€Zdaily (Hyperlocal Market and Delivery App)

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Abstract— €Zdaily - The Hyperlocal Market and Delivery app is a one-stop shop for customers' desperate needs for food, pharmacy, groceries, and more. The goal of hyperlocal marketing is to organize unconventional media options in a localized environment. The concept of hyperlocal delivery is more long-term and far-reaching, particularly for small-scale retailers and merchants. In this paper, we will discuss the fundamentals of Hyperlocal Market and Delivery App. We will discuss the key aspects of this project, such as what hyperlocal marketing means in marketing, why hyperlocal market and delivery app is important and its acceptance, reliance on this app based on locations and services provided, the driving force, tools, and factors on which hyperlocal marketing app depends which have been discussed further.

Keywords— Hyperlocal, Services, Products, Transactions, Delivery, Communication, Customer.

I. INTRODUCTION

When it comes to shopping, most people find it tedious to wait in line for hours or to find their products in a supermarket. Furthermore, the entire world has been affected by the Covid-19 Pandemic, making it extremely difficult to go shopping. As a result, The Hyperlocal Market and Delivery app provides customers with a one-stop shop for food, pharmacy, groceries, and other necessities.

As the name implies, a hyperlocal market is one that caters to the needs of a specific geographical area. The Hyperlocal Market and Delivery App provide services in a well-structured manner in which service providers latch onto the demands of a well-defined geographic location and deliver the service to the consumer at their doorstep. The primary focus is on providing a user-friendly interface that effectively saves time and simplifies daily tasks.

Retailers and service providers who sell their services or products offline can benefit from this app. It allows them to continue operating their business without incurring significant losses. Most of the categories covered by the hyperlocal delivery umbrella are frequently and urgently required by customers. The primary motivation of this app is to meet the needs of customers.

II. LITERATURE SURVEY

A hyperlocal market and delivery solution is a platform that connects local retailers and merchants with customers in a specific geographic area. It meets the various needs of customers who live within a certain geographical limit of the seller. In times of crisis, extreme measures are required to meet pressing needs. With a hyperlocal on-demand business model, the entire cycle from purchase to sale is completed in hours. Increased openness and confidence benefit both customers and providers. It gives the impression of shopping in a store. Because of this, both merchants and buyers prefer hyperlocal purchasing.
Customers can go to any general merchant, restaurant, or market in their area. It bridges the gap between local customers and local vendors. There is no role for an intermediary in the hyperlocal market and delivery app model. It receives the product request, processes it, and forwards it to a nearby vendor. The local vendor receives product requests, accepts them, and delivers them to the customer as soon as possible.

The hyperlocal can be divided into two major categories, which are as follows:
1. Delivery of hyperlocal services such as logistics, laundry, and home services.
2. Hyperlocal delivery of products such as food, groceries, medicines, electronic devices, and so on.

€Zdaily - Hyperlocal Market and Delivery application is a one-stop-solution to meet the customer’s desperate demands for food, pharmacy, groceries, and more. It is used for pickup and delivery of items, booking of tickets and appointments of services in local areas. It provides services like Groceries and Essentials, Send packages, Food Delivery, Medicines, Pet supplies, Health & wellness, Gifts & Life Style, Doctor & Technician appointments, Book Movie & Event Tickets, Subscription based service, Payments. Along with these services, to order from any store within the locality of the city it provides Inventory, B2B transactions and, Offline customers management services for the store owners.

**Features Of Hyperlocal Market And Delivery App**

- **Geolocation**
- **Fast Delivery**
- **Store Selection**
- **Location Tracking**

A. GPS-Location (Geolocation)

The app connects customers with nearby service providers using Google Maps API integration. Serviceable Area – Products and services are displayed in the app based on the customer's GPS location. As a result, customers can receive products and services quickly and without having to wait too long.

Detect Customer Location – When a customer logs into the app, it detects their current location and customises the results based on the address they enter.

B. Store/Service Provider/Seller Selection

A customer will have access to multiple parties or service providers, just like in any online marketplace. Customers can then use the app to select the store or seller and view the specific products/services offered.

C. Location-Based Catalogue Filtering

When using the mobile app to browse products and services, each customer can see only those items that are available near their precise GPS location. This is significant because it enables service providers and businesses to reach out to nearby customers much more quickly and save time.

D. Fast Shipping Method

Both on-demand and hyperlocal delivery apps have the concept of quick and efficient delivery. Furthermore, multiple modes of transportation/logistics may be used during the delivery process. Delivery Slot Time Selection - Customers will be able to select the Fast Delivery shipping method along with a delivery slot time.

E. Multiple Payment Methods

All of the popular payment options that are country-specific and customer-specific are available. Accept Cards/Wallets – The mobile app accepts Visa, MasterCard, and Maestro credit/debit cards. Net banking support payments across banks Payments made using third-party digital wallets such as Amazon Pay, Paytm, Google Pay, Phone Pay, and others. Offline Payment Methods – cash or card on delivery, with a pay later option. The main goal here is to simplify the payment process for the customer, with less waiting time and more convenience. Mobile Wallet Cash – The app has its own wallet system in addition to third-party wallet account integrations. Customers can load funds as Wallet Cash and use it to place orders later.
Store Credit Points – Additionally, service providers or sellers can provide it as a Store Credit Points system, in which customers can receive a refund or any other amount in the form of wallet cash or store credit points.

