

Evaluating Pros and Cons of UBER



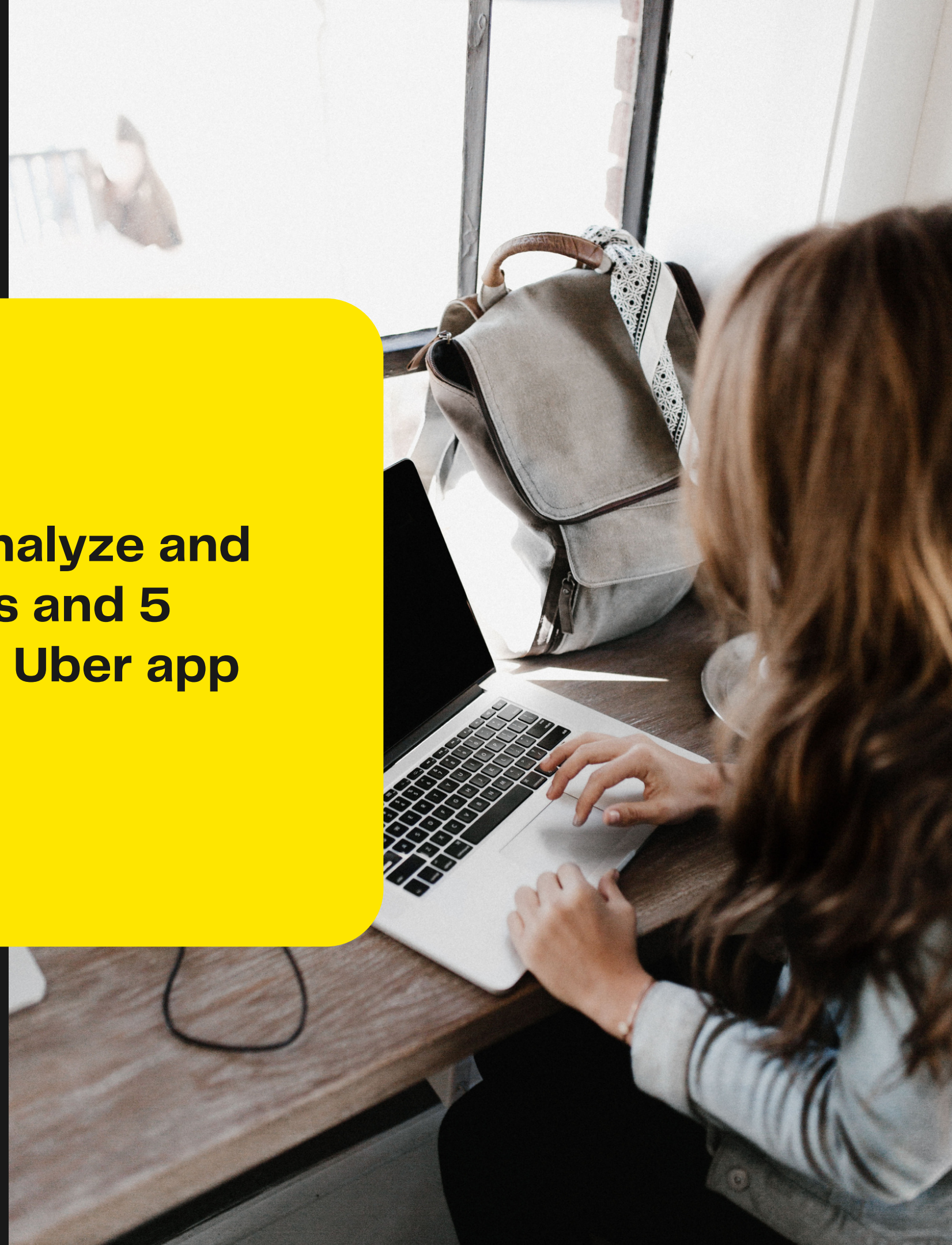
**Critically analysis on pros and
cons of the Uber app**

By Krishna More



Task to do

Critically analyze and state 5 pros and 5 cons of the Uber app





Uber

Uber is a multinational transportation network company that operates through a smartphone application. It was founded in 2009 and has since grown to become one of the most well-known and widely used ride-hailing platforms globally. The company connects passengers with drivers using their own vehicles through the Uber app, making it easy for users to request rides and pay for them seamlessly.





