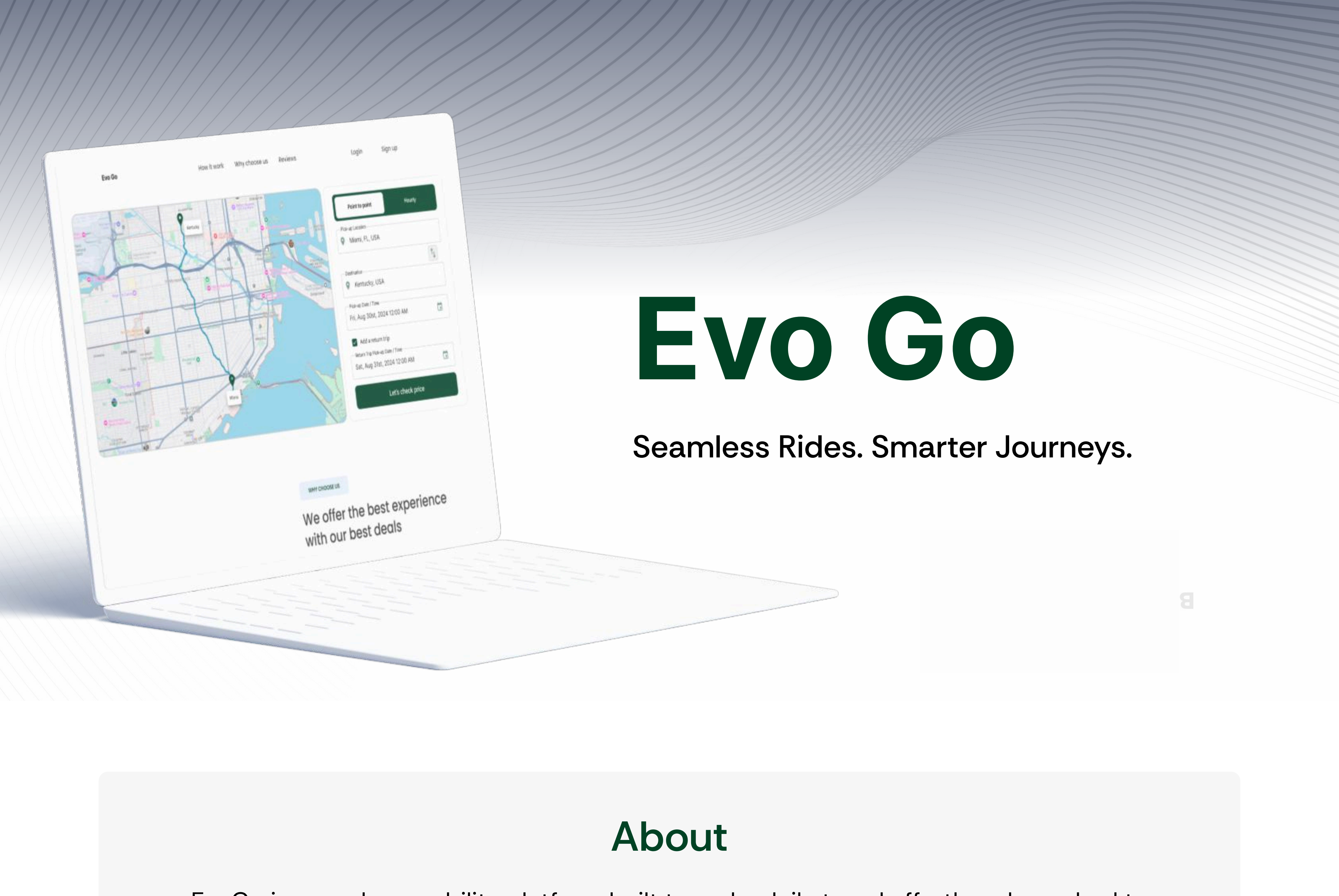




Evo Go

