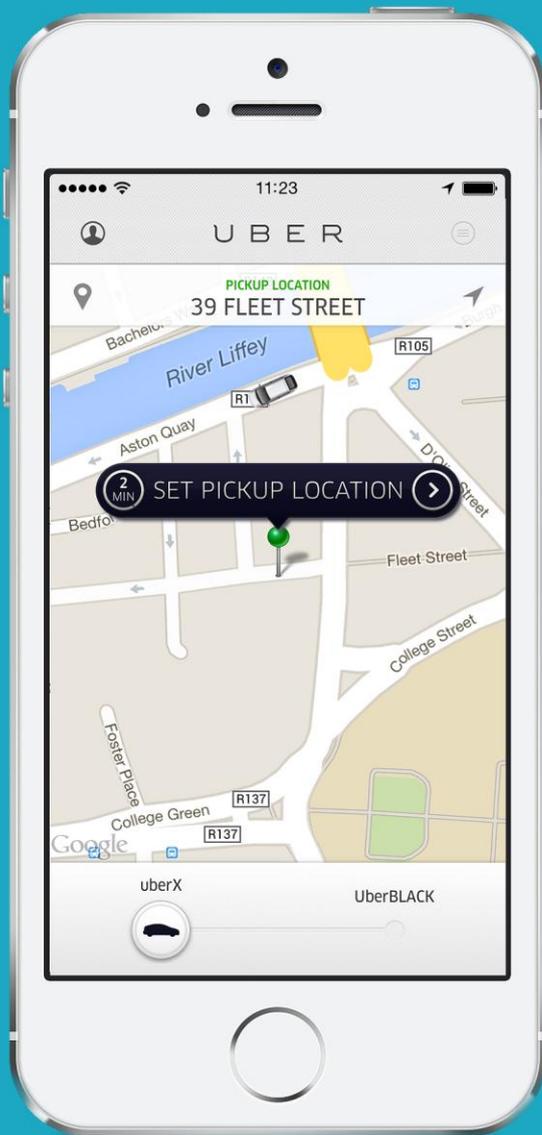


How much does an app like Uber cost?



U B E R

A Taxi Booking App

The document contains requirement analysis, detailed feature list, design & development time analysis and approximate cost by expert business analysts at OpenXcell, a leading mobile app design & development company.

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Overview of Uber application:

Uber is a Smartphone app that connects passengers to drivers with vehicles for hire. Passengers select the class of car they want to ride, the location they want to be picked up from and the location they want to be dropped. The app then alerts the user about the confirmation of the ride, the driver's name, car's number plate and the route which the driver would take and the estimated time to reach the destination. At the completion of the ride, a receipt is mailed to the customer followed by a dual rating of the customer and the driver by each other.

