

# IT-платформа доставки с многопользовательской архитектурой

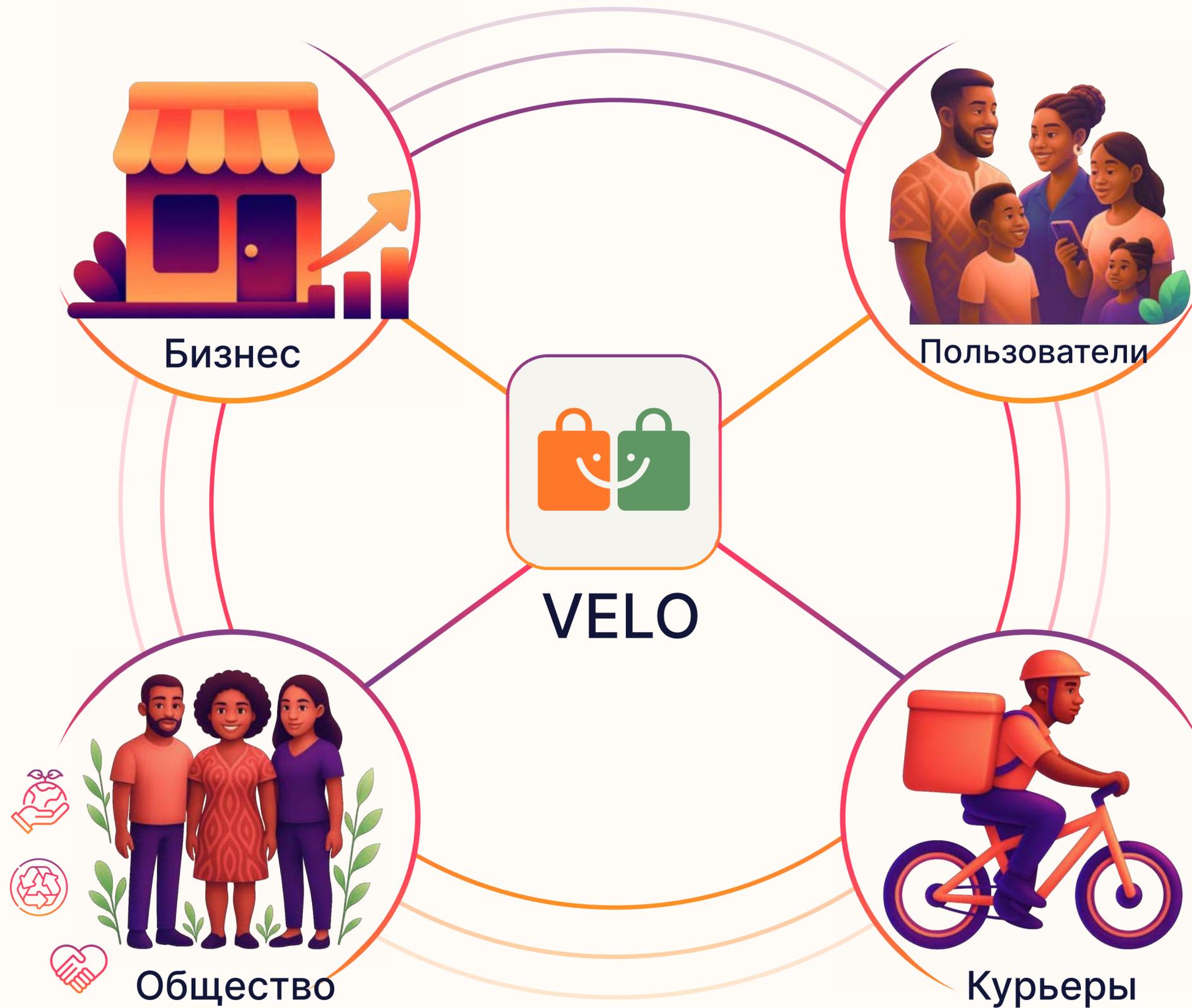
Сервис доставки еды: бизнес,  
курьеры, клиенты



ITFOXWEB



# Структура экосистемы Velo



# Функционал Velo partners:

1. Управление магазинами и ассортиментом.
2. Продвижение и маркетинг.
3. Заказы и логистика.
4. Справочники категорий и теги.
5. Data-driven аналитика.
6. Рейтинги и отзывы.



