Dribe

Fluid Mobility Solutions — The Danish Way

Amazon Web Services • Android • iOS
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Dribe is a vehicle subscription service based in Copenhagen, Denmark. They aimed to popularize car subscription services, thus boosting sustainability and reducing carbon dioxide emissions.

With the Dribe mobile app, consumers can subscribe to a car within minutes, with insurance, maintenance, and roadside assistance included in their subscription fee.

Subscribers can choose whatever car they want from among hundreds of vehicles in their area without the commitment of a long-term contract.

Dribe wanted people to access vehicles more innovatively, just like we have already done with music, movies, and even clothes.
Project 02

Addressing Consumers’ Pain Points

Service Line -
App Development

Functions -
Agile, Android, AWS, Design Strategy, DevOps, iOS, React Native, UX/UI

Industry -
Automobile Subscription Services

Platforms -
iOS and Android

View the web version

It's expensive to purchase vehicles in Denmark due to the excessive registration tax, currently 100% of the vehicle's value, plus a 25% tax. This prohibits most residents from being able to afford a car, which is why the Semler Group wanted to introduce a new business model that would allow access to affordable vehicles for the masses.

Here is where Dribe was positioned to solve the problems of buying, owning, and disposing vehicles for consumers. Dribe wanted to incorporate Flexdrive, a technology built by Mutual Mobile, to turn their idea into reality. Furthermore, the Semler Group was impressed with our extensive experience in the automotive industry—Audi, Cox Automotive, AutoTrader, FlexDrive, NiceRide, and Ford.

Hence we were roped in to develop the Dribe app in June 2017, which was officially launched in February 2018.
Challenge

A Fluid Mobility Solution

The key challenge was white labeling the Flexdrive solution for Dribe. The Semler Group was impressed with the working and flow of the Flexdrive app, and wanted to incorporate it for Dribe. Since Mutual Mobile had developed the Flexdrive app, it made the negotiations easy, and ultimately the partnership went through.

Another issue involved integrating NemID into the Dribe app. NemID is a secure log-in for Danish citizens, which came with a retro-fitted web element without a native solution; however, our talented developers were up for the challenge and integrated it brilliantly.

Additionally, there were also GDPR restrictions to accommodate on the server-side and a lack of third-party support, which we overcame.
Solution

React Native, Danish Design Standards

We were excited about to work with a startup that relied on us as their one-stop shop tech partner. Alongside Dribe’s leadership team, we developed a digital "go-to-market" strategy; and designed, engineered, and launched an MVP version of Dribe in 6 months.

The discovery process was as refreshing as it was complex. “We put a highly experienced team on Dribe. And then with an agile, iterative process, we shaped V1 to deliver on their aggressive timeline.” said Mutual Mobile Program Manager, Robert Trotter.

Our approach wasn’t limited to building out with a React Native framework. Instead, design and UX integrity carried equal weight.
Aesthetically Appealing Apps

Primary app architect and Mutual Mobile Principal Engineer David Dulak adds, “A nice aspect about the Danish culture is that they have an aesthetic which is very simple, very clean. They pay attention to well-designed things.”

Here’s what else we did:

• B2B and B2C apps for iOS and Android.

• Web-based fleet and subscription management systems for B2C and B2B.

• Telemetry integrations for onboard vehicle analytics.

• Infrastructure development and support with Amazon Web Services (AWS).

• Verification systems to deter and prevent fraud.
Both Dribe and Mutual Mobile were exploring a new territory together where creativity and an open mind were critical, which was the beauty of our partnership.

It was also important for us that we both understood each other, not only on the competencies and solving issues but also in a social setting; and Mutual Mobile did a great job with that as well.”

- Erik Asbjørn Arvid,
Manager of Business Development and Finance, Dribe
05

Outcome

Exceeding Dribe's Initial Expectations

Our partnership with Dribe started in 2017, and it's still going strong five years later. Throughout this journey, we helped Dribe rebrand themselves to appeal to a broader audience while complying with EU regulations and GDPR.

That being said, the key highlights of our collaboration with Dribe include:

**Pilot Launch of the Dribe App**

The deployment process included a pilot launch that involved a small centralized group of users to collect feedback. The product hit the mark on Dribe’s desires and expectations for V1—on time and budget.
Expansion of Service Lines

Post its app rollout, Dribe added on to its portfolio with a members’ loyalty account program, Dribe V1.5, and a flexible company car platform, Dribe at Work.

Creating Future Value

Within a few months of its launch, Dribe ranked third in private car leasing. By 2021, Dribe was expanding into new markets and offering franchising opportunities.
Showcase

Crisp UI/UX, Delivered
Elevate Your Business With Mutual Mobile

Mutual Mobile is your full-stack, full-cycle product development partner. By working with us, you will have:

- Efficient and timely project delivery
- 11 years of experience
- 700+ projects, 12+ industries
- End-to-end design and development
- Innovative and intuitive design
- Custom user friendly apps

Interested in having an app developed for your business?

Contact us to know more.