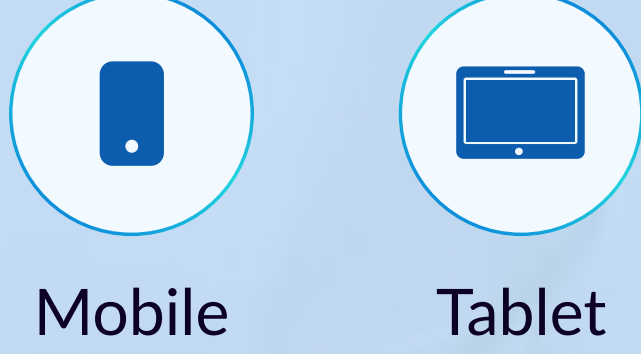
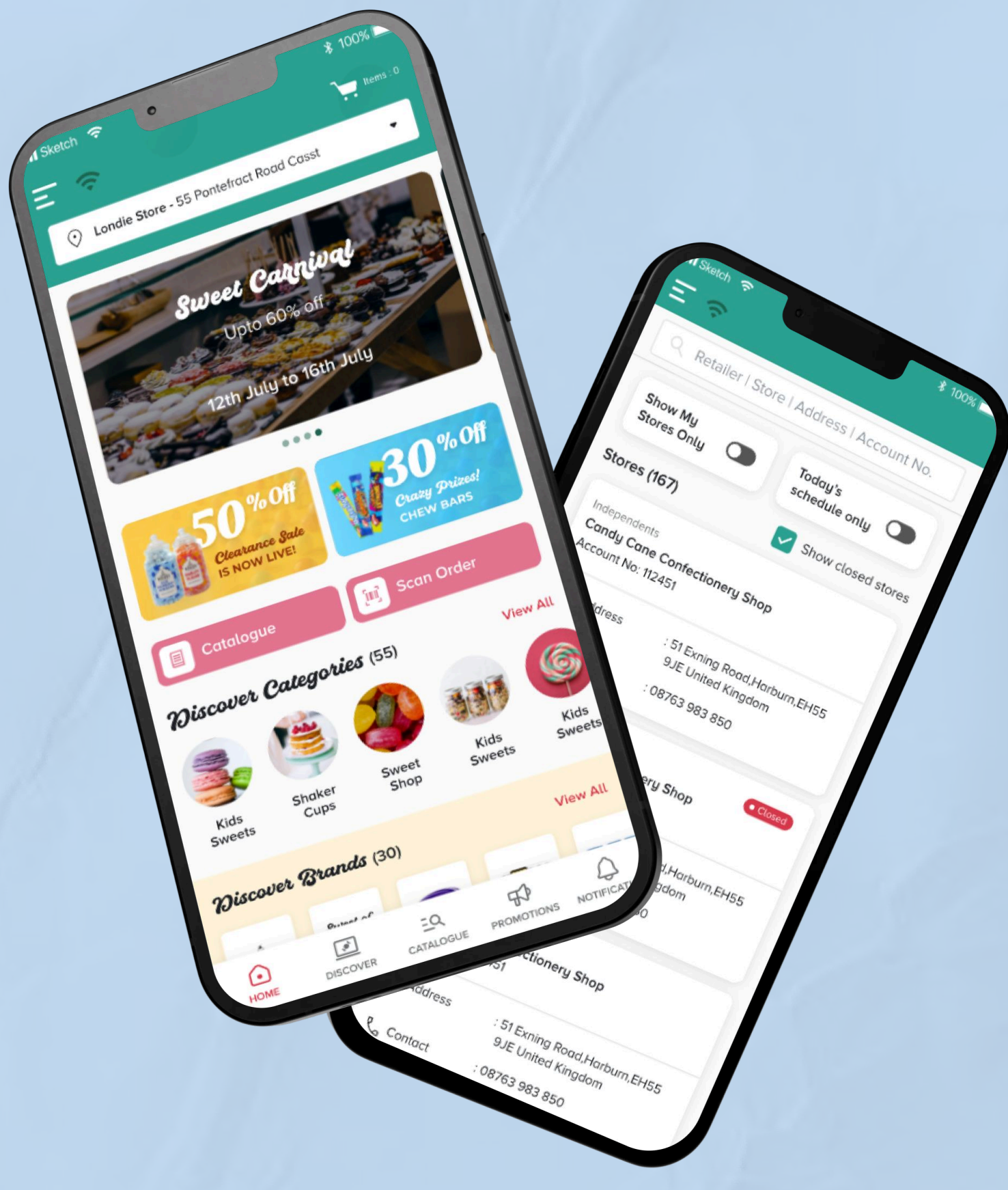


