RIDLR

Positioning and Website Design

CLIENT

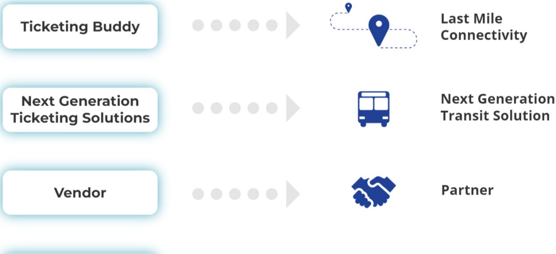
Ridlr is an Indian public transport commuting and ticketing app. Ridlr was introduced in India in 2012 by Bird's Eye Systems Private Limited for Delhi and Mumbai. In April 2018, it was taken over by Ola.

BRIEF

When Ridlr approached ABND, there were having a difficult time communicating their B2B offerings to new clients in the industry. It was predominantly known as a ticketing platform due to their B2C exposure. The main challenge for ABND was to create a unique brand positioning that highlights their services which appeal to the B2B2C space. Additionally, a clear communication strategy and refreshed website was essential to highlight their technological advancement.

Repositioning a next generation transit solution partner

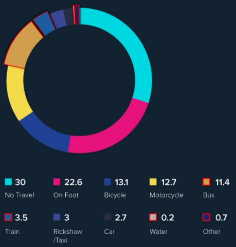
What is Ridlr?



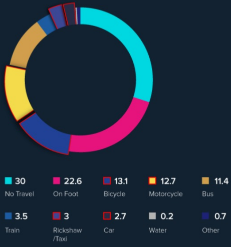
Ticketing Buddy	Last Mile Connectivity
Next Generation Ticketing Solutions	Next Generation Transit Solution
Vendor	Partner

Sells Services → **Sells Solutions and Support System**

Primary Target Audience



Secondary Target Audience



The main aim was to ensure to that the use of private transport becomes obsolete.

To craft a unique positioning for Ridlr, it was essential to understand the level of awareness that Ridlr held in the market. Through our research, we identified that the consumers who knew of Ridlr, heard about it due to its Ola acquisition or due to its ticketing services. Additionally, the customer base using public transport was comparatively much lower due to lack of convenience, traditional systems and depleting infrastructure. Hence, Ridlr needed to focus more on their B2B communication, providing technological advancements to agencies in the public transport sector and thereby increasing its usage. The main aim was to ensure that the use of private transport becomes obsolete.

We also analysed the experience of the sales team, identifying communication gaps and common queries of agencies. This helped us to craft key pieces of communication for Ridlr across all touchpoints. Agencies looked at Ridlr only for a particular product or service. Rather, Ridlr needed to be projected as a technological solution provider which provides customized solutions depending on the need. Additionally, Ridlr being technologically driven, they understood the changing environments and had a mobile first approach, which could then be adapted on other mediums.

For this purpose, the following positioning was crafted

TARGET AUDIENCE

Transport agencies, authorities and

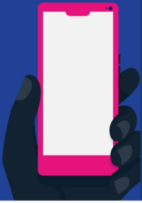
USP

A mobile first approach

commuters

BUSINESS CATEGORY

Integrated transit solution



REASON TO BELIEVE

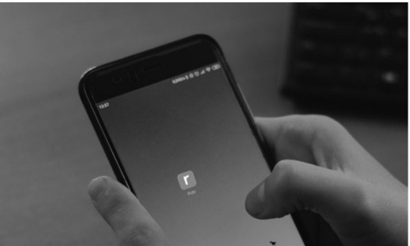
Increase in ridership and optimal results

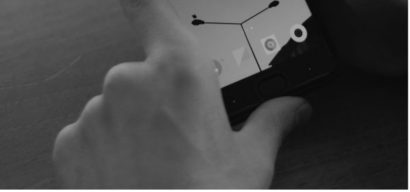
We all live in cities where majority of our time is spent in travelling. Hence, we also established that Ridlr needed to go a step ahead and focus beyond the concept of smart cities, but rather on smart transit.

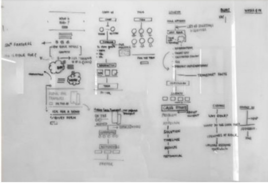
Smart Transit
for EVERY CITY

Our process

- **Workshops**
- **Analyzing Data**
- **Information Architecture**
- **Identifying Key Elements**
- **Wireframe /UI/UX**
- **Development**





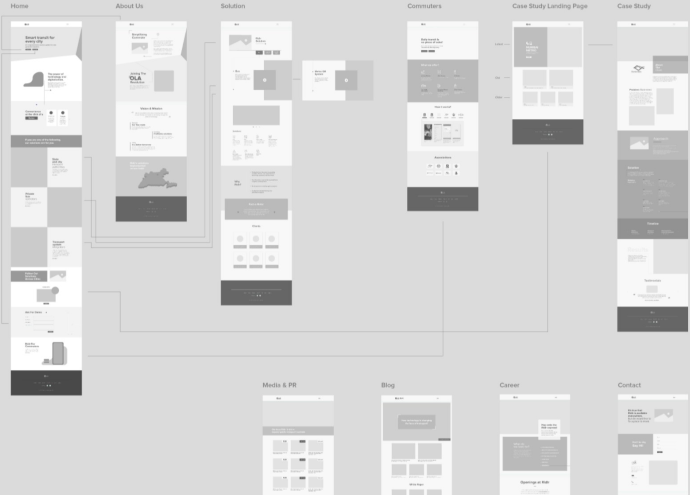


Approach

The brand personality was identified as the exciting creator, one who is an outdoor enthusiast and is constantly looking for new innovations to make life convenient. Based on this, we chalked out the information that the target audience needed to do with respect to Ridlr. An intense brainstorming session with the strategy, design and development team led to the materialization of a wireframe that suited both the B2B and B2C audience. Additionally, the brand tone of voice was kept humorous yet knowledgeable and in first person. This was to ensure that the appeal of the brand stayed 21st century and modern, and gave a human touch to it.

