



ON-DEMAND

Product Handbook

A User Guide to the Liftango
On-Demand Transport Platform.



“

**We're putting transport
where the people are.**

”



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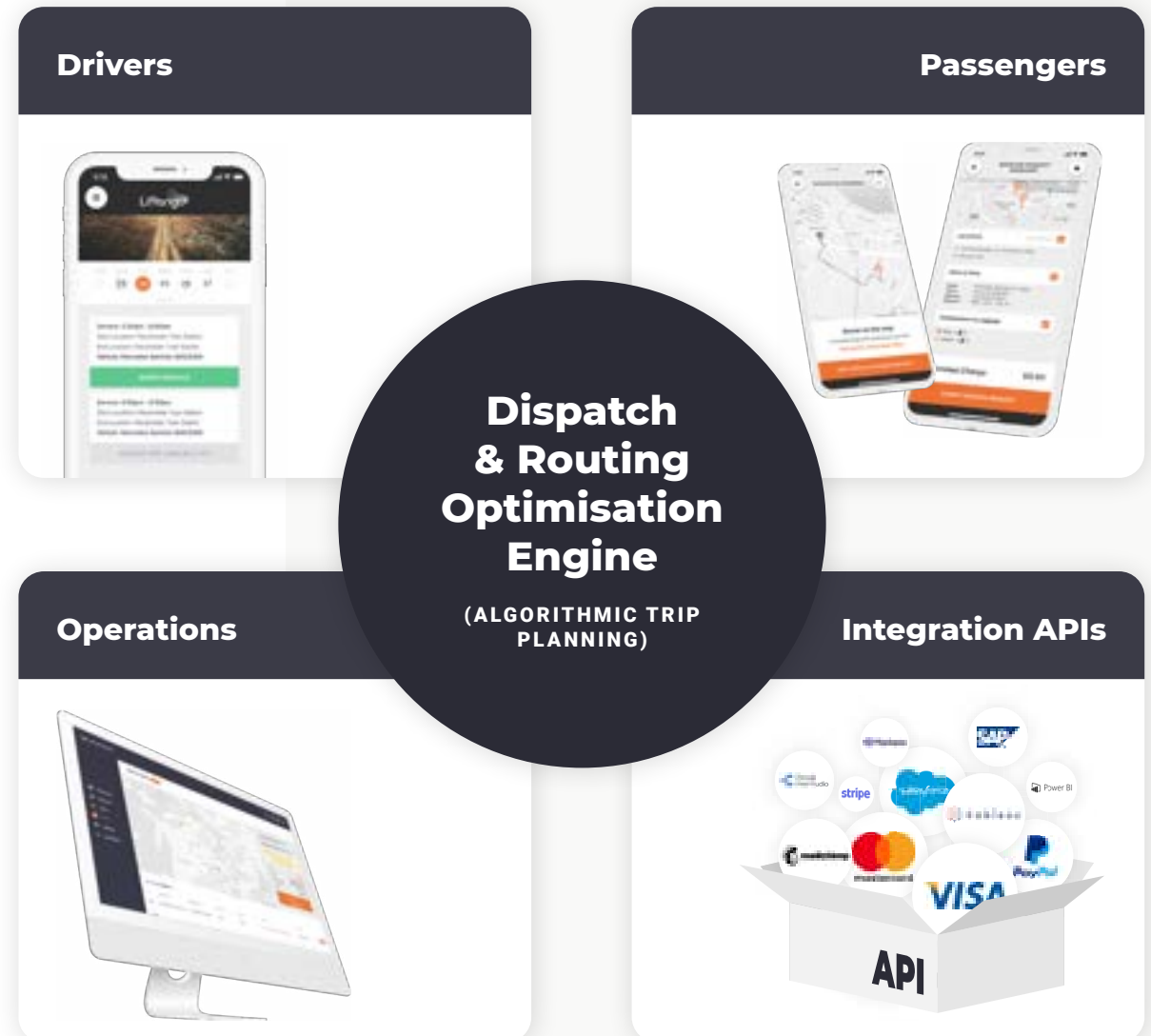
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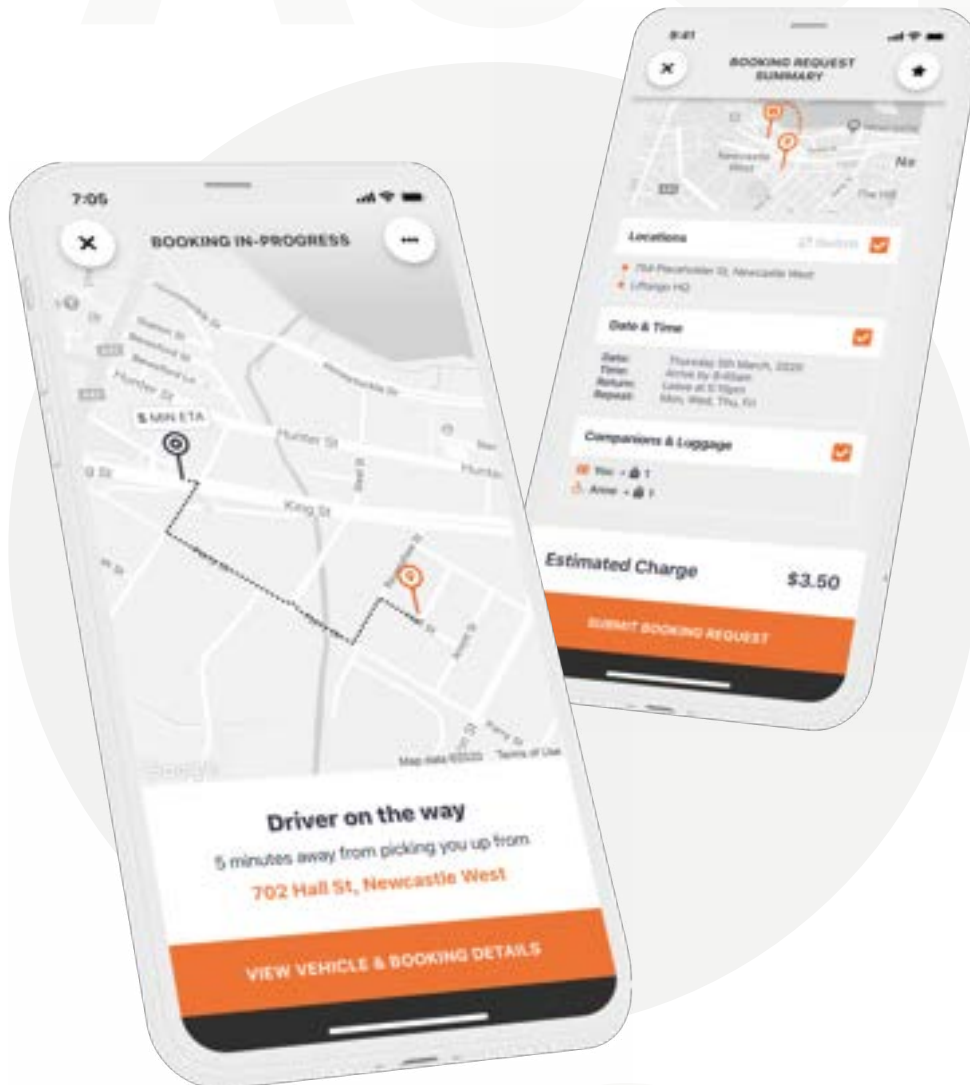
Our Methodology

Liftango provides an end-to-end Demand-Responsive Transport Service which incorporates several modules working together seamlessly:

The modular architecture used by Liftango gives you the flexibility to quickly enable, customise and configure each element of the platform to suit your service requirements.

A better service to more passengers, at a higher commercial value.





Passenger App

We focus our efforts on making all aspects of booking a trip as simple and intuitive as possible. We believe User Experience should dictate design—the passenger's main need is to access transport quickly and conveniently in order to get to their destination.

Technology, while important, should be all but invisible.

PX01

Sign In

Once a User has downloaded the App, they can easily sign in by entering their email and password details on the main login screen.

PX02

Password Reset

To reset password, the User will need to tap on the Reset Password link on the main sign in screen.

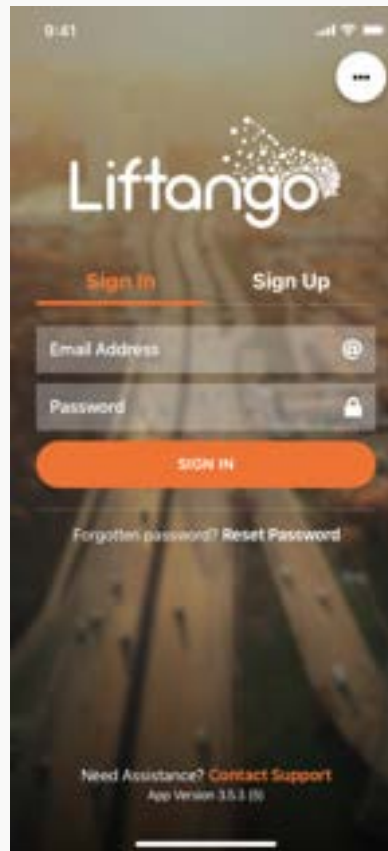
They will then need to verify their email address in order to reset the password.

PX03

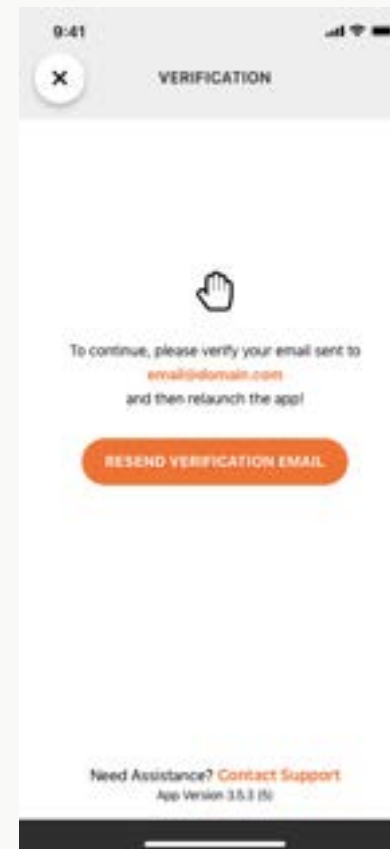
Sign Up

To set up a new account, the User will need to choose the Sign Up option and enter their email address and password.

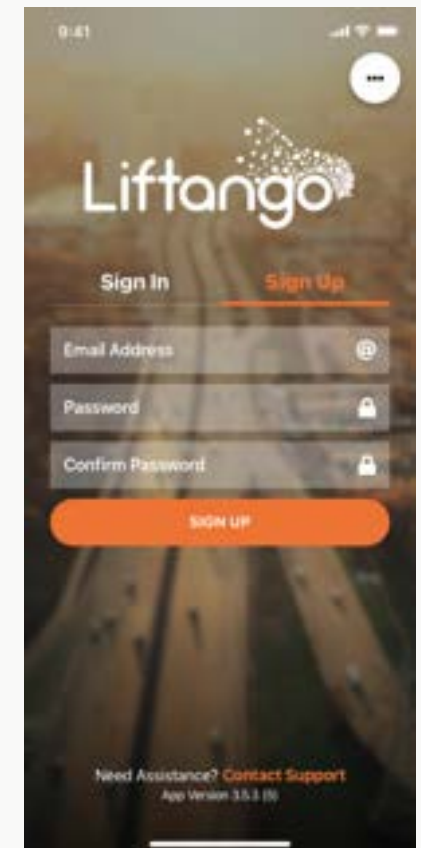
PX01



PX02



PX03



PX04

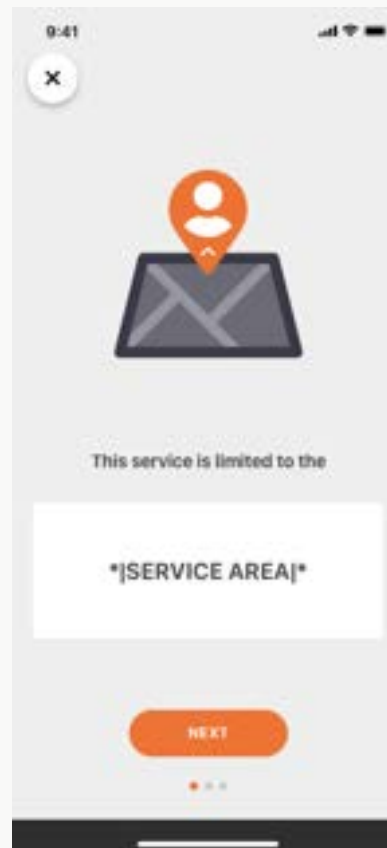
Onboarding

To support easy onboarding to the service, a series of 'guide slides' appear when a newly registered User enters the App for the first time.

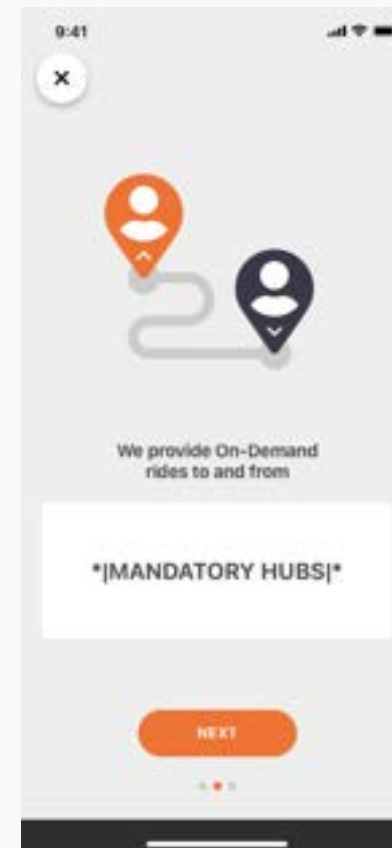
These slides contain information relevant to the service, such as service operating days and hours, areas of operation and common pick up and drop off locations.

