



Custom **Built a Large eCommerce Platform** which Sells over 2000 Products & Services

Designed and built an e-commerce ecosystem to provide micro-deliveries where customers can buy household products and hire trusted professionals for all their service needs on the same platform

— The Client

With the vision of simplifying everyday grocery shopping and finding professional help for household services such as plumbing, electrical repairs, etc., the client approached Veltris for building a complete ecommerce solution that would help the users get online and buy products and book services hassle-free.

7
platform
components

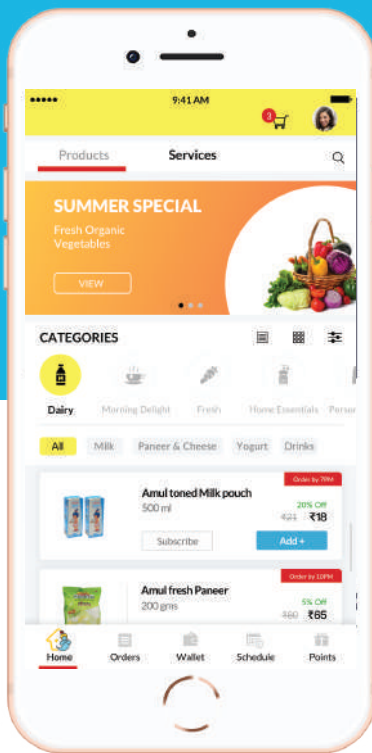
12
microservices

40+
categories

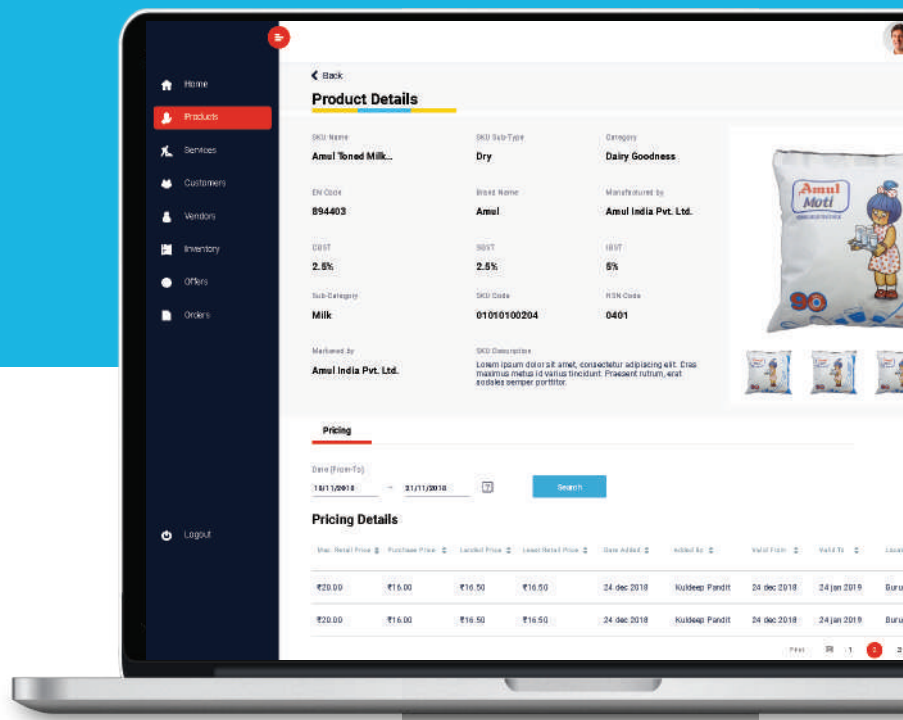
4000+
customers

200+
services

2000+
products



Home Screen



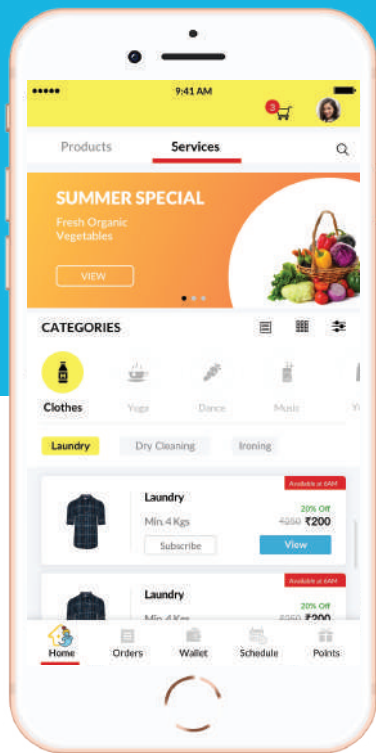
Admin Dashboard

Screens for daily grocery delivery

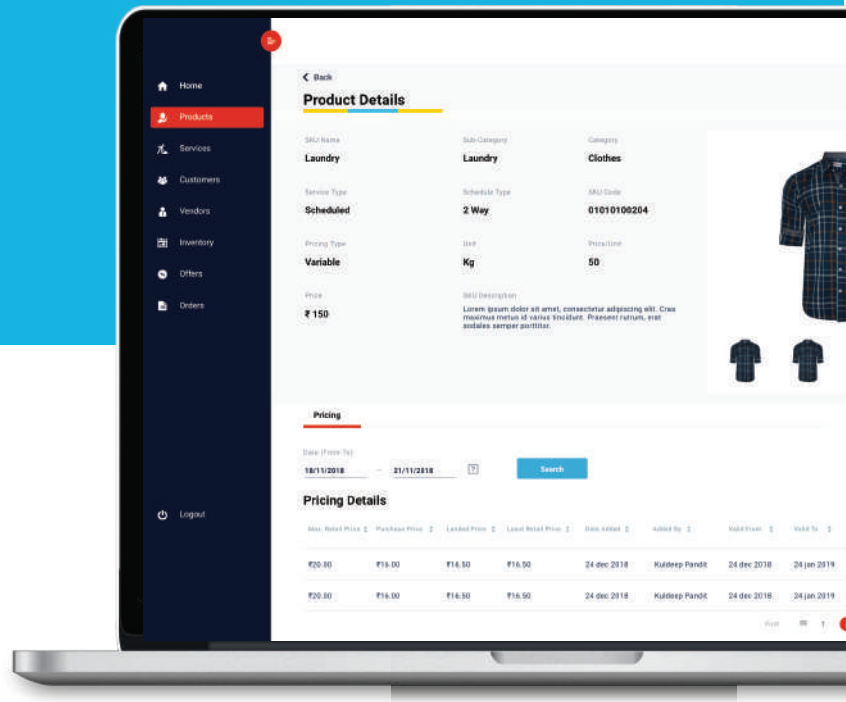
— Executive Summary

Veltris built an e-commerce solution that provides both products and services on the same platform and helps create meaningful and relevant experiences for the users. To achieve this, a total of seven individual platforms were built to interact and support each other to help scale the entire e-commerce ecosystem —

1. Catalogue Management
2. Content Management
3. Order Management
4. Payment Management
5. Inventory Management
6. Customers Management &
7. Reporting Management



Home Screen



Admin Dashboard

Screens for trained service professionals for hire

— Challenge

With evolving business model, the changes in technological requirements were relentless, as the client desired to learn and experiment with the range of products, services, and newer ways of delivering them to the end users. Technologists at Veltris used a combination of iterative, experimental methodologies to support the client's innovation efforts to unlock the true potential of e-commerce. The challenge was in creating a high-performing and convenient e-commerce ecosystem with custom platforms built from the scratch to serve as a unified solution for all the stakeholders.

— Approach

New apps appear almost daily on the App stores. While many of them are the tested solutions for common problems, it takes an innovator to gain competitive advantage. The need is to find what the customer's pain points are, and what works best for them.

The client started out with just an idea. An iterative, experimental approach was needed to test that idea and to shape it into the final product that the end users can value. The client, although, had some clear requirements to establish themselves as a digitally native brand:

Versatility and Adaptability

Functionality and Scalability

Design and UX Superiority

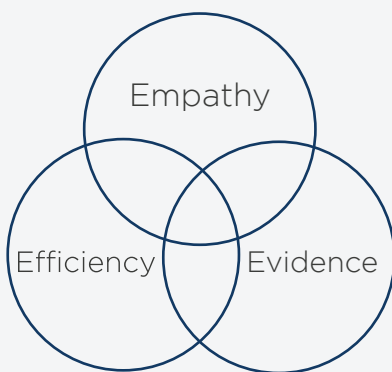
Keeping the client requirements in mind, we used design thinking approach to analyze the desired product from a user's perspective and to uncover potential opportunities.

