![Vendour logo]

Vendour

CASE STUDY

VENDOUR

Website, Mobile App Design & Development

FULLeSTOP®
delivering promises.

#SwipeUpToConne...
It's always a match he...

5 Machines found

LG Office 3rd floor
MXV000029038

Swipe Up to Connect

Discover Machines around you!

Coca-cola

Rs. 20
Qty. 3

Rs. 35
Qty. 13

Rs. 20
155gm

Rs. 20
155gm

Navigate
2nd floor, building - Vendour

5 Machines found

BACKGROUND

VENDOUR, a brand dedicated to revolutionizing the vending machine industry, emerged in response to the challenges faced by traditional vending machines, particularly in terms of transaction failures and inadequate customer data. The absence of valuable data collection at every point-of-sale led to a decline in user trust and engagement. Vendour aimed to fill this void by upgrading the industry, offering businesses insightful data and customers a seamless vending experience.
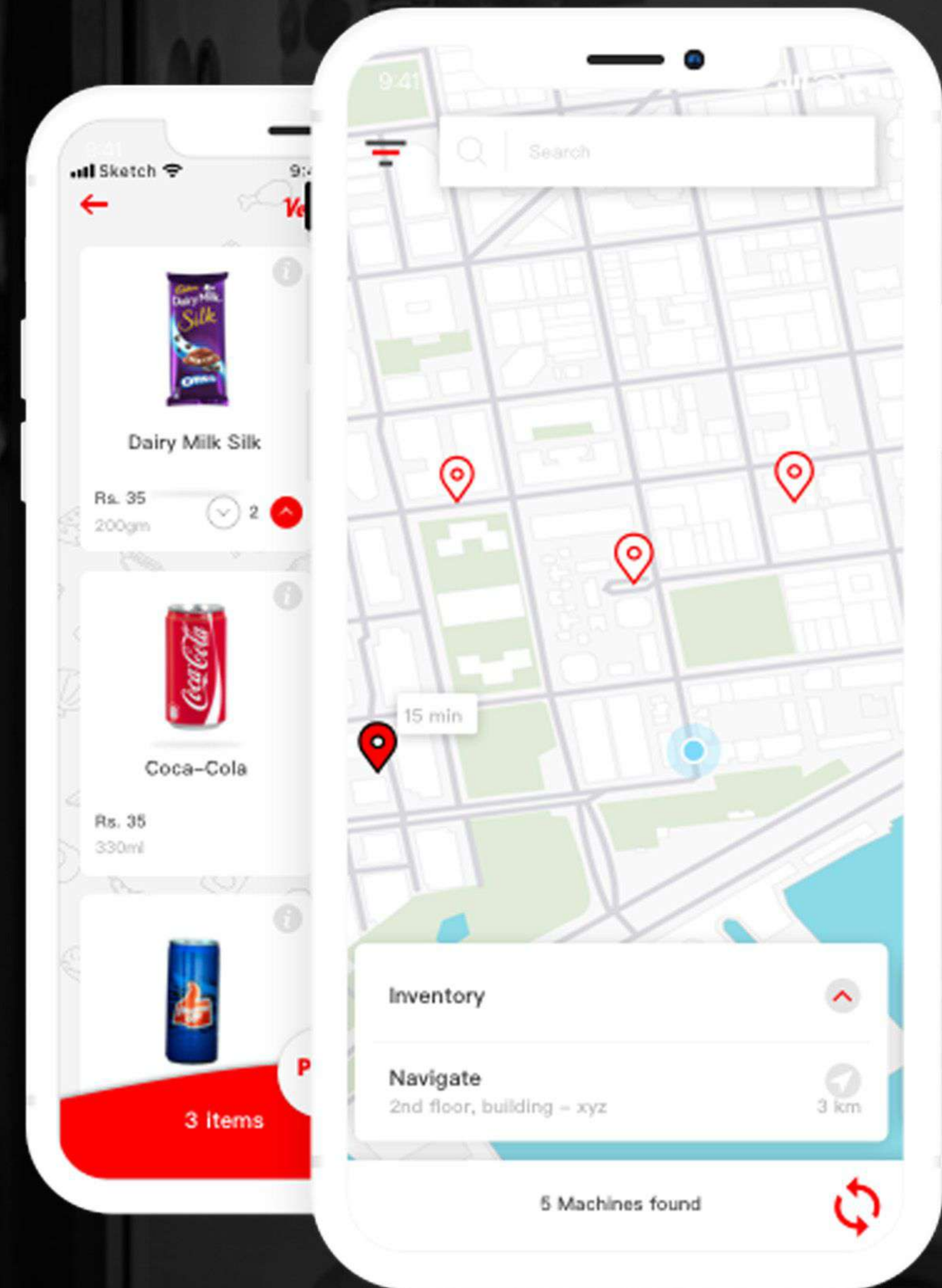
OBJECTIVE

