CASE STUDY · TEAM MANGO MEDIA

Mobile app case study

BIDALIFT

A ride-hailing marketplace built around fair fares and choice.

Swift · Laravel · Firebase



BIDALIFT

BidALift: your ride, your price

Case study by Team Mango Media: fair, transparent rides.

Riders set their fare and drivers choose whether to accept. A flat $5 booking fee replaces high commissions, giving both sides more control.

The challenge · The product · The build · The results

THE CHALLENGE



PROJECT AT A GLANCE

Ride-hailing marketplace

Riders set fares
Drivers choose rides

Swift, Laravel, Firebase

Surge pricing leaves both sides frustrated

Riders face fare shocks while drivers lose up to 30% in commissions.

Riders have no control over fares. Drivers face unpredictable earnings, creating frustration on both sides of the trip.

THREE GAPS IN THE JOURNEY

Surge pricing shocks

Unexpected price increases make rides harder to plan.

High commissions

Drivers lose up to 30% of their fares in commissions.

Limited control

Riders cannot set fares, while drivers face uncertain earnings.

THE SOLUTION

Fair fares, driver choice and transparent booking.



Designed for fair rides.

A fairer way to ride

BidALift lets riders set a price and drivers choose what works.

The marketplace replaces surge pricing and high commissions with a simple flat fee and transparent choices for both sides.

SET YOUR OWN FARE

Riders enter their route and set the maximum price they want to pay.

The offer goes to nearby drivers in real time.

CHOOSE THE RIGHT OFFER

Drivers choose which offers work for them. The first acceptance confirms the ride.

KEEP PRICING TRANSPARENT

A flat $5 booking fee keeps platform costs clear. Drivers keep the rest.

RIDER EXPERIENCE



Set your fare.
Get matched.
Track your ride.

Transparent pricing throughout the journey.

Features built around the rider

Fare control before booking. Live tracking during the trip.

BidALift combines a reverse auction engine, route previews and live trip updates with a flat booking fee.

Reverse auction engine

Riders set a maximum bid. Drivers receive real-time offers; the first acceptance confirms the ride.

Location and route preview

Instant location detection and a route preview help riders plan the trip.

Live trip tracking

Live trip status and arrival tracking keep riders informed.

Flat $5 booking fee

The platform charges a simple flat booking fee. Drivers keep the rest.



THE RIDER JOURNEY

3

steps from destination to ride

Destination

Your fare

Driver match

The rider sets the fare. Drivers choose whether to accept.

Three steps from destination to ride

Set your price, get matched and ride with confidence.

BidALift connects a rider's offer with nearby drivers, then supports the trip with tracking and communication.

01

Set your price

Enter your route and bid what you are willing to pay.

02

Get matched instantly

Nearby drivers receive your offer and choose whether to accept.

The first acceptance confirms the ride.

03

Ride with confidence

Track your ride, communicate with your driver and complete the trip.

THE BUILD

iOS

native driver app

Swift

mobile development



Mobile · Backend · Real-time

Built with Swift, Laravel and Firebase

A native driver app backed by real-time infrastructure.

BidALift combines native iOS, a Laravel backend and Firebase Database.

TECHNOLOGY RECORD

MOBILE

Native iOS · Swift

The driver app is built natively for iOS using Swift.

WEB

PHP Laravel · MySQL

PHP Laravel and MySQL power the backend, with a Laravel admin dashboard.

REAL-TIME

Firebase Database

Firebase Database supports the platform's real-time capabilities.



REPORTED OUTCOMES

90 seconds

average match time

Lower costs

Higher earnings

Offer acceptance

Source: Team Mango Media's BidALift case study.

Measured results

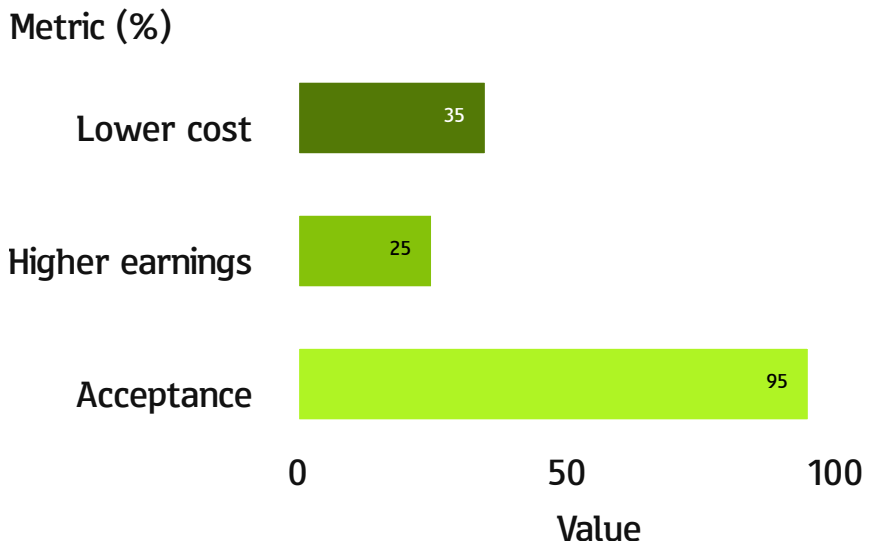
BidALift reports lower costs and higher earnings.

Fair pricing drives engagement. Match time is shown separately from the percentage metrics.

35%
lower cost vs surge pricing platforms

25%
higher driver earnings

95%
acceptance rate



BidALift results. Percentage metrics describe different outcomes.

WHAT THE RESULTS DESCRIBE

35% lower cost versus surge pricing platforms and **25% higher earnings** benefit riders and drivers.

95% acceptance reflects fair-pricing engagement. **90 seconds** is the average match time.



TEAM MANGO MEDIA

BidALift

Fair, transparent ride-hailing

NEXT CONVERSATION

Your mobile app idea.

START WITH THE PRODUCT

Have a mobile app in mind?

Talk to Team Mango Media about your next product.

BidALift brings together rider-set fares, driver choice and a transparent flat fee. The case centres on fair rides for both sides of the marketplace.

BRING THE PROBLEM YOU WANT TO SOLVE

For a first conversation, describe who the app is for, what they are trying to do and where the current experience falls short.

Which decision should the product make easier? What information would help users act? What outcome would make the project worth building?

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