

CASE STUDY



QMove

Transforming Mobility with an
Intelligent Ride-Hailing Solution



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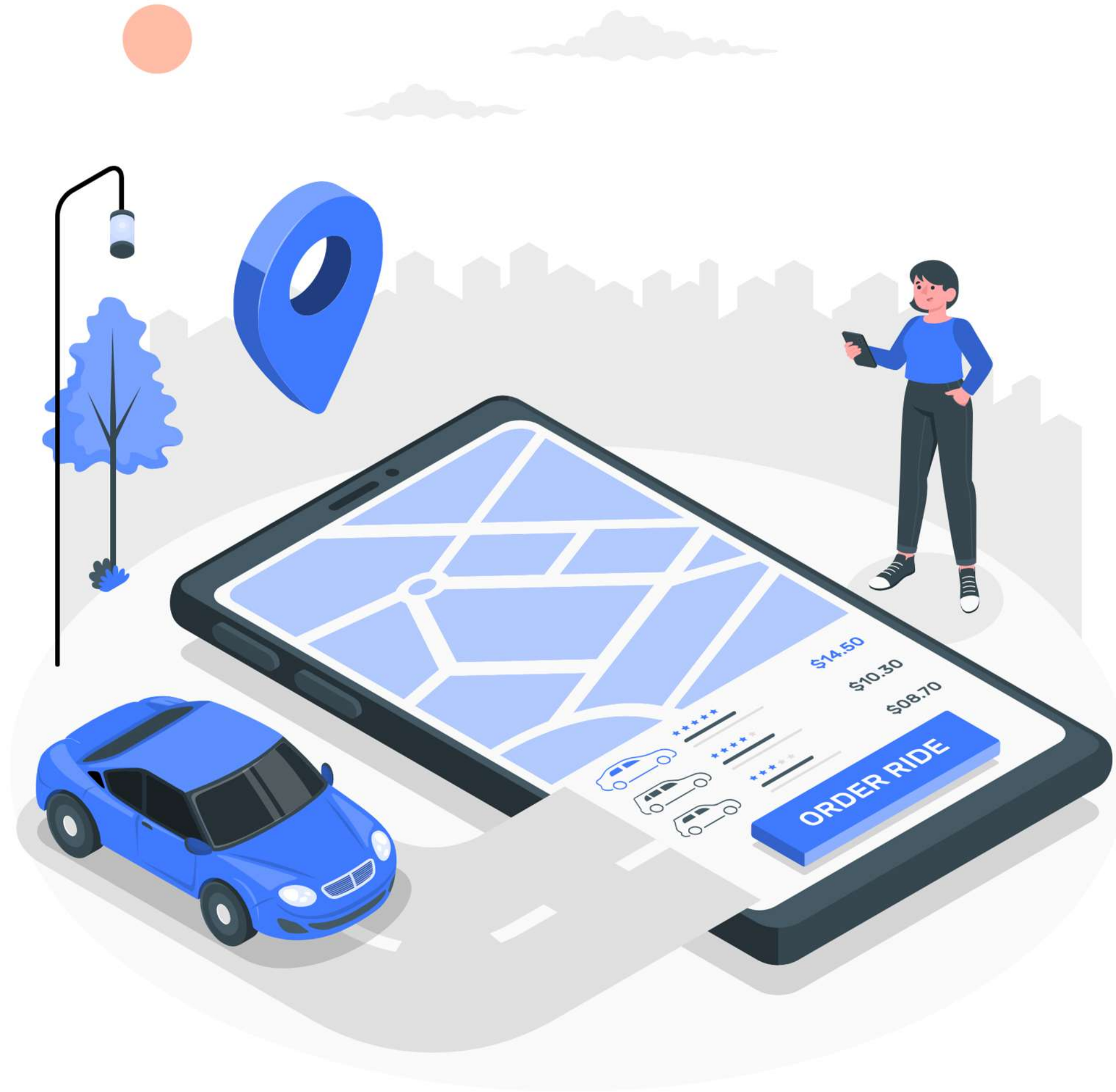
QMove

Category : **Transportation**

Location : **Qatar**

Business Background

A leading transportation company in Qatar approached us to develop an advanced ride-hailing application that integrates new safety features and reimagines mobility. Our goal was to create a scalable, intelligent, and open transportation network designed to meet the dynamic needs of customers and drivers alike.



