BaseBuild
Coders, On Demand

Case Study: RydeFair Technical Project Management

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Client Overview

RydeFair set out to disrupt the traditional rideshare model by flipping the script: allowing drivers to bid on ride requests and keep 100% of their fare, with no commissions taken.

The Challenge

RydeFair's approach introduced new layers of complexity to the user experience, backend logic, and real-time data handling. Coordinating bidding workflows, ensuring fairness, and maintaining app speed and reliability required a tightly managed development process. The challenge for Basebuild was to translate this innovative concept into a polished, functional iOS app while balancing user expectations, driver needs, and technical scalability.

Our Solution

Basebuild led the technical project management of RydeFair (as well as development) from initial wireframes through App Store delivery. We coordinated a remote development team, oversaw sprint planning, and ensured quality assurance at every stage. Our team handled everything from designing the ride bidding algorithm to building out secure payment flows, push notification logic, and real-time ride tracking features. Through clear documentation, milestone tracking, and consistent stakeholder updates, we kept the

project on time and aligned with the founder's vision. The result was a unique, fully functioning iOS platform that put control—and revenue—back into the hands of drivers.

Why it matters

By managing the technical development of RydeFair, Basebuild helped turn a disruptive business idea into a working mobile platform. Our leadership ensured that innovation didn't come at the cost of stability or usability. In a rideshare landscape dominated by billion-dollar players, RydeFair offered drivers a fairer alternative—powered by smart, agile project management and a tech stack built to scale.