

RAPIDO

Rapido is working as a pioneer in the field of urban commutation and has a very responsive and easy to use mobile platform for all devices. Let us discuss some of its standout services and application features.

Easy to book service

You can book a taxi ride from your preferred location with just two taps on your phone.

Rapido offers an easy saving of frequent destinations into your applications which results in saving of a lot of time.

Pretty Insured Rides

The biggest problem faced by the application based company was safety while a two-wheeler rider.

The drivers are called as captains and are fully verified professionals. Rapido also provides insurance to all the riders.

Safety through Helmets and Shower Caps

The bike taxi-hailing app ensures safety for all by providing helmets as well as shower caps to all. Safety and Hygiene have been the priority of the startup.

Economical Rides

Rapido has been hailed in the industry as the last mile commutation option present in your city. The application uses technologies such as data science and machine learning to make every ride fare transparent and very much affordable.

Available on multiple platforms

Now you need not worry about your device types Rapido offers its services in all the available platforms such as android and iOS.

The best of the thing is that the application features of Rapido are very simple and easily accessible in multiple languages.

The following article will provide you tips about how you can develop a similar application. The section will also cover some of the stands out features in the bike taxi application.

How can I develop an application like Rapido?

The first thing you need to do to use Rapido is to register to provide simple details such as name, email id, and date of birth.

The application is completely dependent on geo-location and provides comprehensive details about the surrounding area and available.

There exist two options for you to develop a similar application first is to hire a team of expert mobile developers and second is to partner with a proven solution provider.

Once your business model is very clear meet your stakeholders to decide what features you want to add and what things that you do not need.

Set up your priorities and then start with the selection exercise of appropriate tools and technologies.

There exist various platforms for mobile app development depending upon your requirements.

You can choose whether to use individual frameworks for android as well as IOS or you can also select a framework for hybrid application development.

Nowadays React Native powered by Facebook can be an excellent choice for a single framework to handle multiple platforms.

Otherwise, you can select Flutter offered by Google to create an agile and innovative bike taxi-hailing application.

According to the trends, firms like Rapido are building two separate applications for the drivers as well as riders to avoid all types of confusion.

After the selection of tools and technologies, you need to discuss the design features according to the actions you are planning to offer your clients.

Take professional help if required to discuss the digital business architecture along with security gateways for your ride application.

Remember your whole business depends upon your application hence plan accordingly so that every possible bug and glitch can be avoided.

Also, keep in mind that once you develop your product on your preferred set of framework it becomes very difficult to switch to another one.

Hence take your time and choose wisely!!!

Let us discuss some of the features of Rapido that can be incorporated with small changes for preparing a running model.

- Profile section
- Integration of payment
- Routing and Geolocation
- Track record of rides
- Invitation channel
- Power Pass and Coupons
- Alerts and Notifications
- Insurance
- Settings
- Help section

There exist some additional and advanced features that can provide you with a competitive edge.

- Advance scheduling of rides
- Booking rides for others
- Splitting fare with companions

What should be my working model?

Each taxi application has different models of working.

You can take help from the daily working model of Rapido and other popular taxi-hailing applications.

Remember the working model is very important for your application architecture as your entire coding will be based upon it. Try to make it as simple and transparent as possible to the agile flow of daily operations.

Call for a ride

The customer can request from its preferred location for a quick ride. You can also set up a nice map that tracks the movement of the driver as well as the location of all the nearby drivers.

Successful Match for a ride

The panel shows a match along with the general details of the driver.

The driver can cancel the rise which then passes on to the next ready driver. The customer can contact or cancel the rise if he wants to with great ease. The

option of referral codes must be provided to increase the happiness of the customer.

Time of ride

The customer must be able to track its position at all times along with the normal details such as time to location etc. Once reached the record must get automatically stored in the profile.

Options for Payment

You must provide more than one payment option to attract more customer base. Put in all efforts to make it a very smooth and secure process.

Try to promote cashless and online modes of payment to join the digital transformation movement.

Rating

The rating section must be dealt with utmost seriousness as it is a measure of your success.

Provide options for both customers and drivers to rate their every ride. Also, decide bonuses and penalties for the drivers according to their performance based upon the ratings.

Now decide about how much you want to invest upon the development and maintenance of each of these sections.

Focus on the quality and always know your target audience. Stay dedicated to the project towards the end.

Always keep ample space and room for changes to be made in the application architecture even after the successful launch.

Conclusion

Remember to allocate the required budget for technologies such as chatbot and data analytics to stay ahead of the competition.

Making the application like Rapido and other taxi-hailing services is only the first step the real dirt comes afterward.

The business requires a very dynamic approach and you must always be ready to make changes and stay adaptive towards challenging situations.

Make all efforts to keep a stable and professional team of application engineers who are ready to serve you at any point in time.

There exist a lot of competitors in ride-hailing services such as Ola, Uber and Rapido hence you must innovate better than them.

The ride hailing service is completely dependent upon customer satisfaction which must also be the topmost priority of your application.

Try to make your application customer friendly and responsive at all points of time.

