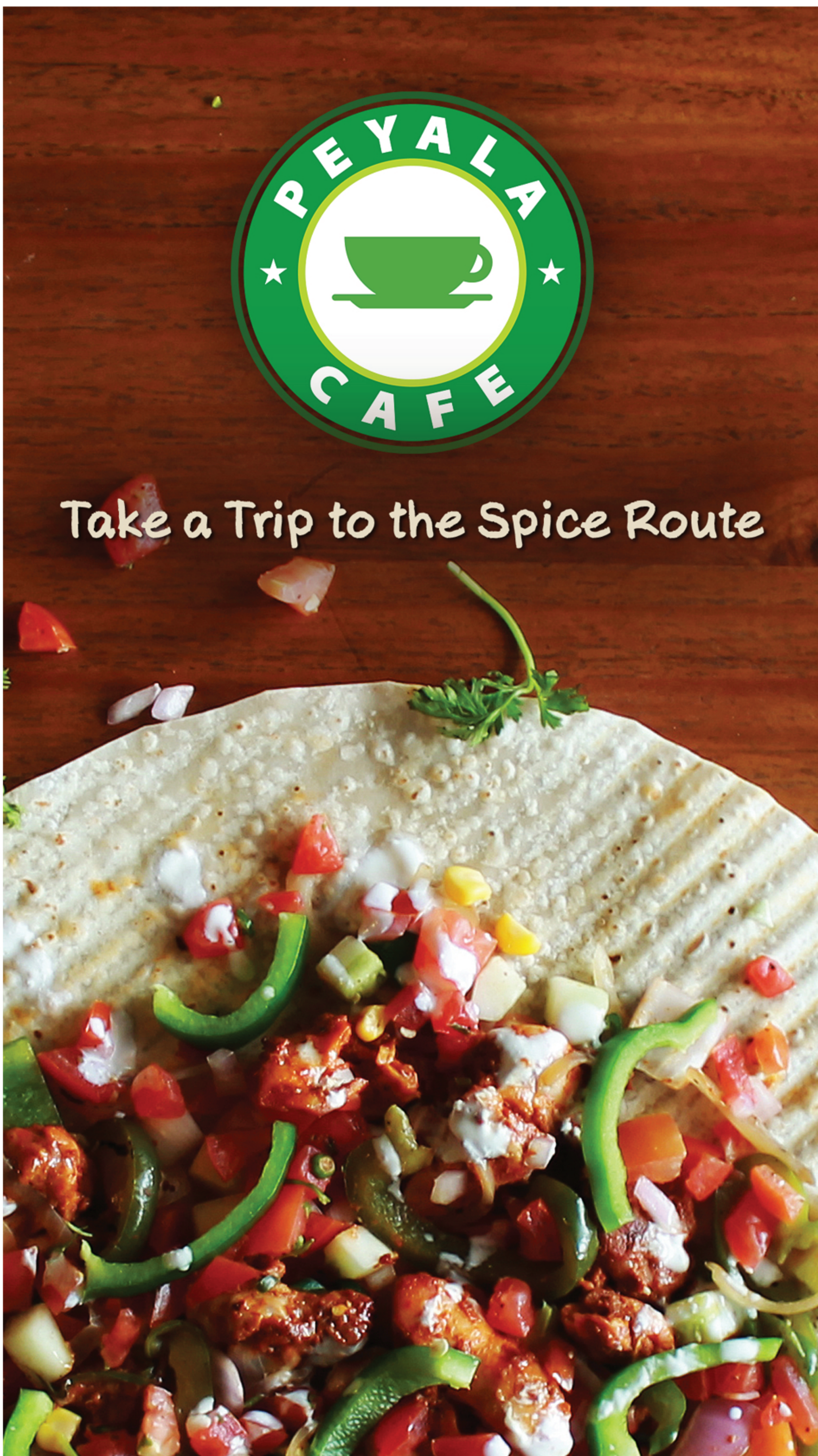


CASE STUDY

Peyala Café Launches Dynamic Website and Mobile App









PeyalaCafé, one of Bangladesh's premium café chains with global expansion plans in mind, required a website and mobile application with massive extensibility features. The café wanted its iOS and Android applications to be customized for any country, currency, or region. In addition, PeyalaCafé wanted to use the same web service for both its website and mobile apps and add many features.

To help PeyalaCafé scale in future, and to ensure technical flexibility of the mobile applications, developers at Indus Net technologies used innovative digital solutions despite the challenges involved. Indus Net technologies' solutions helped PeyalaCafé to launch a globally dynamic website and mobile app, which not only make it easy for customers to order what they want, but also assists café managers to operate and run Peyala's business smoothly.