F. Seller Dashboard Panel

- New Seller Onboarding – Using the app, new sellers can register and create a seller account to begin offering products and services to customers.
- Product Management – Sellers can add new products/services, upload pictures, edit a product description, or make quick changes through the mobile app.
- View Orders – Through the app, sellers can view and manage complete order information. Assign the delivery agent to complete and deliver the order to the customer.

G. Customer Chat Support

Customers and service providers can communicate with one another through the mobile app.

- Customer Live Chat Communication System – Instead of using another channel such as email, phone, or ticket system, the customer live chat communication system is integrated into the app. This enhances the customer shopping experience even more during issue resolution and problem resolution.

H. Push Notifications & SMS

Push notifications help customers stay up to date on any changes to their order. For example, whether the order has been accepted, dispatched, or is ready for pickup.

I. Order History, Transactions, Refunds

Customers and service providers can both view previous orders in the mobile app. View complete transaction details for orders. Customers and service providers can view the list of ordered items, payment method, seller/store name, shipping details, delivery slot, order date and time, address, and so on.

- Report Order Issue – Customers can also initiate a refund request within the app. Report an order-related issue, such as an amount deduction, pending cashback, incorrect items delivered, a price issue, and so on.

J. Order Tracking

Customers can view real-time information and the delivery guy's GPS location via the app. When the delivery person arrives at the restaurant or picks up the item and arrives near the customer's address, push notifications are sent.

III. METHODOLOGY

1. Identify Your Niche

It covers a wide range of topics, such as the products to be sold. The categories that will be available in our virtual stores. Another critical factor is the customers we are targeting, such as their age group, mobile usage statistics, studies on their online spending habits, and so on.

2. Planning Essential Features

We must recognise that users are becoming increasingly mobile-dependent. As a result, it is critical to provide them with as much comfort as possible through app features.

The following are some essential features for any creative mobile application focusing on hyperlocal marketing:

- Simple authentication features such as social media login, two-step authentication, etc.
- Product search with categories and sub-types.
- Rating and review systems to build rapport with customers
- Multiple secure payment methods
- Easy-in and easy-out policy
- Compelling push notifications
- Customer support
- Accurate product tracking
3. Balancing Design Elements

The user-friendly design is one of the pillars of e-commerce application success. A design that reads the user’s mind and provides the keys and buttons needed to navigate with ease wins the hearts of customers.

The core of design considerations are the wireframing of the app, the placement of essential features, the simplification of check-out processes, and so on. Create your brand and a logo or name that complements your design aesthetic. Because an app follows its name, deciding on it during the creative phase is more productive.

4. Platform Selection & Development

The region of your operation, as well as the economic situation of your priority customers, all play a role in platform selection.

5. Intensive Testing

Customers, employees, supply-chain operators, and other key interacting elements The various entry points via mobile, web, syndicates, and desktops. The blending of the mobile app’s core functionalities with the back-end functionalities is critical and unavoidable for success.

Apart from the standard test cases, the most important areas to focus on when testing an application are:

- The Workflow of the e-commerce application
- Payment gateway functionality
- SEO and mobile responsiveness
- Social Media integration

6. App Launch and Support

The first stage provides extensive information about the marketing activities required for the final app launch. The way an app treats and responds to its customers is what keeps it going.

IV. EZDAILY APPLICATION

1) Unregistered Users also Can view the items but registered customer only can add items to the cart.
2) Users can place the order through voice assistant, call and Message from app itself
3) Sign Up for services.
4) Display Nearby stores. ((select city→ pin code→ location) or particular area present our service to display on the dropdown)
5) Order from nearby stores. Pickup and delivery of packages.
6) Accept/Reject order/ particular item by store owner (Rejection done on the basis if the ordered items are not available or no availability of delivery boy).
7) Order Assigned to Delivery boy. Pickup and deliver order by Delivery Boy.
8) Admin panel for dispute panel (Employees) to manage all the vendors, delivery boys, and to solve any order related issues
9) Reassign order by dispute panel, if any uncertainty happens. Manage orders, rejection by dispute panel.
10) Push notification for store owners, users and delivery boys.
11) Inventory Management and B2B transactions for store owners.
12) Offline customer management. Subscription based services for users (customer/ merchant).

V. CONCLUSION AND FUTURE SCOPE

The concept of hyperlocal delivery is more long-term and far-reaching, particularly for small-scale retailers and merchants. Retailers and service providers who sell their services or products offline can benefit from this app. The hyperlocal delivery model is helping all such retailers to stay afloat in the industry and increase their customer base. It allows
them to continue operating their business without incurring significant losses. It works to meet the emergency needs of customers. Most of the categories covered by the hyperlocal delivery umbrella are frequently and urgently required by customers. The primary goal of this app is to meet the needs of customers. People's needs are changing as technology advances, so because hyperlocal delivery solutions are less explored in the future, now is the best time to make use of "EZdaily - Hyperlocal Market and Delivery App."

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