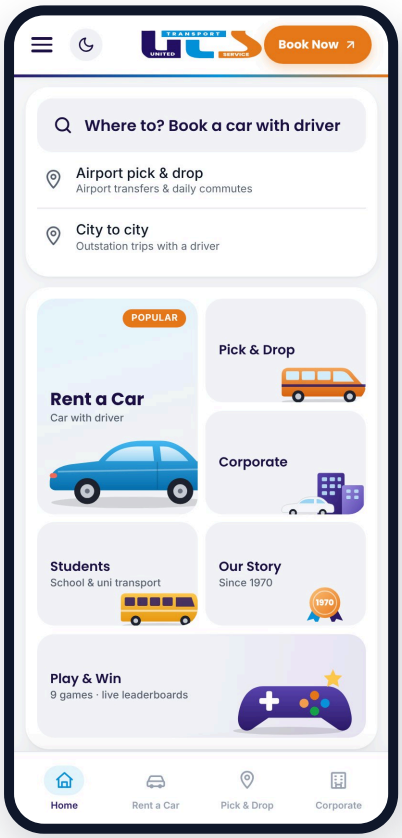
United Apex DEVELOPERS × UTS TRANSPORT UNITED SERVICE

Case Study · Transport & Mobility

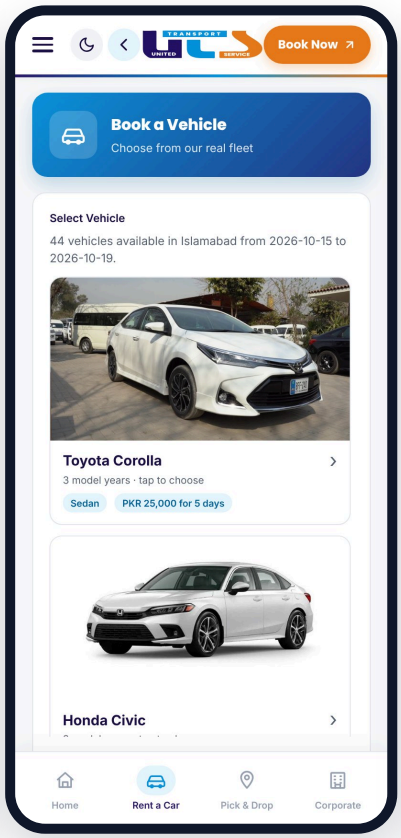
UTS Karlo — one app to rent, ride, track and run a transport company.

How United Apex Developers built a single mobile app for United Transport Services: customers rent a car with a driver or book pick & drop in a few taps, staff and managers run bookings and the fleet from a protected portal, and live vehicle tracking stays secure on our own server.

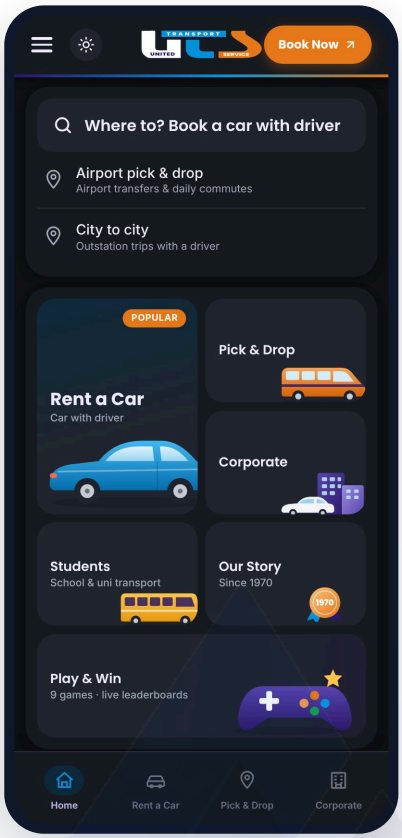
CLIENT	INDUSTRY	COVERAGE	DELIVERED
United Transport Services (UTS)	Transport, rent a car & fleet	6 cities across Pakistan	Customer app · Staff & manager portal · Secure tracking server



Home



Rent a Car — live fleet



Dark mode

The Client

United Transport Services began in 1970 in Karachi as a family-run rent-a-car operation started by Mr. Zulfiqar Ahmed Khan. Run today by his four sons, UTS has grown into a transport and mobility company offering chauffeur-driven cars, pick & drop, corporate transport and fleet services across Pakistan's major cities — and has expanded into Saudi Arabia.

