

Uber

A person wearing a brown coat is standing next to a dark-colored car. They are holding a white paper bag. The car's door is open, and the person appears to be either getting in or out. The background is slightly blurred, focusing attention on the person and the car.

**Uber Technologies, Inc.** is an American mobility as a service provider, allowing users to book a car and driver to transport them in a way similar to a taxi.

It is based in San Francisco with operations in approximately 72 countries and 10,500 cities in 2021.

**Uber**



# Consumer Insights

- Convenient to use.
- Comfortable experience.
- Reliable service.





# Psychographics



- No cars
- VIP Experience
- Cost-Efficient



# Demographics of Uber's US Users



- Female 48%
- Male 52%



- 16-24 37%
- 25-34 28%
- 35-44 17%
- 45-54 12%
- 55-64 6%



- Bottom 25% 22%
- Mid 50% 44%
- Top 25% 27%
- Prefer not to say 7%



- Urban 46%
- Suburban 48%
- Rural 6%

**Question:** Which of the following apps have you used in the past month? Uber  
**Source:** GlobalWebIndex Q1 2017 | **Base:** 1,303 US Uber App Users aged 16-64



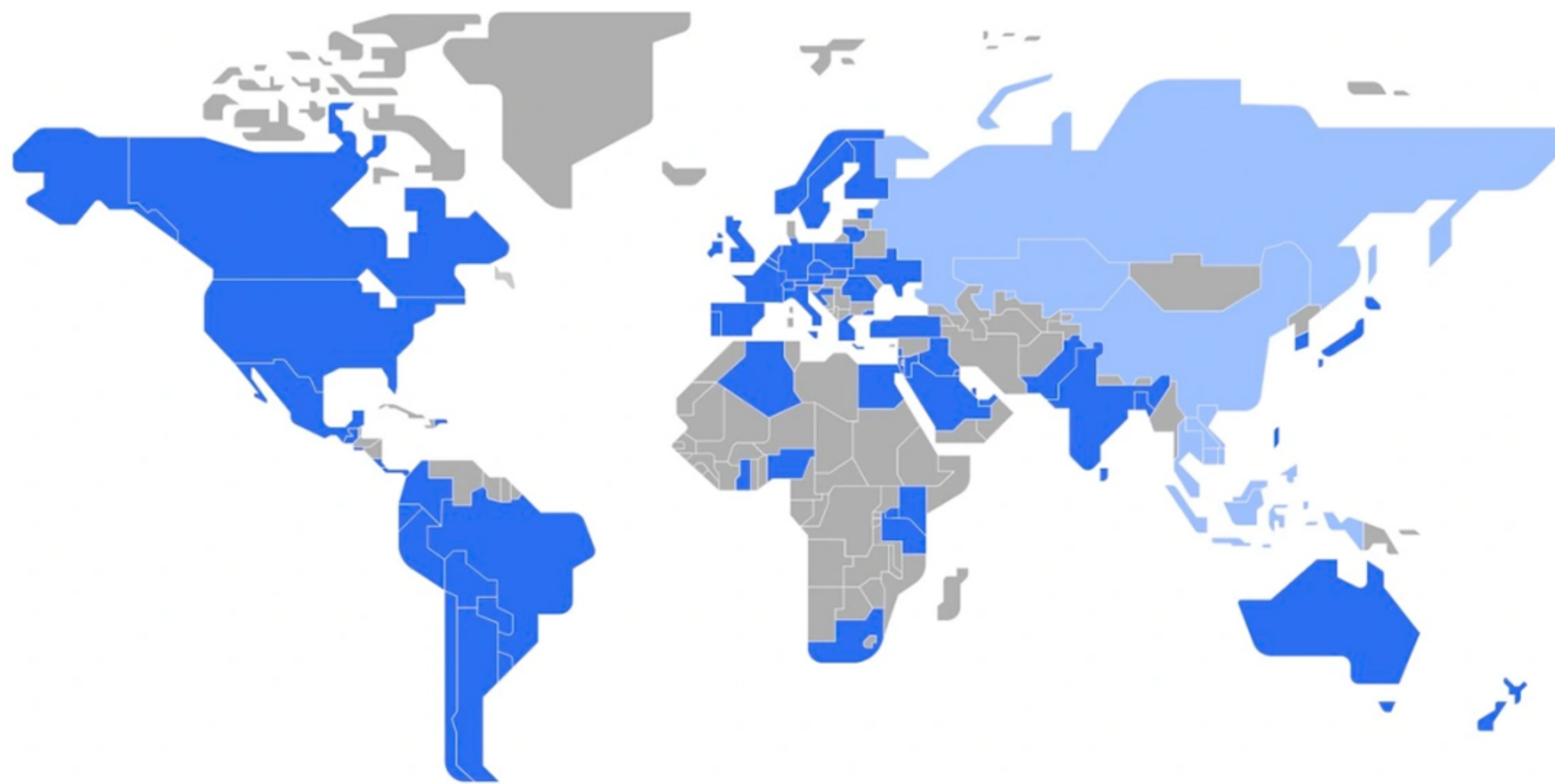
# #1 in every major region they operate in

