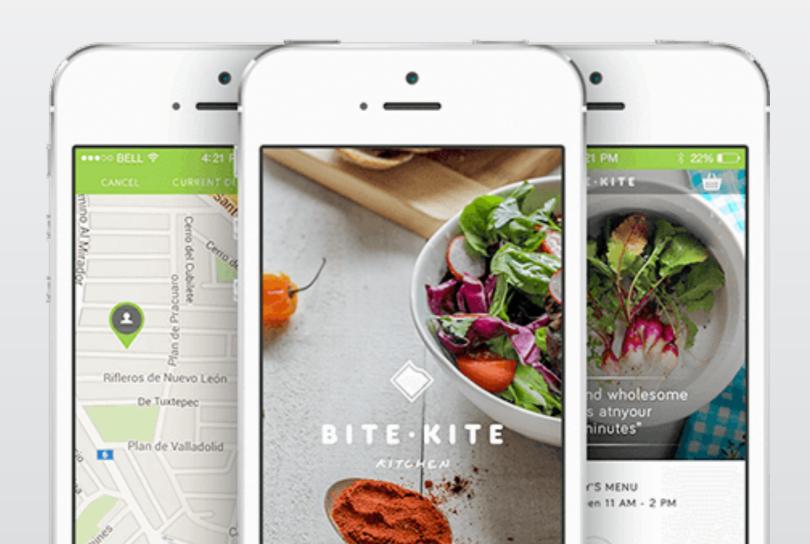# Juggernaut

Powering the Quickest **Meal Delivery** App

A Case Study on
Bite Kite

What is **Bite Kite**?

Bite Kite is a meal delivery platform delivering cooked meals to the doorsteps of Cambridge and Somerville in Massachusetts, USA. In addition to bringing delicious meals and quality service to the dinner table, Bite Kite brings unprecedented speed and convenience. With delivery times between 5 to 25 minutes, Bite Kite is one of the quickest meal delivery apps on the market.

Bite Kite launched in January 2015, and in only three months was delivering over 100 meals a day. As a result of overwhelming positive feedback, Bite Kite plans to expand to more cities in the USA.

With simplicity and ease-of-use in mind, Juggernaut developed the Bite Kite app to streamline operations for all users, including employees and customers.

The Problem

On-Demand meal delivery platforms and food delivery in general is nothing new - and neither are their long-existing problems. The standard food delivery procedure involves the customer ordering a custom meal, the kitchen preparing it, a delivery person picking it up and delivering it to the customer's location and then returning. This outdated process puts stress on all stakeholders:

1. The kitchen staff waste time preparing specific, custom meals for every customer.
2. The delivery staff waste time and gas having to make multiple trips picking up and delivering meals to every individual and then having to return.
3. The customer wastes time debating over menu options and suffers long delivery times and lukewarm food.
4. The business owner loses revenue over wasted resources and unsatisfied customers.

Altogether, this messy process usually takes 30 minutes to an hour before the customer ends up with their order.

The founders of Bite Kite recognized these issues, and strived to overcome them. Their main emphasis and key goal was to create a fast, streamlined mobile application that wasted no time, and satisfied all stakeholders.

They wanted Bite Kite to be the fastest On-Demand application on the market - a platform that could deliver fresh, hot meals to customers under 25 minutes.

After fully understanding this proposition, the Juggernaut team was excited to tackle this challenge. After hours of brainstorming, multiple interviews, and meticulous discussion, the Juggernaut team was able to develop and innovate a unique framework that gave birth to one of the fastest meal delivery platforms currently on the market.

The Solution

Juggernaut's ultimate solution for Bite Kite melded together a unique meal distribution system with an intuitive, tech-savvy mobile application. The Juggernaut team saw the traditional meal delivery process as an unviable option, and instead seeked to create their own. By analyzing and dissecting every aspect of the delivery process, the Juggernaut team was able to create a new meal distribution system that was optimized in every way.

FOOD PREPRATION AND ODERING

BITEKITE

TRADITIONAL

Menu is optimized to display three meal options and one drink option.

Menu changes daily, determined by administrators.

Kitchen staff continuously prepare meals based on projected demand.

Customer spends time reviewing menu options.

Kitchen staff await customer's order.

Prepare a custom meal from menu.

BENEFITS

👍 Customers are given a streamlined, simplistic interface that removes all complications and makes ordering easy

👍 Customers are engaged and offered variety without the need for extensive decision making.

