

# EzCab

## Project Brief



# ABOUT EZCAB

EzCab Sdn Bhd is a Malaysian based company that founded a user-friendly, ride-booking application called EzCab.

EzCab is Malaysia's first taxi booking mobile app that provides real-time booking information with the taxi number plate of the driver.

To ease the passenger's privacy and safety concerns, only the taxi driver will receive the passenger's mobile number in order to protect the passenger from unwanted risks.

# PROBLEM

## What were they trying to solve?

To have a map with distance, traffic, and navigation capabilities that would give accurate information to both the taxi drivers and passengers.

## Who was affected the most by this issue?

Based on the other map options considered, taxi drivers would not have been able to locate the accurate location of the passengers due to limited features and lack of local specific location data.

### What specific tools/solutions were used?

Lava gave consultation on the appropriate Application Program Interface (API) to be utilized based on EzCab's use case and objective.

We also guided Ezcab on optimizing the use of Direction API which is a key feature in navigating the drivers accurately.

### How did it help EzCab?

Given their existing competition, EzCab was able to optimize their app and make it more user-friendly to both drivers and passengers. This incentivized more user uptakes.

They were also able to save considerable cost based on the optimized usage and consumption of Google Maps.

# SOLUTION

*Provided by Lava*

### What were some of the early indicators of success?

Taxi drivers were able to leverage on the EzCab app that allowed them to compete with similar e-hailing apps.

# RESULT

EzCab has been using the Google Maps API within their mobile app which has benefited many taxi drivers and passengers. There have been approximately 10,000 downloads of this app to date across the Klang Valley. EzCab is expected to grow its presence in new locations.

## Company Details



2000+ cabs



4000+ trips daily



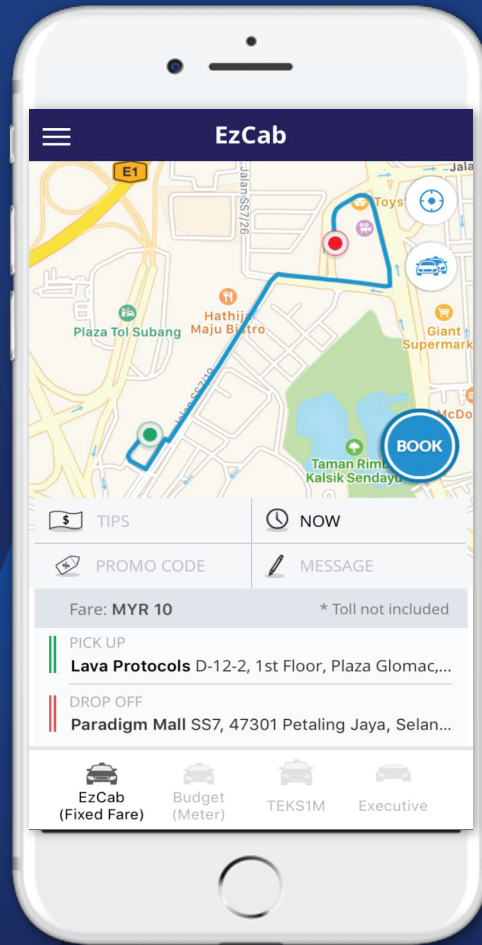
< 5 mins real-time responses

# TESTIMONIAL

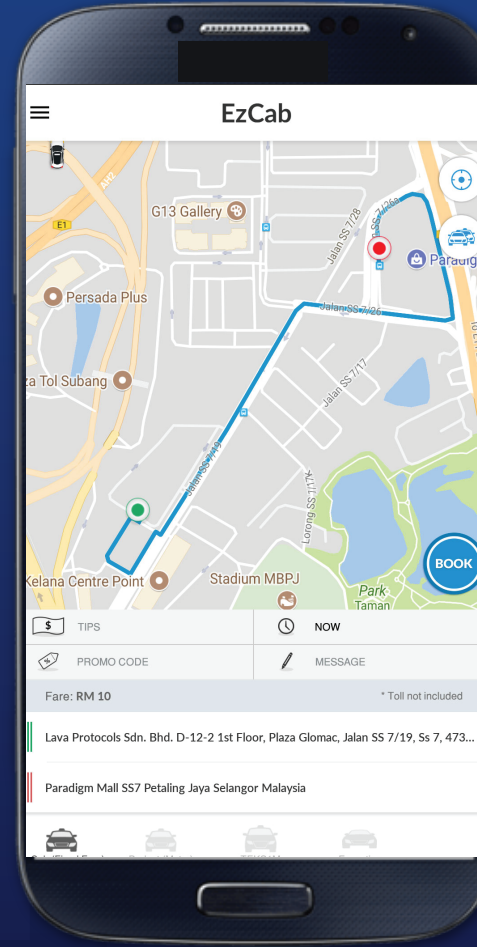
“EzCab is pleased to have a well-established relationship with Lava Protocols. We have worked together with them for the implementation of Google Maps in our business. The Lava Protocols team has put time and energy into developing our relationship and maximizing our success.”

— *Nor Aleeshah Abdullah,*  
*Business Development Manager*

# EZCAB MOBILE APP



iOS App



Android App