

Helping B2B Shoppers Add Products to their Carts

CASE STUDY

CUSTOMER CHALLENGE

A manufacturer received negative customer feedback on their B2B eCommerce website and wanted to identify the cause of customer frustration.

INDUSTRY

Pipe fittings manufacturing and distribution.

IMPACT

We identified that the process of adding products to the cart was too complex and frustrating. We redesigned the product details page to make adding products to cart easier.

SERVICES PROVIDED

- eCommerce Page Designs
- User Journey Mapping
- Quality Testing & Audits

Understanding Customers' Online Shopping Experience to Reduce Complexity

Our client is a leading manufacturer and distributor of pipe fittings. They offer hundreds of products, each of which can be customized to client specifications. In an effort to grow sales, our client built an online B2B store so customers could quickly place orders without needing assistance from sales.

When designing their B2B eCommerce store, our client wanted to provide shoppers options to select a preferred shipping warehouse and manufacturer for each product in an order. These options were spread over multiple steps, requiring customers to navigate through lengthy lists and multiple webpages before they were allowed to add a product to their cart. This complexity led to customer frustration.

With a design audit and user journey mapping, RhymeCommerce discovered that shipping warehouses could be automatically pre-selected according to a customer's default address. The design was updated to automatically use the shopper's default address to pre-select a warehouse, removing the need for customer input and speeding up the purchase. If customers wanted to change the warehouse selection, they could open a newly-designed pop-up to override the selection.

In addition, a dropdown menu with manufacturers was added to the Product Details Page, so shoppers could choose a manufacturer easily and instantly. The old, multi-page "add to cart" process was now replaced with one webpage and auto-settings.

PROJECT COMPLETION

4 Weeks

ADD-TO-CART RATE

76.2% more efficient

CUSTOMER ISSUE COUNT

24.8% reduction

The new designs decreased the steps required to add a product to cart, which improved the user experience for shoppers. In addition, customers reported positive feedback on the online shopping experience, which strengthened customer relationships and company reputation.

Through expert knowledge of B2B eCommerce design best practices, technology stack and merchandising strategy, RhymeCommerce achieved success for its client.

About RhymeCommerce

We unlock B2B eCommerce ROI by designing visually-appealing, intuitive and functional buyer experiences.



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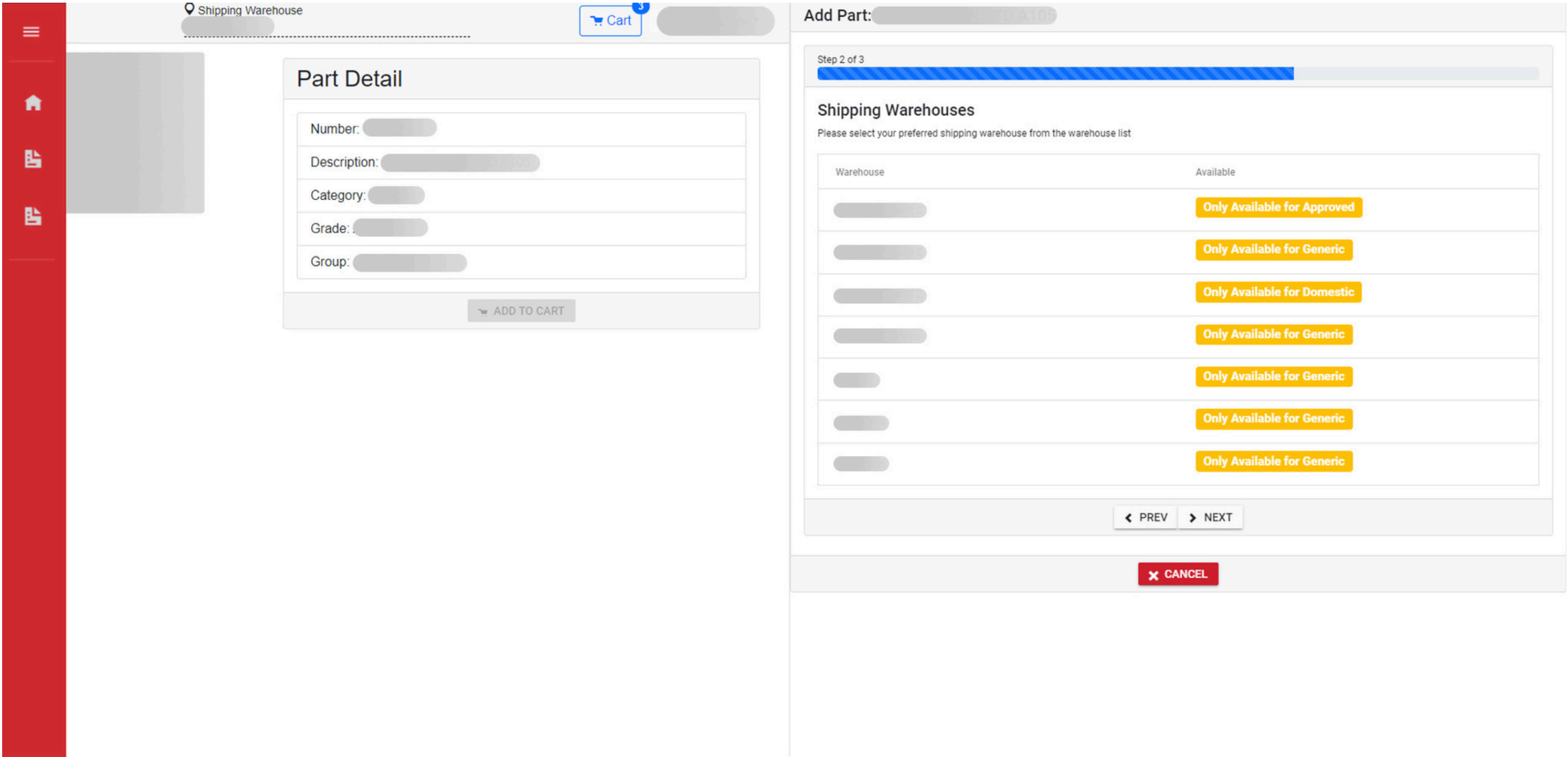
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Redesigning B2B eCommerce Product Detail Page (PDP)

