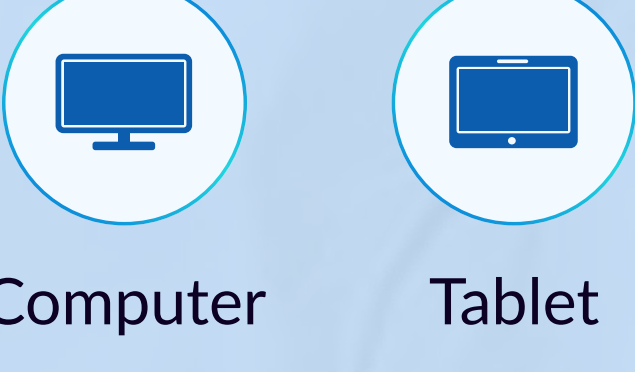


B2B Business Development Portal

Streamlining operations with insights and efficiency



This is a Progressive Web App (PWA) designed to streamline B2B operations for sales representatives and administrators. It features a document directory, a scheduler for managing client visits, bulk marketing tools, retailer and store management, and a dashboard for analytics on orders and activity. As a PWA, it ensures fast, reliable, and device-friendly access, enhancing productivity and decision-making.

ROLE
UX Analyst

User Profile

Admin



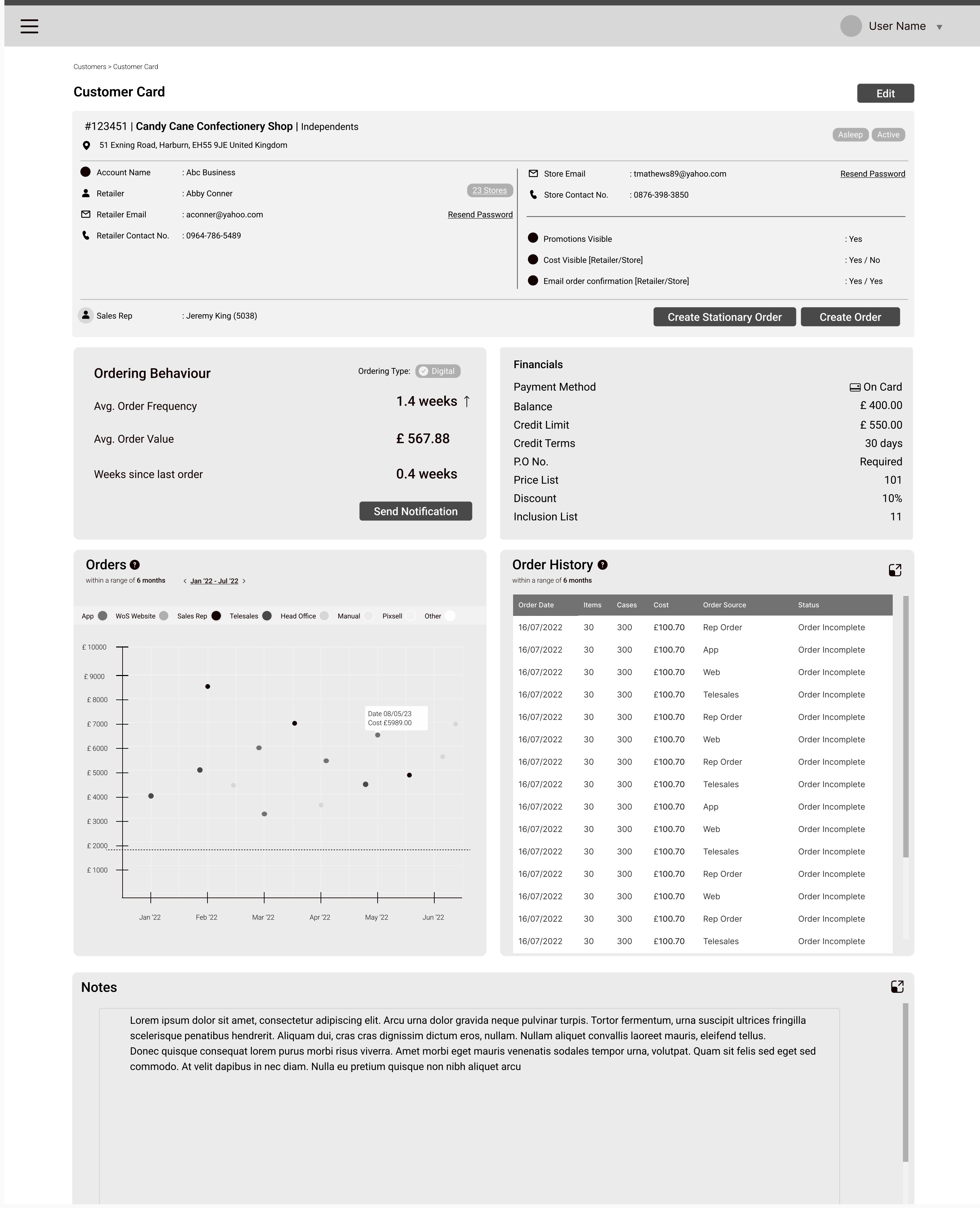
Admins monitor sales performance across regions and users. They need clear visibility into store and sales rep progress — tracking orders, targets, and trends in real time. The app enables quick insights and data-driven decisions.