USER INTERFACE

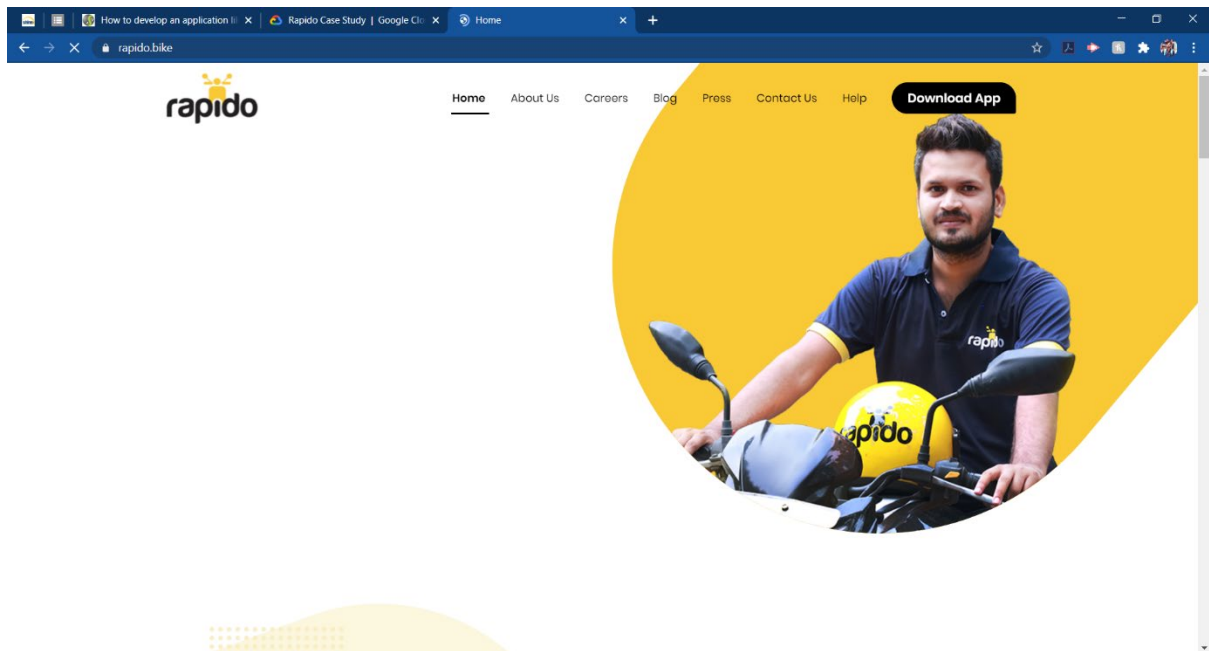
Google a compelling opportunity

The business started operations on a cloud service. However, Google presented a compelling opportunity to Rapido to improve its location-based intelligence through a wide range of cloud-based map APIs, infrastructure, and mobile app development services. "Google Maps Platform was particularly interesting to our business and we saw enormous potential to use it to improve our service and gain a competitive edge," says Rishikesh.

Rapido elected to use Geocoding API to enable its app to convert addresses to geographic coordinates, and the reverse, allowing consumers to identify point A and point B on their journey. The company also uses Directions API to identify the fastest route between pickup and dropoff locations, which enables Rapido to provide users with approximate prices for trips. Distance Matrix API is used to calculate the travel times and distances between locations, and Maps SDKs for Android and iOS to add interactive maps to the app.

"Google Maps Platform is particularly useful for us as it identifies optimum routes for two-wheel services," says Rishikesh. "This saves us time and money, while helping us deliver a better consumer experience."

In addition, Rapido uses the Snap to Roads service to deliver best-fit geometry for sets of GPS coordinates within the Roads API, which identifies and provides metadata about the roads on which drivers travel. "Snap to Roads in Roads API allows us to optimize the path drivers take and helps ensure the fare charged is accurate," says Rishikesh.



Improving user experiences

As Rapido matured, Rishikesh considered how to improve the user experience of the app while reducing the business' costs. In 2017, Rapido asked Google Cloud Premier Partner and Google Maps Platform Partner Searce to help meet these objectives. Searce provided the technical and business advice that prompted Rapido to take advantage of the unlimited API calls, 24-hours-a-day, 7-days-a-week support, and strict SLAs available through the Google Maps APIs Premium Plan for Asset Tracking.

"Searce's technical skill with Google Maps Platform put us on the right path to provide a better, more relevant user experience."

—*Rishikesh SR, Co-Founder, Rapido*

Searce also helped Rapido optimize its API calls and integrate directions and distance calls with the Roads API to smooth out variations in GPS readings received from the handsets of two-wheeler taxi owners. Finally, Searce helped Rapido deploy the Firebase mobile and web development platform to automate the mode configuration of the API keys, rather than maintain a time-consuming manual process. This move also minimized the likelihood of any issues arising if Rapido decided to start multiple projects or add more licenses, or combine Google Maps APIs Premium Plan for Asset Tracking with an external license.

Technical skill and experience

Searce finalized its initial engagement with Rapido last year and provides ongoing support and advice. "Searce's technical skill with Google Maps

Platform put us on the right path to provide a better, more relevant user experience," says Rishikesh.