👍 Kitchen staff streamlined to continuously create three meals, efficiently using all available personnel and resources.
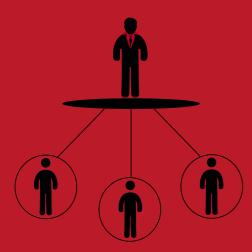
PICK UP AND DELIVERY

BITEKITE

TRADITIONAL

During peak hours meals are prepared beforehand and all delivery personnel are allocated a specific amount of each meal for pickup before orders are placed.

All delivery personnel are assigned locations in the city that are algorithmically determined to optimize delivery time to possible customers in the surrounding area.

Delivery personnel await orders in stand-by area and deliver meals immediately to customers.

Delivery personnel return after all orders are complete.

▶ Delivery personnel await completion of food for pickup.

▶ Delivery personnel deliver food to customers across the city.

▶ Delivery personnel return once all orders are complete.

BENEFITS

👍 Reducing delivery times by 50%

👍 Delivery personnel no longer need to make multiple trips.

Additional Features

Monitoring

For security and assistance purposes, the Juggernaut team integrated a monitoring panel into the backend Bite Kite application. The monitoring panel displays all active delivery personnel and their initial, delivered, and remaining meals - all in a map based environment.

Map-based platform

Map APIs have been integrated into both customer and delivery personnel facing apps.

Customers can visually monitor delivery personnel on-route to delivery, in addition to receiving a highly accurate expected time of delivery with traffic congestion taken into account.

All delivery personnel have access to a map-based platform that displays customer location and offers navigational assistance to ensure drivers reach destination ASAP.

Payment and Order IDs

Every completed order automatically registers as a unique ID and is stored into a database. Database can be used for accounting or customer dispute purposes.

Trends and Key Innovations

Bite Kite is an On-Demand mobile application made to last and lead in the On-Demand space. It was built with the industry trends in mind, and the possible modules and capacity to exploit them:

1. Consumer behavior is shifting to demand instant, fast and convenient methods of accomplishing everyday tasks, such as meal ordering. Whereas 30 minutes in delivery time was acceptable *yesterday* - any more is unacceptable *today*.

With the Bite Kite mobile app and a carefully planned and innovative meal distribution system, Juggernaut was able to satisfy new market demands by providing users the following:

- A stunning user-interface with a simple and intuitive menu customers love to use
- Food that fits into the modern market's busy schedule: Hot, delicious food at their doorstep in record time, anywhere in the city
- Engaging and diverse daily menus

2. It is projected that 40% of the American workforce will be independent within five years. This means more freelancers, less contracted staff and much more opportunity to lessen expenses on personnel and supply.

Bite Kite currently contracts all workers; however, by utilizing Juggernaut modules it has the capacity to sign up freelance delivery personnel to fulfil growing demand. **As Bite Kite continues to expand city to city, finding temporary or permanent supply will be easier with the availability of freelancers and their easy integration into the app and delivery process.**

3. The attitudes of ownership have greatly changed in both consumer and business mindsets. The market is shifting from "owning" to "sharing" and "borrowing". With this, comes a low amount of attachment to products and service providers.

Instead of assigning one delivery person or creating a custom meal for each customer, Bite Kite streamlines and uniforms each meal and delivery person in exchange for unprecedented speed and efficiency.

Instead of delivery personnel being matched with a customer order, *orders are being matched to delivery personnel* **via advanced geographical positioning and matching algorithms developed by Juggernaut.**

Bite Kite has technological foundation and capacity to exploit current market trends. It can crowdsource its supply and minimize its expenses. It has the capacity to deindividualize service and product and instead offer efficiency without sacrificing quality.

All these pieces lead to one thing: a larger, more satisfied and engaged customer base that keep coming back to Bite Kite because they love its simplicity, quick delivery, and convenience.

Development Platforms used

Bite Kite is available on Google Play Store and Apple App Store. Many basic and advanced platforms have been used in the development of the app out of which a few have been mentioned below:

- Node.js Web services layer
- AngularJS Frontend Web Dashboard
- MongoDB Non-SQL Database
- Google Maps API & Mapbox API
- Bootstrap 3 based technology for admin panel.

About Juggernaut

Juggernaut powers On-Demand Technology platforms for entrepreneurs and enterprise level initiatives.

Our IP is a robust backend infrastructure which is structured in the form of modules geared towards scheduling, dispatching/tracking, payment, matching, allocation and some other core functionalities. These modules help us cater to diverse business models in the On-Demand space. Typical implementation involves plumbing of the modules to create custom front end mobile apps, dashboards and analytics panels.

In the past six months, we have deployed more than 15 On-Demand platforms that have altogether completed over 300,000 transactions.

For a demo or free consultation, Talk to us.

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