

TAGMYTAXI APPLICATION PROPOSAL

To

MOBILE INNOVATIONS LIMITED

Prepared by	Change Summary	Version	Date
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Customer Case Study

Business Name	Fleets	Region / Country	Business Model
Mobile Innovations Limited	Unlimited	Accra, Ghana	Taxi Services

Business Requirements:

Client is looking for a combined solution to use in Ghana to compete UBER other with a unique market fit solution. Client is seeking a solution for managing their own & aggregated bookings comes for taxi & corporate services & shuttle + Geofencing. By Developing the required solution company enables mobile booking and has live tracking on their vehicles similar to Taxi services.

Product Summary

- ❖ Website
- ❖ Web Booking Engine
- ❖ Fleet Management System & Dispatch Engine
- ❖ iOS & Android App for Driver
- ❖ iOS & Android App for Passenger
- ❖ Enterprise Suite of Tagmytaxi solution with high accuracy tracking
- ❖ Paystack / Hubtel - For Online transactions (Anyone)
- ❖ SMS Gateway from local telecom provider

High level features

Tagmytaxi provides taxi businesses a marketplace for their services through an application that is designed to meet the demands of potential customers and much more. Get your head high on technological advancements with an intelligent dispatching suite.

- ❖ A dynamic white-label solution with mobile app for dispatchers, passengers and drivers
- ❖ Highly responsive and intuitive user interface design
- ❖ Passengers provided with the facility to log in through Facebook account
- ❖ Multi-language supporting apps for a wider reach (English, Arabic, Turkish, Sinhalese, German, Spanish)
- ❖ Integrated Google Map feature with live tracking of vehicle movements
- ❖ Extensive admin panel to manage multiple companies and dispatchers
- ❖ No requirement of extra hardware or equipments
- ❖ Supports 2G, 3G and above
- ❖ Fast, reliable and easy to set-up software
- ❖ Online payment gateway integration for easy payments
- ❖ E-receipts on payment confirmation
- ❖ Saves taxi companies 99% manpower & time on dispatching process
- ❖ GPS Tracking system that extends the following advantages
 - Passengers with route map and ride updates
 - Drivers with passenger location
 - Taxi companies with complete control over the fleet movements

Admin Panel

Tagmytaxi provides the best of class dispatch system for taxi companies to keep pace with the recent technological advancements. It saves investment over manpower by making the e-hailing process 99% automated. The admin panel is regularly updated with every transaction in the taxi company, and serves to be an easy and free-to-install taxi management solution. The admin panel embodies the following actions.

- ❖ Total control over all company admin panels

- ❖ Perform complete CRM activities
- ❖ Add, assign and manage dispatchers, drivers and fleets based on location
- ❖ Provide specific login credentials to each dispatcher
- ❖ Display of statistics on all companies, fleet bookings, live dispatch and transactions in a single platform
- ❖ Manage site settings, SMTP mail settings, SMS templates, social networking site settings, payment gateways and much more
- ❖ Add and manage drivers, driver details, driving license information and booking limits of an individual driver
- ❖ Add and manage user accounts, contacts and content
- ❖ Manage withdrawal requests from both drivers and companies
- ❖ Export ride statistics and transaction details
- ❖ Customized search options to filter dashboard details
- ❖ Real-time trip updates on driver activity in the admin panel
- ❖ Option to choose between Google Maps and Foursquare API as per preference
- ❖ Colour code option to modify the UI of the front-end panel.
- ❖ Flexibility to select between auto and manual dispatch as per requirements

Dispatcher Panel

No more idle drivers in taxi dispatching. Our fast and intelligent e-hailing system helps save time and dispatch fleets efficiently with no delays.

- ❖ Real-time trip updates in the dashboard
- ❖ Options to view and modify fleet information
- ❖ Options to view and modify driver details, license information and booking limits of each driver
- ❖ Option to manage driver wallet requests
- ❖ Option to assign fleets and manage assigned fleets
- ❖ Display of statistics on all fleet bookings, live dispatch and transactions
- ❖ Export option to download dashboard reports
- ❖ Option to view and manage ratings of each driver
- ❖ Option to view passenger details with the status of each passenger
- ❖ Flexibility to switch between auto and manual dispatch as per requirements

Driver Application

A dynamic driver application is all set to serve the best to its passengers over a tap. Upon activating GPS in the driver app, taxi companies can easily track taxi movements, assign and manage drivers in a more efficient manner.

