#UI/UX Designs

We assisted Eatlo in increasing its conversion rates by 30% through our appealing and unique UI/UX designs.

About The Client

Eatlo generates hassle-free and seamless food experiences for its customers. It is located in Bangalore, India, and has provided its exemplary services for 7 years. Customers opt for Eatlo because it tends to provide quality and timely deliveries. The end-to-end support offered by Eatlo makes it an attractive option for customers to choose from.

Eatlo provides delivery in various areas of Bangalore.

Customers choose Eatlo because it is a trusted and leading brand that is efficient in delivering quality food within no time.

Introduction to Engagement

Eatlo wanted to revamp its existing website and create a buzz in the market utilizing our innovative and elegant UI/UX designs. To achieve its ambitions and add value to its service offerings, Eatlo commenced its transforming journey by leveraging the skills of our highly established UI/UX developers.

Background

As the prices of other food delivery platforms increased exponentially, the demand for Eatlo increased given its comparatively lower prices. The increasing demand called for improving the current platform of Eatlo. That's where we came in. We took care in fulfilling the below-mentioned objectives of Eatlo and enabling it to reach unbelievable heights.

- Incorporate revolutionary UI/UX designs into the current application.
- Glitch-free and hassle-free user journey.
- Robust architecture to support future scalability.
- Progressive analytics platform to track performance.
- Obtain insightful business reports.
- Seamlessly and effortlessly handle the traffic.

Transformation Journey Plan

We imbibed Eatlo's requirements and drove their business to digitalization using powerful tech suites.

Firstly, we conducted one-on-one sessions with Eatlo's team to better grasp their requirements. We then laid a comprehensive strategy that included every step that would miraculously transform the appearance of Eatlo's apps.

We thoroughly comprehended the distinct needs of the target audience and created feature-rich apps using their ideas. Our apps ensured seamless and enhanced user experience across multiple channels.

Leveraging our strategy formulating abilities & the tendency of providing quality services rapidly, Eatlo was successful in digitally transforming itself & reaching the pinnacle of productivity. Our partnership provided immense benefits to Eatlo which further enabled them to drive more engagement.

Solutions Delivered

We equipped Eatlo with engaging UI UX Designs, User-friendly experiences, enhanced user journeys, and feature-rich web and mobile applications.

Eliminated Operational Challenges

At the onset of the project, there were many operational complexities due to poor product management. Our team thoroughly researched and resolved the challenges by undertaking appropriate actions at the appropriate time.

Quicker Transition Time

We thoroughly researched the multiple menus and extensive user base of Eatlo and accordingly utilized tools to ensure a quicker transition time to our clients as demanded by them.

Highly Efficient User Experience

In addition to organizing our client's menu, we personalized apps according to users browsing history and facilitated them to check their order history and conduct transactions through multiple payment gateways.

Brand-Aligned System Changes

Our designers stripped-down Eatlo's mobile application to a bone level. We evaluated and researched which part of the user journey was not working. We then worked on the areas that needed amends.

Business Reports and Insights

We provided significant business reports and insights by analyzing lots of statistical data using PowerBI. These insights enabled our clients to make informed decisions about their business.
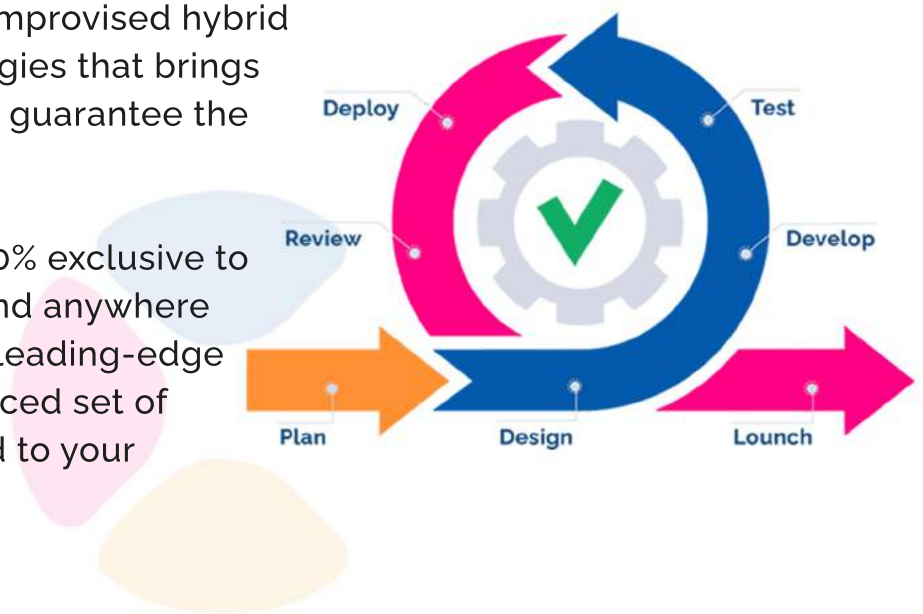
Well Researched App Development

We developed highly efficient & performant native apps for both iOS & Android platforms while maintaining the rich look & feel across multiple platforms. Our UI/UX designs enabled clients to increase & maintain their customer base.

Introducing **BLENDED AGILE METHODOLOGY© (BAM)**

Through our innovations, we have devised a totally revolutionary methodology which we have proudly named Blended Agile Methodology (BAM).

BAM helps empower your projects. The Blended Agile Methodology is a uniquely improvised hybrid mix of Kanban & Agile methodologies that brings about the good of both worlds to guarantee the most optimum results.

Blended Agile Methodology is 100% exclusive to our company and is not to be found anywhere else. We incorporate the utmost leading-edge technologies to provide an enhanced set of services that are uniquely tailored to your business needs.

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