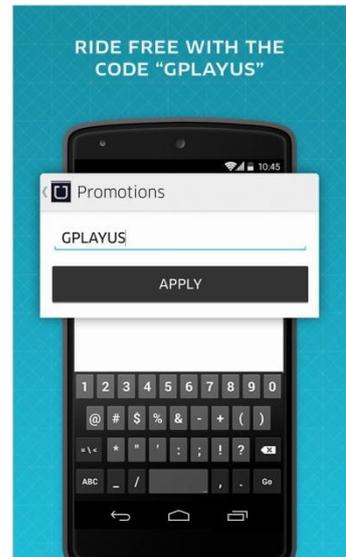
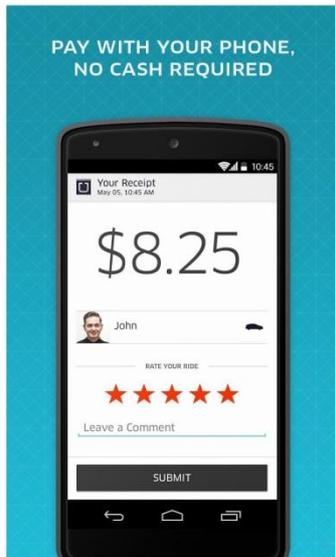
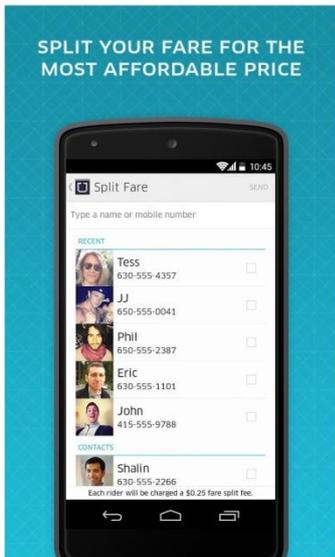
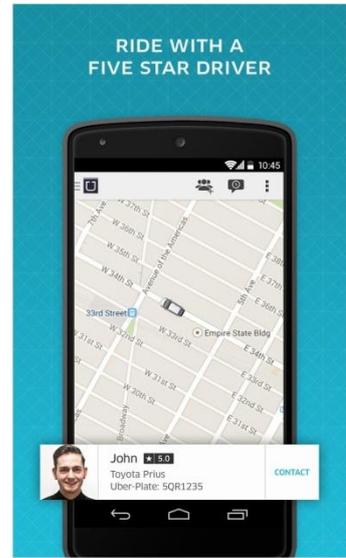
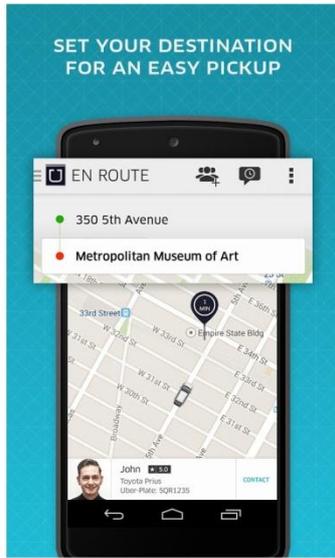
There are two sides of application here a user application and a driver application. From user application users request for the rides and from the driver application the driver who receives the notification can accept the request for users and pick them up from their location.

Uber provides five different categories of cars, depending on the city/country you're in. The slider button at the bottom can be used to switch and select your car of choice. The five categories are as follows:

- The 'Black Car' is Uber's original service which provides you with a high-end sedan with a seating space of 4, at your place.
- These are not Uber's own cars but taxis that have an agreement with Uber. They are no way different from the taxi you would get on the road, except that you can pay them through the app.
- This is Uber- economy class. It sends any common car with room for four people for your commute.
- As the name tells you, this service sends an SUV. With seating space for 6 people, it comes at a higher cost than the Black Car.
- LUX stands for Luxury. You can choose this service for a high end luxury car accommodating 4 people, at your place.

One of the better things about Uber is; the payments and driver hiring is personally taken care by the company and the drivers do not have a say. The drivers must have a driving and a commercial license to apply to Uber while the company also puts in police verification stages to reassure safety.

App Screenshots



Domain

Features for Users Application:

- **Sign up/Login:** User needs to sign up using their email id and give their brief information like name and phone number. In U.S. and Canada the users phone number is verified by Uber.
- **Link Payment options:** At the time of sign up users will need to add their payment options and there are several provided by Uber like Credit card, Google pay, PayPal, etc. It all depends on the country which the user is residing.
- **Map View:** The map view brings the current location of the user on map for setting up the pickup location.
- **Bottom Car Menu:** Several options of choosing the car is shown in this menu. Different types of Uber cars will be listed here and based on the user's selection of car those cars will be shown on map and one can also view the live tracking of cars in our surrounding areas.
- **Pick up location:** Users can set their pick up location using the mobile's GPS or can also set their pick up location if it is different from their current location using the pin of the
- **Drop off location:** User if wants to can enter the drop off location as well but this is not mandatory to call the cab using Uber.
- **Fare Quote:** Fare quote gives an estimated quote of the whole ride depending upon the type of ride chosen, pick up and drop off location it will give estimated quote.
- **Promo Code:** If user has any promo code they can use it here and if the promo code is correct the users will get wavier on their ride and they will not have to pay that particular amount.
- **Select Payment:** Users can change the payment method if they need to switch from credit card to Google pay or PayPal etc they can use this option.
- **Uber Pool:** With UberPool, users can share a ride—and split the cost—with another person who just happens to be requesting a ride along a similar route, saving up to 50% off your regular Uber ride.