These guide slides can be customised to enhance the passenger onboarding experience and overall familiarisation of the App.

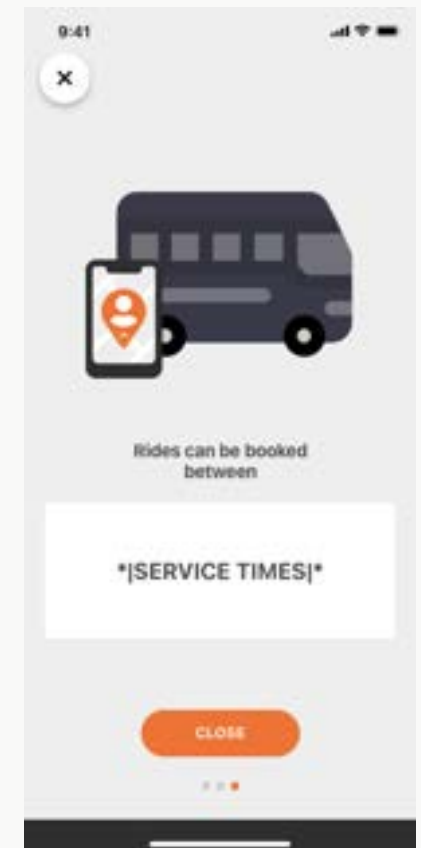
PX04.1



PX04.2



PX04.3



PX05**Create Profile**

Once a passenger has registered for the service, they will be asked to create a simple profile consisting of the following information:

- Email address, previously verified through a clickable link
- Name and photo – to help drivers during pick up
- Phone number – to enable In-App messaging and trip alert notifications
- Payment method – travel or personal card information where applicable

Passengers can also specify their accessibility requirements within their profile.

PX06**Home**

The main Home screen allows passengers to easily make quick booking requests, see their itinerary, edit existing trips, and access service notifications.

PX05.1

9:41 CREATE PROFILE

TAKE/UPLOAD PHOTO

First Name
Enter your first name...

Last Name
Enter your last name...

Mobile
+61 4 1234 1234

CONFIRM PROFILE

PX05.2

9:41 CREATE PROFILE

TAKE/UPLOAD PHOTO

First Name
Enter your first name...

Last Name
Enter your last name...

Take New Photo

Choose From Library

Cancel

PX06

9:41 Liftango

Let's get started!
Tap the plus button below to request a ride with Liftango.

+

PX07

Menu

Quickly navigate to all areas of the App. Passengers have the ability to:

- Update profile details
- Change payment methods
- See trip credit balance
- Refer a friend for a reward
- Access online support
- Change language display
- Access Terms of Use documentation

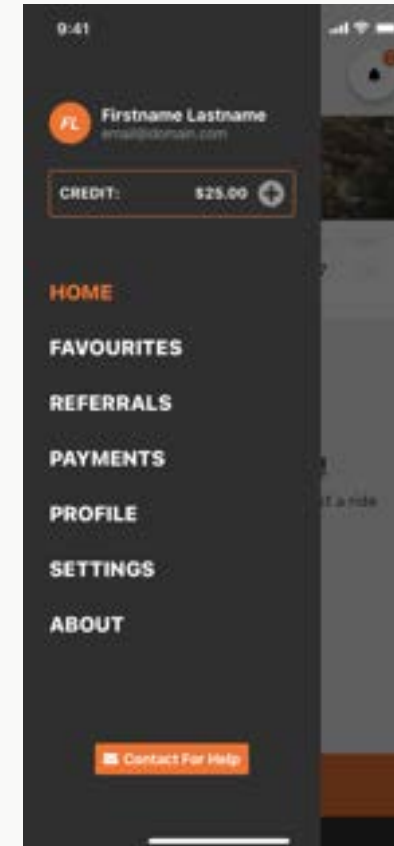
PX08

Notifications

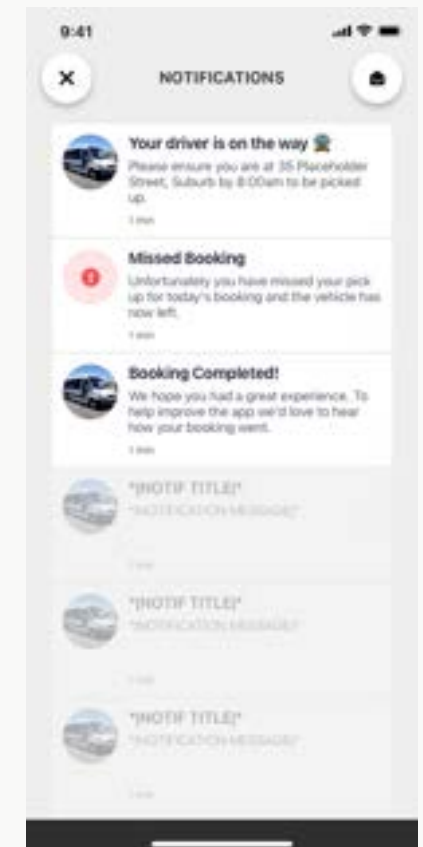
Passengers can receive both In-App notifications and text messages. The following events trigger a passenger notification:

- Passenger makes a booking request - passenger receives instant confirmation of booking with an approximate pick up time (within a 10 minute window, e.g. 8.00am - 8.10am)
- Final allocation of booking to vehicle - passenger receives exact pick up time (within the 10 minute window previously indicated, e.g. 9.43am)
- 30 minutes prior to pick up time - passenger receives “driver is on their way” notification
- Bus arrives at pick up location - passenger receives “your vehicle has arrived” notification.

PX07



PX08



PX09**Accessibility and Concessions**

Accessibility and concession details can be added to a passenger's profile.

Accessibility

This allows the passenger to identify specific requirements as well as make additional notes to ensure Operators can provide the highest level of service.

Concession

Concession profiles are set by the customer under a User profile section. This is actioned by selecting the appropriate concession status from a list of options (pre-defined by the Operator) and taking a photograph of the relevant concession card to validate access to this discount. This activates the appropriate discount against all trips purchased for this passenger. The Operator can define a theoretically unlimited number of concession status options and associated discount rate.

Passengers are required to take a photo of their relevant concession card with which they are claiming a discount. This photo can be shown to the driver upon boarding so that the driver can verify the passenger's discount.

Payment discount with concession card

Once a concession has been set in the passenger's profile all booking requests will apply the relevant discount. The driver is able to confirm the passenger's concession by requesting to view the concession card stored on the passenger's App when they board the vehicle.

PX09.1

The screenshot shows the 'PROFILE' screen with the 'ACCESSIBILITY' tab selected. It features a circular profile picture, the text 'Firstname Lastname', and contact details '0412345678' and 'email@liftango.com'. Below the profile information are two tabs: 'CONCESSION' and 'ACCESSIBILITY'. The 'ACCESSIBILITY' tab is active, displaying a text input field for 'Tell us about your accessibility requirements.' with a placeholder 'Please provide your requirements...'. Below this is a toggle switch for 'Wheelchair Access Required', which is currently turned off. At the bottom is an orange button labeled 'ADD ACCESSIBILITY REQUIREMENTS'.

PX09.2

The screenshot shows the 'PROFILE' screen with the 'CONCESSION' tab selected. It features a circular profile picture, the text 'Firstname Lastname', and contact details '0412345678' and 'email@liftango.com'. Below the profile information are two tabs: 'CONCESSION' and 'ACCESSIBILITY'. The 'CONCESSION' tab is active, displaying a list of concession options: 'Student Offer | 50% Off' (checked), 'Pensioner Discount | 50% Off' (unchecked), and 'Free Travel Pass | 100% Off' (unchecked). Below the list is a dark blue button labeled 'TAKE/UPLOAD PHOTO OF CONCESSION'. At the bottom is an orange button labeled 'ADD A CONCESSION'.

PX10**Referrals**

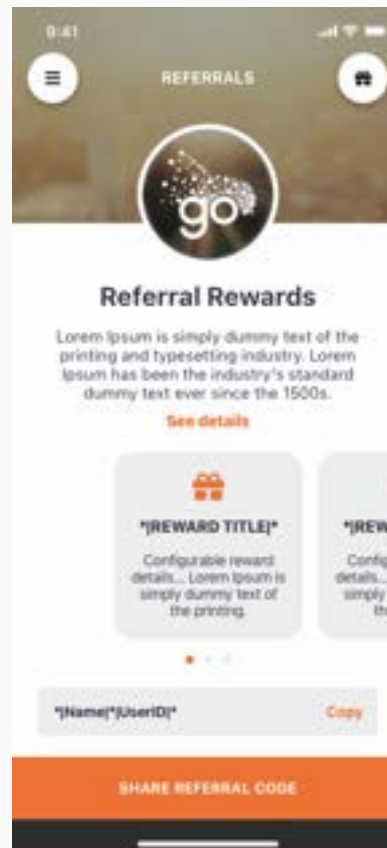
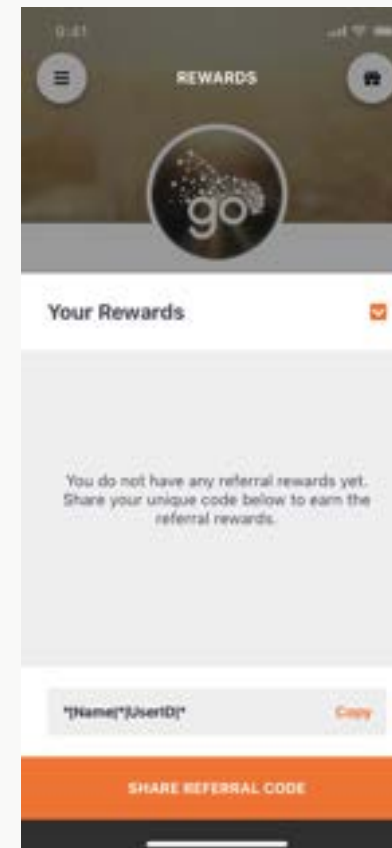
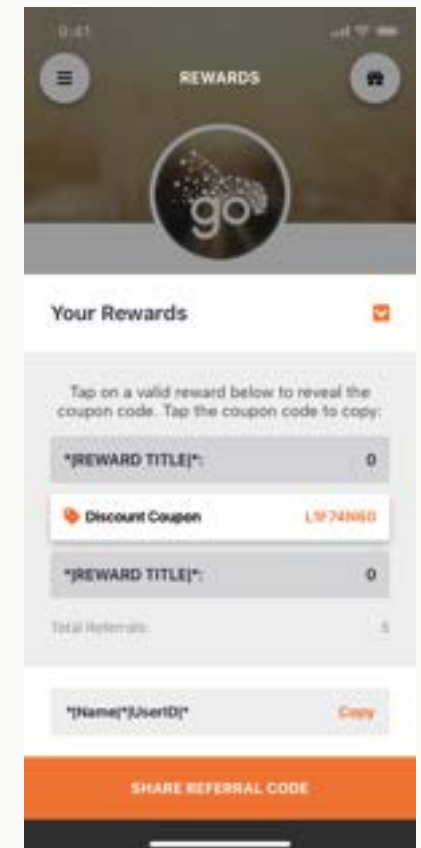
Referrals can be customised to suit the needs and requirements of the Fleet Operator.

They provide a personalised way to incentivise usage and increase uptake of new passengers.

The passenger is shown a screen displaying a unique referral code. By sharing their code, passengers are rewarded with free or discounted trips.

This referral module is fully customisable to reward passengers based on:

- Number of referrals made
- Number of new sign ups
- A percentage discount off a trip
- A free trip credit
- Set maximum referrals
- Set maximum trip credits
- Set maximum discount off trip cost

PX10.1**PX10.2****PX10.3**

PX11**Payments****Payment by credit card**

Passengers are able to store payment methods in their profile and set up their fare types, concessions etc. This can be preloaded to a default and adjusted for each trip as required. For group bookings the trip arranger is able to apply the fare type for each person in the group.

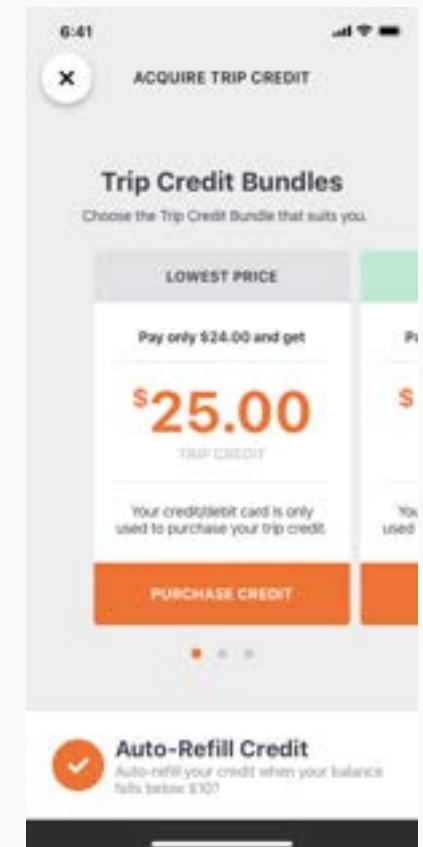
Payment on-board

The driver is able to see the payment method and fare type for each customer booked to travel and can thus validate this at pick up. This supports cash payment and transfer of data from E-fare systems or touchpass systems.

PX12**Trip Credit Bundles****Payment with In-App credit wallet**

Liftango's solution includes an In-App wallet feature which allows passengers to manage their credit for purchasing trips. Each new User profile creation allocates a digital In-App wallet that allows them to pre-load with credit, monitor balances and be alerted to 'top-up' when their balance is approaching zero.

The wallet feature also allows for bulk discount purchases of In-App credit (e.g. if passengers top up by \$20, then \$25 credit would be made available to draw down on when booking trips in the App).

