



DIGITAL
APTECH PRIVATE LIMITED

Case Study

For **Bazoki**

About the Client

Bazoki is a grocery delivery services app operating in and around the city of Kolkata, India. The app focuses on delivering grocery, dairy, FMCG and other household products fresh off from the nearest local markets. The all-in-one app aims to deliver the products ordered online within 2 hours.

The company aimed to offer a seamless grocery ordering experience to its customers, allowing them to buy a wide range of products online from the comfort of their homes. Bazoki wanted to develop dedicated apps for its customers, its delivery partners and the shop owners providing the products, to ensure a smooth flow of data between them and optimised operations.

Client Details

Name: Bazoki

Industry: E-commerce

Geographic Location: India

Project Duration:

Problem Statement

- There was a need for an all-in-one grocery shopping platform that offers quick, hassle-free and smooth buying and delivery of day-to-day household items
- The available online grocery platforms did not offer a smooth data flow system for the best results for the customers
- The entire transaction process, from ordering to delivering, needed to be more transparent, streamlined and trustworthy

Bazoki Partnered with DAPL to

- To develop 3 distinct apps- one for customers, one for shop owners and the other for delivery partners to provide a smooth and seamless experience.
- To develop these apps with a user-friendly interface, attractive designs, easy navigation and relevant menus and sub-menus for all three types of users
- To develop Bazoki Customers app that would allow buyers to search for products available and delivered to the respective pincode and have all types of payment options integrated for smooth payments

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- To develop Bazoki Shop Master for sellers to allow them to accept order, modify lists according to product availability and even borrow from Bazoki in their virtual wallets
- To create Bazoki Delivery Partner app that would let delivery partners view the address of delivery and pick up and check pending orders, the amount due, scheduled delivery time, etc

App Link

<https://play.google.com/store/apps/developer?id=bazoki.com>

Technology Used

Bazoki Customer

Hybrid app

Technology For Android:

Language: Java

IDE: Android Studio

Minimum OS Support: Android 7.0 (Nougat higher ver 4.0.3)

Device Supported: Android Phone

Version Control - SCM: Git (Bitbucket)

Orientation supported: Portrait

Extension

Google SDK - FCM, Google GEO Location, Google Map SDK, Google Play Service

Third-party SDKs: Facebook SDK

Payment Gateway - HDFC

Bazoki Shop Master

Hybrid app

Technology For Android:

Language: Java

IDE: Android Studio

Minimum OS Support: Android 7.0 (Nougat higher ver 4.0.3)

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Third-party SDKs: Anko(for Snakbars)
Google SDK - FCM, Google Play Service

Delivery Partner

Language: Kotlin (With MVVM Architecture)
IDE: Android Studio
Minimum OS Support: Android API level 19 (Kitkat ver 4.4)
Device Supported: Android Phone
Version Control - SCM: Git (Bitbucket)
Orientation supported: Portrait

Extension

Third-party SDKs: Anko(for Snakbars)
Google SDK - FCM, Google Play Service

Challenges

- The three apps should be distinct, separate apps but with related app systems
- The three apps had to work efficiently across different systems and platforms
- The client wanted to develop a highly efficient and smooth Hybrid app at a limited budget
- The company wanted to integrate a secure and smooth payment system for users
- The three different apps should work in sync to provide a hassle-free experience to the primary target, that is the buyer and also help in increasing the operational efficiency of the company

The Outcome of the Project

- Buyers have access to a new all-in-one smooth app with which they can easily order daily items and get them delivered to their doorstep
- Availability of multiple registered sellers for a particular pincode ensuring easy availability of products and faster delivery
- With the Shop Master app, sellers have the option to customise order delivery as per the availability of items
- There is the availability of a virtual credit option for sellers
- Delivery partners have the option to easily keep track of orders delivered and those still pending

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- Integration of a payment gateway that is secure, smooth and fast
- A highly efficient, useful, fast, smooth and hassle-free app for online grocery delivery for selected areas

Core Business Impact

- **Operational Efficiency:** Well-functioning and interactive apps have enabled users to buy various products effortlessly, which has allowed the company to manage its operations efficiently.
- **Cost Reduction:** Bazoki managed to increase its operations and customer engagement at a reduced cost with cost-effective staff augmentation services via Dedicated Resource Model
- **Customer Satisfaction:** Buyers are highly satisfied as they can smoothly order fresh groceries and daily items with a user-friendly interface. The app is equally satisfactory to use for sellers and delivery agents
- **Diversified Platform:** Users can operate the apps across multiple devices without any incompatibility issues or technical problems
- **Engagement Model:** Dedicated Resource Model