

# Client Case Study

*Major automotive manufacturer builds ride hailing application for competing edge in a rapidly-growing market.*

This leading automotive manufacturer has been a key player in the automotive industry for generations. This client is known for providing economical and attainable vehicles for its customers, offering a notable arsenal of its vehicles from: logistics, everyday transportation and even sport - I.C.E to E.V. To stay an industry leader, the client has recognized technology as a sign of the times - automotive creates a space for technology to better humanity.

## Challenge

The client was constrained by an engineering skill-set that we evangelize at TribalScale. Pair programming. This agile methodology ensures that every line of code we create is clean and readable. Given our experience in the automotive industry, we were able to match our solutions with the client's challenges:

- + Constrained engineering skill-sets
- + Lag in API calls and in error-handling
- + Sub-optimal dependencies

## KEY RESULTS



Reduced issues and improved performance



Automation assistance via Jenkins pipelines



Improved delivery cycle and team infrastructure

# Solution

The client sought out TribalScale to create a ride-hailing application for iOS. This mobile application was end-to-end and was created with two personas in mind - the passenger, and the driver. How might we leverage today's technology to improve the client's existing architecture, but still deliver in a timely, effective manner?

- + **ARCHITECTURE:** We refactored the application to use a model-view-viewmodel (MVVM) architecture and optimize legacy code that littered the initial codebase. Migrating the old codebase to the new codebase has allowed an improvement and efficiency to development for new features - our engagement with the client has allowed us to hone industry workflow to deliver a compelling product.
- + **PRODUCT:** We have improved the application's stability by reducing: API calls, increased error handling and optimizing the application's overall user-experience. Thus, a 66% improvement in major pilot issues prior to the engagement were recognized quickly. From prioritizing work around the backgrounding and foregrounding of the application, each major pilot issue has seen significant improvement.
- + **EXPLORATORY TESTING TEAM:** By leveraging a new ticketing-application in the engagement, our team embraced a new testing process as part of the delivery cycle. Part of our engagement included training Exploratory Testing engineers to ensure a smooth delivery cycle along the way. Each build was run through an exploratory testing session to uncover issues before production. This has allowed us to significantly reduce the number of incidents and severity of issues.

## TECHNOLOGIES

- + Swift
- + Postman API
- + Jenkins
- + SonarQube
- + gRPC



# Outcome

Our engagement with the client has allowed us to provide not just a compelling ride-hailing application for its users, but it has also allowed us to provide an improved workflow among engineers and reimagine the way products are built and delivered. We have equipped the client with a ride-hailing product capable of greater adoption than that of competitors in the market. The key to the client's ability to execute is scalability. With an optimized codebase, the foundation is set in stone.

We have reimaged the automotive industry by: training, learning and creating with both TribalScale and the client's team. Our engagement with the client, we have fortified our stamp in the automotive industry.



"There's no doubting real world capabilities required to build AVs for people and ride hailing businesses. How might we create a scalable, reliable codebase above and beyond our competitors?"

- **MOHTASHIM HASHMI**  
Product Manager @ TribalScale



# TRIBAL<sup>7</sup> SCALE

TribalScale is a global innovation firm that helps enterprises adapt and thrive in the digital era. We have years of experience in digital strategy, design, and multi-platform engineering and through agile practices, we transform teams, build best-in-class digital products, and create disruptive startups.

Whether we're righting the ship for another company or creating a fresh end-to-end solution, we innovate for a better tomorrow.

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