Success Story

Developing an e-commerce toy store for an emerging startup: Mom's Genie

Customer	Country	Industry
Moms Genie	India	E-Commerce

About the Client

Moms Genie is an India-based e-commerce platform specializing in a curated selection of products for children. The platform offers children's essentials, stationery, toys, art supplies, sports items, and festive products. With a focus on high-quality yet affordable products, Moms Genie prioritizes creating a seamless shopping experience for customers. The company utilizes a user-friendly web and mobile application to simplify the process of finding and purchasing children's products - making it easier for users to access everything they need in one place.

Tech Stack

NEXT.js   django   elasticsearch   PostgreSQL

Business Situation

Moms Genie initially operated through a physical store that catered to 100s of visitors a day. The store specialized in innovative and unique toys, baby care products, and pregnancy essentials, building a loyal local customer base. This high-touch approach created strong word-of-mouth referrals throughout the community of mothers. As demand grew beyond what their physical location could accommodate, the founders recognized the opportunity to scale through e-commerce. This hybrid approach allowed them to test online operations while leveraging their established brand.

Beyond just an e-commerce platform, Moms Genie envisioned a unique "Tri Test" feature, allowing customers to order up to three items, try them at home, and keep only what they liked while returning the rest. This approach aimed to provide users with a hassle-free shopping experience, ensuring they could make confident purchasing decisions without visiting a store.

In order to turn this vision to life, Moms Genie sought a technology partner capable of developing a scalable e-commerce solution specific to their requirements. That's where Daffodil Software stepped in, leveraging expertise in e-commerce development to build a robust and user-friendly platform.

Through in-depth discussions, Daffodil Software and Moms Genie outlined key requirements which include:

- ✅ Strategize the entire development lifecycle by recommending suitable software architecture and tech stack tailored to the needs of the e-commerce platform for beauty products.

- ✅ Implement a seamless Point-of-Sale (POS) system that syncs online and offline transactions for a unified customer experience.

- ✅ Develop user-friendly features that allow customers to try & test products, browse, filter, search, manage accounts, track orders, leave reviews and make secure purchases.

- ✅ Integrate a system for real-time inventory tracking to ensure accurate product availability as well as efficient order fulfillment.

- ✅ Develop a holistic admin dashboard for easy management of product listings, pricing, loyalty programs and customer interactions.

- ✅ Ensure secure payment processing by providing multiple payment options and adhering to data privacy regulations to safeguard user information.

Developing a scalable e-commerce platform from the scratch

Team Daffodil collaborated closely with Moms Genie to develop a scalable e-commerce platform that could support their growing business. We gathered insights into their business objectives, target audience and the key features required to create a seamless shopping experience for users.

We designed a responsive and SEO-optimized web interface using Next.js to ensure fast load times and smooth navigation. The UI/UX was crafted to be intuitive, allowing users to try & test, discover, browse and purchase products while maintaining a design that aligned with Moms Genie's brand identity.

On the backend, we implemented a robust and scalable architecture using Django — enabling efficient order management, real-time inventory tracking and secure transactions. ElasticSearch was integrated to enhance product search functionality to ensure quick and accurate results. For database management, we used PostgreSQL which provided the ability to handle large datasets efficiently.

To synchronize online and offline transactions, we employed a seamless POS system that ensured a unified customer experience. This allowed Moms Genie to efficiently manage orders from both digital and physical sales channels, providing real-time updates on stock availability and improving overall operational efficiency.

To help Moms Genie manage its e-commerce operations efficiently, we developed a comprehensive web-based admin panel that allowed the team to handle product listings, pricing, promotions and customer interactions with ease.

Throughout the development process, we maintained a collaborative approach, incorporating continuous feedback from Moms Genie to refine features and enhance platform performance.

The key features we implemented were:

Tri Test to try three products, pay for one and keep the best

To enhance customer confidence and engagement, we integrated the Tri Test feature, allowing users to order any three items, pay for only one and decide which one to keep. This enables customers to experience products firsthand before making a final purchase. This feature builds trust, enhances the shopping experience and improves overall customer retention by reducing hesitation and ensuring satisfaction.

Print Genie feature for users to request and receive custom prints

In order to offer personalized services, we implemented the Print Genie feature that allows users to request custom printing and have it delivered directly to their doorstep. Whether it is personalized baby essentials, parenting guides, educational materials etc., this feature eliminates the need for external printing services – making it convenient for users to create customized items effortlessly.

Same-day/ instant/ next-day delivery - fast delivery options

To provide flexible and fast delivery options, we integrated a same-day, instant and next-day delivery feature. This makes sure that users can receive urgent baby care essentials without delay. By optimizing logistics and real-time order tracking, we enhanced order fulfillment efficiency, improving customer satisfaction and shopping convenience.

Loyalty program feature to earn points, discounts, and cashback

We incorporated a loyalty program that offers points, exclusive discounts, and cashback on purchases to reward returning customers and boost engagement. Customers can accumulate and redeem points for future orders, encouraging repeat purchases. This feature helps Moms Genie create long-term customer relationships while providing users with cost-effective shopping benefits.