UBER

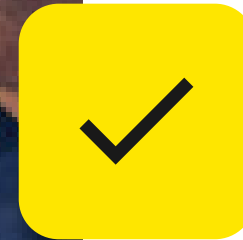
Pros of the Uber app



Safety features



Competitive pricing



Driver rating system



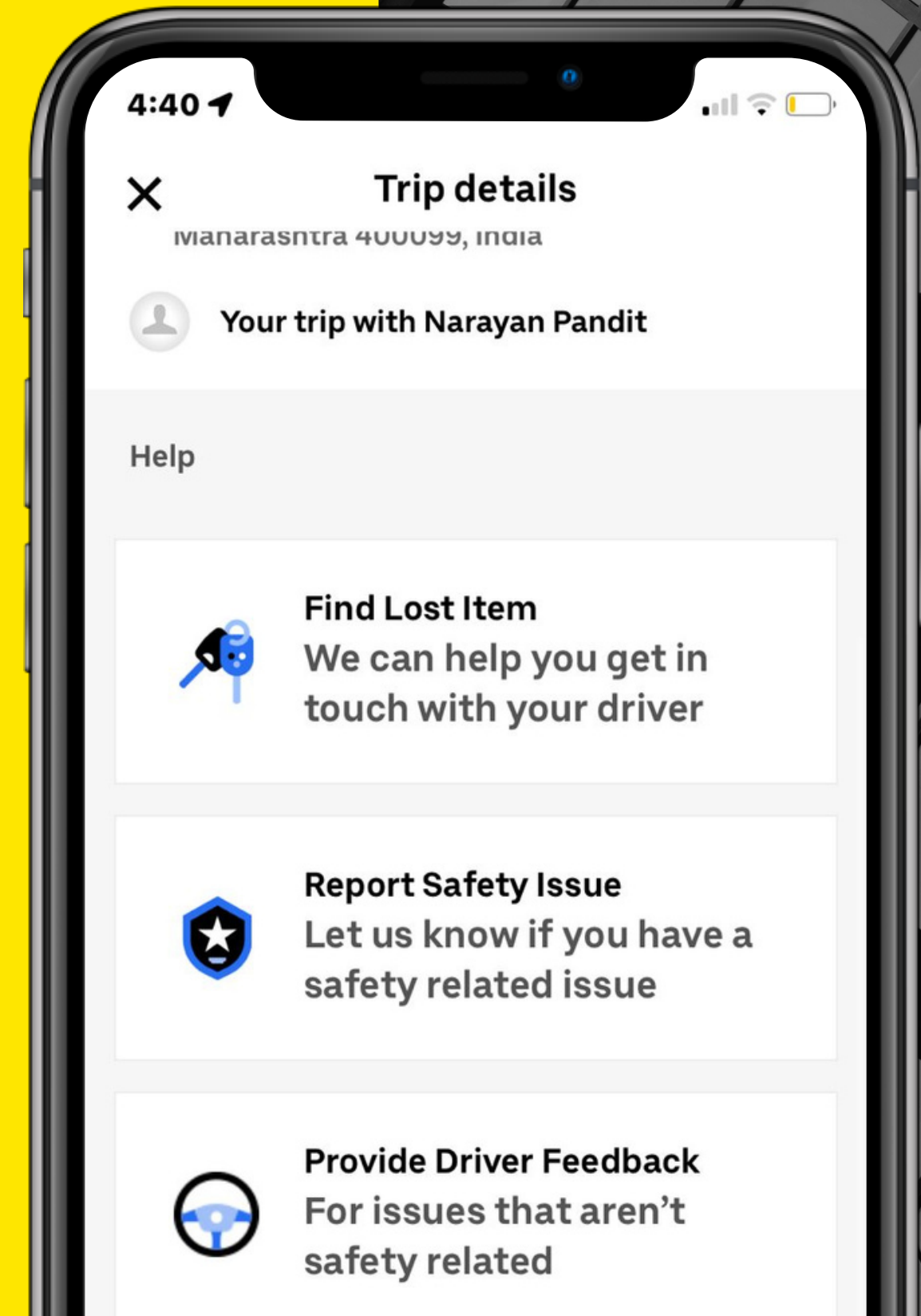
Cashless transactions Online



Convenience and accessibility

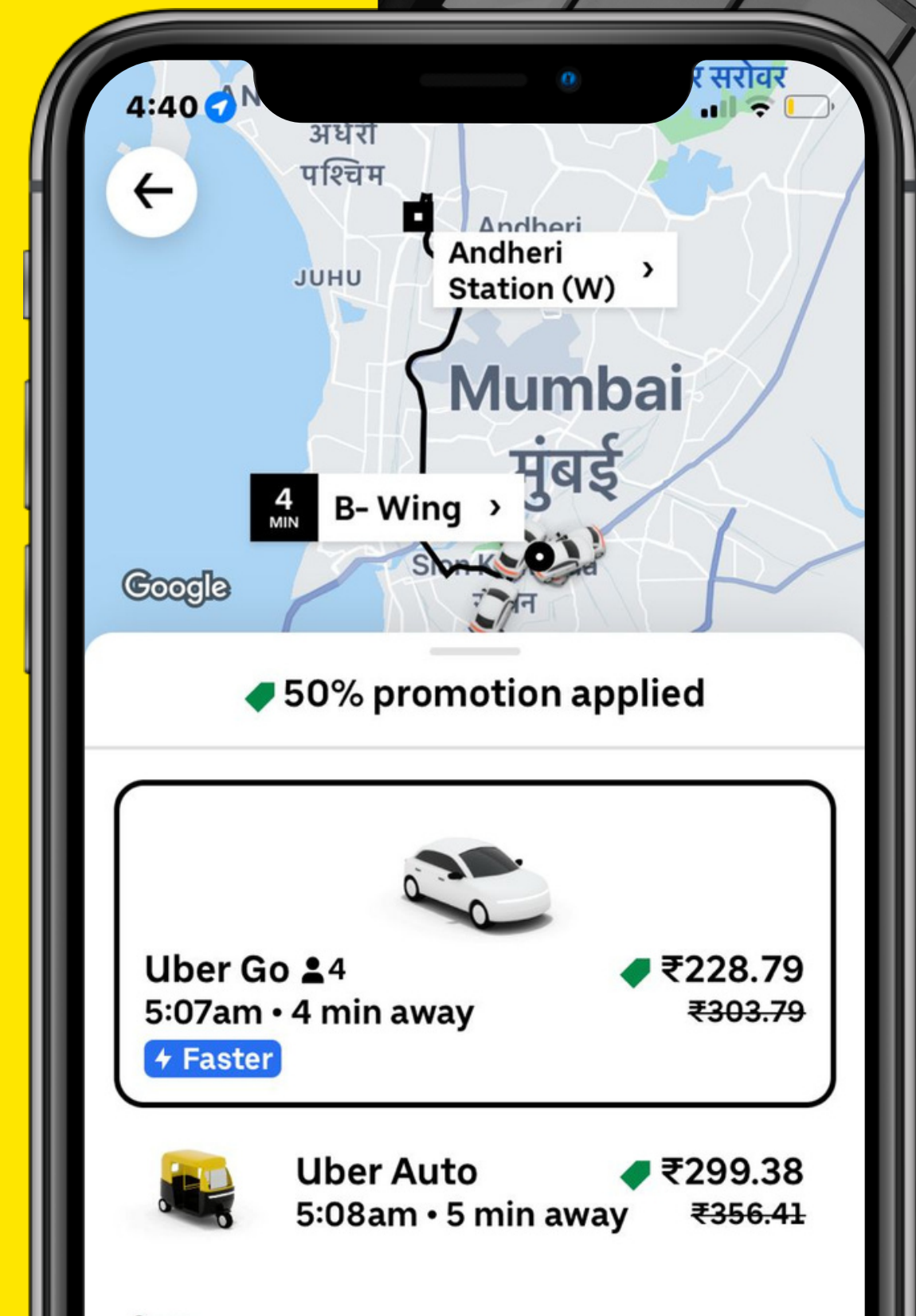
1. Safety features

Uber has incorporated safety measures like GPS tracking, driver rating systems, and emergency assistance buttons to bolster passenger safety, thereby instilling a greater sense of security among users during their rides.