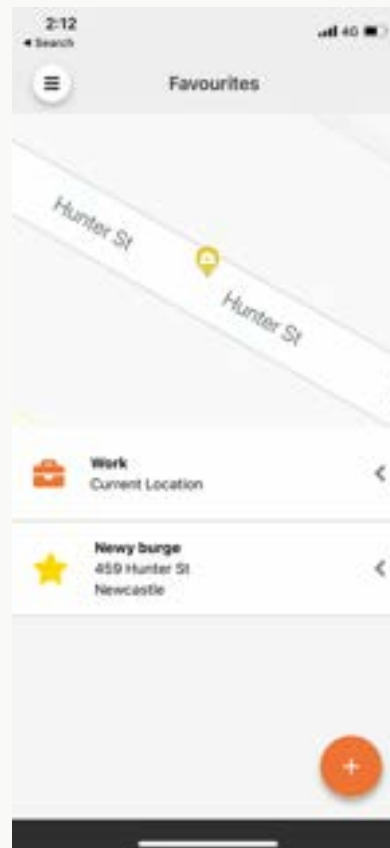
PX11**PX12**

PX13

Creating Bookmarks / Favourites

Passengers can save, create, edit and delete up to 20 favourite locations. These can be selected from the trip booking screen by pressing the star button when the location pin is on your desired address. Or, this can be done manually by adding a favourite address through the Favourites option on the main menu.

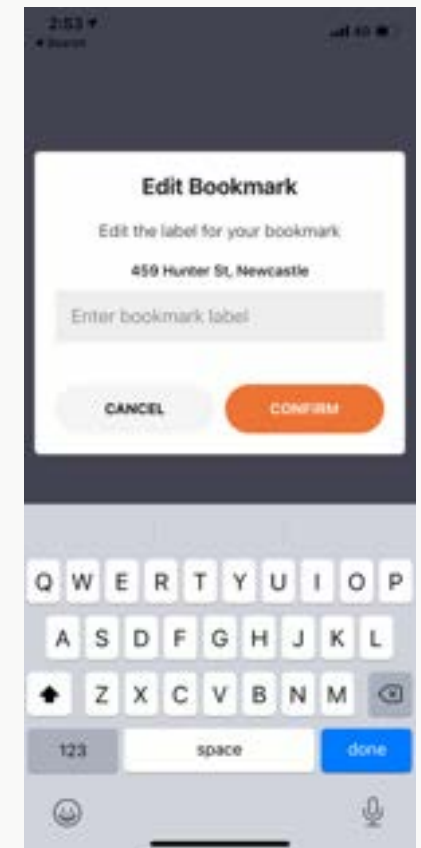
PX13.1



PX13.2



PX13.3



PX14

About / Rate Our App

Choosing ABOUT in the menu allows passengers to access further information on the service such as:

- Contact Support
- View Terms and Conditions
- View Privacy Policy
- Rate the App

PX15

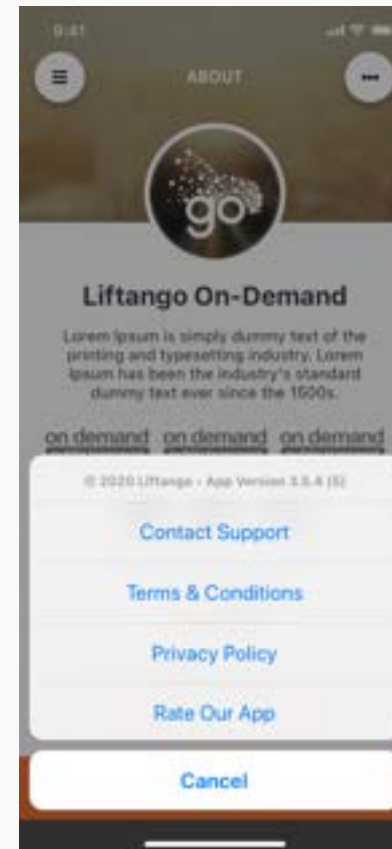
Settings: Languages

Liftango's On-Demand Passenger Application supports multiple language options. By selecting Settings in the menu, passengers can change their preferred language and customise their experience.

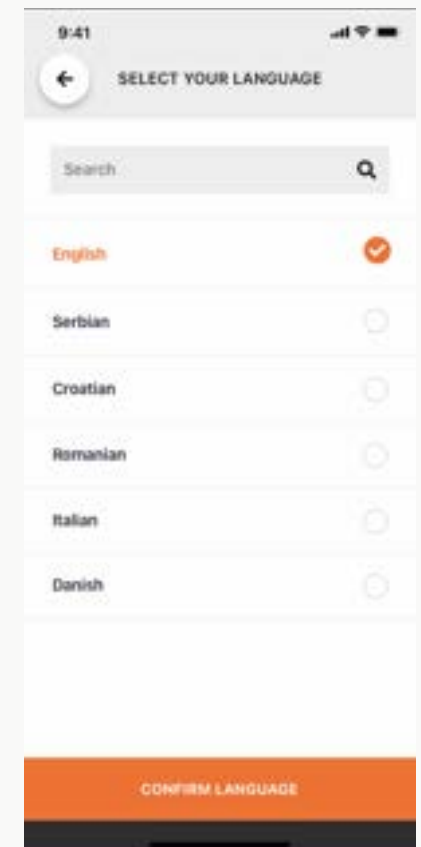
PX14.1



PX14.2



PX15



PX16

Book a Trip: Pick Up

A passenger has the choice of typing in their drop off address or choosing a preset point of interest or favourite location.

Favourites, commute hubs or points of interest are available for quick selection to reduce the time it takes to book a trip.

PX17

Book a Trip: Drop Off

Specifying a drop off location is as easy as entering an address or selecting a preset favourite or commute hub location.

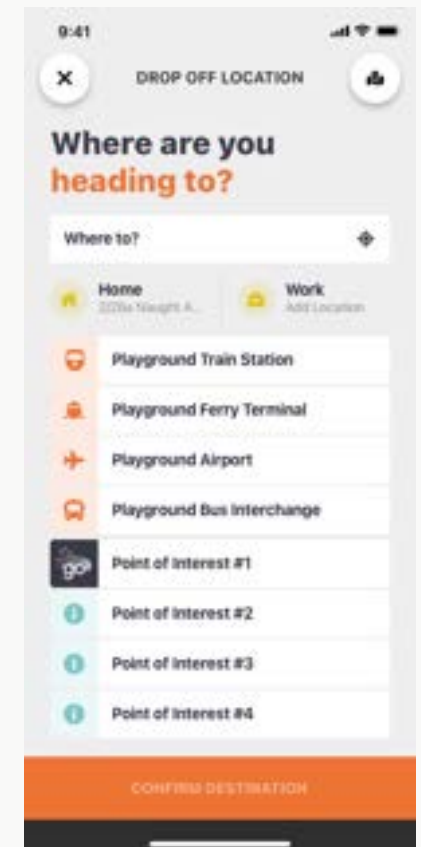
PX16



PX17.1



PX17.2



PX18**Booking Request Summary**

The booking request summary page allows the passenger to specify and check all booking details. These include:

- Pick up and drop off locations
- Travel time and date
- Select a specific 'Leave at' or 'Arrive by' time
- Add luggage
- Add additional passengers to their booking
- Specify accessibility requirements

Once completed a trip cost estimation will be displayed above the Submit Booking Request button.

PX19**Date / Time Picker**

The Date and Time Picker allows the passenger to select the following details:

- Departure and return journey details
- 'Arrive by' or 'Leave at' time and date

Service days and hours are displayed in a customisable text box at the top of the page.

Visual indicators also displayed above the Confirm Details button to provide a quick visual reference allowing the passenger to easily see if they have booked within the correct service hours.

PX18

The screenshot shows the 'BOOKING REQUEST SUMMARY' screen. At the top, there's a map with a red line indicating the route from 'Newcastle West' to 'Newcastle'. Below the map, there's a 'Locations' section with a 'Switch' button and a red location pin. The 'Date & Time' section has a red '1' icon and a placeholder text 'Please provide departure and arrival info...'. The 'Companions & Luggage' section has a red '1' icon and a placeholder text '([DEFAULT]) Only You with No Luggage'. At the bottom, there's an 'Estimated Charge' of '\$3.20' and a large orange 'SUBMIT BOOKING REQUEST' button.

PX19

The screenshot shows the 'DATE & TIME' screen. At the top, there's a back arrow and a star icon. Below, there's a text box with the service hours: '["App Name"] operates between the hours of ["Time Period"] on ["Day/Weekdays/Weekends"]'. Below this, there's a 'Return Trip Required?' section with a red '1' icon and a 'Return' button. The 'Heading to Playground Airport:' section has a red '1' icon and a 'Leave At' button. Below this, there's a date and time picker with a calendar view showing 'Today' as '5:00 PM'. At the bottom, there's a 'DATE & TIME CRITERIA' section with three red checkmarks: 'BETWEEN SET TIMES', 'WEEKDAYS ONLY', and 'EXC. PUBLIC HOLIDAYS'. A large orange 'CONFIRM DETAILS' button is at the bottom.

PX20**Companion Bookings**

This allows passengers to book on behalf of other individuals. The passenger booking can specify concession and accessibility requirements for others in their group.

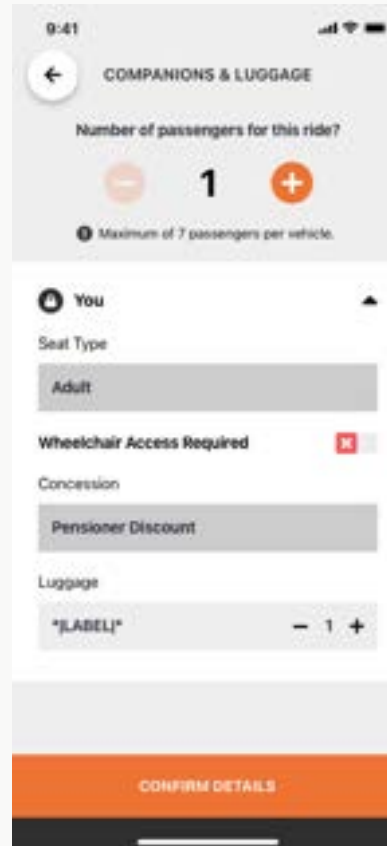
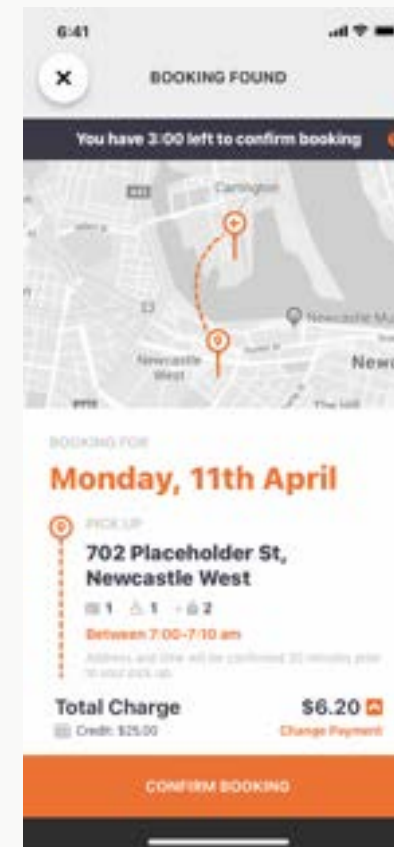
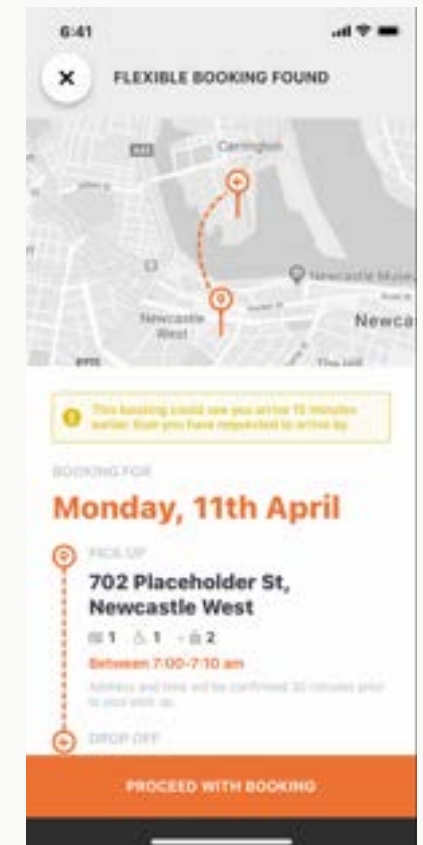
PX21**Booking Result**

Liftango User Experience has focused on ensuring an instant confirmation of trip acceptance. The matching engine processes are optimised to provide a near instantaneous trip matching, with calculation and confirmation delivery times of one to three seconds.

Passengers can also add coupon or discount codes by clicking the orange arrow next to the Total Charge amount.

PX22**Alternate Booking Result**

If the requested pick up time is not available, passengers will be presented with alternative travel time options. An alert will be displayed in the middle of the page.

PX20**PX21****PX22**

PX23

Out of Zone

If a booking request is outside the service zone an alert will show on screen telling the passenger to select a pick up or drop off location within the service zone.

Passengers are visually shown the area within which the service runs, so they can see where eligible bookings can be made. This is presented as an easy to interpret map shading.

PX24

New User: Select Payment

New Users will be prompted to set their Payment Method when they book a trip for the first time. A passenger can add trip credit to their App Wallet via credit or debit card or can choose to pay as they go.

By adding trip credit to their wallet, passengers can access discounts credit which is a customisable setting by the Fleet Operator.

