



6ix Media SA
DESIGN STUDIO

PRODUCT SPECIFICATION

Freshlane

Online grocery marketplace

Multi-store grocery ordering with delivery slots, weight-based pricing, substitutions and a picker workflow built for people packing real baskets.

Online grocery marketplace

Multi-store grocery ordering with delivery slots, weight-based pricing, substitutions and a picker workflow built for people packing real baskets.



The problem

- Grocery is not retail with a cart bolted on
- Weight pricing, substitutions and slots break normal store software
- Picking is the real bottleneck, and most platforms ignore it



Who it suits

- Grocers, butcheries and produce suppliers
- Township delivery services
- Farm box and subscription schemes
- Retail groups adding delivery



How you earn

- Commission per basket
- Delivery fees by zone
- Slot premiums for peak times
- Featured placement for suppliers

Who uses it

Each role sees a different interface. Designing them separately is what keeps each one simple.

Customer

- ✓ Books a delivery slot
- ✓ Buys by weight or unit
- ✓ Sets substitution preferences
- ✓ Tracks the driver

Store

- ✓ Manages catalogue and stock
- ✓ Receives baskets to pick
- ✓ Suggests substitutes
- ✓ Sees earnings

Picker

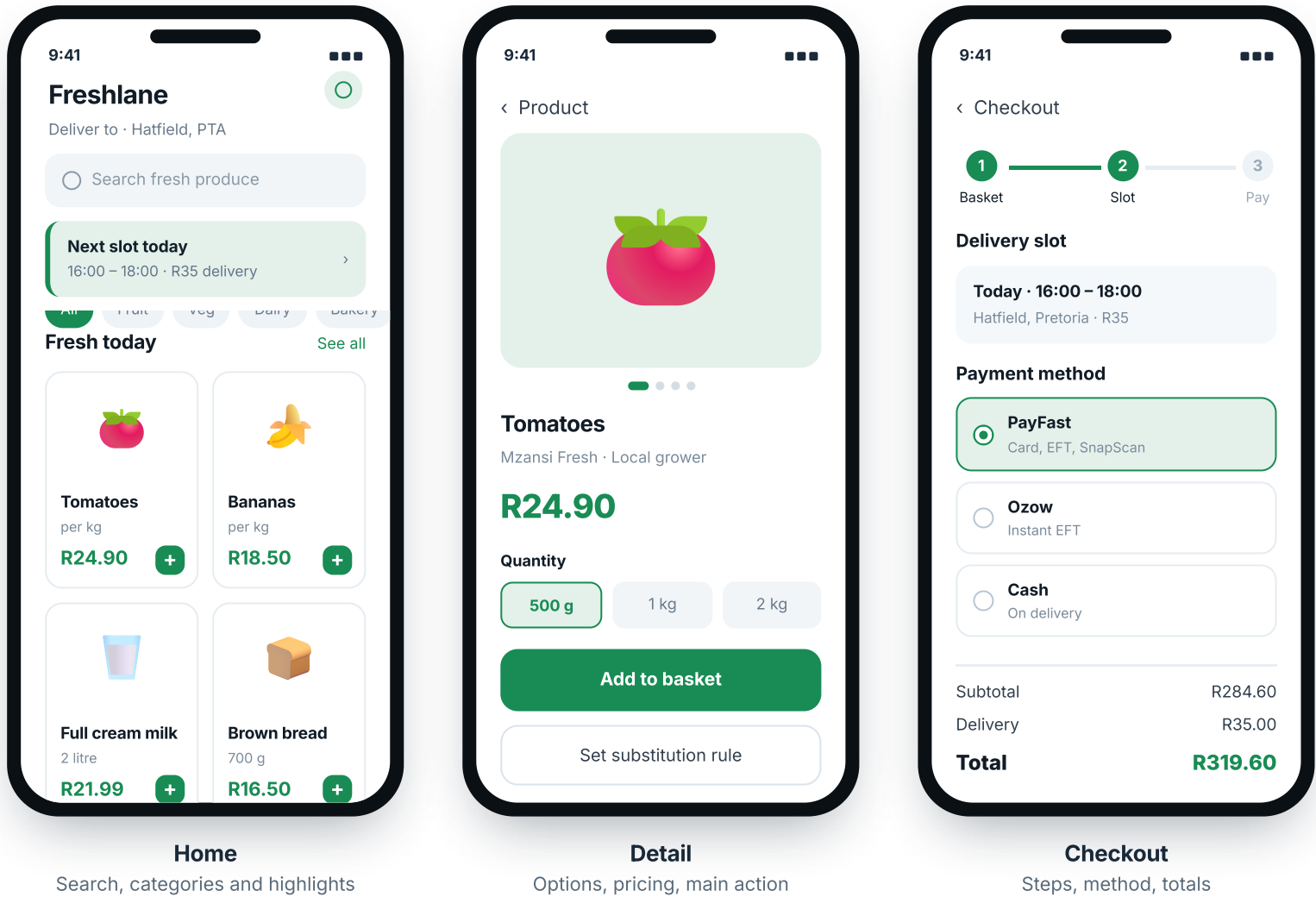
- ✓ Works a pick list in aisle order
- ✓ Scans and confirms items
- ✓ Flags out of stock
- ✓ Marks basket ready

