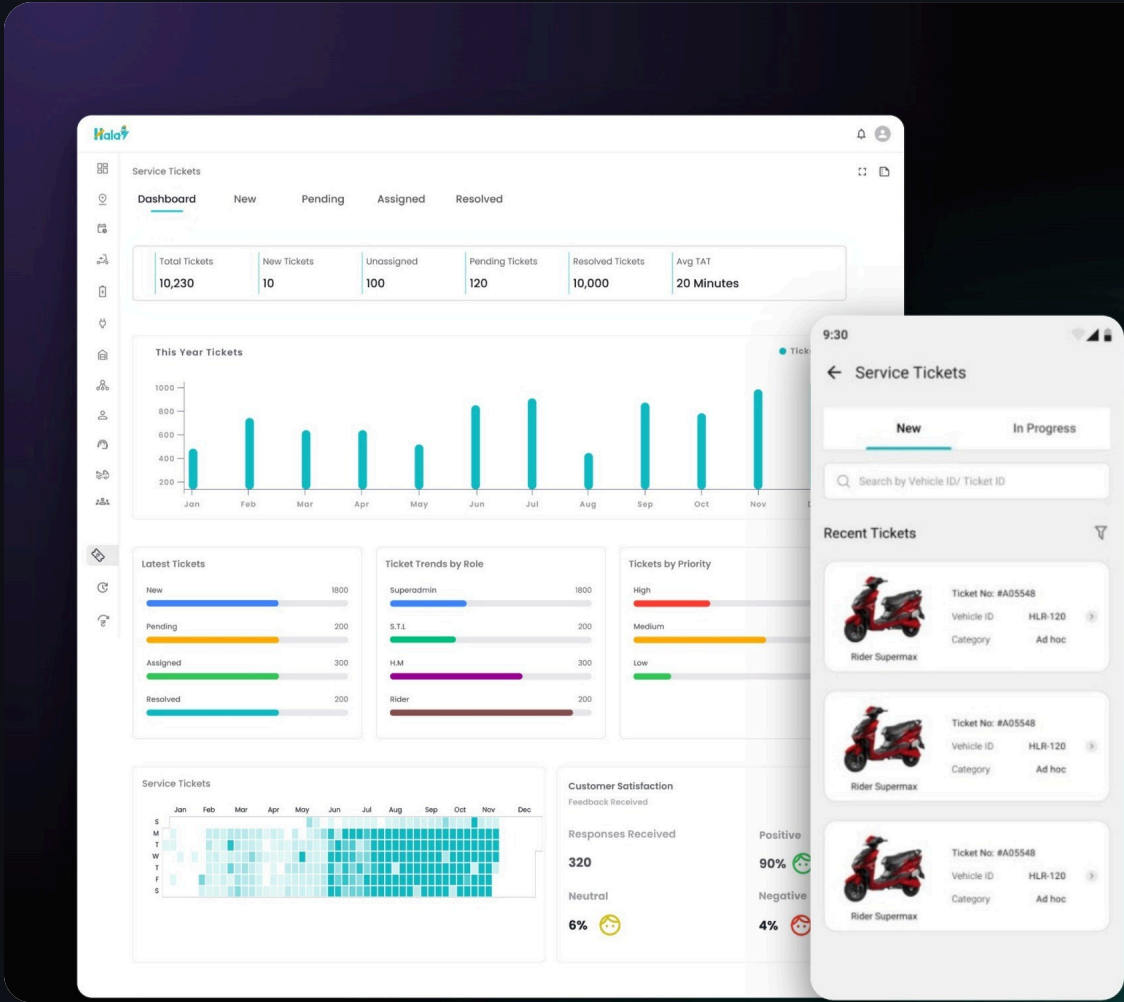


Service Ticket System

One role-aware ticket system for an EV fleet, across four apps



ROLE

Lead Product Designer

PRODUCT

CercleOS

COMPANY

Hala Mobility

SURFACES

4 role-based apps

TIMELINE

2024 – 2025



ABOUT ME

Hi, I'm Moazzam

Product designer, 3+ years across enterprise B2B, SaaS and B2C in the UAE and India. I turn complex workflows into simple products.

