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AUTOMATE: TO KEEP MOVING

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Abstract

In Pakistan, the people using motor vehicles, either cars or bikes, are very often stuck with vehicle breakdowns while travelling. These breakdowns result in frequent delays, long waiting times, or relying on passerby's help. Even though the number of motor vehicles is increasing tremendously and the problems related to vehicle breakdowns on the road are proportionally increasing as well, there is no such platform available that can provide help on the spot without any delays, with a price negotiation and verification system integrated into it. This research proposes a complete design of a centralised platform named AutoMate to solve this societal problem, which includes a mobile application that aims to provide on-spot, real-time assistance to users who are stuck in any roadside vehicle breakdown through a location-based GPS tracking system connecting users with the nearest service providers easily and efficiently.

Keywords: User Interface Design, Mobile App, User-Centred Research, Negotiation-Based System, Product Design

1. Introduction

Living in 2026, the use of personal vehicles like cars and bikes has reached enormous levels. As the use of motor vehicles is increasing, the problems associated with travelling are also taking a serious hike in variety and numbers. Problems like minor road accidents, running out of fuel, and having a flat tyre are some of the major problems that daily commuters face regularly while travelling within the city or between two cities. For long route travels, especially on main highways such as the motorway, there are some teams dedicated to rescue in emergencies. Even though the current quality of service may not be up to the mark as it should be, still, their existence itself is a sigh of relief to people travelling on main highways. Talking about inter-city travellers, there is no proper solution for daily commuters to rely on in case of emergency breakdowns. In such scenarios, they have to rely on people passing by for help or some of the apps that are operating to provide rescue services, but most of them are either unknown or not available. Considering all the mentioned points, there is clearly a need for a mobile application that provides a centralised solution to all the problems in one place.

1.1 Problem Statement

Although the use of motor vehicles is increasing tremendously day by day, there is still no single centralised on-demand platform available to help commuters with problems while travelling. If someone gets stuck by a minor accident, flat tyre or no fuel, they have to rely on personal contacts, passerby's or any unverified on-road mechanics that may also charge way more than usual considering victim in a tough spot because in such situation especially if victim is with a family, their priority is to get out of the problem no matter how costly it is on your pocket.

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1.2 Significance of the Study

This study addresses the need for a proper solution for roadside breakdowns faced by daily commuters in Pakistan. While solving a major problem like assisting the commuters stuck in various breakdown conditions while travelling on their motor vehicles, the proposed application system design will also open the doors of employment for people who are worried to figure out daily expenses to run their household smoothly. Just like ride booking apps changed the whole game of overly priced taxis and local commute systems by offering online booking systems to book rides easily, safely, and from anywhere at any time, by allowing the general public to join their online platforms and use their cars or bikes for ride bookings and generate extra income for their household. Similarly, this proposed system will work on the same pattern, where it will connect the general public as Service providers and Service seekers that will not only solve major road breakdown problems for daily commuters but also will open a big platform for people who would like to provide these services to generate an income stream for better cash flow for their household expenses.

1.3 Research Questions

This research study is based in the following research question:

How can a major problem like regular roadside vehicle breakdown be solved through a digital application to assist daily commuters in a safe, secure, and timely manner?

Goal. To design an app that connects the service providers providing services of either fuel delivery, flat tyre fixation, or towing the vehicle with the daily commuters facing roadside breakdowns.

Objectives

- To gather data on problems faced by daily commuters while travelling.
- To design a system that operates based on the user's location to show them the offers and requests in the closest area for quick and timely operations.
- To design a clean, modern, and user-friendly layout of the application that provides the best user experience overall.

1.4 Solution & Overview

The solution I came up with for the stated problem is to design a mobile app to not only bridge the gap between daily commuters and service providers but also to create employment opportunities for the general public of Pakistan. The app will help many people to bear the cost of living and expenses by providing these services to people stuck in roadside breakdowns. The proposed application name is AutoMate, coming from the word Auto (referring to motor vehicles) and Mate (referring to friend), so collectively the name is coined to portray the narrative of it being a friend to people stuck with vehicle breakdowns.

1.5 Execution & Implementation

The proposed solution will be designed in the best available design tools, like figma where the app can not only be easily designed but also tested properly for the user experience. The workflow will follow multiple steps of the design phase, where firstly the branding of the app will be established, in which the logo will be designed, and the colours and typography graphic styles will be finalised. The branding phase will also cover the design of promotional materials, like brochure design and ad creatives, to define the overall brand style of operations. Once done with the branding part, the wireframes will be designed, followed by the app user interface design. The user interface design will then be tested to determine the user experience and app flows to understand if there is any deadlock in the user journey, and eliminate it.

2. Literature Review

In the modern era, we have seen a tremendous rise in online service-based applications where service providers earn a healthy daily or monthly income by utilising their skillset in any respective field. In 2016, Jonathan V. Hall and Alan B. Krueger from the National Bureau of Economic Research, Cambridge (Hall & Krueger, 2016), conducted research on the most popular online service-based platform of that time, named Uber. They mentioned in detail how this online platform has significantly impacted society. They also analysed how modern technologies like GPS and live tracking systems have improved the overall efficiency of this online service-based model.

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The technology is evolving, and it is creating huge opportunities to analyse problems of society and solve them through tech. The increasing number of online applications where people can provide their services and earn extra income is a clear indication of technological advancement. A study conducted by JPMorgan Chase Institute (2016) explained the effect of this inclining graph of online platforms on economic growth. The study mentioned the benefits of mobile applications used for providing services and how these platforms have enabled individuals to sell their respective services and skill sets online directly through mobile applications.

In September 2025, research was conducted by Pavanakumar, Jayakaruna, Ganesh, Ramkrishna, and Nagababu from the Department of Computer Science and Engineering, AMC Engineering College, Bangalore, about On-Road Vehicle Breakdown Assistance Systems (Pavanakumar et al., 2025), in which they mentioned how the technology has empowered us to reduce the emergency response time in the modern-day world. They explained how the use of GPS and Live tracking systems in mobile-based applications can connect users with nearby and closest mechanics to come to the rescue at the earliest possibility.

In addition, a research was conducted in 2021 by D Sabukunze and A Arakaza from the Department of Informatics, University Atma Jaya Yogyakarta, Indonesia on User Experience Analysis using the User Experience Questionnaire (UEQ) (Sabukunze & Arakaza, 2021) in which they emphasized that the ease of use, seamless navigation and a friendly clean interface of any mobile application are the influential factors of user satisfaction while using the platform. A clear, well-structured, and properly user-centred design not only improves the overall satisfaction of the user and their efficiency in taking actions, but also builds trust between the user and the online service platform.

Together, these studies show how the world is transforming in the era of tech and how an online platform can serve in multiple dimensions if deployed properly. From an economic point of view to social service, an online platform that caters to the needs of societal problems and also helps in economic growth is believed to be a solid platform. This study mentions that if an app has all the features like negotiation system, GPS and live tracking, etc., but it lacks the user friendliness with respect to its design and experience, then that app will have a very minimal to no impact on addressing the societal issue. An app created around user needs should have a very neat, minimal and seamless user interface that the users can easily start the journey, perform the actions and end up with a solution.

3. Competitors Analysis

A competitor's analysis was conducted, and it was observed that even though there are a few options already available in the market that are working on roadside vehicle breakdown assistance, their models, features, pricing, and availability are way different from each other. Some of the apps are working for 24/7 roadside assistance, but they don't have user-friendly applications or have technical flaws, while others are only providing one specific service, like towing, etc. However, in conducting the analysis of the competitors, it was observed that there is no single option available in the market that opens employment opportunities for the general public or provides any price negotiation system. Most of them are fixed-priced with monthly or yearly subscription fees that the user has to pay that creates a recurring financial burden on the user. Also, the main model of operation for most of them is having a dedicated team hired by the organisation itself, and when a user is stuck in a roadside breakdown, a member from their team will come to help. However, in comparison to the number of roadside breakdown incidents that happen daily with the team of service providers, there remains a huge gap to be bridged. This is where AutoMate will fill the gap by providing 24/7 roadside assistance to users stuck in uncertain vehicle breakdowns by matching them to the nearest service providers, and these service providers will be from among the general public as well.

The discrepancies are highlighted herein:

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Table 1
Competitive Analysis

	Car Helpline	RSA	M.S.BRAKE DOWN SERVICE	MADADGAR RECOVERY SERVICE 24/7
Mobile App	✔	✔	✘	✘
GPS Tracking	✔	✔	✘	✘
Service Categories	✔	✔	✔	✔
In-App Chat/Call	✘	✔	✘	✘
Price Negotiation	✘	✘	✘	✘
Public Service Providers	✘	✘	✘	✘
Emergency Assistance	✔	✔	✔	✔
Service History	✘	✔	✘	✘

3.1 Analysis Results

After analysing the existing platforms present in the market to serve the community by providing their services in roadside vehicle breakdowns, i.e. Car Helpline, Madadgar, M.S. Breakdown Services and RSA, I found out that the applications closest to Automate are Car Helpline and RSA.

