Taxi Mobility

Case Study

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iBookRide

Most innovative App for Taxi Booking

iBookRide is an application for booking taxi on mobile, using the GPS facility to locate the taxi. They can book taxi with just a few taps and can even choose the vehicle type such as sedan class, business class, economy class, VIP class etc.

Industry: Taxi booking

Technology Used

Web Development : PHP 5.3.3, Mysql 5.1.8
Mobile Application : Android 2.2 and above
Design/CSS : CSS, HTML
Script Languages : JavaScript and JQuery
Browsers : Internet Explorer 8.0, Firefox,Safari, Opera, Chrome
Operating System : Windows, Linux

Client

iBookRide is headquartered at Dubai, UAE. They give utmost importance for convenience, in order to make the travel a comfortable one for their customers. Apart from taxi booking, they also provide towing and car recovery service.

Challenge

iBookRide was more interested in developing a taxi booking software which made it easy for the passengers to hail taxi without much difficulty. The company also insisted to provide a facility for the passenger to choose thetaxi model they desire. They requested for an app that does automatic calculation of the fare and pay flexibly using cash.

Solution

The iBookRide application was developed as a solution for all the requests placed by the company,

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to build a sophisticated app for taxi booking. The passengers can select the country and city to book the taxi. Pickup and drop location can be chosen on the map. Other details like number of passengers, car model (such as business, economy, SUV/Mini van, and VIP) and the like, has to be filled by the passenger. They can also mention the kilometer within which the taxi has to be located, i.e., 5 Km, 10 km etc. The passengers can also choose between the options pick now or later, by mentioning the specific time.

After providing all the necessary details, the passengers can search for the nearest cab. The taxi driver who are all available free (driver can set status as 'free', 'recess', 'service') will receive a notification request either to accept or deny the trip. Once when the driver accepts the trip, the passengers can view the approaching app using the GPS facility on the map. The distance between pick up and destination place is estimated to calculate the fare automatically. In case of waiting charges, it will be added to the fare. The passengers can pay flexibly via cash. The receipt and invoice is sent via email. They can also provide feedback about the driver by rating his performance which is useful for the company to identify the best drivers. The passengers can also use the social media share to provide feedback and opinion.

The dashboard provides insight about upcoming journey, status, transaction, assigned taxi, ongoing trip, and other statistical information. The application supports multiple language and multiple currency.

HIGHLIGHTS

Challenge:

1. Easy taxi booking
2. Choose taxi model
3. Automatic fare calculation
4. Payment via cash
5. Comfortable journey

Solution:

1. Sophisticated taxi app was developed
2. Select country/city to book taxi
3. Locate pick-up and drop location on map
4. Choose car model

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5. Search within the kilometer specified
6. Book the free taxi driver via app
7. Taxi driver accepts or declines request
8. Fare calculated automatically based on distance between pick-up and drop location
9. Waiting charges added to fare
10. Invoice and e-receipts via email
11. Pay flexibly via cash
12. Passengers can rate the driver as feedback
13. Social media share
14. Statistical information
15. Multiple language and currency support

Benefits

The key benefits upon implementation of **iBookRide**

1. The passengers could hire the taxi easily via mobile phone
2. The amenities required for the taxi can be selected
3. Business/Economy/SUV Mini van/ VIP car models for hiring
4. Use the map to locate the place of pick-up and drop
5. Automatic fare calculation based on distance
6. Quick service at the doorstep
7. Engaging driver schedules
8. 32% increased business volume
9. 99% satisfied customers

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