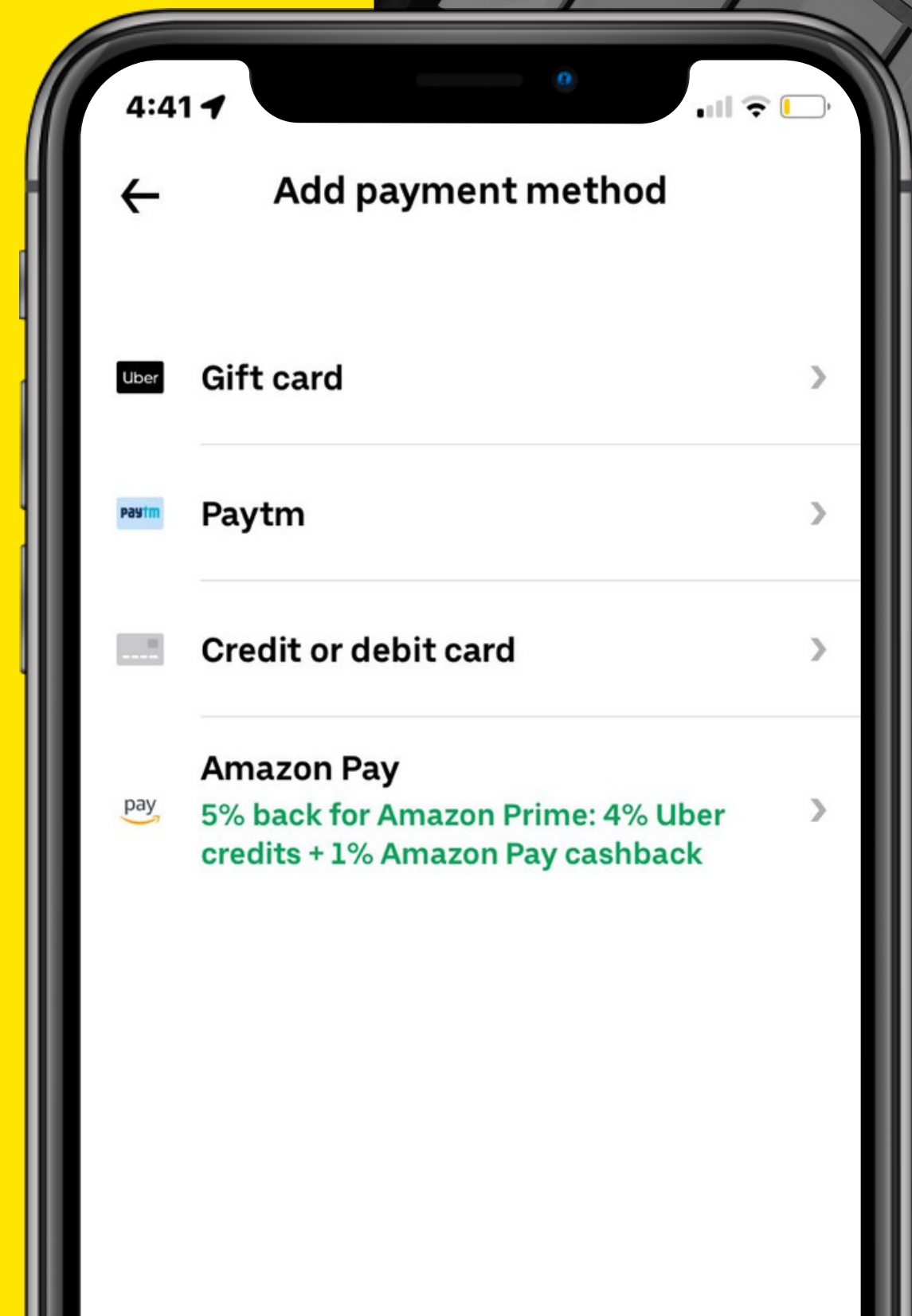
2. Competitive pricing

Competitive pricing between Uber and Ola in India provides cost-saving options and increased affordability for passengers. The rivalry leads to frequent promotional offers, discounts, and incentives. Both platforms offer incentives for drivers, improving ride availability. The competition drives enhanced service quality, resulting in better overall experiences, improved driver behavior, and customer support. Pricing and offers can vary based on location, time, and specific promotions.



