YELO: The Marketplace Provider

Project report submitted in fulfillment of the requirement for the

degree of

Bachelor of Technology

In

Information Technology

By
Prasasti
(151459)

Under Supervision of

Neha Chaudhary as **Manager,**

&

Vinayak Parashar as **Mentor**

To

Department of Computer Science & Engineering

Jaypee University of Information Technology, Waknaghat, Solan-173234, Himachal Pradesh

Candidate's Declaration

I hereby declare that the work presented in this report regarding the product YELO, in fulfillment of the requirements for the award of the degree of **Bachelor of Technology** in **Information Technology** submitted in the department of Computer Science & Engineering and Information Technology**,** Jaypee University of Information Technology, Waknaghat is an authentic record of my own work carried out over a period from February 2019 to May 2019 under the supervision of **Neha Chaudhary.**

The matter embodied in the report has not been submitted for the award of any other degree or diploma.

Prasasti (151459)

This is to certify that the above statement made by the candidate is true to the best of my knowledge.

Neha Chaudhary
Software Project Manager,
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Chandigarh
Dated: 25 May, 2019

Acknowledgement

It is my privilege to express my sincerest regards to my manager, Neha Chaudhary, my team mates, Rooheen, Vinayak, Himanshi and Himanshu for their valuable inputs, able guidance, encouragement, whole-hearted cooperation and direction throughout the duration of our project.

I also thank faculty members and my department's head, **Prof. Dr. Satya Prakash Ghrera**, for guiding me to put forward each step and being able to drive and implement corporate projects with great efficiency without losing my calm under critical situations.

I deeply express my sincere thanks to my Team YELO Tech Support for having faith on me and providing me challenging works, I have accomplished.

At the end I would like to express my sincere thanks to all my friends and others who helped me directly or indirectly during my internship at Click Labs.

Date: 25-05-2019   Prasasti (151459)

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Introduction

Platform

YELO builds online storefront and online marketplaces for entrepreneurs, businesses and communities who wish to list stores and sell products, provide rentals or services.

It offers a hassle-free onboarding process and intuitive user interface through our self-service product that allows you to build your online marketplace in a matter of minutes, all within a few clicks.

With YELO, you can easily create online marketplaces for retail and goods, service booking or space & goods rental, with our ready to use templates. You get a powerful admin dashboard, ordering marketplace website along with Android and iOS mobile apps as per the plan you choose.

The advantage with YELO is that you get a complete technology suite that provides easy integration with TOOKAN, *a delivery management software* which manages your hyperlocal deliveries, KATO *for advanced business analytics*, BULBUL *for customer relationship management* and HIPPO *for customer chat support*.

Capabilities

YELO is a flexible and scalable marketplace platform built for diverse B2B (business-to-business) and B2C (business-to-customer) models.

The SaaS-based, DIY (Do-It-Yourself) marketplace platform takes care of end-to-end requirements of online merchants.

Truly mobile ready marketplace platform uses the next generation technology-stack to build stores that perform seamlessly on all mobile devices as well as desktop.
Nothing makes us more happier than seeing our customer's business grow. YELO put together plans that will allow you to scale your business as it grows.

No matter you are a restaurant owner, photographer, musician or content writer. YELO supports all business models.

Technology

YELO is a global technology led platform which enables our customers to create all types of marketplaces. Our core technology comprises of the administration system for your marketplace, allowing you to manage sellers, orders, products as well as logistics, billings, subscriptions and more.

Modules

The platform is modularly built, allowing you to create any type of marketplace by choosing the relevant module; be it a marketplace for products, services, events, places or holidays. Whether it be setting up time-based menus for food marketplaces, reverse bidding for Freelancers, or having P2P apps for rentals, YELO takes care of the minute details of the domains that it serves in.

YELO DASHBOARD

Introduction

Build a marketplace that suits your business with the help of Yelo Dashboard.

Sell Goods. Offer Rentals. Provide Professional Services. Cater Hyperlocal. Do It All !

- • Goods Marketplace

Connect local sellers & service providers to skill or product seeking customers in and around your area.

- • Service Marketplace

Build a multi-vendor platform catering to both service providers as well as service seekers.