Our Design Thinking Approach

Brings a very strong [customer-centered focus](#) to innovation and product development process

Human Centered Discovery

We start with conducting research to ensure our innovation efforts are focused on transforming the most painful problems into viable benefit yielding opportunities to help client and end users.



MVP Approach to Design

Building every product with a MVP mindset, we outline a list of hypotheses, validate the riskiest assumptions with a simple initial prototype, then iterate based on collected evidence. This guarantees the success of the product while also reducing the time-to-market.

Data-Driven Iteration

Through practices like setting product measurement frameworks, conducting A/B user testing, and prioritizing user engagement analysis, the wealth of performance data collected serves as the evidence to sustain data-driven iteration.

— Solution

The client was looking for a more responsive approach where “time to value” — where customers actually use the product — is measured in weeks not months. To fulfil this requirement, we shifted from a “product” approach to a digital “product management” approach to rapidly innovate, test, and iterate to launch and continuously improve the product on a weekly basis.

We built a modern ecommerce platform with a community of developers and designers innovating and contributing to its rapid evolution.

Highlights

1



Loyalty Program to improve retention, build community, and drive sales

2



A CRM to identify, attract, and capture customer behavior

3



Inventory Management with automated forecasting & purchase modules driven by an analytics powerhouse

4



QR/Barcode based scanning workflow to track the Order Fulfillment process

5



Multi-dimensional Stock Keeping Unit (SKU) management portal for admin

6



TLS encryption, tokenization and two-factor authentication for safe transactions

By using multiple integrations, including automated, batched shipping and fulfillment, we were able to build a behemoth that can manage a deluge of daily orders.

Improved overall efficiency

by implementing quicker order processing

Increased conversion rates

by ensuring shorter app load time

Ensured seamless user experience

by integrating platforms with application optimization functions

— How the Product Helped

With sales of over Rs. 50 lakhs in goods and services in its first four months of launch in September 2019, the product continues to dominate the online market in fresh and perishable food categories, while also leading the online professional services marketplace.

— Tech Stack



Base Framework
React JS



Backend
**JAVA Spring
Boot**



Database
My SQL



Dockerization
Docker



Continuous
Integration
Jenkins



Container
Technology
Kubernetes



Mobile
Platform
Android



Mobile
Platform
iOS