Challenges

- **Lack of a Comprehensive Solution**

The company needed a single platform to manage every aspect of ride-hailing effectively.

- **Demand for Advanced Safety Features**

Ensuring passenger and driver safety was a top priority.

- **Scalability Issues**

The existing solutions could not keep up with increasing demand.

- **User Experience**

Both customers and drivers required intuitive, easy-to-use interfaces for seamless interaction.



Approach

Research & Development

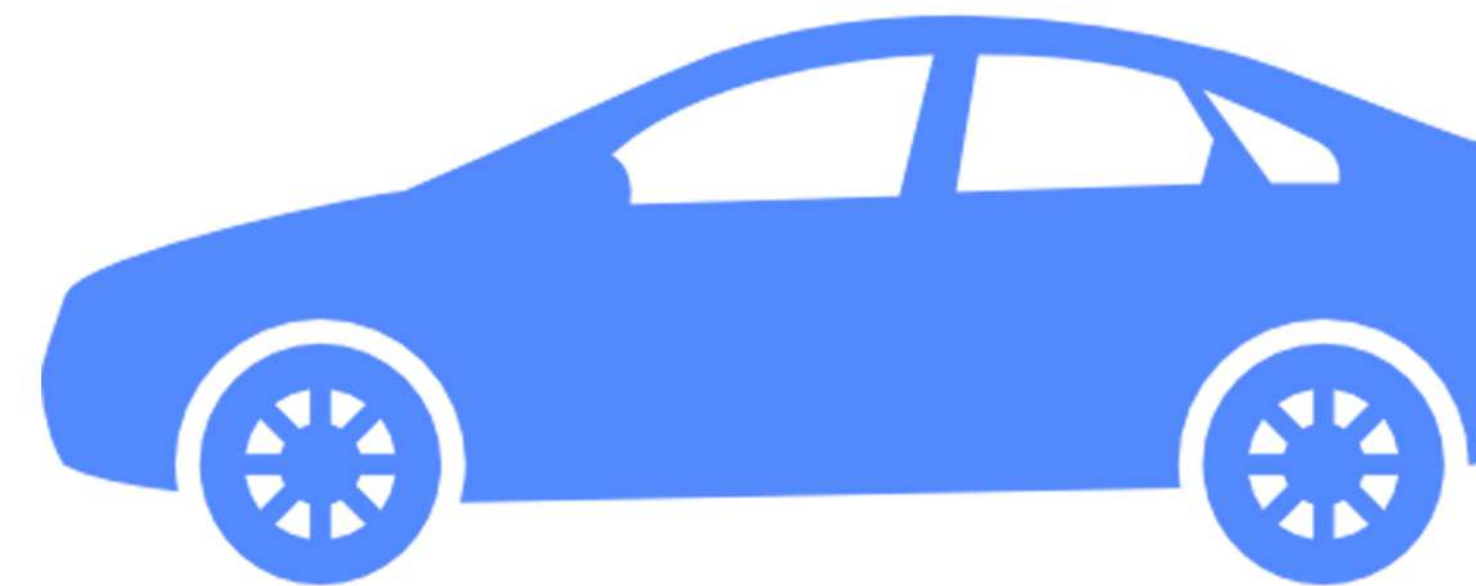
- ▶ Conducted a deep dive into user expectations, industry trends, and competitor analysis.
- ▶ Collaborated with stakeholders to understand the specific requirements for safety and operational efficiency.

