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B2B Mobile App

Case study

Brief

An application for the B2B procurement teams to:

- Search and explore the products and suppliers

- Enhanced experience of creating a bulk quote request to connect with multiple suppliers

- Enhance native app experience, engagement and retention

Team

Size/ headcount

6

Role

Senior Product Designer

Discovery

Mobile traffic analysis

44%

Monthly avg. traffic on mobile and tablet web experience.

Competitors analysis

0

None of the competitors has mobile app presence in Europe.

Mobile browser vs. native app experience

Hypothesis: Higher engagement & retention on native apps.
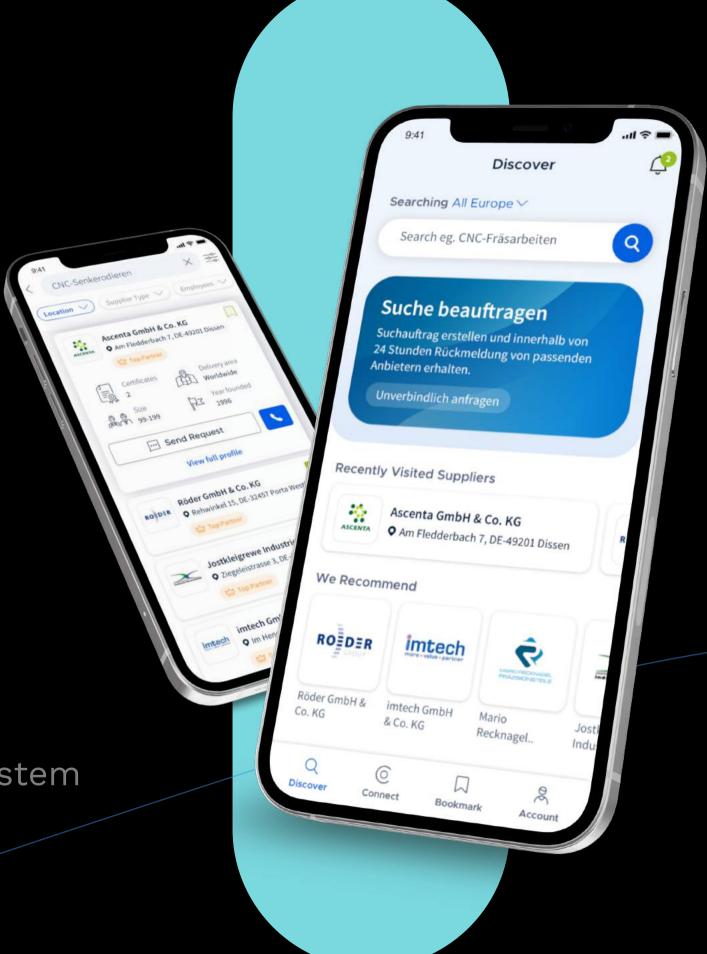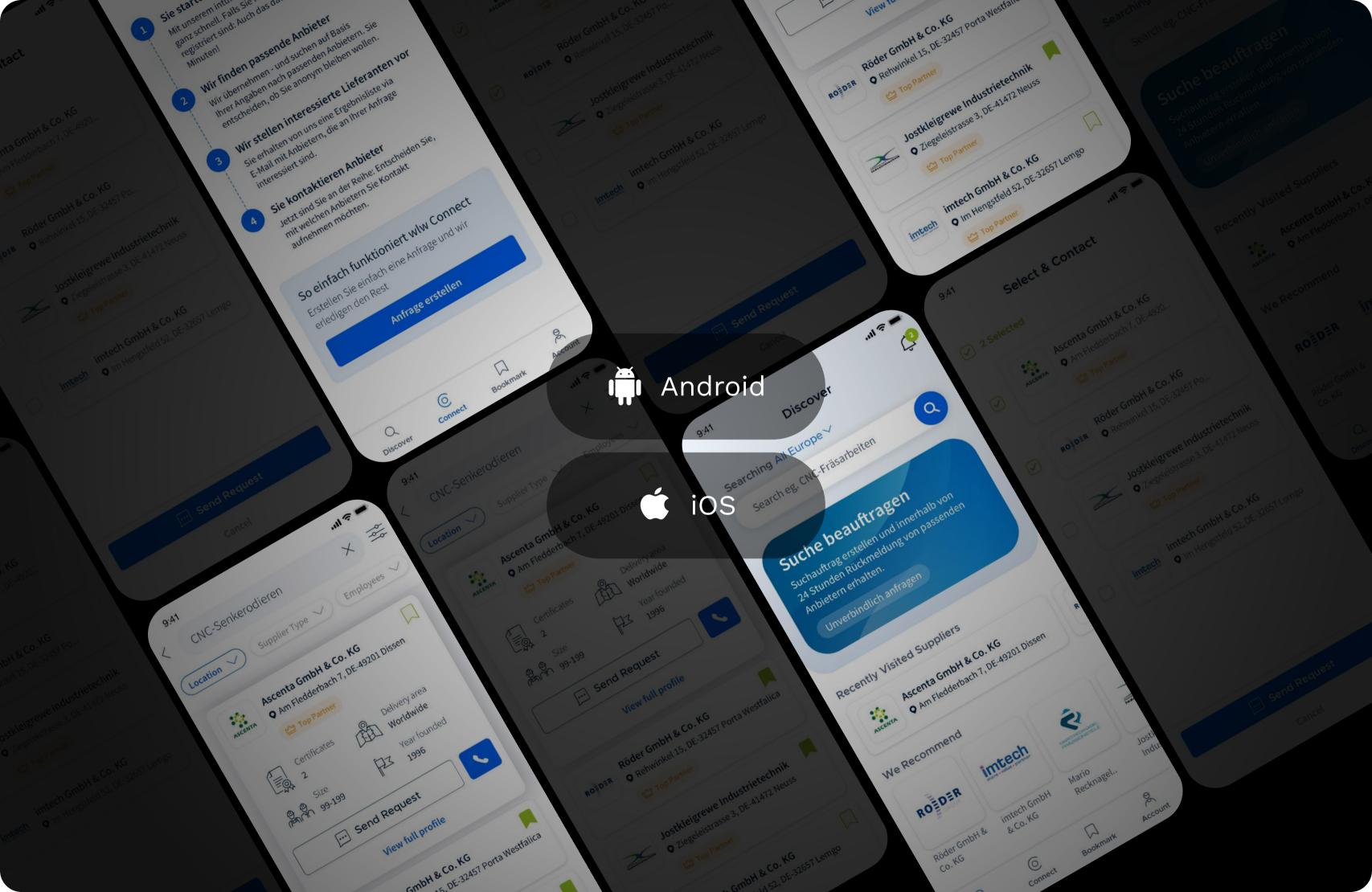
Design

1

User interviews

Tested prototype with our target group (purchaser)

2

Design System

Created basic design system for consistency

Business Outcomes

1 **Higher user retention**

2x higher monthly active users vs. web mobile browser

3 **Improved user experience**

42% higher purchaser & suppliers *connections

2 **Better engagement**

3+ Min avg. engagement time on the mobile apps

*Connection = When purchaser contact interested suppliers and gets positive response