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IT'S MY BIKE: App relaunch simplifies use and creates transparency

With a comprehensive relaunch, IoT Venture GmbH presents a revised version of its IT'S MY BIKE app. Simpler, clearer, smarter – the basic principles of development have resulted in even more intuitive user guidance. These improvements also form the basis for the white label apps of the partner companies.

IoT Venture GmbH, a provider of innovative IoT solutions based in Darmstadt, Germany, has successfully completed the relaunch of its IT'S MY BIKE app. IT'S MY BIKE, IoT Venture's brand, combines theft protection with a comprehensive digital service world for e-bikes using a GPS tracking solution.

Simpler, clearer, smarter: the principles behind the app relaunch

The aim of the redesign was to make the app easier for users to use, while at the same time making the added value of the GPS tracker's digital features for e-bikes more transparent. The underlying principles of 'minimising user decisions', 'simplifying orientation' and 'learning through use' played a key role in the development process.

„The relaunch of our app has been an intensive process that our team has driven forward with great commitment and attention to detail,” explains Frederik Röper, Head of Digital Product at IoT Venture. The three principles have helped us to create an app that better meets the needs of our users. I am convinced that the relaunch will make our community's everyday life noticeably easier.

The app has been improved in several key areas. Users will benefit from a much simpler user experience, with clear and intuitive processes that

provide a safe and enjoyable user experience. Important functions have been placed more prominently and the navigation has been adapted to be intuitive and easy to remember. At the same time, the redesigned app offers greater transparency: it clearly communicates when the GPS tracker is active, what happens during normal operation and when action may be required.

Gradual integration into white label applications

The new features of the IT'S MY BIKE app aren't just important for IoT Venture's own retail brand – the white label apps of partner companies will also benefit from the enhancements. After the successful launch of the IT'S MY BIKE app, the changes will be gradually integrated into the partners' applications to ensure a consistently high user experience.

The updated IT'S MY BIKE app is now available in all major app stores.

IoT Venture GmbH company profile

IoT Venture GmbH connects valuable assets with the Internet, thus making products with data smarter and capable of delivering a greater experience. The Darmstadt company's solution allows business clients to create data-based business models using data signatures. One great advantage is that IoT Venture GmbH's services include the development of hardware and software (embedded systems), provision of the required data platform (cloud solution), supply of a (white label) app and assistance in developing brand-new digital business models with all services coming from a single supplier. IoT Venture GmbH offers its range for a wide variety of applications across different industries, primarily in the mobility sector. The IT'S MY BIKE service world for e-bikes was the first application, successfully launched on the market in 2018. Since its founding in 2016, IoT Venture GmbH has grown to employ around 50 people. Its main office is in the German city of Darmstadt with a second location in Cologne.

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