

eCommerce platform to connect thousands of homes to serve fresh home food in major metros.

About Wow Homemade

WOW! Homemade is an online food destination that brings homemade speciality foods from home-based chefs and entrepreneurs around the country to doorstep. The brand houses an ocean of homemade recipes including confectionery, savouries, home-grown spices and handmade flours, condiments such as pickles, jams, beverages, other seasonal and ethnic foods prepared from 40 different cuisines.

Wow Homemade's Requirement

Wow Homemade wanted to build a sturdy and technically sound ecommerce store with high scalability to host its ever expanding portfolio of home made food products.

The online business also wanted multiple vendor accommodating system to power its business idea of collaborating with home-based chefs and entrepreneurs to provide a diverse range of home made delicacies for its customers.

The Challenge

Cosmetic customization for the ecommerce business was a challenging part for team Contus as the design brains had to customize the Marketplace software to fit into the UI and UX specifications of the custom-designed theme preferred by Wow Homemade.

At A Glance

Wow Homemade, an entrepreneurial venture that aims to deliver home-cooked food products to food lovers, wanted to build a multi seller online store that could host its wide range of product offering and sellers.

Contus' ecommerce experts, capitalizing on its readymade multi vendor software, performed cosmetic and coding level customizations to build an online platform that's personalized to the business-specific requirements of the food brand.

Industry

eCommerce - Food



Flexible Commission



Magento



Seller Dashboard



Ajax

Personalizing the ecommerce store at various functional levels was required as the brand was keen on performing several specific customizations to improve shopping experience for users, selling flexibilities and brand promotion of sellers.

Contus' Solutions

For creating a highly scalable multi seller ecommerce platform, Contus decided to capitalize on its in-house built readymade software Marketplace as it is cloud ready, adaptively scalable and holds a stack of features that are essential for a multi seller ecommerce store.

Magento development experts of Contus were deployed in order to perform the php code restructuring to make sure every default aspect of the marketplace software is flawlessly fit into the UI and UX philosophy of Wow Homemade's custom built theme.

Customizations that charm users:

For the ease of ordering plenty at one go, the interface was provisioned with a quantity entering option. To simplify the search journey of a user looking out for a particular seller, a seller based search system was facilitated in Wow Home Made.

Before going for the buying decision, users can enter pin codes and find whether Wow Homemade delivers the product to their destination or not. For user to quickly add as well as remove products from cart, Plus (+) and Minus (-) icon buttons were bestowed on every product. Social media support was bestowed for users to find registration, sign in and sharing easy.

Seller-friendly personalizations:

The branding quotient for customers was on a high as Wow Homemade provided brand-specific packaging services. Contus developed an exclusive interface through which sellers can specify the number of labels, package containers etc., to admin.

Key Results

Wow Homemade is successfully delivering kitchen-fresh food products made by home-based chefs to several food lovers across Kerala. The aspiring startup is now into expanding its delivery base across several locations in India, beginning with major cosmopolitan cities like Chennai, Bengaluru.

Technologies Involved

- OS - Linux
- Web Server - Apache/Nginx
- Database - Mysql 5.6
- Language - PHP 5.6
- eCommerce CMS - Magento 1.x
- Client-side - HTML5, CSS3, JQuery

To ensure that shoppers relate products they buy to the brand that makes it, the a separate provision was provided for every food product image to accompany have the maker's logo on it. Moreover, each product detail page was given a separate provision to furnish details about the manufacturer / chef of the product.

Bundling options for offering products in packs was developed for sellers to mix up products in an attractive way and earn more customers.

Result

With the successful launch of WowHomemade.com the brand was able to establish itself as a pioneer in bringing homemade speciality foods from home-based entrepreneurs and chefs around the country right to the doorsteps of food lovers in Kerala, India.

WowHomemade.com is now the leading player in providing authentic homemade speciality foods and delivers them to 1000s of households in Kerala.