- • Rental Marketplaces

Let people rent just about anything: from tools and equipment, to party supplies or apartments

Yelo Dashboard provides:

- • Dynamic marketplace websites with Fully Customized Design i.e; If your business requirements call for it, Yelo can be customized to its full extent, Multi-lingual Support i.e; Our language features allow you to have the content in different languages, User-friendly website & apps i.e; Seamless browsing experience that allows search, filtering and sorting and more and Start Selling feature with which you can even start selling on your own marketplace immediately as your own first merchant.
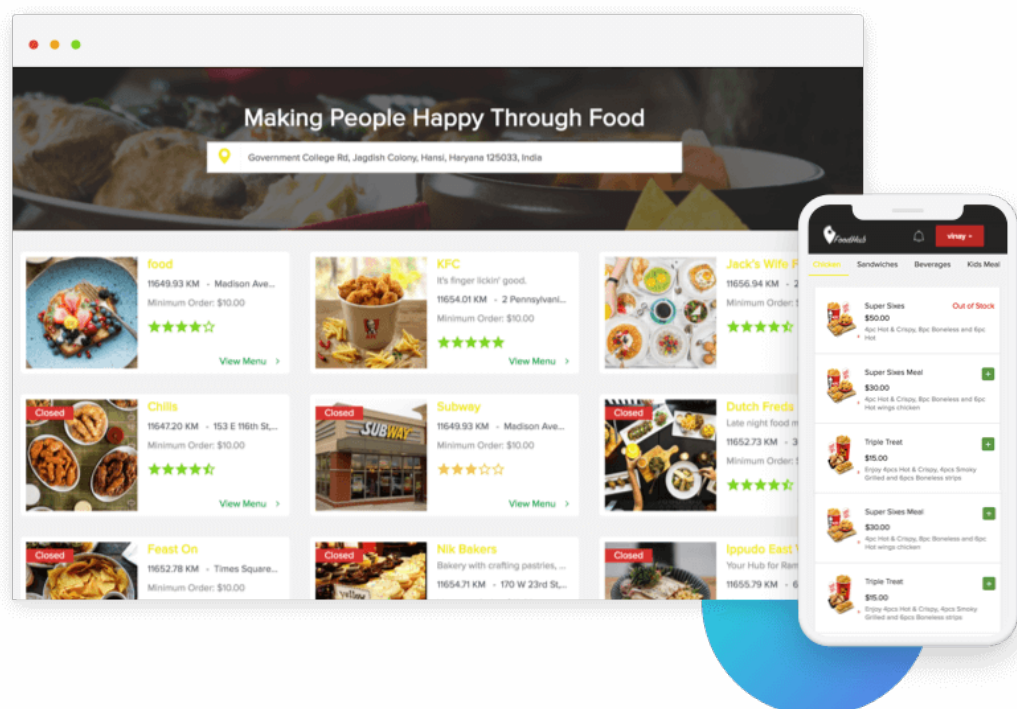
- Centralized Admin Portal with Bird's eye view i.e; View total sales/revenue in numbers and through graphical representations everyday, Seller Management i.e; Manage your sellers, their payouts and marketplace settings via a purpose-built admin system, Payment Options i.e; Flexible payment system allows use of cards, cash, PayPal and integrate with others and Promotions Management which ensure you scale out and promote your platform with purpose-built marketing features.
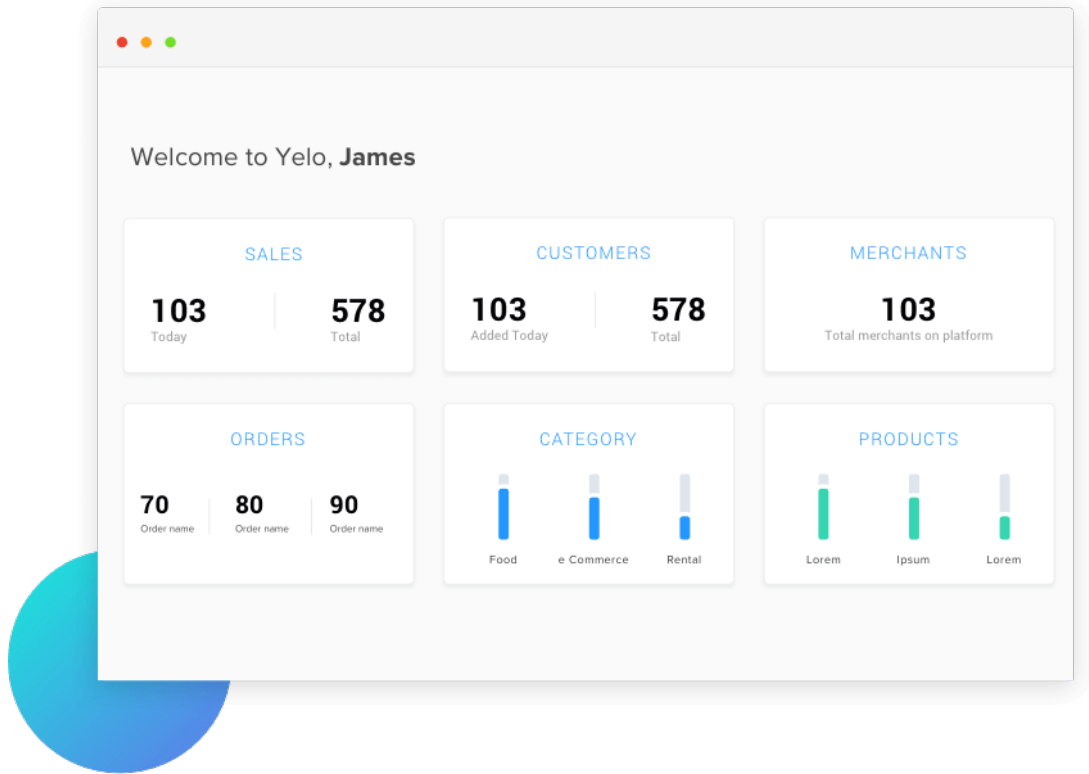
- Powerful Merchant Dashboard with Catalogue Management i.e; Provide Easy listing and catalogue management, inventory management for your sellers, Analytics & Reports which empower your sellers through reports of sales, transactions and return, all at one place, Discount Management in which admins can create custom discount coupons depending on their own scope of discounts and Item Variants in which sellers can choose to add variations to each listing, choose different images on every variation.