E.g. Pay for \$20, receive \$25 in Trip Credit

PX25

Booking Found

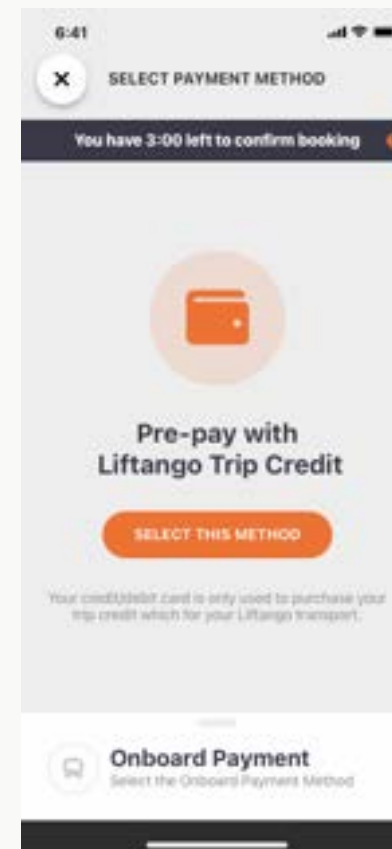
Once a passenger requests a trip the App will display a Booking Found screen.

This summarises their booking request and allows them to add in valid coupon or discount codes to reduce the total cost of their trip.

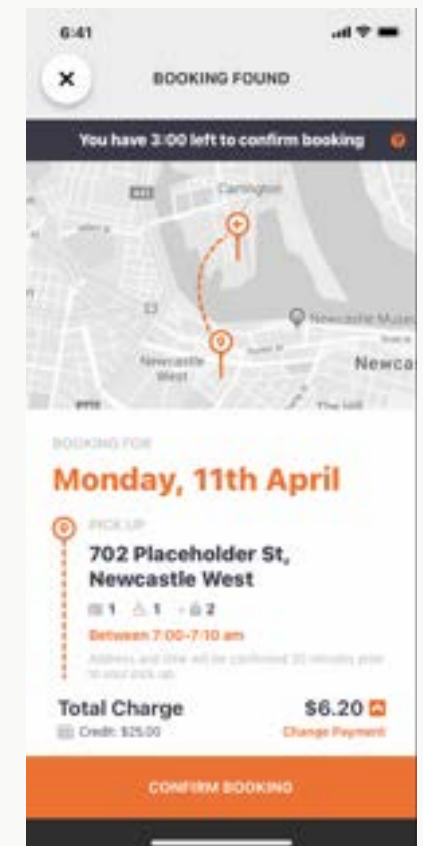
PX23



PX24



PX25



PX26**Booking Details**

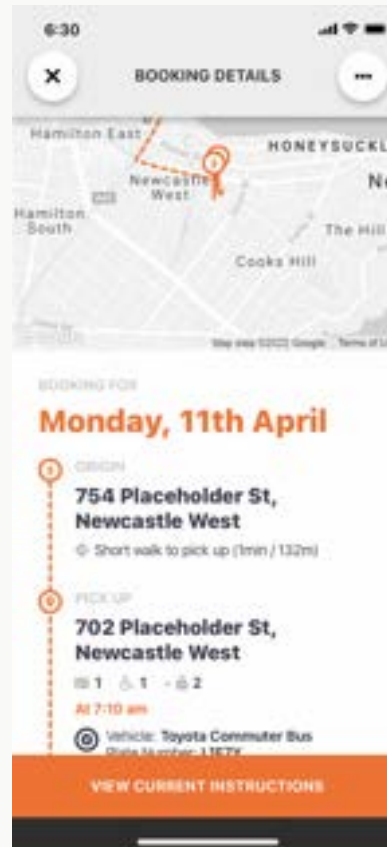
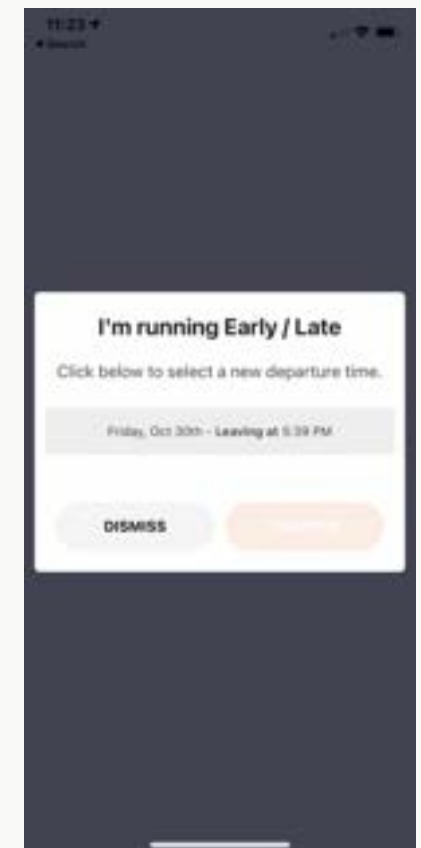
Once a booking is confirmed, the Booking Details page displays an itinerary for the trip. This includes:

- Pick up time and location
- Walking time and distance (for meeting point pick ups)
- Accessibility and luggage requirements
- Vehicle make, model and registration

The passenger may also view a live map in order to see exactly where their vehicle is.

PX27**Running Late / Early**

Once a booking is confirmed a passenger can modify the request if they require an earlier or later pick up if their circumstances have changed.

PX26**PX27.1****PX27.2**

PX28

Pick Up Details

The pick up details provide all the instructions required for the passenger to meet their vehicle on time.

A detailed map provides pick up or walking instructions (if needed) and a summary description provides clear instruction for the time and location.

PX29

Driver On The Way

30 minutes prior to pick up time, the passenger receives a “driver is on their way” notification. The passenger can also see the location of the vehicle on a live map overlaid with pick up instructions.

PX30

Vehicle Has Arrived

When the driver arrives at the pick up point an alert is sent to the passenger. This gives the passenger an additional layer of confirmation and removes the need for waiting excessive times at pick up locations.

PX28



PX29



PX30



PX31

You Are On Your Way

The En Route screen displays the estimated arrival time, location and route of the vehicle.

PX32

Trip Modification / Cancellation

Pre-confirmation cancellation

A passenger has the ability to review, accept or decline a trip option. This can be done before any payment is processed. The passenger then has 10 minutes (default setting) to accept the trip details.

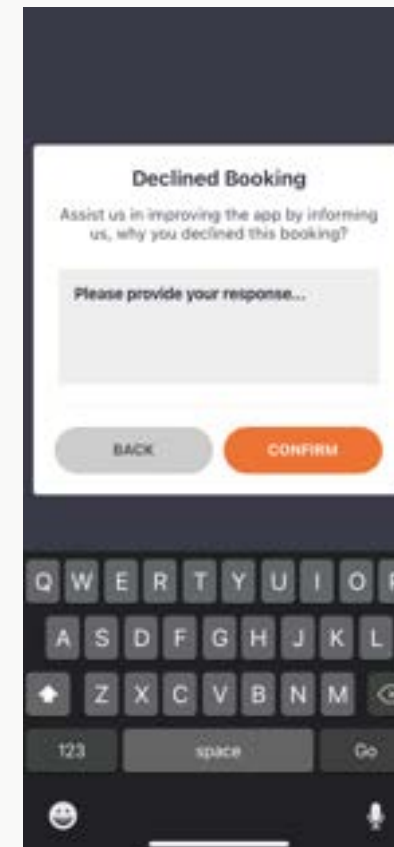
Post-confirmation cancellation

Refund and cancellation parameters can be customised by the client. The ability to offer partial or full refund if cancelled within a specified time is available.

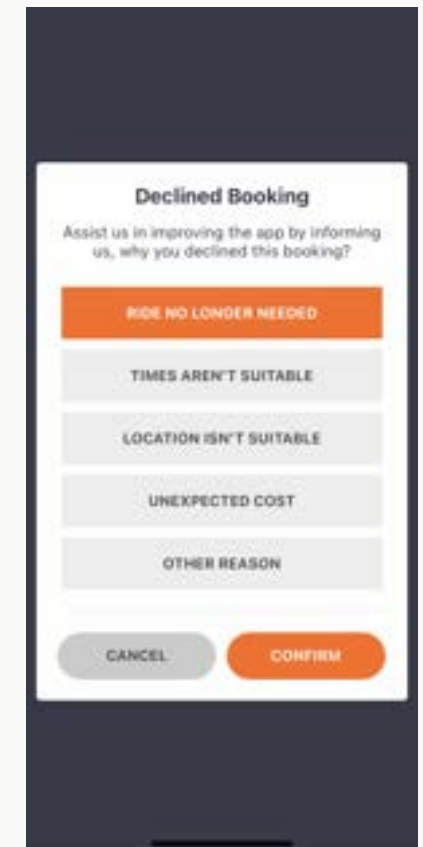
PX31



PX32.1



PX32.2



PX33

Trip Feedback

After each trip the passenger is taken to the feedback screen. This allows for trip feedback and ongoing assessment of service by all passengers.

This data is available for assessment.

PX34

Regular Rides

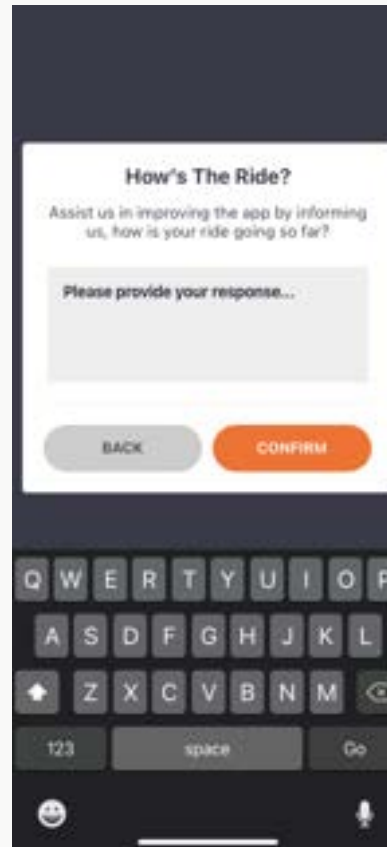
Regular Rides make it easier for passengers to book a trip quickly.

The passenger will be shown a screen with their most common trips, allowing them to make quick and easy advanced and last-minute bookings.

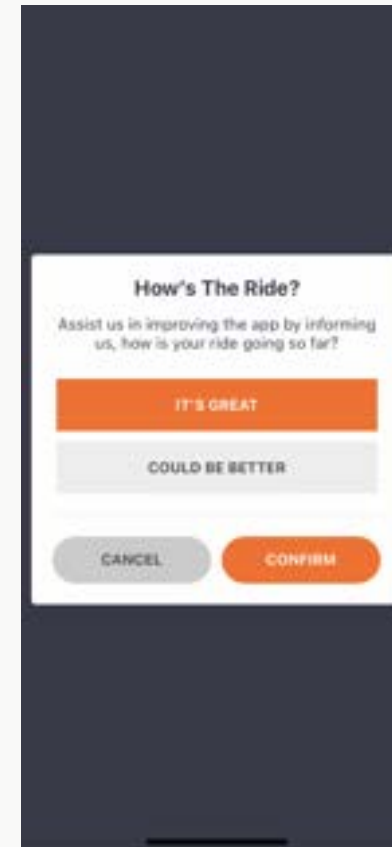
By creating more advanced bookings Fleet Operators can:

- Accurately predict operational requirements in advance
- Add vehicles or remove them from the service based on actual demand
- Offer incentives and discounts for regular Users
- Develop better data for continually improving the service
- Maintain integrity of the service and minimise dissatisfaction

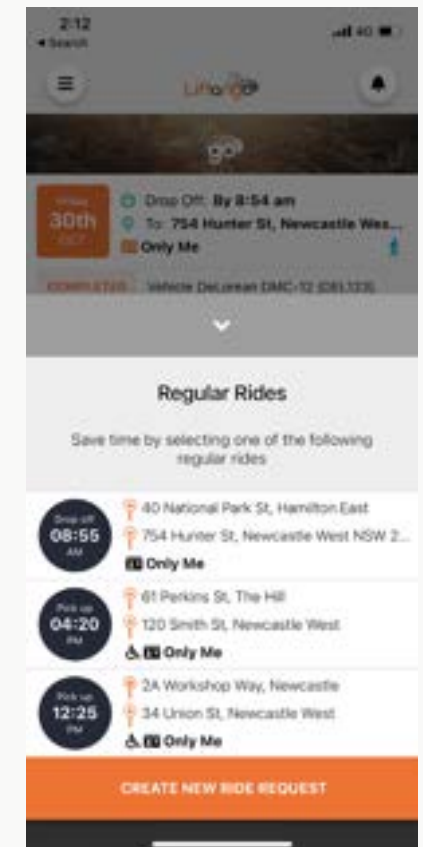
PX33

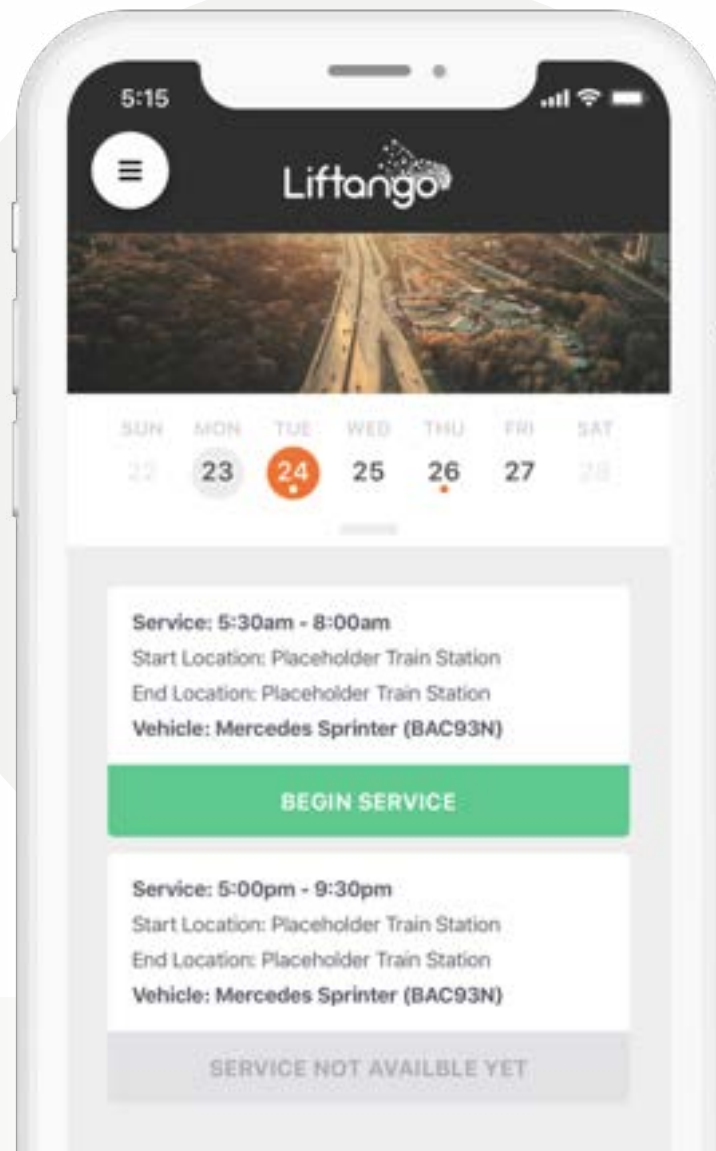


PX33



PX34





Driver App

We designed the Driver UX in close collaboration with the people behind the wheel who make our industry work.

