



Task

Danone Miluklub digital concept and development

Industry

Trade
- baby food

Year

2020 - continuous development

Increase of brand and brand awareness with digital tools



Challenge

Instead of the technically outdated website of Danone Nutriklub, the development of a new digital solution that not only replaces Nutriklub, but is also able to support other brands in some form.

Another challenge for us was to create a digital platform that meets the needs of today's users and uses modern technologies - all this in a way that maintains the excellence of the previous system and further strengthens users' usual expert credibility.

Task

Danone Magyarország Kft. contacted us to deliver a digital solution in close cooperation with their marketing agency, which supports parents from the period of pregnancy until the child is 3 years old with up-to-date, personalized expert advice - all this in a maximally user-friendly, customizable, easy, and quick to use interface.

Our task was to develop a digital concept that covers all aspects and the elements included in it, which on the one hand enables direct contact with the target group, and in the later stages can also help to get to know other brands intended for children over the age of six months.



"4DSoft is not an IT supplier, they are our partners in Miluklub life cycle tracking. The digital concept developed by them is of strategic importance to us, as we have to effectively address our target audience in a very competitive situation on the baby food market, in strict compliance with the law. During the years-long partnership, we receive all development-related information translated into the language of the business, so we always understand exactly what we are deciding on - all from an endlessly patient, professionally outstanding and supportive team."

Zsanett Pálinkás
CRM and content manager



3.2 M
users



15 M
article readings



47 864
app downloads



Solution

The development of the solution was preceded by a domestic and international competitor analysis, as well as numerous design workshops, where we got to know the exact user needs. During development, we made every effort to ensure that technology „does not limit imagination” - we are proud that every innovative idea was implemented.

The miluklub.hu web interface is complemented by an application operating on iOS and Android platforms. Thanks to modern user-friendly technical solutions, these interfaces function as an educational digital platform - offering, among other things, free expert advice, downloadable materials, and calculators for expectant mothers.

When designing the web interface, it was also an important aspect that the developed website should be easy to use for Danone - without developer intervention - so miluklub.hu received an admin interface developed for unique needs.

Since the first version delivered in 2021, we have been continuously developing the system, thus satisfying emerging user needs and creating business value for our partner.

Our tasks:

- Business analysis and digital product design (IT and UX)
- Implementation, verification, further developments
- Operation, monitoring



Technologies

