



CRAVEZ: Case Study

Food Delivery: Web + Mobile based integrated system

[Vijay Arora]

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I. Introduction

Cravez is a new online food delivery service in Kuwait with mission to connect customers with a huge variety of restaurants & reward them for their purchase. Cravez focus on providing users with highly efficient, easy-to-use platform to satisfy their food cravings.

To optimize the cost of their food delivery system, the client had made the decision to find an alternative to using Google Maps API. This was a significant cost for them, and they wanted to find a way to reduce it without sacrificing the functionality and reliability of their system. As a result, Fullestop implemented a new logic into their new system that allowed the client to provide accurate location data to their users without relying on Google Maps API.

Value delivered to the end customer:

Fullestop's solution provided significant value to the client, who aimed to improve both cost efficiency and system performance. With an active user base of over 50,000, the client needed to enhance their system's ability to handle traffic and load. Fullestop addressed this by implementing a server architecture, optimizing the database, and refining the code, resulting in improved speed and responsiveness.

II. Problem Statement

The existing food delivery system at Cravez was facing stability and maintenance issues. The system was not able to provide reliable and consistent service to its users, which resulted in dissatisfaction and complaints from customers.

To address the stability and maintenance issues faced by the existing food delivery system at Cravez, Fullestop decided to take a proactive approach and optimize the system. The primary concern was the system's inability to provide reliable and consistent service to its users, resulting in customer dissatisfaction and complaints. The team explored alternative solutions to improve the system's performance and stability, including implementing a server architecture capable of handling increased traffic and load, optimizing the database and code to improve speed and responsiveness, and finding cost-effective alternatives to using Google Maps for food delivery. By taking these steps, Fullestop was able to address the system's underlying issues, improve its performance and reliability, and provide a better user experience for its customers.

Fullestop faced the challenge of porting the client's existing system to a new structure. This was a complex process that required significant planning and coordination to ensure a seamless transition that did not disrupt service for users. Despite these challenges, Fullestop successfully completed the transition, resulting in a new system that is more efficient, reliable, and scalable than before.

III. Disruption and Innovation

The software/mobile project developed by Fullestop had a significant disruptive impact on the market or industry by addressing several key challenges faced by food delivery services:

1. Cost- Optimization using a new logic: Firstly, Fullestop worked on the cost optimization which we had achieved using a new logic system to provide accurate location data without relying on Google Maps API was a game-changer. The cost of using Google Maps API for food delivery services can be significant, and the use of this new system allowed for a more cost-effective solution. This disruption created a more level playing field for smaller food delivery services that may not have had the resources to use Google Maps API.

2. Performance optimization: Secondly, Fullestop focused on the performance optimization which was a significant disruptive factor. With more than **50,000 active users**, food delivery services need to be able to handle large volumes of traffic and ensure a smooth user experience. The use of server architecture, database optimization, and optimized code allowed for better performance, faster processing times, and a more responsive system, which disrupted the industry by setting a new standard for performance.

3. Porting from existing system to the new system: Thirdly, Fullestop worked on the project's porting of the existing system to the new structure was a significant disruption to the industry. Migrating an existing system to a new structure can be a challenging and complex process, but by successfully completing this transition, Fullestop demonstrated that it is possible to create a more efficient and scalable system. This disruption paved the way for other food delivery services to consider similar transitions to improve their systems.

4. Fixed the stability and poor maintenance: Finally, the disruption caused by the existing system's instability and poor maintenance cannot be overstated. By addressing these issues, Fullestop created a more reliable and consistent food delivery service that met the needs of its customers. With this disruption, Fullestop set a new standard for reliability and customer satisfaction in the industry, which other food delivery services needed to emulate to remain competitive.

IV. Innovative features:

Fullestop introduced team Cravez with innovative features and technologies which have enabled the company to provide a seamless food delivery experience for its customers and partners:

1. Enhanced customer experience:

These features enhanced the overall customer experience by providing convenience, transparency, and reliability, while also improving the efficiency and profitability of Cravez's food delivery operations.

