



Case Study

Fresh O'Kiosk by



WisdomTooths

APP DEVELOPMENT



The Challenge

During Covid-19 Lockdown, we received SOS messages from financially crunched farmers that their produce was getting wasted due to supply chain disconnect. To add to complexity, anxiety-driven panic buying by the customers led to shortages / non-availability of essential food items. We all witnessed cost escalation due to imbalance between supply & demand.

This was a nightmare for everyone involved to maintain essential supply while maintaining lockdown protocols with challenges like contactless delivery, restricted operation hours, journey restrictions through E-Pass, perishability risk and lack of manpower.

This process was not conducive to customers and farmers who faced huge inconsistencies in managing order executions.

The Solution

WisdomTooths voluntarily stood up to the occasion and effectively combined information flows by creating various Google forms and circulating via WhatsApp groups.

In parallel, we performed quick research on existing apps dealing with grocery, fruits and vegetables. Even they were facing heat in logistics and supply chain mayhem. We reviewed Talabat, Big Basket, Amazon Now, Flipkart Pantry to start with and mapped the business to required details. We summed up what's working well for Google sheets and not working well for existing apps.



About Fresh O' Kiosk

Fresh O' Kiosk is an online fruit, vegetables and assorted items online store. We are focused on developing transparent farmer's or maker's connection with the end users.

"Specially handpicked for you"

Explore and enjoy the best quality products "Specially handpicked for you" available at the lowest prices. We strive for timely delivery, and the best quality products!

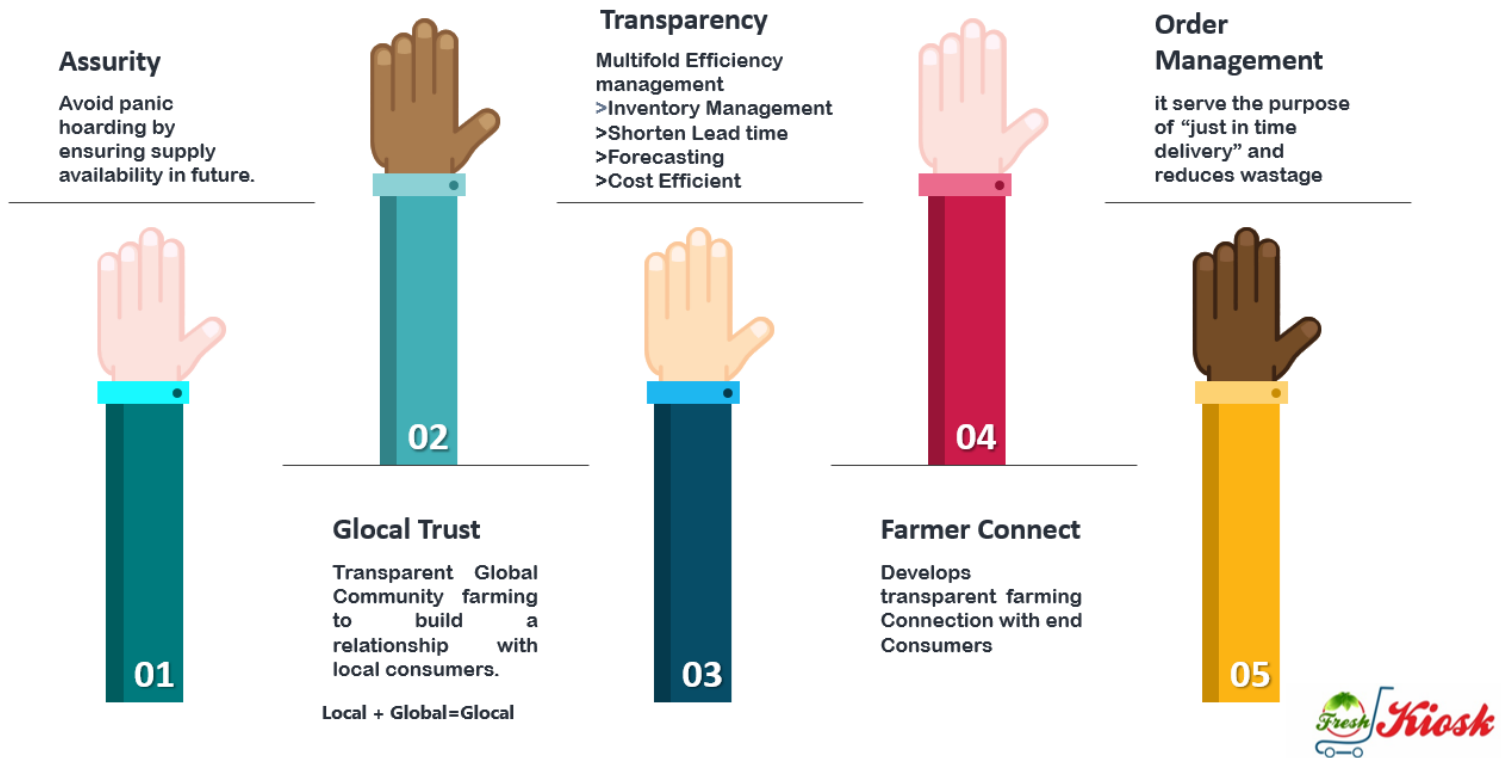
In spite of emergence during recent pandemic challenges, Fresh O' Kiosk has found its market place and now continues to work more **Vocal for Local** approach. We are connecting farmers, Earth-friendly products, Artisans and social groups.

WisdomTooths understand business by continuous remapping and leading to large-scale digital mapping to be able to reach newer markets and larger customer base efficiently.

Happy Shopping!!!

