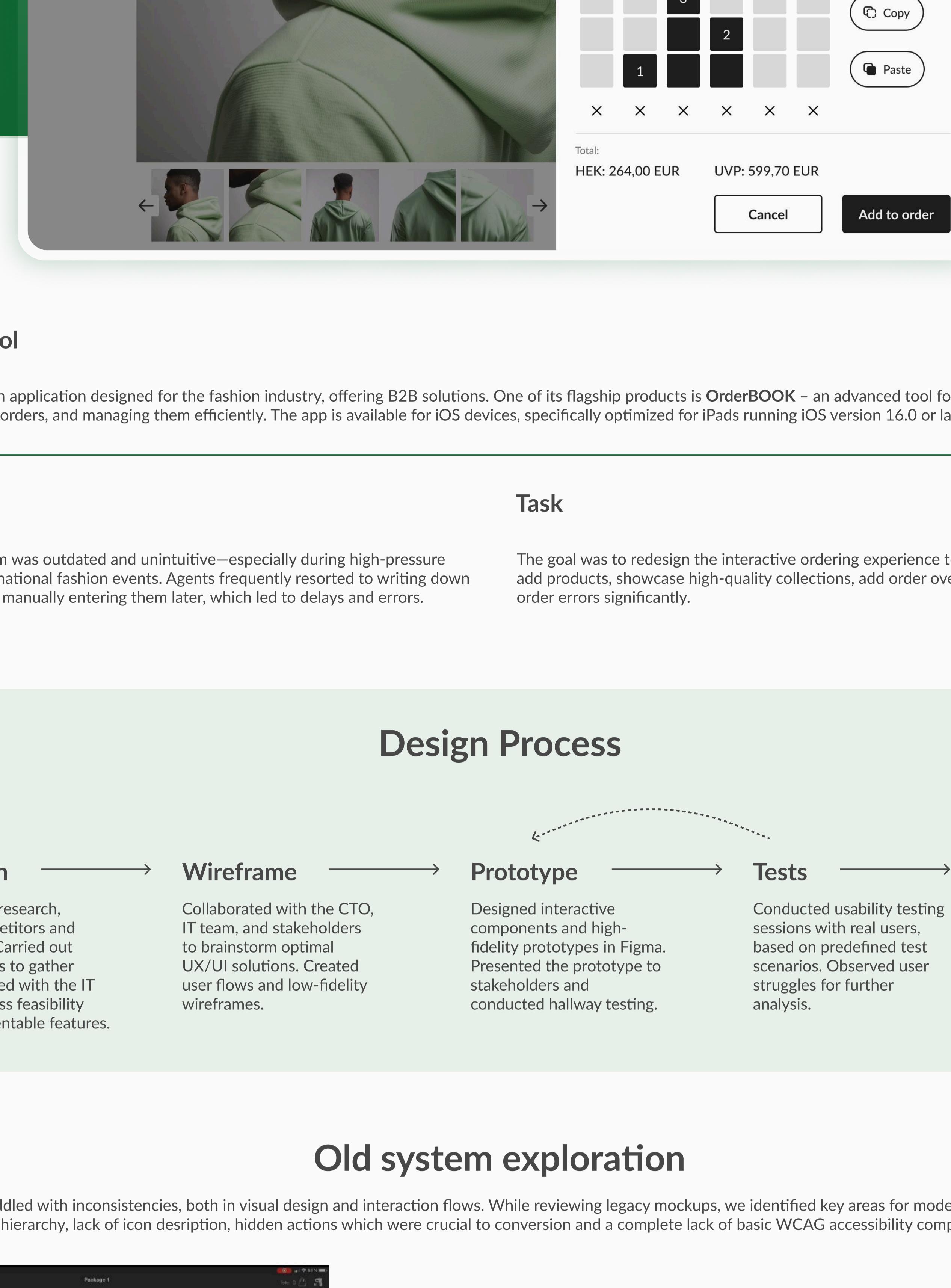


# Bulk order system

System for Brand Manager persona. Quickly adding bulk quantities to order and overview the order.