Sep 10 — Dec 31

September 2024 < > December 2024 < >

S	M	T	W	T	F	S	S	M	T	W	T	F	S
	1	2	3	4	5	6	1	2	3	4	5	6	7
7	8	9	10	11	12	13	8	9	10	11	12	13	14
14	15	16	17	18	19	20	15	16	17	18	19	20	21
21	22	23	24	25	26	27	22	23	24	25	26	27	28
28	29	30	31				29	30	31				

Cancel OK

Starbucks Closed 4.8 (100 reviews)

Customers overview Feedback overview Reviews

Last week Tags 5 stars 4 stars 3 stars 2 stars 1 star

Today	Date	Order #	Star rating	Tags	Comment
Last week	09.2024	#918273	★★★★★	High quality, Good packing, Fair pricing	God, it was the best thing I've ever eaten! Do you mind if I just eat at your place? Seriously, you guys are awesome.
Last month	09.2024	#918267	★★★★★	High quality, Good packing, Fair pricing	Good
Last 6 months	09.2024	#918256	★☆☆☆☆	-	-
Last year	09.2024	#918145	★★★★★	Poor quality, Missing items	The courier arrived drunk and ate all my food!!!! But house we had a great sit down and talk about life, so give the delivery guy 3 stars.
Custom dates	08.09.2024	#918098	★★★★★	-	-
Victoria	05.09.2024	#918077	★☆☆☆☆	Poor quality	
David	03.09.2024	#918049	★★★★★	High quality, Fair pricing	

Starbucks Not busy Current preparation time: 30 min Refresh

Orders Stock levels Settings

Pending (2)

#92374 4 items (N10,600) Today at 1:44pm Show details

#92375 7 items (N24,500) Today at 1:46pm Show details

In progress (0)  
Completed (0)

**New order #92374** Ready for pick-up in 15 min

Placed 3 min ago

Customer: Harry Styles Package: Paper bag  
Phone: Show Delivery: Courier  
Cutleries: 2 Total sum: N10,600

Important notes: No onions, please

Order contents:

- 2x Caramel Macchiato N2,700
- 1x Ham & Swiss on Baguette N3,200
- 1x Crispy Grilled Cheese on Sourdough Extra cheese N3,500
- Delivery fee N200
- TOTAL N10,600
- Payment method Card
- Payment status Paid

Reject Accept order

Starbucks Closed Overview Categories Items Modifier groups Modifier items Upsell groups

Position	Category name	Items	Availability time table
=	Hot drinks	4 items	09:00 AM - 11:00 PM
=	Americano	N1,000	20 pcs
=	Cappuccino	N2,200	20 pcs
=	Flat White	N2,200	20 pcs
=	Caramel Macchiato	N2,700	20 pcs
=	Cold drinks	7 items	09:00 AM - 11:00 PM
=	Frappuccino Blended Beverages	7 items	09:00 AM - 11:00 PM
=	Bakery	5 items	09:00 AM - 11:00 PM
=	Snacks & Sweets	3 items	09:00 AM - 11:00 PM
=	Breakfast	5 items	09:00 AM - 12:00 PM
=	Lunch	5 items	12:00 PM - 03:00 PM

Are you sure you want to delete "Your choice of topping" modifier group?

Modifier items in this group will not be deleted and will be available in the item list with "Unpublished" status.

Cancel Delete

New item

Change image

Name\* Pumpkin Spice Latte 450ml

Description ☺ Our signature espresso and steamed milk with the celebrated flavor combination of pumpkin, cinnamon, nutmeg and clove. Enjoy it topped with whipped cream and real pumpkin-pie spices.

Ingredients ☺ MILK, PUMPKIN SPICE SAUCE [SUGAR, CONDENSED SKIM MILK, PUMPKIN PUREE, CONTAINS 2% OR LESS OF FRUIT AND VEGETABLE JUICE FOR COLOR, NATURAL FLAVORS, ANNATTO, SALT, POTASSIUM SORBATE], BREWED ESPRESSO, WHIPPED CREAM [CREAM (CREAM, MONO AND DIGLYCERIDES, CARAGEE...

