How Audax Labs helps Karma Automotive in driving digital experiences for Karma Revero owners.

Audax Labs' Internet of Things-based solution helps redefine user experience for owners of Karma Revero PHEV

Case Overview

Connected cars are the future of automobiles. The march to the future begins with today's cars that are connected to their users via smartphones. One of the carmakers using this technology is Karma Automotive.

Karma Auto wanted to provide owners of its Revero PHEV a comprehensive and rich user experience by creating a connected app both for Android & iOS. This new app would greatly enhance users experience of the Revero owners by replacing/ augmented many manual processes.

Using connected car application users can check car details (charging status, door lock, engine start/ stop etc) on their smart phones. With this app, Karma seems well-poised for the future. But how did it all come to be?

Client Need

To remain competitive in the marketplace, the carmakers today are focused on providing exciting new features to their users on their smartphone app of their cars. The Karma Revero is a hybrid car that runs on gas, electricity and solar power.

Karma Automotive needed a connected car solution that gives power to the users to operate their cars remotely. This solution should allow users to view critical information about their vehicle like charge status, vehicle's location, charge time indicator etc.

Karma wanted the app to be able to trigger few functions on the car remotely. Users should be able to manage their accounts with the app and be able to contact the customer support and/or roadside assistance services when in need. Karma Automotive wanted this solution to be available for smartphones based on two biggest mobile platforms – iOS and Android.

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Our Solution

Audax Labs delivered a connected car app for Karma Automotive for iOS and Android-based smartphones This app displays information like vehicle charge state, vehicle location, and charge time indicator. The app provides users with EV range calculator to help them determine how far their car can go on electric power alone.

A privacy mode has been built into the app that prevents the car from sharing its location and few other details with the connected smartphone. It allows the user to connect with Karma's roadside assistance services and Karma's customer support, when required.

The app will also allow users to lock/unlock their cars, start/stop its engine, turn on/ off the HVAC system, and more with their smartphones. It will allow users to put their cars in valet mode to hand it off to another person for parking duties. It can serve customers with service reminders for their cars, lookup their service records and make service appointments.

The app allows users to manage their accounts which includes activities like transfer VIN to a different account, creation of a new account or a guest account, and add another VIN to an account. The app provides customers with Karma retailer's information as well as login to their accounts automatically even if they have killed the app on their smartphone.

How Karma Benefitted

Karma smartphone app offers following benefits to the car users:

- It helps them operate their car remotely which helps them get on with their daily routines conveniently. For instance, a customers can turn on their car's A/c 15 minutes before getting out of their home. They will not have to fret over the car's cabin temperature not being to their liking.
- By helping users know the car's charge state, the app helps them plan for the trip ahead. If the user's car has charge left for just 5 miles while the user must travel just 3 miles before he/she can charge the car, he/she can drive it on full-electric mode for the distance.
- In case of an accident, the app can contact Karma's Roadside Assistance, providing users with a sense of relief in the case of an accident. Adding a further sense of relief is the valet mode, which will help users hand their car over to another person and not worrying about the car being misused.
- Lastly, the app will allow users to better manage their accounts, giving it a sense of ease of use. For this, the app allows users to add more VINs to their account (in case of they own multiple Revero cars) or assign VIN to a different account (in case of sale/transfer of ownership).

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About Audax Labs

Audax Labs offers Application Services, Product Engineering, and solutions for transformative digital technologies including Augmented, Virtual and Mixed Reality.