

Feature / Aspect	ReturnBear	ReturnMate	ReturnQueen
UI Design	Clear use of primary & secondary colors with minimalist UI	Minimal UI, good use of color palette, and nice illustrations	Simple UI layout with distinct primary color; good use of negative/white spacing
Navigation	Easy to find/navigation from top & left sided menu/ categories w/ consistent grouping	Very good layout/navigational system, easy to follow	Simple & clear navigation
Services	Designed for <b>Businesses</b>	Designed for both <b>customers &amp; businesses</b>	Designed for <b>customers</b>
Credibility	List of collaborators to assure users of credibility	Providing social media contacts & an “about” section	Providing social media contacts & an “about” section
Tracking System	✗	Tracking package system from customer to return center	✗
B2B integration starting point	“Request a demo” CTA	“Let’s chat” CTA that redirects user to “Get in touch box”	✗
Ease of B2B integration	API Documentation availability	✗	✗
Customization option for B2B	1- Customize the look and feel of the consumer portal  2- Upload return policies on portal	✗	✗