



Reinventing the Grocery Shopping Experience for the Indian Cuisine

Built a grocery shopping app that offers personalized recommendations based on consumer's ethnicity as a reliable alternative to the crowded supermarket's experience

— The Client

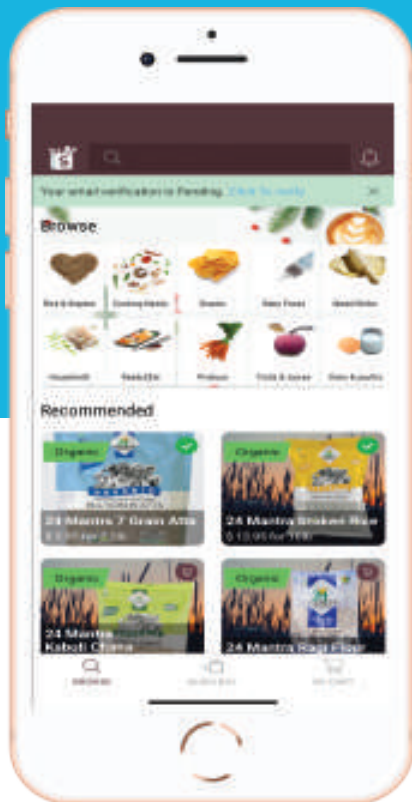
The Client is changing the way people buy grocery online by building an on-demand grocery delivery application based on the consumer's ethnicity.

— Executive Summary

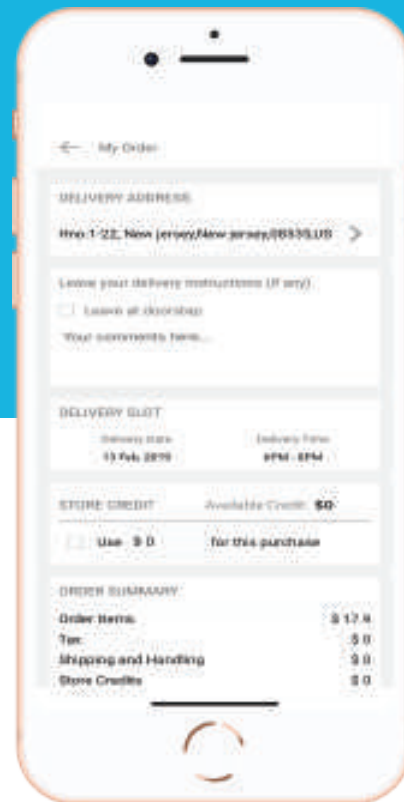
Built an interactive and innovative mobile application with an intuitive interface that serves up items specific to the consumer's ethnicity and food choices as mentioned at the time of the signup, making the online grocery shopping experience more personalized and enjoyable.

- In-built recommender system for bundle purchases
- 10 unique ethnicities identified
- 800+ food items listed

Project Duration
6 months



Home Screen



Order Screen

— Challenge

In this world of “too much to do, and too little time”, grocery shopping is one of the least favorite chores for many. The Client took up the challenge of offering consumers the convenience of grocery shopping through a mobile app where the items needed to cook dishes specific to their ethnicity shows up right at the top.

— Approach

“Wouldn’t it be fantastic to choose what I want to cook, then to find the missing ingredients at my doorstep?”

There is nothing more personal, more engaging, and more delightful than giving consumers what they want. When tasked with the challenge of providing consumers with personalized recommendations based on their ethnicity, we used Magento inventory management system to prepare a master list where we tagged all the food items against the ethnicities that we identified within India.

— Solution

The Indian cuisine is one of the world's most diverse cuisines, characterized by its sophisticated and subtle use of the many spices, vegetables, grains and fruits grown across India. The cuisine can be categorized by dishes and cooking techniques reflecting the diverse ethnicity of the Indian subcontinent. We created product listings with over 800 food items that we classified in 10 different buckets, each unique to an ethnicity we identified within India. We further classified them into categories and subcategories, i.e., a subcategory under rice would be basmati rice for the biryani lovers.

Features include

A unique invite-only app experience

Recommendations based on ethnicity and purchase history

We developed the recommender system for bundle purchases to extend its capabilities beyond collaborative filtering, and item-to-item similarity techniques. The system can take into consideration the ethnicity and the purchase history as important factors in making recommendations to shoppers, i.e., for someone who buys a bag of rice every month, the recommendations shown by the app would include rice, if the shopper has not already selected the same for the current month.

— How the Product Helped

By segregating food items based on the ethnicities that they are popular among, The Client mobile app users can find raw ingredients from different subsections of the Indian cuisine, with the option to place an order and have them delivered to their doorstep at a time most convenient to them.

— Tech Stack



Xamarin
IOS/Android



Magento
Backend



AWS Cognito
Integrated into node



Spring boot Service
Rule Engine



Solr
Search



Node
Services

Braintree

Braintree
Payment gateway



AWS
Cloud Storage