Rapido also now uses a range of Firebase services for app development, testing, and modification. The business employs [Google Analytics for Firebase](#) to measure customer use of and engagement with its app, enabling the business to make informed decisions about where to direct its resources. In addition, the business is using the [Firebase Test Lab](#) app-testing infrastructure to test its Android and iOS apps across a range of device configurations, view the outcomes, and make changes as needed.

Rapido uses [Firebase Remote Config](#) to change the app's behavior and appearance on the fly in response to the results of A/B testing across sections of its user base. Furthermore, Rapido uses [Firebase Crashlytics](#) to provide app crash reports to its Firebase console.

[Firebase Dynamic Links](#) allows Rapido to direct users to linked content in the iOS or Android version of the app, while [Firebase Cloud Messaging](#) enables Rapido to deliver notifications and other messages to users. [Cloud Firestore](#) provides a NoSQL cloud database to store and sync data for the Rapido app.

Rapido has also started using the [Firebase Realtime Database](#) to store and sync information about customers that can be used to provide a more informed, personalized service.

At the same time, Rapido uses a [BigQuery](#) data warehouse to process about 10TB of data every month for analysis and reporting that supports decision-making across the business. The organization is also using application containerization through [Google Kubernetes Engine](#) on [Google Cloud Platform](#).

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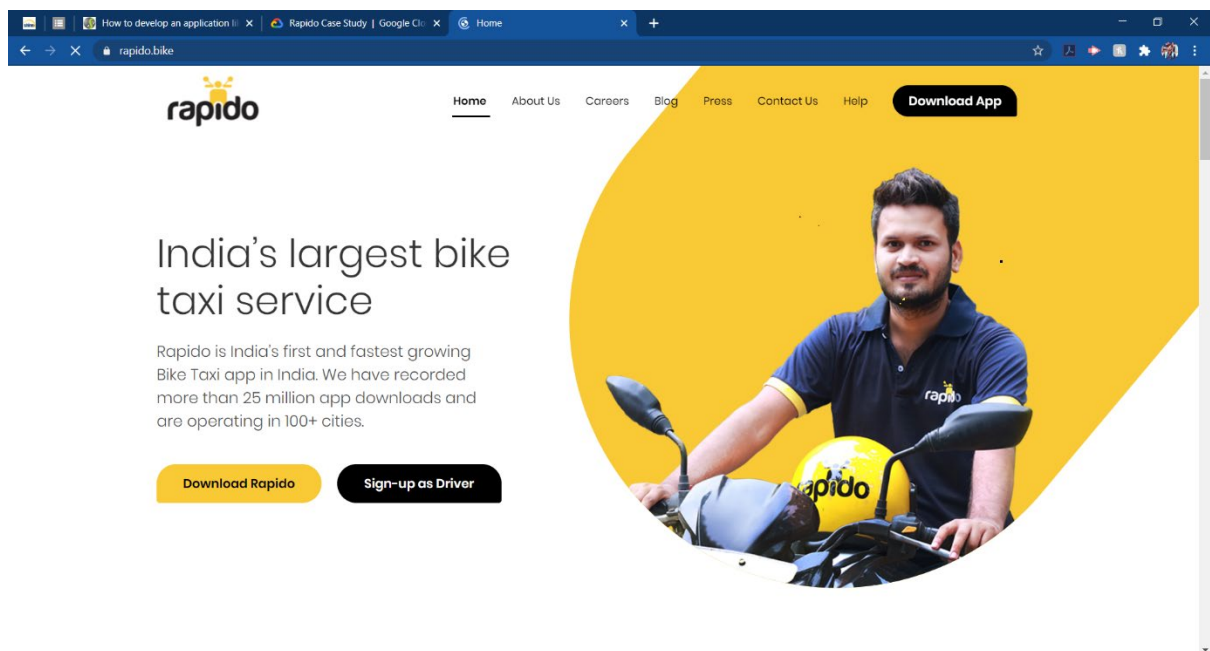
—*Rishikesh SR, Co-Founder, Rapido*

"We are moving our apps from dedicated virtual machines to a scalable containerized environment that consumes fewer resources," says Rishikesh. "It makes sense to work with Google – the business that designed the Kubernetes container-orchestration system."

Rapido has also started using the [Cloud Functions](#) event-driven serverless compute platform to process smaller jobs. "This is ideal for small use cases in

particular as we do not have to spin up virtual machine instances," says Rishikesh.

Finally, Rapido is using image classification through the Vision AI service to analyze riders' documentation, such as driving licenses. This allows the business to verify details such as names, addresses, and expiry dates with more than 90 percent accuracy – a high rate in a country where each state has its own license template.



Expanding rapidly to new cities

The Rapido app enables drivers to pick up customers quickly – in most cases, between 2 and 5 minutes.

Overall, the high-quality experience for consumers and drivers delivered by Google Maps Platform, combined with Firebase, has helped power Rapido to robust growth. The business now takes more than 5 million orders per month.

"With Google, we are delivering the right experience to users through Google Maps Platform, Firebase, and Google Cloud Platform services," concludes Rishikesh. "We have realized our vision faster and now have a robust platform to grow in the future."