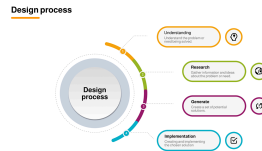


The collage features several text elements: 'Project Object!', 'Save' in large bold letters, 'The job is a lot harder, more and an experience and skills.', 'problem statement', 'Some of the r', 'the story', 'offer to', 'solver', 'Permalink' in large bold letters, 'Problem solving', 'Arrange and organize the site and make it easier', 'Make the site attractive and beautiful in terms of design taking into account the design laws.', 'Reduce the placement of advertisements on the site.', 'Ensure the accuracy of the information posted on the site before placing it.', and 'Not specifying a limited quantity for the customer as of the products.'



User Research

The following steps were followed during the search process:

1. Identify the problem or opportunity. What first did you identify the problem or opportunity you want to solve or explore. What problem do users face? What opportunity can you take advantage of?
2. Setting research objectives. Once the problem or opportunity is identified, the research objectives must be defined. What are many of them you bring by conducting user research?
3. Choice of research methods. There are a huge difference in user research methods available. You'll need to choose the right tools for your goals and audience.
4. Data collection. After choosing research methods, you will need to collect the data. This can be done through a variety of methods, such as interviews, focus groups, surveys, and web analytics.
5. Analysis. Interviews are a good way to understand the needs and expectations of users individually.
6. Focus groups. Focus groups are a good way to get the opinions of a group of users simultaneously.
7. Surveys. Surveys are a good way to gather information from a large group of users.
8. Data Analysis "Once the data is collected, you will need to analyze it. This will help you understand what you've learned from user research."
9. Deliver results. After analyzing the data, you will need to provide the results. This can be done in a variety of ways, such as writing a report or creating a presentation.


Competitor Analysis

SWOT Analysis

| | Strengths | Weaknesses | Opportunities | Threats |
|----------|--|---|---|---|
| S | Strong technological innovation Diverse product portfolio Global market presence | | | |
| W | | High operational costs Limited market penetration in emerging markets Dependency on third-party logistics | | |
| O | | | Expansion into new markets Strategic partnerships Innovation in logistics | |
| T | | | | Intense competition Economic downturns Regulatory changes |

| | Amazon | eBay | Noon |
|----------------------|---|---|---|
| Strengths | Strong brand Large customer base Advanced logistics network Diverse product portfolio | Strong brand Large customer base Advanced logistics network Diverse product portfolio | Strong brand Large customer base Advanced logistics network Diverse product portfolio |
| Weaknesses | High operational costs Limited market penetration in emerging markets Dependency on third-party logistics | High operational costs Limited market penetration in emerging markets Dependency on third-party logistics | High operational costs Limited market penetration in emerging markets Dependency on third-party logistics |
| Opportunities | Expansion into new markets Strategic partnerships Innovation in logistics | Expansion into new markets Strategic partnerships Innovation in logistics | Expansion into new markets Strategic partnerships Innovation in logistics |
| Threats | Intense competition Economic downturns Regulatory changes | Intense competition Economic downturns Regulatory changes | Intense competition Economic downturns Regulatory changes |

UX User Persona



Ahmed Ali

Account Manager

| DEMOGRAPHICS | | TECH | |
|--------------|------------|------------|-------|
| Gender: | Male | Internet: | ★★★★★ |
| Age: | 35 | Marketing: | ★★★★★ |
| Education: | Management | Design: | ★★★★★ |
| Job: | Standard | Shopping: | ★★★★☆ |

Report

Read customer data at first. Don't jump to conclusions after the first report, and "hope" they are not bad and are linked and have a better experience.

GOALS

- Reduce the cost associated with the maintenance of the site
- Save time and space when the site is created and when it is checked
- Reduce the accuracy of the data collected
- Reduce the dependence on the system

PROBLEMS

- The large size of the data collected is complex and takes a long time
- The complexity of the data makes it difficult to compare and analyze the data
- The large number of data in the site
- Not being able to get the information on the site



E-Commerce - Case Study

Multiple Owners ▪ Follow All