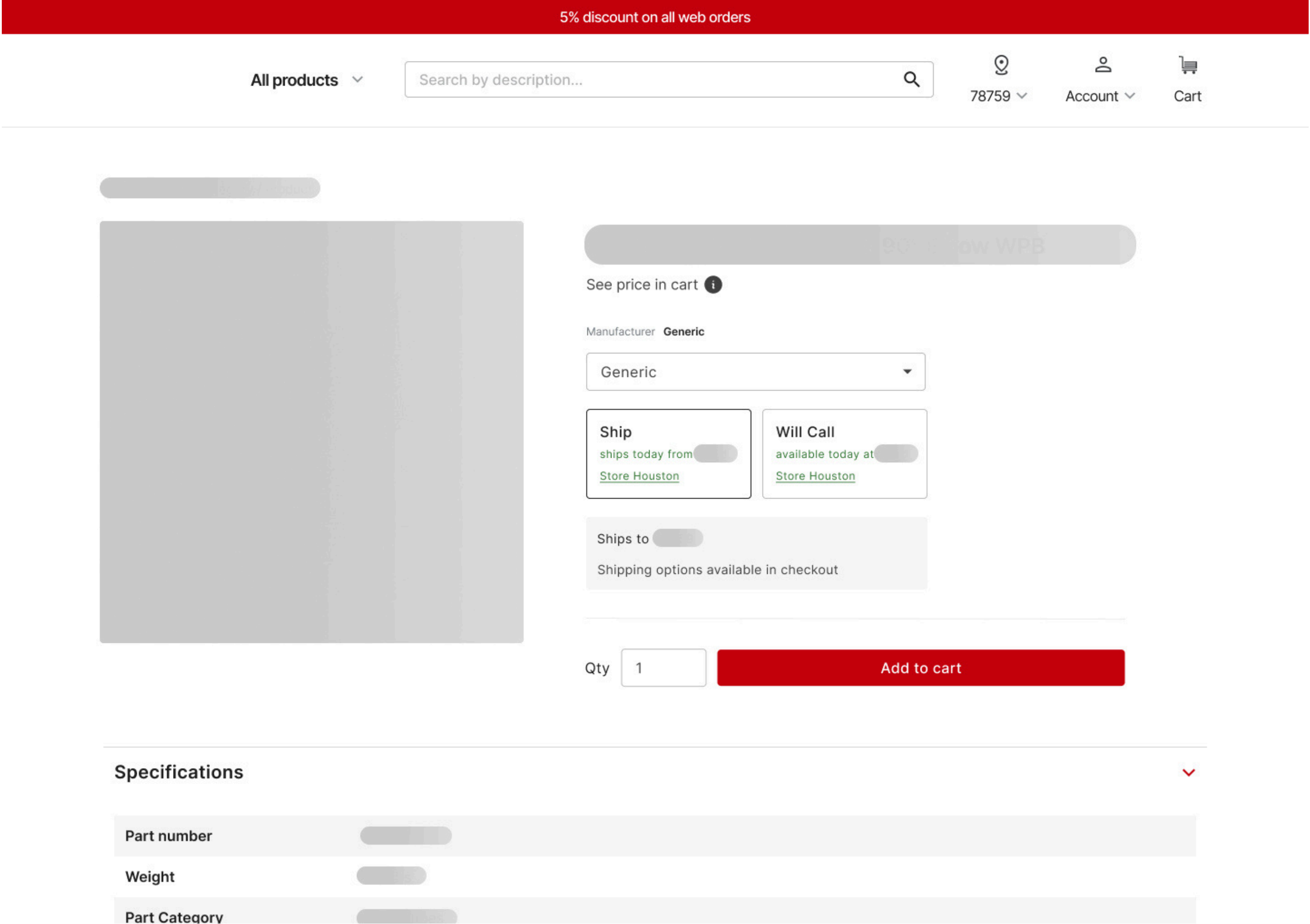
Rhyme

COMMERCE

Before



After



5% discount on all web orders

All products

Search by description...

78759

Account

Cart

See price in cart

Manufacturer

Generic

Generic

Ship

ships today from

Store Houston

Will Call

available today at

Store Houston

Ships to

Shipping options available in checkout

Qty

1

Add to cart

Select manufacturer brand from a drop down menu. Shipping warehouse preselected according to default address.

Specifications

Part number

Weight

Part Category

Part Grade

Seamless/welded

Pressure

Schedule

Shape

Size

Material

End Connection

HTS

Part Face

Unit

Product Details

Possibility to change shipping warehouse with new pop-up.

Shipping Warehouses

Product

SKU

Availability varies by manufacturer, select another to see more options.

Default ZIP code

78230

Available in 3 location(s)

Ships tomorrow

23.1 miles

Mon-Fri: 10am-8pm

Phone: +1 442 112 442

Ships today

43.1 miles

Mon-Fri: 10am-8pm

Phone: +1 442 112 442

Ships tomorrow

142 miles

Mon-Fri: 10am-8pm

Phone: +1 442 112 442