



NATIONAL LOUIS
UNIVERSITY

1886

INNOVATE UBER DRIVER EXPERIENCE!

PRESENTATION 2026

Applying Design Thinking
to Address Perceived Wage Fairness at Uber

Group #1

Presented by

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Uber



INTRODUCTION

UBER TECHNOLOGIES, INC.

- One of the world's largest ride-sharing platforms
- Operating in hundreds of cities
- Connecting millions of riders with independent contract drivers
- The business model has transformed transportation access and convenience

The Uber logo is displayed in white text on a black rounded square background. The word "Uber" is written in a clean, sans-serif font. The logo is centered within a dark blue vertical bar that runs down the right side of the slide.

Uber

EMPATHY MAP

THINKING & FEELING

- Financial stress
- Frustration
- Replaceable and insecure
- Flexibility without stability
- Low trust in Uber's pay

SEEING

- Rising gas and maintenance costs
- Uber taking a larger share of fares
- Surge pricing
- Increasing wait times
- Lower earnings



HEARING

- Uber promotes flexibility and earning potential
- Passengers pay high prices
- Drivers sharing frustrations
- Wrong app notifications
- No communication about price calculations

SAYING & DOING

- "The pay system feels like a "Black box"
- "Flexibility - reason to stay with Uber"
- Chase surge times
- Compare Uber to other gig apps
- Continue driving out of habit

BUSINESS CHALLENGE

PAINS

- Unpredictable earnings
- Lack of transparency in Uber's calculation
- Reduced take-home pay
- Longer hours for less return
- No guaranteed minimum income, benefits, or paid time off
- Stress about long-term financial security

GAINS

- Clear, transparent share of payment
- Real-time earnings forecasts
- Guaranteed minimum hourly or per-mile rates
- Loyalty bonuses for long-term drivers
- Benefits - healthcare or retirement
- Better communication around surge pricing and demand accuracy
- Tools to help decide on rides

PERSONA #1

DESCRIPTION OF THE PERSONA

- Young, tech-comfortable
- Frequently compares platforms
- Switches between apps
- Likes the transparency and fairness
- If the calculation is unclear, he moves to competitors

APPLICATION SCENARIO

- Logs into Uber and Lyft simultaneously
- Compares estimated pay, distance, and time
- Reviews detailed earnings summaries and expense reports

PAINS

- Cannot see net profit per ride
- Hidden costs
- Long trips sometimes lose money
- Constant mental math = fatigue

GAINS

- Transparent pay breakdowns
- Clear explanations of fees and bonuses
- Consistent communication
- Feeling respected and valued

DAVID LEE

Age: 29 **Sex:** Male

Location: Major metro area

Family: Single

Job: Tech-savvy gig worker
Multi-app driver (Uber +
Lyft + delivery apps)

"I value clarity, consistency, and honest communication from Uber about compensation."



PERSONA #2

DESCRIPTION OF THE PERSONA

- Transitioned from a warehouse supervisor role into full-time
- Treats Uber like a small business;
- Analytical, goal-oriented, highly focused on profitability
- Unpredictable earnings and hidden costs create stress

APPLICATION SCENARIO

- Logs into Uber during peak hours
- Wants to see estimated time, miles, and true net profit
- Monitors earnings per hour and adjusts driving zones

PAINS

- Cannot see net profit per ride
- Hidden costs
- Long trips sometimes lose money
- Constant mental math = fatigue

GAINS

- Clear, transparent pay breakdown
- Predictable income
- Feeling in control of decisions
- Less stress and second-guessing

MARCUS HILL

Age: 38 **Sex:** Male

Location: Suburban commuter

Family: Single

Job: Tech-savvy gig worker
Multi-app driver (Uber +
Lyft + delivery apps)

"I value clarity, consistency, and honest communication from Uber about compensation."