## Top Countries

Canada  
South Korea  
Ireland  
United Kingdom  
United States

## Bottom Countries

Spain  
Poland  
China  
India  
Morocco



Owned operations<sup>2</sup>

Minority owned affiliates

1. Percentages are based on our internal estimates of Gross Bookings using available information as of Jan 31, 2020  
2. Includes countries acquired as part of Careem acquisition



A close-up photograph of a person's hands in a dark suit and white shirt, holding a black car seatbelt buckle. The person is wearing a gold ring on their left hand. The background is blurred, showing other people in similar attire.

# Behaviors

**What affects consumer behavior?**

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Convenience  
Social Influence  
Safety  
Price



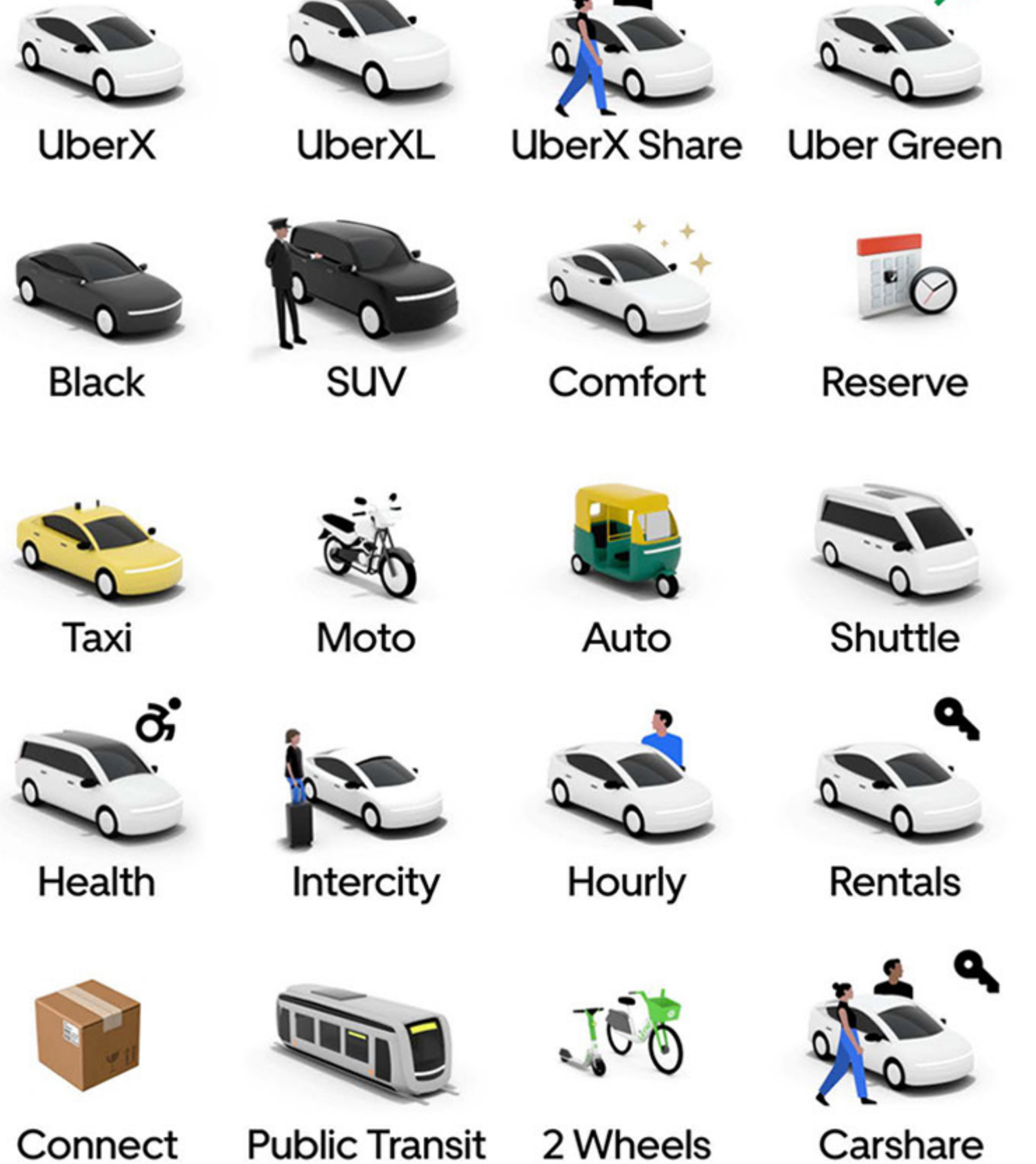
**Brand Experience**



# 2011



# 2021





**Lifestyles**





Family



# Work & Business

A man in a blue suit is seated in an airplane cabin, looking at a tablet. A suitcase is visible next to him. The background shows the airplane window and the view outside.





Social



**Personas**



User Persona

# Charlotte

16, High School Student

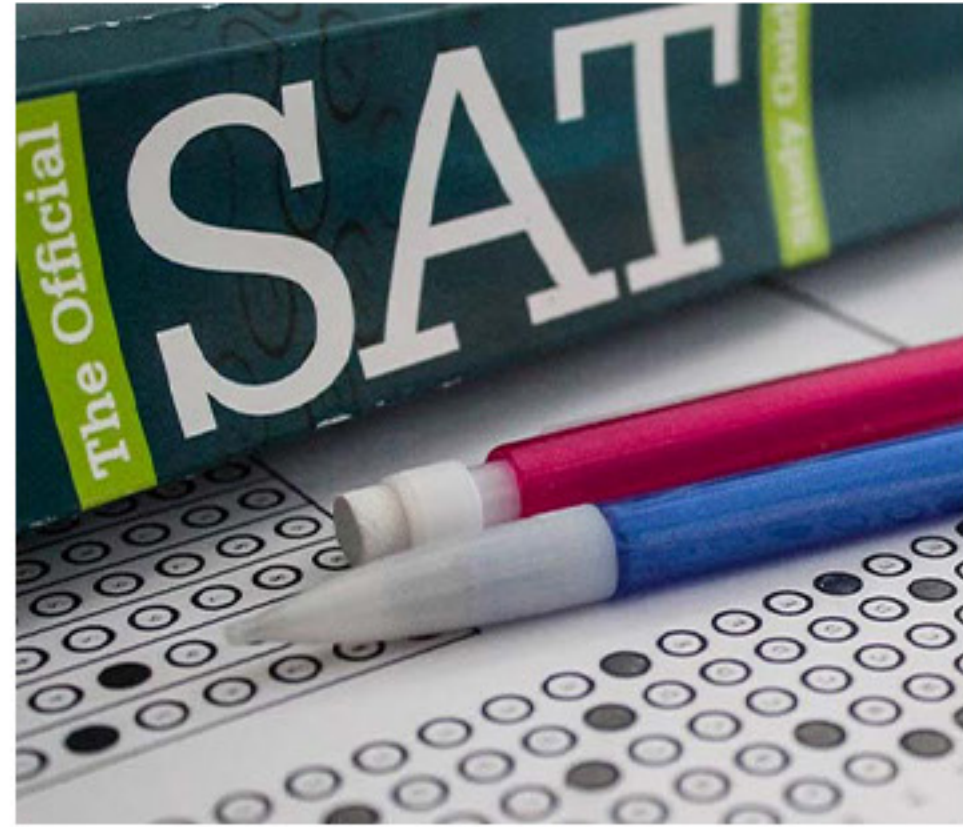
Elmhurst, Illinois

Uber






# Charlotte's Moodboard







"I love the city, but taking the train to get there makes me so anxious which puts a downer on the whole outing. Uber makes my trip there so much better."

