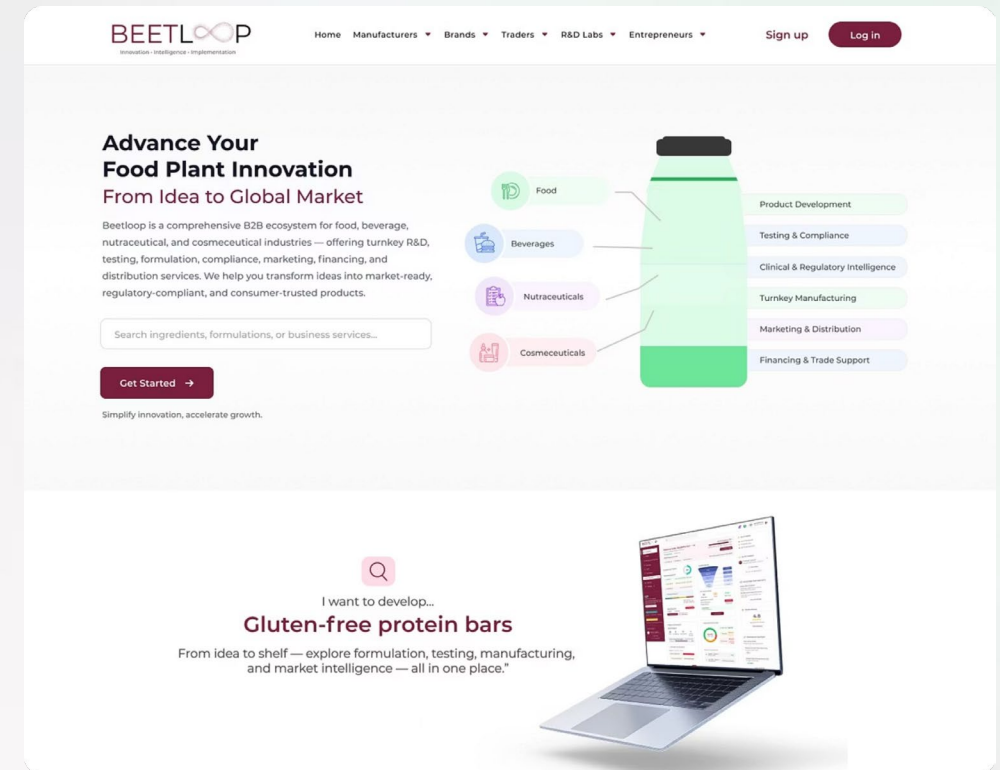




Beetloop Vendor Platform

Unifying sourcing, compliance, and consulting for the food and supplement industry through intelligent B2B platform design





The Challenge: Fragmentation in Food Industry Operations

Vendor Pain Points

- CMOs, ingredient suppliers, and labs juggle disparate tools for compliance tracking and project management
- High regulatory burden from FDA and EFSA creates slow, error-prone manual processes
- Existing solutions are purely transactional, missing value-added consulting and market intelligence

Our Design Goal

Create a unified platform that streamlines vendor workflows, centralizes critical business data, and elevates Beetloop's consulting and intelligence offerings—reducing operational friction while building lasting trust.

Design Foundation: Building Trust Through Visual Language

Primary Burgundy

#7A1F3D

Key actions, brand identity, and active navigation states convey authority and sophistication

Accent Rose

#C27C94

Secondary elements and navigation hierarchy provide contrast without distraction

Success Green

#10B981

Accepted quotes and valid certificates deliver clear positive feedback

Warning Amber

#F59E0B

Pending actions and expiring certificates create immediate alerts

Typography: **Montserrat**—strong, geometric, and modern for clear data presentation. Rounded corners and subtle shadows create depth while maintaining professional approachability.