The Challenge

UTS had decades of operating experience but no single digital front door. Customers phoned or messaged, staff checked availability by hand, and the information needed to run the business lived in different places.

Bookings by phone and message

Every rental started with a call or a chat — there was no self-service way for a customer to see which cars were free and book one.

Multi-day pricing done by hand

Daily rates differ by car, model year, local or outstation trip and overnight stay — and had to be multiplied out for every multi-day booking.

A mixed fleet

UTS-owned cars sit alongside vendor and partner vehicles, each needing approval, pricing and a clear free/busy status.

Tracking data that had to stay private

The vehicle tracker's access key could never be placed inside an app — yet managers needed the whole fleet on a map, and customers or students sometimes needed to follow one vehicle.

Different people, different access

Customers, front-desk staff and managers each needed their own view — with sensitive tools hidden from everyone else.

Students and institutions

Recurring student transport needed a request-and-approval flow before any vehicle or location details are shared.

The goal: one app, in UTS's own brand, that a customer can use in a minute — and that the team can run the business from — without ever exposing private data.

The Solution

Three connected pieces, built and run by our team — all live from one shared, real-time database.

Customer App

- Rent a Car with live availability
- Pick & Drop — personal, corporate, students
- Corporate transport requests
- My Bookings & live trip status bar
- Loyalty points, complaints, careers
- 9 games with live leaderboards
- Light & dark mode

Staff & Manager Portal

- Hidden, passcode-protected entry
- Every booking & request in one inbox
- Fleet free/busy at a glance
- Vendor & partner vehicle approval
- Prices per vehicle
- Stats, drivers, employees
- Full activity (audit) log

Secure Tracking Server

- Tracker key kept server-side only
- Manager map of the whole fleet
- Staff create share links per vehicle
- Links are signed and expire
- Customers track one vehicle only
- Role-based passwords
- Runs on serverless functions

How it fits together

Customer books in the app → **Shared database** bookings · fleet · requests → **Staff portal** sees it instantly, assigns a car → **Tracking link** sent to the customer → **Customer** follows the vehicle live

Real time, end to end

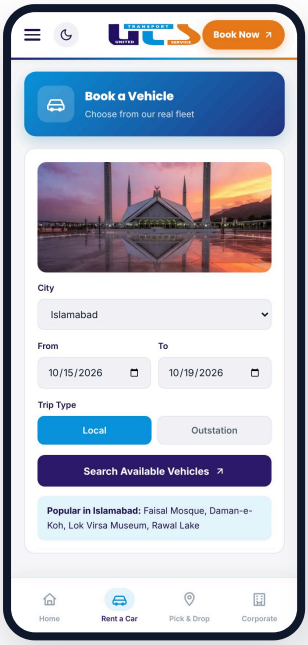
A booking made on a phone appears in the staff inbox the moment it is submitted — no refresh, no forwarding.

Every city, one fleet

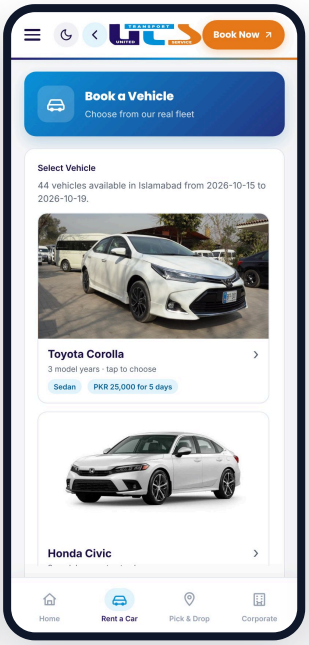
Cars are dispatched to the customer, so the whole UTS fleet is offered in every city instead of being locked to one office.