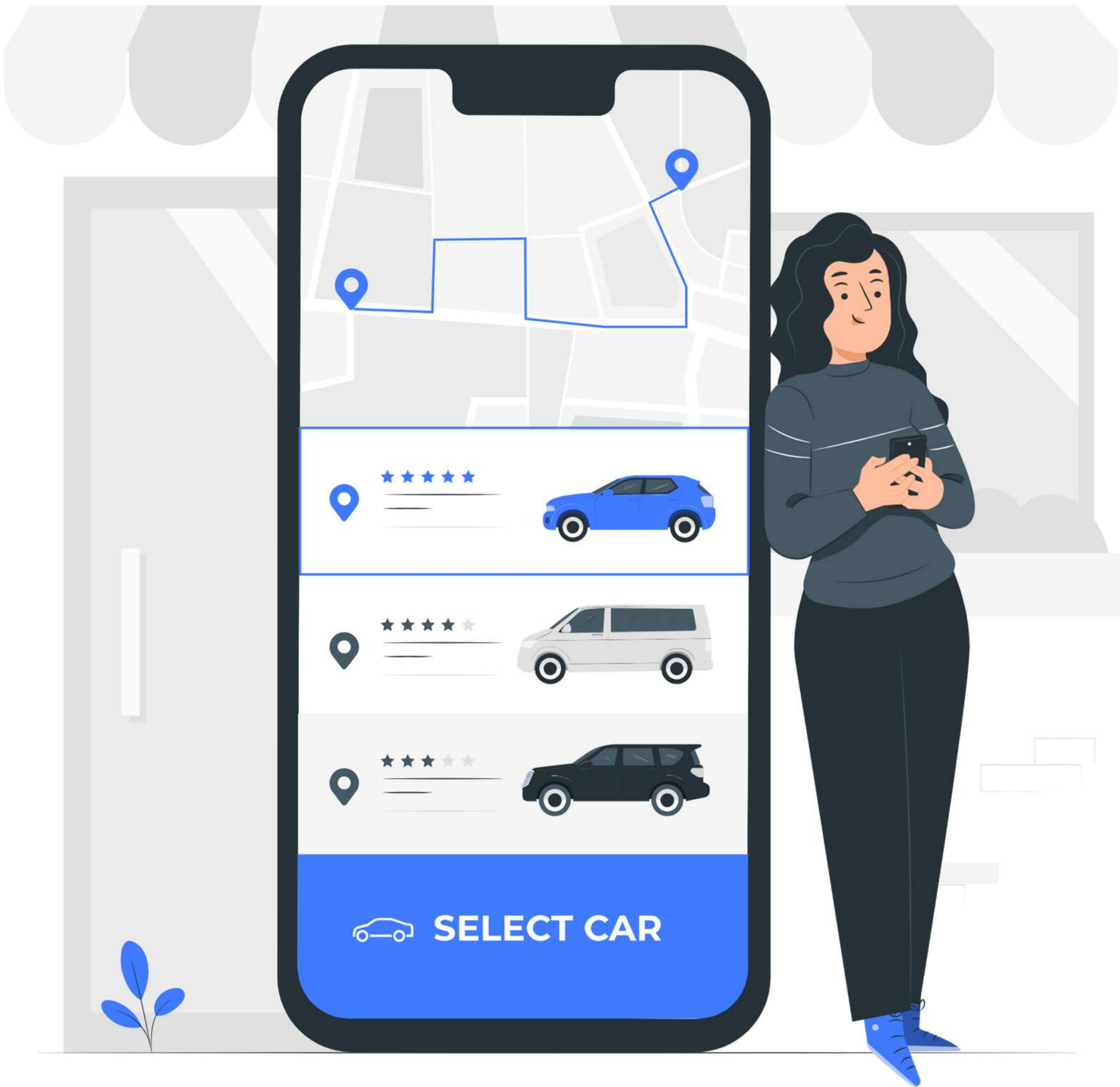
Designing the Solution

- ▶ Developed a cross-platform application for iOS and Android.
- ▶ Introduced new safety measures, including emergency alerts, real-time tracking, and in-app feedback.
- ▶ Designed a scalable backend system to handle increased traffic and provide real-time updates.

Implementation

- ▶ Created distinct interfaces for customers and drivers, focusing on usability.
- ▶ Integrated features such as automated ride matching, fare estimation, secure payment gateways, and route optimization.
- ▶ Deployed analytics to monitor ride patterns and improve service delivery.

