

CASE STUDY

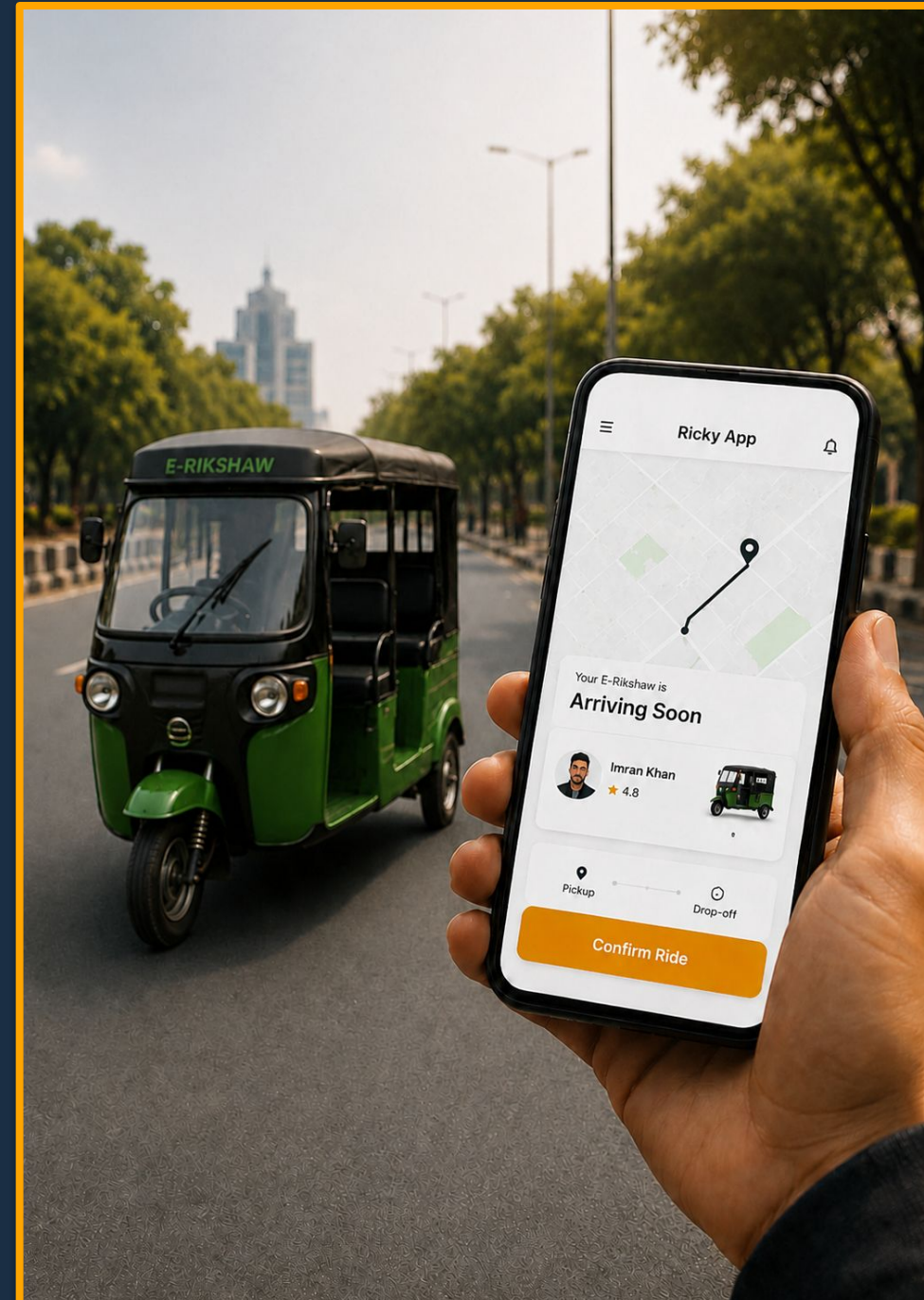
CLONIFYNOW

Presents

Ricky App

On-Demand E-Rickshaw Booking Solution

*Connecting Riders, Drivers & Admins
for seamless last-mile mobility*



About Ricky App

ClonifyNow: On-Demand Rickshaw Booking Platform

What is Ricky?