Product catalog management to browse, filter, and discover products

We integrated a dynamic product catalog management system to ensure users can seamlessly browse and discover products. This system supports real-time inventory updates, category-based filtering, and personalized product recommendations, making it easier for customers to find relevant items. By maintaining an organized and visually appealing product catalog, we improved product visibility and user experience.

Cart and checkout management to ensure secure payments, promo codes, and seamless cart saving

To streamline the shopping experience, we developed an optimized cart and checkout system that allows users to easily review orders, apply promo codes and choose preferred payment methods. Secure payment gateway integration ensures safe transactions while cart-saving functionality reduces abandoned purchases. Automated reminders for uncompleted checkouts help maximize conversions and sales.

The impact of a robust e–commerce platform on Moms Genie's growth

The implementation of a robust e-commerce platform transformed Moms Genie's operations, enabling them to scale efficiently and meet growing customer demands. With the newly developed platform, they successfully onboarded over 400 customers and expanded their product catalog to more than 5,000 listings.

A seamless shopping experience improved customer confidence, reducing return rates and increasing repeat purchases. Synchronized online and offline transactions streamlined inventory management and enhanced operational efficiency. Engagement strategies encouraged long-term customer retention while optimized order management and fast delivery services led to a more satisfying shopping experience. The admin panel provided real-time insights into sales trends and financial performance, empowering data-driven decision-making. Overall, our solution positioned Moms Genie for sustained growth in the competitive e-commerce landscape.
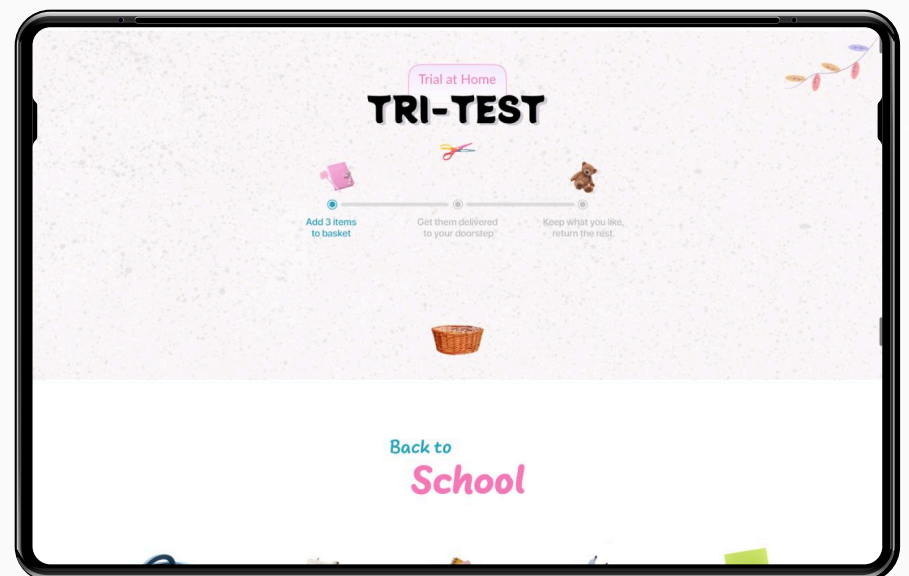
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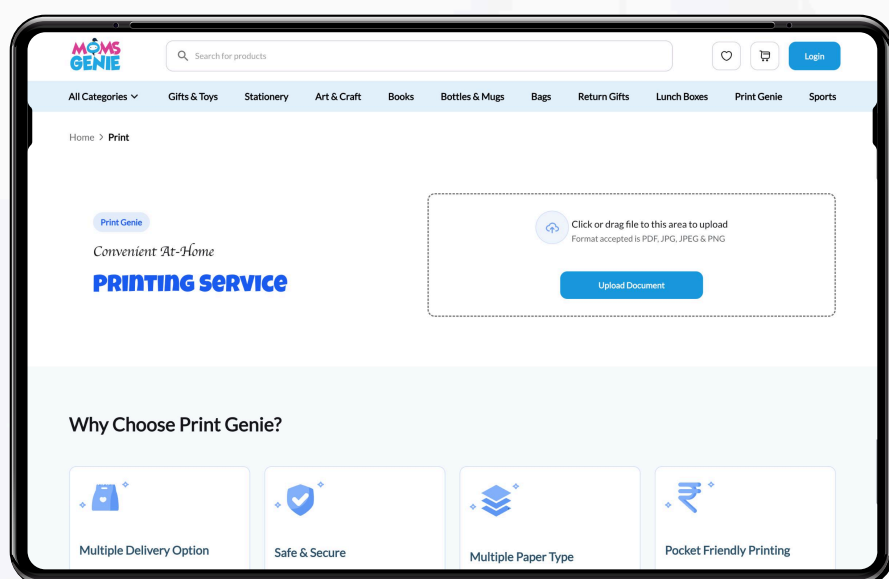
Web Development Services

