



# HYBRID MOBILE APP FOR INDIA'S FIRST SMART ELECTRIC VEHICLE COMPANY

CASE STUDY

#### **ABOUT CLIENT:**

The client is a leading Indian electric vehicle company engaged in the manufacturing of electric scooters and building infrastructure for electric vehicle charging points. The electric scooter, one of India's first indigenously designed electric vehicles, has a touchscreen dashboard connected to the cloud, host of smart features and offers a top speed of 72 kmph.

#### **INDUSTRY:**

Automobile industry

#### **REGION:**

India

#### **BUSINESS NEED:**

The client wanted to rapidly roll out a new electric scooter in the Indian market and was looking to develop a mobile app which could enable customers to find the nearest charging station and recharge their electric vehicles (both 2 and 4 wheelers).

## BUSINESS CHALLENGES

01

#### **Establish market share:**

Client wanted to quickly establish itself as a niche player in the electric vehicle market with electric vehicles and charging stations across India.

02

#### **Automate the Vehicle Charging Process:**

Client found it difficult to automate the vehicle charging process from geo-locating a charging station to paying the bill and was unable to create a self-help mechanism for customers.

03

#### **Lack of skilled technical expertise:**

The client lacked a professional team with relevant experience to develop a hybrid app.

# DATAMATICS SOLUTION

## Hybrid Mobile App:

App was developed for iOS and Android platforms to automate the discovery of electric charging stations and fulfilment.

## Google Maps Integration:

Google Maps would display the current location of the customer and enable him/her to find nearby charging stations.

## Charging Pack Selection:

Customer could provide vehicle details and select the appropriate charging pack suitable for the vehicle.

## Track Charging Progress:

Customer could determine when the vehicle was last charged, track the progress of electric vehicle charging and view the estimated time for charging the vehicle.

## Wallet Integration:

Customer could easily make payments through the preferred wallet.

# BUSINESS IMPACT

**App was successfully launched** to support 60 charging points across the country



**Rated 4.2 out of 5 on Appstore**



**Achieved 50K+ downloads** from Appstore



# ABOUT **DATAMATICS**

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website: [datamatics.com](https://datamatics.com) | email: [business@datamatics.com](mailto:business@datamatics.com)

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