



UTM

UNIVERSITI TEKNOLOGI MALAYSIA

FACULTY OF COMPUTING

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SECTION: 03

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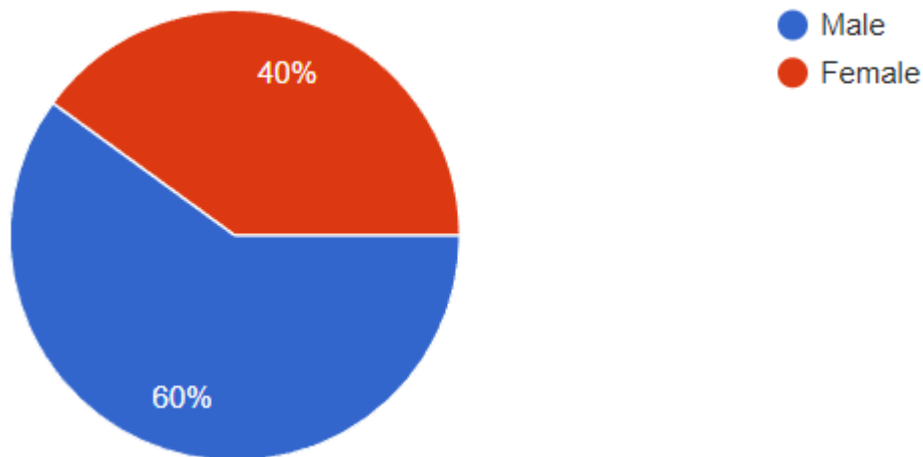
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GOOGLE FORM

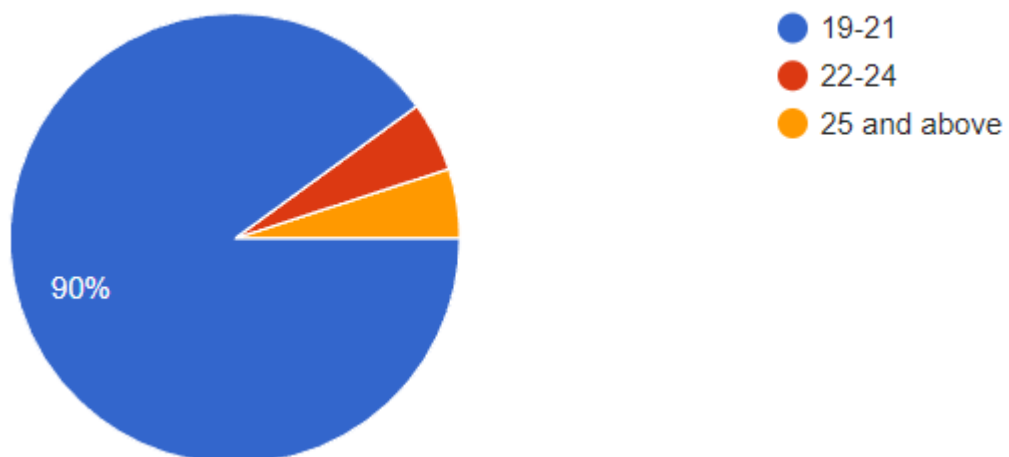
User Experience on Clothing Shopping Platforms Survey

1. Gender



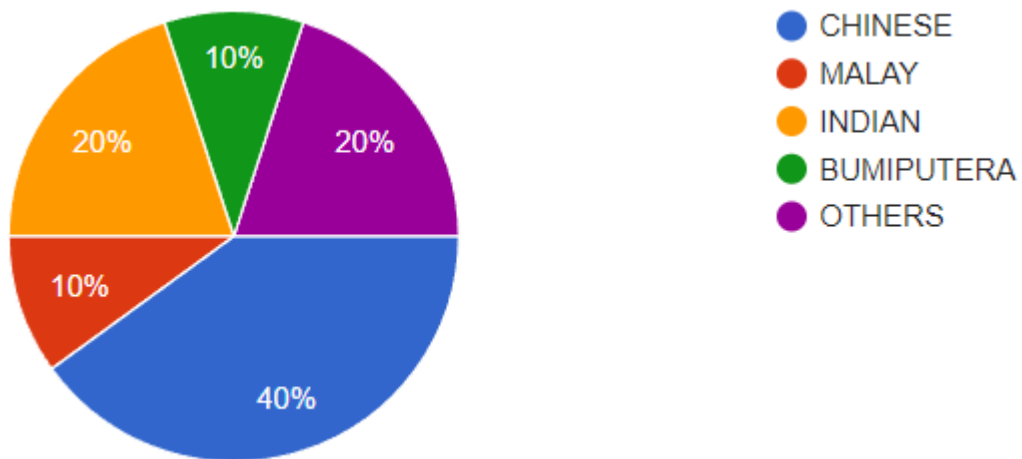
The percentage of male respondents is 60% which is higher than the percentage of female respondents, 40%.

