*Zip*Feast

Beyond Shopping
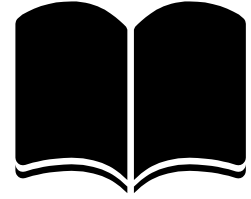
Presented by

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Introduction

1. *Transformation of the Grocery Sector*: The rise of online shopping has significantly impacted the grocery sector, offering unprecedented convenience and accessibility to consumers.

2. *Industry Inspiration*: Leading companies like *Zomato*, *Swiggy*, *Zepto*, and *Blinkit* have set new standards, inspiring innovation and reshaping consumer expectations.

3. *Project Goal*: Our goal was to develop an *e-commerce* application that revolutionizes *grocery shopping* and *home services*, making them more efficient and user-friendly especially in the rural areas.
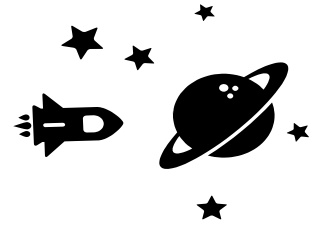
Problem Statement

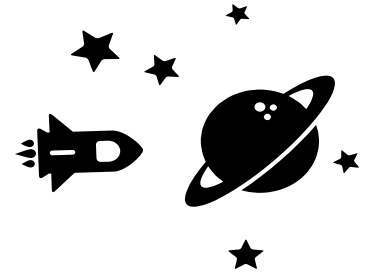Addressing the Challenges of Traditional methods of Food and Grocery Shopping: The Need for Innovation in **_ZipFeast_**

- Existing online platforms lack differentiation and fail to address evolving consumer needs in **_local areas_**.

- Limited options and lack of delivery services create inconvenience for consumers.

- Our Goal is to address these challenges by providing a user friendly online platform for **_ordering food and grocery item_** and **_providing Home Services_** like carpentry, plumber, electrician and barber etc.

3

Literature Survey

- **_Growing Demand:_** Research indicates an increasing demand for online food and grocery ordering services, especially in urban and suburban areas.

- **_Case Studies:_** Successful platforms like Swiggy, Zepto, Zomato and Blinkit demonstrate the potential for similar models in local e-commerce.

- **_Rural Gap:_** Rural areas often lack convenient food delivery services. Our app aims to fill this gap by offering tailored solutions for rural residents.

Literature Survey

- **Home Services:** In addition to groceries, our app will include home services, providing users with a comprehensive platform for their daily needs.

- **Enhanced Experience:** Our goal is to provide convenience and reliable delivery, enhancing the dining and home service experience for rural users.
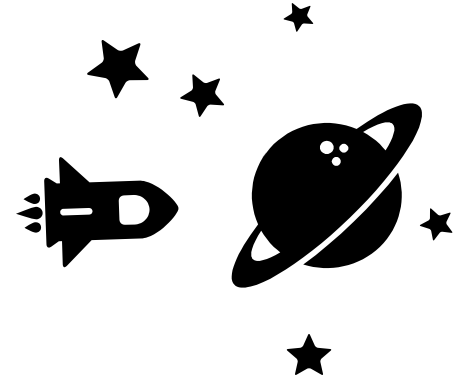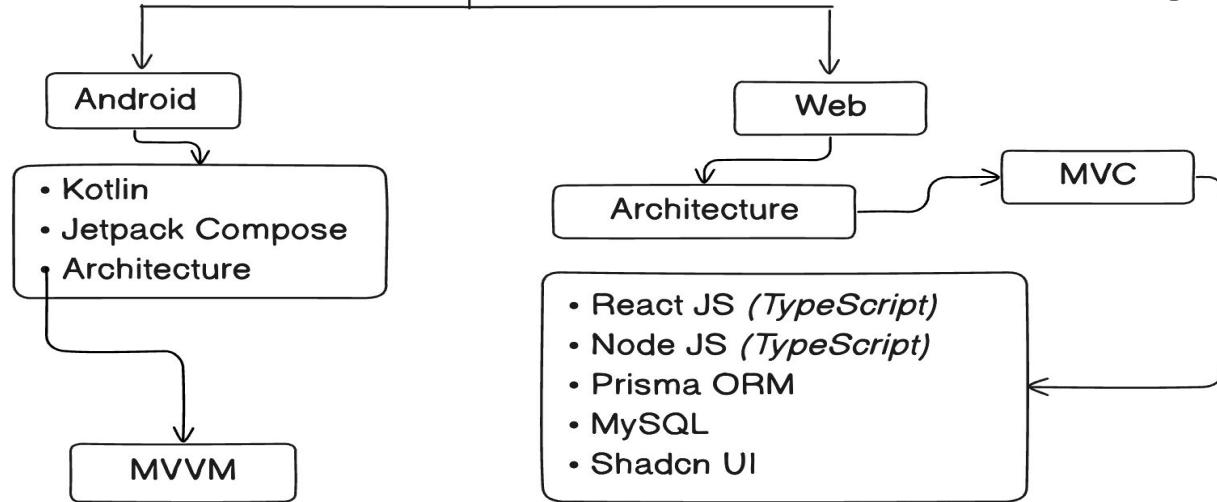
Objectives

- Developed User friendly *web App* and *Android app*.

- Development of a comprehensive e-commerce platform for the grocery sector.

- Utilization of advanced technologies like *Jetpack Compose* for Android and *React with Node.js* for web development.

- Integration of *home services* such as carpentry, electrician, and plumbing.

- Ensuring reliability, security, and performance.

