



Root Trutruka



## Vicuña: Unearthing **Mobility** Potential

### Product Overview

Vicuña is an Android-compatible travel app for Rutas De Vicuña, a Spanish company in the hospitality sector. It helps travelers to find and locate key sightseeing spots and respective routes along with places to enjoy food, cultural feasts, and more. The app is available in Spanish and English languages.

### Company Overview

The company offers hospitality and tourism services to customers enthusiastic about exploring the world.

### Company Challenges

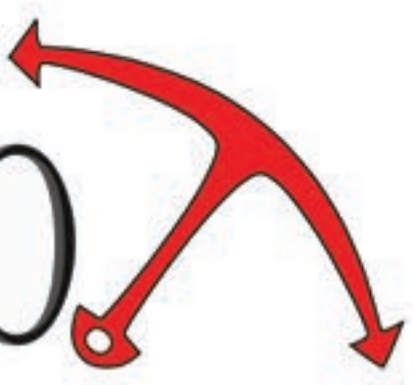
- Reaching out to travelers
- Offering better customer-experience
- Centralizing customer information
- Streamlining business operation
- Offering personalized products/services
- Getting customer-insights
- Improving customer-loyalty
- Branding

### Travel Industry Overview

The global worth of the travel industry has reached to the tune of 2.36 trillion U.S. dollars. The industry bears a close link with hospitality and leisure components. However, the industry demands an overhauling of its modus operandi to cope with the growing expectation of its globe-trotting connected consumers. Thankfully, mobility solutions have the much-needed remedy for them.

- Travel & Tourism related apps rank as the 5th most downloaded category of apps.
- 54% growth noticed in travel and navigation app usage
- 85% of leisure travelers make use of their smartphone while abroad.
- 72% post vacations photos on a social network
- 30% make use of mobile apps to find hotel deals.





## Solution

The Home Page of Vicuña has options, viz., Discover, Eat, Sleep, Culture, Adventure, Enjoy, Agency, Services, and Route. Users can enter respective sections as per their travel planning and interests. Integrated geolocation tracking services, weather or climate forecasting, language translator, camera, audio/video, notification, location based emergency services, cab service, social feed/ messaging service, trip reviews from other travelers make their trip convenient.

## Result

- Better brand visibility
- Increased session activity
- Better customer engagement
- More quality leads. More conversions
- Improved customer-satisfaction
- Improved brand-loyalty
- Better customer-insights
- Future-ready business

## Benefits of mobile Apps

### For consumers

- Convenient
- No need to carry cash
- Quick and easy
- Saves time queuing to pay for items

### For Businesses

- Improved reach in target audience
- Reduced operating and marketing cost
- Location tracking
- Better customer-insights
- Personalizing offers

## Why it Interested Us?

Scaling new heights in terms of client-satisfaction, daring emerging odds makes our mobile app development journey rewarding. The travel industry was already overcrowded with mobile applications when we got the Vicuña project. Hence, the path of building an application with a difference was challenging. But going the extra mile, we unearthed the user-friendly native components of the SDK (Software Development Kit) offered by Google and Apple and matched them against the universal web technologies including HTML5, CSS and JavaScript. We achieved a balance and cohesiveness in them to let users in respective niches have unmatched mobility experience with the mobile app.

## Strategy

Stepping into the shoes of end application users, i.e., travelers, we learned how they want their application to work, what they love and what they hate. This helped us design the prototype equipped with the right UX (User Experience) layout that can give quick and easy access to the information that a user would be interested in. We opted for a robust programming framework allowing the app to communicate with the backend system of the vendor with effective integration with standard functionalities like user authentication, push alerts, social media integration and data storage. This resulted into an app that was truly pro-customer but without sacrificing the interest of vendors, that is, ease of manageability and visibility.

## About Us

Root Info Solutions (RIS) is a globally recognized Information Technology consulting and software outsourcing company based in the UK. In addition, we have an offshore software development and implementation center in New Delhi, India. We provide enterprise web and mobility solutions using different programming languages/frameworks including PhoneGap, Drupal, Angular JS, Magento, Python, Android, Swift, and more. We have been serving clients across different sectors and verticals since 2004.

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