2. Age



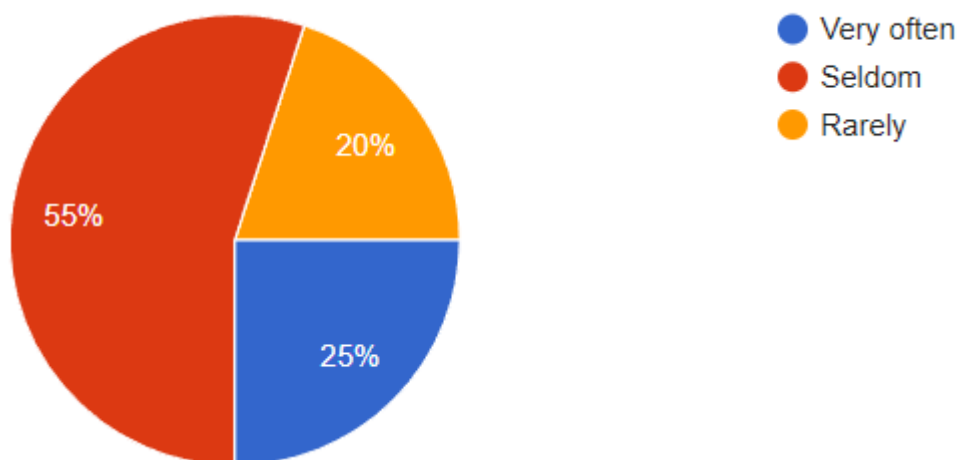
Most of the respondents' age is between the 19-21 range. There are 90% of respondents from the age range 19-21. The percentage of respondents aged between range 22-24, 25 and above is 5%.

3. Race



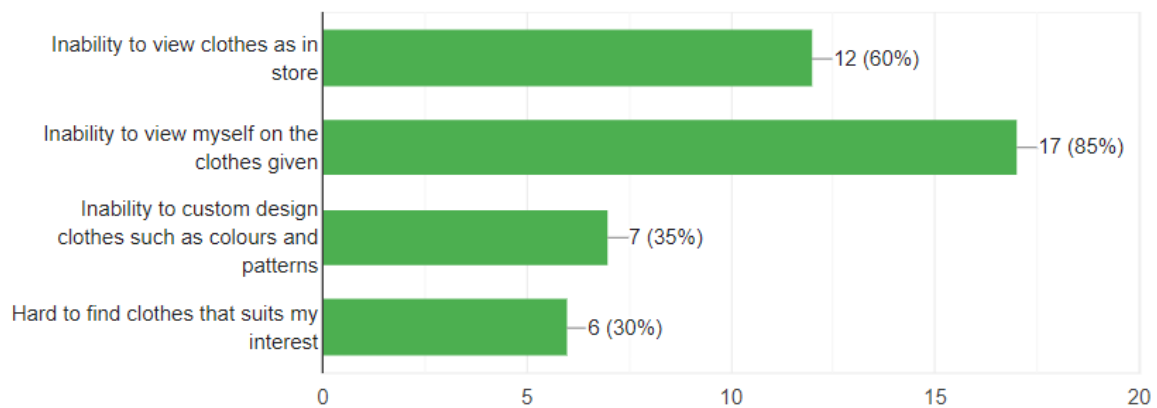
The percentage of Chinese respondents is the highest, which is 40%. Both percentages for Indian and other race respondents are 20%.

