

Enhance the e-commerce experience for food producers and end buyers

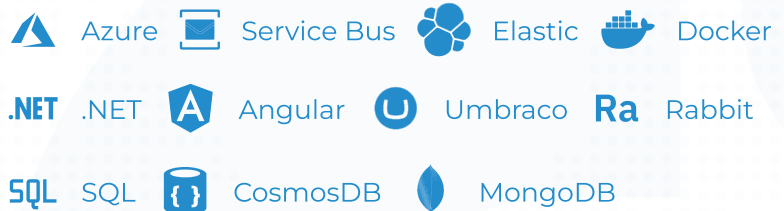
Industry

eCommerce

Location

Sweden

Technologies



CLIENT

Our client is a marketplace between organic food producers and actual end clients. It connects the farms, creates a stock of products, and sells them quickly and directly to food lovers. The product establishes a whole ecosystem for food producers to fulfil their products and for buyers to enhance their experiences with organic food.

CHALLENGE

Creating the e-commerce platform was intended to enhance the selling-buying relationship between food producers and end users, offering fresh and organic food just as a typical supermarket food delivery service would. Starting the project, we did crucial work under the hood, regarding the microservice architecture. Fast querying was a tough question as the web platform must respond immediately to each click, considering thousands of people doing actions (and triggering events) simultaneously. Azure App Service was used for the microservices architecture deployment. This is because every component has the same logic and elastic search makes it run faster by connecting to Azure Service Bus.

CHALLENGE

Therefore, we had to determine the most appropriate fit for Angular and Umbraco CMS based on the requirements of the client. We separated frontend and backend, to update everything on its own and be coordinated with our system and look exactly as it is designed (everything depends on the API gateway to get everything quick, with the tight access and correct data).

SOLUTION

With the e-commerce platform, food producers can sell organic food without wasting stock and give customers an effortless way to buy it.



Food producers get their shop by simply filling out the questionnaire. Combined with the handy Umbraco CMS with Angular we built a bridge to pixel-perfect web shop creation with an extended admin view. The food producers can create their accounts, list their products, update them as necessary, and are required to send products to selling hubs. Furthermore, they can offer discounts, promotions, newsletters and communicate with clients' lists via Azure Active Directory for B2C to their clients without any development help.



It follows then that we had to step by step focus on the client's requirements and find the most appropriate database for our web solution. Keeping that in mind we combined 2 databases, so we took the wide functionality from MongoDB and used it with Azure Cosmos DB. In this project, everything from inventory carts to notifications to personalized service was built using clean .NET 6, Cosmos DB, Redis cache, and a mediator with a clean architecture.



Talking about the end buyer's side, they get the same vibe as online shopping from a regular supermarket, but with an organic twist. Food shopping, reordering favourite food baskets, staying current with loved food items, and ordering a product list from a liked recipe are all common activities people perform. With a final checkout integrated with Klarna, end buyers can pay without worrying about MasterCard and Visa as it accepts any bank card and currency.

E-commerce platforms offer food producers and eco fans (buyers) an excellent way to communicate digitally and more transparently without external help!

FEATURES:

- 1 Personalized service for food producers and end-buyers.
- 2 Product subscriptions for requiring purchases.
- 3 Create food lists by liking recipes and reordering your favourite products.