- ❖ White-label driver application with brand name and logo
- ❖ Login credentials for each driver
- ❖ Option to add referral code while signing up
- ❖ Mandatory requirement to activate GPS after logging in
- ❖ Go online/offline choice based on the availability to accept a ride request
- ❖ Provision to locate themselves in Google Maps
- ❖ Notifications to alert drivers of passenger requests
- ❖ GPS to locate passenger pick up point and make the best route choice
- ❖ "All types of places" option in the Google Places API to auto suggest maximum number of locations
- ❖ Notifications upon arrival at passenger pick up point
- ❖ Option to view the distance travelled during the ride
- ❖ Auto calculation of taxi fare and stopwatch to estimate the waiting time charges
- ❖ Unique trip id for each trip
- ❖ Street pick-up feature to pick up passengers on the route eliminating the waiting time till another request
- ❖ Option to include street pick-ups in the working time/driving hours
- ❖ Wallet option to receive driver referral amount
- ❖ Driver subscription / Driver Commission features
- ❖ Option to send request for withdrawal of earned referral money and driver commission from the wallet Detailed report of daily income with graphical representation to manage earnings
- ❖ Summary of completed trips in statistics for future reference
- ❖ View ratings and manage profile with the assigned fleet details

Passenger Application

Passenger app is a front end app that lets passengers hire fleets from their preferred locations indicating the driver and vehicle of their choice. The application allows passengers to book, track and manage fleets over a few taps.

- ❖ White-label passenger application with customizable features
- ❖ Login using mobile number or through Facebook
- ❖ Option to select from the payment methods - cash/card/wallet
- ❖ Locate nearest available taxis
- ❖ Scheduled/Advanced ride booking for later dates/time
- ❖ Ride fare estimate provided before ride
- ❖ Notifications on booking confirmation
- ❖ Option to track driver's estimated time of arrival
- ❖ Option to track the progress of the ride in Maps from pick up point to destination
- ❖ Ride sharing option initiated within the contact list
- ❖ Detailed history on the upcoming and previous rides with route map
- ❖ Mandatory feature to select relevant reason for ride cancellations
- ❖ E-receipts with extensive details on distance, duration, fare, waiting time, discount and wallet balance
- ❖ Option to add drivers to 'Favourites' and book rides with the favourite driver
- ❖ 'Favorites' option to save address details for easy future reservations
- ❖ Feedback sharing provision to rate drivers for the services
- ❖ Option to share comments through social networking sites
- ❖ "Help" page to submit all passenger query

Custom development - Corporate account system :

Corporate companies can tie up with the your company to control their business travels for their employees. Admin can create the account for any corporate company and provide the login details to them. They can manage their accounts by login to the system, Corporate company account login details will be sent to their respective email id.

Post paid :

Admin can generate the Invoices for the month OR any cut off dates. And he can able to send the invoice to corporate company. He have to pay on/before due date. If no payments made, you can block them manually from the admin back end.

Corporate Company payment :

Admin will have all the transaction / Invoice history in his dashboard. But the payment will be collected manually and update the Invoice status as Paid.

Trip Payment :

Once the trip is completed then the payment will be collected by either cash / Credit card / Company account. So company staffs do not want to pay the cash from his hand. They can use the company account option. Company credit will be used for the trips.

Custom development - Geofencing :

Admin can draw a fencing using this features on backend. Google maps will be enabled under Geofencing feature. Admin can draw using mouse on the backend and can create unlimited zones. Also admin can define different pricing for each zones. Estimate fare & real time fare will work according to the zone fares. Admin can edit the zone fare at any time.

Custom development - Shuttle Services :

Passengers can use this application as a shuttle app by blocking a seat in a vehicle. The Super Admin would add the various vehicles under each vehicle type and assign drivers to each of the vehicle. The Super Admin able to define the various routes along with the multiple stops along each route. The Super Admin would assign the various drivers to the pre-defined routes. The Super Admin would be able to view the live location of all the vehicles at any point of time. The Super Admin would also be able to view the total number of passengers transported at any point of time

Custom development - Delivery Services :

Passengers can use this application for booking a delivery services with delivery pickup & drop point options. Also corporate customer can book the services for delivery as defined.