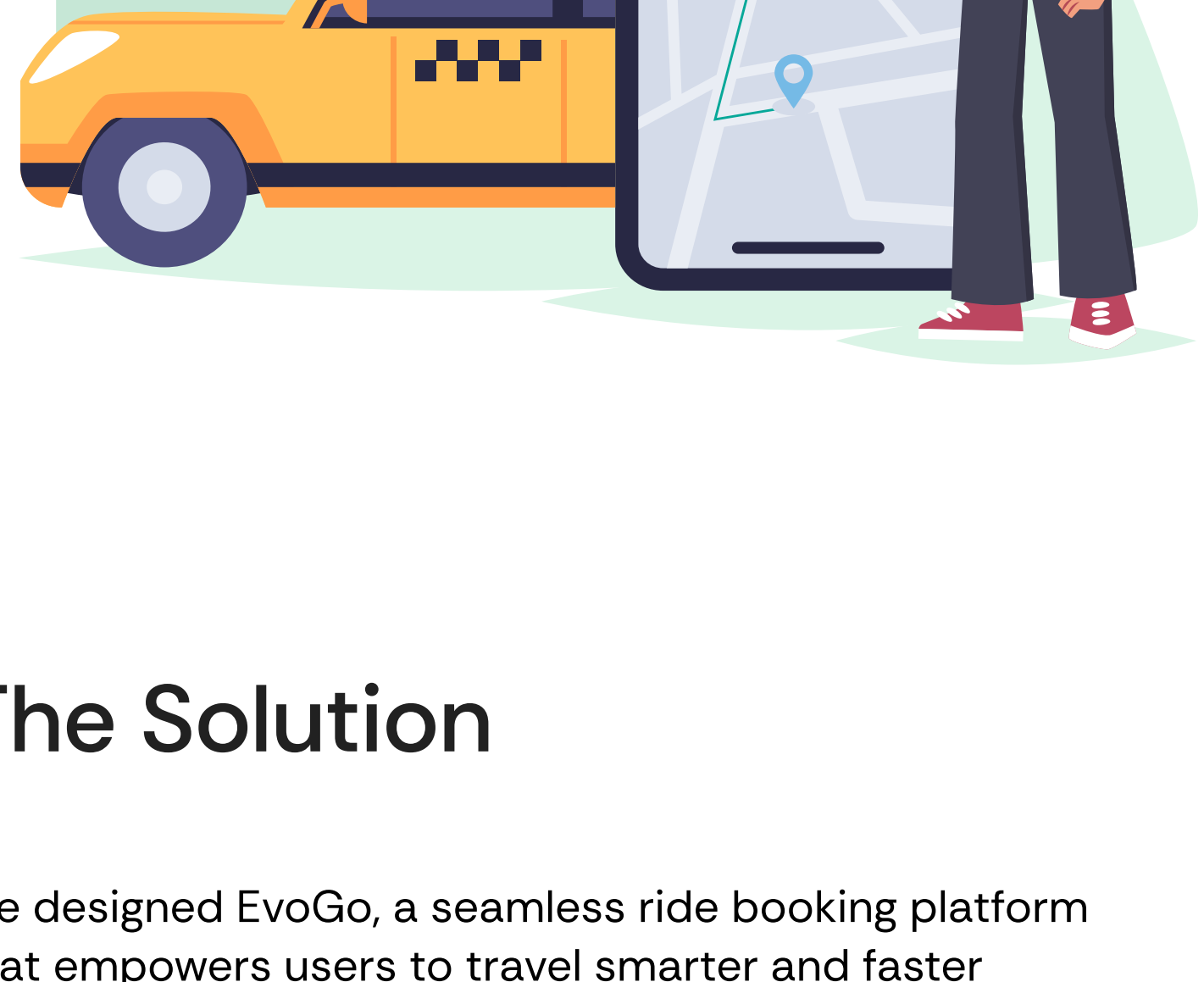
Seamless Rides. Smarter Journeys.

