

PROJECT OVERVIEW

Platform Sweeps

Platform Sweeps

Start by typing a keyword: Wall art

Shipping Price: Show shipping price in search results (on)

Shipping Destinations: Add countries

BBA Merchants: Show all (selected), Yes, No

Company Owned Merchants: Show all (selected), Yes, No

Filter out L2L: Exclude merchants who're authorized to sell the following L2L categories (Add L2L categories)

Reset filter Show results

Wall art (Australia, Belgium, Canada +2 more) 0 Reviewed 0 Flagged 0% Flag rate 1 min Time on keyword Complete Search

Nordic Abstract Figure Art Print Canvas Paintings Pictures for Wall Poster Abstract Prints

DESCRIPTION: 1. Print with durable and sturdy coated canvas which could bring a fine texture and color to your room. You will like it. 2. Its aesthetic design, fashionable color matching, and cute patterns make your room distinctive and cozy. 3. It's also a good gift to your sweetheart.

MERCHANT: UNSHOEFASHION BBA No COMPANY OWNED No L2L Plants & Seeds Beverages without Alcohol Seat Belt Extenders

PRICE: \$14 **SHIPPING**: \$4 **TRUE TAG**: Stun guns +4 more **GEO BLOCKED**: Australia +2 more

Flag Product

Nordic Abstract Figure Art Print Canvas Paintings Pictures for Wall Poster Abstract Prints

DESCRIPTION: Welcome to our store!"

MERCHANT: Pat L Weaver

Enterprise desktop software

OVERVIEW

Project context

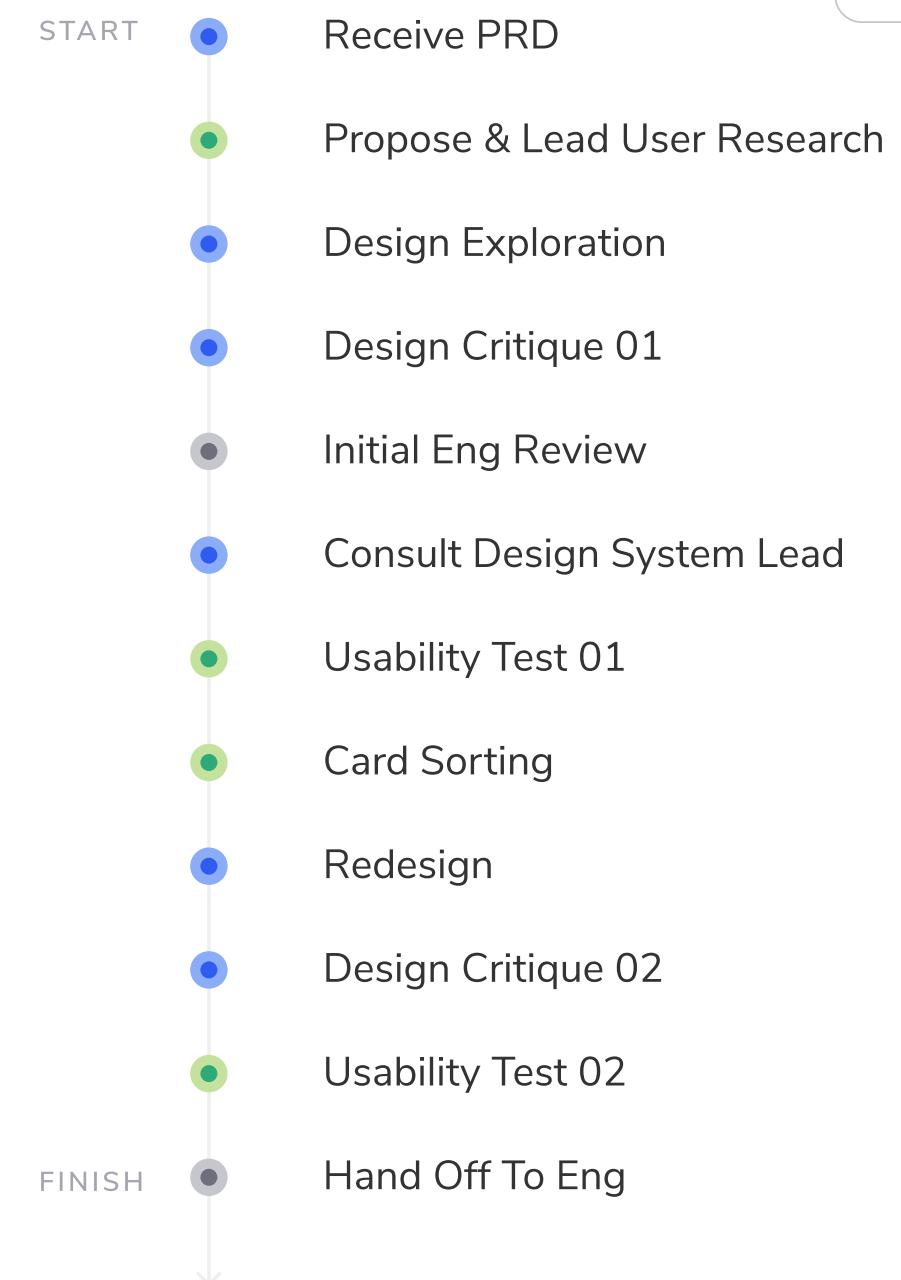
Role

Solo Product Designer



Timeline

June - July 2021



01



02



03

A screenshot of a product listing on a website. The product is a men's belt with two large, shiny gold metal buckles. The listing includes the following details:

- Overview** tab is selected.
- Related** tab is visible.
- Product Description:** Classic Belts Fashion New Belts Men's Belts Casual Belts Women's Belts Men's Classic Belts The Width of the Belt Is 4.0cm. 3.0cm. 2.0cm. Length: 95-125cm.
- Rating:** 5 stars (1 review).
- Price:** \$27 (Original Price: \$440).
- Taxes:** included where applicable.
- Size:** dropdown menu labeled "Select Size".
- Offer:** 0 3 : 3 4 Instant offer: Add to cart right now to unlock a lower price!
- Buy Button:** Large orange button with the word "Buy" in white.
- Add to Wishlist:** Link below the buy button.

PROBLEM

**Unauthorized products
hurt Wish users and Wish**

USER

1/5

Product ratings

BUSINESS

29

Restraining orders
per month



CURRENT SOLUTION

Wish content review teams



Content review teams pick out unauthorized products



Downstream action

For a content reviewer...

3 min

To review one product listing

Only 3

Unauthorized products identified per hour

4

Softwares involved

PROBLEM STATEMENT

How might we help Wish **content review teams**
better identify unauthorized products?

Five Design Challenges

- 01 Content review workflow USER FLOW
- 02 Design effective filters
- 03 Layout of product information
- 04 Transition between searches
- 05 Design critique culture



PM Me

PROBLEM EXPLORATION

PRD missed user behavior

01

Lack of understanding of the workflow

Don't know their work schedule, work hours, and workflow

02

Unclear team needs

Unaware of differences across content review teams

GENERATIVE QUAL RESEARCH

What is the **workflow** of content reviewers?



Interview Questions

- How often do you conduct sweep sessions
- How many people are in each sweep session
- What does the workflow look like? Do you have a schedule?
- Can you give me examples of restricting shipping destinations?
- Would it be acceptable to restrict shipping settings by country (instead of region)?
- What is the max number of countries you want to restrict shipping settings to?
- What is the maximum number of products flagged in one window (30 min)?

Research guide - interview questions

Research goals

- Identify team & individual workflows
- Extract user pain-points
- Identify opportunities to bridge other tasks

Methods & Recruiting

- 3 user interviews with 3 team leads
- 3 field study sessions with 6 content reviewers

OUR USERS

Two core teams of content reviewers

SHARED BEHAVIOR

Hierarchical team structure

Leads assign keywords & requirements.
Reviewers and leads execute searches
together.

Similar, linear workflow

Predefined search keyword, rotates
every 30 min.

SHARED MOTIVATION

Review & flag more products

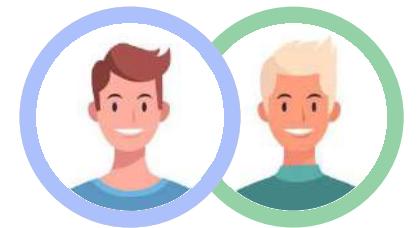
Reviewers go through a high volume of products.
Flag problematic ones for downstream action.

DIFFERENCES

Different focus areas

The two teams focus on brand vs platform policy
during search sessions.

Workflow to review one product...



Me Manager

Terms

- COMMANDER 4.25"**
- COMMANDER 4.25" 45ACP COMPLE**
- 1911 80% COMMANDER 4.25" 45AC**
- 80% 1911 Officer Kit**
- 3.5 1911 80**
- 1911 9mm Builders Kit**
- 1911 Officer Kits**
- DIY Gun building Kit**

Notifications

Notifications

TYPE OF NOTIFICATION

- Your Orders**
Notify me of the status of my orders
- Deals and Promotions**
Daily deals, promotions, and flash sales
- Rewards**
Gifts, rewards, and coupons
- System Reminders**
General, admin, and updates
- Back in Stock**
Get notified when a product is back in stock
- SMS notifications**
You have enabled SMS notifications about Wish Services and Promotions at +15106930579

Notifications

Manage Addresses

Edit Address

Address Line 1* [highlighted]

Address Line 2 [Optional]

