

Uber Clean Case Write Up
Alex Lockett
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Professor Kelly Haws
Vanderbilt University

The primary market that Uber Clean should target is men and women ages 30-65 who are either still involved in their corporate professional lives or they are newly retired. They are married and have children, or they are empty nesters depending on how old they are. They live in a big city, most likely in the south, and are homeowners. Some of their pain points follow the same trend of having a busy schedule and unexpected or last-minute travel or meetings/appointments. This customer wants some extra support with the daily tasks because it is coinvent. He or she would rather pay the extra money for a service than risk being overbooked or overwhelmed. They juggle with their everyday life due to being someone who is always on the go. It can be exhausting, but it is also what motivates them and feeds their ambition and “on the go” lifestyle. Their disposable income allows them to take this pain point of having a busy schedule and needing extra support for this extra task of laundry/dry cleaning. They also use their disposable income on materials and purchase items that they want to add to a specific collection. They are motivated by working hard and climbing the corporate ladder if they are still employed. They love taking family trips and being able to enjoy the company of their spouse, family, and friends, when they have the free time. They get most of their digital media from Facebook and Instagram as they are not on some of the other platforms such as TikTok or X.

The customer usually hears about Uber Clean through word-of-mouth from trusted friends and family, then confirm its credibility by checking reviews and comparing it with nearby competitors. Once convinced, they download the app and decide to try the service by scheduling a clothing pickup, saving them the trip they would have otherwise made. Relieved and satisfied with the convenience, they leave a positive review and begin exploring additional options, such as different price points for faster service. Over time, they recommend Uber Clean to friends, family, and coworkers, while also scheduling repeat services themselves. This not only reinforces their loyalty but also contributes to brand growth as others with similar disposable income and lifestyles are encouraged to try the service.

Features of Uber Clean should prioritize a three tiered pricing option for customers which would be for example: “Default/Standard”, “Fast/Upgraded”, and “Faster/Premium”. Similar to a company such as Fedex, providing the option for customers to pay extra if they need to pick up an order last minute and they need the cleaning service done in a short amount of time. Uber Clean should utilize there stand-alone app in order to differentiate and emphasize the services provided for this target customer. If the app was stand-alone it would allow for that specific brand extension to shine, due to offering something fairly different when it comes to what product (laundry) they are focusing on. Customers will see this service more clearly and it will not be too confusing to locate. If Uber Clean was in the Uber app or Uber Eats app, it could be overwhelming and possibly lose protentional revenue if it is not noticeable to customers who do have the other Uber apps. Also, in that case of having it all in one app, it may not target the right market efficiently.

Analysis:

I used AI (ChatGPT), to turn my words in the customer journey map that I created into a well worded paragraph that fit into my case write up. After checking it over and making sure it

sounded like my words and provided the correct information that was in my map, I used it as an addition to my write up to answer question two in paragraph form.