Responsive Architecture: Adapting to Every Context

Desktop Experience

Three-column grid maximizes information density, displaying alerts, active projects, and compliance status side-by-side for at-a-glance decision making

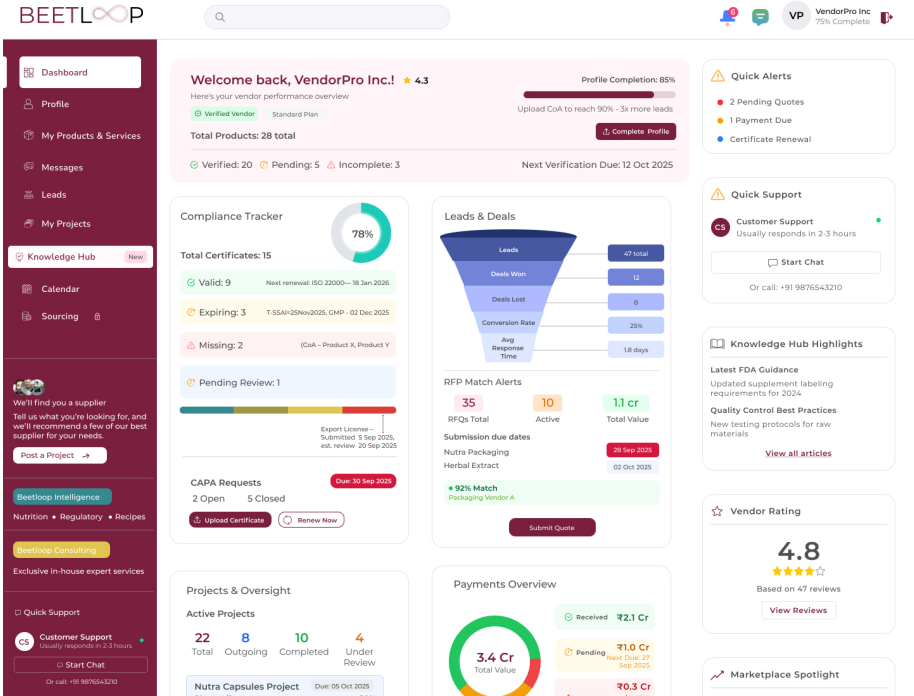
Tablet Optimization

Two-column layout balances content visibility with touch targets, perfect for warehouse or lab environments