## About the tool

SmartView360 is an application designed for the fashion industry, offering B2B solutions. One of its flagship products is OrderBOOK – an advanced tool for digitally showcasing collections, placing orders, and managing them efficiently. The app is available for iOS devices, specifically optimized for iPads running iOS version 16.0 or later.

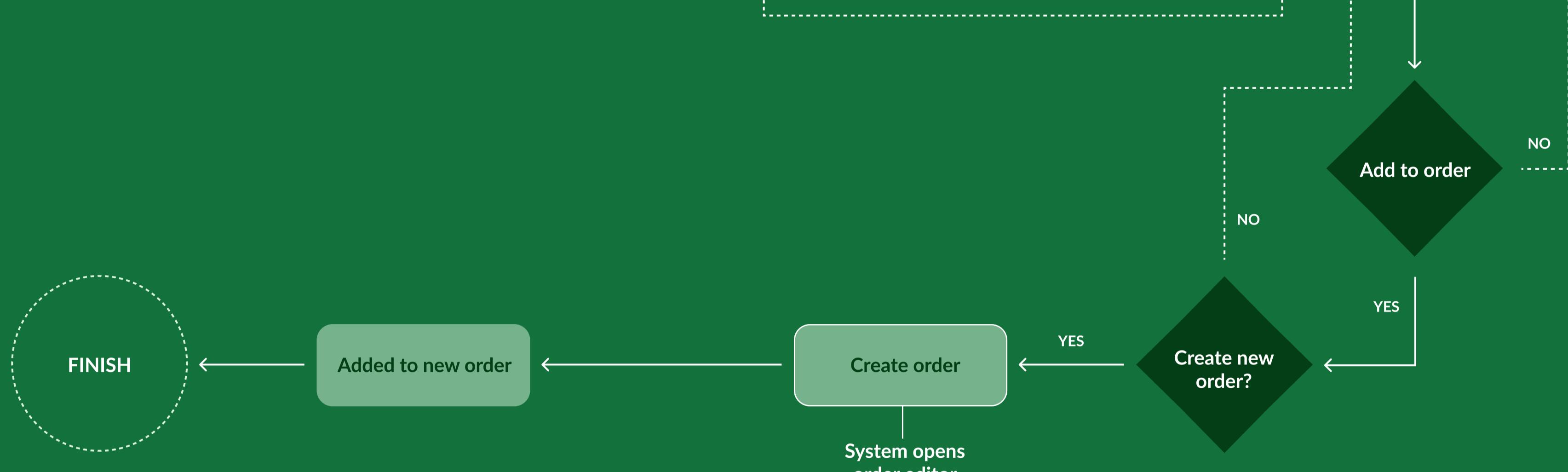
## User pains

The previous system was outdated and unintuitive—especially during high-pressure situations like international fashion events. Agents frequently resorted to writing down orders by hand and manually entering them later, which led to delays and errors.