Drivers were engaged heavily during the design process to create an experience to help minimise the need to interact with a device whilst providing a tool of trade that is easy to use.

DX01

Sign In

Users must have their profile setup within the Operations Portal in order to access all Driver Features. Once set up, a driver can log in and access a specific set of driver functionality from the same App passenger use.

One App for both Driver and Passenger removes the need to administer multiple Apps.

DX02

Create Profile

To register for the service, drivers download the free mobile App (iOS or Android) and create a simple profile consisting of the following information:

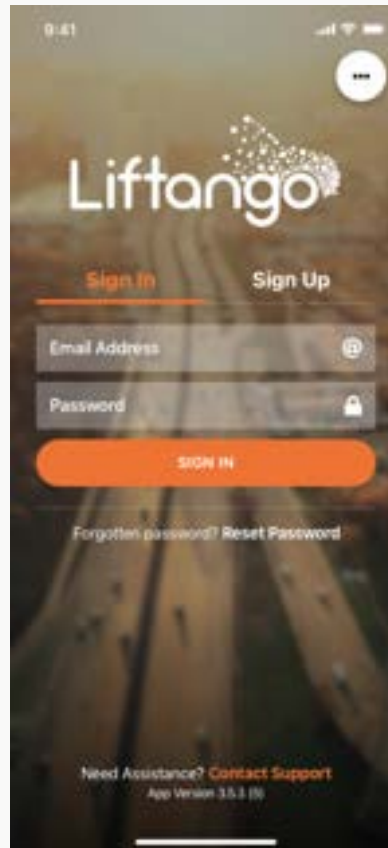
- Email address, verified through a clickable link
- Name and photo
- Phone number to enable In-App messaging and trip alert notifications

DX03

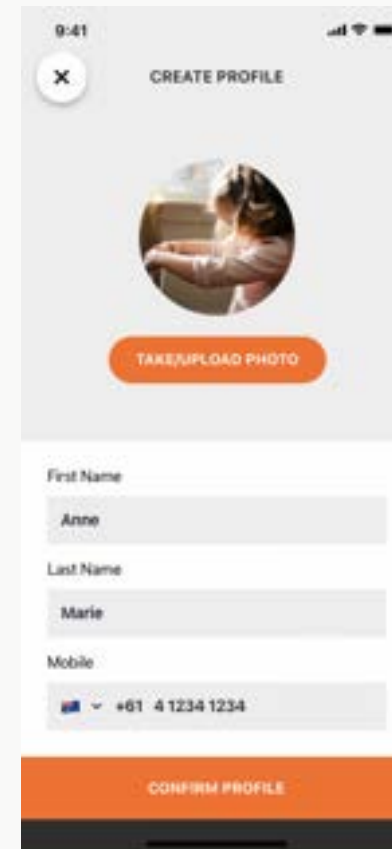
Home

The Home screen displays dates and shifts available for assignment. When a driver logs in they have typically been pre-assigned a shift by the operations team and only have to press the Start Shift button for any given day.

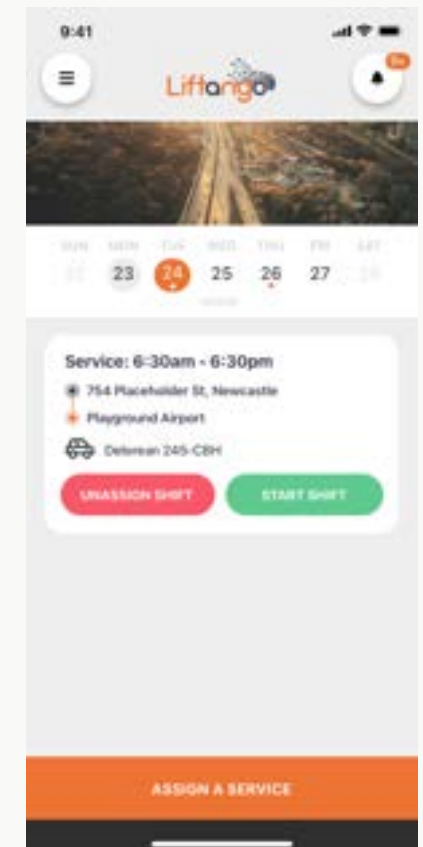
DX01



DX02



DX03



DX04

Menu

The driver menu provides access to assigned shifts, notifications, account details and driver reports.

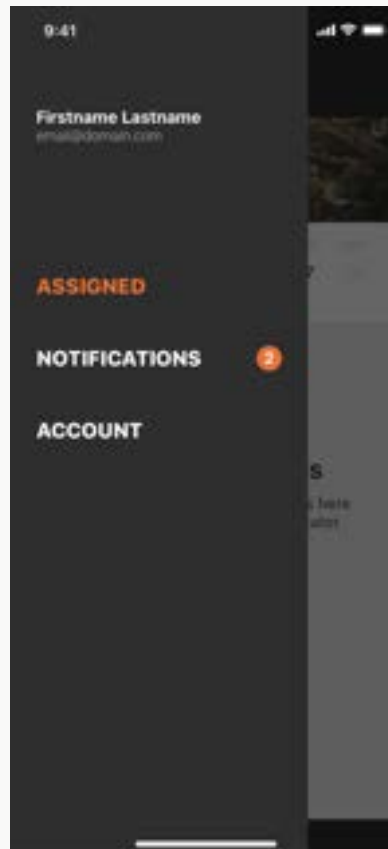
- Assigned: Allows drivers to check the shifts they have been assigned to.
- Notifications: Provides easy access to alerts, message and notifications from the operations team.
- Account: Check and modify profile details.
- Driver Reports: Drivers can send one-touch reports to the operations team, logging an incident, lateness, breakdown, meeting point problems, or other issues.

DX05

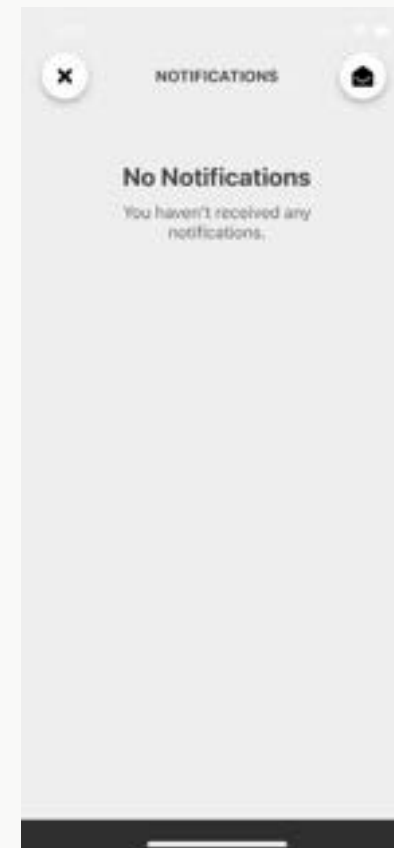
Notifications

Notifications allow the operations team to send real-time communications to drivers, updating them with situation reports or communicating directly regarding passenger requests that have been handled by the Call Centre.

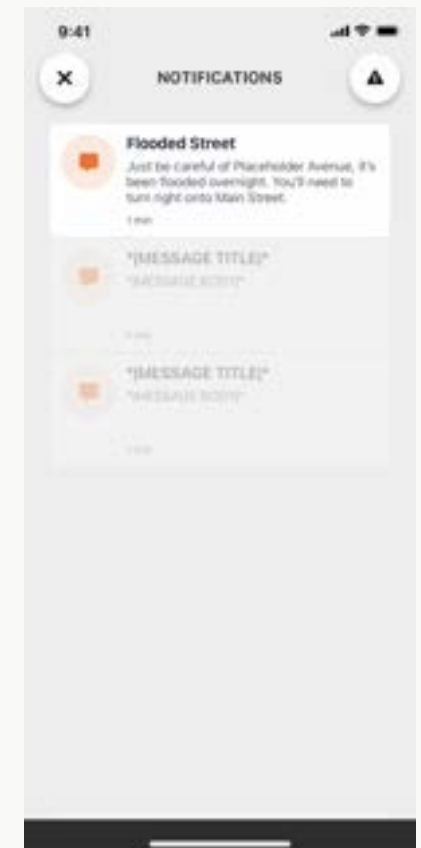
DX04



DX05.1



DX05.2



DX06**Profile: Service History**

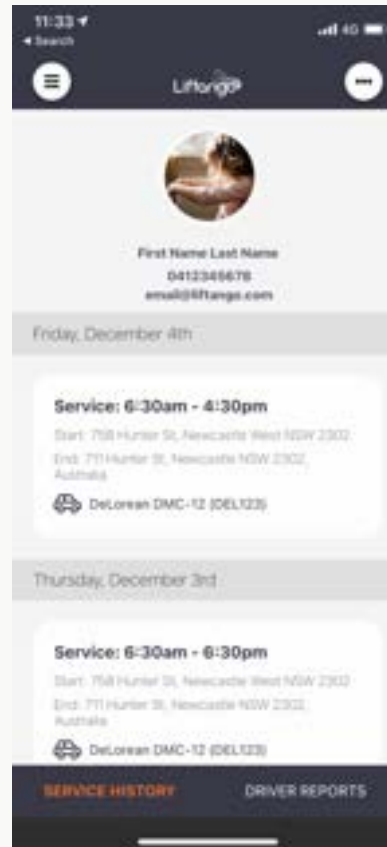
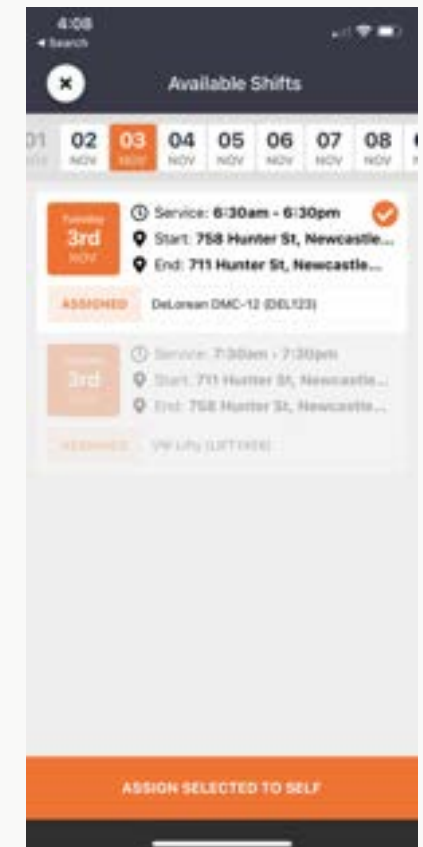
This allows the driver to access all of the historic shifts they have completed and provides shift times, start and end locations and vehicle descriptions.

DX07**Profile: Driver Reports**

Drivers can send one-touch reports to the operations team, logging an incident, lateness, breakdown, meeting point problems, or other issues. A free text option is also available for drivers to write incident specifics that do not fall into a specific category.

DX08**Assign Shifts**

When a driver logs in and the operations team has assigned their shift, it will appear on the Home Screen with the start time, end time and locations. This makes it easy for a driver to login, start their correct shift and begin servicing passengers.

DX06**DX07****DX08**

DX09**Next Destination**

Once a driver has completed a pick up or drop off, their screen will display the next scheduled stop.