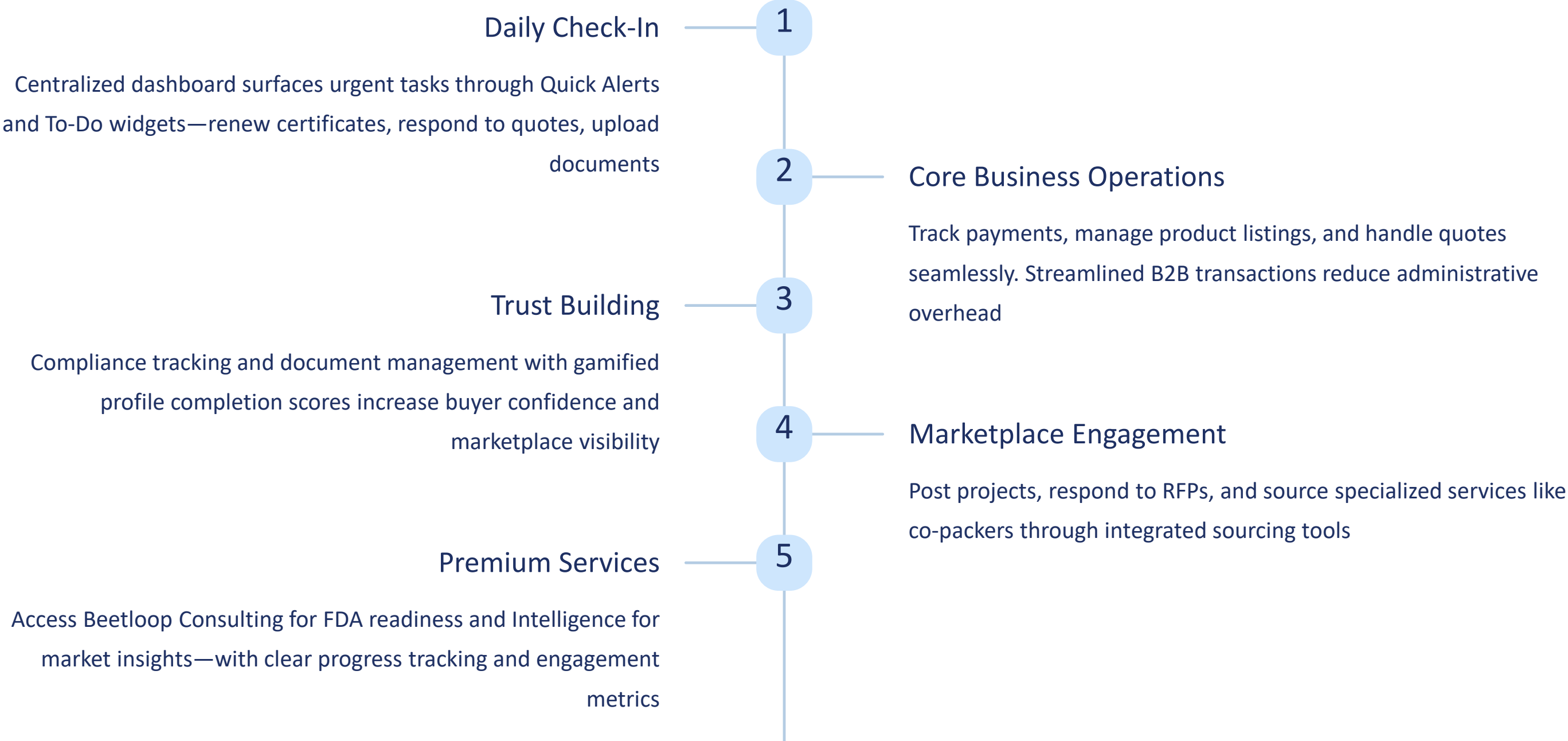
Mobile Focus

Single-column stacked design prioritizes critical actions and notifications for on-the-go vendors

Built on a flexible 12-column grid system with persistent sidebar on desktop and mobile drawer for focused content interaction.