Daily transit is no piece ol

Wireframe,UX,UI



Colour Scheme

The colors were selected keeping into mind a modern day exploratory personality while focusing on technology and innovation.

Primary Colour

R 10 G 30 B 45
C 2 M 67 Y 78 K8
HEX 1123N
PANTONE 123 C

R 10 G 30 B 45
C 2 M 67 Y 78 K8
HEX 1123N
PANTONE 123 C

R 10 G 30 B 45
C 2 M 67 Y 78 K8
HEX 1123N
PANTONE 123 C

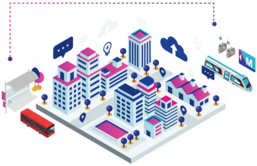
Secondary

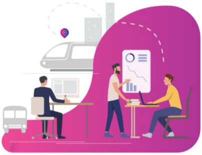
#e5e5e5
#b3b3b3
#666666
#f6c05c
#d09e4c
#e9dad3
#484f80
#2f3669
#282c47
#282c47

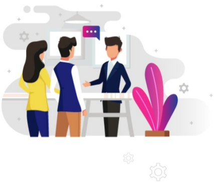
TYPOGRAPHY

The typography was designed to maximize its impact across all applications, while keeping it easy to read and recognizable.

Iconography & Illustrations



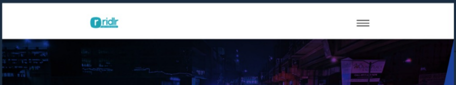


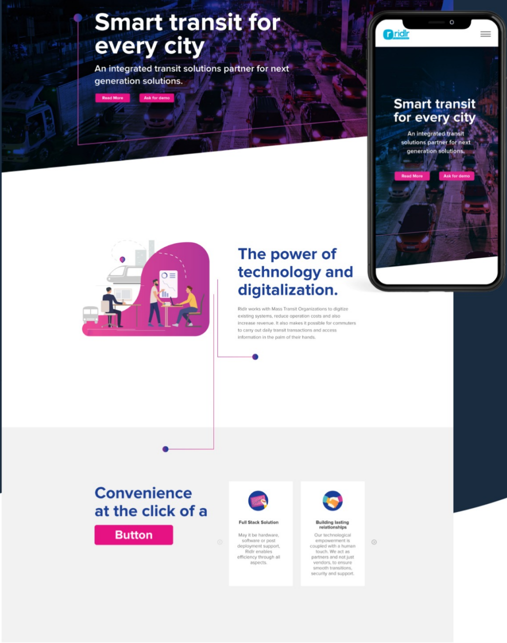


The design style included minimalist line work for the visual language and icons. Illustrations were used to highlight key pieces of information.

Fluid Shape

Ridlr as a brand focused on convenient and customizable solutions. This fluidity and effortlessness that the brand portrayed was extended into the fluid shape used in the design. The shape also symbolized that Ridlr was not bound by any fixed model or product offering, but rather adapted its solutions to suit the clients' need.





Smart transit for every city

An integrated transit solutions partner for next generation solutions.

Smart transit for every city

An integrated transit solutions partner for next generation solutions.

The power of technology and digitalization.

Ridlr works with Mass Transit Organizations to digitize existing systems, reduce operation costs and also increase revenue. It also makes it possible for commuters to carry out daily transit transactions and access information in the palm of their hands.

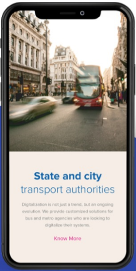
Convenience at the click of a

Full Stack Solution

May it be hardware, software or post deployment support, Ridlr enables efficiency through all aspects.

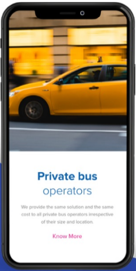
Building lasting relationships

Our technological empowerment is coupled with a human touch. We act as partners and not just vendors, to ensure smooth transitions, security and support.



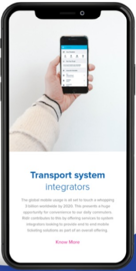
State and city transport authorities

Digitalization is not just a trend, but an ongoing evolution. We provide customized solutions for bus and metro agencies who are looking to digitalize their systems.



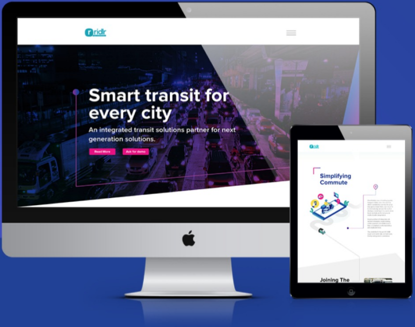
Private bus operators

We provide the same solution and the same cost to all private bus operators irrespective of their size and location.



Transport system integrators

The global mobile usage is all set to touch a whopping 3 billion worldwide by 2020. This presents a huge opportunity for convenience to our daily commuters. Ridlr contributes to this by offering services to system integrators looking to provide end to end mobile ticketing solutions as part of an overall offering.



Smart transit for every city

An integrated transit solutions partner for next generation solutions.

Simplifying Commute

Joining The

Share

ABND The Practice

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B2B **Practice**

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