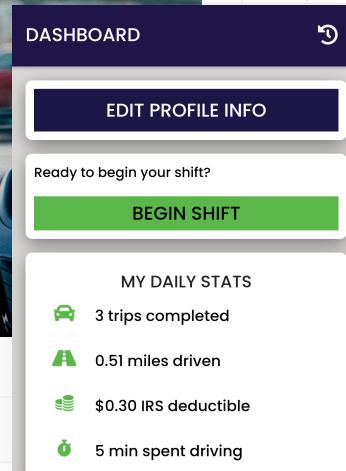


# ROKKINCAT CASE STUDY: DRIVER'S SEAT CO-OP

*Driver's Seat Co-op is a startup focused on empowering rideshare drivers by liberating their data from the companies who subcontract them.*



## TECHNOLOGY STRATEGY

Being a new startup, Driver's Seat Co-op had a large number of conflicting priorities when building the first major version of their product. It needed to be fast, flexible, accessible, and inexpensive. To strike a balance between all of these priorities, RokkinCat chose to use **Elixir** and **Phoenix** for data ingestion because of its inherent properties of performance and reliability which would make sure no driver data was lost.

We also chose the **Ionic hybrid mobile framework** to build the application, this tool was the secret weapon for building a highly accessible and flexible application without spending hundreds of thousands of dollars in development costs. Ionic allowed us to use a single codebase to serve both the Android and iOS platforms, which was critical for the demographic makeup of rideshare drivers. Since code was written in HTML, CSS, and JavaScript, new versions of the application could be selectively deployed to specific beta testers instantly through the Ionic deployment infrastructure without needing to wait days for the application to get verified by Apple. We were also able to utilize web developers to build the application, which require a lower cost per hour than native mobile developers.

RokkinCat developed a mobile app for rideshare drivers to collect and report data to Driver's Seat. Data scientists analyze it and provide personalized insights to drivers to help them maximize their wages. Driver's Seat is also helping cities understand how private rideshare impacts the overall transit plan.

**In September 2019, we helped Driver's Seat launch their data pilot program for the City of San Francisco.**

## OUR CONTRIBUTION

RokkinCat created a technology strategy in the wake of the client completing the start.coop accelerator program. With that strategy in hand, they were able to raise funds to build an initial version of the application and minimal data pipeline to enable their pilot program with the City of San Francisco.

With funding in hand, we designed a rollout strategy for the features which optimized for solving the core issue they anticipated causing a failure of their product - driver's not wanting to deal with entering data. The user experience of the application had to be well tailored to the hectic conditions of being a rideshare driver without degrading driving safety, customer service, or driver wage. To do this, we built many iterations of the mobile application and tested it with drivers even within the first two weeks of development. We coordinated with Rideshare Drivers United to find drivers from as many backgrounds as possible to ensure as inclusive and effective a product as possible.