

Redesigning Ordercall's B2B E-commerce App

Project Brief

Ordercall is a start-up e-commerce platform that bridges the gap between wholesalers and vendors, creating a seamless and efficient ordering environment. As the sole UX Designer, I was tasked with redesigning their mobile app to enhance usability, streamline workflows, and improve the overall user experience for both vendors and wholesalers.

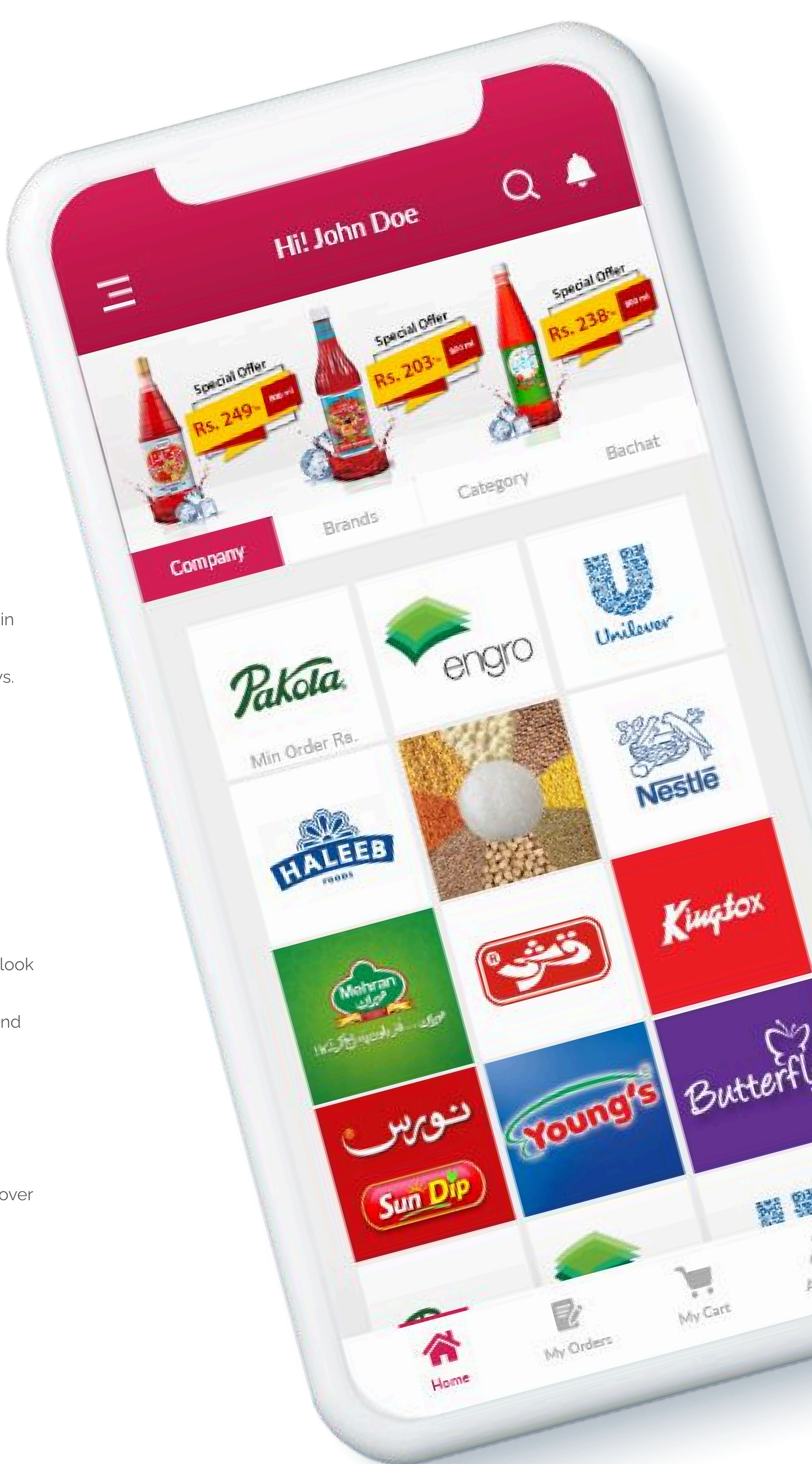
The Challenge

The original Ordercall app faced several critical challenges:

