

CASE STUDY

Food delivery app with user friendly UI using React js

ABOUT CLIENT:

Client offers a platform for homemade food where cooks can provide homemade meals to diners. The client represents a new age startup.

CHALLENGES

- ✓ Quick development of a platform to cater growing demand of homemade food due to pandemic.
- ✓ Being a Start-up, the company needed to develop a Food management and delivery environment to garner larger customer base and get the required funding.
- ✓ The biggest obstacle was to deliver food while it was still fresh and delicious to the customer.

What Our Client Says

eLuminous is a great choice for a startup because they are able to adjust the hours / number of team members based on our needs, which change frequently; they have mostly been able to accede to all our requests to tighten the budget or expand the team as needed, with minimum waiting time. ”



OUR SOLUTION

- ✓ Conducted design thinking workshops for robust app design in each sprint.
- ✓ Identified different personas and prepared user journey maps to capture their behavior.
- ✓ Service based architecture development for scalability.
- ✓ Location based dining suggestions using haversine formula.
- ✓ Integration with payment gateway (Razorpay) for easy transactions.
- ✓ Integrated third-party delivery systems such as Dunzo & Wefast for faster delivery.

BUSINESS IMPACT

- ✓ Agile development helped in superior app development in record time for immediate go live.
- ✓ **Revenue growth of 300%** due to the user-friendly app and robust order management system.
- ✓ Increased brand loyalty through food and cook reviews which resulted in more orders per day and more users based on referrals.
- ✓ BI tools integrated into the system offered better recommendations to users and helped in getting more orders.