STATEMENT MINDMAP



PROBLEM STATEMENT

Uber drivers value flexibility, but unpredictable earnings, lack of pay transparency, and rising expenses make it difficult to understand the real take-home pay and feel financially secure, which increases stress and reduces trust in the platform.

HOW MIGHT WE:

Increase transparency in Uber's pay calculations?

Help drivers forecast weekly/monthly income?

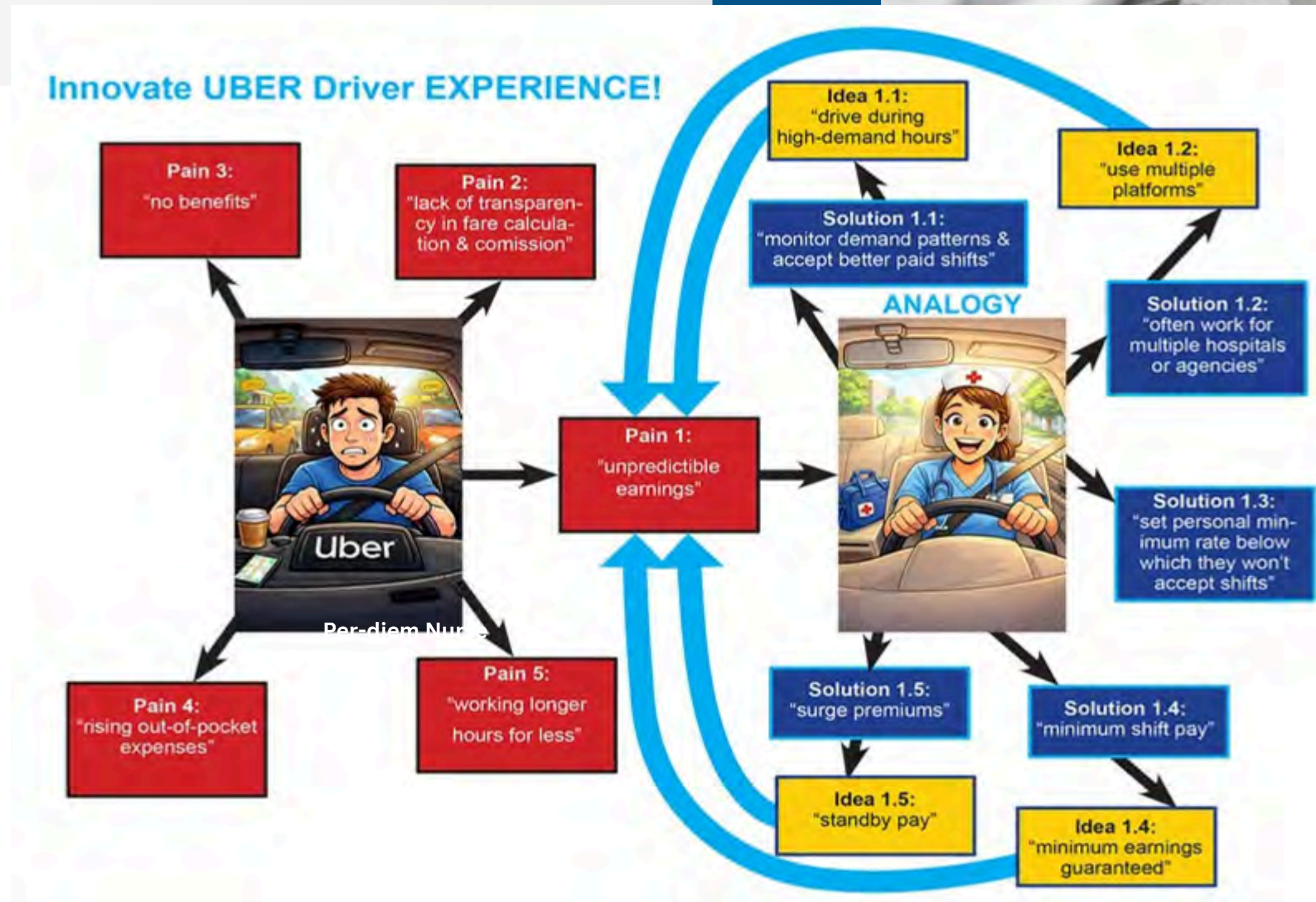
Design pay tools that support budgeting and family stability?

