



Route Management Made Simple for Smarter Logistics

PROJECT

Proto Energy

Deemaze Software

CIRCL

ROUTE OPTIMIZATION

DISTRIBUTION MANAGEMENT

COST REDUCTION

REAL-TIME TRACKING

THE CHALLENGE

CIRCL set out to transform logistics operations by creating a platform that simplifies route management and optimizes distribution processes. The goal was to capacitate businesses to reduce costs, improve delivery efficiency, and minimize product losses—all while providing real-time tracking capabilities.

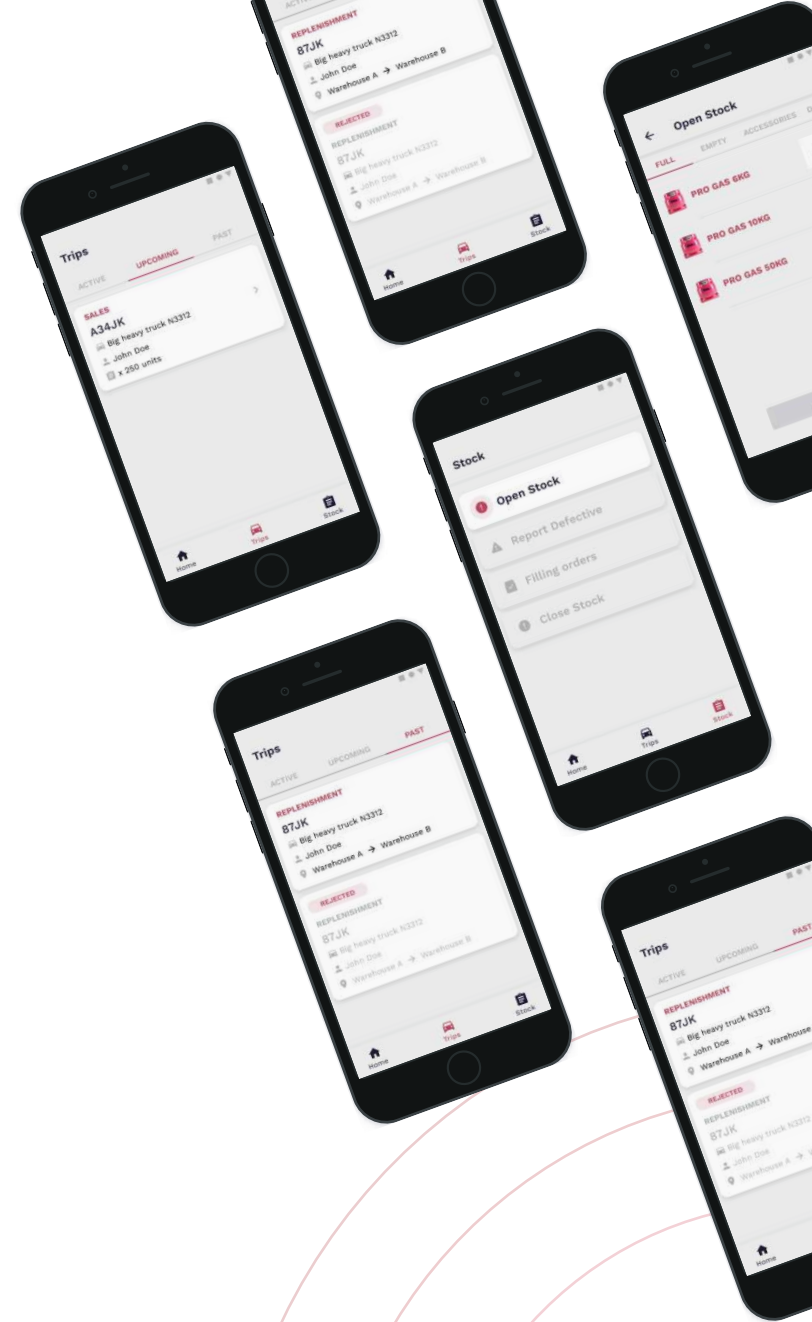
To achieve this vision, the CIRCL team needed a user-centric platform that balanced functionality with ease of use. This required a seamless blend of intuitive interfaces and robust design principles, ensuring the platform could support the complex needs of logistics managers and delivery teams alike. Starting from scratch, CIRCL faced the challenge of crafting a product that would not only address these operational pain points but also scale effectively as adoption grew.