Step 1 : Customer will have our delivery app and they will select the goods pickup location and goods drop up location.

Step 2 : Customer has to choose the type of goods and based on the type he need to select the vehicle. He can choose delivery vehicles like bikes/van/trucks. After customer entering all the details, can book the Vehicle.

Step 3 : Our application will find the nearest driver with respective vehicle type as chosen by customer and nearest delivery provider will receive the notification about the goods pick up.

Step 4 : Using driver app, driver receives the notification from customer. He can accept the goods pick using his driver app.

Step 5 : After that he will reach the pickup point and collect the goods . Payment has to be done at goods pickup, best way with any payment gateway or cash or credit card over the app directly,

Step 6 : After goods picked up, he will reach the delivery location and delivers the goods to the concerned person said in the app at pickup point. Delivery boy can take a snap of goods delivered to the concerned person. That details can be shared with booked person.

Agreed key notes on the development :-

1. Delivery business will have an exclusive website redirected from the home website of viataxi.com. This delivery website will be displayed with the features of delivery, about the company, prices for the delivery, contact page, etc similar to parcelpal.com. Also delivery & taxi website will have booking engine where passenger & customers can book your services from website itself.

2. Delivery business will be clubbed with carpooling. For ex. If a person is travelling from Point A to Point B in his car. The other person is looking for a delivery person to deliver his parcel from Point A to Point B. In this scenario, other person can login to viadelivery.com and see the active routes or scheduled routes. If any route is matching the destination then he can select that route. Immediately the contact information will be displayed and he can call & connect with the trip initiator. Rates has to be set the administrator based on Km. This is the kind of partnered driver which is similar to carpooling. The complete feature will be described to customer (Mr. Yawosarfo) during the kickoff meeting.

3. Taximobility is giving the 100% credibility to our customer on development. If you are not happy with the development team or features or UI/UX, etc then you can immediately escalate the issues to team and our Vice president with an appropriate email. Complaints will be validated and immediately we will replace with a new team. Development will be done with a dedicated resource manager by a project manager. PM will be responsible for daily updates to customer and the progress of development.

4. Training will taken from our end. Training will begin once after the development is completed. Training will be done with 6 session on 3 working days. Training will be recorded and video footage will be shared to customer for future references & usages. Also customized user manuals will be emailed to the customer on all the deliverable.

Other Requirements :-

- GPS Tracking System
- Payment gateway with wallet
- Split Fare / Ride sharing
- Outstation Packages
- Driver Referral program
- Driver Recharge System
- Campaigns
- Unlimited company admin
- Unlimited Dispatcher panel (manage phone call booking)
- User manuals
- Training

Technology

- ❖ Android - Java
- ❖ iOS - C
- ❖ Web - PHP
- ❖ Database - Mongo
- ❖ Development Language - PHP 7.2.0
- ❖ Framework - Kohana MVC [Model View Controller with standard code structure]
- ❖ Design - Wireframe Photoshop / Fireworks
- ❖ Methodology - Waterfall

OPD (Outsourced Product Development) Model:

For additional customization & features development, we provide dedicated resource hiring model according to the client requirement. Client can hire their team and work directly with team. The hired team work as dedicated resources only for the hired client project & reporting to the client directly. The team will work minimum 5 days in a week, 160 Hours per Month. Below are resource plan of the team.