## Task

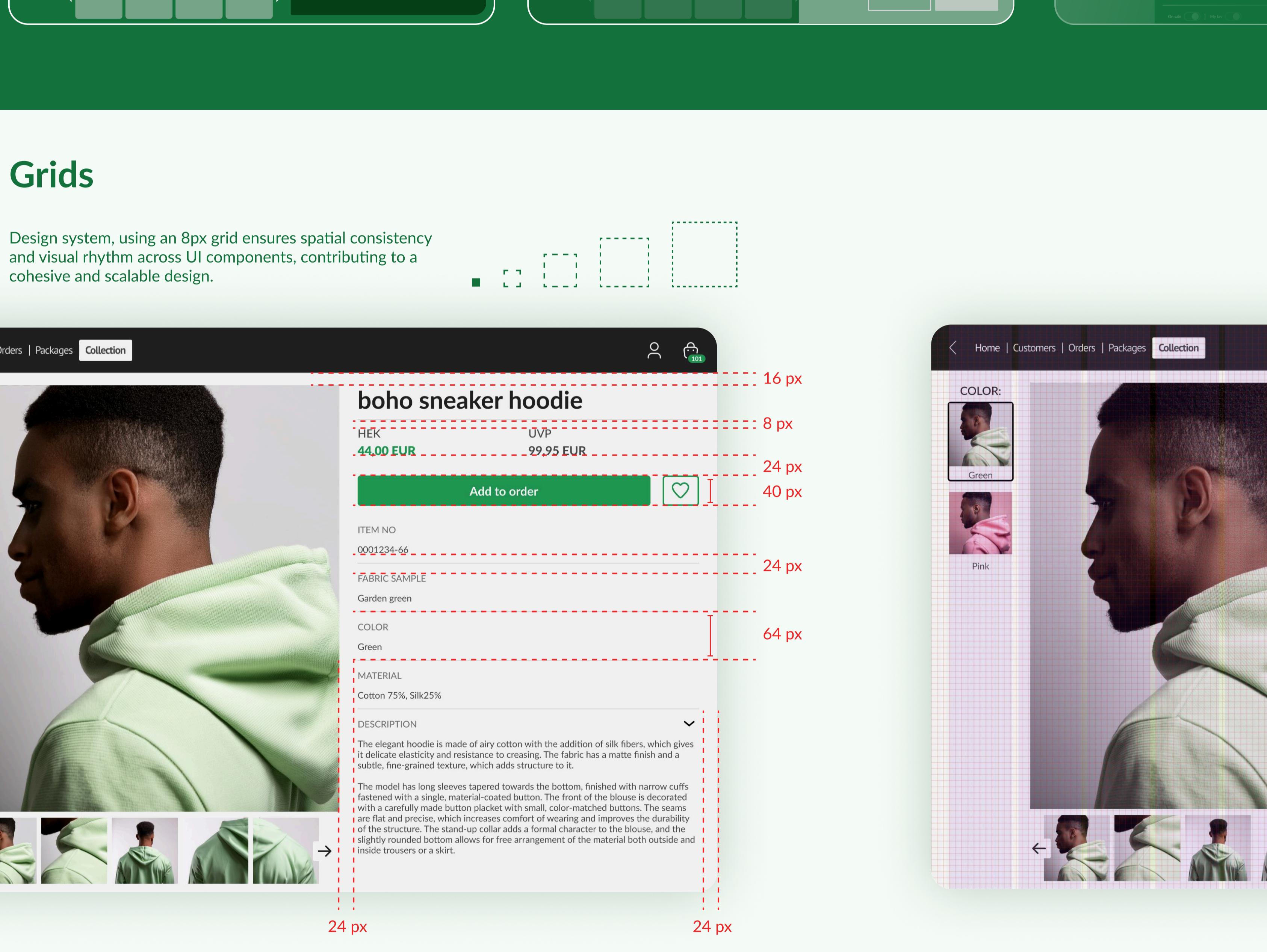
The goal was to redesign the interactive ordering experience to allow Agents to quickly add products, showcase high-quality collections, and reduce order errors significantly.

## Design Process



## Old system exploration

The UI/UX was riddled with inconsistencies, both in visual design and interaction flows. While reviewing legacy mockups, we identified key areas for modernization, including a bad hierarchy, lack of icon description, hidden actions which were crucial to conversion and a complete lack of basic WCAG accessibility compliance.



## User Personas

I had the opportunity to work across all user roles the system was designed for. For the purpose of this case study I will focus on Agent role.