Country / Region* United States

State/Province* California

City* Berkeley

Zip/Postal Code* 94720

Phone Number* 5106930579

Search requirements

User settings

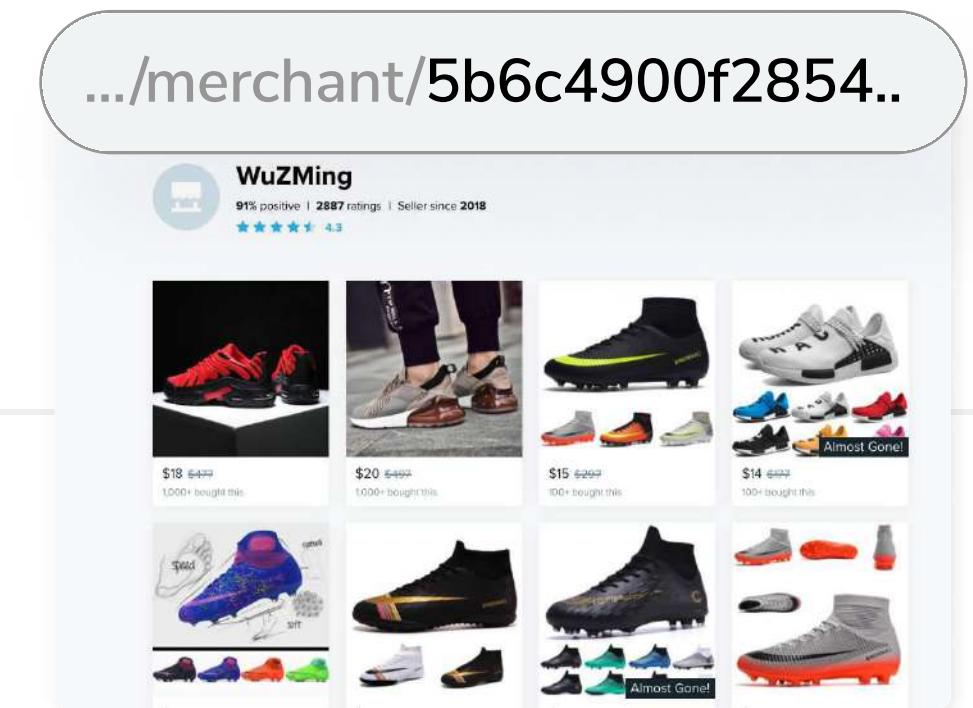
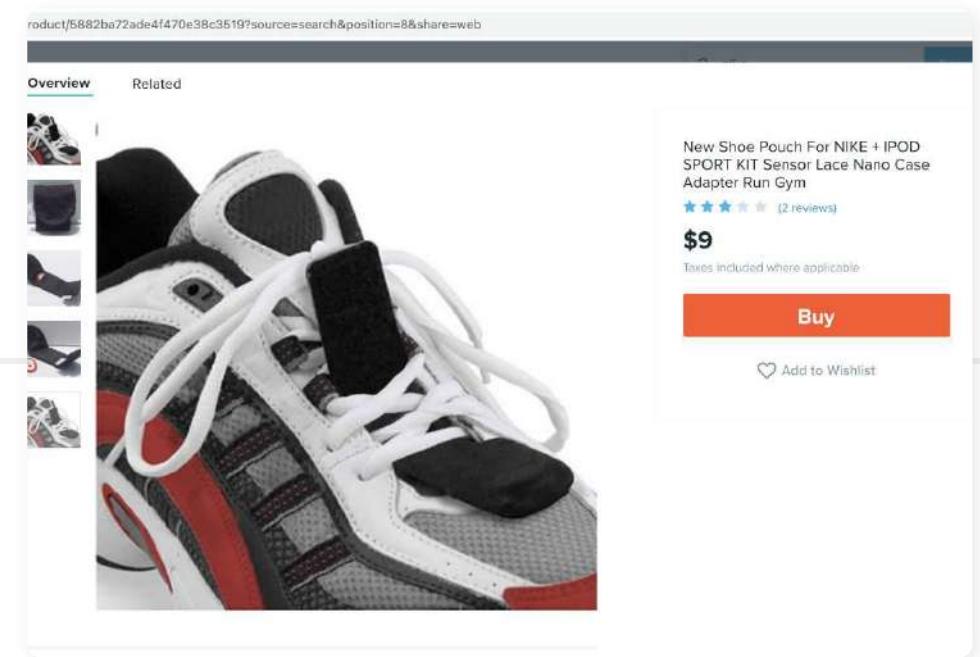
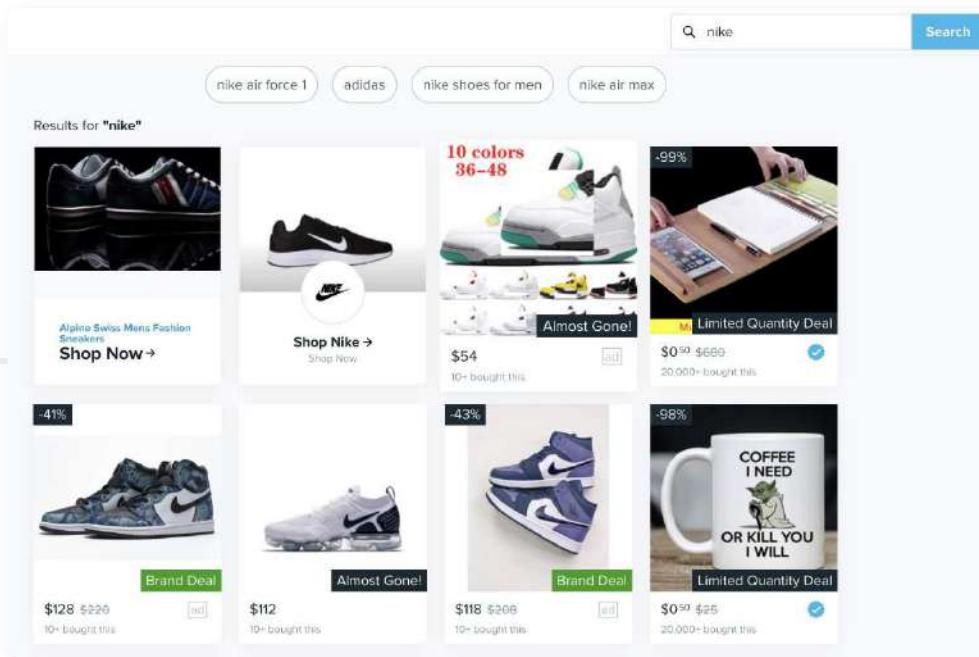
Edit address

SWITCH SOFTWARE

Weak & inefficient filters

RESEARCH INSIGHTS

Workflow to review one product...



Search keyword

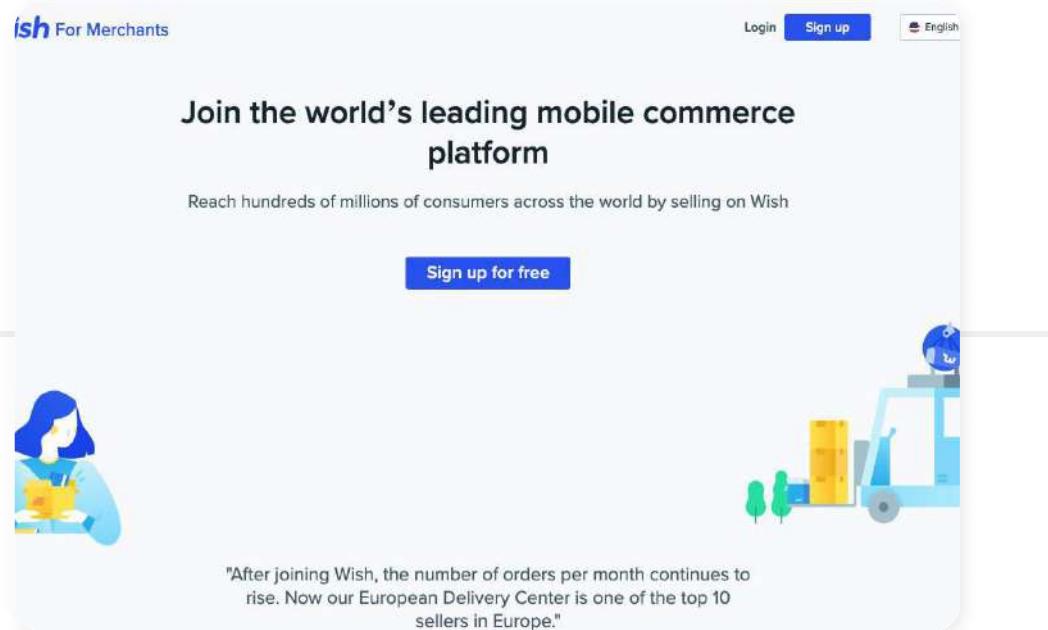
Product description page

Merchant info

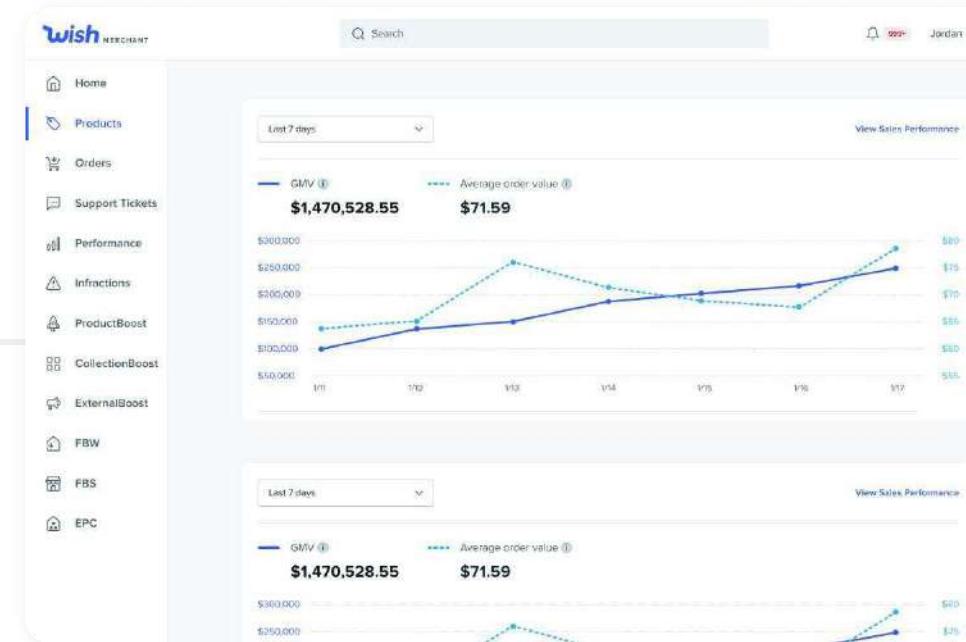
Distraction

RESEARCH INSIGHTS

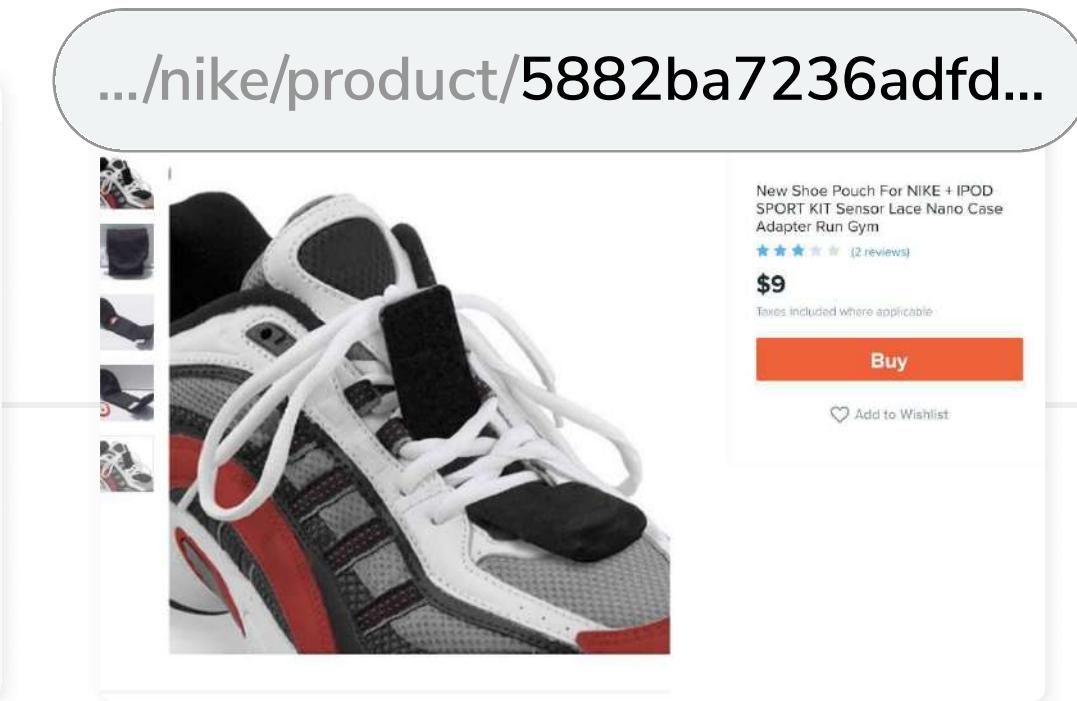
Workflow to review one product...