VENDOUR'S primary goal was to address the issues encountered by users at vending machines by incorporating cutting-edge Internet of Things (IoT) capabilities. The objective was to create a solution that would leverage IoT to streamline the entire purchase cycle, enhance customer acceptance through intelligent interactions, and fundamentally improve the overall vending experience by introducing seamless connectivity and data-driven insights.

Browse all products in the Machine

Vend All You Want!

#GreedModeOn

SYNOPSIS

Fullestop was engaged to identify and solve the existing challenges within vending machines, with a specific focus on integrating innovative Internet of Things (IoT) capabilities. VENDOUR aimed to deploy a comprehensive solution applicable across various automated machines, necessitating the development of a bespoke application. This application, enriched with IoT capabilities, was designed to not only elevate customer acceptance and satisfaction but also revolutionize the vending experience by introducing intelligent connectivity and data-driven functionalities.

IDENTIFICATION & FORMULATION OF PROBLEMS

Fullestop encountered the challenge of developing an application that not only aligned with VENDOUR'S mission but also incorporated cutting-edge Internet of Things (IoT) capabilities to address key issues users faced at vending machines. The team strategically concentrated on optimizing techniques to enhance the customer experience, culminating in the development of a robust framework. This framework, enriched by IoT capabilities, aimed to revolutionize the vending landscape by seamlessly integrating intelligent solutions and data-driven functionalities to overcome longstanding challenges.
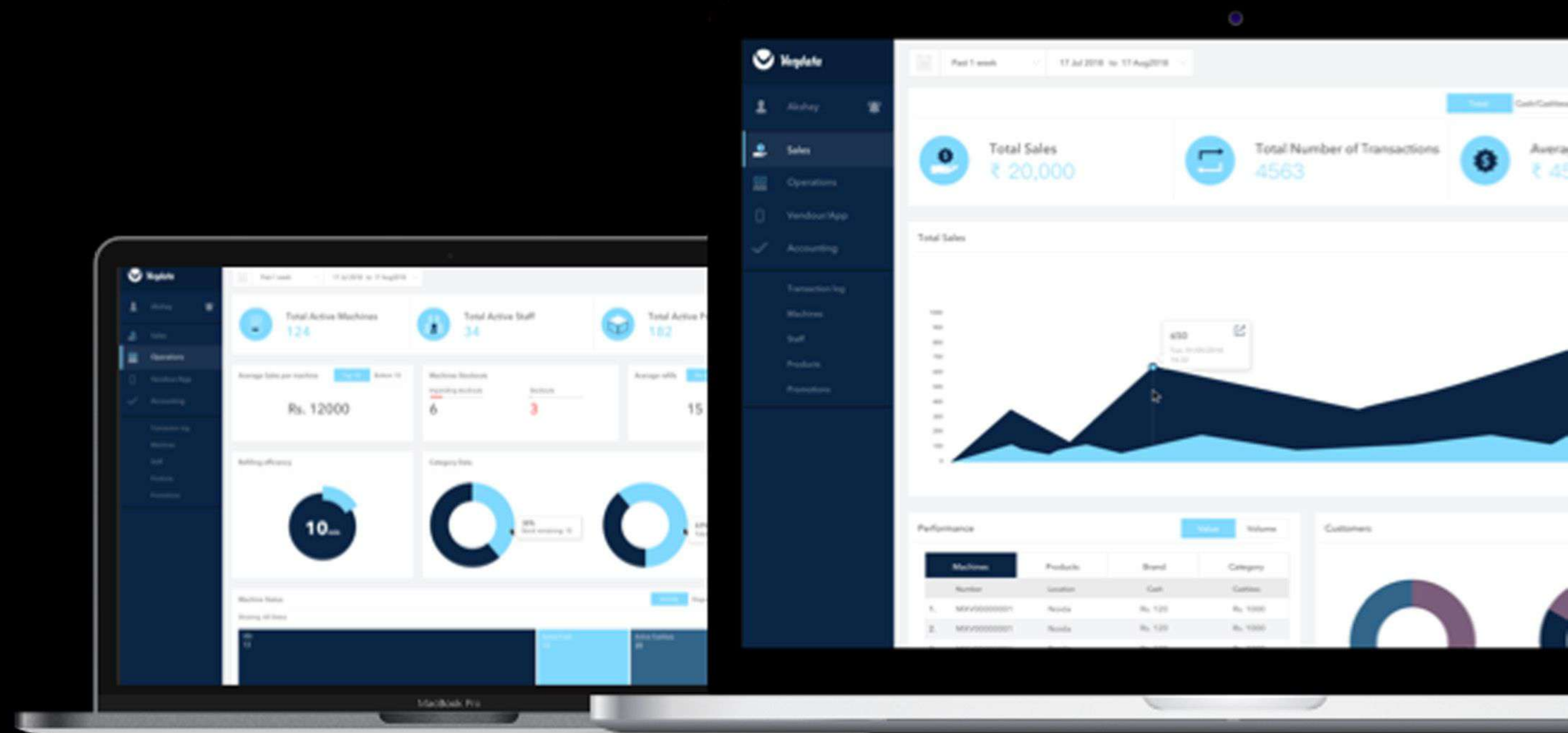
IOT CAPABILITIES IMPLEMENTED

