CASE STUDIES

App Development
for Marketplace Platform

Techware Hut
THINK • FEEL • TECHNOLOGY

Business/Industry Domain

Marketplace & Booking Platform with In-Platform Payment

Business Context

The client owns an online marketplace and booking platform with in-platform payment features, exclusively meant for empowering minority-owned businesses to connect with their buyers. We helped them to gain visibility, get booking services, and grow revenue through a singular web and mobile platform. As a marketplace and booking platform, we have built a complete ecosystem for them with in-platform payment features, managing payouts to minority business owners.

Supported Business Categories

- Retail Products
- Local services (hair salons, auto-repair, legal, consulting, and healthcare)
- Restaurant and Food & Beverages
- Professional services
- Creative and entertainment
- Transportation and travel services

Challenges

- Struggling with poor visibility and trust factors, especially while competing with big brands platformed on large marketplaces

- Absence of a single credible destination for buyers to discover verified minority-owned businesses from different categories

- Poor, fragmented tools for listing, booking, payment, and promotions, causing operational inefficiency

- Complex interface for payment and payout process, questioning transactional transparency, causing a delay in final settlements

- Missing opportunities, mistakenly accepting double bookings, and poor customer experience due to manual booking and order handling procedure

Our Solutions

- Distinctive support for 'user sign-up and profile creation' for consumers and 'profile setup with business verification and trust badge' for minority business owners.

- Helped partner minority businesses to gain maximum visibility among customers in an online marketplace

- Streamlined connectivity with consumers, custom booking, and in-platform payment features

- Enabled minority businesses grow revenue from an integrated web and mobile platform offered through a culturally focused commercial marketplace

## Master Features Added (For Business Owners)

- Profile setup with business verification and trust badge
- Bank details set up for receiving payouts
- Add and manage products and services with pricing, media, and descriptions
- Manage availability calendar for bookings and appointments
- Receive bookings or orders directly from customers
- Manage order status (pending, accepted, completed, cancelled)
- View customer details for each booking or order
- Dedicated sales dashboard and transaction history details
- Commission and payout tracking
- Ratings and reviews management
- Promotional tools featuring listing, tags, categories, etc.
- Support system

Master Features Added (For Consumers)

- User signup and profile creation
- Search businesses by category, service type, and location
- View verified business profiles with reviews and ratings
- Browse products, menus, or services
- Book appointments or place orders
- Make payment directly inside the platform
- Receive booking or order confirmation
- Track booking or order status
- Review and rate businesses
- Manage booking & order history
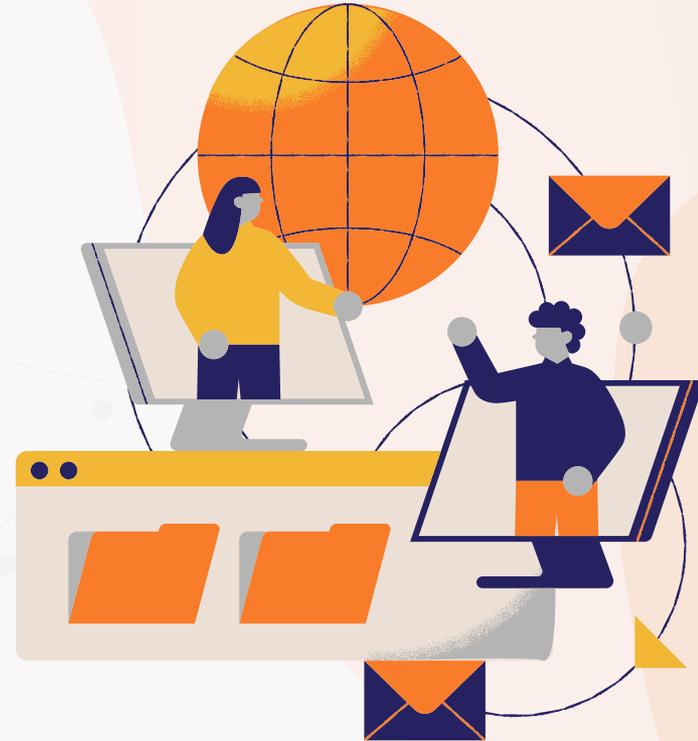
Technology Stack & Security Details

- React Native for Hybrid App Development (Android and iOS)
- Node JS
- Node JS for Front-End
- SMS Gateway API Integration for OTP and Other Notifications
- Server Security – Prevent DDOS Attack, SSL Integration, Auto
- Backup of Instances and DB

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Results

- Built a centralized marketplace for platforming minority-owned businesses exclusively

- Built an integrated platform for searching, booking, ordering, payment, and payout under a single roof

- Ensured in-platform payment with automated pay-outs, helping minority businesses to facilitate frictionless cash flow with clarity

- Eliminated double booking and manual coordination with calendar-based scheduling to bypass booking conflicts by minimizing manual coordination

- Allotted role-specific dashboards for minority business owners to track orders, bookings, transactions, commissions, and payouts

- Ensured integrated ratings and reviews for creating a feedback loop, improving service quality, and consumer trust

- Helped minority businesses to add promotional tools like featured listings, categories, and tags, with improved visibility and trust without external spending extra on marketing

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- Used React Native platform for improved user experience across Android, iOS, and web by chopping-off long term maintenance costs

- Ensured secure authentication, OTP notification, SSL, DDoS protection, and automated backups for platform stability and data security

- Introduced scalable architecture supporting multiple business categories that don't require a custom separate workflow for each vertical.