Rent a Car, Without the Phone Call

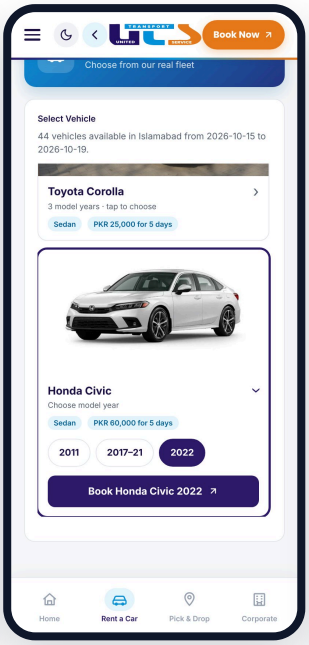
Pick a city and dates, see only the cars that are free for the whole trip, choose a model year, and see the full price before booking.



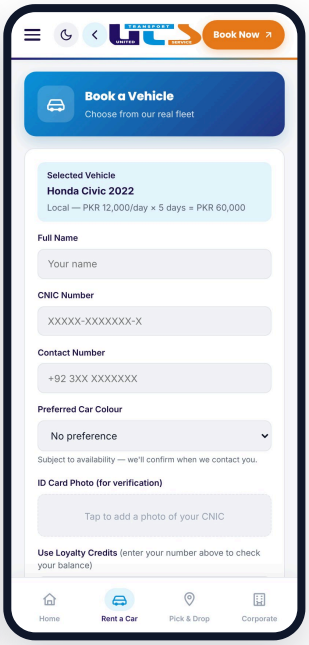
1 · City & dates



2 · Cars free for the whole trip



3 · Choose the model year



4 · Price & details

One card per model, with model years

"Toyota Corolla" opens into 2015–16, 2017–20 and 2025 options; the photo, specs and price switch with the year chosen. Special trims such as the Fortuner Legender get their own option.

Automatic multi-day pricing

The app multiplies the daily rate by the trip length and shows the working — for example

PKR 12,000/day × 5 days = PKR 60,000

— with local, outstation and overnight rates applied automatically.

Free for the whole trip

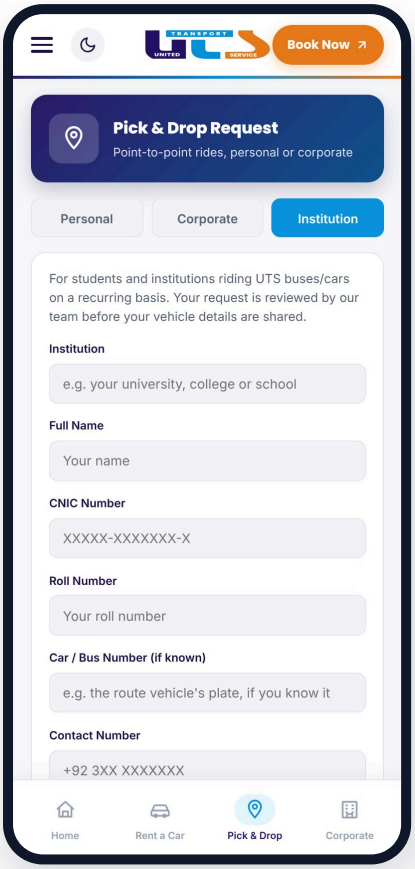
A car only appears if it is free on every day of the requested range — not just one of them — and staff can mark any car Busy in one tap.