-Charlotte, 16

Uber



# Day in a Life of Charlotte

6:45AM

Charlotte is up early for another school day!

7:35AM  
-  
2:35PM

School & Classes! She heads back home after a long day afterwards.

6:30AM

9:00AM

Gets ready for Dayglow concert at home, tries to figure out her transportation plans for tonight.

6:30PM

Charlotte **calls an Uber** (paid by parents) to the venue since she's scared to take the Centra to Chicago by herself.

7:00PM  
-  
11:00PM

Dayglow Concert!

11:15PM

Concert ends,, she **gets an Uber** back home since it's late.



## Struggles:

Academic Pressure  
Worries from parents  
with public transportation



User Persona

# Nicole

20, NYU Tandon Student

Brooklyn, New York

Uber

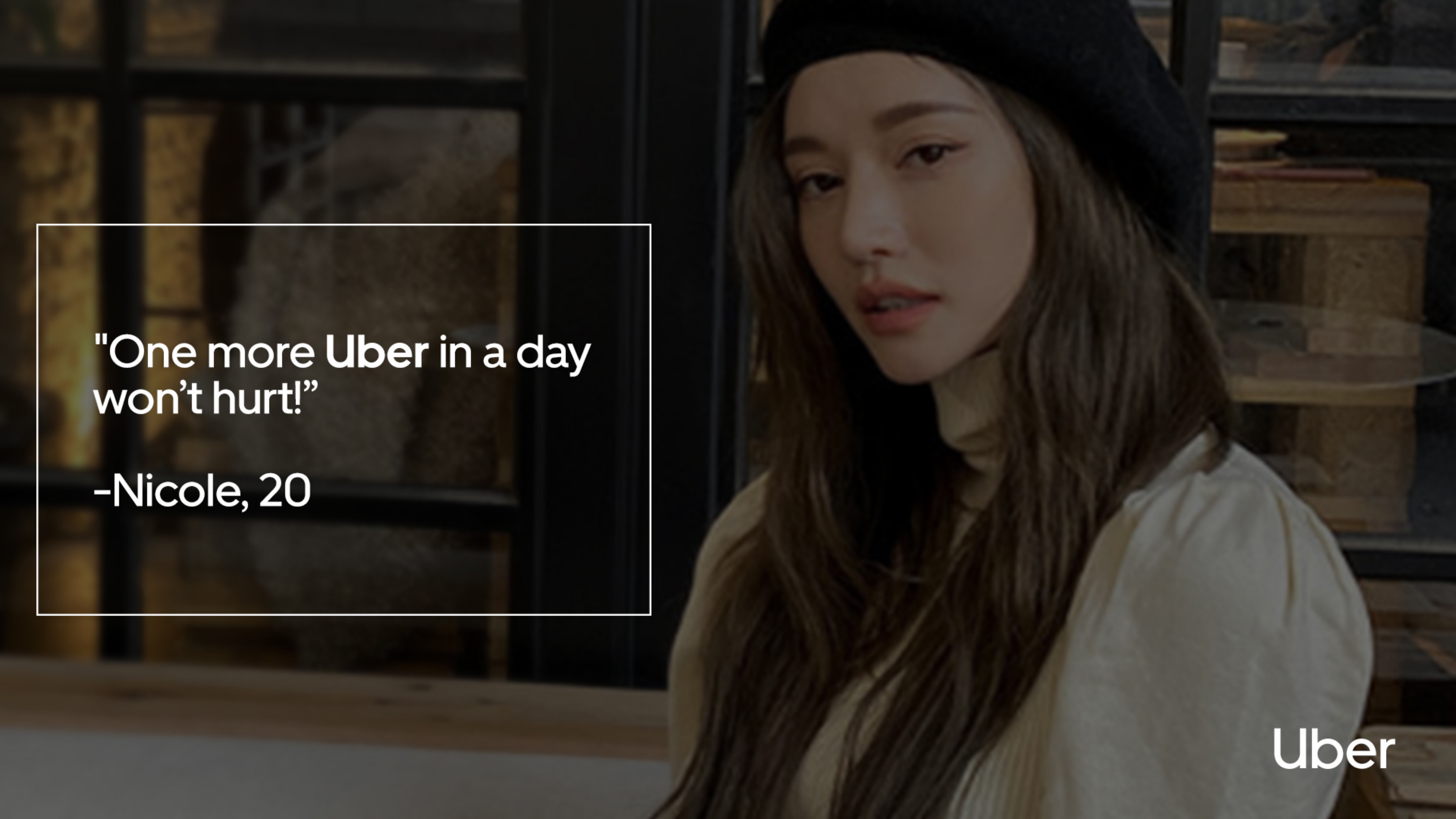




# Nicole's Moodboard







"One more Uber in a day  
won't hurt!"

-Nicole, 20

Uber



# Day in a Life of Nicole

10:00AM

It's Friday and Nicole woke up at 10AM for her 10:30AM Ethics class.

10:30AM

She attends class with no makeup and dressed down. No cute boys in class = no one to look cute for!

11:30AM

After class, she decides to grab lunch at Remi Flower & Coffee. She doesn't want to commute for 12 minutes so calls an Uber instead.

11:35AM

