# Launching a revolutionary new product for the restaurant industry with a tech unicorn

The Problem

Tech unicorn Deliveroo is in a fierce battle globally for market share in the hotly contested online food delivery market.

To gain an edge, they planned to launch a new supplier platform, Sourced powered by Deliveroo, that would allow restaurants to quickly and easily source and order supplies for their inventories through a single app.

Most importantly, the tech-enabled solution would give smaller restaurants far greater bargaining power than if they pursued individual supplier arrangements on their own, generating significant savings for restaurants on the Deliveroo platform.
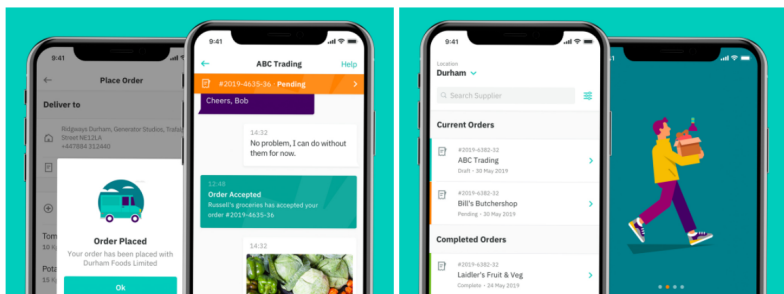

The Solution

Thanks to our experience in delivering impactful, brand consistent apps, we were approached by Deliveroo to design and engineer the new platform in just a few short months.

This was the first time that Deliveroo had ever outsourced a significant body of product development work to an external supplier, so their team needed a partner who they knew could deliver to the standards and timescales expected rapidly.

With some of the best development talent in the business, they also needed a team who could produce a platform that met their extremely high standards and would maintain a consistent customer experience with their industry-leading consumer-facing apps.

Due to the fast-moving nature of their market, the project launch date was non-negotiable meaning it was a necessity that both the Android and iOS apps as well as the supplier-side web app launched on time.
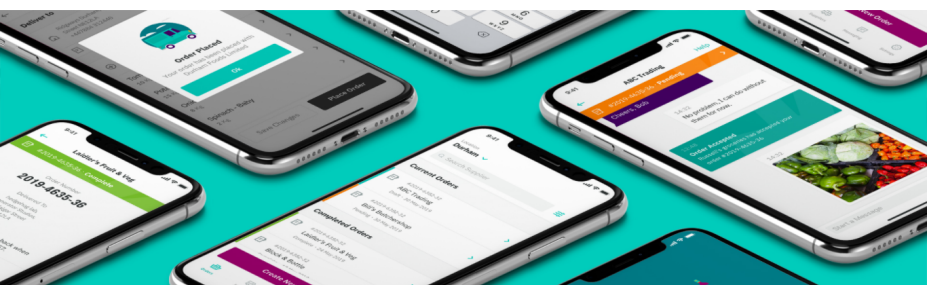
The Product

Sourced powered by Deliveroo launched simultaneously on Android and iOS in October 2019 alongside the supplier-side web app.

Available to all UK restaurants, the app boasts the same easy-to-use and elegant user experience as Deliveroo's flagship food ordering app, ensuring brand consistency between the two platforms.

On the platform, restaurants are able to search for suppliers near them and compile supplier orders in the same intuitive way that diners order meals from their restaurants. Usability was key with orders compiled by scrolling through ingredient lists and selecting quantities in just a few simple taps. Sourced also supports multi-user collaboration, allowing teams to create and finalise orders before sending them off to suppliers.

An integrated messaging system also allows restaurants to communicate directly with suppliers and track their order status, incorporating the entire order process within the app to simplify their data trail and record-keeping.

On the supplier side, users will be able to add item inventories, company information, item information and track orders all through the app and web app, opening up a previously untapped digital channel for them to attract partner restaurants.

Following its successful launch, Sourced by Deliveroo will be rolled out to the food delivery giant's international markets in 2020.

> "hedgehog lab's design and engineering expertise helped to bring fresh thinking into the process while their track record of delivering game-changing products for some of the world's biggest brands meant their capability to deliver was never in doubt."

William Day, General Manager (Special Projects) Deliveroo