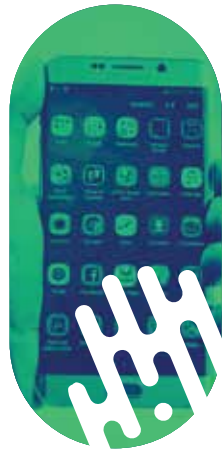


ready **4S**



## FREE2CYCLE

GEO-LOCATION APPS FOR TRACKING BICYCLE USAGE

VERIFIED REVIEW  
5.0 / 5.0



## CASE STUDY

# PROJECT SUMMARY

At **Free2Cycle** we'd like to offer people a bike funded by pedal power, you ride it and it pays for itself.



We needed help with applications. More specifically, we asked them to build a iOS and an Android version of a geo-location app for us. We provide people with a choice of whatever free bike they'd like and by using their bike it pays for itself. It's like going into a car dealership and saying, "I'd like to use a car for 5,000 miles per year" and we give you a Fiat. Or you say, "I'm going to use it 15,000 miles per year" and we'll give you a Ferrari. It's the most unusual payment process paradigm that you could imagine. You use it and it's get funded because we know that it creates environmental benefits. People are encouraged to monitor their mileage because that's how the bike gets paid for. We have sponsoring companies that benefit when people who are healthier do that's that's why there's an incentive to record their mileage using our app.

**They worked well to meet their time lines. They were always a pleasure to work with. Our experience with them has been a very positive one.**

*- Founder of Free2Cycle*

# CLIENT'S OPINION

AN INTERVIEW WITH CLIENT BY CLUTCH.CO



## BACKGROUND

### **Introduce your business and what you do there.**

We're a financial services technology-enabled business that's designed around improving the health and well-being of people and the environment by providing free bicycles and encouraging people to use them.

I'm the founder of the company.

### **How did you come to work with Ready4S?**

I discovered them purely from Internet-based research. I was scrolling around for a few different suppliers. I came across them and saw they there was a disparity between what they and others seemed to offer. So to a certain degree, there was some chance involved in that - it was not a personal recommendation.

We went through a few semi-formal rounds of conversation and it seemed like they could do what we would need. They had a good understanding of our requirements.

# SOLUTION

## What was the scope of their involvement?

We tasked them with our first version of the app which was specifically designed to be relatively low complexity but it uses the geolocation services provided by the mobile devices and the interface was pretty simple. We were setting the hurdle for improvement at a reasonable level. There wasn't a whole lot of complexity in terms of what we were doing. It was a simple interface which they worked very well with.

We will be using them in future to do further development. We made the first version simple because we knew that we had compressed time lines so it wasn't that we were at any stage concerned about their capability to deliver. The no-frills approach to the project was set more around our time line and the prioritization of that time line.

The distance tracking interfaces with our core systems via an API, which we developed and Ready4S worked on. They performed well working with that framework. Currently, the app tracks start and finish locations and shows a record of the last completed trip. In a future version, we'll have data points throughout each activity so that we can recreate the ride in full. At the moment the only data we're collecting is distance, time, maximum speed, etc. The primary API that it interfaces with is our own API which interfaces with our core systems. Our core systems provide all sorts of managed information, such as the log in credentials, current mileage compared to what the user has pledged, etc. It returns to us details of the last activity that has taken place which we then aggregate to the rest of data.

## What is the team dynamic?

Other than the project manager, the resources were primarily developers. I think they had someone doing design work to some extent, but to be honest, the design work was relatively contained since we provided mock-ups for what they needed. There was very little art work required. They had many developers working on the application itself, and then other resources working on the backend and API integration.

## How much have you invested with them?

We spent around \$25,000-\$30,000 USD by my estimate.

## What is the status of this engagement?

We kicked off the project in the beginning of May. I wanted a usable version of the app by the beginning of July so they had two months to work it out. They achieved their timelines within a reasonable degree of tolerance. There was one feature that possibly miscommunicated during the specification process which became a little bit of a change request. It came down to their level of understanding and so that took them an extra couple of days. For all intents and purposes, they delivered on schedule to the requirements that we requested.

## RESULTS & FEEDBACK

### What evidence can you share that demonstrates the impact of the engagement?

The work that they've done has been very good. They've understood our requirements and I think it helps that our requirements were fairly well defined. They worked well to meet their time lines. They were always a pleasure to work with. Our experience with them has been a very positive one.

This was an operational proof of concept, so a lot of the "nice to have's" didn't make it to the requirements list. We haven't tracked any metrics. It's too early to tell how big of a success it will be.

**Though the scope was limited, the timeline was set aggressively and delivered.**



# ready4s

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## **How did Ready4S perform from a project management standpoint?**

They performed very well. They had a very good project manager on the project who was always very good in terms of communication. She'd pulled everything together. I think they probably had up to six different developers working on our project. We only faced with a single project manager which was absolutely ideal for us and she was very efficient.

I didn't see any evidence of project management tools, to be honest. I think in the early days they might have used Microsoft Project for a Gantt chart.

## **What did you find most impressive about them?**

I think they've been very responsive to us and I've been very happy with that. They're very prompt on all replies, including in the tendering process. We had had probably three or four companies that we shortlisted to speak to and they responded first. They met our time lines. whereas some other people simply didn't. Their standard of communication has been very good as well.

## **Are there any areas they could improve?**

I think there are certain things that maybe they're less familiar with that we would have expected them to know in terms of market knowledge. For instance, they didn't infer that we wanted the tracker to pause the recording if the user stopped moving at a traffic light. We had to show them that that was a feasible feature. That was the only area that I found was a bit odd, and it added to their development time line, but it wasn't a major issue.

## **What recommendations would you have for someone considering hiring Ready4S?**

It's probably a good idea to have reasonably well-defined requirements because it allows them to work more effectively. I think part of why our project worked so well was because we had a quite good definition as to what we expect.

## RAITINGS

Overall score: ★★★★★

Quality ★★★★★

Cost ★★★★★

Schedule ★★★★★

Willing to refer ★★★★★

“The partnership will likely continue when a new set of requirements are defined.”