About Car Helpline: Car Helpline is a Pakistan-based roadside breakdown assistance platform that offers a variety of services in its offerings, from battery jump start to flat tyre repair. It offers a fixed price package system for the different services offered by it offers to the users.

About RSA: RSA (Road Side Assistance) is an app that operates through a structured network of mechanical service providers that help you with mechanical failures and on-road breakdowns. The working mechanism of this platform is based on a subscription-based system where only the users who are members are helped in an emergency crisis.

3.2 SWOT Analysis

- *Strengths:*
  Price negotiation model
  Flexible service options
  Public service providers
  User-friendly interface design
- *Weaknesses*
  New market entry
  High marketing cost
- *Opportunities*
  Untapped negotiation model
  Lack of strong competitors
  Urban mobility demand
  High frequency of roadside vehicle breakdowns

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- *Threats*
  Existing service brands
  Market adoption resistance

3.3 Analysis Outcome

The outcome derived from understanding the competitors analysis and the SWOT analysis is that even though it's not an untapped market, there is still no single properly developed and deployed application in the market that operates on the model of AutoMate. The competitors operating in market are mostly using a workforce to provide services but comparing to the population of pakistan and the numbers of roadside problems, these apps are highly inefficient because they cant hire such a large workforce on salaried basis as it will exhaust them resulting into a sudden collapse so they are basically trying to provide services and earn money from only the selected users who are their subscribers and are paying monthly fees even if they are facing problems or not. This system leaves a huge gap for those people who need roadside assistance but can not afford to pay fixed fees each month, as it applies a must-pay financial constraint to them. The analysis also provides the insight that the need for such an application is there, but the threats are also not undeniable and must be taken into consideration as well.

4. Research Methodology - User-Centred Design Research

This research adopts User Centred Design Research methodology to do:

- Survey Analysis
- Persona Development
- Analytical Research

User-centred research gathers data & knowledge through conducting user surveys and analytical reports. This approach will help to identify the main problems faced by the users and to identify the market gaps to design and position Automate as a solution covering all the possible domains in the best possible way. An app designed for users should first fully understand the demographics of the target audience itself and then analyse the pain points the users are facing. The best way to do this is to take the opinion from users themselves regarding the identified problem and see if this problem even exists or not, and if yes, then what are the challenges being faced by the users, and what actually can be a sign of relief. By collecting data from masses of the specified target audience, healthy qualitative data can be collected to see and analyse the exact problem, and then work towards its solution.

4.1 Scope & Sampling

- *Age Group:* 18–45 years
- *Gender:* Male and Female
- *Occupation:* Students, office workers, delivery riders, ride booking drivers
- *Location:* Main Cities of Pakistan

Behavioural Profile

- Daily Commuters
- Individuals dependent on bikes or cars for commuting
- People familiar with service-based mobile applications

4.2 Data Collection Methods

User Surveys

- Conducted user research on the target audience to gather insights
- Helped identify user problems and frustrations
- Helped identify market gaps and potentials

User Interviews and Discussions

- Carried out interviews and discussions to note down actual pain points
- Provided practical insights on roadside problems in current times
- Helped understand user concerns and behavioural patterns

Literature Review

- Academic articles and research papers were reviewed.

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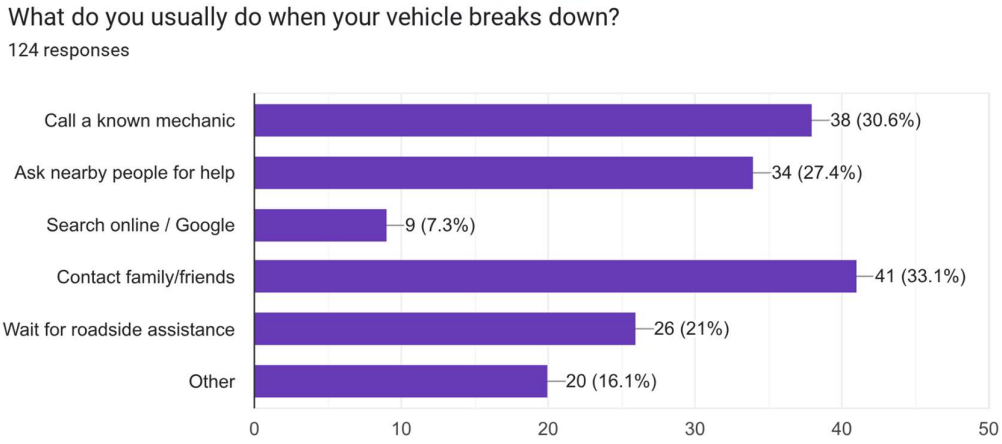
- Helped analyse already present research material to better innovate the application for the best outcomes

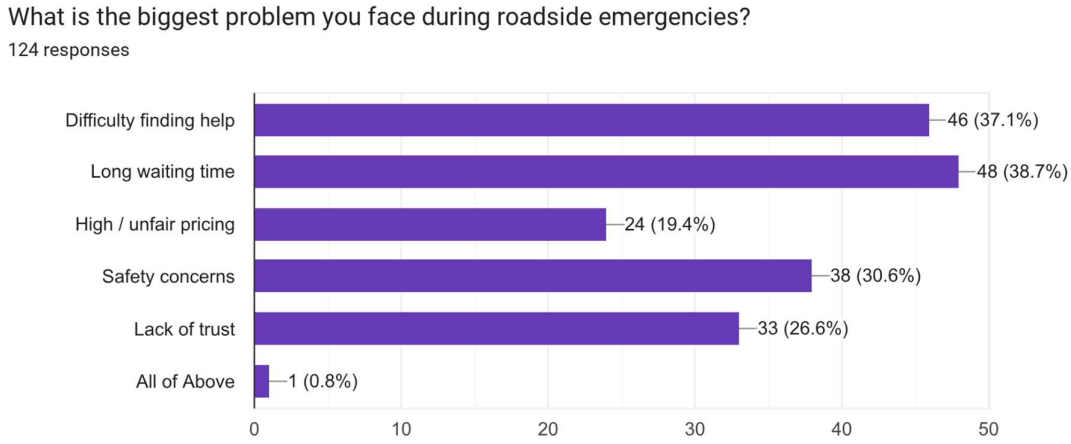
4.3 Survey Questions

1. What is your age group?
2. What is your gender?
3. What is your occupation?
4. Which vehicle do you use more frequently?
5. How often do you travel using your personal vehicle?
6. Have you ever experienced a roadside vehicle problem or breakdown?
7. What type of roadside issue have you faced most commonly?
8. What do you usually do when your vehicle breaks down?
9. What is the biggest problem you face during roadside emergencies?
10. Would you use a mobile app for roadside assistance?
11. Which features would be most useful in a roadside assistance app?
12. Would you prefer a negotiation-based pricing system instead of fixed pricing?
13. How important is it for you to see ratings and reviews of service providers?
14. What would matter most to you when choosing a roadside service provider?
15. Do you think Pakistan needs a dedicated roadside assistance app like AutoMate?
16. What additional feature or suggestion would you like in such an app?

