



Case Study

Ten 20 Social App for Drivers

A KROSSARK CASE STUDY



Synopsis

Over the last couple of years, Social media has evolved from being a collaboration platform to an integral part of the daily lives of people. It has become more than a necessity and a 'must have capability' for logistics company. Freight Rover wanted to create a social platform to empower drivers to connect with the rest of the fleet.

Business Need

The company wanted to develop a social media application that would improve the line of communication between drivers, fleet managers and fleet owners in the logistics space. The fleet managers can receive improved feedback from drivers and develop a deeper understanding of business needs to produce better results.

Challenges

In the course of the application development, the following challenges were thrown up:

01

The client wanted a mobile application that should be interactive.

Challenge 1

02

The client wanted to develop a simple application, that should be compatible with most devices.

Challenge 2

03

The client wanted an application that works at the lowest internet bandwidth.

Challenge 3

Our Role

The Krossark team chosen to handle this project consisted of a group of Software engineers, with experience in creating applications that integrate with Social Media. The team developed



An App that's Innate

The driver can search for a fellow driver, search a facility for trucks based on the current location, post a feed and chat with other drivers both on the Android and IOS devices. The driver can also share music with the ten20 app from other applications such as Sound Cloud, Apple Music and Spotify.



An app that keeps it 'easy as pie'

The application offers a uniform user experience across web, IOS and Android devices. The Krossark team created a standardized application to account for the diversity in form factor, standard size, and resolution in web, Android and IOS versions



An app that is Steady

Using agile methodology, Krossark accelerated the development process through reuse of business logic. Periodic releases provided early feedback and ensured parallel testing. The user interface of the application was optimized for superior performance.

Benefits

The Krossark solution delivered the following benefits:

- The software gave a competitive advantage to the client.
- The software provided an additional revenue stream for the client
- The software seamlessly integrates with Google Pay, Apple Pay, Spotify, Sound Cloud and Apple music, thus making it a 'one stop shop' for the drivers.
- The offshore-onsite operations ensured that the client got the advantage of support around the clock.
- Using Agile Methodology fastened the development process. Periodic releases ensured less occurrence of critical defects



Current Status

There are about 100 users currently using the app and we are still doing development based on the business needs. Due to the successful rollout of this product, Krossark has become the preferred technology partner for them.



Work With Us

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