Google

Moovit is a real time app with every-thing you need to ride public transit smarter.

The largest app of its kind, and free to download on iOS, Android & Windows Phone, Moovit is used by 40 million people in over 1,000 cities and more than 65 countries worldwide.

22% of users sign in with either Google Sign-in or Facebook Login

20%+ more users sign in with Google Sign-in on Android than with Facebook Login

""The implementation of Google sign-in helps users save time within the app. Rather than having to update their preferences, or manually select their favorite lines, by connecting with Google sign-in, all of their favorite information is synced to the cloud so it's never lost."

Yovav Meydad
VP, Products at Moovit

Learn more about Google Sign-in
Sign-in with your Google account across the web and apps

Find out more at:
https://developers.google.com/identity/

Google Sign-in for Moovit

Challenges
By combining data from public transport operators with live updates from our user community, Moovit offers travelers the fastest routes and the most accurate real-time information on public transportation.

For this to work, Moovit users need to invest time and effort upfront, setting up their app preferences such as preferred commute routes. Through its Connect & Sync capability, Moovit ensures users' preferences are synced with the cloud one time and kept forever.

Solution
Although users can anonymously access the Moovit app, they must be signed in in order to save their favorite route lines. The Google Sign-in but-ton helps users sign in with just one tap instead of typing in an email ad-dress and password.

Since integrating the Google Sign-in API, a substantial number of users have connected their accounts in order to sync their transport preferences. In fact, over 22% of users are signed in with either Google Sign-in or Facebook Connect.

Google Sign-in is particularly useful on Android where Moovit sees 20% more users authenticate with the Google Sign-in button compared with the Facebook Login button.

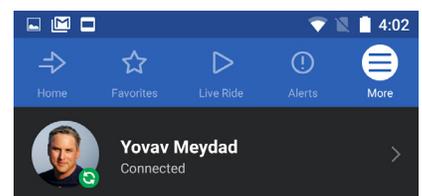The implementation took about three weeks, including design, engineering and QA.