# B2B E-Commerce & Sales

## Transitioning Sweets Industry Retailers to Digital Sales



Mobile Tablet



Designed a mobile app for the UK sweets industry to streamline order management for both retailers and sales representatives. The primary goal was to encourage retailers to adopt self-service online ordering, gradually reducing reliance on manual order-taking by sales reps. The challenge lay in balancing usability for retailers unfamiliar with digital platforms while providing tools for sales reps to manage orders efficiently during the transition phase.

ROLE  
UX Analyst

### Challenges

- 1. Provide a distinct interface for Sales Representatives to easily differentiate between workflows, separate from the E-Commerce app.
- 2. Enable a streamlined workflow for selecting a store from thousands of options.
- 3. Offer a simple transition from Retailer Login to Rep Login for ease of use.
- 4. Ensure easy access to all relevant store information when a Sales Rep visits a store.
- 5. Maintain consistency between the E-Commerce sections for Sales Representatives and Retailers to reduce costs and prevent confusion regarding different functionalities.



### User Profile

#### Retailers



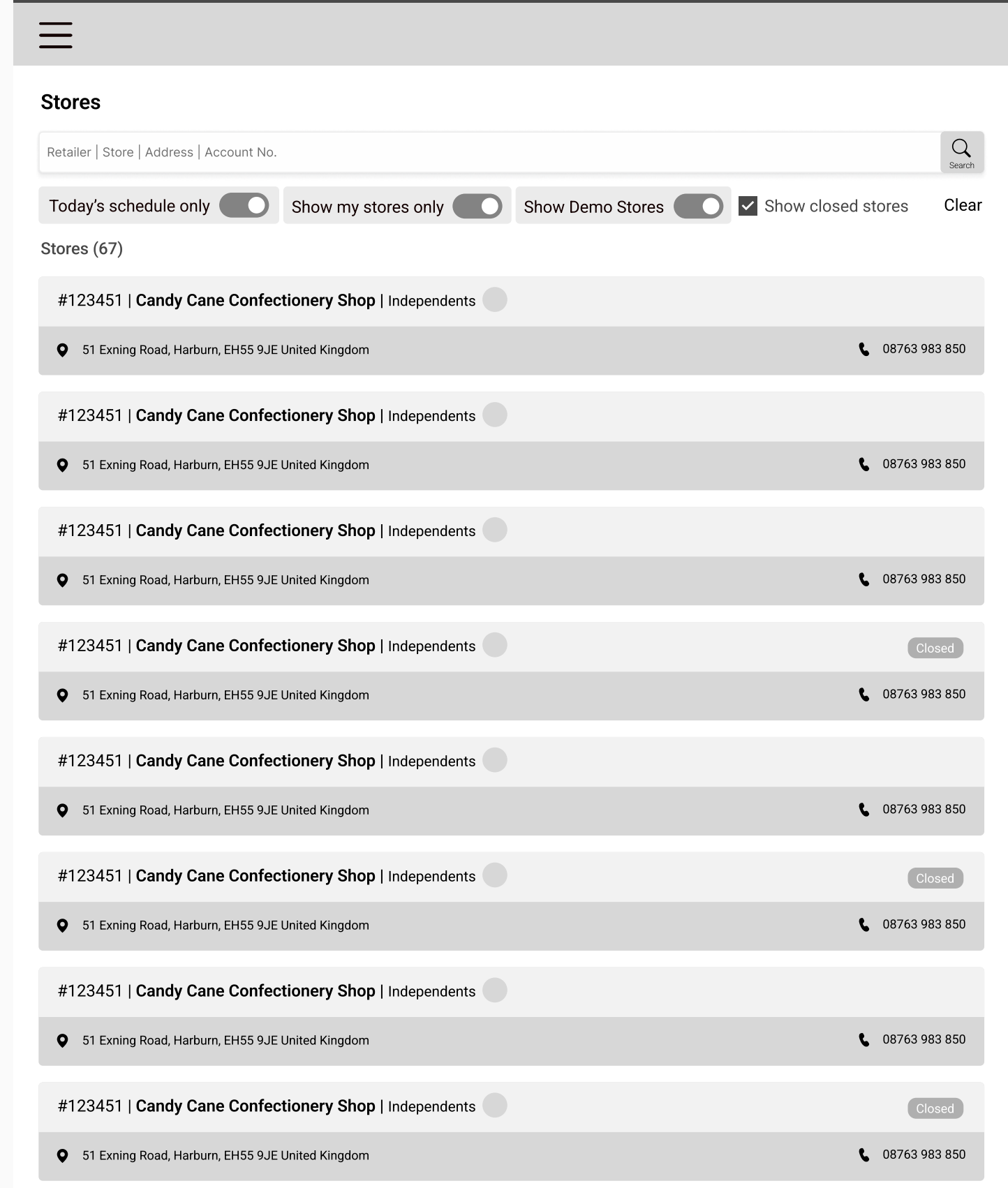
Retailers are small and mid-sized shop owners who need a quick, reliable way to browse and place orders. The app helps them move from manual order-taking to a simple digital process, saving time and reducing errors.