Problem Statement

Every individual owner wishes to own a marketplace in just few clicks whenever he has to set up a new goods/services/rentals marketplace. To motivate the thought for peer just clicking and getting a new marketplace within seconds, a dashboard with simple functionalities to choose type of marketplace with their respective themes was required, which was not already present at Click Labs.

Overview

➢ **Onboarding**

• Filling in Personal Details

Fill in the following information to sign up on the platform:

◦ **Name:** Enter the name of the marketplace owner.

◦ **Email Id:** All communication regarding platform will be shared on this e-mail id. This will also be used for the future login

◦ **Password:** The minimum length for the password field is 6 characters. This password will be used for future login.

◦ **Phone Number:** This Phone number will be used for future communication with the marketplace owner.

◦ **Choose your Domain:** A domain name is a way for customers to reach your website. You can choose a free domain name for the website of your marketplace. Domainame.yelo.red will be configured for your account. You can migrate to your own domain later. The domain name can be alphanumeric. The domain will be assigned to you if it is available at that time.

◦ **Choose your Marketplace Type:** Yelo has the capability to set up several different types of the marketplace, like Food, Laundry, Grocery, etc. You can choose one of these and proceed – the system will automatically be configured as per your choice.

The table below showcases the theme that can be referred to, when setting up the marketplace.

- ◦ **Retail goods:** Ideal for selling physical goods e.g. eBay, Amazon, Flipkart, Etsy

- ◦ **Service bookings:** Ideal for service appointments and searching by keyword e.g. Thumbtack, Talklocal, Handy

- ◦ **Rental goods:** Used for equipment rentals with a calendar scheduler which allows searching by keyword e.g. Yardclub

- ◦ **Space rental:** Ideal for renting out physical unused space e.g. Airbnb, Homeaway

➢ **Marketplace Setup**

Configure: You can now configure general settings, admin and customer notifications, customer, merchants and business categories in this section.

General:

- **API Keys**: Application programming interface key can be integrated with the YELO applicatio for Android, IOS, Web-app, and dashboard. **Go to Home>Marketplace>Configure>General>API keys**

- **Time zone:** You can set up the operating time zone with respect to the country you operate from . **Go to Home>Marketplace>Configure>General>Timezone**

- **Distance-Unit:**Select the distance unit according to your convenience. Choose from   miles   or   KM. **Go to Home>Marketplace>Configure>General>Distance Unit**

- **Notifications:** The email and dashboard notification templates can be edited based on   your   requirement. **Go to Home>Marketplace>Configure>Notifications**

- **Admin/Merchant Notifications:** You can enable notification for the order placed, new signup and order reminder via email.

- **Customer Notification:** You can enable customer notification via Email for the order placed, accepted, dispatched, delivered, rejected, cancelling and reminder fields

- **Some of the events for which you can configure customer notifications:**

  - Order Placed

  - Order Accepted

  - Order Dispatched

  - Order Delivered

  - Order Rejected

  - Order Cancelled

  - Order Reminder

Customer

- **Sign Up:** The sign-up module allows you to set-up customer signup fields. This would require customer verification through the mail or mobile number. Also, you can let the customer signup via social media signup like Facebook, Google, and Instagram.

- **User Tags:** User tags to the customer can be applied through the admin dashboard depending upon the data insights captured by the responsible.

Merchants: The sign-up link is available for the merchants, which could also be changed with respect to the admin.

Business Categories: We can make different business categories and add merchants to them.

➤ **Design**

Layout

- Banners are a way to highlight what you are selling and advertise particular businesses/products on your marketplace.

- Banners show up on the main marketplace page where all the merchants are listed. There is also an option to upload an individual banner image for the marketplace which will show on the merchant landing page if the merchant hasn't uploaded their own banner image.

- **Tagline:** The tagline is the unique representation of your website landing page. You can enter your unique slogan or catchphrase for your website/ business from there. It should be of 60 characters max.

