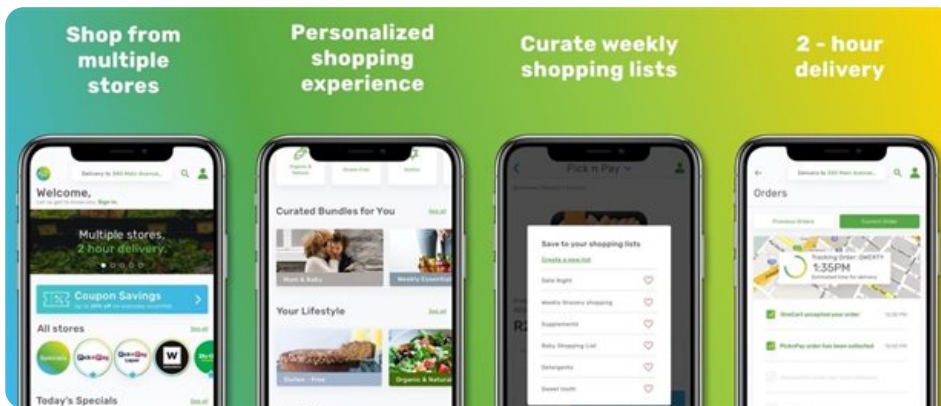




# SA startup OneCart reveals refreshed design and shopping experience

South African online grocery concierge OneCart has refreshed its website and mobile app to offer an improved shopping experience.



Founded in 2016 and officially launched to the public in 2018, OneCart allows online consumers to have groceries delivered within two hours from multiple retailers all in one virtual cart. Deliveries are available throughout South Africa's major urban hubs, namely Johannesburg, Pretoria, Cape Town and Durban.

Over the last year, the startup has added retail giants like Woolworths, Pick n Pay, CNA, Food Lovers Market to its platform as well as speciality stores such as Jacksons Real Food Market and Fruits & Roots.



E-COMMERCE

On-demand grocery concierge startup OneCart eyes national expansion

Lauren Hartzenberg 21 Aug 2018

## New design and features

On 26 June, the team behind OneCart launched a new and improved website and mobile application, bringing with it a new user-generated and personalised experience, new benefits and a refreshed look and feel including a new logo.

The updated platform includes a 'social' signup and sign in and the ability to shop by category across the various stores. There's an improved search function, and products can be filtered according to dietary preferences, allowing for a more tailor-made shopping experience.

Users are also now able to shop by featured recipes and create their own shopping lists that will enable 'one click' ordering and faster checkout. Soon to arrive to the platform will be aspects like gift vouchers, shopper generated subscriptions, coupons for saving and creating and sharing unique recipes.

The platform is available through all major app stores for download and installation to all compatible Android and iOS devices, as well as through the OneCart website.

For more, visit: <https://www.bizcommunity.com>