THE HIGH LEVEL USER EXPERIENCE & DEVELOPMENT DETAILS

FOR SMART, MAGIC-CARPET USER EXPERIENCE

Bag byFresh is an e-commerce marketplace that offers an unique customer experience in purchasing products where the user purchases product on a ultra quick platform which offers smart intelligent suggestions using ai giving the user value-for money shopping experience and satisfaction in excellent delivery. The platform makes intelligent customised suggestions for the user for comparing prices, health benefits of the products and for the first time, has an additional ratings benefit of product packaging which suggests the user to opt for healthy stored and packaged foods. In addition to health aspects, the packaging ratings also helps the user make a conscious decision to control the waste disposal thus leading to a more sustainable environment.

The product images also have the reward types offered for the product as 0 gift box 🎁 to 5 gift boxes 🎁.

The search result listings for a product is based on user preferences of their preferred brands, choices and big data – ai analytics (instead of the vendors paid subscription listing). Also for every product search results the customer also gets recommendations for eco-friendly packaged products.

The customer gets rewards for choosing a more eco-friendly packaged product at the time of checkout and additional benefits as well. So the checkout billing details shall display the rewards offered for the product (the details of the reward box(es)) along with other product suggestions at the bottom of the cart 🛒 which offer unique benefits.

The User(Customer) Journey

Online Application or Website experience

The user searches through navigation from the menu or through search option – at all times the intelligent search list of products are listed based on user preferences of their preferred brands, choices and big data – ai analytics of their shopping patterns (instead of the vendors paid subscription listing).

Also for every product search results the user gets intelligent recommendations for eco-friendly packaged products. The sort option has "sort-by-packaging" along with descending or ascending prices. [is it possible to maintain the packaging, availability and freshness info of each of the products through its GS1 bar/QR codes info].

For a new customer – the app asks for the preferences and also retrieves user info from listeners or data analytics etc and displays list of products accordingly.

So, each of the products image has the price, user ratings and packaging ratings – additionally the reward gift boxes for the product are also given for user perusal.

When search for a product for e.g. sonamasuri rice, from the intelligently customised search results displayed on the screen, the User then selects the product of choice – e.g. "sonamasuri rice 1 kg from Tata Sampan" and adds it to the cart. Immediately the user is shown a pop-up of few suggestions (2/3 suggestions with more…) of the same product (1 kg sonamasoori rice with eco-friendly packaging from "Organic India" etc) - this is an additional step to reinstate to the user to go for eco-friendly packaged products and the benefits in doing so and this step is also an effort towards sustainable living!!!

Offline – From Store or InStore experience

The user in a brick and mortar store selects a product e.g. 1 kg sonamasoori rice and scans the bar code of the product for price comparisons – the scanner api displays list of similar products on the Bag byFresh app based on user preferences. For a new customer – the app asks for the preferences to be keyed in and also retrieves user preferences from listeners or data analytics etc and displays list of products for comparisons accordingly.

For further details, the user is logged on to the app (as a guest for new users) and a list of similar products based on user preferences is intelligently listed for comparisons and the rest of the process is as mentioned above.

Rewards and Offers

Rewards on Packaging

Algorithm shall be shared and improvised based on how the marketplace is developed.

On a very high level and very loosely to begin with - The product packaging is rated on a scale of 1 red heart ♥ to 5 orange heart ♥ for Non-Eco-friendly packaging and from 1 orange heart ♥ to 5 green heart ♥ for eco-friendly packaging.

Additionally the product image also has reward type offered for the product as 0 gift box 🎁 to 5 gift boxes 🎁

Offers on Products and Packaging

Offers list shall be developed accordingly based on the vendors offers at the marketplace. The customer gets rewards according to the products in the cart at the time of checkout

and additional benefits as well. So the checkout billing details shall display the rewards offered for the product (the details of the reward gift box(es)) along with other product suggestions at the bottom of the cart 🛒 which offer unique benefits.

Technical Details

Bagbyfresh is a multivendor e-commerce platform for FMCG products, which needs to be scaled gradually to take the full load of more than a million customers over one years time, starting from 100k customers to begin with and gradually increasing the traction.

The platform to be developed on mobile and desktop and similar devices and quickly perform in all types of real-world network conditions.

Bagbyfresh main focus is on Agile methodology of development for

- Ultra High Performance hence PWA optimization,
- Very easy Accessibility,
- Best practices with almost negligible breakdowns or downtimes and high security of user data and payment gateways and shopping checkouts, and
- SEO – SERP optimisation

1. Based on the above, preferably the platform to be developed on a customised one similar to Big Basket e-commerce platform – we do not need a MVP as there are many e-commerce platforms already existing
2. The servers to be able to scale to support increase in user base or peak transaction traffic according to the traction from growth marketing.
3. The load time of the app to be within 3 secs.
4. The time to first byte to be within 200 milliseconds.
5. Speed Index for desktop to not exceed 4.8 secs and for mobiles to not exceed 11.5 secs.
6. Specially, the Time to interact to be within 6 secs.
7. For front end frameworks, Vue and Preact or React could be considered but this is only a suggestion from our side but we are open to your suggestions for faster and better performance.
8. The framework to be such that the page load time is the fastest in all cases – Django, MERN or MEAN stack maybe – we are open to your suggestions.
9. Optimising content for increase in load speed is very critical for us.
10. The platform to be cloud based with integration to best warehouse – vendor – inventory management and logistics – delivery management along with payment gateway integration.

    Please check – suggest the warehouse – inventory partners and logistics – delivery partners which you know of so that the quote is quite accurate and to feasible one.

Development Road Map

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Bagbyfresh is in Pre-revenue funding stage. Hence the following will be the road map to launch:

- The platform technical details only (without any screen designs or look and feel of app pages etc - cause all platforms on FMCG have almost similar look and feel and design) to be put in a quote for development to first launch for 100k customers in Bangalore, to the same number from other cities and, to the platform scaling as per the traction from growth marketing.
- The focus of development to be strictly on Ultra High Performance, Awesome User experience and high security and accessibility
- We require a growth marketing quote with details from now till 1 year with our target goal to attract 1 Million customers from Bangalore and similar or less number of customers from other tier 1 – 2 and 3 cities. We need all sorts of revenue models covered in growth marketing including online events to partnership revenue traction and so on. The budget to be 50-80% of the Development cost spread across few months.
- Post the quote and NDA sign up, the required payments made for
- launch of growth marketing initiatives implemented
- Thereafter 4-5 months development of e-commerce platform for launch in Bangalore
- Followed by adjustments and further payments made accordingly for scaling up for launch in other cities