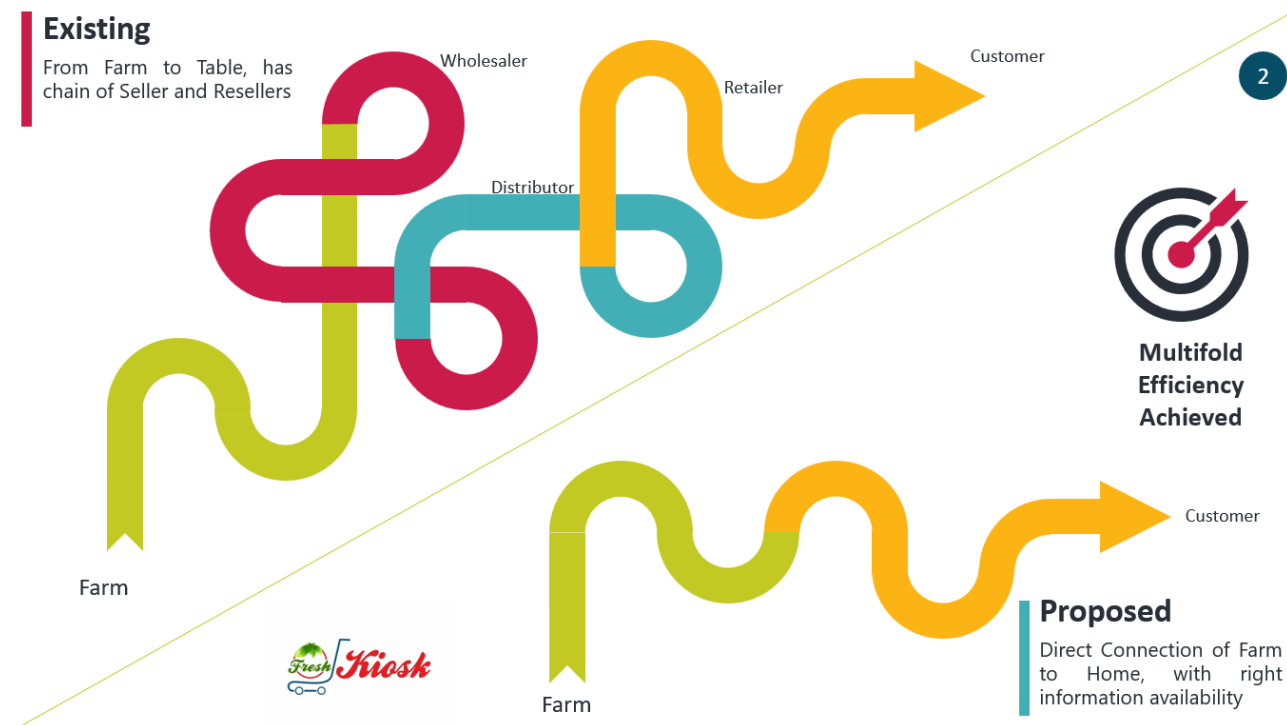
Objective of **fresh O' Kiosk**

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We found following gaps

- 1-Supply visibility to customer and demand for farmers
- 2-Existence of several layers in supply chain





Solution: -We Introduced **Eco Concept** dashboard with supply chain to avoid un necessary hording and help reduce panic buying.

Combined with best practices of online app with new knowledge within a month we were up with apps for customers, vendors and admin. After a month of trial with few vendor and selected customers, we are able to expand to 35 apartment and 7 vendors across Bengaluru.

Eco Concept

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Element A

Minimized wastage



Element B

Exact demand &
Supply is visible



Element C

Produce is managed well with Capping provision on Maximum ordering



Element D

Dash board of supplies Assures not to hoard



Easy Steps

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The Results

With App development through effective business mapping, WisdomTooths has been able to:

App Benefits

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“Fresh O’ Kiosk” from WisdomTooths has re mapped business digitally at need of hour and positively impacted households and vendors

- Win -Win for Farmer Owners and Customers
- Fresh Produce Delivered in Short time
- High Quality Delivered
- Exact Demand Estimation
- Demand Supply Visibility

better efficiency and real time transparency”

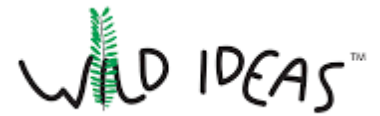
Sanjeev

Volunteer for farmer's connect

Recent association: -

Wild Ideas by Lagom World.

Wild Ideas products are the outcome of a Rural Livelihood Project, and are made by a community of disadvantaged women. Formed as a Co-operative, women from 18 to 60 years actively work to produce these products. These are 100% organic. By making Wild Ideas products part of your home, you will be directly empowering the lives of these women. 100% of the profits from your purchase go back to the women who make them.



Vara Products



Indulge into a wide range of Handmade Premium Organic Products

On top of more efficient order management, WisdomTooths lives up to their motto **"TOGETHER WE REACH THE GOAL"** by offering a better customer experience through digital ordering and timely delivery of orders.



Featured Technology



Business
Mapping



Android
Apps



WisdomTooths
App development

Project Future Roadmap

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01

- Quarterly Planning
- Auto Pay
- Subscription plan
- Delivery Tracking

02

- Digital Marketing
- Knowledge Sharing
- Farm Owner Engagement

03

- Gift Card
- Referral Program
- Optimized Delivery Route map
- Local Hiring
- Financial Inclusion

04

- IOT and Field Analytics
- World's farm: Local to Global Connect
- Farm visits & Development





About WisdomTooths

At WisdomTooth, we don't simply solve the "problem" for you. We guide and support through our experts at every step of the way and empower your team to implement and acquiring the skills necessary to run and operate the new systems on your own.

Find out more at wisdomtooths.com