



A High AI-Q[™]
Company



Transforming Urban Commute with a Revolutionary Taxi Booking System

Empowering passengers and drivers through a direct-connect mobility platform featuring real-time GPS tracking and secure EMV payments.

Overview

QBurst engineered a comprehensive mobile application suite to modernize the taxi-hiring experience for both travelers and drivers. By bypassing traditional dispatch centers, the solution facilitates a direct connection, ensuring faster response times and transparent job allocation.

- Increased business potential by offering value-added revenue services to travel agents and corporate clients.
- Enhanced passenger experience through automated dispatch, real-time tracking, and secure mobile payments.



Client Profile

Based in Australia, the client is an innovative startup dedicated to enhancing the lifestyle and leisure sector. Their goal is to leverage social networks to boost the visibility of local enterprises through a community-driven rewards model.

Challenges: Overcoming Legacy Dispatch Inefficiencies

Traditional taxi systems relied on manual agencies, leading to significant service gaps and passenger frustration.

- Customers faced long wait times in phone queues with no guarantee of a pick-up or real-time status updates.
- Job allocation was irrational, often ignoring the proximity of the driver to the customer due to agency-specific silos.
- A lack of automated communication meant neither passengers nor drivers were promptly informed about trip cancellations.

QBurst Solution: Integrated Mobility Suite

We developed an application suite that includes native Driver and Passenger apps for iPhone and Android, supported by a server-side JSON web services layer. The solution integrates high-security hardware and GPS-driven logic to streamline city travel.

- **Smart Mobility Payment:** Integrated iSMP docking to offer EMV Chip and Pin secure mobility solutions on both Android and iPhone.
- **Direct Passenger-Driver Connection:** Enabled passengers to hail a taxi, set response times, and place bids for guaranteed pickups.
- **Real-Time GPS Tracking:** Implemented location services to show taxis near the user and provide live updates on driver status and pickup progress via a map view.
- **Dynamic Job Management:** Drivers can accept or decline jobs in real-time, with automatic "busy" status updates and immediate cancellation reporting for both parties.
- **Interactive Communication:** Built-in chat functionality allows passengers and drivers to update each other instantly without involving an agent.

Technical Highlights

The platform was built for scalability and high-security standards, ensuring that sensitive user location and reward data remained encrypted during transmission.

- **Native Performance:** Developed using iOS SDK and Android SDK for smooth UI transitions and reliable background processing.
- **Enterprise Backend:** Powered by Spring and Hibernate frameworks to manage complex data relations and high-concurrency requests.
- **Secure Data Exchange:** Leveraged Java Web Services and Secure Socket Layer (SSL) to protect transaction and personal data.
- **Mapping Intelligence:** Utilized advanced GPS frameworks to facilitate coordinate-based job matching and real-time navigation.

Impact: Optimized Commute and Driver Efficiency

- **Optimized Job Allocation:** Agency-independent dispatching increased driver earnings by over 60% by connecting them to the closest available jobs.
- **Enhanced Safety & Trust:** Strict enlisting of authorized, licensed drivers ensured compliance with transport legislative requirements.
- **Reliability Tracking:** GPS coordination and passenger boarding confirmation met and exceeded modern customer expectations.
- **Improved Accountability:** A system to block unreliable customers ensured a safer environment for genuine passengers and drivers alike.