- Complex User Journeys:** Navigating the app to place or track orders was unintuitive and time-consuming, leading to user frustration.
- Communication Gaps:** Users struggled to communicate effectively within the app, causing delays in the ordering process.
- Inefficient Design:** The UI was cluttered, making it difficult for users to focus on key actions.
- Onboarding Issues:** First-time users found it challenging to understand how to use the app efficiently.
- Unclear Offers and Discounts:** The app lacked a clear mechanism to display promotions and discounts, resulting in missed opportunities for vendors to take advantage of deals.

My Approach

- Discovery Phase:**
 - Stakeholder Interviews: Worked closely with the founders and key stakeholders to understand business goals and pain points.
 - User Research: Conducted interviews with vendors and wholesalers to identify their needs, frustrations, and workflows.
 - Competitor Analysis: Analysed similar B2B platforms to benchmark best practices.
 - Data Analysis: Reviewed app usage data to identify drop-off points and areas needing improvement.
- Define Phase:**
 - Developed personas to represent vendors and wholesalers with distinct needs and goals.
 - Mapped out user flows for key actions such as placing an order, tracking orders, and communicating with suppliers.
- Design Phase:**
 - Wireframes: Created low-fidelity wireframes to simplify navigation and streamline user workflows.
 - High-Fidelity Designs: Designed modern, user-friendly interfaces using Adobe XD, ensuring a clean and professional look that aligned with Ordercall's branding.
 - Personalized Dashboards: Developed separate dashboards for vendors and wholesalers to display relevant metrics and actions.
 - Improved Communication Tools: Integrated a chat system to enable real-time communication, reducing delays and confusion.
 - Streamlined Onboarding: Designed an intuitive onboarding experience to help new users understand the app's functionality quickly.
 - Offer Section: Added a dedicated section to showcase promotions and discounts, making it easier for vendors to discover and act on deals.
- Testing Phase:**
 - Conducted usability testing with actual vendors and wholesalers to gather feedback.
 - Iterated the designs based on insights, focusing on reducing friction points and improving task completion times.
 - Utilized heatmaps and interaction tracking tools to analyze user behavior and further refine the UI.



The Outcome

The redesigned app delivered significant improvements:

- 40% Faster Order Placement:** Streamlined workflows and simplified navigation reduced the time needed to place orders.
- Enhanced Order Tracking:** Introduced a clear, real-time order tracking system to provide users with visibility and updates.
- Increased Engagement with Offers:** Vendors now had easy access to deals, leading to higher engagement and conversions.
- Enhanced User Satisfaction:** Improved communication tools and dashboards addressed key user pain points, leading to positive feedback from vendors and wholesalers.
- 20% Increase in Retention Rates:** A more intuitive onboarding experience encouraged new users to stay engaged with the app.
- Scalable Design System:** Developed a reusable design system to support future updates and maintain visual consistency.

Key Learnings

- User-Centric Design Drives Success:** Understanding the unique needs of vendors and wholesalers was key to creating a solution that met their expectations.
- Iterative Design is Essential:** Testing and refining the app based on real user feedback ensured the final product was both functional and user-friendly.
- Simplicity Matters:** Streamlining navigation and decluttering the interface made the app more intuitive for all users.

Tools Used

- Adobe XD:** For wireframing, prototyping, and creating high-fidelity designs.
- Photoshop:** For editing and enhancing visuals used in the app.
- Illustrator:** For creating custom icons and graphics.
- Jira:** For managing tasks and tracking project progress.
- Slack:** For seamless communication and collaboration with the team.

Conclusion

Redesigning Ordercall's mobile app was an exciting opportunity to contribute to the success of a start-up. By prioritizing user needs and business objectives, I was able to deliver a design that simplified the buying and selling process, ultimately enhancing the experience for vendors and wholesalers alike.

High-Fidelity Design