Arrives at Remi Flower & Coffee, gets a lavender latte, and studies there.

2:45PM

2:45PM

Oh no! It's almost 3pm and Nicole needs to get back on campus for class. She checks GoogleMaps for directions but it's another 12 minute walk for the subway.

2:50PM

She quickly calls an Uber again for class which costs \$50.



## Struggles:

Time Management  
School/Life Balance  
Compulsive Spender



User Persona

# Brandon

25, Civil Engineering  
Grad Student

Syracuse, New York

Uber






# Brandon's Moodboard







"I love sitting in the back of an **Uber** after a long night of fun knowing that I'm only a quick drive from my bed."

-Brandon, 25

Uber



# Day in a Life of Brandon

8:00AM

Brandon is up at 8AM for his 9AM class. He lives only a few blocks away and so, walks to class.

12:30PM

End of class and it's time to eat! Brandon walks to the dining hall for lunch.

3:00PM

-  
7:00PM

Brandon attends his last afternoon class of the day.

7:15PM

Gets back home and gets ready for his weekly Friday night out with the boys.

8:30PM

-  
1:00AM

Brandon takes the Centro to get to Clinton Street Pub. He has a fun night out with drinks and his friends.

1:30AM

The night ends and him and his friends are all intoxicated. They split an Uber back home.