4.4 Quantitative Results

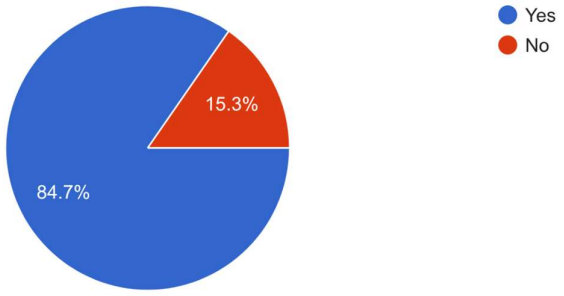
Responses (Target Audience 18 - 45 years old)



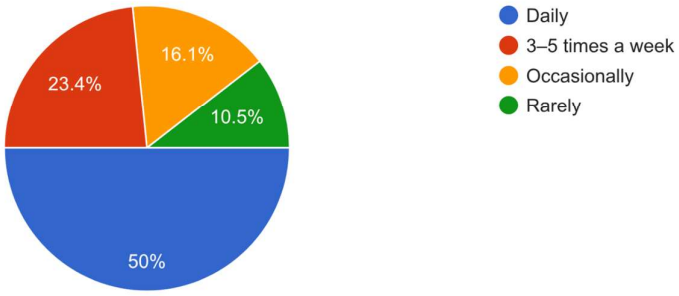


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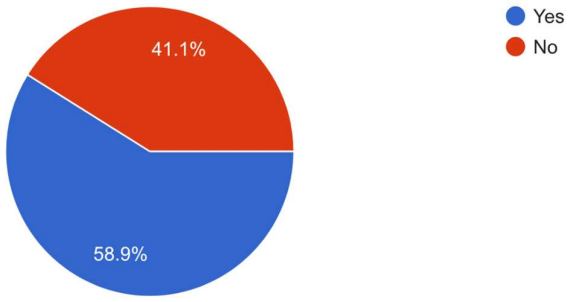
Have you ever experienced a roadside vehicle problem or breakdown?
124 responses



How often do you travel using your personal vehicle?
124 responses

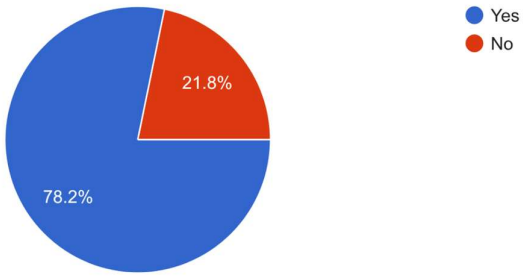


Would you use a mobile app for roadside assistance?
124 responses

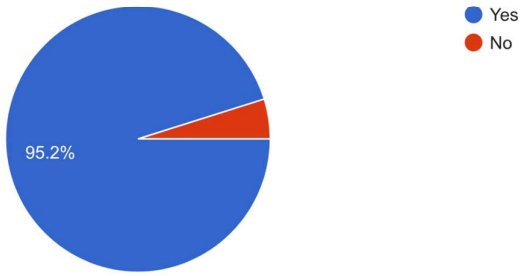


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Would you prefer a Negotiation-based pricing system to finalize the price with the service provider yourself instead of fixed pricing?
124 responses



Do you think Pakistan needs a dedicated roadside assistance app like AutoMate?
124 responses



5. Final Product

Name: AutoMate Tagline: "To keep moving"

Figure 1

Logo



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Figure 2
Colour Palette



Figure 3
Brochure Front

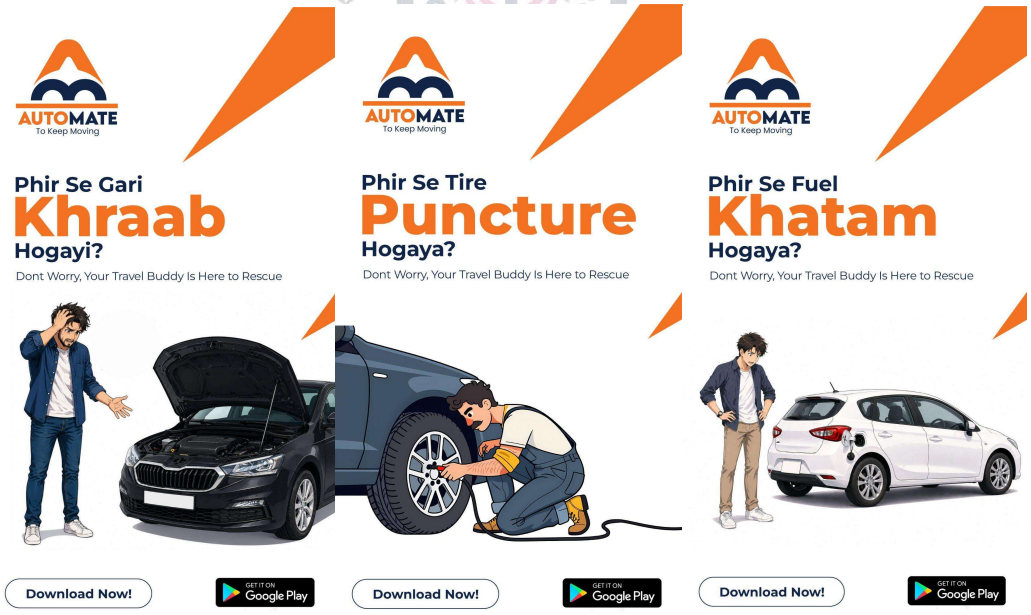


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Figure 4
Brochure Back



Figure 5
Digital Ad Creatives



5.2 Solution Design

The proposed solution, AutoMate, is a full-fledged design of a mobile application that will operate both on Android and iOS smartphones to assist daily commuters with the daily hassles they face during travel. The solution is designed in a way that it is super user-friendly, as the target audience specified is users of all literacy backgrounds, so keeping the flows simple and easy is super necessary, encouraging users of all backgrounds to register themselves with the application either as a user or a service provider, so that they can seek employment opportunities and help from verified service providers. Each flow designed is tested to ensure a seamless user experience and navigation. The major flows are also listed below in the text, but minor

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flows are also tested to ensure the elimination of any possible deadlock a user may face while using the application.

System Concept

AutoMate operates as a two-sided platform connecting:

- *Users (Commuters)* – Individuals facing roadside issues
- *Service Providers* – Mechanics, towing operators, and roadside helpers

The system is designed to use location tracking for the best matchmaking and tracking. For this very reason, the users of the app are obliged to turn on their location, or else they will be unable to use the application. The reason for this is that when a user opens a job request to seek help, the system has to match the user to the nearest service providers that are within the radius of the user. This matchmaking feature enables the system to match the nearest possible service providers to reduce waiting times and cost for the user who needs help.

Also, this app is designed after taking into consideration the scarcity of roadside assistance options availability and the current market gap for employment of people struggling to meet their household needs due to inflation. So this app will not only provide assistance to roadside breakdowns but also help in creating employment opportunities.

Key Features

- *Real-Time Help Requests:* Users can request help instantly
- *Price Negotiation*: Multiple providers can send offers
- *Service Categories*: Tire Repair, Towing, Jump Start, Fuel Delivery, Mechanical Assistance.
- *Help & Support*: For queries and issues
- *Service History*: Record of previous requests
- *Location Sharing*: Real-time tracking for effective matchmaking

App Flow. The most fundamental user journey within the application is as follows:

1. User opens the app
2. Selects the type of assistance required
3. Location is detected via GPS
4. The request is sent to the closest providers
5. Providers submit custom offers
6. User compares and selects a provider
7. Service is delivered
8. User rates the provider and vice versa

User Interface Design Approach. The user interface of AutoMate is designed with a user-centred approach, with a main focus on:

- *Simplicity*: The user design is minimal and simple to empower seamless navigation.
- *Clarity*: The interface has clear interactions and a navigation system to help users to complete actions with minimal effort.
- *Accessibility*: The app is designed in a way that users of all ages can easily use it to get help in any stressful situation.
- *Speed*: Clean interface and accessible design help users to perform actions quickly and complete the user journey in the least amount of time.

The design overall is structured in a way that the users can easily perform actions and seek help, especially when they are stressed due to a roadside breakdown.

Unique Value Proposition. Even though their isn't any centralised proper application available that addresses the problems of the roadside stranded users, but still there are still a couple of options available that are mentioned in the competitors analysis above that are either offering one or two services or providing all services but only limited by their staff, so AutoMate is unique because of the following:

- It has a clean price negotiation system
- Connects the community by offering help and employment opportunities

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- A faster and more flexible system to offer or seek help
- More user control and transparency.