Category\* Hot drinks

Price\* Weight or volume\* UoM\*

VELO For partners

- Home
- Restaurant
- Menu
- Orders
- Promotions
- Customers
- Couriers
- Notifications
- Messages
- Settings
- Logout

Starbucks - Olugbo Closed 4.8 (100 reviews)

General information

Restaurant image\* Restaurant logo\*

Change image

Restaurant name\* Starbucks

About\* Starbucks Corporation is an American multinational chain of coffeehouses and roastery reserves headquartered in Seattle, Washington. It was founded in 1971 by Jerry Baldwin, Zev Siegl, and Gordon Bowker at Seattle's Pike Place Market initially as a coffee bean wholesaler. Starbucks was converted into a coffee...

Business type Restaurant

Order and delivery

Schedule\* Working days: Mon, Tue, Wed, Thu, Fri, Sat, Sun

Working time starts at 9:00 am Working time ends at 11:00 pm

Working days: Mon, Tue, Wed, Thu, Fri, Sat, Sun

Working time starts at 10:00 am Working time ends at 10:00 pm

Average order preparation time\* 30 min

Minimum order amount 1,000 ₦

Maximum order weight

# Дашборд

**VELO**  
For partners

- Home
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- Customers
- Couriers

Notifications 10

Messages

Settings

Log out

## Starbucks

Closed

Search

Business metrics | Customer satisfaction | Operational efficiency

Last 7 days

Revenue: **¥50,500,000** ↓ 2%

Total amount: **¥550,500,000** ↑ 10%

Number of completed orders: **10,000** ↓ 10%

Average order amount: **¥5,000** ↓ 2%

### Amount of revenue by days

Day	Revenue (¥k)
2 Oct	8,500
3 Oct	8,500
4 Oct	4,000
5 Oct	5,000

**VELO**  
For partners

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Notifications 10

Messages

Settings

## Starbucks

Closed

Business metrics | **Customer satisfaction** | Operational efficiency

Customer Satisfaction Score: **60%** ↓ 2%

Average delivery rating: **4.5** ↑ 10%

Positively rated Item quality: **60%** ↓ 10%

**4,8/5**  
(100 reviews)

★★★★★

- 5 stars: 65% (65 reviews)
- 4 stars: 15% (15 reviews)
- 3 stars: 11% (11 reviews)
- 2 stars: 6% (6 reviews)
- 1 star: 3% (3 reviews)

### Top selling items

1. Caramel Macchiato	54
2. Latte	49
3. Berry Trio Parfait	48
4. Cappuccino	42
5. Americano	37
6. Rolled & Steel-Cut Oatmeal	37

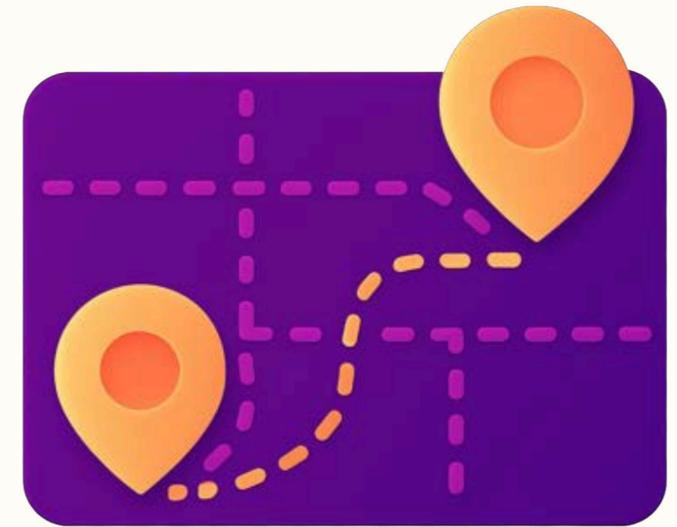
# Интеграции



Termii  
(Верификация)



Paystack (Stripe)  
(Платежные операции)



Google maps  
(геолокация)