Gloify	Mashreq Bank's corporate credit platform	2025–26
Hala Mobility	EV mobility app and fleet dashboards	2024–25
Delphi Consulting	Wasl, Mubadala, Emirates Steel Arkan, Tabreed	2024
Piche	SaaS and web products	2023–24

AT A GLANCE

One ticket, one owner, one history

PROBLEM

Service issues lived in phone calls, WhatsApp and Excel. Nobody owned a ticket end to end.

MY ROLE

Lead designer, with a senior designer reviewing. Research through to engineering handoff.

WHAT I DESIGNED

One ticket system across the rider app, technician app, ops dashboard and hub manager view.

IMPACT

~60%

fewer rider service complaints, with unresolved tickets under 5%.

01 — PROBLEM

Five roles, five channels, and nobody owned the ticket

Every service issue became a relay race with no baton. And every idle vehicle was lost revenue.

Rider

Phone call

→ no status

Support

WhatsApp

→ buried

Hub manager

Excel sheet

→ out of date

Technician

Word of mouth

→ no record

Leadership

Asks around

→ no data

Leadership had no reliable data on how long anything took.

What the hubs showed me, and what I designed

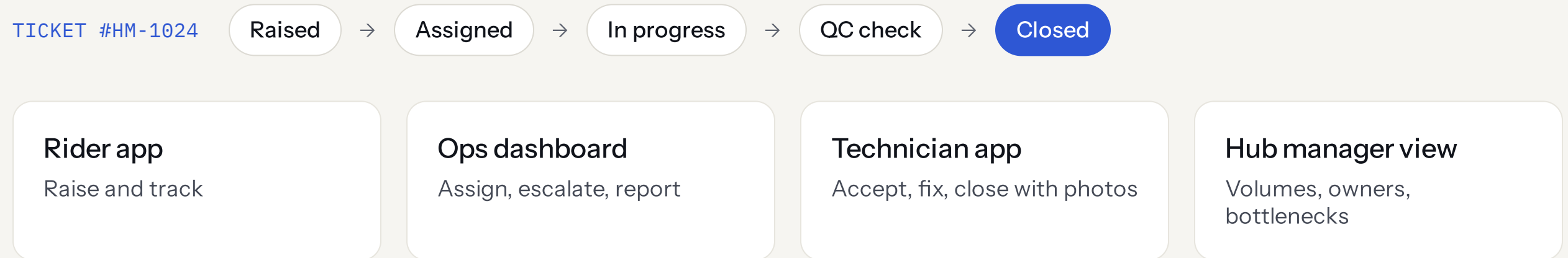
1:1 interviews: hub managers, technicians, riders (B2B, B2C, 3PL), support, leadership · Shadowed hub shifts
Audited the Excel, WhatsApp and phone trail · Benchmarked Fleetx, Rapido Ops, Yulu, Bounce

WHAT I FOUND		DESIGN DECISION
Tickets weren't lost. Ownership was. Issues moved from phone to WhatsApp to Excel, and nobody was clearly responsible after the first hand-off.	→	No ticket without an owner
Technicians closed jobs with almost no notes Typing on site, next to the vehicle, simply didn't happen.	→	Close with photos, not paragraphs
Every team needed a different slice of the same truth Riders wanted status, ops wanted queues, hub managers wanted bottlenecks, leadership wanted trends.	→	One ticket, role-based views

03 – DECISION 1

One ticket, many views

Not a separate tool per team. One ticket ID, one lifecycle, one history, and each role sees only the actions it can take.



The cost: agreeing one lifecycle across five roles before any screen was built.

The payoff: no reconciling data between tools, and leadership reporting came almost for free.

No ticket without an owner

Always an assignee

Every ticket has an owner and a next step.

