



# Case Study

## destinu

### Client Profile:

Destinu is a start-up company based out of Bogota, Colombia. They wanted to build & launch a product which will enable consumers to request private taxis/cabs on-demand. The product was initially launched in the Colombia market with potential to expand in other countries and geographies quickly.

### Tecnology Used:

iOS, Android, Amazon Web Services, Spring DAO, Hibernate, Jax-RS, Jersey, MySQL, Git, Xcode - 2 & IntelliJ.

### Business Situation:

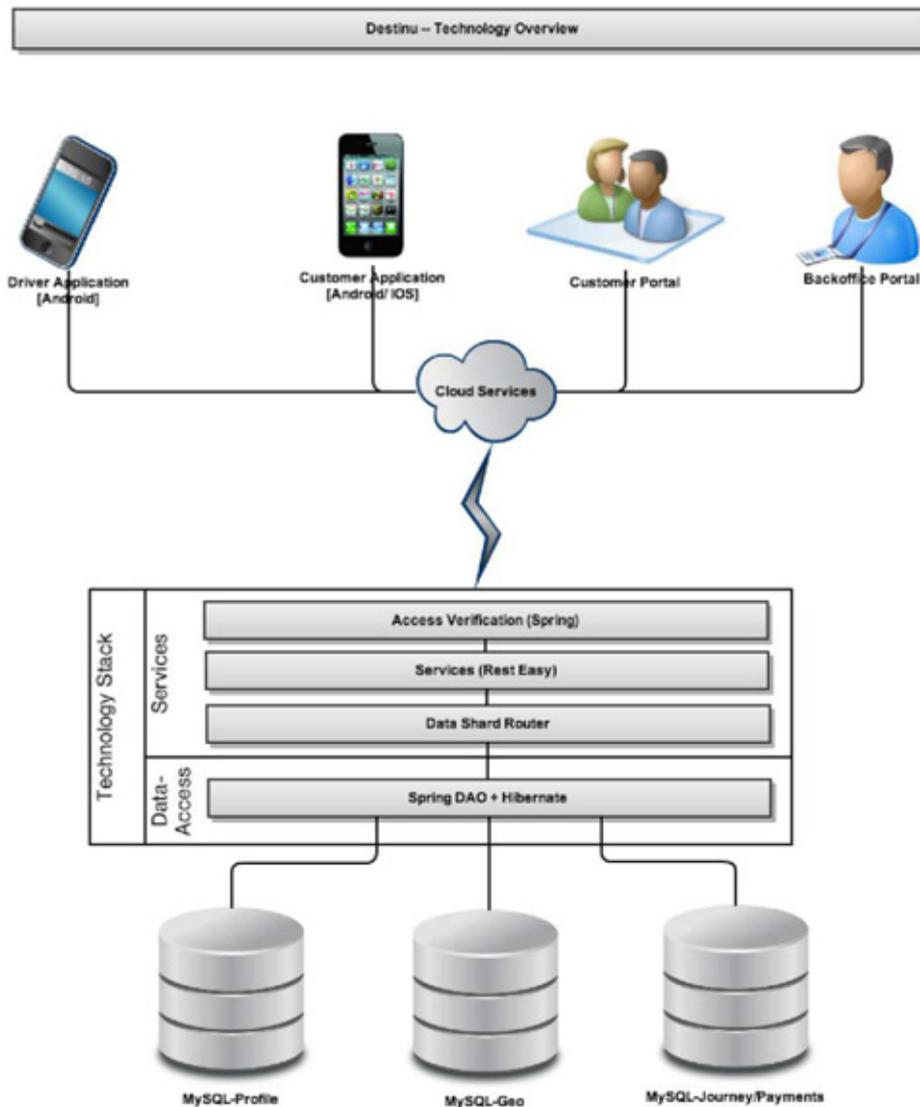
Destinu had a very well designed concept for cab seekers to access taxis at their Beck and call. The challenge was to deploy the concept into a real time application. They wanted a mobile application, which would run on all versions of the iPhone and Android platforms. To handle the back end operations they want a website to be built.

### Solution Approach:

From the customer's perspective, he would request for a car by dragging the blip to a particular location. This enables him to set the pickup location on the map. The Destinu server in return allows the user to view all taxis in the vicinity of 2 kms in the form of blips. The customer can now select the nearest taxi available by the click of a button. A visual aid has also been provided to the customer who can see the car moving towards the pickup location on map. Meanwhile a pin is sent to customer and driver. Now the customer can just hop into the car and get out at his destination, with no need of fumbling for money because Destinu automatically charges his credit card once he has viewed the amount, which needs to be paid to the bearer.

From the driver's perspective, he receives a list of requests, which is sent from the Destinu server. The driver has the option to accept a request. Accepting this Request will make the request inactive for all the other drivers who have received the request. The driver is provided with an option to call the customer or text the customer. The bill is calculated and sent online to the customer's device for accepting it.

The solution also has some additional features. The customer can rate the driver And vice versa. This is possible at the end of the trip or even if the trip is cancelled. The customer can also view the profile of the driver and vice versa. Compassites developed a minimum viable version of the website which handled the back end operations. We also developed the native application for iPhone and Android platforms. Thus the smart phones helped to connect the cab seeker and driver. The product also had a customer app and driver app, which could be downloaded easily.



## Benefits & Results:

- ❑ The app was downloaded more than 10 million times by enthusiastic shoppers.
- ❑ The customers were able to get taxis at their disposal with minimal effort.
- ❑ The cab booking process was simplified to just a few clicks.
- ❑ The system provides a cashless transaction benefit to customers.
- ❑ Customers can rate the drivers and drivers can rate the customers.
- ❑ The system enables customers to set their favorite pick up locations.
- ❑ The application also provides the facility for drivers to accept the number of requests made from customers for pick up.
- ❑ Real time maps are displayed to set the location.

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