2. Seamless food delivery experience:

Cravez's website, customer app, restaurant panel, driver application, fleet management, call centre, back-office, and admin features all contribute to the company's goal of providing a seamless food delivery experience.

3. Real-time tracking & convenient ordering:

The website and customer app allow customers to browse menus, place orders, and track deliveries in real-time. Multiple payment options and offers/discounts are also available, making it convenient for customers to order food.

4. Efficient restaurant panel to manage orders:

The restaurant panel provides an efficient way for restaurants to manage orders, menus, and promotions. Performance metrics and analytics are available to help restaurants make data-driven decisions.

5. Optimized driver application & Fleet management system:

The driver application and fleet management system enable delivery personnel to manage deliveries, track earnings, and optimize delivery routes. Real-time tracking and performance metrics are also available to ensure efficient delivery.

6. Reliable customer support:

The call centre provides reliable customer support, allowing customers to get help with their issues 24/7. Multi-lingual support is available, and the quality of support is regularly monitored.

7. Back-office platform & Admin panel:

The back-office platform allows restaurants to manage their Cravez storefronts efficiently, while the admin features help Cravez manage its food delivery operations effectively. Restaurant, order, delivery, and payment management are all available, along with customer support and performance metrics:

- **Dashboard:** A centralized dashboard for managing various aspects of the restaurant business, such as orders, menu items, and reports.
- **User management:** The ability to manage user access and permissions for different roles, such as restaurant owners, managers, and staff.
- **Restaurant branches:** The ability to manage multiple restaurant locations and branches from a single platform.
- **Menu manager:** A tool for managing menu items and prices, including the ability to create and edit categories and subcategories.
- **Category manager:** A tool for managing menu item categories and subcategories.
- **Orders:** The ability to manage customer orders, including viewing order details, updating order status, and generating reports.
- **Item manager:** A tool for managing menu item details, such as descriptions, ingredients, and prices.
- **Cuisines:** The ability to manage different cuisines and categories of food, such as Indian, Chinese, and Italian.
- **Import managers:** The ability to import data from other systems or sources, such as menu items, prices, and customer data.
- **Ticket management:** A tool for managing customer support tickets, including assigning tickets to different staff members and tracking progress.
- **Report:** The ability to generate and view various reports, such as sales reports, inventory reports, and customer feedback reports.

IV. Challenges

Implementing a complex system like Cravez inevitably came with challenges and obstacles. At Fullestop, we have handled the following challenges that had been encountered during the implementation of Cravez:

a. Cost Optimization: One of the challenges faced during the implementation of Cravez had been optimizing costs. Google Maps API can be expensive, especially when it comes to food delivery, where accurate location tracking is essential. To overcome this challenge, the development team had used logic in the system to reduce the use of Google Maps API and minimize costs.

b. Performance: As Cravez's customer base grew, the platform had to handle more than 50,000 users, which could have been a significant performance challenge. To ensure the platform was responsive and performed smoothly, Fullestop had implemented server architecture, database optimization, and optimized the code. These measures had helped to reduce latency and improved response times.

c. Existing System, Porting to New Structure: Migrating an existing system to a new structure can be a daunting task, and Fullestop had encountered several challenges in this regard. For example, some features didn't work as expected after the migration, requiring additional testing and debugging. There had also been compatibility issues with existing data structures, which required modifications and updates to ensure that the new system could work with the old data.

d. Existing System not Stable or Well-Maintained: Fullestop had encountered challenges when working with an existing system that was not stable or well-maintained. This made it difficult to integrate new features or make changes to the existing system. The team had to spend additional time fixing bugs and improving stability before proceeding with new development work.

V. Results and Insights

The impact & Result of Cravez on the end customer and the market/industry has been significant.