Verified and rewarded

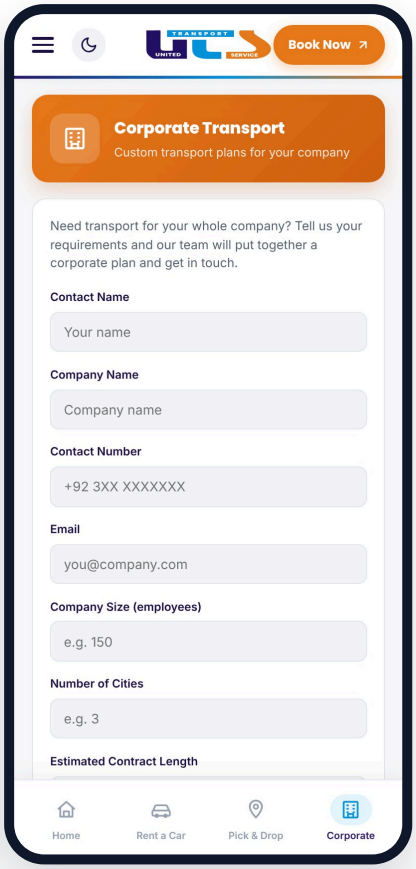
Customers add their CNIC and an ID photo for verification, can use loyalty credits, and the receipt shows the full breakdown.

Pick & Drop, Corporate and Students

Every way UTS moves people has its own simple form — and each one lands in the staff inbox the moment it is sent.



Student request



Corporate transport

Pick & Drop

Point-to-point rides for individuals and companies — pickup, drop-off, date and time.

Corporate transport

Companies describe their size, cities and contract length; UTS replies with a corporate plan.

Students & institutions

A student submits a request with their institution, roll number and route vehicle. Staff verify it with the institution before anything is shared.

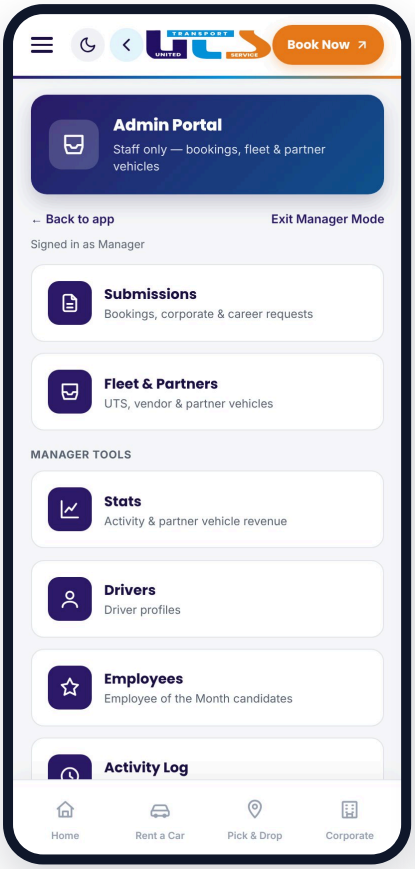
Then, live location — only when approved

Once a request is verified, staff create a time-limited tracking link for that one vehicle. The student can follow their van or bus from the app; the link stops working when it expires or staff stop sharing.

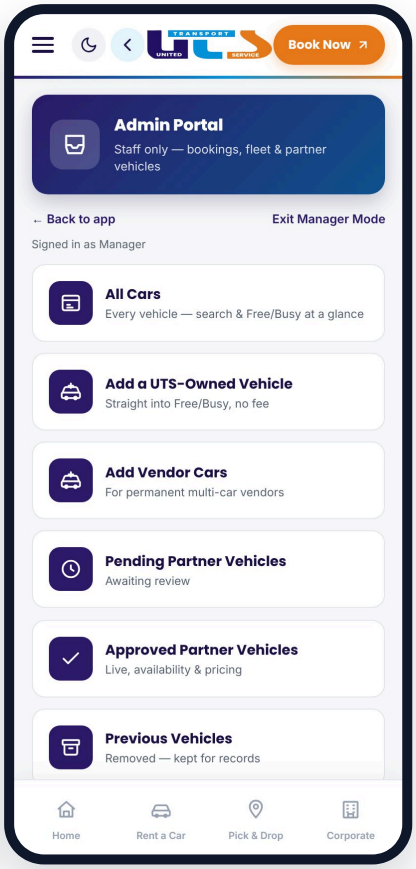
Privacy by design: staff can grant access to one vehicle's location without being able to browse the fleet, and customers only ever see the vehicle they were given.