Explicit hand-offs

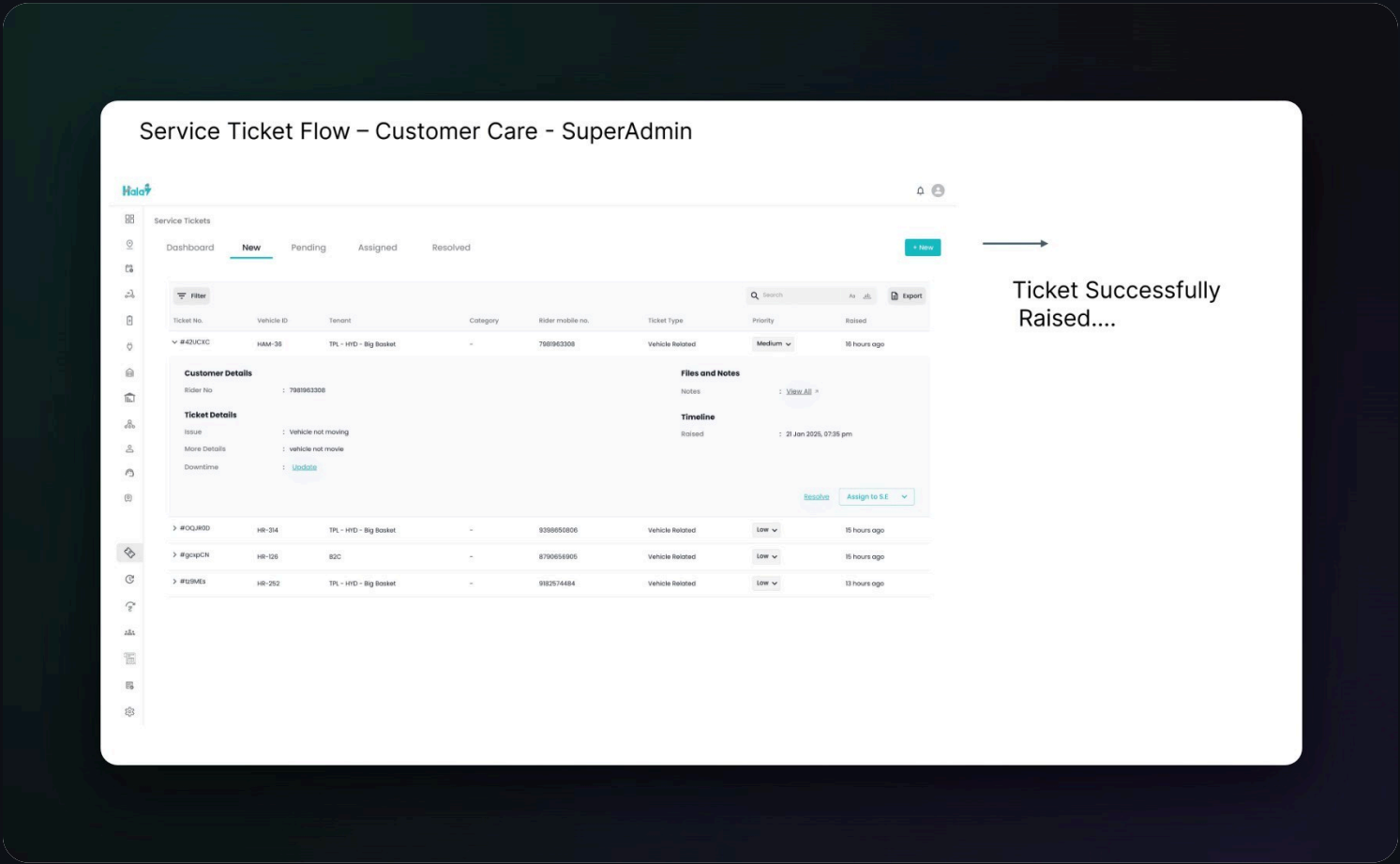
Moving a ticket means reassigning it.

Stalled tickets escalate

Instead of silently ageing in a queue.

The cost: a little more effort for ops at creation. It's exactly the friction that ended the chasing.

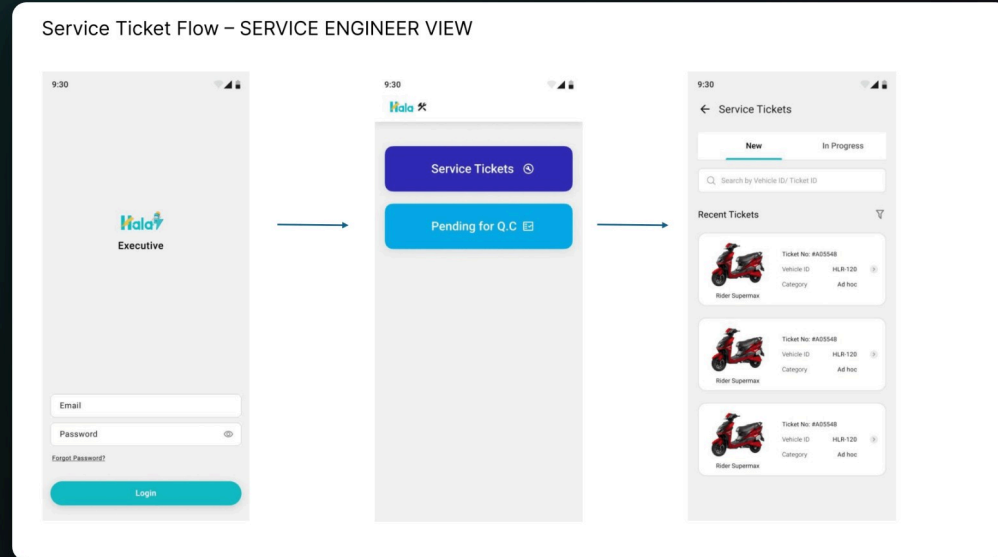
Ops dashboard: assign and escalate from the ticket itself