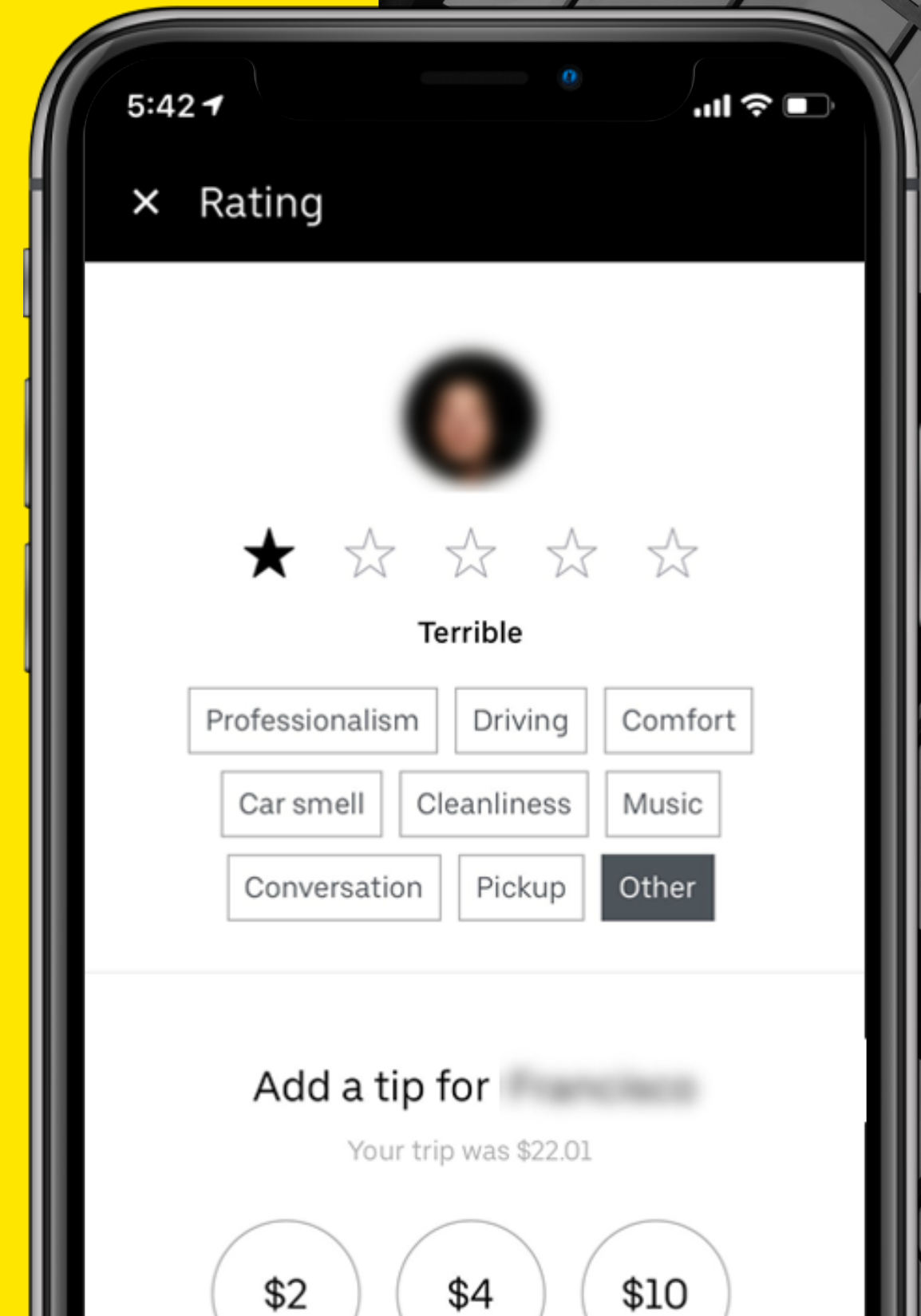
3. Cashless transactions online

Cashless payment through the Uber app aligns with the growth of the digital economy. It promotes the use of digital payment systems, which is in line with the government's initiatives for a cashless society. It also contributes to the overall development of the digital infrastructure and digital payment ecosystem in India.