#### Sales Reps



Sales Reps manage hundreds of stores and rely on clear, organized information to plan visits and track orders. The app reduces their manual workload, giving them easy access to store data, promotions, and order history on the go.

### Solution

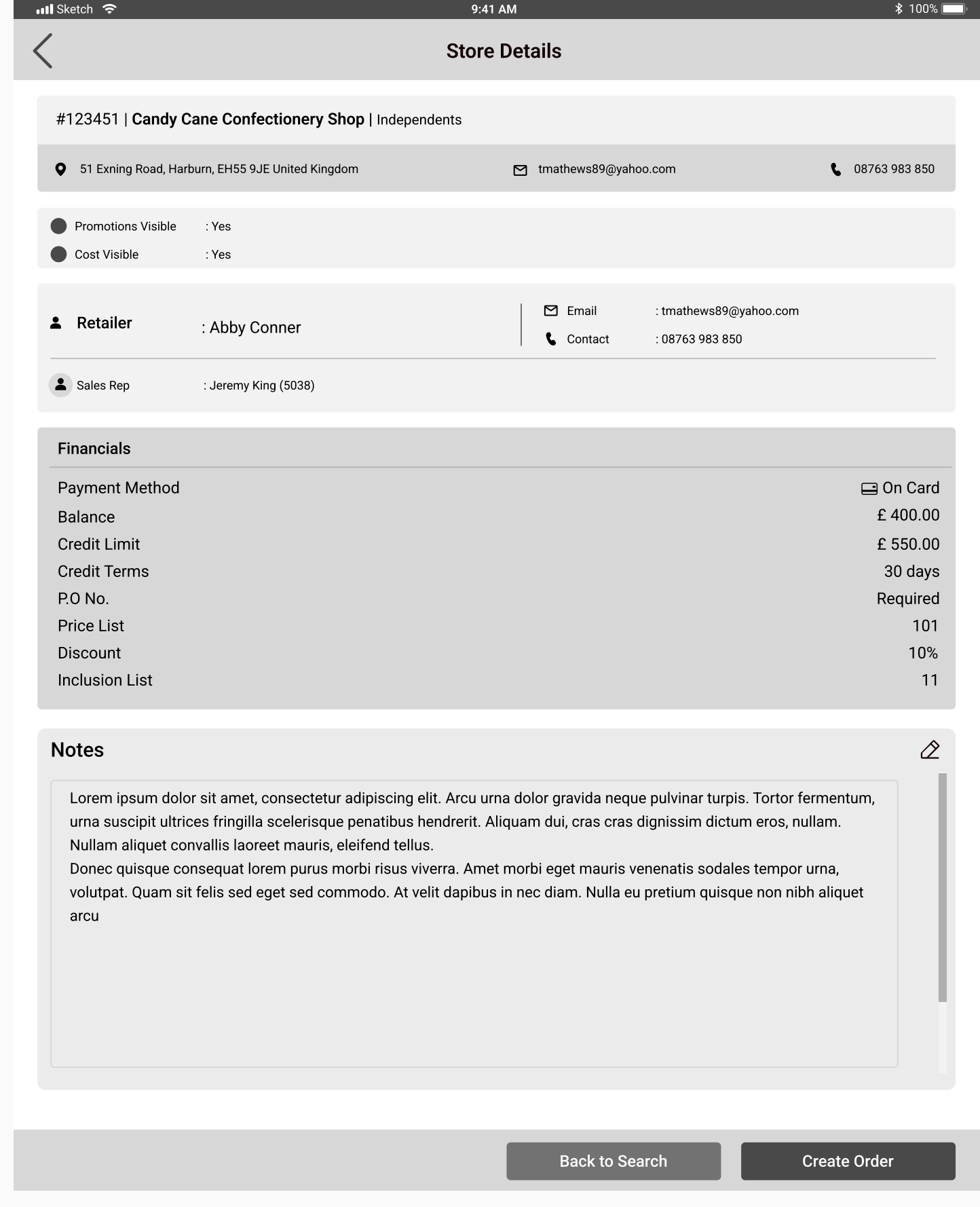


#### Streamlining Sales-Rep's user journey

The Home Page for Sales Rep starts from store listing, because Sales Rep have numerous stores associated with them. Their journey starts from selecting the store, rather than the typical E-Commerce homepage with promotions and categories etc.

This also solves the problem of varying product and promotions to different stores, based to area and business contracts.

For quicker store selection, the first filter is to enable store listing based only on Sales Persons' calendar schedule of the current date, then 'Show my stores Only'.