Merchant platform login



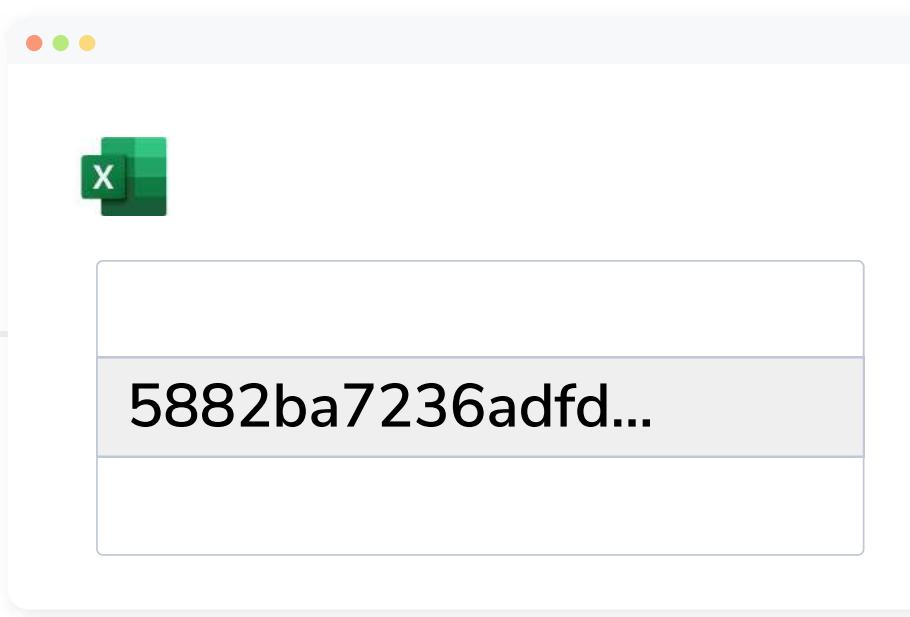
Merchant platform



Product description page

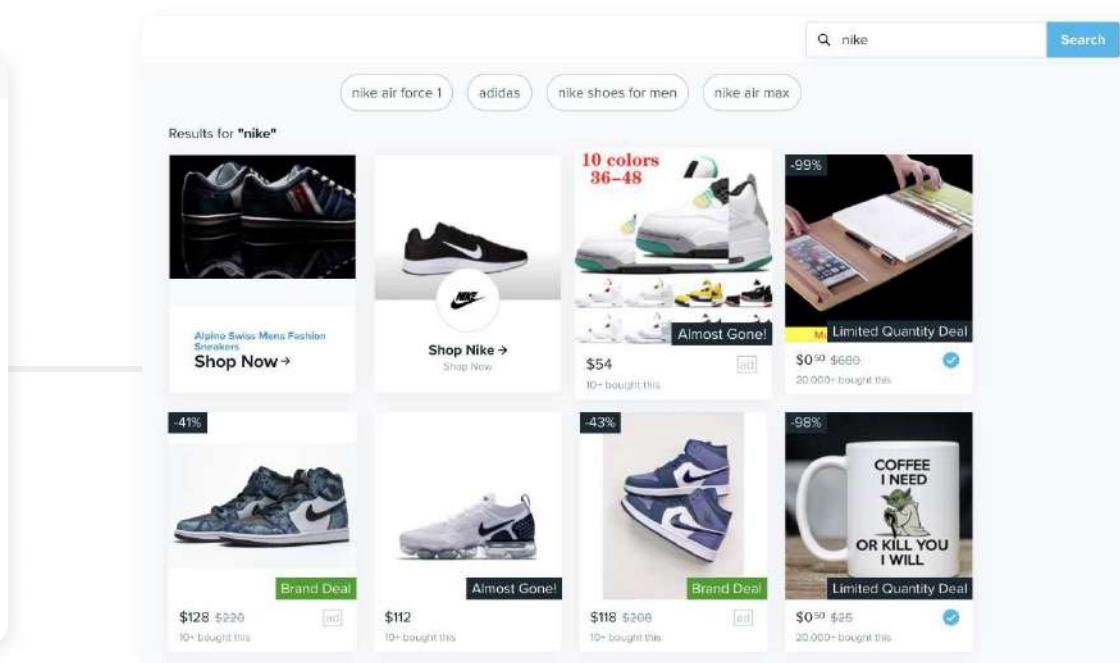
Disintegrated merchant info

Workflow to review one product...



Product ID sheet

SWITCH SOFTWARE



Back to search

SWITCH SOFTWARE

Lack of speed

10 steps

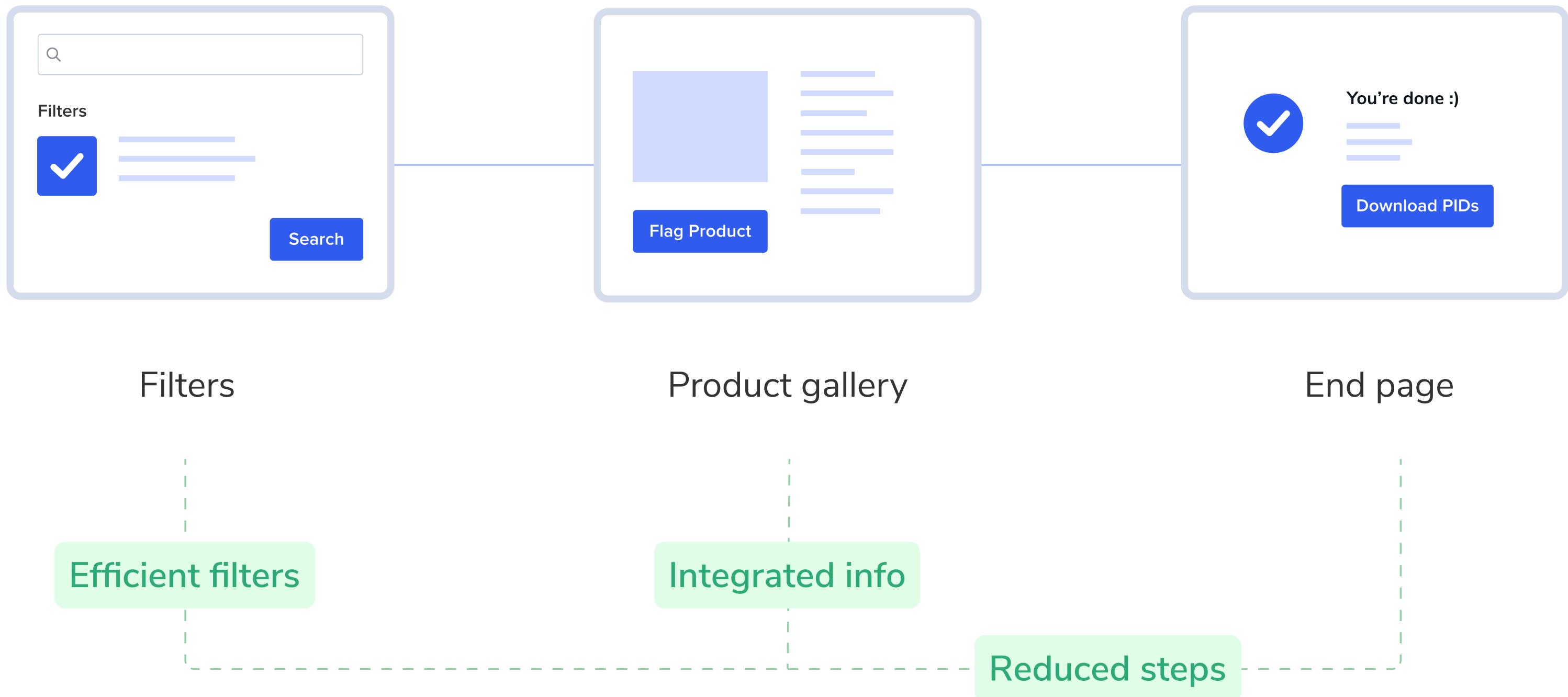
To review one keyword
for one country

5 times

Switching softwares

SOLUTION

New user flow



SCREEN 01

Filters

The screenshot shows the 'Platform Sweeps' section of the Wish Merchant platform. On the left, there's a sidebar with 'Home' and 'Tagging' (with 1023 notifications) selected. The main area has a search bar with 'Wall art' typed in. Below it are several filtering sections:

- Start by typing a keyword:** A search bar containing 'Wall art'.
- Shipping Price:** A toggle switch labeled 'Show shipping price in search results' is turned on.
- Shipping Destinations:** A button to '+ Add countries'.
- BBA Merchants:** Radio buttons for 'Show all' (selected), 'Yes', and 'No'.
- Company Owned Merchants:** Radio buttons for 'Show all' (selected), 'Yes', and 'No'.
- Filter out L2L:** A note about excluding authorized sellers and a button to '+ Add L2L categories'.

At the bottom right are 'Reset filter' and 'Show results' buttons.