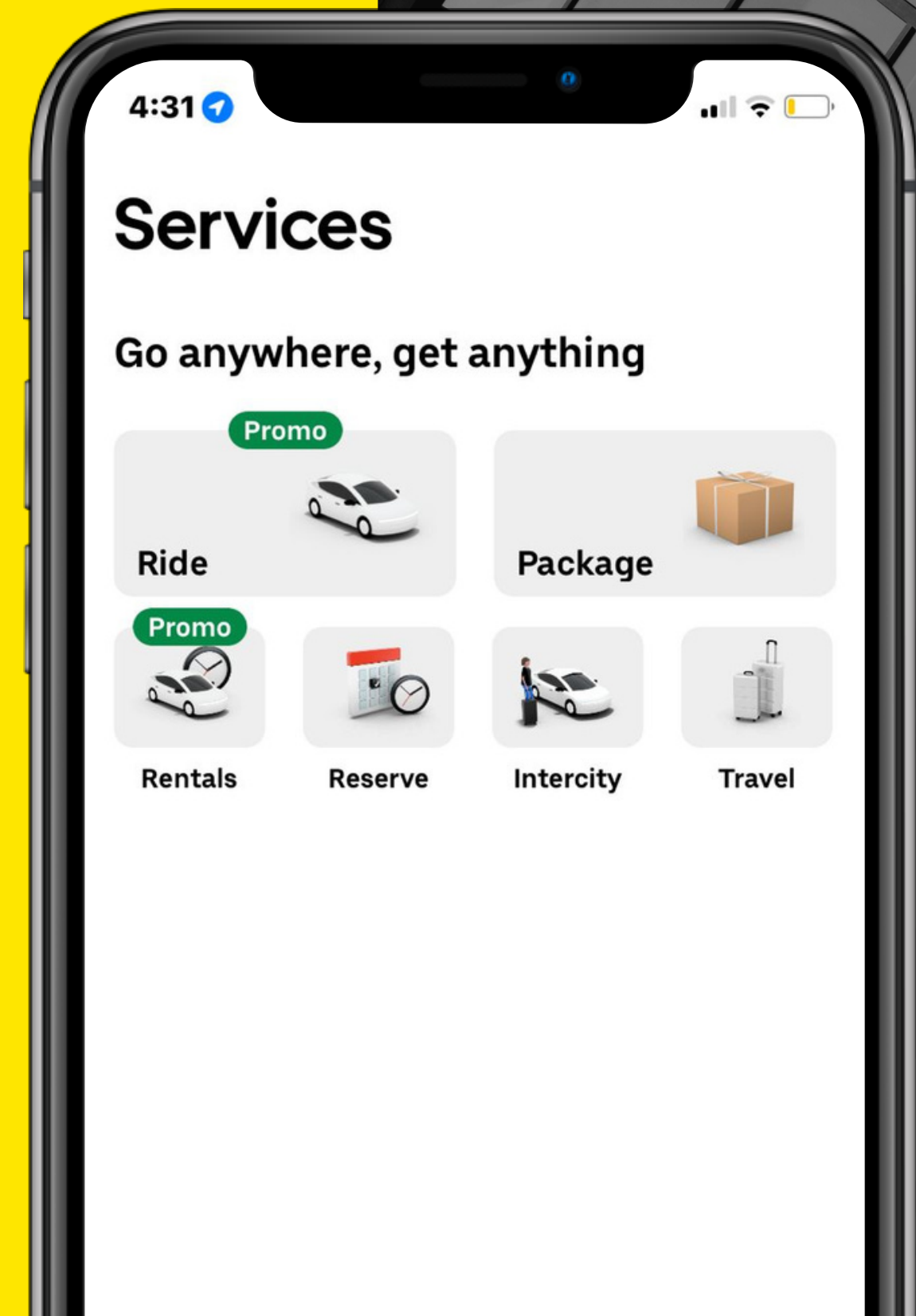
4. Driver rating system

Uber's driver rating system allows passengers to rate their experience after each ride, fostering accountability and encouraging drivers to provide a high level of service. This feedback mechanism helps maintain service quality standards.



5. Convenience and accessibility

Uber offers a user-friendly mobile application that allows passengers to request rides with just a few taps on their smartphones. This convenience and accessibility have made it easier for people in India to travel, especially in areas with limited public transportation options.