1. Results:

Cost Optimization: *The logic used in the system to save the API cost has resulted in cost savings for Cravez, which has allowed them to invest in other areas of the business.*

Performance: *The server architecture, database optimization, and optimized code have resulted in a smooth and reliable performance of the Cravez platform, even with over 50,000 active users.*

Existing System Porting: *The successful porting of the existing system to a new structure has allowed Cravez to improve its operations and offer better service to its customers.*

2. Insights:

The existing system of Cravez was not stable and well-maintained, but Fullestop has successfully overcome this problem by implementing new systems and processes that have resulted in a stable and reliable platform.

a. Resulted Features:

The features of Cravez, such as menu browsing, real-time tracking, multiple payment options, and customer support, have resulted in a seamless and convenient experience for customers, leading to high customer satisfaction and loyalty.

b. 10 lacs+ Users benefitted:

The fact that there are 10 lacs+ active users using the Cravez platform is a testament to the success and impact of the project on the end customer and the market/industry. The high number of active users is a clear indication of the popularity and reliability of the platform, resulting in a positive impact on the food delivery industry.

VI. Lessons learned:

Lesson learned from this project include the importance of planning and communication, testing and quality assurance, and cost and performance optimization. Future software/mobile development projects can benefit from these best practices by ensuring that they have a well-defined plan, effective communication channels, and robust testing and quality assurance processes in place. They can also employ cost and performance optimization strategies to maintain profitability and ensure smooth system performance.

VII. Conclusion

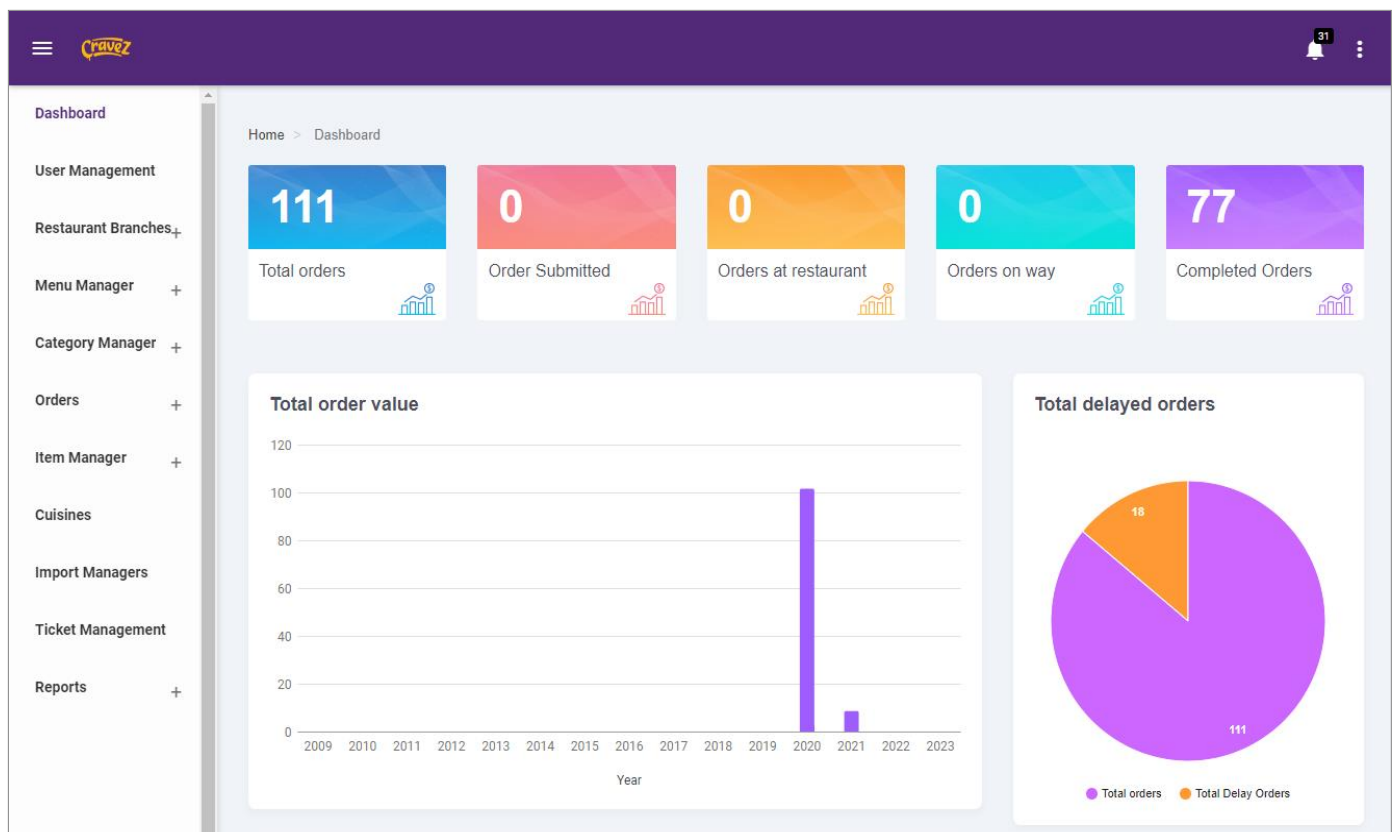
The existing system was not stable and well-maintained, which was causing issues for the business and its customers. Fullestop implemented a robust testing and quality assurance process to identify and fix issues in the system. They also ported the system to a new structure and optimized it for performance and stability. Additionally, they used logic in the system instead of Google Maps API for food delivery to save costs.