When users request uberPOOL, they'll be asked to enter the intended destination for their ride. Uber will attempt to match user with a rider heading along a similar route, and connect both with a driver to share the trip.

If for any reason there isn't a match made and user ends up riding solo, user trip will be the same as a regular U/ber trip.

- **Split Fare:** Users can split the fare among their friends. They have to select the option of split fare all the phone contacts will be displayed and user has to choose with whom they have to split the fare.

Everyone who is selected to split the fare will get a message on their phone. All they need to do is open up the Uber app (or sign up if they haven't already) and confirm to split the fare.

Fares are split equally between riders, and there is a \$0.25 fare split fee for each participant.

- **Share My ETA:** Users can share their ETA (Estimated time of arrival) with their friends using this option. Users need to select the option of share my ETA and then enter the destination and then they can share the ETA with their friends.
- **Contact Driver:** After the ride is confirmed by user they can view the driver who is coming to pick them up. There will be name of the driver his car information etc. users can contact the driver from here in case of any confirmation needed for the ride.
- **Cancel Trip:** Users can any time cancel their trip using the option of cancel trip. A cancellation fee will be charged to them for using this option.
- **Rate drive & Feedback:** After the ride is over users will get an option to rate the ride and also leave a feedback for the ride and driver. Users need to rate anyway between 1 to 5 stars and also can leave a feedback for the same.
- **Profile:** User can manage their profile from here. They can change their contact information, payment information, promo code, etc from this page.
- **Payment:** Users can change their default payment method from this option. If they want to switch from credit card to any other payment method permanently they can change it from here and can add another payment method of their choice.
- **Promotion:** Any promotions and promo code related to user will be managed from here.
- **Share:** Users can share their ride experience to various social media platforms from here.
- **Support:** Support related to uber will be shown on this page.
- **About:** About the uber company will be listed here.

Features for Drivers Application:

- **Sign up/Login:** Driver needs to sign up using their email id and give their brief information like name and phone number. Using their credentials drivers can login from here.
- **Driver's Profile:** Drivers can update their information from here related to name, contact number, car type, car information etc.
- **Request Trip:** This module will help drivers to request trip whenever they are available to take one. It will check if any users are requesting any trip at that moment surrounding their area, if yes then a notification will pop up requesting the drivers to accept the drive.
- **Accepting an order:** Drivers will need to accept the trip within 15 seconds otherwise it will go to some other driver.
- **Navigate to destination:** After drivers accept the order they will get a route to navigate to the destination of the user. Drivers will need to press the arriving now button to inform the riders that they have reached the requested place to pick them up.
- **Order completion:** After reaching the destination drivers will have to verify the users and if they both agree for the drive, the driver will have to press Begin Trip button and time and fare of the trip will be calculated after this event only.
- **Order Cancellation with reasons:** Driver can cancel the trip after accepting it. Driver will need to select one of the various but viable reasons shown on the screen in order to cancel the trip.
- **Fare Review Module with several options:** Once the trip comes to an end driver will get to know the fare related to the trip, if driver feels that it needs to be reviewed they will need to select one option why the fare needs to be reviewed.
- **Rate rider:** Drivers need to then give ratings from 1 to 5 to the riders based on the experience of the ride.
- **Support:** Support related to Driver can be done from this page.
- **Payment receiving integration:** Driver will have to integrate their account here where they will receive the payment every week. Payment gets automatically credited to driver's account on every Monday 4 am.

Assumptions:

- No Real Time Chat
- No messages through application

How does Uber give notification to rider for the nearest driver?

- **How drivers and riders are matched:** Every time when a rider uses the application to call a cab, Uber captures the current location of requester using GPS (Global positioning system) of the Smartphone. After capturing current location of user and giving information of the same to application server same procedure will be repeated for the driver. Rider's captured location then will be used as a reference and using same algorithm the application will search for the drivers which are nearby that location.

Then driver who was found nearby to the rider's location will get the notification and driver will have a 15 seconds window to accept the request of the rider.

