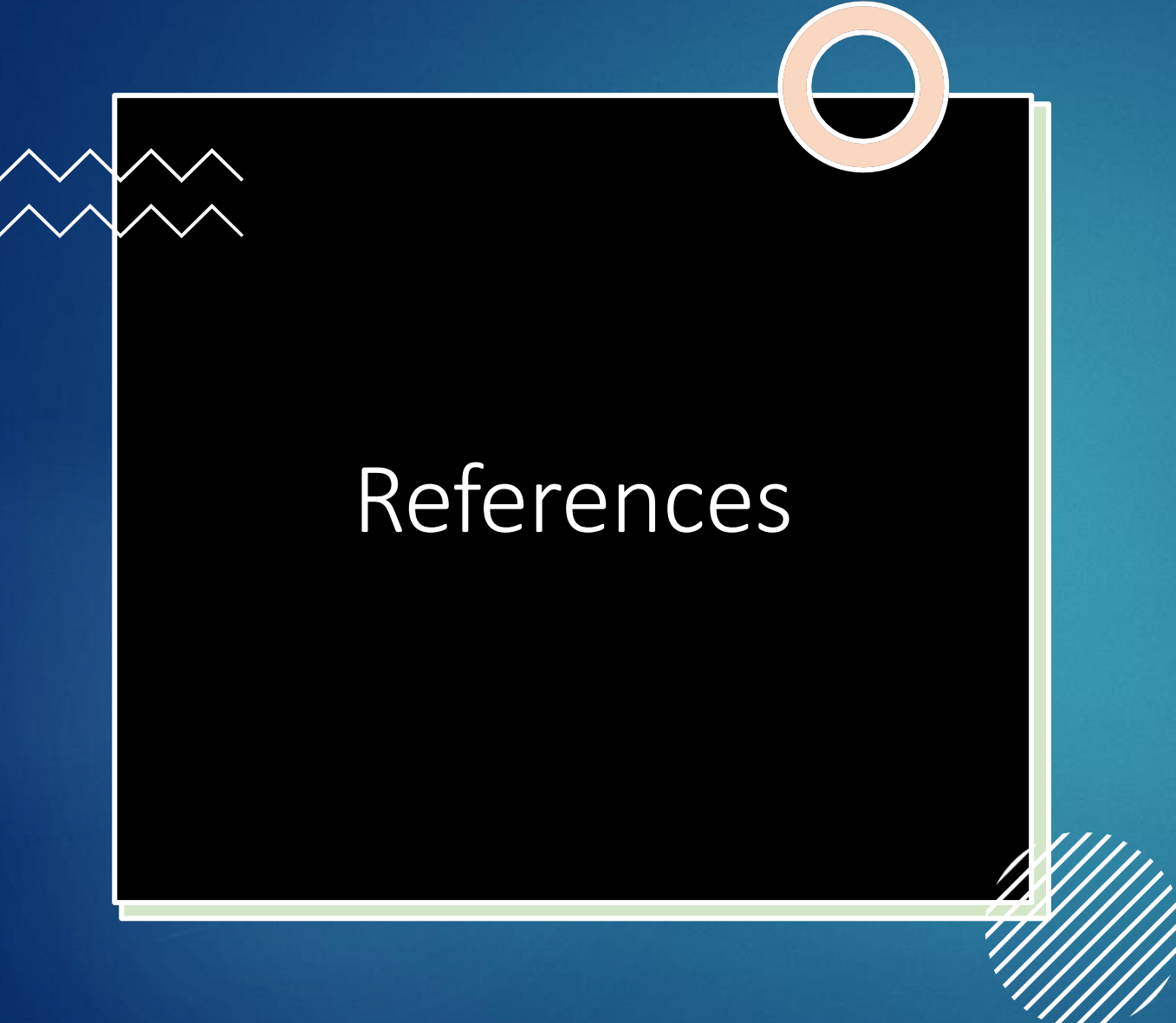
<https://www.uber.com/us/en/ride/uberlux/>