# Варианты монетизации



**Платное продвижение**



**Реклама в приложении**  
Бренды размещают таргетированные предложения.



**Премиум-функции для партнеров:** расширенная аналитика, автоматизация, VIP-поддержка — на платных тарифах.

# Технологический стек

## Инструменты

fastapi  
sqlalchemy  
geoalchemy2  
aiocron

## База данных

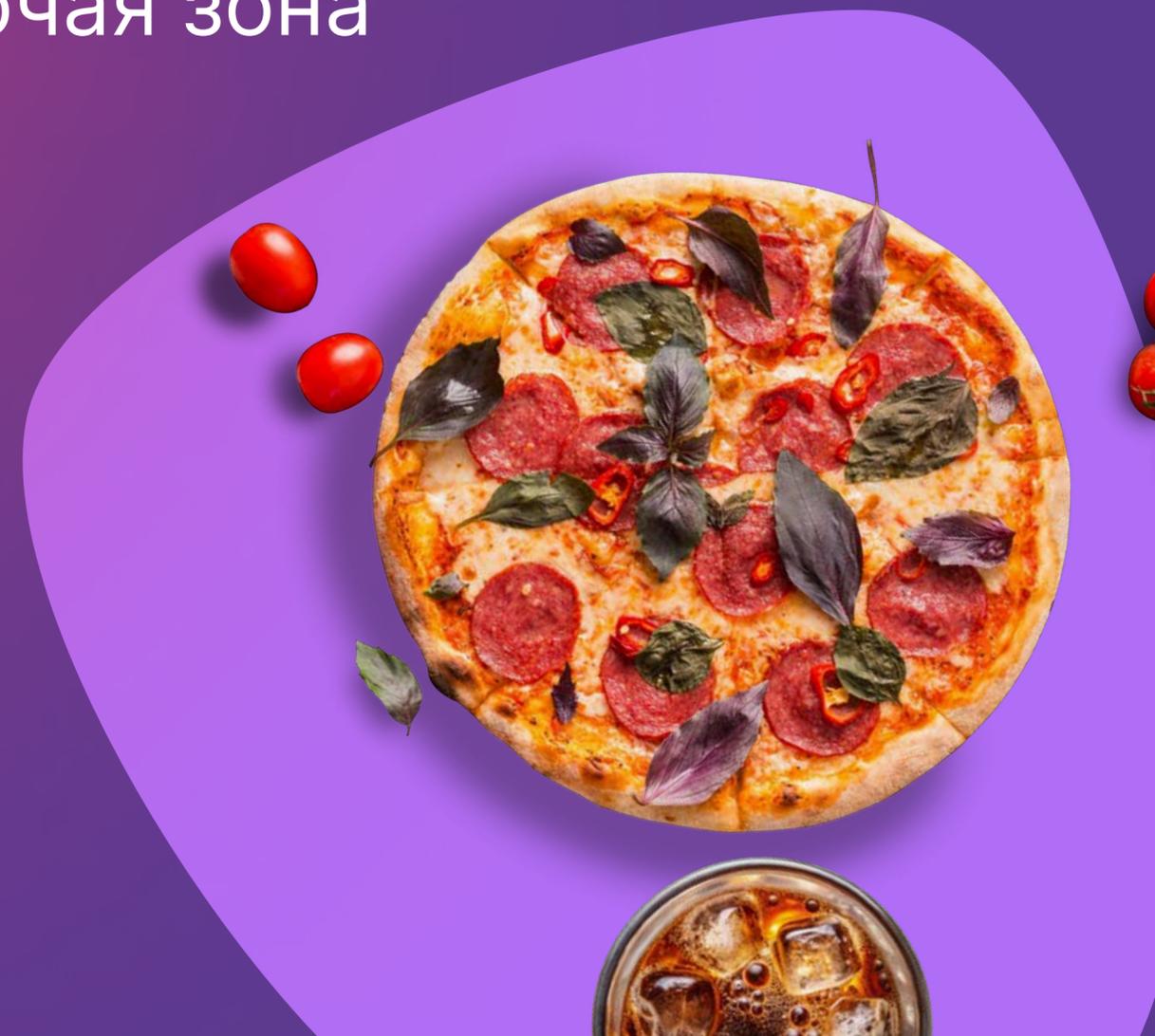
PostgreSQL  
Redis — СУБД  
для хранения кэша

## Фронтенд

Next.js — информационный раздел  
React.js — рабочая зона

## Бэкенд

язык Python



Планы и перспективы

# Приложение для курьеров

## Функционал:

1. Регистрация и авторизация
2. Выбор зоны доставки, настройка графика работы
3. Получение и управление заказами
4. Построение маршрутов и навигация
5. Учёт доходов
6. Служба поддержки



**Please, verify recipient's date of birth**

Please, enter the date of birth of the person, who is receiving the order

DD.MM.YYYY  
01.01.2001

**Verify**

12:30

**Picking up order**

**3:38**  
until pick-up

**Best Pizza Place**  
Market St., London

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit

**Order #8764**

3 items

1x Margarita  
2x Hawaiian

Please, check that all items are present in the order before proceeding.

