

UNIQUE TAXICAB MOBILE APP SOLUTION

Project Snapshots

The Client's Business Requisite

We were approached by a US client who had a unique business proposition in the form of a taxicab mobile app. They wanted us to develop an application which would work on both Android and iOS platforms, and incorporate the following functionality -

- + **Robust Cab Hiring Features:** The purpose of the app is to remove the amount of inconsistency faced by customers and cab drivers alike, and make both hiring a cab and driving a passenger an easy, pleasant task
- + **Transparent and Fool-proof:** Neither customers nor cab drivers like to bicker about money. The app was to integrate a payment platform and accurately track the amount for the cab ride, dispatch accurate receipts, ensure fair pricing, etc.

Challenges Faced

Developing the application and incorporating all the client-requested features was a tough challenge. Our developers had to ensure the app had an easy-to-use interface which could be used by both customers and cab drivers alike, while providing features useful for both. The app also had to feature map integration for best route options, automatic fare calculation, and payment gateway integration. Finally, the GPS integration within the app had to be robust enough for the customers as well as the cab drivers find each other whenever required.

The Flatworld Approach

In order to combat the project challenges, and at the same time deliver a high-quality final product, we took the following steps -

- + We used JSON (JavaScript Object Notation format) to develop the apps for both iOS and Android. The ensured superior flexibility irrespective of the platform the app ran on
- + Customers could create an account for the app, and fill a small form regarding basic details such as the time they would like to get picked up, destination, current location, etc. The application could also display the number of cabs available in the vicinity in real-time
- + In order to enhance the end-user experience, we included features such as the ability to choose the type of cab (mini/sedan/SUV), Air-conditioned or Non air-conditioned, the number of passengers etc.
- + The app could automatically calculate cab charges, display the travel duration and distance, and how far the driver was for better customer service
- + Customers could make payments via credit cards, net banking, and even in-phone wallet apps
- + Some other notable features included within the app include -
 - Ability to make multiple bookings
 - Ability to postpone or prepone journeys at anytime
 - Service and driver feedback ability
 - Cab cancelation and easy refunds
 - Targeted cab driver features such as viewing customer location, generate bills and navigation support

Project Outcome

The project was immensely successful as we were able to incorporate tons of features which worked flawlessly, within a short span of time. Not only did the app prove useful for customer and drivers alike, but also complete bill transparency, thereby ensuring unfair cab charges were a thing of the past. Cab drivers also took a liking to the app, since they were wasting less time sitting idle and more time connecting to, and driving passengers. All in all, the app proved to be a win-win situation for all parties involved, while adding transparency to the whole process.

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