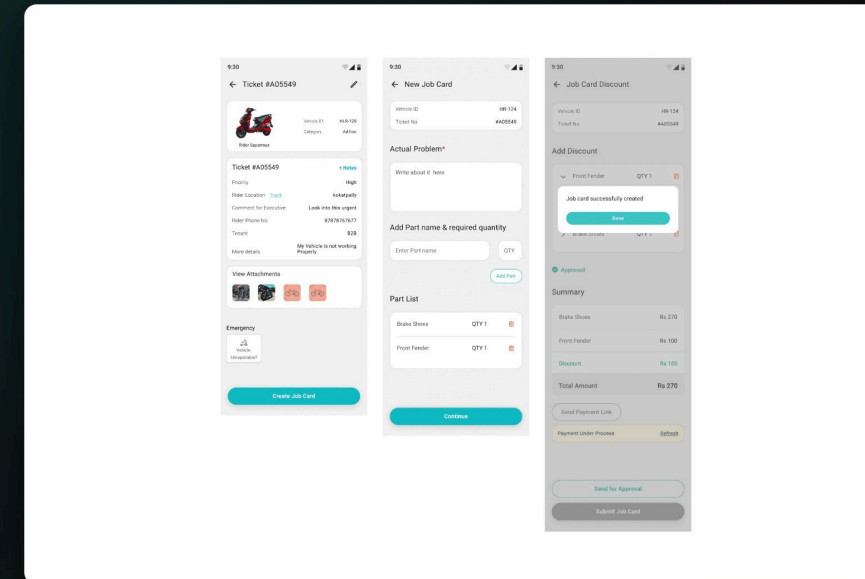
03 – DECISION 3

Technicians close jobs with photos, not paragraphs

A guided close for someone standing next to a vehicle: accept, update and document the fix with minimal typing.



Today's assigned jobs



Document the fix and close

A quality check before a ticket closes

QC sign-off

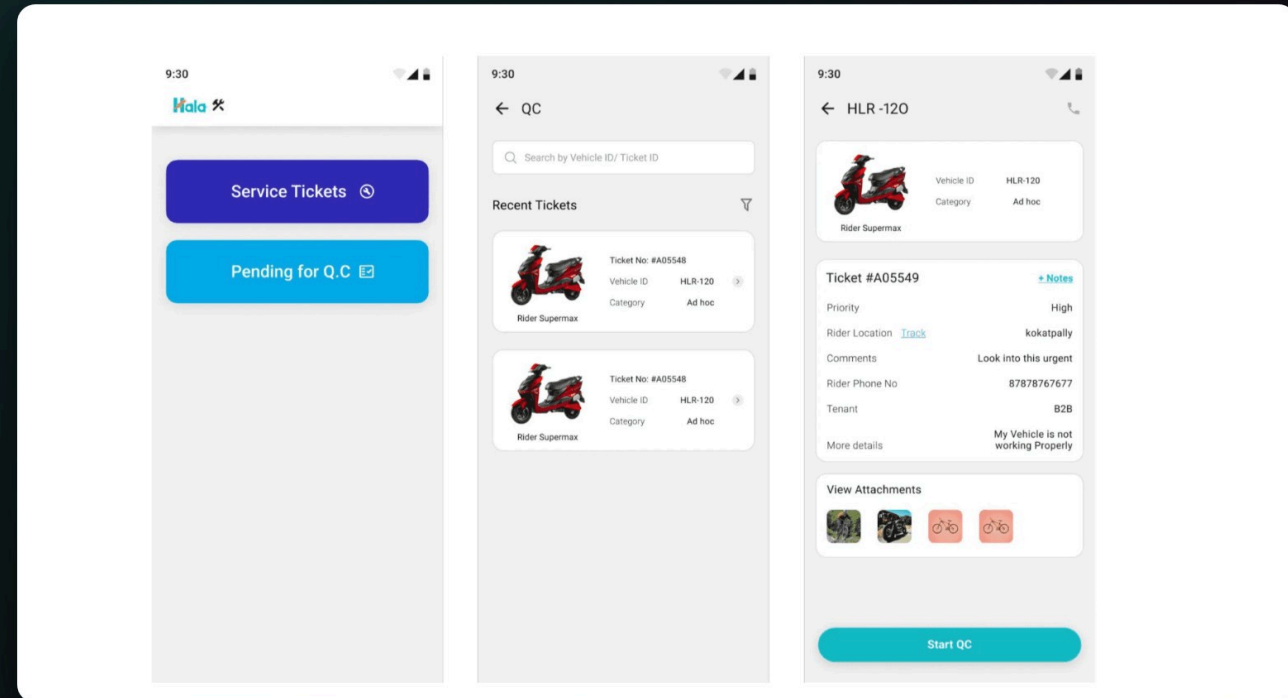
A checker verifies the fix before closure.