THE SOLUTION

Deemaze partnered with CIRCL from the very beginning, taking the lead in product design, UI/UX, and usability testing. Collaborating closely with CIRCL, we developed an intuitive platform tailored to simplify logistics management and empower businesses to optimize their operations.

Our work focused on crafting user-friendly mobile applications and dynamic tools for route optimization, real-time tracking, and fleet management. By prioritizing clarity and ease of use, we ensured that logistics managers could access critical insights and make informed decisions effortlessly.

Through iterative design processes and real-world user feedback, we refined every aspect of the platform to align with CIRCL's vision. The result is a solution that blends innovative features with seamless usability, enabling businesses to reduce costs, improve efficiency, and scale their logistics operations with confidence.

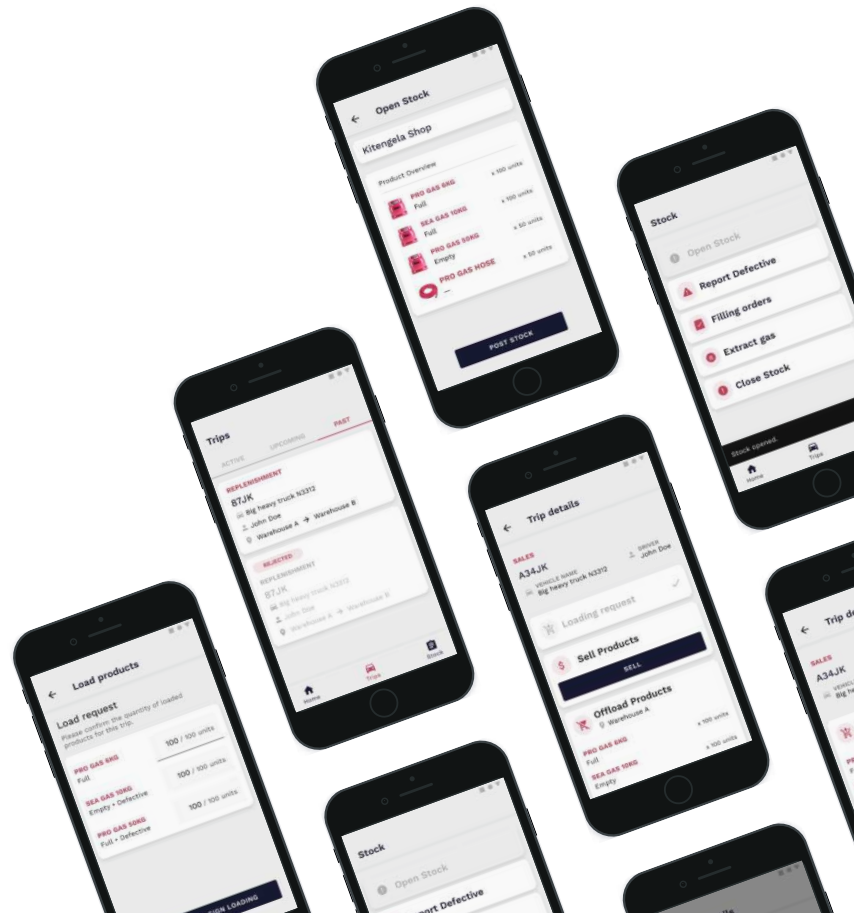


THE RESULTS

CIRCL has emerged as a transformative solution in the logistics industry, helping businesses cut distribution costs by up to 30%, improve stock control, and minimize product losses. The platform's user-friendly design, developed in collaboration with Deemaze, has been instrumental in enabling logistics teams to quickly adopt and maximize its capabilities.

Today, CIRCL supports a fleet of over 300 vehicles, facilitating thousands of deliveries daily with real-time tracking and dynamic route optimization. This scale demonstrates the platform's ability to handle complex logistical demands while maintaining precision, reliability, and efficiency.

Deemaze's role in shaping CIRCL's product design and UI/UX has not only enhanced its usability but also positioned the platform as an innovative solution for modern logistics challenges. This collaboration underscores how thoughtful design and technical expertise can drive measurable impact and empower businesses to scale their operations effectively.



**FOR ADDITIONAL
INFORMATION:**

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