



Client Information

Synergy Design Solutions (SDS) is a Singapore company that incorporates cloud computing, human factors engineering and intelligent automation with state of the art system integration. Working together with their clients, SDS understands their needs and develops innovative products to address these needs. The SDS business model is unique in the fact that instead of selling the product, SDS charges based on usage & performance levels on a contractual basis. This allows SDS to get a more comprehensive view of their product and enables predictive maintenance, performance analysis and continuous improvement activities. SDS Products Portfolio includes products in Industrial Automation, Medical Devices and Web & Mobile applications. To address the myriad areas of expertise required to create such products, SDS has trusted partners who provide specialized engineering services. Josh Software is one such trusted partner providing skilled resources for web and mobile application development.

Client Brief

SDS identified a need to develop a customized voice messaging application to enable communication among limousine and private hire vehicle drivers in Singapore. This application was to be a direct replacement for the conventional walkie talkie, whose built-in limitations are impacting the limo drivers business. The application required the build of a voice recording service with Push-to-Talk features, similar to those of a Walkie-Talkie but tackling the limitations with multi-channel monitoring, auto-playing new messages, viewing drivers profiles easily. All the above had to be done with minimum user interaction as the users were professional drivers and not supposed to be toying with phones while driving! Other important features required were creation of Public and Private Talk Channels, private individual chats, job records, sending notifications, alerts and reminders, real-time monitoring and data back-ups. Josh Software with their experience in Web and Mobile Applications were ideally suited and tasked to do the software development.

The Josh Software Edge

The team from Josh Software was able to understand the functional and design requirements easily. This understanding greatly simplified the development process as the requirements were quickly translated into the actual product. Josh Software was also careful to plan the activities such that quality testing and functional features development simultaneously. The Server APIs development was also planned such that the mobile development was not interrupted. An important factor was to cater for high usage of voice messages and Josh was able to provide an optimum scalable server set-up for this purpose. This planning provided the edge to deploy the Minimum Viable Product to the market within the planned time-frame.

Impact

Within a few weeks of deployment of Get-a-Limo, a test group of 40 limo drivers were signed up to use the app and test the app in real-life situations. The voice recording, latency and functional features were all tested before scaling up the user base. Josh Software still continues to support improvements and features with regular updates to keep the limo drivers operating efficiently. Get-a-Limo hopes to scale up to at least 2,000 users by End-2017.