Cons of the Uber app



Limited availability in smaller cities



Ride Cancelation Scam



Surge pricing



Language barriers

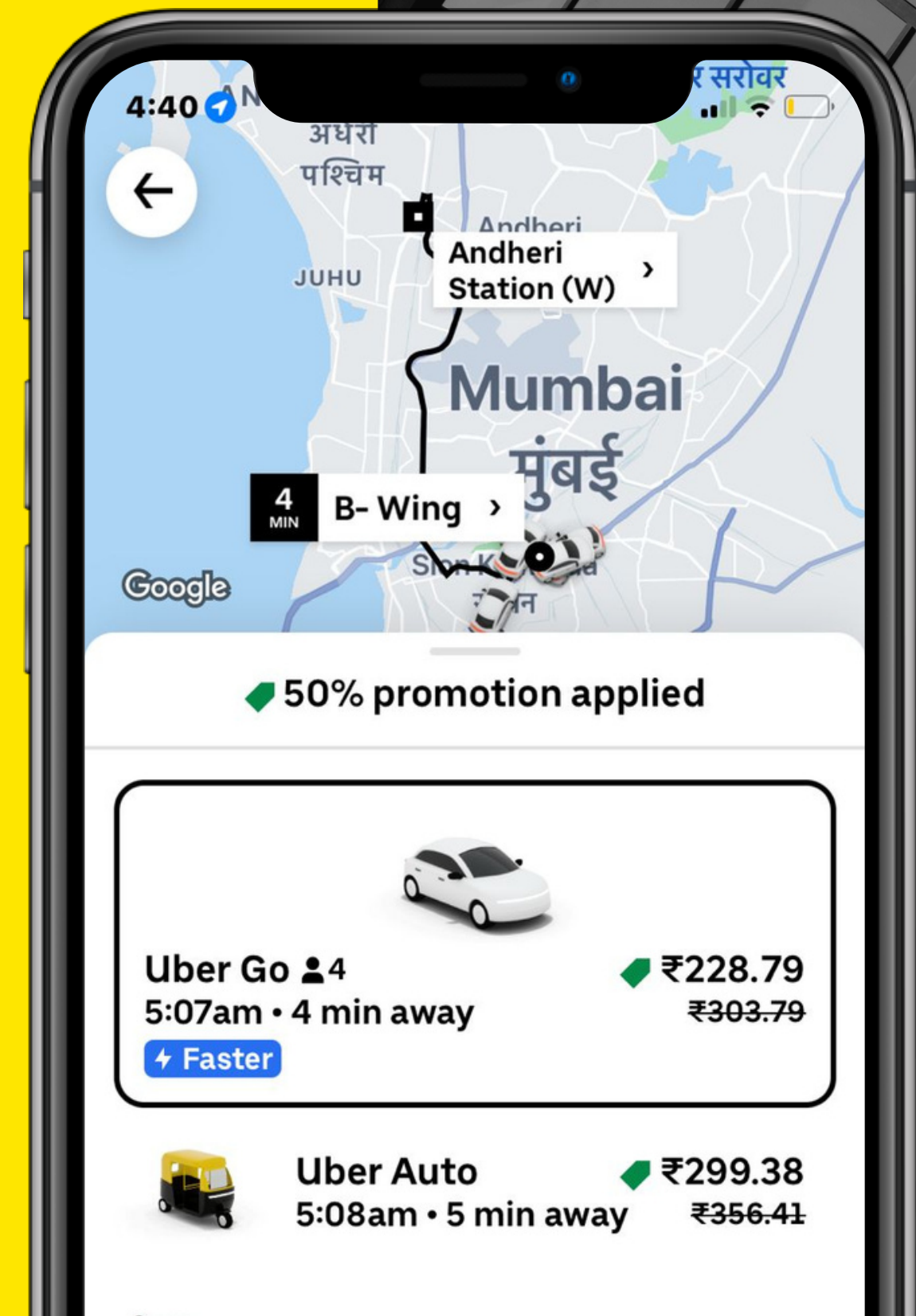


Competition with traditional taxi drivers



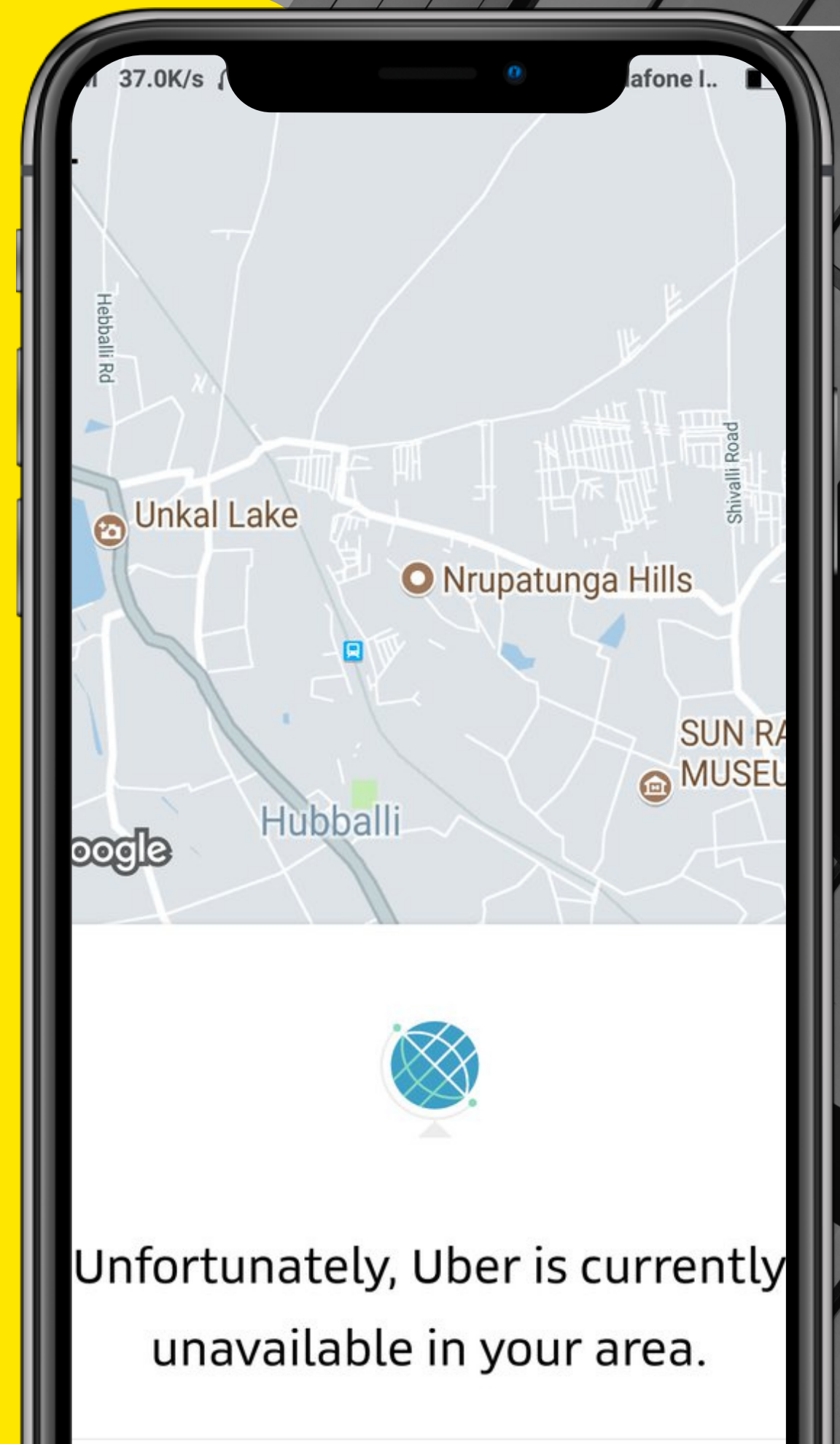
1. Surge pricing

During peak demand periods, Uber implements surge pricing, which can result in significantly higher fares. This practice has been a subject of criticism, as it can make rides unaffordable for some users, particularly during emergencies or busy times.