- **Headline:** In Freelancer,marketplace Headline is customizable text which is provided onthe homepage as heading before category listing. You can enterthe maximum of60 characters for Headline.

- **Category headline:** In Freelancer marketplace whenevertheuser selects a category which has further subcategories.The useris redirected to a page where he/she can see category Headline with all subcategories ofthe selected category. You can entera maximum of 60 characters for Category Headline.

- **Category subheadline:** In Freelancer marketplace whenevera userselects a category which has further subcategories.The useris redirected to a page where he/she can see category Sub Headline with all subcategories ofthe selectedcategory. You can entera maximum of 60 characters for Category.

Loader Image

- Loader image is shown while loading yourweb app for better user experience.

- We can Upload .jpg file extension images as your loader image.

- We can open sidebar & choose Design option under Marketplace heading and upload your loader image.

Theme

- **Theme Settings:** Theme settings are the panel where you can customize your theme-specific content. For example, you can customize footer, landing page etc from this panel as per your theme.

- **Header:** In this, header background color and font color is customizable. Admin can change these variables as per their taste.

- **Footer:** Footer customizations are available in the section 'theme settings'. Here you can add text, social links, copyright text, columns, colors etc as per what the theme offers.

Terminology: The default terminologies used in the marketplace can be changed according to the needs. Display language can also be selected as per the requirement.

Finance

- **Currency:** We support all currencies on our platform.

    ○ **Changing the currency on the platform:** Admin Dashboard -> Side Menu -> Marketplace ->Finance -> Select the Currency and update. New currency will be set for the platform.

Delivery: Manage all your setting related to the delivery of your orders from here. As *Yelo* is seamlessly integrated with *Tookan* some of these settings are specific to *Tookan*.

- **Delivery modes**: In the hyperlocal product marketplaces like Food, Grocery, a customer can either ask for an order to be delivered to his/her address or place an order for self-pickup. From this setting, the admin can decide the delivery modes that the marketplace supports. If a particular delivery mode is enabled, each merchant can further decide if their particular store supports that delivery mode (That can be configured from merchant's own configurations).

    If Tookan integration is enabled, for every order of type home delivery, a P&D task is created on Tookan. For self-pickup orders, no tasks are created on Tookan as there is no role of a delivery agent in this case. You can enable delivery modes here.

    'Self-Pickup' & 'Delivery' are configurable terms and can be edited from the terminology settings.

- **Flow on Tookan**: We can decide whether the flow of pickup and delivery be from Merchant to Customer or Customer to Merchant. The former is preferred in most cases.

- **Default Delivery Manager**: This is enabled only when you enable the extension – 'Merchant Delivery Management by TOOKAN'. This is a default

setting which applies to all merchants – it decides whether the merchant does their delivery or is it managed by you. You can override this setting for any particular merchant from their configurations.

- **Static address**: If you serve at only specific exact addresses, enable this option and add those addresses. During checkout, a customer will select one among those addresses.

- **Tip:** Allow customers to give tip for your delivery agents. You can set a minimum tip and also give some options as a suggestion for the user to pick. E.g. 5%, 10% tip or $5, $10 tip.

Content Pages: Yelo Marketplace's customizable homepage allows marketplace admins to customize various visual features of their marketplace. These customizations allow marketplace admins to personalize their sites.

Catalog Management

The catalog page has: Categories, Products, Product Details – these are additional details corresponding to a product – variants and schedule (in case of services). Merchants can manage their own catalog through the catalog option in their side menus.

Product

- **Products:** Products can be added to any of the categories and include the following data: Product Name (Mandatory), Price (Mandatory), Minimum quantity of order (Mandatory), Inventory (Enable/Disable), Description, Long Description, Image

- **Variants/Add-ons:** You can add single select or multi-select options with a product with the price associated with them for the customer to be able to customize the offering to their needs

The sequence of the product can be changed by dragging each product and dropping them to the position required.

Customers

Understanding Customer: The customer is the end user purchasing product(s)/service(s) from your marketplace/platform. Yelo targets a wide range of customers that would like to purchase/buy – Food, Laundry, Groceries, Cannabis, Rentals, Beauty, Pharmacies and many more

We offer various platforms like web app and mobile apps(both Android and IOS) for customers to interact with marketplace/platform.

Yelo provide the ability to get additional information from the customer. In the marketplace/admin panel, there is provision to setup signup template that you can set specifically for customers engaging with your platform.

Manage customers

Once navigated to customers page, click on the particular customer ID. It will show customer's ID, name, email ID, phone number address and registration date.

Yes, customer's information is editable. For this, click on the three dots at the right side and click on edit. You can edit the name, number, email ID and address fields.

Blocking a customer: A customer can be blocked by the admin by referring to the side menu and click on customers. Click on three dots present at the right side for the specific customer and click on block.

Bulk import of customer information: Customers information can be bulk imported. Refer to customer section from admin dashboard and the option to bulk import and export the customer is present on the right side.

