

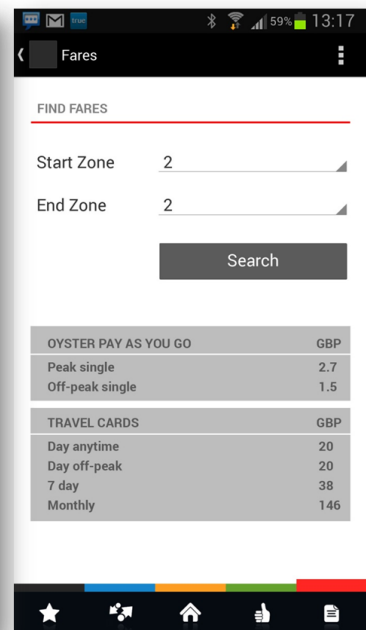
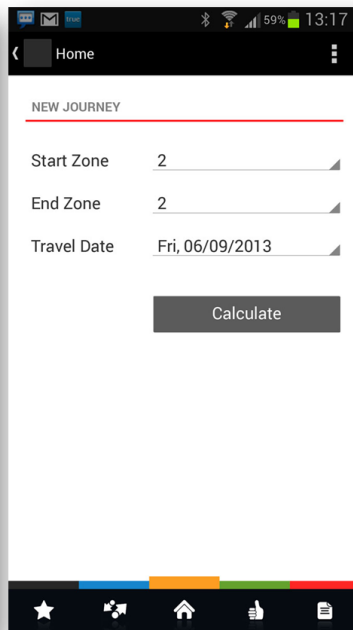
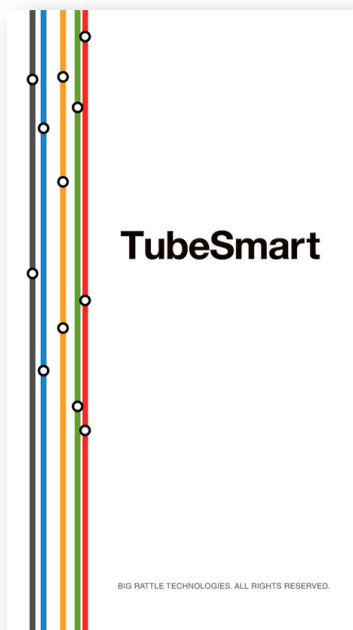


THE SMART WAY TO PLAN AND SAVE ON OYSTER TRAVELCARD RENEWALS

TubeSmart helps London Tube, Bus and National Rail commuters

The problem: With a monthly Travelcard (pass) London Underground i.e. tube commuters pay for the days they travel and the days they don't. These non-travelling days are usually weekends but occasionally also include long weekends & personal vacations

Solution: TubeSmart will help commuters organise their travel card purchases to exclude weekends, long weekends & vacations.



The Product

TubeSmart lets you enter a day of renewal and TubeSmart will use its algorithms to find the best day to renew the monthly TravelCard. On day until renewal day commuters would pay for single journeys.

When it finds a better 'renewal' day, it creates a schedule using a combination of short term Pay As You Go and Monthly Travelcard that reduces per day cost of your journey.

How does it work?

1. Enter your Start Zone, End Zone and next Monthly Oyster Travelcard Renewal Day
2. TubeSmart will determine if this renewal day is best day to renew
3. If it finds a better renewal day TubeSmart suggests you to postpone travelcard renewal to this day and travel PAYG until this day
4. You can personalize results by adding Vacation, flexible working days or any weekdays you do not intend to travel and thus maximize savings
5. TubeSmart assumes no travel on Weekends or Bank Holidays

Highlights

- Checks if renewal day gives you most 'weekdays' in the next month
- Suggests a better renewal day when possible
- Compares per weekday cost of travel
- Uses your personal vacations and flexible working weekdays to personalize results
- Adjusts for your weekend travel plans
- Displays Oyster PAYG and Travelcard Fares

Big Rattle's Role in the Product

The Need

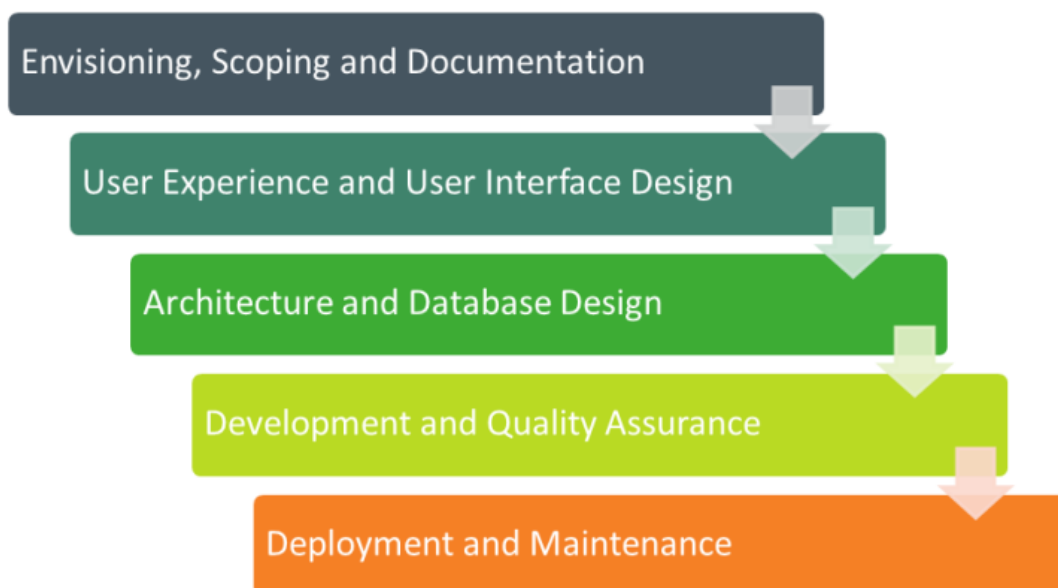
Build a robust, secure and multi-platform app incorporating fairly complex algorithms

Challenges

1. Fairly complex algorithms to determine 'renewal' day
2. Multiple scenarios
3. Personalize results for each user
4. Multi platform support
5. Security and Privacy

The Approach

TubeSmart partnered with Big Rattle Technologies for Design and Development of this app. Big Rattle Technologies was involved in all stages of product development illustrated below:



More Success Stories

BMW Event Registration App for iPad

Learn how Big Rattle Technologies digitised the event registration and press kit delivery process for BMW. The app was used at the Auto Expo in India.

Kissanpur.com: World's First Ever Crowd Sourced Tomato Farm

Learn how Big Rattle Technologies delivered Kissanpur, 2 years in a row reaching over 2.5 million households with tips to grow tomatoes, contests, photo galleries, leaderboard and blogs.

WeR4Pets.com: makes the world a better place for pet and pet parents one wag at a time

Learn now Big Rattle Technologies developed a comprehensive portal for dog and cat lovers complete with articles, tips, games, discussion groups, expert connect, videos and events.



Big Rattle Technologies

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In 2010, we began building mobile apps. Today, we've built over 10 apps. We are driven by a simple goal: *Provide our clients with reliable, quality software at a cost-effective price, and ensure projects run smoothly, strategically and predictably.* Building you the best app possible is critical, so is the process it takes to get there. That's where we come in.

At Big Rattle Technologies, we takes a business-driven methodology to all of our projects, we use technology as a way to solving a challenge rather than suggesting a predefined solution. In building a reliable, cutting-edge software, we account for the challenges that our customers seek to tackle, together with the goals they would like to accomplish. Our focus is on forming long lasting IT partnerships. with our customers.