



An AWS-Powered Marketplace That Bridges The Gap Between Care Seekers and Caregivers

Client Overview

A UK-based company was looking to build a B2C portal that could help care seekers find caregivers easily. To transform care delivery and create a strong caregiver pipeline, the client is bridging the gap between care seekers and carers. As a technology partner, we helped the client design its caregiver marketplace using the Django framework. To make the web application scalable, we ensured it was hosted on AWS. The result was a caregiver marketplace that helped caregivers and care seekers connect in a matter of minutes.

Business Needs

Leveraging the expertise of a trusted web development company, the client wanted to design, develop a user-friendly web portal that could connect service providers with service seekers. The web solution was supposed to streamline the way service marketplace was functioning. Here are some of the key business needs that the client was looking to meet once this engagement was completed.



Designing a highly responsive and elegant UI



Safeguarding the way transactions happen on the platform



Providing the assurance of offering quality services



Streamlining how service providers and seekers communicate with one another



Listing only verified profiles of service providers



Accelerating the pace of user registration without compromising on safety

Strategy & Solution

The web portal has been crafted to offer a seamless user experience and allows managing all the things on the platform. The designing team put their best efforts to build a highly feature-rich, interactive platform with unique design as per the client expectations.

Front-End

Our dedicated front-end developers and designers build a responsive web design with unique highly and feature-rich platform as per the client expectations. The front-end of the web portal seamlessly connects the service seekers and service providers. It offers functionalities as per the set objectives of the client, such as:

- ✔ Review the profiles and prices of local care assistants
- ✔ Easy and fast registration process
- ✔ Registered users can book a service
- ✔ User can send a message directly to go over the details and choose a preferred care assistant

Backend

Our experienced Django and Python development team worked on the project with proper planning, frame applicable online strategies, developed robust, fast and easily accessible platform which allows:

- ✔ Fast data storage, an easy to manage user management facility
- ✔ To manage the daily slot for contract booking and the layout as the platform was responsive.
- ✔ To increasing service levels and thus, improving the enterprise value of the business processes.
- ✔ Escrow payment gateway for the automation of the payment process
- ✔ To maintain the transparency in the transactions

Development Process

We used Agile development process during the developmental phase of the project under which requirements and solutions evolved through the collaborative effort of self-organizing and cross-functional teams and their context. We follow the procedure for the development of the web portal

- ✔ Analysis the client objective
- ✔ Using the information gathered from the requirement analysis phase, we put together a plan for the development of web portal like technology, CMS integration, payment gateways etc
- ✔ Web designer created one or more prototype designs for the portal. We closely work with designer, exchange ideas, until we arrived at the final design for the web portal
- ✔ Our dedicated front-end and backend developers complete the functionality of forms or other scripts, as well last testing for last minute compatibility issues





Business Outcomes

As a result of our best efforts, the platform continued to become more user-friendly and come closer to delivering the perfect user experience. We were able to deal with each of these challenges and delivered the project with all the perfection within the desired time period. The platform is controlled by a highly organized administrator panel and offer:

- ✓ The users freedom to choose who is to come into their home and the times & days too
- ✓ Easily accessibility and good value for money
- ✓ The quality and delivery of care, a great deal better
- ✓ The people seeking care could confidently identify and approach skilled and compassionate care assistants, while bringing benefits to both
- ✓ To select a carers for live-in care, hourly care & overnight care

Client's Speak



Before deciding on Cloud Digital, we evaluated the market place both within the UK, Europe and Rest of World. We had discussions with a number of organisations, however Cloud Digital were very quick to understand our requirements from the outset and for this very reason, we decided to progress with them. They were excellent and great to work with.