SCREEN 02

Product Gallery

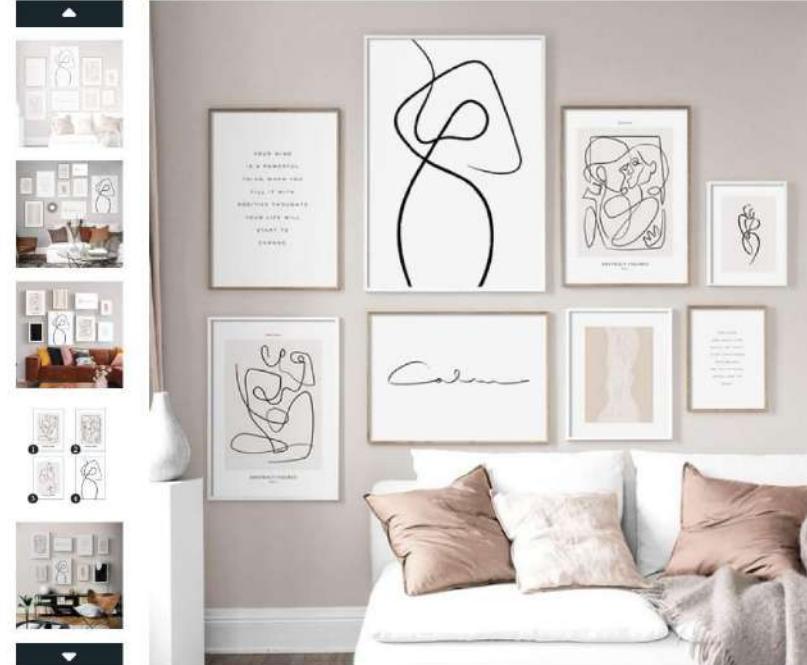
wish MERCHANT

Search

0 Reviewed 0 Flagged 0% Flag rate 1 min Time on keyword Complete Search

Home Tagging 1023

Wall art Australia, Belgium, Canada +2 more Destination Yes Shipping Price All merchants BBA All merchants Company Owned Exclude Surprise Boxes L2L



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3. It's also a good gift to your sweetheart.

PRICE SHIPPING TRUE TAG GEO BLOCKED
\$14 \$4 Stun guns Australia
+4 more +20 more

Flag Product



Nordic Abstract Figure Art Print Canvas Paintings
Pictures for Wall Poster Abstract Prints

DESCRIPTION
Welcome to our store^

MERCHANT
UNSHOEFASHION
BBA
No
COMPANY OWNED
No
L2L
Plants & Seeds
Beverages without Alcohol
Seat Belt Extenders

Reviews :

SCREEN 03

End Page

The screenshot shows the Wish Merchant platform interface. At the top left is the 'wish MERCHANT' logo. To its right is a search bar with a magnifying glass icon and the word 'Search'. Further right are a notification bell icon with '999+' notifications, the name 'Jordan' with a dropdown arrow, and a flag icon with a dropdown arrow showing the United States.

The main navigation menu on the left includes 'Home' and 'Tagging'. The 'Tagging' option is highlighted with a blue underline and has a red circular badge with the number '1023' next to it.

The central content area is titled 'Platform Sweeps'. It features a section for saving work via email, showing a CSV file named 'CSV_FILE_NAME.csv' and a text input field for 'Username@wish.com' with a 'Send CSV' button. To the right, there's a note about taking PIDs to tagging, followed by two buttons: 'Start IP violation tagging' and 'Start inappropriate tagging'.

Next Design Challenge

- 01 Content review workflow
- 02 Design effective filters
- 03 Layout of product information
- 04 Transition between searches
- 05 Design critique culture

INTERACTION

CHALLENGES

Variety & breadth of searches

Different teams have different search requirements.

Aa Search filter	Used by	Frequen...	Entity
Shipping Location	Brand Protection Policy Legal	High	Product
BBA	Brand Protection	Medium	Merchar
L2L	Policy	Medium	Merchar
Company Owned	Brand Protection Legal	Medium	Merchar
Shipping Price	Brand Protection Policy Legal	Low	Product

Three Design Solutions

Platform Sweeps
Conduct searches to review unauthorized listings

Create a search

Search by names

Search Names	Keywords	Assigned reviewers	Status	Date Created	Action
Nike shoes	Nike shoes, Nike, Nike Running, Nike...+8 more	Christina, Daniel, Aleverz, Alex... +16 more	Completed	June 2, 2021	View details
Shot guns	Commander 4"25, DIY Gun building k...+12 more	Rick, Lauren, Akshayaa, Cecilia, Tina... +18 more	Incomplete	June 1, 2021	View details
Gucci belts	Gucci belts 01, Gucci belts gold, Guc...+7 more	Christina, Daniel, Aleverz, Alex... +16 more	Completed	May 24, 2021	View details
Plant seeds	Tulip seeds, tulip plant seeds, foreign...+14 more	Rick, Lauren, Akshayaa, Cecilia, Tina... +11 more	Completed	May 20, 2021	View details

01

Management page
for admin to set filters

Platform Sweeps

Select your use case

Brand Protection

Platform Policy

Legal

Other

Start by typing a keyword

Wall art

Shipping Price

Show shipping price in search results

Shipping Destinations

+ Add countries

BBA Merchants

Show all Yes No

Company Owned Merchants

Show all Yes No

Filter out L2L

02

Unique filters based on
selected persona

Platform Sweeps

Start by typing a keyword

Wall art

Shipping Price

Show shipping price in search results

Shipping Destinations

+ Add countries

BBA Merchants

Show all Yes No

Company Owned Merchants

Show all Yes No

Filter out L2L

03

Integrated filters

The right component for each filter



Designers

FILTER

COMPONENT

DESIGN

Shipping Price

Toggle



BBA Merchants

Radio



Yes

Company Owned

Shipping Destination

Multi-select form

+ Add a country

Search for a country

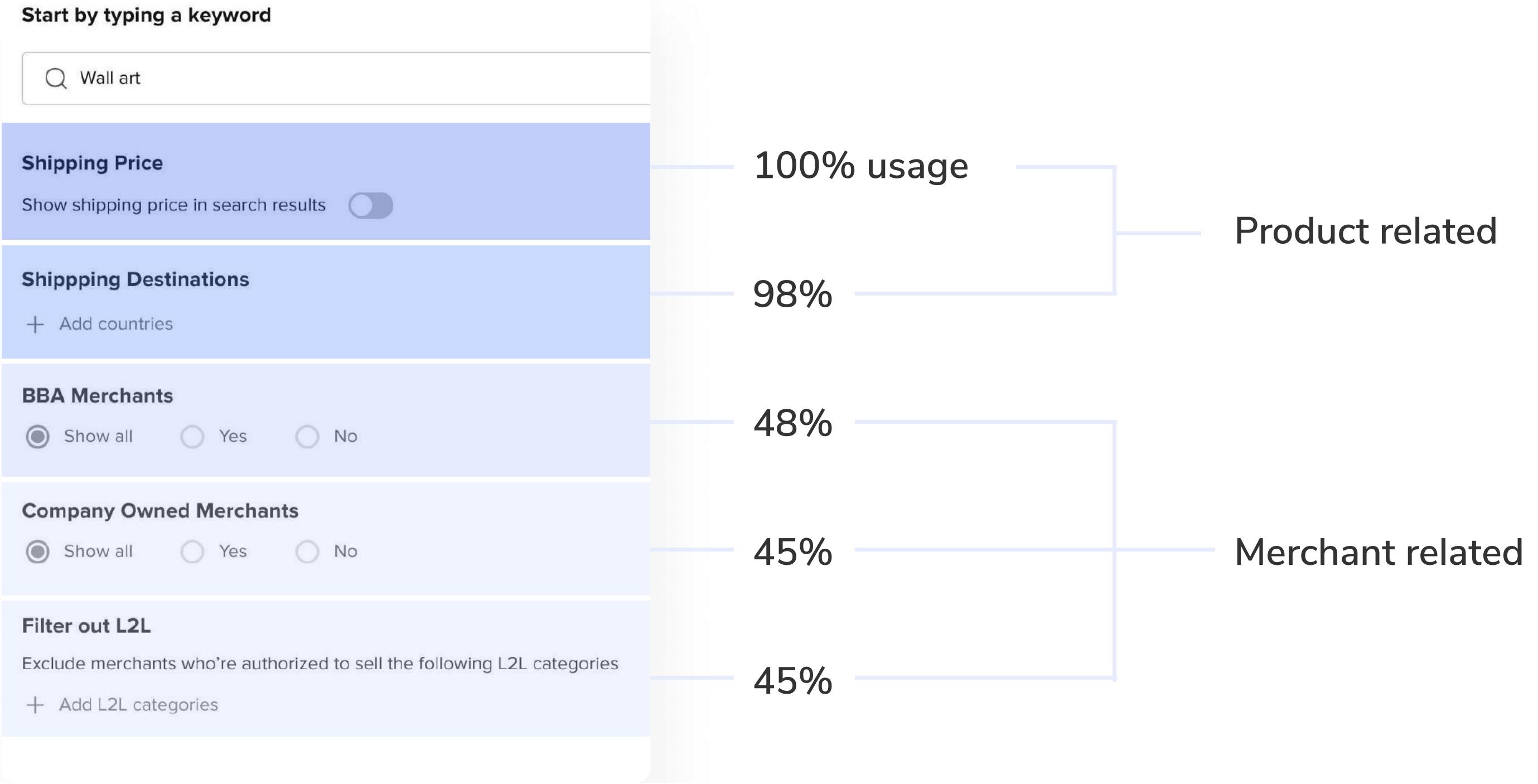
North America

Select all

United States

Canada

Order filters by data and context



Next Design Challenge

- 01 Content review workflow
- 02 Design effective filters
- 03 Layout of product information VISUAL
- 04 Transition between searches
- 05 Design critique culture

Product card

How did I decide the information layout?

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PRICE **SHIPPING** **TRUE TAG** **GEO BLOCKED**

\$14 \$4 Stun guns Australia
[+4 more](#) [+20 more](#)

Flag Product

MORE RESEARCH

Card-sorting activity

How important is _____ to you when you review a product?