Driver

- ✓ Collects packed baskets
- ✓ Follows the route
- ✓ Captures proof of delivery
- ✓ Handles returns

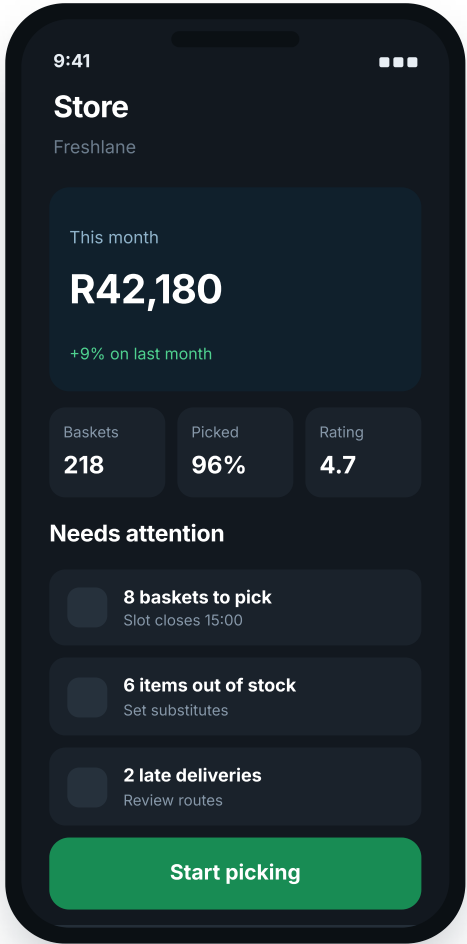
Customer app

Three of the customer screens. Built for one-handed use, and for a phone on mobile data rather than office wifi.



Store app

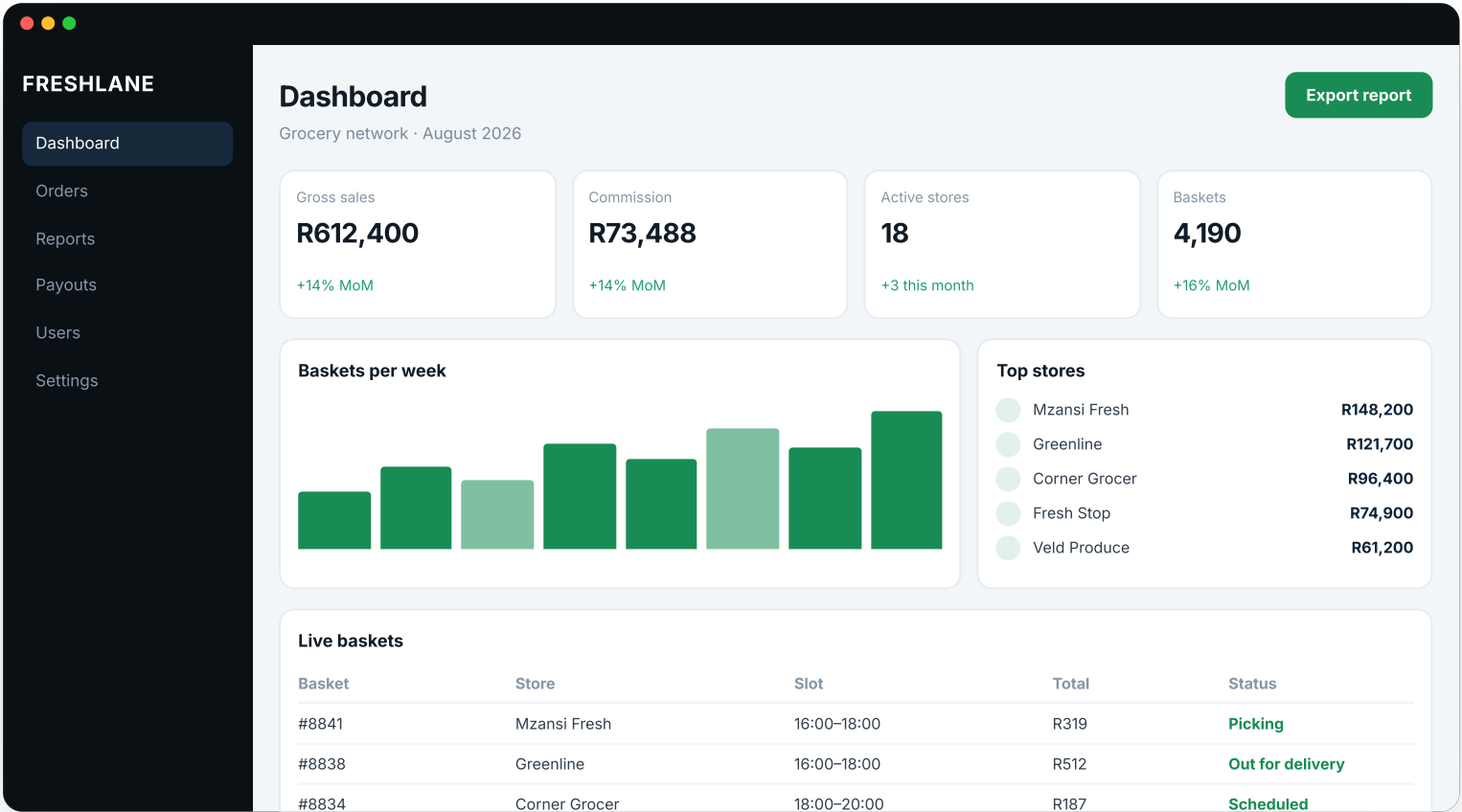
The supply side runs from a phone. Most people on a platform like this do not sit at a laptop.