4. How often do you shop on clothing platforms such as Shopee and Lazada?



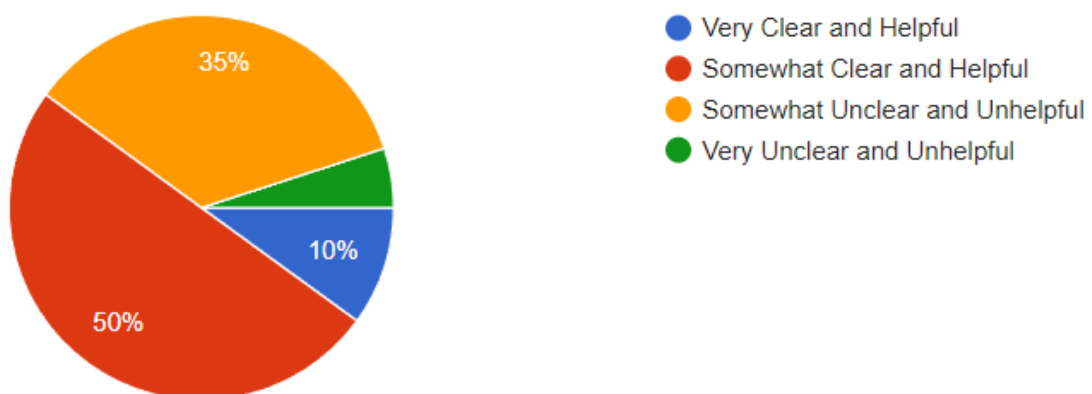
From the survey, there are 25% of respondents shop on clothing platforms very often, 55% of respondents seldom shop on clothing platforms and 20% of respondents rarely shop online.

5. What is the biggest challenge you face with shopping for clothes online?



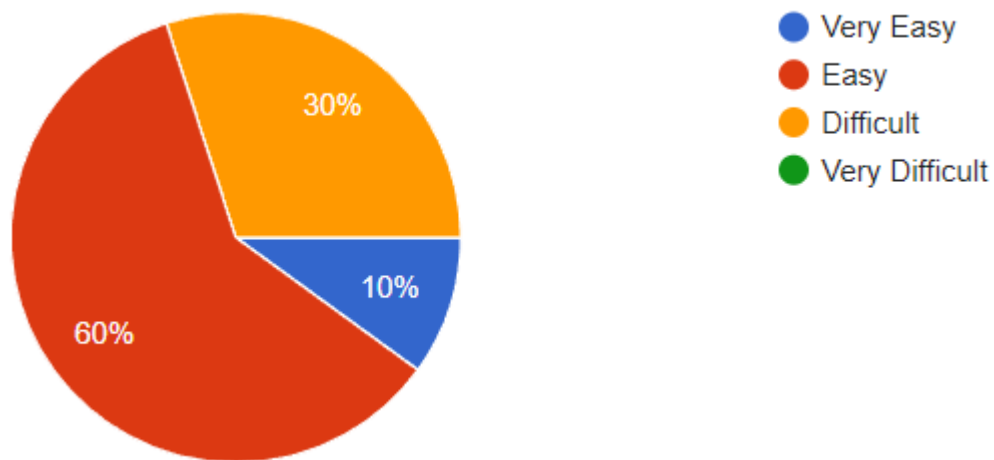
From the survey, we know that the biggest challenge faced by respondents with shopping for clothes online is the inability to view themselves on the clothes given which percentage is 85%. The inability to view clothes as in-store is the second challenge faced by respondents since its percentage is 60%. Furthermore, the challenges inability to custom design clothes such as colours and patterns and the challenge of finding clothes that suit interest is hard.