Critical functionalities

- Constantly letting the device to fetch riders and drivers current location with the help of GPS.
- The UI and animation with integration with maps and showing the cars in map.
- Taking care of real time movement of the cars which are nearby and once user changes a type of car it shows different cars on the map.
- Sending request to the nearest driver from the users location. Algorithm to calculate the distance is the key.

Challenges for Development

Fetch Location: Integrating the constant use of fetching user's location functionality while keeping the battery consumption to its minimal.

Solution: This feature can be attained by allowing the app to fetch user's location in intervals instead of constantly fetching, as applying this solution will reduce the battery consumption and the application will be more fruitful for the end users.

Map integration: Making the UI and animation effects smoother without affecting the flow and interaction of the user with application.

Solution: We have the most experienced team which can integrate this feature with maps and showing the smooth movement of cars on maps without any interruption.

Showing real time cars and ETA: Real time movement of cars is very critical. Uber shows the cars moving and gives the ETA (Estimated time of arrival) of the driver to users based on several issues like traffic, speed of car, etc.

Solution: This feature can be achieved by tracking the cars using their GPS location and integrating the same on Google maps. Similarly using the Google maps technology we can get the fastest direction to reach the rider location and based on that ETA can be calculated.

Calculating Fare: Uber uses a very tricky formula to calculate fares. It does not have a definite rule to calculate fares it calculates fares based on the real time circumstances.

Solution: Since there is no strict formula to calculate the fares of ride it all depends on the other factors like traffic, speed of the car, any delay caused due to external issues, etc. We will keep a certain formula like it will take X amount of money to travel Y distance. And other than that if car is running lower than a Z speed per km then price will get higher compared to the time where car was travelling at normal speed. If car is stuck in traffic and not moving at all then some amount will be getting added to the cost of ride as it must be due to heavy traffic or an external calamity like accident, etc.

Surge Pricing: New feature included by Uber recently, to calculate fare based on the demand of drives on special days or special hours.

Solution: Surge pricing doubles, triples the fare of rides depending on the demand by riders and limited availability of drivers. We can do this by constantly checking the demand and supply of users and drivers respectively based on the constant requests done by users. If users are requesting drives but drivers are not available as they are already riding with passengers on these types of occasions Surge pricing comes into picture. Prices will get increased by few folds on these periods of time. This happens mostly on Christmas Eve, New Years Eve, Halloween or other festival times depending upon the country and the festivals celebrated there.

Uber pool and Split fare: Another new feature by Uber to help users to car pool and share their fares.

Solution: This functionality can be achieved by checking if more than one user is willing to go to the same destination, we can match these types of users and connect both the users with a same driver in order to share the trip. And at the same time the fare will be split between the two riders and both will be charged the equal amount of fare.

Review and ratings of drivers: Review and ratings are very important for the drivers as based on this driver can even lose their license.

Solution: Calculating the review and ratings of drivers is very important and critical. We will calculate drivers rating based on various factors like at what time of the day driver was rated as if it is the night time and rider is drunk and gave bad rating to drivers than this factor is not taken into account. Similarly if driver is constantly getting good ratings and there are few bad ratings here and there then the average is taken into account and based on few bad reviews the driver cannot lose their license. Below are the factors we will keep in mind while calculating driver's ratings:

- Overall rating
- Surge rating
- Non-surge rating
- Acceptance rate
- Cancellation rate
- Fare reviews per trip
- Total 1-star ratings
- Total 5-star ratings

Approx. Timeline for User application Development

Feature	iOS (Days)	Android (Days)	Web services (Days)
UI Design	10	10	-
UI Integration	10	10	-
Sign up/Login	3	3	2.5
Link payment methods(Credit card, Google pay, PayPal)	7.5	7.5	5
Map View	12.5	12.5	10
Bottom Car Menu	2.5	2.5	2.5
Pick up location	2.5	2.5	2.5
Drop off location	2.5	2.5	2.5
Fare Quote	2.5	2.5	2.5
Promo Code	1.5	1.5	2.5
Select Payment	1.5	1.5	2.5
Uber Pool	5	5	2.5
Split Fare	2.5	2.5	2.5
Share My ETA	1.5	1.5	-
Contact Driver/Driver profile	2	2	5
Cancel Trip	1.5	1.5	2.5
Rate drive & Feedback	2.5	2.5	2.5
Profile	2.5	2.5	5
Payment	1.5	1.5	2.5
Promotion	2.5	2.5	2.5
Share, Support, About	2.5	2.5	-
Notifications	2.5	2.5	5
Total	82.5	82.5	62.5