Feel free to drag the gray stickies into the corresponding yellow boxes

Very Important	Moderately Important
Product Title	Customer reviews for Product
Product Images	Merchant store name
Product Description	Store review (e.g. 4.8)
BBA info	True Tag Blocked Countries
Discount Price	Geo-blocked Countries

Card sorting

Aa Info	BP (Amalia)	Policy (Sesilia)
Product title	Very important	Very important
Product images	Very important	Very important
Product description	Very important	Very important
BBA info	Very important	Moderate
Product review (comments) - link	Moderate	Very important
True tag	Moderate	Very important
Geo tag	Moderate	Very important
Merchant name	Moderate	Very important
Discount price	Very important	Don't need
L2L	Don't need	Very important
Front-end link	Moderate	Very important
Store review (score) - link	Moderate	Don't need

Research results

RESEARCH RESULTS

Info hierarchy



HIGH

Product Images

Description



MEDIUM

Product Name

Retail Price

BBA

L2L



LOW

Product Reviews

Shipping Price

Geo-blocked

True tag



DON'T NEED

Store Reviews

Original Price

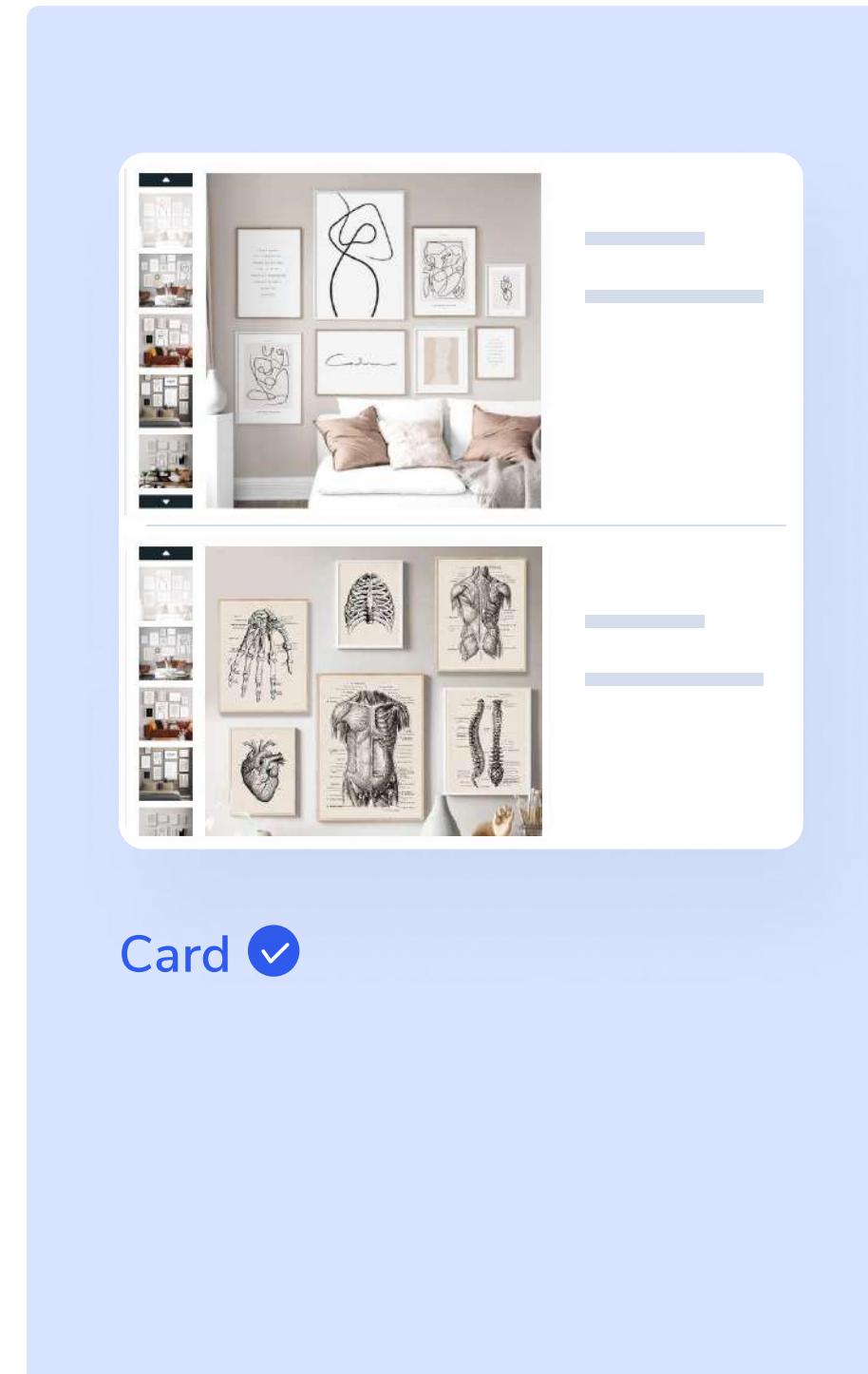
VISUAL DESIGN

Product Gallery

DECISION

Grid

Emphasize images



Listings	Price	Reviews
	<input type="text"/>	<input checked="" type="text"/>
	<input checked="" type="text"/>	<input type="text"/>
	<input type="text"/>	<input checked="" type="text"/>

Table

VISUAL DESIGN

Product Card

DECISION

Info Hierarchy

Surface high-priority info

Athletics Tennis Shoes Men and Women Sneakers Fashion Casual Outdoor Running Jogging Walking Shoes Gym Shoes

Reviews :

DESCRIPTION

Welcome to our store^

Please refer to our size list !!!!!
This is very important ! ! !
We don't have the half yards,please order the right size.
//SIZE CHART//

PRICE SHIPPING TRUE TAG

\$14 \$4 Stun guns
+4 more

Flag Product

MERCHANT

UNSHOEFASHION

BBA

No

COMPANY OWNED

No

L2L

Plants & Seeds

Beverages without Alcohol

Seat E

High

Low

Medium

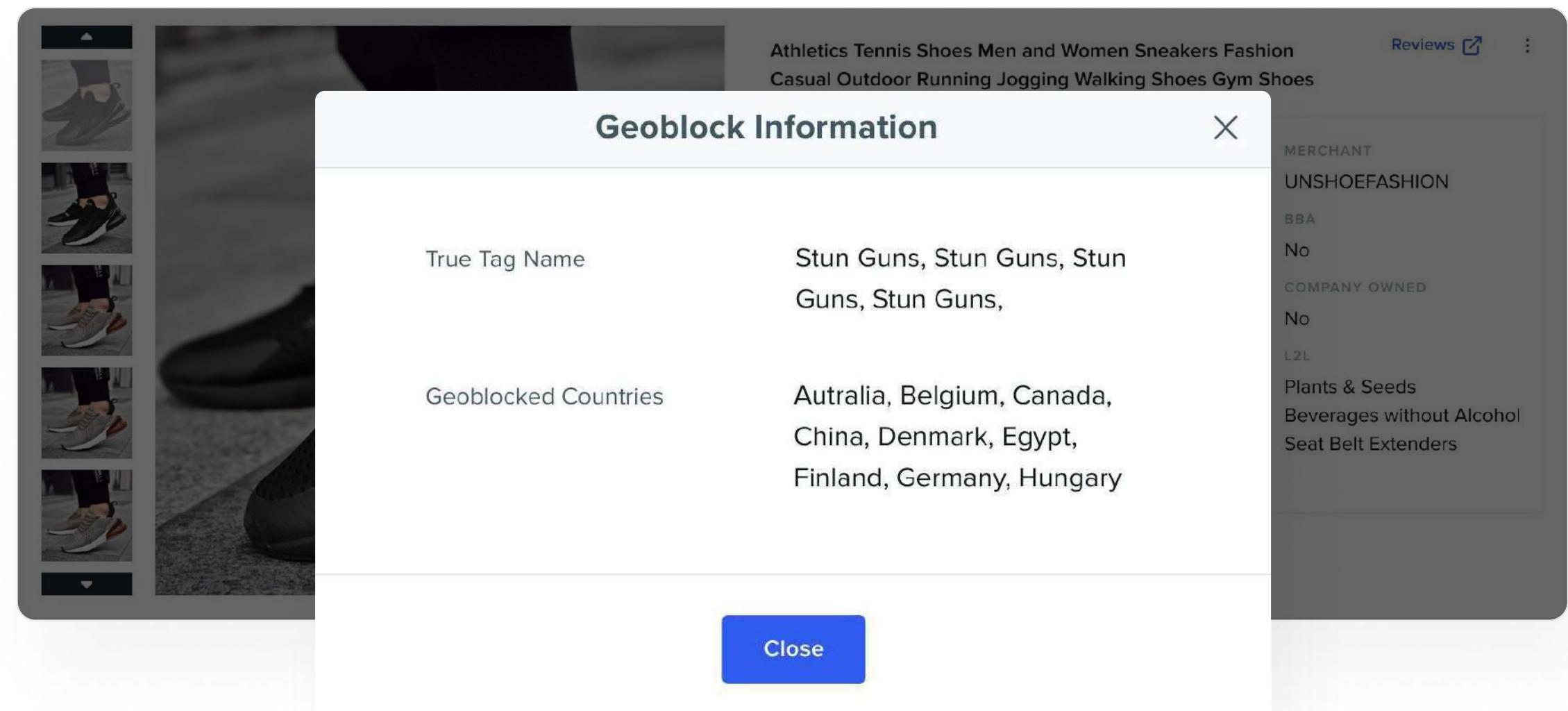
VISUAL DESIGN

Product Card

FINAL DESIGN

Info Hierarchy

Hide low-priority info in
modals



1pcs/4pcs/9pcs/10pcs/14pcs Multifunctional Fashion Professional Champagne Makeup Brushes Set.Suitable for Blush, Eyebrow, Loose Powder, Foundation, Blush, Eye Shadow, Concealer, Nose Shadow, Highlight [View on Wish](#)

\$41 \$121

Description

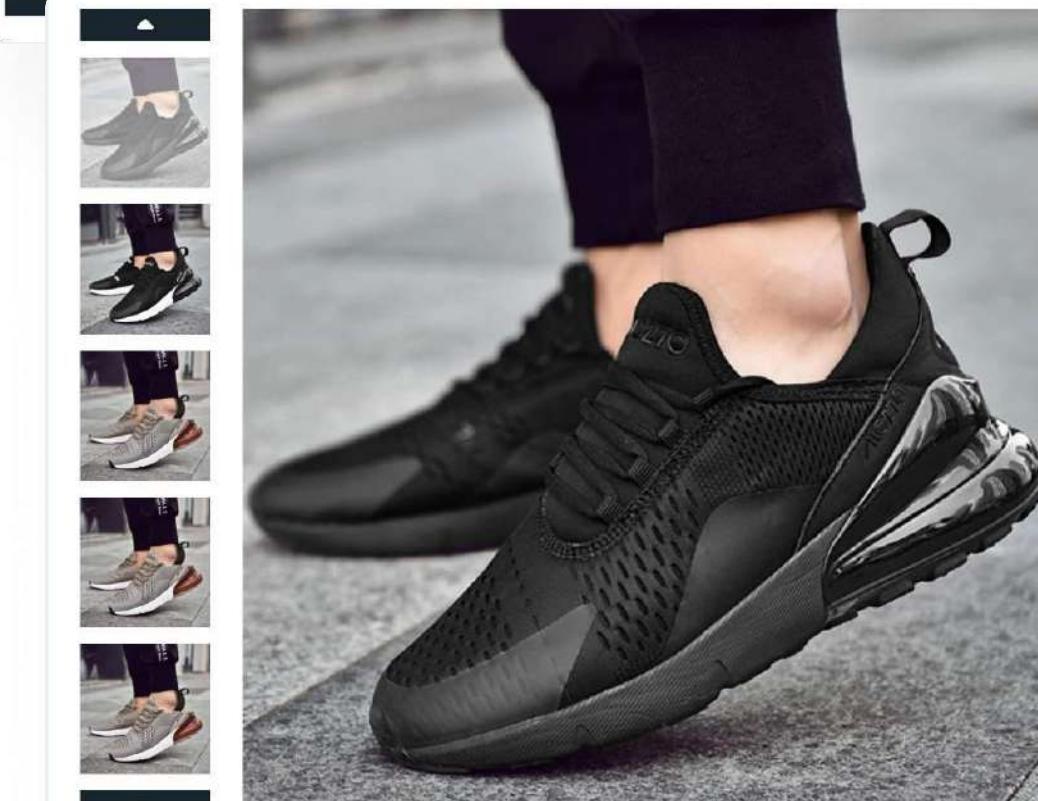
Suitable for both professional use and home use.
Easy to use and convenient to carry.
Easy to stick powder, natural color, rendering uniform.
No fading and no hair dropping brushes boost and present your life taste. [Show more](#)