Customer sign up

- Customer sign up can be managed by the admin. For this, we have to refer to the side menu and click on marketplace > Customer sign up. The required fields can be managed by the admin for customer sign up.

- Custom fields for signs ups: The admin can decide if the information fields are mandatory or optional during signup. Eg: email ID, phone number

- Verification of the customer be done by verifying the customer using OTP and email verification. If OTP verification is enabled, one has to have a Twilio and Plivo account using which OTP will be sent to the customer.

For email verification, we have to enable the toggle for email verification by referring to customers set up in the side menu. Enabling this, a verification link will be sent to the customer on their email.

Signup Template

The sign-up template is basically used to collect any additional information from a customer apart from the basic information. You can ask their address or any other information suitable to your product and can be defined in terms of numbers, text, email, dates etc. You can access the signup templates either by using logging through social media- Facebook, Instagram, Google, or by sign-up through mail.

Merchant

- **Onboarding As Merchants:** Merchants/Sellers onboard onto the platform in two ways:

    - **By Admin:** Admin can onboard the sellers on the market place by following steps.

    - **Through sign up:** The merchant can also sign up onto the merchant dashboard by following steps. Admin will provide a link of the merchant of sign up to the merchant. He will sign up through that link. After sign up, the merchant needs verification from admin. After the admin verification merchant will be able to log in on to the same link

All the fields can be customized as per the requirements.

Orders

Setup

- **Order Management:** Orders, Booking, Contracts – whatever you call it – are the most essential elements of the on-demand business.

- **Orders home:** This page is divided into four sections based on the order status. Pending, Dispatched/In progress, Completed and Cancelled. This has been done so that the admin/merchant can focus on a certain type of orders at a time and also see the overall progress.

Marketing and Promotions

Setting Up A Referral: Referral code is a unique number assigned to a customer account. A customer can use this code to refer friends to the app and get rewarded! When customer refers a friend to the app, their referred friends get some amount (defined by admin) off of their first order when they set up their account with us.

Referral code can be set up from admin dashboard. In the sidebar, navigate to Promotions, here you have the option to enable or disable (Status toggle button) referrals for your app.

On enabling referrals, Refer & Earn screen can be accessed in customer apps. In web app, it can be accessed under the profile section on the top bar and in Android and iOS apps, it can be accessed from the side menu.

Following parameters defined for referral in Yelo are customizable:

- REFERRAL TYPE

- REFERRER DISCOUNT

- REFEREE DISCOUNT

- REFERRER MAXIMUM DISCOUNT VALUE

- REFEREE MAXIMUM DISCOUNT VALUE

- REFERRER DESCRIPTION (MAX 150 CHARACTERS)

- REFEREE DESCRIPTION (MAX 150 CHARACTERS)

- MINIMUM ORDER VALUE

Referral Type: Referral Type is an option to choose between percentage discount and flat discount.

If you choose percentage discount, referral discount will be calculated in percentage on subtotal of the cart when referrer or referee place order selecting the referral code.

If you choose a flat discount, referral discount will be calculated as a flat discount on the subtotal of the cart.

Referrer discount

Referrer Discount is the discount given to the customer who uses referral code of existing customer in the add a Promo/Referral code section.

If referral type is in percentage discount, then referrer discount will be calculated in percentage on subtotal of the cart.

If referral type is flat discount, then the flat discount will be given to the referrer.

Referee discount

Referee Discount is the discount given to the customer whose referral code is used by a new user while placing an order. The customer can avail it from payment screen while placing an order.

If referral type is in percentage discount, then referee discount will be calculated in percentage on subtotal of the cart. If referral type is flat discount, then the flat discount will be given to the referee.

Referrer maximum discount value

If the referral type is percentage discount, then only referrer maximum discount is applicable.

The maximum referrer discount calculated on the subtotal of the cart user can avail while placing an order cannot exceed referrer maximum discount value.

Referee maximum discount value

If referral type is percentage discount, then only referee maximum discount is applicable.

The maximum referee discount calculated on the subtotal of the cart user can avail while placing an order cannot exceed referee maximum discount value.

Referrer Description (Max 150 characters)

This is the description to be shown in customer apps in refer & Earn screen.

Referee Description (Max 150 characters)

This is the description which is shared from customer apps to their respective referees.

 Use "<referral>" in your description. This will be replaced by the referrer's referral code while sharing through social media.

Minimum Order Value

The minimum order value is the minimum value of cart for which the referral discount can be avail.

Setting Up A Promotion Code: A Promo code is a series of letters and numbers that customers can enter into a promotional box on payment screen to avail some discount on their purchase. Promotions can be set up from the admin dashboard. In sidebar navigate to Promotions, here you have the option to "Add Promotion" for your app.

In case you have already added promotions, a list is showing under the Promotions tab. Here you can even edit or delete them.