#### Reducing Sales Rep's mental load

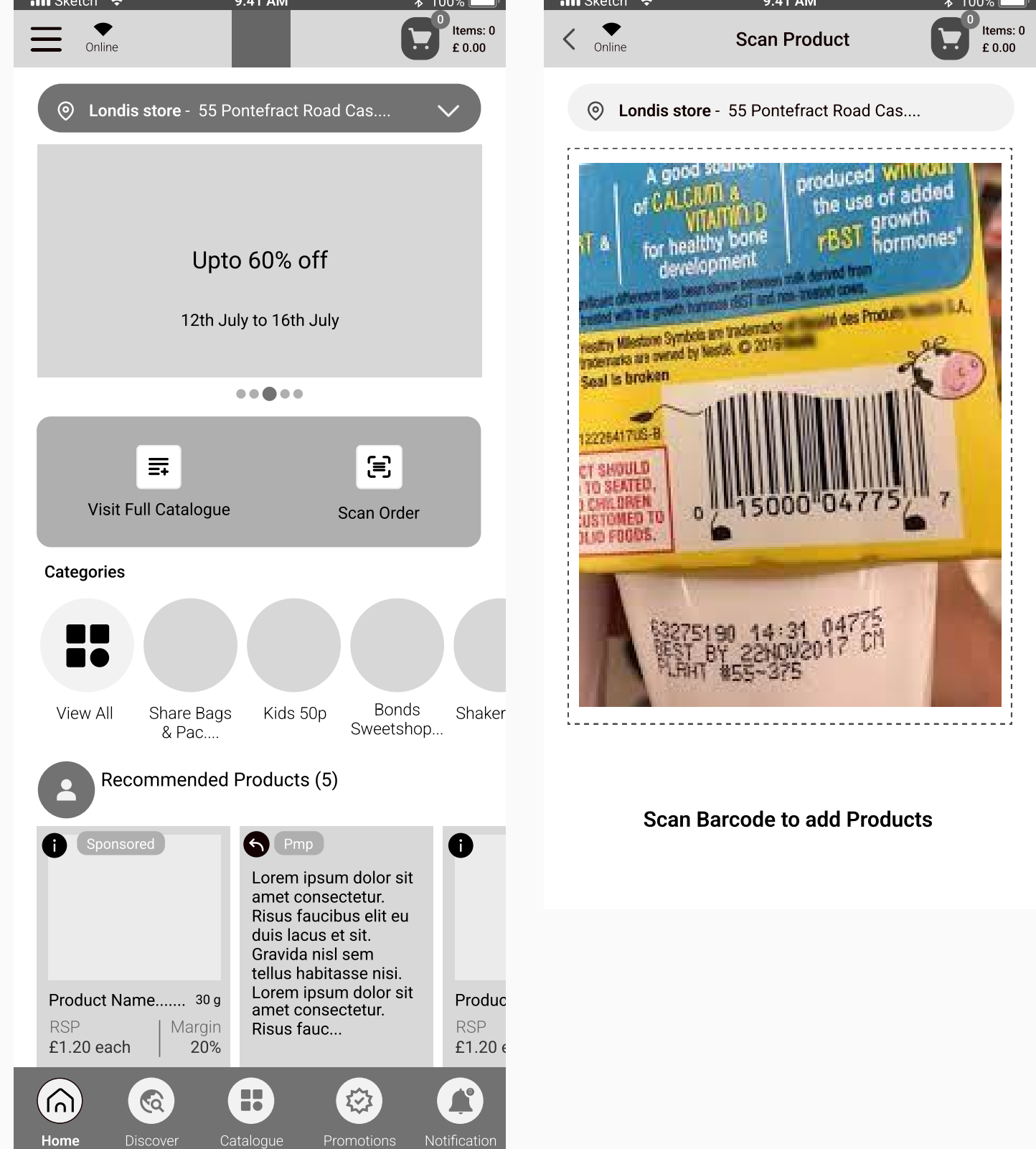
Since, the Sales Rep has 1000+ stores associated with them, the next step for them (before entering the store) will be to have all relevant information of the store, and some personal notes available to them.

#### Enabling consistent design and reducing business cost

Optimized the design (or E-Commerce) to suit both the devices, Mobile for retailers, and Tablet for Sales Rep.

