

CASE STUDY

Food delivery app with user friendly UI using React js

ABOUT CLIENT:

Client offers a platform for home chefs and diners to provide a clean hygienic home cooked meal experience. The client represents a new age startup.

CHALLENGES

- ✓ The pandemic benefit was apparent as clean and hygienic home cooked meals were a rising demand.
- ✓ Being a Start-up, the company needed to develop a Food management and delivery environment to garner more users and get the required funding. They needed a powerful IT platform for selling their services to the general public.
- ✓ 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

- ✓ Our UI teams collaborated with the designers to analyse user behaviour and designed a user-friendly application.
- ✓ Dining suggestions now appear on the basis of selected locations.
- ✓ We integrated a Razorpay gateway into the app for easy transactions.
- ✓ A third-party delivery system Dunzo & Wefast have been integrated into the app for fastest delivery.

BUSINESS IMPACT

- ✓ Due to the user-friendly nature of the app and a robust order management system Client was able to boost their sales threefold.
- ✓ Food Quality check and Home Chef reviews helped the client build brand loyalty resulting in more order per day and more users based on referrals from the users.
- ✓ Additionally, the BI tools integrated into the system offered better recommendations to users bringing in more orders as well.