## Struggles:

Financial Stability

Feels unprepared for real world



User Persona

# Frank

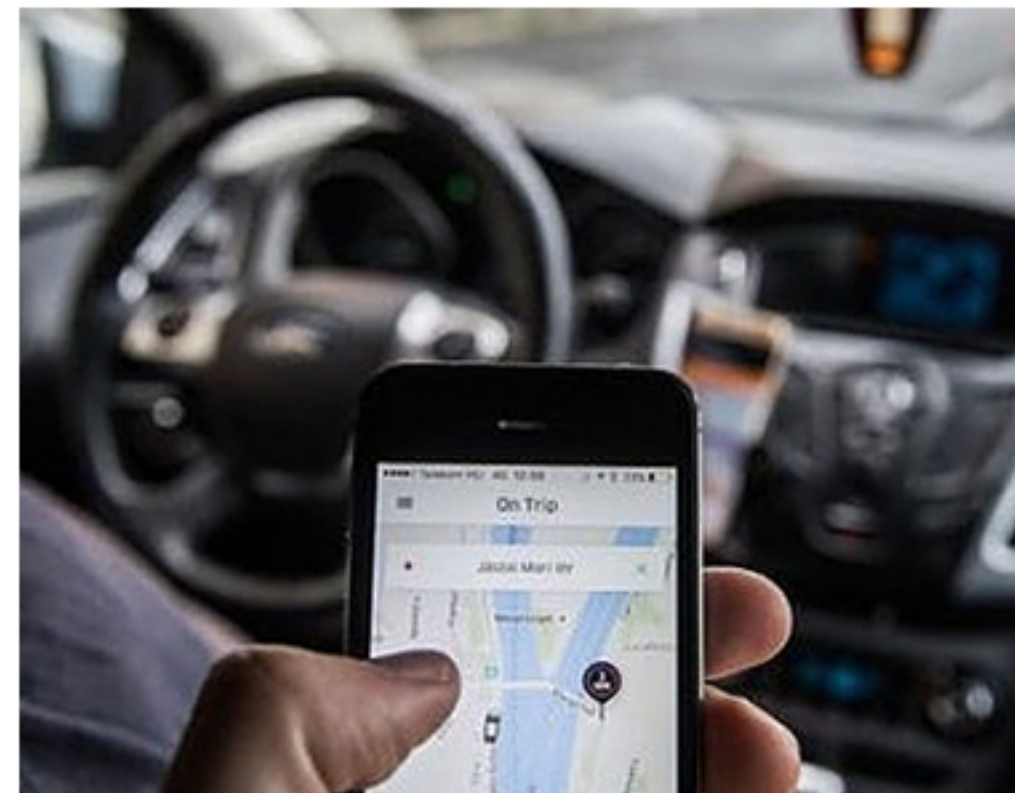
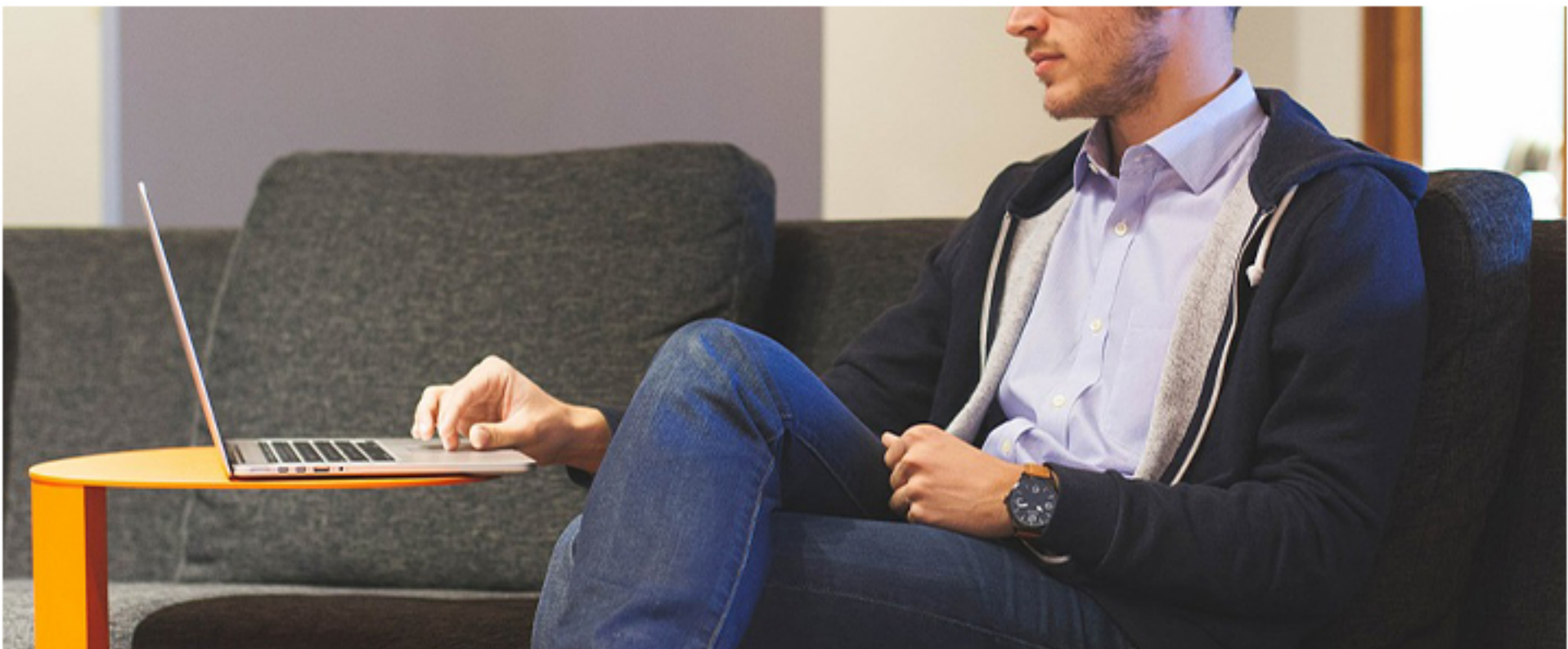
34, Software Engineer

San Francisco, CA


Uber



# Frank's Moodboard







"I use Uber extensively. Uber is convenient, super convenient. I would easily spend \$2–3k a month on Uber."