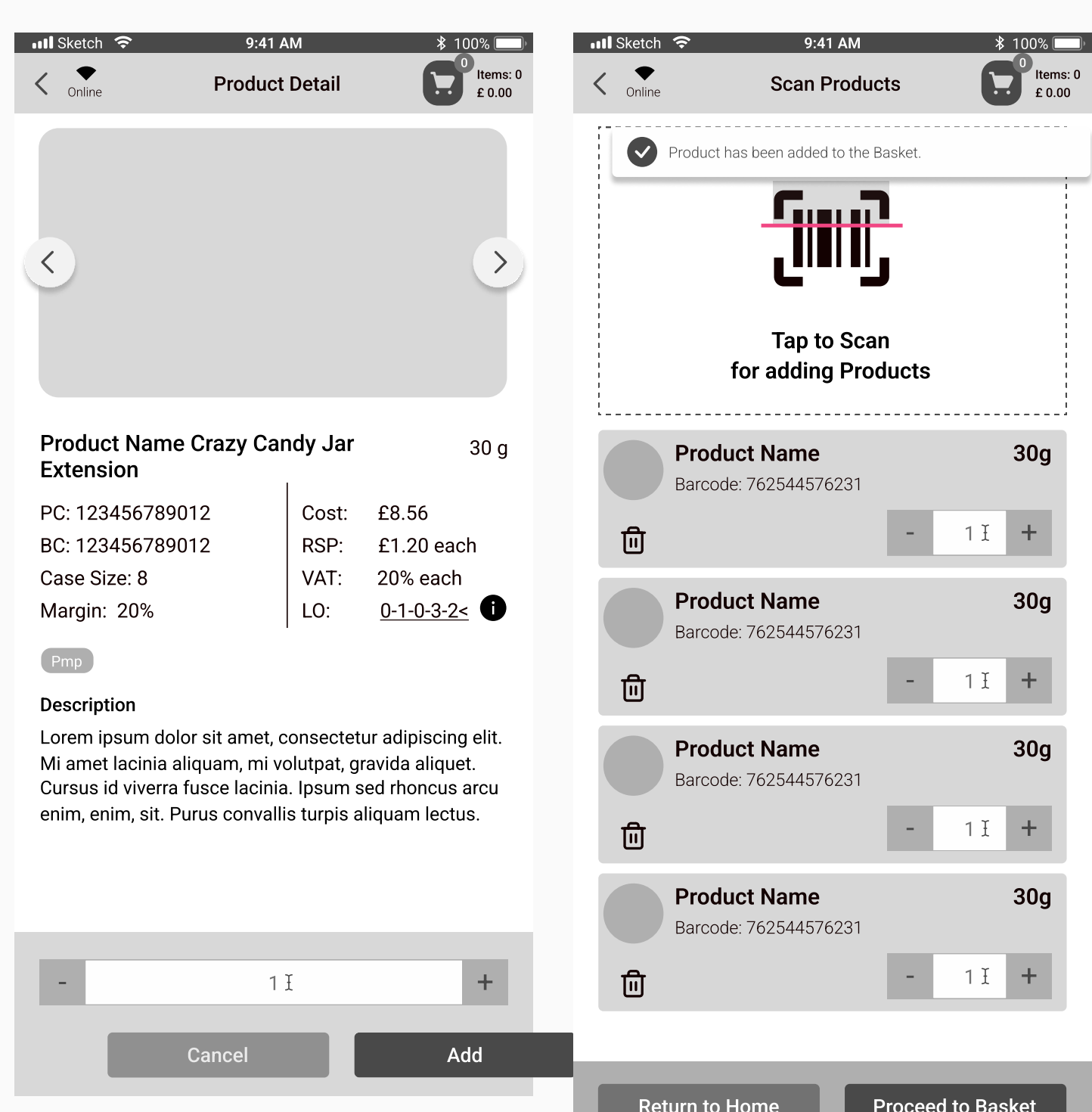
There is easy exit from the Home-Page in case Sales Rep wats to exit. To prevent error while the sales rep is placing order for the retailer, the exit button is not provided on other internal screens.

The bottom navigation for Stores (Ordering section) is different from the Sales-Rep section. This is a deliberate design decision, so as to create an intuitive understanding or where the user is in the journey.



#### Standard E-Commerce features

The E-Commerce app is a standard app, it has features like Recommended products (Recommended manually by Sales Rep from the Platform), Scan products, sections like categories, New Products and Brands on Home-Page.



#### B2B Tool for quickly adding large list of products

The Quick Add feature is to facilitate quickly adding a product to basket by scanning the barcode.

When user first lands on this page, they see a helping UX copy, but once a product is added they start seeing Mini-Cart listing with quantities.

Every time user scans a Barcode, they are redirected to the Product Details Page, where they can either add a products after selecting quantity or Cancel the selection. This gives them a chance to cross verify their selection, and go through the details of the product.

### Conclusion

The sales reps have successfully included this app to facilitate their day-to-day activities. This app has helped reduce their manual work by manifolds. Digital Sales have also increased the overall sales of the company.

[LINK](#) to Play Store