6. Are the product images and descriptions on the shopping clothes website/app clear and helpful?



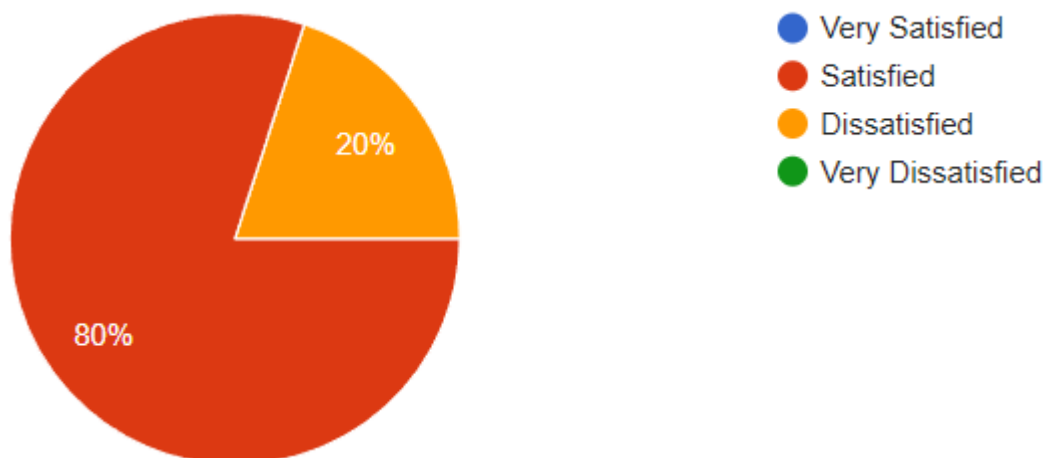
There are 10% of respondents feel that the product images and descriptions on the shopping clothes website/app is very clear and helpful, 50% of respondents feel that it is somewhat clear and helpful, 35 for somewhat unclear and unhelpful, and 5%of respondents think that the product images and description is very unclear and unhelpful.

7. How easy is it to find the types of clothing you are looking for on the shopping clothes platforms?



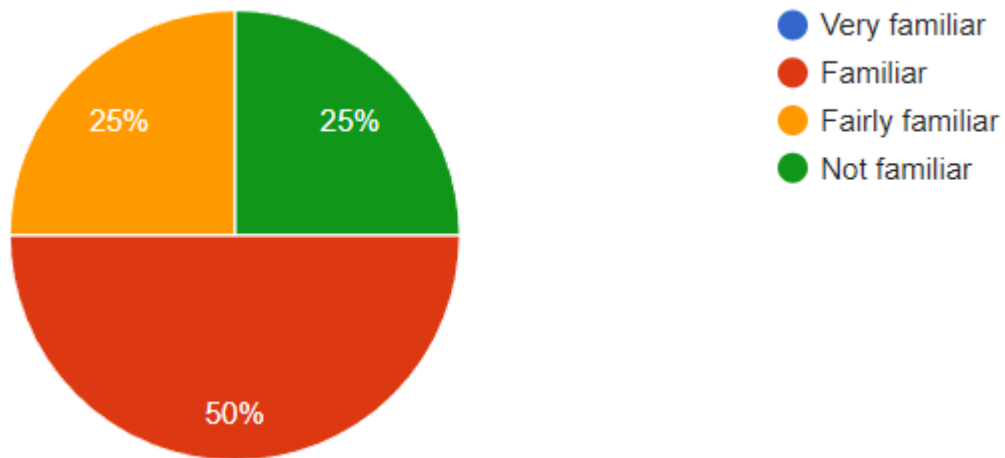
10% of respondents feel that finding the types of clothing they looking for on shopping clothes platforms is very easy. 60% of respondents feel it is easy to find the clothing they like and 30% of respondents found it difficult to find what the type of clothing they want.

8. How satisfied are you with your shopping experience on the shopping clothes platform?



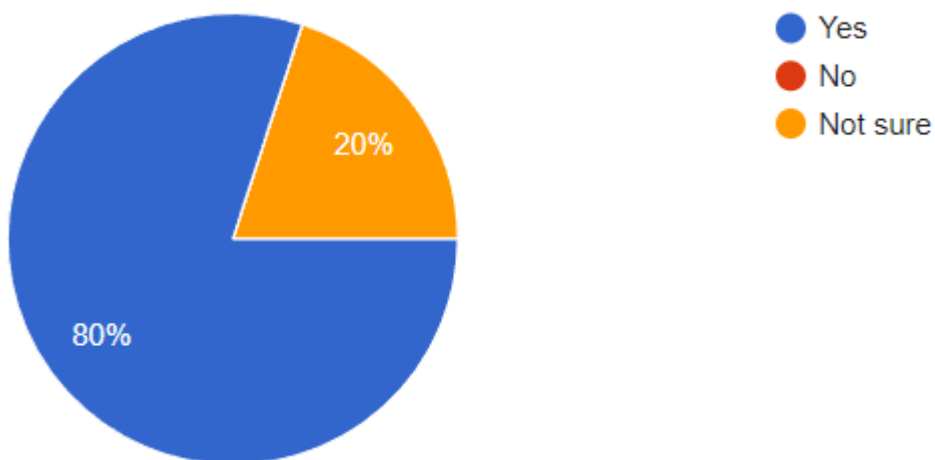
80% of respondents were satisfied with their shopping experience on the shopping clothes platform. At the same time, 20% of respondents were dissatisfied with their experience on the shopping clothes platform.