Impact: The solution implemented by the project team led to improved stability and performance of the system. This resulted in a better user experience for the customers and increased customer satisfaction. The cost optimization strategy also helped the business save money and maintain profitability.

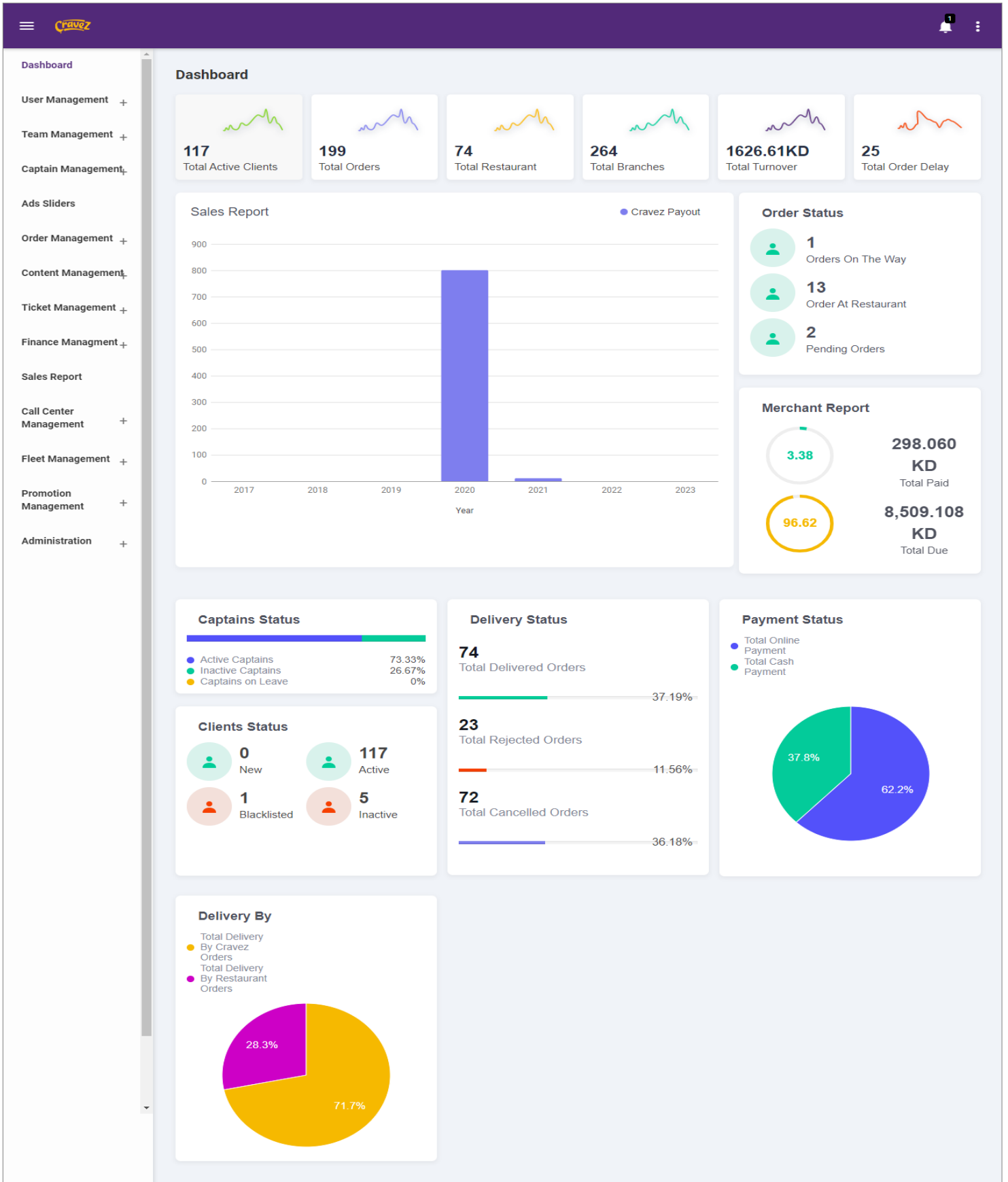
VIII. Project snapshots

The project visuals presented below demonstrate the new administrator & Store system that Fullestop has developed for Cravez. These visuals provide a glimpse into the user interface and design of the system, which has been tailored to meet the specific needs and requirements of Cravez. From the dashboard to user management, restaurant branches, menu and category management, orders, item management, cuisines, and report generation, these visuals offer a comprehensive view of the various features and functionalities of the new system. The visuals also showcase the streamlined and user-friendly interface, making it easier for administrators to manage their operations efficiently.

Store Admin Panel Dashboard



Admin dashboard Panel



- Dashboard
- User Management +
- Team Management +
- Captain Management
- Ads Sliders
- Order Management +
- Content Management
- Ticket Management +
- Finance Management +
- Sales Report
- Call Center Management +
- Fleet Management -
 - Captain Tracking
 - Fleet Area Assignment
 - Order Tracking
 - Captain Assigned
- Promotion Management +
- Administration +

Home > Captain Tracking

Statistics

Captains

Refresh

Show 10 entries

| Name | Status | No. of Orders | Not Accepted Orders | In Shift | Force Active | Action |
|-----------------------------|------------|---------------|---------------------|----------|--------------|--|