About

EvoGo is a modern mobility platform built to make daily travel effortless. Launched to simplify ride booking, it combines smart technology and intuitive design to deliver a seamless experience. From real time location selection to secure payments, EvoGo empowers users to travel with ease, reliability, and confidence, making every journey smarter.

The Problem

Many commuters struggle with unreliable ride services, confusing booking steps, and inconsistent fare transparency. Existing apps often demand mandatory logins, manual address entry, or unclear payment flows, causing frustration and wasted time. Without a smooth, guided booking experience, users find it difficult to secure quick, trusted rides, leading to inefficiency, delays, and dissatisfaction in their daily travel routines.



The Solution

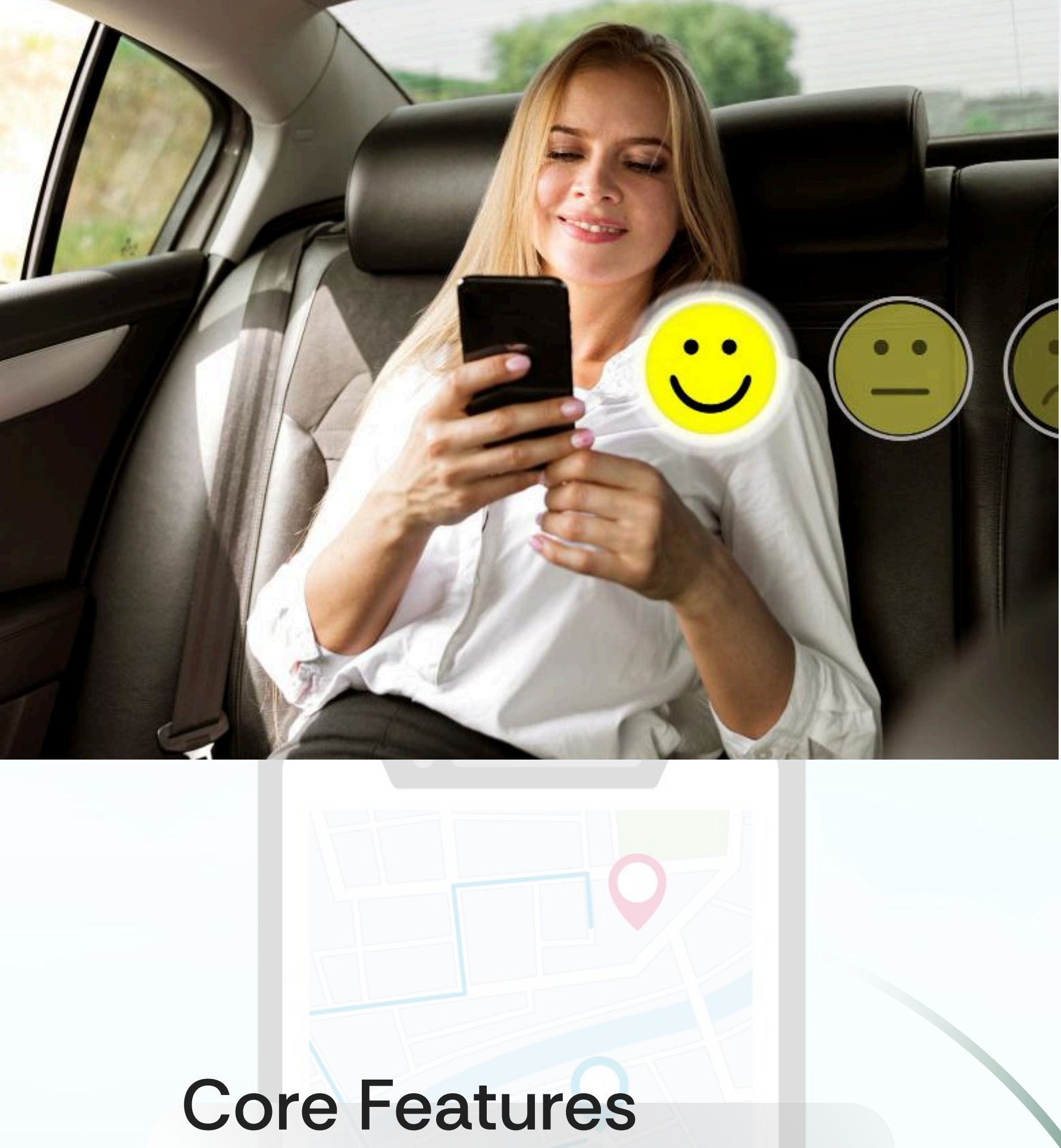
We designed EvoGo, a seamless ride booking platform that empowers users to travel smarter and faster through a guided, multi-step experience. It combines Google Maps integration, vehicle selection, and secure payments into one intuitive flow accessible to both guests and registered users.