OPD - Resource Plan

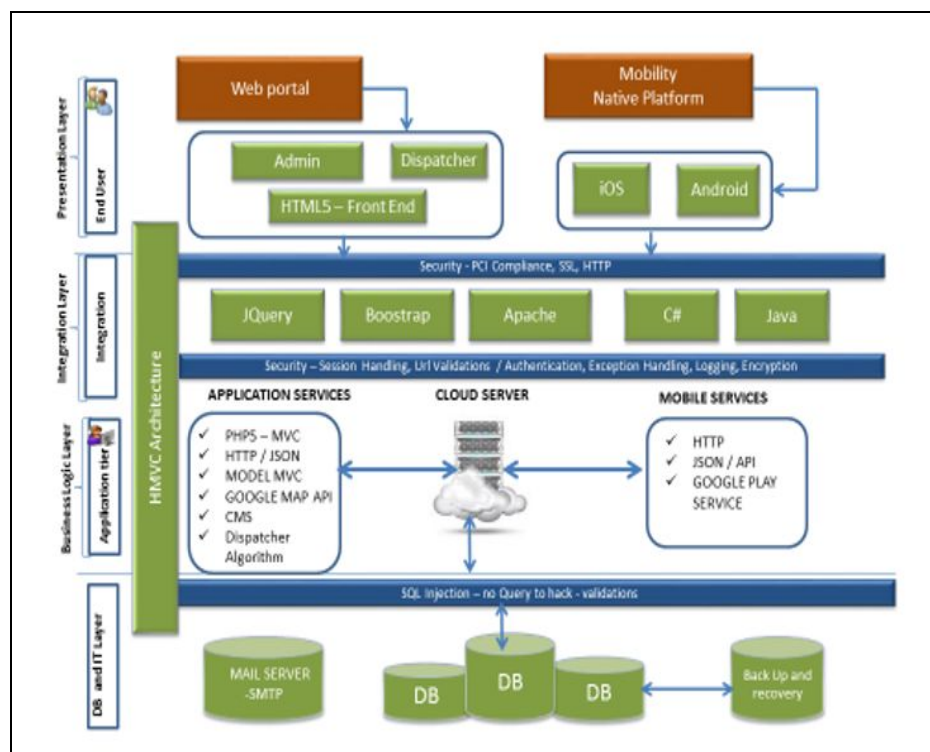
The Outsourced Product Development model is created and provided by NDOT Inc for supporting the customers from various industries and countries in an efficient way.

- The OPD model provides the customers to choose the appropriate team for their need and allocate the task accordingly based on the business priority.
- The team directly reports to the customer on the tasks and the customer is constantly updated and has a clear view of the development process.
- The customer is provided with the access to the NDOT project management tool to view, monitor and review the daily deliverables committed in the system.
- It gives the opportunity for the client to review the work of the resources in real time since the resources will be working in the time zone of the customer.

Delivery Methodology

Ndot uses a waterfall delivery methodology to implement most of the Tagmytaxi projects. A project team headed by a project manager is assigned to assure proper and on-time delivery of products that cater to the needs of the industry.

Technical Architecture



Existing customers in Africa



Pricing

S.No	Deliverables	Pricing	Pricing Type
1	Default Enterprise Tagmytaxi Engine	8,000 USD	One time
2	Customisation :- Corporate account system + Shuttle Services + Geofencing	5,000 USD	One time
3	Dedicated Ongoing Support, Maintenance and Services	2,500 USD	Yearly

Third Party Expenses (charged by other providers):

1. Google play store subscription - 25\$ (one time) - Directly payable to Google
2. Apple developer subscription - 99\$ (Per annum) - Directly payable to iTunes
3. Server – Cloud - Based on the usage - Directly Payable to amazon or self hosting
4. Payment & SMS Gateway - Based on the transaction charges of local service providers

Payment terms & Deliverables :

S.No	Deliverables	Details	Duration	Pricing
1	Project Kickoff	Team Introduction & dedicated team assignment	Immediate	6,500 USD
2	Before moving to LIVE Servers	Completed app with customizations will be moved to LIVE server for public usage	35 working days	6,500 USD
3	AMC	Maintenance & Support will be done as agreed.	After one year	2,500 USD

Point of Contact:

Name	Designation	Email ID
Aravindh Vijayakumar	Assistant manager - Product Sales	aravindh.v@ndot.in
Vasanth Kumar	Senior BDE	vasanthkumar @ndot.in
Vigneshwar	Senior Business analyst	vigneshwar@ndot.in

Client contact details :-

Name	Designation	Contact number
Mr. Frederick Ohene Sarfo	CEO	+233 272534373
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By signing this proposal both the parties agrees the Terms & Conditions ([Terms](#) & [Privacy Policy](#))

Signed by duly authorized signatories of each of the parties:

Counterparts	For NDOT Technologies Pvt Ltd	On behalf of Mobile Innovations Limited
Name		
Title		
Date		
Signature		

Bank Account details :

Wire transfer details :-

NDOT TECHNOLOGIES PRIVATE LIMITED

EEFC- Bank details

Account name : NDOT TECHNOLOGIES PRIVATE LIMITED

Account No: 918020043435638

Bank Address: Avinashi road, Coimbatore

IFSC Code: UTIB0000090

Swift Code: AXISINBB090