Rebuild trust between drivers and Uber?

Simplify compensation explanations?



ANALOGY BRAINSTORMING



BRAINSTORMING

Cluster 1

FINANCIAL CLARITY

- Net pay calculator
- Trip profitability display
- Fee breakdowns
- Hourly rate tracker

Cluster 2

PREDICTABLE INCOME

- Weekly forecasting
- Stable pay guarantee
- Smart scheduling
- Historical demand analytics



Cluster 3

STRESS RELEASE & WELLBEING

- Goal tracking
- Budget tools
- Break reminders
- Financial planning resources

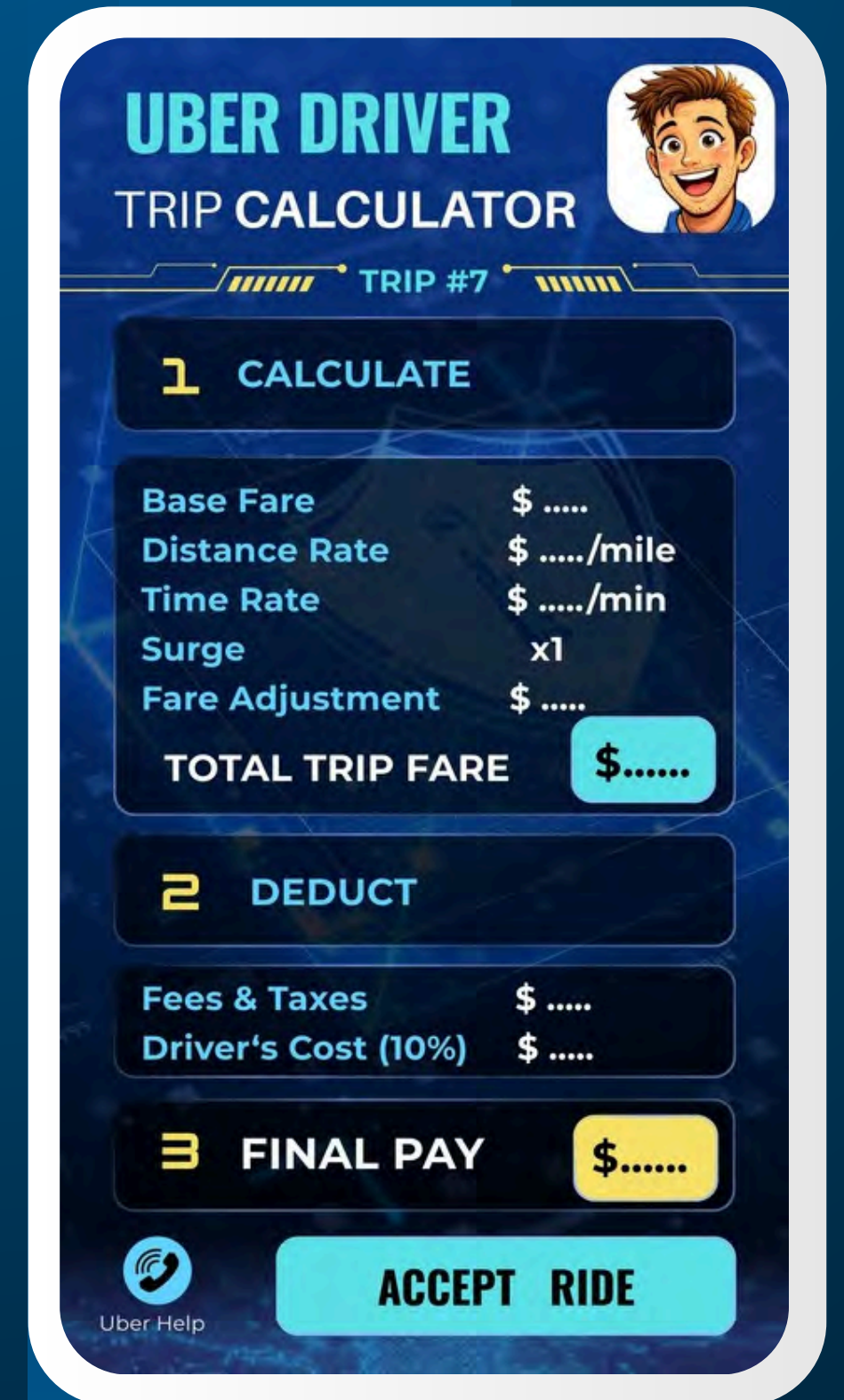
Cluster 4

COMMUNICATION & TRUST

- Plain explanations
- Transparent formulas
- Driver feedback loops
- Monthly reports

MOST PROMISING INNOVATION

- Real-time net earnings dashboard
- Weekly income forecasting tool
- Trip profitability preview before acceptance
- Stable minimum earnings guarantee
- Plain-language compensation explanations



The image shows a digital interface for an Uber Driver Trip Calculator. At the top, it says "UBER DRIVER" in large blue letters, followed by "TRIP CALCULATOR" in smaller white letters. To the right is a cartoon avatar of a smiling man with brown hair. Below this, a progress bar indicates "TRIP #7". The interface is divided into three main sections: 1. CALCULATE, 2. DEDUCT, and 3. FINAL PAY. Each section contains a list of items with their respective values. The "CALCULATE" section lists Base Fare (\$), Distance Rate (\$ /mile), Time Rate (\$ /min), Surge (x1), and Fare Adjustment (\$). The "DEDUCT" section lists Fees & Taxes (\$) and Driver's Cost (10%) (\$). The "FINAL PAY" section shows a final amount (\$.....). At the bottom, there is a "Uber Help" icon and a large blue button labeled "ACCEPT RIDE".

UBER DRIVER
TRIP CALCULATOR

TRIP #7

1 CALCULATE

Base Fare	\$
Distance Rate	\$ /mile
Time Rate	\$ /min
Surge	x1
Fare Adjustment	\$
TOTAL TRIP FARE	\$.....

2 DEDUCT

Fees & Taxes	\$
Driver's Cost (10%)	\$

3 FINAL PAY **\$.....**

Uber Help

ACCEPT RIDE

FEEDBACK CAPTURE GRID

App Prototype:
Trip Calculator

I LIKE...

- Pay transparency
- Clear separation of revenues, deductions, surge pay, and drivers' costs
- Increased sense of control
- Emotional reassurance

I WISH...

- Personalization and simplicity
- Real-time updates
- Clear hourly earnings
- Simplified or summary mode

QUESTIONS

- How accurate are the expense projections?
- Is this a tool used before ride acceptance?
- Will any of this data be shared with Uber corporate, or will it remain private to the driver?
- How much manual data entry is required?

IDEAS

- Include a profitability indicator
- Clear net \$/hour and net \$/mile displayed before acceptance
- Simple view and detailed financial view
- Weekly/monthly summaries