The Vendor Journey: From Daily Tasks to Strategic Growth



Case Study: Transforming Manufacturing Compliance

75%

Faster Release

Batch release time dropped from
4 weeks to 10 days

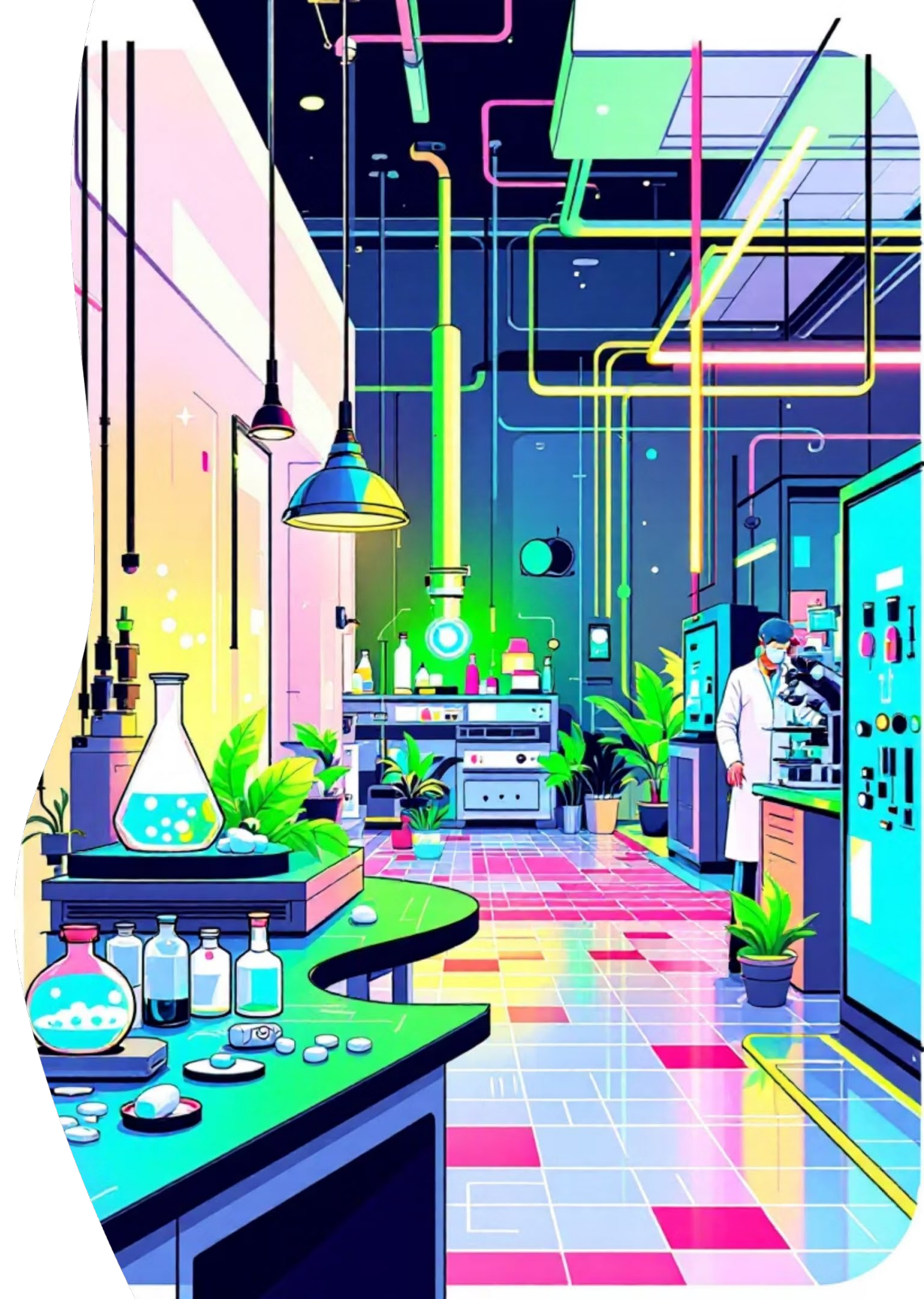
15%

Cost Reduction

Lower cost of goods through
optimized operations

The Challenge

A mid-sized supplement manufacturer faced critical supply chain risks due to non-compliant CMO operations causing extended batch holds and threatening product launches.



Solution: Guided Compliance Through Platform Integration



Phase I: Qualification

Screened 10 pre-vetted CMOs using Beetloop's compliance database and 21 CFR 111 requirements




Phase II: Oversight

Managed RFQ process, coordinated pilot runs, and conducted thorough QA/QC audits against regulatory standards



Phase III: Release

Uploaded documentation to platform checklist for instant confirmation and compliant supply chain establishment



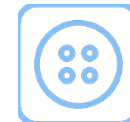
-  **Document Approval** _____
-  **Compliance Certification** _____
-  _____
-  **Success** _____

Component Library: Building Blocks of Efficiency



Widget Cards

High-contrast containers with color-coded left borders provide instant status recognition. Welcome banners, alert feeds, and metric displays maintain visual hierarchy.



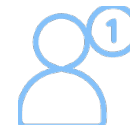
Action Buttons

Primary solid buttons (#7A1F3D) for commitments like "Post a Project." Secondary outline buttons for navigation, maintaining clear action hierarchy.



Navigation Sidebar

Persistent on desktop for quick access to all sections. Collapses to mobile drawer to maximize content focus on smaller screens.



Alert System

Color-coded notifications with warning amber for pending actions, success green for completed tasks, ensuring vendors never miss critical deadlines.

Key Wins and Design Impact

High Daily Utility

Dashboard prioritizes urgent needs—alerts, payments, and deadlines—driving consistent vendor engagement and platform stickiness

Scalable Architecture

Modular widget system and flexible grid support seamless addition of new features like advanced reporting and analytics

Brand Integration

Every interaction reflects Beetloop's commitment to data-driven precision and professional service excellence



Thank You

My Design Contribution

Mapped comprehensive vendor-to-buyer workflow and information architecture for intuitive navigation

Defined visual language system and responsive grid structure adaptable across all devices

Built high-fidelity mockups showcasing dashboard states for pending, success, and danger scenarios

Let's discuss how intelligent design drives operational efficiency.