5.3 User Interface Design

Figure 6

App Design

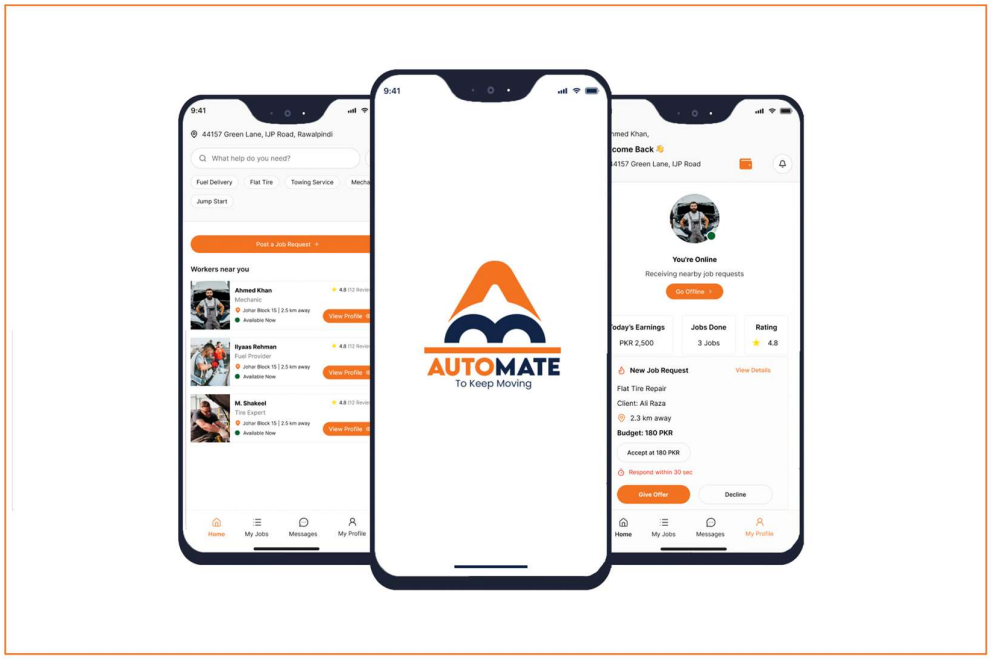
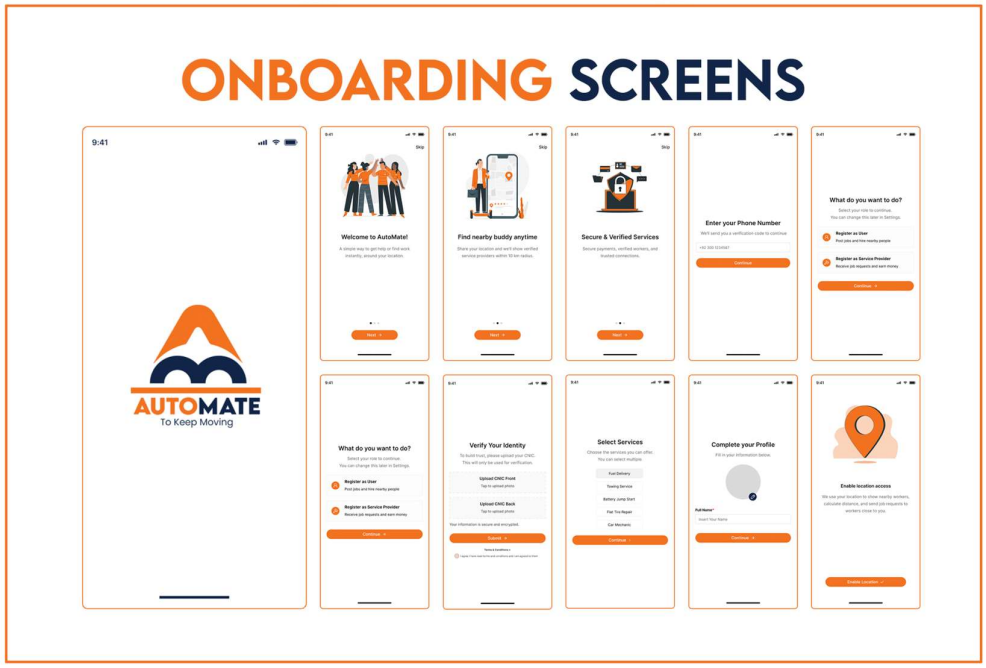


Figure 7

Onboarding Screens



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Figure 8
User Screens

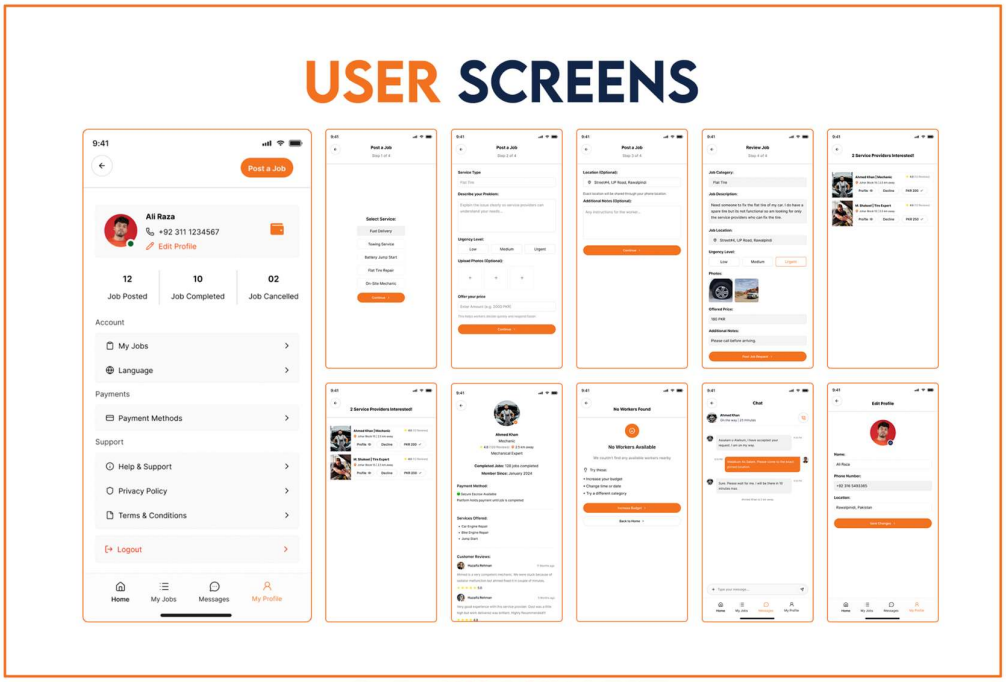
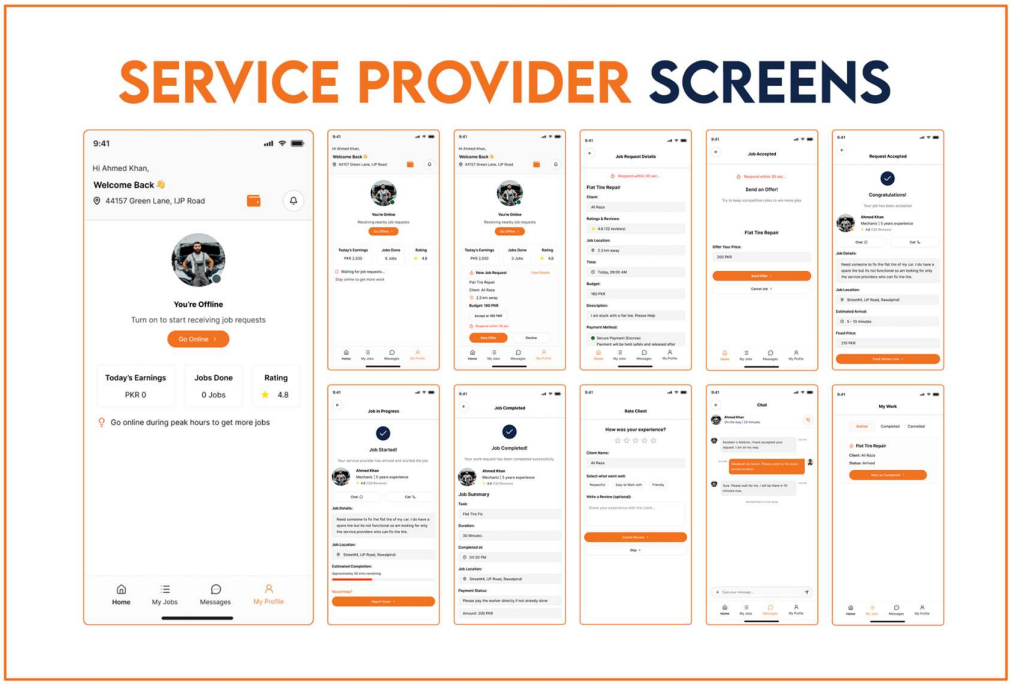


Figure 9
Service Provider Screens



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Figure 10
Help & Payment Screens