Methodology

ZipFeast

API

```
                            Android                        Web
                               │                            │
                               ▼                            ▼
                          • Kotlin                     Architecture  ──────  MVC
                          • Jetpack Compose
                          • Architecture          • React JS (TypeScript)
                               │                  • Node JS (TypeScript)
                               ▼                  • Prisma ORM
                             MVVM                 • MySQL
                                                  • Shadcn UI
```
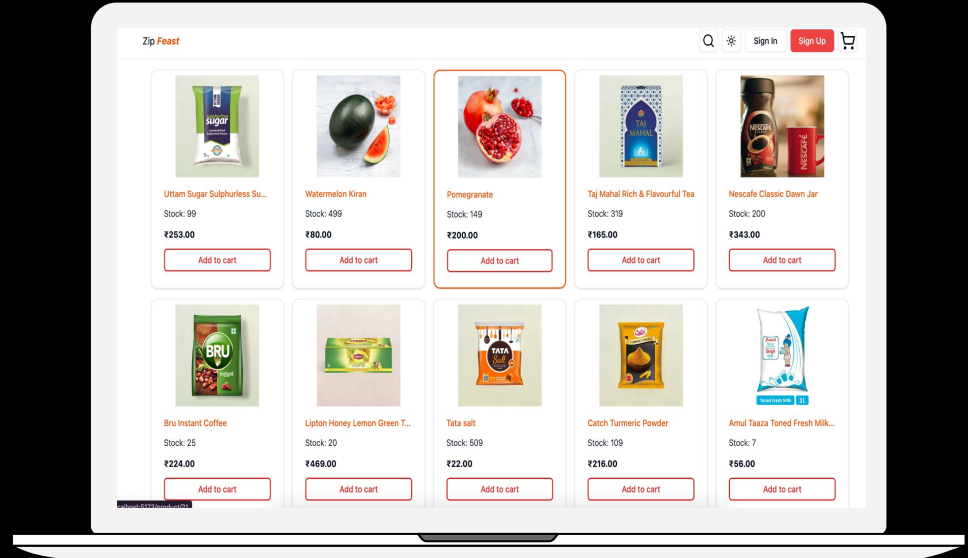
Methodology

- Developed a user-centric Web App and Android applications with intuitive navigation and a comprehensive product catalog.

- We prioritize seamless ordering processes and efficient delivery logistics.

- *ZipFeast* also includes a comprehensive platform for home service providers, offering easy access to professional ***home services*** such as carpentry, plumbing, electrician, barber and more, all at the convenience of your fingertips.
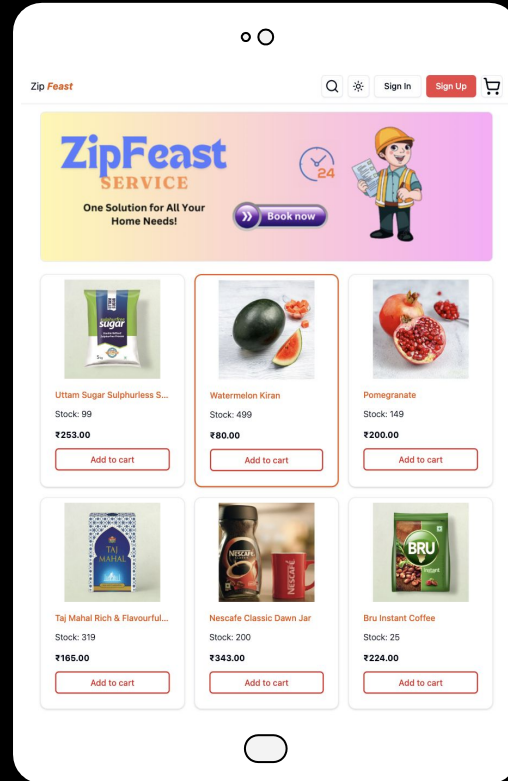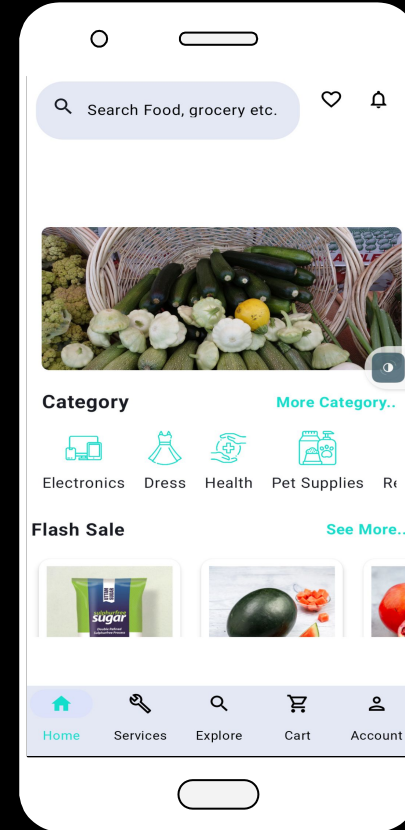
Web App Desktop View
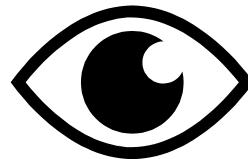
Home Page

Web App Tablet View

Home Page

Mobile
App Dashboard

Home Screen of Mobile App

Conclusion

- **Innovative Solution**: Successfully developed a platform that revolutionizes online grocery shopping and home service access.

- **User-Centric Design**: Focused on delivering a seamless and secure user experience with modern technologies.

- **Future Growth**: Committed to continuous improvement and expansion, setting new standards in e-commerce and home services.

Thanks!