

Case Study

CarFul - Ride-share App

Hong Kong, SAR 



The Project

In 2016, Amigo Social Media was contracted to design and develop a RideShare App (Google Play and IOS) for a Hong Kong based company.

Through this ride-share App people would be able to share road trips with other members who will be part of a global community. Members who offer to make their vehicles (cars, motorcycles, etc.) available will have the option of providing their passengers with various ways to make their experience memorable (WI-FI access, cell phone charger, snacks, etc.) and, in addition, they will be able to choose different travel options, such as the number of seats available, if they are pet friendly for the trip, if they are smokers (or non-smoking preferred) and the driver would post a proposed amount of money to help with fuel and toll expenses.

The Challenge

The client had no experience in designing Apps and or managing Sprints for the work load. The App had to be rolled out in 6 months and led by ASM from a creative design (branding and marketing) and technical standpoint.

A high level ideas was all the client had provided and ASM had to propose the branding, functionality, and technical solutions.

The Solution

Amigo Social Media (ASM) designed the branding (App named "CarFul"), slogan ("Friends in every road"), as well as the marketing [video](#) to be used in their two (2) test markets (Mainland China, Egypt).

For the Android App Amazon Web Services was utilized and in the back-end, PHP + Laravel were used as the Framework and for the App, Java was leveraged. Amazon Web Services were used due to their economic pay per used pricing, auto scaling and high availability.

The project was managed in Iterations which provided Agile Scrum teams to focus on the work load providing a high quality product at every monthly check point.

Conclusion

The App was delivered on time with a 100% functionality which exceeded the client's expectations in every aspect.

Credentials, and a Training manual were part of the handover. ASM was then contracted through "Managed Services" to maintain the App and updates.

Update 1/2020. The App was taken off the market due to the COVID-19 Pandemic quarantines that halted operations.