Staff & Manager Portal

Built into the same app but invisible to customers — opened by a hidden gesture and a passcode, with manager tools behind a second passcode.



Manager tools



Fleet & partners

Submissions

Rent a car, pick & drop, corporate and career requests in one inbox, each with its status.

Fleet & partners

All cars with search and free/busy at a glance; add UTS-owned or vendor cars; approve, price or remove partner vehicles.

Manager tools

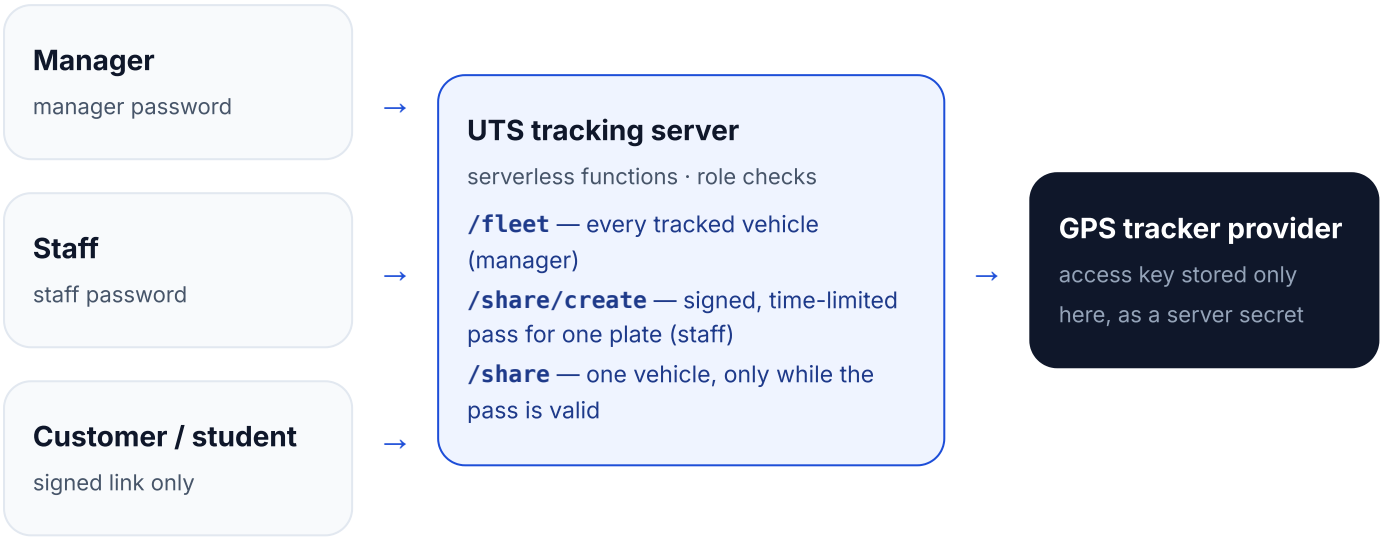
Stats and partner revenue, driver profiles, employees, and a full activity log of every admin action.

Hidden live fleet

The live fleet map isn't even listed: a manager opens it with a hidden gesture, and the tracking server asks for its own password.

Secure Live Tracking

The fleet's GPS tracker is reached only through our own server. The app never holds the tracker's key — so it can never leak from a phone.



Whole fleet for managers

Every tracked UTS vehicle on a live street map — moving, engine on, parked or offline — with search by plate.

Links that expire

Staff pick a plate and a number of hours; the server signs a pass that stops working on its own.

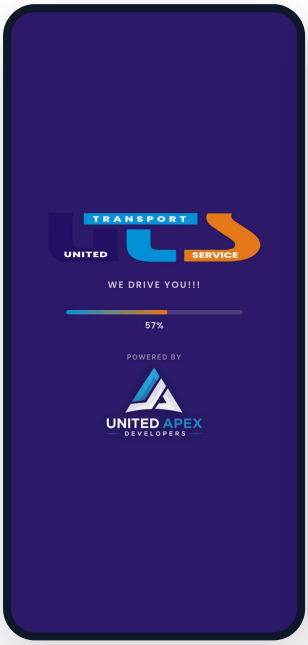
Nothing to steal

No tracker key in the app, no fleet data for customers — a shared link reveals one vehicle and nothing else.