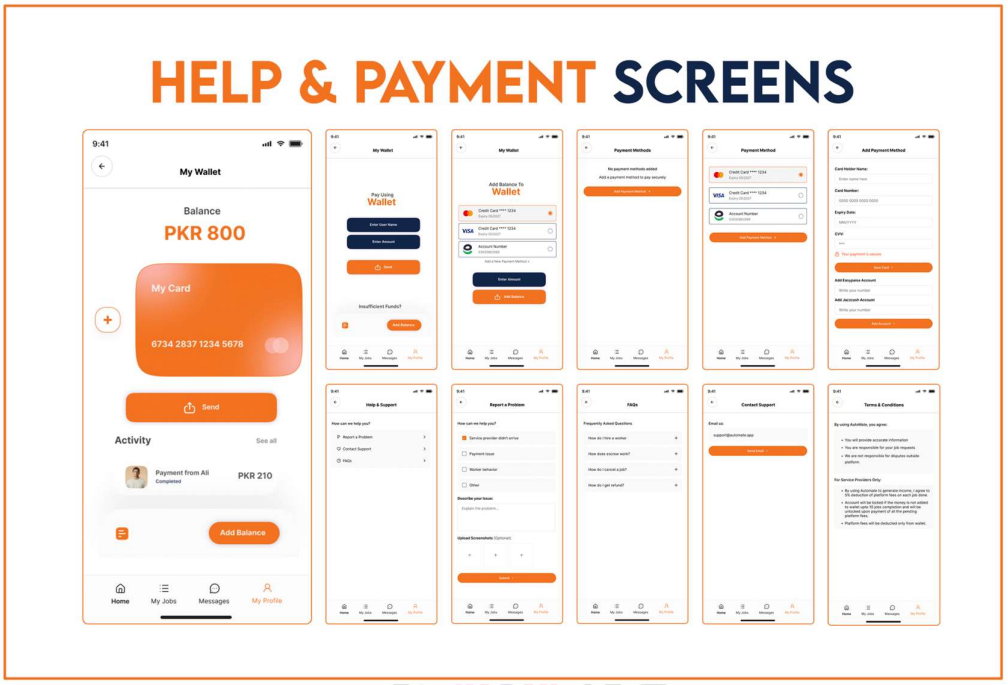
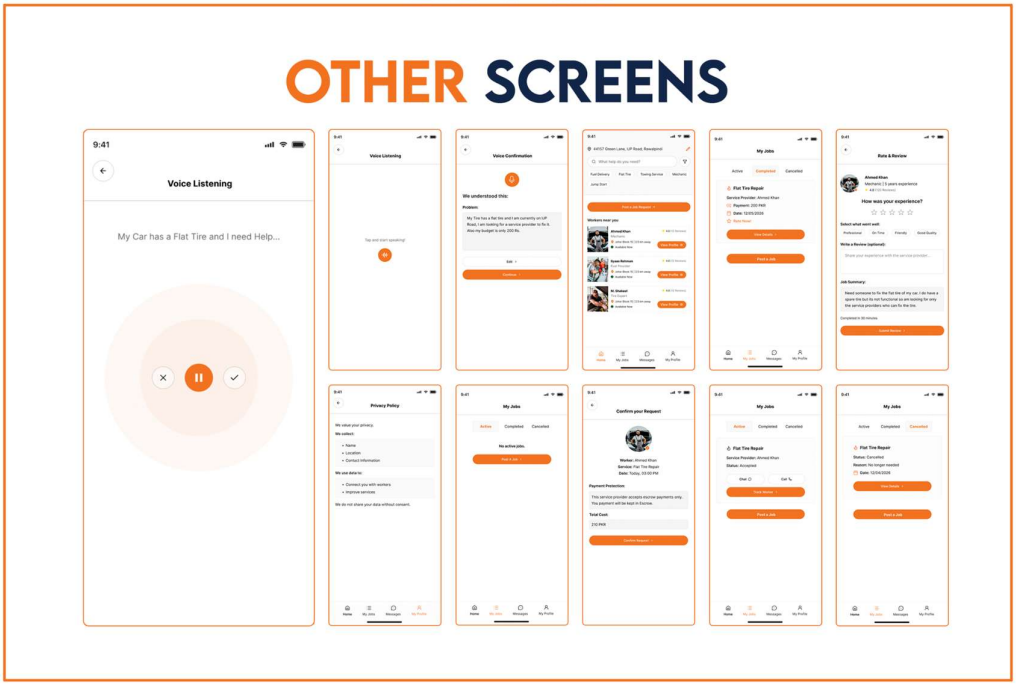


Figure 11
Other Screens

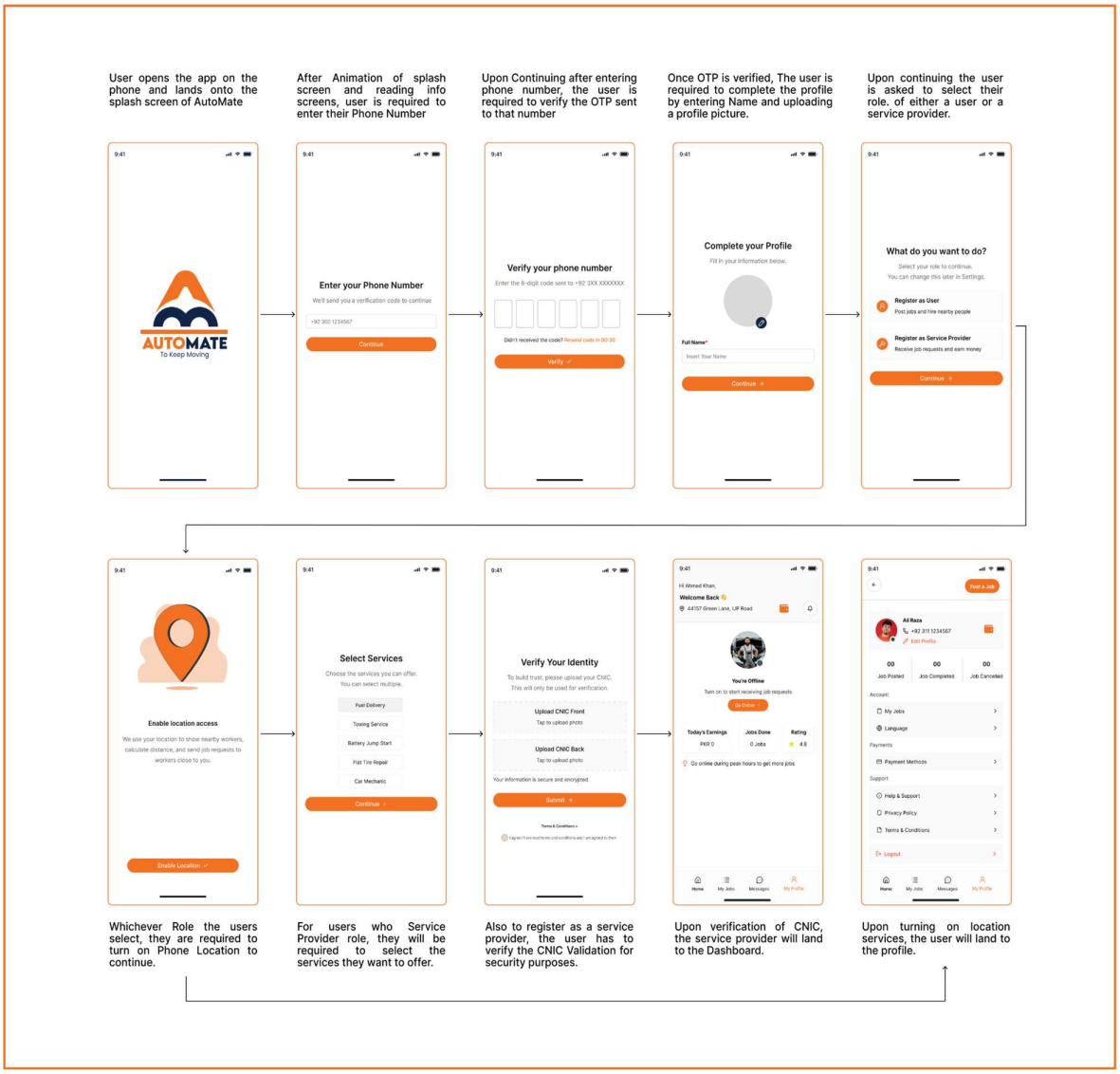


5.4 Userflows

There are four Major User flows in this app. One is the onboarding of a user and service provider, the second is the user opening a job request for help, the third flow is the service provider offering their services to the specific job opened by the user, and the fourth one is the job process flow from the user's end.