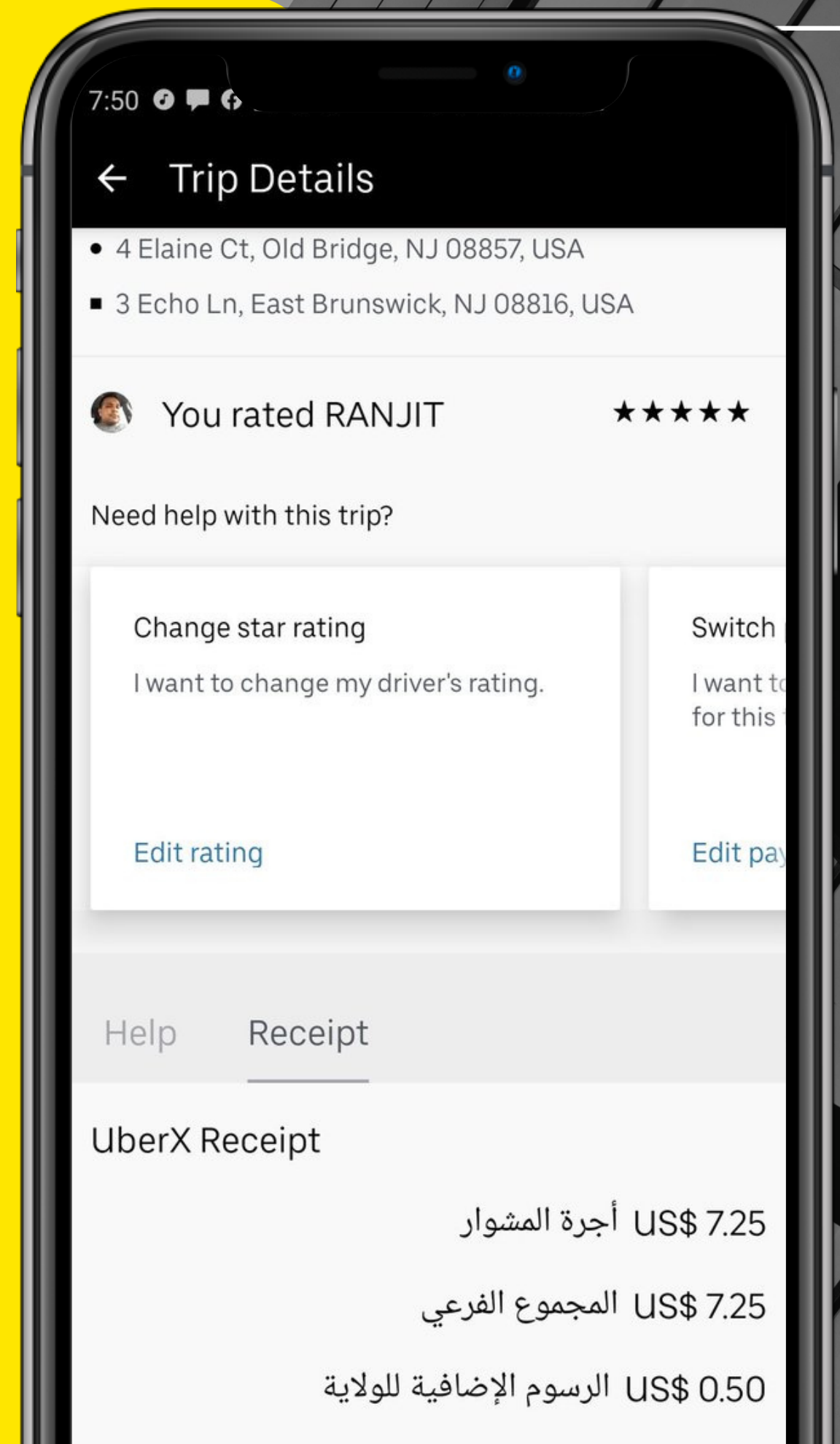
2. Limited availability in smaller cities

While Uber operates in several major cities in India, its availability is limited in smaller towns and rural areas. This can be inconvenient for individuals residing or traveling to these areas, as they may have difficulty finding an Uber ride.



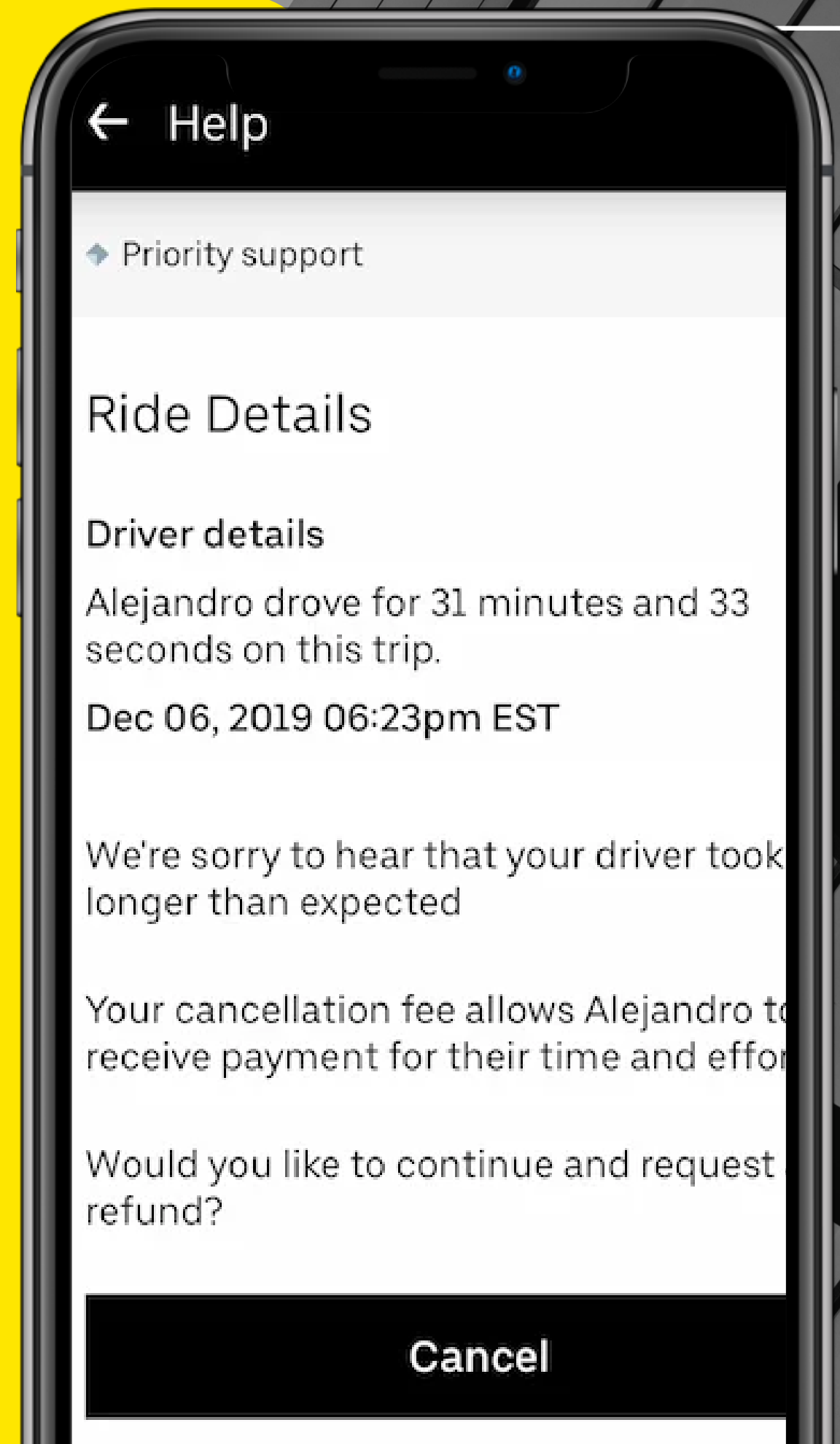
3. Language barriers

Language barriers in the Uber app in India hinder user experience as the app primarily operates in English, causing difficulties for non-English speakers. Communication gaps between passengers and drivers due to language differences lead to confusion and delays. Complex addresses in non-metropolitan areas further complicate accurate input, causing navigation errors. To overcome these barriers, Uber should localize the app, offer language support for drivers, improve address input, and expand customer support in regional languages.