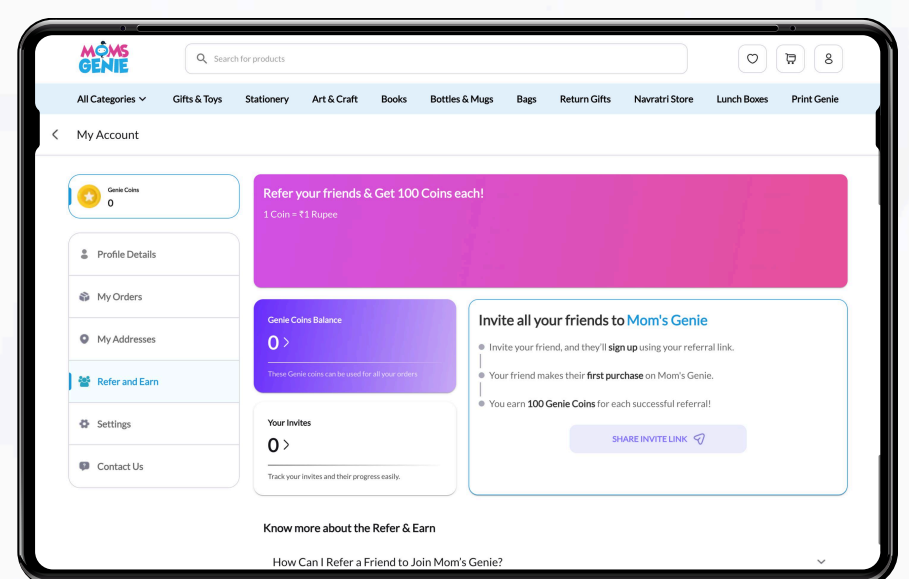E-Commerce Development Services

Product Snapshots
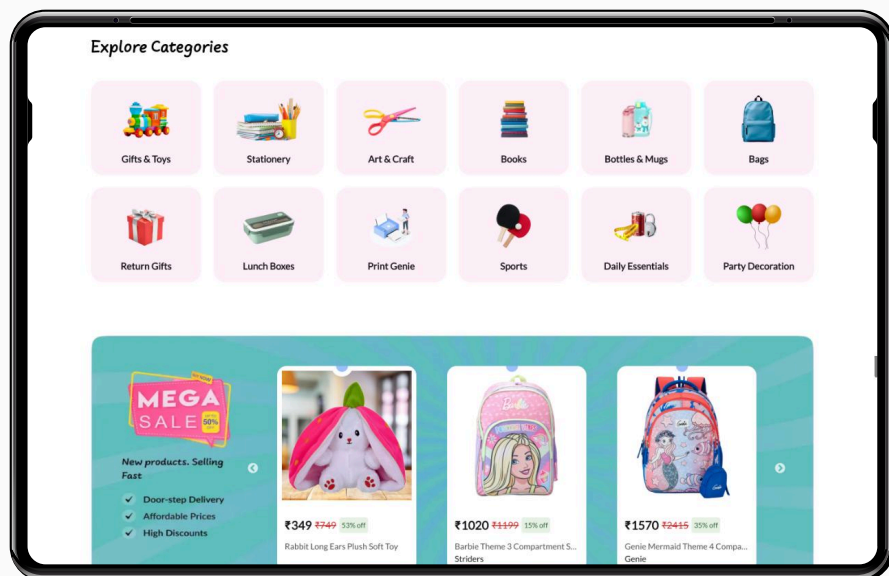
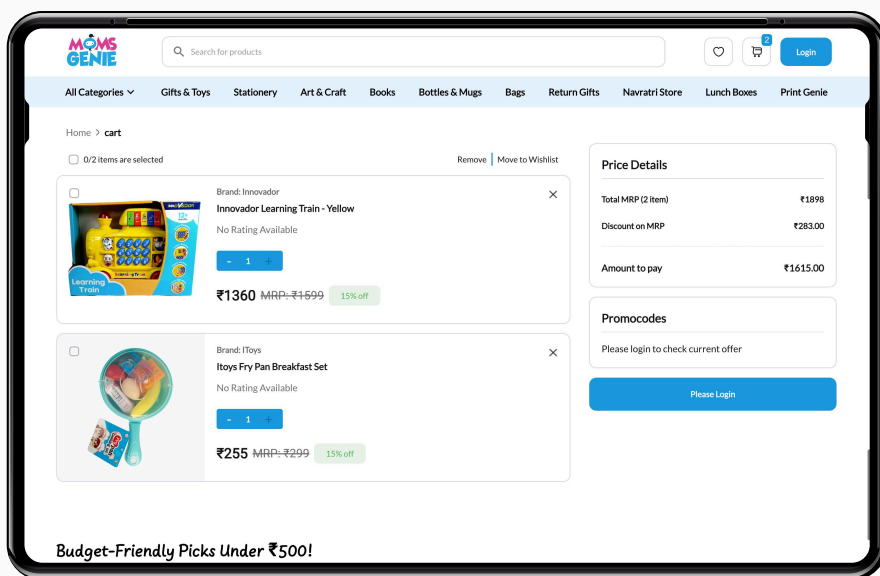**Product catalog management to browse, filter, and discover products**

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

Let's Talk