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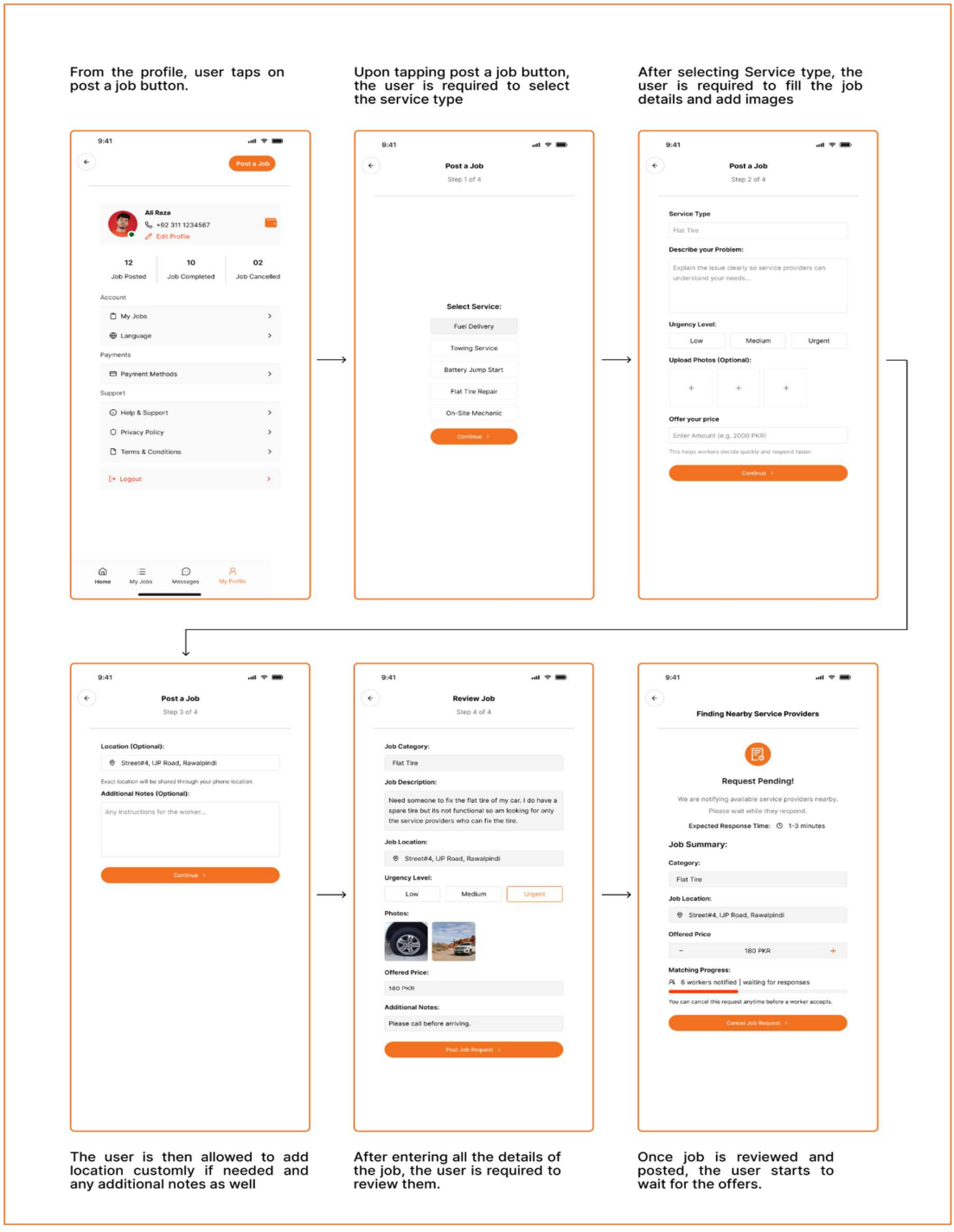
Figure 12
Onboarding User Flow



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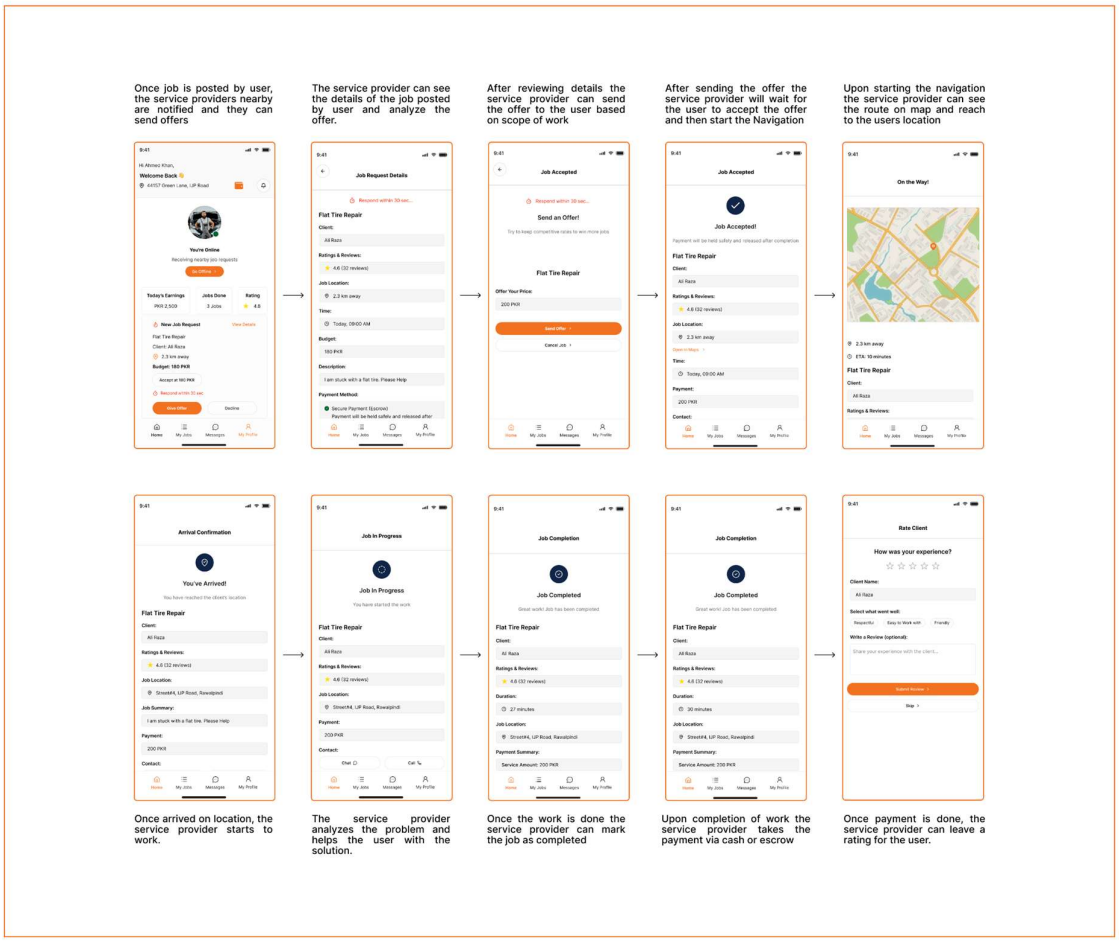
Figure 13

Job Posting User Flow



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Figure 14
Service Provider User Flow

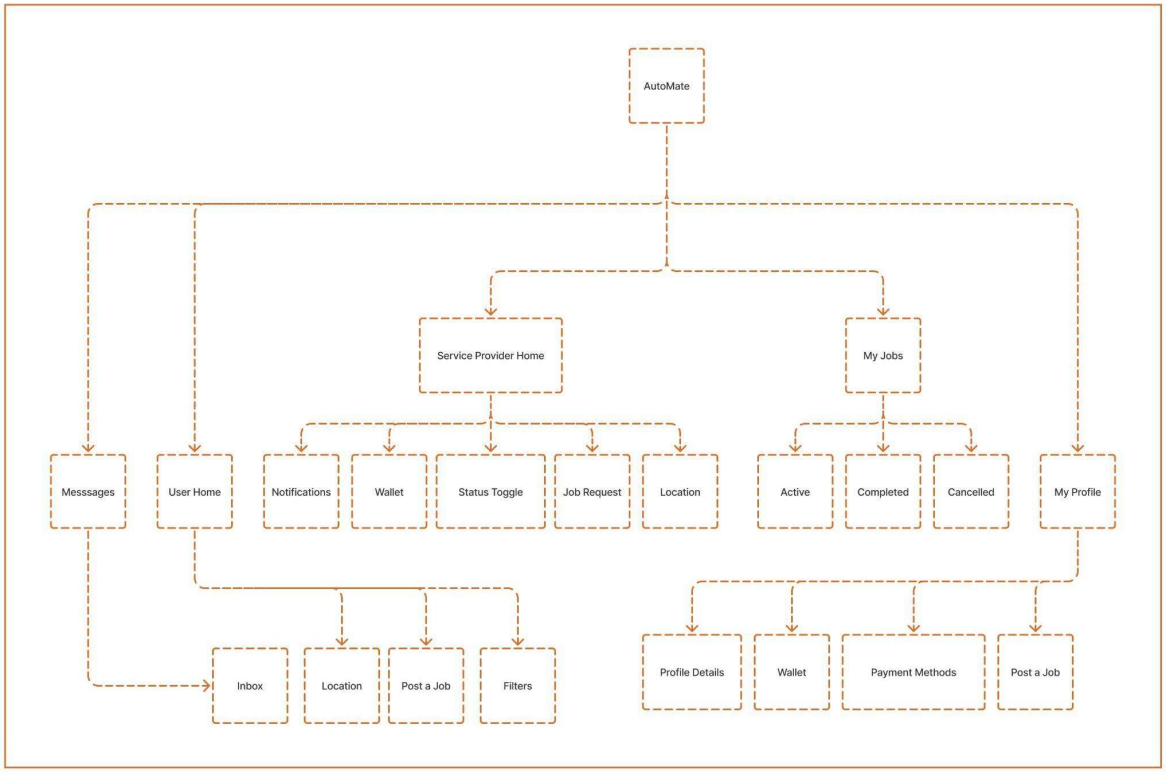


5.5 Sitemap

Below is the main frame sitemap. The sitemap figure below shows how the whole app of Automate is designed, what the main modules are, and how they are linked with one another in a proper hierarchical structure to ensure that anyone visually reading the structure can easily understand the whole skeleton of the app.