Each user journey benefits uniquely:

- **Guests:** Book rides instantly without sign-up hassles.
- **Registered Users :** Save locations, manage bookings, and view ride history.
- **Admin:** Monitor rides, payments, and overall platform operations.

GOALS

- Simplify the ride booking experience through a guided, multi-step digital flow.
- Build user trust with transparent pricing, live tracking, and secure payments.
- Enable faster, location-aware bookings using Google Maps integration for smarter daily travel.



Target Audience

- Daily commuters seeking fast and reliable ride options.
- Working professionals looking for a seamless, cashless travel experience.
- Urban users preferring location-based, transparent booking systems.

Core Features

- Smart Location Input
- Flexible Booking Flow
- Secure Payment Integration
- User-Friendly Experience

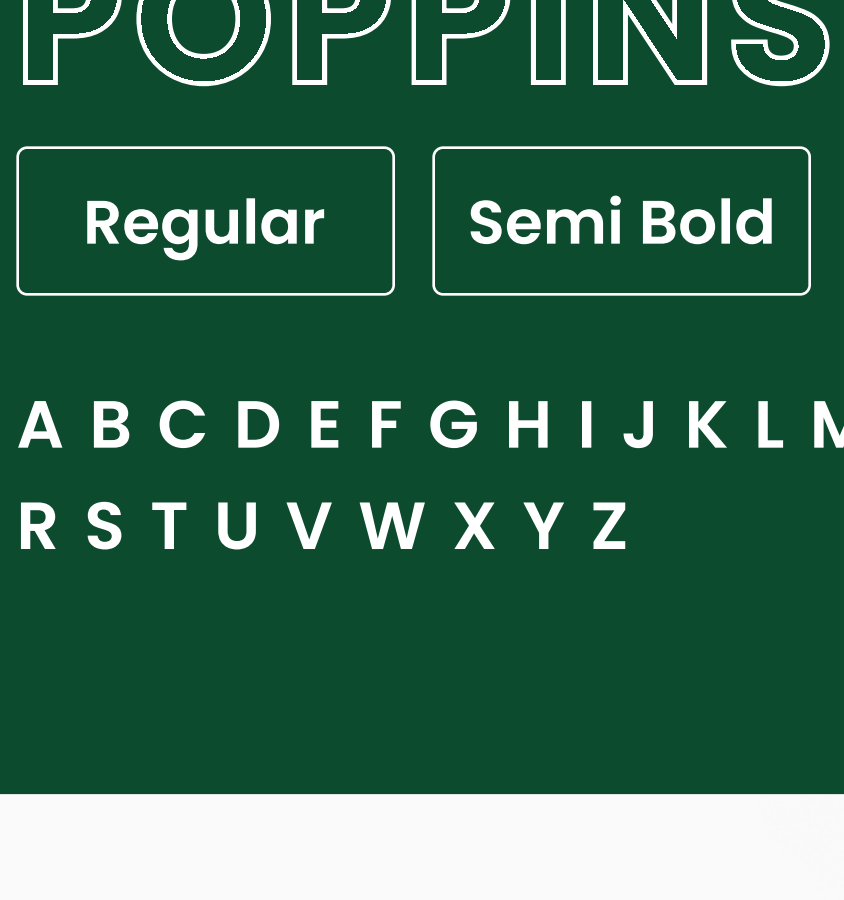
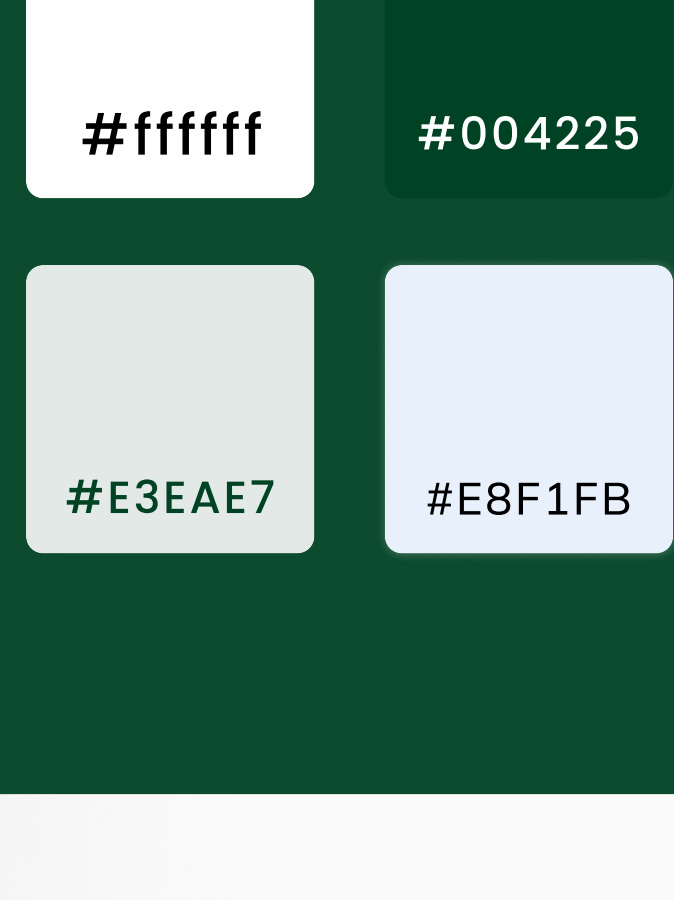
Choose pickup and drop points easily through Google Maps or manual entry for precise navigation.