Smart Vending with Application Integration

Fullestop developed an application allowing users to interact seamlessly with VENDOUR-enabled machines. Through the app, users could select products, view nutritional information, and make payments, providing a hassle-free vending experience.

Multi Vend Feature

The application incorporated a multi-vend feature, enabling users to make multiple product purchases in a single transaction, promoting efficiency and convenience.

Customer Retention Strategies

To attract and retain customers, the app featured special promotions, push notifications, multiple payment gateway integrations, and a wallet functionality. These smart features encouraged repeat transactions and customer loyalty.

AI Algorithm for Personalized Recommendations

Fullestop implemented AI technologies to recommend products based on customers' past preferences, enhancing the overall shopping experience.

Market Vendour - Corporate Website

Fullestop developed a corporate website for VENDOUR to strengthen its online presence, support SEO efforts, and establish a distinct identity on the web.

TECHNOLOGY STACK

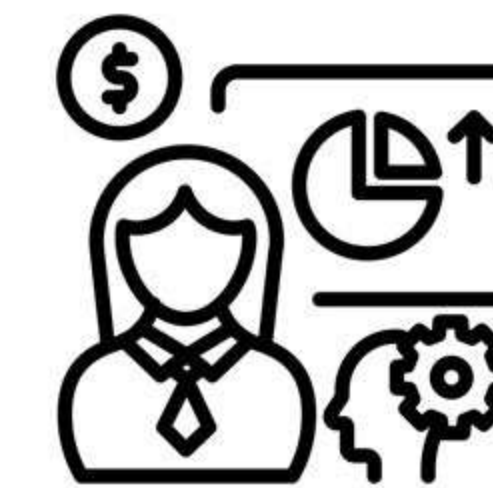## Mobile Applications
Android Studio, Java