4. Ride Cancellation Scam

Certain Uber drivers often scam passengers by either ignoring them in hopes of a ride cancellation or convincing passengers to cancel by messaging them. The motive behind their preference for collecting cancellation fees over fulfilling their job remains unclear. It is also uncertain whether drivers still benefit from refunded cancellation fees, and whether Uber takes any action against drivers who frequently have fees refunded for legitimate reasons.





5.Competition with traditional taxi drivers

Uber's entry into the Indian market has sparked competition with traditional taxi drivers, leading to challenges and conflicts related to disruption of the traditional taxi industry, price wars, regulatory hurdles, unequal playing field concerns, and a shift in consumer preferences.

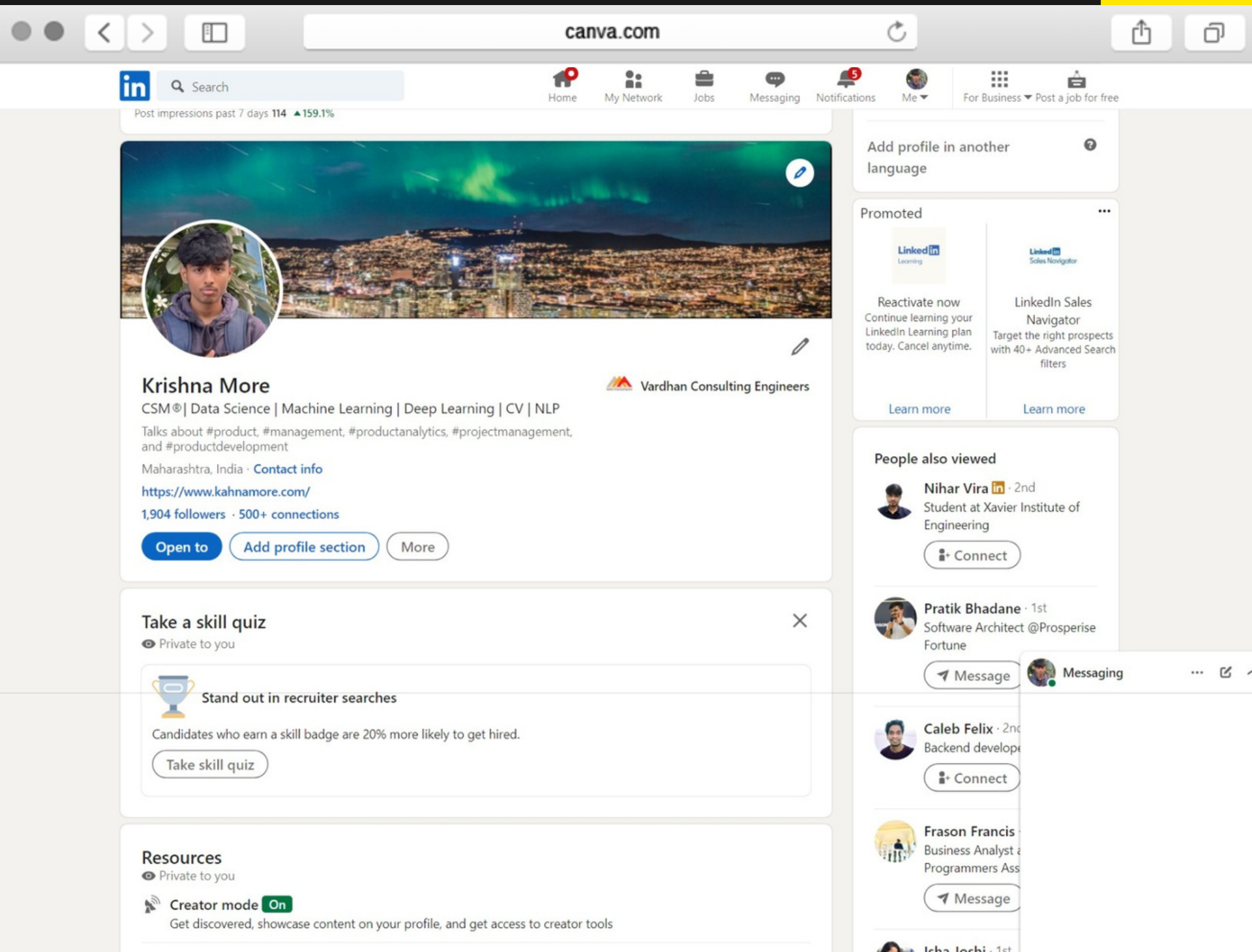
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I love to talk about
all things in Product
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The image shows a screenshot of a LinkedIn profile for Krishna More. The profile is for a user named Krishna More, who is a CSM® and has expertise in Data Science, Machine Learning, Deep Learning, CV, and NLP. The profile is associated with Vardhan Consulting Engineers. The bio mentions interests in #product, #management, #productanalytics, #projectmanagement, and #productdevelopment. The location is Maharashtra, India, and the website is <https://www.kahnamore.com/>. The profile has 1,904 followers and 500+ connections. There are buttons for 'Open to', 'Add profile section', and 'More'. Below the profile, there is a 'Take a skill quiz' section with a 'Take skill quiz' button. The 'Resources' section is also visible, showing 'Creator mode' is turned on.