



Mat.se

mat.se

Product engineering partner of one of the biggest e-commerce companies in Sweden

#ProductEngineering #Grails

Summary

Designed and developed a robust and scalable e-commerce application from scratch for Mat.se which went live with a turnaround time of 4 months. Mat.se got listed on NASDAQ within 3 years of the launch of its operations.

The Client

Mat.se is one of the biggest e-commerce companies in Sweden. The company offers broad range of groceries including fresh food in combination with recipes and weekly menus and focuses on delivering high quality food items at competitive prices. It has entered into a strategic partnership with Volvo to launch “Volvo In-car Delivery”, an innovative online service to deliver groceries directly to customers’ car. Also, its newly launched “Express” delivery service enables customers to get an order delivered on the same day.

The Goal

Mat.se wanted to build an e-commerce site in an ambitious turn-around time of 4 months. The company wanted to develop a high performing platform that enables efficient delivery of orders including supply chain, delivery and warehouse management. Mat.se focussed on implementing enhanced search capabilities to help customers find products quickly and to reduce shopping cart abandonment rates.

Key Features

- Adopted and implemented an agile software development methodology
- Developed the entire back-end, front-end, RESTful web services and mobile applications for iOS and Android. A menu-planner functionality allows customers to plan for weekly menus and order required ingredients at once with just one-click. The functionality allows customers’ to modify ingredients as per their brand preference.

Highlights

- ✓ Product development partner of Mat.se since the product was being conceptualized in 2011
- ✓ Application got live in 4 months
- ✓ Listed on NASDAQ within 3 years of its launch
- ✓ Developed a product prediction engine
- ✓ Launched the world’s first commercially available In-Car Delivery service

- Allows a user to order or recommend weekly recipes from Mat.se chef's team.
- Allows user to share their menu planner freely with friends, siblings through blogs and websites.
- Allows customers to create shopping list with favorite products which can be shared with friends and other online customers.
- Easily create and import recipes from siblings platforms.
- Integration with multiple payment gateways allows customer to switch between gateways on the fly.
- Built an innovative service known as product prediction engine that helps customer to shop for products from the website based on previous purchases and history.
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Technical Excellence

- Built the web application using Grails framework with Groovy programming language. RESTful web services caters to iOS and Android app.
- Developed the frontend of the application using AngularJS.
- RabbitMQ enables seamless communication between applications' two modules namely Web and Worker which takes care customer requests and background tasks respectively.
- The communication between webapp, inventory and order delivery management systems is also enabled through RabbitMQ. All inventory updates are received/sent from/to watson using RabbitMQ.
- Used Algolia, a powerful API to seamlessly implement real-time search within the website. It provides search results within milliseconds.
- Implemented Pusher to enable a rich and real-time user experience for redirecting to payment gateway or order success page when customer has saved authorized cards.
- Used MySQL as a primary database for the application to store, retrieve and process data.
- Implemented Memcache to speed up website by temporarily caching frequently requested data on websites and thus alleviating database load.
- Used Heroku to enable rapid application deployment and scaling of the application.
- Developed and deployed prediction engine built on Node.js which uses MongoDB as an underlying database that provides product predictions for customer's next order based on the previous purchase history.
- Integrated various external systems including Dibs, Payex, Collector & Klarna for handling customer payments Viamente for route planning; New Relic for application monitoring and performance analysis.
- Implemented Redis for caching rendered HTML pages to enable fast response on customer's request.

Technology Stack

Frontend 

Framework  

Programming Languages  

Cloud Platform 

Other Tools      

Database  

Testimonials




Mikael Andersson
E-Commerce Head, Mat.se

"After 3 years of relationship and execution of some very large projects, TO THE NEW is no more a vendor or a partner. It has become our own development team (just sitting somewhere else). Agile methods combined with crack development team make working with TO THE NEW a very smooth experience."

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