Parameters defined for promotions in Yelo: Following parameters in promotions are editable:

- PROMOTION TYPE

- PROMOTION NAME

- DISCOUNT

- DESCRIPTION (MAX 150 CHARACTERS)

- FROM

- TILL

- MAXIMUM DISCOUNT VALUE

- MAXIMUM NO OF ALLOWED USER(S)

- MINIMUM ORDER AMOUNT

- ALLOW MULTIPLE USAGE OF CODE BY A USER?

- HIDE PROMOTION CODE FROM WEBSITE?

Promotion Type

Promotion Type is an option to choose between percentage discount and flat discount.

If you choose percentage discount, promotion discount will be calculated in percentage on subtotal of the cart when customer place order selecting the promotion code.

If you choose a flat discount, promotion discount will be calculated as a flat discount on the subtotal of the cart.

Promotion Name

Promotion Name is the name of the promo code which consists of letters and numbers. This is the code which is displayed in customer apps. On selecting promo code, the customer can avail promotion discounts on their order.

Discount

Discount in promotional code describes the discount provided to the customer on the subtotal of his cart on selecting the promo code.

Description (Max 150 characters)

This is the description to be shown in customer apps under promo code. It can describe the promo code to the customer.

From & Till

From in promotional code defines the starting date from which the promotional code is valid. Admin can create a promotional code in advance and set the starting date from which he wants to start using that promo code in customer apps.

Till defines the ending date of the promotional code. After the ending date, that promotional code will no longer be availed by the customer.

Maximum Discount Value

If promotion type is percentage discount, then only Maximum Discount Value is applicable.

The promotional discount calculated on the subtotal of the cart user can avail while placing an order cannot exceed maximum discount value.

Admin can leave this field empty if he does not want to restrict the customer on the maximum discount value.

Maximum No Of Allowed User(s)

It defines the maximum number of users which can avail the Promotional Discount. If an admin wants to restrict on the number of users which can avail the discount, he can update the same value here.

Minimum Order Amount

The minimum order amount is the minimum value of cart for which the promotional discount can be avail.

Admin can leave this field empty if he does not want to restrict the customer on the minimum order amount. In this case, any customer can avail the discount on any cart value.

Allow Single User To Use The Code Multiple Times

This value defines whether the same customer can use a promotional code multiple times or not. If admin chooses YES, then a promotional code can be used any number of times but if the admin chooses NO, the customer can then use that promotional code only single time.

Hide Promotion Code From Website

This value refers to whether the promotion code be shown in customer apps or not. If admin chooses YES, then it will not be shown in the customer apps and the customer has to manually type the promotional code to avail discounts. But if admin chooses NO, then it will be shown to customers and customer can choose the promotional code from there.

Setting Up A Promotional Banner: The purpose of a promotional banner is to promote a store. It can be used to display offers, new available items or discounts etc. The promotional banner can be added from admin dashboard. On enabling promotional banners, customers can see them on home screen of their apps. And they are directly redirected to the specified store by tapping on them. You can enable/disable banners from there. On enabling, you have the list of already defined banners in the same tab.

Parameters defined for promotional banners in Yelo: You have the following parameters for a promotional banner **:** Name, Text, Store Id, Banner Image

Admin will upload the image in "Banner Image" field which he wants to show in customer apps. The preferable aspect ratio of the banner is 4:1.

Editing promotional banner:

Admin can edit the promotional banner by clicking more action on the banner list. It will show 2 options either delete or edit. Admin can edit the banner anytime he wants or can delete it when it is no longer necessary.

Handling of Promotional banners in customer apps:

In customer apps, the promotional banner comes on the home screen on top of the merchant's list. On clicking on any banner will open the merchant detail page for which the banner is associated.

➢ **Payments Methods & Configuration**

- **Payment methods that one can use for his/her marketplace :** There are several payment methods currently supported by Yelo. New payment methods are being added up in every few days. You can choose one of the payment methods from below depending on the country and the currency supported:

  - Stripe & Stripe Connect

  - PayPal

  - Payfort

  - Billplz

  - Razorpay

  - PayTM

  - FAC

- **Security of Payment Gateways:** The payment gateways that we use are the standard and renowned third-party payment gateways and are certified from PCI DSS Payment Gateway Security

- **Commission**

  - **Setting up commission fees:** As a marketplace administrator, you can choose to charge a transaction fee/commission fees from each paid transaction in your marketplace. The fee can be enabled from the "Side Menu" section.

- **Configuring commissions on marketplace:**

Commission has the following config:-

- o Default Commission

- o Fixed Amount

- o Percentage

- o Commission Transfer

- o Offline

- o Online (Available only for Stripe connect as of now)

- o Payout Schedule

- o Real Time

- o Later

Kind of commission fee can one charge

There are two options for transactions fees: you can either charge a percentage of the total transaction price or a minimum fixed fee.