Complete your ride in just 3–4 guided steps — from location to payment, designed for speed and simplicity.

Enjoy smooth, safe, and instant payments through integrated gateways supporting multiple options.

Whether guest or logged-in user, access clear ride details, real-time updates, and instant confirmations.

Typography & Color Palette



Strategy: Enhance urban mobility through a seamless, transparent platform that unites location intelligence, vehicle choice, and secure payments, delivering faster, smarter, and more reliable rides while building user trust and convenience at every step.

User Research & Role Mapping

Studied the travel patterns of guests, registered users, and admins to understand real-world mobility needs. Defined clear roles to ensure booking efficiency, data transparency, and trust. experiences.

UI/UX Design in Figma

Designed intuitive interfaces for ride booking, vehicle selection, and payments. Wireframes focused on clarity and speed, delivering a seamless experience for guests and registered users.

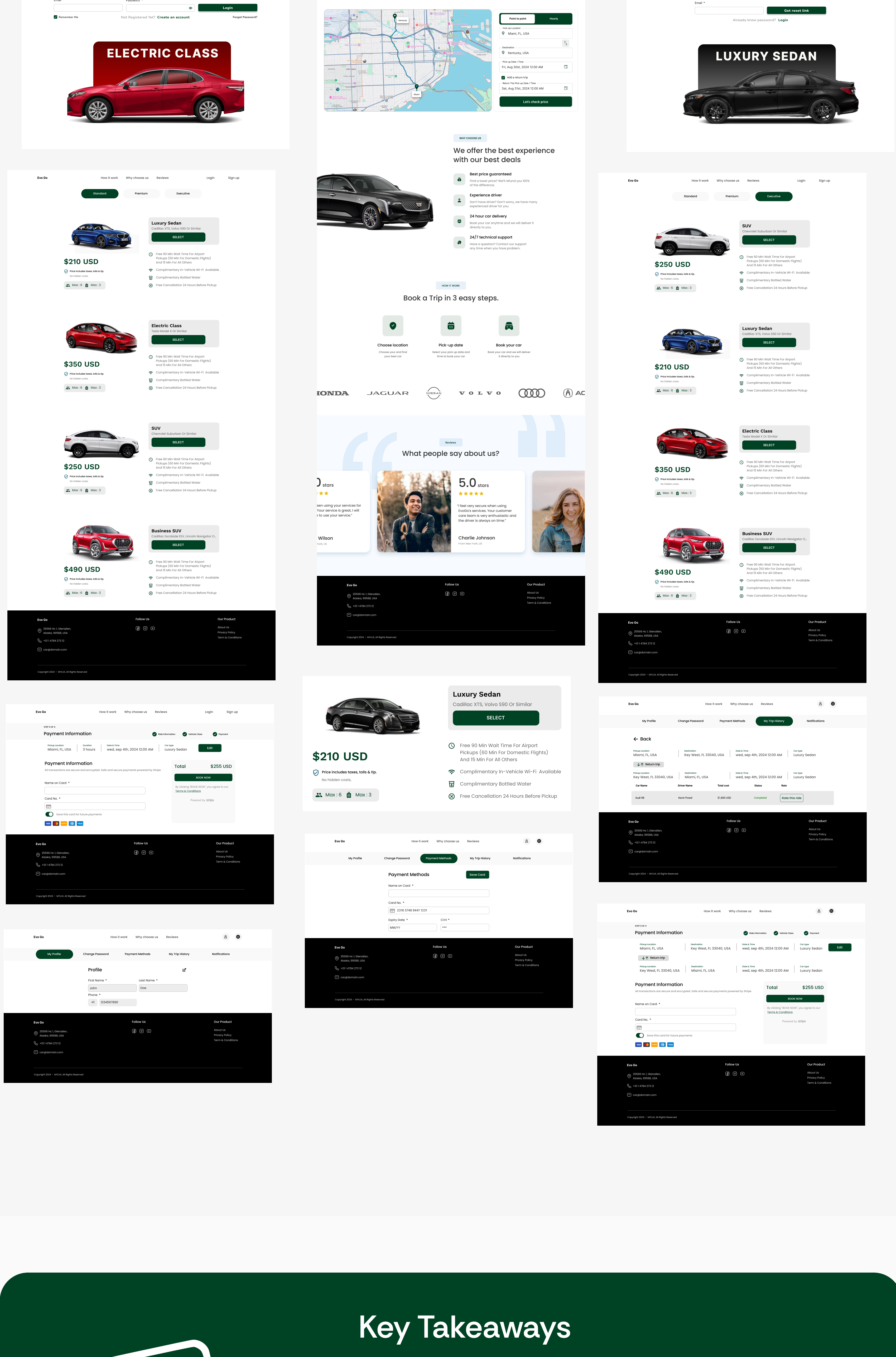
Scalable Backend Architecture

Built a secure backend to handle bookings, payments, and multi-role access. Ensured stability, accuracy, and real-time updates across all rides. The system is designed to scale seamlessly as more users and bookings grow.

Integration of Real-Time Features

Enabled live updates for ride status, location tracking, and payment confirmations. Real-time data keeps users informed and aligned, enhancing trust and delivering a seamless travel experience.

Visual Walkthrough



Key Takeaways

- Streamlined booking builds trust, transparent fares and real-time updates enhance user confidence.
- Intuitive UI boosts engagement, simple flows encourage repeat rides and effortless navigation.
- Scalable system ensures growth, handles increasing users and bookings seamlessly.

Thank You

Empowering every user to travel smarter, faster & with complete confidence.

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