Case Study

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BevQ App: How to Enhance User Experience?

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Abstract:

The State Beverages Corporation Limited (BEVCO) is a Kerala Government owned Company which has the exclusive right for retail distribution of different alcoholic beverages in Kerala state. BevQ is an app developed by Faircode Technologies Private Limited with an aim to regulate traffic and facilitate social distancing norms at retail liquor outlets in the state of Kerala during the COVID-19. BevQ has faced many challenges in its pre and post-launch phases and the various user groups were facing different kinds of issues with the product, leading to higher levels of dissatisfaction. The case discusses the significance of user centric approach for designing a digital product targeted at different segment of users.

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