Ricky is an on-demand e-rickshaw booking app developed by ClonifyNow, which is a white-label clone app solution company. It bridges the gap between commuters (riders) and drivers in urban & semi-urban areas.

Inspired by the success of ride-hailing giants like Uber and Ola, Ricky digitizes the unorganized e-rickshaw sector, bringing transparency, safety, and convenience to everyday last-mile travel.

- ✓ Book a rickshaw in seconds
- ✓ Track your ride in real-time
- ✓ Cashless & secure payments
- ✓ Driver background verification
- ✓ Admin full-control dashboard
- ✓ Ratings & review system

3

App Modules

100%

White-Label

iOS & Android

Platform

Real-Time

GPS Tracking



Problem Statement

Challenges in the unorganised e-rickshaw sector



No Digital Booking

Riders had no way to pre-book rickshaws; they relied on roadside haggling.

Price Gouging

Lack of metered fares led to inflated prices, especially for tourists & women.



Zero Visibility

No real-time location sharing caused safety concerns for late-night rides.

Unverified Drivers

No background checks or document verification for drivers existed.



Cash Only

All transactions were cash-based, making settlements error-prone.

No Analytics

Operators had no data on trips, revenue, or driver performance.



Our Solution – Ricky by ClonifyNow

A full-stack, three-module ride-hailing platform built for the rickshaw economy

Instant Booking

One-tap ride booking with fare estimate upfront

Live GPS Tracking

Real-time location sharing for safety & ETA accuracy

Digital Payments

In-app wallet, UPI & card payments, zero cash hassle



Driver Verification

KYC & document upload with admin approval flow



Rating System

Two-way reviews build trust & service quality

Admin Analytics

Live dashboards for trips, revenue & driver stats



Module 1 — Rider App

Seamless experience for commuters booking on-demand rickshaws

Easy Registration

Sign up via phone/email or social login. OTP-based secure onboarding.

Fare Estimation

View upfront fare before confirming ride — no hidden charges.

Multiple Payments Options

Pay via UPI, card, wallet, or cash—fully flexible.

Ride History

Full trip history with fare breakdowns and receipts.

Set Pickup & Drop

Google Maps integration to pin exact pickup and destination points.

Real-Time Tracking

Track driver on map from acceptance to arrival.

Rate Your Ride

Rate driver post-trip to maintain quality standards.

Push Notifications

Live alerts for driver arrival, trip start, and completion.



Module 2 — Driver App

Empowering e-rickshaw drivers with a smart, earnings-focused mobile app

Driver Onboarding

Upload license, RC, and photo for admin KYC approval before going live.

Ride Request Alerts

Accept or decline ride requests with fare & distance preview.

Earnings Dashboard

Daily, weekly & monthly earnings with trip-level breakdown.

SOS Button

A one-tap emergency alert sends location to admin & emergency contacts.

Online / Offline Toggle

Drivers control availability with a single tap—go online to receive rides.

Turn-by-Turn Navigation

In-app GPS navigation to rider pickup and destination.

Instant Payouts

Withdraw earnings directly to a bank account or UPI wallet.

Performance Ratings

View rider ratings and feedback to improve service quality.



Module 3 — Admin Panel

Complete control centre for managing the entire Ricky platform

Live Dashboard

Real-time stats on active trips, online drivers, revenue & new sign-ups.

Fare Management

Set base fares, surge pricing rules, and per-km rates by zone.

Promo & Coupons

Create discount codes and referral campaigns to drive growth.

Push Campaigns

Send targeted push notifications to riders and drivers by segment.

Driver Approval

Review & approve driver documents; block or suspend accounts instantly.

Ride Management

Monitor all rides, resolve disputes, and access full trip logs.

Revenue Reports

Download weekly/monthly P&L, commission reports & payout sheets.

Zone Management

Define service areas, geofencing rules, and no-go zones on map.

Why Choose Ricky by ClonifyNow?

Key outcomes & competitive advantages



3x Faster

Ride booking vs traditional roadside hailing



100% Verified

Driver KYC before going live on platform



3-Module

Complete ecosystem: Rider
· Driver · Admin



20% Higher

Driver earnings via an optimized dispatch algorithm

Tech Stack

Flutter | Node.js | MongoDB | React.js | Google Maps API | Firebase | Stripe / Razorpay

Ready to launch your own Ricky-like app?

Contact ClonifyNow: www.clonifynow.com |
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