



GALVANIZE
DIGITALSOLUTIONS

COMCAB





COMCAB



The Client

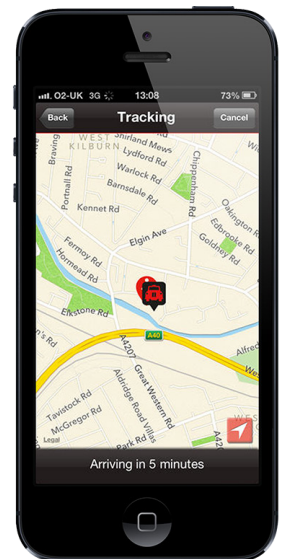
ComCab London provides a taxi booking service, which is installed in a fleet of London Black Taxi Cabs. Customers are able to make immediate or advance bookings via the telephone or ComCab London's website.

Problem/Opportunity

ComCab London approached Galvanize Digital to help define a mobile strategy and to design, implement and release a mobile application for customers to make taxi bookings on the go. Competitors such as Halo had already launched mobile applications, however ComCab London would be able to offer an extensive fleet of taxis and advanced booking and tracking options. Initially the mobile application would be available on iOS on launch with Android as a future option.

The Solution

Working closely with ComCab London, Galvanize approached the challenge by providing a set of wireframes and designs for the user experience and application flow. At the start of development, ComCab London had no public booking APIs so Galvanize Digital worked very closely with the ComCab London development team to help design, implement and test a set of booking APIs, which would talk to ComCab's backend infrastructure. ComCab additionally wished to make the mobile application as configurable as possible from the server, to this end the application was written to allow parts of the user interface to be dynamically available based on information provided to the application at launch time via the server. The mobile applications were developed in an agile approach using the latest iOS SDKs.



SERVICES



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iOS7