The Impact of Uber

- Expansion to UberEATS

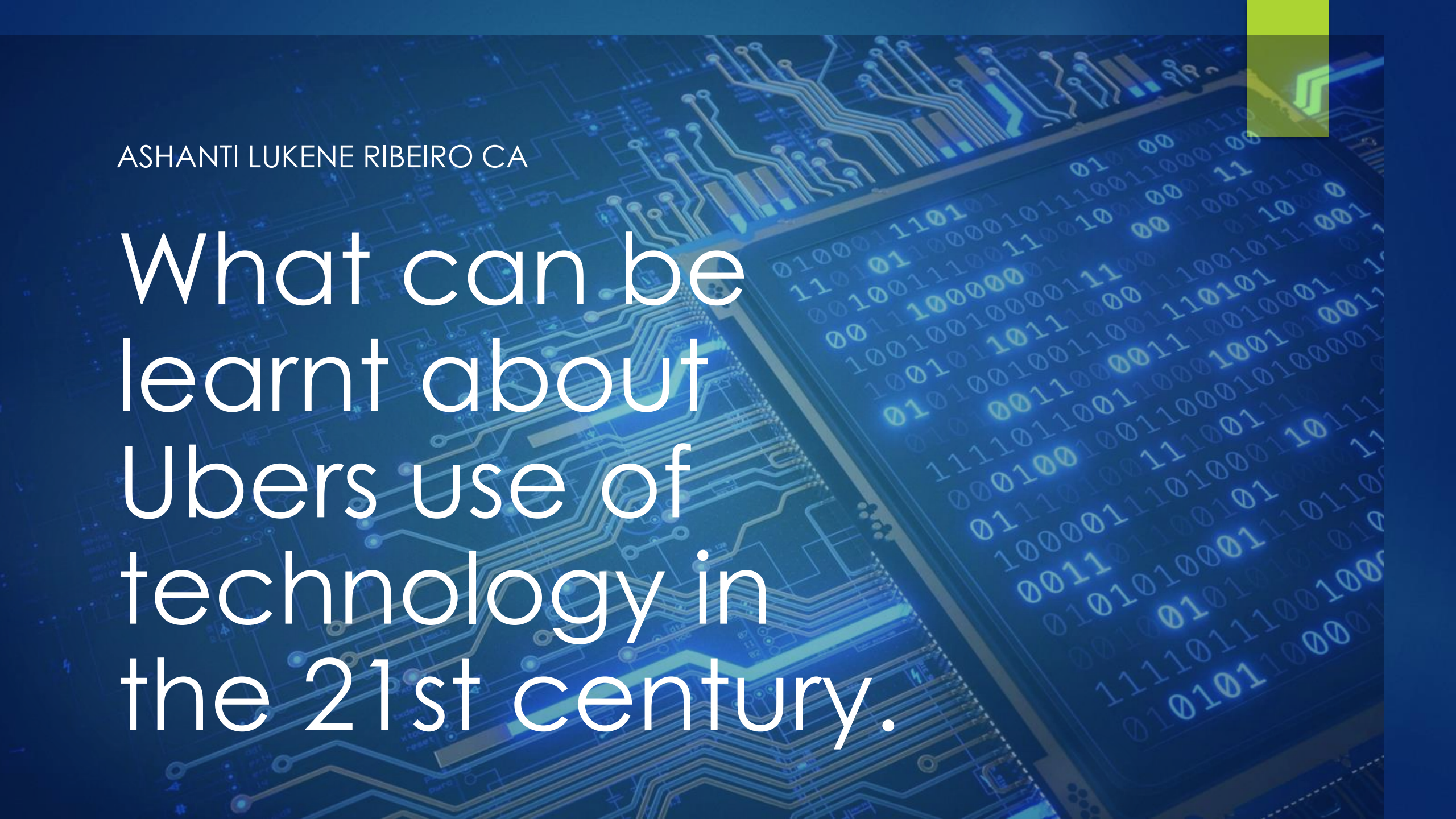
In 2014 Uber expanded to the delivery world. Now instead of just being able to use Uber for rides you could use it to get food from your favorite restaurants delivered to your home, at first it wasn't available in that many countries but it grew quickly and now it is featured in 6,000+ cities and it's still growing.





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What can be
learnt about
Ubers use of
technology in
the 21st century.

Uber has modernized taxi services

Uber as a taxi network has modernized the transport industry as it has introduced a shift between the ordinary taxis/mini cabs to a more at hand, easy to manage, more controlled and more accurate way to navigate around London with one of the most essential gadget anyone can have in the 21st century, which is our cell phones. They took the great opportunity they saw when they created the company, as the gadget era had just begun, and technology was just improving, to create an app based on this advancing technology and applied a transport necessity usually needed in cities where it gets busy.

Uber has many different goals as a company

- ▶ In terms of driving, the company doesn't see its employees as just that, they are seen as fellow contractors, by giving them; the flexibility in their shifts so they have a more comfortable life and gives them cover for their personal injury and loss, meaning that they provide and care for their drivers.
- ▶ Uber provided a safe method of transport during the 2020 Covid pandemic as they provided drivers for essential travel, using face masks and by placing a glass between its drivers and the costumers at the time of need.
- ▶ They are also looking to tackle climate change by aiming to transform all its diesel/gasoline vehicles to electric ones by the year 2030, but the incentive is starting now as they realised that their services also helped polluting the air at its beginning.

Upcoming projects and success

- ▶ The company seems far from settled as they are aiming to operate by air for its future costumers as a new way of transport in the upcoming years launched by the aviation company Joby, they want to introduce effortless travel by air as a way to get around from places.
- ▶ The revenue for uber was predicted to increase by 44% this year, and it's predicted to increase by 39% for the year 2022, which means that the markets demand of uber just keeps going up. But in the other hand, demand also comes with competition with apps like OLA, Bolt and Lyft emerging to counterpart uber by providing cheaper prices to large areas.

Review on uber

- Uber is a very well craft mobility service company which had taken technological advancements in the modern times and has spin it around by using an online based system to fulfil the demands of the people. It has created many convenient services like uber eats as a food provider and that can be used at any time by anyone, and it's not only based in the Uk, but in many other international cities which shows the commercialisation and expansion of the company worldwide. It has almost become a norm to get an uber to go work or to get an uber to get back home from a night out, so this services have now become the norm for the modern society and with the demands of the market, has more room for expansion.

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- ▶ [scholar_url](#)