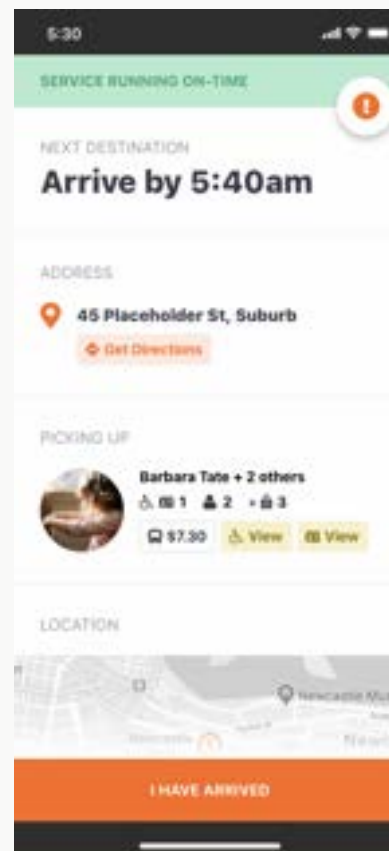
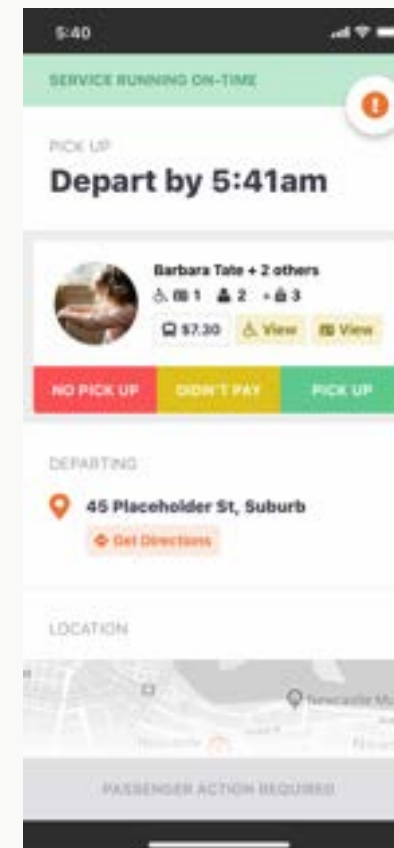
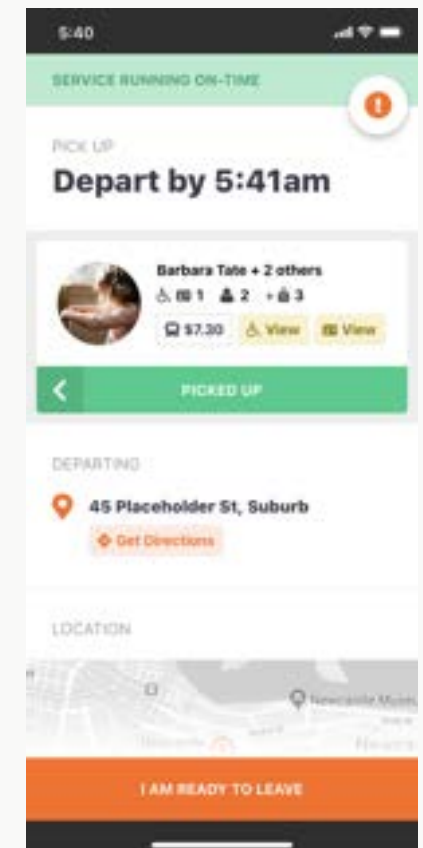
This screen contains all the necessary details of the passenger—specifying location, arrive by time, passenger profile, group size and accessibility or concession details.

Once a driver reaches their destination they complete the stage by pressing the 'I Have Arrived' button.

DX10**Pick Up**

When boarding the bus, the passenger presents the trip confirmation screen to the driver to validate their booking. The driver verifies on the trip screen that the number of passengers booked matches the passengers boarding.

Once on-board, the driver swipes the 'pick up' instruction on the screen, indicating that the passenger(s) were successfully picked up.

DX09**DX10.1****DX10.2**

DX11

Running Late: Drop Off

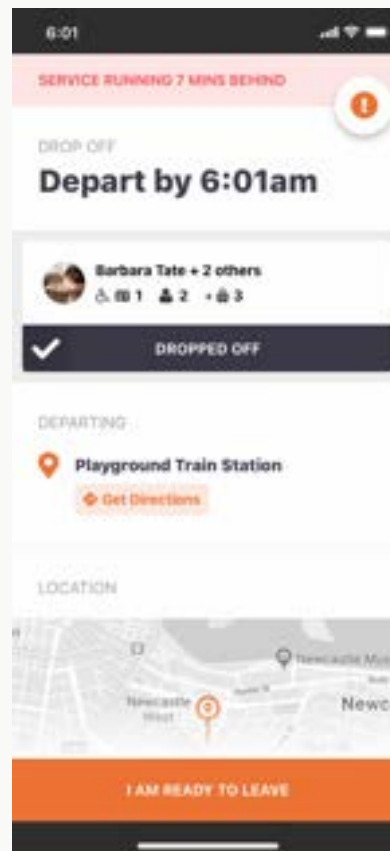
Once a driver drops off the passenger at their destination an indicator banner will appear on the top of the screen. This will alert the driver that their service is running on time or 'x' minutes late.

DX12

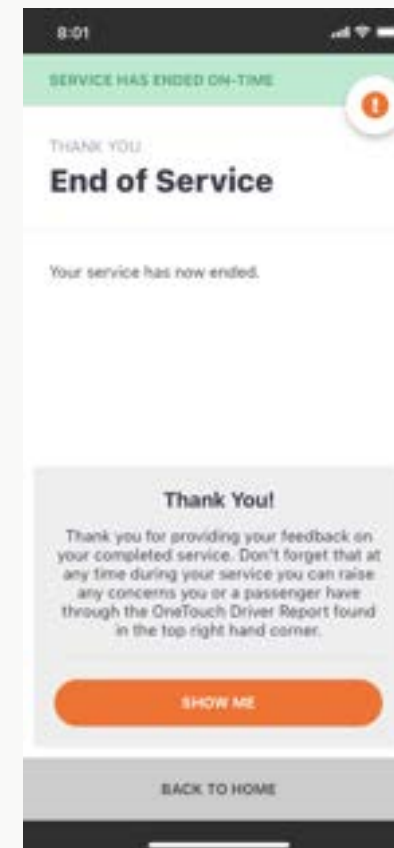
End Shift

Once the final drop off has been completed an End of Service screen will appear indicating shift completion.

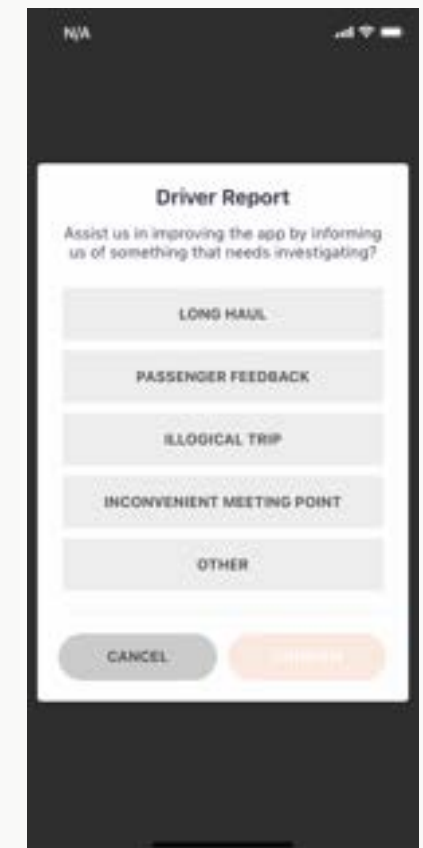
DX11



DX12.1



DX12.2





Operations Platform

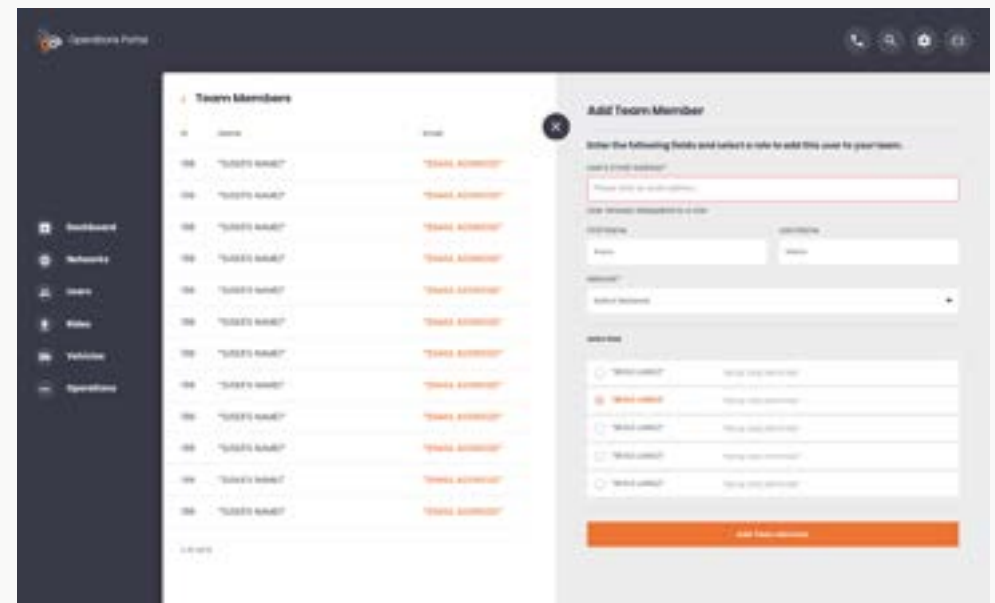
The Operations Platform allows Administration teams to monitor, manage and modify the service. It provides a transparent and live view of all operational data and performance.

OX01

Creating a New Team Member

Administrator-level Users have User management powers and are able to create, edit and remove organisational Users from the system.

OX01



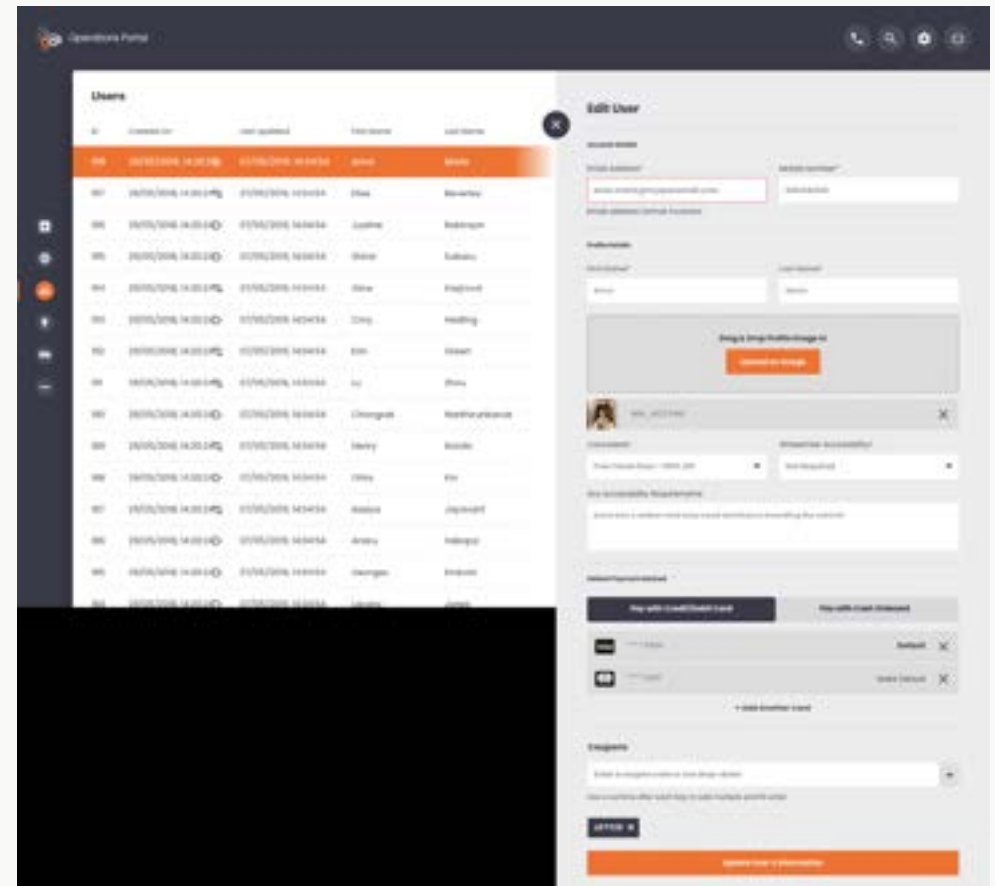
OX02

Editing a Passenger Profile

Administrator-level Users can modify passenger, driver and operations user profiles. This provides easy access to update details such as:

- Profile images
- Phone numbers
- Concession allowances
- Accessibility requirements
- Payment details

OX02

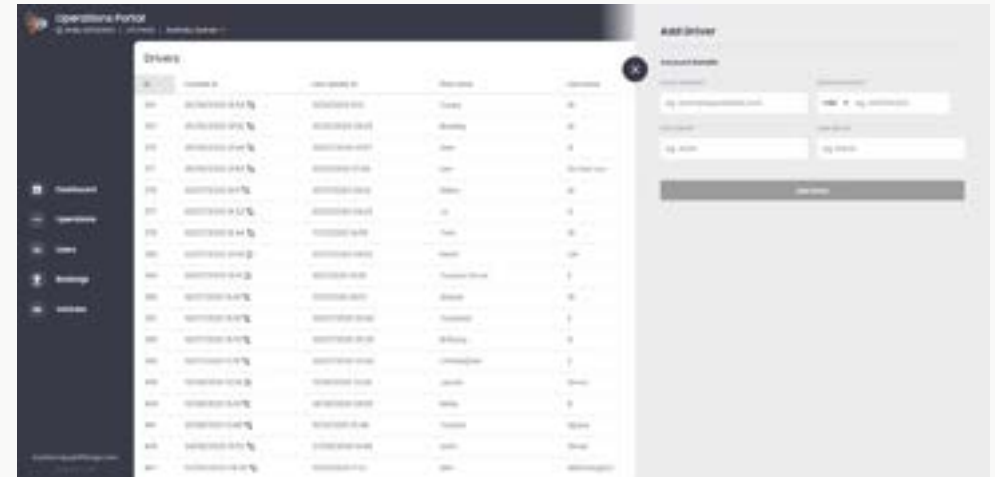


OX03

Creating Driver Profiles

Administrator-level Users can also create and modify driver profiles providing the operations team with a fast capability to onboard and activate new drivers as required.

