Platform Sweeps is my first project during my **product design internship at Wish.** The **user problem** is that the current process of the Wish content reviewing team is inefficient, which leads to high training costs and low review volume. To learn more about the problem space, I conducted **three types of generative, qualitative research.** To identify the different motivations of different content review teams, I conducted hour-long **user interviews** with 3 team leads. I also conducted **field research** where I observed their behavior in their work sessions. Finally, I conducted **card sorting** exercises with 3 team leads to inform information architecture and visual design of certain pages.

For this project, I worked as the **solo product designer**, collaborating with **cross-functional partners** including 1 PM, 4 Engineers, 1 UXR Lead, Legal, and the content review teams. During the design process, the **biggest constraint is limited engineering bandwidth.** To address this, I strive for a simple and scalable design. However, I knew there's room for improvement for my interaction design and visual design skills, so I reached out to 10+ experienced designers across teams for design advice and resources. I also **presented multiple times at small-group syncs and design critiques,** during both early and late stages of the design process, to gather feedback on my designs.

The project went through **three major iterations,** with each iteration informed by design team feedback and evaluative user research. The **final solution** contains a user flow of three screens: search & filter, review gallery, and summary page. I derived the digital user flow from real-life experiences of content reviewers. To validate my design, I proposed to my PM to conduct **evaluative user research.** After that, I led the process of **2 rounds of usability tests** with the content review teams. Each round, I created completely interactive Figma prototypes, recruited 5 internal team members (actual users), and asked them to complete the tasks/user flow. After the first round, I went to UXR office hours to present findings to the Lead Researcher and gathered insights on next-steps. With improved design, I conducted a 2nd round of usability testing, the findings of which I used to inform the final design.

Some **challenges** include: understanding the details of the **problem space**, getting familiarized with the **design system,** and establishing a **communication channel** with the manager. To address the first challenge, I set up meetings with PM & content review team leads and proposed to conduct user research (interviews, field research, and card sorting). To get acquainted with Wish's design patterns, I audited the platform for which I was designing. I also went to cross-team design critiques (consumer, merchant, and design system) where I pushed myself to learn about other initiatives and give feedback to other designers. Finally, my design manager had a hands-off management style, which required me to create a seamless communication system. I decided to write design dairies on Notion, in addition to constant slack updates, where I inform progress and ask for feedback.

The project took about **6 weeks.** It was longer than expected due to many mistakes, one of which was **the lack of planning**. If I were to do the project again, I would focus on designing **multiple solutions of different scopes** (e.g. a blue-sky design of user segmentation: admin vs user) as opposed to presenting only one solution to iterate on. I would also write up a **more holistic research guide** and combine two usability tests into one. I realized that it takes extensive resources to conduct users, whether it be creating prototypes or recruiting participants. A consolidated research would make time for design explorations & iterations.