Database Server
MySQL

Corporate Website
WordPress

OUTCOMES

The infusion of IoT capabilities into the VENDOUR vending machine project revolutionized the user experience, resolving transaction failures and enhancing operational efficiency. With smart vending features, personalized AI recommendations, and customer retention strategies, VENDOUR successfully modernized traditional vending, creating a seamless, data-driven, and customer-centric ecosystem.
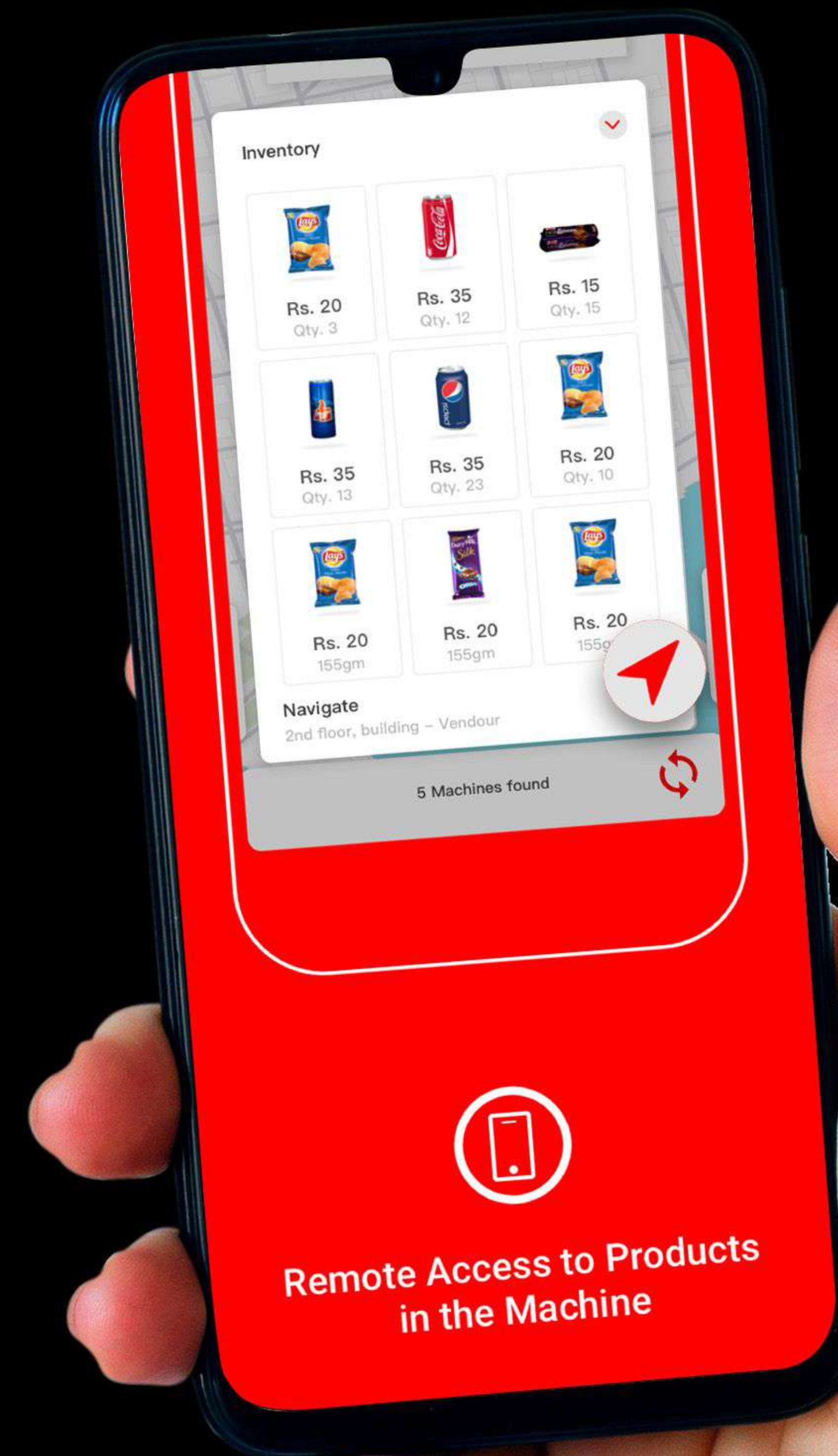
TARGET AUDIENCE

Geographically focused on India.

CONCLUSION

The VENDOUR App, developed by Fullestop, not only met the client's vision but also significantly improved the vending experience. The integration of IoT capabilities transformed traditional vending into a smart, data-driven ecosystem, benefiting both businesses and customers alike.

Thank you...