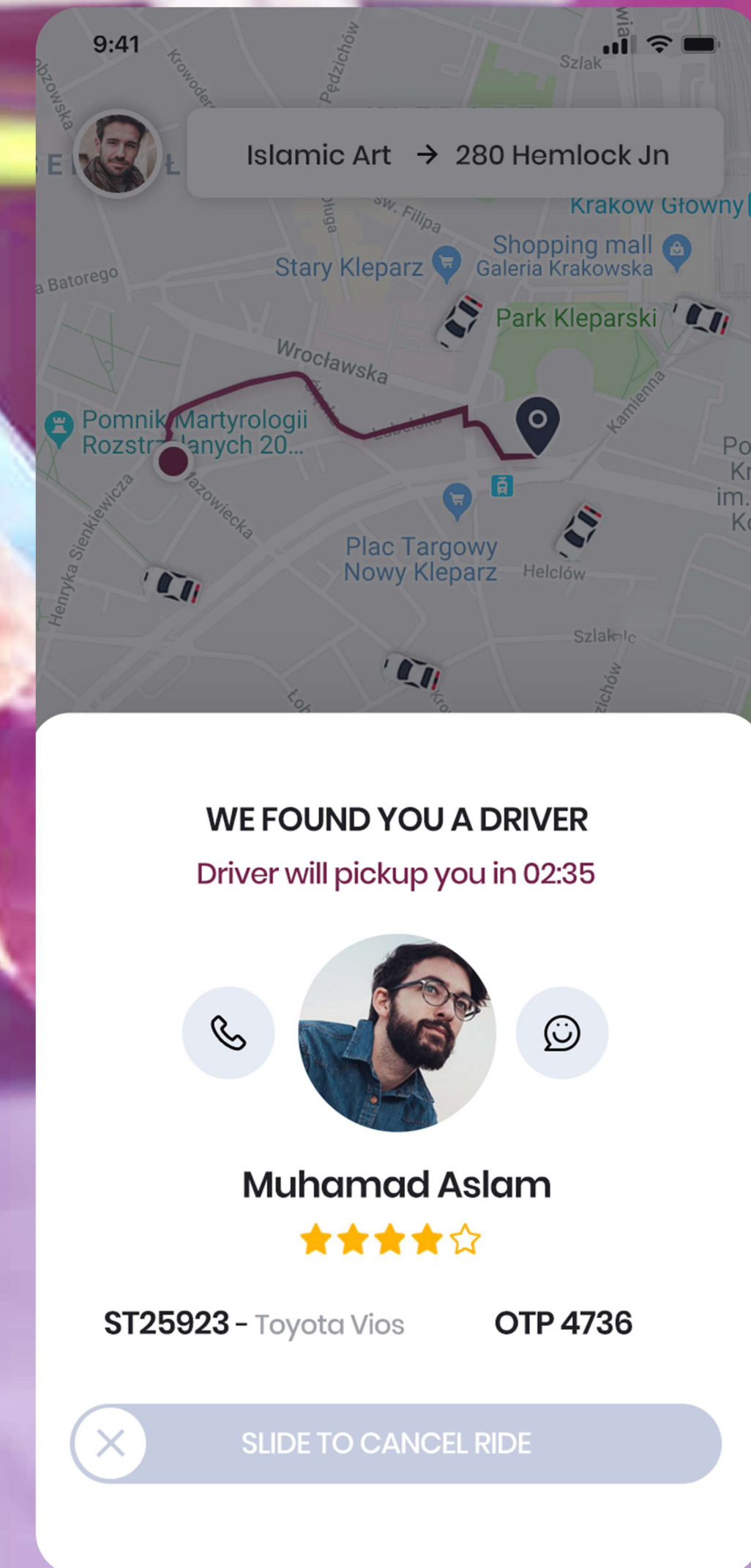