| test 1 test 2 | Active | 3 | 2 | No | Yes | Mark Force Inactive Captain Stats |
| raghav sharma | Active | 0 | 0 | No | No | Mark Force Active Captain Stats |
| radhey1 shyam1 | Active | 3 | 2 | No | No | Mark Force Active Captain Stats |
| sdfdfg dfgfg | Active | 0 | 1 | No | Yes | Mark Force Inactive Captain Stats |
| test test | Active | 0 | 0 | No | Yes | Mark Force Inactive Captain Stats |
| tina sharma | Not Active | 0 | 0 | No | No | Mark Force Active Captain Stats |
| test 2 test 2 | Not Active | 5 | 1 | No | Yes | Mark Force Inactive Captain Stats |
| sumit meena | Not Active | 0 | 0 | No | No | Mark Force Active Captain Stats |
| test driver1 | Not Active | 0 | 0 | No | No | Mark Force Active Captain Stats |
| test driver 1 test driver 1 | Not Active | 0 | 0 | No | No | Mark Force Active Captain Stats |

Showing 1 to 10 of 11 entries

Previous 1 2 Next

Captain Deliveries

Search By All

Refresh

Show 10 entries

| Order id | Captain | Delivery Status | Order Status | Area | Delivery Area | Delivery Time | Eleped Time | Time Pas |
|-------------|----------------|-----------------|------------------|---------------|---------------------|---------------|-------------|----------------------|
| 21166000004 | radhey1 shyam1 | | | Malviya nagar | | 30 Min | 30 Min | Order not delivered. |
| 20272000006 | | | Ready To Pick Up | Malviya nagar | | 30 Min | 30 Min | Order not delivered. |
| 20272000004 | | | Ready To Pick Up | Malviya nagar | | 30 Min | 30 Min | Order not delivered. |
| 20272000002 | | | Ready To Pick Up | Malviya nagar | Abdulla Port Resort | 30 Min | 30 Min | Order not delivered. |
| 20272000001 | | | Ready To Pick Up | Malviya nagar | | 30 Min | 30 Min | Order not delivered. |
| 20271000002 | | | Ready To Pick Up | Malviya nagar | | 30 Min | 30 Min | Order not delivered. |