Product ID
60791b9e556f74ca5e475e6c

Merchant
Streamse

Customer Review
3.7
Geo-blocking

BBA
asdsfdssdf
RD



Athletics Tennis Shoes Men and Women Sneakers Fashion Casual Outdoor Running Jogging Walking Shoes Gym Shoes [View](#)

\$41 \$121

Description
Welcome to our store~

Please refer to our size list !!!!!
This is very important ! ! !
We don't have the half yards,please order the right size.
//SIZE CHART//
Size 39 Foot Length:245mm

Flag Product

[Copy PID](#)

Product Review
4.1 [View](#)

Merchant
UNSHOEFASHION
BBA
No
Geo Blocked Countries
N/A

BD
Julie
L2L
N/A
True Tag Blocked Countries
N/A

Usability test!!

✓ Scrollable description

✓ Image carousel

✓ Optimize info arch

✓ Typography / visual

Usability test!!

Athletics Tennis Shoes Men and Women Sneakers Fashion Casual Outdoor Running Jogging Walking Shoes Gym Shoes

[Reviews](#)

DESCRIPTION

Welcome to our store~

Please refer to our size list !!!!!
This is very important ! ! !
We don't have the half yards,please order the right size.
//SIZE CHART//

PRICE SHIPPING TRUE TAG GEO BLOCKED
\$14 \$4 Stun guns Australia
[+4 more](#) [+20 more](#)