Rejected fixes go back

Straight back to the technician to redo.

No repeat breakdowns

Vehicles don't return to the road unfixed.

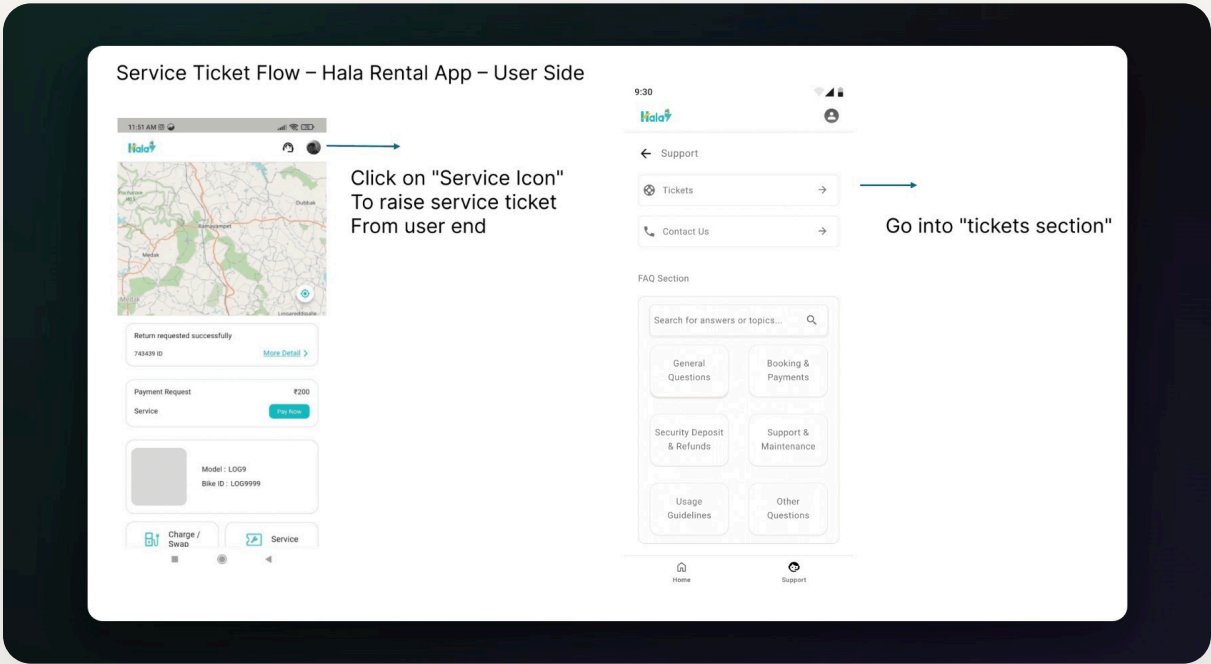


Quality checker: reviewing completed work before sign-off

The cost: one extra step before a ticket can close.