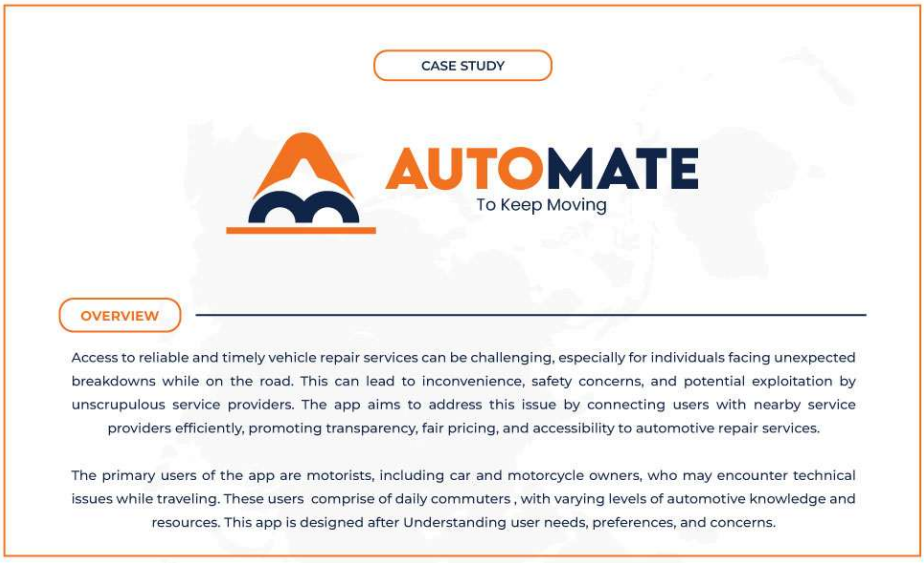
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Figure 15
Sitemap



5.6 Case Study

Figure 16
Case Study Overview



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Figure 17
Relief and USP

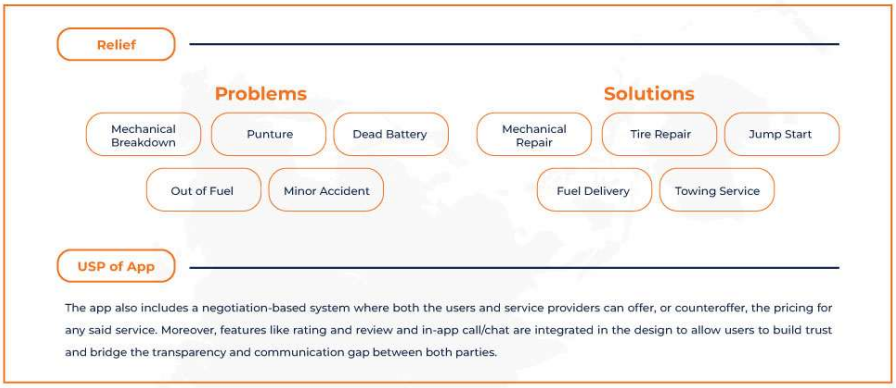
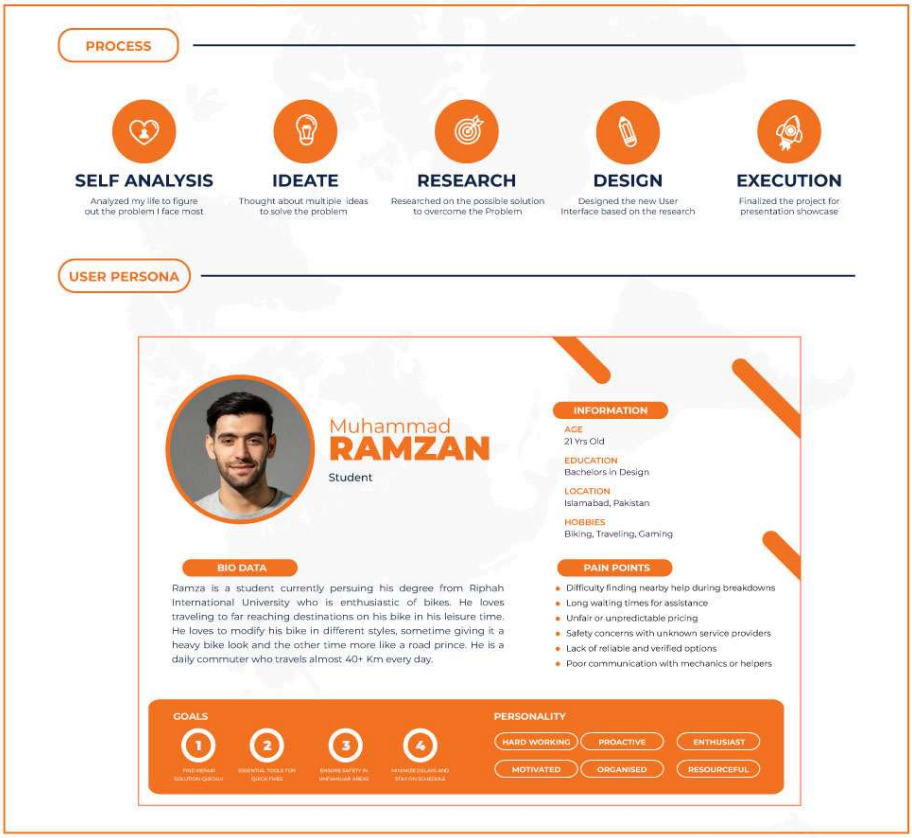