Flag Product

MERCHANT

UNSHOEFASHION

BBA

No

COMPANY OWNED

No

L2L

Plants & Seeds
Beverages without Alcohol
Seat Belt Extenders

EVALUATIVE RESEARCH

Usability Tests

Research goals

Evaluate the success rates
of completing a search

Assigned tasks

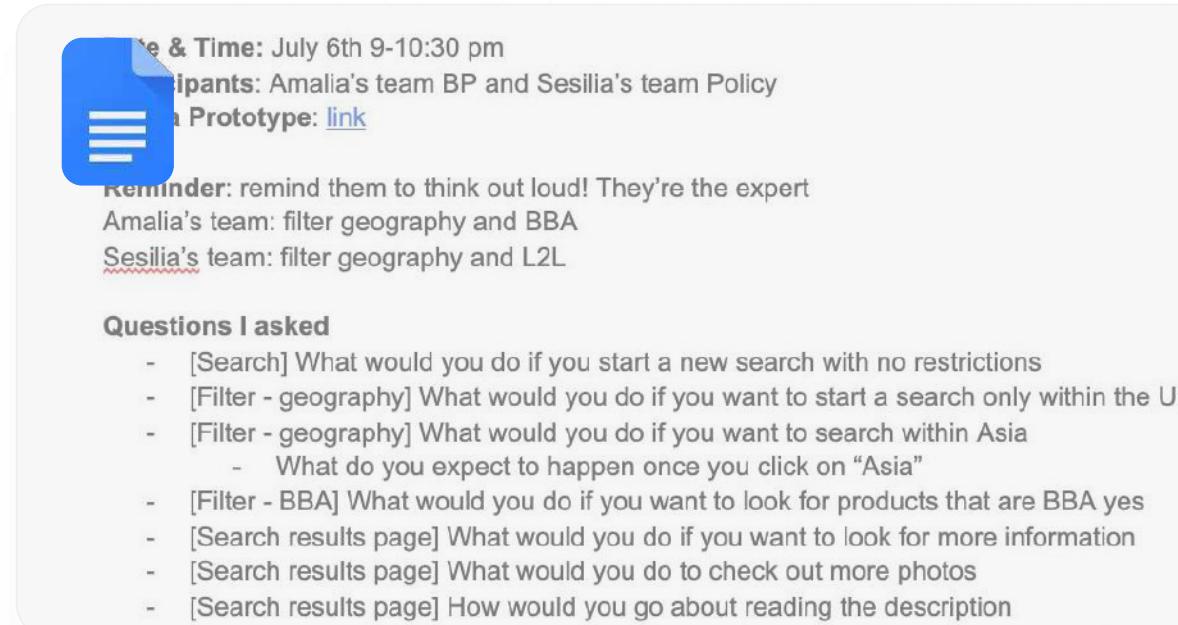
Given requirements,
complete the search

Recruiting

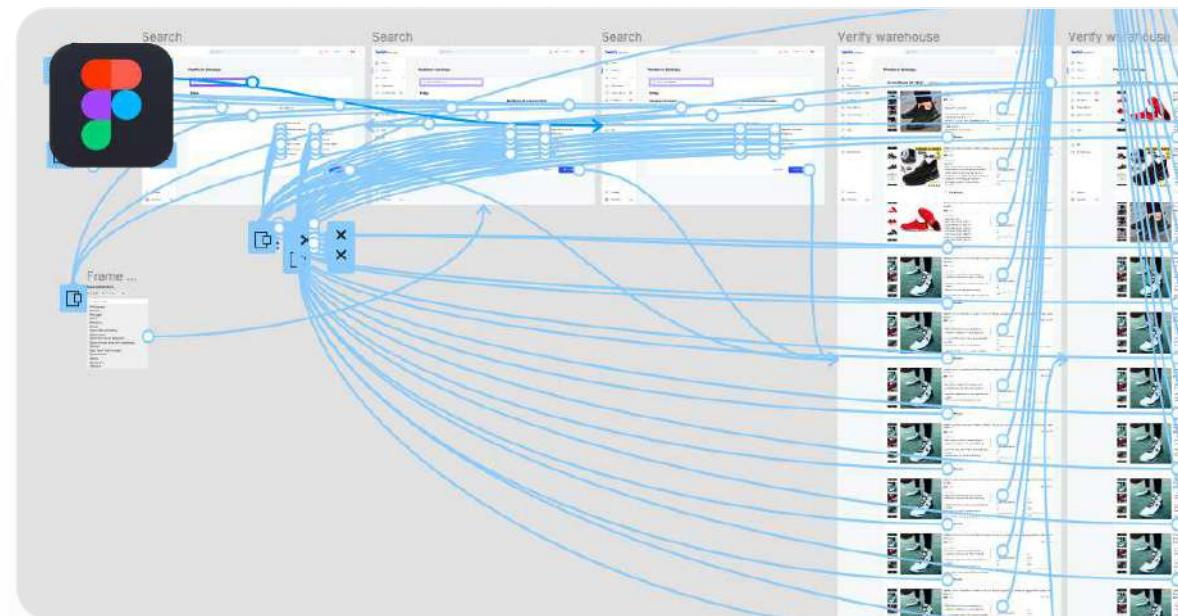
5 content reviewers

My role

Write up research plan
Create Figma prototypes
Lead session & take notes



Research plan

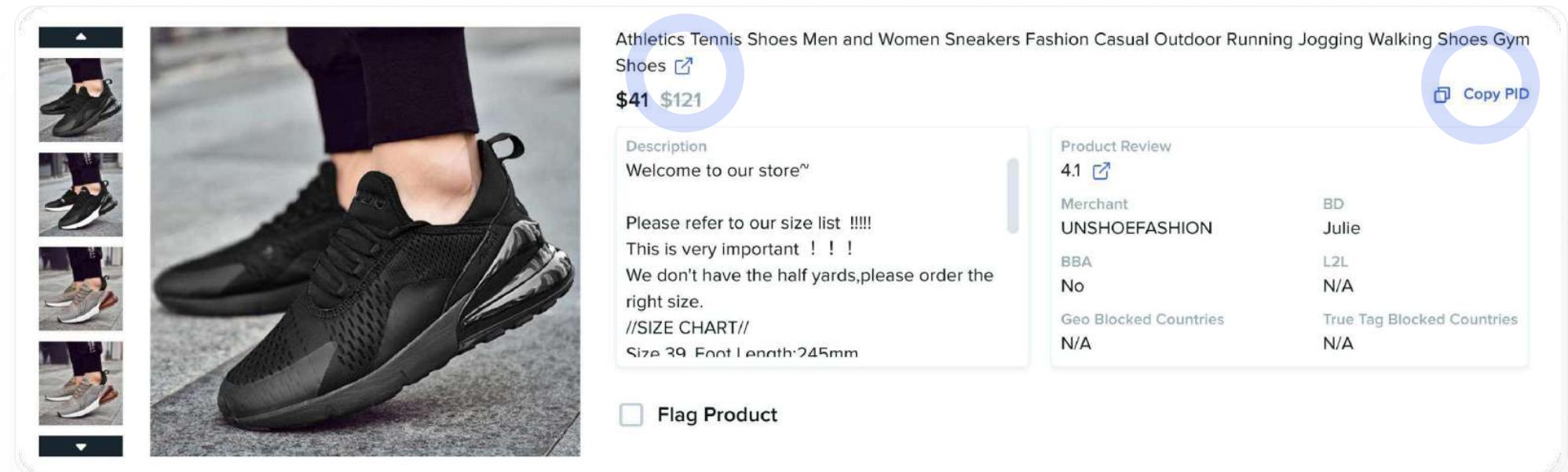


Fully interactive Figma prototypes

OBSERVATION

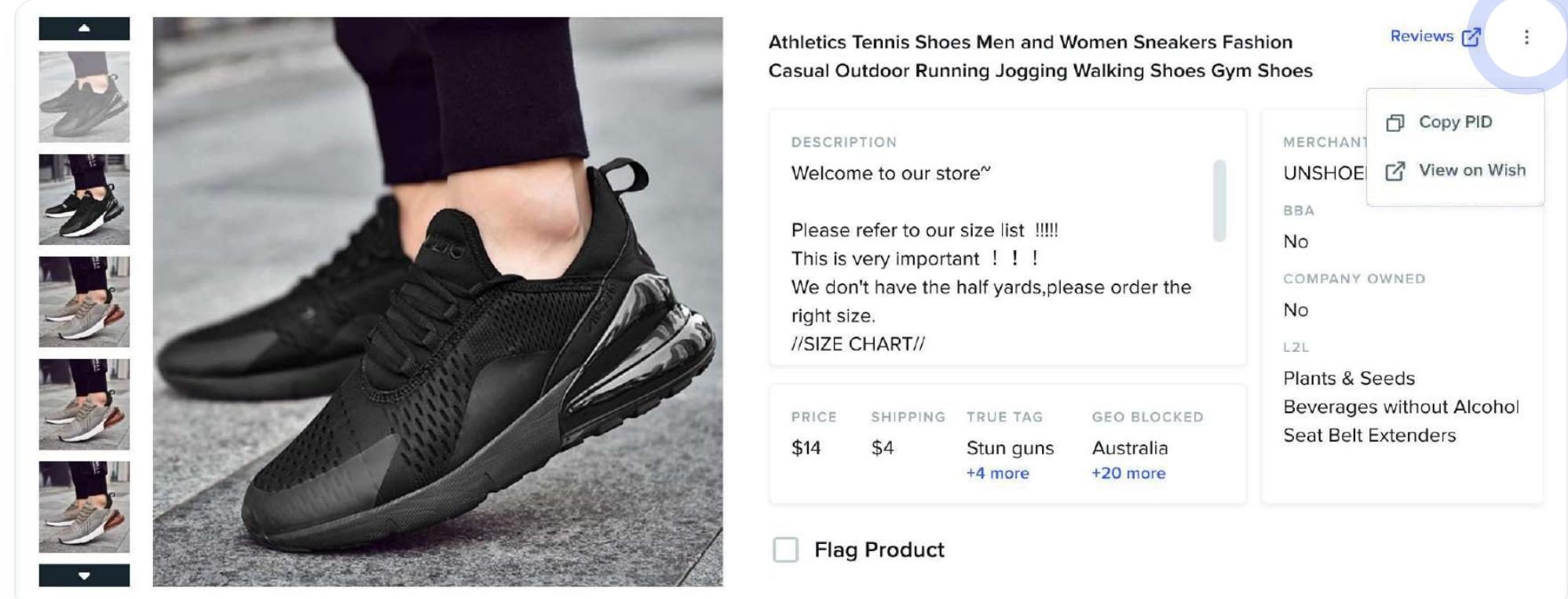
Default to old behavior

Tendency to copy Product ID
or go to shopping site



SOLUTION

Hide external links



Next Design Challenge

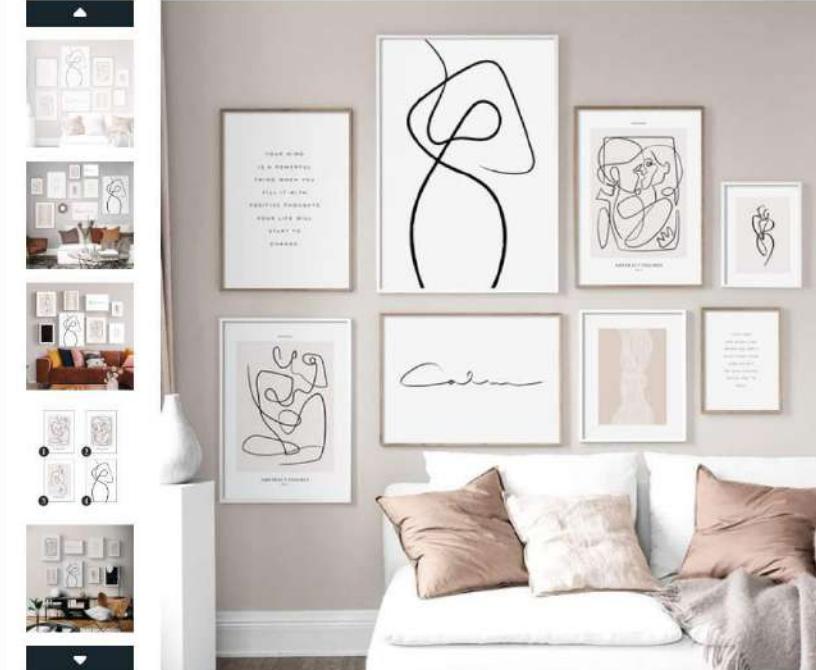
- 01 Content review workflow
- 02 Design effective filters
- 03 Layout of product information
- 04 Transition between searches INTERACTION
- 05 Design critique culture

How do reviewers

Stay on the **same keyword?**
Go to the **next keyword?**

0 Reviewed 0 Flagged 0% Flag rate 1 min Time on keyword [Complete Search](#)

Wall art Australia, Belgium, Canada +2 more Destination Yes Shipping Price All merchants BBA All merchants Company Owned Exclude Surprise Boxes L2L



Nordic Abstract Figure Art Print Canvas Paintings Pictures for Wall Poster Abstract Prints [Reviews](#) :

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1. Print with durable and sturdy coated canvas which could bring a fine texture and color to your room. You will like it.
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3. It's also a good gift to your sweetheart.

PRICE SHIPPING TRUE TAG GEO BLOCKED
\$14 \$4 Stun guns Australia
+4 more +20 more

[Flag Product](#)



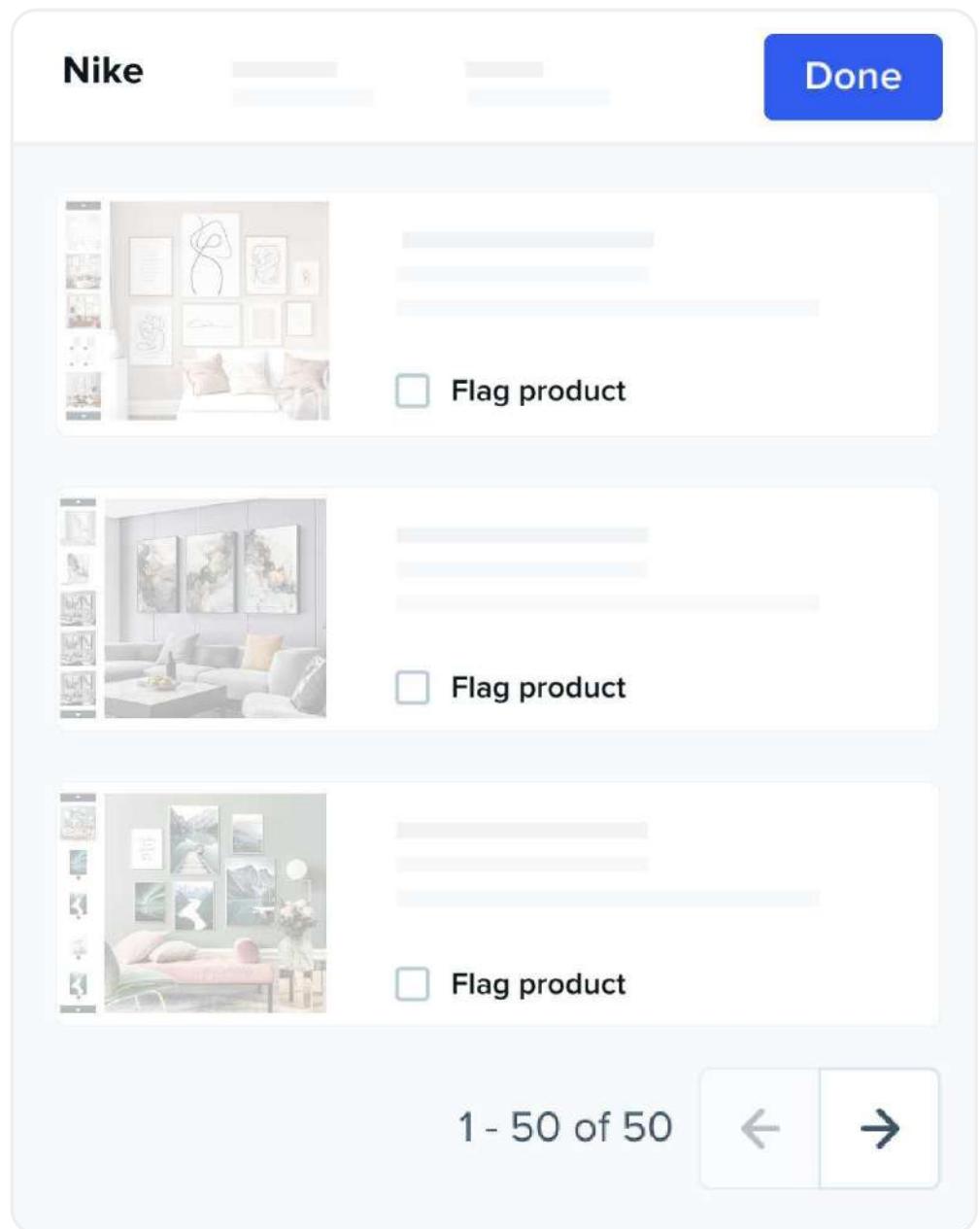
Nordic Abstract Figure Art Print Canvas Paintings Pictures for Wall Poster Abstract Prints [Reviews](#) :