OX03

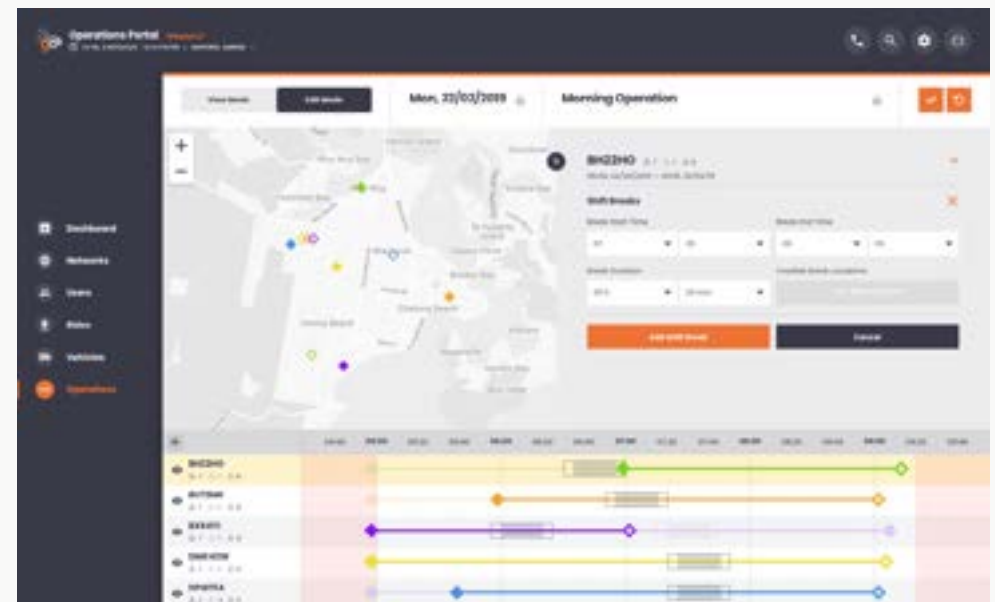


OX04

Adjusting Break Times

At the driver's designated break time, Liftango's algorithm is able to guide the driver to the closest suitable break point, from a set of break points defined by the organisation. The algorithm uses break locations as anchor points ensuring that the system does not accept any bookings which would cause a breach of a driver's maximum time on the bus.

OX04



OX05

Sending a Password Reset Link

Administration teams can easily reset passenger and User profiles upon request.

If a User cannot reset their own password, then a link can be sent directly to them from the operations portal allowing for fast verification and updating of passwords.

OX05



OX06

Resetting an Admin Password

If an Administration User needs to reset their password it can be done quickly by clicking the Forgot Password link at the operations login screen.

The User will be sent a verification email containing a link to reset their password.

OX06



OX07

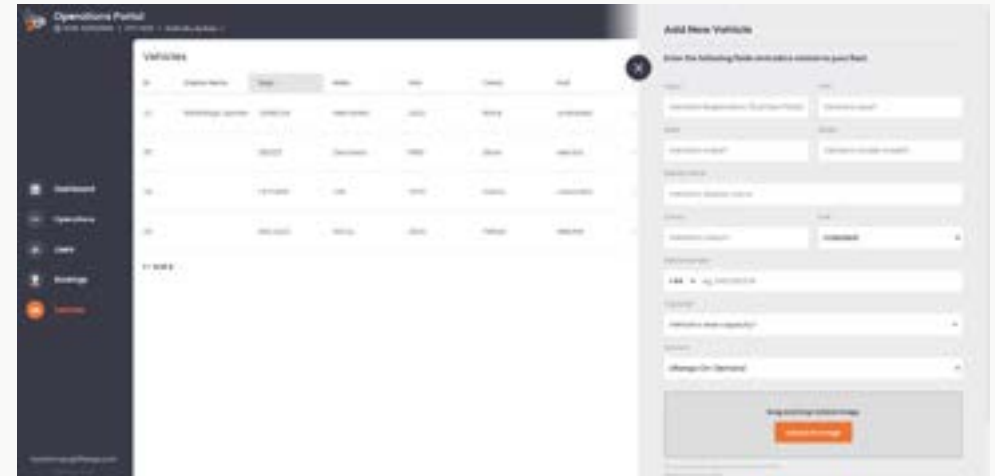
Editing Vehicle Details

Liftango's Operations Platform allows Operators to create, view and edit feature sets for whole-of-fleet and individual vehicles.

Standard features include:

- Vehicle zone and shift assignment (planned and adjusted in real time)
- Number of seats (regular)
- Wheelchair/accessibility access (yes/no)
- Number of seats (wheelchair/accessibility)

OX07

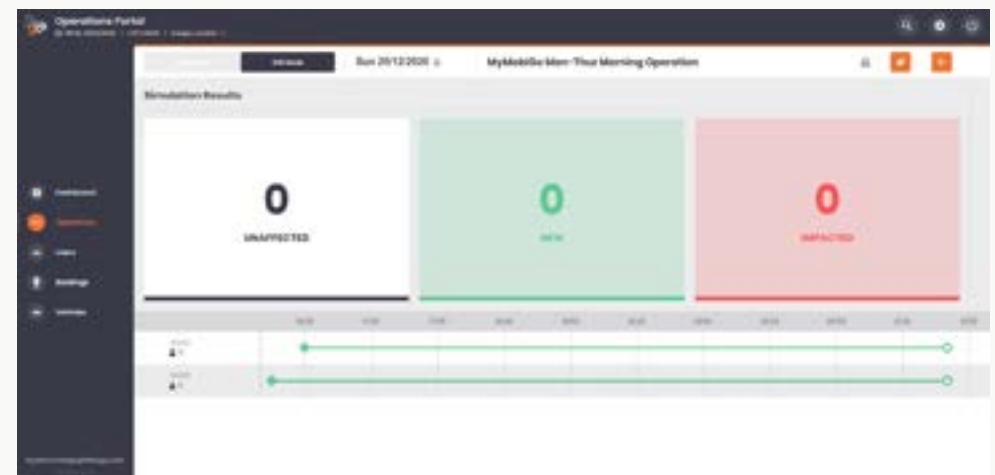


OX08

Simulating Shift Changes

Prior to making any changes to the service (adding or removing vehicles; modifying shift times and lengths) Operators are able to simulate the effect of the changes within the Operations Platform interface. This allows the Operator to see if any trips are affected, and to proceed if there are no negative impacts on pre-booked trips.

OX08



OX09

Live View: Shift Operations

The Shift Operations View provides a visual representation of all pick up and drop requests. Real-time fleet movements allows the Operator to easily identify vehicle locations and performance.

At the bottom of the operations screen all vehicle shifts are represented by a single link with pick up and drop off requests marked as up or down arrows.

This provides a linear representation of all passenger movements and gives Operators a live view of all operations.



OX09

OX10

Vehicle Out of Service

If a vehicle is required to be taken out of service it will be shown as a faint line within the shift section of the operations view.



OX10

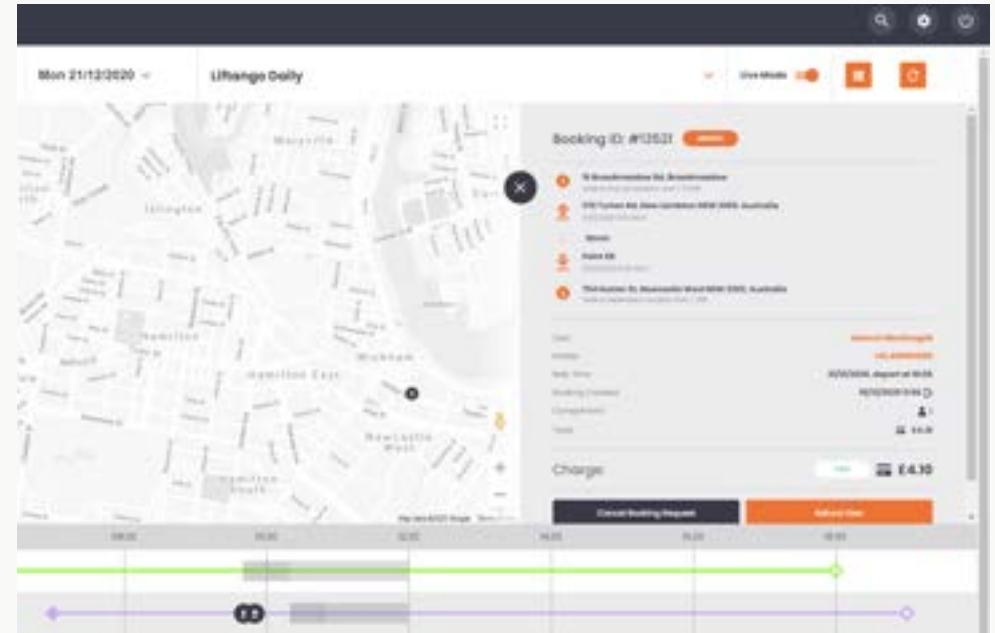
OX11

Drill Down: Trip View

Administration Users can click on a specific shift to drill down to passenger details. This allows for a granular view of operations with specific pick up / drop off details, passengers profile details and trip costs.

This also allows operations team members to modify upon request or cancel bookings remotely.

OX11



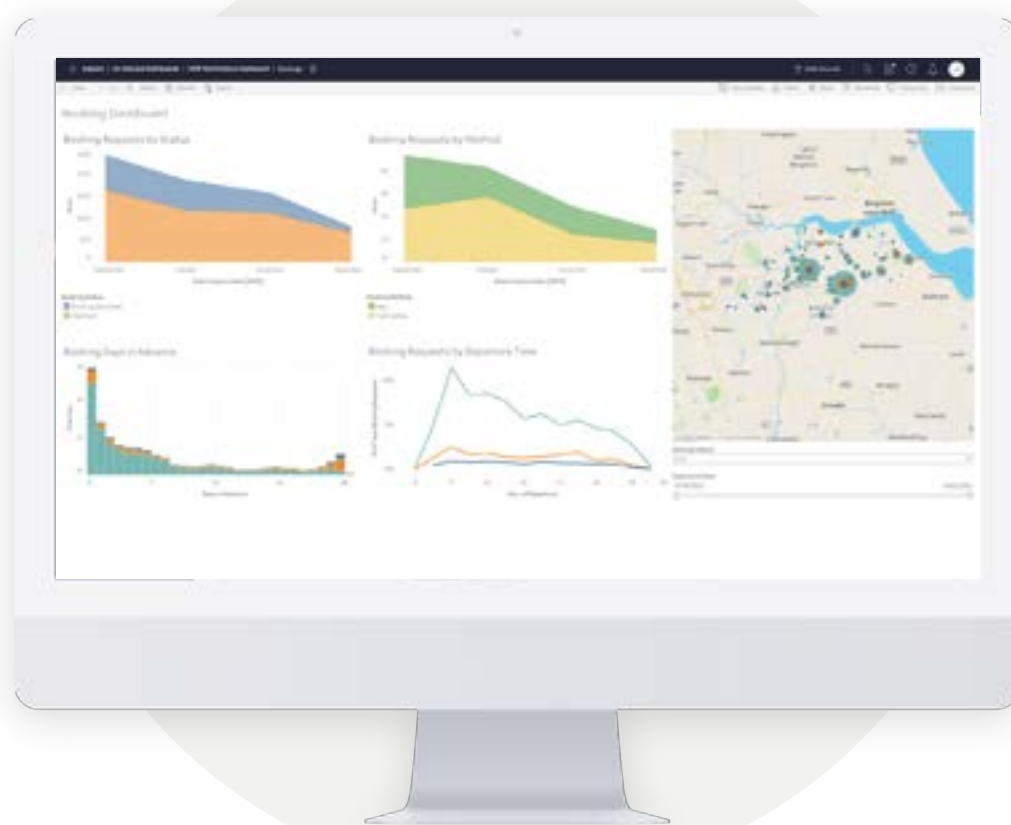
OX12

Process a Refund

When appropriate to do so, staff are able to process refunds for individual trips, providing the appropriate refund amount (in line with refund policy) and recording a reason for processing the refund.

OX12





Reporting Dashboard

Data is the heart of any operation. We provide real-time data access through reporting dashboards—giving you a transparent and objective assessment of your service. Reports can be customised and all data can be exported for further analysis. Access to a reporting API puts Liftango in a unique category of technology providers, giving our clients the ability to have complete access to customise their reporting.

RX01

Performance Overview Dashboard

This dashboard provides an overview of all key operational metrics and allows Administration Users to drill down on specific performance criteria.



RX01

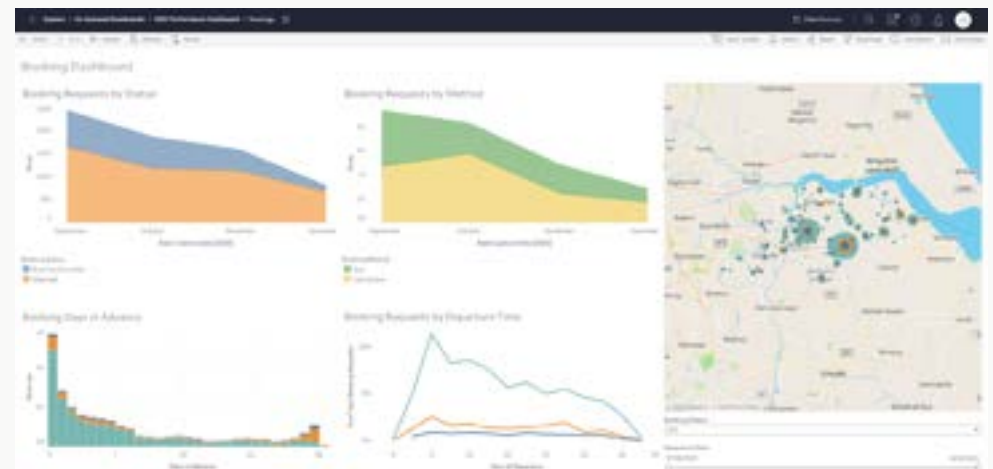
RX02

Bookings Dashboard

The bookings dashboard provides a real-time view of all passenger requests.

The dashboard contains:

- Request status (cancelled/matched)
- Request type (App or Call Centre)
- Time of booking (days in advance)
- Requests by departure time



RX02

RX03**User Dashboard**

This dashboard displays User journey data and provides insight of each User.