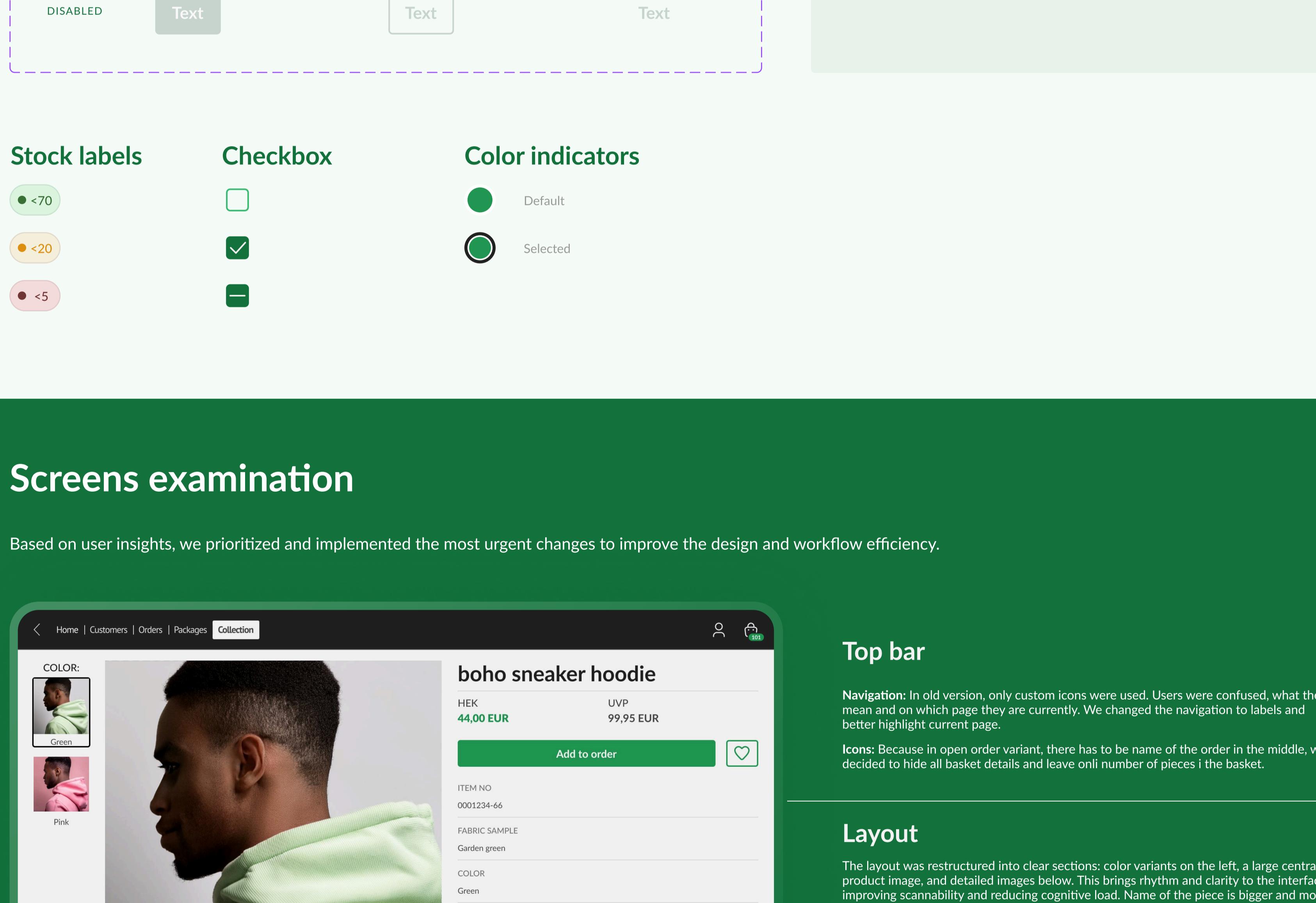
Agent

Brand Manager

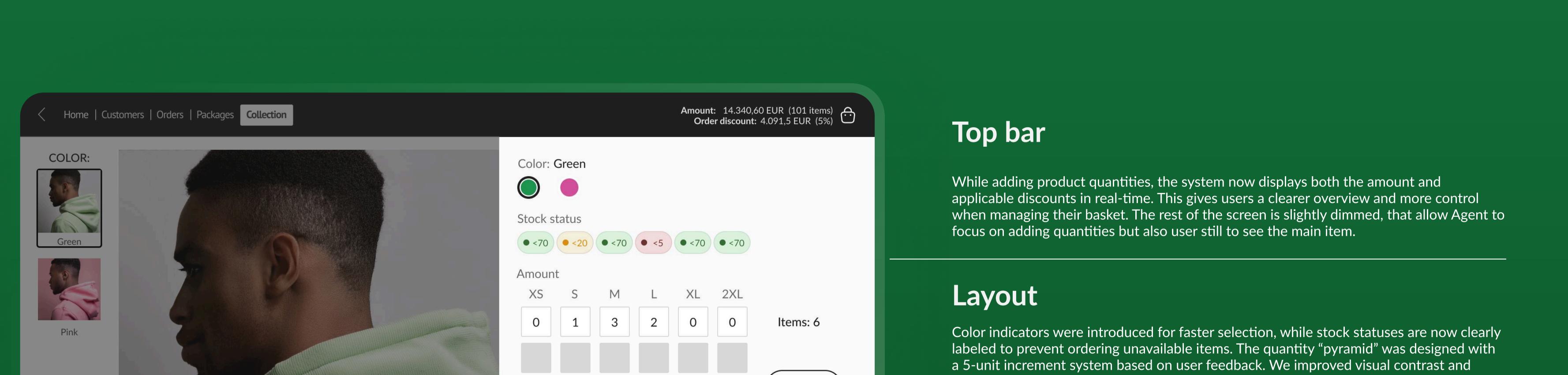
Retailer

Admin

## User Flow



## Wireframes



## Grids

Design system, using an 8px grid ensures spatial consistency and visual rhythm across UI components, contributing to a cohesive and scalable design.

Tom-Oliver Mayer, Agent Kleinigkeit

"We were able to increase our sales by at least 25%. The combination of efficiency, intuitive operation and reach makes this tool indispensable for us."

Lars Krämer, Sales Manager, super.natural

"With SMARTVIEW360 we have revolutionized our ordering processes."

Rüdiger Weiser, Sales Manager, Suri Frey

## UI kit examples



Based on user insights, we prioritized and implemented the most urgent changes to improve the design and workflow efficiency.



## Top bar

**Navigation:** In old version, only custom icons were used. Users were confused, what they mean and on which page they are currently. We changed the navigation to labels and better highlighting current page.

**Icons:** Because in open order variant, there has to be name of the order in the middle, we decided to hide all basket details and leave only number of pieces in the basket.

## Layout

The layout was restructured into clear sections: color variants on the left, a large central product image and detailed info below. This brings rhythm and clarity to the interface, improving scannability and reducing cognitive load. The rest of the screen is bigger and more visible as well as CTA button on the right. Prices are also highlighted. We removed the bottom navigation menu and put more eye actions to the main product page. This freed up valuable space, allowing more room for high-quality visuals—an essential aspect for Agents during client presentations.

## Top bar

While adding product quantities, the system now displays both the amount and applicable discounts in real-time. This gives users a clearer overview and more control when managing their basket. The rest of the screen is slightly dimmed, that allow Agent to focus on adding quantities but also user still to see the main item.

## Layout

Color indicators were introduced for faster selection, while stock statuses are now clearly labeled to prevent ordering unavailable items. The quantity "pyramid" was designed with a 5-unit increment system based on user feedback. We improved visual contrast and added large increment buttons for quick selection, which also allows for fast quantity adding. Quantity presets across color variants. Action buttons were relocated to the bottom of the screen to ensure effortless thumb access, optimizing the interface for tablet use in fast-paced environments.



## What users saying?

"We were able to increase our sales by at least 25%. The combination of efficiency, intuitive operation and reach makes this tool indispensable for us."

Tom-Oliver Mayer, Agent Kleinigkeit

"ORDERBOOK is an absolute game changer for us. With individually coordinated order suggestions, we were able to significantly increase the order sizes of our dealers - it couldn't be smarter."

Lars Krämer, Sales Manager, super.natural

"With SMARTVIEW360 we have revolutionized our ordering processes."

Rüdiger Weiser, Sales Manager, Suri Frey

## Thanks for watching