Sales Reps



Sales Reps manage hundreds of stores and rely on clear, organized information to plan visits and analyze store and sales data. The app helps them plan visits, track performance, manage customers and promotional activities.

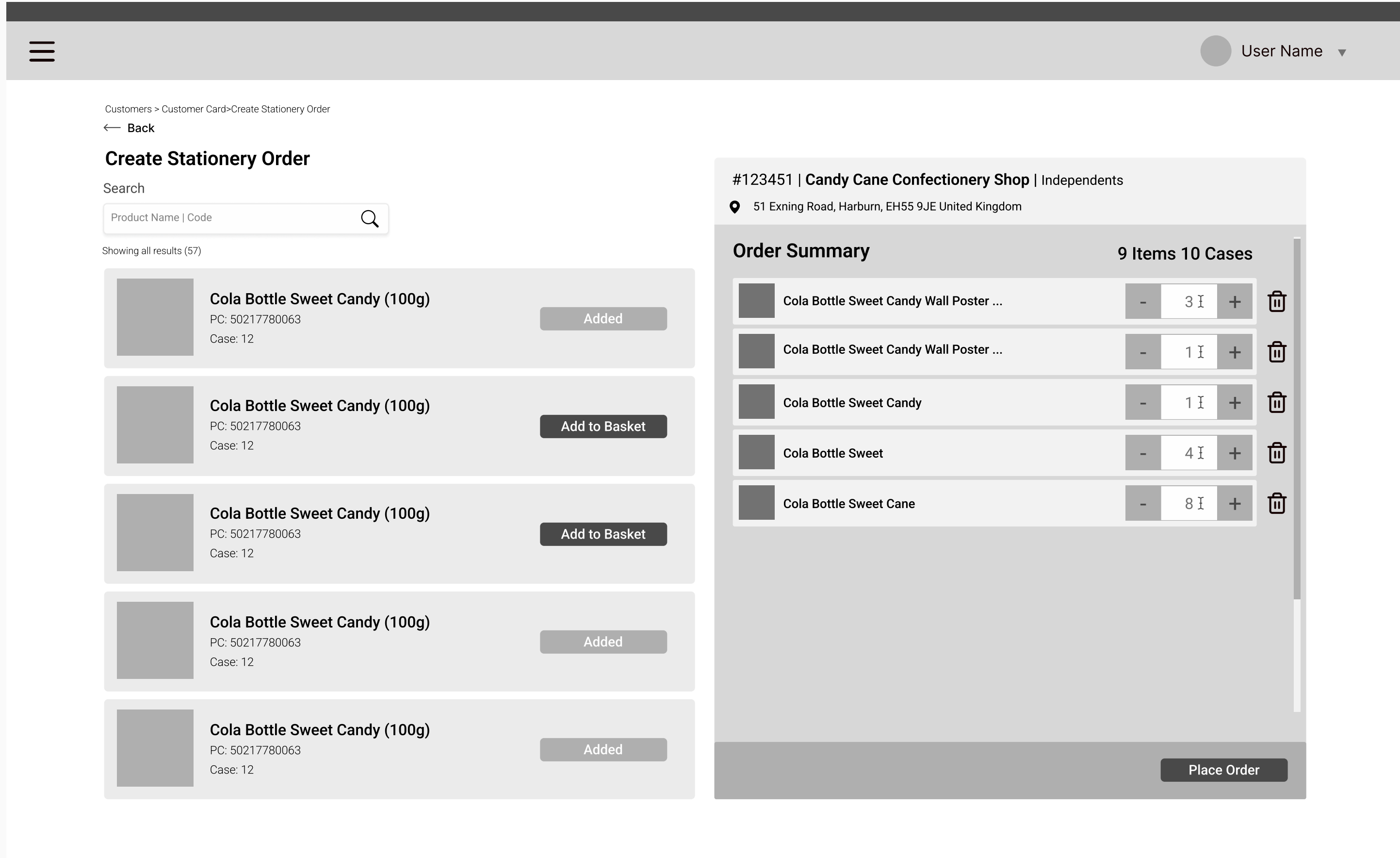
Solution



Figuring out optimal and useful analytics

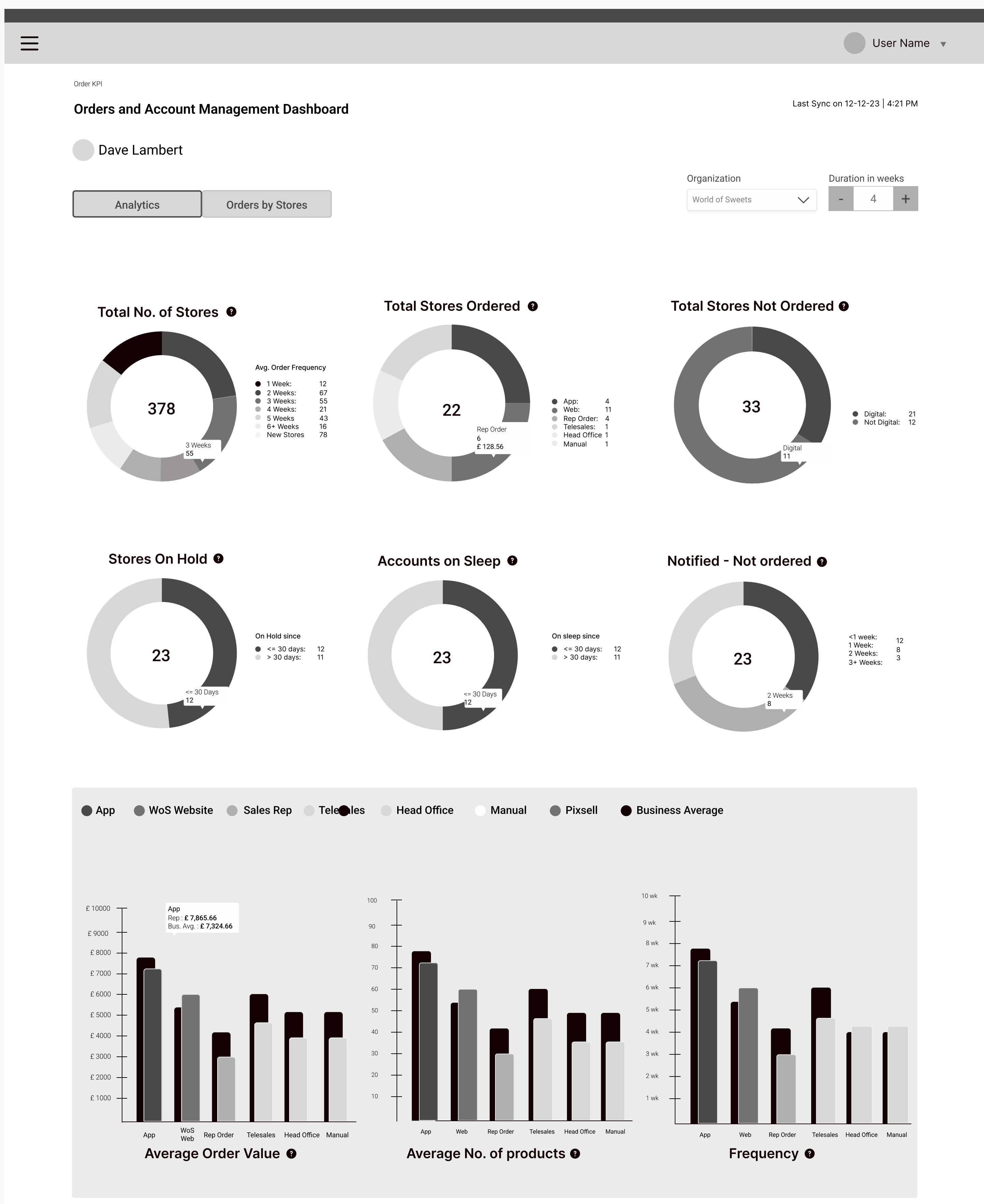
The only brief I had on this page was the client wants to see a dashboard of store ordering behaviour and some account details. There are two dashboards in this platform, both serve a different purpose. This one is more about looking at a store on a microscopic level along with business details. The other one displays ordering behaviour as a whole or as a group more graphically.

I created two charts to display orders, in-order to represent two different trends.



