

A case study on building a mobile and admin app for taxi booking

Summary

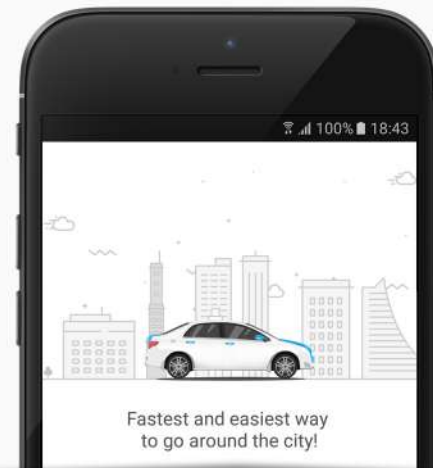
Currently, the taxi-booking industry is facing saturation, either due to single-vendor domination or aggressive competition. While the market is huge, it is largely fragmented and unorganized. There was an urgent need to provide a user-based app that would place the power of choice into the hands of the customer, which Taxi Terrain does effectively.

The Client

A contemporary taxi booking app, Taxi Terrain aims to simplify and enhance transport reservations and commutation by incorporating easy sign-up procedures, integrated automated tracking, real-time arrival status, and user-friendly booking modules.

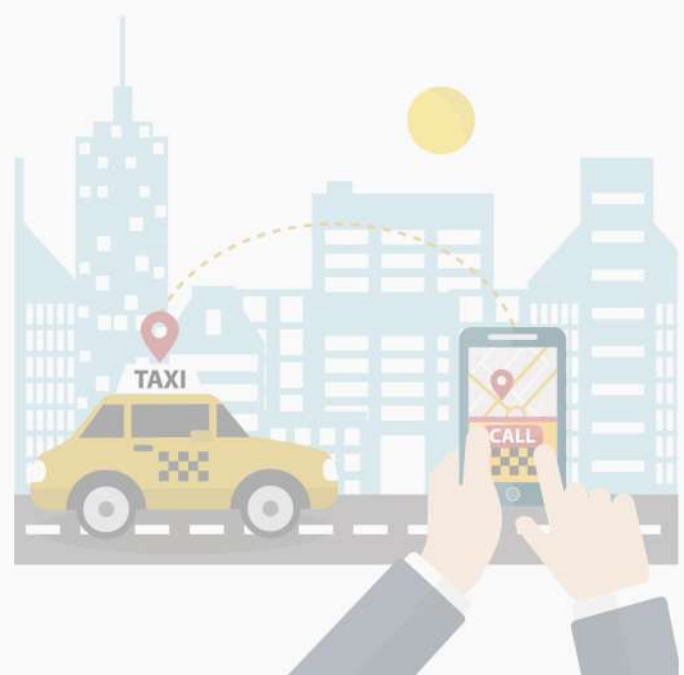
Business Requirements

- ◆ Users had to be provided with a unique selling point that focused on improved efficiency of the cab service
- ◆ With increased disposable income, people are now willing to pay more for better services
- ◆ Consumers are constantly awaiting instant and elevated services creating a shift and altering the definition of customer satisfaction
- ◆ Compatibility across all operating major systems and platforms



Highlights

- ✓ User-friendly interface with a distinctive UI/UX
- ✓ Reduced waiting time
- ✓ Hassle-free In-app payments
- ✓ Compatible across all operating major systems and platforms



Key Features

- ◆ Hassle-free signup process - Simple and user-friendly design architecture with a mandatory registered account platform, and a minimalistic approach keeping in mind the mobile nature
- ◆ GPS Tracking - Used to identify the current location, identify cabs and track their trip progress, the app also provides users with actual estimation and accurate journey tracking
- ◆ In-app Payments - A fully compliant payment gateway solution allows the users to pay for the ride from the app itself
- ◆ Transparency in the booking process - Users are clearly made aware of the rates and fare breakup even before booking their chosen rides
- ◆ Details of the ride - Customers are provided with all the ride details including the name and telephone number of the driver along with a picture
- ◆ Cancellation - Users can even cancel their bookings before the cab reaches the pickup point
- ◆ Reduced waiting time by facilitating alerts through an integrated notification system
- ◆ A complete overview of previous bookings besides allowing the user to manage favorite locations
- ◆ Customized services such as choice of cars and child-safety gear
- ◆ Unique Features - As part of the booking process some very distinctive features such as MyRides that has a detailed list of all the completed as well as upcoming rides. The app also ensures safe and hassle-free rides with the Emergency Contact security feature
- ◆ In-built multicurrency support and multi-language support
- ◆ Compatible across all operating major systems and platforms