-Frank, 34

Uber



# Day in a Life of Frank

7:00AM

Rise & Shine! Frank wakes up at 7AM and starts his work day with a healthy breakfast!

7:45AM  
-  
8:50AM

Frank calls an **Uber** which costs him about \$100-\$120 to get to the Imperva office. He makes \$150/hour so he's able to earn **\$30-\$50 per hour** when he works during his **Uber** commute.

9:00AM  
-  
4:00PM

Frank works from 9AM-4PM in the office. He usually leaves early and does the rest of his work on his **Uber** trip back.

5:20PM  
-  
8:00PM

He gets home around 5PM, cooks up his meal preps and has a relaxing day back home.

9:00PM  
-  
10:30PM

Frank finishes the day feeling refreshed and ends the night by watching TV and going to bed.



## Struggles:

Work Life Balance  
Working Overtime



User Persona

# Jeremy

40, Construction Manager

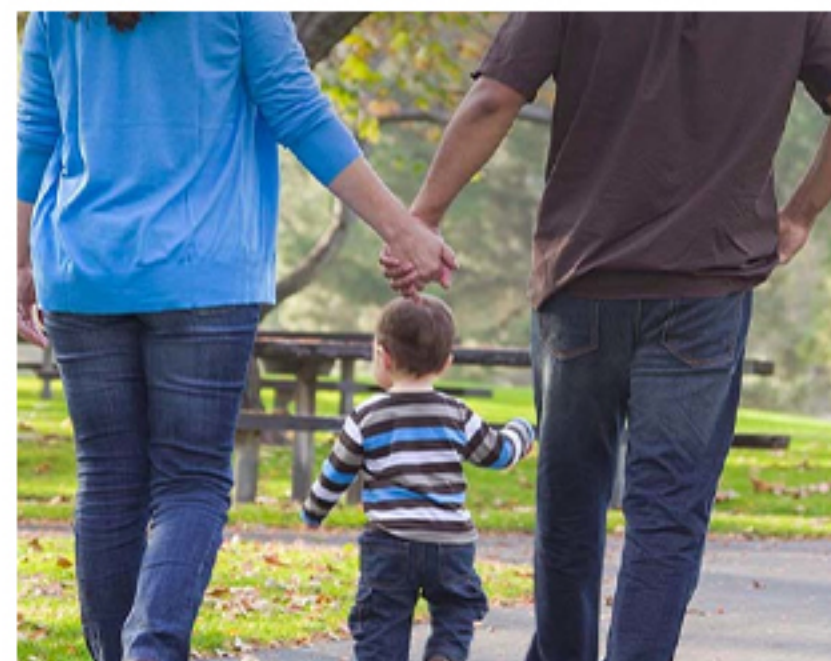
Montreal, Canada

Uber

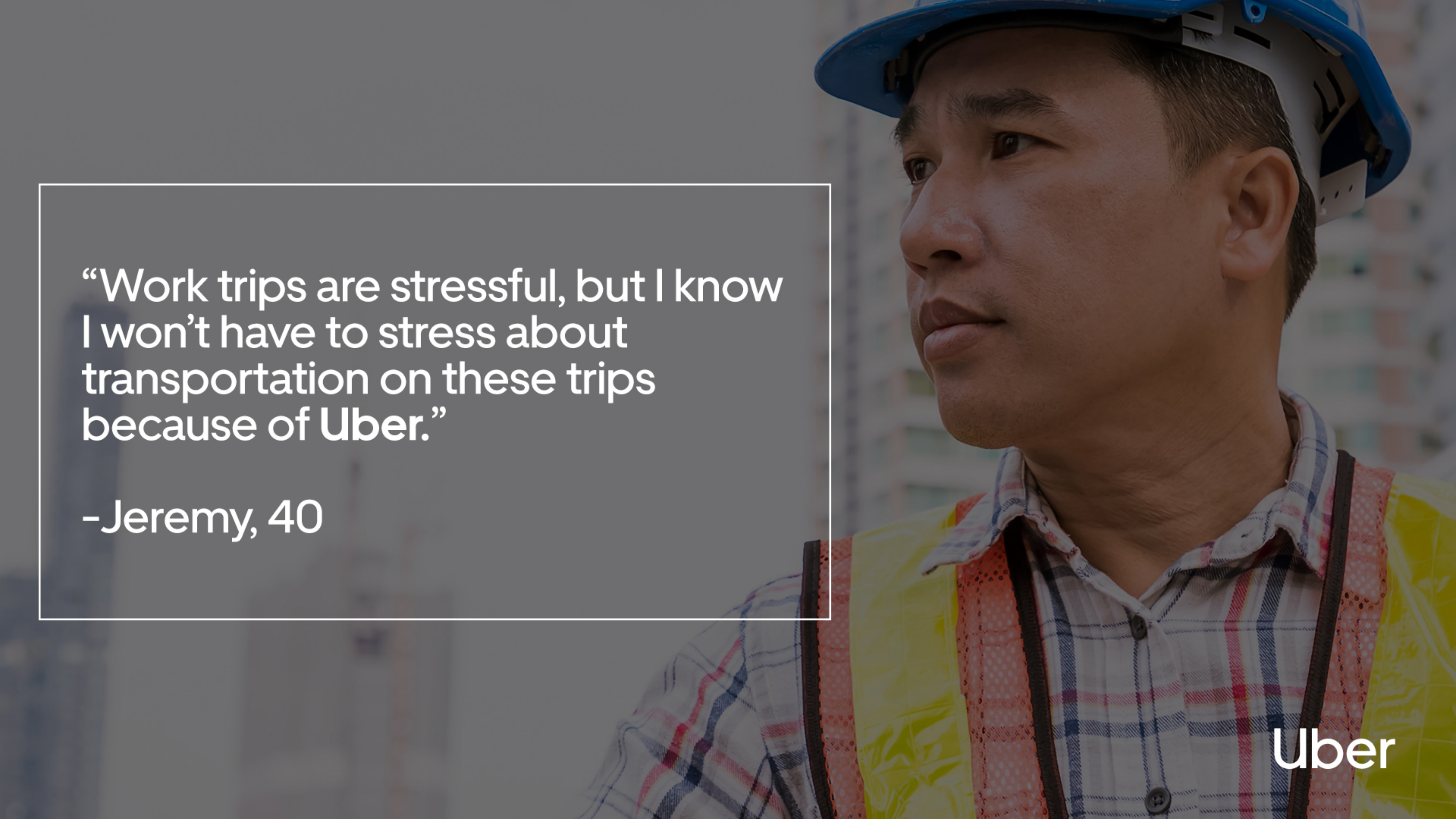




# Jeremy's Moodboard





A man wearing a blue hard hat and a yellow safety vest over a plaid shirt is looking off to the side. The background is a blurred construction site.

“Work trips are stressful, but I know I won’t have to stress about transportation on these trips because of Uber.”

-Jeremy, 40

Uber



# Day in a Life of Jeremy

5:30AM

Jeremy is up early today to make his Toronto flight at 7:30AM. It's still very dark out as he gets ready.

5:50AM

He **calls an Uber** to get to the airport.

6:30AM

Arrives to the airport, he grabs breakfast and waits to board his flight.

9:00AM

Arrives in Toronto and immediately **calls an Uber** to get to his meeting.

9:45AM

Works for the rest of day. He reviews projects, attends more meetings, approving next steps and has lunch in between.

7:00PM

7:30PM

His work day ends. Jeremy gets a sandwich at a deli as he **waits for his Uber** to his hotel room. Gets back feeling tired and goes to bed afterwards.

9:30PM



## Struggles:

Paying off Mortgage  
Inflexibility w/ Work Travel  
Lack of family time



# Uber Expense Summary



**Charlotte**  
\$92.50



**Nicole**  
\$73.47



**Frank**  
\$225.67



**Jeremy**  
\$89.90



**Brandon**  
\$7.00



**Thank you!**

Uber