**Swipe to confirm pick-up**

12:30

**Peter F. left you ₦600 of tips. Good job!** **OK**

Not busy

Moderate

**Thank you for your work!**  
For this order you received ₦5,000

**Continue**

12:30

**₦20,850**

Not busy

Moderate

**Ready to go, John?** **Go online**

03:00-04:00 04:00-05:00 05:00-06:00  
06:00-07:00 07:00-08:00 08:00-09:00  
09:00-10:00 10:00-11:00 11:00-12:00

Afternoon

00:00-01:00 01:00-02:00 02:00-03:00  
03:00-04:00 04:00-05:00 05:00-06:00  
06:00-07:00 07:00-08:00 08:00-09:00

01	17	
02	18	
03	19	
<b>04</b>	<b>20</b>	<b>am</b>
05	21	pm
06	22	
07	23	

**Apply**

**Not busy**  
A restaurant with this status has 1 pending order

**Moderate**  
A restaurant with this status has placed at least 3 orders

**Busy**  
A restaurant with this status has 1 pending order

**Very busy**  
A restaurant with this status has more than 5 orders placed and some of them are awaiting courier assignment

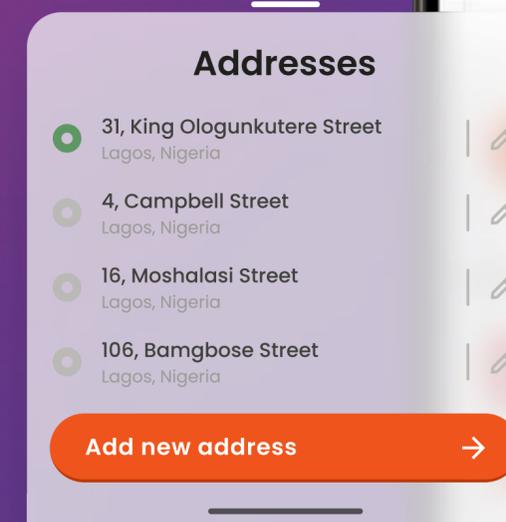
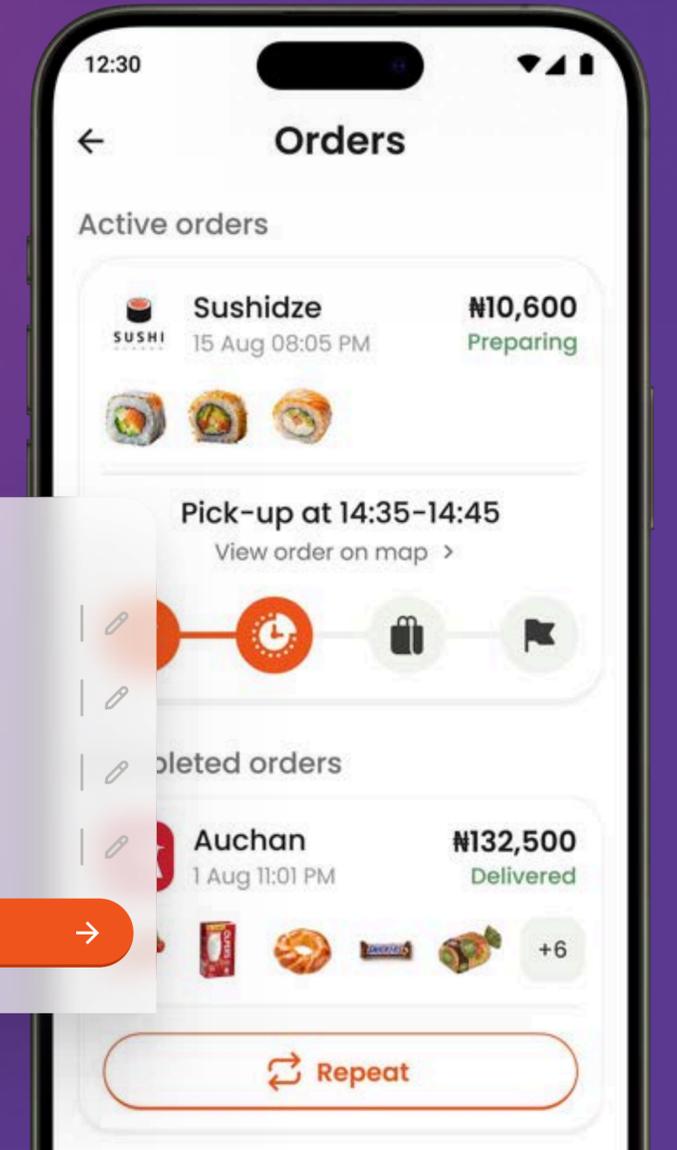
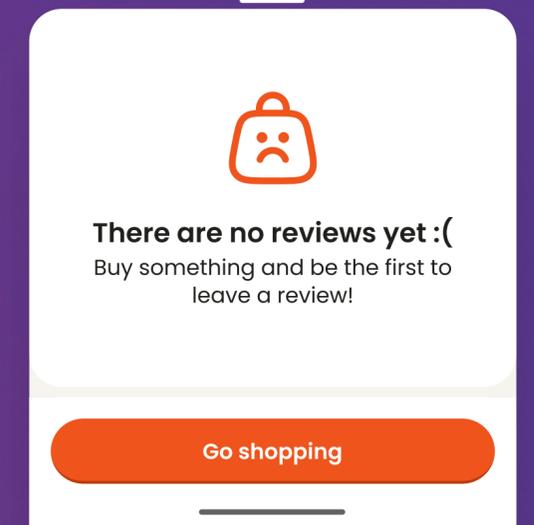
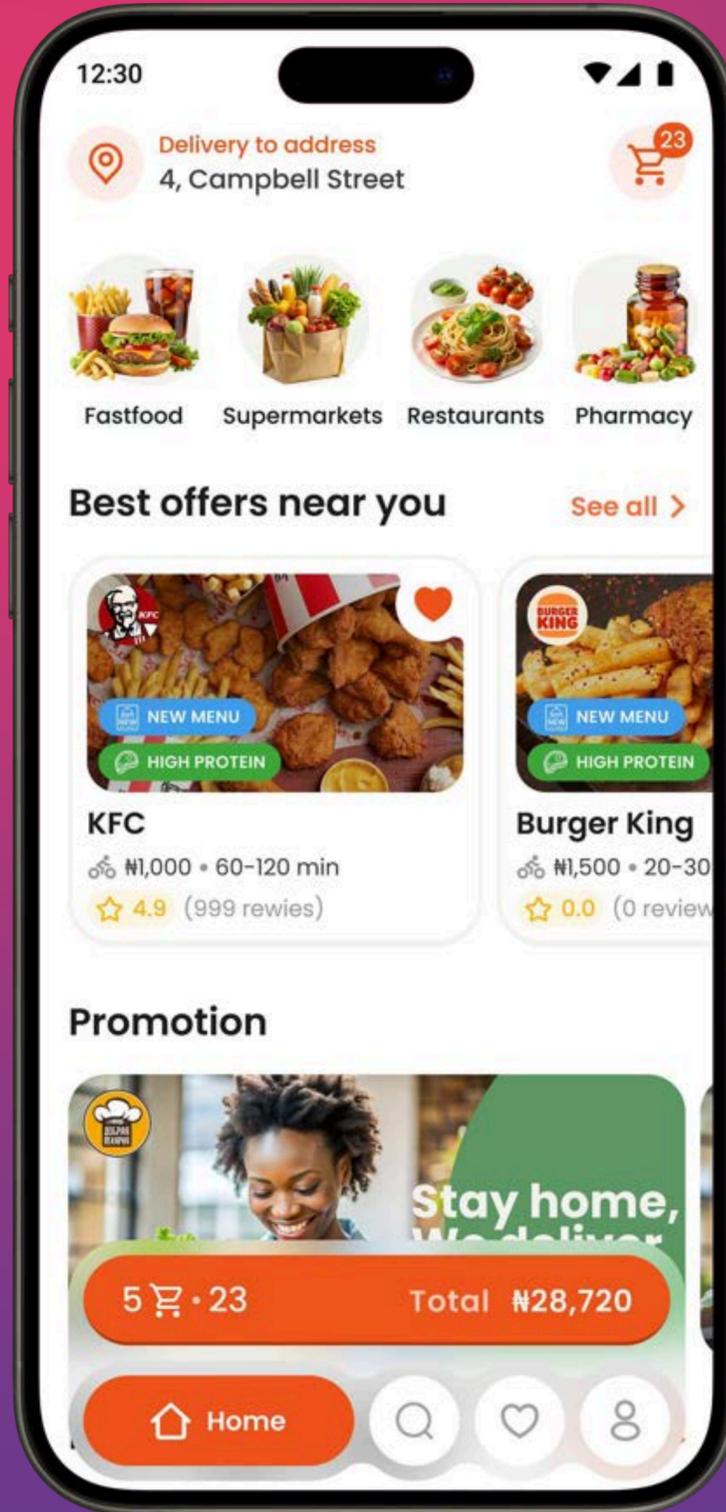
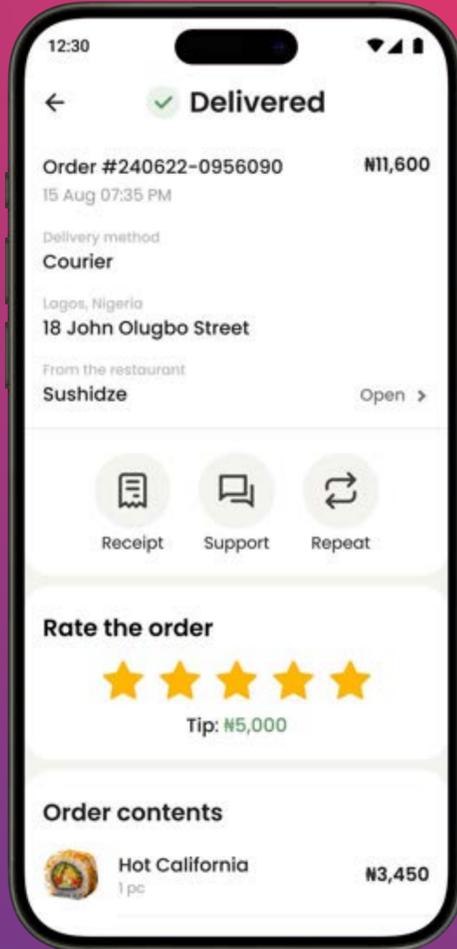
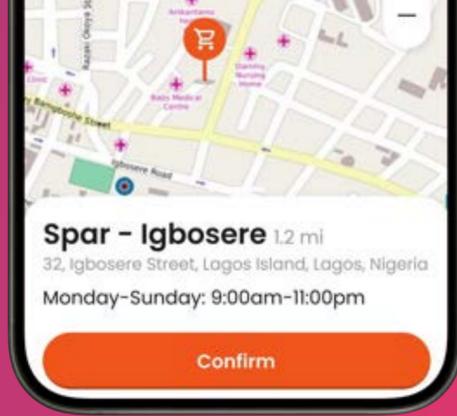
Планы и перспективы

# Приложение для пользователей

## Velo делает покупки удобными

- Одна корзина — товары из разных магазинов в одном заказе.
- Умное зонирование — доставка с учётом дорог и доступности районов.
- Коллективные заказы — выгодно для сообществ и офисов.





Социальные инициативы Velo

# Поддержка местного сообщества



Забота об экологии — поддержка курьеров на электротранспорте для снижения углеродного следа



Продвигает использование перерабатываемой упаковки



Партнерство с продовольственными банками



Благотворительные программы

# Velo: вдохновлен тем, кто верил в перемены

Когда мы завершили первый этап проекта и приступили к разработке приложения для курьеров, трагически ушел из жизни заказчик — Daniel Manuel.

Через некоторое время с нами связалась его жена и сказала, что работа над приложением должна быть возобновлена, потому что создание Velo было его мечтой.

Она продолжила проект в память о нем — как дань уважения человеку, который верил, что технологии могут помогать людям.

Теперь Velo — символ того, что доброе дело может жить дальше.