9. How familiar are you with Augmented reality (AR) technology?



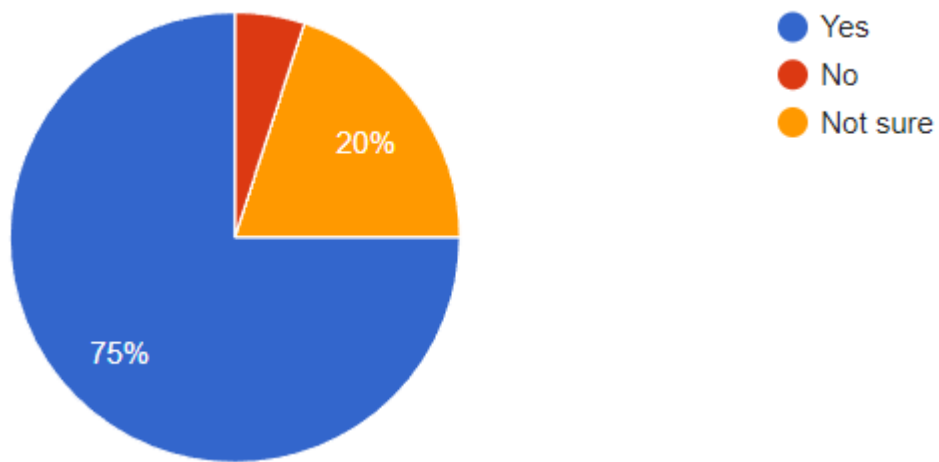
50% of respondents are familiar with Augmented reality(AR), 25% of respondents are fairly familiar with Augmented reality(AR) and the others 25% of respondents are not familiar with Augmented reality.

10. Do you prefer online shopping with AR integration?



80% of respondents prefer online shopping with AR integration while 20% of respondents are not sure whether they prefer online shopping with Augmented reality.

11. Does a product that can be previewed in an AR environment help you to decide whether to purchase or not?



75% of respondents agree that it, which is a product that can be previewed in an AR environment, helps them to decide whether to purchase or not. 20% of respondents were not sure about that and 5% of respondents disagreed that the AR environment would help them to decide whether to purchase or not.

Interview

Interviewee: online business owner sells through Shopee and TikTok.

Interviewer: Vibhusha, Abhilashinie

Date of Interview: 20/12/2023

Location of Interview: Google Meet

The interview was conducted by Vibhusha and Abhilashinie students from Universiti Teknologi Malaysia, with an online business owner who sells Muslimah-friendly clothes through Shopee and Tiktok. The owner, who runs sy ciciComel company, has been in the business for four years.

The main points of the interview are:

- 1- The owner faced challenges such as attracting customers, serving diverse preferences, and dealing with return cases due to wrong size or color of the clothes. These challenges affected the profit target of the business.
- 2- The owner had thoughts on some solutions such as enabling customers to measure the clothes' size or show the clothes' color clearly in the apps, selling trendy clothes that customers like, and going live on TikTok to showcase the clothes.
- 3- Vibhusha and Abhilashinie introduced AR technology to the owner, explaining that it is a feature that can apply virtual objects to the real world. They gave an example of IKEA using AR to let customers view furniture in their rooms. They also proposed their project idea of creating an AR view in the Shopee app, where customers can see how the clothes fit and match on themselves.
- 4- The owner expressed interest and agreement with the AR technology, saying that it could solve the problem of return cases and increase customer satisfaction.
- 5- Vibhusha and Abhilashinie asked the owner about the important characteristics of online clothes selling. The owner mentioned that the online platform should be easy and attractive for customers, and the payment process should be simple and clear.

6- Vibhusha and Abhilashinie thanked the owner for sharing and said that they would try their best to succeed in their project and help the owner with the online business.