

# How a B2B company revamped their website to improve the user experience

We helped a prominent spice supplier concretely improve their website using active customer feedback.

## Objective

A prominent spice supplier for consumers and food service wanted to revamp their B2B website to make online ordering easier, as it is an essential factor in achieving their sales goal for their food service business.

## Methodology

We helped revamp the website with two phases of research:

1. We conducted moderated interviews with customers as they navigated the website to evaluate the user experience and define potential optimizations
2. A website intercept showcased the new website on a staging server, inviting customers to evaluate the new site for optimization metrics

## Outcome

The company's website development team used our research findings to take a targeted, faster route to creating and launching the new website.

In addition to the improved development process for the B2B website, the insights gathered from the interviews and intercepts were incorporated into the later revamp of the front-facing site.

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