**Problems of exiting system**

The company that we have decided to analyze was Lazada. It provides online shopping services to customers by using Lazada.com and their Lazada application. For the company visitors can look for the products and the details, after that the product will be sent to their house.

However, this online shoping system has disadvantage that it is difficult to beginers knowing the processs of this system and how to hold it. Moreover, the word in the toolbar on top of the page will be different with the previous page, when users go to next page. Therefore, users may feel confuse and worry about will they go to wrong page or have they arrived correct page. After that, the front size of detail showing price of item they have chosen is little small to certain persons (50 years old above) who are using the this system. For instance, they will be difficult to see the detail of items’ prices clearly. After that, mistakes occur to them.

Furthermore, visitors may face some problem during search some product, the exiting system no have the function to find the similar products. Visitors need to enter every time to find the products. Missing product information is also a problem of current online shopping system. This is because they will refuse to buy a product online, if the items on online shopping are not able attracting them mentally. Thus, not offering detailed product information that address the shopper’s questions about a product is a crucial mistake. As a result, it reduces thier trustworthiness and triggers visitors to leave their online shopping without buying any thing. According to a Forrester report, 45% of US customers are likely to abandon an online purchase if they cannot find a quick answer to their question.

Hence, the online shopping system is complicated to certain new shopper. While shoppers are attracted by complex-looking sites of the system, they are increasingly frustrated by complicated site navigations, overwhelming options and irrelevant details such as advertising promotion. Studies by Forrester Research estimate that approximately 50% of potential sales are lost due to the visitors cannot find what they are looking for. That is why the site design of online shopping system should be clear and let visitors understanding naturally.

Introduction

Lazada began in March 2012, is the one of largest online shopping and selling company in Southeast Asia. Lazada now have many branches that are Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam. Lazada provide online shopping services and application make the customer can online shopping easily. Lazada included many payment methods. In addition, Lazada provide free return services.