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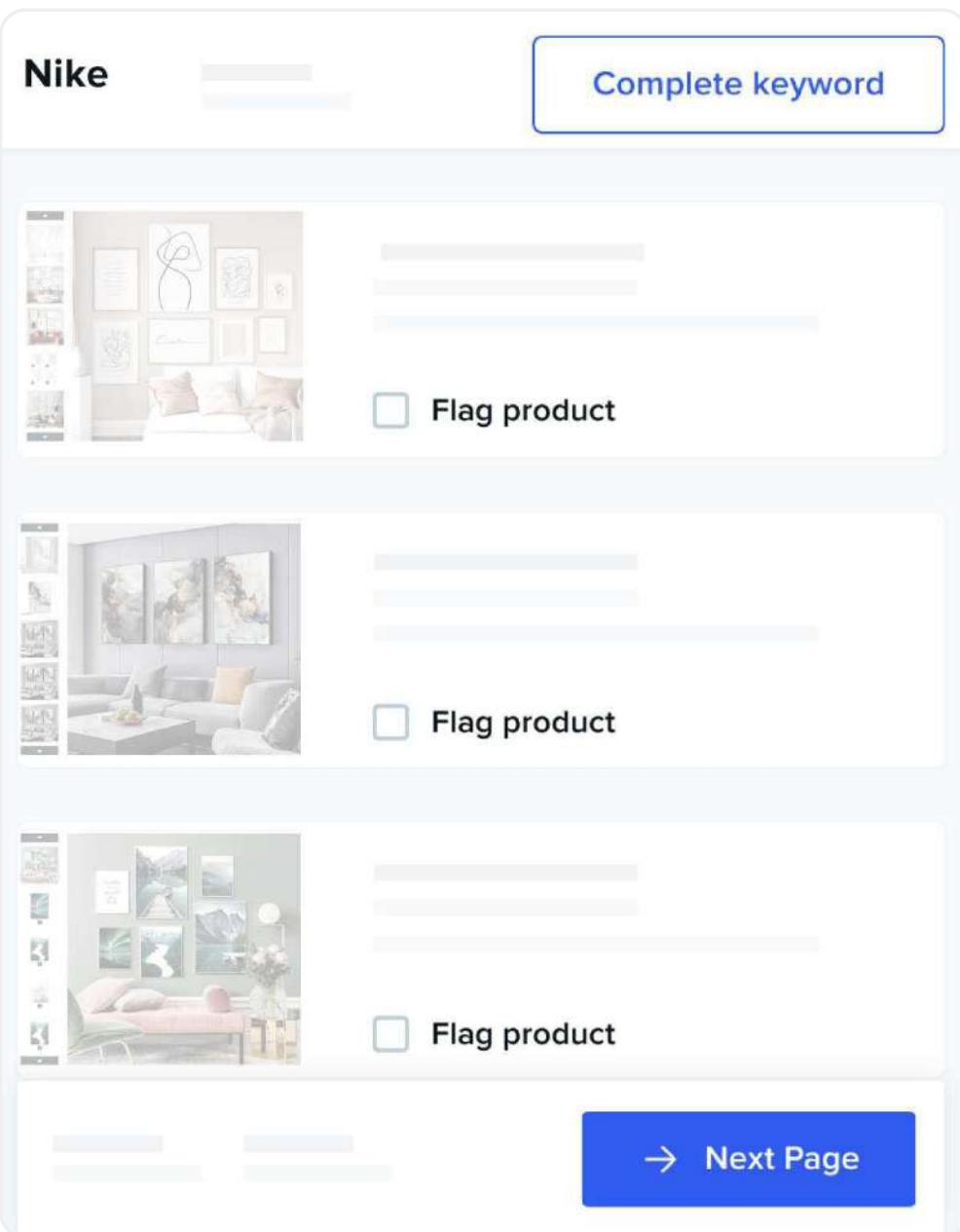
MERCHANT
UNSHOEFASHION
BBA
No
COMPANY OWNED
No
L2L
Plants & Seeds
Beverages without Alcohol
Seat Belt Extenders

MERCHANT
Pat L Weaver
BBA

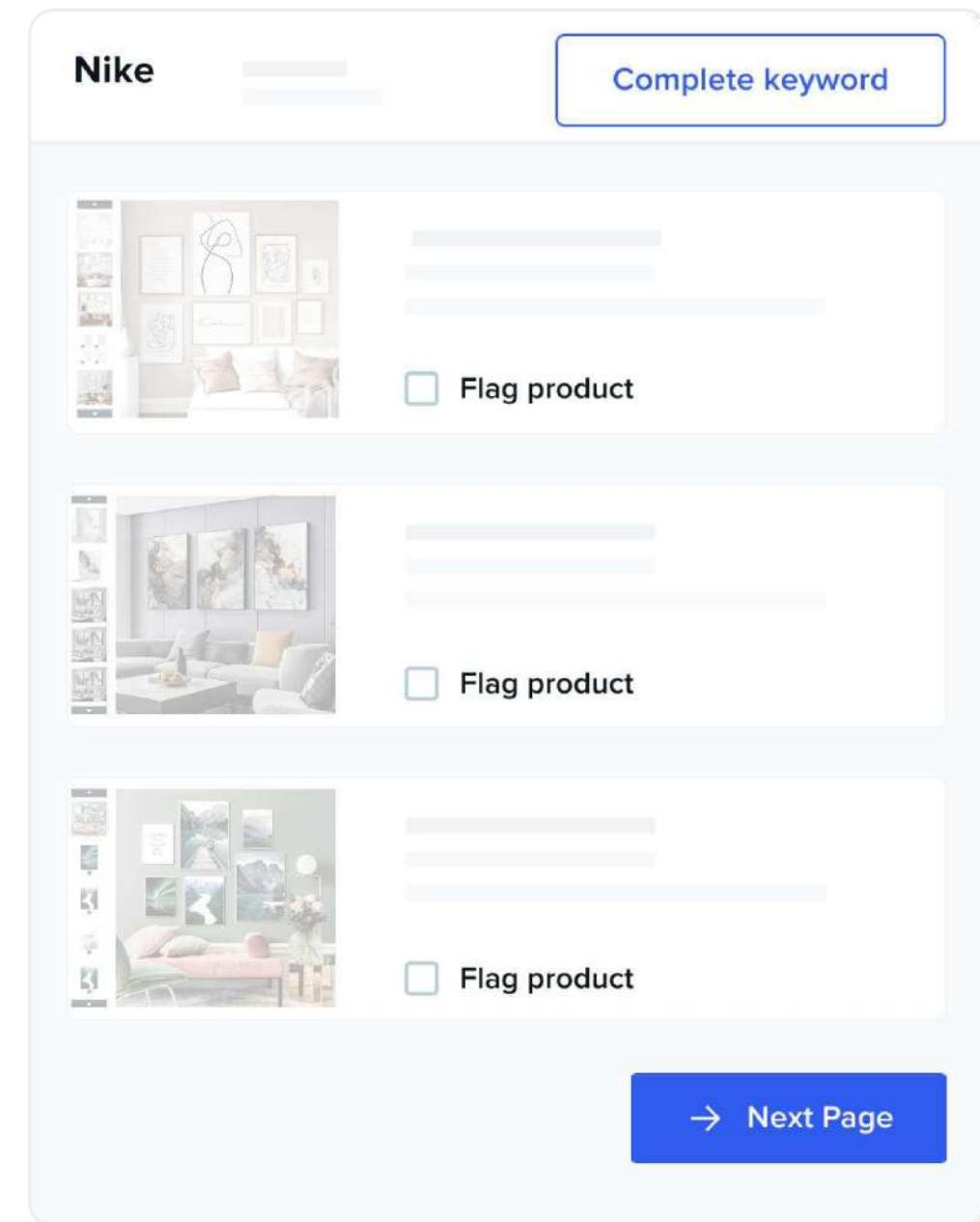
Three Design Solutions



01 Pagination



02 Global complete
Global next



03 ✓ Global complete
Local next

OBSERVATION

“Complete” button has low discoverability

Usability test!! ↘

Nike Canada Destination All merchants BBA

0 Reviewed 0 Flagged 0% Flag rate 1 min Time on keyword Complete keyword

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Pictures for Wall Poster Abstract Prints

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DESCRIPTION
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PRICE SHIPPING TRUE TAG GEO BLOCKED
\$14 \$4 Stun guns Australia
+4 more +20 more

MERCHANT
UNSHOEFASHION
BBA
No
COMPANY OWNED
No
L2L
Plants & Seeds
Beverages without Alcohol
Seat Belt Extenders

BEFORE

SOLUTION

Two design solutions

SOL 01

5 Reviewed 2 Flagged 40% Flag rate 8 min Time on keyword Complete Search

Nike Autralia, Belgium, Canada, Ch... +12 more Destination Yes Shipping Price All merchants BBA All merchants Company Owned All merchants L2L

Nordic Abstract Figure Art Print Canvas Paintings
Pictures for Wall Poster Abstract Prints

Reviews : :

DESCRIPTION

1. Print with durable and sturdy coated canvas which could bring a fine texture and color to your room. You will like it.
2. Its aesthetic design, fashionable color

MERCHANT

UNSHOEFASHION

BBA

No

SOL 02 ✓

5 Reviewed 2 Flagged 40% Flag rate 8 min Time on keyword Complete Search

Nike Autralia, Belgium, Canada, Ch... +12 more Destination Yes Shipping Price All merchants BBA All merchants Company Owned All merchants L2L

Nordic Abstract Figure Art Print Canvas Paintings
Pictures for Wall Poster Abstract Prints

Reviews : :

DESCRIPTION

1. Print with durable and sturdy coated canvas which could bring a fine texture and color to your room. You will like it.
2. Its aesthetic design, fashionable color

MERCHANT

UNSHOEFASHION

BBA

No

Move CTA to the left

Increase discoverability

SOL 01

Move search setup information

Treat it as a local component

Nike

Australia, Belgium, Canada, Ch... +12 more
Destination

Yes
Shipping Price

All merchants
BBA

All merchants
Company Owned

All merchants
L2L

Nordic Abstract Figure Art Print Canvas Paintings
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2. Its aesthetic design, fashionable color

MERCHANT

UNSHOEFASHION

BBA

No

Improve accessibility

SOL 02 ✓

5 Reviewed
2 Flagged
40% Flag rate
8 min Time on keyword

Complete Search

Nike

Australia, Belgium, Canada, Ch... +12 more
Destination

Yes
Shipping Price

All merchants
BBA

All merchants
Company Owned

All merchants
L2L

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DESCRIPTION

1. Print with durable and sturdy coated canvas which could bring a fine texture and color to your room. You will like it.
2. Its aesthetic design, fashionable color

MERCHANT

UNSHOEFASHION

BBA

No

Last Design Challenge

- 01 Content review workflow
- 02 Design effective filters
- 03 Layout of product information
- 04 Transition between searches
- 05 Design critique culture DESIGN CULTURE

PROBLEM

Tense design crit culture

Designers intimidated to give feedback or present during crits.
Ineffective communication

SOLUTION

FigJam crit for 1st time

Collaborated with 2 designers to scale the initiative.
Inspired by Config 2021

Placement of “Next”, “Done”, and “Next keyword”

🔴 Why I didn't go with this

🌟 Option 1

🌟 Option 2

🌟 Option 3

Visual Design of Containers



DESIGN IMPACT

Positive metrics

250% 

Increase in search volume

Number of listings identified

80% 

Decrease in training cost

More flexibility & scalability in hiring

2 → 8

Content review teams

Use this software

REFLECTION

Learnings

Be an advocate for users

Push for user research and understanding needs

Share often and early

I got tremendous help during the 2 design critiques I where presented

Present multiple solutions

Prepare not just one, but three solutions to gather feedback on

Be active in crits

Give feedback on strategies, user flow, and visual in design crits

REFLECTION

What I'd do differently

More consolidated research plan

Research is costly in recruiting & prototyping. Would benefit from a more consolidated research

Communication system with manager

Manager has hands-off leadership style. Would've overcommunicated more for better team alignment.

More efficient problem alignment

Hosting workshops with key stakeholders for problem alignment would've expedited my process.