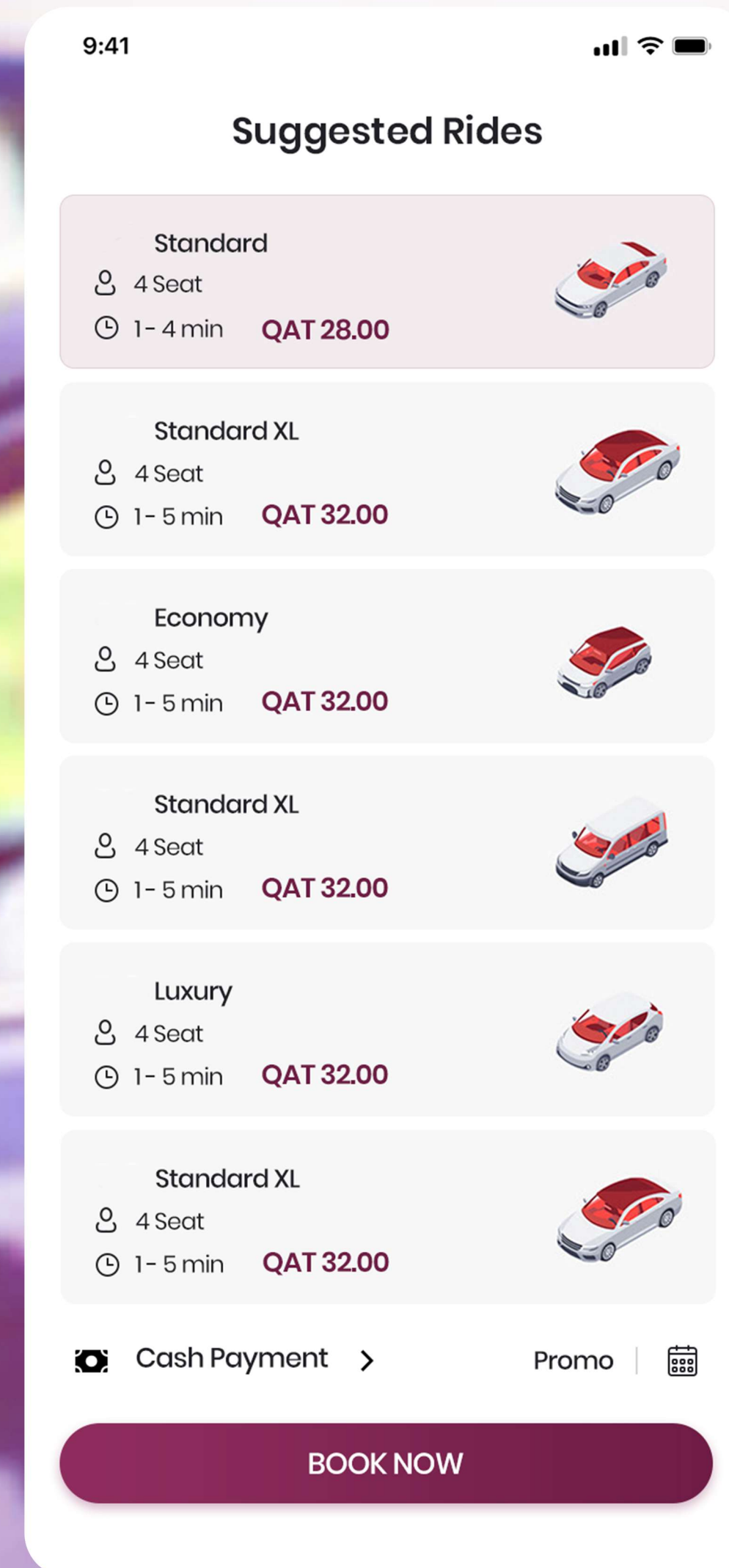
