CASE STUDY
Commercial Vehicles Monitoring and Geofencing Application
OVERVIEW

The client is North America's leading provider of automated vehicle shipping services. They provide an online marketplace where shippers and carriers can come together and conduct business in a trusted and secure environment.
BUSINESS CHALLENGE

To stamp a digital footprint and expand the digital business, MP LLC provided the client with solution to locate, monitor and secure the carrier vehicles. A mobile app version was recommended to counter major challenges of piling paper work and load aggregation of client’s network.

Solution Devised

- Track, monitor and review the shipments assigned, picked and delivered.
- Advance search feature thru unique VIN or Load ID#
- Single tap to generate quick Lading/ePOD ebills
- Track and record lost items through inspection report feature in the application.
- Share inspection report quickly with the concerned
INFRASTRUCTURE, PLATFORM AND RESOURCES

- Intuitive and responsive Cross Platform Application for all types of clientele needs.
- Mobile Programming experts involved in the project – PM, IOS developer, android developer, UI/UX analyst and QA analyst
- As the industry best practice and agile methodology, the application builds were shared with the customer at the end of each SPRINT. A Sprint typically lasts for 2-4 weeks. Feedback received from the sprint was accommodated before the start of the next sprint to make sure the correct functionality of the app. The app development lasted 6 months with ongoing support and maintenance.

VALUE DELIVERED

The mobile app development has been very well accepted by the users in USA. The company has seen tremendous revenue growth and an increased installations with the app development. The design background & layout seems useful as well as interactive to the audience. Customers receive ECR (Electronic Condition Reports) for loads through mobile app. App documents any damages on the vehicle, when user tapped on accurate area of the vehicle diagram & described damage in detail.