Can I choose not to charge a commission fee?

If you don't want to charge a fee from transactions, you can always set both the percentage and the fixed fee at 0. You can change the same from the panel.

➢ **Delivery Management**

Delivery Management Setup

- **Setting delivery mode at admin level:** Go to admin dashboard → go to Marketplace → go to Checkout → Delivery Modes.

- **Setting the delivery mode of the merchant from the admin dashboard**

Go to merchants → click on merchant id → then go to configuration → now you can set Delivery Mode. (if both modes are on at admin level.)

- **Setting static delivery charges at the admin level**

Go to admin dashboard → then go to Marketplace → then go to Finance → now you can set/edit delivery charge.

- **Setting dynamic delivery charges (distance wise) at admin level**

Go to tookan dashboard and on task earnings & pricing toggle and set formula for delivery charges in the template. Now you are able to on Distance wise delivery charges from extensions at yelo dashboard.

- **How to allow the stores to manage their delivery operations?**

Go to tookan dashboard and turn on Merchant Module for Marketplace toggle. Now you are able to on Merchant Delivery Management by TOOKAN from extensions at yelo dashboard.

- **Can admin allow his merchants to deliver their orders?**

If Merchant Delivery Management by TOOKAN is enabled at admin yelo dashboard then admin can set delivery manager for a merchant otherwise admin will deliver orders for all his merchants.

- **How can the admin set different delivery charges for each merchant?**

If task earnings & pricing and merchant module for marketplace toggles are enabled on tookan dashboard and Distance wise delivery and Merchant Delivery Management by TOOKAN toggle enable on yelo dashboard then admin can set different templates for each merchant.

- **When can a merchant set delivery mode?**

Merchant can choose his delivery mode only if more than one delivery modes are enabled on the admin dashboard otherwise the merchant's delivery mode will be considered according to admin's delivery mode.

- **When can a merchant set delivery charges?**

Merchant can set his distance wise or fixed delivery charges only if admin permits him to deliver the orders.

- **How the status of orders vary?**

Every accepted order send to the Tookan for delivery. Then tookan agent is assigned for every order. As soon as tookan agent assigned to order, order dispatched and order delivered by agent order status change accordingly on yelo dashboard.

➢ Chat Support

Chat support on Yelo is powered by the Hippo communication platform which enables the customers to interact with the admin team for assistance.

Enable the Hippo chat support extension. Once enabled, the side menu will have an additional option for Hippo chat at the bottom Clicking on it will take you to the chat support dashboard. For direct logins to the Hippo dashboard, use the same admin credentials as on Yelo--

If the marketplace has the Hippo Chat support extension enabled, the customer will be able to see the chat icon button on the bottom-right corner on the web app and in the side menu on mobile apps To initiate the chat, customer types in their queries which are reflected right away on the admin's hippo dashboard

➢ Analytics

Overview: No business is complete without knowing the insights like daily/monthly/yearly earnings, daily user engagement etc. This is where our analytics section comes in. The marketplace owner and their respective stores get an analytics section in their panels where they can get to know all these insights.

Various features in the analytics section: The analytics section of yelo is powered by Kato which is a business intelligence and analytics engine. Following are some highlights of this section:

- Data on orders, revenue, customers and merchants

- Real-time, trends, and tables

- Ability to extract reports

- Filter based on merchants, payment methods and date range

- Use functions like Moving average, compared with the same day of multiple weeks

One can have a custom report suited for your marketplace.

You will have to get in touch – with the yelo team and they will get this done and share that particular report with you in your analytics section.

Custom Analytics Using Kato: Kato is a powerful analytics platform that lets you visualize your data in many different formats. Yelo is integrated with Kato and gives you the ability to see your Yelo data in Kato itself.

You can request a custom report from our support team and we can set it up for you. A custom report will let you have your own data in a number of different formats like a table, Pie Chart, Line Graph, Bar Chart, Heat Map, etc. A more complete list of available visualizations is provided further down this document.

Once you have a custom report, you can see your report's data anytime from the analytics panel in your Yelo Dashboard. You can also download/export the data in CSV, JSON or an API call. There's also the ability to get a report sent to you on your email at regular intervals. The reports are also capable of showing data in real time (though this may vary for different use cases)

HIGH LEVEL DESIGN

We validate users without redirecting them to private pages. After entry authentication, the user Id is fetched from HTTP request header.

This user id is passed to the validator, where it is checked whether the loggedIn user is the member applicable to do onboarding and follow the complete flow himself and have access to the private pages.

Once validated, the user have access to the onboarding page where he can choose among goods, services and rentals and move forward by getting his individual domain and can complete the onboarding or skip whatever he wants to do.

On submitting the form, validations using ANGULAR 7 reactive forms takes place on the front end. If the input fields are valid, request goes to the controller, where again the basic request validation takes place.

