The Uber Transportation System

To: Anna Kelley, CEO
From: Anna Stephenson
Subject: The Uber Application Transportation Process
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The purpose of this memo is to define the process of the Uber transportation system. My goal is to provide a better understanding of what Uber is and the steps taken to use the app. I will also present and explain optional features the app offers.

Summary

Uber is a transportation company that allows people to request a driver to take them to their destination. The scheduling is done through a cellular phone application. Once the customer installs the app on his/her phone, there are four steps to take to successfully get an Uber. These steps include:

1. request a ride,
2. enter the destination,
3. check the driver's information, and
4. pay and go.

These steps can allow people to use the Uber transportation system.

What is Uber?

Uber provides an application with multiple additional features to allow a rider to get to his/her destination with ease. Uber is now changing the logistical fabric of cities, not only in the United States, but also around the entire world. Logistical fabric is the handling of the details of an operation which, when applied to transportation, includes the flow of a community and people's day-to-day lives.
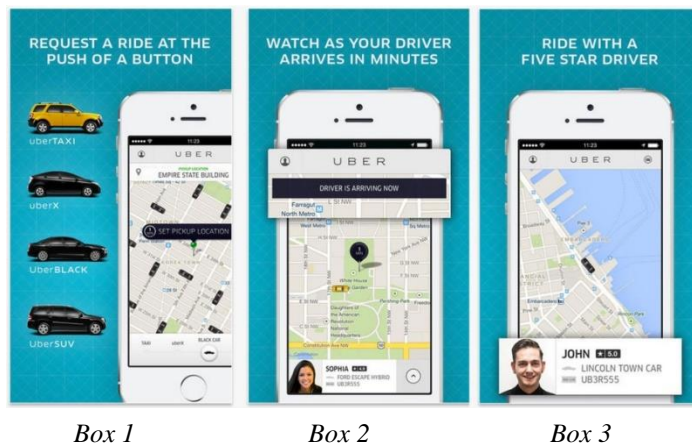

Box 1   *Box 2*   *Box 3*

Figure 1: Uber App Process
Each box above shows the steps to getting an Uber driver.
Box 1 shows the selection of a destination and a driver's vehicle.
Box 2 and *Box 3* show the tracking of the driver and the driver's information.
Source: http://northglennews.co.za/93147/uber-sa-steps-up-

Uber App Process

App Installation

To install the Uber application, locate the app store on a cellular device and search for Uber in the search box provided. Install the app and follow the steps to set up an account.

Uber Rider Process

After the app is set up and ready to use, there are four steps to follow in order to receive a driver. These steps include:

1. request a ride,
2. enter the destination,
3. check the driver's information, and
4. pay and go.

Figure 1 shows a brief summary of the steps to using the Uber app to get a driver. In this figure in *Box 1*, it exhibits the four different car model categories a user can choose

from and a destination selected on the app. This combines and visually displays steps 1 and 2 mentioned above. When requesting a driver the type of vehicle chosen will narrow which drivers can assist the rider. Then, the map shows the rider which driver is closet to his/her location. From there, the driver can be selected. In *Box 2* and *Box 3* in **Figure 1**, it shows how the user can track the driver's progress and information. *Box 2* and *Box 3* correspond with step 3 described earlier in this section. The rider can see the driver's information before pick-up, including: name, license plate number, photo, and rating. Step 4 is not displayed in **Figure 1**. Step 4 is the payment of the Uber ride when the destination is reached. There is no need to carry cash since Uber requires setting up a credit card on an account. The credit card on the account is charged immediately upon arrival to the requested destination.

Additional App Features
Uber offers additional features on the application to provide a more convenient and safer ride. One feature Uber offers is the option to split the fare of the Uber ride with additional passengers.

If there are a group of friends sharing an Uber, the app offers an option to equally split the fare amount. In **Figure 2** there are three phones exhibiting the split fare feature. On *Phone 1* there is a dark grey menu popped up giving the option to click "SPLIT FARE." The next step is to pick the people that the rider will be splitting the fare with. This is shown on *Phone 2*. *Phone 3* then displays the notification to accept the split fare offer. This feature allows a lower cost for a ride and convenience.

Phone 1   Phone 2   Phone 3

Figure 2: Split Fare Feature
Each phone above shows the steps to splitting the Uber fare with other passengers.
Phone 1 shows the menu to select "SPLIT FARE"
Phone 2 shows the selection of people to split the fare with.
Phone 3 shows the notification to accept the offer to split the fare.
Source: http://techcrunch.com/2013/07/15/uber-fare-splitting/

Uber offers another feature that sends the status of the rider's location. The rider can share his/her location to family, friends, etc. to ensure they have an accurate estimated time of arrival. This feature can also be used to reassure others that the rider is safe by confirming the time of arrival. The feature can also give the rider's current location if there happened to be an emergency. In **Figure 3** on *Phone 1*, there is a dark grey menu popped up giving the option to click "SHARE MY ETA."

Phone 1   Phone 2

Figure 3: Share Location Feature
Each phone above shows the steps to sharing a current location from an Uber with another person.
Phone 1 shows the menu to select "SHARE MY ETA."
Phone 2 shows the shared location of the rider on another person's phone.
Source: https://newsroom.uber.com/its-about-time/

After selecting that option from the menu, *Phone 2* displays what the person receiving the shared location sees on his/her phone screen. *Phone 2* shows a live map and estimated time of arrival in the center of the screen. Both of these features are optional; however, these features can be cost effective, convenient, and promote safe habits.

Conclusion

Uber is a company that provides transportation services at any time of the day. With the use of the Uber application on a cellular phone, people are able to follow the steps to receive a driver and get to their destination. The Uber app also includes additional features to ensure an enjoyable and safe ride.

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