Shortened user journey for mental but useful tasks

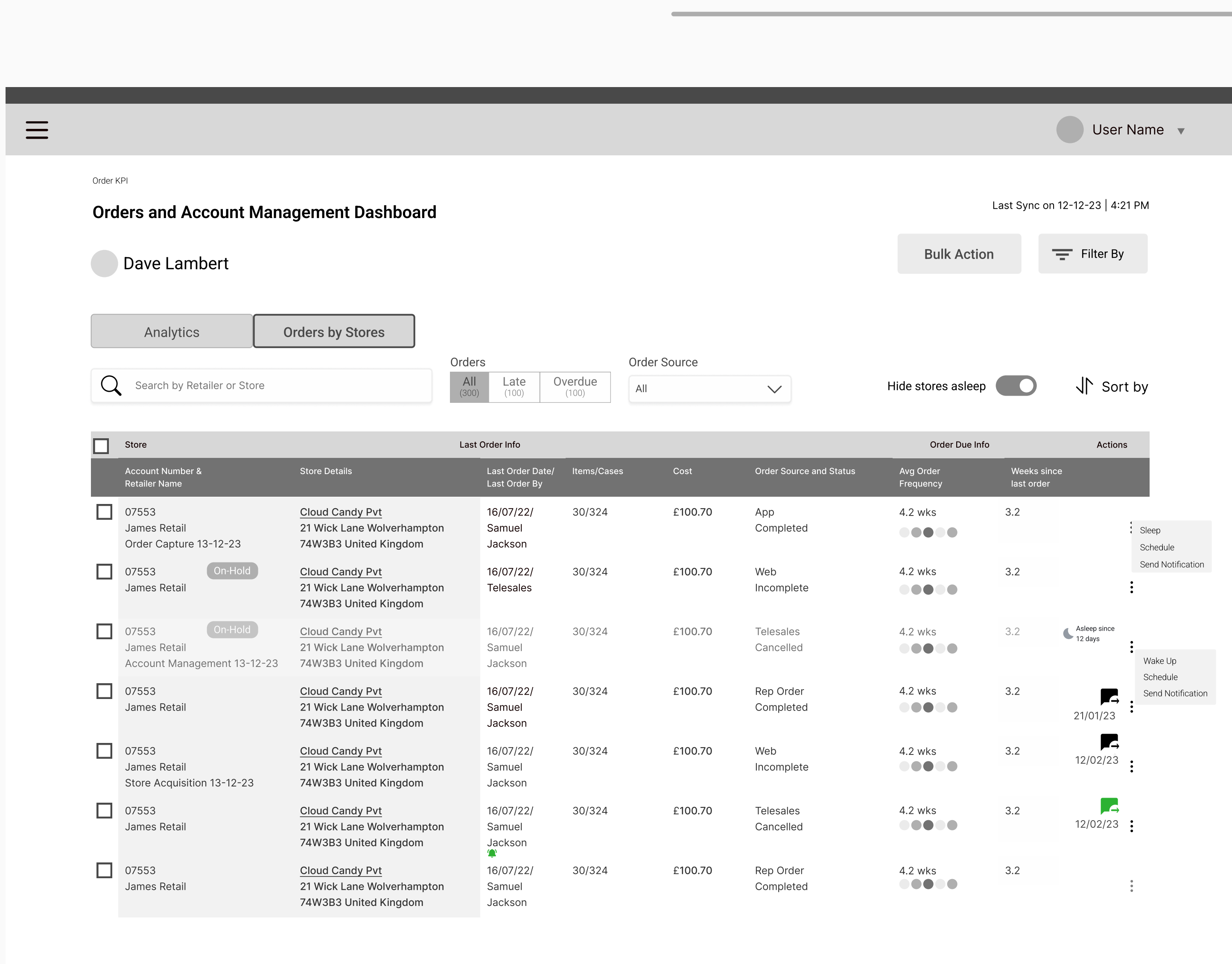
This activity is a all about offering free goodies to a Client for business purposes. This is a simple task necessary for business but not essential. Evidently the brief was to make this a quick process, unlike normal ordering process i.e. Home to Product Listing Page, to Product Detail Page, to Basket, to Checkout. I wanted to use as less clicks/taps as possible. I used two sections and less details to my benefit and reduced it to one screen.



A case of effective data visualization

This is the other dashboard, designed to look at trends at a macroscopic level. The different graphs are designed to segregate different stores on the basis of various criteria, upon clicking/tapping on a section the lost of those specific stores open up on the second tab - Order by Store (provided below).

The case of the graph below had a peculiar case, there has to be simultaneous comparison between trends of last year's data and the segregation of order sources. To solve this problem I looked at various data visualization methods and discussed the implications of each of them with the dev., team before proceeding with this one.



Conclusion

The sales reps have successfully included this app to facilitate their day-to-day activities. From managing various business activities on different places (Notebook, Power-BI, Older portal), this platform has helped the employees to conduct all their activities from one platform with minimal difficulty. This platform being a PWA helps users to create multi-device journeys, where the user can start a task in one device and complete it on another device, with data synced across them, with the exact same deployed app.