



The next-gen international transport network — How Cabify scales a design-led culture globally with Marvel Enterprise

Background

Cabify is one of the biggest transport network companies in the Spanish and Portuguese speaking world. Operating across South America and Europe, it has a presence in 15 countries. Marvel's Sketch Plug-in and Commenting capabilities have allowed the company to build features for local markets faster and more efficiently than ever before.

The company has taken a more design-led approach, overhauling the internal culture of the business in favour of a more collaborative approach to app design. Their design team began to look for new ways to standardise the design process and incorporate other departments. With Marvel, creating new designs and sharing them across territories and time zones became quicker and simpler.

Challenges

- Creating a design-focused culture across the business
- Refining a feedback process between PM's and designers
- Aligning a global design and development team

Solutions

- Reduced time to produce and share designs by weeks through providing an accessible centralised creative platform
- Closed design feedback loops via Marvel's commenting and annotation features
- Created a seamless design to prototyping transition with Sketch plugin

■ 15 min

Feedback time

Marvel's commenting and collaboration features closed feedback loops for Cabify

■ 1 week

Shipping time

Cabify accelerate their design process through prototyping and testing with Marvel

■ 400%

Time reduction

The team have seen a 400% reduction in time it takes to design and prototype new features

“If we added up all the time it would take to discuss new features and designs without using Marvel, it would add weeks to the design process”



Renè Galindo

Senior Product Designer