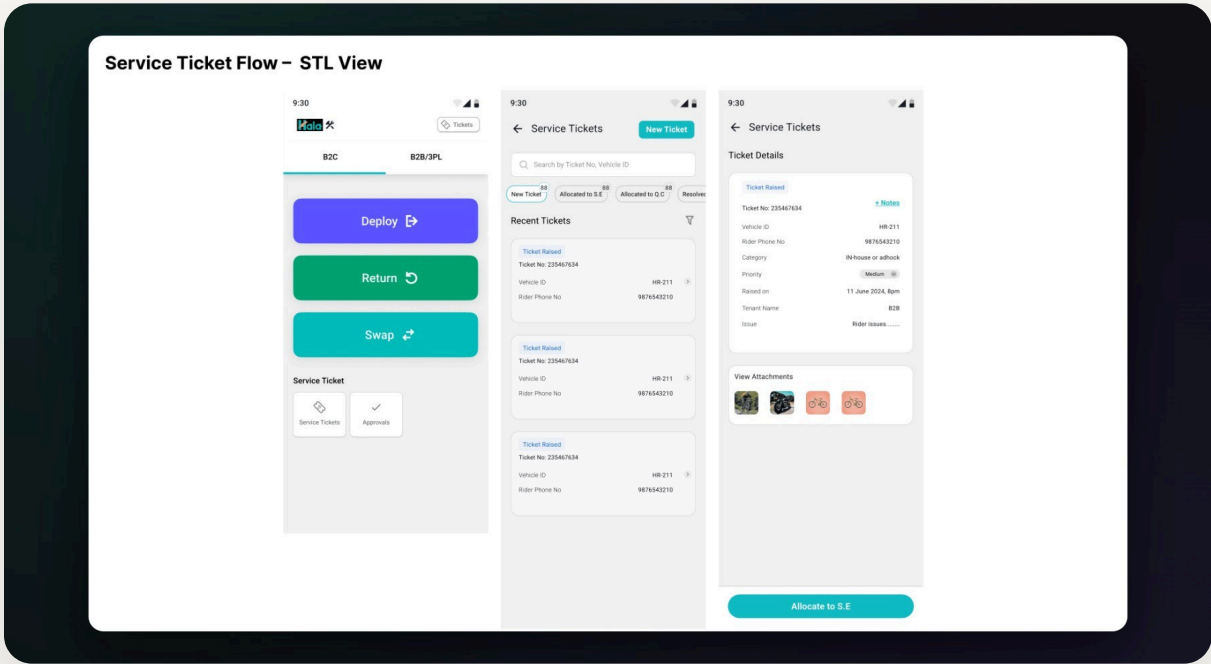
Riders stop calling. Hub managers spot bottlenecks.

Riders raise and track a ticket in a few taps, which removed the “any update?” call.
Hub managers step in when something stalls, not when a rider complains.



Rider app

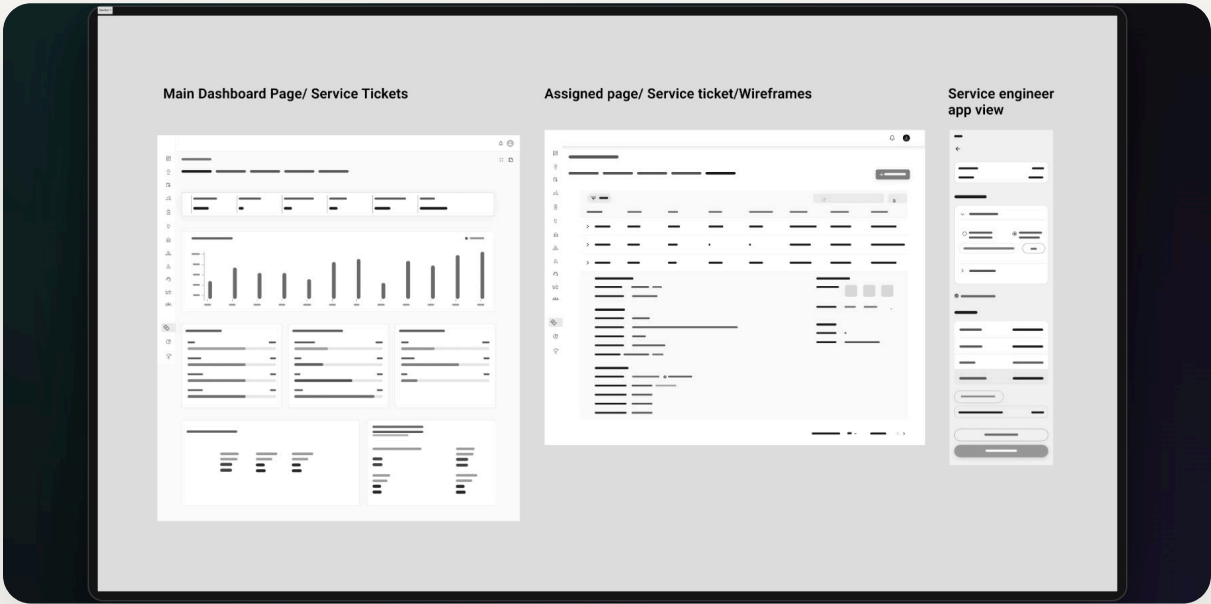
Tap the service icon, raise a ticket, follow it in Tickets