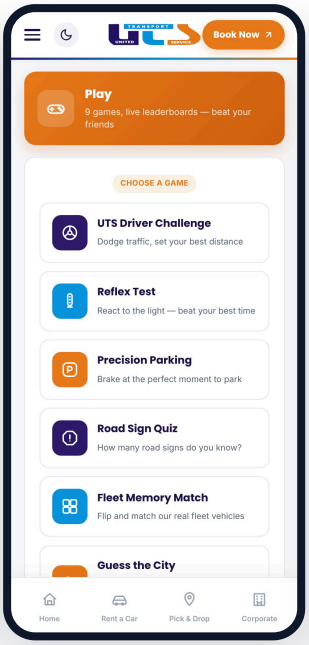
Built for 262 tracked vehicles on one map.

Brand, Polish & Engagement

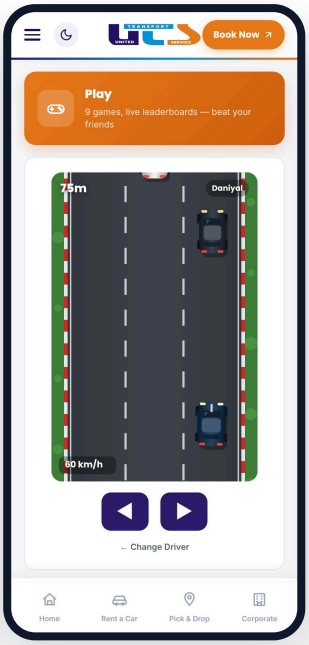
An app people open again: UTS's own look, a home screen that leads with what customers book most, and reasons to come back.



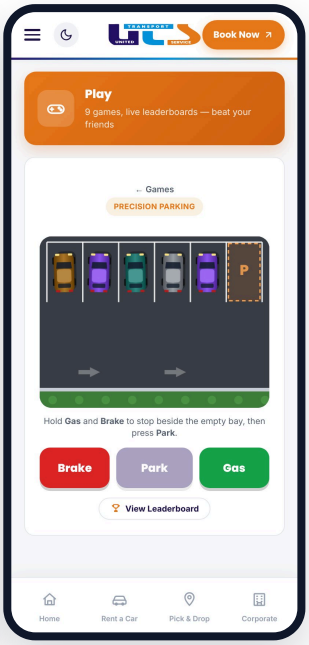
Branded loading screen



9 games



Driver Challenge



Precision Parking

Home that sells

Rent a Car leads as the largest tile; below it, cars available right now with prices, cities with real photos, and one-tap shortcuts.

Light & dark mode

A switch next to the menu, remembered on each phone — every screen, including the staff portal.

Games & leaderboards

Driver Challenge, Precision Parking, Guess the City, Cargo Stacker, Cruise Control and more — each with a live leaderboard.

The Result

UTS now has one branded app that customers can book from end to end, and that the team runs the business from.

44
cars bookable in the app today

6
cities, one shared fleet

262
tracked vehicles on one manager map

3
portals — customer, staff, manager

4
ways to book — rent, pick & drop, corporate, student

0
tracker keys inside the app

For customers

See what's free, pick the exact model year, know the full price up front, and follow their vehicle when staff share it — no phone call needed.

For the UTS team

Every request in one inbox, the whole fleet's status at a glance, partner vehicles under control, and a record of every admin action.

What's Next

APP STORE & PLAY STORE
Publishing UTS Karlo as an installable app on iPhone and Android.

OTP SIGN-IN
Phone-number login with one-time codes for customers.

SCALE-UP BACKEND
Moving the shared database to a dedicated cloud backend as usage grows.

Want an app like this for your business?

United Apex Developers · unitedapexdevelopers@gmail.com · unitedapexdevelopers.com — we reply within 24 hours.