



Daffodil International University
Department of Software Engineering
 Faculty of Science & Information Technology
 Midterm Examination, Fall 2026

Course Code: SE 442/ SWE 412, Course Title: Management Information System

Level: 4 Term: 2 Section: A, B, C, D, E, F, G, H, I, J, K, L, M

Instructor: IM, AF, MMN, RRB, MH

Duration: 1:30 Hrs

Marks: 25

Uber

Uber is one of the world's leading technology-driven mobility platforms, connecting people with convenient transportation and delivery services. Founded in 2009, Uber has transformed how people travel, order food, and access on-demand services. Its platform allows users to book rides, track drivers in real time, make digital payments, and share trip details through a smartphone application. Passengers benefit from convenient transportation options, upfront fare estimates, and driver ratings, while drivers can access earning opportunities by providing rides through the platform. Beyond transportation, Uber offers Uber Eats, enabling customers to order meals from restaurants and have them delivered to their doorsteps. Restaurants benefit from increased customer reach, while delivery partners earn by completing orders. Uber also provides business travel and transportation management solutions for organizations. Its technology uses GPS, data analytics, route optimization, and dynamic pricing to connect customers with nearby drivers and delivery partners efficiently. Uber's business model generates revenue primarily through service fees and commissions from completed rides and deliveries. By connecting passengers, drivers, restaurants, and delivery partners through a single digital platform, Uber has created a large on-demand service ecosystem. Whether someone needs a ride to work, a convenient meal delivery, or flexible earning opportunities, Uber provides technology-based solutions designed to make everyday transportation and delivery more accessible.

Please answer the following:

1.	Illustrate an ERRC Grid for Uber app.	Marks – [5]	CLO 1 Level 3
2.	Construct the Business Model Canvas for Uber.	Marks – [5]	
3.	Layout a Digital Dashboard (Bar, Line, Waterfall, Treemap, Funnel, Gauge) with the relevant data from Uber.	Marks – [5]	CLO 2 Level 4
4.	Illustrate a Decision Matrix to improve the logo of Uber for five directors.	Marks – [5]	

5. Analyze the usability of the Uber app using the System Usability Scale.

Marks – [5]

Response scale (5-point Likert scale):

Score	Response
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

Please indicate how much you agree or disagree with each statement based on your experience using the Uber app.

1. I think that I would like to use the Uber app frequently.
2. I found the Uber app unnecessarily complex.
3. I thought the Uber app was easy to use.
4. I think that I would need the support of a technical person to be able to use the Uber app.
5. I found the various functions of the Uber app were well integrated.
6. I thought there was too much inconsistency in the Uber app.
7. I would imagine that most people would learn to use the Uber app very quickly.
8. I found the Uber app very cumbersome to use.
9. I felt very confident using the Uber app.
10. I needed to learn a lot of things before I could get going with the Uber app.