Rhyme
COMMERCE

B2B ECOMMERCE

The Ultimate Buyer Experience Handbook

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What is User Experience

User Experience (UX) in B2B eCommerce, also known as Buyer Experience, is made up of all the interactions a buyer has with an online store, from the moment they land on the website to when they make their purchase and beyond.

Examples of interactions that make up a buyer experience include:

- Using the main menu and search bar to discover products

- Loading website pages

- Shopping on the website on a mobile device

- Filtering through product catalogs based on specs

- Requesting and negotiating quotes

What is User Interface

User Interface (UI) in B2B eCommerce refers to the look and feel of the online store.

Some examples of UI elements include:

- Fonts

- Colors

- Arrangement of product information on the page

- Button and menu animations

- Product image sizes and image galleries

- Scroll and click effects

- Form fields

How Buyer Experience Affects Conversions

Unlike in-person sales, where company employees are the ones inputting orders into the system, online stores ask customers to input orders into the system themselves (through the website). And unlike company employees, customers have a lot less patience.

This is why good buyer experience needs to be a priority when building an online store. Testing customer patience with messy product catalogs or lengthy checkout forms not only risks the transaction but also damages company reputation.

The goal of a good buyer experience is to guide buyers from product discovery to purchase, seamlessly, while ensuring shoppers have all the relevant information on the products and services.

When the buyer experience is optimized, online purchasing is easier for customers. They feel more confident using website features, which helps them discover new products and self-service their accounts. Ultimately, a well-designed buyer experience leads to higher conversion rates and lower cart abandonments on an online store.

How to Improve Buyer Experience

Buyer experience is improved by implementing B2B eCommerce UX/UI best practices. Best practices are based on extensive research of successful B2B eCommerce stores.

Some examples of best practices include:

- **Product Details Page (PDP):** For spec-driven products, prioritize product specifications over images. Present information clearly, enable easy comparison of details, and allow easy selection of product options (e.g., pipe size). Highlight the "Add to Cart" button and keep the surrounding area free of distractions.

- **Cart:** The Cart page should clearly summarize selected products, including quantities, prices, and discounts. Make it easy to update quantities or remove items. Display the total cost and, if relevant, the total weight to assist with shipping calculations. Features like saving the cart for later and easy access to support can improve the buyer experience and reduce cart abandonment.

- **Checkout:** The Checkout page should be simple. Minimize steps and required fields, use autofilled data from the user's account, offer multiple payment options, and ensure security. Show clear progress indicators and order summaries to keep the buyer informed. A well-designed checkout process reduces friction and improves conversion rates.

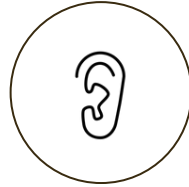# What is Accessibility and Why Does it Matter

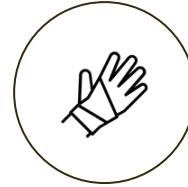Cognitive & Learning Disabilities

Blindness Low Vision Color-blindness

Speech Inputs

Hearing Impairment

Motor & Dexterity

Accessibility is when the needs of people with disabilities is considered when designing a B2B eCommerce store. For example, you would not want to use red or green text color on a website because color-blind buyers would not see it. Accessibility best practices include:

Color Contrast: Use dark text on light backgrounds or vice versa to ensure readability.

WCAG Standards: Follow these guidelines to make your site accessible, like adding text descriptions for images.

Readable Fonts: Choose easy-to-read fonts and keep text sizes large and consistent.

Easy Navigation: Design simple menus and clear labels for links and buttons.

Talking Points to Get Company Buy-in

Increases Conversions

A well-designed UX/UI makes it easier for customers to find and purchase products, leading to higher conversion rates and increased sales.

Encourages Website Adoption

A smooth buyer experience helps customers understand the benefits of using the online store, including self-service account management features.

Strengthens Company Reputation

A professional-looking and customer-friendly website builds trust and confidence with customers, while a poor buyer experience damages the company reputation.

Provides a Competitive Advantage

A polished UX/UI makes it more likely buyers will choose your online store over competitors with a poor buyer experience.

To discover how RhymeCommerce can improve the Buyer Experience for your B2B eCommerce store, email contact@rhymecommerce.com.