Store dashboard
Earnings, jobs to action, alerts

Admin dashboard

The operator's view. Revenue, top performers and live activity in one place.



What gets built

Every module below is included in the standard build. Anything outside this list is quoted separately before it starts.

Slots

- + Delivery windows by zone
- + Capacity caps per slot
- + Cut-off times
- + Slot premiums

Catalogue

- + Weight and unit pricing
- + Multi-store inventory
- + Promotions and specials
- + Bulk price updates

Picking

- + Aisle-ordered pick lists
- + Barcode scanning
- + Substitution suggestions
- + Basket ready workflow

Delivery

- + Route grouping by slot
- + Driver app
- + Live customer tracking
- + Proof of delivery

Payments

- + PayFast and Ozow
- + Weight adjustment on final total
- + Refunds for missing items
- + Store payouts

Admin

- + Store onboarding
- + Commission and fees
- + Slot and capacity planning
- + Reporting

How it is built

Chosen for hosting cost and for how easily you can find a developer later. Nothing exotic.

Front end

› Next.js and React

› Tailwind CSS

› Server rendered for search

› Installable web app

Back end

› Node.js API

› PostgreSQL database

› Object storage for images

› Background jobs

Mobile

› React Native, one codebase

› iOS and Android together

› Push notifications

› Offline handling

Integrations

› PayFast, Yoco, Ozow

› SMS and email

› Maps where needed

› Analytics

Hosting

› Standard cloud hosting

› Scales with traffic

› Daily backups

› SSL and patching

Handover

› Source code is yours

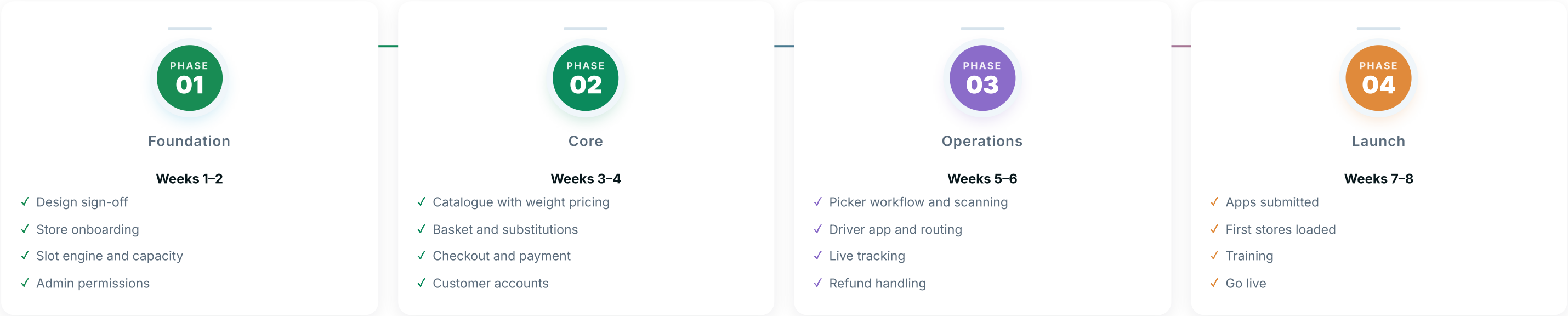
› Written documentation

› Admin training

› Optional support retainer

Build phases

Each phase ends with something you can open and use. Nothing is invisible for weeks at a time.



What it costs

Fixed price for the scope described. Split across the phases above, each invoiced on completion.

Starter

Web platform only, no mobile apps

R12,000

✓ All customer and provider web screens

✓ Admin dashboard

✓ One payment gateway

✓ 8 week build

RECOMMENDED

Standard

Web plus customer mobile apps

R18,000

✓ Everything in Starter

✓ iOS and Android customer apps

✓ Store submission handled

✓ Push notifications

Complete

Web plus customer and provider apps

R28,000

✓ Everything in Standard

✓ Provider mobile app

✓ Advanced reporting

✓ 3 months support included

Prices exclude VAT where applicable. Half to book the slot, balance across the phases. Hosting, gateway and app store fees are paid by you directly, at cost.



If you can imagine it, we can design it.

Ready to build Freshlane? Tell us which phase you want to start with.

START YOUR PROJECT

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Screens shown are design concepts and may evolve during the build.