

The Bolt-Mobile Application

INTRODUCTION

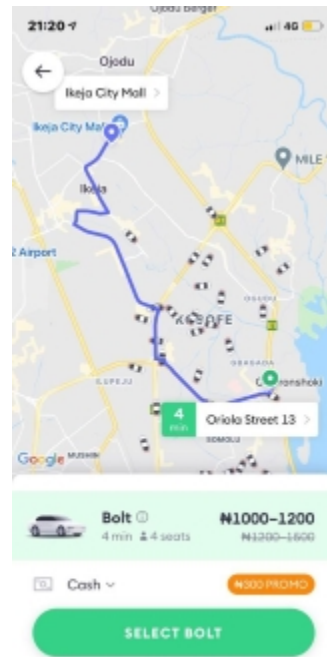
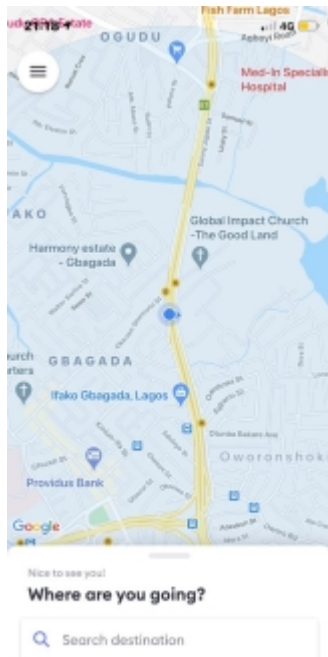
Bolt is a functional mobile application that provides vehicles for hire, micro-mobility, and food delivery services. The ride-hailing company, initially introduced as “Taxify” before undergoing a name change, operates in about 35 countries and more than 150 cities, focusing on Europe and Africa.

The company was created in 2013 by Markus Villig when he was 19 years old. Markus bore this idea out of wanting to combine all Tallinn and Riga taxis into one platform. The mission of the e-hailing transport firm is to “bring fast, reliable, and affordable transportation to millions of people around the world while also helping thousands of drivers support their families.”

HOW TO USE BOLT (AS A RIDER)

To use the on-demand taxi application solution (Editorial, 2018)

- Visit the Play (or App) store to download the application. This step is simply a walk in the park.
- Type in the application’s name; “Bolt.”
- Click on “Download,” and voila! It is ready for use on your mobile device. Well, almost ready.



When you open the application, you are greeted by a bold green with a white text at the center, which reads, "Bolt."

- Click on the signup (or login button if you have an account) button on the app interface and follow the instructions to complete onboarding. Now you are done!
- Search for your destination and book a ride! (Bolt, 2020)

HOW BOLT IS SOLVING MY PROBLEM

Albeit, perfection is far-fetched. The company has continued to adjust its application to cater to the needs of its customers. I have found Bolt helpful in different ways in the last couple of months. To mention a few:

- Top of my list is affordable yet stylish and comfortable transportation problem: Bolt has eliminated the stress of standing at the bus stop in the scorching sun (rain or cold) just to board a bus. With Bolt, I request a ride on time in my home's comfort, and it will be available at my doorstep, literally. I even get the chance to pick my best ride option in terms of fare. All I need to do is input my location and destination, and Bolt provides a price estimate.
- Ensuring customers get to their destination safe and sound: Bolt has provided safety measures for its users, especially for riders like me. The e-hailing transport firm has tightened and boosted the security and safety features on its platform to protect the user's well-being, for example, the SOS button in case of emergency. Also, all drivers now undergo a rigorous criminal background check and in-person training. Hence, I do not need to be "apprehensive" when boarding a vehicle. From time to time, the company also provides Safety tips that riders should take during the journey. One cannot be too safe, so I also share my location with my loved ones so I do not fall victim to "one chance" or "get kidnapped." (Richards, 2020)
- Provide job opportunities: The company has stayed true to its mission statement. People, who are looking to earn extra bucks, have a special application created for them. The flexibility and low commission for the drivers serve as incentives to attract drivers. Coming from someone with a relative who is a Bolt driver, I can say I know how much impact, financially, the "job" is having on the family.

CONCLUSION

I believe that the company has done a great job solving transportation problems in a real-world situation. Humans are programmed to have two legs, *haha!* However, Bolt provides you with a much-needed extra pair of "legs" that will enable you to reach your destination just in time for that event, occasion, or job interview at ParallelScore.

It is not impossible to conclude that the user interface of Bolt contributes to its high customer base. Analyzing the application from a user experience point of view, I must say that the mobile application is relatively easy to access. With a click and a few taps, an average user can easily find their way around the app.

References

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