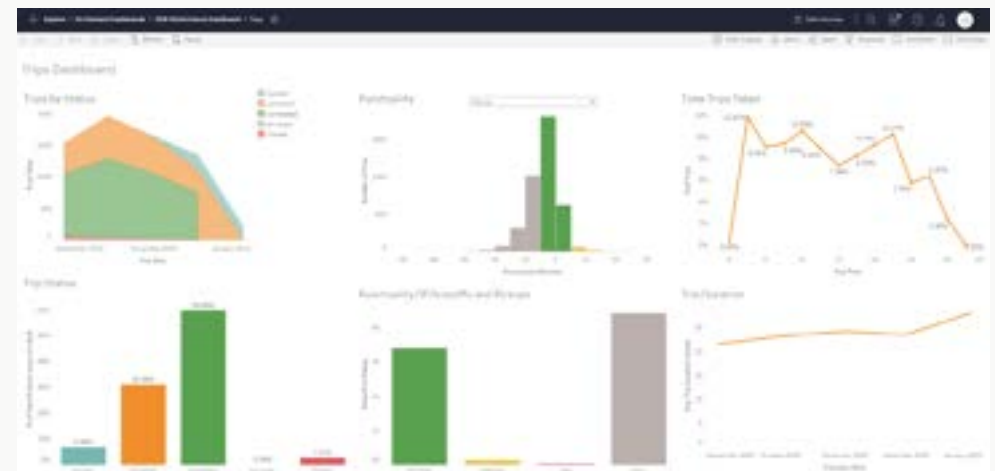
This dashboard contains:

- Number of new registrations
- Total Users
- Sign up funnel stages
- Days since last booking
- Active User data
- Visual map with all trips plotted

RX03**RX04****Trip Dashboard**

This dashboard focuses on trip metrics and provides real-time insight on:

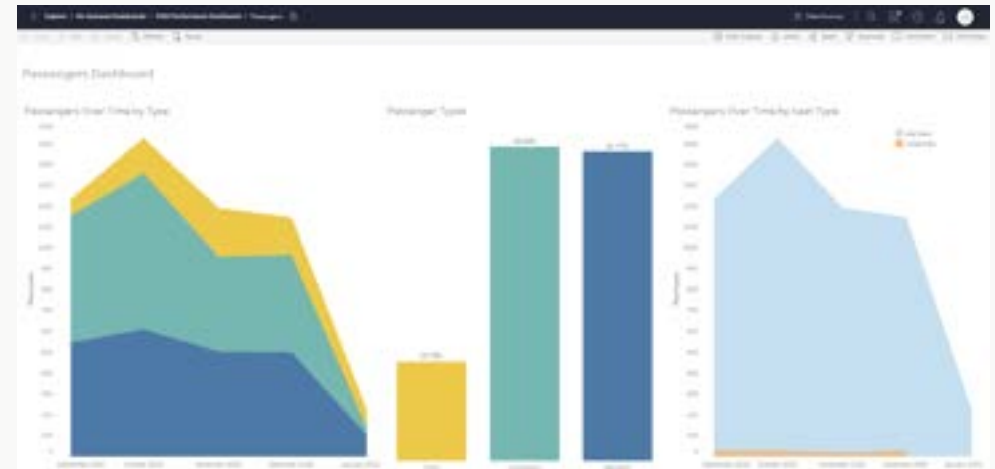
- Trips by status (booked, cancelled, completed, missed)
- Service punctuality
- All time trips taken
- Average trip duration

RX04

RX05**Passenger Dashboard**

This dashboard provides metrics on passenger usage. Common metrics displayed are:

- Total trips by Status (booked, completed, cancelled and missed)
- Trip Status by percentage
- Punctuality trends
- Trip times and duration

RX05**RX06****Ridesharing Dashboard**

This dashboard allows Administration teams to assess the overall frequency of shared trips, and breaks down usage with onboard capacity, vehicle utilisation and distance metrics.

RX06

RX07
Payments Dashboard

This dashboard displays payment methods and wallet transactions to provide a transparent view of the payment habits of each passenger.

RX07



RX08
Booked / Missed Trips Dashboard

This view provides a granular perspective of all passengers. It highlights detailed trip metrics and service usage—giving Administration teams an easy way to assess passenger usage.

RX08



RX09

Data Download / Export

Liftango will configure a reporting dashboard to show all of the required metrics/KPIs.

All data can be exported for further analysis. This ensures the highest level of transparency allowing Fleet Operators to ensure the service is running at optimal performance.

RX09





App Branding

Whilst the architecture of our platform remains consistent, we provide many opportunities to customise the look and feel of our App. This ensures the brand identity remains constant and aligns with organisational guidelines.

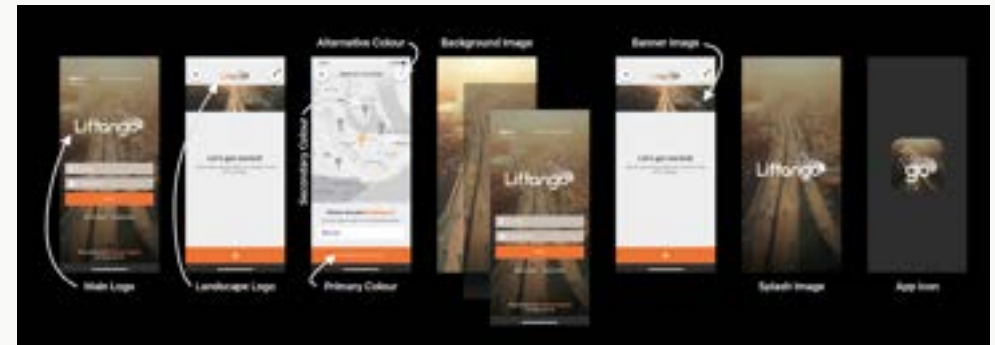
AB01

Themeable Elements

Liftango ensures that the Agency or Operator's brand is front and centre. The service is an extension of the Operator's brand, not the technology that powers it.

The Application has consistent, unique and client-specific branding elements across the platform which can be updated by the client as required.

Passenger-facing App, driver-facing App and the marketing website will all be completely branded to the client's brand specifications.



AB01

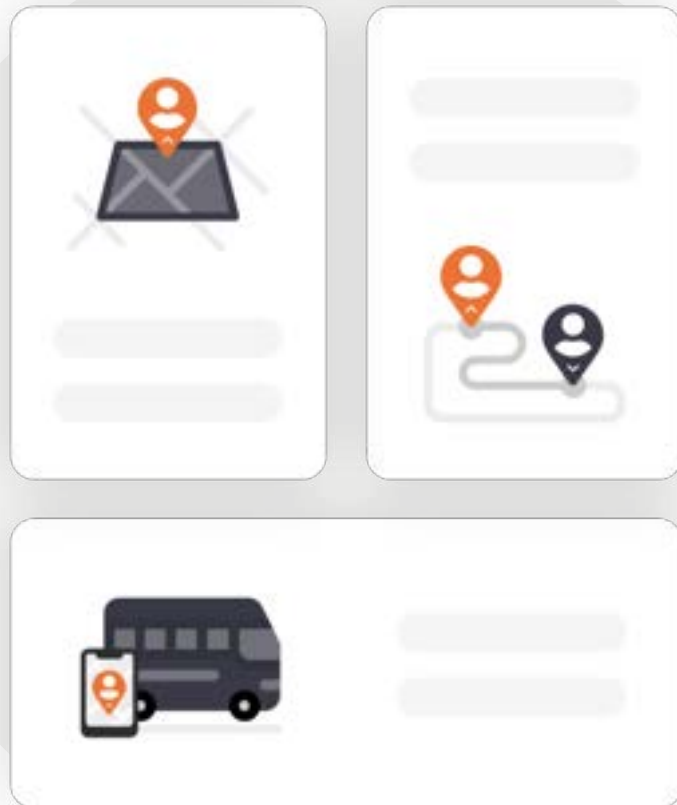
AB02

Example Whitelabel Screens

Whilst the App structure remains consistent to provide a seamless User Experience, individual elements may be completely customised to provide a bespoke on-brand experience.



AB02



Additional Supporting Screens

Whilst the product is usually the focal point of On-Demand Transport, this section focuses on the peripheral services we deem critically important for providing a smooth delivery and personalised User Experience.

ZX01

Mapping Service Exclusion Zones

Clients have access to a master service map which allows for a quick modification of service or exclusion zones. This makes it easier to exclude areas that may be blocked off due to events such as street fairs, road works or even to exclude an area service by a new or existing fixed-route service.

ZX01



ZX02

On-Demand Support Structure

Our multi-level support structure ensures the most appropriate resource is tasked to resolve any issues within a set time.

ZX02



ZX03

Service Level Agreements (SLA)

Support Team response times are set as SLAs and enquiries/issues are categorised by priority (P1-P5).

Ongoing reporting and evaluation of issue resolution occurs during the service contract ensuring each issue is appropriately categorised and resolved within the response time window.

ZX03

SLAs - Service Level Agreements - STANDARD

Priority	Change Category	MTTA	MTTR	Examples
P1	EMERGENCY	15m	4h	- restricted to incident scenarios only - represent a loss of critical functionality, with no workaround - e.g.: ride management, payment processing - affecting a moderate number of passengers (e.g.: > 10) - affecting any number of drivers
P2	EMERGENCY / MAJOR	2h	24h	- a loss of critical functionality, with a workaround available - e.g.: operations platform failure, app remains functional - affecting a moderate number of passengers (e.g.: > 10) - affecting any number of drivers
P3	MAJOR / MINOR	4h	2d	- a moderate loss of functionality, for a reduced set of users - a workaround may or may not be available - e.g.: single device-specific issues, superfluous functionality - affecting a moderate number of passengers (e.g.: > 5) - affecting any number of drivers
P4	MINOR	1d	10d	- a minor loss of functionality, specific to a single user - e.g.: password/email/mobile issues, payment corrections
P5		3d	20d	- requests for information, advice, access, or product change - e.g.: meeting point admin, reports, reward status - specific requests can be escalated based on importance

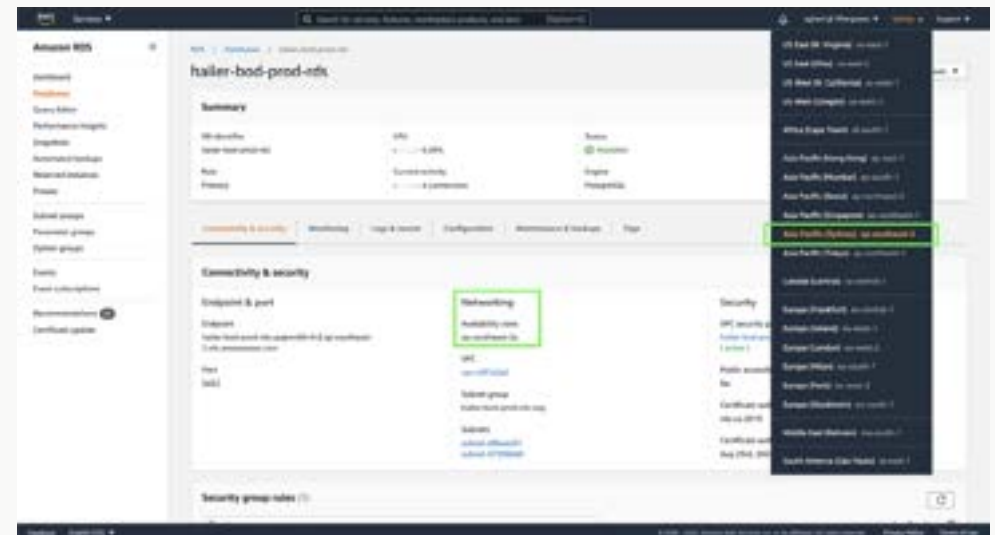
ZX04

Hosting Zones

Our platform utilises Amazon Web Services (AWS) to host your data and run your On-Demand service.

Hosting locations are available to comply with data sovereignty requirements of the client, meaning the data collected will be subject to the laws of the country it is hosted in.

ZX04



ZX05

On-Demand Service Delivery Methodology

We break service delivery into five steps:

- Project Planning
- Service Preparation
- Rollout
- Service Optimisation
- Mature Service Operation

By focusing on four main pillars of Operations, Marketing, Configuration and Support—each phase can smoothly transition to the next, providing a seamless experience from conception through to maturation.

	Pre-launch phase 1	Pre-launch phase 2	Launch	Post-launch phase 1	Post-launch phase 2
	Project Planning	Detailed Service Preparation	Collaborative Rollout	Rapid Service Optimisation	Mature Service Operations
Operations	Gather functional requirements Project governance activities System and service specifications	Service analysis metrics definition Internal communication protocol definition Training coordination	Daily touchpoints Critical service reviews On-call support	Service launch review Detailed performance analysis Review and propose service adjustments	Weekly/monthly touchpoints Longitudinal performance reviews Data-driven service optimisation
Marketing	Market analysis Target audience definition Marketing strategy and objectives Branding development	Marketing tactic coordination PR/community campaign Pre-launch marketing activities	Early adoption campaign rollout Social media campaign Promotions campaign 1	Marketing review User nurturing Social PR campaign Promotions campaign 2	Marketing review User nurturing Middle-adoption campaign
Configuration	Establish service zone Setup fleet and service components System infrastructure preparation Road speed analysis Map connectivity analysis	Branding application App and systems deployment Systems commissioning On-road commissioning	Daily performance tracking Data collection and analysis User activity reviews	Finalise service parameters Review, simulate, learn approach Ongoing user review	Feature development and testing Periodic technical performance reviews Service parameter optimisation
Support	Data reporting specification SLA, SLL, SLD definition	Dedicated support portal setup Operator/IT stakeholder engagement Deployment QA Data-reporting setup and commissioning	Driver & operator training On-the-ground service activation QA support Troubleshooting Incident logging and triaging	Detailed service reporting System monitoring User support management SLA reporting	Release management Feature QA testing Service integrity testing

ZX05



Shared. Connected. Sustainable.

Technology that powers convenient,
efficient and sustainable, shared
transport.