

Software Engineering Project for Fruitkit.fi

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1. About the company

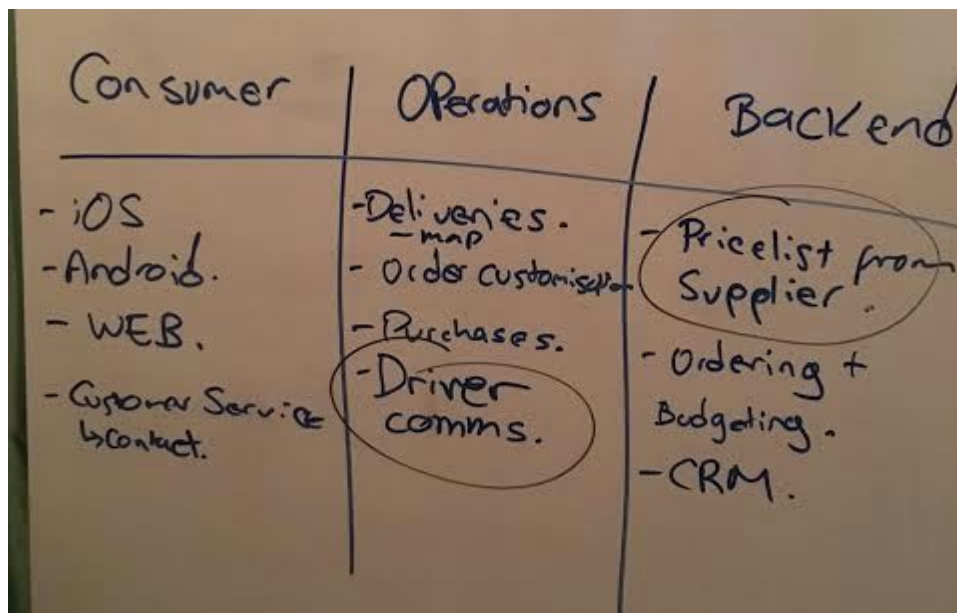
Fruitkit is an online fresh fruit delivery service based in Finland, Helsinki.

You can find its website here: <http://fruitkit.fi/>

It works with both B2B and B2C customer segments and it delivers fresh produce to the biggest IT enterprises in Finland such as Reaktor, Kiosked, etc.

It also works with individual customers. What is very attractive about the company is its philosophy that everyone should have access to fresh fruits and vitamins any time of the year.

2. Needs



Consumer	Operations	Backend
<ul style="list-style-type: none">- iOS- Android.- WEB.- Customer Service contact.	<ul style="list-style-type: none">- Deliveries.<ul style="list-style-type: none">- map- Order customisation- Purchases.- Driver comms.	<ul style="list-style-type: none">- Pricelist from Supplier.- Ordering + Budgeting.- CRM.

Throughout the meeting fruitkit crew has clearly pointed out their need to grow and expand as a business and the needs to have a custom made software to meet their specific workflow and help with the organisation and delivery management.

They have listed some needs they had softwarewise:

1. Back-End

- a. Service for handling invoices. Conversation from Excel to some database for future analysis.
- b. CRM system. Company already uses one, developing new one for better suits or better integration of existing one will be good.

- c. Developing ordering service or add new features to currently used.
- d. Design server side for mobile application
- e. web/mobile application for drivers to handle deliveries.

2. Front-End

- a. Front-End for web site and mobile application
- b. Design Front-End for customer service (currently 3rd party solution)

3. Integration

Company needs to implement new software services and tools and integrate currently used tools in one new system.

Current tools they are using for the project:

1. Holvi - for invoicing and basic banking. More info at holvi.com
2. Google sheets and documents for filing and keeping track of sales and ordering: prices for fresh produce are very seasonal and very a lot over time - this is why they have their suppliers sending them the updated price list every week. So far they have to manually keep track of the prices and purchases they are making.
3. For the deliveries they are using Google maps to coordinate drivers.
4. For the locations search and bringg - <http://bringg.com/> for managing deliveries.

2. General idea

Two year start up tries to optimize their business processes and level up their BPM maturity level. Right now their processes requires to do mostly everything manually. The goal is to automate processes whenever it is possible to increase productivity and reduce manual actions.

Co-founders has clear vision of what they want from the software. There some services in use already but they do not synchronized with each other. Our goal is to figure out how to optimize processes and what solutions to use for that purpose. It is possible to use 3rd party solutions for specific task like CRM, financing, etc. then we can integrate different solutions and create business layer where data could be transferred between different applications.

One of the challenges underlying the software development process for the company would be to observe their workflow, find out their actual use cases and translate that into usable interface of the application.

4. Tools

There is no restrictions what technologies we are going to use for this project. Although the CEO has some suggestions on using most cutting-edge front-end techniques like React.js etc.

5. Why we want to work with this company

This project interest for us because here we can apply our knowledge both as developers and as ICT consultants. First we have to analyse current workflow, find weaknesses and try to optimise it. By implementing new tools and developing and integrating software for everyday business needs we can learn a lot about real business needs.

There are many interesting features that company founders had in mind and we can develop ourselves as web and mobile developers. Task are challenging but interesting. We can try ourselves in different roles during the project and go through all the steps in SDLC.

Another point is that company already established, and founders know exactly what they want. There are quite a lot to do but there is almost ready product backlog with priority what is more important right now.

The perspective of this project has a quite big incentive for us as students, since one of the group members has positive experience working with the startup CEO Fernando Leon and the latter has reassured the team with a fair reward for a job that we are going to do.