UI/UX Evaluation of Temu App

Mini Project - Real-World App Evaluation

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Introduction to Temu

- Temu is an e-commerce platform offering budget-friendly products across various categories, including fashion, electronics, and home essentials. It aims to provide affordable shopping experiences.

Core Features of Temu

- - Product browsing with filters
- - Daily deals & flash sales
- - Secure checkout & multiple payment options
- - Order tracking & notifications
- - Personalized recommendations

UI & UX Evaluation

- Strengths:
- - Bright and engaging design
- - Easy navigation for browsing product
- Weaknesses:
- - Cluttered home page with too many banners
- - Frequent pop-ups disrupt user experience
- - Slow checkout processing

Identified UI/UX Issues

- 1. Cluttered Interface: Too many banners and promotions make navigation difficult.

- 2. Too Many Pop-ups: Frequent discount notifications interrupt users.

- 3. Slow Checkout Process: Lagging checkout screens may lead to cart abandonment.

Impact on User Experience

- - Cluttered design makes it hard to browse products
- - Too many pop-ups lead to frustration
- - Slow checkout increases drop-off rates

Proposed Solutions

- - Simplify the home page with fewer banners
- - Reduce the number of pop-ups
- - Optimize checkout performance for faster processing

Conclusion & Summary

- Temu provides an affordable shopping experience, but UI/UX issues affect user satisfaction. By streamlining the interface, reducing pop-ups, and improving performance, the app can enhance customer engagement and retention.