Success Story

Developing a food ordering system for UAE's leading luxury catering brand

Customer	Country	Industry
Blast Catering	UAE	Hospitality

About The Client

Blast Catering, based in Dubai, operates in the hospitality sector, offering catering services for various events, including corporate functions and social gatherings. Their commitment to delivering personalized culinary experiences sets them apart in the competitive market of UAE. With a customer-centric approach and a reputation for quality service, they have become a trusted choice for businesses including BCG, Snapchat, and Deliveroo seeking top-notch catering services in the region.

Technology Stack

React	WORDPRESS
mongoDB	node js

Business Situation

Blast Catering faced several obstacles stemming from its reliance on outdated manual operations. A significant issue was the lack of a digital platform for managing orders, resulting in cumbersome manual processes for menu creation, customization, and order processing. These manual procedures led to inefficiencies and delays in delivering services.

Additionally, the client faced hurdles in effectively gathering and analyzing customer feedback, impeding their ability to understand customer preferences and tailor services accordingly. These difficulties not only impacted service quality but also threatened the client's competitive standing in the catering industry. Moreover, the absence of automation in administrative tasks, such as order tracking, inventory management, and report generation, presented significant hurdles to operational efficiency.

Recognizing the need for digital transformation, Blast Catering sought a solution to automate and streamline its processes. Thus, they sought a technology partner experienced in creating tailored solutions for the hospitality industry.

After evaluating several vendors in the market, Daffodil Software stood out for its track record, flexible approach, and extensive experience in using advanced technologies to develop custom food ordering solutions.

The key requirements were to:

✅ Implement a system to digitize the entire catering order process, including digital menu access, and real-time order status updates.

✅ Develop a feedback mechanism enabling customers to scan QR codes to provide detailed, dish-wise ratings and share overall service feedback.

✅ Create a flexible menu management system for personalized preferences, dietary restrictions, and allergen information.

✅ Integrate automation tools for order processing, inventory management, staff scheduling, and the development of a user-friendly admin portal with dynamic features and validations to optimize catering operations.

✅ Incorporate analytics capabilities to derive actionable insights from customer data, facilitating data-driven decision-making and service quality enhancement.

The Solution

The project began with our collaborative 'Discover and Frame Workshop' where the Daffodil development team and Blast Catering team engaged deeply to outline the product's vision and specific needs. This workshop was vital in laying a solid foundation for the project, ensuring that the development process was precisely tailored to the client's objectives.

Once the roadmap was in place, the Daffodil team initiated the development of the food catering application. Leveraging frameworks like React.js, we enhanced client-side functionality for dynamic user experiences. On the server side, we opted for Node.js to facilitate scripting, while MongoDB was chosen for efficient data storage and management.

Throughout the development process, we remained agile and responsive to client feedback, iteratively refining the solution to meet their evolving needs and preferences.

The final food catering application created by Daffodil consisted of the following phases and capabilities:

Phase 1: Strengthening online presence

In this phase, our primary focus was on revitalizing Blast Catering's online presence through the development of a dynamic website with updated branding. Our product designers carefully examined the solution requirements and crafted user stories, feature lists, process flow diagrams, wireframes, and prototypes to visualize the website's structure. Once the final design was integrated into our technological framework, they conducted rigorous usability testing to ensure the website met the client's objectives effectively and provided an optimal user experience. This website served as a powerful marketing tool, attracting potential customers and generating interest in the client's offerings.

Phase 2: Streamlining full-service catering operations

Building on the success of Phase 1, we shifted our focus to enhancing the client's full-service catering operations. At the core of this phase was the development of a client portal designed to streamline the catering booking process and improve customer engagement.

The client portal provided users with a seamless experience, allowing them to input their contact details and catering requirements, browse available packages, create customized menus, and select optional add-ons. Advanced features such as event date logic and support for multiple-day events were integrated to facilitate efficient booking management and scheduling.

Concurrently, we developed a dedicated sales portal to empower Blast Catering's sales team with the tools needed to manage catering orders effectively. Sales representatives could access their client details, create and edit orders, select packages, and facilitate payments with ease, thereby enhancing operational efficiency and customer satisfaction.

Additionally, we created a kitchen portal that acts as a central control center for accessing catering orders. It offers a user-friendly interface with easy navigation options, including a dashboard, orders, feedback, and dish feedback sections. Within the dashboard, staff can access essential reports like the Consolidate Kitchen Report and Logistic Report, facilitating the download of critical data for daily operations. The orders section enables staff to oversee and track confirmed orders, utilizing features such as search, filter, and KOT download to enhance workflow efficiency.

Phase 3: Introducing convenient drop-off catering options

In Phase 3, we expanded the platform's capabilities to include drop-off catering options, catering to the changing preferences of the market. We developed a catalog of box meal options, allowing clients to customize their orders according to their preferences and dietary requirements. Users can now conveniently select from various drop-off catering packages, such as Basic, Premium, and VIP, each offering a unique selection of dishes. With drop-off catering, clients have the flexibility to choose their desired meal types, including breakfast, lunch/dinner, and break, with lunch pre-selected by default.

Our platform also features online payment capabilities, ensuring seamless transactions and hassle-free ordering. Additionally, event date logic ensures that clients can only select available dates for their catering services, streamlining the booking process. These enhancements, coupled with user-friendly interfaces for both clients and sales representatives, have significantly improved the overall customer experience, making event planning effortless and stress-free.

Phase 4: Enhancing feedback mechanisms and analytics

Recognizing the importance of customer feedback in driving continuous improvement, Phase 4 focused on enhancing feedback mechanisms across all user touchpoints. We developed intuitive consumer, client, and sales portals equipped with comprehensive feedback submission and analysis features.

Consumers were provided with QR codes to access detailed menus and submit ratings and reviews directly through the platform. Client and sales teams gained access to analytics dashboards, allowing them to track and analyze feedback on catering orders effectively.

By incorporating robust feedback mechanisms, the Blast Catering team could gather valuable insights into customer preferences, satisfaction levels, and areas for improvement. This data-driven approach enabled our client to make informed decisions and drive ongoing refinement and optimization of their catering services.

The Impact

After implementing the food catering solution, Blast Catering saw a notable shift in its operations. The automated food ordering system streamlined processes, leading to a remarkable 67% increase in operational efficiency by eliminating manual tasks. Furthermore, the intuitive interfaces and enhanced features attracted a surge of new clients, resulting in a substantial 33% growth in their user base.

Impressed by our expertise and dedication, Blast Catering decided to leverage our capabilities further, entrusting us with additional projects. These projects included integrating advanced AI technologies such as Recommendation Engines and Conversational AI into their platform. This strategic decision highlights Blast Catering's confidence in our ability to deliver innovative solutions and drive continuous improvement.

Services Used

UI/UX Services

Product Discovery Services

Software Product Engineering

Have a software product vision in mind?
Setup a personalized consultation with our technology expert.

Let's Talk