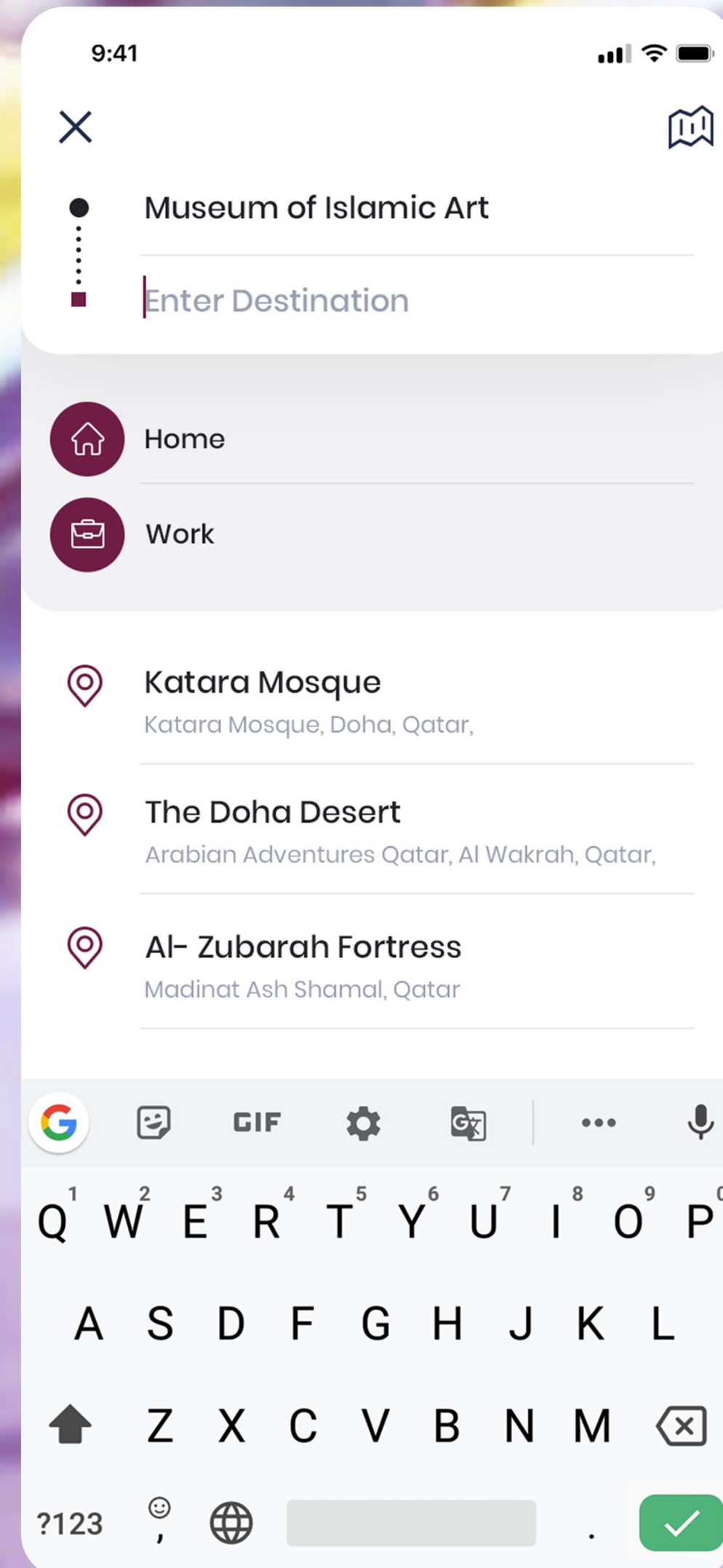