LOW LEVEL DESIGN

I have followed the modular approach and done the development on Visual Studio to do the front end tasks where I have handled every functionality by using technology as ANGULAR 7. It consists of creating new modules, services, factories and coordinated with backend(which works on Nodejs) to hit the APIs and getting every data of website in its correct way and format.

OUR CLIENTS

This marketplace provider tool was brought up for promoting and providing every sort of business type to the vendors whether it be services, goods or rentals. But the flexible design permits on-boarding many more clients in future. This application is designed to have separation of different clients. The developer, in order to add a marketplace needs to just perform the flow with a few clicks and ultimately gets marketplace created with corresponding email-alias to the config..

YELO WEBAPP (TOOKAN)

INTRODUCTION

Pickup & Delivery App

Boost Profits & Efficiency by automating Dispatch- Deliveries -Tracking. Get optimized routes to reduce delivery time & cost.

Mobile Workforce Dashboard

Track your on-field personnel in real-time with powerful geo-analytics tools for better workforce productivity.

Appointments App

Schedule and track bookings on your delivery service app & dashboard. Use real-time insights to increase process efficiency.

Powering all business types which include:

Pickup and Delivery,

Beauty Services,

Health and Well Being,

Home Services,

Mobile WorkForce(FOS),

Repair Services.

USE CASES

TOOKAN helps one to build:

Delivery Management, Field Service Management, Appointments, Real Time Tracking, Route optimization, Task automation, GEO Fencing, SDK Integration.

Delivery Management

Get fully branded agent delivery app & complete delivery management software for your business. Track order fulfilment cycle from order received, dispatched to final delivery. Take in-time actions like delete, cancel and re-assign delivery tasks with a single click.

Field Service Management

Monitor & assign your customer orders as per your fleet availability. Real-time order status helps the manager to easily access employee performance data and also take corrective measures if the work gets delayed. Maximize your fleet efficiency & boost profits with complete field force management solution.

Appointments

Never miss an appointment again. Let your customers have real-time access to your calendar for easy booking of your services. Ensure seamless customer experience by providing one touch communication to their service providers.

Real Time Tracking

Track vehicles and agents in real-time and get a bird's eye view of all the tasks being performed by them. Keep your customers updated throughout the order delivery cycle by

sending them real-time SMS alerts at various stages. Cut down on the slack time and manage your tasks in a more efficient way.

Route Optimization

Tookan rescues you from hours of manual planning and provides you with the most efficient route for your agent. Optimized routes avoid unnecessary consumption of fuel, which saves substantial costs to your business.

Automated Operations

Get your tasks auto-assigned to your nearest free agents as soon as they arrive. Agent will receive instant notification when a task is assigned, even when the app is closed. With every task done, your agent closes his task and records delightful fulfilment of the order.

Geo-fencing

Simplify your task assignment process and categorize your fleet in a more geo-efficient way. Make your delivery process much more targeted with geo-fencing and solve all zoning and licensing issues.

SDK Integration

Collaborate with Tookan to get your own app listed on the marketplace.

TOOKAN ensures on-time deliveries with real-time route optimization and end-to-end delivery tracking.

FEATURES

Dispatch Dashboard: Manage your business operations from a centralized view.

- **Real-time tracking:** Track real time, Optimize routes and schedules and resource allocation in one centralized view.

- **Notifications & Alerts:** Stay updated by tracking orders with customized alerts and resolve issues proactively.

- **Automate Logistics:** Assign tasks, schedule, dispatch, and manage your orders by automating repetitive tasks.

- **Powerful Analytics:** Analyze data and reports to improve and optimize performance of fleets and drivers.

Service App: Everything a field agent needs to work efficiently.

- **Task Notification:** Customize operational alerts and communicate directly with managers, dispatch and customers.

- **Optimized Routes:** Easily navigate to multiple destinations and ensure on-time deliveries.

- **Proof of Delivery:** Allow your agents to scan barcodes, add notes, images and collect digital signatures.

- **Easy Navigation:** Easy access of customer information, track task and travel handsfree.

Marketplace: Apps to solve your business needs.

- **Utility Apps:** Increase efficiency with set of utility apps that suit your business and witness potential growth.

- **Easy Integration:** Customers receive email/SMS with the expected time of arrival and are allowed real-time tracking.

- **Enhanced Productivity:** Get valuable insights about your customers experience by tracking ratings and feedback.

- **Management & Coordination:** Manage your fleet effortlessly with Agent specific apps in the marketplace.

With TOOKAN, we get --

- **World-Class 24*7 Customer Support:** TOOKAN provide unparalleled phone and email support with dedicated customer success managers, no matter if you are just a start-up or a multinational company.

- **Free Upgrades For Lifetime:** This customer driven product roadmap helps us bring new features and improve our services on continuous basis. All this, for the glorious sum of 0.

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