Client's business requirements

Peyalacafé wanted its website and mobile applications to be customizable considering its global expansion plans. The company's desire to use the same web service for its website and mobile apps proved to be a technical challenge, but a challenge that our developers meticulously tackled.

Some of the other requirements that PeyalaCafé had were:

- 
Menu rostering, or the ability to rotate and change menu across different café locations, every day.
- 
A reward and customer loyalty system
- 
Easy report generation and access to insights
- 
Smoothing out creases in café operations



Our approach and solutions provided

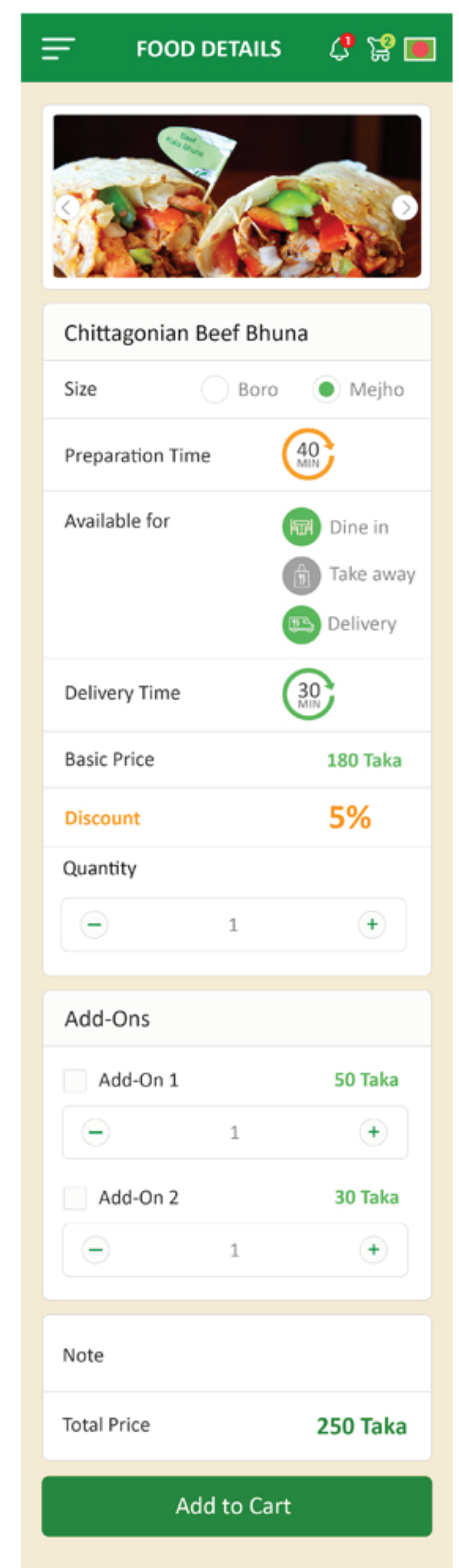
Our developers were only too glad to take up the challenge of bringing both the mobile apps and the website under a single web service. While the frontend of the application is written in PHP and AngularJS, the backend is built using Java. Initially, communicating with Java from PHP and AngularJS via APIs proved to be a tough nut to crack. However, we wrote a set of web services that powered the website and the mobile app at the same time, so that whenever changes were made to either of the APIs, it will be reflected on both simultaneously.

Most importantly, a service-oriented architecture (SOA) ensures that the web and mobile app interface provides store managers and staff to eliminate the need for central or store POS. All store-related operations can managed on a single interface.

Technology Stack

- > Custom PHP backend admin
- > MySQL database
- > Payment gateway integration
- > iOS app in Swift, Android app in Kotlin

