

Anel Solares

CMM 343 Assignment Four

<p>FADE UP FROM BLACK TO: SLOW ZOOM PERSON WAITING ON STREET CORNER</p> <p>CUT TO: CS PERSON ORDERING AN UBER ON THEIR PHONE CUT TO: UBER CAR ARRIVING TO STREET CORNER CUT TO: PERSON ENTERING UBER CAR</p> <p>CUT TO: (TIME LAPSE) WS UBER CARS DRIVING AROUND THE CITY</p> <p>CUT TO: (MONTAGE) RIDERS ENTERING UBER</p> <p>CUT TO: RIDER OPENING CAR DOOR</p> <p>CUT TO: SOUNDBITE, DRIVER TURNING HEAD TO BACKSEAT CUT TO: CS DRIVER'S PHONE SHOWING RIDERS PROFILE CUT TO: SOUNDBITE, RIDER SMILING, ENTERING UBER CAR</p>	<p>1</p> <p>(MUSIC LOW UNDERNEATH)</p> <p>(PHONE ALERT SFX)</p> <p>SINCE 2010, UBER HAS PROVIDED A RELIABLE WAY TO GET TO YOUR DESTINATION ON TIME.</p> <p>OVER THE YEARS, OUR COMPANY HAS GIVEN MORE THAN 47 MILLION TRIPS SINCE WE BEGAN.</p> <p>IN FACT, AN ESTIMATED 150 MILLION MONTHLY ACTIVE USERS USE OUR APP EVERY SINGLE DAY.</p> <p>(SOUNDBITE AT :17)</p> <p>IN: HEY, UBER FOR JASON?</p> <p>OUT: HI YUP THAT'S ME.</p> <p>TIME: 4 SECONDS</p>
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CUT TO: SUPER, ANIMATION OF SPINNING GLOBE SHOWING RED DOTS OF EVERY UBER

CUT TO: CS DRIVER'S PHONE CONFIRMING RIDER IS IN CAR
CUT TO: MS UBER CAR DRIVING OFF

CUT TO: CS RIDER LOOKING AT DRIVERS UBER PROFILE ON PHONE

RIGHT WIPE TO: SUPER, PHONE GRAPHICS SHOWING THE SCREENING ON UBER APP

CUT TO: SUPER, MORE GRAPHICS OF UBER CAR MODEL

UBER ALSO OPERATES IN 65 COUNTRIES AND OVER 900 CITIES WORLDWIDE.

THAT'S A LOT OF PEOPLE!

TO ENSURE BOTH THE DRIVER AND RIDERS SAFETY, WE'VE BUILT IN NUMEROUS GUIDELINES.

TO BECOME A DRIVER, PEOPLE MUST CLEAR A MULTI-STEP SCREENING PROCEDURE.

UBER DOES A THOROUGH BACKGROUND CHECK ON THINGS LIKE DRIVERS' HISTORY AND CRIMINAL RECORDS.

THE MAKE AND MODEL OF A DRIVER'S VEHICLE MUST ALSO MEET RIDESHARE REGULATIONS.

LEFT WIPE TO: DRIVER AND RIDER TALKING IN THE UBER CAR

ALL OF THIS IS TO ENSURE YOUR DRIVER IS THE RIGHT FIT FOR YOU.

CUT TO: MAN SHRUGGING HIS SHOULDERS IN CONFUSION

STILL NOT CONVINCED TO RIDE WITH UBER?

CUT TO: SUPER, PHONE GRAPHICS SHOWING GPS ON UBER APP

ALL RIDES ON OUR PLATFORM ARE GPS TRACKED.

CUT TO: SUPER, PHONE GRAPHICS SHOWING CONTACTS FEATURE

SHARE YOUR RIDE WITH OUR TRUSTED CONTACTS FEATURE TO SHOW YOUR TRIP STATUS TO FRIENDS AND FAMILY.

CUT TO: SUPPORT TEAM IN OFFICE SPACE ANSWERING CALLS

OUR 24-7 SUPPORT TEAM AND EMERGENCY CALL BUTTON ARE AT A FINGERTIPS TOUCH IN THE APP'S SAFTEY TOOLKIT.

CUT TO: SUPER, PHONE GRAPHICS SHOWING SAFETY FEATURE

CUT TO: RIDER LEAVING UBER CAR
CUT TO: CS DRIVER COMPLETEING TRIP ON PHONE

AS FOR OUR DRIVERS, WE ALSO TAKE THEIR SAFETY SERIOUSLY.

CUT TO: (MONTAGE) CS MULTIPLE DRIVERS SMILING AT CAMERA

CUT TO: MS RIDER ON STREET CORNER CALLING DRIVER
CUT TO: CS DRIVER PICKING UP THE PHONE CALL

CUT TO: CS ON PHONE, DRIVING FILLING OUT REVIEW

CUT TO: CS FEMALE DRIVER INSIDE CAR, TURNING AROUND
CUT TO: REVEALS FEMALE RIDER OPENING THE DOOR AND WAVING HELLO

CUT TO: FEMALE RIDER LOOKING OUT WINDOW TO A DARK NIGHT
CUT TO: FEMALE DRIVER DRIVING AND TALKING TO RIDER

AS OF 2024, 5 POINT 4 MILLION DRIVERS ARE WORKING WITH UBER.