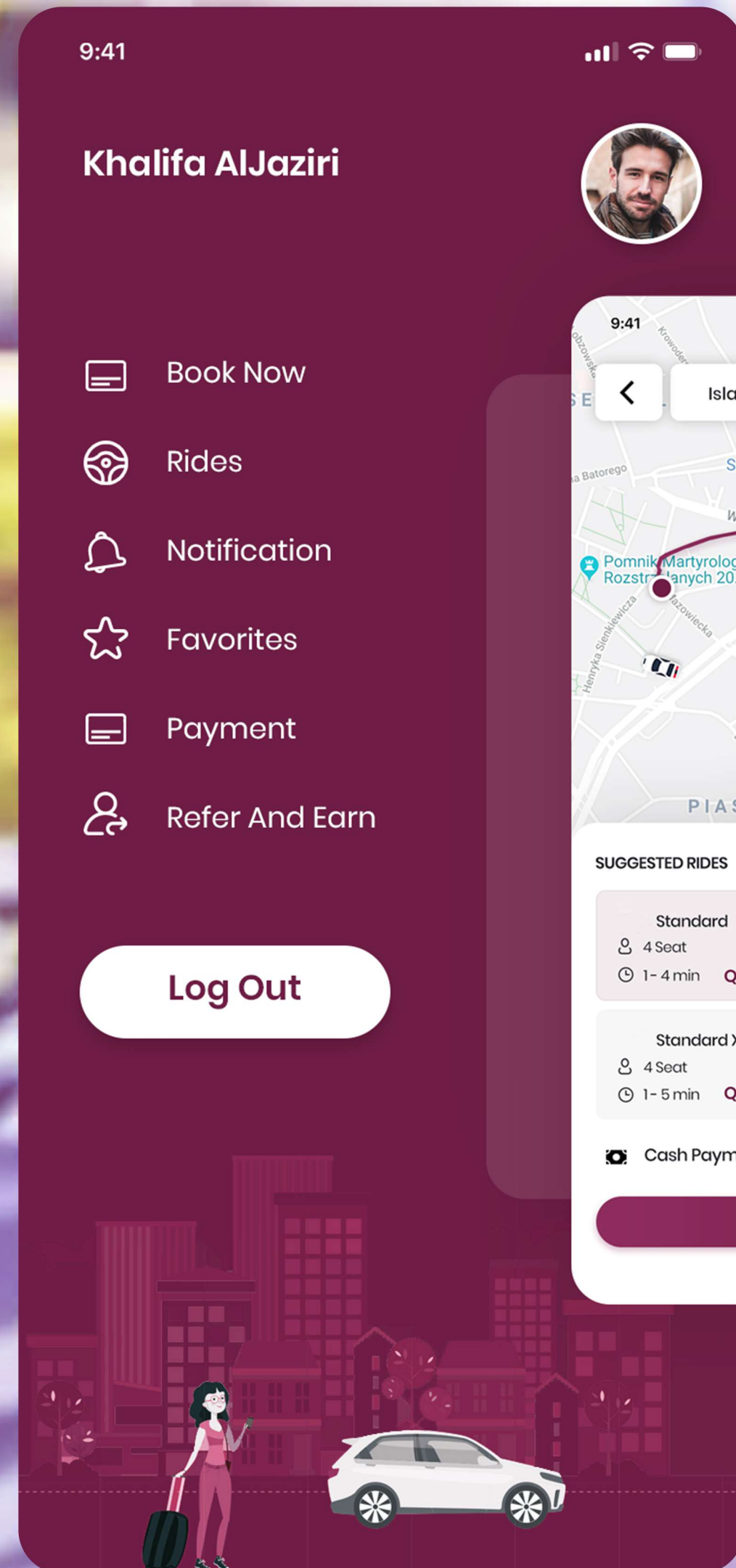




