

**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.



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Welcome to

# CHEFPIN

We are india's leading platform for home chefs and home bakers. If you are looking for fresh and hygienic food that tastes just like home, then Chef Pin is your go-to solution. The home chefs associated with us are professional and they are passionate about cooking. Every dish served by Chef Pin is made with the same care as you would take in your own home kitchen. Just order a day in advance and have your delicious homecooked meal delivered to your doorstep. We make ordering from home chefs super easy!



PICK A CITY

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- Onducted 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.