Approx. Timeline for Driver application Development

Feature	iOS(Days)	Android(Days)	Web services (Days)
UI Design	10	10	-
UI Integration	10	10	-
Sign up/Login	2.5	2.5	2.5
Map View	15	15	10
Request Trip	2.5	2.5	5
Orders monitoring	2.5	2.5	5
Accepting an order	2.5	2.5	2.5
Navigate to destination	2.5	2.5	5
Order completion	2.5	2.5	5
Order Cancelation with reasons	2.5	2.5	2.5
Fare Review Module with options	2.5	2.5	2.5
Rate drive & Feedback	2.5	2.5	2.5
Interaction with supervisor/Support	2.5	2.5	2.5
Payment receiving integration	2.5	2.5	5
Profile	2.5	2.5	2.5
Notifications	2.5	2.5	2.5
Total	67.5	67.5	55

Approx. Timeline for CMS

Feature	CMS (Days)
User Management	5
Driver Management	5
Request Management	2.5
Driver Rating	2.5
Basic Analysis like, Total users, Total Driver, Users register in 24 hours	2.5
Total	17.5

Approx. Price for Development of User and Driver App

Price to develop a similar app like Uber for users and driver on iOS platform is approximate **\$24,000 (Twenty Four Thousand)**.

Price to develop a similar app like Uber for user and driver on Android platform is approximate **\$24,000 (Twenty Four Thousand)**.

Price of web services and CMS to develop a similar app like Uber for user and driver is approximate **\$21,600 (Twenty One Thousand Six Hundred)**.

Total price to develop a similar app like Uber with all the recently updated functionalities as mentioned above on both iOS & Android platforms including the web services is approximate **\$69,600 (Sixty Nine Thousand Six Hundred)** and the total delivery time would be around **5 to 6 Months**.

Note: The price is calculated on the basis of 5 days a week, 8 hours a day and \$20 per hour.

Limitation of Research

This information is the result of a thorough research conducted by the skilled developers of OpenXcell Technolabs. OpenXcell Technolabs has developed more than 500 apps till date. At OpenXcell we always follow the best practices of iOS & Android suggested by Apple & Google respectively. Hence, our years of experience have helped us to come up with this information that is solely based on our views, knowledge and research process. The Price shared in the document does not include any optimization & maintenance cost which Uber procured after launch. It is just an initial cost to develop a similar app like Uber having the same functionalities.

About Us:

OpenXcell is focused on providing its clients with best value for investments in internet technologies and mobile marketing, mobile application development and high-end multi-media applications. OpenXcell remains on top of every technological advances and best practices in its focused area to help clients reach their business objectives in most cost-effective and comprehensive manner.

Our core values represent the beliefs and the principles that we follow for the up-gradation of our services in terms of managing and exceeding our client's expectations. Our core values help us focus on shaping the company's character and thereby regulate the firm's day to day behavior. Our enforced moral values and principles assist us in taking decisions, prioritize the business processes and thereby help in creating maximum value for our clients

Contact Us:

OpenXcell Technolabs Pvt. Ltd. – India

202-203, Baleshwar Avenue, S.G Highway, Ahmedabad, Gujarat, India.

+91-999-822-2929

sales@openxcell.com

OpenXcell Inc. – California, United States

745 San Bernardo Avenue, Sunnyvale, CA 94087.

+1-888-777-4629

sales@openxcell.com

OpenXcell Inc. – New York, United States

Woodbine Drive, Hicksville, NY 11801.

+1-888-777-4629

sales@openxcell.com

OpenXcell – Australia

38 Cove view Drive, Portlincoln, South Australia.

+91-79-65445101

sales@openxcell.com