ALONG WITH SIMILAR SAFETY FEATURES, THEIR PHONE NUMBER STAYS ANONYMOUS FOR EVERY RIDE.

UBER ALSO HAS A TWO-WAY RATING SYSTEM THAT LETS DRIVERS GIVE THEIR FEEDBACK ON TRIPS.

FOR OUR FEMALE DRIVERS, UBER HAS CREATED THE FEATURE TO LET THEM SELECT THE OPTION TO ONLY ACCEPT FEMALE RIDERS.

IN OUR DRIVING CHANGE INITIATIVE, WE MAKES IT CLEAR THAT UBER STANDS AGAINST GENDER BASED VIOLENCE.

CUT TO: CAR GETS TO DESTINATION
CUT TO: FEMALE RIDER EXITING CAR
AND WAVING GOODBYE

CUT TO: DRIVER INSIDE CAR, PUTTING
ON FACE MASK

LEFT WIPE TO: SUPER, GRAPHIC OF
REQUEST BUTTON ON APP

CUT TO: SUPER, GRAPHICS OF BAR
GRAPH DATA

CUT TO: DRIVER AND RIDER
ENJOYING CONVERSATION IN CAR

OUR AIM IS TO NOT ONLY GIVE
TRANSPORTATION BUT PROVIDE
RESOURCES ON EDUCATION AND
SAFETY FOR EVERYONE.

THIS IS ONE REASON WHY UBER'S
LAW ENFORCEMENT AND PUBLIC
HEALTH GUIDELINES WERE CREATED.

DRIVERS AND RIDERS CAN SUBMIT
REQUESTS IN AN EMERGENCY.

ON TOP OF THAT, EACH UBER TRIP
GENERATES DATA THAT HELPS TO
ENSURE EVERYTHING RUNS
SMOOTHLY.

WHY DOES ANY OF THIS MATTER?

UBER RECOGNIZES THAT OUR USERS
ARE NOT ONLY DRIVERS AND RIDERS,
BUT PEOPLE TOO.

CUT TO: WS OF UBER HEADQUARTERS

WE'LL BE HONEST.

CUT TO: MS UBER CORPERATE
WORKER WORKING ON COMPUTER

WE'VE MADE MISTAKES AND PUT OUR
BEST FOOT FORWARD TO FIX THEM.

CUT TO: MS CALL CENTER IN UBER
HEADQUARTERS
CUT TO: CS UBER WORKER
ANSWERING CALL AND TALKING

WE WANT THE COMMUNITIES THAT
WE AFFECT TO HOLD US
ACCOUNTABLE AND ALERT US NO
MATTER THE ISSUE.

CUT TO: MS TEAM OF CORPERATE
WORKERS TALKING IN GROUP
DISCUSSION

WE LISTEN TO YOUR FEEDBACK AND
MAKE ADJUSTMENTS WITH YOUR
ADVICE AT THE FOREFRONT.

CUT TO: CS WORKER WRITING DOWN
IDEAS ON NOTEPAD
CUT TO: MS WORKER NODDING AT
COWORKER, SMILING

WE'RE COMMITTED TO EARNING YOUR
TRUST, AS WE VALUE AND RESPECT
THE LIVES OF EVERY INDIVIDUAL
THAT USES UBER.

CUT TO: (MONTAGE) CS PERSON
BLOWING OUT BIRTHDAY CANDLES
CUT TO: CS CHILDREN PLAYING ON
MONKEY BARS
CUT TO: MS FAMILY LAUGHING

HERE AT UBER, WE WANT TO MAKE
SURE WE'RE THERE FOR YOU FOR
THOSE SPECIAL MOMENTS.

CUT TO: WS UBER CAR ARRIVING AT AIRPORT
CUT TO: RIDER GIVING FRIEND HUG OUTSIDE, UBER CAR IN BACKGROUND

CUT TO: CS FOCUS SAME UBER DRIVER SMILING AT HUGGING FRIENDS

CUT TO: MS CAR DRIVING AWAY
CUT TO: CS UBER DRIVER PLAYING WITH FAMILY KEYCHAIN

CUT TO: UBER DRIVER ARRIVING HOME TO FAMILY
CUT TO: UBER DRIVER ENTERING HOUSE AND JUMPING INTO DAUGHTER'S ARMS

DISSOLVE TO: SUPER, UBER WEBSITE STILL

CUT TO: SUPER, UBER LOGO FROM APP STORE

SLOW FADE TO BLACK

WHETHER IT'S A RIDE TO THE AIRPORT, OR A CHANCE TO SEE AN OLD FRIEND, WE KNOW HOW MUCH YOUR TRIPS MATTER TO YOU.

NOT ONLY FOR RIDERS, BUT DRIVERS AS WELL.

BECAUSE IT'S NOT JUST A RIDE, BUT THE PEOPLE YOU MEET ALONG THE WAY.

AND THE PEOPLE YOU MAKE IT TO AT THE END OF THE DAY.

TO LEARN MORE ABOUT OUR FEATURES, REGULATIONS, AND COMPANY VISIT [UBER DOT COM](http://UBER.DOT.COM) SLASH SAFETY.

OR DOWNLOAD THE APP TO EXPERIENCE UBER IN PERSON.

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