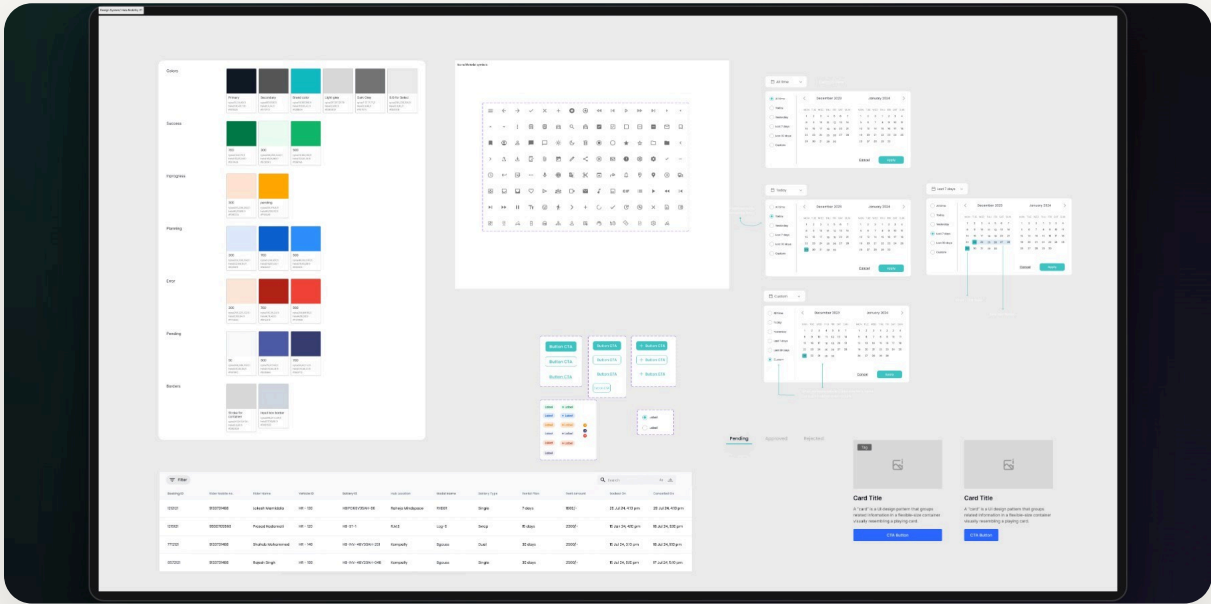
Hub manager (STL) view

Tickets, owners and next actions for their hub

Tested with the people who'd use it, built with engineering



19 prototype testers: 6 hub managers, 5 technicians, 5 support agents, 3 ops heads



1 status log for every change. It's what makes resolution time measurable.

One shared design system across all four surfaces · Acceptance criteria for every state, so engineering could build async

From no data to a measured service loop

“This saved me at least 1 hour daily chasing executives.” – Hub manager, after launch

<5%

Unresolved tickets

of monthly volume, against
support’s old Excel logs

~60%

Fewer complaints

rider service complaints after
launch

~30%

More jobs closed

per technician per day

48h

Average resolution

the first reliable baseline (before:
est. 2–4 days)

WHAT I’D DO DIFFERENTLY

Instrument before launch

Ship the technician app first

Multi-role design is systems design

MOAZZAM MATTU • PRODUCT DESIGNER

Thank you

Happy to walk through the edge cases and design system.

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