



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

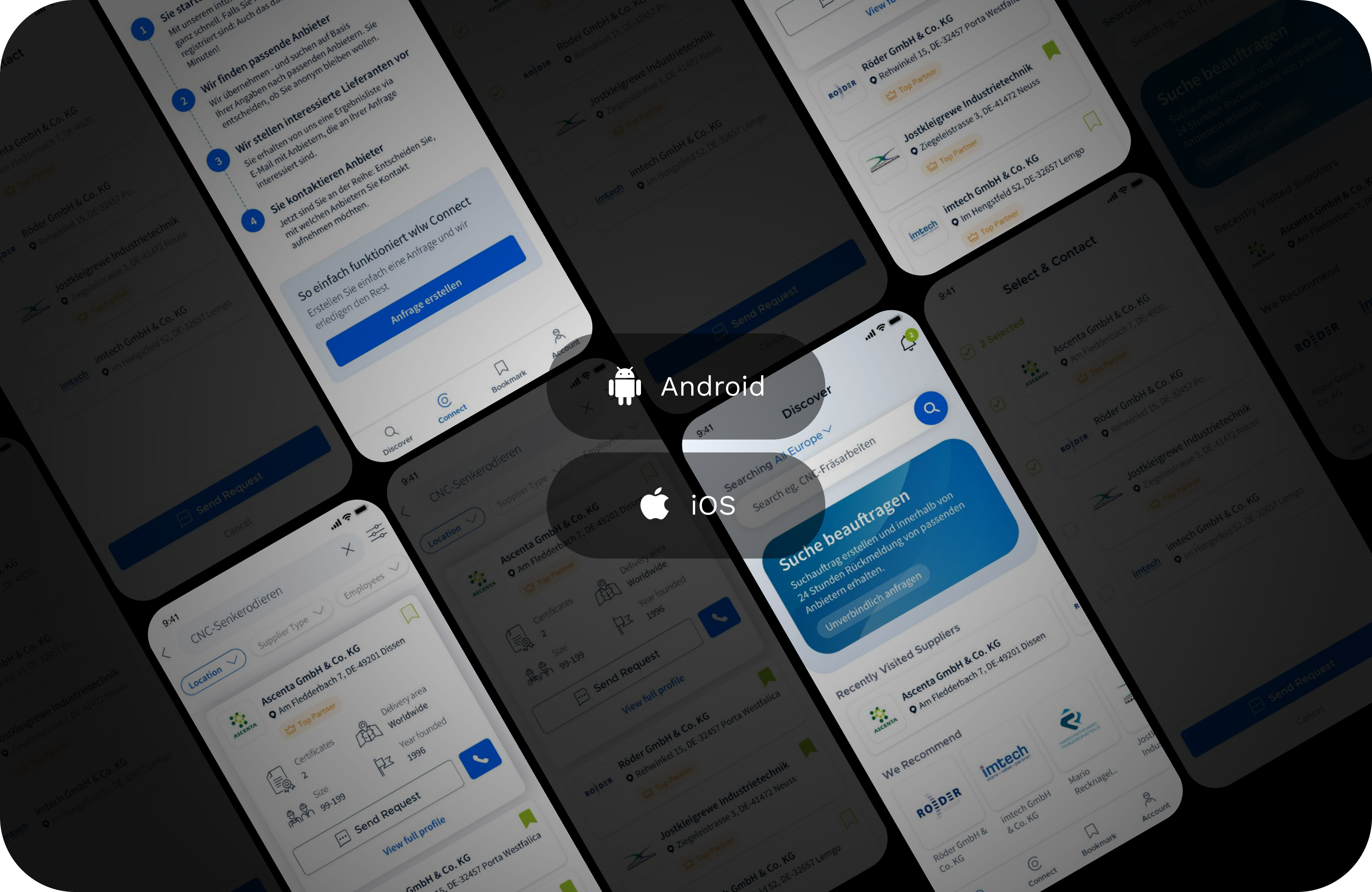
Tested prototype with our target group (purchaser)

2

Design System

Created basic design system for consistency





Android



iOS

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