Challenges

- ◆ All parties involved in a single booking had to share profits
- ◆ User-friendly interface with a distinctive UI/UX
- ◆ The accuracy of cab availability and guidance to best routes could not be compromised even from the beginning which means the developers did not get a chance to test the product after it went live
- ◆ Controlled testing would be the only option prior to go-to-market
- ◆ Unpermitted errors in crucial automatic fare calculation

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Our Approach

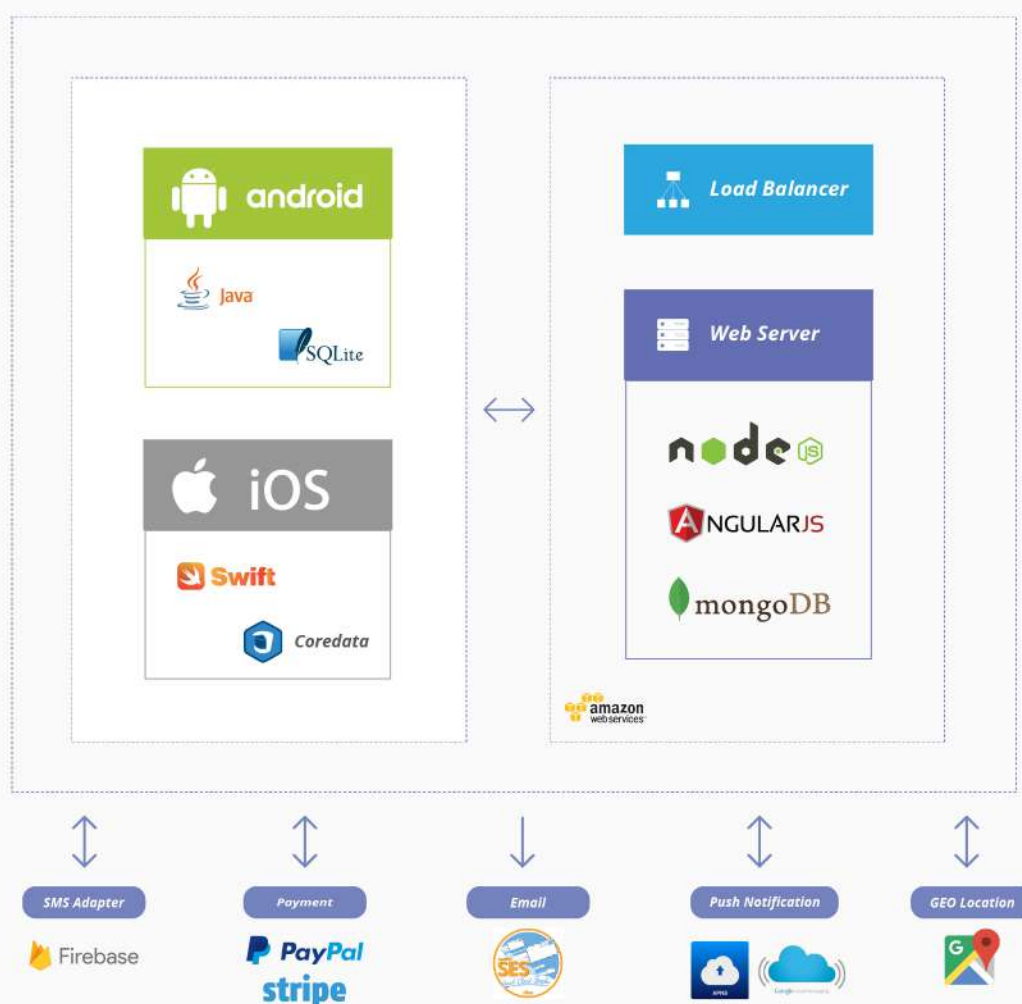
Requirement gathering : We generated a list of requirements from all the stakeholders, which formed the basis of the expectations of the business. Succinct requirement specifications along with cardinal points were recorded along with a description of the environment in which the app will function.

Analyzing Technical possibilities : A complete review of the engagement, analysis, quality of information, and other aspects was performed to examine the viability of the technology. Several pre-defined methodologies along with third-party systems' integration that would lead to behavioral changes were evaluated.

Empathetical approach : We disguised the ownership of the assignment so that the customer could place confidence and our team proffered dedication to the work, thus providing improved results.

Cloud Infra-Structure Support : We have in-house experts for supporting and maintaining the entire application that is hosted on the Cloud network for global access.

Technical Architecture



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Results

Latency became deplete with the Taxi Terrain App. Assured continuity of cab services with a user-friendly and more importantly, communicative interface matched the consumer expectations. While the benefits to drivers were undeniable, the consumers also benefited due to instant hiring without the need to budge from their berths. Cab arrival times, as well as tracking features, allowed the average customer to plan well before embarking on the journey. Hassle-free cashless transactions were facilitated without the need to worry about additional change. Thus with a drastic dip in refusal rates, the app-enabled passengers to procure the cab of their choice without any confusion.



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