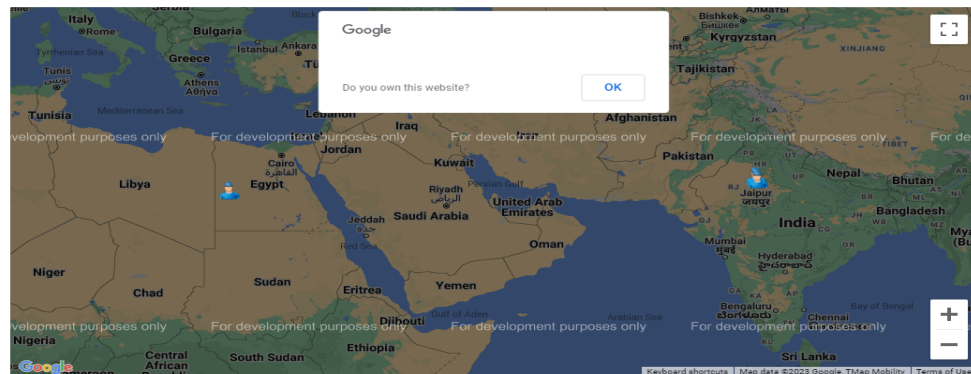
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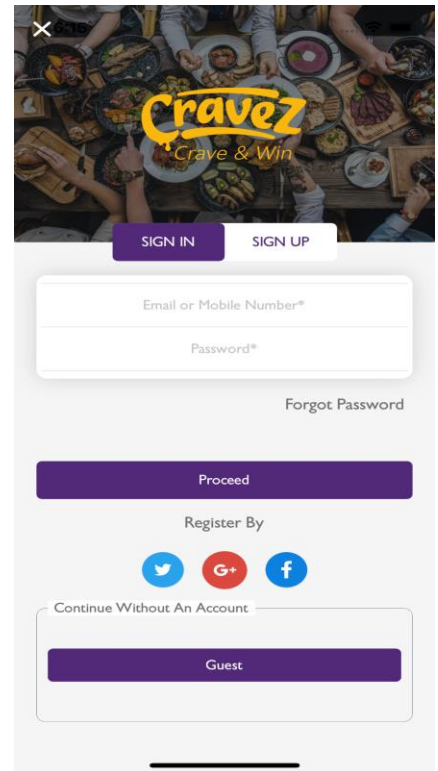
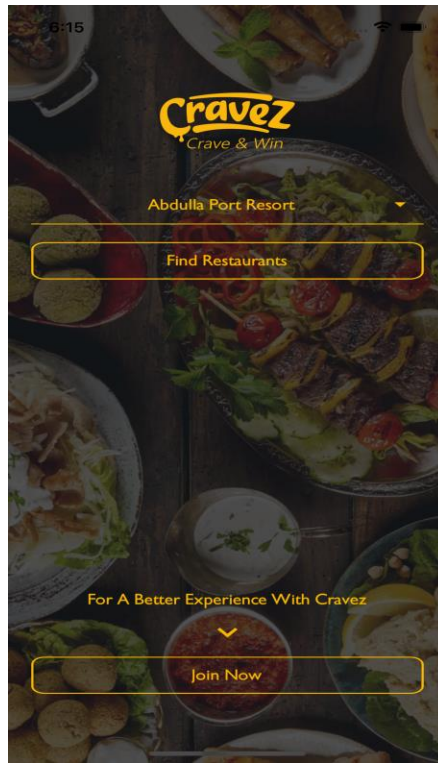
Location

Refresh

- Free
- Arrived at restaurant
- Out for Delivery
- Arrived at customer location



Sign In/ Sign Up screen + Home.



Navigation Menu + Item details