Results

- **Enhanced Safety**
Advanced safety features ensured passenger and driver confidence.
- **Optimized Operations**
Scalable architecture improved efficiency and reduced downtime.
- **Improved User Experience**
Intuitive design resulted in higher adoption rates among users.
- **Business Growth**
The company saw increased ride bookings and driver participation.

Screenshots



Preferred Industries

● **Transportation and Logistics**

Ideal for companies managing taxi, shuttle, or delivery services.

● **Hospitality and Tourism**

Enables hotels, resorts, and tourism operators to provide seamless transportation for guests.

● **Corporate Sector**

Assists companies in managing employee transportation and commuting solutions.

● **Event Management**

Facilitates transport services for large-scale events, ensuring efficient attendee mobility.

● **Healthcare**

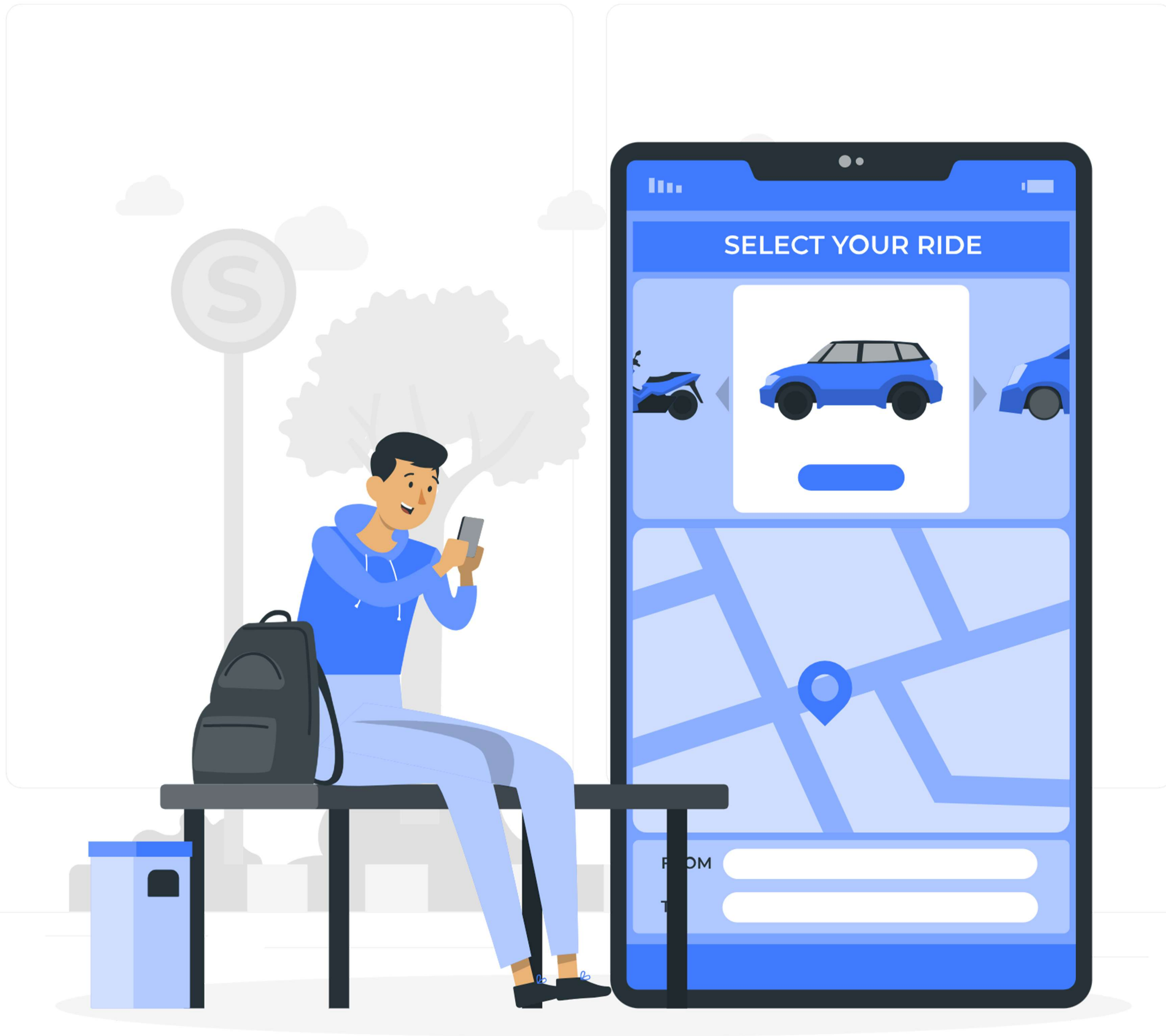
Supports non-emergency medical transport services for patients and healthcare professionals.

● **Smart Cities Initiatives**

Contributes to urban mobility projects aimed at reducing traffic congestion and promoting sustainable transport.

● **Education Institutions**

Assists schools and universities in organizing student and staff transportation.



KEY TAKEAWAYS

This case study highlights how innovative technology and a user-focused approach can redefine urban mobility. The ride-hailing application serves as a robust, scalable, and intelligent solution that meets the evolving needs of the transportation industry.



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