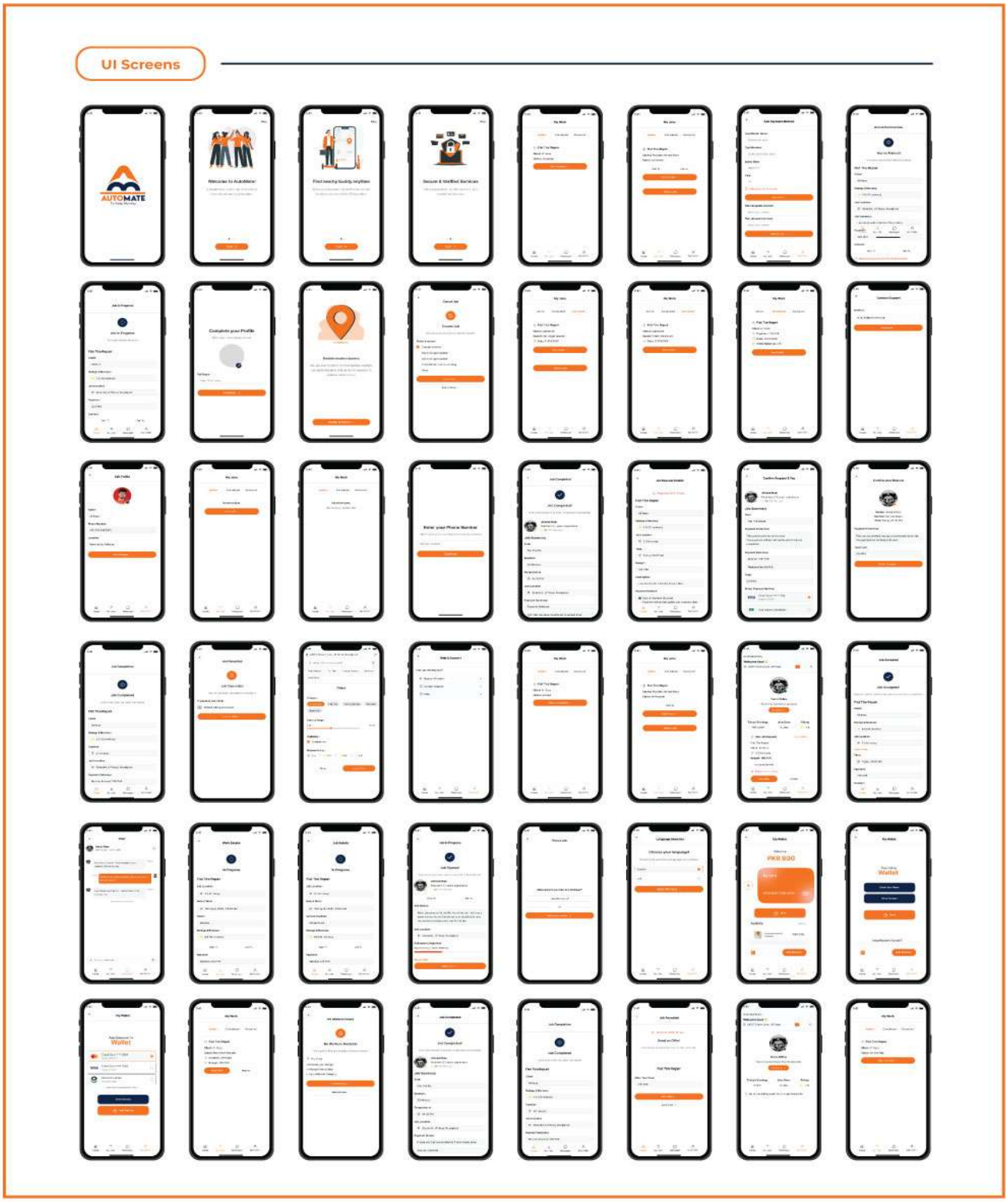
Figure 18
Process and User Persona



Complete Infrastructure & UI Screens

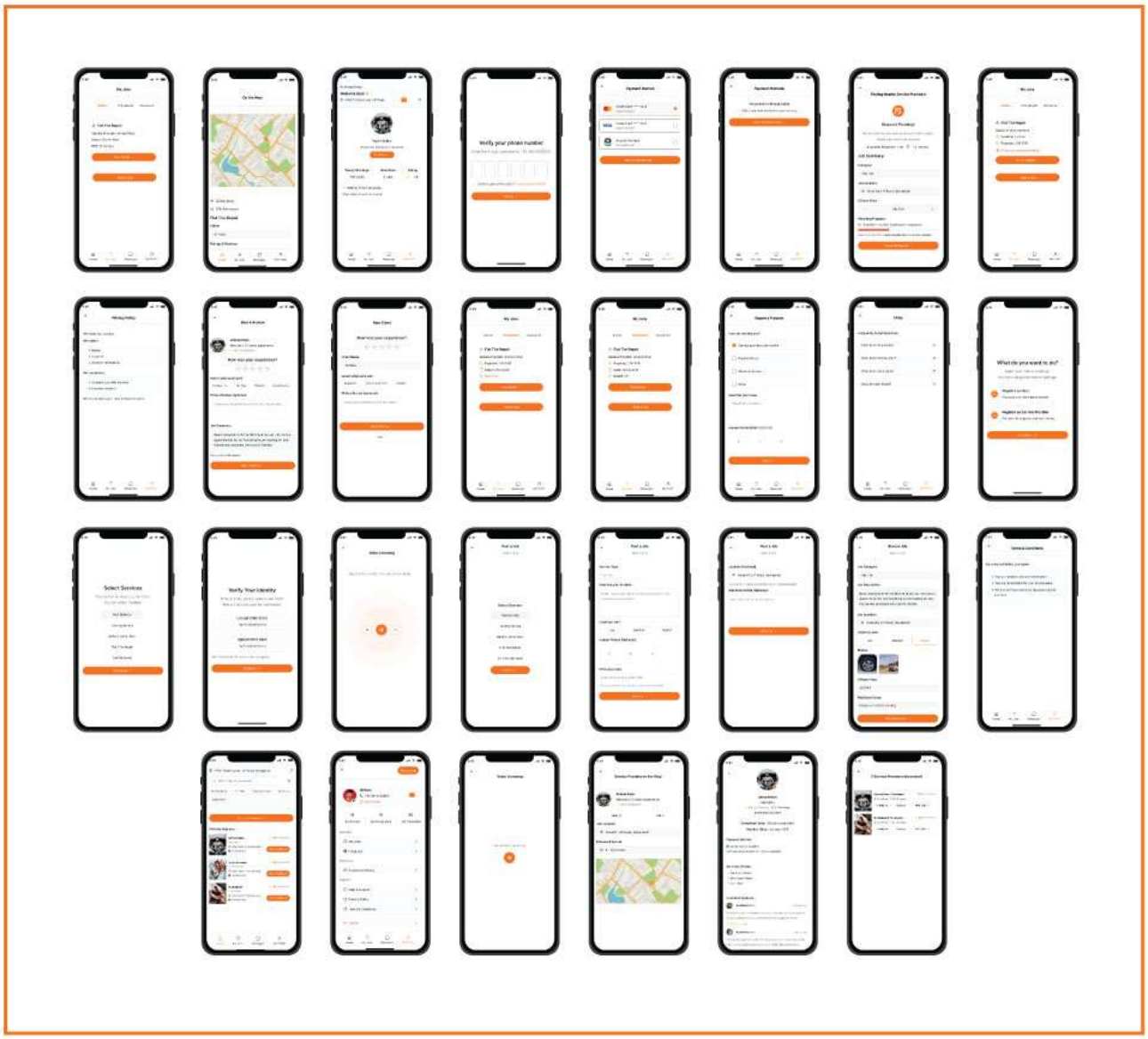
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Figure 19
UI Screens 1



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Figure 20
UI Screens 2



6. Summary of Findings

This research identified that roadside vehicle breakdown is a major societal problem that needs to be addressed, especially to empower transparency and efficiency in assistance services to help users in crisis in the most timely and efficient way. The increasing number of roadside vehicle breakdowns is of major concern and needs to be addressed properly through a proper channel. People in the market have tried to fill in the gap but these existing solutions are not highly efficient as some of them lack a friendly user experience while other are providing only one or two specific services but majorly the issue with all of these solutions that are already available in the market is that these solutions do not connect people but they connect themselves to the users and send their teams to rescue that can only capture a very small amount of people seeking help. The findings also highlight that there is a serious need for an app that provides a centralised solution to all these problems by connecting community members with the users, providing them with services in case of any roadside breakdown.

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7. Contribution to Design Practice

This research contributes to design practice by demonstrating how an app designed based on design principles can empower a strong solution to solve a major societal problem effectively. It explores how the combination and integration of user interface design, user experience design and system design thinking can lead to designing a beautiful and functional application that is not only appealing but also addresses the problems effectively.

8. Limitations

This research includes the user interface and experience design of the AutoMate app, and not a developed or coded app itself that is functional and can be launched. As a designer, this app is designed in a way that it has all the main components and user flows designed, but for it to be functional and deployed, the app needs to be developed by developers first. Furthermore, as the app is still in the design phase and not fully developed, its real-time testing in practical environments was not conducted, which may affect the evaluation of system performance and user behaviour in real-world conditions. Also, the research was conducted on a small sample size of around 120 - 130 individuals and not on a large-scale data, which may play a pivotal role in resulting the outcomes of the app itself.

9. Future Recommendations

Recommendations for future work include the development of the Automate app and its deployment in a real-world scenario where it can be tested and evaluated. Further, it is recommended to increase the sample size of the target audience to large-scale data to better reflect the results and outcome, enhancing the usability of the app at a mass level. Also, the integration of AI features can help to automate many flows within the app that will not only enhance the user experience but also help reduce human error. Moreover, it is recommended to develop a fully functional mobile application with backend integration to conduct real-world testing and evaluate performance.

10. Ending Notes

This research of user interface design of AutoMate is to solve a major societal issue of road breakdowns, and full-hearted efforts were made to design it in a way that not only addresses the problem but also provides an unforgettable experience to the users. The limitations of the apps were mentioned, and future recommendations were suggested to take this app idea to the next level so that the app can be more functional in future.

Ethical Approval

This study is based entirely on secondary data obtained from published sources, including peer-reviewed journals, industry reports, and regulatory documents. No human participants were involved in the research. Therefore, formal Institutional Review Board (IRB) approval was not required. However, all ethical considerations were strictly followed, including proper citation of sources and adherence to academic integrity.

Authors' Contributions

All the authors have read and approved the final manuscript.

Conflict of Interest Statement

The author/s declare that there is no conflict of interest regarding the publication of this article.

Funding Statement

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Data Availability

The datasets generated and analysed during the current study are available from the corresponding author upon reasonable request. The authors are committed to transparency and will provide detailed methodological information and analysis protocols upon request.

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