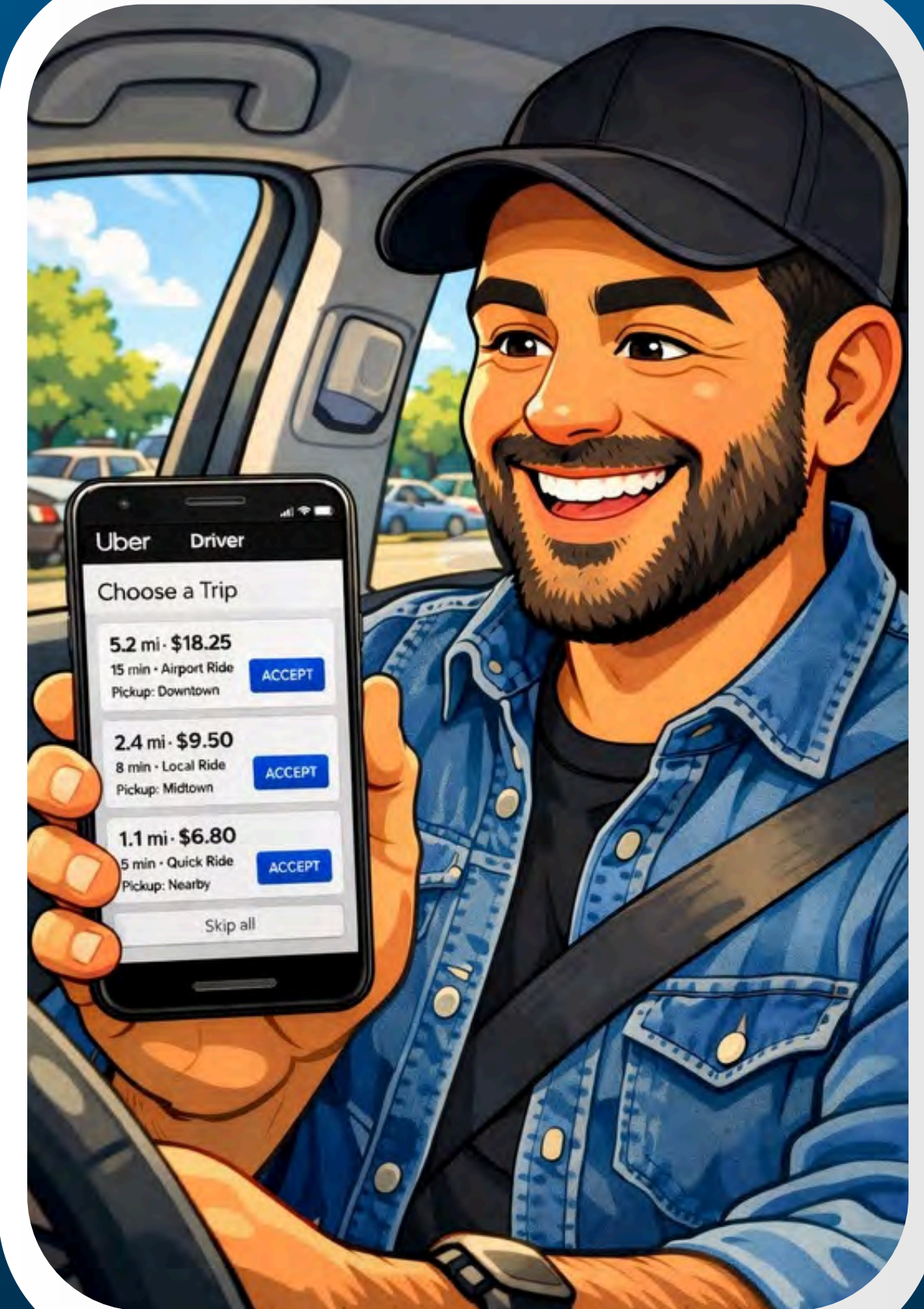
FUTURE OF THE INNOVATION

Future versions could include iterations:

- budgeting tools,
- tax estimation,
- personalized driving recommendations.

THE GOAL

Turn this Uber tool into a decision-support not just a dispatch platform.



STRATEGIES FOR ENCOURAGING INNOVATION

- Driver co-creation
- Ongoing feedback loops
- Transparent communication updates

IMPROVING

- transparency
- predictability
- communication

INCREASING

- trust
- retention
- satisfaction