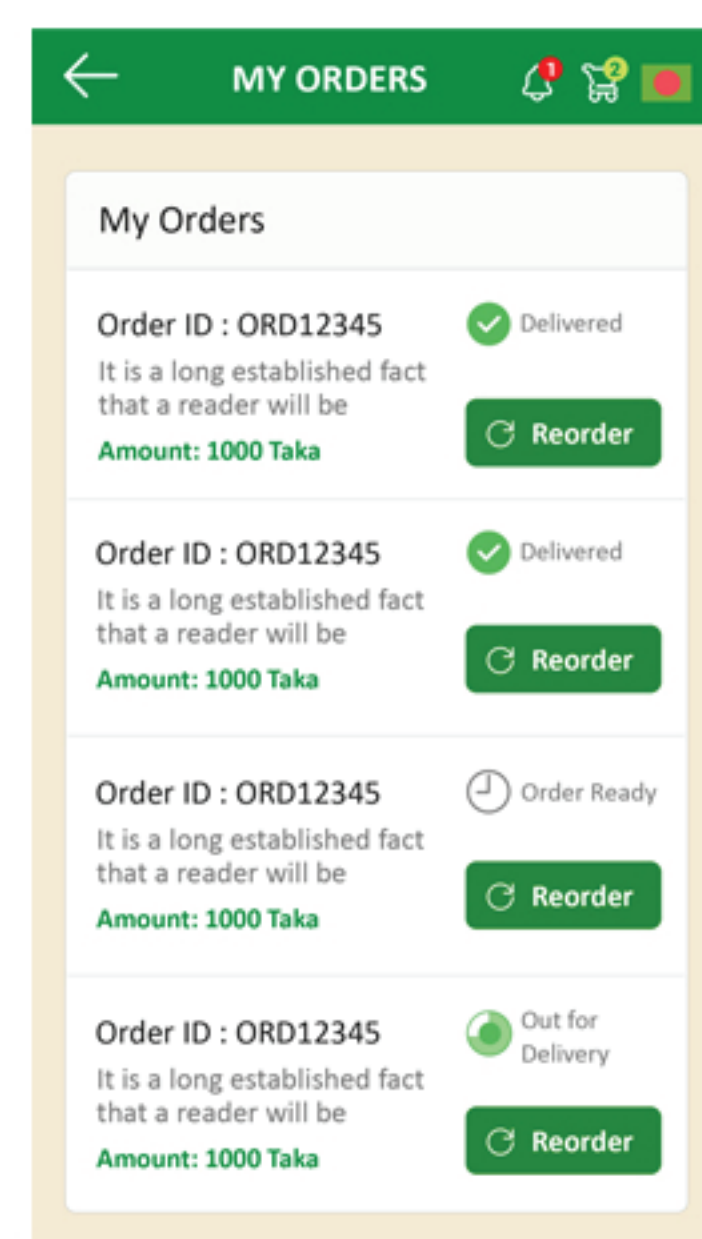
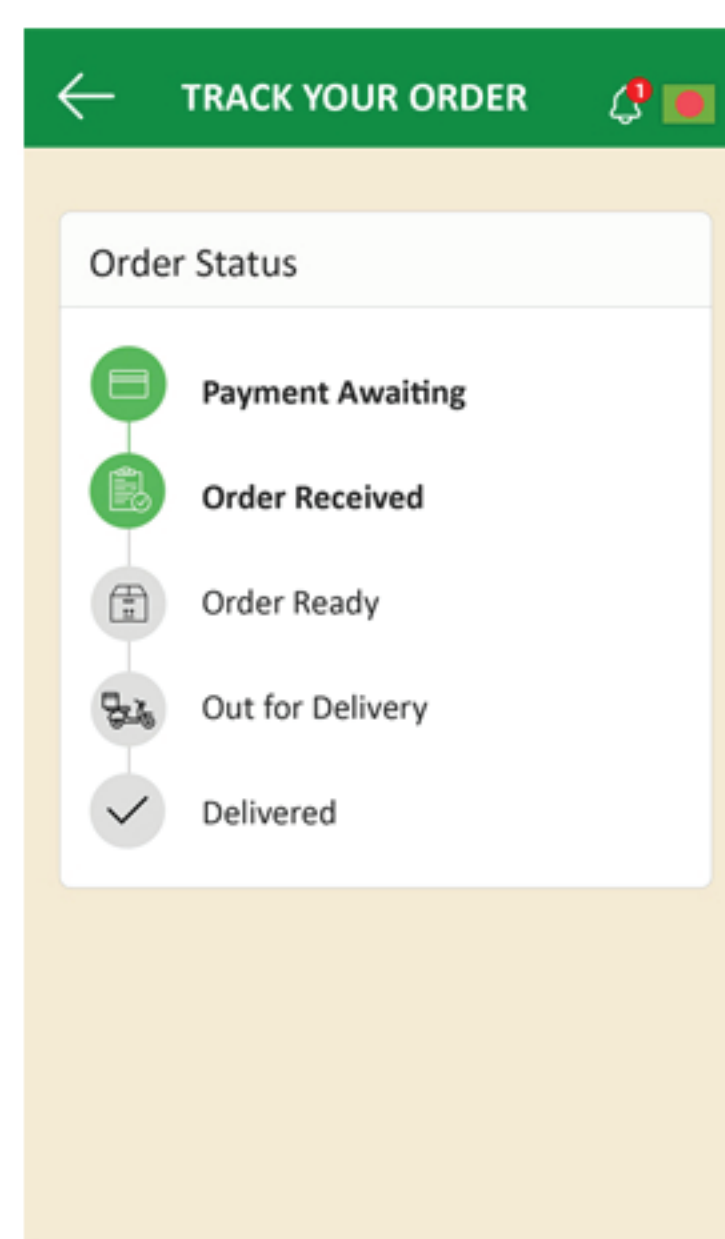
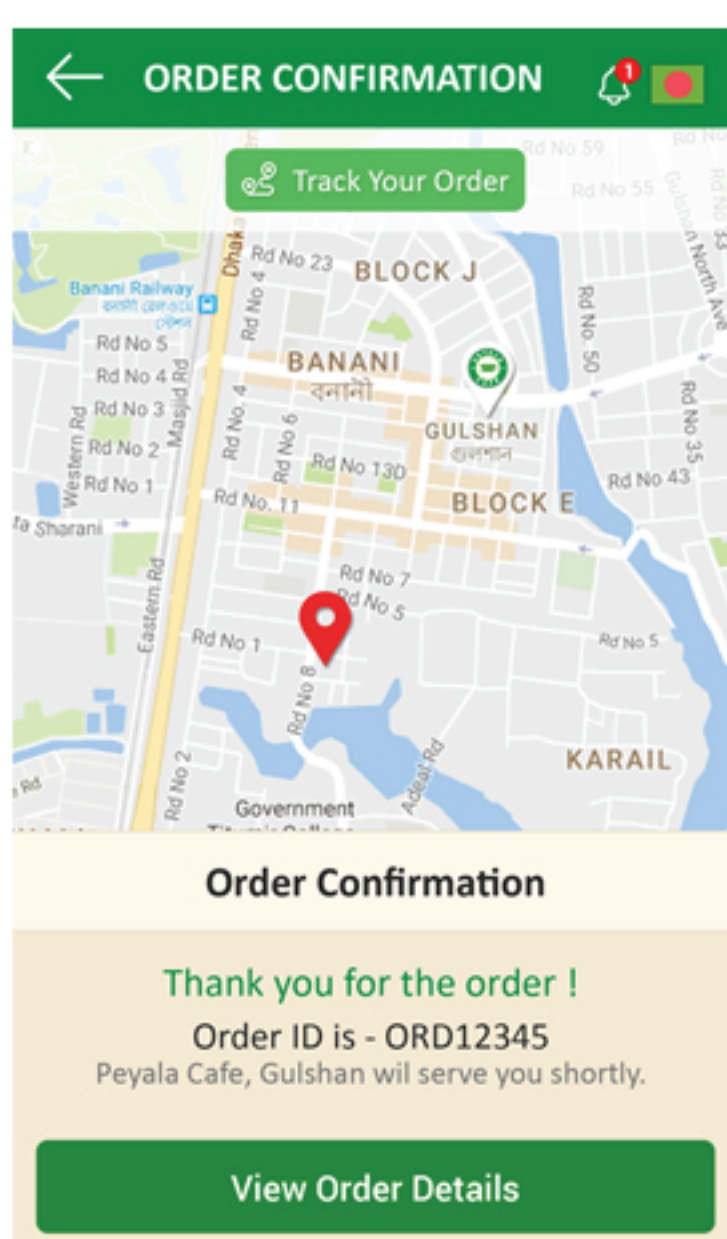
- Store owners have a dynamic control over menu, food customization, pricing, taxes, currency, delivery time calculation, and delivery boy management, all from a single platform.
- Each store has access to its own interface accessed via login credentials. The interface allows staff to fulfill orders, complete billing and deliveries, eliminating the need for using store POS for home deliveries.
- Menu Rostering helps various Peyala Cafés to revolve different menus on all the 7 days of the week, as Peyala prides itself for not having a standardized menu that is handed down to customers. Each store gets to manage its menu individually.
- Customers can place orders at a café closest to their location, and make payments online using Peyala Cash
- Peyala Cash doubles up as a reward and loyalty system, allowing customers to top-up their Peyala digital wallets.
- Customers can choose to pick-up or have their orders home delivered, and they can also save their favorite orders and re-order from history.



Business benefits achieved

By bringing the website and mobile applications under a single web service, PeyalaCafé was able to ensure that changes made to its APIs were reflected simultaneously on both the website and the mobile platform, saving time and money. Dynamic features and extended customizability of the apps and website ensured PeyalaCafé can focus on growing its business globally.

Finally, store managers and café staff can manage orders, track deliveries, and do just about everything on a single POS within the interface, eliminating the need for a store POS or a central POS. As for the customers, they can just focus on what they need to do: sip fragrant coffee and enjoy savory snacks.



About Indus Net Technologies



Indus Net Technologies is a global IT service provider that specializes in automating tools and processes. The company has helped thousands of companies to automate their backend processes, which has helped them to focus on their core business activities and provide better customer care. Indus Net Technologies also provides other software and IT services such as Digital marketing, web and app development, cloud computing, etc among others. With more than 750 in-house professionals working 24/7, INT is committed to bring the best of modern technology to its clients.